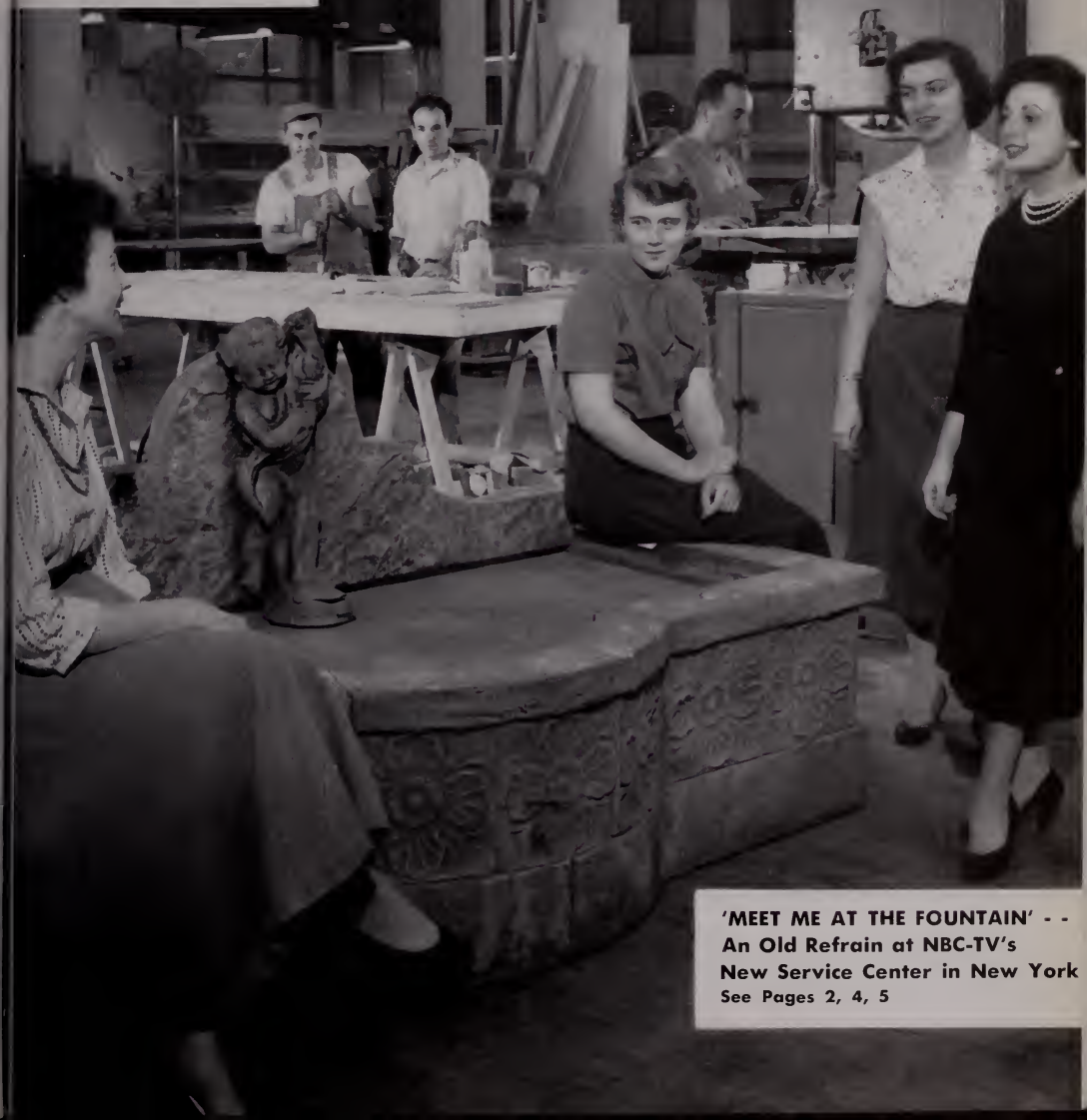


NBC

CHIMES

NOVEMBER • 1954



'MEET ME AT THE FOUNTAIN' - -
An Old Refrain at NBC-TV's
New Service Center in New York
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

Administration Division:

*Air Conditioning, Tom Henry
Controllers, Joan Barth
Duplicating, Charlie Atlee
General Service, Mary Heller
Guest Relations, Frank Shaw
Mail & Messenger, Elmer Gorry
Personnel, Mary Fitzgerald
Purchasing, Mary Hoyt
Staff Engineering, Rita Stipo
Stenographic, Rose Parsarelli
Traffic, Marge Hadley*

Film Division:

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

Finance Division:

*Legal, Joan Lindenmayer
Treasurers, Adrienne Sellitto*

Owned Stations Division:

*Administration, Adrienne Shaker
Spot Sales, Elaine Simpson
KNBC, Norma Robison
KRCA, Bob Pelgram
WMAQ-WNBQ, Howard Coleman
WRCA-WRCA-TV, Marie Suchan
WRC-WRC-TV, Jay Royen
WTAM-WNBK, Marilyn Beifus*

Pacific Division:

Ted Switzer

Public Relations:

*Continuity Acceptance, Kay Henderson
Nat'l Adv. & Prom., Dorothy Brodine
Information, Stanley Appenzeller
Press, Charles Smith
Research & Planning, Gloria Betros*

Radio Network:

*Administration, Joan DeMott
Network Sales, Linda Schmidt*

Station Relations:

*Lucy O'Leary
TV Network Programs:
Production-Business Mgr., Eileen Monahan
Design & Art Operations, Pat Plant
Music, Nora Schock*

News & Special Events, Pattie Bowers

Plant Operations, Gloria Clyne

Prod. Ops., Evangeline Hadjopoulos

Program Analysis, Connie Menninger

Public Affairs, Florence Reif

Special Effects, Kathy Fannon

Staging Services, Betty Bagshaw

Talent, Barbara Corrigan

TV Technical Ops., Marie Redling

AM Technical Ops., Jane Ermentraut

Unit Mgrs., Prod. Coord., Richard Walker

TV Network Sales:

Merchandising, Zena Mondello

Network Sales, Mort Dillon

Sales Traffic Ops., E. Holland Low

The Cover

"Meet me at the fountain!" said she, and they did. Perhaps not a real "three coin" type fixture, but an authentic looking piece of NBC-TV scenery. The place is the newly-constructed NBC Television Service Center in New York, at 18th St. and the Avenue of the Americas. In the foreground (left to right) are NBC secretaries Rosanne Walsh, Betty Bagshaw, Mary Christophus and Mary Anne Ricciardone. In the background in the scenery construction area are (left to right) carpenters Ed Gallego, Joe Boccanfuso and Harry Aronowitz.

If those girls were posing there some fifty-odd years ago, they would be wringing wet, because the most famous fountain in New York was located in that very same spot shortly after the turn of the century. The building that is now NBC-TV's Service Center was then Siegel-Cooper, New York's greatest department store. On the main floor was a genuine, full-spraying fountain, and the store's slogan, known to everyone in New York, was "Meet Me at the Fountain." For more on the new Service Center, turn to pages four and five.

N. Y.'s Hurricane Service

In anticipation of Hurricane "Hazel," which cut a destructive path along the Eastern Seaboard last month, NBC's stations in New York, WRCA and WRCA-TV, provided its audience in the Metropolitan area with up-to-the-minute, on-the-spot bulletins and programs relating the progress of the hurricane. Station staffers and reporters worked on a 24-hour basis to alert listeners and viewers until the danger had subsided.

WRCA placed direct lines into the U.S. Weather Bureau at the Battery on Thursday, Oct. 14, when warnings of Hazel's approach were first announced, and began issuing reports from there at 6:00 p.m. WRCA newsmen, on a constant vigil at the Bureau, supplied information for half-hour reports, and, in addition, Ernest J. Christie, meteorologist in charge of the New York Bureau, as well as station newscasters, delivered warnings to listeners throughout the day.

Lee Bennett

Lee Hunt Bennett, an NBC Chicago staff announcer, died Oct. 10 at Illinois Masonic Hospital after a prolonged illness. Mr. Bennett, a native of Lincoln, Nebr., was graduated Phi Beta Kappa from the University of Nebraska School of Speech. Following graduation he joined the staff of a Lincoln radio station as an announcer, then went with Jan Garber's orchestra as a featured vocalist.

Mr. Bennett left Garber to act in several Hollywood motion pictures, and later formed his own orchestra. He toured throughout the Midwest with his group until 1941 when he joined WGN, Chicago, as a staff announcer. He became an NBC Chicago staff announcer in the spring of 1953.

Mr. Bennett is survived by his widow, the former Susan Popping; a daughter, Jonna, nine; and his parents, Mr. and Mrs. Harry Bennett.

Herbert V. Anderson

Herbert V. Anderson, account executive in the NBC Television Network Sales Department, died on the evening of Oct. 14 at the North Shore Hospital, Manhasset, Long Island, after a long illness. He was 47.

Mr. Anderson joined NBC in April, 1944, in the spot and local sales department. When the Television Network Sales Department was formed in 1950, he became an account executive.

He was born in Falconer, N. Y., Feb. 24, 1907. He was graduated from Cornell University in 1926, where he majored in music and psychology. A sailing enthusiast, Mr. Anderson was a member of the Manhasset Bay Yacht Club. His home was in Port Washington, L. I.

He leaves his wife, Mrs. Anne Wright Anderson of the J. Walter Thompson Company and his parents, Mr. and Mrs. John A. Anderson.

NBC News Roundup..

Judith Waller Is Made Honorary Member of NAEB

Honorary membership in the National Association of Educational Broadcasters has been bestowed upon Judith Waller, director of Public Affairs and Education of NBC's Central Division at Chicago. The announcement was made during the meeting of the organization late last month in New York, in celebration of its 30th anniversary. Only two other such memberships have been given. Miss Waller has been in the broadcasting industry for more than 30 years and has received many acknowledgments for her work during that time.

Pacific Division Wins Ad Award 2nd Year in Row

The Direct Mail Advertising Association has announced that the National Broadcasting Company's Pacific Division has won—for the second year in succession—the Best of Industry Award.

The off-beat sales letters, created by Preston Whitney, had been judged so outstanding that Helen Murray Hall, Advertising and Promotion manager for the Pacific Division, was invited to the annual DMAA convention in Boston to speak on the subject: "How We Built Good Will—By Direct Mail."

NBC Radio Offers 'Five- Minute Program Plan'

A "Five-Minute Program Plan," a new time-and-talent "Single cost" sales package offering advertisers maximum impact and extreme flexibility at low cost, has been established by the NBC Radio Network. Fred Horton, director of Sales, announced early this month.

The new plan enables the advertiser to custom-build a package of maximum impact for special promotions, holiday events, continuing year-round campaigns, or for specialized audiences through choice of time in both day and night periods. Talent available includes 30 top personalities.

Organization Changes

Thomas E. Knode, manager of Station Relations since 1952, was named director of Station Relations. . . . Barry Wood, executive producer in charge of color TV, was appointed director of Special Events. . . . Arch Robb was made manager of Special Events. . . . William R. McAndrew was appointed director of NBC News. . . . Eugene E. Juster has become manager of NBC News Film. . . . Raymond F. Guy this month was appointed director of Radio Frequency Engineering. . . . Michael H. Dann, manager of Television Programming, has been appointed director of Program Sales of the TV Network Program Division.



Discussing the NBC Spot Sales, Promotion, Merchandising and Publicity Clinic, which was held at the Hotel Warwick, in New York, early this month are, left to right: Thomas B. McFadden, director of NBC Spot Sales, and the four co-chairmen of the clinic, Mort Gaffin, Advertising and Promotion manager, NBC Spot Sales; Robert F. Blake, director of Publicity, WRCA and WRCA-TV; Max E. Buck, director of Advertising, Promotion and Merchandising, WRCA and WRCA-TV, and H. W. Shepard, manager of New Business and Promotion, NBC Spot Sales.

Sarnoff Estimates Two Million Have Seen Color TV This Fall

Robert W. Sarnoff, Executive Vice President of NBC, estimated last month that "at least two million people" have seen color television shows on color receivers this fall.

Mr. Sarnoff told the Advertising Club of Greater Buffalo that the estimate—based on the "hundreds of people" who are exposed to each of the nation's 10,000 color sets—was "banker-conservative."

The day before Mr. Sarnoff spoke, Mayor Steven Pankow of Buffalo proclaimed the week of Oct. 25 to 31 as "NBC-WGR Week." WGR, an NBC affiliate, is Buffalo's first broadcasting service.

'Where Have You Been?' New Travel Quiz Show on NBC Radio

"Where Have You Been?" a new radio quiz game based on travel and travelers, began on Thursday nights on NBC Radio this month. Travel expert Horace Sutton is emcee and Peggy McCay and Merrill Mueller are regular panelists.

'Medic' and 'Today' Help Win Award for Saran Wrap

Dow Chemical Company officials this month credited NBC-TV's "Today" and "Medic" shows with playing an important role in the firm's winning of the Topics Publishing Company's award for national advertising excellence. Dow also recently purchased participations on "Home" and "Tonight."

NEW NBC-TV SERVICES CENTER



Scenic artist Robert Earle preparing a set for an NBC Television show. He is one of the more than 250 people who work at the new Service Center.

The one-time home of New York's "most magnificent department store" has gone through several transitions in the past 60 years, but none so startling as the face lifting just completed to convert it into the new Staging Services Center for NBC-Television.

The newest tenant in the vast building which stretches from 18th to 19th Street on the Avenue of the Americas has completed conversion of the entire

first floor and large basement area into a tremendous "Willow Run of TV" to service NBC television shows with a limitless variety of scenic services. Over 100,000 square feet of space is devoted to the design, construction, and painting of theatrical settings plus facilities for the provision of properties, graphic art, wardrobe, draperies, trucking, etc. The many large show windows formerly used to display the

latest styles of the 1890's will soon be utilized in dramatic 20th Century fashion to show the passing public what goes on in this important behind-the-scenes phase of television.

Move's Vast Scope

Leonard Hole, director of Production, NBC Television Network Program Division, in announcing activation of the new quarters, points out that six months of planning went into completing arrangements for the complex move of NBC's staging services from its former location on West 56th Street. This intricate re-location of facilities was comparable to picking up and moving 400 complete houses, roof, walls and contents practically overnight. Among the items transferred and installed were 20,000 scenery units, 15,000 pieces of furniture and properties, and 250 working personnel. All this was done on a stop-watch schedule while, at the same time, service to over 100 shows a week was carried out without interruption. That the move was made and the new quarters put into operation without a hitch was a tribute to the efficiency of the personnel and the techniques developed in the past year.

The new Staging Services Center assembly line arrangement of equipment and materials makes it possible for the skilled craftsmen in construction, painting, properties and allied crafts to transform the scenic designer's



Part of the carpentry group constructing scenery. From left to right are: Norberré Basilière; Irv Benson, Joe Gehlman, Julius Gazverde, Fred McAliece and Bob Baer. The Center has over 20,000 separate units of scenery, which work together like blocks. These men can construct exteriors and interiors for a cathedral or a tenement house.



(Left photo) Just one section of the many racks of flats NBC maintains at the 18th St. Service Center. Nearby these storage areas are the truck ramps to carry the scenery to the studios. Over 7,000 truck loads of material are transported in the course of a year. (Right photo) In order to make use of all available space, an entirely new floor was built in one part of the high-ceilinged first floor. Here it is while construction was still in progress.

sketches and plans into reality through production line techniques. The huge assembling floor allows great flexibility of movement which results in greater all-around efficiency and economy.

The construction shop and painting areas are double the previous size and a 50-foot fully automatic paint frame with two flying bridges is being installed. The fleet of scenery trucks can roll right through the building to load and unload without loss of time. Truck facilities can now accommodate up to 12 trucks at a time, three times the previous capacity.

A feature of the new quarters is a new type of storage bin made of

slotted steel angles which can be adjusted to house any size scenery or properties. Thousands of feet of these bins were erected to store the tremendous library of sets and props which NBC Staging Services maintains for the production of shows varying from the color spectaculars to low-budget quiz shows.

Everything Catalogued

Each of the many thousand items is individually catalogued and filed by a code system which makes it possible for designers and shop personnel to know the exact location of any piece

at a moment's notice. Nothing is allowed to gather much dust. There is a continuing process of re-checking and sorting which preserves only the most useful items.

Other improvements in the new quarters are new printing machines for the instantaneous duplication of designers' sketches and floor plans at a speed five times faster than the old; enlarged costume and drapery sections for these expanding services; improved facilities for repair and maintenance of lighting equipment; larger consolidated quarters for design, graphic arts and building personnel; new production conference rooms; and a complete sprinkler system for increased fire protection.

The Staging Services Center now services 95% of the live television productions which originate from the numerous NBC color and black-and-white studios in New York and Brooklyn. Out of the Center come the scenic elements which make up a variety of shows ranging from Producers' Showcase spectaculars and NBC Operas to daytime serials and product commercials. These facilities are available to any NBC show originating in New York, whether created by NBC or an outside producer. The complete services now consolidated in the new Center include service and costume design, graphic arts, props, costumes, draperies and scenery construction and painting.

The activities are under the direct supervision of James Glenn, director of Plant Operations; Norman Grant, director of Art and Design Operations, and Walter Giebelhaus, manager of Scenic Production.



Over 7,500 gallons of paint are used during the course of the year by NBC in turning out television scenery. Seen here are Dominick Ferrara, on ladder, painting a set, and Michael Marlow, examining a designer's specifications for the set.

'What Did He Say?'

Second Part of Series on Stock Investment Plan Explains Some of the Lingo That Throws the Novice

Public ownership of the nation's plants and industrial machinery is . . . an idea with the power to combat and kill the virus of communism, the power to keep our country strong and free, the power to give our people an unending supply of the good things of life and the leisure to enjoy them.

This quotation from literature published by Members of the New York Stock Exchange explains in part one significant feature of the recently announced Monthly Investment Plan. This new program makes it possible for members of the average income group to use limited funds for the purchase of listed stocks. American business, requiring capital for new products, new plants, new jobs, is being financed by millions of farmers, mechanics, businessmen, engineers, bankers, school teachers, housewives and others from every profession and occupation. The Monthly Investment Plan offers an even wider opportunity for American workers to own a share in American industry.

The "Lingo"—For many people, the "lingo" of stock brokers is a strange-sounding language which is hard to understand. Yet knowledge of a few simple terms opens the door to a better comprehension of the basic factors and mechanics of investing. In its educational campaign, the stock exchange is attempting to help the individual who has moderate but regular funds to decide whether he should invest, to understand the advantages and the risks involved, and how it works.

Referring to our introductory article in the last issue of CHIMES, readers will recall that "investment objective" is the first consideration in investment planning. This can be broken down into three categories, for growth, for income or for safety or any combination of the three. The second is to pick the type of security best suited to your plan. There are three types:

(1) *Bonds* represent a debt of the company. They obligate the concern to pay a stated amount of interest each year, and to pay back the full amount at the end



of a specified time. If a company is liquidated, the bondholders are the first to be paid out of whatever money is available; preferred stockholders are next, and common stockholders last. (In the investment classification, bonds can be rated as follows—For growth: none. For income: steady. For safety: best.) While bonds may not be purchased through M.I.P., it is assumed that the individual has already obtained some of these, particularly U. S. Government bonds.

(2) *Preferred stocks* represent ownership with special rights, and limited privileges. Normally they have a specific dividend fixed in advance. On a non-cumulative preferred stock, the dividend must be paid before a dividend is paid to the common stockholder, and on cumulative preferred stock, if a company is unable to pay when due, the dividends often accumulate and the company must pay all unpaid dividends to preferred stockholders before it can pay anything on the common stock. On the other hand, preferred stocks participate in the company's earnings only to the extent of the fixed dividend, so growth and earnings improvement means little. (Preferred stocks may be

rated as follows—For growth: slight. For income: steady. For safety: fair.)

(3) *Common stocks* represent ordinary ownership in a business. They do not carry a fixed dividend. Dividends vary with the earnings of the company. (Depending on your investment objective, common stocks may be rated as follows—For growth: best. For income: variable. For safety: least.)

When a company first offers (or "floats") its stock or bonds to raise the money needed to start operations, a specific price is set on that security. Thereafter, the price of stocks or bonds, as with any commodity, fluctuates with supply and demand. If a number of holders conclude at about the same time that a particular issue is overpriced, they may decide to sell, and the price will probably fall. Or they may think it is selling at bargain prices and decide to buy. Their combined orders may cause the price to rise. When widespread buying causes stock prices generally to go up, it's a "bull" market. Widespread selling causing the average price of all stocks to drop is a "bear" market.

Choose Your Broker Carefully—Your banker or attorney can advise you in the choice of broker (or member firm of the New York Stock Exchange), or you can check your local Better Business Bureau. If you are interested in the Monthly Investment Plan, which permits a budgeted cash payment of \$40.00 and up monthly or quarterly, for the purchase of common stocks in America's blue-ribbon industries, the broker you choose can give you full information and advice. He can also supply you with literature to clarify terms of the trade and much other basic information to guide you in your selection of securities.

This is the second in a series of three articles on "The Monthly Investment Plan" sponsored by the New York Stock Exchange, offering common stocks in American industries on an easy payment plan, at normal rates. Next issue: Advantages of Common Stocks, and More Details of the Plan.

NEW TV MOBILE UNIT FOR WNBQ



Giving the new mobile unit the once-over are, left to right: John Whalley, NBC Chicago director of Technical Operations; Harry Maule, WNBQ field supervisor; Howard Luttgens, NBC Chicago engineering head, and Jules Herbuveaux, general manager, WMAQ and WNBQ.

The completion and placing in operation of a new television mobile unit for Station WNBQ-Channel 5, Chicago, has been announced by Howard C. Luttgens, NBC Chicago manager of Technical Operations.

The 30-foot-long, 96-inch-wide unit was constructed on the body of a Twin Coach bus, which was rebuilt by the General Body Company of Chicago. Reworking and installation of equipment was carried out in accordance with plans and specifications drawn up by Luttgens and members of his staff.

"Many people had a hand in the planning of the new unit," stated Luttgens. "Harry Maule, our TV field

supervisor, deserves special credit for his contributions and untiring efforts. Paul Moore, WNBQ operations supervisor, and Marshall Rife, assisting field supervisor, along with other members of the technical staff, were instrumental in carrying out the work of the unit. Mr. Leonard and his assistants at WNBK, Cleveland, contributed helpful information based on their experience in the construction of their mobile unit—also built on a similar bus body."

The new WNBQ vehicle contains complete audio and video control equipment, with workable area and seating for the field crew needed to operate from remote pickups; micro-

wave relay equipment, so that the unit can operate independently from a cable connection to the WNBQ transmitter, and storage space for the necessary cameras, lights, microphone, cables and other miscellaneous equipment.

Pull-out steps have been built into the side of the unit, and the entire roof length is covered by an aluminum platform, enabling camera and micro-wave operation from the roof level. The entire bus chassis and body is of aluminum alloy construction.

Colors and the general scheme of exterior decoration were planned by Curt Nations, WNBQ head scenic designer. The roof top is finished in silver aluminum; the side panels in Cadillac aerial blue and the lower portion in regal blue.

WNBQ-Channel 5, NBC and RCA identification markings are displayed on the sides of the unit, which is designated "Mobile Unit T-C-1." The chime color bars—red, green and blue—of NBC, incorporating the RCA compatible color tones on the familiar station break slide, appear on all sides of the unit.

The illuminated destination window over the windshield carries the message, "WNBQ—Always the Best in TV—Channel 5," in a blue plastic silhouette panel. Other interchangeable panels may be inserted to identify the remote programs for which the unit is used, including Zoo Parade, Out on the Farm, Championship Bowling, and special insertions for the Today, Home and Tonight shows.



Full-length view of the new WNBQ TV mobile unit.

TÉLÉVISION BELGE

NBC employees, always known as a peripatetic lot, seem to have outdone themselves this past summer. If the "People and Places" columns of CHIMES are a fair indication, we dispatched scores of our wage earners in the direction of Europe during the past few months. By now, most of them have returned home, laden with souvenirs and memories.



Photo by JERRY JEROME
stage manager John Schwartz in an
NBC Television studio.



Overall view of the Brussels TV studio where John Schwartz worked. Seen here is his production of Maeterlinck's "Interior." The cameras are British-made.

Among our NBC Europe-visitors, however, probably none made more profitable use of his stay over there than John Schwartz, television stage manager in New York. He spent three months (vacation plus leave of absence) in Belgium, working as a television director and adviser to the National Institute for Radio and TV Broadcasting, which is that country's broadcasting organization. He is now back at his stage manager's assignment, having gained valuable experience under a TV system that is at once surprisingly unlike and surprisingly similar to our own.

Belgium, being a bi-lingual country, must provide service in French as well as Flemish. To this effect, two stations, both located in Brussels, are now in operation, utilizing separate standards: 819 lines for the French broadcasts and 625 lines for the Flemish. This method was adopted in order to facilitate relays from France and Holland, which are transmitting on those respective standards. John, who was assigned to the French-speaking branch, had no language difficulty, for he was born in Belgium. He came to the United States in 1943 and was naturalized this past June.

In his advisory capacity, John was able to put to good use the experience he had gained working on such prominent NBC shows as "Robert Montgomery Presents," "Hallmark Hall of Fame," and the Milton Berle programs. Primarily, though, his Belgian tour gave him excellent opportunities to produce and direct programs of almost every type, from variety to dramatic.

Television is at a much earlier stage of development in Belgium than in the U. S., and the daily program schedule normally consists of just two-and-a-half hours in the evening. Beginning at about 8:00 p.m., the broadcast will start usually with a relay of a news program from Paris, followed by a local newscast, and then by the regular evening's fare. Two nights a week that consists of a relay of Paris programs; the other nights it will be either straight drama, i.e. variety, film or audience participation, or it could be a "combination" show, which includes in its two-and-a-half hours about 45 minutes of drama, a film, an interview, a ballet and a musical segment.

At present, television in Belgium is operating on an experimental basis, although broadcasting is going on regularly. It is financed by the government, but whether the present status will be continued or replaced by semi-private financing will be determined at the end of a three-year probation period begun in 1953. Right now the TV audience there ranges between 50,000 and 75,000 viewers. Television receivers are selling fairly fast, but they are high-priced, even for Belgium, one of the most prosperous countries in Europe. One of the reasons is that the sets are made to receive AM and FM sound in addition to two different line standards.

The change of pace from American-style television to the Belgian product was startling at first, according to Schwartz. The basic approach to the medium, he says, and the mentality of the people in it are vastly different over

there. "Television in Europe," he said, "is not and probably will never become a highly competitive industry as we know it here. Being a government service, staffed with civil service employees, its people tend to lack some of the drive and enthusiasm we associate with show business. Owing to the absence of competition, rating systems are unknown, and the audience reaction can only be gauged by viewers' mail. If this situation may sometimes lead to a certain degree of apathy on the part of the management, it also frequently allows productions designed to appeal only to a limited segment of the audience, such as shows of an extremely experimental nature—some of which are remarkably good."

A relaxed attitude also prevailed as far as timing and schedules were concerned. While the evening's programming was scheduled to start at 3:00 p.m., a delay of a few minutes was not unusual and created no stir. This applied also to individual shows, where there was no concern for stretching or speeding up the action to finish at a specific time. According to John, while this may seem an inordinately pleasant thing at first, it can be dangerous as it often makes the performers careless about pacing. In fact, he kept his stop watch handy, using it to retain the proper pacing of his shows.

A disappointment to him was that in spite of the plenty-of-time attitude, there was comparatively little time for rehearsal. For a two-and-a-half hour show, there would be only ten hours of camera rehearsals. This was due to the lack of trained personnel and adequate facilities—only one crew and one studio.

The people who direct and act in Belgian TV come mostly from the theatre, and some of their stage habits have held over. Actors, for instance, following their better instinct when memory fails one of their partners, sometimes feed him the line on the air in a stage whisper faithfully picked up by the mike. Most directors, staging plays in a theatrical manner, did not exploit the visual possibilities of the medium and were content with static camera work void of pictorial research. When John started moving cameras about, it was to the immense delight of the cameramen, who were anxious to play a more creative part in the telecast.

He had an opportunity to employ his camera technique in a genuinely experimental production, Maurice Maeterlinck's "Interior," which was

Election Night at NBC

"The finest election coverage I have ever seen" was produced by NBC-TV, according to no less an authority than Vice President Richard Nixon, who made the comment in a personal phone call to commentator Bill Henry the morning after the election, in NBC's election headquarters in Studio 3B, New York.

Endorsing the all-night radio-TV coverage (9:30 p.m.-6:00 a.m.), Mr. Nixon added, "You are to be complimented, and it is particularly excellent coverage because of your objective reporting. Also, it is the finest technical job I have seen . . . the split-screen method of reporting is tops." The Vice President was referring to the NBC-developed wonder, a four-way split screen "editorial conference," enabling reporters in four key cities across the nation to converse while appearing simultaneously on viewers' sets. The device was perfected by a technical team supervised by NBC special events director Barry Wood. The entire presentation of the election coverage was supervised by William R. McAndrew, NBC director of news.



In foreground is Hank Huestis, at tape recorder. In back of him, with earphones, is Gerald Sellar, manager of Radio Technical Operations.

extensively praised by drama critics in the Brussels press.

It was three months enormously well spent for stage manager Schwartz, who aspires to be a director here. Apparently the Belgian TV system benefited too, for John recently got a letter from the director-general thanking him and expressing the hope that he would soon make another trip to Belgium.



Compiling election data are, seated, Joseph Dembo and Rose Homa; standing, Adele Morgan.



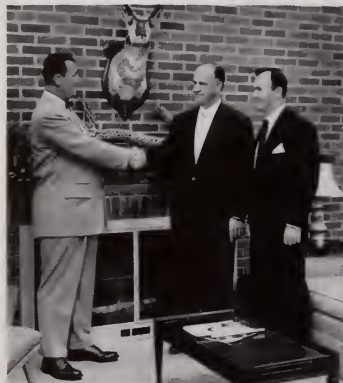
At NBC's election night headquarters in 3B: (L to R) Jean Mackiewicz, Betty Klein and Don Meany.

Taking a momentary breather is Grace O'Donnell. Behind her is Ed Gough, and to her left, Dorothy Fosdick.





Ann Peterson (seated right), surrounded by her friends of the IBM section of Controllers in New York, and her going-away presents. Ann left to await the arrival of a baby.



Lloyd E. Yoder, general manager of WTAM-WNBK, Cleveland (center), thanks Harry Ecklund of Structural Clay Products Institute for arranging for a new brick wall in Studio E at NBC Cleveland. George Cyr, WNBK program manager, looks on. The wall is used in many sets for living room scenes, background or sportsmen shows. All materials and time for construction were donated. The antelope in the background was bagged by Mr. Yoder.

Not even an accident with a cup of coffee dampened spirits as Chicago NBCites gathered to say goodbye to Marge Niess, advertising-promotion veteran who left NBC after 20 years with the Chicago office. Here, Marge, partially hiding her coffee-drenched suit (second from left) poses with (L to R): Janice Kingslow, Barbara Albright, and Marilyn Harsin.



The Picture Story



Bob Smith, NBC-TV and Radio star, who left the New Rochelle Hospital last month after two months' treatment and rest following a heart attack, returned there on the morning of Nov. 1 to greet the newest addition to his family—a 5 lb., 2 oz. boy who was named Christopher Mayo Smith. Bob's wife Mildred, seen here holding little Chris, was Bob's grammar school sweetheart. They have two other children, both boys.



Out in sunny California, employees of NBC Hollywood chose their "Miss NBC" recently. Their choice was Vivian Towns (center) of the mailroom. Runners-up were Phyllis Krebs (left) and Dolores Cortese.



Toejours gai seems the appropriate description of this shot of Bill Cote (center) surrounded by KNBC. San Francisco, femmes prior to his departure new job at NBC Hollywood. (L to R): Carrel, unidentified guest, Chris A. Norma Robison, Jane Morrison, Muriel Jocz and Gail Monroe.

American Cancer Society awards came the way of NBC people last month. In left photo are Thomas C. McCray, (left) general manager of KRCA, Hollywood and Jack McElroy, star of KRCA's "McElroy at Sunset" show, holding Cancer Society Appreciation Awards. In right photo, Karel Pearson, (left) program manager, NBC Pacific Division, receives the Certificate of Merit on behalf of NBC. With him is George Wofford, of the Cancer Society.



Communion Breakfast in New York

Veteran NBC announcer Jack Costello for the seventh consecutive year will serve as toastmaster of the annual Communion Breakfast for Catholic employees and friends of the radio-television-advertising industries, to be held November 28 at the Waldorf-Astoria.

Another NBC-ite, Grace Anderson, secretary in Personnel, is serving as industry chairman for the affair.

NBC Births

To Joe Waag, N.Y., a daughter, Erica Anne
To Vernon Kerrick, N.Y., a daughter, Diane
To Charles Tobler, N.Y., a son, Charles Daniel
To Mike Saurez, a son, Michael Lee, Jr.
To Tony DiMinno, N.Y., a daughter, Patricia
To Jo Ann Clements, N.Y., a daughter, Judith Ann
To Martin Gallagher, N.Y., a daughter, Patricia Ann

NBC Engagements

Elsie Schmidt, N.Y., to A 1/c Donald Roberts
Kathleen Boyle, N.Y., to William J. O'Connor
Frances Rende, N.Y., to Nicholas Zaccagnino
Julia Cohan, N.Y., to Dennis Sciscento

NBC Marriages

Gloria Tillman, N.Y., to Tom Brown
Ann Lovell, N.Y., to Fred Peterman
Tommy Kane, N.Y., to Rosemary Kilkelly

Return Address, Please

The NBC Mailroom in New York has been doing a lot of unnecessary detective work recently. The reason: pieces of correspondence, returned for various reasons, whose sender cannot be determined. In most cases, the envelopes must be opened and examined to learn the name of the writer, but if the material lacks a covering letter, even that's no help.

The solution: put the sender's name above the NBC address on the envelope or label on every mailing piece you send out. Then you'll be sure that if it doesn't get to its destination, it'll at least get back to you.



NBC stations in three cities switched their call letters last month. In New York, Hamilton Shea (left), general manager of WRCA, WRCA-TV and WRCA-FM, and Charles R. Denny, Vice President in charge of the NBC Owned Stations and NBC Spot Sales Division, stand beside a newly-labeled TV camera.

Call Letter Switchover



In Washington, cameraman Al Sears gives a lesson in amateur carpentry to Phyllis Weaver (left) and Inga Rundvold, as he fastens a new WRC-TV sign to a TV camera. Phyllis is WRC-TV's cooking expert, and Inga is the star of her own "Inga's Angle show."

Thomas C. McCray (left), general manager of KRCA, Hollywood, and John K. West, Vice President in charge of the Pacific Division, as they display the new call letters. Previously it was known as KNBH.



New Switching System for 6B

*Controls Now in Operation Permit TD to Pre-Set Shots;
Counterparts To Be Installed Elsewhere*

A new camera switching system has been installed in NBC's famous studio 6B in Radio City, New York which, among other improvements, for the first time frees the technical director from the "hot-switching" system and enables him to pre-set his camera shots. The 6B switching system is a pared down prototype of equipment now being installed in the Brooklyn studio, 4G in Radio City, and in the Burbank live studio and the Burbank film studio in California.

As far as the layman can see, this is visibly represented by a new technical director's console and new 21-inch monitors in the control room. The real muscles of the system, however, are out of sight and are concentrated two floors below in the equipment room, right next to TV master control.

This new switching system was the baby of the Audio-Video Engineering group. Project engineer Jerry Rester was in charge of the design, coordination of engineering and the testing; the video system was conceived by Ed Pores, and Jack McBrian invented the new type control relay system that permits the pre-set device to be used. Bill Resides took McBrian's system and

adapted it to 6B and the other new jobs, working out the details in coordination with McBrian and Rester. Bob Butler of TV Maintenance was loaned to Audio-Video to supervise the actual construction. The entire project was under the general supervision of Chester Rackey, manager of Audio-Video.

Studio 6B has played a signal role in the history of NBC, and it was appropriate that its control room be used to set up the prototype of the new system. For years many of NBC's top radio shows originated there, and then when television hit the big time, it became famous as Milton Berle's studio for "Texaco Star Theater." The TV control room was first down on the stage, in the old radio booth, and then it moved up to the guided tour observation booth on the seventh floor. Up until last month, much of the equipment used was modified field gear.

Construction work of the new switching system began this past July, and was completed and went into operation last month. Right now the programs originating from 6B are "Red Buttons," "The World of Mr. Sweeney" and "The Children's Hour."

In operating the system, the technical director pre-sets the camera (or effects or black, if that is the case) to which he wants to go by pushing the pre-set button, and then checks the shot on the 21-inch pre-set monitor. He then "takes" the camera by pushing the cut bar and switching to it, or by operating the program lap dissolve controls to dissolve to it. This cut bar is something new to TD control panels and resembles somewhat a typewriter space bar. The program output—what is actually going out on the air—appears on a 21-inch program monitor. Control relay provisions have been made to accommodate a future wipe device to give yet another type of transition to a camera that has been pre-set. For an ad lib show the TD may switch cameras simply by pushing the "program" button for the camera desired, which then gives instantaneous switching.

Two effects buses are provided, the A and B buses, with lap and wipe effects, the latter using the RCA special effects generator. By using the program lap and the effects lap, it is possible to dissolve to a superimposed image, something not commonly possible before.



(Left photo) In the 6B control room, project engineer Jerry Rester (standing) explains the functioning of the new panel to technical director Noel Warwick. (Right photo) In the equipment room on the fifth floor studio section of the RCA Bldg., where Rester (left) looks on as Ed Pores, the engineer who conceived the video new system for 6B, tests the equipment.



Jack McBrien, of Audio-Video Engineering, taking a close look at part of the complicated relay system for 6B, which was originally conceived by him.

Preview 1 is provided for the TD to allow him to preview as well as preset; a third 21" monitor is provided for this purpose. He can thereby set up this monitor on anything he may wish to monitor continuously. Preview 2 is provided for the video control engineer for matching pictures, etc. On the video control preview it is possible to view "program" or "preset" as well as any camera.

The system contains two program buses, each with 4 camera, 2 film, 1 nemo, black, and effects inputs. Any input may be operated as a nemo, with sync dropping provided in the usual manner. The studio output amplifiers are fed from one program bus or the other, depending on the position of the program lap dissolve fader handle, or from both buses in a dissolve from one to the other. The program bus which is not feeding the studio output amplifiers feeds the preset monitor. When a camera is preset, the proper control relay and video relay are set up on the program bus which is not on the air. When the cut bar is pushed, the control and video relays for the same camera then come up on the bus which is on the air.

A very important part of the system is that the program and preview buses are completely capable of passing high quality color television pictures.

Short Story by Hal Brodkey Appears in 'The New Yorker'

Most aspiring writers of fiction are content to submit their early efforts either to unknown "little" magazines or to the less prominent of the regular monthlies. It's hardly common to try to sell your first story to the publication that is just about the hardest to crack. Writing counselors advise against it: the almost inevitable rejection notice tends to discourage the novice.

We've got a man here at NBC, though, who disagrees. And with good reason, for a short story by Hal Brodkey, of the Research and Planning Department in New York, appeared in the November 4th issue of *The New Yorker*.

This was not quite Hal Brodkey's first literary sale, for earlier he sold a piece to the quarterly, *Discovery*. Nor was it the first thing he had written; in fact, it was the sixth consecutive story he had sent in to *The New Yorker*. The others aroused no commercial interest whatsoever, but it did cause one editor to ask him to come in and talk things over. This advice came between the fourth and fifth submissions. Then came the sixth, titled "State of Grace," which was snapped up.

This month also marks Hal Brodkey's first anniversary as an NBC employee. He started with NBC as a page, and then was promoted to Plant Operations, where he worked briefly on the loading platform. Following that, he was moved up to the Research and Planning Department, where he works under Bob Daubenspeck and Jim Cornell.

He is a native of St. Louis, Mo., and lived there until he came east to attend Harvard, from which he was graduated in 1952. From there he went out to teach school for a year in Arizona. Hal is 23 years old, married, and has a daughter of 14 months, who wants to be an actress. Hal's wife is one, at least as far as the primary activity of being a wife and mother will permit. She had a walk-on part on "Philco Playhouse" recently, and fairly frequently does TV commercials. Out in Arizona, she was "Miss Purity Biscuit."

Hal writes fast, and claims that he must knock out a complete first draft in one or at the most two sittings, or he loses interest in the story. As an example of his speed, one time the dean of the Graduate School of the University of Arizona told Hal about an essay contest and said that he had just 45 minutes in which to write and submit it. Hal found a typewriter and did it. What's more, he won the \$250 first prize, and the essay was reprinted in the Harvard and Radcliffe magazines.

Just as CHIMES went to press word came through that Hal Brodkey has sold another short story to *The New Yorker*. Publication date is not yet known.



Hal Brodkey

Bargain Counter

For Sale: 1950 maroon Ford convertible Deluxe —whitewalls, radio, heater etc. 1800 miles, excellent condition. Contact Walter Giebelhaus, Ext. 7225 N.Y.

For Sale: Williamson amplifier. Reasonable. Contact E. Gottlieb. Ext. 8217, N.Y.

For Rent to Woman: Nicely furnished room, adjoining bath, kitchen privileges. Elevator apartment. Juilliard neighborhood, near IRT and Broadway and Riverside buses. \$9 a week. Call Mrs. Long. RI 9-8297.

For Sale: Beautifully landscaped, expanded Cape Cod Colonial house in Ardsley (Westchester County). Living room, kitchen, dinette, bath and two bedrooms (one of which could be used as a dining room) on the ground floor; two bedrooms and lavatory on second floor. Full, dry basement; garage, patio. Within walking distance of newly constructed school. Convenient shopping. For details, contact Fritz Jacobs, Ext. 7151, N.Y.

In This Corner



At the East Coast finals of the Hearst Oratory contest are (L to R): William Lynch, winner, high school division; General Mark Clark, who was chairman of the committee of judges, and Bob Wysong, now an NBC guide, who won the college division competition.

It's reasonable to expect that an NBC Guest Relations guide be versed in the fundamentals of public speaking. After all, his job consists mostly of talking to fairly large groups of people as he shows them around Radio City. Thus, it's no surprise to find orator Bob Wysong on the staff.

What is unexpected, however, is that this particular orator is, according to top national competition, one of the very best in the business. Nineteen-year-old Bob Wysong, who is a student at Rutgers University during the day, within the past few years has won some of the most prominent public speaking prizes for high school and for college students offered in this country.

Just this past spring he won the national finals of the Hearst Tournament of Orators, college division, held in Seattle, Wash. This is generally considered to be the top oratorical competition in the U. S. Bob's prize was a \$1,000 Savings Bond and an engraved plaque. Several weeks earlier, he won a bond of equal amount and a trophy for the university as a result of gaining top honors in the Metropolitan New York Hearst eliminations. Then

he went on to take the regional finals in Albany, which gave him the right to compete in the Seattle contest.

The good-looking, blond young man who bears these honors, and many more, joined NBC this past August 9 as a guide on the 4:00 p.m. to midnight tour. The late shift is necessary because his classes at Rutgers fill his day from 8:00 a.m. to 2:00 p.m. Combined with his debating activities for the school, which take up most of his weekends, Bob Wysong has a pretty full schedule. This is just to his liking, for he thrives on plenty of activity. Before NBC, his spare-time pursuit was as emcee of a panel program and night supervisor for Rutgers' own radio station. In fact, throughout high school as well as college, he has kept a full-time job in addition to his studies. For a time he worked as a practical nurse in the Alexian Brothers Hospital in Elizabeth, N. J.

Wysong, who commutes daily to school and to NBC from Roselle Park, N. J., is pursuing a liberal arts curriculum at Rutgers. As far as NBC is concerned, he is very anxious to remain here while at college and after

graduation, for he is interested in putting his forensic ability to work by becoming an announcer. This inclination towards public speaking was not always Bob's. His main ambition for some time was to be a concert pianist. He still is a great music fan, and puts every spare penny he can into his hi-fi system.

The oratorical urge came when he was a freshman at St. Peter's Prep in Jersey City. All students were urged to take up some competitive activity and he ended up in the Oratorical Society. While still in his freshman year, Bob placed third in a Hudson County oratorical contest. As a sophomore, he won first place in the New Jersey forensic League contest and first in a sectional CYO oratorical competition. The fruits of his labors increased in his junior year when he became the first high school student to win the Hudson CYO contest two years straight. He also won the New Jersey American Legion contest and placed second in the Middle Eastern states division.

In his final year at St. Peter's, he accomplished a tremendous feat when he competed against more than 300,000 other high school students to place second in the national finals of the American Legion oratorical contest. He was rewarded with a \$2,500 cash award and was appointed an honorary colonel in the Louisiana state militia. When he was graduated from St. Peter's, he chose Rutgers as his college from among the 16 scholarships to various schools which he had won.

At Rutgers he was the first freshman ever to make the varsity debating squad, and, as the only undergraduate entered in the annual invitational debating tournament at Boston University, took first place honors. That was during last year. The next laurel he won was the Hearst competition this past spring, in which, incidentally, he set a precedent by being the youngest person (19) ever to win in the college division. He is ineligible for further competition now, because he has taken just about every available national title, so from now on, he is restricted to debating tournaments.

In style, Bob employs what he terms "a dramatic conversational tone." This technique fits no established pattern, for he imitates no one, and strives hard for complete individuality. He favors it largely because he feels it can be used with almost any type of audience. Judging from his impressive list of honors, it certainly must be effective.

People and Places

Administration Division

Controllers—We're dedicating most of our column this month to *Warren Gherman*, formerly of Station Compensation. Warren left NBC on Sept. 24 for a 2-year "hitch" in the Army. His fellow employees know him as a fun-loving guy who is willing to help anyone in their hour of need. Warren is well known down at the Roxy Bowling Alley and he's always ready to make a bet with anyone, even if the odds are against him. A "tremendous" party was held in his honor at the Hotel Taft and it was a memorable event.

Our welcome mat is out to *Josephine Smith* and *Rosemary Sharkey*. Josephine, a former employee of IBM, is now back with us and I'm a little late in welcoming her. Rosemary has joined the Show Cost section as an NCR operator. Congratulations to *Kathleen Boyle* who just became engaged to William J. O'Conner, one of "New York's Finest."

Duplicating—Just about the last vacation to report on this year is *Vi Sparks*, who took her third week in October. On October 15th we said so long to *Ray Ruckert*, who left us to take a position with IBM up in Poughkeepsie. Sorry to see him leave but, although his new company is known by its initials, they are not one of our competitors! Finally, a hearty welcome to our two newcomers. *Pete Nelson* and *Jack Tierney*!

Guest Relations — Welcome to the Ticket Division, *Janet "Red" McNeill* and *Janice Vaughan*, who will be making her debut Dec. 20th at the Waldorf-Astoria. Cotillion Ball. Good luck to *Tony Alatis*, who was transferred to Plant Operations. *John McClellan* promoted to Communications. Did ya hear about *Joe Taferner* running out on our nice N. Y. weather to get some California sunshine? P.S.: his two-week vacation. Congratulations to *Eleanor Michael*, who has left the Company to become a bride and housewife after a honeymoon in Bermuda. The smiling new face on RKO 28 reception is none other than *Mary Taylor*, former guide. Nice work if you can get it dept: *Marlys Johnson* making her beautiful red hair available for our NBC color cameras.

Personnel—Service Award congratulations to *Charles Hicks*, who marked his tenth anniversary with the RCA family in October. Best wishes to *Bill Johnston* on his promotion to the Network Sales Department. A party was given in Bill's honor at Schrafft's 46th Street on October 21st prior to his leaving Personnel. *Berry Campbell* has joined the Placement Section replacing *Kathy MacLeod*. A very hearty but belated welcome to nurses *Nancy Savage* and *Marion Doyle*, who joined the Health Office staff during the summer.

Peggy Plagge is all in favor of baseball pools—she won the pool in Employee Relations twice. *Ina Sugihara* has been doing a lot of sightseeing in New York lately; the reason for this is because her parents came from California for a visit to the Big City.

Purchasing—*Mr. Bloxham* is recovering and we all hope see him back soon. Congratulations to *Dick Holbrook*, who celebrated his 5th Wedding Anniversary, September 17. The welcome sign is out for *Julia Clapp* and *Patricia Declin*. We were all very excited to hear that *Julia Clapp* was chosen for a part in one of the Radio Workshop's productions. There is a contest on to see whose car will last—*Dick Holbrook's* or *Mary Hoyt's*.

Staff Engineering — You've undoubtedly heard some "tall fish stories" one time or another, but I've just heard the greatest "short monkey story" of all time: *Bill Clark* swears that one evening while working a little late, a monkey, on roller skates yet, whizzed into his office and then whizzed right out again, without saying a word! (Really!) Then to top it off, the next day his secretary (*Mr. Clarke's*), *Rosemary DuBois*, declares that while waiting for an elevator a monkey, on roller skates, glided towards her! There must be a contagious monkey virus making the rounds.

Our best wishes to *Ann Bartok*, who transferred to 6th Street, and to *Katie McCloy*, who takes Ann's place. The welcome mat is out for *Diane Tousignant* and *Alicia Donnellon*. Heartiest congratulations to *Carmela Sgarlato*—she got her driver's license. (Pedestrians beware!) The biggest mystery in 503 is the disappearance of one of

Pete D'Aquino's beloved Mexican jumping beans. Ask *Helen Norton* to tell you about her first encounter with a waffle iron.

Welcome to *Robert Claudio*, who replaces *Warren Bill* in Technical Services. Warren now belongs to Uncle Sam and we hope it won't be long before he's back with us. We'll miss *Ken Erhardt*, who is transferring out to Los Angeles, but wish him lots of luck, too. *Joe and Joan (Schumacher) Wagg* welcomed a baby girl recently, and named her Erica.

Stenographic — Congratulations to *Ann Lovell*, who became Mrs. Fred Petermann on September 25th. The wedding ceremony was attended by Mrs. *Helen Thompson*, *Mary Tallon*, *Margot Lampe*, *Thelma Braine* and her daughter *Judy*. The newlyweds are honeymooning in Canada. Best of luck to *Ann and Fred*. Vacation days are just about over in this department except for *Margaret Leonard*, who is looking forward to two glorious weeks in Florida. Another party was given by *Betty Roman*. A wonderful time was had by all. That night everyone "was doing the mambo." We would like to welcome to the Stenographic Department: *Mary Lou Monahan*, *Lorraine Lembo*, *Frieda Zullo* and *Elsie Rauch*. Good luck to *Peggy McGrath* and *Selma Aronson*, who have been transferred to other departments.

Traffic—*Charley Zucker* flew out to Muncie, Ind. to get acquainted with his new niece. Trafficites were thrilled to have *Jeanne Jenks*, a former co-worker, pay them a visit. Jeanne is now an airlines stewardess and looked very chic in her uniform! *Terry Zucchetto Garcia* just received her driver's license! Someone remarked she was happier than the day she and Kenny applied for their marriage license, well, almost, anyway! The welcome mat was put out for *John McLellan*, a newcomer in Communications.

Finance Division

Legal—We are all delighted to learn that *Doris Crooker's* husband, Bill, is feeling much better following a recent illness.

Any huddles you may see in the Chairman of the Legal Dept. Nmas Party Committee's office (*Paul B. Lynch, Esquire*) in the near future signifies that "time marches on" and the big event is fast approaching. Good luck to *Alvin Rush* in his new

home in Princeton, New Jersey. Welcome to the ranks of suburban commuters! Sorry to say that *Roger Pugh* left us the end of October, (1st) to get himself hitched and (2nd) to join the Marines. In case you've seen *Howard Monderer* holding his head from time to time, he doesn't have a headache (so to speak); he's just worrying about that new Ford Victoria and the bump in the rear it suffered recently.

Tina Falcone and her sister came up with the most unusual vacation idea of all of us: beginning Thanksgiving week she and her sister plan to see the sights in and around New York in their new '54 Pontiac, taking in some shows on the Great White Way and weekend at West Point.

Owned Stations Division

WTAM, WNBK, Cleveland—New faces dept.: *Jean McNamara* replacing *Mary Lou Barnum* as *Ted Walworth's* secretary in TV Sales. Jean comes to us from WJW and NBC Personnel in New York. Mary Lou is leaving to take over the program editorship of *TV Guide* magazine. Also new in our midst is *Jean Schreiber* of TV continuity who replaces *Carol Englebert*, soon to depart for the advertising firm of Lang, Fisher and Stashower. And what a time we've had lately with all the Jeans. They number a tidy 7 . . . *Jeanne Walker*, *Jean Yokoun*, *Jeanne Marie Jones*, *Jean Holzmiller*, *Jean Schreiber*, *Jean McNamara* and *Jean Strobel*. Chaos results when "Jean!" is shouted down a marble corridor.

Station patter: *Joe Bova*, our "Uncle Joe" of Tip Top Comics, is knocking them in the aisles at the Alpine Village with his comic bits. He's soon to open at the Cleveland Playhouse to play one of the leading roles in "Best Foot Forward". *Lil Buckto*, Music Rights. *Eileen McGinley*, TV traffic, and *Glenna Hansen*, spot sales sec, have as their latest interest . . . skiing! *Pete Felice*, maintenance, found in one of his versatile moments opening a certain budget minded secretary's piggy bank. *Vir Ires*, former radio traffic manager, working at a San Antonio dude ranch. *Phoebe Wecht*, WNBK's former Nancy Dixon, entertaining *Lil Buckto*, music rights; *Rita Bates*, former sec, to *Johnny Andrews*, and *Betty Ann Oneska* of music clearance with travel talks and slides of Europe. *Kay Firousek* and *Jo Anne Barnes* of Accounting whiling away rainy lunch hours creating clever earrings.

Person most missed: "Old Ted" *Walworth* on his recent jaunt to Chicago. *Roman Syroid*, former TD at WNBK, now back at the station as producer for the Caryn Gae cosmetic people. "Thumper" *Sliva*, WTAM radio sales, being advised by fatherly *Fred Bone* on his forthcoming marriage. Ex-NBC employee *Peggy Amsten* proudly introducing her first . . . a 7 lb. 9 oz. laddie named Scott.

WMAQ, WNBQ, Chicago — *Jules Herbubeaux* and *Henry Sjogren*, general manager and assistant general manager, respectively, of Stations WNBQ and WMAQ, were officially introduced to members of the Chicago advertising fraternity at a reception in the Sheraton Hotel's Tally-Ho Room on Tuesday, October 19th. *Charles Dresser*, sales director for the stations, hosted, with assists from WNBQ sales manager *Flyode "Bud" Beaston* and WMAQ sales manager *Rudi Neubauer*. Over 200 agency execs, time buyers and NBC Chicago radio-TV talent attended the soiree.

Continuity acceptance manager *Harry Ward* was a member of the Cook County Grand Jury during the month of October. Interesting but hard work, says Harry, busily trying to catch up with the pile of scripts on his desk. *Mike Eisenmenger*, manager of NBC Chicago recording sales, and his wife Mary are the parents of a daughter, Paula, born Sept. 28.

Gino "Gene" DaDan joins the WNBQ-WMAQ advertising and promotion staff as a promotion writer, transferring from the accounting staff as of the end of September. Gene replaces ad-promo veteran *Marge Niess*, who has left after 20 years of service. *Carol Huber*, WNBQ script girl, engaged to Oak Lawn music teacher *Edward von Holst*.

Members of the NBC Chicago Radio Workshop, which meets weekly under the aegis of WMAQ director *John Keown*, marked the first anniversary of the group's founding with a Hawaiian-style party at the Club Wakakiki on Chicago's North Side. Continuity acceptance staffer, *Dorothy Masters* spent a week's vacation with her family in Colorado Springs, Colo.

Mary Karr, press department farm editor, was bridesmaid at the September 25 wedding in Omaha of *Martha Overholser*, ex-Chicago *Tribune* radio-TV writer, *Harry Trigg*, NBC Chicago network unit supervisor, was best man at the same event. Lt. *George Roen*,

son of announcer *Louis Roen*, married on Saturday October 23, to *Ann Doney* of Wayne, Ill. *Virginia Johnson*, of the Ding Dong School office, and *Maureen Hudgin*, of press department, were New York City vacationers during September. *Maureen*, one of the stalwarts of the NBC Chicago Radio Workshop, spent an evening at a rehearsal of the New York Workshop.

KRCA, Hollywood—*Genie Stokes* of the Sales Service Department spent two weeks visiting her family in North Carolina and brought her daughter *Donna* back to California. Another vacationer was *John Wehrheim* who entertained his visiting brother, *Richard*, from Chicago. *Rosemary Gorman*, *Rita Haupt* and *Joan Gowanlock* were among the missing on a week's vacation. *Bobbie Rickesen* had a visitor from Hawaii, *Seaman Don Shor* from the *USS Jenkins*, whom she met on her recent trip there.

Changes in positions around KRCA found *Lenny Goldberg* promoted to the floor manager department and *Tom Foulkes* moved to the network. We said a fond farewell to *Doug Stewart*, who was on vacation relief in the film department and left Hollywood for New York, where he will attend Columbia University. It was with regret that we learned of the passing of *Bob Ogden's* father.

Rose Meyers and her husband, *Bill*, spent a week exploring California's ghost towns. It's nice to have *Beep Roberts* back with us after a brief sojourn in the hospital. *Pat Leslie* and *Sue Swanson* devoted an early morning to an interior decorating job on *Bob Henry's* office for a surprise birthday present. The fact that he sent out printed notices had nothing to do with it.

Among the members of the KRCA riding club: *Marge Clarke*, *Marianne O'Connor*, *Jeanne Delivier*, *Terry Seigny*, *Naomi Hallum*, *Pat Leslie*, *Scottie*, *Bob Henry*, *Bill Allen*, *Bud Mertens* and *John Spence*. Afterwards, they take their dinner standing up at the Trail Inn Restaurant.

WRCA, WRCA-TV, New York—*Marie Suchan*, who will be taking over this column come next month, surprised us all by coming in one Monday morning recently with a sparkler adorning the important finger and announcing that she will become Mrs. *Thomas Weiss* next February 19th.

Word from *Kit Tuckey*, now touring Europe, indicates that she's having

every bit as fabulous a time as anticipated. We barely had time to welcome *Kit's* temporary replacement, *Joan Harshman*, when her orders to join her husband, stationed with the Army in Europe, came through, and "welcome" was changed to "Bon Voyage." Congratulations to *Jim Barry* of WRC-TV Sales, whose first daughter, *Debbie*, arrived on September 23rd.

John Hurlbut of Advertising and Promotion has left us to accept a position with Free & Peters. His secretary, *Irene Kotz*, will leave at the end of the month to return to her home in Syracuse, New York. New to A & P is *Al Perlmutter*, formerly with the Tex & Jinx Show.

KNBC, San Francisco—In September, service awards were presented to 13 KNBC employees. Pins for ten years of service were presented to *Joe Hanrahan*, *James Townsend*, *Dud Manlove*, *Manual George*, *Harold Bennett* and *Beverly Southwell*; *Roy C. Fell* and *Ernest Jefferson* were admitted to the Twenty-Year Club; and watches symbolizing twenty-five years of service were presented to *Florence Crowell*, *Tommy Watson*, *Alice Ryan* and *Stella Vasconcellos*.

"Diamonds Are a Guy's Best Friend"—a special adaptation of the well-known song—is the theme around the Spot Sales office since *Martin Percival* captured the diamond ring prize in the national sales contest. Marty's secretary, *Gail Monroe*, and her partner in crime, *Muriel Jocz*, staged a farce with a glass replica before the real gem arrived which created quite a stir with Marty . . . but like all good crime stories the culprits and their dirty deeds were discovered.

Vacations, for most of us, are now only fond memories of past delights, but three KNBC toilers right now are enjoying their annual leisure with pay. *Lorrie Bunker*, of Program, has ventured "down Mexico way"; *Anne McEneaney*, of Accounting, is spending a week in sunny (we hope) Coronado; and *Bert Medar*, also of Accounting, is seeing the sights in Las Vegas.

Jane Morrison, Press and Publicity for KNBC, recently spent a luxurious all-expense paid week at the Hotel del Coronado in Coronado, California. The trip was part of the prize won by Jane's reporter husband, *Jack Morrison*, for his write-up on court procedures in a contest sponsored by the California State Bar Association.

Marjorie King—though you'd never guess it to look at her fresh loveliness—has been spending many evening and wee morning hours stitching and arranging for her new home in San Francisco's Sea Cliff section.

Casualties in Local Sales . . . Sales Manager, *Bill McDaniel*, away from his desk several days this month for dental surgery and his Gal Friday, *Chris Argos*, absent from the KNBC scene long enough to have her tonsils removed and do a little recuperating.

WRC, WRC-TV, Washington—New employees: Engineering welcomes *Ethel Edwards*, secretary to *John Rogers*, engineer-in-charge. *Jane Kottmeier* recently joined the staff as secretary to *James Kovach*, director of Programs. Jane spent part of last year with the American Friends Service Committee in Mexico. New pages include *Robert Lee Hale*, *Robert Williams*, a student at George Washington, and *Marc Mahaffey*, who is attending the Arlington Branch of the University of Virginia. Building Services has a new porter, *Leverne Gilmer*. *Norman Scott* is new assistant director in Television, and was recently discharged from the U. S. Air Force.

Vacationing at Miami Beach is *Jack Lavan*, station business manager. Other recent vacationers in the Accounting Department were *Rudy Coldenstroth*, who visited southern Canada, *Daisy McHenry*, also a Canada vacationer, and *Vita Farrell*, who went west to Kansas. *Marion Davis* vacationed in Florida. *Sally Hoover* in New York City, and *Bill Callaway* spent his vacation in Arlington working on his new house. Bill is flying extra high these days—just received his private pilot's license.

Pacific Division

About the most exciting news around Sunset & Vine these days concerns pretty *Donna Perry*, Central Stena, who just won a seven year contract at Paramount Studios; and *Elaine Forbes*, secretary to Mr. Berend, who wrote the lyrics of a catchy novelty song called "Blow a Kiss Instead of Your Top," with the music being written by *Dick Nethercott*, Music Rights, and *Marion Russell* of ABC. The song received tremendous response following its premiere by Art and Dotty Todd on their radio show of October 6. Here's hoping you make the Hit Parade, Elaine.

Congratulations to *Arch Presby*, the beloved "Uncle Archie" of millions of kids on his new show, which hits the local TV screens in the 9:00 to 9:30 AM time slot. Welcome back to *Lorraine Sterner*, Programming, after a session of jury duty.

Vita Loveless, secretary to Mr. Frost, who recently took a maternity leave, was given a nice send-off by *Eloise Edwards*, *Louise Schultz*, *Eba Hawkins*, *Joan Christianson*, and *Audrey Nicol*, with a Luncheon at Lyman's on her last day, October 8. come to: *Lovely Miriam McRae*, Program Business Office; *Edith Johnson*, TV Productions (Transferred from New York); *Ronald Olney*, TV Engineer (Transferred from RCA Service Company); *Walter Coleman* and *David Graham*, TV Technical Operations; *Eleanor Jordan*, secretary to *Law Frost*; *Leonard Reiter*, Finance Department; *Barbara Fox*, TV News; *Maxine Ogle*, Finance Department; and *Bill Cothran*, TV News, who transferred here from San Francisco.

Public Relations Division

Advertising and Promotion—A couple of the Audience Promotion people have packed up duds and belongings and moved to other quarters; namely, *Ray Johnson*, who now lists a Gramercy Park address, and *Thaine Engle*, now in Great Neck.

Hear tell *Dee Vestal* was hostess at a Chinese dinner at her Village apartment recently. However, it wasn't the Far East influence that attracted *Mike Lannon*, but the West Indies, where he spent a fall vacation in Jamaica.

Leonard Giarraputo and his new missus have returned from their Vermont honeymoon. And *Barbara Bowden* returns each day from lunch with a new stack of sheet music she's purchased . . . usually old songs . . . which bring forth "I remember that" and "so-and-so sang that in an old Warners musical" types of comments from the crew as they pass her desk.

Information—It makes us happy to start off this article, as we all would like to congratulate *Dave Eddy* on his recent promotion to Story Division and wish him the best of luck in his new job. *Rita Morey*, the last member of Information to take a vacation this year, spent the first two weeks of October at her home in New Jersey. *Rosemary Pfaff*, during one of her younger moments, looked for some excitement and found it at the Rodeo. *Welba Thomas*

was delayed in starting her weekend drive to Williamsburg, Va. by Hurricane Hazel, but did finally get there one day behind schedule.

Research and Planning—The latest of R&P's gals to up and marry is *Joan Donnelly* (to David McCullough of Ogilvy, Benson & Mather AA) at Madison, Conn. on Sept. 25. Feted at Town & Country by her co-workers, and sent home with a lovely Coffee-matic, the bride took two weeks for the occasion, ten days of which were spent on their trip to Canada. Glad to hear the wedding was "kept within the family"—three of the bridal party are NBC-ers: Fran Cairns (Labor Relations), Ted Yates (Tex and Jinx Show), Marshall Stone (Production).

Former NBC-er *Mary Schlorek Rahikka* announced arrival of twin boys September 23. This should be a double joy to the many friends she left behind. Our own *Gloria Betros Sawan* had another long weekend coming up October 23. She and her mate attended the Ohio State University versus Wisconsin football game. Hope for Al's sake Ohio won, or he'll never hear the end of it! Knights of Columbus held their Inaugural Ball October 15th. Officer Al wore tails and our Glo a terrific gown, I understand. Let me in on the gory details real soon, Mrs. Sawan. It seemed like a never-ending stream of vacations for our 11-year member *Mildred Schmidt*. But now it's the last of the Mohicans; she's only got two more days to spend in Washington "Just sight-seeing."

Press—Congratulations to Catherine and *Sal Musco* on the birth of their daughter, Diana Marie. Mother and baby are doing well, but we are not sure Sal has recovered yet. The department welcomes writers *Jaon Ganz* and *Dilys Jones* who joined us in September. *Doreen West*, who works in photo files, has left to return to her home in England. Best of luck, Doreen, and a pleasant journey. There is constant danger in the Press Department during the mid-morning rush for the coffee-line led by those three All-American tackles, *Nancy Herbert*, *Violet Young* and *Elaine Brody*.

Radio Network

Radio Network Sales — It's been quite a while since Radio Network Sales had a column so let's see if we can't catch up with current events.

We apologize to *Jack Mann* for our tardiness and welcome his new son born on July 7. As this copy is being prepared we are seeing the last of vacations. *Liz Leitner* has the somewhat dubious distinction of being the final member of this department to take a well earned rest. *Joyce McKenna*, it would seem, had the most glamorous vacation spending "two glorious weeks in sunny Bermuda." However, all returned tanned and rested. The salesmen bid farewell to *Mac Walker* at a luncheon and it would appear that a fine time was had by all. Replacing *Mac* is *Frank Fitzgerald* and we extend our welcome to him. The gals had two luncheons at which we said a sad good-bye to *Lily Borst* and *Doris Anderson*. *Lily* left us for far greener fields and proudly announced the birth of *Peter Norman Borst* on October 5. Replacing *Lily* is *Elissa Enax* who, not to be outdone by *Lily*, became an aunt on August 21. Replacing *Doris* is *Janet Osmond* and all agree to a hale and healthy hello. *Jean Martin*, erstwhile chauffeur, has just acquired her third car this year. We all wish you luck *Jean* and suggest that perhaps three is a lucky number. A final note of congratulations to *John Doscher* on his latest "deal," this time acquiring a lovely home in Belle Harbor.

Radio Network Administration

Bon Voyage to *Marion Stephenson*, divisional budget manager of Radio Network, who embarked on her vacation Sept. 25th to fly to Egypt. She plans on stopping over in London, Paris, Rome, Venice, Athens and finally Cairo, where her brother is living. Before going on this trip, Marion made all kinds of plans and secured all kinds of pamphlets and booklets on these different countries. One funny incident occurred one day when she returned from lunch with a brochure on Portugal giving her all kinds of information on places to see and how to travel. This particular pamphlet didn't help her at all, since when she opened the booklet, she discovered it was written in Portuguese. We're looking forward now to a picture of Marion riding a Camel, which she promised to have taken.

TV Network Programs

Music—We welcome *Robert Wagner* to our Music Library. Bob was for-

merly with our Guest Relations department. Music is his hobby and he likes to entertain at the piano. *David Hendry*, whose job he is filling, is now working on the Steve Allen "Tonight" show and on this occasion we wish him the best of luck. While *Mary Turner* moved into a new apartment *Joan DeHart* has been decorating hers with some new pillows for color effect.

Central Booking—Vacations for our little department are just about over. *Eloyse Gelfer* spent three wonderful weeks on the West Coast with singer friend Pat Jones. *Mary Cooper* is still enjoying her vacation — she hasn't taken it yet. "Hazel" and *Jane Costello* took about the same route a few weekends ago—both headed up to Pennsylvania. She had a good time anyway. We have filled the vacancy on our department with a wonderful girl from Stenographic—*Peggy McGrath*. Hello, Miss Hollywood, wherever you are.

Plant Operations — Our "First Love," *Bill Dannhauser*, happily ensconced in Unit Manager section. *George Dindas* recommends Bear Mt. Inn to all those desiring a weekend of complete relaxation. Our own *Helen West* walked off with the highest honors of Singer's Saturday Sewing graduating class. The welcome mat is out to *Hal Alexander*, who joins us as a Studio Supervisor.

Production Operations—The fall season is here and it seems to be the season for moving in our department. *Roxie Roker* has been transferred from our Broadcast Operations section to the Home Unit. To her, we all send our best wishes. A big welcome from all of us to *Eleanor Rosenthal*, who has taken *Roxie's* place. Best of luck to *Monty Morgan*, who has left our Broadcast Film department to become a Unit Manager. Kudos to *Robert Schulein*, who has been promoted to fill *Monty's* position. A welcome also to *Milton Wyatt*, who has joined our Broadcast Film Section in Bob Schulein's vacated position. We all wish *Julia Cohen* of our Broadcast Film department the very best of luck. She was recently engaged to a very lucky fellow by the name of Dennis R. Sciscento.

Public Service Programs — We've done it again! Another wedding, this time it's *Bobbie Edwards*, and she'll

become Mrs. David Bacon on November 6. She'll be leaving the company to set up housekeeping in Ann Arbor, Michigan. *Bob Graff* didn't even know his secretary's happyplight . . . he's in Europe filming two interviews for the "Elder Wise Men" series. *Hilda Watson* sailed into the Waldorf last month in her blue slippers and a dreamy formal gown to attend a dinner for the Queen Mother.

Welcome to *Betty Ivory*, who's *Bill Parish's* secretary, and *Mary James*, who'll be answering *Doris Ann's* phone.

Radio Studio Operations — The annual dinner and entertainment of this department, celebrating the end of summer and the arrival of the autumnal equinox, was held at Pater-son, N. J., last month. An excellent dinner was served, and the floor show, supplied by a Union City night club, provided robust and uninhibited entertainment. Songs, speeches, and monologues were contributed by several of the brethren, including *Joe Kall*, *Ray Farnan*, *John Ruschmeier* and *Hugh Gunn*. With commendable foresight the arrangements committee booked rooms at a local hotel for the convenience of celebrants who might become exhausted by the night's festivities. It proved to be a necessary precaution. Our friend, *Tom Longmore*, was overcome by the floods of oratory, the interminable singing of a melancholy dirge called "Kevin Barry," or something, and, in the words of his countryman Geoffrey Chaucer, had to be "holpen to his litter." But a good time was had by all.

TV Technical Operations—There's a few in every office. Know what types I mean. Yes, that's right. Those lucky ones who manage to suffer through the hot summer and still have vacation coming when the rest of us are looking forward to next year. The patient ones in our office are *Fritz Rojas* who spent two wonderful weeks hunting and *George Graham* who traveled to Mexico. Both came back looking as good as they described their vacation. Also *Janice Abbott*, who said it was well worth waiting for, as she told us all about her exciting two-week trip to California.

Though it seems like ages ago, we welcome back our hard working *Margrit Hahn*, who spent a well earned vacation in Germany visiting her family, whom she hasn't seen in four

years. Her descriptions of Europe and the pictures she brought back were something to be remembered for a long time to come. *Margrit* was pleasantly surprised when she found herself (along with her boss *Art Garbade* and his secretary *Dotty O'Loughlin*) moved into the enormous offices on the 4th floor.

Our *Florence Herrlich* left us for Scandinavian Airways out at Idlewild Airport, which is practically just a hop, skip, and a jump from her home and allows her to take one free trip a year.

It didn't take us long to figure out that *Al Protzman* was the joker who scotch taped the sample pieces of drapery material on *Andy Hammerschmidt's* office walls to help him decide which would make the best pair of drapes. It seems that *Andy* and his secretary *Madalyn Butler* can't agree on what looks best. We're taking bets on who will win and at this time I think *Madalyn* is ahead.

We sure miss *Joyce Peter's* cheery smile while she is recuperating from an operation, but hats off to *Grace Kaufman* who is doing a wonderful job taking care of her own work and *Joyce's* too.

That new crew cut that *Art Poppele* is sporting sure is a nice change. We hardly recognized him at first but agree it has made him look so much younger that we've changed his nickname from "Popp" to "Joe" (College that is).

The welcome mat goes out to *Blanche Toler* and *Matilda Spencer*, two new scheduling girls. While we're on the subject, how about three cheers to *Mr. Gallant* and his scheduling group, who have quite a job in preparing the schedules for all our TV engineers but manages to keep smiling no matter how hectic things may get.

Georgia "Pixie" Smith has given up the commuting to Westchester for a cute apartment in Manhattan, complete with piano which *Pixie* admits none of the four girls can play.

TV Network Sales

TV Network Sales — Even though *H. V. Anderson* had been ill for quite awhile, his death still came as a shock to us. Everyone was hoping for his recovery so, that it is hard to realize that he won't be around with his big, happy smile. The company will miss his selling abilities but we'll just miss *Andy*.

We've had a slight disturbance this month. A few walls were knocked

down and some carpenters, plumbers, plasterers, telephone repairmen, and painters paid *Fran De Gennaro* a visit. Actually, all this was being done to make more room. The day after was really the day after. It looked like the remnants of a last-night's party. But this too, shall pass away.

It is now our duty to relate the sad story of a forgotten switchboard girl. Yes, she was forgotten even by her own department. But now, through the courtesy of Network Sales, her name will echo through the halls of NBC. Now everyone will know that *Joan Cassidy* had a wonderful time in Florida on her vacation.

Once again it is our pleasure to welcome two new arrivals. They are *Barbara Reynolds* and *Marie Shishmanian*.

Sales Traffic Operations — There has been great activity in TV Sales Traffic Operations since the last CHIMES. In fact, so much that the department is getting a separate column to chronicle the various events and will continue henceforth.

Some changes in personnel have manifested themselves. *Lee Voyce*, one of the assistant sales service representatives, has left NBC to attend Harvard Business School. Judging from his fine record at NBC he is certain to emerge from the "Academy" of higher, higher business learning predestined with executive success. Since his departure, *Joel Stivers*, *John Fernandez*, and *Holland Low* have received promotions and congratulations to them. While the plaudits are being handed out, congratulations to *Sam Novenster* on his recent marriage. And last, but not least, a hearty congratulatory note to *Elsie Schmidt* on her engagement to *Airman First Class Donald W. Roberts*.

A gala going away party was feted recently on *Terry Docherty*, Mr. Flynn's secretary, at the Rainbow Room. *Terry* resigned from a very active three years at NBC because her soldier husband has recently returned from Tripoli and is soon to be discharged. The best of luck to you, *Terry* and may you continue on your cheerful way as happy as ever. You certainly will be missed by all of us.

The welcome mat is out to *Russ Benedict*, who recently joined the department from the Night Executive office, and on the distaff side to *Betty Lindquist* who replaces *Terry Docherty* as Mr. Flynn's secretary.

He restoreth your soul...



There's Susan Brown. She's brought Mary Lou up all alone—her daddy was killed in the war. Susan's a slight little thing, but a pillar of strength. And she's not at all ashamed to admit—she *leans* all right—on the strength of God.



Janet and Bill were married right in this church—and they come back every week. "Just selfishness on our part," Bill says. "After all, our life together got off to a happy start here . . . and we want to keep it that way!"

Worship together this week



And the Wolf family here—will you just look at those boys! They're feeling very grown-up and proud as punch, going to a Service with Mom and Dad.



We are well blessed. The doors of our churches and synagogues are wide open . . . waiting for us to enter. Set aside a time each week . . . a time apart from the "busyness" of living. You'll find more joy in each day, if you give some time each week to worship.



Pete Taylor sure has grown!

Being in the Service has helped him grow up inside, too. As Pete puts it, "A guy's never so big, that he wants to go it alone."

Ever been a stranger in any town? Then you've known loneliness. And you know how comforting it is to come upon a church or synagogue . . . where the doors are always wide open to everyone.

