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NBC

CHIMES

JULY

1954

RADIO CITY-NEW YORK

NOW YOU CAN WEAR THE NBC CHIMES

See pages 2, 11, 12, 13, 14



CHIMES

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

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Network Sales, Mort Dillon

Research & Planning, Gloria Betros

The Cover

You've heard the NBC Chimes on radio; you've seen them on television. At this moment, you're reading a publication bearing that name. Now, you can wear them as well. Whether or not you can wear them as handsomely as does NBC guidette Lorna Underwood, who graces the cover of this issue of CHIMES, is uncertain, but don't let that stop you. As an NBC employee, you are entitled to purchase products such as the NBC tee-shirt and pennant at a considerable discount.

Several issues ago CHIMES carried the story that NBC was embarking on a program of developing products that were outgrowths of NBC's broadcasting

activities. The article featured pictures of the Radio City souvenir counter where these items were being put on sale. Many NBC employees have since visited this little store to examine and buy some of the scores of products on sale there. Cover girl Lorna Underwood is also the sales girl behind the counter.

Now, for the benefit of employees in other NBC cities, and for NBC New Yorkers outside of Radio City, we have included in this issue of CHIMES a special added section (pages 11, 12, 13, 14) which showcases some of the merchandise, along with prices and instructions on how to order it.

New TV Rate Structure Introduced

NBC last month introduced the first rate structure to cover both black-and-white and color television production and service facilities.

In addition, the pioneering new rate manual offers a basic improvement in method of charging by establishing hourly rates for studios and technical personnel. This will permit users to pre-plan their requirements, tailor their usage to these requirements and pay only for what they need and use.

The simplified new rate structure was announced at a special press conference at NBC's Colonial Theatre.

Here are the highlights of the new manual, as outlined by Sylvester L. Weaver, Jr., President of NBC:

1. By placing a premium on efficiency in usage, important opportunities are offered the advertiser to control and reduce production costs.

2. The rate structure is simplified by eliminating former separate charges for camera and dry rehearsals. Hourly charges apply to total time in studio, beginning with dry rehearsal or camera set-up and continuing to end of broadcast.

3. Unit charges for personnel are the same for color as for black-and-white, so that manpower costs will be determined by the number of men used and the duration of their use in both types of program. The only facilities and service rate differentials for color are for studios, mobile units and extra equipment.

4. A small charge for film origins has been established, so that the cost of NBC facilities will be

distributed more equitably among all users.

"As we have been developing the new industry of television," Mr. Weaver said, "we have been learning how to make it more effective in all its areas, including the business area. With this new rate manual, we are modernizing our system of charges for production facilities and services so that they can be used more efficiently by our clients. In doing so, we are breaking away from the earlier approach of a blanket price for studios and manpower, and making it possible for the NBC television client to buy the facilities and services his show requires and in the amount necessary to meet his requirements. The new structure provides for complete separation in charges for studios, manpower, and extra equipment, and rates are established for the smallest practicable unit of use for each of these elements.

"This will permit our clients to match their usage to their needs and through pre-planning their production, they can realize the benefits of efficiency through reduced costs. We believe that a system of charges which places such a premium on efficiency will be welcomed by clients and their agencies as a real contribution to the business."

The new manual was reviewed in detail at the press conference by William V. Sargent, TV Network Program business manager, and Edward J. Stegeman, manager of program budgets. The new rates became effective July 1.

NBC News Roundup..

'People Are Funny' Moving to NBC

"People Are Funny," for years one of the outstanding audience participation programs in broadcasting, moves to the NBC radio and television networks next fall. The show will be sponsored on TV and on alternate weeks on radio by the Toni Company, a division of the Gillette Company.

"People Are Funny," which stars Art Linkletter as emcee, will be seen on NBC-TV on Sunday from 7-7:30 p.m., EDT, starting Sept. 19. The NBC Radio Network will carry the program on Tuesdays from 8-8:30 p.m., EST, beginning Oct. 5.

NBC's Color Caravan Swinging Through U. S.

A panorama of America is being brought to the television audience in color for the first time, as the National Broadcasting Company's Color Caravan rolls through the East and Midwest this summer, visiting 10 cities.

Last month NBC's Color Mobile Unit visited on successive weeks St. Louis, Milwaukee, Chicago and Columbus. This month it hits Cleveland, Washington, Baltimore and Philadelphia. In August it will travel to New York and Boston.

In each city the Color Caravan focusses on an interesting facet of local life. The color feature is presented as inserts on the "Home" and "Today" shows. The colorcasts, of course, are seen in high-quality black-and-white on the nation's existing monochrome sets.

Sponsors Signed for Color 'Spectaculars'

Last month news of the signing of sponsors for NBC-TV's series of color "spectaculars" was announced. Oldsmobile will sponsor a series of 13 "spectaculars" which will be seen every fourth Saturday from 9:00-10:30 p.m., beginning Sept. 25. This series will be produced by Max Liebman. Ford and RCA each will sponsor 45 minutes of each program in the series of 13 "spectaculars" to be seen from 8:00-9:30 every fourth Monday night, beginning Oct. 18. Leland Hayward will produce.

'Today' Goes Coast-to-Coast In September

NBC-TV's "Today" will become a coast-to-coast network program beginning Sept. 27. The early morning news and special feature series which started on Jan. 14, 1952 is currently seen by more than 3,600,000 people in the East and Midwest. With the commencement of the program in the Pacific Time zone, it will become available to an estimated 3,412,000 homes in California, representing 83 per cent of all West Coast TV homes.

"Today," with the casual Dave Garroway at the helm Mondays through Fridays, is seen from 7-9 a.m. in the East and Midwest. In California, it will be presented from 8-9 a.m., PST.



Discussing the history-making sales contract recently signed between NBC's stations in New York and the Hudson Pulp and Paper Corp., are Hamilton Shea, general manager, WNBC-WNBT (seated behind desk) and (l to r): Ernest de la Ossa, WNBC-WNBT station manager, Lue Stearns, Eastern Radio Spot Sales manager, Bob Howard, Spot Sales account executive, and Tom McFadden, director of National Spot Sales. The Hudson contract calls for a year-long saturation campaign for Hudson household tissues and constitutes what is believed to be the largest single station purchase of radio and television time and talent.

NBC-TV Announces Greatest Volume Of New Business in History

The greatest volume of new business in the history of the television network was announced last month by NBC. The sales, covering the preceding 60-day period, totalled \$22,543,000 in gross time billings alone, Sylvester L. Weaver, NBC President, reported. With talent costs also figured in, the total new business signed by NBC-TV in the past two months comes to a spectacular \$35,500,000. In addition, the network signed \$29,000,000 in renewal business (\$44,350,000 including talent costs) for a total of more than \$51,500,000 in new and renewed business (gross time billings only) reported in the previous two months.

NBC and BBC Pool TV News Resources

The National Broadcasting Company and the British Broadcasting Corporation have signed a contract for exclusive exchange of news film and cooperation on the coverage of stories in distant parts of the world where one or the other may have cameramen. The contract renews a relationship that existed until 1953.

Negotiations for the new contract were begun last April between Sylvester L. Weaver, Jr., President of NBC, and General Sir Ian Jacob, Director-General of BBC. The contract was signed last month by Robert W. Sarnoff, NBC Executive Vice President, in London.

Management Conferences

Management Meetings on Company Operations Prove Productive

It is almost axiomatic that before a problem can be solved, first it must be exposed and isolated so that the solvers can then thoroughly examine it and determine what, if anything, should be done.

For the past seven months the National Broadcasting Company has been vigorously putting that principle to work in the vitally important areas of personnel, labor relations and management practices. The means: "Management Conferences," a series of regularly-scheduled meetings of groups of NBC supervisory personnel. The program is dedicated to the proposition that confusion thrives on obscurity, and that although exposure and discussion will not automatically solve all possible difficulties, they go a remarkably long way towards that goal.

This ground-breaking series of conferences finds its origin in discussions held last fall between John M. Clifford, Vice President in charge of Personnel, and top officials of NBC's Technical Operations and Staff Engineering Departments. An important conclusion reached then was that a sure way of improving the effectiveness of NBC's operations, including organization, management practices, labor relations and personnel programs, was to bring

about a wider and clearer understanding of their aims among members of the company's supervisory force. It was decided that the best way to do this was through a series of meetings, attended by operating supervisors and staff representatives, where the cross-talk of lively discussion, and the comparing of mutual problems and how they have been solved, would add to everyone's store of practical knowledge of how to deal with the continuing management responsibilities of the supervisor.

Within a month the program was underway. The departments of NBC which were to participate in the program were Technical Operations and Plant Operations, two highly important operating areas of NBC, which have probably grown faster within the past eight years than any other sections of the company.

The schedule for Technical Operations called for meetings to begin in December and continue through early June. The 37 top-ranking supervisors of that department were divided into two groups, each of which have thus far attended eight meetings. Plant Operations conferences began in February, with its list of 52 supervisors broken up into three groups, and were

held approximately once a month until June. This division into smaller units was dictated by the well-known psychological phenomenon that the larger a gathering of people grows, the more will each person lose his individuality and willingness to express his opinions. Since universal participation and free discussion were essential to the conferences, limiting of attendance to between 15 and 18 proved to be eminently suitable.

The identification of this series of meetings as *conferences* in the true sense of the word was made very clear at the outset. The operating supervisors who attended set the agenda for the meetings, decided what problems would be appropriate for discussion, and in what order they should be covered. Then, in succeeding meetings, they kicked the conversational ball around among themselves, as well as with men representing other staff and line operations. In the cases where solutions were arrived at, it was always the result of this cross-table discussion and the free interchange of opinion, information and experience. Don Rutledge, of the Personnel Department, acted as conference leader at all the meetings, but his role, deliberately so, was confined to initiating and guiding discussion. They were far from training classes in method or in atmosphere, but that is not to say that information was not imparted, because when a group of men with the technical and showbusiness experience that these NBC supervisors have sit around a table and thrash out a problem, everyone present is going to benefit.

The Management Conferences gave information to the supervisors in other ways, too. From time to time, as the progress of the sessions called for it, expert advice would be requested. For example, Anthony Hennig, Associate Director of Production, outlined the top organization structure of NBC, and the Company's concept of the management responsibilities of its supervisory force. B. Lovell Jacobsen, Director of Personnel, spoke to the groups on several occasions on various matters of personnel and labor relations policy. Representatives from Production Operations and the Unit Manager's office explained the thinking behind NBC's



Plant Operations supervisors were divided into three groups. In this one, beginning at left foreground, are: Ernie White, Emil Egelhoffer, Walter Hawes, Bert Susman, Jim Richards, Bill Dannhauser, Bob Lissner, Bill Sharon, Jack Geagan, Bill Ervin, Humbert Rodamista, Stewart Martin, Ray Lyon and Don Rutledge.



One of the two groups of NBC Technical Operations supervisors. Around table, beginning at left front, are: Stan Peck, Charles Townsend, Charles Phelan, Andrew Thompson, Ed Stolzenberger (just hand visible), George Graham, Gerry Sellar, Fritz Rojas, Don Rutledge, Lew Tower, F. A. Wankel, Courtney Snell, Ed Wilbur, Clem Walter, Thomas Buzalski, Alfred Jackson, John Schaller, and Al Protzman.

activities in their areas. Both the Plant Operations and the Technical Operations group felt that they were in need of more knowledge of each other's operations, and so James Glenn, Director of Plant Operations, and Thomas Phelan, of Technical Operations, addressed groups from each other's departments. Moreover, all the supervisors attending the conferences were given organization charts of the top-structure of the company as well as detailed charts of those departments with which they had the closest relations.

But information did not only pass from supervisor to supervisor, and from executive levels down to those attending the meetings. These were conferences of NBC's middle management and what was said and done at them were matters of keen interest to top management. The ideas and concrete proposals expressed at the meetings were duly relayed upward, not only so that the high-ranking officers of the company could be kept aware of the tone of opinion and sentiment among the supervisory groups, but also so that action could be taken on noteworthy ideas. For example, the recent creation of the function of cost engineer in Technical Operations—a representative of that department who attends Program Planning and Estimating Meetings—was a direct recommendation developed at one of the Management Conferences.

At the Management Conferences, more time probably has been devoted to Labor Relations activities at NBC than to any other particular function. This is entirely in keeping with one of the purposes of the conferences — to

increase the effectiveness of NBC's labor relations program. The purpose of that program, of course, is to maintain industrial peace, by having the company work together with the various unions that represent certain of NBC employees in continuous efforts to achieve this goal. Therefore it is vitally necessary for all members of the supervisory force to understand the background of the unions at NBC, the agreements which govern their relationship with the company, and the mechanics of the day-to-day contacts between unions and NBC. This field was given careful treatment, with representatives of the labor relations staff participating in order to get from and give to the supervisors first-hand information. One of the major pursuits of the Management Conferences when dealing with any subject has been to explore those areas in which they feel improvement can be made.

It has been generally agreed among the participants that one need which must be filled is better understanding by the operating supervisors of the exact terms and interpretations of the

bargaining agreements in force between company and unions. To this end, one of the main goals of the Management Conferences when they resume early next fall will be to examine in detail the major contracts.

By the time the last meetings of all groups in the Spring series was held, the consensus was that the Management Conference program was worth every minute spent by the supervisors, both in the sense of exchanging information and in pointing out problems and their possible solutions. Many supervisors also found that some matters which once seemed wrapped in difficulties, when subjected to the strong light of exhaustive discussion, had half the surrounding troubles disappear. Sure answers were not always found to all questions, but at least problems were stripped down to the real essentials.

These Management Conferences were designed from the start to be hard-hitting and frank examinations of things that stood in need of improvement. There was no soft-pedalling or avoidance of hard problems. A basic premise was assumed that problems do exist, that they are inevitable in a kinetic, fast-moving industry such as broadcasting, but that they can and will be solved. But first of all the difficulties had to be isolated and analyzed before they could be dealt with effectively. Here was the real work that the Management Conferences had to do—first, to get these knotty points out in the open and to scrutinize them carefully, and then to bring the full weight of group analysis to bear upon the problems so that the collective experience, knowledge and skills of all present would be exerted to find the solutions. And they will be found, because they must be. But, in a business like this, you can be sure there will be new problems. At least now, though, NBC has marshalled the best possible means of dealing with them.



At a Plant Operations Management Conference, around table, beginning at left foreground, are: John Herman, Paul Hergenbahn, Pat Cahill, Bill Sharon, Don Rutledge, B. L. Jacobsen, Dick Lerner, Dan Levitt, Reginald Campbell, Jim Wynn, Keith Calkins and Pat McInerney.

Hanson, Shelby Promoted

Shelby Elected Vice President and Chief Engineer:

Hanson Advanced to RCA Staff as Vice President

The election of Robert E. Shelby as Vice President and Chief Engineer of the National Broadcasting Company was announced last month by Sylvester L. Weaver, Jr., President of NBC, following a meeting of the Board of Directors. Mr. Shelby previously served as Director of Color Television Systems Development for NBC.

On the same day, Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC, following last month's meeting of the RCA Board of Directors, announced that O. B. Hanson, who had been Vice President and Chief Engineer of NBC, had been elected to the RCA staff as Vice President, Operations Engineering. In that post he has responsibility for engineering matters pertaining to broadcast and communications operations, and directs the activities of the RCA Frequency Bureau.

The new NBC Vice President and Chief Engineer is one of the pioneers in the development of black-and-white and color television. As a member of the NBC organization since 1929, he has a long list of achievements to his credit in helping to bring television to the American public.

When NBC first established its television development laboratory in the Empire State Building in New York in 1931, he was placed in charge of the

project, supervising the earliest experimental work in TV operation techniques.

From 1935 to 1937, he assisted in the organization of RCA-NBC field tests of all-electronic television and in the design of equipment and facilities for those tests.

During World War II, Mr. Shelby directed NBC's wartime research and development activities, including the development of an air-borne television reconnaissance system for the United States Navy. He also served during this period as technical consultant to the National Defense Research Committee.

Mr. Shelby has participated actively for a number of years in the television standardization work of various industry committees, including the National Television System Committee, the Radio Technical Planning Board and the Radio-Television Manufacturers Association.

Before his promotion to Vice President and Chief Engineer, he was director of Color Television Systems Development for NBC, and in this post played an important role in the introduction to this country of RCA-pioneered compatible color television.

Among the other executive positions Mr. Shelby has held in the NBC Engineering Department are director of

technical development and director of technical operations for the television network.

The activities and contributions of O. B. Hanson to the field of broadcasting are so numerous, so widespread and so impressive that it is virtually impossible to list them. From the early days of station WEAJ (now WNBC) in New York, through the birth of NBC in 1926, the vast improvement in sound broadcasting over the past three decades, and the development of both black-and-white and color television, to the present day, O. B. Hanson has left his imprint on broadcast engineering in a manner that few other men have.

To mention only a few highlights, O. B. Hanson charted the construction, development and adaptation of NBC's great technical plant, including the world-famous Radio City in New York, the NBC-TV center at Burbank, and the brand new TV transmitting facilities for WNBC, Cleveland, as well as the studios, technical systems and transmitters at all other NBC locations. He is one of those most responsible for bringing radio from the days of the not uncommon "Due to technical difficulties beyond our control . . ." to its present state of technical excellence.

Mr. Hanson's active participation in television's development dates back even earlier than 1926, when RCA, in cooperation with NBC, inaugurated an exhaustive series of field tests in the new medium. He helped secure and maintain for NBC its position in black-and-white television engineering, and for years he worked hand-in-glove with RCA Laboratories in the research, development and installation of the RCA system of compatible color television.

"O.B.," as he is known to thousands, was a ship's radio operator before and after a term of employment with the old Marconi Company in New Jersey. He opened his own electrical business in Hartford in 1921, and then broke into radio broadcasting with WAAM, Newark. He joined WEAJ as a staff engineer and later became plant manager. He continued in that capacity when NBC was formed in 1926. Several years later he was named Chief Engineer, and in 1938 was elevated to a Vice Presidency.



Robert E. Shelby, who last month was elected NBC Vice President and Chief Engineer.



O. B. Hanson, who was elected to RCA Staff as Vice President, Operations Engineering.



(On left) At head table, seated clockwise, beginning at 6 o'clock, Mr. & Mrs. Arthur Schweiger, B. L. Jacobsen (barely visible), Dave Moloney, Eleanor Pierce (barely visible), Cass Ohynowicz, Ed Starr, Don Rutledge, Joe Kent and Dick Zell. (On right) Shortly after dinner and the awards a piano and a piano player—Charlie Porter—were found and put to work.

N. Y. Bowling Dinner

The season's-end dinner of the New York Bowling League was held this year at the Tavern-on-the-Green, on May 26. Over 100 bowlers and guests saw retiring president Cass Ohynowicz turn over the reins to the newly-elected chief, Al Protzman. Special tribute was paid to the winning team, TV Supply, and its members, Joan Coffey, Einar Johnson, Dave Clark, Doc Dick-

son, Dick Aimone, and John Brady. Number two team was Construction. Top male bowlers Les Vaughan and top female bowler Mary Lynch (see photo right) also racked up the season's high individual series scores, 622 for Les and 562 for Mary. High individual game scores were those of Harold McDermott (236) and Shirley Fischer (222).



Les Vaughan, top male bowler, and Mary Lynch, No. 1 female kegler, offer mutual congratulations as Cass Ohynowicz beams. Les' average was 166.82 and Mary's was 156.81. Runner-up among men was Frank Mocarski, with 165.65, and second high among women was Joan DeMott, with 153.34.

Cass Ohynowicz, retiring president of the League, presenting awards to Joan Coffey, captain of winning team, TV Supply, and to Frank Zoeller, captain of Construction. Seen in foreground are (L to R): B. L. Jacobsen, director of Personnel, George McElrath, director of Technical Operations.

At May 26 dinner marking end of N. Y. bowling season were (L to R): Ed Lyons, Peggy Heelan, Bob Sammons, Eleanor Beebe, Charlie Zucker, and Pat McInerney.





Secretaries at KNBC, San Francisco, were presented with flowers on Secretaries' Day. With George Greaves, general manager, are (back row, L to R): Muriel Joez, Gail Monroe, Pat Covell, Betty Hauser, Helen Holmlund, Lois McInerney; (front row, L to R): Mary Bland, Janet Sligh, Mr. Greaves, Lorrie Bunker and Norma Robison.



A vase of orchids was presented by Tom McCray, KNBH, Hollywood, general manager, to the secretaries there on "their day." L to R: Alice Gardner, Marge Clark, Mr. McCray, Rosemary Gorman, and Muriel Pollia. In addition, Jack McElroy invited Hollywood secretaries to be guests on his show.



National Secretaries' Day at NBC Chicago found general manager Jules Herbubeaux presenting flowers to the feminine employee with the longest record of service and to the newest girl. At left is Isabelle Cooney, film procurement director, who has been with NBC since 1929, and Joni Meridan, secretary in Film, who started at NBC this spring.

SECRETARIES' DAY AT NBC

NBC offices throughout the company on May 26th paused in the everyday rush of business to pay tribute to that all-important group of employees — the secretaries. In recognition of the part these girls play in making NBC the leader in the broadcasting industry, each office sent flowers, with a note of appreciation, to them on "their day."



Secretaries' Day at NBC Washington was observed by the presentation of flowers to all girl Fridays. Discussing event at lunch are (left photo, left to right): Lucile Buice, Advertising and Promotion, and Lucille Staiger, Peggy Barnes and Sally Hoover of Accounting. (Right photo, left to right) Frances Childs, Communications, Bert Quinn, secretary to Carleton D. Smith, Vice President and General Manager of WRC-WNBW, and Martha Cosgriff, secretary to Joe Goodfellow, director of Sales for the stations.



Roses are pinned on Cleveland secretaries by Bill Davidson, assistant general manager. The smiling gals (L to R) are: Shirley Rich, Glenna Hanson, Jeanne Walker, Dorothy Inglis, Jean Strobel, Marian Walter, Peggy Amsden, Joanne Barnes, Joan Illingworth and Louise Tkaes.



At NBC Hollywood, F. A. Berend, Assistant to the Vice President, presented a corsage to his secretary, Elaine Forbes, who has been employed there since 1936. She has been secretary to Mr. Berend since the start of her NBC career.



TV Network Sales secretaries in New York just getting their roses are Judy Marshall, left, and Betty Olson. Presenting them is Bob Berner, and behind him Ted Kupecwicz.



TV star Jack McElroy honored KNBH and NBC secretaries on his TV show May 26th. L to R: McElroy; Pat Leslie, Terry Seigny, Marianne O'Connor, Aileen Henderson, Nita Loveless, Heloise Edwards, Jeanne De Divier, Mila Noyse, Joan Christianson. Terry was made richer by four automobile tires which she won on the show for correctly identifying a picture of Ft. Sutter.

Early in the morning of May 26, mail boys at New York brought red roses around to every secretary at NBC. Here they are seen distributing them in TV Network Sales.



Barbara Marks is shown receiving her orchid from Al Wooley, manager of recording sales at NBC Hollywood. Barbara has the distinction of being NBC Hollywood's most recently hired employee.

Hickox Named to New Pacific Post

In a move pointing up the constantly increasing importance of the West Coast in both radio and television, the National Broadcasting Company last month announced the appointment of Sheldon B. Hickox, Jr., to the newly created position of director of Station Relations for the Pacific Division.

The announcement was made by Harry Bannister, NBC Vice President in charge of Station Relations, in a letter to NBC affiliates. He said that Mr. Hickox, with headquarters in Hollywood, will be directly responsible for all station relation matters affecting affiliates in the Pacific and Mountain time zones. The appointment was effective July 1.

Mr. Hickox is a veteran of 25 years' service with NBC, the last five of which he has been director of Station Relations. During his long career with the company, he played a prominent part in the development of the Red and Blue radio networks and in later years in the formation and expansion of the NBC-TV network.

Born in Boston, Mr. Hickox attended Amherst College and came to NBC in 1929 as assistant to the manager of sales traffic. In 1933, he was named supervisor of commercial traffic and two years later he was appointed assistant manager of Station Relations. He was named manager of Station Relations in 1939, a position he held until he became director of the department in 1949.

Finn Pedersen

On May 9th, Finn Pedersen, senior air conditioning electrician of the Air Conditioning Department at NBC New York, died suddenly at his home, 1164 Patterson Plank Road, Secaucus, N. J.

Mr. Pedersen was born on Staten Island, June 11, 1904, and was an employee of NBC since September 1937. During that time he gained very many friends and was well known and liked throughout the company.

He is survived by his wife, Lillian, two daughters, Marie and Carol, and his brother George. Burial was on May 12 at Cresthaven Cemetery.

The Picture Story



Haille Selassie, Emperor of Ethiopia, at the outset of his tour of the United States last month, visited NBC's studios and facilities in New York. He is especially impressed with color television. He is seen in left photo with Sylvester L. Weaver, Jr., President of NBC; on right he is with Cornel Sullivan, NBC public relations representative (left), and Meade Brunet, R. Vice President and Managing Director of RCA International.

William Ray, director of NBC Central Division News and Special Events, sailed for Europe with his family last month. On *Ile de France* before sailing time are Mr. Ray with wife, Sue, and sons Luther (L) and William, Jr.



Arthur J. "Dutch" Bergman and Ray Michael, popular radio and TV sports commentators at NBC Washington, were honored for their contributions to D. C. sports activities with a special "Ray Michael-Dutch Bergman Day" at the Marlboro Raceway. L to R: E. C. Cheney, Dutch Bergman, Ray Michael and H. L. Macgruder. Cheney and Macgruder are Raceway owners.



Now! The NBC CHIMES Come to Life!

Have you heard about the newest member of our family? Well, it's an exciting new NBC Souvenir and Gift Shop that's just been opened on the mezzanine floor here at New York's Radio City . . . and it's filled with wonderful items made specially for us by leading manufacturers! After looking them over, we decided (and we're sure you'll agree) that they'll make perfect gifts for all your family, your children and yourself! Delightful gifts for birthdays, anniversaries, Christmas and any special occasion!

On these pages, you will find pictures of these NBC-identified items. Beautifully-designed Cufflinks, Tie Clasps, Charm Bracelets, Money Clips and other jewelry! Novel Animated Pencils! Charming American Beauty Compacts! T-Shirts, Handkerchiefs and Pennants! Dolls, Crew Hats,

Baseball Caps and a host of other interesting gifts, each bearing the NBC Chimes insignia in full color!

And that's not all! We've included a selection of famous NBC-character Toys, Games, Puppets, etc., *especially for the children*, and featuring the irrepressible J. Fred Muggs, Howdy Doody, Ding Dong School, Roy Rogers, Hopalong Cassidy and others!

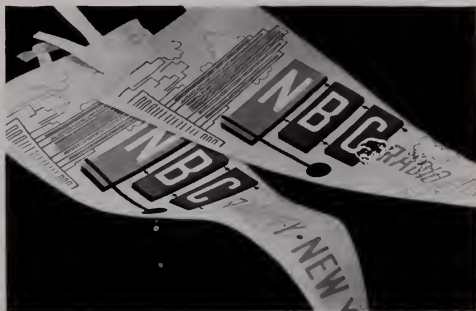
As NBC employees, you can buy any of these items at *big savings* . . . at prices much below usual retail! If you're in New York, visit the mezzanine floor. For out-of-town NBC parents, just select the souvenirs, gifts or toys you want . . . send us your order and we'll ship the merchandise to you.

("HOW TO ORDER" — SEE BOTTOM OF PAGE 14)



A Sure-Fire Hit with the Kids! NBC T-SHIRTS

Full-color sketch shows a Cowboy TV Camera lassoing a Microphone Indian with NBC Chimes in the middle! Of fine combed cotton yarn, colorfast, waterproof. An exciting gift for both boys and girls! Sizes 2 to 16 (14 and 16 with Chimes design only). **80¢ each**



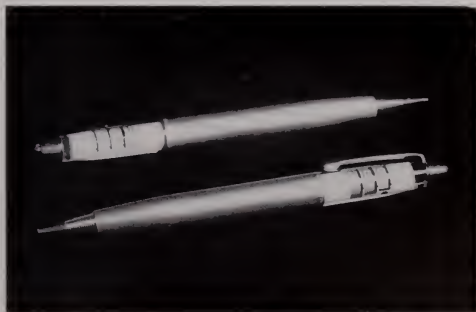
Gay and Colorful Felt PENNANTS

A full-size 27-inch pennant with red, blue and green NBC Chimes and Radio City on yellow background. Fine quality felt. Decorative for office, studio, your den at home and the children's room! **40¢ each**



Full-Color Auto DECALS

Order a load of these new NBC Auto Decals and use them on your own car and luggage! Then give them out to your friends, too! Clever sketch shows TV Camera, Microphone, Chimes and Radio City! **8¢ each**



The Newest Idea in ANIMATED PENCILS

When you're writing, this sleek plastic-and-gold pencil looks like any ordinary pencil. Turn it upside down and presto! the NBC Chimes float into view in full color. **\$1.20 each**



Cute-As-A-Button CREW HATS

You'll adore the pert brims (turn 'em up or down!). In gay red-and-white, blue-and-white or all-white, with NBC Chimes insignia in color. Small, medium and large for young and old NBC-ites! **63¢ each**



Ladies' Dainty NBC HANDKERCHIEFS

Order at least a half dozen of these pretty little NBC Handkerchiefs! Three styles . . . TV Camera, Microphone or Chimes hand embroidered in color, neat lace edging (order by style) **28¢ each**



Automatic-Action CIGARETTE LIGHTERS

Inexpensive snap-it lighter with full-color Chimes insignia on white background. **\$1.00 each**



Start Your Own CHARM BRACELET

A real NBC item with 3 gold or silver-finish charms to begin with—TV Camera, Microphone and Chimes in color! Add as many charms as you like! Bracelet and 3 charms complete. (Fed. Tax included) **88¢ each**



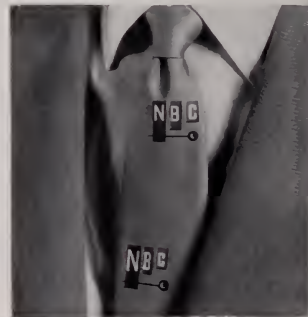
New China TV Camera Dinner BELLS

A dainty California-made dinner bell simulating an NBC-TV Camera, with Chimes in full color on the side and ribbon bow on top. **80¢ each**



For the Younger Male Set! BASEBALL CAPS

Just like the pros wear! Navy blue baseball cap with peak and right above, the NBC Chimes insignia in color. Small, medium and large sizes. **55¢ each**



Hand-Painted All Silk TIES

Small NBC Chimes in color distinctively adorn these smart new Ties. All pure silk. 52" long. Choice of colors. **\$2.80 each**

The Most Famous Dolls in the World!

NBC PAGE and GUIDETTE DOLLS

Perfect replicas of those charming, personable NBC Pages and Guidettes who have escorted millions of tourists through NBC's Radio City! The doll uniforms are miniature duplicates exact in every detail! The Boy Pages and Girl Guidettes are 8 inches tall and made of a special life-like plastic that enables you to move head, arms and legs into any position. Gift boxed and a buy at **\$2.40 each**. (not illustrated)



Glo-In-the-Dark FLASHLIGHTS with Key Chain

Handy-sized flashlights with NBC Chimes insignia. For finding the right key, reading theatre programs, for the children! Red, green, blue, gold. Gift boxed. **80¢ each**



=119 POLKA DOT LINEN Cotton
in Green, Navy \$2.50

"HOME" Busypockets APRONS

They're New! They're Gay! They're designed especially for our very own "Home" Show by Midge Gram, and worn by Arlene Francis and all the staff! You'll love these big, deep-pocketed all-purpose Aprons! For men and women. Styles for kitchen, company and the garden!

- =101 DENIM in Navy, Faded Blue, Oxford, Pink \$2.00
- =105 PLAID DENIM with Fringe in Red, Green, Blue \$2.00
- =127 MAN'S BIB-TOP in Denim, Navy, Oxford, Faded Blue \$2.50
- =128 TWEED DENIM in Beige, Gray, Pink, Aqua \$2.00
- =129 MAN'S SHORT APRON in Navy, Oxford, Faded Blue \$2.00



=122 DENIM GARDENER in Navy, Faded Blue, Oxford, Pink \$2.00



Lovely Enamelled NBC COMPACTS

Here's a gift that every girl will appreciate . . . a chic gold and full color NBC Chimes Compact designed by Elgin American exclusively for us. In lovely American Beauty gift box. \$2.00 each



All-Purpose ZIPPO CIGARETTE LIGHTERS

Here's a perfect item for every man . . . a famous Zippo lighter with NBC-TV Camera gold medallion and Chimes embossed on the side. Gift boxed. \$3.00 each



TV-Camera and Chimes JEWELRY

- Cufflinks (A) pr. \$2.64
- Money Clips (A) 1.52
- Key Chains (A) 1.52



A smart line of gift items in gold-finish 24K jeweler's bronze at moderate prices. Distinctive TV Camera design with NBC Chimes embossed in full color. Gift boxed. (Prices include 10% Federal Tax)



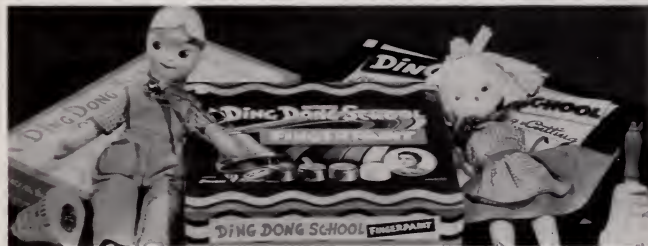
- Tie Tacks (A) \$1.19
- Tie Clasps (B) 1.54
- Bracelets (C) 2.64
- Charms (not illustrated)88



HOWDY DOODY

Hand Puppets (Howdy, Clarabel, Princess)	\$.80
Magic Slates20
Wash Mitts (Howdy, Clarabel, Princess)40
Towel & Wash Mitt sets	1.60
Girls' Nylon Panties (sizes 2-12)48
Sand Form Beach Games40
Educator Spoon-and-Fork sets by International Silver80
Golden Books (6 titles)20
Playing Card games15
Table Place Mats48
Baby Suction Toys (Howdy, Clarabel, Princess)80

Baby Roly Poly Rattles (Howdy, Clarabel, Princess)80
Ukeleles80
Cowboy Hats80
Paint Sets48
Crayons48
Sewing Kits40
Jigsaw Puzzles48
Metal Lunch Boxes95
Howdy Doody Board games	1.60
Clockadoodles (action toy)	2.00
Acro-Doodles (action toy)	3.20
Howdy Doody Action Dolls (21-inches high)	3.75
Clarabel Action Dolls (21-inches high)	3.75



DING DONG SCHOOL

Rubber Bell Bells	\$.56
Finger Paint Sets80 and 1.60
Coloring Sets80 and 1.60
Paint Sticks80
Clay Sets48
Crayons08
Train Sets	3.75
Ding Dong Bobby (stuffed boy doll) ..	2.20
Ding Dong Betty (stuffed girl doll) ..	3.20

Luggage	
Breezeway	\$1.04
Breezeway (large)	1.60
Vanity	2.00
Doll Trunk	3.20

Wild Life	
Stuffed Animals in Transparent Scenic Boxes (Chipmunk, Beaver, Raccoon, Skunk)	each \$2.40

HOW TO ORDER

Select the item or items you want at the low employee discount prices. Be sure to list quantity, item name or number, and size or color where necessary. Then send your Check or Money Order (DO NOT SEND CASH) to:

Attention: SYD RUBIN
National Broadcasting Company, Inc.
RCA Building, Radio City, New York 20, N. Y.



J. FRED MUGS

Hand Puppets (Autographed)	\$.80
Squeeze Toys	1.60
Stuffed Toys (18-inches)	4.78
Stuffed Toys (24-inches)	6.38



HOPALONG CASSIDY

Coloring Books	\$.98
Bar 20 Golden Books20
Hoppy Puzzles48
TV Picture Puzzles40
Hoppy Games	1.60



ROY ROGERS

Roy Rogers Wrist Watches	\$1.06
Dale Evans Wrist Watches	4.06
Roy Rogers Alarm Clocks	3.06

John Cameron Swayze News Games .. \$2.40

Magic Clown Golden Books

Jerry Mahoney Ventriloquist Dummy .. \$5.19

Mike and Screen Awards

Three NBC Shows, One Girl Honored

NBC was honored for "outstanding contributions" in three branches of radio and TV journalism at the annual Mike and Screen Press awards dinner of the Radio - Newsreel - Television Working Press Association of New York, which was held June 4 at the Waldorf-Astoria.

The three awards were to NBC News for "Guatemala: Red Rule On Our Doorstep," "Heart of the News" and a spot news story seen on Camel News Caravan.

Another tribute came NBC's way on that same occasion when Barbara Klopp, operations clerk in the Traffic Department of WNBT, was selected to reign as the "Official Queen of the Mike and Screen Press Dinner."

Barbara has been working for NBC since Jan. 30, 1953. She is a native of Reading Pa., and while attending Pennsylvania State University, was elected "Miss Penn State" and "Junior Prom Queen" at the University of Pennsylvania.

She was one of the five finalists in the competition for the title of "Miss NBC," which was held last March in the New York office of NBC. Barbara is 23 years old, five feet two inches tall and weighs 108 pounds. She has brown eyes and brown hair.



Barbara Klopp.

Bargain Counter

For Rent: Completely furnished, very attractive 1½ room apartment, with TV set—6 months sublet and possibility of 2 year lease extension. In Tudor City. \$1500 (owner has \$3200 invested in apartment) Phone MU 9-0894 before 9:30 am and after 5 pm.

For Sale: A bargain for an NBC-lite. 16 mi. from NYC in Nassau Co., Floral Park. Beautiful 3 bedrooms, 1½ baths, 2 car garage, perfect condition, many expensive extras, low taxes. In park section 10 min. walk to everything. Immediate occupancy. Call Jean Collins, Ext. 8238, NY.

For Sale: Motor Scooter Cushman SHP with sidecar. Fire engine red, all attachments, automatic transmission up to 90 miles to gallon; 50 mph. Superperfect condition. Call David Klein, Ext. 8272, NY.

For Rent: Small six rooms and bath, guest cottage in Westport Conn., on yearly unfurnished basis. Available September. Call Ext. 208, NY, or Westport Capital 7-2790.

For Sale: 1948 Chevrolet coupe. Very clean; new tires, brakes, motor recently overhauled. Radio, heater. Priced for quick sale. Call John Hurlbut, Ext. 1191, NY.

For Sale: In Hackensack, N.J., a Swiss chalet log residence, 3 bedrooms, 2 tile baths, finished playroom, living room with huge fireplace, dining room, all electric modern kitchen, freezer, dishwasher, oil heat, large flagstone terrace and stone barbecue on famous trout river with private swimming, 3 acres, orchard, majestic trees. Decorator-furnished throughout, wall to wall carpeting, drapes, spreads, etc. Price: \$38,000. Situated 50 mi. from George Washington Bridge, Rt. 47. Call David Savage, Ext. 7171, NY.

NBC Marriages

Bob Walsh, N.Y., to Ellen Patricia Moore
Lucy O'Leary, N.Y., to Walter G. Mitchell
Cy Hartman, N.Y., to Priscilla Maertins

Evans Author of Radio-TV Sales & Promotion Book

Jacob A. Evans, director of National Advertising and Promotion for the National Broadcasting Company, has written the first book ever published on radio and television sales and promotional techniques.

The book, titled "Selling and Promoting Radio and Television," was published on June 23 by Printers' Ink Books of New York.

In clear language, Mr. Evans outlines the approaches and techniques of selling the two electronic media. Included in the book's 334 pages are chapters detailing how to operate a successful promotion department, how to build station audiences, preparation for the sales call, servicing the account, radio-TV sales management, selling radio in a television market and the tools of television selling. In addition, there is a special chapter on color television.

Niles Trammell, former President and Chairman of the Board of NBC, wrote the foreword for "Selling and Promoting Radio and Television."

NBC Frogs Leap Out of Money in S.F. Meet

KNBC has no softball, basketball or bowling team . . . but last month the station was well represented in the annual Jumping Frog Jubilee at California's Angels Camp. The yearly croaker meet is based upon the famed Mark Twain tale concerning the "Celebrated Jumping Frog of Calaveras County." KNBC sports commentator Ira Blue one year copped second place in the croaker derby with "Dudley Manlove," a thoroughbred named in honor of the popular KNBC announcer. "Dudley Manlove" croaked his last during the winter, however, and "Dudley Manlove II" hopped out of the money at Angels Camp this year. Other entries among the also hopped list in the KNBC stables included "Roundheels Soltau" owned by newsmen Ed Arnov and Bill Cottrah, "Flow Blah" (try that backwards) owned by veteran sportsman Hal B. Wolf, "G. David" owned by sportscaster Gordon Soltau, and "TWX" owned by traffic supervisor Frances Davis and press writer Jane Morrison.

NBC Births

To Joe Rife, Chicago, a daughter, Monica Marie
To Ronen Westcott, Hollywood, a son, John
To Larry Dworkin, N.Y., a son, Gregory Glauber
To Leonard Greenberg, N.Y., a daughter, Jodi Ellen
To Bill Quinn, N.Y., a daughter, Patricia Marie
To Walter Kravetz, N.Y., a son, John Theodore
To Jerry Green, N.Y., a son, Theodore Samuel
To Joel Beiers, N.Y., a son, Alan
To Bob Garthwaite, N.Y., a daughter, Lynn Ann
To Robert Quinn, N.Y., a daughter
To Bill Radcliffe, N.Y., a son, William Guy
To Gene Myer, Cleveland, a son, Cary Allison
To Beverly Hammond, Cleveland, a daughter, Kimberly Ann
To John Hudimac, Cleveland, a daughter, Janet
To George Olander, Cleveland, a daughter, Phillis Ann
To Helen Burgett, N.Y., a son, Laurence Howell

BOWLING AT NBC CHICAGO



At Chicago's Lakeview Alleys, the Johnny Coons and the John Conrads battle it out for top team honors in a playoff following their tied status at the end of the regular season. In the tight three-game series the Coons nosed out the Conrads—by six pins in the third game.

The ancient art of kegling—which, for the uninformed, means tossing a heavy ball down a length of hardwood in an attempt to knock down some, preferably all, of a triangle of defenseless milk bottle-shaped articles dubbed pins—is a serious business at NBC Chicago.

Under the guiding hand of Harry Budinger, vet turntable operator by vocation and chairman of the N.B.C. Athletic Association bowling group, eight teams of enthusiastic pin-smash-

ers have clashed weekly at Chicago's Lakeview Alleys.

Each five-member team—four guys and one gal, by the rules—has been under the sponsorship of a representative of the NBC Chicago talent battery. Thus the teams, identified by the names of their "angels"—who provide the awards and other stimulus needed to conduct a successful bowling season—are known as the Johnny Coons, the John Conrads, the Wed Howards, the Henry Cookes, the Francois Popes, the

Norm Barrys, the Tommy Bartletts and the Win Strackes.

High honors, passed out at the annual bowling dinner, held this year in the floating clubhouse of the Columbia Yacht Club on Chicago's Lake front, include awards for high team on a games-won-and-lost basis; high individual on a seasonal score average; high individual series; high individual game; high team series and high team game.

Evidencing the tight bowling skill



Members of the Johnny Coons moments after winning their playoff game against the John Conrads. L to R are: Dick Schleiffer, Dick Maslan, Polly Schlimmer, Steve Roche, and Johnny Katulick.



The battle for high individual average was carried out between anchor-men Cliff Mueller (L) of the John Conrads and Dick Maslan of the Johnny Coons.



Dick Maslan, second highest in vidual honors for the NBC Ch bowling league's 1953-54 series, gratulates high individual scorer Mueller following the final gam



At the annual bowling dinner, the trophy-award celebration following the NBC Athletic Association's 1953-54 bowling season, keglers, sponsors and guests gathered for a social evening. The floating clubhouse of Chicago's Columbia Yacht Club provided the nautical atmosphere.



Sponsors of five of the eight teams in the bowling league gather in a corner before the annual dinner. L. to R: Francois Pope, Johnny Coons, Wed Howard, Norm Barry and Win Stracke. Behind Stracke, back to camera, is assistant general manager Henry Sjogren.

employed in the 35-week 1953-54 season, the Johnny Coons and the John Conrads tied with 52½ games won apiece, forcing a playoff the week following the close of the regular series.

In a touch-and-go struggle all the way, the Coons quintet nosed out the Conrads by a mere six pins in the third game for an exciting two-out-of-three game win.

Anchor men of the Coons and the Conrads respectively, DST traffic man Dick Maslan and sound man Cliff Mueller, fought for high individual average honors throughout the season. Cliff finally topped Dick—by the slim

margin of 162.43 to 162.23!

Other honors: the Cookes, with a high team series of 2997; the Coons, with a high team game of 1076; John Freschi, with a high individual series (men's) of 613; Justie Eckersley, high individual series (women's) of 512; Charlie Crum, high individual game (men's) of 273, and Millie Verheyen, high individual game (women's), 190.

Under the leadership of Harry Johnson, newly-elected bowling chairman for the 1954-55 season, the NBC Chicago kegling gang looks forward to another year of exercise, excitement and fun.



Justie Eckersley receives her trophy for women's high average honors and women's high series in past season. Justie rolled 136.49 for season average.

Gathered around their sponsor, Johnny Coons, members of team named after the chubby TV comic beam as they receive their individual and team awards at the dinner. Surrounding Coons, who holds the team trophy now gracing his mantel, are Steve Roche, Dick Maslan, Polly Schlimmer, Dick Schleiffer and Johnny Katulick.

With the exception of the distaff member, who evidently didn't think it all so serious, members of the Win Strackes bewail their team status—at the very bottom of the eight-team totem pole. L to R around towel: Harry Budinger, Ruth Murray, John Smyda, Win Stracke, team sponsor, Ray Freutel, and Sam Tannen.



People and Places

Controllers

Vacation season has started and it seems that the people in Controllers have taken a "fancy" to Florida. *Gloria Verni* (Cricchio) just returned from her honeymoon and *Gwen Davis*, *Beverly Neuman*, *Helen Duerr* and *Joan Bacco* have left for that "southern paradise".

Everything comes in double for *Betty Weiss*. After her promotion last month, she became engaged to Charles Harrison, a reporter for the *Hudson Dispatch* in New Jersey.

Welcome to: *Mike Piscotta*, who will take over in *Frank Zuick's* job; *Virginia Hess* and *Barbara Collins*. *Barbara* was with Accounts Payable last summer. *Maxine Greenberg*, in the Comptometer section, has left NBC. The girls had a luncheon for her on June 17 at the Stockholm. *Nilda Broccoli* replaces her. Good luck, *Maxine* and welcome, *Nilda*.

Valerie Hoegler is a leading lady in a musical revue "Annie Get Your Gun", presented by the TV Workshop. *Steve Warkow* will be musical director. *Jane Wall* seems very happy these past few weeks. Her husband, *Bob*, is on his way home after spending a year in Japan with the Army. We'd like to congratulate *Annie Cahill* on her promotion as secretary to *Nick Gilles* and *Dick McHugh*. Lot's of Luck, *Annie*. *Joe Fuller* will be lost without you.

The bowling teams are now resting up until the new season in September. There was only one casualty on the last night. *Dick Olsen* cracked a bone in his hand — "taking the game too seriously. Dick?" *Art Topol* in Time Billing left the company on June 4. A stag party was held at the Warwick for *Art* and *Cy Hartman*. Cy was married in Massachusetts on June 6. *Bill Radcliffe's* wife presented him with a baby boy (9 lbs. 13 ozs.) on June 9.

We'd like to express our condolences to *Rose D'Amico*, whose father passed away last month.

Film Division

Film Library — Congratulations to *Barbara Clement* (nee *Wiener*) on her marriage, and arrival of a Siamese cat — delivered by *Ted Markovic*. We were sorry to have *Wilda Whitman* leave us for Film Syndicated Sales. Good luck, *Willie*. Welcome to *Fickie*

Mushotzky, who arrived to brighten the Film Library's single Librarians. The married ones nothing can help.

Cyrille Feuerlicht talks of nothing but her "Sid" and does less. *Elliott Geisinger* sits at his desk all day and talks of nothing but his scripts. How can anyone talk with his eyes closed?

Gloria Jones' boy friend is back from one year in Korea. We're all pulling for you, *Gloria*. *Betty McLoughlin* just back from her vacation changed from Blonde to Brunette. Which is the real Betty? Rumor has it that *Hank Ferens* has a new romance. Is it true he's getting rid of his "Derelect" for another headache? We are all sorry to hear of *Frank Kelly's* illness. Hope he can still sing soprano. *Gary Raschella*, *Stuart Grant* and *Al Kelly* are thinking of forming a ball club. Any volunteers? Only professionals, of course, girls included.

Admin., Prod. and Sales — New Faces: *Eleanor Darcy*—a newcomer to Sales Service—and a loss to Account Payable Department. *Al MacKenzie*—new to the company and so welcome to the Billing Department.

By the Beautiful Sea: *John Bechtel* catching up on his vacation days and whiling away his time in Bermuda. *Irene Fall* swimming in the Atlantic with Miami for a background.

We were scooped by one Mr. Edward Sullivan last month when *Bill Breen* became the proud father of William Jr. Congratulations, *Bill*! from all his aunts and uncles. Any resemblance between *Ondine* and *Peggy Gaither* is purely — the hair.

Spring has taken its toll in the Film Division! Anyone anxious to get married should try working for *Jay Smolin* for awhile. *Joyce Harvey* took the final step in June and so did *Jason Lane*. *Pearl Sugal* in the business office is another July Bride, and *Lucy Georges* recently received an engagement ring . . . plans a fall wedding.

Film and Kinescope Operations—Something new is being added in this department but someone dear to all of us is leaving. *Terry Colasacco*, now *Vic Borsodi's* secretary, is replacing *Joyce Harvey* as *Jay Smolin's* right hand girl. In return for *Terry*, we will be getting the light of *Bill Grainger* and *Al Lauber's* life. *Bobby Cole*. The only person alive who has a red, white

and blue blazer jacket that's brighter than the one belonging to *Pat Bridges*, is *Jake Keever* in Chicago, or so we have been told. Don't know what *Vic Borsodi* and *Chuck Henderson* have been up to but they both lost their voices doing it . . . laryngitis is becoming more fashionable than ulcers.

Finance Division

Continuity Acceptance—Continuity Acceptance wants to thank the Personnel Department for sending us *Joyce Mintzes*. *Joyce* is replacing *Judy Freed*, now on maternity leave.

So far, the vacation score in room 289 is as follows: *Jane Crowley*, one day, added to the Memorial Day weekend which she spent with relatives in Buffalo; *Joan Battaglia*, two days preceding the Memorial Day weekend; *Alys Reese*, one week, during which she visited her father and friends in Port Jervis, New York; *Kay Henderson*, three weeks, which included a stay with her brother and his family in Vancouver, Canada, and a visit with our counterpart C.A.'ers in Hollywood.

It was a great month for scrapbook material for some of the department members, what with the big wheel. *Stockton Helffrich*, being the subject of an article in the May 23rd New York *Sunday Times* Radio-TV Section, and a column by *Harriet Van Horne* in the *World-Telegram* describing the work of *Arden Hill*, *Jane Crowley*, and *Dottie McBride*, our television editors. *Stockton* was also the subject of a guest interview on the *Tex and Jinx* afternoon TV show.

Legal—We are all glad to hear that *Tam Behrens* is on the mend after her operation. *Lucky Tam* now has a "vacation" until August. We were sorry to hear that *Fred Bechtold* had trouble with his "ticker". I am happy to report, however, that he will be as good as new and back with us again after a good rest.

The Department was sorry to see the departure of two more members recently: *Joy DeMarinis* and *Charlotte Lauson*.

Here's how Legal scattered over the Memorial Day weekend: *Jean Schneider*, *Ann (Merry Sunshine) Debus*, *Tina Falcone*, *Tam Behrens* and *Louise Sather* all went in *Jean's* car to Cape Cod; *Joan Baird* and yours truly went to Atlantic City to absorb some sun; *John Shute* went to Maine to see how the work on his new summer cottage is progressing; *Tom Ervin* went to Fire Island to open up the season.

Scott Shott's *Banshee* was launched early in June. FYI the *Banshee* is 27 ft. sailboat, of which SS is part owner. (Now wouldn't a boat, particularly the *Banshee*, be ideal for a small office party???)

Our welcome mat is out again. On or about June 21 we welcomed *Alvin Rush* and on July 6 we greeted *Richard Freund*. Mr. Rush replaces *Art Cudlitz*, who by now is deeply absorbed in oil wells (as previously reported), and Mr. Freund replaces *Charlie Moos*, who moved to Labor Relations.

Vacations: *Ed Denning* to Lake Monkon; *Doris Crooker* to the woods of Canada for some fishin'; *Marie O'Donohue* to Miami Beach for a suntan; *Mary Ann Schmidt* to Virginia Beach; *Merry Sunshine* to the beach and tennis courts; *John Shute* to that cottage in Maine; *Scott Shott* adrift on the *Banshee*.

Owned Stations Division

WNBC, WNBT, New York — Fire Island seems to be the main topic of conversation among many down in Room 252. Seems *Elsie Ciotti*, *Kay Clarke*, *Irene Connelly*, *Barbara Klopp*, and *Joan Bloomer* have rented a cottage at Fair Harbor, Fire Island, for the summer and the recent weekends have really been grand. *Jay J. Heitin*, WNBT Sales Manager, recently returned from a two-week vacation in Nantucket, where he says he had a marvelous time. This really is vacation planning time with *Mary McVulty* off for a week's vacation at Miami Beach. Mary will no doubt return with a beautiful tan. Also *John Hurlbut* is looking forward to his vacation this month, when he'll travel up to Maine to while away a little time. *Steve Krantz* has returned from a trip to Europe. *Kit Tucker* recently flew down to Mexico City to see about some "old Mexican gold". Kit's new hobby is collecting gold and she heard the "old Mexican variety" was really nice, so she hopped a plane down one weekend to inspect it. Her next trip will be to Fort Knox.

We are all happy to have *Ceil Zelak* back with us again. Ceil was out for an extended period of time and is now looking very fine . . . new haircut and all. Congratulations to proud-papa, *Oscar Campbell*, of Comptrollers, whose new addition to the family is little *Juliette*, weighing 7½ pounds. We want to welcome three new members to the family here at WNBC-WNBT. *Mary Ferine* is now clerk-typist in

Comptrollers, and *Pat Donegan* is now working as secretary to Mr. De la Ossa, replacing *Nancy Allen*, who recently left for Cape Cod. Also welcome to *Milton Schwartz*, who is now presentation writer in the Promotion Department.

WRC, WNBW, Washington — The 1954 Handicap Skeet Championship of the Fairfax Rod and Gun Club in Virginia was won by the club's vice-president, *Kennedy Ludlam*, WRC and WNBW's fishing and hunting expert.

Everett Severe of WNBW's Production Department received his bachelor's degree (BA in Speech), Wednesday, June 9, after seven years of full and part-time attendance at the George Washington University. The last six years of that time were spent also as an employee of NBC in Washington, beginning as a night page and continuing through Music Rights, Continuity Acceptance and into Production.

A number of the Washington staffers have started vacationing early this year. *Bob Adams*, supervisor of the Advertising and Promotion Department, has just returned from that summer wonderland — the Indianapolis Raceway. *Mary Lois Dramm*, supervisor of Sales Traffic, spent two delightful weeks in Bermuda. *Harry Karr*, WRC Sales manager, has just returned from a six-day cruise to Bermuda and *Inga Rundvold* of WNBW's "Inga's Angle" is taking off on a six-week vacation — also headed toward Bermuda. *Alice Luck*, Engineering Department secretary, will not forget her vacation anytime soon — *Alice* returned from her vacation as Mrs. Andrew Vahaly.

Ginny Fiske, secretary of the director of Programs at WRC-WNBW, became the bride of Warren Boorum, of WTOP, Washington, on June 12. The wedding took place in Chicago — and *Beverly Fayman*, NBC Operations secretary was one of Ginny's attendants.

We have a newcomer here in Washington. *Pat Allen* has joined the staff as a secretary in Carleton Smith's office, just two days after graduating from the University of Maryland.

WRC salesman *Stanley Bell* has been re-elected treasurer of the Ad Club — his eighth year in office. *Joe Goodfellow*, director of Sales for WNBW and WRC, was elected to a one-year term as director of the Advertising Club of Washington. Mr. Goodfellow was elected at a special election meeting of the Board of Directors.

WTAM-WNBK, Cleveland — Congratulations to our WTAM "Morning Bandwagon" group who broke the all-time opening night record for attendance at Chippawa Lake Park ball room on Memorial Day. The Bandwagon broke records made by such bands as Glenn Miller and Tommy Dorsey. More than fifteen hundred people were turned away because of crowds.

Something new in luncheon dates was set up by *Rosemary Bartlett*, of Accounting; *Mary Lou Barnum*, TV Sales secretary; and *Joan Illingworth*, of Promotion. All three planned California vacations, at different times, so they are meeting for lunch on the day before each goes west. One might call them "Western Conferences". Incidentally, *Mary Lou* is replacing *Jeanne Walker* in TV sales. *Jeanne* is the new secretary for our assistant general manager and director of Sales, *Bill Davidson*. *Sandy Muzilla* is now doing continuity and processing, replacing *Mary Lou*.

Our general manager, *Lloyd Yoder*, and Mrs. *Yoder* plan to visit friends and relatives in San Francisco and Denver while on their vacation. Mr. *Yoder* plans to participate in the *Denver Post* special to the Cheyenne Frontier Days celebration.

The golf bug, a prominent disease around NBC Cleveland, has bitten Mr. *Yoder's* secretary, *Jean Strobel*, and *Lillian Buckto*, of Transcription. The girls are spending their spare time taking lessons.

Bob Horan left the news department to take over the press and publicity managership vacated by *Frank Derry*. Frank is now working in the public relations department of the Cleveland Electric Illuminating Company.

Bill McGaw, assistant director, has fond memories of his recent trip to Spain. While he was in the land of señoritas, *Bill* was surprised one afternoon at a bull fight when he heard the matador dedicate the prize bull of the show to him. *Bill* has the bull's ear to prove it. And this is no bull!

Our merchandising manager, *Bill Dallmann*, has a new nickname, "Sluggger". *Bill* is playing first base and shortstop for a West Side Cleveland baseball team.

Three men in our engineering department are now avid participants in the great sport called, "cultivating the front lawn in the new house." TV operations supervisor *Bill Howard*, and

TV studio engineers *John Donley* and *Richard Creque* have new homes in Cleveland's far West side.

Patti Babb, of Continuity, is the proud owner of a new car which she received from her family for her birthday. Patti is now rooming with *Gloria Brown*, of the "Women's Club on the Air". Gloria is still recovering from a torn ligament in her ankle. Gloria wants everyone to know that it is possible to drive with one foot!

KNBC, San Francisco—*Bill Cochran*, manager of News and Special Events for KNBC, (also known for his vivid, descriptive reports of activities concerning San Francisco personalities) was named the new Chairman of the California Associated Press Radio Association at the annual meeting held recently in San Francisco.

KNBC's Sales Department underwent several changes this past month, as Salesman *Ed Macaulay* left the Local Sales scene to accept a position with NBC Spot Sales, and *Helen Holmlund*, right-hand gal to Sales Manager *Bill McDaniel*, abandoned the nine-to-five routine to devote full time to her home-and-husband duties. A luncheon attended by a number of KNBC feminine employees provided the perfect opportunity to bid final adieus to Helen and become acquainted with her successor, *Chris Argos*.

Jan Carrel, of Sales Traffic, recently lunched with *Dana Arnold*, former writer with WRC in Washington and now Secretary to the manager at Saks of San Francisco. Dana was particularly eager for news of her WRC friends and sends her greetings to all who remember her there.

WMAQ, WNBQ, Chicago—*Dottie Denzler*, subbing for *Anne Kennedy*, reports for Radio Spot Sales: *Frank DeRosa*, "sexy prexy" of the NBC Athletic Association and member of the NBC Chicago spot sales staff, had a double celebration on his June 3rd birthday. First, gals in the office surprised him with "canasta, cake and coffee." Second, Frank's two children took Frank and wife out to dinner.

Williard "Bill" Butler has just returned from what he modestly admits as a "rip-roaring" vacation week in Ft. Lauderdale, Fla. *Sarita Nunez* and *Terry Opela*, both of WMAQ sales, are busy with reservations, vaccinations and whatever for their trip to Mexico in the middle of August.

Dessa Bisson reports for the WMAQ-WNBQ production department: TV director *Dave Waters* freshly returned from a two-week flying trip to London, Paris and points in-between. . . . *Nancy Burnside* with hubby on a two-part vacation, at Sea Island, Ga. and antique hunting in the East. . . . Writer-producer *John Brookman* working out a three week vacation at home, in his new suburban Barrington countryside manse, by getting acquainted with six-months-old Jeffrey. . . . The department welcomes new secretary *Pat Barnett*, fresh from "Players, Inc.," a Shakespeare-Moliere stock touring company.

Accounting department news, from *Eileen O'Mara*, reports a rash of department staffers vacationing. *Rosemary O'Donnell* spent two weeks visiting *Ann Winters* at NBC New York. *Bob Jennings*, *Lila Pavis* and *Eileen O'Mara* went their separate ways for two weeks each in Florida, with *Bob* at St. Petersburg, *Lila* at Miami and *Eileen* at Ft. Lauderdale. Accounting welcomes new clerk *Dorothy Abrahamson*.

For Network Sales, *Joan Vastbinder* reports: cake and coffee was the order of the afternoon for network sales gals as they said goodbye to *Nina Parulesku* of TV sales service and *Elaine Kolka* of TV network sales. *Nina* left for a European trip on June 9, and *Elaine* went to a new berth at Loyola University. . . . New faces in network sales are *Ruth Unger*, secretary to TV account exec *Angus Robinson*, and *Joan Johnson*, in TV sales service. *Joan* comes from the ABC-Chicago sales service department. . . . NBC Central Division TV net sales manager *Edward Hitz* served as the television industry's representative on a panel discussion at the Association of National Advertisers' regional meeting in Chicago on June 16. . . . *Charles E. "Chuck" Standard* of the Chicago TV net sales staff transfers to the New York TV net sales department under *John Lanigan*. *Chuck* has been a popular member of the Chicago sales crew for over four years. . . . *George W. Diefenderfer*, Central Division radio net sales head, broke in his new yellow-and-white Buick on a recent 10-day trip through the Missouri and Arkansas Ozarks, where "Dief" and his wife enjoyed the beautiful scenery plus some good fishing. . . . *John Galbraith*, radio net salesman, spent three weeks in late May in search of fish and a sun tan in the Ft. Lauderdale, Fla., vicinity. . . . *Bob McKee*, of TV network sales, spent a

week of his vacation in early June—practising on his golf game by way of warmup for the NBC Outing in August! . . . *Eric C. "Ric" Lambart* of radio net sales, attended the June 7 graduation of his daughter *Margot* from Smith College. *Ric* returned to the East for the Intercollegiate Rowing Association Regatta at Syracuse, N.Y., June 19, where he served as chief judge for the races. *Ric*, as an undergraduate at Columbia University, was a member and later captain of the crew that won the 1926, 1927 and 1929 I.R.A. regattas. . . . *Harold A. "Hal" Smith*, Central Division net ad and promotion manager, planning a Colorado vacation in July, with stops in Rocky Mountain National Park, at a dude ranch and in Colorado Springs. . . . *Margery Bellows*, secretary to TV net sales head *Ed Hitz*, off for a three-week vacation at Goose Cove Isle off the coast of Maine in late June and early July. . . . *Joan Vastbinder* of radio net sales planning to drive East with her husband during her July vacation.

For Engineering, *Norma Harrington* reports: NBC Chicago head engineer *Howard Lutgens* vacationing in middle June (16th), off to California with his family. TV engineer *George Orville* and ex-NBCite *Diane Young* married on June 5, followed by a Wisconsin Dells honeymoon. Imagine their surprise! *Dick Moss*, NBC Chicago maintenance engineer, and *Thomas "Chan" Murphy*, NBC Chicago TV engineer, went their own ways vacation-wise in early June. Both planned California trips. And—where *Murphy*, who had stopped over in Denver, boarded a train on the way to the Coast, the first passenger he ran into was *Moss*!

Briefs: *Ginny Gebhart*, of operations, and *Mary Bertacchini*, announcers, did a Ft. Lauderdale to Miami Beach tour on their recent joint Florida vacation. . . . *Oddie Halper* aided *Sen Kaney* in announcers during Mary B.'s absence. . . . TV field engineer *Marshall "Joe" Rife* and wife announce a baby girl, *Monica Marie*, born May 29. . . . Continuity Acceptance manager *Harry Ward* back at his desk after illness and home confinement. . . . Mailroom's *Herb Kent* is disk jockey of a late-hour program on local independent Station WGCS, Chicago. . . . *Mary Krockenberger*, transferred from Operations, is new continuity acceptance secretary. . . . *Lee Bennett*, vet NBC Chicago announcer, resting at home after severe illness and hospitalization. . . . *Betty*

oss reputed to do a "mean" hula, the result of her last year's trip to Hawaii. . . *Kay Westfall* stars in "Over 21" at suburban Evanston's Showcase Theater, year-round straw hat group. . . *Jarian Davis*, NBC Chicago cashier, was soprano soloist in the University of Chicago Choir's presentation of the *Lach B Minor Mass* on May 23.

KNBH, Hollywood—A once-a-month breakfast has been scheduled for KNBH secretaries at the Hollywood Plaza Hotel. They will get a chance to know each other better and form plans for future gatherings.

Tom McCray has been named 1954 TV Chairman of the Community Chest Public Information Committee.

Noyes Scott has decided not to vacation this year, but he's saving up for a trip to the Kentucky Derby next season. *Jeanne DeVivier*, who visited 22 relatives in Phoenix over Memorial Day, planes to Oregon visiting more relatives "35 miles from nowhere."

KNBH welcomes *Warren Sandy* to the Accounting Department. "Sandy" will become a father in July.

Tom Belcher, who claims he lives just a little this side of Bakersfield, spends two hours a day roaring to and from the office in his new MG. Foreign car enthusiast *Bud Mertens* is making big business deals to sell his Volkswagen to buy a Porsche. He claims it will cut 11¼ seconds off driving time.

Rouen Westcott passed cigars for "His Son John," born May 25. The modest father claims the young one hasn't done anything extraordinary yet.

Bob Ogden says he's too busy to take a vacation and will only take one day at a time. But we're on to that game — ten long weekends! *Rose Meyers* is interesting the office personnel in what she claims is a wonderful weekend vacation spot — Three Rivers.

Grant Reckseick, in training for his and *Marvin Bier's* climb up Mt. Whitney this summer, hiked from Pasadena to KNBH's transmitter on Mt. Wilson recently in 3 hours and 40 minutes. That must be some kind of a record.

Joan Gowanlock is still making weekend trips to San Francisco, and snow skier *Marianne O'Connor* is looking forward to water skiing during her vacation. There's only one catch — she can't swim.

Marge Clark got her first sunburn of

the season recently, but *Bob Henry* still has the best tan in the shop.

Naomi Hallum is fast recovering from her sprained ankle (she fell from a horse), but she still can't make it up the 72 steps to the Graphic Arts Department. *Ted Rich* and *Bob Baldwin* are heralding her recovery as they are becoming weak from the climb. We bid a fond farewell to *Joan Farnum* who became a housewife the end of June.

Spot Sales—Congratulations to *Anne* and *Towney Coleman* on the arrival of baby boy, Townsend P. Coleman III. Anne was formerly secretary to *Bill Decker*, TV Spot Salesman. *Eileen Killilea's* idea for a cool vacation spot is hard to beat. She recently flew to Alaska for a two-week visit with her sister. Best wishes to *Lynn Stier*, our receptionist, who became Mrs. Robert Byrne on June 26 and to *Sue Morehouse*, Radio Secretary, who recently announced her engagement.

Welcome to *Betty Weiss*, assistant to Commercial Requirements Supervisor, *Margie Gerz* and to *Tony Liotti*, research assistant. A speedy get well wish to *George Dietrich* who is recovering from a recent operation.

National Advertising and Promotion

With telephone calls so prominent in the news of late, it's only topical to report that *Nancy Kugel* has acquired an answering service . . . and *Hope Shinkoff* is answering the call of the Polo Grounds at every opportunity. Who sez Giant fans aren't as avid as Bomber boosters?

It's always good to see someone return hale and hearty after a siege of illness, in this case *Ray Johnson*, who had a disintegrated disc in his back and was out for several months. Another returnee is broadcast promotion's *Dave Bellin*, who takes up where he left off before the Army beckoned.

Odds are increasing that *Jack Marshall* and *Mel Schlessel*, avid golfers, will never stop re-living that fatal game Mel lost by only one point. *Dick Blake* added further refutation to the old saw that "as Maine goes, so goes the nation." He went to Vermont — these mixed metaphors (or something) notwithstanding.

Back again to the "good bye" department . . . *Mary Mealia* has gone to TV network sales as secretary to *Walter Clark*, and *Joan Culette* takes over

Mary's typewriter for department head, *Jake Evans*.

Personnel Division

Late in May, New York's Miss NBC of 1953, *Ruth Johnson Finley* gave birth to a baby boy. The baby weighed in at 7 pounds, 6 ounces and will be called Donald after his dad.

The glorious Florida sunshine is very popular with the girls in the Records Section. *Carol Mayer* stayed for three weeks in May and *Adrienne Hughes* plans a one-week stay.

Maggie Malloy took a preview vacation and went to Jug End Barn over the Memorial Day Weekend. *Joan Daly* enjoyed her first week in Bermuda so much she decided to stay for another week.

Personnel bid farewell to *F. A. Wankel*, *Marie Redling*, and *Joyce Mintzes* and rolled out the welcome mat to *Ginny Gormsen*, *Charles Moos*, and *Ina Sugihara*.

Press and Publicity

Press—Our *Harriet Demos* has become engaged to *Anthony O'Connell* Bland of New York City.

Sorry to see *Marie Anderson* leave our dept., but happy that she is well situated on the "Home" show staff. . . *Larry Hofstetter* has taken over Marie's duties as head of the Photo-file section, and *Charles Smith* ably replaces Larry as copy clerk.

Staff Engineering

Exciting news in the Engineering Department is *O. B. Hanson's* promotion to Vice President, Operations Engineering of RCA, and *R. E. Shelby's* promotion to Vice President and Chief Engineer of NBC. Our heartiest congratulations to both!

Changes in office space in Room 612 have resulted in *Ed Cullen* moving into an office in Room 503, Mr. Shelby moving into *Bill Clarke's* office, and Mr. Clarke moving into *Ed Cullen's* office. I have no proof, but I believe these changes were due to the fact that *Bill Clarke* is frightened of flying typewriters! Secretaries of 612 off on the town again with dinner at The Red Coach and tickets for "By the Beautiful Sea."

Welcome mat out to *Warren Bill* of Technical Services, and *Charlotte Collins* of Radio & Allocations. After three

long, long years. *Ed Prince* finally got his boat in water. Hope she stays afloat! *Henry Becker* made it three days in a row! *Gemma DiGirolamo* recovering after her auto accident.

Ted Nolen in Construction Group now: *Charles Porter* has taken his position, with *Ed Corso* filling in for Mr. Porter. Good luck. *John Lake* back from the Coast, with *Frank Connelly* about to take off again.

Joe Petit sold his "Quagmire Acres" estate and moved to Floral Park. Tomato plants seem to be *Ed Bertero's* downfall. Having trouble getting them past the 3" mark. *Bob Fraser* shocked us by "spring cleaning" his office. Now you can actually see Bob behind his desk! Combining business and sightseeing on the Coast. *Hank Gurin* is back with dozens of lovely colored pictures. Don't you think *Ray Lafferty* looks dashing in his new slimmness and how ties? *Dudley Goodale* and *Vernon Duke* up to Mt. Arab for Memorial Day weekend. *Hubert French* riding around town in his new Oldsmobile. *Stan Levin* being tagged as the English expert of Development. Want to take over the column, Stan?

Station Relations

It will be good to see *Vicky Clark* again. She is coming back to NBC for the summer, and will take *Mary Mercer's* spot while Mary is in Europe.

By now *Ann Culbert* is in "sunny" California. She and her family drove out and will return in July.

Paul Rittenhouse has a longer commute, and a new lawn. He and his family have moved to their new house in Manhasset.

TV Network Programs

Central Booking—Our little wanderers are off again. *Jane Costello* and *Lynn Hollywood* took their yearly pilgrimage to Bermuda. *Mary Cooper* did it again — off to Washington, we mean. (Wonder what's down there?) Our girl *Virginia Smith's* getting herself all prettied up for this year's prom at Iona College. And, never to be forgotten, *Eloyse Gelfer* is off to the Pocos on weekends.

Duplicating—Vacations take up most of the news about Duplicating this month. *Joe Lazaro* spent his vacation making use of his newly acquired driver's license. *Ralph Hauser* spent part of his at the Jersey Shore at Sea

Girt and *John Dee* traveled through upstate New York and Pennsylvania.

Fishing seems to be the latest craze going the rounds in Duplicating this summer. *Donald Bartsch* bought an outboard and spends most of his weekends on Long Island's cool but not always calm waters. *Ray Ruckert* and *Richie Crawford* are two more water-happy boys who are spending their vacations fishing, etc. (Fishing is no good without the "etc.")! *Dave Goble* spent his vacation in Maine — fishing.

Gene Kenefick left Duplicating to go uptown with the Film Division and ex-duplicator *Ed Morenoff* returned to take his place for the summer at least during his vacation from Columbia (University, that is!)

General Service—Hear that *Lou Anderson* and *Mike Kopp*, both out ill, are doing much better. Hope to see you both soon. Our sympathy is extended to *Al LaSalle* on the death of his brother on June 5th.

Both *George Ritchie* and *Bob Kaible* are becoming expert photographers as evidenced by the beautiful pictures both have taken of their little baby daughters. The gang bid *Eric Arnold* farewell on June 4th and we welcomed *Frank Woodruff* back to the fold on June 14th. *Joe Kelly* and the missus spent the holiday at Split Rock with the lady getting the best of the catch.

Guest Relations—Vacation time has come and everyone is dusting off their bikinis here in GR. One of the first to enjoy her vacation is *Joyce Rost*, but with the coming wedding I don't think *Joyce* is seeing much of the beaches. Secondly, *Jean Harder* is taking advantage of her own back yard to rest and relax for this week. From now on there'll be many more to follow.

As you all know the Center and International Theatres are being torn down to make way for offices. While working in the Center a couple of old Page uniforms were found in the rubble . . . "The Case of the Missing Pages". (Dum De Dum Dum).

Uncle Sam has summoned two more of our Guides, *Ed Holly* and *Pete Durkee*. Good luck fellows, keep in touch.

A few more promotions in GR—*Bob Wagner* to Tour Cashier. *Bruno Landi* to our elaborate souvenir counter on the Mezzanine. *Eve Luft*, who wasn't left out, to the Talent Booking Office. And *Joan Gifford* has come out of the dark corner in the Ticket Divi-

sion and is now pounding a typewriter in the GR office. Much cheer to all.

Mail-Messenger — Congratulations are in order for *Charlie Smith* again this month on his promotion to Press Dept. Last month you remember was the announcement of the birth of his baby boy, junior. Who knows what next month will bring? Sweepstakes, maybe??? *Charlie Smith* is not the only one to be congratulated on a promotion: *Marty Simon* and *Marsh Karp* also made the magic jump with Marty going to Controllers and Marsh to Co-op Sales. Good-luck fellers.

On the other hand we welcome to the department *Harry Schmitt*, *Bill Cotter*, *Bill Alexander*, *Don Keehan*, *Sergio Valle*, and *Monty Dowling*.

News and Special Events—Commentator *W. W. Chapin* participated in a panel discussion conducted by Bronx County Bar Association. Subject: "Fair Trial and a Free Press." Other participants: *Joseph Herzberg*, *Herald Tribune* Sunday editor; Judge *George B. DeLuca*, District Attorney of Bronx County; and *Paul Lloyd Stryker*, noted trial attorney.

Camel Caravan weatherman *Clint Youle* and "Today" weatherman *Jimmy Fidler* honored by American Meteorological Society—first television personalities to get Society's annual award.

News-caster *John Wingate* receiving favorable comments on series of new shows, and expressions of disbelief and amazement at his Herculean schedule: six TV news shows weekly, including new half-hour Sunday feature, "News for Children"; and 11 radio newscasts weekly, which he writes and voices. One of these, a half-hour documentary series on Puerto Rican situation, requires extensive field work, with tape-recorder and notebook. We figure it all adds up to an 8½ day week at about 36 hours a day!

Travelers: *Robert Hecox*, newsfilm correspondent, flown in from Indo-China for special news programs: *Bill Sprague* back to World News Roundup after European tour; *W. R. McAndrew* off to Europe to represent four radio-TV networks at NATO cultural conference: *John Cameron Swayze* and *W. W. Chaplin* return from Europe, visiting D-Day invasion site on 10th anniversary of that occasion, for radio and TV coverage; *Kenneth Banghart* back from week in Hawaiian Islands.

Personnel: *Jack Gerber* now permanently assigned to Washington news

staff. Jack was recently news supervisor of TV "Your Esso Reporter" in New York. Congrats from sports world to *Bill Garden* and *Jack Dillon* for excellence in direction of National Open Golf Tourney at Baltusrol Golf Club. *Len Allen* addressed Naval Reserve PIO unit in New York on newfilm-gathering. *Jack Begon* back on job in Rome after hospital checkup; *Ludovic Geiskop* recovering in New York hospital after successful operation.

Production Operations—Although things in room 688 were quiet this past month, two blessed events occurred. Congratulations to *Robert Garthwaite* on the birth of his first child, a daughter named *Lynn Ann*. Though he is of the Program Department, he has his office in 688 and we feel he is one of the family. Our congratulations also go to *Robert Quinn* on the third addition to his family, a daughter. He is in our Broadcast Coordinator staff.

Radio Studio Operations—*Tony Fasolina* moving to Flushing, Queens, where he has bought a three-family house. *Val McCormack* handling the legal details of the transfer of title for him. *John Welch* advising *Tony* on Labor problems and costs, based on his experience with repair work at his country place. A house-warming is planned for next month, with *Joe Kall* as master of the revels. *Mike Murphy* has left to visit his parents in Ireland, after an absence of thirty years. As befitting the dignity of an Irish gentleman returning to visit his ancestral seat, Mr. Murphy proposed to take along an English butler. This role was offered to *Tom Longmore* but was regrettably declined. Longmore had already arranged to vacation at Philadelphia where he will umpire a three-day cricket match, after which he will take the waters at a southern resort.

Talent—The Literary Rights Division said a reluctant farewell to *Olga Pavlova Schaeffer* as she and hubby *Fred* moved to Florida to settle down and await their first bundle of joy (which I predict will be a sugar-and-spicer) due in September. *Olga* has been the sunshine of Talent for so long, and a great help to me in gathering info for CHIMES, that it won't be the same without her. *Ann Ahles* of Script was married June 19th and she and hubby are dividing their honeymoon between Williamsburg and Virginia Beach. *Earl Hamner* became engaged early in June, putting as big a sparkle in her eyes as on her left hand.

Along the vacation trail we find *Helen Walker* returning from a week's rest at Mason's Island, Conn., where she visited a former NBC-ite, *Billy Reed*. Whizzing by us in the other direction is *Cynthia Clark*, who is starting on a seven-day trek to California to sample that notorious weather, and get in a bit of sightseeing. *Audrey Hauck* looks just terrific after returning from her "joy-ney" to Bermuda.

New Faces: *Martin Sopocy* is substituting for *Ronnie Fowler* while the latter is vacationing in Europe. *Eve Luft*, ex-guidette, has replaced *Virginia Sullivan* and will also sub for vacationing secs. in this area. And last but not least, *Frances Farley*, who joined the staff of Literary Rights and loves it.

Traffic—When *Jack Hilton* wants to relax and forget the headaches of TV allocations, etc., he spends some of his free time growing roses, and those he recently brought in were so beautiful we're all convinced he excels in horticulture. Trafficites were all so happy to hear from *Steere Mathew*, who is on sick leave, and to learn he's coming along nicely. We're looking forward to his early return. *Alice Weyrauther Jacobs* paid us a visit recently to "show off" her beautiful baby daughter, *Meg*, and everyone agreed she's a living doll. She not only looked like a little doll but was dressed like one and we all wanted to steal her.

Terry Zucchetto Garcia's in-laws gave her a surprise party on her 22nd birthday and the "loot" must have been terrific the way *Terry's* eyes fairly sparkled when she told us about it. *Terry* and her husband *Kenny* vacationed in Washington, D. C.

Eleanor Beebe had all the boys worried when she told us about "walking down the aisle on July 3rd" and we thought for sure she'd have to "kiss the boys goodbye" but just then it came out she was not the bride, but the bridesmaid at her cousin's wedding in Connecticut. After that she took off for Delaware for a week at the shore. A really exciting vacation! *Gene Suhl* vacationed at Coca, Florida and did a lot of yachting and deep sea fishing.

Unit Managers—Spring seems to have brought forth, into our department, a bevy of secretarial beauties. *Joyce Perry* was recently hired to assist unit manager *Alvin Cooperman*, who is quite busy exploring the TV possibilities of the whole, wide world. Patience and fortitude, *Joyce*! Also, *Mary Ratcliffe* has come to our department as *Perry Cross's* secretary.

Vacations are the order of the day. *Claire Schatz* recently returned from Miami where she acquired a becoming copper tan. *Mignon Kniskern* also took an early vacation. She must have had a rigid schedule. She insists she toured all of the Thousand Islands.

TV Network Sales

Merchandising—*Fred Kiefer* is back in operation again after a week's illness. He attended his youngest daughter's graduation from preparatory school on June 15th (Ida Mae). Lois, the older girl, was graduated cum laude from Wellesley a year ago. Son *Pete* attends the grades at Loyola in New York City. "One down—one up"—then, after *Pete's* college turn, *Kiefer's* through pitching"... he says.

Research and Planning—While off on my pink cloud of "engaging" atmosphere, during which time the faux pas (plural) I made were graciously forgiven me by my co-workers, *Josephine Capetta* handled the reins of this column most admirably.

This department has been appropriately dubbed the Marriage Bureau, its latest applicant being *Louise Kaciczak*, who brightened one Monday morning with the beautiful engagement ring she got on May 22. The very lucky Brooklynite is *John Molnar* and our congratulations and best wishes go to them both. The mention of rings brings to mind weddings and on June 26, our gal *Sal (Sallie Melvin)* made a pretty bridesmaid in a wedding of one of her good friends in Stamford, Conn. And while I'm in the Planning Division, *Mildred Schmidt* spent the week of June 18 at Eddy Farm, near Port Jervis, where she managed to get in some good golf. *Frank Sullivan* also took an early vacation the first week in June and visited his family in Norfolk, Virginia. The fish in Canada attracted *Sandy Boley* and her husband for two middle weeks in June.

Barbara Figliola was dined at the Stockholm on June 9, occasion being her 20th birthday. Here's wishing you many of them. Yours truly also had a very happy birthday Sunday, June 27th which leaves seven weeks to the date of her double wedding with her sister. To the newest addition in our Ratings Section, a great big "howdy" from all the gang. She's *Arlene Urbanovsky*, a luffly blonde with such a tan already, the rest of us look sick. No, no, *Ruth* and *Jojo*, you both look healthy, too.

first flight

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Have you ever thought that this security is possible only in a democracy? And that this is the source of America's greatest strength? For we continue to grow stronger as a nation when more and more secure homes are bulwarked together.

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If you can save only \$3.75 a week on the Plan, in 9 years and 8 months you will have \$2,137.30.

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