

NBC

CHIMES

January • 1954



Weaver Addresses New Members
of 25-Year Club in New York

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CHIMES

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The Cover

On Dec. 10, 1953, at the Hotel Roosevelt in New York City, the National Broadcasting Company held a luncheon honoring those employees who in 1953 marked their 25th year of service with the company. Seen on the cover of this issue of CHIMES is NBC's new president, Sylvester L. Weaver, Jr., addressing the new members of the Twenty-five Year Club at that occasion. At the head table are, left to right: Emanuel Sacks, NBC staff vice president; Robert W. Sarnoff, newly-elected executive vice president of NBC; Mr. Weaver, and behind him, John M. Clifford, vice president in charge of Personnel, who was master of ceremonies

at the luncheon, and NBC star Day Garroway, who headed up the entertainment, which featured Skitch Henderson, and the new singing discover: Jill Corey.

In November, NBC Hollywood held its luncheon for new recipients of lon service awards at the Ambassador Hotel there. John K. West, vice president in charge of the Pacific Division was host.

For more on the New York Twenty-five Year Club luncheon, see page nine, ten and eleven, and to see how NBC Hollywood honored its veteran employees, look up page 17 of this issue of CHIMES.

NBC Blood Bank

This month—on Jan. 26 and 27—NBC in New York will again conduct its annual blood drive, in conjunction with the American Red Cross, in which all employees are urged to participate. It will be held in the Center Theatre.

NBC's last drive was held last February, and at that time the total of donations by employees broke the industry record for two-day drives, with a collection of 312 pints stacked up at the end of the giving. From all indications, this year's drive will top that mark.

The blood that is donated goes to maintain a credit balance in NBC's own Blood Bank and to serve the Armed Forces. Previously, the NBC Blood Bank received half and the other half went to the Armed Forces. Many men who were hurt in Korea still require blood, of course, but with the cessation of hostilities there, the need has lessened, so that the NBC Blood Bank now will get two-thirds and the Armed Forces one-third of all donations.

The NBC Blood bank tries at all times to keep a minimum of 150 pints as a credit balance to be used whenever an NBC employee or member of his family is in need of blood. This blood is furnished free of charge. However, as of the end of next month, the balance will be down to only two pints, and unless this drive is an unqualified success, the Bank may no longer be in

a position to supply blood whenever and wherever the need arises. It has been a particular source of pleasure to the Bank that during the past year it has never once had to ration blood to employees or their families, that every such request has been completely filled, no matter how large. It would be a sad thing if next summer one of us needed blood and got a turn-down from our own Blood Bank, just because there wasn't any blood there.

Up until the time of the drive this month, you will be given ample opportunity to sign up to donate blood. Notices are going up on bulletin boards, letters are being sent out by the Blood Bank committee, and you are due to be visited personally by a committee representative.

Here are some of the uses to which your blood can be put:

Help you recover from an operation
For your wife at childbirth

Save the life of a baby with the Rh factor

Keep a leukemia patient alive
Help a relative fight off cancer

Go towards the making of our biggest weapon against polio, gamma globulin.

So don't forget the dates: Tuesday Jan. 26, and Wednesday, Jan. 27; not the place: the Center Theatre. Your presence there is needed by the Armed Forces, the NBC Blood Bank—and yourself.

NBC News Roundup..

Recent Nielsen TV Ratings Give NBC 7 Out of Top 10

National Nielsen ratings for the two-week period ending Nov. 21, which were released last month, show that NBC has seven of the ten highest-rated shows in television. Here's how they stand:

1. I Love Lucy	63.5
2. DRAGNET (NBC)	58.6
3. BUICK-BERLE SHOW (NBC)	52.2
4. BOB HOPE SHOW (NBC)	51.7
5. Jackie Gleason Show	49.8
6. Talent Scouts	49.2
7. COLGATE COMEDY HOUR (NBC)	47.9
8. GILLETTE CAVALCADE OF SPORTS (NBC)	46.8
9. YOU BET YOUR LIFE (NBC)	46.5
10. FIRESIDE THEATER (NBC)	45.1

NBC Gets Exclusive Rose Bowl Rights for Another Three Years

Under the terms of a new contract signed last month, NBC will retain its exclusive radio and television rights to the annual Rose Bowl football game for another three years.

The new contract extends through Jan. 1, 1957. It was signed by Harry Hurry, president of the Pasadena Tournament of Roses assn.; Victor O. Schmidt, commissioner of the Pacific Coast Conference, and Lewis S. Frost, director of Public Relations for Western Division. It was also announced that approval had been given to the Gillette Safety Razor Company to continue as sponsor of the coast-to-coast radio and television coverage.

\$15,000,000 in Renewal Billings for NBC-TV

NBC Television Sales met the new year with a flurry of sales activity, coming up with renewals of five top shows worth about \$15,000,000 in combined billings over the next 52 weeks. The announcement of the renewals was made by George H. Frey, vice president in charge of Television Network Sales.

The five shows, all renewed for 52 weeks, are "Dragnet," "Ford Theatre," "Hallmark Hall of Fame," "Kraft Television Theatre" and "Camel News Caravan."

Radio Series To Report In Rebirth of South

With a grant from the Alfred P. Sloan Foundation, NBC has been investigating during the past six months what has been called one of the most significant developments of the generation: the rebirth of the South. The result is a 13-week radio series "Heritage Over the Land," which started Sunday, Jan. 10.



Brig. Gen. David Sarnoff (left), Chairman of the Boards of RCA and NBC, and Richard English (center), producer-narrator of "Last Man Out," NBC Radio drama-documentary series, were honored recently by the American Legion, Departments of New York and the District of Columbia, for "most effective service in the interests of a strong and positive Americanism" as demonstrated in production of the radio series. The Legion's National Commander, Arthur J. Connell (right), presented the awards.

The broadcasts, tape recorded on the scene by an NBC documentary crew, will explore the social, economic and cultural revolution under way in the South during the past decade. The unit went out on seven separate trips, ranging from Washington, D. C., to deep South crossroads too small to be found on any map. There were no actors: the voices and sound effects are all authentic.

Cities Service Renews Oldest Radio Series

Cities Service, sponsors of the oldest continuous radio series on NBC—and on any network—has renewed the "Cities Service Band of America" for another 52 weeks, it was announced last month by Fred Horton, director of Sales for the NBC Radio Network.

The "Band of America," conducted by Paul Lavalley, will carry the Cities Service Series into its 28th year in radio. The first cycle of Cities Service broadcasts began in 1927.

Nielsen Shows Increasing NBC Radio Popularity

The increasing popularity of NBC Radio Network nighttime programs is shown in a recent Nielsen survey. The report comparing November, 1953, with the same month of 1952 reveals some programs reaching as many as 36 per cent more homes in 1953 than 1952.

Specifically, the "Railroad Hour" is up 36.1 per cent and is heard in 2,327,000 homes; "Dragnet" is up 33.2 per cent with 3,446,000 homes tuned in and "Walk a Mile" and "One Man's Family" are up 18 per cent and 14 per cent respectively with the former now heard in 2,864,000 homes and the latter in 2,596,000 homes.

'Introductory Year' Begins

NBC Gets Off to Fast Start in Compatible Color TV; Sarnoff Hails FCC Approval of RCA-Pioneered Standards

The National Broadcasting Company raced off to a lightning start in color television by putting a color signal on the network at 5:32 p.m., EST, within minutes after announcement of approval of compatible color signal specifications for television by the Federal Communications Commission on Dec. 17.

Brig. Gen. David Sarnoff, Chairman of the Boards of the Radio Corporation of America and NBC, at 6:30 p.m., EST, highlighted a special colorcast which originated in NBC's Colonial Theatre, New York, world's first fully equipped color television studio.

General Sarnoff was introduced by Sylvester L. Weaver, Jr., president of NBC.

The following morning, on NBC-TV's "Today" program, Mr. Weaver was interviewed by Dave Garroway at the Colonial Theatre. Dr. Charles B. Jolliffe, vice president and technical director of the Radio Corporation of America, also was interviewed on the program.

When the FCC decision was announced, NBC flashed a multicolored slide reading "Color News Bulletin" on the air, and an announcer began: "Attention, please! Color television is here. You are looking at the first color picture telecast since compatible standards for color television were approved."

Congratulating the FCC on its action, General Sarnoff said, "Approval by the FCC of compatible color television broadcasting is a great victory for RCA, but an even greater triumph for the public and the television industry."

"RCA developed the compatible color television system. We have fought and worked hard and long for its adoption for commercial use because we were confident from the beginning that it is the right system in the public interest."

General Sarnoff underlined the importance of compatibility of the approved standards, pointing out that

without this feature "your set would go completely blind to color broadcasts."

He concluded:

"This day will be remembered in the annals of communications, along with the historic date of April 30, 1939, when RCA-NBC introduced all-electronic



Sylvester L. Weaver, Jr., NBC president, as he appeared before the cameras at the Colonial Theatre shortly after the announcement of the FCC approval of compatible color television.

tronic black-and-white television as a new broadcast service to the public at the opening of the World's Fair in New York. At that time we added sight to sound. Today, we add color to sight.

"RCA is proud of the leadership its scientists and engineers achieved in developing the all-electronic black-and-white television system — the all-electronic compatible color system — and the RCA tri-color tube, which made the latter practical.

"Dedicated to pioneering and steadfast in our purpose to give America preeminence in communications, we shall continue our efforts to advance and to merit the faith and confidence the American people have in 'RCA' as

an emblem of quality, dependability and progress."

Preceding General Sarnoff's speech which was on film, Mr. Weaver appeared before the RCA color cameras and took the television audience on a brief tour of the Colonial Theatre's facilities. "From here," said Mr. Weaver, "will come some of the most exciting moments of your entertainment in the weeks and months ahead."

Although a period of approximately 40 days from the date of approval will elapse before the new standards become effective, NBC received permission to broadcast the Menotti opera, "Amahl and the Night Visitors," as a "color premiere." Rehearsals for this show were interrupted for the special colorcast, and Mr. Weaver walked about the set explaining various aspects of the production.

Mr. Weaver told the television audience that color sets will be on the market in six months, and will sell for around \$800 to \$1,000 for a 14-inch screen. "But," he pointed out, "RCA has protected the investment you've made in your present black-and-white set. Although the camera photographing me . . . is sending out a picture in color, you are receiving a perfect black-and-white picture without an adapter or any other gadget. That's what we mean when we speak of the RCA compatible color television system."

In the interview with Garroway, Mr. Weaver said that use of color as a part of the "Today" program could be expected some time after the colorcast of the Tournament of Roses Parade in Pasadena on New Year's Day. He explained that NBC's new custom-designed color mobile unit, which was used for the first time during the Pasadena program, will be available for other special events, some of which could be fitted into the "Today" program, the morning news and special feature show. Mr. Weaver said that such events could perhaps be under way by cherry-blossom time in Washington.

Dr. Jolliffe, in his remarks, said that approval of the RCA-pioneered compatible color standards was "a great Christmas present for the engineers of RCA and the industry." He also observed that a development such as compatible color, because of its complexity, as a group effort rather than the work of any one man. "That," he said, "is the present theory of industrial research."

NBC's Introductory Year plan for color got into high gear with the announcement of the FCC decision. Under this plan, each of NBC's major programs will be done at least once in color. Until the new standards go into effect, the broadcasting of these programs in color is subject to special authorization of the FCC.

The first color production after the FCC authorization was the Dec. 20 presentation of "Amahl and the Night Visitors," followed two days later by "Season's Greetings," a variety show starring Ezio Pinza, Harpo Marx, and Eddie Albert. On Thursday, Dec. 24, "Dragnet" offered the first commercial broadcast of color film in television history. On New Year's Day, NBC broadcast the Tournament of Roses Pa-

rade from Pasadena. This colorcast registered a series of significant "firsts" in color broadcasting:

1. First West-to-East transcontinental transmission of color.
2. First West Coast origination of a color program under the standards just approved by the FCC.
3. First remote pickup in compatible color of a special event since FCC approval.
4. First broadcast of a network color program by a coast-to-coast series of stations using special equipment for broadcasting a true color signal.

Color productions of the Kate Smith and Dinah Shore shows are among those scheduled for January as NBC accelerates its color conversion activities.

Development of color programming techniques at NBC has been under way at an intensive pace for the past year. The Colonial Theatre has been operating on virtually a seven-days-a-week basis, with NBC's color corps devising new techniques of lighting, staging and make-up.

McCall Award to Judith Waller

Judith C. Waller, director of Public Affairs and Education for NBC's Central Division, was selected as one of the seven winners of the 1953 *McCall's* awards to women in radio and television, it was announced in the January issue of that magazine.

Miss Waller, named by the judges as the executive performing the "greatest public service to youth," has "proved the value to pre-school children and their parents of a simple educational show called 'Ding Dong School,'" the citation said. Formal presentation of the award will be made at a dinner in Kansas City in April.

Alert NBC Guard Saves Raye Day

A quick-thinking NBC guard prevented one of Ralph Edwards' "This Is Your Life" telecasts from New York last month from turning into a dud an hour before air time. To Dan O'Connor, of NBC's Protection Department, goes much of the credit for Martha Raye's not knowing that she was to be the subject of a "This Is Your Life" treatment when she arrived at the Center Theatre a half-hour early.

This is how it happened: Dan, a retired New York City policeman who has been with NBC eighteen months, was stationed at the elevator that Tuesday night, and had been instructed to whisk Martha right up to the third floor as soon as she came in. She was to arrive at 9:10, accompanied by Milton Berle and her manager, Nicky Condon. It was important to get her upstairs right away so she wouldn't see the preparations being made for the show.

Who should come wandering in at 8:45, without her escorts, but Martha. Dan spotted her and started to direct her to the elevator. Martha, however, was curious about the music coming from the orchestra pit. Dan's hurriedly contrived explanation for that was that an opera was being rehearsed. Despite possible dissimilarities between Von Dexter's "This Is Your Life" orchestra and a grand opera counterpart, this appeared to satisfy Martha, for she went straight upstairs, and the day was saved.



Imagine this spectacular float—composed entirely of flowers (and girls)—as it was seen over NBC compatible color television. You can see the big NBC color camera at the left, picking up this part of the Tournament of Roses parade.

Major Executive Changes Announced

**Frey Promoted; Stanton, McAvity Now V.P.'s;
Wile Transferred to Coast, Rettig to N. Y.**

The promotion of George H. Frey to vice president in charge of Television Network Sales and election of Thomas McAvity as vice president in charge of Television Network Programs and Carl M. Stanton as vice president in charge of the Film Division were announced Jan. 8 by Sylvester L. Weaver, Jr., president of the National Broadcasting Company, following the regular meeting of the NBC Board of Directors.

Mr. Frey has been in the broadcasting business for 30 years, serving principally as a sales executive. Prior to their promotions, Mr. McAvity was the national program director for the NBC Television Network, and Mr. Stanton was director of the Film Division. Both men have backgrounds of wide experience in advertising, programming and production.

Harry C. Hagerty, financial vice president of the Metropolitan Life Insurance Company and a member of the Board of Directors of the Radio Corporation of America, was elected on Jan. 8 a member of the Board of Directors of the National Broadcasting Company. Mr. Hagerty filled the va-

cancy on the Board created by the resignation of John K. Herbert from NBC.

Last month it was announced that Frederic W. Wile, Jr., who was NBC's vice president in charge of Production, would transfer to Hollywood, effective Jan. 1, as vice president in charge of Television Network Program Division on the West Coast. In this position, he is responsible for programming, as well as production and operations. Mr. Wile, who joined NBC in 1949, was elected a vice president in 1951.



Carl M. Stanton, vice president in charge of the Film Division.

Also effective Jan. 1, Earl H. Rettig, who was director of Television Network Operations at NBC Hollywood, was transferred to New York and placed in charge of Production and Business Affairs for Television Network Programs. Mr. Rettig reports to Thomas McAvity, newly-elected vice president in charge of TV Network Programs. Leonard Hole, director of Production, and William V. Sargent, divisional business manager, report to Mr. Rettig.

In the Television Network Programs Division, Mr. McAvity last month an-



Thomas McAvity, vice president in charge of Television Network Programs.

nounced that Samuel C. Fuller, executive producer of the "Colgate Comedy Hour," had been promoted to the position of national television program director, effective Feb. 1. Mr. Fuller reports directly to Mr. McAvity.

Mr. McAvity at the same time announced that Michael Dann, formerly manager of planning, had been named manager of television programming, and Roy Passman, formerly assistant program manager, had been appointed manager of television program administration. Both Mr. Dann and Mr. Passman report to Mr. Fuller, as do all executive producers and producers.

In the Film Division, Mr. Stanton last month announced that Edgar G. (Ted) Sisson, formerly in charge of radio and television programs and programming for N. W. Ayer, had been named associate director of the NBC Film Division.

Alfred R. Stern, who joined NBC in January, 1951, and has held a series of increasingly important administrative jobs since then, has been appointed assistant to Robert W. Sarnoff, NBC executive vice president. Mr. Sarnoff announced Dec. 23.



George H. Frey, vice president in charge of Television Network Sales.



audience was more than appreciative, judging from the wide eyes on the left. Even the parents joined in the singing (center). On right is an overall view of the orchestra section during the show.

When Santa Arrived a Day Early

Santa Claus arrived a day early, Thursday, Dec. 24, for some 1,500 children of NBC employees in New York who jammed the Center Theatre for the network's 1953 Christmas Party.

And not only was Santa there in person, but he had a whole stageful of helpers in the persons of many of NBC's top performers.

The whole show was gaily wrapped up in a neat, one-hour package called "Santa's Schoolhouse." Host for the occasion was Sylvester L. Weaver, Jr., NBC's newly elected president.

Herb Sheldon was master of ceremonies and teacher at "Santa's School-

house." His mission: to teach various NBC stars how to be Santa's helpers. Among the top personalities there to receive instruction were Wally Cox, Bob Smith and Clarabell, Gene Rayburn, Jackie Robinson, Ed Herlihy, Morey Amsterdam, the Gaudsmith Brothers (and their comic poodle act), and Jack Lescoulie. Roy Shields and an NBC orchestra provided the music.

Fully indoctrinated in how to be Santa's helpers, the stars assisted Santa in passing out gifts at the end of the show.

Caroline Burke produced the show.

In addition to the youngsters, about 1,000 adults attended.



Sylvester L. Weaver, Jr., NBC president, welcomed the children and their adult friends at the start of the party. Herb Sheldon, left, was master of ceremonies.

times the anticipation of what was coming next day was almost more than one could stand (left). This was just a day before Christmas, and one young man wanted Santa to know how he felt about him (center). Getting presents from Santa's helper Jackie Robinson (right).



Mystery Solved:



Francy Lane visits the Travers household — this time in person. On left is Mrs. Jerry Travers, in the center little Mike Travers, four, studying the famous television receiver.

Face on TV Screen Is Francy Lane's

A mystery that excited the attention of newspaper readers all over New York City—in fact, all over the world—was solved last month, after a Long Island family spent 51 hours trying to figure out why the face of a young girl should remain fixed on its TV screen, regardless of whether the set was on or off.

The Travers family, of Blue Point, L. I., first noticed this phenomenon when the children found this female image was interfering with the reception of their favorite program, "Ding Dong School." It wouldn't go away, even if they switched channels (heaven forbid!) or turned the set off. The mysterious face confounded TV servicemen called in to fix the set, and soon the electronic puzzle was on the front pages of the big metropolitan dailies.

It was discovered, however, that the image was a duplicate of the very pretty face of Francy Lane, singing star of

Mabel Phelps, Retired Head Nurse In New York, Is Honored

Remember "Ma" Phelps? If you've been with NBC New York longer than seven years you surely do. Miss Mabel Phelps was supervisor of nurses in the Health Office in New York for 12 years up until her retirement in 1946.

Her scores of friends at NBC will be delighted to hear that she is not only in the very best of health, but that last month she was the recipient of a unique honor.

She was chosen "Special Guest of the Year" at the Dec. 3 meeting of the New York Industrial Nurses Club. She was selected for this honor because of present and past contributions and outstanding services to the field of industrial nursing. She is a past president

of the club and one of the few remaining charter members.

Miss Phelps, after being presented with an orchid and an inscribed silver platter, blushing expressed her thanks and told the assembled nurses that retirement from active service was not to be looked upon with dread, and that she is still pursuing a complete and fully active life, and enjoying every minute of it.

The nursing staff of NBC New York was particularly proud of this honor accorded Miss Phelps because they had served under her for many years and attribute to her the high standards of nursing service that prevails in the Health Office.

Natalie Hinderas Appears on WNBK



Concert pianist Natalie Hinderas, a native Ohioan, was seen recently on her own television show over NBC's Cleveland station, WNBK. Seen here at that occasion are: (top, left to right) Henry Levine, musical director, WTAM-WNBK, who conducted the orchestra for Miss Hinderas; Richard McClure, tenor, who also appeared on the telecast; Mrs. Lloyd E. Yoder, and Mr. Yoder, general manager of NBC's Cleveland stations; (bottom) Miss Hinderas (center), her grandmother (left), and her mother (right).

WNET's Morey Amsterdam morning show. It also was determined that the cause of the fixed impression on the screen was an electronic "explosion" which burned Francy's facial image into the phosphorescent coating on the inner coating of the cathode tube.

Francy, accompanied by Mary Jane

MacDougall, of the WNBC-WNET publicity office, journeyed out to Blue Point to see the Travers family, but by the time they got there, the now-not-so-mysterious image had disappeared. With the excitement at an end, Francy simply invited the family to come see her show in person.

Weaver Greets New Members of 25-Year Club at Luncheon in N. Y.



"You are the people who for the past 25 years have been associated with an industry which, more than anything else, has begun to build a path toward a greater and finer world," Sylvester L. Weaver, president of NBC, told new members of the company's Twenty-five Year Club, who were inducted at a luncheon at the Hotel Roosevelt, Thursday, Dec. 10.

Each of the new Twenty-five Year Club members received a watch and a certificate signed by Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC. Besides the new club members, attending the luncheon were

many who became quarter-century-employees in 1951 and 1952.

Twenty-eight employees of NBC in New York joined the club this year. Another 32 employees in other locations of NBC also became members in 1953. NBC now has 120 active employees who have been with the company for 25 years or more.

John M. Clifford, vice president in charge of Personnel, was master of ceremonies and introduced Mr. Weaver, as well as the entertainment, which was provided by Dave Garroway, Skitch Henderson and Jill Corey. The watches and certificates were presented to the individual employees by: Robert W. Sarnoff, executive vice president, to employees in Television Network Programs; Emanuel Sacks, staff vice president, to employees of Finance and Services Division; Charles R. Denny, vice president in charge of NBC Owned Stations, to employees of that division; George H. Frey, vice president and sales director, to employees of Television Network Sales, and by Mr. Clifford to employees of the Personnel Division.

In his address to the new club members, Mr. Weaver expressed his pleasure at "being able, in my very first week as president, to meet with the veterans of 25 years service with NBC." The NBC president recalled his first visit to NBC many years ago, when the network's headquarters was located at 711 Fifth Ave. in New York, and how in the years that followed, while he was associated with Young & Rubicam, he got to know and work closely with

Dave Garroway reminiscing about "the old days" at NBC. Enjoying his tale are, left to right: Emanuel Sacks, staff vice president; Robert W. Sarnoff, executive vice president; Sylvester L. Weaver, president, and John M. Clifford, vice president in charge of Personnel.

employees of NBC. It was then, he said, that he first felt the conviction, so greatly strengthened since he joined NBC, that the people who work in broadcasting have been one of the most important driving forces in advancing communications, bettering the nation's economy and providing information for the American people.

"We who work in broadcasting," Mr. Weaver continued, "can feel an 'elite' quality in our hearts and minds, knowing that we are participating in this progress. Very few people can do this. We can be proud. . . ."

The ubiquitous Dave Garroway, in his familiar soft-spoken, hands-in-pockets manner, reminisced about the NBC of years gone by, when he "was taking the worst guided tours in history" through the NBC studios. He agreed that mighty progress has been made over the past two and a half decades, but lamented that the "new smell" the RCA Building had when he first came here was just about gone. He can still occasionally get that smell, about five or six in the morning, when he comes in for his "Today" show. Dave said, and recommended that any old timers, seeking a little nostalgia, do some sniffing at that hour also.



Lovely Jill Corey, singing star of the "Dave Garroway Show," sang several numbers, as part of the entertainment following the luncheon.

At the Quarter-Century Fete in New York:



Robert W. Sarnoff, executive vice president, presenting watches and certificates to (left to right): Dorson Ullman, video control engineer; Gerald Sellar, audio operations supervisor, and Stanley L. Pick, technical production supervisor.



Emanuel Sacks, (left) staff vice president, presenting award to Edward H. Prince, design draftsman.



(Left) Theodore Clements, master control engineer, receiving award from Mr. Sarnoff; (right) Reid R. Davis, color TV operations supervisor, being presented with award by Mr. Sacks.



Mr. Sacks (left) and new 25-Year Club member Roland Lynn, staff engineer.



Overall view of the 25-Year Club luncheon at the Hotel Roosevelt in New York.

New Members of NBC's Twenty-five Year Club

New York

F. A. Wankel
Beulah Jarvis
Walter E. Myers
Reid R. Davis
John J. De Maio
Gerald M. Hastings
Lester A. Looney
Frances Mellen
George M. Nixon
Edward H. Prince
Arthur A. Walsh
Roland Lynn
Dorson Ullman
William T. Pooler
Charles Bennis
Claude Clayton
Theodore T. Clements
Waldo D. MacQueen
Stanley L. Peck
Fernando R. Rojas
Raymond Swaneccamp
Tommy Tart
Andrew R. Thomson
Stephen Varley

Charles P. Dickson
Gerald Sellar
Maragaret O'Connor
Madge Boyton

Cleveland

Tom Manning
Harold Gallagher
John D. Disbrow
Jesse J. Francis
Ross Plaisted
Clayton C. Russell
Albert B. Stewart
Alvin McMahon
S. E. Leonard

San Francisco

Bill Andrews
George Greaves
Wanda Watson
Charles E. Kilgore
Joseph W. Baker
Ed Manning
Curtis Peck

Byron Mills
Janet Sligh
Victor Paradis
Edgar Parkhurst

Hollywood

Max Bauman
Lester D. Culley
Mortimer Orr Smith
Kathryn B. Hardesty

Washington

Keith D. Williams

Chicago

Edward Hitz
Alonzo Kaney
Donald Marcotte
Edward Stockmar
Robert Fitzpatrick
John R. Miller
Marshall Rife



Group picture of new 25-Year Club members, with top NBC officers, taken just after luncheon. Bottom row, left to right: Walter Myers, George Nixon, Theodore Clements, Frances Mellen, Mr. Weaver, Mr. Sarnoff, Beulah Jarvis, Raymond Swaneccamp, Dorson Ullman. Second row, left to right: Reid Davis, William Pooler, Arthur Walsh, Gerald Hastings, Stephen Varley, Claude Clayton, Lester Looney. Third row, left to right: F. A. Wankel, Tommy Tart, F. R. Rojas, Roland Lynn, John De Maio. Top row, left to right: Charles Dickson, Waldo MacQueen, Andrew Thomson, Charles Bennis, Gerald Sellar and Edward Prince.

The Picture Story



Mary McNulty, secretary in NBC's New York stations, was the winner of a contest for the best title for the new WNBC morning show of Allyn Edwards. The winning title: "Wake Up Easy"; the prize, the beautiful RCA Victor TV set Mary is seen with here.



Over 50 employees pitched in last Dec. 17 to help wrap press NBC Children's Christmas Party. Seen here, on left side of table, rear, are: Roberta Graham, Liz Leitner, Mary Fitzgerald. On right, front to rear, are: Catherine Sullivan, Barbara Stein, Ann Almaraz, Mareczak, Berry Campbell and Maggi Malloy.

Charles R. Denny, vice president in charge of NBC Owned Stations and Spot Sales (center left), congratulates James V. Coleman, one of 13 employees of the division honored at a luncheon on the occasion of their 10th and 20th anniversaries at NBC. The group present at the luncheon included (L to R): Hamilton Shea, Richard Close (20 years), Charles Colledge (20 years), Thomas B. McFadden, Mr. Denny, Daniel Murphy (20 years), Mr. Coleman (20 years) Isabelle Finnie (10 years), Peter Affe (10 years), Morris Goodman (10 years), John Riedel (10 years), and Ralph Bennett (20 years).



Opposite page, right: maintenance man of NBC, Sid Caesar, in New York, appearing on Mack's "Original Amateur Hour" last month, playing a number on the harmonica. He is seen here showing the harmonica to Mack and when in the Coast to Coast Studio appeared in "Tars and Sid Caesar".

at NBC



Dick Gillaspay, on left, of Sound Effect in New York, is due to complete his tour of active duty with the Marines shortly. Dick has been non-com in charge of the Marines' pioneer broadcasting station, and is seen here with pilot Maj. Edwin Long just after completing the first recorded flight made in the "faster than sound" jet interceptor, the F-3D Skynight. Dick is at Cherry Point, N. C.



The Communications Division of NBC in New York recently had a face-~~l~~ing when "Sof Tones" were installed on the TWX machines. Seen above from left to right, are: Communications operator L. A. Maldonado; J. W. Gates, director of Gates Associates, from whom the cabinets were purchased; chief dispatcher L. A. Zangaro; Communications cost clerk Harry Larson; and Communications operators S. Artino and W. J. Conklin. At time of photo, other personnel were on relief.

On Dec. 23, the NBC Chorus toured the halls of the New York office, singing Christmas carols. Seen here as they were winding things up on the Mezzanine stairs of the RCA Bldg. are, left to right: (front row) Carol Burton, Harvey Muller, Bill Cali, Bill Traher and Dan Sigworth; (second row) Marie Reding, Gloria Betros, Kay Henderson, Dorothy Carpenter, Olga Pavlova; (third row) Ronnie Fowler, Peggy Schlumpf, Helen Norton, Barbara Figliola, Laura Graham; (fourth row) Edith Galloway, Joan DeHart, Lucy O'Leary, Victoria Clark; (fifth row) Elaine Worobey, Linda Schmidt, Grace Lynch, Joan Oury, Joyce Higbee; (top row) Anne Ahles, Eleanor Michael, Violet Fairhurst, and Anne Pedersen. John Plummer, of the Music Library, who directed the Chorus, cannot be seen in this picture.



In Fine GR Tradition

*Pages, Guides, Guidettes,
Display Talent in Charity Show*



The show's opening number was a trio of singing guidettes: (L to R) Marlys Johnson, Mary High and Jeanette Lynn.

NBC's Guest Relations Department in New York has always been known as a nurturing-place for talent. Its reputation as such started two decades ago when young men began stepping from

the uniformed ranks of the pages and guides onto the stage and before microphones. It was enhanced when such former Guest Relations men as Gene Rayburn, Dave Garroway and Gordon MacRae attained stardom.

Today's GR staff, like its forebears, boasts many an aspiring performer. Magicians, singers, dancers, comedians, puppeteers—they share the common desire of all showbusiness people: to perform. Most NBC-ites can remember the famous "Brass Button Review," which in years gone by served as the showcase for GR talent.

And actually performing on the stage is not the only facet of showbusiness to which members of Guest Relations address themselves. Besides that type of talent, there are a number of young men and women there who are inclined towards the writing, producing or directing end of things. Certainly a good number of "graduates" of Guest Relations have carved very successful careers for themselves in those pursuits.

Obviously then, Guest Relations has, at any given time, probably sufficient personnel in its ranks to whip up a pretty fair show. There are people there who can write it, produce it, direct it and perform in it.

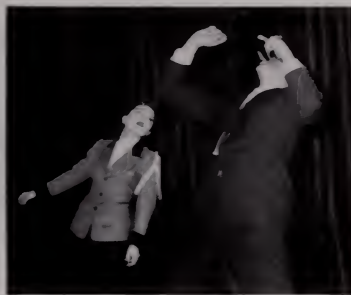
GR staffers Noreen Conlon, Herb Granath, Jack Schwanke and Jeanette Lynn were sitting around several months ago, discussing this heritage Guest Relations has. Knowing that there were many talented people in the department, they decided that a show could well be produced, given only organization and a reason for being.

They hit upon the idea of presenting a variety show for children. This would provide an interesting and flexible format and besides, would give the players the satisfaction derived from giving pleasure to kids. They also knew well that there is always a great need for this type of show in children's hospitals. The variety format was advantageous, since everyone could develop their routines separately.

The little group contacted Ray Teague, a GR page who has been doing magic professionally for several years. Ray was very interested and the first show was organized, to play to a school for deaf children. There were just two acts in this production, Ray Teague's magic and a marionette show written by Eleanore Bouwman, now of the Film Division, but formerly of GR.



Jois Zierk, GR guidette, did a satire on a variety of dances.



Left to right: Noreen Conlon; Mary High, assisting Ron Rubin in his fire eating act; and folk singer Randy Harrison.

After this show the group was expanded to play to other types of child audiences. Guidette July Leverone was to do the writing and join with Herb Granath on coordination and organizing rehearsals. Setting up rehearsal schedules suitable to all turned out to be an enormously difficult task. In addition to their full-time jobs at NBC, many GR people attend school in their spare time, or pursue many other spare-time activities, so assembling everyone at one time was not easy. Fortunately their variety format permitted practice to go on individually.

The biggest and best of their shows so far was performed Saturday, Nov. 23 at the 63rd St. YMCA in New York, before an audience of about 250 boys of ages ranging from eight to fourteen. Such an audience is one of the toughest, as any showman will attest, but according to Mr. Sullivan, Y director, "The show drew the largest crowd we have had in two years. It held all of

the boys' interest throughout—this hardly ever happens with any of the entertainment we have."

The show opened with a piano overture by Jim Smith, followed by a trio of singing guidettes, Marlys Johnson, Mary High and Jeanette Lynn. Ron Rubin, who was master of ceremonies, then presented his fire-eating act, in which he was assisted by Mary High. Guidette Lois Zierk then did a satire on a number of dances, accompanied by Sandy Ross at the piano. Comic Harvey Mandel was next, and then came a marionette troupe operated by Jack Schwanke and Jeanette Lynn. Randy Harrison, complete with buckskins and guitar, offered folk songs, and he was succeeded by Ray Teague's magic, assisted by Jane Stumpff.

In discussing the show now, the pages and guides are enthusiastic about the help and cooperation they have been receiving. They were particularly grateful to William S. Hedges, vice

president in charge of Integrated Services, who so warmly encouraged them, and to Peter M. Tintle, manager of Guest Relations, who helped arrange work schedules and time-off periods for those connected with the show. They also are in debt to their confreres in the department, who remained at work to cover assignments for them while the show was going on.

The people who are involved in the show are particularly happy because they feel that a twofold purpose is being served. First, it is beneficial to themselves, for they gain experience in performing, and in production, and in working before audiences of various types. Secondly, they feel they are advancing a public service in NBC's name, by offering free entertainment to many charitable institutions. Right now the group is working on more new shows and developing their routines so that they will appeal to audiences of all ages.



Left to right: Ray Teague's magic perplexes a young member of the audience; Harvey Mandel in his comedy act; and Jack Schwanke and Jeanette Lynn and their marionette troupe.

'OPERATION HEADLINE'



Even commuters on the Long Island Railroad could have hot news served up to them on their trip home, thanks to WNBC-WNBT.

When the New York newspapers were shut down by an engravers strike last month, WNBC and WNBT published a "Commuters Edition" containing late news bulletins. Editor was Max E. Buck, director of Advertising, Merchandising and Promotion for the stations.

More than a quarter-of-a-million copies were printed and were hawked by newsboys hired for the job, at the busy terminals like Grand Central Station, Pennsylvania Station and the Port Authority Bus Terminal. Several of the busy commuter trains were boarded by newsboys who distributed copies of the NBC News Extra to all passengers. Newsboys were also stationed in the lobby of buildings housing the big advertising agencies, to be certain they were made aware of the alertness of NBC.

NBC pages distributed copies at all exits of the RCA Building to home-

going thousands and to passengers at the busy Rockefeller Center subway entrance. Copies were also placed at the bare newsstands in the midtown area.

The one-page paper carried late headlines from the NBC newsroom and advised readers to tune in WNBC and WNBT for details when they arrived home. The newspaper was published each day while the newspaper strike lasted and perhaps converted thousands of New Yorkers to becoming NBC listeners.

Step 2 in "Operation Headline"—the campaign for WNBC and WNBT in New York to fill the void left by the removal from newsstands by an engravers strike of all daily newspapers: In addition to printing and distributing a commuters edition of the WNBC-WNBT news, we launched a fleet of "walking loudspeakers" to control the Times Square, Madison Avenue and

Radio City areas. Each boy was equipped with a portable RCA radio, hung around his neck, blaring out the programs on 660.

He was equipped to give the current headlines verbally—the weather, too, and he carried a sign which reminded New Yorkers to get all the news at WNBC and WNBT.

Some interesting questions the boys got:

"Who won the fifth race at Hialeah?"

"Who do the N. Y. Knickerbockers play tonight?"

"Can you give me a review of the new play, *Kismet*?"

"Can you give me some of that advice to the lovelorn stuff?"

Phil Dean's WNBC-T Publicity Department saw that the world knew too, by landing a publicity man's dream: pictures and stories of the "walking loudspeakers" in *Time* and *Life* in the same week.

Everywhere the "walking loudspeakers" went, they were warmly welcomed by news-hungry New Yorkers—at least, almost everywhere.





(On left) 25-Year Club members (left to right) are: Les Culley, Kay Hardesty, Max Bauman, Pacific Division vice president John K. West, who acted as host, A. H. Saxton (only Hollywood employee who already was member) and Mort Smith. (On right) 10-Year Club members (top, left to right): Don Norman, William Brownell, Raoul Murphy, Mr. West, William Verdier, Wayne Kenworthy, Robert Grapperhaus; (bottom, left to right) Patricia Costello, Mary Williams, Norman Tapper, Max Burnam, James L. Winkler.

Hollywood Employees Inducted Into Long Service Clubs

A total of 23 NBC Hollywood employees were inducted into the Ten, Twenty and Twenty-five Year Clubs November 25 at a luncheon in their honor at the Ambassador in Los Angeles. John K. West, vice president in charge of the Pacific Division, welcomed the new members into the various clubs.

Joining the Twenty-five Year Club were Kay Hardesty, Max Bauman, Mort Smith and Les Culley.

Seven employees were inducted into the twenty-year group. They are: Marvyn S. Adams, Harry Bubeck, James Russell de Baun, Frank M. Figgins, Robert G. Johnson, John B. Knight and John Wehrheim.

The ten-year group welcomed 12 new members. They are Max Burnam, William Brownell, Patricia Costello, Robert Grapperhaus, Wayne Kenworthy, G. Raoul Murphy, William E. Verdier, Don Norman, Norman B. Tapper, William L. Wilhelbus, Mary E. Williams and James L. Winkler.

With the induction of these new members, a total of 131 NBC Hollywood employees now belong to the Ten, Twenty and Twenty-five Year Clubs. The NBC Hollywood Ten Year Club was started in 1943 for those who had worked ten or more years for NBC. Thirty employees joined at that time. The growth of the clubs has thus taken place during the past ten years.



Twenty Year Club members include (top, left to right): Marvyn Adams, Mr. West, John B. Knight, John Wehrheim; (bottom, left to right) Harry Bubeck, Robert G. Johnston, Frank M. Figgins.



(Left) Overall view of the service awards luncheon at Hollywood.

Evans' 'King Richard II' Boasts Ingenious Settings and Gear

Richard Sylbert's 12 settings for Maurice Evans' production of Shakespeare's "King Richard II" (Sunday, Jan. 24) represent one of the largest art design assignments on behalf of a dramatic television show. The dozen sets for Evans' three act adaptation were constructed in the former Warner Brothers film studio in Brooklyn, which has been converted into an NBC-TV studio.

The sets occupy a floor area approximately 170 feet long and 70 feet wide. The designs, in keeping with the breadth and scope of the heraldic tradition of King Richard's time, will be heroic in conception. A medieval Gothic tone, inspired by old prints, will strive for a selective and simplified realism, in keeping with the limitations and requirements of the medium.

Actual construction will be done in the studio proper, making possible greater reality of detail. Huge castle columns will have steel skeletons, about which plaster will be moulded to approximate the textural quality of stone. Ships' bottoms will also be built of steel. One of the towers, from which Evans will play the crucial surrender scene, will be more than 14 feet high.



Sarah Churchill portrays the queen, and Maurice Evans the king, in the latter's production of Shakespeare's "King Richard II" on the "Hallmark Hall of Fame."

Another will be 24 feet high. Towers on a painted background will loom 40 feet.

It is estimated that it will take all of 2,000 man hours to construct the out-size sets. Construction plus painting will total a minimum of 3,330 man hours. As an indication of the size of the undertaking, a castle gate will be wide enough to permit three warriors on horseback to ride through the aperture in full regalia.

This year's coronation of Queen Elizabeth in Westminster Abbey, panoramically photographed in part by a camera placed on high in the famous edifice, inspired designer Sylbert to design a castle tower that could also conceal a strategically-placed TV camera. From this one position, the camera will not only be able to photograph the Westminster scenes, but by turning, will also catch unusual views of Berkeley Castle, ships and quaysides and Richard's prison. Other scenes designed by Sylbert on the mammoth set will depict a castle hall, the king's apartments, John of Gaunt's Ely House, the Queen's Garden and the tents of the opposing army camps.

Because of the large area involved, an acoustical problem presented itself, which the designer helped overcome by planning two Westminster Hall columns, spacious enough to contain one man each, with complete overhead sound booms and allied equipment. They will measure 12 feet in height and 8 feet in width.

A further planned innovation, also to help solve the sound problem, will be the use of knights' lances which will contain so-called "pencil" microphones. Placed stationary in the ground, they will not only make for dramatic scenic effect, but afford sound pick-up for the roving actors.

Virtually all of the outdoor backgrounds will be realized through rear projection on a 60-foot-wide screen. Two Boch arc lamp projectors will be utilized, using matching halves of the same scene, blended in the center, to create an unusually realistic visual illusion and great variety. A special Pyrex glass is being developed for the slides, to avoid the possibility of heat cracking.

Record 22 Million In Billings in '53 For Spot Sales

NBC Spot Sales billings reached a record-breaking \$22,000,000 in 1953, it was announced last month by Thomas B. McFadden, director of Spot Sales.

"This is a \$5,000,000 increase over 1952 billings and represents net dollar bookings after commissions and discounts have been accounted for," Mr. McFadden said.

The 1953 figure represents a 33 per cent increase in billings over 1952 for NBC Spot Sales.

Breaking down the figure into radio and television sales reveals:

Total spot billings for radio reach \$4,500,000 which is \$860,000 ahead of the 1952 figure representing a 23 per cent increase for NBC Spot Sales against an industry-published figure of an 8 per cent gain. These increases in sales were all at veteran radio stations represented by NBC Spot Sales. One station forged 64 per cent ahead in billings over 1952.

Total spot billing for television soared to better than \$17,500,000 marking an increase of more than \$4,500,000 over 1952. Billings at NBC owned-and-operated stations were 22 per cent greater than 1952, while at non-owned television stations represented by NBC Spot Sales billings were 56 per cent ahead of 1952, with one station registering a gain of 61 per cent.

In making public the NBC Spot Sales record, Mr. McFadden pointed out that 1953 was the first full year of operation under the new NBC Spot Sales organization. Eighteen months ago the NBC sales unit under his direction started a complete reorganization.

"In the last six months of 1952, we went through a major reorganization at NBC Spot Sales," Mr. McFadden stated. "And in 1953 we expanded and consolidated our staff which resulted in the record-breaking sales story we have to tell today."

In September, NBC Spot Sales opened an office in Detroit giving full representation in the Motor City. And earlier in the year NBC Spot Sales established a publicity department which also serves the 18 stations it represents.

People and Places

KNBH, Hollywood

We were all sorry to see *Lois Frick*, of the Operations Department, leave for her home in Minnesota. She's been replaced by *Pat Leslie*, who was formerly with the Telephone Company and attended SC and Woodbury College. In her spare time Pat is a magician's assistant, which will no doubt liven up things in the downstairs offices.

With the short haircuts demanding trimming so often, the smart set at KNBH is traveling out to the San Fernando Valley where *Bobbie Rickson's* mother has opened a new beauty salon. *Ted Rich* hopes he won't be forced to move from his neighborhood now that he's giving his 10-year-old daughter a piano for Christmas. *Bill MacCrystall* is eagerly awaiting the opening of Santa Anita the first of the year and *John Wehrheim* bought a new house for his family for Christmas.

Both *Eileen Henderson* and *Joan Eiselen* traveled north to San Francisco for a few days' vacation, and station manager *Don Norman* and sales manager *Jim Parks* visited that city on business. *Billie Allgood*, who left the Promotion Department a year and a half ago to join her husband in Detroit, is back with the Sales Department. While in the east she became executive secretary to *Edwin K. Wheeler*, general manager of NBC's WWJ-TV.

KNBH will telecast the third annual Christmas presentation of the Burbank Symphony Orchestra with *John Lyman*, III, producing and *Bob Packham* directing. *Harry Stewart*, known to many as *Yogi Yorgesson* or *Harri Kari*, began his new "Editor Yorgesson" five-a-week telecast of news events with a rural slant and a Scandinavian accent. *Wally Sherwin* returned to the station with a new show, "Two of a Kind."

Lucy Vaughn says "good-bye" to KNBH for Desilu Productions. *Edna "Percy" Perkins* has joined KNBH as executive secretary to *Don Norman*. She was formerly with the Television Broadcasters of Southern California.

Visitors to KNBH during the last month included *Charles Denny*, vice-president in charge of O&O Stations; *Bob Blake*, head of press for the O&Os; *Lue Stearns*, *Ted Walworth*, *Dick Berg* and *Caroline Herbert*, all of Spot Sales, New York; *Dave Wilder* of Spot

Sales, Chicago; and *Lillian Salinas*, *Tom McFadden's* secretary in New York. To New York for the O&O Clinic went *Bob Pelgram*, *Jack Kenaston* and *Beep Roberts*.

Alice Gardner and her husband are looking forward to '54 and building an Early American home on their recently acquired lot in Benedict Canyon . . . *Elsie Radwick* is taking up French and golf . . . *Rita Haupt* is the new pretty blonde from Chicago dressing up the Accounting Dept. . . . *George Burke* got back into the old school spirit attending all the homecoming festivities for SC.

WTAM, WNBK, Cleveland

Patti Babb, assistant on the Women's Club and Idea Shop, held a very interesting pot-luck Christmas Party for the NBC Cleveland gals. Co-planners on the shindig were *Betty Ann Onuska* and *Lillian Buckto*. One sprained ankle belongs to *Jean Holzmiller* who fell during a ballet lesson recently. And one sprained thumb to *Vivien Ives* in AM programming who fell while ice skating.

Glad to see *Charles K. Dargan*, TV director, back on his feet after a rough bout with a virus infection of his lungs. *Ellie Frankel* ("Nancy Dixon, Jr.") is sporting a beautiful engagement ring. Her fiancée is on his way overseas.

A few more changes in personnel: *Jim Yasinow*, temporary employee in the Newsroom is no longer with us. *Carl Reese*, lately with the Accounting staff, is doing free lance work. *Gene Harrison* left December 9th to become a director at WOKY in Milwaukee, Wisconsin. A small get-together was held at the home of another director, *Bill Morris*, to wish him adieu. *Charlie Hutaff*, chief in promotion and advertising has resigned. His secretary, *Peggy Amsden*, takes over the vacancy in sales director *Charlie Phillips's* office. *Jean Vokoun*, formerly in AM programming, is working for *Frank Derry* in publicity. *Bob Flemke* left his engineering job to begin a new position at another TV station.

Congratulations to the following proud fathers: *Tom Haley*, girl; *Wayne Gieseke*, boy, born November 16th; *Ray Shane*, boy; *Jim Prunty*, girl; *Art Krohn*, girl, and *Bob Sourek*, girl, born November 10th.

Mrs. Lloyd Yoder, who joined Mr. Yoder, manager of WTAM-WNBK in New York, held over there with a case of flu. *Rosemary Bartlett* has taken a two week leave of absence to care for her mother, who is recovering from a stroke. The new look has arrived. *Mary Ann Ritt* in audience mail is sporting a new cut as is *Lillian Buckto* in Music and *Mary Lou Barnum* in TV Continuity.

Bud Ford flew to the West Coast for Christmas. This was the first time in eight years that Bud has spent Christmas with his parents in Spokane, Washington. *Mort Fleishmann* is off to New York for the holidays. *Henry Levine* and his wife *Vivien* are entertaining her folks from New York for the bright season.

There's always a first time. *Johnny Andrews* was late for his early record show for the first time in sixteen years (12,000 shows). His automatic garage door wasn't automatic. *Glenville High School* in Cleveland is breaking all precedent by carrying his 12:15-1:15 PM disc jockey show.

Bob Brooks, TV Engineering, is learning to fly at Sky Haven in his little Cub J-3. What's that about a new Cadillac and recorder for TV engineer *Charlie Ames*? The engineers must be doing all right. *Jack Elliott* is sporting a new Plymouth. *Howard Spiller* is throwing his weight around these days. He challenges any engineering crew in New York to top this—There are seven men in his crew totaling 1,465 pounds. *Spiller*—270, *John Hudimac*—255, *John Azmar*—265, *Dick McKinney*—205, *Charlie Ames*—160, *Bob Brooks*—160 and *Herb Posnick*—150. He's even willing to top Chicago.

The Wall between Studio A and Studio B has been broken through to facilitate better operations in both studios. Studio A has a complete new lighting system. *Brooke Taylor*, program director for WTAM and WNBK, hears from his old cronies from the page and guide staff who were roommates on Riverside Drive in New York in 1939 and 1940 that *John Simpson* is with the Fred Bock Advertising Co. in Akron, Ohio. *Al Bengsten* is now assistant to the vice president of the New York Power and Light Company and *Joe Jenkins* is commercial manager for WKJF, Pittsburgh, Pa.

KNBC, San Francisco

Two San Francisco newsmen are hereby cited for meritorious action

above and beyond the call of duty. Tall, silver-thatched *Bill Greer* rushed out to answer a riot call on the tense San Francisco waterfront. The blue-clad policemen who also responded to the riot summons managed to quell the inter-union disturbance with a minimum of trouble. To "protect" Morgan Beatty's "News of the World," Greer latched on to the nearest telephone . . . located in a bar overlooking the scene of action. Minutes before the show hit the air a brawl broke out in the pub. So while Greer kept one eye on the action outside, he kept the other eye cocked for flying beer bottles, chairs and tables . . . later described his experience on "News of the World."

A couple of weeks earlier night newsmen *Ed Arnow* was enjoying the morning sun on his acreage on the San Francisco Peninsula when he was routed out of his swimming pool by a rush call. An Australian airliner had crashed in the rugged mountains only a few miles from Arnow's home. Arnow drove his automobile as near as possible to the crash scene . . . then had to hike the remaining three miles through some of Northern California's roughest terrain. One of the first two newsmen to reach the scene, Arnow was the only radio or TV man to turn in an eye-witnesser (on "News of the World.")

The "Beer Barrel Polka" has become the theme song for most of the KNBC staffers in commemoration of their Friday night folk dance classes. For fifty cents in cash and twice as much in energy, KNBC'ers spend every Friday night from 8:00-10:30 p.m. going through the antics of the "Oklahoma Mixer," "Cotton Eyed Joe" and other dances from all nations.

One of the biggest sales in local San Francisco radio history was consummated on behalf of KNBC when San Francisco restaurateur John Rickey signed up last month to sponsor "This Is Your Home"—prize-winning Sunday morning show featuring announcer *Budd Heyde* and written by veteran KNBC writer-producer "Sad Sam" *Dickson*.

"This Is Your Home"—one of the most popular local shows in the nation—consists of stories of early days in San Francisco and Northern California of the Gold Rush Days written by *Dickson* and narrated by *Heyde*. So widespread has been public interest in the series that it has been the basis for two published collections of the tales by *Dickson*.

Rickey—who was sold the show by writer *Dickson*—has combined it with an adjacent half-hour of live music he already was sponsoring on KNBC under the new title "The San Francisco Hour."

Marty Percival, who recently was transferred from New York to head NBC Radio Spot Sales in San Francisco, has located an apartment in suburban San Mateo after taking up initial residence in the San Francisco Press and Union League Club. Marty's wife and daughter will leave smoggy Gotham right after New Year's to join him in the Golden West.

Doug Pledger, who presides over 13 hours a week of recorded music on KNBC, has taken an extra-curricular job to indulge his passion for classical music. Doug is now serving as business manager of the Pacific Opera Company, which will begin its winter season of performances in San Francisco in February.

When KNBC sports commentator *Ira Blue* returned to the air November 2 after a two-and-one-half-months absence caused by illness, the occasion was observed formally by the station as "Ira Blue Monday."

Blue had been absent from his nightly sports commentary since Saturday, August 22, when he suffered a heart attack. Confined for more than a month in San Francisco's Stanford-Lane hospital, the popular *Blue* spent the remainder of his off-the-air period convalescing in his home.

WMAQ, WNBQ, Chicago

The NBC Chowder and Marching Society, an offshoot of the Athletic Association, was formed to encourage budding artists to bring their talents out of the backrooms and into the light of day, according to Chief Chowder-eater and Marcher, *Steve Roche*.

Recently the following members exhibited their paintings on WNBQ's "Bob and Kay Show": AA president *Herb Lateau*, *Ed White*, *Ruth Murray*, *Polly Schlimmer*, *Bob Minami*, *Stan Rames*, *Rosemary Kortas*, *Ernest Schaffer*, *John Sirotiak*, *George Heine-mann* and *Steve Roche*.

The annual Christmas party for children of NBC Chicago staffers was held December 19 at the Merchants and Manufacturers Club in the Merchandise Mart. Gifts, refreshments and entertainment were provided for the youngsters and they met NBC stars *Dr. Frances Horwich*, of "Ding Dong

School" fame, and Uncle Johnny Coons.

Welcome to new Chicago staffers: *Maureen Hudgin*, typist; *Charlotte Russell*, AM Engineering secretary; *Lowell Stafford*, accounting assistant; *Mary Krockenberger*, typist; *Royden Holm*, TV Engineering, who has just returned from military leave; *William Cosmas*, guide; *Jeanette Stancik*, assistant cashier; *William Hohmann*, Advertising & Promotion assistant; *Henry Bussey*, assistant director; *Sally Saco*, AM Network Sales secretary, and *Gwen Griffen*, TV Program assistant.

WRC, WNBW, Washington

Rosamond Bates, secretary to general manager *Carleton Smith*, had her Christmas shopping partially solved for her a few weeks before December 25th. Her cocker spaniel, unexpectedly, gave birth to six cute puppies, paternal ancestry unknown.

Harry Karr, avid duck hunter, has met with tremendous success in that field and has been inspired to write his first book, "How To Hide From A Duck". Autographed copies can be purchased at the WRC Sales Department for \$1.00 each, net commissionable.

Another hunter from Radio Sales, *Jack Neff*, will be chasing "deers" around Western Maryland the weekend of December 12th with *Tom Geoghegan*, former NBC'er, now with U. S. Steel. *Stanley Bell* and wife have just returned from two-week vacation in New Orleans.

The Thanksgiving holidays saw much WNBW traffic on the New York-Washington trail. *Libby Sontras*, secretary to production director *Dorsey*, journeyed up to dine with the Greek royalty. *Frank Slingland* dashed to the airport after directing the special holiday TV program for servicemen on "Inga's Angle," but didn't report details of his weekend.

Congratulations to *Robert Porter*, new TV director. Bob is climbing steadily up the NBC ladder.

Events of the past few months indicate that anniversaries and *Sylvia Devey* are truly compatible. On September 20th *Sylvia* celebrated the 4th anniversary of her debut into the field of television; November 7th she participated in the cake cutting in honor of the 178th birthday of the Marine Corps; November 27th, she presided, for the second year, over events celebrating the second anniversary of the USO Lafayette Square Lounge. On

that evening she turned the tables—instead of the usual procedure of presenting outstanding performers for the entertainment of the servicemen, this program consisted of outstanding entertainers selected from the Armed Forces and accompanied by the US Army Band. Any more anniversaries coming up? . . . Sylvia's your girl!

Dashing from her office at the last minute to attend Mrs. Eisenhower's "At Home" for members of the American Newspaper Women's Club, *Nancy Osgood* hurriedly grabbed up a fresh pair of gloves and sprinted for a cab. On the way to the White House she discovered to her horror that she had one white kid glove and one slightly-less-white fabric glove with no time to go back. When, to cover her embarrassment, Nancy told the First Lady, Mrs. Eisenhower chuckled delightedly, "Don't even think about it. What does it matter anyway."

On December 11, *Nancy Osgood* made the sports columns in the local (Washington, D.C.) press. A participant, the previous Sunday, in the Annual Trolling Party of the D.C. Chapter of the Isaak Walton League, on Chesapeake Bay, Nancy captured the "booby prize" (a man's pipe) for catching a toadfish while trolling. One outdoor editor wrote: ". . . this is no mean feat in itself. In all our years of dragging the bottom for rockfish, we've landed only one toad, a whopper weighing more than two pounds". Nancy swears that at the end of 300 yards of wire line, her toadfish weighed two tons.

NBC, New York

NBC Owned Stations

Administration—Ever since *Howie Templeton* took a fancy to the telephone, *Dick* and *Jane Templeton* have had more embarrassing conversations with strangers whom *Howie* reaches by accident. To avoid the growing phone bills, they got him a toy telephone which *Howie* dials and then says "Hi" to the imaginary person on the other end of the wire.

It is with great pride that we report *Rocky*, the parakeet, has begun to talk. *Rocky*, you know, first came with us when Spot Sales promotion was trying to get a group of the birds to say "NBC Spot Sales," with disastrous results, I might add. However, *Mildred Barr*, *Betty Judd*, and *Sally O'Brien* took a shine to the little fellow and kept him. After months and months

of patient teaching and occasional bites on the nose and ears, their efforts were rewarded with "Rocky, pretty boy" one morning.

In the word-to-the-wise department: Anyone mentioning Christmas shopping to *Jo Bucaria* is taking his life in his hands. Poor *Jo* has had more than her share of trouble for her first Christmas in New York. And another item—anyone wishing to see *Ann Winter's* new pet, *Zsa Zsa*, should contact *Ann* who will be more than willing to show you all the angles and antics of her recent acquisition. Ask her what considerate person got it for her!

Sarah Willner, *Bob Ciasca*, and *Jim Chandler* were all eagerly looking forward to the holidays so they could have a day or so of rest. They have been three busy people lately, but always seem to manage a joke for us once in a while.

We want to take time to say how much we have enjoyed and appreciated having the executive trainees with us. They are a fine bunch of men and have been of immeasurable help to us when they have been here. With people like *John Reavis*, *Dick Berman*, *Bill Thompson*, *Pete Ornstein*, and *Jack Conway* (the ones we've met so far) as our up-and-coming executives, we are sure to beat CBS for years to come. We want to wish *Bill Grady* all the luck in the world in his newly chosen field.

Let us take this opportunity to congratulate *Bobbie Silverman* and *Dick Bergh* of Spot Sales on their engagement and forthcoming marriage. A greater couple you couldn't hope to meet!

TV Network Sales

Advertising and Promotion—Top billing this month goes to *Ed Vane*, who made the rounds with cigars and candies to herald the arrival of young *Christopher Vane* on December 2nd. As for billing of another sort, *Joe Lyons* has joined the A&P crew to handle the fiscal end of the department. *Joe* keeps tab on appropriations, expenditures, etc.

Just before copy deadline, *Marilyn Adams* fell and broke both wrists. What a sense of news-timing the girl has! Seriously though, we extend our sympathy. *Fred Veit's* Art Department, one of the busiest sections of A&P, has a new member, *Al Sherman* by name.

Dottie Brodine has joined the writing contingent in TV audience promotion. In the on-the-air unit of audience promotion, you'll see newcomers *Jack*

Marshall and *George McNally* working at copy and supervising film trailers. Said twosome no sooner were settled on the third floor than their group moved to larger quarters on the fifth . . . along with *Dick Blake*, *Bob Gill*, *Mel Schessel* and *Joan Sherm*. *Ed Antonioli* has moved, too. He's taken the Missus and the two youngsters to a new apartment in his old hometown, New Rochelle.

Information—*Syd Eiges*, vice president in charge of Press, was host at a luncheon at Toots Shor's honoring the tenth anniversary at NBC of *Eileen Tobin*, correspondent in the Information Department. *Kathryn Cole*, manager of Information, and the other department members attended.

Merchandising—The newest addition to the NBC Merchandising Department is *Zena Mondello*, who comes to us from the Metcalfe-Hamilton Companies where she was secretary to the assistant chief engineer. Miss Mondello takes *Joan Grossman's* place, who recently resigned to take another position outside the broadcasting field.

Fred N. Dodge recently spoke at the Kiwanis Club, Columbia. South Carolina, prior to WIS-TV's first telecast. Mr. Dodge spoke on NBC's leadership from its inception and detailed the many historical accomplishments NBC had made over the years. He also spoke on the role merchandising plays in the efficient and rapid distribution of consumer goods, pointing out the inherent strength of broadcasting and telecasting as a merchandising medium.

Press—Toots Shor's was the scene of a holiday party for the Press, Public Relations and Information staffs Dec. 29. Our noble boss, *Syd Eiges*, gave the party and presented his "J. Cheever Snodgrass Award" in memory of his old friend who often appears at publicity meetings. The award went to the person contributing the most original entertainment "bit" to the party. Winner and details of the "show" will be reviewed next issue.

We were sorry to have to say goodbye to *Norman Pader* who left Nov. 15 to join the American Heritage Foundation. As a remembrance of his days at NBC, the staff presented him with a set of technical books that will prove useful in his career. Another gift that will prove very useful, we know, is the layette that we gave *Auriel Macfie* when she left for a six months mater-

nity leave on Nov. 30. We will sorely miss Auriel, but feel compensated by the fact that we have *Eileen Lange* in her place.

Steve Sultan was in to see us during his Thanksgiving vacation. He is well and happy in his new life as a law student, and we're happy that he's happy. *Millie Bracco* has been giving (of all things) ironing lessons to newly-wedded wives and bachelors, so add one more thing to the list of this amazing girl's accomplishments. Were we ever disappointed when the life on "This is Your Life" Nov. 25 was not *Sy Friedman's*. Well, that's about all for this time, except to wish everyone a happy and prosperous New Year. (That, by the way, we extend especially to the mail crew who worked so hard during the holidays, and who so capably "take over" where we "leave off").

Research and Planning—We all bid 1953 a fond farewell, some gratefully, perhaps, and others reluctantly, I'm sure. In one way or another it will take its place as a memorable chapter in our lives. It certainly was an eventful year, right up through to the end. December was really the month of birthdays, for *Barry Rumble*, *Whitney Rhodes*, *Jean Patterson* (listed incorrectly last month as *Jean Peterson*), *Mildred Schmidt* and *Laura Graham*.

Janet Pugarelli fulfilled a long-time wish by training it to Detroit an early weekend of December to visit a missionary priest she has been writing to for six years. Three years ago he came to this country to the missionary headquarters in Detroit and their correspondence led to Janet acquiring another pen-pal in Rome. We can appreciate Janet's anticipation in meeting this unknown but very good friend. Many of us who have pen-pals in other countries will acknowledge the pleasure and mutual benefits derived from them.

Finance and Services

Continuity Acceptance—The first Christmas party of the season was at *Kay Henderson's* home in White Plains. Kay's father (a dead ringer for Sir Winston Churchill!) made the hit of the evening when he brought out a souvenir of a trip to the "ould" country, a magnum of champagne! Needless to say, it was downed with great relish by the C. A. members. In the games played after dinner, *Elinor Koss* proved herself to be the brainy one of

the evening by winning two first prizes and tying with *Jane Crowley* for a third first prize. (She just didn't drink as much champagne as the rest of us!)

Controllers—This is *Anne Pedersen* pinchhitting for *Ethel Perry*, who is ill. Besides wishing her a speedy recovery, we want to congratulate *Ethel* and her husband *Rene* on their first wedding anniversary. Congratulations are also in store for *Frances Chamberlain*, who recently celebrated a wedding anniversary.

The girls in Payroll took *Lillian Marziano* to lunch on her birthday, which was the day before Thanksgiving. On the same day the girls in the Tabulating Department took *Joan Rivera* to lunch. *Joan* became *Mrs. Frank Thomas* on Thanksgiving Day. The entire department presented her with a lovely clock-radio. And we welcome *Kathleen Boyle*, a newcomer to Tabulating.

General Service—*Emily Wheeler* has gone all-out for dramatics. Even gotten to talking to herself, just memorizing scripts. *Anne Smith* has welcomed a newcomer—a brand-new baby, *Mary Ellen*, who arrived in time for turkey and the trimmings.

PBX is having its face lifted. A glass-encased room houses the information staff while the switchboard and rest rooms are being enlarged. *Bob Kaible* has become the proud papa on December 2, of a sweet and cuddly baby girl.

Former NBC-ite *Ellen Pagel's* dreams have come true. She is somewhere in Europe with her husband, a captain in Uncle Sam's Army, preparing for a Mediterranean cruise. *Jeanette Price* up and about and paid us a visit. *Christine Battle* left NBC Dec. 18 and *Bill Schmitt* left us for Controllers on Dec. 8.

Guest Relations—Here's the latest from the GR front—two empty lockers on the distaff side, as *Adrienne Zuger* and *Lois Zierck* leave us. *Adrienne* to the Kate Smith office, and *Lois* to receptionist on the 28th Floor. On the Tour staff, *Geraldine DeMayo*, *Les Collins* and *Jane Stump* upped to Cashiers. From the Page staffs, "Sandy" *Bronster* to the GR Desk, *James Chandler* to the Mezz desk, and *Pete Fry* to Main Hall; *Al Simon* and *Enno Ercklentz* to the Night Executive Office; and *Ted Tobias* and *Bill Keller* to Key Men.

One Liners—*Ken Foster*, ace tix

shuffler on the Mezz desk, recently on a two-week luxury cruise to Jamaica, courtesy of the U. S. Navy. . . . *Al Landsburg*, late of Main Hall, now lining "G's" in a U. S. Army mess hall. . . . A ping pong ball takes some strange bounces, but they won't be quite so strange since the fellows chipped in and bought a new top for the table in the locker room. The night staff is thinking of issuing a Purple braid, there have been so many broken finger and chipped elbow casualties in the no-holds-barred ping pong matches held. . . . Congrats to former Part-timers now wearing blue braid: *Fred Levy*, *Dick Justa*, *Ronnie Spivak* and *Sy Kravitz*.

Legal—For sale cheap: one defective gall bladder. Former owner, *Doris Crooker*, left it in surgeon's hands, doesn't miss it one bit, and feels a whole lot better without it. Contact New York Hospital.

We are eagerly awaiting the return of our bilingual lawyer, *Howard Mondrer*, from Florida and Cuba so that he can translate the post card he wrote in Spanish to *Tina Falcone*, his secretary.

This year's Christmas party was held on December 22 at the Beekman Tower Hotel. Beforehand, the girls in the department were busily engaged in the final preparations, rehearsals, etc., for the skit presented at the party: almost every gal had a part in its authorship, but special credits should go to *Mary Ann Schmidt* and *Ann Debus* who gave up lunch hours and even "worked late" in order to whip up one of the best Christmas skits ever presented.

Station Relations—We have a lot of catching up to do: welcome to Station Relations to *Joan Oury*, from Radio Clearance; *Kathy Walker*, from Sales Service; *Vicky Clark*, from Public Affairs; *Ann Culbert*, from "Today" Sales.

Our former receptionist and secretary to *Paul Rittenhouse*, *Peggy Groover Owen*, left the company last month to await a new addition to the family. *Alan Courtney* has taken part in the opening ceremonies of our new TV affiliate in Seattle, KOMO-TV.

The engagement of *Lucy O'Leary*, to Walter Mitchell, of New York, was announced last month. *Joan Naylor's* husband has returned from Korea, and became a civilian once again a few weeks ago.

Stenographic—All the girls in Steno

surprised *Louise Cobb* with a farewell dinner at the Candlelight Room of the Hotel Victoria at which they presented her with a Toastmaster as a wedding gift. We all wish her best of luck and happiness. Welcome to *Esther Falzone* and a happy birthday to *Thelma Braine* and *Peggy McGrath*.

Traffic—Traffic puts out the welcome mat for *Olive Smith* and *Vincent M. Vacca*, both reporting to Mr. Mathew. Traffic's first employee to be retired, lucky *Fred Kenworth*, is a ray of sunshine every time he visits us, and we're happy to say Ken comes in often enough to prove to all of us how wonderful the Retirement Plan is! Ken is more than enjoying his retirement but we're tickled to know he never forgets his former co-workers by paying these most welcome visits.

Pat McInerney lost the "loving cup" to Traffic's new bowling champion, *Bob Sammons*. Bob is so elated over being the winnah for two successive weeks that there's no holding him down. All Bob needs now is his own private little PA system plus an NBC mike so he could announce it to the world. "Modest Bob!" is what the gang is calling him. Anyone with any spare records to donate, please call on *Charlie Thompson*, he's a collector of records. He has almost 1,000 now, having just bought the special Glenn Miller limited edition album, but is still short about 100 to reach his goal of 1,000!

Charley Zucker isn't quite so proud of his '48 Pontiac, his ego being slightly deflated when his "date" surprised him by showing off her new '53 Chevy! Well Charley might as well learn young, it's the femmes in this world who own all the money! Several of the girls have gone over to see *Joan Duggan Tierney's* little daughter, Joanne, and all come back with the report that she's a "little doll." *Terry Zucchetto Garcia's* eyes fairly sparkled when she gave her report of the Tierney addition. *Marge Hadley* added that Joan's a wonderful cook, too! Lucky Tom!

TV Network Programs

Broadcast Operations—Broadcast Operations presents "New Faces of 683," starring *Janice Freedman* and *Billie Eaton*. *Janice Freedman* came to the "Big City" from Harrisburg, Pennsylvania, and is now secretary to *Robert Garthwaite*. *Billie Eaton* formerly of the Radio Recording Depart-

ment joined our Radio Facilities Assignments group. Welcome to 683, Gals!!!!

Central Booking—We all celebrated *Mary Cooper's* birthday at *Nancy Wheeler's* apartment here in Manhattan. Good time, as always, was had by all. . . . The Radio Workshop should be proud, we think, to have two of our very talented girls *Dolores Fetto* and *Jo Anne Bartlett*. . . . We might be a little ahead of ourselves but—we have plans of having a girls' softball team—anyone interested in our athletic idea call *Eloyse Gelfer* on X 678. . . . New addition to *Mary Cooper's* empire is little *Jane Costello*, who left script routine for us.

Music—*Madge Boyton* is now a full-fledged member of the 25 year club. Congratulations and happy years ahead! *Marion Murray* has been in the club for a year.

Ernest LaPrade became the proud grandpa of a boy the day after Thanksgiving. Both his daughter and little grandson are doing fine. *Bill Paisley* gave a birthday party for his 16 year old niece and also acted as chaperon to the dozen or so teen-agers who were invited.

Plant Operations—A very belated but none the less sincere welcome to *Reginald Caufield*, *Kent Coughlin*, *Martin Gallagher*, and *Paul Murphy* who have all become a vital part of Plant Operations. *Phil McEneny* still is quite happily walking on clouds and for good reason—he has a new addition to the McEneny family and his name is Patrick. Aside to *R. H.*: we are all eagerly awaiting your invitation to join you in an open house to celebrate your moving into Hammerman's Happy Haven. When is it, Roy? *Sam Kirshman* is thinking of buying himself a Bunsen Burner so that he can keep his hands warm while he's down on the loading platform. Shall we start making things hot for you, Sam? Our Christmas Party turned out to be a really gala affair with all the food and drink we could stuff into ourselves.

Unit Managers and Production Coordinators—Hear Ye, hear ye, hear ye! Let it be known that henceforth this department (previously Production Coordinators) should be referred to as Unit Managers and Production Coordinators Department. We're expanding!

Due to the October 23rd reorganization, we have acquired the following

personnel: *Richard Jackson*, *Alida Rognoni*, *Marie Finnegan*, *George Rogers*, *Helen Katz*, *Richard Kelly*, *Elizabeth Morrison*, *Perry Smith*, *George Sweeney*, *John Green*, *Marjorie Mullen*. Greetings, fellow workers, and welcome to the fold.

One of our secretaries, *Claire Schatz*, has discovered a new spot, at home, for her TV set. Frankly, it has us more than a little baffled. She keeps the set under her bed! (You figure it out!) Next month, turn to this page for the further adventures of "Our Miss Schatz."

If you see a figure roaming around the sixth floor in riding togs, it's probably our *Lucille Shore*. That gal is some riding enthusiast! Wonder how enthusiastic the horse was?

Film Division

Film Library—The Film Library is happy to welcome *Palmer Shannon* and *Wilda Whitman*. We regret to say that *Edna Paul*, *Dave Weixel* and *John Christophel* have left us. Lots of luck to them. *Ted Markovic* is back with us after undergoing an operation. We are happy to report that he is in excellent condition now. *Bea Ehmann* is whizzing around the big city with her new car. Rumor has it that *Hank Ferens* will wed soon. . . .

Bargain Counter

For Sale: In Scarsdale N. Y., English style home, seven rooms, studio living room, den, three bedrooms, terrace on two levels, built-in garage, insulated gas heat, in Greenacres section, near schools. Two floors, large basement. At 1181 Post Road, Asking \$26,500. Call Lee Jones HA 5-0666, in N. Y.

For Rent: 4½ room apartment in Kew Gardens, Queens. New building; has own playground. Short walk to IND subway. Call Bill Stein, ext. 651, N. Y.

NBC Births

To Maxwell Russells, N. Y., a daughter, Melissa
To Ed Cosgroves, N. Y., a daughter, Grace
To Robert Daubenspecks, N. Y., a daughter, Nancy
To Tom Elrods, Chicago, a daughter, Jeri Denise
To Sam Sarantopolous, Chicago, a son, Don Richard
To Phillip McEnenys, N. Y., a son, Patrick

NBC Marriages

Louise Cobb, N. Y., to *Robert Moore*
Elliot Geisinger, N. Y., to *Elaine Goldstein*
Robert Shannon, N. Y., to *Bette Palmer*

NBC Engagements

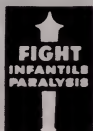
Lucy O'Leary, N. Y., to *Walter Mitchell*
Joyce Rost, N. Y., to *Irving Fried*

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