

NBC

CHIMES

December • 1953



"AM AHL AND THE NIGHT VISITORS"
— An NBC Christmas Tradition

See page 15



CHIMES

Published monthly by and for the employees of the National Broadcasting Company, 30 Rockefeller Plaza, New York City, New York.

Editor
Edward Starr

Chimes Correspondents

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Kay Henderson, Continuity Acceptance
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Ernestine Thomas, Treasurer's
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A Christmas Message

To All NBC Employees:

On this, my first Christmas as the President of NBC, I would like to take this means of expressing on behalf of the management our sincere gratitude for your efforts during the past year. It has been through the devotion, enthusiasm and hard work of all NBC employees that in 1953 we have been able to strengthen NBC's position as the leader in the broadcasting field.

I would like to add my own personal wishes to all of you and your families for a very Merry Christmas and a New Year filled with health and happiness.

Sylvester L. Weaver, Jr.

'King Richard II' on NBC-TV With Maurice Evans Jan. 24

Maurice Evans, who won national acclaim in his television debut as "Hamlet" on NBC-TV last April, will re-create the role that won him stardom in this country when he presents his two-hour production of Shakespeare's "King Richard II" on "Hallmark Hall of Fame" the first, Jan. 24.

This will mark the Sunday television version of Shakespeare's historical tragedy, and Evans' second appearance on TV.

Sarah Churchill, hostess, narrator and star of "Hallmark Hall of Fame" in its regular one-hour format seen each Sunday, will be reunited with Evans for "King Richard II," enacting the role of his Queen. Miss Churchill was Ophelia in Evans' TV production of "Hamlet."

The production will be sponsored by Hall Brothers, Inc., in behalf of Hallmark greeting cards. Hall Brothers also sponsored Evans' video "Hamlet."

Maurice Evans has virtually retained

intact the unit associated with him on "Hamlet." Albert McCleery will be NBC executive producer and director. George Scheafer will direct for the Evans office. Emmett Rogers and Mildred Freed Alberg will be associate producers. Once more Richard Sylbert will design the scenery and Noel Taylor will be in charge of costumes.

Maurice Evans took Broadway by storm when he first presented "King Richard II" in New York in February, 1937. Always considered one of the Bard's more difficult plays to present, it had not been given in this country for 60 years. No actor in the history of the American theatre has ever received more lavish praise than that heaped upon Evans by critics and public alike immediately following his appearance as Richard. It is generally conceded to be his greatest role.

An outstanding cast is being assembled by Evans for the other leading roles in the play.

Weaver New NBC President

Robert W. Sarnoff Elected Executive Vice President;

Gen. Sarnoff Continues Active as Board Chairman

Sylvester L. Weaver, Jr., has been elected president of the National Broadcasting Company, it was announced on Dec. 4 by Brig. General David Sarnoff, chairman of the board of RCA and NBC, following a regular meeting of the Board of Directors.



Sylvester L. Weaver
President of NBC.

Mr. Weaver joined NBC in 1949 as head of its television operations after 23 years in the broadcasting and advertising business, including service as vice president in charge of broadcasting for Young & Rubicam and advertising manager for the American Tobacco Company. He was put in charge of both radio and television networks for NBC in the summer of 1952, and became vice chairman of the board in December of that year.

The election of Robert W. Sarnoff as executive vice president was also announced. Mr. Sarnoff, who joined NBC in 1943 after several years with

the Cowles publications, has been serving as vice president in charge of the NBC Film Division and as Mr. Weaver's executive officer.

General Sarnoff said that in his capacity as board chairman he would continue to take an active interest in the company, and that Mr. Weaver would report directly to him.

"All these months that I have been acting as president, as well as chairman of NBC, have confirmed my belief that basic to the broadcasting business is the quality and character of its program structure—the play's the thing," General Sarnoff said. "Before and above all else, we have a responsibility to build not only the best individual programs, but a complete schedule of good programs that will satisfy the varied needs and interests of the vast public we serve. Only in this way can a network continue to hold its great audience. Moreover, this is the surest way to serve the public interest, the interest of our stockholders and the interest of advertisers who use and support the facilities of NBC and its affiliates.

"So, I concluded that the president of NBC should have an awareness of high purpose, a sincere regard for public service, a proven capacity for showmanship, a thorough understanding of the advertisers' needs and problems, and an appreciation of the economic facts of life in the broadcasting industry."

Sating that Mr. Weaver "has a happy combination of the attitudes, talents and experience needed for the job," General Sarnoff said, "he will have my full support in his efforts to keep our network first in programming, first in audience, first in sales and first in public service."

General Sarnoff said that the election of Robert Sarnoff as executive vice president would relieve Weaver of the burden of administrative details.

"The years of understanding and effective relationship between Pat Weaver and Bob Sarnoff, working for the same goals, assure for the company a continuation of their harmonious and

productive teamwork," General Sarnoff said. "Since we have chosen for these key executive positions young men of proven ability—Pat Weaver is 44 and Bob Sarnoff 35—we are all set for many years to come. Now we can concentrate all our efforts on strengthening our position as the nation's number one broadcaster."

In a closed-circuit broadcast to NBC affiliated stations, Mr. Weaver expressed his determination to "make NBC the greatest social force and the greatest selling force in the nation," and paid tribute to General Sarnoff for his "vision and courage in pioneering radio, then television, and now color television.

"You, more than any other man, are responsible not only for the creation and growth of this great company, but for the existence and strength of broadcasting itself," Mr. Weaver said. "In my efforts to build on what has gone before, it will be a great source of strength to me to have your guidance and support."

Mr. Weaver expressed his gratification that the Board of Directors had followed his recommendation that Mr. Sarnoff be elected executive vice president.

"Bob and I make a good team," he said. "We respect each other. We both have a genuine desire to advance NBC's interests because we are convinced that's the best way we can advance the interests of our audience, our sponsors and our affiliates. And we have the same fundamental concept of our job.

"As broadcasting men, we believe that NBC must program for all segments of our population—must serve the entire public with useful, entertaining, informing and inspiring programs.

"As advertising men, we believe in building this great national medium to serve American business as the most efficient means by which it can sell its goods and services; and we intend to make it possible for any advertiser who can afford any national advertising

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medium at all to afford our facilities, too.

"Not only can we act together from years of experience in acting together, but Bob has been working, as I have, with most of the active department heads of NBC: and we know we have a winning combination."

Mr. Weaver commented on the "plus" that NBC enjoys in being associated with RCA. "Our nation's entire broadcasting service rests on a broad foundation of scientific research and engineering accomplishment. We broadcasters are only the part of the iceberg that shows above the surface," he said. "In my work with the entire RCA organization on color in these last months, I have come to an entirely new realization of the strength and extent of RCA's leadership in the areas of research, engineering and sales, on which our own broadcasting service is so dependent.

"We look forward eagerly to the new tools our scientists will give us to increase the effectiveness of our broadcasting service to the public.

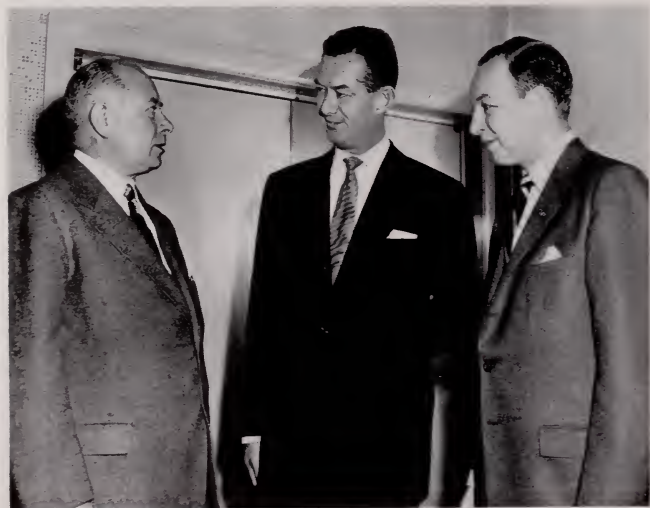
"And when I speak of our broadcasting service I most certainly refer to radio, as well as to television. I firmly believe in the value and permanency of radio. NBC is the pioneer in radio and led the way in developing this medium. We are determined to meet the challenge of changing conditions and to take advantage of every opportunity to create new services and to increase business for sound broadcasting."

A native of Los Angeles, and a Phi Beta Kappa graduate of Dartmouth in 1930, Weaver entered broadcasting in 1932 as a writer for KHJ. He became program manager of Don Lee in San Francisco in 1934, and a year later joined Young & Rubicam in New York where he became manager of the radio division. In 1933, before he was thirty, he became advertising manager of the American Tobacco Company, and a member of the top management group. On leave of absence in 1941, he headed radio for the Coordinator of Inter-American Affairs. He next spent two years in the Navy in command of an escort vessel, and nine months pro-



Robert W. Sarnoff, Executive Vice President.

Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC, shown (left) greeting Sylvester L. Weaver, Jr., (center) newly-elected President of the National Broadcasting Company, and Robert W. Sarnoff, newly-elected Executive Vice President. Following the meeting of the Board of Directors at which Mr. Weaver and Mr. Sarnoff were elevated to their new posts, Gen. Sarnoff and Mr. Weaver addressed the radio and television affiliates of NBC over a closed circuit.



ducing "Command Performance," the great wartime radio show for men overseas. After the war Weaver rejoined American Tobacco, and in 1947 returned to Young & Rubicam as vice president in charge of radio and television, again serving on the agency's plans board and executive committee. In 1949 he joined NBC.

Robert Sarnoff, son of Brig. General David Sarnoff, a native of New York City, graduated from Harvard in 1939. After a year at Columbia Law School, a year in the office of U. S. Coordinator of Information and three years as a naval officer, he became assistant in 1945 to Gardner Cowles, Jr., publisher of the Des Moines Register & Tribune. In 1946 he joined the staff of Look magazine, and in 1948 moved to NBC where he served in a variety of executive capacities, and launched "Victory at Sea," the famous NBC-Navy documentary, for which he received the Navy's Distinguished Public Service Award. He was elected a vice president in 1951, named head of the NBC Film Division a year later, became Mr. Weaver's executive officer this September, and was elected to the Board of Directors in October.

TV Affiliates Reaffirm Confidence in NBC

Hail Network's Progress at Chicago Meeting

NBC's television affiliates gave the network a unanimous reaffirmation of confidence in Chicago Nov. 18 when they adopted a resolution hailing NBC-TV's "outstanding progress" and accomplishments.

The resolution, envisioning NBC "on the threshold of the greatest period of achievement in its history," was adopted at the close of a two-day meeting of representatives of 120 NBC-TV affiliates. Sessions were held at the Drake Hotel.

The resolution read:

"Whereas: We, the television affiliates of the National Broadcasting Company have had our first general meeting with NBC representatives since the Princeton, N. J., meeting in May, 1953, and have considered the progress of the NBC Television Network since that time.

"Be it resolved: That we reaffirm the resolution adopted at Princeton expressing our confidence in NBC's leadership and our enthusiastic endorsement of its program as outlined to us at that time by General Sarnoff.

"In the short space of six months, this program of action has been carried fully into effect. Under the direction of General Sarnoff, and with policies that are both sound and progressive, NBC is leading the way in the development of television as a service of maximum value to the public and maximum effectiveness to the advertisers.

"While sparing no effort or expense in the bringing to reality the new art and industry of color television, NBC has devoted itself to the maintenance and enlargement of its pre-eminence in creative programming, salesmanship, promotion and research and to the establishment of procedures for the most productive cooperation between the network and the affiliated stations.

"NBC's accomplishments since the Princeton meeting are a source of deep satisfaction to us and confirm our conviction that it is on the threshold of the greatest period of achievement in its history.

"We unanimously endorse the presentations of the NBC representatives as reports of outstanding progress, and with this expression of confidence in

General Sarnoff and the organization he heads, we adjourn our meeting."

Walter Damm, vice president and

general manager of WTMJ-TV, Milwaukee, and chairman of the affiliates' group, presided at the meetings.

Gen. Sarnoff Turns Over Largest Radio Transmitter to U.S. Navy

Brig. Gen. David Sarnoff tapped out in wireless code the first message sent out over the world's most powerful radio transmitter at its dedication Nov. 18. Located at Jim Creek Valley, Washington, the 1,200,000 watt plant was built for the U. S. Navy by RCA.

The message General Sarnoff sent out was from Admiral Robert B. Carney, Chief of Naval Operations, and was directed to U. S. Naval units on land, in the air and under the surface of the sea. For the first time in the nation's history the Navy was able to flash instantaneously a wireless mes-

sage around the world to all of its ships and naval units.

The giant radio station, a six-year project of RCA and the Navy, was constructed to provide the Navy with instantaneous world-wide communication with its fleets. Its output is more than twice that of any existing military transmitter and 22 times greater than any U. S. commercial station.

Before the first message left Jim Creek Valley, the transmitter was officially turned over to Admiral Carney by General Sarnoff on behalf of the Radio Corporation of America.

WTAM Honors Cleveland Press on 75th Anniversary:



WTAM, Cleveland, honored the Cleveland Press recently on the paper's 75th anniversary. Louis B. Seltzer of the Press is seen here cutting the birthday cake presented to him on a special two-hour WTAM "Bandwagon" show. Looking on, left to right, are Lloyd Yoder, general manager, WTAM, WNBK; Mr. Seltzer; emcee Johnny Andrews; bandmaster Henry Levine, and vocalist Jackie Lynn.

Hollywood Sees Color TV

First Coast-to-Coast Compatible Color TV Demonstration Is Climaxed by Gen. Sarnoff's Announcement of TV Tape Recording

Climaxing the first coast-to-coast demonstration of the RCA compatible color television system, which took place in Hollywood on Nov. 3, Brig. Gen. David Sarnoff, Chairman of the Boards of the Radio Corporation of America and the National Broadcasting Company, announced that RCA has achieved magnetic tape recording of color television programs as well as in black-and-white.

The demonstration of a color show featured live talent performing in the NBC color television studios at the Colonial Theatre in New York City. The color program traveled over a 4,000-mile radio relay circuit of the Bell System and was viewed on RCA color receivers located in NBC studios in Burbank, Calif. The program also demonstrated the first transcontinental transmission of color film for television.

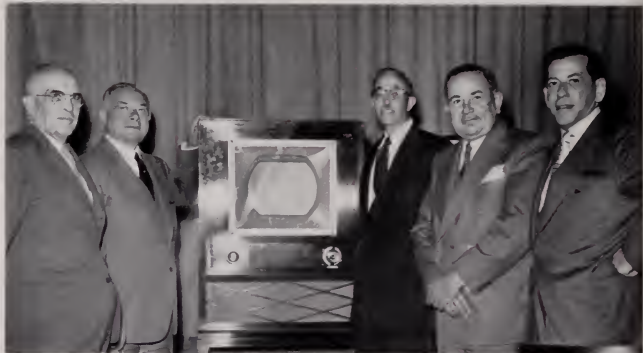
The RCA compatible color television system operates on the signal specifications which have been recommended by RCA and others in the industry for approval by the Federal Communications Commission as the government standards for commercial color television.

In announcing the achievement of video tape recording in color as well as in black-and-white, General Sarnoff said that electronic motion pictures and home video recordings are future possibilities that will stem from this development. He described it as holding great promise for the motion picture industry, as well as for the television industry, and declared: "Here is an electronic development endowed with a far wider horizon than its immediate purpose in TV broadcasting. It is a method that records and reproduces pictures in motion in black-and-white and in color, with no intermediate steps such as film processing. It does away with all chemical processing. The pictures can be viewed the instant they are taken, which adds new flexibility in the making of motion pictures. There will be no need to wait for the next day or days to see the 'rushes'."

General Sarnoff announced that on Dec. 1st, RCA would demonstrate at

its Princeton, N. J., Laboratories the present status of tape-recording of television pictures both in black-and-white and in color.

'wiped off' and re-used again and again. Moreover, the original tape can be multiplied to many tapes for convenient and widespread distribution to



Seen with one of the experimental color receivers at the historic demonstration are, left to right: Dr. Charles B. Jolliffe, vice president and technical director, RCA; Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC; O. B. Hanson, NBC vice president and chief engineer; Frank Folsom, president of RCA, and Emanuel Sacks, NBC and RCA staff vice president.

He said the RCA development of tape recording was part of a request he made at RCA Laboratories in September, 1951, at a party commemorating his 45th year of service in radio. The request, he related, was that the scientists and research men would give him three presents to mark his 50th anniversary in 1956: (1) a television picture tape recorder; (2) an inexpensive electronic air-conditioner without moving parts; and (3) a true amplifier of light. He did not catch the RCA scientists and research men by surprise, he remarked, for they had already been exploring in those fields.

"Our men already have achieved recording of color as well as black-and-white television programs on magnetic tape," said General Sarnoff. "When I watched a demonstration a week or two ago in our Laboratories, I was amazed at the results. The process is electronic for the camera, for the making of the tape record, and for playing the tape. And there is the added advantage that the tape may be

television stations throughout the country and eventually throughout the world.

"I believe that further technical progress, which is certain to continue, will make the magnetic tape-recording process inexpensive and economical. This new development obviously holds great promise for the motion picture industry as well as for the television industry.

"Magnetic tape recording of video signals should make possible simple means by which a TV set owner can make recordings of television pictures in the home. And they can then be 'performed' over and over through the television receiver just as a phonograph record is played at will. It may also be possible to make video tape home movies with no need to send the tape away for processing.

"We consider it vital for the future of the television art to move rapidly toward perfection of video tape-recording in order to provide the television industry with a practical, low-cost so-

lution of program recording, immediate playback and rapid distribution," continued General Sarnoff. "Further, an unlimited number of copies of such tapes can be made quickly, and copies can also be preserved for historic reference or other uses. In fact, magnetic tape recording has many advantages over photographic film processes and kinescope recording which I am sure are obvious to you in this film capital.

"In my lifetime I have witnessed many advances in radio, television and electronics," said General Sarnoff, "but few have stirred my imagination more in recent years than color television and video tape-recording.

"Electronic motion pictures—in black-and-white and in color—for television, for the theatre and for the home will stem from this remarkable development. Today we are only on the threshold. But the electronic door has been opened wide and gives us a fascinating vista of the future."

General Sarnoff was introduced by Sylvester L. Weaver, Jr., who has since been elected NBC President. Reviewing NBC's timetable for the advancement of color television, Mr. Weaver reported that the network is planning to convert its studios in Burbank, Calif., and Brooklyn, N. Y., to color. In addition to the Colonial Theatre, NBC has in New York another color studio, a color film studio and a remote color unit for outside pickups, he added, and has on order with the RCA Victor Division 20 color cameras, 20 camera chains, remote gear and associated equipment.

Subject to FCC approval of standards, Mr. Weaver said, NBC is planning for the remainder of the year to colorcast "Mr. Peepers," Bob Hope, Donald O'Connor, Dave Garroway, "Your Show of Shows," the "Kraft Television Theatre," "This Is Your

Life," "Amahl and The Night Visitors" and, on New Year's Day, the Tournament of Roses Parade, eventually giving each major show on its schedule a "color premiere" under NBC's introductory year plan.

Color television, Mr. Weaver asserted, will increase the number of hours American families spend with their television sets, increase the scope of programs and improve their quality. Color programs, he continued, will mean better programs for present set owners while they continue to see the better service in black-and-white.

"Color will bring a new stimulation to the creative groups because they can present entertainment as they see it naturally with their own eyes," Mr. Weaver said. "In the coverage of the world of reality—which is the great faculty of television—color will be an added dimension and give the people a completely accurate picture of the event as and when it happens."

In marketing, Mr. Weaver predicted, color television will change present advertising patterns by advancing shared-sponsorships; giving small as well as large advertisers a chance to participate; gathering a larger share of the nation's \$7,000,000,000 annual advertising expenditure; and serving as an upward thrust to improve the standard of living.

The equipment used for transmitting the color film was a 16 mm fast pull-down projector with a flying spot scanner, an RCA development. This system, now in commercial production, was one of three methods of telecasting film which were demonstrated for the first time on Oct. 29, to broadcast engineering consultants at a color television seminar sponsored by the RCA Victor Division in Camden, N. J.

The color receivers used in the Hollywood demonstration were in-



Sylvester L. Weaver, Jr., now president of NBC, left, and General Sarnoff are pictured a few minutes before the first trans-continental color telecast.

stalled by the local staff of the RCA Service Company, the same personnel who install and service the standard black-and-white receiving sets now in the area.

Host for the showing was John West, Vice President in charge of NBC's Pacific Division.

Accompanying General Sarnoff for the West Coast showings, besides Mr. Weaver, were: Frank Folsom, President of RCA; Robert W. Sarnoff, now Executive Vice President; Emanuel Sacks, Staff Vice President; Dr. Charles B. Jolliffe, Vice President and Technical Director of RCA; and O. B. Hanson, Vice President and Chief Engineer of NBC.

Immediately following the showing members of the nation's press began calling in their stories on special phones set up for their use. While their techniques varied, their stories were essentially the same. . . . "It was the greatest thing they'd ever seen." When a beautiful flower bedecked hat changed from the conventional black-and-white picture into radiant hues, reds and yellows, a gasp went up from the assembled throng and one syndicated news reporter later said, "It knocked me right on the seat of my pants."

Writing in the Los Angeles *Mirror*, Hal Humphrey, described by his newspaper as the "usually reserved television and radio editor," said: "It's so beautiful, it knocks you right out of your seat. . . . There's no doubt about it, this is it. . . . I couldn't keep my eyes from the colorcast. . . . The public is going to love it. . . . A new and bigger boom in the television industry is just around the corner."

Among those attending a special luncheon immediately following the color telecast were, left to right: Robert W. Sarnoff, now NBC executive vice president; Jack Webb, star of NBC's top-rated radio and TV show, "Dragnet"; General Sarnoff, and John K. West, vice president in charge of NBC's Pacific Division



Social Security Rates Going Up

The OASI Tax Contribution for You and for NBC Rising One Half Per Cent Each on January 1

An automatic increase in the tax contributions of employees and employers to the Old Age and Survivors Insurance program—better known to us as Social Security—will go into effect on January 1.

It will mean an increase of one half of one per cent over what we—and NBC—are paying now.

For the past two years we have been contributing one and one half per cent of \$3,600 of annual wages, up to a maximum contribution a year of \$54. NBC has been paying an equal amount. Under the new rates, the contribution goes up to two per cent of \$3,600 of annual wages, with a maximum of \$74 a year, both for the individual employee and for NBC.

These changes are the result of the amendments to the original law, which were passed in 1950. These amendments brought about other changes, too, most of which have gone into effect during the past year, such as extending the time for wage credits for military service; increasing monthly benefits, and increasing the amount an individual can earn after retirement without losing Social Security benefits.

Social Security is the family insurance plan provided by the Social Security law and operated by the government. Under this law, employees and employers contribute during the individual's working years to provide an

In case the increase in Social Security contributions has you worried, don't forget that personal income taxes are scheduled to be reduced by ten per cent, also effective on January 1 of this coming year.

income for the employee and/or his family when the usual income from employment is cut off by old age or death.

Through contributions based on the amount of wages, rights to future benefits are established. The amount of the insured person's average monthly earnings and the number of other members of the family who are entitled to payments as dependents determine the monthly benefits to a family.

There are four kinds of payments:

1. Monthly retirement payments to insured persons 65 or over and their families.

2. Monthly payments to insured persons and their families if the insured person is 75 or over even if he is still working.

3. Monthly survivors payments to the families of insured persons who die.

4. Lump-sum payments to an insured person's widow or widower, or to the person who paid the employee's

burial expenses. The lump sum will be paid even when there is a survivor who is immediately eligible for monthly insurance payments.

Present Benefits

The maximum benefit payment for a retired individual today is \$85 a month. A man and wife at age 65 could receive \$127.50, and the maximum payment to a family group including children under 18, is \$168.75 a month. The minimum monthly benefit is \$25.

Survivors protection, so important in family planning, is provided by monthly benefits on behalf of children under 18, the widow at any age with minor children in her care, and to the widow at 65, for the rest of her life. The maximum survivors monthly payment to a family is \$168.75. A lump-sum death payment is also payable to the widow, widower, or person who paid the burial expenses. The maximum lump-sum is \$255. In some cases benefits are also payable to dependent husbands or parents.

Check Your Records

There are just two steps a wage-earner must take to make sure that his Social Security records are correct, in order to protect his investment in future benefits:

1. Always make sure that your employer has a permanent record of your name and Social Security number exactly as it appears on your card. This simple rule will protect the completeness of your wage record, that in turn governs the amount of benefits payable to you and your family.

2. Check the completeness of your posted wage record at least once every three years by securing the wage inquiry card "7004" from Employee Services in NBC New York, your personnel representative, or the nearest Social Security Field Office.

There are two times for prompt action: following retirement at age 65, or at the death of an insured person. On retirement be guided by NBC's advice and visit the nearest Social Security office without delay.

**Maximum
Social Security Payments
Based on Earnings After 1950**

Average Monthly Earnings After 1950	Retired Employee	Retired Employee And Spouse at 65	Retired Employee, Spouse, One Child
\$300.00	\$85.00	\$127.50	\$168.80
280.00	82.00	123.00	164.00
260.00	79.00	118.50	158.00
240.00	76.00	114.00	152.00
220.00	73.00	109.50	146.00
200.00	70.00	105.00	140.00
190.00	68.50	102.80	137.10
180.00	67.00	100.50	134.00

NBC Sponsors:

P. LORILLARD COMPANY

**"Old Gold Cures Just One Thing –
The World's Finest Tobacco"**

On May 27, 1789, two New York tobaccoists, the brothers Peter and George Lorillard, advertised an advertisement. It was of an Indian smoking a long clay pipe while leaning against a hoghead marked "Best Virginia," and recommends Lorillard products—cut tobacco, plug, snuff and ladies' twist. All are stated to be "sold reasonable," and a money-back-if-not-satisfied guarantee is offered.

This is the earliest known American advertisement of tobacco, and the money-back guarantee is surely one of the first in American business.

Judging from their evidenced faith in advertising, the brothers Lorillard probably would have predicted that 164 years later, their company would still be strongly convinced of the value of telling its story to the public through advertisements. It's unlikely, however, that they could have foreseen that every Tuesday night, in millions of homes across the country, lights would go on in box-like pieces of furniture with glass screens, upon which would appear a baggy-eyed face, imparting in nasal tones the story of P. Lorillard products.

Happily for the National Broadcasting Company and for the American public, the P. Lorillard Company has seen fit to present each week over our facilities the television show, "Judge for Yourself," starring Fred Allen, the man who is generally acknowledged to be one of the greatest of contemporary humorists. This is not the first video effort for Fred, but according to critics, it is the first one in which he has "found himself." The show's unique format offers two panels, one made up of three showbusiness experts and the other of three amateurs. Each rates three top-flight acts in order of excellence, the amateurs choosing singly and the experts as a group. The amateur whose choice coincides with that of the experts takes home a \$1,000 cash

prize. The bounty is divided if more than one amateur agrees with the professional trio. All this is presided over by the artful master of the ad-lib, Mr. Allen, who has ample opportunity during the show to get off his hilarious and often barbed comments on just about anything that interests him.

Our associations with P. Lorillard and with Fred Allen have on our network standing ones, and it's no secret that the union of the two into a highly successful combination on our network is a source of great satisfaction to NBC.

The 164 years since that pioneer advertisement appeared is a long time, but even then, the Lorillard firm already had been in existence for 29 years and was a well-established New York tobacco house.

It was in 1760 that Pierre Lorillard, a young French immigrant, opened a tobacco factory and store at Chatham Street near Tryon Row in New York City. How the company he founded and passed on to his sons Peter and George, grew from a small family firm into a great corporation with more than 26,000 owners, its stockholders, and with four manufacturing plants, leaf handling facilities at eight sites, and over 100 division offices across the nation, is more than a history of a business. In a striking sense it is part of the annals of the United States. For nearly two centuries Lorillard has contributed to the wealth of the country's economy and standards of living by enterprise and ingenuity in the best American tradition. Lorillard "firsts" and pioneering practices stud the company's history. From its beginning to the present day, they enhance its brilliant record in the manufacture and merchandising of tobacco, in research and advertising, and in the field of good citizenship.

Since American Indians were the first to grow and smoke tobacco, it is fitting that P. Lorillard, as the country's



*Tobacco & Snuff of the best quality & flavor,
At the Manufactory, No. 4, Chatham Street, near the Gas
By Peter and George Lorillard,*

Where may be had as follows:

Cut tobacco,	Prig or carrot do.
Common kitefoot do.	Maccuba snuff,
Common smoking do.	Rappee do.
Segars do.	Siraburgh do.
Ladies twist do.	Common rappee do.
Figitail do. in small rolls,	Scented rappee do. of dif-
Plug do.	ferent kinds,
Hogtail do.	Scotch do.

The above Tobacco and Snuff will be sold reasonable, and warranted as good as any on the continent. If not found to prove good, any part of it may be returned, if not damaged.

N. B. Proper allowance will be made to those that purchase a quantity.

May 27—1789.

The earliest known advertisement of the oldest tobacco company in the United States. P. Lorillard, was dated May 27, 1789.



And here is one of Lorillard's most prominent present-day means of bringing its story to the public—Fred Allen, star of NBC-TV's "Judge for Yourself."

oldest tobacco firm, acknowledge tobacco's debt to the red man. Lorillard always has done so, beginning with that first ad and continuing with those of recent years. Some of its brands bore Indian names, and wooden Indians stood in front of the shops of Lorillard

The Top Officers of America's Oldest Tobacco Company



Left to right, Herbert A. Kent, Chairman of the Board; William J. Halley, President; Frank Hopewell, Executive Vice President; Lewis Gruber, Vice President and Director of Sales, and Alden James, Vice President and Director of Advertising.

dealers. The company's own trademark is an enduring tribute. Two Indians are pictured on this emblem beneath the inscription "Established 1760."

Fame crowns Roderigo de Jerez, one of Columbus's sailors, as the first white man to appreciate tobacco. Jerez took tobacco with him back to Spain and was the first to light up and puff in Europe. Frightened townsmen, seeing smoke pouring from his nose and mouth, called the police. The fumes smelled much better than brimstone, but this sailor was smoking like the devil, so the Inquisition arrested and imprisoned him for a time. Sir Walter Raleigh, who learned to smoke in Virginia, also met an unappreciative welcome when he introduced the custom back home. The story goes that his English servant poured a pitcher of water or beer over him, thinking he was on fire.

Eras in Tobacco Use

Pipe, snuff, tobacco, cigar and the cigarette—these mark successive eras in American history and in the fortunes of the House of Lorillard, whose products always have met the popular tastes of the time. One period overlaps another, and every use of tobacco has its devotees now as it did in the eighteenth century. But each had its heyday, and the pipe's was our great age of exploration and settlement.

As the pipe went west with American frontiersmen, Peter and George Lorillard hit upon the idea of sending lists of their products to postmasters all over the country, and these officials started handling Lorillard tobacco. Here was a stroke of genius in American commerce; in effect, a forerunner of direct mail advertising and a sort of

mail order business. This was the origin or at least a prime stimulus of the country store. This was a great blessing to frontiersmen such as Daniel Boone, who could buy in settlement stores the mixture to fill the pipe he is credited with inventing—the corncob. This cheap and handy pipe, incidentally, gained much prestige when the wives of two Presidents—Mrs. Andrew Jackson and Mrs. Zachary Taylor—smoked it in the White House. The pipe has always been a favorite with writers. Mark Twain, who declared he smoked only once a day—"all day long"—hired a man to break in his pipes.

The pipe, of course, remains a popular smoke to this day. *India House*, *Briggs*, *Friends*, *Union Leader* and other fine smoking tobaccos are still an important part of Lorillard's business.

Snuff, described by a poet as "the final cause for the human nose," began to come into fashion about 1700 and claimed that century and some of the next for its own. Devotees of snuff tendered each other a pinch from their boxes with more ceremony than graced the handing about of a peace pipe. Sniffing it up their nostrils, they sneezed with satisfaction and eclat. Snuff was a specialty of Pierre Lorillard and a foundation of his successful venture in the tobacco business. Lorillard snuff was shipped throughout the country and some of its brands filled the handsome boxes which to this day flank the rostrum in the Senate Chamber in Washington, one box for Republicans, the other for Democrats. Ultimately as public tastes changed, P. Lorillard Company discontinued its snuff line.

The United States, and with it the house of Lorillard, was growing and prospering when Americans took another leaf from the Indian's book of tobacco uses and began to chew. Quids bulged cheeks all over the nation when the plug was in its prime. Explained a happy farmer with bulging cheek in a Lorillard ad, "It ain't toothache—it's *Climax*." Charles Dickens and other foreign visitors objected vehemently to the profuse and careless spitting they encountered, and the novelist declared that he could never understand how Americans had won their reputation as riflemen, judging by their poor aim when they spit. Apparently Dickens never saw such a marksman as the cowboy chewer who, sighting on a cuspidor 20 feet away, lived up to his word when he reassured a man seated between him and his target, "Sit still, stranger, I'll clear you."

Plug slowly faded as a favorite form of tobacco, and the ashtray supplanted the cuspidor, once an essential piece of furniture everywhere from the halls of Congress to Pullman cars. Particularly in demand by present-day chewers is Lorillard's *Beech-Nut* loose-leaf tobacco, now favored over plug.

The Mexican War brought cigars to the fore when our troops began smoking *cigarros* and *cigarillos* south of the Rio Grande. Imported from Cuba or manufactured here with Havana fillers, the cigar gained social standing and became a symbol of prosperity. *Sweet Moments*, *Two Orphans* and *Old Virginia Cheroots* were early Lorillard brands. Later came *Muriel* and *Van Bibber*, the latter a slender cigar named after the debonair hero of stories by Richard Harding Davis. For the needs of theatre patrons, annoyed at having

to abandon a good cigar, half smoked during intermission, Lorillard introduced *Between the Acts* little cigars. Lorillard makes *Van Bibbers*. *Headline, Between the Acts*, and, of course, *Muriel*, today.

Paper had long played a part in tobacco and its smoking. But the epic idea of paper-rolled cigarettes never dawned until three and a half centuries after the Indians had made theirs with corn husks—and then it came about only by accident.

An Egyptian army was besieging the old stronghold of Acre, which was held by the Turks, in the year 1832. A clever Egyptian artilleryman hit upon the device of rolling the gunpowder in waxy paper spills, to speed up the rate of fire. The delighted Egyptian general sent the efficient crew a gift of tobacco, which they enjoyed until a Turkish battery lobbed in a cannonball that shattered their one and only pipe. They would have been smokeless had not that same bright gunner picked up some of his paper spills, rolled tobacco in them instead of powder and offered his fellow soldiers the first cigarettes.

British soldiers picked up the fashion in the Crimean War and carried it back to England, where it was adopted by American visitors, who brought it to these shores. Cigarette smokers began rolling their own, and Lorillard provided them with the makings in tobaccos such as *Ante*, *Caboose*, *Golden Floss*, *Comet* and *Heartsease*. Though rolling one's own became a skill of which a man could be justly proud, the average smoker welcomed the advent of factory- or tailor-made. Domestic fillings were blended with Turkish and Lorillard brands went oriental in name as well: *Murad*, *Egyptian Deities*, *Mogul*, *Turkish Trophies*.

When Lorillard entered the blended cigarette field in 1926, the brand name, *Old Gold*, was chosen. This embarked the company upon a truly phenomenal merchandising and advertising campaign, which is not only still continuing, but is today stronger than ever. In the face of aggressive product claims and medical "mumbo-jumbo," *Old Gold* consistently wins new public respect and customers with such now-amed statements as "For a Treat Instead of a Treatment — Smoke Old Golds," "We're Tobacco Men. Not Medicine Men," and "Old Gold Cures Just One Thing — the World's Best Tobacco." These now take their place with such famous Lorillard slogans as

"Be Nonchalant — Light a Murad," "Why Be Irritated?" and "Something New Has Been Added." In 1953, an important event for Lorillard took place when *Old Golds* were offered in king-size, in addition to the regular length.

Other big news in the tobacco field has been made by Lorillard within the past couple of years. First, there was the introduction of *Embassy* cigarettes, a king-size length, followed up with the launching of *Kent*, in the premium price filter field, in 1952. This latter brand, with its exclusive "Miconite" filter, has had a tremendous impact on the cigarette business, recording extraordinary sales gains for a brand-new smoke in the premium price category.

"Keep Making It Better"

P. Lorillard's formula for success is found in three basic principles which have always governed the company's operations: "Keep making the product better so that everybody will like it." "Advertise the product so that everybody will know it's available." "Distribute the product everywhere so that everybody can get it."

Those watchwords guide all of Lorillard's actions, from the buying of tobacco at the auction warehouses to the presentation of "Judge for Yourself" on NBC Television, and the company's top management team continually strives to insure their realization.

Chairman of the Board of P. Lorillard is Herbert A. Kent, a tobacco pioneer who has been with the company for 42 years. Mr. Kent rose through positions of increasing responsibility to the presidency, and last year moved up to the post of Chairman of the Board.

William J. Halley, President, also is a Lorillard veteran, having joined the organization in 1923. A financial expert, Mr. Halley was Vice President, Treasurer and a Director until his appointment as Executive Vice President in 1952. This past year he was elected President of P. Lorillard Company. Executive Vice President now is Frank Hopewell, another Lorillard veteran of many years, and one of the country's outstanding tobacco men. Sales chief for the company is Lewis Gruber. As Vice President and Director of Sales, he is responsible for all Lorillard's cigarettes, tobaccos and little cigars. The executive behind P. Lorillard's dynamic advertising campaigns is Alden James, Vice President and Advertising Director.

A business honorably and efficiently conducted contributes to a nation's greatness and welfare in pioneering ideas, by the taxes it pays, in the work and service it gives, and by enjoyment of its goods. Such a business is P. Lorillard Company, maker and seller of the best tobacco for nearly two hundred years.

P. Lorillard's Jersey City Laboratory conducts research by analysis of everything that goes into, on, or around Lorillard products, and continually tests quality of finished products to make sure they meet the company's rigorous standards. The smoking machine seen above smokes four cigarettes, taking alternate puffs every 15 seconds and inhales the smoke into bottle traps for analysis. Among the facts it furnishes is whether a tobacco is free-burning.





One of the best-known of Special Effects's devices was the movable shaving mirror, which bedeviled Wally Cox on the Peepers' show. It's a normal mirror (left), but moves until Peepers must climb atop a desk to see (center); the stage operating the effect (right).

'Neither Snow Nor Rain'

Nor Flowers That Will Wilt on Cue Are Unusual Requests For NBC's Experts in TV Sorcery — the Staff of Special Effects

Are you looking for a radiator that steams in time to music? How about an exploding camera, or just a neutron cannon, or overhead panoramic periscope?

Such strange quests might confound anyone else, but not the staff of NBC's Special Effects Department. They fill orders like that every day. You quickly discover after a very short time in the "SFX" office, listening to

normal conversations, the conversations are not normal at all.

"I'd like a cellar full of dust and cobwebs!"

"Yes, send Montgomery the fog for outside the Statute of Liberty . . . and don't forget the R.P. clouds!"

"The star must be seen in a stall taking a shower . . . but keep him dry for the next scene!"

Fun? Sometimes . . . Problems? . . . Sometimes. But dull? Never! At any rate, their jobs are always interesting to the Special Effects staff, who are used to being kept on their toes all of the time.

Functioning as a creative and supervising unit in its own area, the department reports directly to James A. Glenn, director of Plant Operations, who himself is an expert in special effects. The department came into being as a separate entity within NBC in June 1951, when it was first organized by Mr. Glenn.

Special Effects is not new to the entertainment industry, having been brought to high development in motion pictures. For NBC, however, it is a child of television. It was created when NBC-TV found it needed devices too specialized for the regular shops to supply, and so a special unit was set up within NBC to develop these.

Television special effects do acknowledge a debt to the movies, for such devices as rear projection were developed originally for films. However, in video there is a consideration



Operations man Jim Hawley rigging vice for one of NBC's television shows

that is all its own. In the movies, if a special effect, such as a flower that will wilt on cue, doesn't come off just right, you can always shoot the scene over again. You don't have that second chance in television. When you are on-the-air, it's got to go right . . . or else!

The people of Special Effects in New York include Ray Lyon, supervisor of Design; Austin O. Huhn, supervisor of Special Effects Operations, who is aided by operations men Dick Aimone and Jim Hawley; Helen Seykora, scheduling clerk, and Fred Corwey,

Veteran showman Fred Corwey is consultant to the department. He is seen here conjuring up a miniature geyser.





Austin Huhn, supervisor of Special Effects Operations.

veteran showman who serves as special consultant. Each member of the department not only understands the field as a whole, but also specializes in one or more aspect of engineering or stagecraft.

Other NBC departments, such as Staging Services, Plant Operations and Technical Operations, work in close cooperation with Special Effects, and provide working personnel to maintain and operate the various special devices and equipment. Engineering Development also works closely with the department on various projects, when the end result may be a new special effects device. Here again is one of the examples of the fine teamwork at NBC that makes a job rewarding



as simple a substance as dry ice can create weird effects. Operations manager Alimone is observing the gases pouring out of a bucket.

both to the individual and to the company.

Flying Typewriter Carriages

You have seen the fruits of Special Effects' work on many NBC shows. "Mr. Peepers," especially, is famous for them. Sometimes the devices are used for comic effect, such as Peepers' moving shaving mirror, pictured above, or the typewriter whose carriage will take off like a F-84 when you depress the tab key. Weather effects are prominent, too. Fog, snow, rain, and even clouds swirling around an airplane in flight, can be summoned quickly to play a key part in dramatic shows.

Special Effects' catalog of devices would fill this entire issue, but to name just a few of the most noted—there was the unsealable envelope, which despite constant lickings wouldn't stay closed, and even lifted a large dictionary placed on top of it. For Harpo Marx, a special table was constructed, which supported a platter on which Harpo's head apparently rested. Milton Berle makes use of their work, notably a flash camera which explodes when the shutter is tripped. For "Your Show of Shows," a radiator that would steam in time to music was rigged up. Speaking of steaming, the commercials for Morton's Meat Pie on "Today" features a pie that really comes out of the oven steaming hot—thanks to NBC's Special Effects Department.

Flame effects get special handling. Fireplaces, campfires and the like are often essential to a story but Special Effects must use great care to make sure they conform to the strict Fire Department regulations governing fires of any sort inside a building.

Cobwebs are spun with speed that would outpace a battalion of spiders. The effect of bullets kicking up puffs of dirt around an escaping hero is another example of the department's work. You will note that all of these devices are visual. Aural effects are, of course, handled by the Sound Effects Department.

From Waikiki to Mt. Kenya

Another important operation of Special Effects is rear projection. The department maintains all such equipment for NBC. This technique is generally credited with being that which, more than anything else, has enabled a produced, instantly to associate actors with varied geographic locations or



Ray Lyon, supervisor of Design for Special Effects.

climates. The scene can change in a flash from a beach at Oahu to a mountain top in Africa. This background for the players in a show can be either still or moving. You've seen the latter many times—the face-on shot of people in a car, with the road and the landscape slipping away behind them.

In case you were thinking of stopping in at the Special Effects office in room 694 of the RCA Building, don't be apprehensive. The chairs you'll sit on are not of the "break-away" variety and the typewriter carriages stay securely on their moorings. Special Effects reserves its gadgeteering for the shows.



Scheduling clerk for Special Effects is Helen Seykora.

In This Corner

Fred Knopfke

NBC is justifiably proud of its long record of pioneering, its "firsts," and its leadership in the broadcasting field. There is another cause, too, for some understandable chest-swelling by NBC. That's the great number of employees who journey home after their busy days at the office or studios to assume roles as civic leaders in their communities. These public-minded citizens spend many hours of their evening and weekend spare time working with civic, church and civil defense groups, without any compensation. No compensation, that is, except the great satisfaction of knowing they are contributing to the welfare of their families and communities.

The first such NBC employee CHIMES will cover is Fred Knopfke, manager of Sound Effects in New York, who for the past dozen years has devoted the majority of his away-from-office time to the cause of fire prevention in his town of New Hyde Park, L. I. Fred, who joined NBC 20 years ago this year, moved to New Hyde Park in '37, and shortly thereafter interested himself in community work. It was at the outbreak of World War II, however, that he really jumped in with both feet.

Anxious to do something that would help protect his community in the event of an enemy attack, Fred joined the town's Fire Department, a volunteer group. Working enthusiastically, Fred progressed through the various line officer positions and in five years was made assistant chief. Named chief of the Fire Department in 1950, he served the customary one year term, and retired. That didn't mean the end of activity, though. He then ran for and was elected to public office as Fire Commissioner, and is still serving.

During Fred's tenure, he has worked steadily to modernize the department, bringing an ambulance into the fire district and introducing radio equip-



Photo by Stu McQuade

ment for the trucks. He is an enthusiastic joiner, and is now a member of 13 local, county, state and national fire organizations. One of his most important posts is that of financial secretary of the Nassau County Fire Chiefs Council.

"A lot of city dwellers have the idea that all volunteer fire departments are little more than bucket brigades," says Fred. "Some very small towns may have rather limited equipment, but most communities of any size have departments that are really big enterprises. In New Hyde Park, for instance, we have 225 men, three fire houses and five fire companies. Our eight vehicles—and they're expensive pieces of equipment, you know—serve a population of 30,000. Another thing that may surprise big city people is that volunteer fire groups are almost always way ahead of paid city departments. Our equipment is on the average much newer, and almost all new fire fighting developments have been tried out and tested first in volunteer fire departments."

Fred was born in Germany and already had amassed quite an extensive background in broadcasting when he came to this country—and NBC—in 1933. Actually, he had spent some time with NBC in New York before this. In 1929, he worked here as a sort of informal trainee in various departments, before returning to Europe.

Before that he was graduated as a lawyer from the University of Breslau.

As far as anyone knows, he received for the first time anywhere a full-fledged doctors' degree for a thesis on broadcasting. This was in 1926. He worked for the BBC in London for a year and then paid his visit to New York. Back in Germany in 1929, he first went to work as assistant to a motion picture producer, concentrating on sound pictures, and then took a job as assistant to the program manager of the Berlin Broadcasting Company.

He worked there for three and a half years, often producing his own shows. One of the most important was the "Recorded Review of the Month," for which Fred would go all over, making discs of important news events and stringing them together for a complete show—a program idea which many years later found great favor in the U. S. Ultimately Fred was placed in charge of all recording activities for Reichsrundfunk, the parent company of all German broadcasting concerns. One of the top features of the "Recorded Review" was the recording and broadcasting of Reichstag sessions. Fred got permission to do this in 1930, when the Social Democrats were in control.

But the atmosphere in Germany was darkening. The Nazis seized power, and Fred, not being a party member, found that his hold on his job was very much in danger. On Sept. 8, 1932—Fred remembers the date because it was the day his daughter was born—he went in to see one Hermann Goering, who was the new president of the Reichstag, to secure permission to continue his recording of the legislature's sessions. Fred argued with him for well over an hour, the porcine Goering cleaning his fingernails the entire time. To Fred's astonishment, at the end of it all Goering gave his O.K., apparently seeing possible propaganda uses to which broadcasts—such as the one Fred had done of the riotous Nazi exodus from the Reichstag—could be put. This permission enabled Fred to cover an historic event—the famous burning of the Reichstag.

This freedom was not to last long. In April, 1933, Goebbels' Propaganda Ministry took over the broadcasting company and Fred was out of a job.

"Then I did something," relates Fred, "which now I can only ascribe to youthful rashness. I foolishly tried to sue the government to get my job

(Continued on page 16)



...are two gals who can give you the best
...ngest line in Hollywood or New York.
...believe it or not, it has taken over 15
...r for them to meet in person. Up until
...onth when Maude Archer, chief PBX
...tor in New York, made her first trip
...West Coast, she had only a speaking
...tance with her Hollywood counter-
...art Billie Clevenger. Billie is listening in
...a Maude makes a good connection.

N.Y. Yule Party For Kids Dec. 24

December 24 this year is not only
the day of the Night before Christ-
mas; it's also the day of the big an-
nual Christmas party for the chil-
dren of NBC employees in New
York.

Judging from last year, there's
sure to be a capacity crowd attend-
ing, so when the ticket request
forms are distributed, make sure
you fill yours out accurately and
promptly. Please don't, in any event,
order any more tickets than you
need. A ticket you don't use could
have gone to the child of another
employee.

Your tads will really enjoy see-
ing their TV favorites in person, and
also getting candy and gifts before
they leave, so circle the date on
your calendar now.

Third Christmas on NBC-TV for 'Amahl and the Night Visitors'

On the cover of this, the Christ-
mas issue of CHIMES, is a scene from
"Amahl and the Night Visitors," Gian
Carlo Menotti's "miracle" opera, which
is becoming a Christmas tradition for
NBC Television. This year will be its
third successive Christmas presenta-
tion, and will be seen Sunday, Dec. 20,
on the "Hallmark Hall of Fame." The
opera was especially written for televi-
sion by Menotti at the commission of
NBC.

Seen on the cover are the five players
who will sing the main roles: Bill Mc-
Iver, as the boy, Amahl; Rosemary
Kuhlmann, as his mother; Andrew
McKinley, David Aiken and Leon
Lisher, as the Three Kings, and
Francis Monachino as the page.

The story of "Amahl and the Night
Visitors" is best told in the composer's
own words:

"Somewhere in the world lives a
crippled little shepherd called Amahl,
and his mother, an impoverished
widow. Nothing is left to them of the
little they ever had, and they are now
left to face hunger and cold in their
empty home.

"On their way to Bethlehem, the
Three Wise Men stop at the hut and
ask to be taken in for the night.
Amahl and his mother welcome them
as well as they can. They are much
astonished at the splendor of their robes
and the wealth of the gifts they are
carrying with them. When Amahl's
mother realizes that the Three Kings
are looking for a newborn babe and
that the rich gifts are all destined for
him, she becomes bitter and envious.
She cannot understand why at least
some of these gifts are not to be be-
stowed on her own child, who is so
poor and sickly.

"Under cover of darkness, while
the Three Kings are asleep, she steals
some of the gold from them. She is
caught red-handed. When she explains
to the Three Kings that she needs this
gold to feed her starving child, she is
readily forgiven.

"With great tenderness they try to
explain to her who this newborn child
is and how much he needs the love
of every human being to build his
coming kingdom. Touched by their

words, the poor widow not only gives
back the stolen gold but wishes she
could add a gift of her own. Little
Amahl comes to her rescue. He im-
pulsively hands to the Three Kings his
wooden crutch, his most precious pos-
session, and in doing so is miraculously
cured of his lameness.

"As dawn appears in the sky, the
Three Kings make ready to resume
their journey. Amahl begs his mother
to let him join them, and he is finally
allowed to follow them to Bethlehem
to adore and give thanks to the Christ
child."

According to Menotti the work is
staged "without any attempt at his-
torical validity but rather with poetical
anachronism as it were seen by a Dutch
or Italian primitive."

The idea for the opera first came to
Menotti when he saw a Hieronymus
Bosch painting of the Three Kings
visiting the Christ child.

This year "Amahl and the Night
Visitors" will be telecast in compatible
color and will originate in NBC's color
studios in the Colonial Theatre in New
York. It will be NBC-TV's second
colorcast of an operatic work this year.
On Oct. 31, Bizet's "Carmen" was pre-
sented before the color cameras and
was received with high critical praise.

Miss Frances Solves Problem

Dr. Frances Horwicz, NBC-TV's
"Ding Dong School" mistress, received
a letter recently from a parent of one
of her young viewers stating a strange
problem. "My five-year-old daughter
seems to have difficulty with her num-
bers," the woman wrote. "She can
count up to 20, but always says, 'One,
two, three, four, six, five,' and then
goes on correctly. She insists this is
the way you do it."

Miss Frances hit on the solution
quite by chance as she thumbed
through the pile of mail on her desk.
The "Ding Dong School" mailing ad-
dress, repeated on each day's program
and illustrated with a slide, is "Box
3-4-6-5."

The box number will be changed
soon.

Robert Sherwood's First Play for TV On NBC Dec. 29

Miller Brewing Company, of Milwaukee, Wis., brewer of Miller High Life Beer, will sponsor the broadcast of the first play to be written for television by Robert E. Sherwood, the distinguished author and winner of four Pulitzer Prizes. The broadcast will be presented over the NBC television network Tuesday evening, Dec. 29, from 8 to 9 p.m., EST.

Announcement of Miller's sponsorship of this epochal "first" in the history of broadcasting was made jointly by Frederick C. Miller, president of Miller Brewing Company and noted national civic, sports and business leader, and John K. Herbert, vice president for Television Network Sales of the National Broadcasting Company.

Sherwood's first drama for television is a comedy and is titled "The Backbone of America." Miller Brewing has ordered a network of more than 151 stations, the largest yet for a major one-hour dramatic presentation on NBC-TV.

The play has for its theme the contrast of the high pressure operations of a group of big-city promoters seeking the average American family and the basic and firm ideas of the family they find.

Adrain Samish, executive producer for NBC television and possessor of a long record of achievement in the broadcasting industry, will produce Sherwood's first television play. The production will be staged in Hollywood in order to make available NBC's vast new television studios in Burbank, Calif., and the large pool of top acting talent available there. Big names stars of outstanding accomplishment will be chosen for the top roles in the play.

The famous writer signed his contract with NBC on Nov. 24, 1952. It was a document unprecedented in the annals of broadcasting for the freedom it gave in the exercise of his work. The agreement calls for Sherwood to write nine original one-hour plays over a five-year period, with NBC maintaining rights to their exclusive use for television or radio during that time with a further option to continue the rights for five additional yearly periods.

KNBH's Skin Diving Club Enjoys Unusual Sport All Year 'Round

It may be snowing in New York, but the water temperature in Southern California seldom goes below fifty degrees, which enables members of KNBH's skin diving club to enjoy their unusual sport all year 'round. Every other weekend Hollywood staffers Tommy Blecher, Norm Hopps, Ray Connors, Jack Kulman, Bob Smith, Joe Viera, Jay Harris and Art Schneider gather at Malibu, Laguna, Palos Verdes or Point Dume to try their luck on the sea bottom.

The sport, which has long been popular in Southern California and the south of France, has, during the last two years, become increasingly important in other sections of the world.

Their catch includes, besides the various Pacific Ocean fishes — bass, sheepshead, corbina, etc. — numerous

types of shark, abalone, lobster and occasionally the dangerous moray eel. Biggest catch at present is a six-foot shark and a 90-pound bat ray. Equipment used consists of underwater breathing units permitting descents to 70 feet, arbalette guns, harpoons, sling-type spears, face masks and swim fins. The breathing units were made by Joe Viera and allow them to stay under water up to thirty minutes. During the winter they generally wear rubber suits designed to keep out the cold and which were developed by the Navy for their underwater demolition groups during the last war.

Hopps and Belcher are planning a trip next summer to Guaymas, Mexico, and hope to record on film the spearing of a giant garopa, which weighs up to 500 pounds.



NBC Hollywood "frogmen" are. L to R, top: Tommy Belcher, Norm Hopps, Ray Connors, Jack Kulman and Bob Smith; bottom, Joe Viera, Jay Harris and Art Schneider.

Fred Knopfke

(Continued from page 14)

back. That really went over big with the Nazis. Some friends tipped me off to get out of the country, so I did—immediately. Good thing—the day after I left Nazi police arrived at my house to arrest me."

Fred got over to this country, his wife and daughter following shortly thereafter. He joined NBC in September 1933, as a Sound Effects technician. Seven years later, in 1940, he was made assistant manager of Sound Effects, and in 1942 he was appointed manager of the department.

NBC Hollywood's Employee Outing



KNBH secretary Naomi Hallum was judged "Miss NBC Hollywood Outing of 1953."

The annual NBC Western Division employees' outing was held this year at the beautiful San Fernando Valley Country Club. Complete with a fine competitive golf course, swimming pool, game area and all around facilities for dancing, wining and dining, the club afforded the employees a wonderful setting for their annual get-together.

Highlighting the day's activities was the introduction of Earl Zeigler, Press & Publicity, as the new head for the NBC-AA through 1954. Ted Switzer, retiring president, also introduced Jan King, vice president-elect; and Ted Regler, treasurer-elect. Outgoing officials included Maggie Schaffert, vice president, Ruth Wells, secretary and Louis Martinez, treasurer.

Twenty-nine intrepid golfers teed off

in 104 degrees of heat that took its toll of five players who gave up after less than the regulation eighteen holes. The balance of the golf ball set finished the round but were conspicuously absent from the dance floor later in the evening and could be found draped about the chairs on the sidelines.

John Derrah, Guest Relations staff, walked off with the low gross score for the golfing day (79) and was presented with the Gordon MacRae trophy by John West. Jim Munsey, Guest Relations staff, carded a neat below par net to annex handicap honors and was awarded the "Great Gildersleeve" trophy, also awarded by John West.

While the golfers "sweltered", the rest of the NBC gang were cavorting about the pool and enjoying sack races, egg tosses, and swimming events that

produced prizes ranging from record players to ball-point pens.

Glamour became the order of the day when Miss Naomi Hallum, KNBH, secretary, was crowned "Miss NBC Outing of 1953". Runners-up were Suzanne Twomey, Accounting, and Juanita Loveless, secretary, in the contest judged by John West, vice president in charge of The Pacific Division; Lew Frost, director, Public Relations; Frank (Bud) Berend, of the Executive Department; Richard Graham, Legal and Elmer Holloway, Press.

Dinner and dancing around the pool capped the day's activities and provided a wonderful finale to a well remembered day which was enjoyed by all.



Left to right, Hollywood Outing beauty contest winner Naomi Hallum, with runners-up Suzanne Twomey, Accounting, and Juanita Loveless, secretary. On right, a bevy of beauties line up for the inevitable sack race but you would have thought it was the Kentucky Derby the way the men cheered them on.

People and Places

NBC, Hollywood

Frank King, one of our staff newscamermen in Hollywood, is recuperating from a heart attack he suffered at work a few weeks ago. Location: now at St. Joseph's Hospital, Burbank. Soon-to-be at home, but not due back to work for at least two months! Best wishes for a complete recovery. Frank! Jack Leppert and Dexter Alley, remainder of the TV-Newsreel camera staff in Hollywood, will be happy to welcome Frank back to the operation. Seems this news coverage business booms whenever there's a manpower shortage. Incidentally, Jack and Dexter took late vacations this year. . . . Jack spent his in Old Mexico and Dex wandered north of the border into western Canada. Just one extreme to another? ? ?

Frank Volpe, soundman, joined our staff on the 23rd of November. He's married, girls, so don't rush! Nice to have you with us, Frank. Hope you like the surroundings here. Dorothy Seaton, transferred over from KNBH Film Operations, joined our network TV-Newsreel staff last July. Previously unreported, Dottie adds a real bright spot in our local scenery. Don't know how she ever managed to be overlooked in CHIMES. We're happy to report she isn't overlooked by anyone in the Hollywood area! Anyone else in NBC-TV news operations match us with a good-lookin' gal film editor?

Rafe Neuchouse, previously reported as one of our film editors, has been busily picking up our Hollywood-version of American slang. Man, oh, man! is there a difference of interpretation between the American and British use of the English language! And we're all adding a few British items to our own vocabularies!

Roy Neal, supervisor of the TV Newsreel operations on the west coast, is up in Seattle with Joe Rucker (cameraman) covering the dedication ceremonies of the new world-wide radio transmitter at Jim Creek Valley. Latest reports from the Neal-Rucker combination state that the weather up thataway in Seattle is totally unrelated to our California climate. . . . they'll be glad to get back home.

Denise Farrell's been among the missing faces, lately. With her husband just returned from an assignment on Eniwetok, she took in the

lovely Indian summer atmosphere of the Chicago area.

WMAQ, WNBQ, Chicago

We've welcomed the following new NBC-Chicago staffers: Kay Southwood, TV Spot Sales secretary; Rebecca Kuncel, Central Steno typist; Delores Bond, Central Steno varitypist; Evangeline Collis, Guest Relations receptionist; Frank Cimarrusti, Guest Relations guide; Raymond Dreus, cost accountant; Elaine Kolka and Anne McCammon, TV Network Sales secretaries; Barbara Parker, Radio Engineering secretary; Donald Folsom, Mailroom, and William Peters, Building Maintenance.

Two NBC-Chicago employees who have just returned from two years with the Marines are David Barnhizer, TV associate director, and Roy Holm, TV engineer.

William J. Yonan, a member of the NBC Chicago Network Advertising and Promotion staff, has been promoted to the position of Radio Network account executive, it has been announced by George Diefenderfer, NBC Central Division Radio Network Sales manager.

Mr. Diefenderfer also announced the appointment of Charles Linzer as NBC Central Division Radio Network Sales Service manager.

Mr. Yonan joined NBC Chicago in August 1952 as coordinator of Sales Service and later became Radio and TV Network Promotion and Research assistant, a position held until the present. Prior to his NBC employment, Mr. Yonan was assistant manager of Advertising and Promotion and a network radio account executive for ABC Chicago.

Mr. Linzer began his NBC career in April 1951 as an accounting assistant, later becoming senior assistant chief accountant.

WRC, WNBW, Washington

WNBW's Joe Campbell, cowboy star of Circle 4 Ranch, really lives on a ranch in Maryland. During the surprise snowfall in early November, Joe's car conked out. He made it on time for his Saturday afternoon "round-up" on WNBW by riding his

horse two miles to a main highway, where he was picked up by a friend with an unfrozen auto.

Noisiest show of the month: Sylvia Devey, producer of WNBW's "Standby For Talent" amateur show on Sundays, had the Marine Corps Drum and Bugle Corps perform on November 8. Studio soundproofing notwithstanding, the outfit could be heard outside the building! Glamorous Inga Rundvold, WNBW beauty expert and mistress of ceremonies, is sporting one of those new Italian haircuts. Looks fine on a Norwegian girl too! Members of WRC-WNBW Ten, Twenty, and Twenty-Five Year Club will be honored at a dinner at the Carleton Hotel in Washington on December 4. Thirty-eight staffers qualify for invitations.

WNBW salesman Bill Grayson is wearing a larger grin than usual these days. Mrs. Grayson presented Bill with a seven pound son, their first, on November 4th. WNBW-WRC director of Sales Joe Goodfellow took a well deserved two week vacation in Florida in early November. . . . right after the report was issued by general manager Carleton D. Smith that both WRC and WNBW sales hit an all-time high in October. Joan King, former secretary to WNBW-WRC Press Department manager Jay Royen, has been appointed assistant to Advertising-Promotion manager Bob Adams. Virginia Martino is new Press Department secretary, joining NBC after nine years with the Clarksburg News as assistant to the publisher.

Heyward Siddons leaves Washington and such TV directing chores as "The American Forum of the Air." at the end of November. He will take up new duties Dec. 1 at KOA-TV, Denver. George Dorsey, now installed as Production manager as well as Film director, had all the boys' attention with his tale of lunch with Denise Darcel recently—until he admitted under precise questioning that they were seated at separate tables.

WTAM, WNBK, Cleveland

Office-wise, NBC Cleveland seems to have settled down. We're no longer playing musical chairs—now it's musical telephones. John Disbro, AM Technical Operators supervisor, going wild trying to keep up to date on a phone directory. Rumor has it that he is about to come out with a new, bigger, better unexpurgated volume that is sure to be banned in Boston.

Our station was well-represented by *Mary Lou Barnum* of TV Processing encouraging the sale of Charity Game tickets on various TV and radio shows.

We're proud of our WTAM bowling team who are now one-half point out of first place. This team includes *George Cyr*, TV Operations manager; *Frank Derry*, Publicity manager; *Cy Kelly*, talent; *Bill Yahnert* of the Staging Crew, and the brilliant performer *Howard Cook*, also of the Staging Crew. This same team has two new records—high team game and high team series.

Johnny Wellman, AM producer, robbed when he was winterizing his car to the tune of \$38.00. Welcome to *Jean Holzmillier*, Traffic clerk, who replaced *Ruth Koberna*. Ruth is taking a short leave of absence for health reasons.

Our new lights out policy is in effect, and old *Cy Kelly* is using three seeing eye dogs to lead him around the studio. *Jackie Roberts*, assistant on the "Captain Glenn" show, moved into an apartment with *Bob Horan*, of the News Department, and *Mort Fleishman*, until he finds his own abode. He's like the man who came to dinner.

Charlie Philips, TV Sales director, has a long face because the local tracks have now closed. *Ed Wallace* reports that the Newsroom had an exclusive with pictures, position map and on-the-spot report of the recent elevator fall during the rush hours in downtown Cleveland. Also reports that the NBC Newsroom in Cleveland was 45 minutes ahead of all TV stations with the announcement that the runner-up for mayor of Cleveland conceded the recent election.

Rita Bates of AM Programming has been selected as the feminine lead in Lakewood Little Theatre's "Detective Story". *Alice Soula*, bookkeeper, whooping it up on her birthday.

Mort Fleishman, personal producer to *Johnny Andrews*, produced Cleveland's "Page One Ball" and did such a nice job he has been asked to encore next year. *Johnny Andrews* opened the Community Chest Drive in Cleveland as narrator on the program, "Song of a City." This was a three-station pick-up.

Henry Levine, NBC Cleveland Musical director, conducted the Junior League production November 4, 5 and 6. *Jackie Lynn*, staff singer, is now starring in her own show for one-half hour every Tuesday evening. Jackie

is loaded with club dates these days. Three gals in Continuity wild over ballet lessons—*Carolyn Bertko*, *Jean Holzmillier* and *Alexandria Muzilla*.

KNBH, Hollywood

Jim Damon off to Los Vegas on a delayed vacation with a new "system." His friends expect him to return in a new Cadillac—or possibly wire home for funds. Another late vacationer, *Dean Craig*, leaves with his wife for Mexico City and Taxco this weekend.

Court Kenaston, eleven-year-old son of *Jack Kenaston*, accompanied his father recently on a duck hunt near Santa Barbara. Their bag for the day included two blue jays, one crow, one mudhen and assorted bottles and tin cans. *Jack McElroy*, however, had better luck in another area. He returned with a limit of mallards . . . and redheads (ducks, that is).

Ralph Edwards needed an organist for some background music in a hurry recently on his "Truth or Consequences" program. All staff men were busy on other programs and *Bob Packham*, KNBH director, filled in.

Billie Allgood was welcomed back to the station, replacing *Marge Kenworth* in the Sales Department. *Verne House* is leaving to join the Maritime Service and he will be replaced by *Dorothy Winard Davis*.

The KNBH T-M-G-P-G-A is now in full swing. For the uninitiated this stands for KNBH Thursday Morning Griffith Park Golf Association. The group includes *Marc Breslow*, *Ham Nelson*, *John Wehrheim*, *Jim Damon*, *Bob Pelgram*, *Jim Turner*. The boys start off at seven a.m., play nine holes, and the winner keeps the perpetual trophy for a week. However, a recent by-law of the organization states that anyone winning thirty consecutive times gains permanent possession of the ninety-eight cent trophy.

NBC, New York

Finance and Services

Continuity Acceptance—We have a "Weight Club" in Continuity Acceptance, and its charter members include *Barbara Myneder*, *Alys Reese*, *Joan Battaglia* and *Joan Giorgi*. *Joan Giorgi* won the coveted gold medal and a pair of gloves for being the first to reach her desired weight. Congratulations, Joan. One person who doesn't have to worry about going on a diet is *Arden*

Hill, who lost a lot of weight during her bout with whooping cough. We're sure glad to have you back, Arden.

Elinor Koss has started her fall season singing with dance bands in and around Bayonne, New Jersey. *Edna Turner* returned from a restful vacation which took her through the Smokies and Williamsburg. *Dottie McBride* and *Arden Hill* had a tough time mushing through the snow to reach their respective homes in Conshohocken and Oxford, Pennsylvania, during the freak storm we had recently. The weather man's ears must have been burning!

Controllers—*Rose D'Amico* is on a leave of absence for one month due to ill health. The girls in the Payroll Division had a farewell luncheon in her honor at the Taft Hotel. Our sincere wishes to Rose for a speedy recovery. *Joan Rivera* is getting betrothed (get me!) on Nov. 26. All the luck in the world to you and Frank. Welcome to *Delores Messina*—new addition in the Tabulating Dept. You should see *Gertrude Gilroy* sporting her new Mink earrings. Real Hoi Pol-oi, but oh so chic!! I understand *Irvin Cohan* is a walking "Gum, chicle and charms counter". Good boy. We girls get hungry during the day. So where's my quota?

We wish to welcome *Louise Ippedito* and *Art Topal* to our group. *Catherine Daimler* is sporting a beautiful tan from her Florida vacation. *Ray Porrier* vacationed in Washington and while there he visited our "one and only" *Jack Lavan*. Congratulations to *Marilyn Haas*, *Vickie Massei*, *Tom Turner* and *Hank Shensky* on taking that important step. Advice to *Warren Gherman*:

Warren, Warren do you recall

When you had your last downfall?

You came along and stopped to chat

And on your chair, you thought you sat

There came such a rumbling and terrible noise

And the office found out—you just haven't got poise.

So Warren, my boy, when you sit on a chair

Turn around, double check and make sure that it's there.

General Service—Sorry to hear *Justine Goetz* underwent surgery last month. Good reports from *Jeanette*

Price, home from Hanneman Hospital, Philadelphia, recuperating from her surgical ordeal.

Baby girl arrived at *George Ritchie's* home Nov. 1, tipping the scales at six pounds, four and a half ounces—name is *Barbara Jean*. Old Man Stork flapping his wings over *Bob Kaible's* abode. Better set another place at that Thanksgiving dinner, Bob.

Carol Bayer bubbling over. Reason: Cozy new apartment which she, all by herself, artistically decorated and furnished. Quite a project! Another brand new apartment-conscious gal, *Lydia McCardell*, is still a happy bride even though she celebrated her first wedding anniversary and birthday last month, which her many friends joined in making a gala affair with all the festive trimmings.

Finn Christopherson's wife presented him with a bouncing baby boy in October.

Welcome to the fold: *Veronica Devoy*, *Pat Sensibaugh*, *Dick Baker* and *Edith Galloway*, and welcome back to *Joseph Phelan*.

Farewells were said to *Agnes McGovern*, who left PBX in November to give more attention to her family.

Airman S/C Rudolph Thomas, formerly of Central Files, paid us a very pleasant and unexpected visit in October. He is quite an enthused young man, who is doing radio transmission work in the Air Force. He hopes to continue along these lines when he gets out of service. He has a definite goal in mind—RCA Institutes, for advanced radio and TV training. Starting with Geneva, N. Y., he has covered practically every state in the Union. It appears now that he will spend his holidays in Japan.

Guest Relations—Hold the 'phone, Fenwick—more GR people shucking the Blue for the multi of civilian jobs in assorted NBC departments: *Art Topol* and *Warren Bill*, for example, into Network Controllers; *Charlie Bornstein* into News and Special Events, a break he richly deserves; "*Chuck*" *Johnson* to the 46th St. Film Exchange; *Richard "Perry" Pease* to Night Operations; *Bob Bischoff*, just back from military service, into WNET props, and *Enno Ercklentz* to the Night Exec Office as messenger. These are all good men (I know them personally, you know) and they'll do a good job for NBC. Good luck, fellows, and drop in and see us once in a while.

New faces in old jobs in Guest Relations, too, as *Marty Biesch* moves into

tour supervisor, and *Bill Traber* takes day desk. "*Gerry*" *DeMayo*, with a bright new yellow braid, completes the tour lineup as cashier. In the Reception Division, *Charles Dempsey* is the new page supervisor, and *Ken Foster* moves to the mezz ticket desk. The new face on the GR desk is worn by *Jack Miller*, a former GR man who has just returned from service. Congrats to *Gerry Moring*, who enters the select company of NBC key-men, wearing the white braid on the eighth floor.

Welcome to *Helene Tress*, newest addition to the Ticket Division. And welcome, too, to all the pages and guides who've joined the ranks over the past month.

One Liners: Speaking of tickets (and almost everyone speaks of tickets sooner or later), *Bill "Maestro" Feeney* is being snowed under by your requests for NBC Symphony tickets. Bill hasn't seen any blizzards like this since he left Maine. *George Broomfield* on the mezz ticket desk a papa for the third time on Oct. 29—vital statistics will be found in the CHIMES "Births" column—I mention it here only because I haven't gotten my cigar yet. *Walt Thompson* of the day page staff, winner of the Gene Rayburn Scholarship Award for guides and pages, appeared on the Tex and Jinx TV show recently, with Gene. Gene put in a great plug for GR—gave us a good build-up. Thanks, Gene—nice to hear of a guy who hasn't forgotten the old Alma Mater. More GR people on camera, too, when *Maryls Johnson*, *Noreen Conlon* and *Mary High* appeared at the Bob Hope Color exhibition at the RCA Exhibition Hall. The Blue was lucky for Blue-eyed *Maryls* when she appeared in her uniform, and worked her way to the finals.

Legal—The department extended a hearty welcome to its new lawyer, *Gerald Adler*, who joined us December 1, and to *Charlotte Lawson*, who is transferring from Stenographic to be Mr. Adler's new secretary. Mr. Adler is using the former Legal Library as his base of operations.

Rita Paolucci Vassallo, a former member of the department (she was *Ben Raub's* secretary) and also a former CHIMES correspondent, paid us all a surprise visit in early November. Rita, who is heir-conditioned and expects Sir Stork just about the time you will be reading this, looks grand, and it was wonderful to see her again.

We have a new father in the department. Congratulations are in order for

Harry Olsson and his wife, who became the proud parents of a baby boy November 3rd. Mr. Olsson passed out cigars to the lawyers and the girls got chocolates (umm, dee-licious!) in honor of the occasion.

Our sole vacationist in November is *Howard Monderer*, who, as of this writing, plans to visit Florida and Cuba.

Stenographic—We wish to welcome to the department: *Vinnie Koho*, *Mary Winters*, *Barbara Wendt* and *Selma Aaronson* and say goodbye to: *Sally Welsh*, *Helen Wilson* and *Lois Ann Wyche*.

Peggy McGrath spent the last week of her vacation in Washington, D. C. and *Margaret Leonard* spent her vacation at home.

We extend best wishes to *Louise Cobb* on her recent engagement to *Robert Moore* of Burlington, Vt.

Betty Roman gave a Halloween party which most of Stenographic attended, and a good time was had by all.

Camille Grande is hiring *Rose Krapohl* to write music for her poetic lyrics.

Happy Birthday to *Ellen Krieger* and *Mary Ann Arnold*.

All of Stenographic bid a fond farewell to *Joan Camacho*, who left us on Nov. 12.

Welcome to *Mary Kay Green*, *Donna Percy* and *Vivian Boyd*. Farewell to *Celia McCann*, who married *Traffic's Leonard Brown* on November 7th. A temporary goodbye to *Billye Dotson* now on maternity leave.

Joy reigns supreme now that *Daisy Goodson's* husband is back from the wilds of Alaska.

Congratulations to *Edith Rapley*, transferred to Kinescope Recording.

Gretta Titus off for her second week of vacation.

Carol McGahan getting settled in her new apartment, when she can take time off from watching her new TV set. Doesn't she get enough of that at work?

Traffic—*Joyce Hsu*, a newcomer in Traffic's Station Reports Section, made a big hit with her co-workers by treating them to some of her mom's homemade "brownies." Everyone said they were delish! "*Michael Angelo*" *Manganaro* will be looking for models soon as he finishes his Mt. Vernon Art School course. Confidentially, girls, his preference is brunettes! *Charley Kelly* is basking in Florida's sun while he vaca-

tions in Miami Beach. *Russ Strebel* is spending his free time giving his wife, already an expert driver, a few pointers in driving their new Buick convertible. Overheard the other day as tourists were passing Room 563: "Look at the cartoons in there," and all the time poor *Charles Zucker* considered his work as "art." He can't always be unlucky, however. He just passed his driver's test, so is consoling himself by enjoying his new Pontiac. Trafficites in 563 have a beautiful loving cup which is presented each week to their best bowler! *Pat McInerney* is the lucky holder of this coveted prize at present time and is striving to retain it. Everyone happy to see former NBCite *Joan Duggan Tierney* when she recently paid us a visit, but terribly disappointed that she didn't even bring in pictures of her new daughter! We did enjoy seeing latest photos of *Alice Weyrauther Jacob's* new daughter and she's adorable!

Duplicating—They say that "no news is good news." If this is so, Duplicating is full of good news this month because it seems that just about nothing happened at all except the departure of *Sheldon Pivnik* to the Film Exchange and the welcoming to the Department of *Dave Goble*, *Richard Crawford* and *Walter Ferguson*. So to Shelly—Good luck! To Dave, Walt and Richie—Welcome!

Radio Networks

AM News and Special Events—KUDOS: Our biggest boast this month: Messrs. *William R. McAndrew*, *James Fleming*, *Arthur Holch* and *Charles Christensen* received this quarter's Christopher Award for their film documentary, "Assignment Tomorrow". Forty-five of our NBC affiliates are showing the film, as well as the Washington Board of Education, who exhibited the show in their local high schools.

Another News Department documentary garners high praise—"Window On Fear", the feature on Berlin, will be used by the U. S. Army in orientation training for newly assigned troops in Germany. The documentary was written by *Reuben Frank*, directed by *Charles Christensen*, and voiced by *Henry Cassidy*.

Leon Pearson, NBC's "Critic At Large", and man of many talents, adds song-writing to his list of abilities. His love lyrics, "I Predict", have been set to music by *George Shearing*, and

recorded by *Buddy Greco*. Makes fine listening.

SICK LIST: (And we hope you're all back before this is proofread!) *Frank King*, cameraman in Hollywood, who's hospitalized; *Joe Dembo*, news-writer; *Dennis Dalton*, who broke his wrist—you'll never believe it—roller skating! And welcome back, *Rose Homa*!

WORLD TRAVELERS: *W. W. Chaplin*, passenger on the first non-stop cross-country flight from Los Angeles to New York—with such charming company aboard as *Eva* and *Zsa-Zsa Gabor* and *Paul Douglas*. Side-light to the trip is fact that *Bill* made first cross-country flight with *Charles Lindbergh* and *Amelia Earhart*. Back home, *W. W.* addressed students at the New Lincoln School, on his new Sunday network show, "Report On America", which has proved so popular it moves to prime listening time, preceding the *Symphony*. *Merrill Mueller* also went on a non-stop flying junket—New York to Hollywood and return—a grand total of only 14 hours in the air. Special features on the trip scheduled for "Weekend" and "Camel News Caravan". And, biggest world-travelers of them all, the *Jones Boys*, back from *Formosa* and *Egypt*.

ADDENDA: *Kenneth Banghart's* new midnight TV news show ups him to a total of 22 shows on the air each week—which should earn him the title of man-most-likely-to-develop-an-ulcer, or some such. He still found time, however, to play the role of charming host at his Manhattan apartment to a group of Radio News folks after the New York City election coverage broadcast. Freeloaders in attendance: *Mr. & Mrs. Peter Roberts*, *Mr. & Mrs. Robert Leder*, *Edith Tanzer*, *Pattie Bowers*, *Chet Hagan*, *Irving R. Levine*, *Sumner Weener*, *Bill Bales*, *Bill Ryan*, *Ed Cough*, *Joe Staniolo*, *Hal Schneider*, *Frank Mullen* and *Al Smith*.

W. R. McAndrew was a recent guest speaker at the Columbia University School of Journalism.

Ray Scherer and his wife, *Barbara*, were recent guests of President and Mrs. Eisenhower at a state dinner.

AM Studio Operations—*John Welch* busy repairing the pool at his country place, damaged by the recent storm. *Tom Longmore*, who was one of the ushers in church at the Communion service of industry employees, greatly elated at the success of the affair. *Jim Cashion* planning a trip

to Florida to visit the vacationing *Bill Bergen* and his new bride. *Joe Kall* dickering with the commentator *Edwin C. Hill* for the purchase of Mr. Hill's 1949 Rolls-Royce. If the deal goes through *Joe's* co-workers expect to be able to ride in dignified comfort to all their future social engagements.

TV Network Programs

Broadcast Operations—We certainly miss *Cathy Ungaro* and her "blithe spirit" since she left the company to continue her studies in music. All of us here in Broadcast Operations join in to wish her the best of luck. The red carpet of welcome was rolled out for her replacement, *Evangeline Hadjopoulos*.

Our department has been having its share of civic duties. *Edward Whitney* was assigned to jury duty for two weeks and now *Stan Parlan* is scheduled for the same tour of duty. *Harriet Fletcher* returned after six glorious weeks in Europe. The pictures she brought back for us poor peasants were just perfect. And she keeps telling us it's the first time she took pictures.

Our ardent theater-goers and critics, *Joan Bartlett*, *Ed Murphy*, *Roxie Roker*, and *Cathy Ungaro* went to see "Take a Giant Step"; they gave it rave notices. *Monty Morgan* took a flying trip to Hawaii this past month, and came back looking wonderfully healthy and tanned.

Music—*Jane Roane* is happy as a lark these days—she announced her engagement to *Stuart Langley* and they plan to be married in February. Shopping, apartment hunting and receiving presents make *Jane* step even "livelier". Out best wishes to you, *Jane*.

Peggy Schlumpf auditioned for the Robert Shaw Collegiate Chorale and was accepted.

Rosemary Barnett and *Maggie Snider*, former co-workers, both look fine. We all know *Maggie's* bright little girl, but weather not permitting, *Rosemary* happened to have a variety of photos to acquaint us with hers.

Production Operations—"For it's a long, long, time from May to December. . . ." Since there has been no CHIMES report from this department since last May, this newly appointed reporter is at a loss as to where to begin.

In an attempt to conserve space in

this monthly, suppose we cover the summer months by simply saying: (1) each of us received a vacation with pay, (2) each of us "had a wonderful time" and said so via an endless stream of colorful post cards and (3) each of us nursed sun burns and eventually returned to our respective chores.

With fall weather came a new form of activity: transfers and promotions, (the mail-boy's plight), *Bob Costello* left us to become a member of Fred Coe's production staff. His position was filled, very pleasantly, by *Ed Cosgrove*, formerly of Broadcast Operations. Dapper *Claude Traverse* is no longer with us, having recently moved into Bill Gargan's division. Happily for us, *Clem Egolf*, a former coordinator, stepped into *Claude's* cordovans. *Bob Garthwaite*, too, shifted positions, leaving us to assume Al Stern's job in Broadcast Operations. The opportunity of becoming a producer of two current NBC-TV series lured *Bob Milford* from our office and he is now located on the 28th floor of the RKO building. *Bob* took with him, as his secretary, one of our favorite gals, *Elissa Enax*. Her freckled, smiling face is missed by us all! *Mignon Kniskern* has taken over *Elissa's* job. We're happy to have *Mignon* with us. She's a cute little filly . . . (flet *Mignon*, that is!)

We would like to welcome *Mr. Giraud Chester*, who has been associated with our department for the past several months. *Mr. Chester* is at NBC, observing production techniques, on a Ford Foundation grant. *Evangeline Hadjopoulos*, one of our favorite secretaries, recently left the fold and is now in Broadcast Operations. A blonde beauty named *Louise Horowitz* has replaced *Evangeline* (*Vangie*, to us). We only hope that *Louise* can brew coffee like *Vangie* used to. Welcome, *Louise*. And while we're welcoming new girls, let's also greet *Lucille Shore*, who has been with us quite some time. Sorry we're so tardy. Lucy. Also, let's say welcome to *Raquel Vizcarrondo* who has recently joined our secretarial pool. Hello to all the new girls. We welcome you with open arms.

We were all happy to see *Bob Rogers*, recently when he stopped by to see us. *Bob* left NBC to become affiliated with Uncle Sam. He was here on leave and looked robust and hearty in his khaki. *Sheila Hirschman* who has just returned from Europe

came by the other day and filled us all with the wander-lust by singing the glories of the Continental Life. From her report, she had quite a trip, and now everyone is talking about booking passage to Europe.

Program—Congratulations to the *Warren Jacobs* on the birth of Tim—all 10 pounds, 8 ozs: the *John Murdocks* (Minxy was with the Howdy Doody office) on the arrival of their first, *Elizabeth Bennett*, born on October twenty-fourth, and to *Lou Collins* ("Victory at Sea" staffer) and *Capt. Anderson*, new fathers of a boy and girl respectively.

Hello and welcome back to *Lee Painton* . . . also *Al McCleery*, back in New York for a short visit from the coast.

Good luck to *Mary Gallagher* until recently secretary to *Caroline Burke*, and now resigned from NBC; *Gerry Colson*, who left the "Today" unit for sunny (?) California, and *Jack Faren*, now a producer for *Barry, Enright & Friendly*.

Welcome mat goes out for *Barbara Dodds*, receptionist, *Jim Sheldon*, director of Circle Theater, *Mike Vincent* and *Bobby Merriman*, new additions to "Today's" staff, *Jack Petry*, AD on Howdy Doody, recently with AM engineering, and a long overdue welcome to *Terry Allen*, receptionist on the twenty-eighth floor.

Public Affairs—*Anne Lawder*, secretary to *Wade Arnold*, became engaged to *Allen Fletcher* on September 16th, and will be married on December 20 at Stanford Chapel, Stanford University. The couple met while attending Stanford. They will return to Pittsburgh where Mr. Fletcher directs and teaches acting (Carnegie Institute of Technology). Mr. Fletcher is a director at the Oregon Shakespearean Festival in Ashland, and both will return to the Festival for the summer of 1954.

Wade Arnold recently returned from vacationing in Tulsa, Oklahoma, and we are all happy he's "in the pink" again.

A nasty virus and a broken shoulder have kept *Hilda Watson* out of our midst for a few weeks. By publication time we hope she'll be back with us in tip-top shape.

Judith Waller on the Public Affairs staff in Chicago stopped in to see us while spending a few days in New York.

Edward Stanley, manager of the department, recently appeared at the

two-day *Mademoiselle* career clinic before an audience of about 200 vocational advisers at various women's colleges throughout the country where he spoke on "Writing for a Living."

Research and Planning—On November 2, *Ruth Lytle* was dined by her co-workers at *Dick & Eddie's* in honor of her marriage to *Walter Culow* which took place November 7. She was presented with a *Broil-Quick* and a green orchid corsage. The whole department wishes her and her husband much happiness and good luck with their new apartment.

Marie Redling received the surprise of her life when she walked into a surprise farewell lunch at the Stockholm fared her by members of the department. A big yellow chrysanthemum practically covered her shoulder. She is now *Mr. Wankel's* secretary and we hope she never forgets us. Her successor as *Mr. Rumpel's* secretary is *Jean Peterson* to whom we all bid a very warm welcome.

We no sooner welcome *Doris Michelson* to our "illustrious" department, when she surprises one and all with a ring she'd have to hide in a black-out. Congratulations are in order for the lucky guy, *Julius* (does he sing, too, *Doris*?) *Katz*, and all best wishes to *Doris*.

Technical Operations—We have added to new girls to the department, boys—*Grace Kaufman*, direct from Hollywood, has come into the department to work with *Joyce Peters* on the payroll, and *Nancy Nicholson* who has joined the Scheduling Office under *Tommy Thomson*. Welcome, *Nice People*; hope you like it here.

Arthur Graham bought himself a new car—Polynesian brown, no less! is now looking for a brown Polynesian to go with it!

Irving Shapiro is confined to Jewish Hospital in Brooklyn with a back ailment. Things aren't as black as they could be though; some of the other Film boys managed somehow to have a television set installed in his room. Now *Irving* can watch everybody else's flubs.

Last month's column was nowhere to be seen because *Florence O'Grady*, who usually writes the column, had the nerve to go off and get married, not leaving behind any instructions on how the CHIMES copy should be presented. She is sorry. We can maybe excuse her, though, because that last day in the office was "real gone"—the

other girls and the men in the department gave a wonderful shower for her (mucho pretty presents) and things were pretty confused. Florence—whose name is now Tummolo—wishes to send her sincerest thanks to all the good people who contributed to her happiness.

TV Network Sales

TV Advertising and Promotion—Oliver Wendell Holmes (Note to Editor: Do not italicise, he's not in our department) said that life is a series of good-byes. That was modified to a "so long" for *Pat Gabany*, who left the company recently to join an advertising agency in the building. She's still in hailing distance, but missed by all.

In the in-coming department, the welcome shake went out to *Ernest Fladell* who joined *Dave Hedley's* Sales Presentation writing staff. Ernie is working on "Today."

For skeptics hereabout, note: The fishing prowess of *Clyde Clem* is now established. He caught a 28 pound bass and has the photo to prove it. (*Pat Steel* caught a virus, but he's okay now.)

Bob Dolobowsky finally worked in the last week of his vacation. Can't say the same for *Hope Shinkoff*. She's still thumbing through the travel folders.

Mildred Brannon is an impartial gal. She attended the rallies for all the recent mayoralty candidates. That's what's known as weighing the issue . . . which brings to mind the fact that *Muriel Smith* is dying.

Larry Byer is now handling advertising production for television.

Marilyn Adams dolled up for a costume party as "Huckleberry Finn." What a place for a line like "that's one for the books."

Press—*Doreen West* arrived in this country last June from Manchester, England, and has been working in Photo-files since October (her first job in America). *Peggy McNeany* enjoyed the Quebec portion of her trip most when she visited Canada on her recent vacation. *Peggy* was gone three weeks, and we sure were glad to see her come back. *Alec "Sunshine" Nyary* celebrated a birthday Nov. 14. He complains that he's getting old, but his "young in heart" attitude belies him. Why the nickname "Sunshine"? 'Cause that's what he brings to our

department, especially with those original ditties of his. Speaking of originals, we hereby proclaim *Sam Kaufman* the original "Ad-Lib Kid." He's got a million of 'em. . . . Now why does someone insist on stealing *Leo Hershdorfer's* paper clips? As *Sam* says: "The place is getting to be a regular clip joint." Incidentally, our heartiest congratulations to both *Leo* and *Sam* on their recent wedding anniversaries.

If you're looking for some good tips on how to keep trim and fit, see *Harriet Demos* and *Beth Blossom*. They are now enthusiastic physical culture students at *Riley's Grace Lynch* has really been having herself a time playing Charades with somebody from Stamford, Conn.

Personnel Division

Personnel—New arrivals in the Personnel Department this month are *Ann Allsopp*, secretary to *Don Mackenzie*, *Margaret Malloy*, in the Placement section and *Berry Campbell*, *Kathleen McLeod* and *Adrienne Hughes* in Records.

Marie Redling transferred from the Planning and Research Department to Labor Relations and is now established as *Mr. Wankel's* secretary.

Promotion congratulations are in order for *Peggy Plagge*, who was promoted to Employee Services assistant when *Barabara Cheel* left the company, and to *Claire Owen*, who transferred from the Records section to take *Peggy's* place as Junior Placement assistant.

Film Division

Film & Kine Operations—A big welcome to our new blond charmer, *Pat Bridges*. Also, a belated welcome to *Mary Adrian*, a newcomer to the Film Exchange.

Welcome home, *Terry!* After having spent a week in New York (as a tourist) *Terry Colasacco* is back with souvenirs from Chinatown and oodles of statistics about New York. For instance—"Did you know that the RCA Building has the fastest elevators in the world"? So now we know!

Mildred Lindquist spent one of her two weeks vacation down on Miami Beach with her husband, *Gene*.

That grim on *Marge McGlynn's* face is permanent. The Rangers hockey team is back in town!

NBC Births

To *George Broomfields*, N. Y., a daughter, *Ellen Jane*
To *William Prunty*, Cleveland, a daughter, *Peggy Ann*
To *Frank Derrys*, Cleveland, a daughter, *Deborah Ann*
To *William Ryans*, N. Y., a son, *Sean Emmett*
To *Robert Prialuxes*, N. Y., a daughter, *Barbara Ann*
To *John Andersons*, N. Y., a daughter, *Quest Alexandra*
To *George Bakers*, Washington, a son, *Brian Kimball*
To *Harry Olssons*, N. Y., a son, *Harry Robertson*
To *Len Salvos*, Chicago, a son, *Leonard Michael*
To *Bill Hesses*, N.Y., a daughter, *Cindy*
To *Robert Rothsteins*, N.Y., a son, *Roger*
To *Ted Mayers*, N.Y., a son, *Theodore George*
To *Jack Ryans*, N.Y., a son, *Douglas Scott*
To *Theodore Walworths*, N.Y., a son, *Ted III*
To *Mimi Kilgore*, N.Y., a son, *Eugene, Jr.*
To *Ted Walworths*, N.Y., a son

NBC Marriages

Celia McCann to *Leonard Brown*, both N. Y.
Jaqueline Pashley to *George Heinemann*, both Chicago
Florence O'Grady, N. Y., to *Frank Tummolo*
Anne Tucker, to *Townsend Coleman*, both N. Y.
Barbara Bruns, N.Y., to *John Frederick Nothel*
Mary Brain, N.Y., to *Marvin Hoscheid*
Frederic Butcher, Chicago, to *Lorraine Christiansen*
Joan Back, Chicago, to *Charles E. Vastbinder*
Betty Lou Meinken to *Harold Whittenberry*, both Chicago

NBC Engagements

Jane Roane, N. Y., to *Stuart Langley*
Henry Toluzzi, Overseas News, to *Sonya Brachman*
John Fitzpatrick, N. Y., to *Jean Dall*
Johnny Maurer, N. Y., to *Jean O'Neill*
Lee Pratt, N. Y., to *Patricia Chase*
Dorsey Connors, Chicago, to *Jim Bannan*
Louise Cobb, N.Y., to *Robert Moore*
Arlene Dodge, N.Y., to *William Walpole*

Bargain Counter

For Sale: Five room Cape Cod style house in Ft. Washington, L.I. Many extras. Expansion attic, full basement, 55 x 125 plot. It's two blocks from school, convenient to churches, good for LIRR commuting. Hot water oil heat. Asking \$14,900. Call R. C. Laniek, ext. 8959, or PO 7-4025.

For Sale: 1951 Studebaker four-door, blue, Land Cruiser. Fully equipped with heater, radio, etc., and/or 1950 DeSoto Carry-all (Suburban-type), like new. Excellent buy on both cars. Phone Shirley Fischer, ext. 8568.

WNBW... Washington's ONLY television station with SUPER POWER...100,000 watts

**SERVING AN AREA OF 15,800 SQUARE MILES
1,108,600 FAMILIES...OVER 4 MILLION PEOPLE**

- With its new maximum power of 100,000 watts and increased tower height, WNBW now is Washington's most powerful television station, serving a larger number of viewers than any other Washington station. Let your advertising message on WNBW prove these facts on your sales chart.

NBC in Washington

WNBW
CHANNEL **4**

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