

NBC

CHIMES

DECEMBER • 1954

NATIONAL
BROADCASTING COMPANY

TELEVISION STATION

WMAQ

RADIO STATION

WMAQ

CHIAL 670



NBC CHICAGO PREPARES FOR
CHRISTMAS -- See Page 2



CHIMES

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Edward Starr, Editor

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A Christmas Message

At this joyous time of the year, my thanks to all NBC personnel for your devotion and, equally, for your spirit of excitement.

We have tried during the past year to keep television fresh and exciting, and to develop innovations in radio as well. We have all worked to insure continuing vitality in our programming to make our services more useful, more enjoyable, and more informative. We have tried to bring the power of broadcast selling to more advertisers and to shape new forms of selling for old customers.

All of us can take a deeper satisfaction from our occupations these days knowing that NBC, while striving to increase its commercial leadership, is also lending its communications force to help realize that happier, freer, more enlightened, and larger-spirited world that is in the character of Christmas.

A joyful one to you and your families.

Sylvester L. Weaver, Jr.

The Cover

"Deck the Hall!" NBCites in Chicago's Owned-and-Operated outlets, WMAQ and WNBQ, help to decorate the NBC sign in the main lobby of Chicago's Merchandise Mart, largest commercial building in the world and home of the NBC Chicago operation.

With the aid of George Balego of Maintenance, three of NBC Chicago's

prettiest secretaries do the honors. The girls (from left to right) are: Jeanne Couture, Central Division Public Affairs and Education secretary; Barbara Albright, WMAQ-WNBQ Advertising and Promotion Department secretary, and Jean Luken, secretary of Floyd E. "Bud" Beaton, WNBQ sales manager.

NBC Jan. 1 Sports Lineup

NBC once again is furnishing the nation's sports fans with a full afternoon of solid football entertainment on New Year's Day, when the Radio and Television Networks cover the Cotton Bowl and Rose Bowl games, as well as the colorful Tournament of Roses Pa-

rade. The Parade will be telecast from 12:15 to 1:45 p.m., EST, followed immediately by radio and TV coverage of the Cotton Bowl game in Dallas. The Rose Bowl contest in Pasadena will begin on NBC Radio and Television at 4:45 p.m., EST.

NBC News Roundup..

Induct 33 Into 25-Year Club in N. Y.

Thirty-three employees of NBC became members of the company's 25-Year Club in a ceremony on Dec. 2 in the Hotel Roosevelt in New York. Each of the new members received a watch and a certificate signed by Sylvester L. Weaver, Jr., President of NBC. The honored employees were welcomed into the club by Mr. Weaver. Entertainment was provided by Steve Allen and Skitch Henderson. B. Lowell Jacobsen, director of Personnel, was master of ceremonies. Next month's CHIMES will present full pictorial coverage of the event.

Mendes-France Visits NBC

Pierre Mendes-France, Premier of France, was welcomed by Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC, when he arrived at the RCA Bldg. in New York for his appearance on "Meet the Press" on Nov. 21. General Sarnoff, Sylvester L. Weaver, NBC President, and Robert W. Sarnoff, Executive Vice President, greeted the French statesman and escorted him to the NBC executive offices, where an informal reception was held after the show. General Sarnoff presented to M. Mendes-France a kinescope of "The Man from Louviers," which portrayed the career of the Premier on "Background" last summer.

Steve Allen a Real Drawing Card

As a result of a one-minute offer by Steve Allen on his "Tonight" show recently, over 125,000 postcards came rolling in within a few days. Steve made the invitation, at ten minutes past midnight, for viewers to send in cards bearing their names and addresses, so that they would be eligible for a drawing for five free Broil-Quik rotisseries.

Christophers Honor Eight at NBC

Awards for "outstanding achievement" in creative work on NBC Television and Radio came to eight individuals from the Christophers last month.

The NBC winners were: Producer Robert Montgomery, director Norman Felton and scriptwriter Doria Folliat for "Great Expectations," televised by NBC last June on "Robert Montgomery Presents"; producer-director Frank Wisbar and teleplaywright Michael Foster for "Crusade without Conscience," on "Fireside Theatre" in September; producer-director Wallace Magill for the "Telephone Hour" broadcast on May 17; producer-director Albert McCleery and writer Ted Maer for "Proclaim Liberty," on "Inheritance" on July 4.

Organization Changes

Last month it was announced that *Harold F. Kemp*, manager of the Talent office in New York, was transferred to Hollywood to become a general program executive. . . . *Matthew J. Culligan* last month was appointed to the newly



That's WRCA-TV's Herb Sheldon, climbing out from behind the stacks of entries which were submitted in response to his "What Thanksgiving Means to Me" contest. Herb ran the contest on his children's program "Kids Today," which is seen at 6:45 a.m. Monday through Friday. A record-breaking total of over 200,000 children's impressions of Thanksgiving in any forms of their choice—poetry, painting, music, sculpture, stories, puppetry and photos—were sent in.

created post of national sales manager for the Television Network. . . . *Roy C. Porteous*, supervisor of the sales unit for "Today," was promoted to sales manager of NBC Participating Programs Department, the post previously held by Culligan. . . . *John Porter* has been appointed manager of National Advertising and Promotion. . . . *Eduvin Vane* has been appointed National Sales Promotion manager. *Edward A. Rosenberg* has been appointed manager of Contract Administration for the Pacific Division. . . . *John Nelson* has been appointed Program supervisor, Pacific Division.

T-H-T Sales Announced

More than \$900,000 in participations — a record high purchase for a single client on "Today," "Home" and "Tonight" — has been bought by Star-Kist Foods, Inc. The contract begins Jan. 5 and provides for a once-a-week participation on the three shows. Star-Kist also bought a participation on the NBC Radio Mary Margaret McBride show. "Home," it was also announced, will enter 1955 with more than \$3,500,000 signed for the new year.

Safety Council Award to NBC

NBC late last month received a National Safety Council Public Interest Award for "exceptional service to farm safety" in 1954. NBC, which was the only major network thus cited, was honored for its many Radio Network contributions to farm safety, for the preparation of a series of Farm Safety Week transcribed announcements, and for a special Farm Safety Week broadcast on the Farm and Home Hour. Jules Herbubeaux, general manager of WNBQ and WMAQ, Chicago, accepted the award on behalf of Mr. Weaver.

Hitz, McFadden, Shea Are Elected Vice Presidents

The election of three Vice Presidents of the National Broadcasting Company was announced on Dec. 6 by Sylvester L. Weaver, Jr., NBC President. The new Vice Presidents are: Edward R. Hitz, Vice President in charge of Television Network Sales, Central Division; Thomas B. McFadden, Vice President in charge of NBC Spot Sales, and Hamilton Shea, Vice President in charge of WRCA, WRCA-FM and WRCA-TV, NBC-owned radio and television stations in New York.

A member of the NBC organization for more than 25 years, Mr. Hitz has been manager of Television Network Sales, Central Division, since November, 1952. He joined the company as a salesman in 1928, and in 1934 and 1935 was placed in charge of the network's Philadelphia office. He returned to New York after this two-year period, and in 1939 became assistant to the Vice President in charge of Sales. In April, 1947, Mr. Hitz was appointed assistant sales manager of Eastern Network Sales, and the following year was named assistant director of Network Sales. He later became manager of the Eastern Sales Division, before being transferred to Chicago as manager of Television Network Sales, Central Division. Born in Cleveland, Ohio, on Dec. 1, 1900, Mr. Hitz attended grade school in New York City, high school in Lima, Ohio, and business school in New York. His first position was with a Wall Street bond office. From there he went to the advertising and merchandising department of the *New York Daily News*, before joining NBC.

At 37, Mr. McFadden already is a veteran of 20 years service with NBC.

He joined the company as a member of the guide staff when Radio City in New York was opened in 1934. A year later he was assigned to the news room as a writer, and by 1938 he also had become a news broadcaster. During World War II he was an Air Force pilot in the African and China-Burma-India Theatres of Operation. He was discharged as a captain in 1945. Returning to NBC, Mr. McFadden rejoined the news staff and was appointed director of News and Special Events for WRCA (then WNBC) in April, 1946. He later became assistant manager and then general manager of the network's owned stations in New York. In April, 1950, Mr. McFadden was transferred to Los Angeles as general manager of KRCA (then KNBH), and after two successful years in that capacity he was brought back to New York to head NBC Spot Sales.

Mr. Shea, who is 40, has been general manager of WRCA, WRCA-FM and WRCA-TV since July, 1953. Before that he was general manager of WTAM, WTAM-FM and WNBK, NBC's radio and television stations in Cleveland, Ohio. Mr. Shea joined the company in 1949 as controller of NBC's Owned and Operated Stations Division. He was named director of operations for the division in 1951 and a year later was transferred to Cleveland to head the NBC stations there. Before joining NBC, he served five years as treasurer and controller of the Emerson Drug Company. His background also includes two years with the Chase National Bank and six years with the Telautograph Corporation.

Six Sylvania Awards to NBC

The National Broadcasting Company's *Medic* program last month received the Sylvania Television Grand Award as "the most outstanding program on television."

The Grand Award, which has been given only once before, was one of six Sylvania Awards won by NBC.

Medic was cited for "the worth of its content, the impact of its presentation, and the dignity of its purpose" by the Sylvania Committee of Judges, which presented the annual awards at a dinner at the Hotel Pierre in New York. The committee said it considered "*Medic*" to be "a truly great contribution to the advancement of television." The only previous recipient of the Grand Award was NBC's "Victory at Sea."

Thomas McAvity, NBC Vice President in charge of Television Network Programs, accepted the awards on behalf of NBC.

George Gobel, appearing regularly on television for the first time this season, won an award as "the television comedian of the year." The committee said that Gobel was "an intuitive comedian" who has brought "a fresh note of delivery to television." "He is in the tradition of the great monologists," the committee said. "His timing and delivery are superb, and his appeal is in no sense limited."

Three, Two, One . . . Zero, a study of atomic energy, was voted "the documentary program of the year." The committee said that the program reconstructed "the entire history of the atom, from its first mention in the days of ancient Greece to the most recent experiments in harnessing it for peaceful use." "The program presented the problem of the future use of the atom vividly and succinctly," the committee said.

Man on Mountain Top (presented on NBC-TV's "Philco Television Playhouse") was selected by the committee as "the finest original teleplay of the year." The judges called particular attention to the writing of Robert Alan Aurthur, the direction of Arthur Penn, the "superb cast and excellent production." "This play contained moments of sheer brilliance," the committee said.

Philco-Goodyear Television Playhouse was voted by the judges "the best dramatic series." The committee

(Continued on page 12)



(L to R): Edward R. Hitz, Vice President in charge of Television Network Sales, Central Division; Thomas B. McFadden, Vice President in charge of NBC Spot Sales, and Hamilton Shea, Vice President in charge of WRCA, WRCA-FM and WRCA-TV.

Gen. W. B. Smith Elected to RCA Board of Directors

Election of General Walter Bedell Smith as a member of the Board of Directors of the Radio Corporation of America was announced on Dec. 3 by David Sarnoff, Chairman of the Board.

General Smith is Vice-Chairman of the Board of Directors of the American Machine & Foundry Company. He served as Under Secretary of State from February, 1953, to October, 1954.

During World War II, General Smith was successively Secretary of the Joint Chiefs of Staffs and United States Secretary of the Combined Chiefs of Staff in Washington, Chief of Staff of the European Theater of Operations, and Chief of Staff to General Dwight D. Eisenhower. On behalf of General Eisenhower, he negotiated and signed the instruments effecting the surrender of Italy and Germany.

General Smith was Ambassador to the Soviet Union from 1946 to 1949, when he assumed command of the United States First Army. In October, 1950, he was appointed Director of Central Intelligence, where he served until his appointment as Under Secretary of State. He retired from active service in the Army on January 31, 1953.

For service in both World Wars, Gen. Smith holds eight decorations from the United States, as well as decorations from numerous foreign countries.



General Walter Bedell Smith



The crew of the Max Liebman Spectaculars are shown in their bright red sweatshirts (except for a few who found them too warm) at the Brooklyn studio. Pictured are (left to right): first row—Jim Blaney, Bill Stone, Carmine Picioccio, Joe Caridi, Frank O'Keefe and Milton Buttz; second row—John Ward, Nick Bruno, Art Zarakas, Carl Ricea, Heino Ripp (technical director), George Weisz, Walter Serafin, Roy Olsen and Joe Bascietto. Third row—Walt Werner, Gene Gronin, Fred McKinnon, Sonny Perlmutter, Bob Sullivan, Tom Williams, Don Mulvaney, Ernie Theil and Lauren Jaycox. Two crew members, Dave Byrnes and Randy Rand, failed to get in the picture because they were playing ping-pong behind the set.

Crew Sees Red on B'klyn Set

Producer Max Liebman thought for one mad moment during the rehearsals of "The Follies of Suzy" (the NBC-TV Spectacular which took place Oct. 23) that he had wandered into the home grounds of a soccer team. The entire Brooklyn studio where the live color Spectaculars are produced, was filled with men in bright red shirts—and these brightly clad fellows were pushing dollies, operating cameras and moving cables. Liebman soon learned—much to his amusement—that he had walked into the midst of a big practical joke being played on associate producer Hobin.

Since the Brooklyn studios are so large and the crew so extensive on the Spectaculars, young Hobin decided that it would be easier to spot him on the floor of the studio if he wore a bright red shirt. Despite a terrific kidding about the crimson sweatshirt he sported, Hobin continued to look like a Moscow resident on May Day.

The night of the dress rehearsal for "Suzy" arrived, and with it some technical gremlins which made it necessary to suspend operations for about two hours. The crew, far from home and Mother in the wilds of Brooklyn,

cooked up a little scheme to while away the unexpected respite. They went to a neighborhood store and bought several dozen bright red sweatshirts.

When the rehearsal resumed Hobin was completely amazed to find that wherever he looked he saw red. His own sweatshirt was lost in the crowd. When his assistant, Marcia Kuyper, walked on the set with a cup of coffee for Hobin, she headed for the first red shirt she saw. When she realized it wasn't Hobin she excused herself and headed toward a nearby red shirt, feeling that this was sure to be her boss. Suddenly she realized that the "trademark" had been appropriated. Everyone had a good laugh and rehearsals were resumed.

Hobin had the last laugh, however. When the time arrived for rehearsals on "Best Foot Forward" Hobin's sweatshirt was present—only it was a bright yellow.

As one crew member remarked, "We'd fix him good if our wives didn't take a dim view of spending the overtime money we earn on colored shirts. Anyway—Joe is out pricing yellow sweatshirts, so we'll see who has the last laugh."

NBC CHICAGO'S FRESH WATER MARINERS



While skipper Frank Schnepfer (standing, rear) scouts the Wisconsin shore, and Al Scarlett (right foreground) keeps a firm hand on the wheel, crew members (L to R) Bud Hollibaugh, John Freschi, Ernie Foote and John Casagrande lounge on deck.

By
Howard Coleman

Home is the sailor, home from the sea — or at least home from Lake Michigan, in the case of NBC Chicago

technical director Frank Schnepfer and the crew of the *Bonny Lou*.

With a 99% pure group of NBC employees (Ernie Foote, the sole "outsider," qualified by being the brother of veteran Chicago organist Herbie

Foote). Skipper Frank entered the famed Lake Michigan Mackinac Race, queen of Midwest regattas. Longest fresh water race in the world, the event, sponsored by the Chicago Yacht Club, runs from Chicago north, virtually the entire length of Lake Michigan, to Mackinac Island, covering slightly more than 330 miles "as the crow flies."

The *Bonny Lou*, for seafaring readers, is a cutter, 32 feet in length (on deck), with a 10 foot beam and a draft of four feet, 10 inches.

As a class "C" boat, the *Bonny Lou* finished "somewhere in the middle of her class" in the race. A virtual "no-weather-at-all" situation had the cutter becalmed for the first 24 hours, made going slow all the way from the Saturday morning start until Monday, when the group covered more than a third of the distance in 24 hours, running through heavy rains, thunder squalls and fog.

"The Mackinac," says Frank. "is normally a 45-hour race!"

Members of Schnepfer's sailing crew were mostly members of the NBC Chicago TV crew number one, a seasoned group since the "Garroway at Large" days of early WNBQ TV operation. John "Cass" Casagrande, lighting engineer recently transferred to NBC Hollywood; studio engineer John



Polishing the plastic plates are Frank Schnepfer (left) and Al Scarlett (far right), while chef Ernie Foote supervises from the galley hatch and Bud Hollibaugh, fingers conveniently bandaged, acts as assistant supervisor.

Freschi; Bud Hollibaugh, also a technical director with the TV crew; stagehand Dick Bernico; former NBC Chicago engineer Al Scarlett (now with NBC Hollywood), and "outsider" Ernie Foote, were the crew signed on with the *Bonny Lou*.

Frank Schnepfer, skipper of the *Bonny Lou*, has sailed his craft for the past five years, and as a seasoned fresh water mariner has traversed the Great Lakes while pursuing his maritime hobby. This year was the second time he has entered the Mackinac race. With his NBC crew, he sails Lake Michigan waters three or four times a month during the yachting season—NBC Chicago TV schedules permitting, of course.



The Bonny Lou.

This year's race marked the start of an annual vacation for Frank, for Cass and for Al Scarlett. While John Freschi had to fly back to Chicago to pick up his duties (because of the unusually slow pace of the race) and others of the crew also returned, Frank's wife, Virginia, Cass's wife, Jean, and Al's son, Ted, met the boat at Mackinac. The group sailed on into Georgian Bay and then back to Chicago for a 10-day waterborne vacation.

The *Bonny Lou*, which is fitted to sleep five, has a fully equipped galley and ice box. While the group insists that there was no food shortage or problem during the race, in spite of the undue amount of time spent motionless, John Freschi chuckles ruefully as he explains that "we sure didn't run out of beans!"

Big NBC Ad Campaign Now Underway in Top Magazines

The National Advertising and Promotion Department of NBC right now is in the middle of an advertising schedule unlike anything done before by the company. A double-barreled, intensive campaign is running in two of America's greatest consumer magazines, the *Saturday Evening Post* and the *Ladies' Home Journal*. This is the first time that NBC has conducted a regular and continuing campaign of such scope in this type of magazine.

Again pointing out its industry leadership, NBC is calling the attention of the nine million devoted readers of the *Saturday Evening Post* and the

While Ernie Foote turned out to be the best chef on the craft, everybody else, including the Skipper, took turns at nautical kitchen police duties. Generally, the *Bonny Lou's* chow schedule was: bacon and eggs or pancakes in the morning, sandwiches for lunch, and a "big" meal in the evening, preceded of course by cocktails.

Frank, explaining operational procedure on his ship, says that the crew members take turns standing watch during normal sailing, with "everybody up and at 'em" when a wind comes up and the sails must be changed.

During the long period when the *Bonny Lou* was becalmed, every one was as quiet as possible. "You just can't move," Frank points out, "for any motion that might rock the boat loses whatever little wind you may have in the sails."

"At night," he continues, "you listen for talk from other boats, and try to figure out what sails they are using."

Before picking up the weather that took them on a spinnaker run up to Manitou, and then, with a quick change in wind direction, had them "running sails up and down like window shades," the group spent one tense period in fog while crossing the Lake Michigan steamer lanes. "We heard horns, but never saw anything," says Cass.

The *Bonny Lou* is equipped with all modern navigational devices for her inland lake use: radio, direction finder (guided by signal beams from Coast Guard stations) plus celestial navigation equipment. Kidding his skipper, John Freschi says that "we knew what lake we were in at all times!"

Ladies' Home Journal to our networks and to our top shows. In the former are two double spreads each month, occasionally in four colors; in the *Journal* they are one-page versions of the same ads in black and white.

The campaign was prepared by NBC's agency, the Grey Advertising Agency, Inc., in conjunction with our National Advertising and Promotion Department.

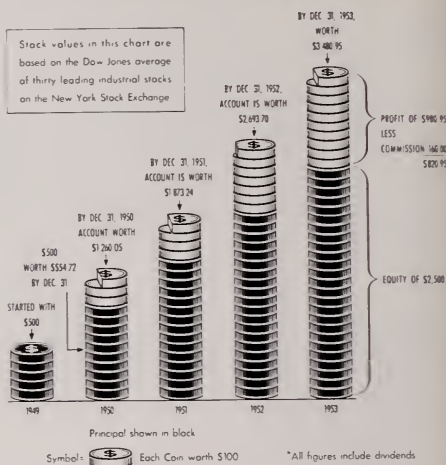
The first two spreads were seen in October issues of the *Saturday Evening Post*, promoting the Tuesday night radio lineup and the Max Liebman color extravaganza on TV. Those same ads were reproduced in one-page black and white in the November issue of the *Ladies' Home Journal*. In *Satevepost* in November the AM Wednesday night and the TV Monday night lineups were covered; the *Journal* ran the other version of them in December. This month in the *Post* the radio afternoon lineup and the color TV production of "Amahl and the Night Visitors" are being featured. The January *Journal* will have just the AM ad. One spread in a January issue of the *Saturday Evening Post* will stress NBC's radio program leadership; the television ad will call attention to NBC's participation Programs—"Today," "Home" and "Tonight." The February *Ladies' Home Journal* will repeat them in one-page black and white. Even though we speak here of the "December *Post*" and "January *Journal*" running the same ads, they actually are hitting the newsstands at approximately the same time, since the *Post*, a weekly, is dated just a week in advance, while the *Journal*, a monthly, comes out a full month before its date.

Very likely by now, most NBC employees have seen one or more of these advertisements in either the *Saturday Evening Post* or the *Ladies' Home Journal*, but just in case anyone has missed them, full-size reproductions of them are being displayed on all bulletin boards throughout the New York office of the company.

"RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION."

\$500 INVESTED YEARLY SINCE 1949 WOULD SHOW
A NET PROFIT OF \$820.95*
AND PRODUCE A TOTAL PRINCIPAL OF \$3,480.95

MONTHLY INVESTMENT PROGRAM



This growth chart shows the results of investing \$500 annually, based on Dow Jones Industrial Average.

The Monthly Investment Plan of the New York Stock Exchange and its members is designed for the person of average income who always wanted to invest in good common stocks but never accumulated a sufficient sum to start. Now it is possible, with payments as small as \$40.00 monthly or quarterly, to invest in any of 1,200 stocks of companies listed on the New York Stock Exchange — companies which pay half of the nation's dividends, produce half of all the goods made, employ more than eleven million people.

Risk?

Yes, there is an element of risk, just as in the ownership of any kind of property. Again, stocks are not a substitute for cash reserves or insurance, nor should any individual risk reasonable security for himself and his dependents. When basic necessities are well provided for, a man or woman with small additional funds can consider risk for the sake of higher return.

Actually, there are more than 300 common stocks traded on the New York Stock Exchange which have paid a cash dividend in every year for 20 to 105 years, averaging out to a com-

posite return of 5.7% for an uninterrupted dividend record of 39 years.

Good common stocks have the following advantages which make them desirable from the standpoint of long-range investment:

- (1) When a share of a company is bought in the form of common stock, the buyer becomes an owner, in part, of the company. Unlike a bond owner whose investment has a fixed interest rate, the holder of common stocks shares in the prosperity of a company through larger dividends. If the company's earnings decline, he runs the risk of having his dividends reduced or omitted.
- (2) Market fluctuations in the price of common stock need not be a matter of constant concern. Over the years, the price of ownership shares in sound American companies has tended

upward, and, with the Monthly Investment Plan, a decline may react favorably when the long range trend of the stock is upward. By investing the same amount of dollars at different price levels, a greater amount of shares are bought when the market is low and a lesser amount when the market is high. For example, \$100.00 invested in a \$10.00 stock would purchase 10 shares. If this same stock went down to \$5.00, one could buy 20 shares (or double the amount) with one's \$100.00.

Thus over a period of time, simple mathematics should work in favor of investors. In fact, it will be found that the average cost of the securities purchased will always be lower than their average price. This may be seen in the above example where the average price was \$7.50 (\$10 - \$5 divided by 2) but the average cost was only \$6.67 (cost of \$200 divided by 30 shares).

- (3) The purchase of common stocks is regarded by many as a

This is the final article in a series of three which have been appearing in CHIMES on the Monthly Investment Plan for the small investor as sponsored by the New York Stock Exchange.

means of maintaining purchasing power. For example, the dollar value of all common stocks has just about doubled since 1937, although the value of the dollar since 1937 has just about been cut in half. Whether this principle will always apply in the same degree will depend on various economic factors.

Under the Plan, any amount from \$40.00 to \$999.00 may be invested in any one stock, monthly or quarterly, over any period from one to five years. As many Plans as an individual can afford may be kept going at once. For example: \$40.00 the first month in Stock A, \$40.00 the following month in Stock B, \$40.00 the third month in Stock C; the fourth month, investment again in Stock A. The exact number of shares (and fraction of a share figured to four decimal places) bought with each payment will be credited to the buyer's account.

Regular New York Stock Exchange commissions are charged for purchases through the Monthly Investment Plan. As a generalization, the commission on the purchase of less than \$100 worth of stock is a fraction over 6%. This is a non-recurring charge and is the only fee you pay, unless you decide to sell the stock. Shares may be sold at any time, at the customary commission rates.

There is no penalty for failure to pay one, two, or three payments. In fact, unlike other installment plans, M.I.P. does not bind the investor to any stipulated terms or contractual obligation. It is to his own advantage and no one else's to make regular payments. The brokerage firm reserves the right to cancel if monthly investments are skipped for four to five consecutive months.

The investor chooses the company or companies he wants to invest in, from stocks listed on the New York Exchange, and has the right to draw on all the research facilities and experience of the brokerage firm selected.

After the first share is paid for, the investor is entitled to his part of any dividends voted by the Company, and can direct his broker either to have a check mailed to him or to automatically reinvest the dividends in the stock.

What would have happened if you could have invested in this manner

(Continued on page 13)

Rating Systems Invaluable But Are Often Misunderstood

Hugh M. Beville, Jr., NBC director of Planning and Research, in an address last month before a study group of the Advertising Club of New York, said that misunderstanding on the functions of television surveys is a primary reason for confusion over program ratings.

He praised the rating services for their "excellent surveys," but said there was a widespread tendency to distort and misinterpret rating reports.

"The confusion about ratings," he stated, "arises more than anything else from simple misunderstandings of the functions of television surveys and misinterpretation of their findings. Audience measurement is a vastly complicated subject and cannot be fully grasped without long and careful study."

The NBC Research and Planning Department, in an effort to correct misconceptions regarding television ratings, has prepared the following brief description of the three major systems. With the thought that many NBC employees may also have found their heads swimming with varied ratings and figures, we are reprinting it below.

NIELSEN TELEVISION INDEX

This service uses the audimeter, an automatic recording instrument, placed in a representative sample of television homes across the nation. The Nielsen service thus produces ratings which are projectable to total U.S. television homes to produce size of audience in millions of homes. These are the figures which NBC, other networks, and our clients and their agencies use to determine audience size as measured in percent and number of U.S. television homes. Each Nielsen report covers two weeks, thus giving the figures greater stability and minimizing the unusual effects of weather, special broadcasts, and statistical chance. Two reports a month are published, so virtually every week of the year is covered. Nielsen normally reports only on commercial shows.

AMERICAN RESEARCH BUREAU

This service is a nationwide diary sample and, like Nielsen, is projectable

to produce percentage and number of homes reached. ARB also measures viewers per set and thus can produce audience figures in millions of viewers in contrast to Nielsen, which only gives audience figures on a home basis. ARB surveys only the first week of each month. ARB gives ratings and audiences for sustaining as well as commercial programs. The basic difference between ARB and Nielsen lies in the technique of securing the information. Whereas Nielsen uses an objective method of determining tuning behavior, the ARB diary method permits respondents to say what has been viewed.

TRENDEX

This service uses the telephone co-incidental survey method. All Trendex ratings are developed from a telephone sample in 10 large cities where at least three television stations operate. Nine of these are Eastern Time Zone cities; one, Chicago, is in the Central Time Zone. These ratings cannot possibly measure audience size as do the Nielsen and ARB Surveys. Trendex produces rating percentages which are primarily valuable as quick checks on program performance in a limited group of cities. The sample size, measurement technique, limited geographical coverage, and effect of local program competition, such as baseball in New York and Chicago, make Trendex ratings more volatile than the figures of the truly nationwide services. Trendex, like ARB, surveys only in the first week of each month and thus reflects to a maximum degree radical fluctuations created by weather conditions, holidays, special events and unusual promotion or publicity efforts.

NBC Engagements

Joan Illingworth, Cleveland, to Jerry Caskey

Joyce Peters to Robert Sullivan, both N.Y.
Grace Anderson, N.Y., to Hill Walton

Attention Puppeteers

And anyone interested in puppetry: Milton Halpert, NBC stagehand and a member of the Puppeteers of America, would like to meet you and talk puppetry. Call him on Ext. 8624, New York.



On left, new members of the 20-Year Club with Sylvester L. Weaver, Jr., President of NBC (L to R): Ralph Reid, Vincent Ryan, Howard Wiley, Mr. Weaver, Karel Pearson and John Williams. In right photo are Frank Barton, Kay Hardesty, Flos Hallowell, Don Stanley, Floyd Wetteland, Joy Storm and Gertie Smith holding reasonably still for the photographer

HOLLYWOOD SERVICE AWARDS

The beautiful Crystal Room of the Beverly Hills Hotel was the setting for the 1954 10-, 20-, 25-Year Celebration of the NBC Hollywood office. A total of one hundred twenty seven attended the party, including one hundred twenty one members and six guests. Of the members, twelve were ladies, each of whom was presented with a beautiful white orchid corsage. The six guests were Gordon Strang, Frank Connelley, Ray Kopcienski, and John L. Seibert, who are here from New York on color assignments, Ed Sobol, recently retired, and Richard Harper Graham of RCA. The guest of honor, of course, was Sylvester L. Weaver Jr., President of NBC.

Cocktails were served from six-thirty with dinner at approximately seven-forty-five. The highlight of the dinner came when the lights were dimmed and two serving carts containing four flaming chafing dishes of brandied cherries were wheeled in for the Cherries Jubilee.

The speakers' table was beautifully

decorated with vari-colored asters arranged around tall white tapers, with the flower theme repeated on the other tables. At the head table were seated Mr. Weaver; Archie Presby, senior member of the 10-Year Club; Alex Petry, senior member of the 20-Year Club; and five members of the 25-Year Club—Max Bauman, Lester Culley, Kay Hardesty, Mortimer Smith, and Gordon Strang. A. H. Saxton, charter member of the 25-Year Club, was in New York and could not attend the party.

Ten new members were inducted into the 10-Year Club: Charles S. Buck, Harold Lea, Robert Packham, Wilbur Roser, Robert W. Salle, and Donald Stanley, all of the Network, and Daryl McAllister, Thomas McCray, William Osborn, and Melvin Stickles from Station KRCA. This brings the total membership in the 10-Year Club to ninety-three for 1954.

Five new members were inducted into the 20-Year Club: Karel Pearson, Ralph Reid, Vincent Ryan, Howard

Wiley, and John Williams, bringing membership to a total of twenty-nine.

Nine new members of the 25-Year Club were presented their watches and scrolls by Mr. Weaver: Donald DeWolf, Lewis Frost, Sheldon Hickox, Stephen Hobart, Walter Morrissey, John Pawlek, Craig Pickett, Robert Scheutz, and John K. West.

Since John Pawlek had to leave early to catch a plane to join Bob Hope's junket to Europe, Mr. West asked Mr. Weaver to present him with his watch and scroll first.

After dinner and the presentation of the awards had been disposed of, Mr. West introduced Mr. Weaver who gave a talk on the magic of the world of electronics, both now and in the future, which was received with tremendous applause and enthusiasm.

Before the party finally broke up about eleven-thirty, everyone agreed that this was the finest party yet and that the committee—Lew Frost, Raoul Murphy, Henry Maas, and A. H. Saxton, had done a bang-up job.



In left photo are new 10-Year Club members, with the President. (L to R): Harold Lea, Wilbur Roser, Daryl McAllister, Mr. Weaver, Melvin Stickles, Tom McCray, William Osborn, Bob Salle, Robert Packham, Don Stanley and Charles Buck. On right are the new 25-Year men, with Mr. Weaver and John K. West. Vice President in Charge of the Pacific Division, himself a new 25-Year member, (L to R): Lew Frost, Craig Pickett, Bob Scheutz, Donald DeWolf, Sheldon Hickox, Mr. Weaver, Mr. West, Walter Morrissey, Stephen Hobart.



Seated practically in the shadow of the Pyramid of Cheops, outside Cairo, where the famous solar boat was discovered are (L to R): Ben Grauer, Mrs. Grauer and actor Charlton Heston, who was there on location during the filming of the DeMille epic "The Ten Commandments."

Newsman Ben Grauer Weds; Spends Honeymoon Abroad

Ben Grauer, NBC's veteran news and special events reporter, and one of broadcasting's best-known bachelors, departed that state several weeks ago when he married Melanie Kahane of New York, a noted interior decorator. A few days later, Mr. and Mrs. Grauer sailed for Europe on the S.S. *United States*, to spend a month abroad in the longest absence from regular radio or television chores Ben has had since joining NBC 25 years ago.

Mrs. Grauer was graduated from the Parsons School of Design in New York and studied art in Paris. She is vice president of the New York Chapter of the American Institute of Decorators, a member of the Architectural League and the Decorators Club.

Ben Grauer, who is a graduate of the City College of New York, began his career as a child actor and has been with NBC since shortly after his graduation from college, first as an announcer, then as a news and special events reporter and commentator on both radio and television. During his quarter-century with NBC, he has handled just about every conceivable type of assignment. Right now his primary duties include his daily radio

news show, the Saturday night Boston Symphony programs, and NBC-TV's "March of Medicine."

Actually, the trip of the Grauers was a combined honeymoon and news survey journey through Europe and the Near East. Visiting England, Italy, France and Egypt, the Grauers were able to greet NBC's well-known newsmen in those countries, such as Romney Wheeler in London, Paul Archinard in Paris, Jack Begon in Rome, and Wilson Hall in Cairo. Ben also made several on-the-spot tape transcriptions in London, Rome, and at the scene of the famous Cheops solar boat near Cairo, returning the tapes here by air for incorporation in NBC programs.

The day before the wedding, Ben's associates threw him a truly memorable bachelor party at the Savoy-Plaza, which was attended by many top NBC and RCA officers, including Davidson Taylor, Ted Cott, Manie Sacks, William H. Fineshriber, as well as the NBC announcing staff and Bill McAndrew and many of Ben's Newsroom colleagues. A memorable musical recorded tribute to Ben, featuring the voices of Jack Costello, Bill Hanrahan, Bob Wogan, Clark Dennis, Gene Ham-

Safety Campaign Starts at Chicago

With the kick-off slogan, "Safety is Everybody's Business," the newly-formed NBC Chicago Safety Committee under the leadership of engineering head *Howard C. Luttgens* has inaugurated a campaign to make Chicago NBCities safety conscious.

"Safety bulletin boards have been placed at various locations in the corridors, offices, studio plant, shops and transmitters," points out Luttgens. "These boards will carry messages designed for office, technical and operations personnel."

Members of Luttgens' committee are: *Len Anderson, Walter Lanterman, Walter Lindsay, Ruth McCarthy, Vern Mills, Wee Risser, Glenn Uhles, Jim Wehrheim and Dick Wehrheim.*

"Resuscitation training and practice has been carried out every six months for a considerable number of years, primarily by the engineering force," Luttgens states. "This training will now be expanded to include staging services, building services and office groups."

Bargain Counter

For Sale: Pair of brand-new handmade (Czechoslovakia) snow boots—suitable for use as ski boots. Brown leather size 10. Call Lee Weinstein, Ext. 8629, N.Y.

For Hire: Four-piece orchestra—piano, drums, alto sax, tenor sax. Reasonable cost. Call Sheldon Cohen, Ext. 451.

Wanted: Apartment; furnished, up to \$125, unfurnished up to \$100. In Greenwich Village east of 6th Ave. or east side of midtown. Call Miss Dilya Jones, Ext. 211, N.Y.

ilton, Roger Bowman, Fred Collins, John Cleary and John Curran, was played. This hilarious record, which is perhaps not appropriate for broadcast, was written by a crew headed by announcer Dick Dudley, with musical effects by Eddie Dunham of the Music Library.

His return to the United States pointed up statements Ben has often made about the dynamic pace of the American approach to things accounting for the rapid rise of radio and television in this country. He stepped off a TWA plane from Europe on a Friday night in New York: Saturday was in Boston to handle the Boston Symphony broadcast; Sunday was in Poughkeepsie, N. Y., for the "March of Medicine," and on Monday resumed his regular schedule of NBC news programs.



Holding their paintings are, left to right: Glenn Uhles, Herb Lateau, Bob Minami and Malcolm MacDonald.

Chicago 'Sunday Artists' Group Holds Competition

The "Sunday Artists," the arts and crafts group of the NBC Chicago Athletic Association, recently held an exhibition of members' paintings. The pictures were placed in the 20th floor reception lobby of the NBC Chicago Merchandise Mart studios and all employees had the opportunity to vote for their favorites.

Winners were Glenn Uhles, Personnel manager, who received first prize for his rural scene in oils; Herb Lateau, WMAQ radio director and chairman of the "Sunday Artists," second prize for his portrait in oils; Bob Minami, WNBQ graphic artist, third prize for his modernistic water color, and Malcolm MacDonald, Mailroom, fourth prize for his view of the Merchandise Mart roof party decorations in tempera.

According to chairman Lateau, there are now 24 members in the arts and crafts group. Besides painting with all media, the interests include weaving, leather tooling, and sculpture. Exhibits in the various categories are held monthly and, as in the recent case of the painting competition, NBC Chicago employees are called upon to

register their vote for the piece of work they judge as best.

Other entrants in recent showings have included Steve Roche, of Communications, with paintings in oils, and Ed White, also of Communications, with both pencil sketches and oils.

Paul Barnes, temporary staff announcer during the summer season, displayed the fabrics that he weaves for his own suits, sports coats and topcoats.

Tom Evans, veteran sound man, has shown the elaborate and detailed tooled-leather-with-silver-inlay products of his home workshop, while scenic designers Ernie Scheffler and Stan Rames have placed many of their works in water colors and oils on exhibit. Rames recently left NBC Chicago to join the staff of NBC affiliate WSDU in New Orleans.

Oriental decorative art, with illustrations of Chinese and Japanese scenes characterized by distinctive brilliant hues, are the hobby of Central Steno supervisor Ethel Ranger. Ethel blends pastels, crayons and water colors to achieve her original effects.

NBC Chicago 'Home Team' Saves the Day

When the members of Northwestern University's block cheering section were invited to guest on WNBQ Chicago's Bob and Kay TV stanza, it was assumed that all 30 members of the section would show.

Their technique of spelling out words and forming designs with large pieces of cardboard held above their heads requires split-second timing and absolute cooperation. If even one member of the section is absent, there's a gaping hole.

It was with some horror that Bob and Kay's producer, Sy Fox, noted six of the N.U. undergrads missing. Hastily, he nabbed six members of the TV production staff: Pat Barnett, Ruth Starshak, Charlotte Russell, Ruth Murray, Wally Welsh and Ernie Santell, told them, "Look like college students," and shoved them into the chairs set up for the block cheering section.

And, to the amazement of all and to the staffers' credit, not one of them goofed during the complicated routines. Later Ernie Santell, whose emergency appearance as a gunman on the Chicago-originated Hawkins Falls series was depicted in a recent issue of CHIMES, was ribbed: "Keep this up, man, and you're gonna have to join AFTRA!"

Sylvania Awards

(Continued from page 4)

cited its "excellent writing, direction, and acting," as well as the "physical production of a high professional order." "By concentrating on character development in stories dealing with basic human values and issues," the committee said, "the programs use television's greatest asset — the intimacy it establishes between the studio performer and the home viewer."

Our Beautiful Potomac, a series which appeared on NBC Owned station WRC-TV, Washington, D.C., received the award for "local public service." The series, which was designed to call public attention to the condition of the Potomac, "succeeded admirably," the committee said. "Action directly traceable to the programs has already been taken to clean up the Potomac," the committee said. "This was public service of the highest order."

(Continued from page 9)

five years ago? Let's look at the chart. If you had invested \$500 in average industrial stocks in 1949 and continued to invest \$500 each year through 1953, reinvesting dividend income as available, your total investment of \$2,500 would have grown to a market value of \$3,480.95, or a total gross profit of \$980.95. To determine your net profit you would have to deduct commissions, amounting to approximately \$150 to \$160. Your net profit would therefore have been between \$820 and \$830.

Under the Monthly Investment Plan, stocks are not bought on margin but are fully paid for, and the investor is therefore not subject to a margin call. Termination is as simple as joining the Monthly Investment Plan Shares bought are mailed to the investor, and a fractional share may either be sold or the investor can buy the additional fraction needed to make a full share.

Full information on the Monthly Investment Plan may be obtained from any member firm of the New York Stock Exchange, or write the New York Stock Exchange, 11 Wall Street, New York 5, New York.

NBC Births

To Billie Ann and Gregory Eaton, N.Y., a son, Reed Stone

To Eddie Gender, N.Y., a son, Stephen Edward

To Lofly McDonough, N.Y., a daughter, Laurie Jean

To Harold Ross, N.Y., a daughter, Barbara Jayne

To Angelino Farina, N.Y., a daughter, Kathleen Ann

To Bob Loweree, N.Y., a daughter, Ellen Doris

To Bill Quinn, N.Y., a daughter, Patricia Marie

To Joe Lesko, N.Y., a daughter, Vicki Ellen

To Bill Parish, N.Y., a son, Alexander MacKenzie

To Howard Atlas, N.Y., a daughter, Laurie Beth

To Howard Eitelbach, N.Y., a son, Peter Alexander

To Morton Aronoff, N.Y., a daughter, Louise Diane

To Joseph Doherty, N.Y., a daughter, Ellen Marie

To Andrew Boffo, N.Y., a son, Brian

To Gerry Collins, N.Y., a son, John Fleming

To Bob Ellenbest, Cleveland, a daughter, Christine Susan

What the New Social Security Act Means to You

The extensive changes in the new Social Security Act will extend Old-Age and Survivors protection to nine out of ten families in every community. The substantial increase in benefits to those now receiving payments, and to those who will receive them in the future, represents important news to all wage-earners and their families.

Here are the highlights of the significant amendments and the changes that are of immediate interest to NBC employees:

1. All beneficiaries now receiving monthly retirement or survivors benefits will receive an automatic increase starting with the month of September. This increase will appear in the check due early in October. The minimum retirement payment has been raised from \$25 to \$30—the maximum from \$85 to \$98.50. Dependents and survivors now getting monthly benefits will get proportionate increases. The maximum family payment has been raised from \$168.75 to \$200 a month.
2. The new law starting January 1, 1955, extends coverage to about 10 million more people, including professional accountants, engineers, architects, farm operators and additional household and farm workers.
3. The amendments provide advantages to a worker in computing his benefit, through a drop-out of as many as five years of low or no earnings.
4. Beginning with 1955 taxable wages
- or net self-employment income is increased from \$3600 to \$4200 annual earnings. The tax deduction remains at 2% contributed by the wage-earner, and matched by the employer. The self-employed pay 3%. Maximum wages that can be credited to an individual's account will be \$4200 per year. This change represents a tax increase of \$12 payable by both wage-earner and employer. These additional earnings, together with a revised formula, will serve to raise the average monthly wage and monthly benefits of many beneficiaries.
5. A significant change will be the preservation of the benefit rights of totally disabled workers, by eliminating the period of total disability from the computation of the average monthly wage when the individual attains age 65. No benefit is payable, however, during the period of disability prior to age 65. Application for this action can be made starting with January 1955.
6. Another important change allows all beneficiaries under age 72 yearly earnings up to \$1200, without loss of any social security payments. This will become effective in 1955. Previously, earnings in excess of \$75 a month caused a deduction of social security for that month.
7. The age at which an individual can receive monthly benefits regardless of the amount of his earnings has been reduced from 75 to 72, effective January 1955.

Benefit Amounts Now Payable

Average monthly wage*	Worker's monthly benefit	Worker and wife	Widow, child, etc.	Survivors Widow and 1 child	Widow and 2 children
\$100	\$ 55.00	\$ 82.50	\$41.30	\$ 82.60	\$ 82.60
150	68.50	102.80	51.40	102.80	120.00
200	78.50	117.80	58.90	117.80	157.10
250	88.50	132.80	66.40	132.80	177.20
300	98.50	147.80	73.90	147.80	197.10
350	108.50	162.80	81.40	162.80	200.00

* After drop-out of up to 5 years of lowest (or no) earnings.

People and Places

Administration Division

Controllers—Time Billing — *Bea Beispiel*, married on Oct. 23, has returned from her honeymoon under a new name—Mrs. Wallick. Show Cost — *Mary Powers*, a new NCR Operator, has joined us. Lot's of luck, Mary, on your new job! *Liz Cahill* and *Kay Durning* have been transferred to Technical Operations and report to Mr. Garbade. Good luck on your new jobs, Liz and Kay! *Jim Whalen* has become the proud father of a baby girl — Christine is her name. Congratulations Mr. and Mrs. Whalen! Accounts Payable—*Ronnie Cray* has left NBC to await "the Stork". Lot's of happiness *Ronnie* to you and little (?). *Helen Duerr* has been transferred up to the Payroll Section together with *Gloria Mollerger*—Luck to you both! Payroll—*Betty Pierce* has left NBC and is now on her way to Florida to make her homestead—lucky girl!!! Best wishes from all, Betty. IBM—*Anne Pedersen* has left the company to await the stork also. Good luck, Anne, and we'll be seeing you. General Accounting — *Frank Donnelly* has been promoted to 2M5 and *Joe Fitzsimmons* is moving into his job. Congratulations and good luck to you both. Yours truly will not be writing this column after this issue. *Doris MacPherson* will now be correspondent for Controllers, and if anyone has any "news", please let her know.

Duplicating—The last vacations to report this year are *Helen Gonzalez* and *Donald Bartsch*, both of whom spent the time at home as far as we know. Another new employee to welcome—his name, *John Fredia*.

General Service — *Michael Kopp* back to work feeling and looking much better. *Jeanette Price* resting; *Eugene Glover* on the mend minus tonsils. *Ella Redmond* back from an enjoyable vacation in Welcome, Maryland despite "Hazel's" efforts to ruin it. The town's drinking water was cut off when Hazel put out the lights. Welcome mat out for: *Mamie Coalbrooke*, *Ann Carr*, *Helen Dunscomb* and *Catherine Sexton*. *Joan Fraas* exhibited her culinary talent in the form of a huge, delicious birthday cake for yours truly. What a surprise! Thanks a million to all of the wonderful well-wishers. *Al LaSalle* celebrated his wedding anni-

versary by treating the little woman to a night on the town. *Louis Anderson* facing surgery, hoping to be home in time for the holidays. Sympathy is extended to *Frances Mellen* on the passing of her sister. Hope the joyful arrival of another grandchild will help ease her sorrow. The little "blessed event" is due to arrive any day now. The PBX gals got together and had a real old-fashioned spook shindig on Halloween, inviting their better-halves — Wonder who got stuck with the tab?

Personnel — Congratulations to *Hy Busch* on his promotion to Plant Operations. A cocktail party was given in Hy's honor at the Hotel Victoria on November 17th. Friends of Hy's from Personnel and various other departments were on hand to wish him luck in his new assignment. Two new members of the Personnel Department staff are *Dan Anderson*, formerly of Guest Relations, now preliminary Placement Interviewer, and *Joyce Mohandie*, Records Clerk. *Eleanor Nadeje* is sporting a beautiful tan, a souvenir of her recent trip to Bermuda. The reason for *Grace Anderson's* glowing expression is the announcement of her engagement to *Hill Walton*.

Staff Engineering — Wedding bells pealed loud and long in Engineering this month. *Madelyn Butler* and *Joe Gilligan* were wed on Oct. 30, and *Fred Hatke* and *Jean Capone* on Nov. 7. Both weddings took place in New Jersey. We wish the best of luck and much happiness to both couples. Before I'm sued for libel, I'd like to make two retractions of items which appeared in a previous issue! First, *Don Trizino* is not in TV maintenance — he's a projectionist; and second, *Joe Arnone's* new Austin Healey is black — not red. Sorry! One of the few occasions when a woman was speechless occurred when *Cathy Dindia* answered the phone recently and found Bob Hope on the other end. Says she couldn't speak for five minutes. Thank goodness it wasn't Marlon Brando! *Mary Hill* is trying to stir up some interest in an NBC Riding Club, with the riding to be done here in the City. See her for detailed information. *Don Castle* and *Steve Martin* spent a week's vacation hunting in Maine. Our very best wishes for a highly successful

future go to *Keith Mullenger* on his promotion to the RCA Legal Department.

Traffic—Trafficites are very proud to have in their midst a very talented artist. She's *Mr. Matheu's* secretary, *Doris Haukom*, who is not only a very attractive blond, but she also has a beautiful soprano voice. Recently she performed as star soloist to a packed house at Town Hall for the Norwegian Singing Society of the East and she also has been the star soloist at many concerts in the Catskills where her family has their year-round home. If anyone wonders why *Vinc Vacca* has that happy, far-away look, it's because the Vaccas expect the stork to deliver them a real Christmas gift which may arrive before this issue comes off the press.

Film Division

Administration, Production and Sales

Schedule of new arrivals in the Film Division includes *Dorothy Grossman* in the publicity office; *Helen Eisenberg* in advertising and promotion; *Connie Lincoln* as *Jack Burns's* secretary; *Kay Park* and *Esther Alexander* in *Frank Lepore's* office. Au revoir to *Peggy O'Connor*, who has left to become a nurse. *Marilyn Richardson* has been promoted to *Stan Yentes's* assistant and *Stan's* new secretary is *Denise Sovern*. *Denise* acquired a new fiancé, *Mike Conner*, as well as a new job; and *Marilyn* acquired a new apartment in Greenwich Village, complete with two kittens named *Mary* and *Agnes*. When she was traveling for an hour to get to work from her home in New Jersey she was usually early . . . now that it takes her ten minutes she's always late!!!

Three weddings took place recently in the Division. . . . *Pam Jayne* became *Mrs. Donald Miller* and honeymooned in Bermuda; *Bobby Beck* changed her name to *Mrs. M. Lester Miller* and *Lucy Georges* is now *Mrs. Bernard Marinello*. *Jack Kiermaier* has been promoted to administrative coordinator of the Film Division and *Jack Burns*, the piano playing Chicagoan, has taken his old job. The reception office *Kiermaier* shares with director *Ted Sisson* is the only color in the Division surpassing the publicity office. *Jack Arbib*, a new film salesman, is from Florida.

Pat Hoppee flew to Manila to spend a wonderful month's vacation with a

school friend attending many parties, including one at the Manila Hotel in honor of the First Lady of Manila.

Marilyn Richardson is collecting athletes . . . one recent Saturday eve was spent with Stein Erickson, the world's skiing champion and the next day she appeared on Omnibus with Dick Button, the skating champion, who is an old friend of hers.

Finance Division

Legal—*Paul Lynch* reports that this year's Legal Department Xmas Party Committee got off to an early start, and PBL's only comment was that this year's show, with *Gerry Adler's* creation, production and direction, will be "better than ever." (We at least expect a Broadway production 'cuz of the early October start!)

Ben Raub recently had his own unique case of the "seven-year itch," poison ivy. Legal is getting casual: *Doris Crooker* is setting the trend by wearing suede slippers in the office. (Of course, only those with a broken toe can qualify!) Wandering *Ed Denning* used NBC Hollywood as headquarters again during November. His final deed in N.Y. was a project to try to find a California smog helmet.

Owned Stations Division

NBC Spot Sales—We all reluctantly bid farewell to *Lil Silinis*, *Tom McFadden's* secretary, who has left NBC Spot Sales to accept a position as fashion coordinator with Sacony Sportswear Inc. She was recently guest of honor at a cocktail party at the Gotham Hotel attended by her many friends in NBC. Mr. McFadden presented her with a gift from all of NBC Spot Sales. Congratulations to *Marilyn Sichel*, formerly secretary to National Radio Sales manager, *George Dietrich*, who replaces Lil as secretary to Tom McFadden, director of NBC Spot Sales. Two new members of the "There's No Place Like Bermuda Club" are *Caroline Herbert* and *Bob Barron* who each recently spent a week's vacation at the Island resort. Word has it that *Jane Shortway*, National Traffic manager, spends every weekend on a New Jersey golf course. Every Monday mornings finds her comparing scores with other NBC Spot Sales golf enthusiasts, *Lu Stearns*, *Larry Surlis* and *Bill Decker*. This month we welcome several newcomers to the department: *Jill Oplinger* and *Johanna Crane*, Radio Sales secretaries and *Ethel Beaumann*, TV Sales secretary.

WTAM, WNBK, Cleveland—NBC welcomes: *Jean McNamara*, who replaces *Mary Lou Barnum* as *Ted Walworth's* secretary in TV Sales. Jean comes to us from WJW and NBC Personnel in New York. *Jean Schreiber* in Continuity, replacing *Carol Englebert*. *Carol Drab*, who is taking *Rita Bates'* place in the Record Library and as secretary to *Johnny Andrews*. *Sandra Gustin*, replacing *Joann Abbott* in Finance. *Roman Syroid*, former associate director at WNBK, now producer of the Caryn Gae Theatre.

Joe Bova, our own "Uncle Joe" of Tip Top Comics, is appearing in the leading comedy-dancer role of "Best Foot Forward," which opened Dec. 1 at the Cleveland Playhouse. Congratulations to *Ted "Thumper" Sliva*, WTAM Radio Sales, who recently married *Carol O'Donnell*. It's a pleasure to welcome *Bill Mayer* back at WTAM. The "Mayer & Company" show features Bill's homely philosophies and casual off-the-cuff witticisms, which have made him a favorite these many years in Northern Ohio. His current stanza is being produced by *Jim Rowe*. The WTAM evening orchestra is under the direction of *Norman Knuth*. *Bob Ellenbest*, stagehand, is the proud father of *Christine Susan*, born November 1. A recent engagement is that of *Joan Illingworth*, WTAM radio production, to *Jerry Gaskey*.

Clem Scerback, Advertising and Promotion manager, who already speaks Russian and Slovak fluently, is now studying Hungarian. Coaching him is *Ethel Boros*, radio-TV staffer at the *Cleveland News*. *Jean Strobel* and *Jean Vokoun* (two of WNBK-WTAM's seven "Jean's") recently traveled to West Lafayette to see Ohio State beat Purdue 28-6. *John McIntosh*, WNBK-TV sales, sports a smile and a suntan after vacationing with his wife for two weeks in Miami Beach. A farewell party was given Nov. 15 for *Kay Jirousek*, who is expecting an addition to the family.

WMAQ, WNBQ, Chicago—*Gloria Gephart* reports for WNBQ and WMAQ local sales: New members of the WMAQ sales staff are *Don Ansel* and *Bob Loeber*. Don is a recruit from CBS Chicago, where he was in the public relations and sales promotion offices; he's married and lives on Chicago's North Side. Bob simply moved his desk down the hall, as a transfer from the WMAQ-WNBQ advertising-promotion office. He has

been with NBC Chicago since 1951. *Rudi Neubauer*, WMAQ sales manager, off on a mid-December Florida vacation. WNBQ sales staff welcomes new secretary, *Rosemary Tyrny*, who transferred from Central Steno. Rosemary replaced *Rhoda Rolf*, who resigned to become a stewardess for TWA.

Joan Vastbinder reports from the NBC Central Division radio and TV sales offices: *Edward R. Hitz*, newly-elected Vice President, in New York for a series of November meetings with TV net executives. *Lynn Koykar*, of network advertising and promotion, vacationed in Michigan during November. *George Diefenderfer*, Central Division radio net sales head, and *Bob Kendall*, WNBQ-WMAQ talent contract supervisor, attended the Michigan-Illinois game at Ann Arbor. Loyal Illinois alum *Diefenderfer* suffered defeat with his team, but Kendall, a Michigan alumnus, was jubilant when interviewed by *Joe Wilson* on the WMAQ remote pickup broadcast of the game. *Winslow E. "Win" Uebel*, TV network sales service, and wife are the parents of baby girl, *Nancy Steele Uebel*, born October 31. *Buell Herman*, TV network account exec, moving his family from Dallas and in search of a house. Net sales secretary *Ruth Unger* has moved into her new Wilmette home. Radio net account exec. *Bud Swats* reports a budding all-American in son Bobby, defensive half back on suburban Hinsdale's high school football team, which this fall won the Western Suburban conference championship. *Richard Faulkner*, formerly with the WMAQ local radio sales office, is a new member of the Central Division radio net sales department. Dec. 1 marked the date that the sales managers of the Central Division celebrate a triple birthday: *George Diefenderfer*, radio sales head, has been with NBC for 14 years, and TV sales topper *Edward Hitz* marks 26 years—and the date is also Ed's birthday.

Dessa Bisson reports activities in the NBC Chicago production department: *Nancy Burnside*, secretary to production manager *Dick Johnson*, resigned the end of September to take up housewife duties in her new Glenview home. *Mary Zahmensky*, formerly in the NBC Chicago accounting office, takes over Nancy's duties.

Dorothy Ruddell, former script girl, has been promoted to the job of writer on Zoo Parade, while *Don Meier*, long-

time director of the zoological series, assumes producer duties as well. *Reinald Werrenrath, Jr.*, former Zoo Parade—Ding Dong School—Walt's Workshop producer, has resigned to free-lance. *Charlotte Russell*, ex-recording department secretary, replaces *Dorothy Ruddell* as script girl on Walt's Workshop, Zoo Parade and other shows. WNBQ music supervisor *Larry Johnson* was a late November vacationer in New York. Talent supervisor *Helen Carey* and radio spot sales secretary *Lillian Wack* spent a 90 degree week in Washington, D. C., suffering through the unseasonable seven days with their new wool suits! *Carol Huber* planned a red-and-green Christmas time wedding, to suburban Oak Lawn music teacher *Edward von Horst*. New additions in the TV production department include *Joe Petrillo*, former turntable operator, and *George Oliver* from the orchestra. *Tom Arend*, formerly of Madison, Wis., and *Cleveland*, joins the production department as an assistant TV director. Radio director *Herb Lateau* and wife Betty vacationed by visiting relatives in Missouri, Oklahoma and Texas.

Chicago Briefs: *Frank Baird-Smith, Jr.*, WNBQ video engineer, and *John Casagrande*, WNBQ lighting engineer, have transferred to the NBC Hollywood office. Twelve-year-old *Joan Emerson*, daughter of NBC Chicago attorney *Walt Emerson*, is suburban Winnetka's newest *Annie Oakley* as winner of an N.R.A. expert's badge for accuracy with her .22 rifle. *Walt Grisham*, NBC Chicago news writer, and his wife *Rene* are the parents of *James Murray Grisham*, born Oct. 18.

Bill Smutzer is the new member of the WNBQ-WMAQ advertising and promotion staff. Bill is a product of Indiana University and the NBC Chicago Summer Radio Institute: a three-year Navy vet, and was a member of the ABC Chicago promotion staff before joining NBC. The "K's" have it in Bill's family, for his children are *Karen Jeanne* (8), *Kevin Michael* (4), and *Kent William* (3).

KRCA, Hollywood — *Roberta "Berta" Fletcher* has joined the Sales Department as secretary, replacing *Jeanne DeVivier*, who is now *Tom Belcher's* assistant. Roberta comes to us from Denver, where she was traffic manager of KBTv. The office group seems to be in a building mood. *Jim Wemple*, who incidentally has gone

into the cattle business, has purchased a lot in Linda Vista and plans to begin construction in December. *Alice Gardner's* house in Benedict Canyon is well under way. *Rouen Westcott* claims to have the only four car garage in San Marino. The temporary structure is being made into two new bedrooms. *Bob Pelgram* is also in the market for a lot, hoping to build a new home soon in the Valley.

Grant Recksieck, who we believe is either on an endurance test or lost a bet, recently saw "A Star is Born" for the 15th time. (No kidding!). This *Judy Garland* fan exclaims after each performance, "She's the greatest!" Vacation bound is *Bill Allen*, who hopes there will be snow for his two weeks in the mountains. *Rosemary Gorman* is in the midst of redecorating her apartment, choosing Early American in place of "modern." *Rose Meyers* plans a Southern Christmas when she visits her family in Woodland, North Carolina, for the holidays.

Members of the accounting department have gone back to school. *Bud Mertens* attends night school at Los Angeles City College taking Political Science, Advertising and Philosophy. *Rita Haupt* is taking Psychology and English at the same institution and *Warren Sandy*, at UCLA extension, is taking Income Tax.

New York visitors for the Publicity, Advertising and Merchandising Clinic from KRCA were *Bob Pelgram*, *Jack Kenaston* and *Harry Camp*. In preparation for Christmas, *Beep Roberts* has already ordered his turkey and made reservations in Big Bear for his family. *Aileen Henderson* hopes to fly to Oakland for Christmas and *Bobbie Rickson* is expecting her aunt for the holidays.

At 3:15 a.m., following elections, the last persons to leave the studios were *Tom McCray*, *Jim Parks* and *Marc Breslow*. The gang at KRCA are all thrilled at the news of *Pat Leslie's* engagement to *Noyes Scott*. The new play underway, "Our Town," will feature *Marianne O'Connor*, *Pat Leslie* and *Jeanne DeVivier*. Jeanne has a new convertible, and Marianne has her skis all waxed in anticipation of an early snow.

Bob Woods is a new addition to KRCA. Formerly with the recording department and head of the page staff, Bob has been appointed assistant film manager. A native of Long Beach and graduate of College of the Pacific, he has been with NBC for two years.

As a mental exercise, *Bob Baldwin* is studying the Russian language through a Marine Corps correspondence course. His office companions, *Ted Rich* and *Naomi Hallum*, are benefiting from this, sans cost, as Bob teaches them a new word each day. A January release has been set for publication of *Alan Armer* and *Walter Grauman's* "Vest Pocket Theater," which includes 20 tested playlets. *Dean Craig* was among the 1200 persons who attended a party in honor of *Dean's* father, *W. K. Craig*, who retired from 33 years as controller of MGM. *Muriel Pollia* and her husband, *Charles D. Shopwin*, have moved into their new house for the holidays. "Shopsy" is now a candidate for a PhD in Speech Pathology and at present is with the White Memorial Hospital. *Lila Turner* and her husband vacationed in Victoria, B.C. and Washington state, and *Elsie Radwick* is the envy of the office. She took her vacation the first part of November and completed her Christmas shopping and Christmas card addressing! *Waggy Wangenheim* presented the station with a new parakeet to replace "Quatro." The green chirper hasn't been named as yet. *Jim Damon*, now in new office quarters, has made a New Year's resolution to beat *Grant Recksieck* at tennis.

WRCA, WRCA-TV, New York — *Marguerite "Mardy" Palmer* is the new secretary in WRCA-TV Sales and replaces *Irene Connelly*, who was promoted to sales coordinator of WRCA-TV Traffic. *Elsie Giotti* was promoted to supervisor of WRCA-TV Traffic, replacing *Kay Clarke*, who left NBC. *Gwen Mahle* is a new face at the 67th Street studio. *Jerri Anne Blum* left to be married on October 30th to *Henry F. ("Hank") Kelleher*, who is in the Army and soon to be sent to Germany. *Jerri* is going with him. *Jay Heitin*, WRCA-TV sales manager, looking happy after a pleasant and successful trip to NBC's stations in Los Angeles and San Francisco. *Mary Regan* was promoted to associate director which indeed makes her a happy gal! *Mary O'Connor* is temporarily replacing *Kit Tucker*, who is on a European vacation. *Pat Donnegan* is *Bill Berns* new secretary, replacing *Ann (Grassi) Piano*, who left NBC pending the arrival of *Sir Stork*.

WRC, WRC-TV, Washington — *Ken Williams*, WRC-TV film editor, received a miniature replica of the Iwo Jima statue from the sculptor

De Weldon. His is one of the three in existence, the other two belonging to President Truman and General Clifton C. Cates of the Marine Corps. Williams was presented with the statue in recognition of his work with the sculptor on the Marine Corps picture, "Uncommon Valor."

Recent honors accorded *Earl Godwin*, WRC news commentator, include membership in the National Public Relations Counsel of the Boy Scouts; Honorary Chief of the Franconia Volunteer Fire Department of Franconia, Virginia; and an appointment by Seaborn Collins, National Commander of the American Legion, as a member of the National Legion Committee on Distinguished Guests.

Harry A. Karr, Jr., WRC Sales Manager, spent ten days on a ranch outside of East Glacier Park, Montana. He ran into three different snow storms and temperatures as low as 10 degrees F. When not hugging the stove, Harry found time to help round-up cattle that was scattered by the snowstorms. He spent the rest of the time shooting green-head mallards.

Public Relations Division

Research and Planning—A friend in need is a friend indeed even if it costs a sprained ankle, huh? *Jean Patterson*, who so generously offered to help her friend (?) move into another apartment. We accept this until we hear the other side of the story. A real sick miss as this is being written is *Barbara Figliola*, confined at home with pleurisy. She is sorely missed by everyone and I hope she's back soon enough to get a kick out of reading this herself. Four years of wedded bliss was marked by *Sandy Boley* and hubby *Scott* on November 11, Armistice day, at that. Thanksgiving Eve found *Bettye* and *Randy Hoffmann* chaperoning a formal at Hofstra college. Picture *Bettye* in gold lame with her dark hair and your answer is "Belle of the Ball." *Sallie Melvin!!!* when are you goin' to Texas?

Information—We would like to extend a hearty welcome to *Dick Fox*, who recently joined Information from Guest Relations. Congratulations to *Stan Appenzeller*, who has left Information for a new job in Press. *Eileen Tobin* gave her first talk for NBC to the Altar-Rosary Society of Our Lady of Lourdes church in Queens Village.

TV Network Programs

Design and Art Operations—On Saturday, November 6, *Pat Plant*, of Design and Art Operations, became Mrs. Warren J. Martens. Back from their wedding trip to Puerto Rico, Pat and Warren are now living in Fresh Meadows, Queens. Pat's new home-wares include a stainless steel electric mixer and a copper chafing dish — wedding presents from her 18th Street co-workers.

Music—*Dorothy Metcalf* surprised us with wedding plans this month, although some of us had already read meaning into that happy look of hers lately. Dorothy became Mrs. Robert Coe on November 4, which name she finds so much easier to write too. From *Jane Langley*, who was matron of honor, we learned how lovely the bride looked. The best of luck to the couple.

Benjamin Baer was welcomed back by his girls with open arms when he returned to the office from jury duty.

John Plummer's father, who is 72 years old and doesn't show it, told us his formula for keeping young: take a long leisurely walk every day in comfortable shoes, get at least seven hours of sleep, and don't be a worrier.

Bill Paisley has enrolled in the French course at NBC and is enlightening us with "mots francais".

News and Special Events—Nobody, but nobody, scored against NBC during the election night marathon. Vice-President Nixon called personally in the wee hours to tell *Bill Henry* that NBC's election coverage was "best yet" and "most objective." Democratic Senator Paul Douglas called it "a model of fairness."

The professional critics heaped plaudits on NBC's four-way split screen for election night television pick-ups. Viewers saw four men in four cities holding editorial conferences on screen at the same time. A first for television. Appearing were *John Cameron Swayze* in Los Angeles; *Jim Fleming* in Chicago; *Richard Harkness* in Washington and *Bill Henry* in New York. The entire television coverage was supervised by *William R. McAndrew*.

While these and other commentators kept listeners throughout the country up on the latest developments, WRCA-TV viewers kept tab on the New York political scene via *Ken Banghart's* reports—telecast in color.

On the radio side, NBC was leagues ahead of the opposition in reporting the House had gone Democratic by a working margin. An exhibition of sheer physical stamina was put on by *Merrill Mueller*—who virtually never left his microphone for eight consecutive hours. Other radio side stalwarts were *Ray Henle*, *W. W. Chaplin*, *H. V. Kaltenborn* and NBC-affiliated stations throughout the network. *Irving R. Levine's* beeper-phone brought in victory and concession statements from candidates almost as soon as the candidates knew they had won or lost. During eight hours on the air, NBC radio made 111 switches to points on the network. The nerve center of the operation was *Chet Hagan*, assisted by *Sumner Weener*. After it was over, *Sum* complained of a "flat ear"—his telephone ear.

Studio 3E was converted for one night into a mammoth newsroom and the entire election night operation was carried out under the eyes of TV cameras. By the time (6 a.m., Wednesday) the shop closed down, just about everybody in N&E had gotten into the television act—including pages, computer-operators, technicians and countless others called in from other departments to augment the news staff.

Congratulations To: *Barry Wood*, new Director of Special Events. *Arch Robb*, new manager of Special Events. *Walter Smolen*, promoted from chief copy clerk to assistant to TV News Editor, replacing *Bob Warner*, who has gone to Goodson-Todman Productions. *Charles Bornstein*, promoted to chief copy clerk. *Sheldon Schwartz*, promoted from night messenger on "Today" to "Today's" floor manager.

New Faces—*Harvey Becker*, new copy clerk. *Gabriel Pressman*, former N. Y. World-Telegram & Sun reporter, now WRCA's new roving reporter on New York scene. *Rose Ostrow*, *Barry Wood's* secretary. *Helen Jackson*, *Arch Robb's* secretary.

New York Visitors—*Jack Begon*, NBC Bureau chief in Rome; *Ed Newman*, NBC London correspondent; *Tahu HBC*, head of BBC-TV News in from London.

Travelers—*Pauline Frederick*, on junket to Brussels Low Countries. *Leon Pearson*, lecturing in Texas. Oklahoma and California; also critic-at-large in Dallas and Hollywood; breakfasted in Hollywood with *Ed Haaker*, ex-NBC correspondent in Germany; lunched in San Francisco with NBC newsmen *Ed*

Arnou. W. W. Chaplin, backgrounding on Mississippi politics. *Detroit's* auto industry and on ex-Ambassador Patrick Hurley in New Mexico. *Roger Kennedy*, backgrounding on Minnesota politics. *Irving R. Levine*, lecturing in Providence, R. I. *Bob Blair*, southern staff cameraman, vacationing in Cleveland. *Bob Hecox*, Far East staff cameraman, covering Formosa a few weeks, returned to Hong Kong only to be dispatched quickly back to Formosa to cover sinking of Chinese Nationalist warship. *Jean Mackiewicz*, Len Allen's secretary, vacationing in Poconos. *Mary Kelly* of "Today," taking two weeks off in Richmond to recuperate from round-the-world trip with J. Fred Mugs. *Sumner Weener*, junketing in Miami Beach as guest of new Inter-American Cultural and Trade Center promoters. Returned looking like ripe tomato. *Jim Kitchell*, vacation hunting in wilds of Vermont. Bagged one crow, one cold and one slow-moving station-wagon. *Frank McCall* and *Chet Hagan* at Radio-Television News Directors conference in Chi. McCall on Panel. Director *Jack Dillon* to direct Blue-Gray game in Montgomery, Ala., on Dec. 25 and Cotton Bowl game in Dallas, Texas, on Jan. 1. *Joseph C. Harsch* to lecture at University of Georgia journalism school, Jan. 26.

Camera Beats — *Yong Su Kwon*, Tokyo staffer, got exclusive by flying with B-29 on reconnaissance mission over same area that Russian Migs shot down another B-29 on similar mission. *Leroy Anderson*, Washington staffer, was barred from premises when he tried to get advance pix of area where President Eisenhower went duck-hunting. So he hired small plane and got duck's-eye view.

Ludo Geiskop, New York staff cameraman, died after a long illness. *Jim Holton*, stricken with bronchial pneumonia while on job at Central News Desk. Jim was sent to Roosevelt Hospital where he was quickly on the way to recovery. A daughter born to *Maurice Levy*, Texas cameraman, Nov. 14th.

Addenda—*J. Fred Mugs*, of "Today" staff, has hired a lawyer. No one seems to know why. *Buck Prince*, night editor of "Today," claims to be the only man ever taken to lunch by fourteen NBC girls. It happened at Toots Shor's on Oct. 29th, in celebration of Buck's birthday. (His birthday actually fell two days later, on Hal-low'en). Besides a free meal, complete

with hominy grits, Buck also received a monogrammed green eyeshade and an inflatable cushion. When asked what birthday it was, Buck would only admit that he is "over twenty-nine." The luncheon was arranged by "Today's" *Helen Petrelli* and *Ann Kramer*.

News-106th St.—All 106th Street's talking about *Dave Klein's* engagement to *Betty Altschul* of 408. For once, Betty will know the talent to be used on a show in advance! *Tommy Kane* doffed blue-jeans and donned tails Oct. 9, when he married *Rosemary Kilkelly*. Mr. Kane left his motorcycle home while honeymooning in Florida—that is real love! *Johnny Christophel* left bachelorhood on the cutting room floor Sept. 11, when he married *Lorraine Byrnes*.

Jim Pozzi, film supervisor, played it safe and booked passage for a cruise on the *S. S. Ryndam*, which left on a rainy Tuesday (Nov. 2). Jim had no desire to sponsor a second chapter of the "Royal Order of the Cazzazzas." Founder was *Tom Calvin*, of "Today," with his 18 stowaways, who were "laddered" over the side and "tugged" back to Manhattan on the *Doris Moran*. The Statue of Liberty was also lit up. *Eddie Williams* out of the hospital and on the mend at home, 27 Barnyard Lane, Levittown.

Plant Operations — *Hal Alexander* can spin tales of his harrowing experiences on the midnight shift that are far more exciting than any show he has starred in on Broadway. *Lillian Marziano* and husband were guests of Mae West during her recent appearance at the Latin Quarter. Seems that the Marziano and West families have been bosom friends for many a year. *George Dindas* looking very dashing in his new corduroy jacket. Hollywood can keep Francis X. Bushman—we have *George Dindas*.

Production Operations — Everything is down to routine here in Production Operations this month, but we wish to make mention of one wonderful event. We wish to send our wishes for many years of happiness to *Julia Cohen*, who was married to Dennis R. Sciscento on November 6.

Public Service Programs—*Marilyn Kaemmerle*, *Gloria Goodman*, *Flo Reif* and *Bob Graff* were on hand when Bob's secretary, *Bobbee Edwards*, married David Bacon. Welcome to *Mona McCormick*, who's working with

Ann Gillis since *Rhoda Grady* returned to Pembroke to complete requirements for her master's degree. *Bill Parish*, who recently became the father of a second bouncing boy, scooted off to Florida for a week to recuperate. *Ed Stanley* and his wife spent two weeks in sunny Nags Head, N.C., and returned with a handsome tan five-gallon hat, a souvenir of his journey south.

Radio Studio Operations — *Joe Kall* the proud owner of a new Packard. *John Welsh* kept busy commuting to his country place at Warwick, N.Y., where he indulges his hobby of growing roses, petunias, dahlias and sunflowers. The masquerade ball at Flushing, L.I., was the big social event of last month. First prize for most original costume went to *Tom Baricak*, who was made up as "Old Scrooge." *Tom Longmore* was appropriately costumed as the devil Mephistopheles, complete with horns, tail, cloven hoof and red flannel suit. P.S. He won no prize.

TV Technical Operations—November was certainly the month for welcoming back a lot of our people. *Joyce Peters'* doctor sent her back to us with her usual cheery disposition. *Winnie Cregg* returned from her leave of absence looking very chipper and the service gave us *Dick Seff* back after two years of duty. *Madalyn Butler*, now Mrs. *Joe Gilligan*, came back glowing from her two week honeymoon in Florida and *Charlie Townsend* returned from a three-week business trip to London, where he worked on a film for the Bob Hope Show.

There were also a few farewells with the leaving of *Annie Marie Haurand* and *Louise Lambert*. Louise filled in for *Madalyn Gilligan* while she was on her honeymoon and though your stay was a short one, Louise, it was very pleasant. Lots of luck in your new endeavor. *Marie Bergdahl* came to us from Controllers to replace *Anne Marie Haurand*. We'd also like to say hello to *Artie Burke*, *Kay Durning*, and *Liz Cahill* who came to us from Controllers.

Have you noticed the gleam in *Howard Eitelbach's* eyes as you passed TV Master Control? His wife presented him with a 6 lb. 6½ oz. baby boy on Oct. 18. They were so sure it was going to be a girl, that it took them three days to come up with the name of Peter Alexander.

Gerry Collins called in one day to say he wouldn't be in and for a very

good reason. He became the proud papa of a 9 lb. 3 oz. baby boy on Nov. 16. *Howard Atlas* also very proudly told of his little "Laurie-Beth," born on Oct. 13. The New York Giants aren't the only ones who have a "Dusty Rhodes." We have our own *Dusty Rhodes* in TVC and all I can say is "Brooklyn, beware next year if the Giants ever hear of him and try to sign him up." *Kathy Dindia* had an exciting time when she was invited to the Cornell-Dartmouth week-end. Cornell really smothered Dartmouth that Saturday and we're sure it was Kathy's cheering that helped them to victory. Our "Miss Switchboard of 1955" is *Rosemary Iannuzzi*, who has so many telephones on her desk that we think it would be easier if she had a small switchboard for incoming calls.

Bill deLannoy deserves a medal for good salesmanship. He talked the TVC engineers into taking the Color Home Study Course which is being offered by RCA Institutes and came up with 100% when all 16 of them signed up. I think Bill must have agreed to do their homework for them.

A word of praise goes out to all of the engineers and supervisors who did a most commendable job on the election pick-ups especially the four-way split-screen which got very good write-ups in the newspapers. *Hank Bomberger* was excellent as TD with *Allan Henderson* in relief. *Walt O'Meara* who worked on lighting and *Link Mayo* on audio did outstanding work along with all the cameramen, maintenance crew, Washington Mobile Unit Crew and all others too numerous to mention individually and *Tiny Carson* and *Art Hedler* in TVC: plus *Tom Phelan*, *Fritz Rojas*, *Howard Gronberg* and *Sprech*, all of whom contributed to a very successful accomplishment of which we in Technical Operations are proud to say we were part.

TV Network Sales

Merchandising—Our amicable *Fred Kiefer* will come in from the field shortly to become assistant manager. We're happy that Fred, his magnetic personality and overwhelming sense of humor, will be in our midst.

We welcome into our fold *Don Turpin*, who is replacing *Rolland Bourbeau* as our southern Merchandising district supervisor, while *Rollie* in turn takes over Fred's old territory. Don, who comes to us from the Phillip Morris Company, where he was sales field supervisor for the Southeast, will

be a fine addition to our hardworking staff of Merchandising men.

Our *Murray Heilweil* is a very busy man these days. From Atlanta to as far north as Toronto, Canada, you'll find Murray thither and yon, participating in meetings, etc. Orating or listening, he is everywhere. Why, just the other day, Murray had a luncheon meeting with two different people at two different tables at the same time. How does he do it?—wish I knew!

Jane Cuff, the last person in this department to take a vacation, flew down to St. Petersburg, Florida, to visit with an old chum. From the tales that she related upon her return, we gathered that she "painted the town"—what color, Jane?

Last week, *Yours Truly* moved from her apartment into a nine room house. There's much to be done but like the song goes, "Ain't got time to fix the ceiling—ain't got time to fix the floor." Any volunteers?

TV Network Sales—Congratulations to *Mr. Culligan* and *Mr. Porteous* on their new appointments. It couldn't happen to a greater twosome, may their future successes outdo those of the past.

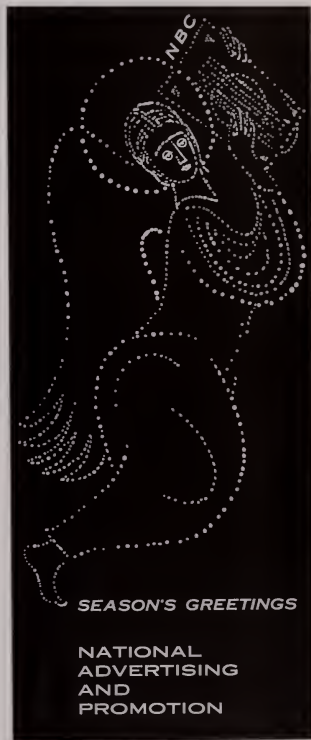
Bill Johnston, *Norton Gretzler*, *Ray Brosseau* and *Terry Slocum*, along with *Barbara Reynolds* and *Lorraine Marschak*, make happy additions to this office and Participating Program Sales. Why, they were so welcome we tore down walls to let them in!

Above, we congratulated *Mr. Culligan* and *Mr. Porteous*, but, of course, we must bow to "Smoky" *Smoak* and *Fran De Gennaro*, the silent secretaries who have been so able in their assistance to these men. Let Fran's success story be an inspiration to all of us with big feet. Little Fran is certainly hogging the headlines. She was also one of the honored guests at the Scorpio lunch celebrating the birthdays of *Jane O'Malley*, *Jackie Schumann* and *Judy Marshall* and *Fran De*. This must have been quite a luncheon. It is too bad we can not report what went on, for it would make a big story. In case you did not notice, *Lee Shoebridge* had her hair cut. A consensus of the office gives the move solid approval.

TV Sales Traffic Operations—Some important news to report this issue, namely, congratulations to *Tony Cervini*, now the proud father of a

baby boy; likewise the same to *Jerry Siref*, another proud father. Mothers and babies doing well in both cases. A get-well-soon note is written to *Russ Benedict* & *Joel Stivers* and by the time this issue of CHIMES goes to press we hope they will be back with us.

National Advertising and Promotion



NBC Marriages

Fred Hatke, N.Y., to *Jean Capone*
Madelyn Butler to *Joseph Gilligan*, both N.Y.

Veronica Devoy, N.Y., to *Robert Cartier*
Margaret Schultz, N.Y., to *Zeke Sparagi*
Bobbie Edwards, N.Y., to *David Dunlap*
Bacon

Patricia Plant, N.Y., to *Warren J. Martens*
Ted Sliwa, Cleveland, to *Carol O'Donnell*
Dorothy Metcalf to *Robert Coe*, both N.Y.
Julia Cohan, N.Y., to *Dennis Sciscento*

THESE FACTS WE CAN'T KEEP UNDER OUR HAT:



THERE ARE ONLY A FEW
MORE SHOPPING DAYS
TILL CHRISTMAS!

Merry Christmas!

Noel!

Happy Holiday!

Joyous Season!

Happy New Year!

That means that there are only a few days left to remember that special someone with a little extra something during the holiday season. The NBC SOUVENIR SHOP on the mezzanine of the RCA Building in New York is the ideal spot to browse and get suggestions for last-minute Christmas shopping. There are toys for Billy and Nance, aprons for Aunt Elizabeth, jewelry for Mom and sister Anita, compacts for the gal friend, golf balls for Uncle William, tie clasps for cousin Glenn, cuff links for Dad, and FUN FOR ALL . . .

AT THE NBC SOUVENIR SHOP

SEASON'S GREETINGS TO ALL!