

# NBC CHIMES

February • 1954



PREPARING FOR A  
PRESIDENTIAL TELECAST

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# CHIMES

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## The Cover

The distinguished visages gracing the cover of this issue of CHIMES belong to two men widely known for the great success each has achieved in his own fields. The man on the left, Dwight D. Eisenhower, reached the summit of his first area of activities, the military, and then was elected to the highest civilian office in the United States.

Robert Montgomery is noteworthy because he is one of the few men in the entertainment field who has been as successful in the business end of his profession as he has been in the artistic side.

Their paths have met, as depicted in the photograph on the cover, with the

entertainment specialist instructing the statesman on proper television techniques. Mr. Montgomery, an NBC executive producer, serves as special consultant to the Chief Executive on television.

It is no oddity that the President chose Robert Montgomery for this position; the NBC executive producer is recognized as one of the experts in the medium of television, and besides, for some years has been a close friend of the President. What is interesting is that the President regards the technical quality of television broadcasts as so important that he sought the best advice available to achieve it.

## NBC Dominates Polls

The results of several of the nation's outstanding popularity polls of radio and television shows were announced last month, and gave impressive indications of the all-around programming strength of NBC.

The Annual Radio-Television Daily poll of 500 radio and television editors named Jack Webb, star, producer and director of "Dragnet," as "Man of the year." Results of this poll also gave top honors to eight NBC television and radio programs and performers, including the "Colgate Comedy Hour," "Voice of Firestone," "Ding Dong School," "Best Plays," "NBC Symphony," "You Bet Your Life," and Mel Allen, NBC sportscaster.

The NBC Radio Network received 12 of the first place awards in the 18th Annual Motion Picture Daily Radio Poll for *Fame* magazine. Of 74 awards announced, including first, second and third places, NBC Radio took 33, with the radio critics and columnists throughout the country voting nine

seconds and 12 third places to the network. First-place winners were: Fibber McGee and Molly, Eddie Fisher, Dinah Shore, Thomas L. Thomas, Rise Stevens, "Dragnet," "NBC Symphony," "The Railroad Hour," "Grand Ole Opry," "You Bet Your Life," and two awards for "Meet the Press."

NBC-TV walked off with 15 out of 27 first place awards in the Fifth Annual Motion Picture Daily balloting conducted for *Fame* magazine. The poll listed NBC programs or performers in top spots in practically all of the most important categories. First-place winners were: Donald O'Connor, Imogene Coca, Sid Caesar and Imogene Coca (as a team), "Colgate Comedy Hour," "Meet the Press," "Dragnet," Dinah Shore, "Voice of Firestone," "Your Hit Parade," "You Bet Your Life," George Fenneman, John Cameron Swayze, and "Ford Theatre."

Of the total of 80 awards announced, including first, second and third places, NBC-TV took 40.

## 'Best TV Publicity'

While on the subject of awards, the NBC Press Department won a first place award for providing the "best television publicity service" in the recently-announced Fifth Annual Motion Picture Daily balloting conducted for *Fame* magazine. This

award was based on a poll conducted among television critics and columnists throughout the country. Sydney H. Eiges is vice president in charge of Press and Publicity for NBC, and Richard T. Connelly is director of the Press Department.



# NBC News Roundup..

## Christopher Awards to Six at NBC Radio

Christopher Awards "for individual creative efforts in the arts and communications" for the fourth quarter of 1953 went to six individuals associated with NBC Radio.

The men honored were producer Richard English, director Harry Bubeck and writer Richard Pedecini for the "Last Man Out" program of Dec. 22; producer Gerald Kean and writer Irving Berenson, for the program "Peace on Earth," on Dec. 26; and to Paul Lavalle, conductor of the "Cities Service Band of America," as composer of the march, "The U. S. Air Force".

## Top Multi-Weekly Shows on NBC Radio

The three "most-listened-to" multi-weekly nighttime programs are on the NBC Radio Network, according to a recent Nielsen Index.

The survey, which lists "One Man's Family" and Morgan Beatty's "News of the World" in first and second places, respectively, shows the "Fibber McGee and Molly" show not only in third position, but enjoying an increase of 135,000 radio homes over the previous report.

## NBC Research Booklet Sent to List of 5,000

"Why Sales Come in Curves," a 70-page booklet reporting the effects of television on brand-switching and customer loyalty, was mailed last month by NBC to more than 5,000 leading advertising and agency executives across the country.

One of the most meticulous pieces of media research ever compiled, the report was prepared by a special research group of the NBC Research and Planning Department. The group was headed by Dr. Thomas Coffin, manager of Research, and Jack Landis, supervisor of Program Research, who worked under the overall supervision of Hugh M. Beville, Jr., director of Research and Planning.

## 5,432,000 TV Sets Installed in U. S. During 1953

Television had its second biggest year in 1953, with a total of 5,432,000 sets installed during the 12-month period, according to an estimate released by Hugh M. Beville, Jr., NBC director of Research and Planning.

As of Jan. 1, 1954, television installations in the United States totaled 27,666,000. This was an increase of 693,000 over the Dec. 1, 1953 figure. The 6,432,000 figure was exceeded only in the peak TV year of 1950, when about 6,600,000 sets were installed. Post-freeze TV markets accounted for 2,626,000 new sets, or nearly 41 per cent of the 1953 increase.



Those are second anniversary smiles being worn by NBC-TV's "Today" team. They are (left to right) news editor Frank Blair, head man Dave Garroway and his right-hand man, Jack Lescault. In the center of the picture is chimpanzee star J. Fred Muggs. Last month the early-morning show started its third year on the air.

## KDAL-TV, KUAM Join NBC Networks in January

KDAL-TV, in Duluth, Minn., has joined the NBC Television Network, and KUAM, on Guam, has joined the NBC Radio Network, it was announced last month by Harry Bannister, NBC vice president in charge of Station Relations.

KDAL-TV will begin service on a non-interconnected basis about March 15, and will become interconnected about Sept. 1. KUAM is the first privately-owned commercial radio station to be established on the Pacific island. It services approximately 80,000 military personnel and civilians.

## 'Quiz Bowl' Scholarships Established by Brown U.

As a result of the success achieved by its student representatives on the NBC Radio show, "College Quiz Bowl," Brown University has established two \$1,000 undergraduate scholarships to be known as the "NBC College Quiz Bowl Scholarships." The university itself hopes to perpetuate them for the recipient's remaining years in college.

The Brown team has won four straight competitions in what has been called "the toughest quiz on the air." Each victory earned a \$500 award, to be used for any campus fund or scholarship.

## Press Club Honors NBC

A Citation of Merit commending NBC for its "constructive and consistent programming including the 'integration without identification'" policy was presented to NBC last month by the Mound City Press Club in St. Louis. The award presentation was made at the Club's Third Annual Awards Banquet. Sydney H. Eiges, NBC vice president in charge of Press and Publicity, accepted the plaque for NBC.

# Experimental RCA Atomic Battery

## General Sarnoff Reveals First Direct Conversion of Nuclear Energy to Usable Electricity

A new method which, for the first time in history, makes it possible to convert atomic energy directly and simply into small but usable quantities of electrical energy sufficient to operate a transistor, was announced Jan. 26 by Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC.

In his office at Radio City, General Sarnoff displayed an RCA Atomic Battery which operated the transistor to produce audible tones. This direct

search is far from completed, successful operation of RCA's Atomic Battery in our laboratories represents a major breakthrough toward that goal.

"The conversion of nuclear energy into electricity is achieved by an experimental RCA Atomic Battery, powered by a minute quantity of a long-life strontium-90 radioactive isotope obtained as a by-product of atomic reactor operation. The electric current derived from this unique atomic battery exceeds by many times all previous results attained in attempts to generate usable electricity directly from radioactive material.

"This big stride has been achieved by coupling the battery's radioactive source to a transistor-like wafer, which instantaneously releases some 200,000 electrons for each electron it receives from the radioactive material.

"This development, though still in a pioneer stage, may prove to be the beginning of a new and basic chapter in man's efforts to utilize some of the enormous untapped energies within the nucleus of the atom for peaceful purposes and for the enrichment of human life rather than its destruction.

"Although it is still too soon to know all the uses to which this direct conversion of nuclear energy might be put, the prospect of an entirely different kind of power source is a particularly exciting one for the electronics industry.

"Perhaps as startling an advance as any in connection with the RCA Atomic Battery is the fact that a single rapidly moving electron, emitted from the radioactive atom, produces no less than 200,000 slower electrons in the bombarded semi-conductor. It is this extraordinary multiplication in the number of available electrons which promises to make the atomic battery a usable device of practical significance.

"Progress in increasing the efficiency of the RCA Atomic Battery has been rapid during the past few months and is expected to continue. Results to date indicate the possibilities of producing thimble-size, atomic batteries. When these experimental batteries are developed to a commercial stage, they can supply power for radio receivers

and other kinds of electronic apparatus, without replenishment or attention for at least twenty years.

"The atomic battery is likely to be applied first to miniature devices such as portable and pocket-size radio receivers, hearing-aids, signal control, and similar devices that require reliable power sources with great length of service.

"As we learn how to produce atomic batteries with more power than is obtained from present experimental models, it may be possible to use them for operating portable short-range transmitters for radio telegraph and telephone communication and radio beacons for navigation by air or by sea.

"Of great importance is the fact that such atomic batteries will be highly compatible with future equipment using transistors. Both the battery and the transistor have the potential advantages of compactness, ruggedness and long life.

"The RCA Atomic Battery is now generating sufficient electricity from a minute quantity of strontium-90 to energize a transistor and to produce an audible tone in a telephone receiver. We expect materials other than strontium-90, now under study, to yield as good or better results. Surveys indicate that such radioactive waste materials will be in plentiful supply.

"This new and distinctive approach to the harnessing of the atom's energy for peaceful purposes is most timely. I have in mind the atomic peace proposals President Eisenhower laid before the United Nations on last December 8th. These proposals for international development of the peaceful uses of the atom are now being discussed between nations and are much in the public mind.

"This achievement of the atomic battery is further evidence of the opportunities which exist for American industry to develop the industrial uses of atomic energy. It is a step toward greater participation by free competitive enterprise in a field that challenges the imagination and calls for initiative and pioneering.

"No one can look far enough ahead to see all the ways in which a new



General Sarnoff tapping out a message using power from the experimental RCA atomic battery. Current from battery, which is inside plastic box, operates transistor tone-producing device (telephone earpiece).

conversion of nuclear energy to electricity, he said, may prove to be as significant as Edison's conversion of electricity to light.

General Sarnoff said:

"For more than forty years, science has searched for a practical way of converting radiations from the atom's nucleus to electricity. Though our re-



Magnified model of the two basic elements of the experimental RCA atomic battery, which by means of a new method makes it possible to convert atomic energy directly and simply into small but usable quantities of electrical energy.

principle or scientific method will find practical application. Some of these, however, we can anticipate, such as providing small quantities of power at low voltage for various kinds of electronic devices where extreme compactness, ruggedness and long life without attention are important factors. But when we deal with something as basic as capturing the energy of the atom and turning it directly into electricity, the first practical applications may not foretell the full scope and range of its future usefulness.

"The history of science and invention presents many notable examples of scientific progress of which the atomic battery is the latest. When Michael Faraday first produced an electronic current it was with a relatively simple device: a copper disk rotated between the ends of a magnet. Faraday—120 years ago—did not visualize the future of his invention, yet, today, the huge power generators at Niagara and the Hoover Dam operate on the same basic principle of Faraday's discovery.

"The discoveries and inventions which RCA is announcing today provide a significant opportunity for further developments in the field of atomic energy. As the leader in electronics, RCA expects to play an important role in the development of this new use of atomic energy. The heart of our business is the Electron and it is a very close relative of the Atom."

David Lilienthal, first Chairman of the Atomic Energy Commission—from 1946 to 1949—and now an industrial consultant, in which capacity he serves the Radio Corporation of America, has followed closely the development of the RCA Atomic Battery.

"The results achieved," said Mr. Lilienthal, "reflect great credit on the scientific imagination of RCA scientists in applying RCA's extensive experience with electrons and semi-conductors to the efficient direct conversion of atomic radiation to electricity.

"It is worthy of special note that this progress toward putting atomic energy to everyday use has nothing whatever to do with bombs, nor anything that is an atomic secret."

Assessing technical aspects of the new method, Dr. E. W. Engstrom, Executive Vice President in Charge, RCA Laboratories Division, declared that the RCA Atomic Battery has produced usable electrical power a hundred times more efficiently than any previously reported radioactive generator. For a specific quantity of radioactive material, he said, the electric current generated by this new method is about 200,000 times greater than has ever before been attained from experimental conversion methods.

Dr. Engstrom pointed out that the Atomic Battery is a result of combining studies of the basic problems of radioactive generation of electricity conducted by RCA over the past few years with recent RCA developments

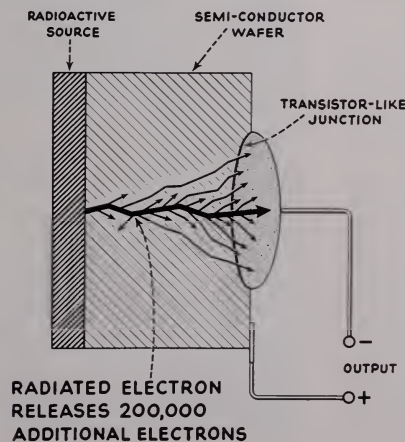
in transistors and other semi-conductors in the field of solid-state electronics.

In RCA's experiments with Atomic Batteries, Dr. Engstrom explained, both silicon and germanium crystals have been tried as "transformers" of the beta radiation to useful electricity.

"In previous studies of radioactive generators," said Dr. Engstrom, "RCA scientists headed by Dr. Irving Wolff and Dr. Ernest G. Linder have investigated other approaches, gaining understanding of the problems that has been valuable in achieving the present Atomic Battery. One of the first generators was a large vacuum tube the size of a football in which a small bit of radioactive material built up huge voltages but could provide only a minute current. Scaling down of the voltage to practicable levels resulted in some loss of efficiency.

"In an investigation subsequent to the development of the vacuum-type radioactive generator, a radioactive voltage source was built which does not require a vacuum. The voltage source was in the form of a condenser, one plate of which was coated with a beta emitter and the other serving as a collector plate. The plates were separated by a dielectric material such as polystyrene or mica. The device produced voltages at usable level but still each bombarding electron could 'make' no more than one electron for the output. Therefore, the efficiency of nuclear to electrical energy conversion was considerably lower than that attained in RCA's new Atomic Battery."

## EXPERIMENTAL RCA ATOMIC BATTERY



Following World War II, RCA undertook a research program with the objective of direct conversion of nuclear energy to electricity. This objective was to make use of atomic energy for constructive purposes—such as power sources—whether for military or peacetime applications. This research program continued, and in 1951 further encouragement resulted from the interest shown and support given by the U. S. Air Force. As RCA progressed with this research, it proposed and concentrated its attention on principles of electronics of the solid-state. It was here that effective means were found for direct conversion of nuclear energy to electricity. And this led to the Atomic Battery.



# White House Telecast

Presidential Television Broadcasts Mean  
Careful Planning by NBC Washington

By  
Jay Royen

It takes a lot of man hours to set things up for the President of the United States to make a television talk to the nation. From the minute that White House Press Secretary James C. Hagerty informs the television and radio networks that President Eisenhower plans to speak to the nation from the White House, dozens of people are geared for extra work.

The President's talk a few days before the opening of the new Congressional session was typical. The date was set about two weeks in advance and network officials got busy clearing the time requested for Monday, Jan. 4 (9:30-9:45 p.m., EST). The networks agreed that NBC cameras and technical crews would handle the pickup at the White House, feeding all networks through the telephone company. That meant station WNBW, NBC's Washington television station, had to juggle work schedules to relieve TV cameramen and technicians from local program duties on Jan. 4.

WNBW's technical experts went to the White House on New Year's day for a huddle with the press staff. "Would the President broadcast from his office, or from the radio and television room?" "Would the President be seated at a desk, or would he want to walk to a chart or a map?" — an important question for the lighting and camera experts. NBC program producer Bob Doyle inquires whether the President will read from a typed script, from large hand-lettered cue cards, or would he use the Teleprompter, which flashes large typed script on a sort of TV screen directly under the lens of the television camera. The questions are phoned to Press Secretary Hagerty, who has joined the President in Augusta, and he sends the answer back the following morning.

At noon on Monday, WNBW's crew

moves three cameras into the White House radio and television room. Lights are positioned, microphones checked with an engineer "sitting in" for the President at a desk. Robert Montgomery, NBC-TV executive producer, a friend of the President, is on hand to advise him on the technical side of the presentation.

WNBW's crew consists of network director Bob Doyle, technical director Sherman Hildreth, an audio engineer to control the microphone pick-up and a second audio man to feed the sound to the radio networks. An associate director to cue the President, a video engineer, three cameramen, a lighting man and a TV announcer complete the crew. Outside the radio room, four or more announcers from the combined networks stand by to introduce the President to their respective network audiences. Half a dozen newspaper cameramen are also in the radio room, as well as one newsreel pool crew and one TV newsreel pool crew.

Monday afternoon the President stops in at the radio room and expresses surprise that things are all set up. The President chats with the technicians for a few minutes and listens attentively as they explain camera positions and cues. There's a question about whether the President will wear his reading glasses during the program, and the President decides he will not need them to see the Teleprompter screen. Two technicians are on hand to run the Teleprompter apparatus. The President goes through a complete rehearsal and then rushes back to his office to catch up with his busy schedule.

Monday evening the President arrives one hour before telecast time. He's wearing a gray suit and a gray shirt, because white shirts look too white on TV and cause glare. The President requires only a dab of powder on his light complexion to cut down the glare of the floodlights.

The President recalls an incident



Technical director Sherman Hildreth (left) and director Bob Doyle were key men on recent telecast of President Eisenhower delivering message to the nation.

during the Presidential campaign: A make-up man was dabbing a little powder on and said "This is kind of silly. Here I was a paratrooper when you were my Commanding General, and now I'm smearing make-up on you." The President laughs at the recollection.

Several members of the President's staff are on hand for the telecast, including United Nation's Representative Henry Cabot Lodge, Jr., who shows great interest in the light and camera arrangements. Promptly at 9:30 p.m. the President is introduced and millions of Americans watch as he talks to them in a relaxed, natural fashion. The program is off on time and the President leaves after thanking the television crew.

WNBW's men start to dismantle their camera equipment and technical director Sherman Hildreth picks up the pair of eyeglasses the President has left on the desk to prevent them from being damaged. Camera gear is returned to WNBW's studios and it's after midnight when Hildreth reaches his home, near Alexandria, Va. Mrs. Hildreth is sleeping but wakes up when her husband groans loudly as he's hanging his suit-coat in the closet.

"What's the matter, Sherm?" she asks. Hildreth holds up a pair of shining spectacles and replies, "Darn it, honey, I've stolen the President's eyeglasses." The glasses, picked up only or safekeeping, were returned to the White House in the morning — early!

## Samuel A. Melnicoe

San Francisco employees were saddened the day before Christmas by the unexpected death of Sam Melnicoe, a member of the KNBC engineering staff since 1942. His death came after only a few weeks of illness.

Mr. Melnicoe, a 49-year-old native of Milwaukee, Wisc., was assigned as a studio-field engineer at KNBC. His early radio experience included five years as chief engineer and manager of KFBK, Sacramento, Calif., and engineering and announcing assignments with two San Francisco stations, KJBS and KCBS.

Mr. Melnicoe is survived by his wife, Mrs. Mable Melnicoe, of San Francisco.

## Mobile Color Unit In Hollywood

On January 5th, NBC Hollywood was host to approximately 500 members of the SMPTE (Society of Motion Picture and Television Engineers) who assembled at the Burbank Studios for a look at color television and the NBC Color Mobile Unit. The two color cameras were set up outside the front of the building and viewed such colorful items as decorative foliage, decora-



Ronnie Cohn, left, of Central Steno, and Edith Rapley, of Kine Recording, were on color TV when the mobile color unit visited NBC Hollywood.

tive girls — Kine Recording's Secretary Edith "Pixie" Rapley, Steno's Ronnie Cohn, and a very pretty little girl friend of one of Kine's Engineers, Dee Thompson. (And a "purty" red Jaguar parked nearby — supposedly "Pixie's" — for the demonstration only.) Inside the mobile unit, Warren Phillips and his crew were kept busy explaining the intricate equipment to the curious visitors who passed through in single file. Meanwhile in Studio 3 Danny Brewer of the RCA Service Company was keeping his trained eye on three color receivers at which the SMPTE members were viewing color TV with a good deal of professional amazement.

NBC Hollywood expressed its thanks to New York for lending them the unit and also a hearty "thank you" to all the fellows who came to Hollywood with the unit.

## General Sarnoff Writes on American Economy

"I foresee a time when the average American family, in addition to what it has today, will own a vacation home, a helicopter or pleasure boat," states Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC, in an article by him in the March issue of *Woman's Home Companion*, due to hit the newsstands Feb. 18.

The article is titled "The Luckiest Family in the World." According to a description by the *Woman's Home Companion*, "This family could be yours. Here an American who has climbed to the top (General Sarnoff) shows you how we manage to live so fantastically well."

General Sarnoff sketches a typical American family and its mode of living, comparing it to its counterpart in other countries. In outlining the reasons why the American family is so much better off, he says:

"The real secret of America's prosperity can be summed up in two sentences:

"First, we produce more goods and food per person than any other country on earth — and we continually strive to produce more and more.

"Second, we distribute these goods more equally among our population than any other country on earth — and we continually strive to spread more and more goods into the hands of more people."

The author goes on to relate how these two principles work, making our economy a dynamic one, which in the future will dwarf even the present-day benefits it is bringing the American family.

## NBC Births

Frank O'Sheas, N. Y., a son, Francis X., Jr.

To Don Rumbaugh, Cleveland, a daughter

To Mark Grisezes, Cleveland, a daughter

To Matt Bracies, Cleveland, a daughter

To Wed Howards, Chicago, a daughter, Meredith Jane

To Bob Porters, Washington, a son, Stephen Dixon

To Don Mercers, N. Y., a daughter, Margaret Ann

# 'HOME'

## President Weaver Announces Plans for Revolutionary Daytime TV Program

A revolutionary daytime television program especially created for the millions of women viewers was announced Jan. 25 by Sylvester L. Weaver, Jr., President of the National Broadcasting Company, in a special closed circuit telecast to NBC-TV affiliates.

Mr. Weaver revealed for the first time the ingredients of the widely heralded program to be called "Home," which, he announced, will be launched Monday, March 1.

The show, adding new scope and magnitude to daytime TV, will be seen Monday through Friday from 11 a.m. to 12 noon EST in the East and Midwest, and eventually will expand to the West Coast.

Joining Mr. Weaver in a detailed description of the new program's make-up were Robert W. Sarnoff, Executive Vice President of NBC; Richard A. R. Pinkham, executive producer of "Home" as well as of NBC-TV's "Today"; Leland Hayward, noted Broadway and Hollywood producer and program consultant to NBC, and Dave Garroway, star of NBC-TV's "Today."

The show will be the hub of a dynamic new morning program line-up that was announced by Mr. Weaver. The new line-up, beginning March 1, will consist of the following shows:

- 10 a.m. EST—"Ding Dong School."
- 10:30 a.m. EST—"One Man's Family."
- 10:45 a.m. EST—"Three Steps to Heaven."
- 11-12 noon—"Home."
- 12 noon—"Bride and Groom."
- 12:15 p.m. EST—"Hawkins Falls."
- 12:30-1 p.m. EST—"Breakfast in Hollywood."

Mr. Hayward, whose Ford Anniversary TV show last Summer was acclaimed by critics throughout the country, expressed the belief that "Home" would become one of the most successful commercial ventures on television. He also described it as "one of the greatest show ideas of all time."

Arlene Francis, the noted television, radio and stage star, has been given the assignment — one of the top day-



Sylvester L. Weaver, President of NBC, outlining plans for revolutionary new show, "Home," on closed circuit to stations.

time jobs in TV — as editor-in-chief of "Home."

In this capacity she will serve as a guide to viewers, turning the pages of the "live magazine" from one feature to another. Miss Francis is well-known for her appearances on radio and television as a mistress of ceremonies, on panel shows, on talent and interview programs and as a dramatic actress. Assisting Miss Francis will be a number of feature editors, all experts in their specific fields. Among those scheduled for regular appearances on "Home" several times a week are Eve Hunter, fashion and beauty; Poppy Cannon, food; Dr. Rose Frankenblau, family affairs and child care; Miss Sydney Smith, home decorations; William Peiglebeck, gardening and "how-to-do-it," and Estelle Parsons, special projects.

Here are a few outstanding highlights of "Home" as explained by the NBC executives in the closed circuit:

Editorially, it will be a television service magazine, with experts in a variety of fields expanding the horizon of service information to an extent never before approached. Among the features scheduled for regular appearance on "Home" are fashion and

beauty, cooking, family problems, child care and training, leisure time activities, shopping news and notes, interiors and gardens, architecture and home economics.

Commercially, it will have a highly flexible sales plan and will introduce a completely new concept of selling television time—the "charter client plan."

Mechanically, it will be produced from a \$200,000 permanent set, unlike anything ever before used in television—a visually exciting machine designed to display and demonstrate the products, materials, processes and procedures related to the American home and home living.

Mr. Weaver pointed out that "Home" will be among the first NBC-TV programs to include color inserts on a regular basis. He noted that while sight and sound and demonstration can add enormously to the usefulness of service information, color—particularly in fashions and decorating and make-up—can redouble this impact.

"Home's" new ingenious permanent set, which gives animation to inanimate objects through mechanization, was described by Mr. Pinkham, using a scaled model for reference. The revolutionary set, he explained, will make it possible not only to inform but to stimulate the housewife to adopt a procedure demonstrated, or to buy a product advertised on "Home."

The set, now under construction at NBC's West 67th Street studios in New York, will be basically a theatre-in-the-round, measuring 60 feet across and surrounded by a "color value" plastic trans-lux screen that will allow for rear projection, lighting from top and bottom, from the front or rear, and in color.

The "playing area" of the set will center around inner and outer turntable, with the outer turn-table large enough to hold an automobile, and the inner table adjustable to a height of five feet. There can be as many as four realistic sets on the outer turntable, each equipped to show the various rooms of a home.

Among the other pioneering features of the "Home" set which will provide



mechanization, motion and illusion never before possible on TV, are:

The "tumbler," a device which will lift, turn or revolve a refrigerator or any other object up to 300 pounds and less than six feet wide, making it possible to show all sides of any product, big or small.

An aerial camera capable of shooting straight down on the set from 20 feet high, or peering its snout into a pot of simmering soup from a distance of mere inches.

A "spiral pick-up" to raise and turn yard goods, rugs, draperies and other fabrics, with compressed air blowing from beneath to create a dramatic swirling effect.

The "growery," a two-foot thick plot of rich earth for flowers and vegetables.

The "elementary," by which "Home's" producers can re-create the elements. (If a script calls for fashion models to display raincoats, the "elementary" will provide the rain.)

A workshop for the demonstration of hardware and tools and for testing the tensile strength of fabrics.

A kitchen with full equipment.

An area for the editor-in-chief, complete with monitors for remote pickups.

As explained by Mr. Weaver, "Home" will be a companion piece to the highly successful "Today," with which NBC led the way into major early morning television programming more than two years ago. Like "Today," its sales policy is designed to

attract both small and large advertisers, with commercial insertions ranging from one-time buys to long-term contracts.

There will be eight one-minute commercials per hour on "Home", plus a maximum of six 20-second product news mentions. Under the show's "charter client plan," any advertiser contracting for a minimum of 52 commercials on "Home" before March 1 will get as a bonus one merchandising day, giving him all the commercial time on that day. In addition, he will be exclusive advertiser in his category in the series.

Client interest in the show already is high, and Mathew J. Culligan, supervisor of both the "Today" and "Home" sales units, reports that two sponsors have already submitted orders for "Home" participations.

In programming, "Home" will range across the news fronts of the woman's world. With the use of mobile units and pickups from various cities, the program will add a fluidity never before experienced in television. It will be dedicated to the proposition that the American housewife is profoundly concerned with improving her home, raising her family and expanding her own perspective, and that news of products, ideas and suggestions in these areas will, therefore, be of compelling interest to her.

Mr. Pinkham, 39-year-old executive producer of the show, was circulation manager and a member of the board of directors of the New York *Herald Tribune* before coming to NBC. He took over the helm of "Today" soon after it went on the air and has directed its growth into one of the outstanding programs on television. Pinkham formerly was advertising director of James McCreery Co., and has extensive advertising agency experience.

Jack Rayel, 38, until recently national program manager of NBC Television, will be producer of the program. Mr. Rayel is one of a large group of leading figures in broadcasting who had their start as members of the NBC page and guide staff. Rayel joined the network in 1940, left it for several years, and returned four years ago to become supervisor of program procurement.

Richard L. Linkroum, 38, will be associate producer and director of "Home." He has been working in radio and television since 1937 and has directed programs starring Arthur Godfrey, Jack Benny and Alan Young,

## Promotions Made In Spot Sales, Owned Stations

Several important appointments have been made within recent weeks in NBC's Owned Stations and Spot Sales Division. First, William N. Davidson, who had been national manager of NBC Radio Spot Sales since August, 1952, was promoted to assistant general manager and director of radio and television sales for WTAM, WTAM-FM and WNBK, NBC's owned stations in Cleveland.

Then it was announced that George Dietrich, who had been Eastern Radio Sales manager, was promoted to be manager of Radio Spot Sales, succeeding Mr. Davidson. Theodore H. Walworth, Jr., was appointed television sales manager of WNBK in Cleveland. He previously was a sales executive of NBC Spot Sales in New York. Several days later it was announced that Edwin T. Jameson was promoted to Eastern radio manager of Spot Sales, succeeding Mr. Dietrich.

## WNBQ Headliners Saluted by TV Guide

Station WNBQ personalities won seven out of 16 best local program awards in the 1953 "TV Guide" Awards competition conducted for locally produced, non-network TV shows seen in Chicago.

The winners were selected in a poll of TV critics, station and advertising agency executives and other authorities within the television industry in Chicago.

Topping the list of WNBQ winners was disc jockey Howard Miller, named as the top TV favorite in Chicago for his WNBQ "Close-Up" show, which features songstress June Valli and the Art Van Damme instrumental group. Miller also was selected as having the best interview and commentary program—a salute to his Friday night "Howard Miller Show" on WNBQ.

Other WNBQ winners were June Valli, best girl singer; Clint Youle, best weather forecaster; Joe Wilson, best sportscaster; Francois Pope and his "Creative Cookery" program, best how-to-do-it show; Johnny Coons, of "Noontime Comics," best children's program, and Ken Nordine, of "Faces in the Window," best dramatic offering.



Arlene Francis, who will be editor-in-chief of the new "Home" show.

# Earl Rettig Elected Vice President of NBC

The Board of Directors of the National Broadcasting Company this month elected Earl Rettig as Vice President in charge of Production and Business Affairs, Television Network Programs.

Mr. Rettig's election was announced after the regular monthly meeting of the Board by Sylvester L. Weaver, Jr., President of NBC. Mr. Rettig reports to Thomas McAvity, Vice President in charge of Television Network Programs.

A veteran of more than 25 years in the broadcasting and motion picture industries, Mr. Rettig joined NBC in 1950 and shortly thereafter was appointed director of network production on the West Coast. He later became director of finance and operations for NBC in Hollywood, and on Jan. 1, 1954, was transferred to New York and placed in charge of production and business affairs of Television Network Programs.

Mr. Rettig was born in Chicago 50 years ago and first went to work there in 1919 with Halsey, Stuart and Co., a brokerage firm. He remained with the company, buying municipal corporation bonds, for nine years, living at various times in Chicago, Cincinnati, Dayton and New York. In 1928, he moved to the West Coast as assistant to the studio manager of Fox Studios, and during the following years worked in executive capacities for many of Hollywood's top producers.

He was production manager for the Jesse Lasky Production Unit, production manager for Walter Wanger, unit manager and casting director for Hal Roach, and was production manager for Walt Disney when Disney produced "The Reluctant Dragon" — the first combination live and animated film.

Moving to R-K-O in 1941, Mr. Rettig was appointed studio treasurer and assistant treasurer of the corporation, then joined Rainbow Productions as secretary-treasurer. It was during this period that Rainbow produced the widely acclaimed "Bells of St. Mary's" and owned the award-winning "Going My Way." When Paramount acquired Rainbow, Rettig went to that studio. He later was business manager for



**Earl Rettig, Vice President in charge of Production and Business Affairs for TV Network Programs Division.**

Dennis Day for a short period before joining NBC.

Mr. Rettig is married and has three sons, Earl, Jr., 17, and Ricky and Ronny, 10-year-old twins. He lives in Bronxville, N. Y.

## Payroll Checks in New York

Recently the Treasurer's Department established the new procedure in the New York office that all payroll checks were to be picked up at the office of that department, in room 218 of the RCA Bldg. Previously, checks were obtained at Cashier's, room 555 of the RCA Bldg.

This new system applies to all types of payrolls — artist, weekly, orchestra, and regular semi-monthly. It has not changed the existing procedure permitting department representatives each payday to pick up checks for members of their departments. Most check-seekers are aware of the new procedure, but inquiries are still being made at the Cashier's office, so apparently some confusion remains.

Here's how you can help: if you work closely with anyone, such as artists or weekly employees, who picks up his check individually, please pass the word along to them. All checks are now distributed from the Treasurer's Department, room 218. Those seeking checks must present their NBC identification cards. Vendors lacking NBC identification must offer some other suitable documents as identification.

## Bob Reed Brushes Up His Shakespeare

Bob Reed, of NBC Washington, became quite involved with Shakespeare recently. Bob was reading a release from Associated Press wire about some legislators who were kicking around Shakespearean quotations. Bob added his little quote by saying that "the entire issue is as 'dead as a doornail.'" Bob immediately received a corrective phone call informing him that the expression "dead as a doornail" was from Dickens' "Christmas Carol," not Shakespeare. Bob explained to his listening public that he had been mistaken, but was again corrected by phone a few minutes later.

This call informed him that in essence it was in Shakespeare, "King Henry IV", Part 2, Act 5, Scene 3 —

this second call coming from a D.C. school teacher. Later in the day, the gentleman of the original call, head of the English Department of a local college, made a second call to let Bob know that he had received some 40 or 50 calls on the matter, that his students had chided him unmercifully — to such an extent as to force him to spend his entire lunch period doing research on the matter. This time he found out that the verbatim saying is in Shakespeare, from "Henry VI", Part 2, Act IV, Scene 10, Line 43, but in addition, the same expression is to be found in "Vision of Piers Plowman", written sometime during the Fourteenth Century by William Langland. Bob has suddenly become quite involved in literature.



At Sunset and Vine, the brave sight of Jack Leppert and beret barreling along in his Austin-Healey is a familiar one. Cameraman Leppert finds this sleek machine has enough space to carry all the equipment he needs.

## Most Unusual Camera Car?

NBC employees across the nation, long famed for their devotion to the new and unique, have given further proof in recent years of their all-round avant-gardiness by their wholehearted embrace of the foreign sports car rage. This affection has not always been marked by the purchase of a Ferrari or a Jowett Jupiter, but this has not dimmed our enthusiasm. In fact, many of the most breathless advocates of sports cars have no real intention of buying one, possibly for fear that it would disenchanted us.

The cult at NBC roughly divides into two groups: The Talkers and The Owners. It is generally admitted that the former cluster has no peers in any or-

ganization of comparable size. In every competition held so far, whether for endurance, pitch or intensity, we have won hands down. For detailed accounts of the work of various scions of this society, we recommend the "People and Places" columns of numerous back issues of CHIMES. The verbosity of The Owners is not so well documented. Long ago they ceased talking to anyone else.

Perhaps nowhere in this land has the Cause found so receptive a soil as in California, the state of sunshine and Sunbeam-Talbots, Golden Bears and silver Jaguars. Surely at Hollywood the proportion of Owners to Talkers is greater than at any other NBC office.

It can be argued that this is not necessarily a sign of more zeal, but at least it makes for better photographs.

The nucleolus appears to be the Hollywood TV News office. Jack Leppert started it with his Austin-Healey, a nifty low-slung machine that can hit 120 mph with ease. At first it was a little startling to see the beret-bedecked Leppert (he says it helps to keep a hair-piece down) boil out of the NBC parking lot en route to a story. Most of the hired help were used to the "company camera car," an elegant but more sedate Oldsmobile '98 with special top and radio-telephone. But the little sports car sold itself. For proof, see below.

Left, the "company camera car," an Olds '98, shown here with cameraman Dexter Alley and assistant Gene Barnes, along with Jack Leppert and the Austin-Healey as all three head out on assignments. On right, News Cameramen's Row at NBC Hollywood (L to R): a Riley, with Gene Barnes; an MG, with Dexter Alley, and the Austin-Healey, with Jack Leppert.







At NBC Hollywood (left) Santa (Arch Presby) and his helpers, Mary Lydon, Phyllis Krebs, Ruth Wells and Jan King, passed out gifts to over 400 children of employees. On right, the kids line up for the gifts from Santa Presby.

## Reports Still Coming In

Last month CHIMES was able to squeak in a photo report on the Children's Christmas Party which was held in the New York office. In this issue, we are able to cover the kids' parties at two of the other NBC locations.

Washington and Chicago. Christmas stories in the February issue? Sure! You're paying Yule bills now, aren't you? Maybe these pictures will help you remember there's a joyous aspect to the season, too.



Larry Harmon, who is seen on KNBH as Commander Comet, helped entertain at the Hollywood party.

The NBC Washington Children's Christmas Party was held at the Continental Room of the Sheraton Park Hotel. Santa Claus (Willard Scott) had gifts for all and Mike Hunnicutt emceed.





NBC photographer Fred Hermansky followed Mrs. George Lindberg, wife of George Lindberg of Air Conditioning, as she went through the steps of donating blood to the NBC Blood Bank. From left to right: registration, with husband George wishing her well; temperature and pulse taking; medical history and blood pressure check, and the physical check by a doctor.

## Blood Bank at New York

A total of 290 pints of blood were donated by NBC employees at the Annual Blood Drive held in the New York office on Jan. 26 and 27. A Red Cross Bloodmobile Unit was set up in the lobby of the Center Theatre to process the 332 prospective donors who appeared on those two days. The careful check by the doctors and nurses of the applicants' health and medical history eliminated 42 persons, so that 290 was the total number of pints collected.

A good thing, too. There was a "nick-of-time" tone to the whole drive, or the NBC Blood Bank's credit balance would have been down to only two pints at the end of this month. Now, with a good healthy balance, the bank hopes to be able to handle all normal requests for blood during the coming year.

For the past twelve months, thanks to a record-breaking drive of about a year ago this time, the bank has never had to ration blood to employees or their families. Every such request, no matter how large, was filled. It gives the Blood Bank Committee a great deal of satisfaction to consider that during this year, barring extraordinary demands, it will be able to keep up the affirmative reply to requests. It is no pleasant task to turn down a call for human blood. There's really nothing so suching as a non-serious need for it — when a doctor calls for blood you can be sure there's no mistake — and every request is urgent.

Wandering about the Center Theatre on blood-letting days can be pretty educational — and heartwarming, as people donate blood for various rea-

sons, some of which motivated by genuinely touching circumstances. There was the fellow whose wife's life may have been saved by the blood she received. He wanted to "pay back" as best he could, though of course he was under no obligation to do so. Then there are the regulars — the men and women who show up every year, to whom it is unthinkable that they shouldn't give blood. "Why not? It undoubtedly will help someone, it doesn't do me any physical harm, and it makes me feel good mentally," as one man put it.

A couple of these regulars are Steve White, WNBC program manager, and his secretary, Kit Tucker, who go through as a boss and secretary team. Tom McFadden, director of Spot Sales, and Clyde Clem, audience promotion manager of TV A&P, also surprised no one by being there, as usual.

There were the neophytes, too — those anxious souls who in donating blood for the first time were delighted to find it wasn't so bad at all. One of these first-timers rates another distinction, and in this she is alone, of being the first donor to the NBC Blood Bank who was *not* an NBC employee. Here's the answer to the obvious question: George Lindberg, of Air Conditioning, is an enthusiastic believer in the Blood Bank but is not able to donate personally. He and his wife, Lillian, pondered this, and Mrs. Lindberg decided to donate in her husband's name. Thus it was that CHIMES is able to report photographically this unparalleled example of thoughtfulness for the welfare of others.



Mrs. Lindberg picking up her empty pint bottle.



In the donor room. The actual giving of blood took Mrs. Lindberg about six minutes. Juice, coffee and cookies — and a kiss from a proud husband — when it's all over.



# The Ides of March

*You Won't Have to Beware the Tax Due Date,  
If You Prepare Your Return Carefully — Now*

When it comes to making out tax returns most of us operate on the time-honored principle: "Never do today what can be put off until tomorrow." Then we look at the calendar one day and discover that "tomorrow" is March 15, the Day of Reckoning for the average taxpayer.

This not only runs up the electric light bill for that all-night figuring session on March 14, but, says the American Institute of Accountants, it also may enrich the federal treasury at the taxpayer's expense. The reason? Haste makes waste — waste of possible tax savings.

If you want to give yourself the best possible break on your federal income tax, *file early, prepare your return carefully, and save your records*—receipts, cancelled checks, etc.—to back up your deductions. And, if you find Uncle Sam owes you money, early filing means a quicker refund.

Here's a brief view of how the income tax affects some typical employees. Do you recognize yourself in any of these situations?

## The Long and Short of It

Jones takes the easy way out. He signs his name to the simplified Form 1040A and lets the government figure out his tax for him. He saves three hours and loses \$30 that he could have cut from his tax by taking all his deductions. Smith lists all his deductions on Long Form 1040 and gets a refund check that comes in mighty handy after Christmas shopping. Clyde, on the other hand, knows that the tax table (which allows about 10 per cent for charity, interest, taxes, medical expenses, etc.) gives him a lower tax than he could get by figuring his actual deductions, so he uses the Short Form 1040.

## Matrimonial Bliss

It's not unusual for a newlywed to forget to claim the additional withholding tax exemption until months after the wedding. He won't lose anything,

though, because he'll get credit for all the withholdings when he files his return. Also, he and his wife will each get a \$600 personal exemption. They are filing a joint return—the best procedure for most couples.

A joint return would be no help, however, to Mr. and Mrs. Kronkite. Both had incomes, he \$5,000, she, \$4,000. But she had \$1,400 medical expenses and he could only muster up \$500 deductible expenses of all types. On a joint return they could claim only \$950 for medical expenses (\$1,400 less five per cent of their combined income). Instead they are filing separate returns and Mrs. Kronkite will deduct \$1,200 for medical expenses (\$1,400 less five per cent of her income) for a saving of \$61.50 on their total bill. They worked it out both ways, before filing, to see which would be cheaper.

Your wife presented you with twins just before the stroke of midnight on this past Dec. 31st? Her timing was excellent, because the New Year's Eve babies each provided a \$600 exemption for the couple on their 1953 tax. If the twins had been born just *after* midnight the exemption would not have applied until the 1954 tax.

## Exemption for Dependents

Doe is claiming a \$600 exemption for his daughter, although she has been working since November. He can do this because she earned less than \$600 in 1953 and Doe provided more than half her support for the year. For a dependency exemption to be allowed the dependent must also (1) not be claimed as an exemption in a joint return with her husband (or his wife), (2) be either a United States citizen or a resident of the U. S., Canada or Mexico, and (3) be closely related to the taxpayer, as defined in the tax instructions.

## Changing Houses in Mid-Year

Richard Roe sold his bungalow on North Tenth Street and bought what the agent called "a comfortable home for gracious living." He closed the deal

on his new place before the sale of the bungalow was completed. Just one thing bothered him. Although he had made no improvements since buying it in 1940, he got twice as much for the bungalow as he had originally paid. He wondered whether he would have to pay tax on his "profit." Roe learned that no tax is due under the present law since he purchased and occupied a new residence within one year before (or after) the sale of his former residence. If the new house had cost less than he received for the old one, he would have had to pay tax on the difference as a "capital gain."

Greene, a homeowner, doesn't miss a bet when it comes to taking tax deductions. Of course he knows that he can't deduct depreciation, repairs, improvements, or payments on the principal of his mortgage. He has plenty of deductions this year, nevertheless, with items for interest on the mortgage, local real estate tax, interest on a home-improvement loan, and \$50 damage from a windstorm (not covered by his insurance).

## Veteran from Korea

GI George came back from Korea in July and was hospitalized until November. The money he has earned since he came back to his civilian job has to be reported, of course, but he owes no tax on his pay as an enlisted man for any month during which he served in the combat zone or was in the hospital recovering from his wounds (the first \$200 of an officer's monthly pay is similarly exempt). George's taxable earnings in 1953 were less than \$600, but he is filing a return anyway to get a refund of the tax withheld from his wages.

## Change of Job

Another employee worked for another company part of the year. As a result he has an extra credit against his income tax. Each employer was required to deduct 1½% of the first \$3,600 of each employee's wages (amounting to \$54 for the year) for



social security tax. Because he had two employers, more than \$54 had been deducted from his pay. On his income tax return he will list "F.I.C.A. tax" (Federal Insurance Contributions Act) and claim credit for the excess over \$54 in the "income tax withheld" column.

### Help When You Need It

Most taxpayers can fill in their tax blanks with a minimum of help. A sensible first step is to read the tax instructions sent to you with your tax forms by the Internal Revenue Service. In most cases the answers to your questions can be found there.

The next step, if you are still uncertain, is to consult your nearest Internal Revenue office — but do it soon if you want to avoid the last-minute rush. Of course, you may have more complicated problems which will require the help of an accountant. The Internal Revenue Service and the national CPA organization have repeatedly warned taxpayers to be sure their advisers are *fully qualified*. By putting your trust in a self-proclaimed "tax expert" you might find yourself in trouble.

For employees in the New York office of NBC, arrangements have been made with the Internal Revenue Bureau for the services of two tax experts, who will provide free advice to anyone desiring it. The tax consultants will be at NBC for two weeks beginning Monday, Feb. 15. Appointments will be scheduled between 9:00 a.m. and 5:00 p.m. each day during that period except Feb. 22 (Washington's Birthday). They will be held in Room 211, and can be arranged for by calling Employee Services, Ext. 462. Tax forms and instruction books are available in Employee Services, Room 729.

### Paying Your Tax

If you find that the government owes you money, write the word "REFUND" on the envelope in which you mail your return. This will help you to get your refund sooner. On the other hand, if you owe additional tax on your Form 1040, you must enclose payment with your return.

### Bargain Counter

For Sale: 1949 Maroon Buick convertible in A1 condition; new white wall tires and top; also has radio and heater. Call Dorothy Spagna, Ext. 201, N. Y.

For Sale: Navy blue Biltmore Coach baby carriage; excellent condition; listed at about \$90, but for sale for \$30. Call Dick Smith, Ext. 8840, N. Y.

# New 'Longies' Bow On NBC Radio Schedule

The NBC Radio Network program lineup underwent further strengthening after the first of the year, with extended use of the long time-segment program format. Three of the eight new shows are "longies," which were inspired by the success of the two-hour "Weekend" and "Big Preview" programs, which were launched by NBC Radio in October of last year.

The Saturday afternoon program lineup was rescheduled in order to reach out to the 26,000,000 motorists of America with an exciting new program specifically designed for them. This new series is called "Roadshow" and made its debut January 9. The four-hour program is emceed by Bill Cullen, popular young radio and TV panelist and quizmaster, who also presides over NBC Radio's "Walk a Mile." W. W. (Bill) Chaplin, noted NBC commentator and foreign correspondent, reports the news on "Roadshow," summarizing the day's highlights on the hour and half-hour.

Designed to interest and entertain the weekend motorist — as well as to encourage good driving—"Roadshow" features live and recorded music, guest stars, news digests, weather and traffic reports, and contests rewarding the safe, courteous driver. "Roadshow" originates from NBC's New York studios but includes pickups from other sections of the country. A unique feature of the program is "Mr. Safety," who each week roams through a different part of the country, his car equipped with a "phonemobile." He is on the lookout for safe, courteous drivers, who will be introduced to the listening audience and rewarded with prizes.

Another "longie," which made its bow Sunday, Jan. 10, is the two-hour-long "what's what" and "who's who" of the arts and sciences here and abroad, "Collector's Item." The program, made up of many segments, touches upon the fields of art, science, archaeology, current history, anthropology, folk music, classical music and foreign correspondence, among others. The segment titles indicate the scope: "The World of Art," "New Arrivals in Recordings," "Sands of Time," "This

Week in History," "The Key Statement of the Week," "Songs of the Lonesome Country," "I Chose America," "Our Common Culture," "Earl Godwin's Story Book," "So You Speak English?" "For Parents Only," "The World of Science" and others. Individual segments vary from week to week in length and in placement on the program; not all are necessarily heard every week.

Also on Sunday, January 10, a new morning series of talks, interviews and great music reflecting man's religious aspirations had its premiere. Heard from 9:15-10:30 a.m., EST, it is titled "Never Walk Alone," and is made up largely of short segments, including interviews with clergymen who are engaged in dramatic and direct service in unusual situations, the "hymn of the week," choral music, and the day's news. Another regular feature of the program is talks by the Rev. Dr. Norman Vincent Peale on "The Art of Living." Dr. Peale, pastor of Marble Collegiate Church, New York, is the well-known minister whose books have been at or near the top of the best-seller lists for more than a year.

All of the new programs are heard on Saturdays or Sundays. In addition to the above-mentioned "longies," other new NBC Radio shows are: "Breakfast in Hollywood" (Saturdays, 10-10:30 a.m., EST); "Heritage Over the Land" (Sundays, 1-1:30 p.m., EST); "Show Tunes" (Sundays, 3:30-4 p.m., EST); "Sunday at Home" (Sundays, 8:30-8:55 p.m., EST), and "People" (Sundays, 6:30-7 p.m., EST).

### NBC Engagements

Cynthia Vose, N. Y., to John Udris  
Ellen Coughlin to Frank Woodruff, both N. Y.  
Janet Shields, N. Y., to Bill O'Brien  
Marilyn Frederikson, N. Y., to Jack Cumiskey  
Fred Hatke, N. Y., to Jean Capone  
Alice Chamberlain, San Francisco, to Frank Beatty  
Betty Hauser, San Francisco, to Richard Riehl  
Virginia Fiske, Washington, to Warren Boarom  
Joan Barth, N. Y., to Alex Kozikowski

# DUMONT, RUSSELL RETIRE FROM NBC



Two veteran NBC employees—Paul Dumont in New York and Clayton Russell in Cleveland—retired on Dec. 31, 1953, winding up careers with the company which represent a total of more than 60 years service. Both men have been associated so closely for so many years with NBC in New York, in one case, and Cleveland, in the other, that their departures seem almost to mark the conclusion of eras in the company's history.

The Paul Dumont tenure, for instance, spanned almost the complete history of NBC. He first came to the network Sept. 10, 1927, slightly less than a year after its formation, and just a few weeks before NBC opened its first "Broadcasting Headquarters" at 711 Fifth Ave., in New York City. He was no neophyte to radio, even at that early date. Paul's first acquaintance with radio was in 1924, when he gave a recital over WJZ, New York, in 1924. At this time he was an aspiring singer. Before then, Paul had dabbled with the world of business, pursuing his musical efforts mostly in his spare time. The 1924 adventure, however, convinced him that he possessed broad-

casting ability. Shortly thereafter, Paul landed a job as an announcer with a New York City station, and followed that up with assignments as program director and studio director at other outlets.

During his long career at NBC, Paul was announcer, production man, special events commentator and a member of NBC director's staff. He worked on just about every important show that graced NBC's radio schedule from New York.

On Dec. 29, a surprise party was given by the NBC staff and associate directors for Paul at the RCA Exhibition Hall. It was attended by many of the close friends Paul has known through the years, including John Royal, former NBC vice president who is now retired, and John P. Cleary, director of Radio Network Programs. B. Lowell Jacobsen, director of Personnel, presented the retiring director with his gilt-edge pass, and Ben Grauer gave Paul a set of cuff links on which were engraved lines from Shakespeare's "Merry Wives of Windsor," — "He capers, he dances, he has the eyes of youth." Paul is now in Florida, soak-

**Clayton Russell of NBC Cleveland being congratulated by Lloyd C. Yoder, general manager of WNBK, WTAM, after being given a gold watch in appreciation of his 37½ years of service with NBC and predecessor companies.**

ing up the sun, fishing and golfing.

Clayton Russell wound up 38 years of active service with WTAM and NBC on December 31, 1953. Mr. Russell's roots were deep in the radio field . . . he started working for T. A. Willard, the founder of the Willard Storage Battery Company, back in 1916. Russell worked hand in hand with S. E. Leonard, engineer in charge of WTAM-WNBK, when WTAM beamed its first program to Clevelanders on the night of September 26, 1923. WTAM operated with 1,500 watts, being the first station in the country to be given that much power. When the power of WTAM was increased later to 3,500 watts Russell became familiar with the largest storage battery of its kind in the world—a ten-thousand watt water-cooled tubes, conceived especially by Mr. Leonard for use by WTAM. WTAM is presently beaming out 50,000 watts on a clear channel.

Mr. Russell has been in charge of the WTAM transmitter since its beginning and had a big hand in putting station WNBK-TV on the air on Channel 4 back in 1948.

Mr. Russell, before announcing his retirement, helped to plan the new one million dollar Parma transmitter of NBC in Cleveland, which will be put into use when WNBK moves to Channel 3 and begins operating at the maximum power authorized by the FCC.



**Paul Dumont, who retired Dec. 31 after a long career in radio, surrounded by close friends at his farewell party. Ben Grauer (left) is seen presenting Paul with engraved cufflinks and a complete camera outfit.**

# People and Places

## NBC, Hollywood

The Central Stenographic Department welcomes *Dixie Miller* and *Daisy Spivey*, new members of the department. *Barrie Peters* has been at home for three weeks and has been seriously ill. We are all looking forward to her return. Farewell to *Mary Kay Green*, off to her home in Minnesota. Bet she will wish she'd stayed in Sunny California. Just heard that it's 15° below in the Twin Cities. We were sorry that *Mildred van Gessel* has left us. A glad welcome back to *Betsy Worthy*, *Mildred's* replacement. (Editor's note:—*D. White*, thanks a million. Now, aren't you proud of us??)

*Ann Allen* and *June Session* have been promoted to the Auditing Department. Congratulations! Isn't it wonderful to have the week-ends off?? *Pat Costello*, AM Production Dept. has been greatly missed by her host of friends and we all hope that she will soon be back. We'd all like to see her collection of "See My Operation cards" too!

*Robert D. Thompson* has been promoted to Manager of Film & Kine Operations. *Earl Curtis*, likewise, to Manager of Staging Services Operations. *Frank LaRue* and *Paul Stanhope, Jr.*, new Make-Up artists. Au revoir to *Marcelle Eckerlein*, who has returned to her native France.

The NBC Sound department and all NBC-AA golfers as well as his many other friends say s'long to *Dix Robb* and congratulations on the fine new position with the Foster and Kleiser advertising agency. *Mike Horton*, N. Y. Press, out for the color coverage of the Tournament of Roses Parade. It's all ways a pleasure, Mike.

The Coast's gain . . . *Fred Wile* . . . the Coast's loss . . . *Earl Rettig*. A big California welcome to Mr. Wile and all the success in the world to Mr. Rettig on his new position in the East.

The Kids Christmas party was a huge success, thanks to *Earl Zeigler*, chief organizer of the event and the new president of the NBC-AA; *Ted Regler*, AA treasurer, and *Max Bauman* of Purchasing, who did an outstanding job in selecting the gifts. Our special thanks too, to all Santa's helpers: *Jan King*, vice president; *Gloria Weeks*, secretary; *Phyllis Krebs*, of the Press

& Publicity Dept.; *Mickie Finken*, Payroll; *Wilma Edwards*, Payroll; *Teri Vidale*, Cashier; *Bob Moore*, Purchasing. Very special, special thanks to *Mrs. Ruth E. Krudenier*, Jan King's mother, who so kindly volunteered to print all the name tags for all the children who attended the party (a Herculean task indeed when you consider that over 500 bewildering offspring attended the party). *Mrs. Krudenier* also remembered that bewildering offspring have a tendency to lose things and she provided new name tags, extra pins, etc. to take care of these losses.

Welcome To Our Staff: *Bob Sunderland*, new press representative, Press & Publicity Dept. *Mary Louise Bailey*, promoted to the same department from Central Stenographic; *Edith Rapley*, also promoted from Central Stenographic, took over secretarial duties for *Ralph Lovell* in Kine Recording, replacing *Tari Holbrook* who resigned to become the mom of a bouncing baby boy; *Darling Scott* transferred to Central Stenographic from the Mail Room; *Dan Hovore* promoted from the Page Staff to Recording Clerk in Radio Recording; *Vernon Lanegrass*, also promoted from the Page Staff to Receiving & Stock Clerk, taking over *Bob Moore's* position when he was promoted to Purchasing Clerk in the Finance Dept.; *Vivian Thompson* is the new secretary for the Unit Managers; *Yale Gilbert* also left the Page Staff to become Messenger-Clerk Film Exchange Dept.; *Dina Joseph* is the new wardrobe mistress in the Design & Creative Operations Dept.; *Casimir Tarnowski* joined the Page Staff, as did *Don Donahue*; *Mary King* is the new messenger in the Mail Room.

New Offspring: *Tari Holbrook*, former secretary to *Ralph Lovell*, Kine Recording — a boy; *June Gardiner*, formerly of Kine Recording — a girl; the *Ralph Lovells* welcomed a little daughter, *Judy*; *Northrop Ketchum*, ditto a little girl, *Carol*.

Miscellaneous: *Art Schneider*, Kine Recording, gave his all—his appendix—to the Hollywood Presbyterian Hospital; *Gay Faibley* of Kine Recording returned from two weeks' vacation in San Fran with a beautiful tan — and a new hair-do! *Nancy Lawrence* left Central Stenographic to return to her home in the Lone Star State.

## WMAQ, WNBP, Chicago

*William Hohmann* has joined the NBC Chicago network advertising and promotion staff as promotion assistant, it has been announced by *Harold A. Smith*, department manager.

Hohmann fills the vacancy created by the recent promotion of *William Yonan* to the position of radio network account executive. He comes to NBC from ABC Chicago, where he was network research director for more than a year. Prior to joining ABC, Hohmann served two years in the U. S. Army, including Infantry service in Korea. He was graduated from Beloit College, Wis., in 1950.

Welcome to new staffers: *Laura Allen*, network promotion secretary; *Henry Bussey*, associate radio director; *Richard Johnson*, associate TV director; *Rebecca Kunch*, engineering secretary; *Sally Sacino*, AM Network Sales secretary; *Guen Griffin*, TV program assistant; *Nancy Ann Kerr*, TV Spot Sales secretary; *Willard Butler*, AM Spot Sales; *Gino DaDan*, accounting, and *Sue O'Leary*, TV Film Sales secretary.

## KNBH, Hollywood

*John Wehrheim* and family moved into their new residence in La Canada during—of all times—New Year's Eve. John plans a putting green and archery range by the new pool now under construction.

*Jim Wemple* is sporting a tan from a weekend at Palm Springs. . . . *Ann Slater* was married to *Bob Anderson* the last of January. . . . *Grant Reck-sieck*, when asked what he did over New Year's, said, "Threw gourds across Modesto River." This stopped us, so asked for no other explanation. . . . *Joan Gowanlock* to wed this Summer, the groom's name has not been revealed. . . . *Norm Hopps* transfers to network and will be replaced at KNBH by *Tommy Foulkes*.

*Carroll O'Meara*, KNBH director, was before the cameras last week to explain the intricacies of rose culture and the background of the popular flower.

TV maintenance claims a new record for their department. During the last few weeks there were four proud new fathers: *Max Ellison*, *Gerald Smith*, *Vincent Hultman* and *Kenneth Jorgenson*.

*Tom Frandsen*, KNBH's late-movie host, was recently named a Commander



in the Naval Air Reserve jet squad, and spends weekends touring Southern California and vicinity.

## WRC, WNBW, Washington

Ralph Burgin leaves his position as Program Manager of WNBW to become head of the television staff of North Carolina State college, participating in the Consolidated University of North Carolina's educational television station, Channel 4 in Raleigh.

Eleanor Ferguson rejoins the staff of WNBW-WRC-WRC-FM after a month's leave-of-absence which was spent attending her mother who has been quite ill.

Earl Wood, formerly of Station WOL, is now WNBW's Assistant Night Operations Supervisor, replacing LeRoy Morgan, who will work with Burton Bridgens in Continuity Acceptance.

Madeline Kulp, former Traffic Manager and National Sales Assistant of KTBC-KTBC-TV in Austin, Texas, is the new secretary to WNBW-WRC Press Department Manager Jay Royen.

The Christmas theme, of course, dominated the WNBW-WRC Program Department in December. Favorite presents were: a 9 pound 12 ounce boy for Bob Porter, TV Director, arriving Dec. 27 with a tag reading Stephen Dixon Porter; a beautiful diamond ring from jet pilot Lt. Donald Dahl for home economist, Phyllis Weaver.

Holiday treks carried secretaries Ginny Fiske to Chicago and Betty Cole to Missouri. TV director Frank Slingland was off to New York, as usual.

An "on camera" celebration took place December 24, when girls from NBC-Washington and the Sheraton-Park Hotel staffs went downstairs to be guests on "Inga's Angle", replacing the usual ladies club.

Even the NBC offspring of stations WNBW and WRC got into the Christmas spirit with an extra-special Christmas party given in their honor in the Continental Room of the Sheraton-Park Hotel. Santa (Willard Scott) had gifts for all, and Mike Hunnicutt emceed.

Renée Marechal has changed his status at WNBW from Continuity Acceptance to an Assistant Director.

Joe Goodfellow, Director of Sales for WNBW and WRC has just returned from a trip to Chicago, Detroit and Cleveland.

Betsy Stelck is starting a new TV show on Saturday mornings for the kiddies. Betsy will entertain some fifty

or so youngsters in the studio with an old-fashioned "Barn Party," with movies, games, puppets and "plant-life" sessions. The "Barn Party" will keep the children occupied from 10-11 A.M. on Saturdays.

Judy Bennett has recently joined the Traffic Department of WRC. She was formerly associated with Wilderich and Miller Advertising in New York.

Pat Winn, Bob Reed's gal Friday, returns to work after a long illness on the 25th of January. Welcome home, Pat.

## KNBC, San Francisco

General manager George Greaves hosted a Christmas party for all KNBC employees the evening of Monday, December 21, in a private room at the Clift Hotel. Most of the station's employees turned out for the two-hour affair and an enjoyable time was had by all. In addition to cocktails, hot and cold hors d'oeuvres were served. Highlight of the get-together was a community singing session led by Doug Pledger with Carl Wieninger at the piano.

KNBC's "distinguished senior writer-producer" is recuperating at his country home following a successful surgery session. "Sad" Sam Dickson, who authors and directs several of the station's most popular programs, reports by telephone that he feels more frisky than ever and will be back at his stop watch in jig time.

The nightly "Masters of Melody" live music program really pays off for its sponsor, the Morris Plan of California. The "Masters of Melody," under the direction of Albert White, are heard nightly, Sunday through Friday, in a half hour of dinner music. Last month the following letter was received from a woman listener in Sacramento, Calif.:

"Enclosed is check for \$1,000.00 as an investment in your company. I hear your program of finest music on KNBC."

Sure enough, enclosed with the letter was a thousand-dollar check drawn on a bank currently advertising over the San Francisco CBS outlet!

Now it can be told—KNBC Public Service supervisor Al Crapsey spearheaded a group of friends in providing Christmas gifts for 150 indigent tuberculosis patients at the San Francisco County Hospital. The giving was done in the true holiday spirit, and Al won't know the story "leaked" until he sees this item.

Sales manager Bill McDaniel and Promotion manager Dean Moxley have come up with a sweet promotion stunt for KNBC. Under a plan which went into effect January 1, gala birthday, cakes from the world famous Blum's confectioners will be delivered to 150 top agency and client contacts. Blum's delivers the decorated cakes to the recipients at their offices on the happy day.

San Francisco briefs . . . Norma Robison, Girl Friday to Promotion manager Dean Moxley (and whose fabulous holiday trips make her a regular item in Herb Caen's column), paid a flying visit to family and friends in the Salt Lake City, Utah, social whirl over the Christmas weekend. . . . Janice Mae Carrel, sales traffic supervisor, confessed on arriving at work one recent morning that she had dreamed the night before of going to the races in her Maiden-Form (What Jan, no Racing Form?). . . . Some thirty-odd (Ed.'s Note: be sure to hyphenate that word!) staff and press representatives gathered in general manager George Greaves' office to view the Tournament of Roses color telecast New Year's morning. And for the benefit of Eastern Seaboarders that meant getting down to the office as early as 8:30 a.m. for some of the San Francisco staffers. Despite the bleariness of the hour, the color came in clearly and the press reaction was highly favorable. . . . KNBC newsmen Ed Arnou probably will be a proud papa again by the time this issue of CHIMES gets to the presses—either that or the victim of a nervous breakdown!

## WNBC, WNBT, New York

There have been quite a few vacationers from the Local Station these days. Bob Leder, WNBC Sales Manager, spent a week of skiing at Stowe, Vermont. Sumner Glimcher took off for eleven days, dividing his time between Nassau, St. Petersburg, Palm Beach, and Miami, and came back sporting the most admirable suntan ever seen. Sumner claims he caught the biggest fish on the trip, but unfortunately neglected to take a picture of this great catch. . . . Hummm . . . fish story? Being a sporting guy, he gave the North a chance and went skiing the next weekend at Belle Ayre, New York, where I doubt the weather compared to Nassau. Another skier, Coralie Bernstein of WNBT Sales, flew to Ste. Sauveur, Canada for a week on the

slopes. This was Coralie's first attempt on the hickories and she came back with nary a bruise, and is raring to go again. *Ernest De la Ossa*, WNBC, WNBC-FM, WNB Station Manager, took a much deserved vacation consisting of two weeks in Bermuda where he whiled away the time swimming and deep-sea fishing.

In the "Proud-Pappa Department" is *George Stevens* of WNBC Sales, who now has a brand-new baby girl, Ruth Stevens, who weighs 10 lbs. *Herb Brotz*' son, Douglas, received a letter regarding "consideration of 'Kid Brotz' for this year's edition of the Golden Gloves". Since Douglas is all of four years old and weighs 42 lbs. dripping wet, Herb wrote the News Welfare Association requesting postponement of "Kid Brotz" physical examination for approximately twelve years. Since "Kid Brotz" was the only entrant in his age and weight group he was named Honorary Champion and received a Golden Gloves lapel pin (which he can wear when he is old enough to have lapels), plus an A.A.U. Card which he can use for other sporting events such as tricycle riding and mud-pie making. Herb is also the proud father of a little girl, Sharon Anne, weighing in at 6 lbs. 6 oz.

*Daniel Sobol* of WNB Sales will be guest speaker at the annual University of Pennsylvania WXP Banquet, February 10th at the Penn-Sherwood Hotel. Dan will speak on "College Radio's Contribution to the Professional Broadcasting Field."

All of us at Local are scowling at the big bad burglar who broke into *Kit Tucker's* family home in New Jersey and stole all the Christmas presents right from under the Christmas tree. How's that for Christmas spirit? Don't see how he can live with his conscience.

Room 252 must be awfully chilly these days... what with *Doris Braverman* of Steve Allen's Office, typing away with her coat on. *Eydie Gorme* and *Steve Lawrence*, star vocalists of the "Steve Allen Show" headed an entertainment troupe organized by *John O'Keefe* of WNB Publicity, entertaining patients at the Hospital for Joint Diseases in Manhattan. O'Keefe's troupe entertains periodically at various New York Hospitals. It's nice to have such wonderful people to work with. Congratulations and Best Wishes to *Steve Krantz*, WNB Program Director, and *Judy Tarcher* of *Good*

*Housekeeping Magazine* who will be married February 19th, 1954.

## WTAM, WNBK, Cleveland

We have lots to be proud of this issue. Sixteen of our Cleveland employees received awards at our annual Christmas Party for being faithful to the organization for twenty-five, twenty and ten years. Watches were awarded to *Tom Manning*, *Harold Gallagher*, *S. E. Leonard*, *C. C. Russell*, *John Disbrow*, *Jesse Francis*, *Ross Plaisted*, *Albert Stewart* and *Alvin McMahon*. These men have been with NBC for twenty-five years or more. *Frank Witam* entered the twenty year club. The following men became ten-year Club members: *Burnie Edwards*, *Tom Haley*, *Franklin Anthony*, *Peter Felice*, *Charlie Phillips* and *John Wilhelm*. We're proud of our members and hope they have many more years with this company.

The Christmas party was a rollicking success. *George Cyr* and *Rosemary Bartlett* staged a wonderful party at the Hermit Club. The TV Production Department entered into the spirit of the day by presenting a short program. The theme was a take-off on our new paint job in the "Dragnet" tempo. *Bill McGaw*, *Joe Tanski* and *Bill Morris*, TV directors, were the main characters of this skit. *Kim Holzmiller* in TV Continuity entertained us with a dance, *Carolyn Bertko* with a song. *Estelle Sankal* played Estelle—a telephone operator, *Barney Zalek* was the pianist and also the accompanist for the choraleers. All in all, many laughs!

Congratulations to *John Disbrow* who is now in charge of our radio and TV transmitters and *Bill Howard*, who is now heading operations of television and radio engineering. *Fred Everett* was practically a horse thief. He "borrowed" WXEL's carpenter horse for use at the transmitter instead of WEWS's, which he had permission to use.

*Bill McGaw*, TV assistant director, filled in at the Play House's "Stalag 17" and did a very nice job. *Joe Bova*, recovering from a sprained ankle, was one of the original cast. The "Chef Lorenzo Christmas Show" was filmed at *Lorenzo Simonetti's* home giving the TV audience a look-see at his and *Bob Boutesma's* family. You should have seen the food. Transmitter engineer *Al Stewart* is fighting the sick-bug.

Glad to see *Rou deGravelles* back at

work after an attack of chicken pox. *Jim Rowe's* wife, *Patty*, played nurse-maid.

The Newsroom has a beautiful new asphalt tile floor. Newsroom operations proceeded as usual in the hallway, *Mickey Flanagan*, News Editor, tells us.

A party in honor of *Clayton C. Russell* was held December 29th at the Spanish Tavern. Mr. Russell retired after 37½ years with NBC. *Tom Manning* was Master of Ceremonies at the dinner. Some important guests included the Mayor of Brecksville, Chief of Police of Brecksville, Ohio Bell executives and four executives from New York.

New Year's Eve mishap—ask *Jack Beatty*, film editor, how he lost one side of his car. Travel news—*Brenadette Prescott*, film secretary, taking weekend jaunts to Buffalo; *Jackie Lynn*, staff singer, waxing her skis and looking for snow; *Rosemary Bartlett* in Accounting journeying to Syracuse; *Estelle Sankal*, switchboard supervisor, spent a day in New York City watching N. Y. operation; *Henry Levine* vacationing in Chicago; *Mildred Secord* having a lovely time in Florida for three weeks. She was the guest of *Grace Ellis Stalling*, former WTAM employee, now with a Florida bank. *Marv Harlan*, after training his dog for months, had to miss the hunting season because of a back injury.

Congratulations to *George Cyr*, operations manager, and his 235 bowling score. George is now high point man. *Al Brock*, staff orchestra, bought a new home in Westlake with lots of acreage. Then he had to buy a clunker to get him to and from work. *Bill Dallmann* and *Matt Bracic* have new homes, too. *Kenny Romich*, also of the orchestra, hobbling it with chicks and pigs on a small farm.

*Earl Hall's* mobile amateur radio activity makes his Chevrolet almost as impressive as a TV field van! He's proved its value, however, during the Cleveland tornado.

*Jean Vokoun* has taken on a new job as supervisor of Guest Relations and General Office Supplies. Mr. and Mrs. *Lloyd Yoder* finally found a home at the South Park Manor in Shaker Heights. Now if we can find an abode for *Milton Frankie*, who hails from New York, and is now a new TV Associate Director, we'll have everyone settled.

*Fred Bohn* has a new AM sales pitch—"Do we have ears?" As yet, no sales, but lots of ears! Everyone wants

to bowl beer frames except *Clarence Kimpton*. Can't seem to pass that 192 without trouble. *Pat Ferko* is still waiting for her Christmas present from her favorite man. She received an empty box, beautifully wrapped, and the pearls that were supposed to bring forth a glint into her eyes had been stolen while the package was being wrapped.

*John Wellman*, back from his honeymoon, with a tale of woe. His pretty young bride broke her ankle as they skied at Lake Placid. *Dick Bell*, *Ross Plaisted*, *Kirk Sanderson* and *Dee Pay* had unexpected visitors in the back yard of the transmitter—eight doe!

## NBC, New York

### Finance and Services

**Continuity Acceptance**—At a wonderful luncheon at the New Weston Hotel, *Tom Ervin* presented *Kay Henderson* and *Stockton Helffrich* with their ten- and twenty-year pins, respectively. Two more surprised people than *Stockton* and *Kay* would have been hard to find. *Tom Ervin* can certainly keep a secret!

The Continuity Acceptance Gang all wish a speedy recovery to *Percy Smith's* wife, *Alice*, who is at present in a hospital in Boston.

**Controllers** — Congratulations to *Frank O'Shea* on the arrival of one *Francis X. O'Shea, Jr.* Congratulations also to *Joan Barth* on her engagement to *Alex Kozikowski*. Good luck, *Joan*. We would also like to wish *Joan* our very best in her new position as secretary to *Mr. Lewis*.

The highlight of this month that really must be given priority is the little incident that happened to *Blanche Cummings*. On January 6th, as she was coming out of the 3rd floor elevator—holding a tray with a luscious looking Napoleon on it—who does she bump smack into but *Eddie Cantor*. Upon spotting the tray he very politely took a large bite out of the Napoleon. Naturally, *Blanche* asked him to "be her guest" afterwards. He sure took the cake, didn't he?

It gives us a great deal of pleasure to welcome *Evelyn Wulf* in our midst, as she was transferred into our department. She sure is a whizz on the ol' comptometer.

Many happy returns of the day to *Edith Louche* and *Ethel Perry* who celebrated birthdays this wintry month.

Congratulations to *Dotty Alexander* and husband—who recently purchased a new home on the Island. All the luck in the world. *Barbara Montross* of the Tabulating Division shall be our next bride. The big event will take place on February 27th. Be happy, honey.

**Engineering** — Belated welcome to *George Eaton*, *Anne Bartok*, *Katie McCloy*, and *Pete D'Aquino* in Audio-Video. *Dick Oelschlag* can now be found down in the Model Shop. New faces in Technical Services include *Henry Becker* and *Niels Pihl*.

Welcome mat out to *Ken Erhardt* and *Stan Levin*, who transferred to Engineering Development; also a belated welcome to *Gene Pellicano*, who joined Development a while back. We understand *Fred Hatke* brought the New Year in with a bang! In case you haven't heard the wonderful news, *Keith Mullenger's* lovely wife, *Adrienne Garrett*, is Miss Rheingold 1954! Now that the cold weather has finally arrived, *Dudley Goodale* is thinking about skiing again. It was recently discovered that *Bill Gough* is about the strongest man around these parts. Wouldn't you say so, *Dolores* and *Helen*?

*Nancy Mitchell* used her spare time embroidering *o r g a n d y* Christmas cards!! *Rosemary DuBois* is running into all sorts of problems getting her new apartment into shape, but it's better than sleeping in Central Park anyway! *Marge Marshall* has a red rose on her desk every morning! An admirer? What secretary uses an alarm clock to remind her boss it's time for vitamins??? *John Kolb* has returned from military service.

Our deepest sympathy to *Don Castle* on the loss of his wife.

**Legal**—If you hear another explosion on the Sixth Floor around 626, don't worry! It's only *Pat Hone's* water jug, the bottom of which has fallen out two times so far quite unceremoniously all over the hall carpet. I move that *Pat* and *Scott Shott* get a new jug before our carpet becomes literally a swimming pool.

Congratulations are in order for *Janet Shields* who received an extra special Christmas present—a beautiful pearl and diamond engagement ring. The lucky fellow is *Bill O'Brien*. *Janet* reports it will be an Easter Sunday wedding.

*John Shute's* office was the scene of a gay pre-New Year's party New Year's

Eve. The gals present (after some refreshments contributed by yours truly) even ran through the songs and routines of the Christmas Party.

As a postscript let me add that our office Christmas party surpassed my predictions in the last issue, and a "peachy-keen" (a direct quote from *Ann Debus*—who, together with *Jean Schneider*, would take an oath that she saw "little men" up on the 8th floor the morning after the party!) time was had by all.

The distaff side of the department does hereby officially let it be known to *Tom Ervin* et al. that the entertainment for the next Christmas party will be supplied by our legal-eagles. There's no backing out now, especially since our barristers now have more than the required 30 to 60 days' prior written notice to that effect on or before the effective date!

**Station Relations**—The Station Relations department had their Christmas party, 1953, at the Cottage at the Hampshire House. This is rather old news, but the memory lingers on. *Joe Berhalter* and family have moved into their new house in Englewood, N. J.

Our reception room is slowly becoming modernized. We have our own ideas about the new lamps, and *Barbara Harlib's* desk is one she has to step down to get to.

**Stenographic** — The holidays have long since passed and besides a lot of new finery we see quite a number of new faces in Steno, so we welcome: *Ann Child*, *Joyce Gill*, *Margradel Lesch*, *Anne McBride* and *Ann Tremaine*.

A belated holiday party is being given by *Betty Roman* with the help of *Carmella Grande* and *Rose Passarelli* and anyone who attends *Betty's* party is sure to have a good time.

*Ann Lovell* has the number of days counted until September when she will become a Mrs.

Happy Birthday to *Celia Dobkins* who celebrates her birthday this month.

Goodbyes were said to *Mary Winters* and *Barbara Wendt* who left to continue their studies at Antioch College.

**Traffic**—Traffic extends congratulation to *Pat McInerney* on his recent promotion as a buyer in Purchasing. We'll all miss him! Watch all casualty lists as *Terry Zucchetto Garcia* and husband are learning to ice skate! *Jack Elmi* in Communications decided to move back to civilization and recently bought a new home in St. Al-



bans, New York. *Elizabeth Curry* also recently moved and the two of them are consoling each other after that strenuous task. All of us were so sorry to hear of *Fred Kenworth's* great loss, the passing of his wife on December 20th. *Charley Zucker*, *Harry Larson* and *George Greer* have all been promoted within the Traffic Department. Keep up the good work, boys!

## Radio Network

**Radio Network Sales**—Some of the newness has rubbed off Radio Sales since its split from Integrated Radio and TV last August. However, this is our debut in CHIMES. In all fairness, it is best we just acquaint its readers with our personnel and save the gossip for future editions.

Bossman in our new outfit is *Fred Horton*. Among the salesmen are *John Van Amburgh*, *Tom Wright*, *John Birge*, *Jim Fuller*, *Vinton Freedley*, *Neil Knox*, *William (Mac) Walker*, *Robert Pauley*, *John Doscher* and *Jack Mann*. Office personnel include *Jean Martin*, *Lily Borst*, *Tommi Phillips*, *Joyce McKenna*, *Linda Schmidt*, *Helen Schultheis* and *Bob Smith*.

In the Sales Development cubicle, *Howard Gardner* rules the roost of *Ray Simms*, *Ned Armsby*, *Doris Anderson* and *Liz Leitner*.

Old St. Nick pulled some surprises in the office "grab bag". *Howard Gardner's* gift of a phony probiscus, horn rims and eye shield topped the unusual, while *Fred Horton's* hammer and gong and *John Van Amburgh's* red motoring ensemble were other items of great interest (and we mustn't forget *Neil Knox's* economy size bottle of Air-Wick to combat the cigar smoke).

**Radio Program**—Farewells were in order recently for *Paul Dumont*, associate director, who retired from NBC after nearly three decades in radio. A party was given in Paul's honor on Wednesday, December 30, at the Johnny Victor Theatre and attended by his many friends and co-workers. We'll all miss Paul but know he'll enjoy the sunny shores of Florida where he's planning to fish and golf.

Returned from two years Army service, part of which was spent in Japan, is *Bill Malcolm*, who takes up where he left off in 1952 as associate director, and back with us, too, is *Paul Knight*, also a former AD, who returns after almost two-and-a-half years in Munich, Germany, with Radio Free Europe. Welcome back, boys!

Late vacationer *Lucy Moore*, who visited with her family in San Francisco over Christmas and New Year's, returned by plane to New York amid snow and icy blasts. Lucy, you certainly picked the darndest day to leave that beautiful weather back there in California!!!

**Radio Studio Operations**—The law and its administration was a chief preoccupation of our men last month. *Vick Kramer* was a juror in the N. Y. Supreme Court and served on some interesting cases. *Ray Farnan* discharged his legal advisers and transferred his business to another law firm. This department, traditionally a haven for aspiring lawyers, is fortunate in that our current attorney, *Val McCormack*, cheerfully dispenses off-the-cuff legal opinions to such of his group as may run afoul of the law. So far, he has kept the brethren out of jail. *Tom Longmore*, who freely admits to many brushes with British law in his early unregenerate days, is now a reformed and law-abiding citizen. At a recent vestry meeting of the Flatbush Presbyterian Church, Tom was honored by being elected a deacon of the church. A beautiful, leather-bound copy of the Holy Bible was presented to him by his Sunday School class.

## Press and Publicity

**Press**—All the superlatives that I might list here couldn't tell you how great our party was at Toots Shors'

Dec. 29. There were all the trimmings, including door prizes, and a five piece dance band, to which *Gracie Lynch* marched beautifully, and at one point was the inspiration for a sensational "Charleston" exhibition by *Mary Lynch* of Networks Production and *John O'Keefe* of WNBT Publicity. The high point of the evening was the presentation of the J. "Cheever" Snodgrass award of \$25.00 by *Mr. Eiges*. This, after a contest revealing some truly good talent, was awarded to *Betty Lanigan* for her very skillful and enjoyable song stylizations. Other prizes were won by *Milt Brown* for one of the best original satirizations of a fairytale I've ever heard: by *Sam Kaufman* for his ingenious "pun-filled" edition of our Daily News Report in a nutshell (and I mean that literally); by *Bill Stein* for his very cleverly contrived and meaningful gifts to a number of people in the department; and by *Dan Regan* and his "panel of wits," comprised of *Ethel Kirsner*, *Barbara McCusker*, *Bob MacDonald*, and *Milt Brown*, for their riotous "take-off" on "What's My Line." *Barbara Simpson* made a very picturesque guest-challenger, and *Steve Allen*, a very entertaining mystery guest. To sum it all up in an old cliché, "A good time was had by all".

*Violet Young* went on what she called a "Yankee Weekend" to Sturbridge, Mass. recently with *Hallie Robitaille* of Sales. These gals are Early American enthusiasts, so you



"... but a good cigar is a smoke." Column editor Bill Stein, left, and music editor Leonard Meyers, savoring a couple of fine cheroots at a Press Department get-together at Christmas-time.

can imagine what a "ball" they had. Good luck *Grace Lynch* in your new apartment. *Grace* moved from Fairfield, Conn. to West 73rd St., Manhattan so she would be within walking distance of the Museum of Natural History. We were very happy to hear that *Helene Janssen*, recently of our department, gave birth to a baby boy Dec. 14.

**EXTRA:**—there's a blackmarket in lawn mowers at NBC. Seems as each press staffer buys his first home he starts out with a hand lawn mower, gets tired and finally switches to power. Result is one mower has been passed from *Sy Friedman* to *Jack Zwilling* to *Art Selby*, all of whom are Long Islanders. Now the pressure is on *John McTigue*, who is currently building in Babylon to take the family mower over. *McTigue* is the one holdout who may break the chain. Feels the mower, which has gone from \$25 to \$20 to \$15 as it changed hands, is now a classic for which he should be paid for storage.

#### TV Network Programs

**Music:**—Our Christmas luncheon was a success with plenty of food to sample. *Anne Muller*, friend and former employee, brought in a batch of cookies. Among our other guests were some of the younger generation — *Jimmy Dolan*'s well-behaved twins said hello.

*Phebe Haas* doesn't mind the recent snowfall where she is since she is vacationing in Lake Placid with her husband.

**News and Special Events:**—Kudos: *John Cameron Swayze* named best commentator of '53 at Annual Motion Picture Daily-Fame awards.

Letters pouring in re: "30 Forgotten Men", outstanding documentary of Americans still behind iron curtain in Chinese communist prison camps. Show was produced and voiced by *Irving R. Levine*. *Irv* is also rating raves as new editor of Saturday and Sunday editions of network "World News Roundup".

Travelers: *Jerry "Hard Rock" Gordon*, taking leave of absence to hibernate on West Coast and indulge a Hemingway complex. *Stan Rotkiewicz*, on four-day fishing trip to Florida, reports one day of storm, three days of rain! *Frank Bourgholtzer* (Paris), *Robert McCormick* (Frankfurt), *Romney Wheeler* (London) and *Gary Stindt* (Berlin) converge on Berlin for Big Four Foreign Ministers Conference coverage. *Merrill "Red" Mueller*, back

from visit to Mexico, only to get snowbound in his new Greenwich, Conn., house. *Charles Christensen*, on Caribbean cruise. *Pauline Frederick*, spent two weeks Christmas-time vacation aboard *SS Coronica*, cruising to Nassau, Havana, Curacao, Venezuela. She's suntanned, we're green with envy. She's also off again soon — to Bristol, Tenn., for a February 1st lecture; on this trip she'll do two "Pauline Frederick Reporting" shows from Bristol, and then three from Washington. Most satisfied traveler of all must be cameraman *Bob Blair*. His assignment? Travel. Spent the winter in Florida, Jamaica, and other assorted luxurious locales, to send back film to make us happy news-wise, and miserable snow-wise.

Most hectic trip of all — but for us, not them — was voyage from Norfolk to New York aboard *SS United States* by commentator *Morgan Beatty*, editor *Chet Hagan*, and engineer *George Robinson*. Trio, who were the only passengers, were there to do news feature on just-released information about wartime-conversion statistics of the ship. The January 8th "News of the World" broadcast originated from the ship via short-wave radio, and the dexterity in New York of tape engineer *Henry Heustis*, wielding scissors, reels, tape recordings, splices, and newsmen *Sumner Weener* applying a heavy thumb to the tape machine to keep it from falling apart in mid-show.

At Home: Members of the Public Affairs division held their annual Christmas party at the Hotel Taft. Among dignitaries in attendance: *Sylvester L. Weaver*, *Robert Sarnoff*, *Thomas McAvity* and *Fred Wile*. *Bob Wilson*, at Farrel's on Saturday night (for a cup of Savarin coffee) was offered a dog by a total stranger. *Bob* said yes. He's now owner of handsome doberman pinscher. It could happen to you!

It's old news, but it hasn't been seen here: former Miss *Billie Ann Couch* (NBC) is now Mrs. *Gregory Eaton*. *Greg's* at our 106th St. outpost. *Ad Schneider* has departed for Sarasota, Florida, where he is new vice-president of Hack Swain Productions, Inc. Before he left, *Ad* was royally feted by public affairs and news folks at Trader Tom's.

The Fourth Estate: And have our news folks been getting into print! *Earl Wilson* raved about "Today's" *Mary Kelly* (put her picture in his column, too!), and two other papers are

clamoring for interviews. *Mary* impressed them all, then flew away in a blaze of glory, and a Ceil Chapman dress (a red one!) for three weeks on the West Coast. *Len Safir*, "Today's," was a *Murray Robinson World-Telegram & Sun* column feature, all about the dangers of getting into a cab in the wee small hours of a damp, dark night, saying "to the middle of the George Washington Bridge." A nervous cab driver pleaded, "let's have a cuppa coffee and talk this thing over", but *Len* was firm. Suicide? Nah. Just part of a "Today" feature. And "Today's" *Frank Blair* and all seven children made Hal Boyle's column. And, not to be outdone, *Business Week* magazine saluted our whole NBC News & Special Events coverage!

New Houses: *George Christensen*; *Jack Dillon*, in Westchester County; *Reuven Frank*, in Englewood, N. J.; *Jerry Green*, in Westbury, L. I.

Visitors: *Bill Henry* (Washington); *Richard Harkness* (Washington); *Ray Henle* (Washington), and doing his "Three-Star Extra" shows from Radio City for a spell); *Harry Karr*, WRC, Washington; *Charles DeLozier*, WNBW Sales Manager; *Joseph C. Harsch* (Washington); *Morgan Beatty* (Washington, doing his "News of the World" here in New York for two days); film stringer *Henry Toluzzi* and his new bride, in from Italy, Trieste, Nairobi, and other such exotic locales; *Jim Hurlbut* (Chicago, here to colorcast a "Zoo Parade" showing, and to say "hi" to his newsroom cronies).

Sick List: *Tom Naud*, in hospital with strep throat; *Bob Priaux* nursing infected jaw.

New Faces: *Adele Morgan*, who joins us to fill vacancy created when *Mary Brendle* left us to join "Home" staff; *Jim Holtun*, news writer, formerly wire editor of Reading, Pa., *Times*. Sidelight: *Jim* and editor *Chet Hagan*, back in 1940, were copy boys together on the Reading *Eagle*. Later, *Jim* was a captain in army, serving as press adviser for General Van Fleet. But best of all, he's now a proud new papa, too, and it's a boy. *Beverly Gary*, formerly of New York Post, now filling shoes of *Estelle Parsons*, who's also joined "Home" staff.

Welcome back to New York. *John Lynch*, after stint in Mexico and San Francisco, and welcome back. *Ray Finke*, from stint in armed services. Two new feminine faces at 106th Street — *Marilyn Marcinkowsky* in 1106,

and *Vivian Kramer* in the cutting room.

**Plant Operations**—Santa Claus was certainly mighty good to *Cynthia Vose* —she came in after Christmas sporting an engagement ring. Her future intended is John Udris who lives in East Meadow, Long Island, and Cynthia looks very happy about the whole idea. They plan on being married in the early spring.

*John Calley* moved another step up the ladder by joining the Production Coordinator section. *Doug Coulter* moves to daytime work to take his place.

## Production Operations—

### *In Tune With January*

Eat your lunch in—cut more stencils. Then stay late—sharpen those pencils.

This is how each secretary,  
Keeps in tune with January.

Her boss is busy too it seems,  
Signing papers by the reams.

"Do More Work", each memo insists.  
On and on the havoc persists.

So we state (devoid of gladness):  
"Holidays produced this madness."

Enough! Enough! Much work awaits.  
No time to waste on tête-à-têtes.

**Public Affairs Department** — We were glad to welcome *Joan Berger* to our department a few months ago. Joan, who's now residing in New York, is secretary to *Wade Arnold*.

*Mardy Palmer*, who recently returned from a skiing trip in Stowe, Vermont, had such glowing stories to tell, that we're all ready to hop on the nearest toboggan and take off!!!

What have we here coming in the door? An acquaintance of J. Fred Muggs? Well, perhaps . . . but this chimp is *Bobbee Edwards'* adopted cousin, *Junior* . . . really adorable. *Steve Allen* must have thought so too, cause he put him on his show the next evening. And yesterday, his first fan letter arrived (*Junior's*, that is). We hope he's off to a very successful career!!!!

**Technical Operations** — Welcome, welcome . . . *Ed Stolzenberger* to 501 — hope you like us and stay awhile. Also welcome *Barbara Tuohimäki* as official "chart-designer". *Barbara* is replacing *Nancy Nicholson* — who, in turn, is replacing *Florence O'Grady* as secretary to "Pop" and

"TOPS". It seems that each newcomer to 501 is prettier than the other (and that includes you too, Mr. S.). Also, welcome to our new Business Manager *Arthur Garbade* and your secretary *Dorothy Spagna*.

*This'n'that* . . . Has anyone seen a stray Christmas bottle — if so, please contact *Tony Romeo* X640. He is still looking for one. . . . Glad to see you back, *Irving Shapiro* — hope you feel great from now on. . . . Two of a kind — *Tom Smiley* and *Howdy Doody* have deserted us for a month's "vacation" at the Coast. . . . *Anne Pacurar*, maybe you could get *Arthur Godfrey* to sell you his pilot's license — cheap! . . . We hear that *Don Frey* is quite a fan of the Polar Bear Club of Asbury Park — ssssssome fffffun, hhhhhuh, Dddddd!!!

*Brrr*, now lets talk about something warmer — skiing for instance. The ski tracks are heading North again. In fact, a safari set forth for Mad River and Stowe, Vermont, over New Year's weekend consisting of such NBC notables as *Alf Jackson* (WNB type) *Jerry Cudlipp*, *George Jacobus*, *Nancy Nicholson*, *Madalyn Butler* (from Color) and *Florence Herrlich*. No broken skis, no bent ski poles, no sprained ankles, no nothing — in fact, no snow — to speak of!

Lets hope the two mighty *Franks*, *McArdle* and *Weill*, make out better and have wonderful conditions and a good time during their stay at Aspen, Colorado.

## TV Network Sales

**Research and Planning**—Two momentous occasions contributed to the very grand finale of a very memorable year, 1953, now a page of history. Before mentioning them, may we again thank *Allen Cooper* for the excellent job he did in organizing and supervising the wonderful Christmas party for the Research and Planning Department at Tavern on the Green on December 22. The refreshments, entertainment and gifts from *Santa Cornell* were thoroughly enjoyed by everyone, and though Christmas was not "white", it certainly was bright.

We wish to congratulate *Dr. Thomas Coffin* and *Jack Landis* who won an Honorable Mention award for their study "Radio's Effective Sales Power" from the American Marketing Association. This award took place at the National Convention of the A.M.A. held December 28 in Washington, D.C.

The applause meter now moves in the direction of the Planning Section of our department. *Barry Rumble*, though on vacation at the time, was among those honored at a luncheon at the Pierre Restaurant given by *George Frey* for 20-year members of NBC. Similarly honored (and very much present) at this luncheon was *Mildred Schmidt*, the first ten-year girl in our department. Both received pins in recognition of their service.

Also before closing the book completely, *Gloria Betros* must tell you she's become an aunt for the third time, effective December 14, 1953. The score now stands; nephews, three. . . . nieces, nothing! For *Josephine Capetta*, February means the return of her husband from France and Uncle Sam. In her role as Maid of Honor to a girl friend, *Louise Kacicak* wore leaf bronze veileten in the ceremony which took place January 16. A beautiful contrast to the bride and Mother Nature in dazzling white.

## TV Advertising & Promotion—

Remember the movie "My Brother Talks To Horses"? The sequel could well be "Our Advertising Manager Gets Bitten By 'Em" — and the star of this horse opera is *Pat Steel*. The locale was Madison and 36th during the morning rush hour. Getting off the crosstown bus, Pat was on the receiving end of a nip by the indispensable animal who had evidently wearied of waiting for the bus and its alighting passengers to get out of his way. Both horse and ad manager doing well, thank you.

And from right out of the horse's mouth comes word that *Ernie Fladell*, sales promotion writer for "Today," will have a story published in a forthcoming issue of "Today's Woman." *Ernie* and wife, *Judy*, made a trip to Europe very inexpensively and the story tells the how's, why's and dollars-and-sense of it.

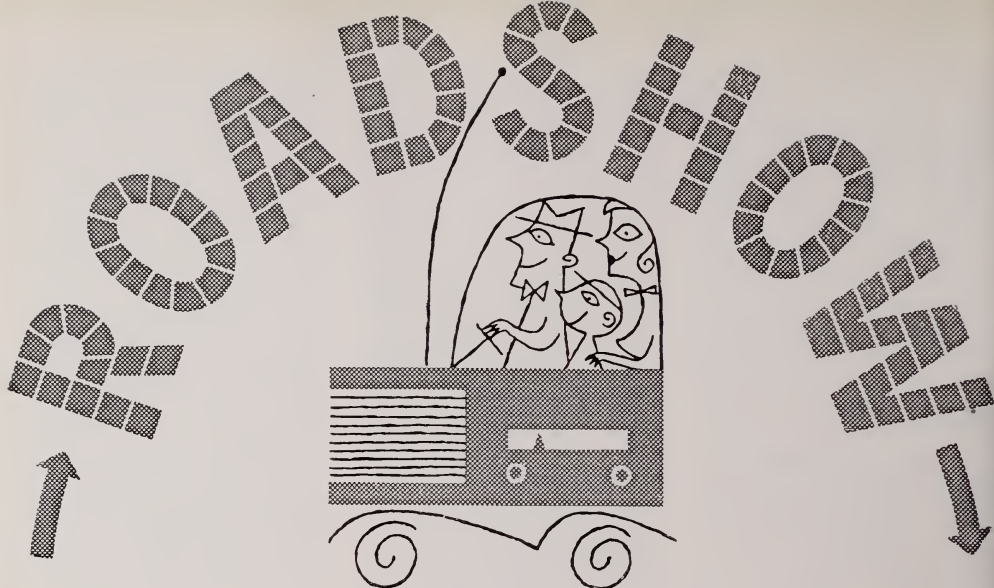
To close out this month, we're bidding so-long to *Bob Gill* of the on-the-air promotion unit. A guy who'll be sorely missed. *Bob* is taking a hiatus for health's sake and it's hoped he'll be back in the not too distant future.

## NBC Marriages

June Valli to Howard Miller, both Chicago  
Conn Murray, San Francisco, to Jane Louise White

Jack Kennedy, N. Y., to Ellen Johnson  
Robert Post, N. Y., to Marna Cohen





*calling all cars!*

## **ROADSHOW IS HERE**

(SATURDAYS, 2 TO 5 P.M.—NBC)

... the first big program in radio history created especially for you who drive on weekends! Today, keep your eyes on the road and your ears on ROADSHOW for

**CASH PRIZES FOR LUCKY DRIVERS**

**SONGS, STARS, ENTERTAINMENT**

**LATE NEWS (W. W. CHAPLIN)**

**LOCAL TRAFFIC TIPS**

**"MR. SAFETY" COURTESY CONTESTS**

*(anybody who drives can win!)*

*With your friendly Road-Master* **BILL CULLEN**

## **DIAL 660**

*Wherever you go, there's*

