

# NBC

## CHIMES

AUGUST • 1954

RECEIVED

AUG 23 1954

NBC GENERAL LIBRARY



NBC COLOR CARAVAN  
AT THE NATION'S SHRINES

See Pages 2, 4, 5



# CHIMES

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

**Edward Starr, Editor**

## Chimes Correspondents

**Controllers:** Joan Barth

### Film Division:

*Admin., Prod. & Sales, Sue Salter  
Film & Kine Operations, Peggy O'Connor  
Film Library, Betty McLoughlin*

### Finance Division:

*Legal, Joan Lindenmayer  
Continuity Acceptance, Kay Henderson  
Treasurers, Adrienne Sellitto*

### Owned Stations Division:

*Administration, Jo Bucaria  
Spot Sales, Elaine Simpson  
KNBC, Norma Robison  
KNBH, Bob Pelgram  
WMAQ-WNBQ, Howard Coleman  
WNBQ-WNBT, Pat Donagan  
WRC-WNBW, Jay Roven  
WTAM-WNBK, Jean Hug*

### Pacific Division:

*Ted Switzer  
Nat'l Adv. & Prom.: Vernon Lowell  
Personnel Division: Mary Fitzgerald*

### Press and Publicity:

*Information: Stanley Appenzeller  
Press: Charles Smith*

### Radio Network:

*Administration: Joan DeMott  
Network Programs: Jane Morey  
Network Sales: Bob Smith*

### Staff Engineering:

*Rita Stipo  
Station Relations: Lucy O'Leary*

### TV Network Programs:

*Air Conditioning, Tom Henry  
Production-Business Mgr., Eileen Monahan  
Design & Art Operations, Pat Plant  
Duplicating, Charlie Atlee  
General Service, Mary Heller  
Guest Relations, Frank Shaw  
Mail & Messenger, Elmer Gorry  
Music, Nora Schock  
News & Special Events, Pattie Bowers  
Plant Operations, Gloria Cline  
Prod. Ops., Evangeline Hadjopoulos  
Program, Pat Powers  
Program Analysis, Arlene Koslow  
Public Affairs, Florence Reif  
Special Effects, Kathy Fannon  
Staging Services, Betty Bagshaw  
Stenographic, Peggy McGrath  
Talent, Barbara Corrigan  
Traffic, Marge Hadley  
TV Technical Ops., Florence Herrlich  
4M Technical Ops., Jane Ermentraut  
Unit Mgrs., Prod. Coord., Richard Walker*

### TV Network Sales:

*Merchandising, Carolyn Maus  
Network Sales, Mont Dillon  
Research & Planning, Gloria Betros*

## The Cover

On the cover of this month's issue of CHIMES is a photo taken at the stop-over made by the NBC Color Caravan at Lee Mansion in Arlington National Cemetery, just outside the Nation's Capital. On the left is one of the cameras of the two-truck color mobile unit which made the ten-week tour of the eastern and midwestern United States. The white marble structure in

the middle of the picture is the Temple of Fame, which was built in 1834-1835 for the Grand Army of the Republic as a memorial to the Union generals of the Civil War and to the assassinated President James A. Garfield. It is located on the site of the original Summer House of the Lee Mansion. For more on the NBC Color Caravan see pages four and five.

## VOA to Air 'Princeton '54'

The Voice of America, the United States Government agency which beams radio and television programs reflecting life in America to foreign countries, will telecast "Princeton '54," WNBT's educational television series presented this past spring in cooperation with Princeton University, to nations throughout the world.

A joint announcement was made recently by Jack Poppele, director of the United States Information Agency's Voice of America, and Hamilton Shea, general manager of the NBC owned station in New York, who said, "It is with sincere pride that we are able to announce that 'Princeton '54' has been chosen for showing throughout the world by the Voice of America. What our great American universities are doing in the field of seeking the truth in the areas of science, arts, literature, music and social sciences and how these institutions have played an integral part in keeping America free will

now be demonstrated throughout the world by means of the latest medium of communication, television."

According to the U. S. Information Agency, the Voice of America will utilize "Princeton '54'" over local television stations in foreign countries, exclusive of the United States. "Drops, Splashes and Atoms," second program in the series and featuring Dr. Eric Rogers of Princeton University's Physics Department, will be used for local television in England and the Philippines, in the English language.

The nine half-hour television programs presented on WNBT on consecutive Saturdays starting April 17, 1954, represented the results of discussions and studies extending over a period of 18 months on the part of Princeton and WNBT. The programs explored the techniques and methods by which the resources of a university such as Princeton could best be made available to television.

## New Tower for WNBQ

The slogan — "Maximum Power From Highest Tower"—became a working reality for Station WNBQ-Channel 5 (Chicago) with the signing on of the NBC Owned & Operated outlet on Friday morning, July 2.

At that time WNBQ's new transmitter antenna, towering 747 feet over the city from its position on the Kemper (Civic Opera) Building and the highest point in the Chicago area, was put into operation, with output of the WNBQ transmitting equipment stepped up to 100,000 watts. WNBQ thus becomes the first Chicago television station to operate at its maximum authorized power under FCC regulations.

Jules Herbuveaux, WNBQ-WMAQ general manager, pointed out that "WNBQ will better serve millions of

viewers in the Chicago area with a signal unsurpassed in reception quality." The new tower is 120 feet taller than WNBQ's original antenna.

Construction of the RCA six-bay super-turnstile antenna began in mid-April. It stretches 191 feet above the ridge of the Kemper Building roof, its 35 tons of steel supported by a massive five ton structure created under the roof at the north end of the 45th floor. A rectangular steel base, 37 by 44 inches, extends 22 feet above the ridge of the roof, acting as an additional supporting collar for the 191 foot pole, which is 25 inches in diameter at its base. As the remaining sections of the pole stretch skyward, they decrease in circumference like an extended telescope.



# NBC News Roundup..

## **'Tonight,' with Steve Allen To be Launched in September**

"Tonight," a new program designed to generate greater excitement in late evening television, will be launched Monday, Sept. 27. Starring the widely acclaimed young humorist, Steve Allen, "Tonight" will offer for the first time on any network a "live" late evening show of outstanding entertainment and service features. It will be seen Monday through Friday from 11:30 p.m.-1 a.m., EST, and from 11 p.m.-12 midnight, CST.

## **Hazel Bishop to Sponsor Martha Raye on NBC-TV**

Hazel Bishop has signed to present comedienne Martha Raye in a series of once-a-month, full hour variety shows during the 1954-5 season. It will be seen in the Tuesday 8-9 p.m. EST time spot; it begins Sept. 28 and will be seen every fourth Tuesday thereafter. Milton Berle will star in 20 other shows in that period for Buick, and Bob Hope in six for General Foods.

## **'Bob Hope,' 'Farm and Home' Renewed on NBC Radio**

The American Dairy Association has renewed "The Bob Hope Show" for the 1954-55 season on the full NBC Radio Network. The new contract calls for moving the Hope nighttime shows from Friday to Thursday, 8:30-9 p.m., EST, starting October 28. This will mark Hope's 17th year on the air.

The Allis-Chalmers Manufacturing Company will begin its tenth year of sponsorship of the "National Farm and Home Hour" on Saturday, September 4 (1 p.m.) EDT). The 52-week contract renewal by Allis-Chalmers is for the full NBC Radio Network.

## **Hayward to Present Three Noel Coward Playlets in First Monday Color Show**

Mary Martin will star in the first of Leland Hayward's Monday night color extravaganzas on NBC-TV, October 18, 8-9:30 p.m., playing the lead in three playlets of Noel Coward's "Tonight at 8:30."

David Niven, Joseph Cotton and Cyril Ritchard have been cast opposite Miss Martin in "Red Peppers," "Still Life" and "Shadow Play," the three playlets Hayward has chosen from the nine one-act plays which comprised the original "Tonight at 8:30."

## **Armour and Pet Milk To Alternate as Sponsors of New George Gobel Show**

Armour and Company and Pet Milk have signed as alternate week sponsors of a new NBC-TV Saturday night program starring comedian George Gobel. The show will be slotted three out of four Saturdays in the 10-10:30 p.m., EST time period starting October 2.



Ernest de la Ossa (standing) WNBC-WNBT station manager, Max Buck, director of advertising, promotion and merchandising, and Margaret McNally, the newly-crowned "Miss WNBT," launch the WNBC-WNBT driver safety-convenience campaign by pasting the first of 250,000 bumper stickers on the rear bumper of a car. The signs, which bear the message "Please dim your lights. Your bright spot is 660-WNBC," are being distributed through food markets, drug-stores and service stations.

## **NBC-TV's Three Series of Color 'Spectaculars' All Sold Out**

NBC-TV's three series of color "spectaculars" are SRO—completely sold out weeks before the first of the widely heralded 90-minute extravaganzas takes to the air. Completion of the client roster became a fact last month with the announcement by George H. Frey, NBC Vice President in charge of Television Network Sales, that three advertisers—Hazel Bishop Inc., Reynolds Metals Company and the Sunbeam Corporation—will sponsor the Sunday night "spectaculars" to be seen every fourth Sunday from 7:30 to 9 p.m., EDT, beginning September 12. Hazel Bishop and Sunbeam each will sponsor 45 minutes of each of ten programs, while Reynolds will sponsor three complete shows.

Max Liebman, of "Your Show of Shows" fame, will produce both the Sunday night and the Saturday night series of "spectaculars." Oldsmobile is sponsoring the Saturday series. The Monday extravaganzas are produced by Leland Hayward and sponsored by the Ford Motor Company and the Radio Corporation of America.

## **Pro Basketball Games on NBC-TV**

A major addition to NBC-TV's lineup of sports presentations was made public last month with the announcement that we will carry National Basketball Association contests each Saturday afternoon throughout the 1954-55 season.

The weekly series will begin Saturday, October 30 and will immediately follow the telecasts of Canadian professional football through Saturday, November 27. At the conclusion of the football series, the basketball telecasts will begin at 3 p.m., EST.

# NBC Color Caravan

## Two-Truck Color Television Mobile Unit Completes Tour of East and Midwest

Last week a history-making television project came to a conclusion as the National Broadcasting Company's Color Caravan wound up its eminently successful ten-week journey through the eastern and midwestern United States. In order to bring a panoramic view of America to the television audience for the first time in color, the NBC two-truck Color Mobile Unit visited a number of major U. S. cities, televising representative outdoor scenes at each stop.

The features picked up by the Color Caravan were presented on NBC's "Today" and "Home" shows. In every city where those programs are seen, local NBC stations and RCA dealers, as well as leading department stores, were equipped with RCA color television receivers, on the screens of which the public was able to view the live pickups from the field in natural color. The colorcasts, of course, were seen in high quality black-and-white on the nation's existing monochrome sets.

The Color Caravan started off on June 9 and 10 with a visit to St. Louis and the fabulous Busch estate, which

was once General Grant's farm. Seen in their natural color were the estate's storybook mansion, a lake, a deer park, and its large and unusual Old World-like stables. Next stop was Milwaukee, on June 16 and 17. The color feature there was the city's beautiful Whitnall Park, with its lagoon, herb garden, rose arbor and lily pond. As luck would have it, just before the colorcast, a driving rain smashed down the flowers. All was not lost, however, for crew members were able to shake the water out and straighten up the blooms just before air time.

In the Chicago area on June 23, the Color Caravan visited a family whose farm is one of the best and most progressive in northern Illinois. Along with the color and activity of farm life, NBC's cameras explored all of the phases which go together to make this farm a superb one. The following day the Color Caravan went to the mansion of Ohio Governor Frank Lausche at Columbus, for telecasts which were presented on "Home." The Cleveland stopover, on July 8 and 9, included among other features, a subject ideally suited for color television—

folk dances by Clevelanders of Slavic descent, dressed in their brilliantly colorful native costumes.

Then the 13-man crew packed up their mobile unit and came east. On July 15 and 16 the Caravan visited the Washington area to present scenes of two of the country's most venerated and most beautiful shrines—George Washington's home at Mount Vernon, and the Lee Mansion, located in what is now Arlington National Cemetery. On July 22, viewers saw the evolution of the railroad passenger car, when the color cameras focussed on the Baltimore & Ohio's famous collection of historical railroad cars at the roundhouse in Baltimore. On July 28 and 29 the Color Caravan was in Philadelphia, first to observe rookie firemen in a training demonstration extinguishing an actual fire, and on the second day to make a tour of the Philadelphia Art Museum.

In a spectacular topper to the whole precedent-setting ten-week journey, on August 11 the Color Caravan stopped off at Fort George G. Meade in Maryland. There, the color cameras, in the



First stop for the NBC Color Caravan was St. Louis and the fabulous Busch estate there. In left photo cameraman Dean Reed explains the workings of a color camera to one of the estate functionaries who appeared on the show. In photo on right, in a pre-telecast conference, are (l to r): August A. Busch, owner of the estate; Eve Hunter, of "Home"; Barry Wood, NBC executive producer in charge of color TV; Dick Schneider and Hal Azine, director and writer for the Color Caravan, respectively.



One of the highlights of the visit the Color Caravan paid to Cleveland was the televising, in all the natural color, of a group of Clevelanders of Slavic descent performing native dances in full costume.

last telecast of the tour, presented a color television report on the use of television in modern warfare. Participating in the demonstration were General Matthew B. Ridgway, Chief of Staff, U. S. Army; Lieut. General Floyd L. Parks, Commander, Second Army; Maj. General George I. Back, Chief Signal Officer, U. S. Army; and Brig. General David Sarnoff, Chairman of the Board of RCA and NBC. Generals Ridgway, Back and Sarnoff commented briefly on the great potentialities of the military use of television during the telecast, part of which was seen on "Home," and all of which was presented over a closed circuit to the Pentagon and the White House in Washington, and elsewhere. Viewers saw a simulated combat operation, including an assault landing, aerial attack, and how the use of the portable RCA Vidicon cameras, carried right up to the forefront of action, gives the commander a firsthand view of operations as they are happening. Thus the television audience got an advance look on what the military command post of the future will resemble.

All the operations of the Color Caravan were under the supervision of Barry Wood, NBC executive producer in charge of color television. Among the key members of the Caravan were Dick Schneider, director; Burr Smidt, color consultant; Al Cooperman, unit

(Continued on page 14)

## New Management Training Squad

Last month, five young college graduates joined the NBC Management Training Program of the National Broadcasting Company. The five successful candidates were chosen from among hundreds of applicants who were screened by the Personnel Department during the first half of the year. These new trainees now will have the opportunity to spend 6 months learning the inside story of what it takes to operate a broadcasting company and then will be assigned to a regular job in the organization.

The five selected candidates include one NBC employee, Donald D. Brown, a graduate of Columbia, who has been working in Guest Relations. The other four are James H. Rosenfield, a graduate of Dartmouth; Benjamin Rachlis, a graduate of C.C.N.Y.; Donald Heller, a graduate of Syracuse and Maxwell Graduate School, and Howard S. Neff, Jr., a graduate of Babson Institute.

During the coming months, the candidates will be trained to handle general and specific administrative responsibilities and introduced to all aspects of NBC's operations. The program is designed so that at the end of the training period, the trainees will be sufficiently developed to step into beginning-level management assignments.

## Gunman... For a Day

Anything can happen in "Hawkins Falls," NBC-TV's daily drama sent to the nation from WNBQ-Chicago Mondays through Fridays at 4:00 p.m. EDT.

As example: A scant hour before one July program, one of the featured actors failed to appear. Beating his head as he tried to think of a replacement for the part of the frightened gangster, the key to the plot of the day and absolutely indispensable, the director took a second look at Ernie Santell. "Hawkins Falls" production coordinator.

"Santell, you're it!" the director, Frank Pacelli, shouted, shoving a script into the startled Ernie's hands.

With the help of veteran actors Bernadine Flynn and Bert Bertram, who also were in the scene, and some off-camera prompting, Santell came through with flying colors.

He confessed later that none of his experiences during three-and-a-half wartime years in the Pacific terrified him as much as appearing on the coast-to-coast telecast. During the scene, when actress Flynn fed him the line, "You're the one who's frightened," Ernie confesses that he almost ad-libbed, "You are SO right."



Ernie Santell (center), production coordinator on WNBQ's "Hawkins Falls," gets applause from veterans Bernadine Flynn and Bert Bertram, following his last-minute replacement on the TV show for a missing actor. Ernie played a frightened gangster—and he was!



# PAT KELLY'S FAREWELL PARTY



Pat Kelly (left) just after he was presented with his going-away present by John Royal, retired NBC Vice President.

Recent issues of this magazine seem to be unusually preoccupied with the activities of one Pat Kelly. First, in the issue before last, there was a full page devoted to the tribute paid him by Ralph Edwards on the NBC Television show, "This Is Your Life." Now, CHIMES considers another testimonial given in honor of Pat Kelly—the farewell party thrown by his associates and friends on the occasion of his retirement after almost a quarter-century as supervisor of announcers for NBC.

Over 100 executives, performers, and NBC employees of all sorts, as well as Pat Kelly's "boys"—the men of the NBC announcing staff—jammed the Chippendale Room of the Hotel Dorset in New York on Thursday, June 24, to say goodbye to the man who during his distinguished career at NBC coached and developed some of the finest voices in broadcasting.

Among the notables who attended the party were Sylvester L. Weaver, Jr., President of NBC; Ted Cott, Operating Vice President of the Radio Network; William S. Hedges, Vice President in charge of Integrated Services; Hamilton Shea, general manager, WNBC-WNBT; Ernest de la Ossa, station man-

ager, WNBC-WNBT; Fred Shawn, director of Production Operations; Arch Robb, manager of Program Services, and James Kovach, program director of WRC-WNBW, Washington. Among the famous radio and TV personalities there were Dave Garroway, Herb Sheldon, Tex and Jinx McCray and virtually the entire NBC announcing staff.

John Royal, retired NBC Vice President, and a very close associate of Pat Kelly, was toastmaster and presented Pat with a check for \$1,000, which represented the donations his friends had made as a going-away present for him. Mr. de la Ossa gave him a beautiful Bulova watch, a gift from the local New York stations. A painting of the Crucifixion, which Pat had seen and admired when he was out on the Coast, was sent to him by Jimmy Wallington and presented by Ed Herlihy. His friends in Hollywood, including Tom McCray, Bob Warren and Wallington, unable to come East, made a tape which was played at the party.

Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC, who also was on the Coast, sent the following telegram, which was read at the party by Gene Hamilton:

MR. PATRICK J. KELLY  
DORSET HOTEL

AS MAJOR DOMO OF THE ANNOUNCERS OF THE NATIONAL BROADCASTING COMPANY FOR TWENTY-FIVE YEARS YOU HAVE SO PROFICIENTLY LINKED THE HUMAN VOICE WITH THE MICROPHONE THAT YOUR INFLUENCE HAS SPREAD AFAR. UNDER YOUR GUIDANCE MILLIONS OF WORDS HAVE BEEN FLASHED THROUGH SPACE TO BRING UNDERSTANDING AND ENLIGHTENMENT AS WELL AS ENTERTAINMENT TO LISTENERS THROUGHOUT THE LAND. BY DISCOVERING NEW TALENT AND ENCOURAGING NEW ANNOUNCERS YOU FASHIONED THEM INTO PERSONALITIES KNOWN BY THE SOUND OF THEIR VOICES. CONGRATULATIONS ON YOUR ACCOMPLISHMENTS AS A PIONEER AND LINGUAL COACH AND MAY THE YEARS AHEAD BRING YOU MUCH HAPPINESS AND THE BEST OF HEALTH.

DAVID SARNOFF  
CHAIRMAN OF THE BOARD  
RADIO CORPORATION OF AMERICA

A special program on WNBC (Friday, June 25, 9:35-10:00 p.m.) presented highlights of the party held in honor of this much-loved man.

(On left) Pat Kelly being presented with another kind of testimonial by Mrs. Kelly. (On right) As Pat thanked the crowd for their gift and their friendship. Just a small fraction of those who attended are seen here.



# Safety and First Aid Training

## New Artificial Respiration Methods Taught At Sessions for Employees in New York

In its continuing efforts to keep its employees informed on the latest in first aid and safety measures, NBC last month conducted a refresher course in safety and artificial respiration for over 500 members of the Technical Operations and Staff Engineering Departments. The course was a repetition of the instruction given operating personnel from the same areas two years ago. It was designed to remind those who took the 1952 course of the basics of accident prevention and what to do if a mishap does occur, but the instruction was broad enough to give all the essentials to newcomers as well. Each hour-and-a-half class consisted of a brief talk, films and practical demonstration.

Highlight of the course was the teaching of the new "Back Pressure-Arm Lift" method of artificial respiration. This new technique is replacing the time-honored Shaefer prone pressure style because it is easier, much more efficient and does not require

the exact rhythm of the old "out-goes-the-bad-air-in-comes-the-good-air" method. A film demonstration of the "Back Pressure-Arm Lift" technique was shown, and then the class divided into pairs, so that everyone would have the opportunity to put what had been shown them into practice while it was still fresh in their minds.

Before the films were shown, a few minutes were spent describing NBC's safety program and the part every employee plays in it. The function of the NBC Safety Committee and how it acts on all accident reports to eliminate unsafe working conditions or existing accident hazards was explained, with special emphasis paid to the part individual employees must play in avoiding accidents, reporting them promptly when they do occur, and calling potential hazards to their supervisors' attention.

Keystone to the NBC safety program, it was pointed out, is the premise that accidents don't just hap-

pen; they are caused. And they are always caused either by an unsafe condition or an unsafe act, or sometimes both. The responsibility to try to determine the cause of every mishap that takes place is shared by all employees of the company and we all are similarly charged with taking every possible step to prevent a recurrence. The purpose of prompt and complete accident reporting is not to determine *who* was at fault. Pinning the blame on someone serves no useful purpose. NBC is interested in finding out *what* caused it so that proper steps—additional instruction, changes in operation or modification of equipment—may be taken to prevent it from happening again.

The first film shown was a Red Cross feature, "Checking for Injuries," which served as an introduction to the subject of first aid. It reviewed the different symptoms to look for when an accident takes place, whether on the job or at home.

Twenty-three classes were held, all in the Personnel Training Room in the Americas Building. Instructors were Bill Sharon, manager of Training and Safety, and Drew Van Dam, manager of Policy and Research, both of the Personnel Department.

### Evans' Book On Sale Through NBC

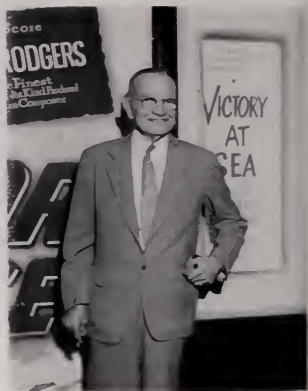
The recently-published "Selling and Promoting Radio and Television," by Jacob A. Evans, director of National Advertising and Promotion, is now on sale to NBC employees at a 20 per cent discount. They may be bought at the souvenir counter on the mezzanine of the RCA Bldg. in New York.

Mr. Evans' book is the first ever published on radio and television sales and promotional techniques. The foreword was written by Niles Trammell, former President and Chairman of the Board of NBC. The normal list price of the book is \$5.95; the employee price is \$4.79.



A prominent part of the recently-conducted first aid and safety classes held in New York was actual practise in what had just been taught. At left, pointing, is Bill Sharon, manager of Training and Safety, who conducted class. Three men kneeling in foreground, left to right, are: Cliff Paul, Herb Greeley and Walter Vetter.

# 'Victory at Sea' As Feature Film



The famous naval commander of World War II, Fleet Admiral William ("Bull") Halsey, was among the guests at the premiere.

A gala premiere and unanimously glowing critical acclaim marked the opening of the NBC Film Division full-length feature film production of "Victory at Sea" in New York last month.

Top-ranking officials of RCA, NBC, United Artists, the U. S. Navy, Army and Air Force and United Nations delegations attended the premiere, at the 60th Street Trans-Lux Theatre, of the first theatrical feature produced by a television company.

Among those who attended the premiere of "Victory at Sea" were Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC; Sylvester L. Weaver, Jr., President of NBC; Carl M. Stanton, NBC Vice President in charge of the Film Division; Fleet Admiral William "Bull" Halsey; Henry Salomon, producer and co-author of "Victory at Sea"; Capt. Walter Karig, USN (ret.), technical adviser; Bernard Kranze, general sales manager

for United Artists Corp., which is releasing the film; and key production executives of "Victory at Sea." Robert W. Sarnoff, Executive Vice President of NBC, who was executive producer of "Victory at Sea," was unable to attend the premiere because he was in Europe at the time.

The New York press was unanimously enthusiastic.

"The audience sat stunned at the power revealed in this documentary picturization of America and her Allies at war," wrote Jim O'Connor in the *Journal-American*. "I salute 'Victory at Sea'—a strong stirring, spiritual screen record of America's finest hour. An epic!"

"Victory at Sea," according to Archer Winsten, of the *Post*, is "so marvelous in its photographic material, so well edited, so grippingly presented, that it stands on its own, the definitive survey of World War II . . . a picture

no one would miss if he could imagine how good it is."

Otis L. Guernsey, Jr., wrote in the *Herald-Tribune* that "the impact of this record of violence is tremendous."

"A thrilling and historic document of war," wrote Frank Quinn in the *Daily Mirror*. "Richard Rodgers has composed a moving score, a fitting adjunct to the visual excitement as conducted by Robert Russell Bennett with the NBC Symphony Orchestra."

"Probably the greatest documentary ever filmed," said Dorothy Masters in the *Daily News*, adding that the film is "an historical chronicle of infinite drama and world-wide import."

The *Times* said "the commentary by Henry Salomon, who also produced, and Richard Hanser is restrained and, at times, surprisingly poetic, and Alexander Scourby gives it a dignified and, what is more important, an unobtrusive reading."



Arriving at the "Victory at Sea" premiere are (left photo, L to R): producer Henry Salomon, Mrs. David Sarnoff, Mrs. Salomon, the producer's mother, and Brig. Gen. David Sarnoff. (right photo, L to R): Carl M. Stanton, Vice President in charge of the Film Division, Mrs. Stanton, and their daughter, Mrs. Ivor Petersen.





In left photo, O. B. Hanson, former NBC Vice President and Chief Engineer, recently elected Vice President, Operations Engineering, RCA, is seen at the wireless microphone demonstration, holding the inside of an ancient carbon mike in his hand. On right J. L. Hathaway, assistant manager of Development Engineering, is holding the wireless mike in his left hand, the tiny transmitter in his right, with the antenna draped over his elbow.

## Wireless Mike Demonstrated

*Midget Device Can be Hidden in Clothing*

A tiny wireless microphone that can be concealed on the person of television performers was demonstrated last month by NBC in a special closed-circuit performance headlined by Joan Diener, of the Broadway musical, "Kismet." Comedian Cliff Norton and announcer Ben Grauer also participated.

The NBC-developed microphone, with an accompanying midget transmitter and antenna which can also be concealed in the performer's clothing, permits freedom of movement on a scale not possible with conventional microphones using cables and booms.

In the demonstration, the microphone was concealed in the top of Miss Diener's oriental costume. The transmitter was placed in a rear fold of the costume, and the antenna, consisting of a multi-turn loop, was worn as a belt.

The demonstration, designed to show the flexibility and freedom of motion made possible by the NBC technical development, was staged in Studio 3-B in Radio City.

The signal put out by the tiny transmitter is picked up by a loop of wire encircling the work area. In the case

of outdoor programs, the loop can be laid on the ground, suspended from trees or draped in bushes.

The entire assembly—microphone, transmitter with battery, and loop antenna—weighs slightly less than eight ounces. Small size of the unit is made possible by the use of fingernail-sized transistors, which do the work of vacuum tubes. Eight RCA transistors are used in the transmitter.

The transmitter, when its design is finalized, will be little larger than a pack of king-sized cigarettes. The laboratory model used in the demonstration is somewhat larger, in order to facilitate circuit development. Eventual dimensions will be  $\frac{3}{8}$  in.  $\times$  2 in.  $\times$   $\frac{3}{4}$  in.

The range of reception of the miniature transmission has not yet been fully determined, but tests have shown no difficulty in covering an area of 5,000 square feet, NBC engineers said. They added that the system is not vulnerable to most sources of interference, but in areas where interference might be a problem, an increase in received signal can be achieved by reducing the area covered by the receiving loop,

thereby improving the ratio of signal to noise.

The transmitter is powered by an RCA alkaline cell battery which is expected to furnish five hours of continuous, reliable transmission. The unit develops approximately 50 milliwatts of power at about 530 kilocycles, but radiates less than 100 micro-watts. Because of the low power and low frequency, the transmitter does not require licensing, since it is well below the limits prescribed by the Federal Communications Commission for such devices.

The wireless microphone was built by the NBC engineering development group on a directive several months ago from O. B. Hanson, then Vice President and Chief Engineer, recently promoted to Vice President, Operations Engineering, of the Radio Corporation of America. George M. Nixon, manager of the group, supervised the development project, which was handled by J. L. Hathaway, assistant group manager, and engineer Ray Lafferty. Robert E. Shelby, NBC Vice President and Chief Engineer, presided at the showing and explained the device.

# The Picture Story



The National Safety Council presented its 1953 Public Interest Award to television station WNBW and radio station WRC for their exceptional contribution to the cause of safety. James E. Kovach, NBC Washington program director, right, is seen accepting the award from James Keneipp, director of Vehicles and Traffic for the District of Columbia.



Smiles on the faces of the men above mean that this year's entire Navy football schedule will be broadcast over a two-station network, WBAL in Baltimore and WRC in Washington, under the sponsorship of the Esso Standard Oil Company. Making final arrangements for the series are left to right seated: Tom White, WBAL publicity manager; Leslie H. Peard, Jr., manager of WBAL; C. A. Newland, Esso division manager. Standing: Jay Royen, WBAL publicity manager; W. N. Farlie, division merchandising manager for Esso, and Harry Karr, WRC sales manager.



NBC's local New York stations, WNBC and WNBT, held an office picnic this year at their radio transmitter at Port Washington, L. I. On left is the transmitter building with staffers and guests arriving for the event. The picnic also was the occasion for an organization meeting and uniform donning ceremony for the Little League baseball team supported by WNBC and WNBT. Seen in right photo (front, L to R): Mickey McConnell, President of the N. Y. Little League Council; Alexander M. Reilly, Harlem YMCA, where the team was organized; the team's captain: Hamilton Shea, general manager, WNBC-WNBT, and Ernest de la Ossa, station manager, WNBC-WNBT.



ay Henderson of Continuity Acceptance in New York, with her nephew John on her recent vacation in Vancouver.



he above photo shows Beverly Newman, NBC Controllers Department, in the Sea Isle beach, Miami Beach, where she enjoyed a vacation in the sun.

The radiant bride is Darling Edna Scott, of the NBC Hollywood mail-room staff, who was married to John Elliott Herod several weeks ago in Los Angeles.



NBC Hollywood head page John Darrah was pleased when he was asked to appear on Betty White's daily television show last month to talk about his work. But he never guessed that he would find that his parents, Mr. & Mrs. Robert C. Darrah, had been flown from Wheeling, W. Va., to appear with him. John had not seen them in a number of years.



Mary Mercer, of Station Relations in New York, leaning against the rail of the liner *Liberte*, on which she sailed last month for a trip to Europe.



Legal Department contingent to Cape Cod on a recent weekend are, left to right: Ann Debus, Jean Schneider, Tina Falcone, Tam Behrens and Louise Sather.







(Left photo): Jim Schaeffer taking a cut at one during NBC's game with Continental Can. (Center): The infield of the NBC softball team, left to right: Ed Goldman, first; Scotty Berkompas, short; Lee Kramer, second, and Tom Wade, third. (Right) The outfield, left to right: Joe Lazaro, Bob Hanretty and Bill Redmond.

## SOFTBALL AT NEW YORK

In the top half of the first inning, during the NBC-Rockefeller Center, Inc. softball game on July 22, with one on and the count at two balls and one strike, NBC's star pitcher Gary Iorio lined the next pitch deep into right center for a two-run homer. Gary then proceeded to take the mound and pitch one of his best games of the season, beating RCI 2-1. Gary's own score was the margin of victory.

This type of tight, expert playing is typical of the NBC team's performances all season. The 1954 squad is said to be the strongest one NBC has produced in the last five years, including the title-winning ones of the past three successive years. At present NBC is driving hard to move up from their second place berth to replace General Motors, the team now on top.

Big Jim Schaeffer and Scotty Connal have returned after two years in service and with the aid of a handful of

new talent—hardhitting Al Lizzo, Joe Lazaro and Bill Redmond—the boys have a good chance of making it four in a row this year.

Veteran centerfielder Bobby Hanretty has fought off an early season batting slump and again is hitting in stride. Tommy Wade, at third, is chipping in with a few timely base knocks and little Scotty Berkompas is playing his usual brilliant game at short. Lee Kramer and Gene Grover split the key-stone duties, and flanked by first sacker Ed Goldman, they provide a strong right side.

Many of the faithful Central Park followers aver that this is the toughest league competition they've seen there in many seasons. It's no wonder, with Mike Siscaretti and Bill Murphy throwing with blinding speed, and making our bid for another championship a rough one.

(Photos by Tom Wade)



Lee Kramer is seen here after getting base, being coached by Scotty Connal. In rear is Continental Can first baseman.



Seen here in photos, left to right, are: Lee Kramer, Tom Wade, Joe Lazaro and Gary Iorio, the NBC squad's ace pitcher.

# INSURANCE COVERAGE... IN A CAVE



W. B. Miller (left) with two fellow spelunkers in the depths of Crystal Cave.

Last February, a group of 30 scientists and explorers descended into the famous Crystal Cave in Kentucky for a week underground in one of the most elaborate speleological expeditions ever made.

Accompanying them as special representative and correspondent for NBC Radio was a man who has a keen personal interest in that honeycomb of sandstone caverns—William Burke ("Skeets") Miller, NBC night executive officer. The relationship was established back in February 1925, when Mr. Miller, then a 21-year-old cub reporter for the Louisville *Courier-Journal*, slithered down 65 feet of slimy, twisted passageway to interview Floyd Collins, a noted spelunker, who had become entrapped and critically injured in the depths of Crystal Cave. For his story of Collins' entombment, and for his courage, Mr. Miller won the Pulitzer Prize.

During the descent into largely unexplored areas of the caverns, the NBC executive, along with the scientists, spent a week in constant danger from falling rocks, which had brought about the death of Floyd Collins. Skirting dangerous pits and crevices was commonplace throughout the underground exploration.

Throughout this hazardous assignment, Mr. Miller was covered by special insurance protection NBC provided for him. The Company maintains an Aviation and Travel Accident group policy for employees, and Mr. Miller's coverage was through a special, one-time-only endorsement to it.

According to William A. Williams,

assistant treasurer of NBC, and the man who handles all such insurance matters for the company, coverage such as this is a rarity, but the Aviation and Travel Accident policy is a long-standing means the company has used to protect its employees while on NBC assignment.

The aviation aspect of the group policy means that the lives of all regular employees travelling by air on official company business are automatically insured for an amount based upon their salary. The travel accident coverage is more specialized, and pertains to regular employees assigned by an office in the United States to perform work abroad. This overseas policy was instituted during World War II because of the dangers involved in travel abroad. When the postwar scene indicated that world-wide travelling for NBC employees would continue to be relatively frequent, the decision was made to continue coverage.

Coverage on one basis does not preclude it from the other. In other words, if you were flying over Italy on company business, you would be doubly protected. What's more, if you were participating in the NBC Group Insurance Plan, you would also have that low-cost coverage.

Speaking of unusual insurance, the William Burke Miller case was by no means the only extraordinary coverage that Mr. Williams has negotiated for NBC. Our pioneering early morning television program, "Today," has brought about some ground-breaking work in the insurance field as well. For example, "Today's" Second An-

nual Hole-in-One Golf Tournament at Chicago's Tam O'Shanter Country Club on August 9 offered \$25,000 to the golfer who could sink an ace. Would that amount, if it had been won, come from the program budget? No, but the cost of an insurance policy written against it did. Needless to say, the odds against an ace are such as to make the premium a tremendously lower amount.

No rate card exists for such unique coverage; each policy is written according to the best estimate of the insurance company. An instance of changing rates was demonstrated when Mr. Williams sought to get preliminary premium costs to underwrite a large cash prize for the winner of a "four-minute-mile contest" that "Today" was going to sponsor. The first price quoted was before Bannister and Landy cracked the four-minute mark. After both men ran the mile in less than that, the premium estimates rose very steeply, but the "Today" project had been abandoned for obvious reasons.

The Program Department, says Mr. Williams, is very insurance-conscious, and through Treasurers, examines all possible ways of using insurance to protect NBC's investments in people and events. They saw, in the two-hour version of "Richard II" with Maurice Evans last winter, that Evans, as producer and star, was indispensable to the production. Thus, an insurance policy written against the likelihood of the famous actor's not showing was drawn up.

## NBC Color Caravan

(Continued from page 5)

manager; Hal Azine, writer, and Warren Phillips, technical director.

As the Color Caravan rolled through the East and Midwest, NBC last month came out with an announcement demonstrating the progress of its drive towards a full national color television broadcast service; that it is developing additional studio facilities which will permit, by next fall, the production of 12 to 15 hours of live color programs weekly. This will enable NBC, at capacity, to schedule more than 500 hours of color programming throughout the season, and will give the network color broadcast facilities surpassing by at least 300 per cent those of any other network.

Already scheduled are 33 color "spectaculars"—90-minute high-budgeted productions ranging across the entire field of entertainment and embracing the most distinguished of writers, producers and stars. The "spectaculars" alone will provide 49½ hours of top-flight programming through the season.

In addition, other live commercial programs will be produced in color on a regular or intermittent basis. The NBC color mobile unit, with its outdoor color shows, will play an important role in the Fall schedule, and a substantial number of color film programs will be telecast.

The network's color plans for the Fall were described by Sylvester L. Weaver Jr., President of NBC, as "a major part of the network's master blueprint for the quick development of commercial color television." At the half-way mark in color's Introductory Year, Mr. Weaver pointed out, NBC, alone among the networks, has been mustering all of its facilities to translate color television from a promise to a reality for the American people.

The FCC decision of Dec. 17, 1953, which authorized compatible color television, followed by less than two weeks the appointment of NBC's new management team of Mr. Weaver as President and Robert W. Sarnoff as Executive Vice President. One of the first Weaver-Sarnoff orders was for full speed ahead on color.

The backbone of NBC's Fall color schedule will be the "spectaculars." Produced by Leland Hayward and Max Liebman, these super-productions will bring into the home a series of entertainment features of a scope

never before undertaken in television on a regular basis.

These spectaculars, which will rotate among Saturday, Sunday and Monday on a three-out-of-four-week basis, will begin on Sept. 12 with Betty Hutton making her television debut. As a special vehicle for Miss Hutton, producer Max Liebman has commissioned the writing of a musical comedy with an original book.

Color film programs will use recently developed color film projectors. NBC has carried on an intensive research program on color film, and from this research have come standards which have been made available to the entire film industry. Both theatrical color film and specially-produced color-television film will be broadcast, as dictated by NBC program requirements.

## In Proper Attire

Sports Note . . . from the pen of the New York *Herald Tribune's* Jesse Abramson on the subject of the New York A.C.'s 66th Annual Spring Games at Travers Island: ". . . the chief oddity of the afternoon's sports in chilly, blustery weather, however, was recorded by big Jim Fuchs, (Film Division salesman) former shotput record holder. Appearing in the shotput circle in his Rockefeller Plaza sales executives uniform of pink shirt, black knit tie and charcoal-black trousers, Fuchs tossed the 16-pound shot 55 feet 9¼ inches. Fuchs didn't even bother to loosen his collar and tie. He did, however, change into spiked shoes. Fuchs was entered but had decided he wasn't in the mood to compete until Bernie Mayer of the Pioneer Club, talked him into it. Fuchs won and second was Mayer, the orator, with a toss of 54 feet 1 inch. No one had ever won the shotput in that fashion-plate attire. But the rules merely say that an athlete shall be properly attired. No one was prepared to argue that Fuchs, in pink shirt and charcoal black, wasn't properly attired—for a young sales executive." The only thing Abramson neglected to mention is that Jim brought along his own cheering section, an unnamed number of young men whom he transported in a canary-yellow Cadillac convertible bearing Englewood, N. J., license plates.

## NBC Births

To Jim Hulbert, N.Y., a daughter, Ann Elizabeth  
To Ellis Moore, N.Y., a daughter, Kathleen  
To George Younger, N.Y., a daughter, Barbara Jean  
To Norma Stoddard, N.Y., a daughter, Doreen Ann  
To Bill Newman, N.Y., a daughter, Lexey Ellen  
To Vera Barkley, N.Y., a daughter, Deborah Kay  
To Jack Kiermaier, N.Y., a daughter, Faith Shepard  
To Jack Roden, N.Y., a son, Edward Douglas  
To Ed Pillers, N.Y., a daughter, Susan Helene  
To Ed Borgos, N.Y., a daughter, Jennifer  
To Howard Schumacher, N.Y., a daughter, Helen  
To Jack Coffey, N.Y., a daughter, Alice  
To Jack Lavan, Washington, a son, John  
To Roy Heffner, Chicago, a son, Bruce Patrick  
To Judy Freed, N.Y., a daughter, Lisa

## NBC Engagements

Evangeline Collis, Chicago, to Gus Maheras  
Dick Oelschlager, N.Y., to Lorraine Horton  
Sam Novenstein, N.Y., to Helen Abby Hoffman

Marvin Bauer, Cleveland, to Fran Duchon

## NBC Marriages

Helene Hecht to Alan Smith, both N.Y.

## Bargain Counter

For Sale: 3-year-old Rockland County ranch home with beautiful view of the Ramapo. Red shingle and white brick on well-landscaped ½-acre plot. Living room with fieldstone fireplace, modern kitchen with Westinghouse range and laundromat. 3 bedrooms and tile bath. Oil heat, outdoor terrace with barbecue, attached garage. Priced to sell at \$17,000. Call Smith at Spring Valley 6-2400-R.

For Sale: Exata camera V8 model. 3.5 Tassar pre-set lens. Case included. Brand new, never used. \$150. Call Henry DeHos, Ext. 180. N.Y.

Wanted: Four or five room apartment. Located anywhere within walking distance of train. For two adults. Desirable rent up to \$85. Call Rose D'Amico, Ext. 601.

## Shawhan Appointed

The appointment of Casey Shawhan, city editor of the *Los Angeles Mirror*, as director of press and publicity for NBC in Hollywood, was announced last month by Syd Eiges, Vice President for Press and Publicity. Mr. Shawhan assumes his new duties with NBC on Aug. 23. Les Raddatz is manager of the department which Mr. Shawhan will head.



# People and Places

## Controllers

Grace Viggiano in account's payable has taken over in June Wall's former position. Incidentally, June's husband, Bob, arrived home after a year's stay in Japan with the Army. Welcome to Beverly Osborne, Joe Fuller's new secretary; Nancy Weinstein, new comptometer who replaced Sophia Varis; and Martin Simon, who took over in Art Topol's position. Helen Venis has joined account's payable and Sophia Varis left the company on June 30. We're all sorry to hear that Gene Cook's wife went under an operation and we wish her a very speedy recovery.

Vacation season has arrived and we've come across a few empty seats in Controllers. Among our absenteers are: Bob Burholt, who is at Schroon Lake; Steve Lazarus, in the Adirondacks and Ronnie Maund, who is having a "great" time at Pleasant View Farms in Freehold, N. Y. Those who returned are: Jean Ellis, who went to her home town in South Haven, Mich.; Gwen Davis, who spent her vacation in Miami Beach; Bill Reisner, who is back from Maine and Margaret Herrholz, who motored to Florida.

Janet Hurley's future sister-in-law gave her a bridal shower on June 26 and some of her friends in Personnel attended. Janet and Bill Schmitt are getting "hitched" in September.

## Film Division

**Sales Department** — Gerry Tower sailed aboard the *Queen Elizabeth* for England the first of July. Joyce Pra Sisto and Peggy Gaither went down to see her off. The gang in the sales office presented her with a bottle of Champagne before she left, plus two cartons of cigarettes and a pair of long white gloves. Joyce Pra Sisto took a wonderful vacation too . . . went to Miami and almost didn't come back. Farewell to Bobbie Cole who left to become Vic Borsodi's secretary.

**Advertising and Promotion**—Wedding bells were really tinkling this June all over the Film Division Advertising & Promotion Department. Jason Lane heading up the Research Group married cute Julie Georgi. If you really want to see how lucky Jason is—come in and look at the big photograph of her on his desk. Joyce Harvey followed

Jason's wedding with one of her own two weeks later, to Joseph Leff.

**Sales Service**—Al Mackenzie is a newcomer to our little harem. He knows more about fashions now than any other man in NBC . . . what with the 8 to 1 ratio. Also new to our department is Wilda Whitman, transferred from the Film Library. Well, Eleanor's back—and Sales Service has got her. Eleanor Darcy, that is, formerly with Accounts receivable. Welcome to Alice Haddock—we find her southern drawl very appealing. Jackie Bloch is back from college for the summer. Wedding bells rang July 11 for Pearl Sugul. Just as Irene Fall returned from Miami with her lovely tan, Bobby Beck left for the same place. Mickey Pina is planning a vacation in Tampa. Anne DeRose got her driver's license and is really burning up the highway. Lucy Georges is busy with her October wedding plans. Grace Johnson thoroughly enjoyed her motor trip to California.

**Production**—Margie Bandman just returned from a fabulous six weeks in England, France, Switzerland, Austria and Italy and is telling everyone she knows that they should give up all luxuries, save every penny and GO.

## Finance Division

**Legal**—Our welcome mat got a bit more wear and tear this month. Anne Anderson joined the Department as Mr. Freund's secretary; Elma Pasquinnelli took over as Jerry Adler's secretary; and Patricia Barry took over the duties of Joy DeMarinis in Tom Ervin's office.

The latest reports on Tam Behrens and Fred Bechtold are excellent: Tam hopes to be back with us around the first of August, and Mr. Bechtold is now allowed visitors.

Seems Jean Schneider, Ann Debus, Tina Falcone and Louise Sather liked it so much at Cape Cod over the Memorial Day weekend that they went back again over the 4th of July. Janet Shields is completing last minute details prior to her forthcoming marriage on August 15. For a while I wasn't sure she'd make it, but Joan Grace (Baird) finally did get off to Bermuda for holiday. Other vacationists: Pat Hone at home, with side trips to the seashore; Louise Sather to Maine; Palma Bisogno to the Jersey shore;

Eleanor Peterson to Connecticut and the beach to get some tan; John Shute to Chebeague Island, Maine; Harry Olsson at home; Howard Monderer to Canada in his new car; and Ben Raub on an auto trip through the Great Smokeys.

**Continuity Acceptance**—No sooner had we welcomed Joyce Mintzes to our midst as replacement for Judy Freed, who just became the mother of a baby girl, Lisa, than we say goodbye to Joan Giorgi. Joan is not leaving NBC, we're glad to say, but is going to the Network Sales Department.

Vacations are in full swing. Dottie McBride spent a week at Williamsburg and Atlantic City, while Joan Battaglia visited out in Long Island. Carl Watson and your reporter visited the opposite ends of Canada. Carl spending a week with his family in New Brunswick, while I visited my brother and his family in Vancouver, B.C. and took a quick trip to California. Alys Reese spent a week at her home in Port Jervis just "doing things" around the house.

## Treasurers—

We've moved, at last, to the fourteenth floor. A beautiful roof garden below us. We're close to "Accounting" and their very nice crew. We'd like them better to know us.

"Tommy" has left us and we're all going to miss her. She's working as full time housewife. From way down deep we all will wish her A happy, prosperous life.

Vacation time now takes it toll. We all get that traveling mania. Herb Schumm has taken one week off. To visit in Pennsylvania.

Adrienne Sellitto had gone upstate. To Pawling, a pleasant place. She wanted to stay another week. Kiddo—you've got some case.

Tom O'Connell took one week off. To work in his brand new house. Mow lawns, clean house, water garden, etc. At home, the boss is his spouse.

Yours truly to the Adirondacks went. To visit in-laws and golf links. And just as before I re-discover. My in-laws are nice—my golf stinks.

The rest of the staff look forward. To their vacation days. We hope you too enjoy yourselves. So, till next time "Happy Days."

## Owned Stations Division

**NBC Spot Sales**—Hank Shepard, Manager of New Business and Promotion, really "promoting" his recent

extensive trip through the West . . . visited Colorado Springs; Salt Lake City, Denver, Portland, Las Vegas, Los Angeles and San Francisco. *Mort Gaffin*, Promotion Manager, while roughing it in an isolated mountain lodge, distinguished himself by being the first Easterner to catch a 12 lb. steelhead in the Washougal River in Washington. Golfers *Lue Stearns* and *Bill Decker* being congratulated on winning second flight of the Member Guest Calcutta at Innis Arden Club in Old Greenwich, Conn. . . . Best wishes to Radio secretaries *Joan Tesoriero* who was married on July 17 and to *Sue Morehouse* on her recent engagement. New faces in Room 308: *Mary Lydon*, TV Promotion Secretary, *Helen Reilly*, Secretary to *Florence Hunter*, Contract Supervisor, *Ellith Baumann*, TV Secretary, and *Jill Oplinger*, Radio Secretary. Most unpopular man of the moment in NBC Spot Sales is *George Pamental*, TV Salesman . . . he's won the baseball pool three times!

**WMAQ, WNBQ, Chicago**—*Norma Harrington* reports for NBC Chicago Engineering: *Howard C. Luttgens*, Engineering department head, just returned from an extensive California vacation trip, including San Francisco, Los Angeles and Yosemite; also the Grand Canyon. Other vacationers: *Al Knispel* of TV field to Jamaica; *Tom Bowles* of TV studio to Mackinac Island and Kansas City; *Bob Rahnert* of TV film studio to California; *Ray Limberg* of maintenance to Florida via the Ozarks, and *Paul Hempen* of TV studio—who “stayed home and caught up on sleep!” Also, to Roy Heffner of TV field and wife, a son, *Bruce Patrick*, born May 25.

WMAQ-WNBQ local sales offices report as a unit: *Barbara Cohen* replaces *Terry Opela* as secretary to WMAQ salesmen *Dick Faulkner*, *Jory Nodland* and *Ken Velson*. *Terry* moves to a new desk as secretary to WMAQ sales manager *Rudi Neubauer*. *Justie Eckersley* of WNBQ sales traffic polishing off the third (lucky girl) week of her vacation at home.

*Jim McCall* reports for Guest Relations: *Evangeline “Angie” Collis*, 19th floor receptionist, has announced her engagement to *Gus Maheras*, with a marriage planned for early 1955, when G.I. Gus returns from Germany. . . . Vacationers include *Cathy Organ*, to Arizona for two weeks; *Barbara von Hazmburg*, just back from Florida; *Dick Barry*, to Michigan, and *Adelle Hemphill*, to St. Louis. . . . *Vic Nelson*,

definitely not vacationing, spends 15 days in July on duty with the Illinois National Guard.

*Joan Vastbinder* reports for Network Sales: *Richard H. Campbell* has joined TV sales in Chicago following *Chuck Standard*'s move to New York. *Mary Riley* planning to spend a week of her August vacation putting the finishing touches on her new North Side apartment. It'll be a double NBC vacation when TV Sales Service manager *Tom Lauer* and wife join TV director *Paul Robinson* and wife at a Pennsylvania farmhouse on the Susquehanna for a joint vacation the last two weeks in August.

Other Net Sales vacationers: *Ed Stockmar*, to northern Wisconsin in late August; *Bill Hohmann*, off on a Canadian camping trip in early August; *Cy Wagner*, to the Wisconsin Dells in late July, *Lynn Koykar* and *Joy Fairtrace* plan a week at the Jack and Jill Ranch, Rothbury, Michigan, in late August.

*Anne Kennedy* reports for Radio Spot Sales: *Bob Flanigan* and his family enjoyed the weather and the fishing at Sturgeon Bay, Wisconsin, for two wonderful weeks. . . . *Bill Butler* flew to Ft. Lauderdale, combining a visit with his parents, who live there, and a very neat and untanned Florida vacation. *Dottie Denzler* back from a motor trip through Canada. . . . “The waiting is hard on the nerves!” quote and unquote from *Sarita Nunez* and *Terry Opela*, who are set for a Mexico City-Acapulco vacation on August 7.

Chicago Briefs: *Richard D. “Dick” Johnson* appointed production manager of WMAQ and WNBQ effective July 12. Dick replaces *Alan Beaumont*, who is handling a special network assignment as producer-director of “A Time to Live”. . . . *Judith Waller* recipient of a “Headliner” award from Theta Sigma Phi, national journalism sorority. . . . *Chet Campbell*, Press head, back at his desk after a two-week July vacation with wife and youngsters, spent partly in Arkansas. . . . *Marian Davis*, cashier, great success as soprano soloist with the Joseph Gallicchio-conducted NBC Chicago orchestra on the stereophonic sound series, *New Dimensions*, on June 27.

**WTAM, WNBK, Cleveland**—Everyone is still talking about the wonderful company outing we had at the Pine Ridge Country Club on July 16. Golf. Swimming, and a wonderful dinner was enjoyed by all.

Men and women, all, donated towards the gifts presented to *Bill Davidson*'s secretary, *Peggy Amsden*, at her farewell baby shower. *Peggy* received a bed, a dresser and a stroller for her forthcoming youngster. The shower was held at the home of *Harriet Weiss*. *Peggy* has left to become a “little housewife and mother”.

Hidden talent has been popping out all over lately. *Jack Treacy*, of spot sales, has written a song called, “Josie.” *Henry Levine* and the morning bandwagon played an arrangement of the tune, done by their own arranger, *Paul Beresford*, a few weeks ago on the show. AM engineer *Jess Francis*, better known as “PX”, won fifteen dollars in a photography contest put on by the *Cleveland News*.

Five people enjoyed a weekend at Stratford, Ontario, Canada, recently when they attended the Shakespearean festival there. Those who made the trip were, *Mort Fleishman*, *Johnny Andrews'* producer, vocalist *Jackie Lynn*, “Morning Bandwagon” producer *Bud Ford*, TV program director *George Cyr*, and *Rita Bates*, of transcription.

New “abodes” in Shaker Heights now await *Carole Englebert*, and *Sandy Muzilla*, both of continuity, and *Lillian Buckto*, of transcription.

**KNBH, Hollywood**—*Alice Gardner* and her husband spent their vacation in one of California's prettiest parks, Yosemite. They drove there in her new Volkswagen. *Bobbie Rickson* is the envy of the office as she's planning her vacation to Hawaii to visit *Gene Terrell* for two weeks.

New in continuity are *Barbara Curtis*, summer replacement, and *Shirley Hill*, a permanent addition to the department. Last summer, *Shirley* was a tour guide at NBC, New York.

*Beep Roberts* and his family will drive to Oregon and back and visit Catalina during his two weeks off. We're all happy that *Ed Wangenheim*'s son has made a marvelous recovery from a heart operation.

*Lennie Goldberg* was promoted to stage manager, after more than two years with the film department. *George Burke*, film director, will have *Doug Stewart* as his assistant. *Doug* was formerly with the page staff.

Another new addition to the receptionists' desk is *Elaine Franken*, a native of Los Angeles who has just completed a course at Los Angeles City College.

Summer vacationers include *Bob*

Pelgram and Marc Breslow, who will go to any extreme for golf. They spent a few days in Tijuana, near the Agua Caliente Golf course and races and the Jai Alai games. *Jim Damon* joined them for a Sunday at the Bull Fights.

*John Wehrheim's* desk sports the Thursday-morning-golf trophy. *Jim Parks* traveled to Prairie Grove Arkansas, for his vacation, and *Jim Wemple* spent some time in Minnesota.

**WNBC, WNBT, New York** — Congratulations to *Warner Moore* who is now a papa for the first time. Little *Richard*, weighing 6 lbs. 8 oz., was born June 20, 1954. Vacations are still in order. Postcards from *Irene Connelly* and *Elsie Ciotti* indicate they are having a wonderful time at Fire Island regardless of the rain. Joining in on recent weekend fun at the Island have been *Mary McNulty*, *Kay Clarke*, *Barbara Klopp*, *John O'Keeffe*, *Joan Bloomer*, and *Selig Alkon*. *Sandy Reisenberg* is now back after her week's vacation on Long Island. Most of the time being spent on the beach no doubt, *Pat Richer* has been off to Bay-head, N.J. every weekend where she and a group of friends have rented a home for the summer season. The WNBC-WNBT Clambake was the big event of the month. Held at Port Washington . . . there was swimming, sunning, dancing, and lots of food . . . also prizes. Everyone had a wonderful time, naturally. Want to wish *Kit Tucker* a speedy recovery from her sprained ankle.

**WRC, WNBW, Washington**—*John Oberholtzer*, part time page at WRC for the past two years, and a student at George Washington University, was elected to Phi Beta Kappa this year—his junior year. *John* is now working during the summer here at WRC-WNBW and proudly wearing his well won key — one of the few at NBC Washington. *Fran Childs* is spending her vacation in Bermuda. *Eugene Givens* of the Building Services staff, was married on June 20th.

For the third consecutive year. *Nancy Osgood* was invited by the Rotary Club of New Market, Va., to participate in the Club's Annual Charity Horse Show.

*Phyllis Weaver*, WNBW's cooking expert, was married June 26th to Air Force Lieutenant Don Dahl. *Phyllis* is back on the air again after a two week honeymoon . . . with no cooking!

NBC Washington newsroom rejoicing to have *Art Barriault* back on the

job looking and feeling well. Art suffered a heart attack in March.

### National Advertising and Promotion

There could be no more fitting opening to this edition of the A&P report than to extend a tribute to a truly wonderful person. She's *Enid Beupre*, who celebrated her 25th anniversary with the company on July 10 and who retired July 30. Ever patient, generous and always willing to go out of her way to dig up that tiny bit of extra information which may have been needed, she's one in a million. That loud telephone voice and the gentle manner will be missed. Here's a most sincere wish for a very pleasant and enjoyable "hiatus."

Well, earlier this season it was reported that *Ed Antonoli* had begun his fishing season with a whopper of a catch. He feared it'd be his best of the year, but lo, just recently he pulled in a massive striper. Who's this *Issac Walton*, anyway?

Hands of congratulation are out to on-the-air's *Jack Marshall* and the new Missus. A new edition to A&P is *Martin Samit* who is radio network client and agency liaison man. *Ann Allsopp*, newcomer too, is *Martin Samit's* secretary.

### Personnel Division

This month, the Personnel Department's welcome mat goes out to the 1954-55 training squad which includes: *Donald Brown* (formerly of Guest Relations), *Don Heller*, *Howard Neff*, *Benjamin Rachlis* and *Jim Rosenfield*. Welcome aboard, fellows: it's nice to have you with us.

June and July vacationers include *Grace Anderson* and *Pi Nilan* enjoying the sun and shore at Cape Cod; *Berry Campbell* having fun at East-over, Massachusetts, and *Roberta Graham* relaxing during a restful week at home in New Jersey. *Dick Connell* had somewhat of a different type vacation this year; he spent his two weeks moving to his new home in Chappaqua, New York.

*Marge Heimbuch* tells us there is a new addition to her family: namely, a cute honey-colored cocker spaniel who has been christened *Murphy*.

*Jack Conway* is still all aglow from being made the proud papa of a baby girl in June.

### Press and Publicity

**Press** — Athletic talents that would make a Dodger manager laugh with joy were displayed when the Press

Department went on its annual picnic to Ridgewood Picnic area in Hartsdale, N. Y. We witnessed the sterling right arm of pitcher *Sid Desfor* . . . the base running of *Ellis Moore*, who never got a hit . . . the courage of pitcher *Mike Horton*, who gave up 26 hits . . . the hustle of outfielder *Syd Eiges* and the heavy clouting of *Ernie Otto*.

*Al Sweeney* replacing *Bill MacCardell*, who is on vacation. *Larry Hojstetter* and *Lennie Meyers* just returned from vacations on Cape Cod, sporting deep sunburns and broad smiles. Wonder what's in Massachusetts?

**Information** — *Mrs. Kathryn Cole* returned from her vacation July 12th after a whirlwind trip through the far West with her husband. Traveling as part of a guided tour, the Coles traveled through many of the western states, visiting National Parks and major cities along the way. Since her return the office jingles whenever anyone takes out their keychains, which now carry the "Bells of Sarna," souvenirs she brought back to us.

*Eileen Tobin*, hearing all about the wonderful West, is having a difficult time waiting until September when she also plans a trip west.

We all enjoyed watching the expression on *Dave Eddy's* face when he saw his birthday presents piled on his desk last July 1st. It was canned food! Seems that no matter how much *Dave* eats, he is always hungry, so we thought we would try to satisfy his appetite at least temporarily.

Noticed in passing: *Melba Thomas* glancing through Caribbean cruise folders with a far-away-look in her eyes: *Alice Kennell* becoming an expert on Jersey City municipal affairs thanks to a certain young man.

### Radio Network

**Radio Program** — Vacationer *Joan Tarpey* of Studio Assignments and husband *Bernie*, home on a month's leave from Germany where he's stationed with the U. S. Army, are spending several weeks at a New York State resort. So far no word from the gal . . . She could at least send us a card! *Lucy Moore* of Associate Directors also is away on vacation. . . . *Lucy* is spending her two weeks visiting her folks in San Francisco and know she's having a grand time. Off for an extended stay at home to await the "stork" is *Billie Eaton* of Studio Assignments. We'll be awaiting announcement of the



baby's arrival. Joining the daily trek out of New York to the woods of New Jersey is director *George Foutsas* who recently acquired a 6½ room split level home in Allendale (N.J.)

### Staff Engineering

This entire column could be devoted to my cruise to Nassau and Havana on the *SS Nassau*, but fearing violent reactions from others in Engineering if this turns out to be a monologue on my travels, I shall proceed with the gossip at hand.

It was a busy month for Sir Stork, with pink bundles being delivered to the *Howard Schumachers* who are calling her Helen; to the *Ed Pillars*, who named her Susan Helene; to the *Ed Borgos*, who are calling her Jennifer; and to *Adelaide Shubert Taylor*, who received a double bundle and is calling them Maureen and Kathy!

Welcome to *Leal Smith*, the new RF engineer.

(Honestly, those royal palms and the aquamarine water at Paradise Beach in Nassau are heavenly!)

*Adelaide Orr* was surprised at a luncheon given for her at the White Turkey, as a sort of farewell before she leaves NBC and moves to the 53rd Floor as secretary to *Mr. O. B. Hanson*, new Vice President of RCA. A luncheon at the Hotel Victoria was given for *Rosemary Schauble* who marched down the aisle in late July.

That renowned celebrity in the Development Group, *Ray Lafferty*, made two TV appearances in one day on the "Today" show, demonstrating the device he's been all wrapped up in lately, the wireless microphone. Joan Diener, star of "Kismet," helped to ease the strain on this project!

(If you ever get to Havana, may I recommend a visit to The Tropicana! It's absolutely fabulous!)

The Engineering Department has been well represented over a good portion of the world this year. *Rosemary DuBois* has been touring Canada; *Bill Clark* was to the Thousand Islands; *Ann Bartok* flew to Bernuda; *Dolores Taylor* and *Bill Gough* visited Florida; *Roy Moffet* drove out West; *Ren McMann* roamed Europe; and *Rita Stipo* (in case you didn't know) cruised to Nassau and Havana! Olé.

### Station Relations

A group of us from this department went aboard the *Liberte* on June 17 to bid farewell to *Mary Mercer*, who

will be in Europe for two months. The last we heard Mary was in Scotland, and hope she'll return about August 20.

A farewell party was given in honor of *Sheldon Hickox*, who left this department to take over a position at NBC in Hollywood.

"Jerry" *Stonebridge* is vacationing in Nassau. We think she's having such a good time she may not want to return to all those numbers and charts.

*Bob Aaron's* son, Robert, who is just about a year old, showed his father how good a swimmer he is, and ought to be swimming channels (not TV), before long.

Other vacationers are *Don Clancy*, back from Cape Cod, *Bill Kelley*, to the mountains of Pennsylvania, *Spike Knapp*, to Nantucket, and *Nat Glaser*, also, to Cape Cod.

### TV Network Programs

**Duplicating** — Four more vacations to report since last time. *Martin Devine* spent his first week at home with his five kids. More to come later. (Vacation days, that is!) *Jim Plock* is also splitting his vacation and spent the first week at home. More ambitious plans are being made for his second week. *Karl Torjussen* and *Paul Barnwell*, as of this writing, are still off to parts unknown.

*Ralph Hausser* left NBC a few weeks ago to work nearer his home in New Jersey. Replacing him is *Tom O'Driscoll* whom we welcome not only to the NBC, but to the USA as well. Tom only arrived recently in America from Ireland! We hope New York compares at least reasonably well with his native County Cork.

**General Service** — *Lou Anderson* and *Mike Kopp* both back to work looking and feeling much better. *Fred Hoeflich* extremely excited over spending his vacation with his son from Georgia. Reports are that *Lou Wright* swings a mean ball down Wildwood. N. J., way. Sorry to hear *Bob Anderson's* hospitalized. *Maude Archer* back from a wonderful time in Denville. N. J. *Mary Driscoll* back glowing with renewed health and vigor. *Pat Scheer* left to answer the call of wedding bells June 30th. *Dot Gillick* back now that her son and heir has made his appearance. *Edith Galloway* forsaking us on July 30th to tour Europe with her husband.

*Frank Reilly* became an active member of the grandfathers' club with the arrival of *Ann Ceilia* on July 3rd.

born to his daughter, Mary. Speaking of grandfather, *Ben Giacalone* will soon be one for the 2nd time. Sympathy is extended to *Al Humbert* on the passing of his father-in-law. Welcome to our midst, *Ed Coughlin*, formerly of the Fire Dept.

**Guest Relations** — *Ken Foster* has been given the honor of being one of the judges of the North American Roller Skating Championships being held in Denver, this month. Ken has quite a few medals of his own that he has won skating. *Sandy Bronsther* is packing his troubles in his old duffle bag in preparation for preferential training with the Army at Camp Drum, Watertown, N. Y.

Good luck to *Ann Jones* who has been promoted to Radio Recording replacing *Townsend Coleman* who was Tour Supervisor in GR not too long ago. "Tommie" *Owen* has taken over as *Andy McChesney's* right hand in the ticket division. *Joe Sutton* from the night pages and *Jim Cavanaugh* from the day pages have taken over the duties on the GR Reception desk. *Don Brown*, who occupied that position, has been selected for Management Training. *Frank Shaw* also from the GR desk has replaced *Jack Issing* in the ticket division. A big welcome to *Marianne Mulvihill* in tix replacing *Cecil Pederson* who is taking a leave of absence for the summer.

**Music** — Vacation time makes the office seem empty with such people away as *Jane Langley*, *Peter Zolantis*, and *Eduvin L. Dunham* who is relaxing in his favorite vacation spot, Florida.

The nearest we came to a wedding this season was to have *Mary Turner* attend one as a bridesmaid.

**News and Special Events**—Kudos: "Magnificently conceived and put together." That's what *Variety* said about "Spandau," a half-hour documentary, scripted for TV by *Reuben Frank*, with film by *Gary Stindt*. Kine of show, which was voiced by *Joseph C. Harsch* and directed by *Ralph Peterson*, in great demand by schools and organizations for educational viewing. "As Others See Us," a panel discussion MC'd by *John Wingate*, was, according to *Billboard* a "notable contribution to high caliber educational programming . . . unflinchingly honest." "The News Game," news-quiz show produced by *Merrill Mueller*, MC'd by *Kenneth Banghart*, is, according to *Variety*, a "crackerjack current events quizzer." Script on comic books by *Alex Dreier*, Chicago newsmen.

made a part of the Congressional Record. "Camel News Caravan" and John Cameron Swayze received annual TV award, accepted by producer Frank McCall, presented by National Federation of Business and Professional Women's Clubs. Tokyo correspondent John Rich awarded sixth annual fellowship by Council on Foreign Relations. He's been given a leave of absence for the duration of his studies, —Sept. to June 1955. Among previous winners—NBC's commentator Irving R. Levine and Amos Landman, ex-NBC correspondent in China.

Visitors: Jim Robinson and his lovely wife, Barbara, and Bob Hecox, all from Indo China, to New York for TV appearances on "Comment"; Bob McCormick, Geneva, and Romney Wheeler, London, also here for "Comment"; Morgan Beatty, Washington; Jack Chancellor, Chicago.

New Faces: newswriters Ed Hymoff, Fitzgerald Smith and Lloyd Garrison.

Items: Commentator and newsmen extraordinary W. W. Chaplin recently returned from Honduras and Guatemala where he headed up NBC's coverage of the war in Guatemala. Bill Ryan scripting "Sunday With Garroway"; Art Holch scripting "Camel News Caravan"; "Background", series of four TV shows to be scripted by Reuven Frank, produced by Ted Mills.

**Public Affairs** — The most exciting news we've had in ages was Gioia Marconi's engagement (and, as this goes to press, marriage) to George Braga, President of the Manati Sugar Company. A week before she left for Rome, Gioia was feted at a shower given by Marilyn Kaemmerle in her New York apartment. Those sharing the champagne, hors d'oeuvres and cake were well-wishers Doris Cornith, Hilda Watson, Joan Berger, Marilyn Jacobs, Doris Lockley, Mardy Palmer, Gloria Goodman and Flo Reif. Then, later that week, Ed Stanley hosted an office party, giving Gioia's many NBC colleagues a chance to send her off in grand style. After flying to Rome to see her mother, purchase some last minute trousseau items and have her wedding gown made, Gioia will proceed to Scotland to be married in her aunt's castle, Cortachy. The Bragas will honeymoon in Europe before returning to their New Jersey home.

Oops! We slipped by not reporting this sooner, but perhaps you can still pick up a copy of the June issue of *Holiday* magazine, in which Edward

Stanley's article appeared. It's entitled "Waterway West" and takes the reader on a trip through the scenic Mohawk Valley via the Erie Canal.

**Radio Studio Operations** — Congratulations are in order for Val McCormack, who graduated magna cum laude from Fordham Law School. Ray Farnan is breaking in his new Cadillac on a vacation trip through Eastern Canada. Joe Kall had a successful engagement singing and entertaining at a prominent Catskill resort over the holiday week-end.

The latest adventures of Tom Longmore are slightly bewildering. First there was the holdup, with Longmore allegedly losing \$2 and his cane, and suffering minor injuries. Then there was the visit to the hospital where his bruises were taken care of, but where he contracted a new and painful skin infection. Then came the stiff hospital bill, which Tom answered, on the eagerly proffered advice of his fellow workers, by making a counter-claim against the hospital. An interesting legal or medical fight seems to be shaping up. All this adds to the pleasures of working in this department, where each month is good for some new episode of amiable lunacy.

**Stenographic** — Vacations are the main topic for conversation now and the girls in Steno are really travelling around: Selma Aronson went to upstate New York, Joan Kelley to Virginia Beach, Betty Roman to Connecticut, Margot Lampe spent her vacation at home, Celia Dobkins to the Catskills, Finnie Koho to New Jersey, Carmilla Grande to Sagamore, Pennsylvania, Rose Passarelli to Connecticut, and Peggy McGrath to Miami Beach, Florida.

We wish to welcome Carole Sabatini, who worked with us last summer, and a special welcome to Herta Vinogradov, who comes to us from Germany. The best of luck is wished to Irene Sniffin, who will leave us to become a mother.

#### TV Network Sales

**Network Sales**—TV Sales and Sales traffic joined together to bring about a very successful send-off party for Ellen Coyle, who left to take command of the homefront. It was all a surprise which came off very well at the Plaza Hotel. The gals and guys were never in better form as they gave out for posterity their sprightly quips and witty sparklers. Ellen was presented

with a clock-radio and our best wishes for a home as happy as she has made our office.

Ships seemed to be of importance these past weeks. Fran Barbour took a trip to Bermuda on one, Ann Eldred waited for a submarine, Marge Davis was in a sailboat race on vacation, and Hallie Robitaille put-puts about in her outboard over the weekend.

Finally we come to the additions department. Joan Georgi to Eastern TV Sales; Karol Fisher to Sales Traffic and Adrienne Zuger to Today—Home Unit.

**Merchandising** — Fred Dodge has just left for a quick trip to the West Coast where he will be one of the principal speakers for a series of sales meetings for the Sunbeam Corporation.

Gordon Lane's roof-top garden is now bursting into full bloom. In addition to growing tomatoes, beets, radishes, carrots, etc., Gordon's garden has a wide variety of herbs. These are used to flavor of the many fine foods Mr. Lane prepares in his charcoal broiler on his roof-top garden.

**Research and Planning** — People are full of original ideas for this year's vacations. Jean Patterson headed North the last week in June and got as far as Maine, Canada for sure next year. Jean, July 4 week Laura Graham really lived it up in New Hampshire. A. Whitney Rhodes chose Pine Orchard, Conn. for his July 12 vacation week. Marvin Baiman took his family to the Poconos for the two middle July weeks. In the line of duty as well as vacation, Art Johnson went on National Guard duty for two weeks beginning June 28. The Stork called him back home in the middle of everything on July 3 when Art's wife presented him with a baby daughter, who was named Ellen. Congratulations also in order for Bettye Hoffmann, now a certified operator of automobiles. It's great inspiration for Gloria Betros, presently in the midst of her driving instructions. Brooklyn pedestrians: "Beware!"

An exuberant bon voyage luncheon was feted Janet Pugarelli on her last day of toil Friday, July 16 at the Teheran restaurant. Janet goes home to Scranton for a month before sailing to Europe on August 21, with stops in England, France, in general and Italy in particular. This business of crossing the Atlantic ocean certainly has become a contagious disease with NBC employees, especially the girls.

**FORE! Save \$4.25 per dozen on**



## **CHAMPIONSHIP GOLF BALLS**

Take strokes off your score with these high-compression, liquid center NBC Championship Golf Balls made to the rigid specifications of the United States Golf Association. They are manufactured expressly for us by one of America's leading makers of golf balls, with each bearing the NBC Chimes imprint. This quality ball is made to retail at \$13.00 per dozen, but our employee price is only **\$8.75 per dozen.**



***The most famous dolls in the world!***



## **PAGE AND GUIDETTE DOLLS**

Here they are *in person!* Perfect replicas of those charming, personable NBC Pages and Guidettes who have escorted millions of tourists through Radio City! The doll uniforms are miniature duplicates exact in every detail. The boy Pages and girl Guidettes are eight inches tall and made of a special life-like plastic that enables you to move head, arms and legs into any position! Wonderful gift for doll collectors, for your own children, for station promotion!

**\$2.40 each**



### **HOW TO ORDER**

Select the item or items you want at the low employee discount prices.

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.