

NBC

CHIMES

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LIVE MUSIC GETS NEW EMPHASIS ON WRCA, NEW YORK



CHIMES

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The Cover

On the cover of this issue of CHIMES are nine of the country's top musicians, who are now heard each weekday on the "Allyn Edwards Show" over WRCA, NBC's owned station in New York. In the picture with them are Edwards, producer-director Bud Ford and engineer Jerry Schneyer. The locale is WRCA's studio 9C in the RCA Building in Radio City, from which the show emanates.

This banding together of these first-class artists under the leadership of bass player Eddie Safranski is a result

of WRCA's "live" radio programming concept, instituted by Vice President Hamilton Shea.

In the cover photo, from left to right, are: Bud Ford; Allyn Edwards, Don Lamond, drums; Eddie Safranski, bass; Jerry Schneyer; Hymie Schertzer, clarinet; Artie Baker, saxophone; Al Klink, saxophone; Mundell Lowe, guitar; Will Bradley, trombone; Dale McMickle, trumpet, and Dick Hyman, piano.

For more on this new "live listen" see page six.

NBC Leads in Awards

The programming leadership of the National Broadcasting Company, both in radio and in television, was reaffirmed when the results of the Annual Motion Picture Daily balloting for *Fame Magazine* were announced in January.

NBC Television shows and performers were named in 16 out of 23 first place awards and NBC Radio personalities or programs were voted 14 out of 27 first place awards. Separate balloting was conducted for radio and television. The awards were voted by newspaper and magazine radio and television editors, critics and columnists throughout the nation.

Of the total of 31 television awards announced, NBC-TV won 37.

First place honors won by NBC-TV shows or performers were: Best Television Performer, *George Gobel*; Most Promising Male Star, *Dick Shawn*; Most Promising Female Star, *Eva Marie Saint (all networks)*; Show Making Most Effective Use of Color, *"Max Liebman Presents"*; Best Comedian, *George Gobel*; Best Panel Discussion Program, *"Meet the Press"*; Best New Dramatic Program, *"Medic"*; Best Mystery Program, *"Dragnet"*; Best Female Vocalist, *Dinah Shore*; Best Popular Music Show, *"Your Hit Parade"*; Best Quiz Show, *"You Bet Your Life"*; Best Announcer, *George Fenneman*; Best News Commentator, *John Cameron Swayze*; Best Daytime Program, *"Today"*; Best Children's Program, *"Ding Dong School"*; Best Commercial Presentation (audience viewpoint), *Lucky Strike (award shared with two other networks)*.

NBC-TV's second places were: Most Promising Female Star, *Elizabeth Montgomery*; Best Comedienne, *Imogene Coca*; Best Comedy Team, *Dean*

Martin and Jerry Lewis; Best Comedy Show, *"George Gobel Show"*; Best Panel Discussion Program, *"The American Forum"*; Most Unique New Program, *"Tonight"*; Best Male Vocalist, *Eddie Fisher*; Best Classical Musical Show, *"NBC Opera"*; Best Master of Ceremonies, *Steve Allen*; Best Announcer, *Jack Lescoulie*; Best Children's Program, *"Howdy Doody"*; Best Commercial Presentation, *"Kraft Theatre"* (shared with another network).

The radio poll named Dave Garraway 1954's "Champion of Champions," and tacked four other awards on Dave or his program. In addition, NBC Radio won first place in a special category for Best Network Publicity Service.

First place awards won by NBC Radio were: Best Network Program, *"Friday With Garraway"*; Best Performer, *Dave Garraway*; Best Comedy Team, *Fibber McGee and Molly*; Best Variety Program, *"Friday With Garraway"*; Best Dramatic Program, *"Lux Radio Theatre"*; Best Mystery Program, *"Dragnet"*; Best Quiz Show, *"You Bet Your Life"*; Best Educational Program, *"Meet the Press"*; Best Public Service Program, *"Meet the Press"*; Best Country Music Show, *"Grand Ole Opry"*; Best Announcer, *George Fenneman*; Best Master of Ceremonies, *Dave Garraway*; Best Popular Female Vocalist, *Dinah Shore*; Best Popular Orchestra, *Guy Lombardo (WRCA summer show)*.

Starting with this issue, CHIMES will become a bi-monthly publication. That is, CHIMES henceforth will appear every other month.

NBC News Roundup..

Plymouth to Sponsor 94 'News Caravans' in '55

Plymouth Division of the Chrysler Corporation has bought 94 fifteen-minute news programs — "Plymouth News Caravan" — on NBC-TV for 1955. It is presented each Wednesday and three out of four Mondays, 7:45 to 8:00 p.m., EST, and features John Cameron Swayze, the noted newscaster. The "Camel News Caravan" is seen every fourth Monday and every Tuesday, Thursday and Friday.

NBC Spot Sales Winds Up Record Billing Year

The week ending Dec. 31 marked the fourth consecutive week that NBC Spot Sales topped \$1,000,000 in new and renewed business. Announcement of the record-breaking weeks was made on Jan. 3 by Thomas B. McFadden, Vice President in charge of NBC Spot Sales, who said that the million-dollar figure was surpassed in each instance by "a substantial amount."

Reviewing NBC Spot Sales' billing accomplishments for 1954, Mr. McFadden stated that during the year they billed in television 27% more than in the preceding year, while radio made a gain of 14% over the 1953 total figure.

Organization Changes

George A. Graham was appointed Sales Supervisor of Children's Programming and Eric Hazelhoff was appointed Manager of the newly-created NBC Telesales Department, in the TV Network Sales Division. Both report to Matthew J. Culligan, National Sales Manager. . . . H. Weller Keever was appointed National Sales Manager, Film Division. He reports to Edgar G. Sisson, Jr., Director of the division. . . . Robert L. Swats was appointed Manager of Radio Network Sales, Detroit Office, reporting to Vinton Freedley, Jr., National Sales Manager. . . . In the Film Division, Leonard C. Warager was appointed Eastern Sales Manager; Daniel Curtis was appointed Central Sales Manager, and Clifford E. Ogden was appointed Western Sales Manager. They, along with John M. Burns, who continues as Administrative Sales Supervisor, report to H. Weller Keever, National Sales Manager. . . . The NBC Radio Recording function has been transferred to the Radio Network, and Henry P. Hayes, Manager of Radio Recording, now reports to Ted Cott, Operating Vice President for the Radio Network. . . . In January, Vincent Mitchell was appointed Staff Assistant to Anthony M. Hennig, Director of Production, TV Network Programs Division. . . . In NBC Spot Sales, Paul Mensing has become Radio Manager of the Central Division of NBC Spot Sales in Chicago, and William B. Buschgen has become Radio Manager of the Detroit office of NBC Spot Sales, replacing Mensing. . . . Fred M. Kiefer has been promoted to Assistant Manager of the NBC Merchandising Department, reporting to Murray Heilweil, department manager.



Here is the WRCA contingent at a dinner honoring Tex and Jinx McCrary given by the Grocers and Beverage Division of the Federation of Jewish Philanthropies. From left to right are Mrs. Morris Kirsch, wife of chairman of Beverage Division, Al Perlmutter, Bill Anderson, Bob Blake, Hamilton Shea, Max Buck and George Stevens.

\$1,300,000,000 To Be Spent In TV in 1955, Says Sarnoff

Advertisers will spend \$1,300,000,000 in television this year, an increase of 100 per cent over two years ago, Robert W. Sarnoff, NBC Executive Vice President, predicted in January.

Reviewing the booming growth of television in an address before the Allentown-Bethlehem (Pa.) Sales Executives Club, Mr. Sarnoff linked the future of the broadcasting industry with color television and said NBC is planning to expand its color programming schedule. "We started compatible color broadcasting, we plan to continue our color shows on schedule, and we hope soon to expand the schedule," he stated.

Gain of Six Million TV Sets Noted for U. S.

As of Dec. 1, 1954, there were 32,996,000 television sets in the United States, according to an estimate released in January by Hugh M. Beville, Jr., NBC Director of Research and Planning. This is an increase of over 6,000,000 receivers since NBC's Dec. 1, 1953 estimate of 26,973,000. Preliminary estimates indicated that as of Jan. 1, 1955, TV sets in the United States total approximately 33,500,000, of which 90 per cent will be in areas capable of receiving network color programs.

NBC-TV Film Story on Atom Wins Robert Flaherty Award

The NBC Television film story of the development of atomic energy, "Three, Two, One — Zero," has been named the winner of the sixth annual competition for the College of the City of New York's Robert J. Flaherty Award for "outstanding creative achievement" in the production of documentary film. This was the first film made for TV to win the award. Henry Salomon, who produced and co-authored the film, accepted the award at the annual presentation ceremonies on Jan. 14.



The group photo of new 25-year inductees taken at the luncheon at the Roosevelt. Front row, left to right: Edward Nolen, Enid Beaupre, Frances Barbour, NBC President Sylvester L. Weaver, Jr., Maude Archer, Dorothy McBride, Philip Falcone, Ernest La Prade, John Powers. Second row: Wilbur Resides, Theodore Kruse, Alexander Horwath, Pat Kelly, Hugh Gunn, Clement Walter, Frank McBrien, Whitney Baston. Third row: Milton Kitchen, Martin Devine, Frank Williams, Fred Squires, Elmer Mead, Edward Gundrum. Fourth row: Einar Johnson, Jack Tracy, Frank Russell, Vernon Duke, Edwin Wilbur, Robert Shelby, Arthur Holub, Thomas Phelan, J. L. Hathaway, John Gullans. Back row: Joseph Kane and Thomas Buzalski.

NBC Honors 25-Year Employees

Company Welcomes New Members into Service Club at Luncheon in New York

"You who are sitting here today have for a quarter-century been playing a part in the bright side of the great liberal revolution of our time—the changing of the world from a bad past to a good future," Sylvester L. Weaver, Jr., President of NBC, told 34 new members of the NBC Twenty-five Year Club, who were inducted at a luncheon at the Hotel Roosevelt in New York on Thursday, Dec. 2.

"We in broadcasting are in the act of building a better world, actively participating in the advancement and survival of our culture," continued Mr. Weaver. "This is a great business, but it combines a lot of things that just have to be endured. In fact, I can hardly believe that anyone could be still up after 25 years. However, I know that you would not be here if you had not been motivated all this time by something more than the mere appeal of making a living."

Each of the new Twenty-five Year Club members received a watch and a certificate signed by Mr. Weaver. In

addition to the new members, attending the luncheon were many who became quarter-century employees during the previous three years, as well as most of NBC's top executives.

Thirty-three of the recipients were members of the New York office of NBC. The 34th was Frank M. Russell, Vice President, Washington, who was given his watch and certificate by Mr. Weaver.

B. Lowell Jacobsen, director of Personnel, was master of ceremonies, and introduced Mr. Weaver, who gave the principal address, and the entertainment, which was provided by the star of NBC-TV's "Tonight," Steve Allen, and two of his cohorts from that show, orchestra leader Skitch Henderson and vocalist Pat Marshall.

The watches and certificates were presented to the individual employees by the Vice Presidents in charge of the respective divisions to which they are assigned: John M. Clifford, Administrative Vice President; Charles R. Denny, Vice President in charge of

NBC Owned Stations and NBC Spot Sales; Kenneth Bilby, Vice President for Public Relations; Thomas A. McAvity, Vice President in charge of Television Network Programs, and George Frey, Vice President in charge of Television Network Sales.

In his address to the new members, Mr. Weaver gave a "within-the-family" review of progress in the distant and recent past, and cited problems that are being resolved. He pointed out that in spite of all difficulties inherent in the business, we could all take pleasure from the fact that broadcasting is something which more than almost anything else is acting to make the public aware of the world—pulling people out of their insular, static state. As such, Mr. Weaver said, "we are part of that broad, good current that re-wards humanity."

A total of 61 employees of NBC were inducted into the Twenty-five Year Club in all offices of NBC in 1954. We now have over 175 people who have been employed for more than 25 years.

New Members of NBC's Twenty-five Year Club

New York

Maude Archer
 Frances Barbour
 Whitney M. Baston
 Enid J. Beaupre
 Thomas J. Buzalski
 Martin J. Devine
 Vernon J. Duke
 Philip F. Falcone
 John Gullans
 Edward Gundrum
 Hugh Gunn
 J. L. Hathaway
 Alexander Horwath
 Arthur Holub
 Einar S. Johnson
 Joseph A. Kane
 Pat Kelly
 Milton Kitchen
 Theodore Kruse
 Ernest LaPrade
 Dorothy McBride
 Elmer Mead
 Francis McBrien
 Edward Nolen

Thomas H. Phelan
 John H. Powers
 Wilbur Resides
 Robert E. Shelby
 Fred K. Squires
 John E. Tracy
 Clement J. Walter
 Edwin C. Wilbur
 Frank H. Williams

Cleveland

Thomas C. Cox
 A. H. Butler
 Chester D. Pay
 Harold V. Brandt
 H. B. Caskey
 John A. Cheeks

San Francisco

Florence Crowell
 Alice Ryan
 Stella Vasconcellos
 Thomas M. Watson

Hollywood

Donald A. DeWolf
 Lewis S. Frost
 Sheldon B. Hickox
 Stephen C. Hobart
 Walter L. Morrissey
 John Pawlek
 Craig E. Pickett
 Robert F. Schuetz
 John K. West

Washington

Gladys Borras
 Frank M. Russell

Chicago

Ed Cerny
 Isabelle Cooney
 Ralph S. Davis
 Marvin H. Eichorst
 John F. Martin
 R. N. Neubauer
 Albert J. Schroder

At the 25-Year Award Luncheon:



Left photo, George Frey giving award to Frances Barbour; center, Charles Denny and Thomas Buzalski; right, Thomas McAvity and John Gullans.



25-Year Club members receiving watches and certificates from divisional vice presidents. From left to right: Kenneth W. [unclear] and Dorothy McBride; John M. Clifford and Martin Devine, Thomas Phelan and Thomas McAvity, and Robert E. Shelby and Mr. Clifford.

NEW SOUND FOR RADIO



Discussing plans for WRCA's new emphasis on live music are, left to right: Hamilton Shea, Vice President in charge of WRCA, WRCA-FM and WRCA-TV; Bud Ford, producer-director of the "Allyn Edwards Show;" and Steve White, program manager of WRCA.

In line with WRCA's "live" radio programming concept, nine of the country's top musicians, all of whom have been featured with the all-time-great dance bands, have joined forces under one baton to bring audiences in Metropolitan New York the best in live music on the early-morning, weekday portions of the "Allyn Edwards Show" (6:30-9:30 a.m.).

Beginning in December, names that represent the hey-day of America's dance bands, such as Will Bradley, Al Klink, Mundell Lowe, Don Lamond, Hymie Schertzer, Dale McMickle, Artie Baker and Dick Hyman, have combined their renowned talents under the leadership of bass player Eddie Safranski. Safranski previously was heard on the "Allyn Edwards Show" as leader of the Eddie Safranski Quartet.

As a sort of "jazz turnaround," these famous music makers, who always were accustomed to going to bed at the break of dawn, now find themselves beginning their workday schedule on the Edwards show at the same time.

In addition to the nine-piece band, other names well-known to music fans occasionally drop in for a morning cup of coffee with Allyn, Eddie and the boys.

This new emphasis on live music on radio came about at the instigation of Hamilton Shea, Vice President in

charge of WRCA, WRCA-FM and WRCA-TV, and Steve White, WRCA program manager, who seek to re-establish for radio the "live" atmosphere and sound that was characteristic of the medium at its best.

To produce and direct the show, they brought in Bud Ford from WTAM, NBC's owned station in Cleveland. It was there that Ford originated and supervised the highly successful "Morning Bandwagon," Cleveland's highest rated 7-9 a.m. program.

The band consists of Safranski on bass, Don Lamond on drums, Mundell Lowe on guitar, Dick Hyman on piano, Artie Baker on saxophone, Hymie Schertzer on clarinet, Al Klink on saxophone, Dale McMickle on trumpet and Will Bradley on trombone.

Safranski has played with such leading orchestras as Hal McIntyre, Benny Goodman and Stan Kenton. For the past eight years he has won *Metronome's* award for "the country's Number One bass player," and for the past seven has won a similar award from *Downbeat*.

Drummer Don Lamond was once a member of the Benny Goodman orchestra and for the past five years has been listed by both *Downbeat* and *Metronome* as one of the top five professional drummers in the U. S. Mundell Lowe, guitarist, also played with Goodman and has been named in the

outstanding music publications as one of the country's best guitarists. Pianist Dick Hyman has recorded albums of Vernon Duke's and Kurt Weill's music. In 1950 Hyman toured Europe with the Benny Goodman orchestra.

Trombonist Will Bradley is well-remembered for his many boogie recordings which were tops on the best-selling lists and included such hits as "Beat Me, Daddy, Eight to the Bar," "Scrub Me, Mama, with a Boogie Beat" and "In A Little Spanish Town." He formed his own band in 1940, after being featured with Ray Noble.

Hy Schertzer was featured with the Benny Goodman and the Tommy Dorsey orchestras. His many hit recordings include the recent "Til I Waltz Again With You" and "St. Louis Mambo."

Al Klink was with the Glenn Miller band for over three-and-a-half years. Later he played with the Tommy Dorsey and Benny Goodman bands.

Dale McMickle was first trumpeter with Glenn Miller, during which time he recorded such famous solos as "Perfidia" and "Brown Jug."

Clarinetist-saxophonist Artie Baker has been featured in such famous bands as those of Artie Shaw, Benny Goodman, Raymond Scott and Charlie Spivak. His solo recordings include "Saturday Night is the Loneliest Night in the Week" and "Brother Bill."

NBC Announces the Purchase of Two New Stations

NBC announced on Jan. 7 the purchase, subject to Federal Communications Commission approval, of The New Britain Broadcasting Company, which operates television station WKNB-TV and radio station WKNB in New Britain, Connecticut.

Sylvester L. Weaver, Jr., President of NBC, said the purchase agreement had been completed under the recent FCC rules amendment permitting networks, and others, to own two ultra high frequency stations in addition to five very high frequency stations. Station WKNB-TV operates on Channel 30, in the UHF band.

"When the transfer of ownership is completed, WKNB-TV will become a basic station of the NBC television network," Mr. Weaver said. "It is our intention to strengthen our new station — and through it, UHF television — by installing a million-watt transmitter, the maximum power attainable in the present state of the broadcasting art."

Mr. Weaver said that the full resources of NBC would be placed behind WKNB-TV to "develop an ultra high frequency service which will be as nearly comparable as possible to the service rendered by stations in the VHF channels."

The purchase of radio station WKNB and television station WKNB-TV, the NBC President reported, will bring to six the number of radio and television outlets owned by NBC. FCC rules permit maximum ownership of seven radio and television stations each by single licenses.

Mr. Weaver pointed out that NBC in association with RCA pioneered the development of UHF television by building near Bridgeport, Conn., in 1949, the world's first UHF television station which offered a regular program service in the UHF band. That experimental station, the NBC President continued, pointed the way to the development of commercial UHF transmitting equipment and provided a field testing ground for early UHF receivers and receiving antennas. The Bridgeport station has been recognized in the industry as the "nursery of UHF." Experience which NBC gained in the two years it operated the station was shared with the FCC and the entire industry.



Eight of the members of the NBC Hollywood football squad. Back row, left to right: Sanford Cole, Don Davis, Bill Baldry. Front row: John James, Don Brockett, Art Turner, Ronnie Davis, Dave Ward. Not shown: Morgan Lee (who took the photo), Lou Cabello, Jim McCabe.

Hollywood Gridders Complete Successful Season

Not generally known outside of NBC Hollywood is the fact that the company's Pacific Division was represented by a very successful football team this past season. As a case in point, the NBC squad walloped the CBS team two out of three times.

The last game with Columbia was scheduled for a long remembered Friday night when one of Southern California's special fogs rolled in. It was so pea-soupy, in fact, that CBS couldn't even find the field. So the game was postponed to the following Saturday afternoon, which was of no help to CBS, for on that occasion they couldn't seem to find the goalposts.

The NBC team was made up of Don Davis, Don Brockett, John James, Sandy Cole, Art Turner, Morgan Lee, Bill Baldry, Jim McCabe, Lou Cabello, Ron Davis and Dave Ward. Next year the boys hope to get a sponsor and some uniforms.

Davis, Brockett, James, Cole, Cabello and Ward are all well over six feet tall and appropriately enough have formed a basketball team. Morgan Lee, who was manager of the football team, is serving in the same capacity for the basketball group. Thus, the National Broadcasting Company now boasts two basketball teams—one in Hollywood and the other in New York (see page 12).

WTAM-WNBK Advertising Team Takes Top Honors in RCA Contest

Winners of a nationwide Radio Corporation of America advertising and promotion campaign contest among NBC's owned and operated stations are WTAM-WNBK, Cleveland's Advertising and Promotion manager Clement G. Scerback and Merchandising manager William S. Dallmann.

Ralston H. Coffin, director of Advertising and Sales Promotion for the Radio Corporation of America, made the announcement on January 6 to Lloyd E. Yoder, general manager of

NBC's stations in Cleveland. Mr. Coffin made a special visit to the Ohio city to make the award and personally congratulate the WTAM-WNBK advertising and promotion team.

The promotion contest consisted of a five-month extended effort by stations to assist RCA commercial schedules with attendant promotion. Scerback and Dallmann took the top award with their presentation, "Millions of RCA Impressions in the Cleveland Market."



New York City Police Commissioner Francis W. H. Adams (left) with Ben Grauer, moderator of "Citizens Union Searchlight."

'Citizens Union Searchlight' Celebrates 100th Broadcast

"Citizens Union Searchlight," the WRCA-TV television program which probably has brought about more front-page publicity than any other local show in the country, celebrates its 100th broadcast on Sunday, February 13.

The program, which is telecast from 12:30 to 1:00 p.m. over NBC's owned station in New York, is produced for NBC by Bill Adler and Tex McCrary. It is presented in cooperation with the Citizens Union, the non-partisan, non-profit organization which is dedicated to better government in New York City. It is broadcast over WRCA radio from 2:30 to 3:00 p.m., the same day.

The first program of "Citizens Union Searchlight" was held on Sunday, February 13, 1953. The guest on that first show was Jacob L. Javits, then a Republican Representative in Congress from New York. Now the Attorney General of New York State, Mr. Javits will appear as guest on the 100th broadcast, exactly two years later. Interestingly enough, Mr. Javits' first television appearance after last November's election also was on "Citizens Union Searchlight."

The regularity with which "Citizens Union Searchlight" hits the front pages of New York's Monday morning newspapers may be phenomenal for a

local television show, but the publicity is eminently well deserved. Not only are the prominent figures who appear on the program newsworthy in themselves, but they frequently have chosen "Citizens Union Searchlight" as the platform from which to make important announcements.

For instance, it was on the WRCA-TV show last year that Averell Harriman made public his candidacy for governor of New York. And it was on "Citizens Union" that Harriman made his first television appearance after being elected. New York City Police Commissioner Francis W. H. Adams similarly used "Citizens Union" as the vehicle over which to air important plans for increasing the efficiency of the city police force.

During last fall's election campaign, "Citizens Union" created a page-one sensation by presenting the two rival candidates for the governorship of New York, Sen. Irving M. Ives, the Republican contender, and Mr. Harriman, the Democratic standard-bearer, on the same program on the same day. They did not meet face-to-face, for Mr. Harriman appeared first, followed by Senator Ives.

On each program, the guest faces a panel comprised of Milton Bergerman, chairman of the Citizens Union; Gabe

NBC Signs Contract For Coverage of Academy Awards

A six-year contract for the rights to broadcast by television and radio both the Motion Picture Academy Nominations and the Academy Awards was signed late in December by the National Broadcasting Company.

Fred Wile, Jr., Vice President of NBC in charge of Programs for the Pacific Division, and Charles Brackett, President of the Academy of Motion Picture Arts and Sciences, jointly made the announcement.

The 1955 broadcasts and telecasts are committed to the Oldsmobile Division of the General Motors Corporation.

Speaking for NBC, Mr. Wile said: "The National Broadcasting Company is very proud and happy to be associated with the Academy in this new presentation of the nominations and awards."

Mr. Brackett said: "From the point of view of the Academy and the motion picture industry, we consider the arrangement the most important public relations step ever taken."

"The telecasts of the last two years, supplementing the radio broadcast, have given tremendous impetus to the selling not only of pictures but of the entire industry to the public all over the world."

Arrangements were finalized following a special meeting of the Academy Board. The first special event under the contract will be the Academy Nominations to be broadcast early in February from Hollywood.

NBC has broadcast and telecast the Academy Awards from the Pantages Theatre in Hollywood for the past two years. The Academy broadcast is one of the most colorful and glamorous television presentations of the year and has always commanded a top rating.

Pressman, WRCA roving reporter, plus a different newspaperman each week. Ben Grauer is the moderator.

Among the many other celebrated personalities who have appeared on "Citizens Union" are New York Mayor Robert Wagner, who made this his first TV appearance after being elected; Michael J. Quill, president of the Transport Workers Union; New York State Secretary of State Carmine DeSapio and General Hugh Casey, chairman of the New York Transit Authority.

KIDS' CHRISTMAS PARTY IN NEW YORK



Ed Herlihy was emcee for the show. Here he is, in full Keystone Cops garb, with Maurice Manson, who was Santa Claus.

Almost two thousand children and adults—a thousand at each of the two shows—crowded into NBC's mammoth television studio 8H on Thursday, December 23, for the annual Christmas party for the children of the employees of NBC.

Over 1200 small fry and over 600 adults watched the big hour-long shows. The first performance was held at 10:00 a.m. and the second at 12:00 noon. The great number of requests for tickets required the staging of two separate performances, and both were "sell-outs."

Host for the party was Sylvester L. Weaver, Jr., President of NBC, who welcomed the children and their adult friends and then signalled the show to begin. The well-known NBC radio and television announcer, Ed Herlihy, was

master of ceremonies. Among the other stars and acts that entertained were Dave Garroway, star of NBC-TV's early-morning "Today" show; Clara-bell, the famous clown of the "Howdy Doody" show; Gabby Hayes, who came in leading, of all things, a llama; Walter Dick and His All American Boys, a remarkable trampoline troupe, and Gangler's Circus of trained animals, which included 15 dogs, a bear and a pony.

After the show, the children filed out to receive their Christmas presents at stands set up outside the studio. Each kid also was given a couple of lollipops. In all, almost three-thousand of the green Christmas tree lollipops were distributed.

All of the 1,200 presents were wrapped in gay Christmas paper. This

chore was done by a squad of about 50 employees, who worked in shifts for two days in the third floor Ladies' Lounge to get all the packages wrapped up.

The entire Christmas Party project was under the supervision of Employee Services section of Personnel. The show itself was produced and directed by Hudson Faussett. The associate producer was Lee Painton. Set designer was Otis Riggs; musical direction by E. Manuel Green; lighting by Ian McKeown, and costumes by Jerry Boxhorn. Unit manager was Andy McCullough and stage manager was Ed Hugh. Maurice Manson made an extremely handsome and jovial Santa Claus. The attractive programs for the show were prepared by Al Sherman of Advertising and Promotion.



Two views of the audience of small folk at the annual Children's Christmas Party at NBC New York.



(Above) The Sheraton-Carlton Hotel was the scene of the NBC Washington 10-20-25 year dinner. On far side of table (L to R) are: Keith Williams, Robert Terrell, Archie De Veau, Bertha Quinn, Frank Russell, Carleton D. Smith, Gladys Borras, Jay Royen, George Baker and Frank Fugazzi. On near side are Walter Godwin, George Wheeler, Frances Childs, Joe Goodfellow, Leif Eid, John Rogers and Jim Small.



It was a split-second schedule of WTAM-Wendland, appearances for RCA's Vaughn Monroe. Just about to leave for another broadcast: Ernie Johnson, Vaughn's accompanist; Kenyons, Kenyon & Eckhardt; Edward T. Sullivan, radio-TV coordinator; William S. Dallman, WNBC merchandising manager; Clint White, Monroe, and Clem Seerback, WTAM-WNBCing & promotion manager.



The NBC Chorus, under the direction of Stuart Warkow, presented a program of Christmas Carols on December 22 in various locations in the RCA Bldg. in New York. Here they are in the Main Hall.



A group of NBC employees, the KRCA, gathered at Bob Henry's house before to wrap the many gifts from the staff to charities. The group spent evenings before serenading hospitals and delivering packages. (L to R, back row): Terry Sevigny, block, Elsie Radwick and Pat Leslie. In front, Sue Swanson and Phyllis Henry. Other pictured, are Noyes Scott, Bill Mosley and...



KRCA, Hollywood's gigantic new transmitter tower, by far the highest on the West Coast, is now in operation. This photo also shows the top of the old tower, which is one-fifth the height of Channel 4's new one. Attaining a height of 6,170 feet above sea level, the new tower means the finest picture possible for telecasting to the homes of Southern California viewers.



A 10-20 Year Club luncheon for Production Department veterans was given in Decker at the Warwick Hotel in New York with Vice President Earl Rettig as host. On left is Rettig, center, with 20-year inductees Peter Bonardi, Henry Rudich, Michael Murphy and Tom Longmore. In right photo are the 10-year inductees.



Story



Thomas C. McCray (left) general manager of KRCA, and Stanley Brady, producer of "Teen Age Trials," were the recipients of the first television award ever presented by the Young Women's Christian Association. Mrs. Frederick P. Schader, president of the Los Angeles YWCA, presented the citation to the program for its excellence in combating juvenile delinquency.



This candid shot was taken at the New York Traffic Department's Christmas party at the Old Brew House on Dec. 21. From left to right are Jack Hilton, Charley Mangano, Vince Vacca, Marge Hadley, Harry Woodman and Bob Myers.



Considerable comment was stirred up among NBC Hollywood employees by Blake Chatfield, supervisor of On-the-Air Promotion on the Coast, when he performed his magic act during the NBC Hollywood Children's Christmas Party. Seems no one knew Chatfield toured as a professional magician for three years prior to settling down to a less peripatetic existence. With him here is KRCA star Tom Frandsen (left), who seems a little perplexed by the magical goings-on.



Romney Wheeler, chief of NBC's London office, presenting Sir Ian Jacob, director general of the British Broadcasting Corporation, with a plaque from NBC in recognition of BBC's services in the cause of truth and freedom, 1939-1945. Left to right: R. C. Patrick assistant superintendent engineer; Wheeler; Sir Ian; J. B. Clark, director of external broadcasting, and R. H. Eckersley, retired.



Wrapping presents for the Children's Christmas party in New York are, left to right: Nanci Heinemann, Joan McCullough, Barbara Figliola, Carol Mayer, Ben Rachlis, Adrienne Hughes, Rita Marczak, Mary Ann Kraus and Maggi Malloy.

N. Y. Basketball Team Headed for Good Season

For the first time in four seasons, the NBC New York basketball team is a serious contender for top honors in the Center Basketball League competition. The squad opened its season on Nov. 24 with a crushing victory over Dan River, 53 to 30, at the Stuyvesant High School gymnasium. Captain Al Lizzul, of the NBC Film Exchange, paced the team with 14 points. Other high scorers were Jim Cobb of Guest Relations and Bud Cunningham of the Mailroom, with 11 points each, and Bill Redmond, of the local stations business affairs department, with five points.

The following week, on Nov. 30, the NBC team switched its man-to-man defense to a zone system, and tripped General Electric by 73 to 50, at Christ Church gymnasium. Al Lizzul again was top scorer, netting 18. Jack Bray of Guest Relations was next, with 12 points. Jim Cobb, Tom Wade and Rod Guerdan of Guest Relations, and Bob Bischoff of local station studio operations each racked up 8 points.

The next encounter was with Liggett & Myers, at Christ Church gym on Dec. 14. L&M finished strongly in the closing seconds but nevertheless fell short, 47 to 40. As usual, Lizzul was high man, with 14 points. Cunningham was next with 12; Redmond got eight, Bray six and Cobb five.

It's little wonder that the NBC squad is moving along smoothly, considering its well-balanced roster. Al Lizzul, the 6-foot, 5-inch captain, at center, has been a key factor in the team triumphs, with his driving, one-handed jump shots. Jack Bray, 5-11, plays forward. A fine ball-handler and sharpshooter, he is at his best when the pressure is on. Tom Wade, 6-1, is at the other



Jim Cobb laying one up in a fast break in the game against L&M. In his wake are four L&M players.

forward spot. He does the shooting from the pivot, tossing a variety of hook and jump shots.

Bill Redmond, the 5-7 guard, is the playmaker and a master of the fast break. His ability to get down court on defense has helped the team greatly. Darold Murray, the 6-1 forward, is the top rebounder. Another member of the Film Exchange, Murray's 200 pound frame and cat-like spring makes him highly effective under the backboard. Jim Cobb and Bud Cunningham, a pair of guards, put the emphasis on speed. Gene Glover of Central Files and Rod Guerdan do their share of scoring and are pushing hard for starting berths. Eddie Kazanecki of the Film Exchange and Bob Bischoff round out the roster.

There are three games scheduled for February, all at Christ Church gym — with ABC on the second; Dan River on the eighth and L&M on the seventeenth. March will see the NBC team meeting ABC on the second, at Christ Church; Rockefeller Center, Inc. at Stuyvesant on the ninth, and William Morris at Stuyvesant on the sixteenth. The Christ Church gym is located at 336 W. 36th St., between Eighth and Ninth Avenues; Stuyvesant is at 15th St. and First Avenue. Admission of course is free and the NBC basketball team needs rooters to come out and cheer them on.

Hole, Hennig, Loeb Promoted

Leonard H. Hole, Anthony M. Hennig and Thomas O. Loeb have been promoted to new positions in the National Broadcasting Company's Television Network Programs Division, Thomas A. McAvity, Vice President in charge of the division, announced in January.

Mr. Hole, who held the title of director of production for the Television Network Programs Division, has been named director of program development for the Television Network Programs Division.

Mr. Hennig, formerly associate director of production facilities, succeeds Mr. Hole as director of production.

Mr. Loeb, producer and manager of the NBC Business Unit, has been promoted to manager of the Television Network Programs Division.

Mr. Hole has been associated with broadcasting for 22 years. He joined NBC's Statistical Department in 1932, held executive positions with Benton & Bowles, Inc., the Columbia Broadcasting System and the Allen B. DuMont Laboratories, Inc., from 1943-49 and rejoined NBC as TV production manager in 1950. A year later he assumed the added duties of acting program manager. He was promoted in 1952 to director of production facilities. Mr. Hole is married and lives at Larchmont, N. Y.

Mr. Hennig came to NBC in 1929, was named assistant to the treasurer in 1937, and assistant treasurer of the old Blue Network in 1942. Mr. Hennig served several years with the American Broadcasting Company before rejoining NBC as manager of studio and theatre operations in 1952. He later was promoted to director of plant operations. He lives at Hohokus, N. J.

Mr. Loeb entered radio in 1936 as program director-announcer of station WDNC, Durham, N. C. From 1937-41 he was radio director-account supervisor for Lord & Thomas, Inc., of New York. After World War II service as an Air Force captain, Mr. Loeb was associated with Foote, Cone & Belding, Inc., for four years. He came to NBC in 1950 as associate producer of the "Kate Smith Show;" later he produced "Ethel and Albert" for the network. He also originated the NBC-TV show, "The World of Mr. Sweeney." Mr. Loeb lives in New York.



Four of the pillars of the NBC basketball squad, left to right: Al Lizzul, Bill Redmond, Tom Wade and Bud Cunningham.

Ernest La Prade Retires

Well-Known Figure in Broadcast Music Was with NBC for a Quarter-Century

Ernest La Prade, one of the country's leading authorities in the field of music on the air, brought a long and illustrious career with NBC to a close on Dec. 31, 1954, the date of his retirement from active service with the company.

His quarter-century of service with NBC — he became a member of the 25-Year Club in 1954 — spans the period in which radio grew to a nationwide service and television appeared and underwent a similar expansion. One of the proudest achievements of broadcasting during that time is the way in which fine music was brought to literally millions of persons who might never have had the opportunity to hear it. Ernest La Prade is one of the figures in broadcasting who did most to advance this service.

Before joining NBC on Aug. 26, 1929, Mr. La Prade had distinguished himself as a musician and an instructor of music of considerable note. His career as a serious devotee of music covers 55 years. He began the study of the violin at the age of ten in his home town of Memphis, Tenn., and some years later enrolled at the College of Music in Cincinnati. After being graduated "with great distinction" in 1911, he won an appointment to the college faculty. Meanwhile he had joined the

Cincinnati Symphony Orchestra under Leopold Stokowski's baton.

After serving during World War I as a lieutenant in the Army Air Corps, Mr. La Prade returned to the United States to join the New York Symphony Orchestra as first violinist. He remained with that organization for a decade, also serving during much of that time as program annotator for the Symphony Society of New York and as violin director for the Chautauqua Summer School.

Mr. La Prade came to NBC in the capacity of assistant to the celebrated Dr. Walter Damrosch and until 1935 worked with him in the planning and presentation of the famed "NBC Music Appreciation Hour." Following that he served as a special program builder and in 1937 was placed in charge of NBC Music Research, which post he held continuously until his retirement.

During his career with NBC, Mr. La Prade had supervision over many of the network's most important and memorable musical broadcasts, including the Metropolitan Opera broadcasts, the NBC Music Guild, Music and American Youth, the NBC Summer Symphony and Orchestras of the Nation. In 1946, the last-named program, while under the supervision of Mr. La Prade, was honored with the Peabody Award for

"Outstanding Entertainment in Music."

He also served frequently as music consultant to the NBC Engineering Department in acoustics and electronics.

Musical compositions to Mr. La Prade's credit include a comic opera, "Xantha," and incidental music to two plays, "Flame of Love" and the Theater Guild production of "Man and the Masses." He also is widely known as a writer and lecturer on music, and is author of two popular children's books, "Alice in Orchestra" and "Marching Notes." As a conductor, he was identified with a wide variety of network programs, notably the "NBC Home Symphony."

On Dec. 22 the Music Department's annual Christmas luncheon was turned into a surprise tribute to Mr. La Prade. Among the gifts he received from his colleagues were a pipe and tobacco, slippers, and a rocking chair, all appropriate to his new retired status as Squire La Prade of Sherman, Connecticut. Also in the humorous vein was a simulated picture of Whistler's Mother, but with Ernest La Prade's profile substituted beneath the lace cap. Plans for the future for Mr. La Prade include general puttering about, improving his beautiful home in Connecticut, and increased attention to writing — about music, of course.



In left photo, NBC general music director Samuel Chotzinoff (right) is seen handing Ernest La Prade a copy of a poem, composed by members of the department, honoring the retiring music research chief. In right photo are members of the NBC Music Department, who, with Mr. La Prade (seated), represent a total of 240 years service with NBC. From left to right are Peter Zalanis (24 years), William Paisley (24 years), Miriam Hoar (24 years), Benjamin Baer (24 years), Edith Walmsley (22 years), Marion Murray (27 years), Thomas Belviso (24 years), Thomas Gannon (23 years), and Edwin Dunham (23 years). Mr. La Prade marked his 25th year with NBC last year.



Scenes from the NBC Hollywood Little Theatre production of "Boy Meets Girl." In left photo, left to right, are Dave Lipp, Ben Hartigan, Lou Cabello and Pete Fogel. On right are Phil South, Betty Ann Heffern, Joe Kay and Dave Lipp.

Hollywood Little Theatre

Employee Group Stages 'Boy Meets Girl'

This is the saga of "Boy Meets Girl," produced, after much trial and tribulation, by the Hollywood NBC Little Theatre Group on November 19th and 20th. You see, it all started this way:

The play was selected and cast. Rehearsals began. Then rehearsals stopped. There could be no set, there could be no lights, there could be no studio because of increased business. A severe case of doldrums set in.

Then a new committee was formed. A new director was brought in. Rehearsals began again. There would be some kind of a set. Existing lighting

in the radio studios could be used. Whatever studio was empty on opening night could be used.

Came opening night! The cast put up the set. Half of the doors opened the wrong way. An old lady waiting to see "You Bet Your Life" was roused off a couch in the corridor and the set was furnished. There were no dressing rooms, so the cast had to make up and dress backstage. The house lights dimmed, the curtain opened and the play began. Those waiting in the wings and back stage began to smoke. The smoke rose in huge billows in full

view of the audience. On stage one of the actors forgot that the doors opened the wrong way and nearly knocked himself and the set over in trying to make an exit.

The next night, closing night, went much smoother. The audience reaction was excellent during both performances. After the performance the cast and crew made short work of striking the set. Soon the studio was dark and empty. Everybody concerned in the production had decamped to Joan Christianson's apartment where a "closing night" party held full swing. Time and space do not permit giving each member of the cast and crew their just due, for each was excellent. Of course, little Betty Heffern was as cute as a bug, Phil South was real smooth, Dave Lipp really let himself go, and Ben Hartigan was almost too realistic, just to mention a few.

So after three months of rehearsals and two performances, the fourth production of the NBC Hollywood Little Theatre was over, but already the new play for the fifth production "Our Town" has been cast and was rehearsing. There's one thing about us hams. We just can't be discouraged.



Overall view of the set and cast. Left to right are Morgan Lee, George Fulton, Pete Fogel, Gene Law, Phil South, Betty Ann Heffern, Tom Fonlkes, Dave Lipp, Bettye Blackwell, Ben Hartigan, Lou Cabello, Joe Kay and Joan Christianson.

Correction, Please

In the last issue of CHIMES, the name of the writer of the award-winning NBC radio show, "Proclaim Liberty," was incorrectly given. The writer of the show was actually Ted Wear.

People and Places

Administration Division

General Service—*Frank Woodruff* and *Ellen Coughlin*, who became Mr. & Mrs. on Nov. 27, were joyfully surprised by their well-wishing friends in 553 when they were presented with two lovely wedding gifts—a beautiful automatic toaster and the latest model in steam irons. *Kathy Simonson*, one of Ellen's bridesmaids, is now checking off the calendar by day, hour and minute until that day in May when she will say "I do."

Frank Heitmann, whose birthday fell on Thanksgiving day this year, was feted with a delicious, homemade cake with all the trimmings by our official baker, *Joan Fraas*. That fellow behind all those home construction, developing and planning folders is none other than *Joe Kelly*. One of these days that dream will come true and those folders, up and about, feeling much better after having undergone surgery.

Traffic—*Charles A. Kelly* is now officially a members of the Twenty-Year Club, and is now proudly wearing his new pin. Congratulations, Charley! *Fred W. Kenworth* (retired) dropped by the office to say hello to his former co-workers after having attended the Twenty-Five Year Club luncheon, looking fit as a fiddle!

Owned Stations Division

NBC Spot Sales—Everyone in Spot Sales is mighty proud these days, since the recent appointment of director *Tom McFadden* as Vice President of NBC. We personally extend to Tom our sincere congratulations and best wishes. We also congratulate *Marilyn Sichel*, who replaces *Lil Silinis* as his secretary. Best wishes to *Ada Swenson* on her recent engagement. She expects to be married next fall. Spot Sales was well in attendance at the wedding of another TV Sales secretary, *Jane Lewis*, who was married in October. We're happy for *Lynn Schroder*, who is expecting a baby in April. *Tom Clancy*, who was with us two years ago, returns to take over Lynn's job. Welcome back, Tom.

Bill Buschgen, Radio Spot salesman, has been appointed Radio Spot Sales Representative in our Detroit office. We'll miss you, Bill, and wish you much success.

WNBQ, WMAQ, Chicago—*Dessa Bisson* reports for the WNBQ-WMAQ program and production staff: WNBQ music supervisor *Larry Johnson* enjoyed a south-of-the-border Christmas in Mexico. Secretary *Pat Barnett* and script gal *Charlotte Russell* were both old home town visitors over the holidays. *Pat* to Sioux Falls, S. D., *Charlotte* to Bloomfield, Ind. WNBQ TV director *Dave Barnhizer* and wife celebrating a new offspring, *Eric Douglas*, born December 2. WMAQ radio production director *John Keown* resigned effective January 1 to join the radio-TV production office of Cunningham and Walsh, New York. TV director *Dave Parker*, one of the busiest through the holidays, prepping materials as coordinator of the Home show, which originated in Chicago during the first week of January. Zoo Parade producer-director *Don Meier*, *Jim Hurlbut* and writer *Dorothy Ruddell* combined TV business with the pleasures of a winter vacation at the North-ernaire lodge in Wisconsin, filming sequences for Zoo Parade's special showing of "Animals That Live Together." *Alan Beaumont*, NBC Chicago net producer-director, was heavily occupied right through Christmas day as camera director for the Colgate Comedy Hour's pickup of the ice show from the Chicago Stadium.

Engineering department news, from secretary *Norma Harrington*, includes the October 16 marriage of TV engineer *Lee Bolling* to *Dolores Nutt*; a new arrival—a red cocker spaniel dubbed *Fala MacDougall MacTavish MacSchreyer*—in the home of WMAQ engineering supervisor *Ted Schreyer*, and *Norma's* engagement to TV engineer *Bob Smith*.

Joan Vastbinder reports for the Central Division network sales offices: staffers celebrated the naming of Central Division TV network sales head *Edward R. Hitz* to the position of Vice President of NBC; coinciding with Ed's December 3 promotion were (1) the December 1 anniversary of his 26 years of NBC service, (2) his birthday, and (3) the second anniversary of Ed's transfer from New York to take over the TV sales position. *Joyce O'Malley*, TV net sales secretary, engaged to *Edward Carey* of NBC Chicago accounting department. *Bill Hohmann*, network advertising-promotion staffer, is teaching an evening course

titled "TV Promotion and Sales" at Chicago's Columbia College. TV net salesman *Buell Herman* purchased a home in Skokie, moved his family from Dallas just before the Christmas holidays.

Chicago Briefs: *Gene DaDan*, of WMAQ-WNBQ ad-promotion staff, bagged an eight-point buck on a recent deer-hunting expedition in Michigan. Sportscaster and long-time NBC Chicago announcer *Norm Barry* and wife *Marj* on a January South American sailing trip via the *Alcoa Clipper*. NBC Chicago personnel manager *Glenn Uhles* and wife, parents of *Christopher James*, born December 15 at Woodstock Memorial Hospital. TV News cameraman *Earl Crotchett* covered the Sheppard murder trial in Cleveland for *Camel Caravan* and *Today* news exclusives. Chicago production staff, and especially TV director *Dave Waters*, glowing with the commendations heaped upon them by the Secretary of State, the Honorable *John Foster Dulles*, following his simulcast of a major policy address from the NBC Chicago studios. The NBC Chicago annual Christmas Children's Party attended by the usual capacity audience, with entertainment, surprises, a visit to Santa Claus, and gifts for all the kiddies of employees. *Bill Barrett*, New York-based scripter of the award-winning *Hawkins Falls* and other Day-dramas on the web, was co-host with net program manager *Ben Park* and net producer-director *Alan Beaumont* at a yuletide party on the stage of the Studebaker Theater.

WTAM, WNBK, Cleveland—NBC welcomes: *Rita M. Hansen*, as traffic clerk of TV Programming, and *George F. Way*, as WTAM-WNBK Press and Publicity manager.

And now, Kent State University graduates are in the lead at NBC, including *George Way*; *Clem Scerbac*, Advertising and Promotion manager; *Eileen McGinley*, TV Traffic supervisor; *Chuck Hoover*, AM staff director; *Ron Bacon*, TV staff associate director; *Bill McGaw*, TV staff associate director; *Shirley Hill*, TV Traffic clerk; *Bill Morris*, TV staff director; *Marilyn Beifuss*, TV Promotion assistant; and those who attended KSU are *Bill Hughes*, AM salesman; *Jeanne McNamara*, TV Sales secretary; and *Kim Holzmillner*, TV Traffic clerk. Who'll hop to Northwestern?

A Kitchen shower for *Shirley Hill* was given recently by NBC girls. The wedding was Christmas night. *Glenna*

Hanson, administrative assistant in NBC Spot Sales, recently became engaged to Jack Fuerst. A February wedding is planned. *Bill "Happy" Hughes*, AM Salesman, recently motored to Cambridge, Massachusetts, for the annual Harvard-Yale football game. Christmas Parties include one for the entire staff at the Hermit Club, with Joe Howard's Band supplying the rhythms . . . and a "hen party" at Mary Ann Ritt's.

Jean Schreiber, AM Traffic clerk, and *Kim Holzmiller* covered an attempted suicide at the Hollenden Hotel, Cleveland. The ice-skating spirit has captured many at NBC and frequent parties at Winterhurst have been held. *Jean Hug* and *Shirley Frye*, former NBC employees, returned home from California and visited the station recently. *Bill McGaw* had the lead in the "Philadelphia Story," which played at the Chagrin Falls Little Theatre. *Faye Lichtenwaulter*, headed home to Chicago for the Christmas holidays.

KRCA, Hollywood—KRCA is proud of its Carolers, who, headed by *Bob Henry*, spent their evenings during Christmastime singing in hospitals and homes for the needy. *Sue Swanson*, *Pat Leslie*, *Joan Gowanlock*, *Scotty* and *Bill Mosley* contributed their voices to the group and all the members of KRCA contributed gifts to give to the people. *Elsie Radwick* delighted young and old with some readings.

Each Monday morning a certain group come limping to the office, and we discovered that Sunday afternoon football games are the cause. The Rancho La Cienega is the home site for the team, which consists of *Marvin Biers*, *Warren Sandy*, *Grant Reckseick* and *Bud Mertens*.

Marvin Biers, by the way, is sporting a new Sunbeam-Talbot. Two years ago it was a Plymouth, and last year an MG. We're all curious to know what will be next. *John Wehrheim* has been looking over the new '55 Cadillacs and plans to select one soon. He can't decide on a color. We're all glad to have Alice Gardner back with only small bruises after her Volkswagen collided with another auto.

Berta Fletcher traded in her apartment on a new trailer which she parks in Santa Monica by a large swimming pool. Come summer she'll have many visitors from the station, no doubt. The gang at KRCA is thrilled at the news of *Pat Leslie's* engagement to *Bob Henry*.

Aileen Henderson is a weekly commuter to Apple Valley, popular desert resort. Recent visitors to KRCA included *John Schutz*, *Jack Mulholland* and *Jack Reber*. Other travelers were *Marianne O'Connor*, a skier to Mammoth resorts; *Jim Parks*, acquiring a winter tan at Palm Springs, and *John Wehrheim*, who spends his weekends skin diving off Catalina Island.

WRCA, WRCA-TV, New York—We are happy to see *Isabel Finnie* back with us again, looking happy and healthy, after her recent stay in the hospital. Sorry to see *Barbara Powers* leave us here at WRCA-TV Sales. *Barbara* is going to work for Charles Bevis and we will all miss her very much. Lots of luck, "Bobby," in your new job. *Irene Reuter*, new to NBC, will replace *Barbara* as Sales secretary and the welcome mat is out to her. A hearty welcome, too, to *Paula Powdermaker* of WRCA—WRCA-TV Traffic Dept. and *Edith Ledford*, Phil Alampi's new secretary. Just learned that *Steve White* will be a member of the happy little group in Room 252 since he and his secretary will move in shortly. We all had a marvelous time at our Christmas party held at the Waldorf-Astoria on Dec. 22.

KNBC, San Francisco—More romantic tiding this month from KNBC! *Anne McEneaney* of Accounting wearing a lovely diamond from Al Pande. Formal announcement was made on September 6th at a tea given by the Bride-to-Be's aunt in Berkeley, California; but the gleam in Anne's eye gave her secret away to fellow KNBC employees before the announcement was made. February 19th has been set as a tentative wedding date. Only dim side of the picture is that after her marriage, Anne will be leaving KNBC to make her new home in Sacramento.

Lorrie Bunker's apartment was the scene of a surprise miscellaneous shower on Wednesday, November 17th. Guest of honor . . . and a rather surprised one . . . was *Mary Bland* of Network Sales. A very nice affair—for a very nice gal. And speaking of nice gals, Network Sales has another in *Marge Turner*, who stepped into Mary's job as of November 23rd.

Dangerous living Department: *Ed Brady*, KNBC announcer, adding another exciting pastime to his off-duty hours . . . with a motorcycle, no less! *Jan Carrel* and *Chris Argos* trying another form of dangerous living . . . a week-end of eating, drinking and being merry in Las Vegas!

The athletic prowess of willing KNBC employees is about to be tested. *Con Murray* is combing the corridors, seeking recruits for a KNBC bowling team in the San Francisco combined Press-Radio-TV League now being formed. Plenty of willing volunteers for subs! Now all we need is someone for the subs to sub for.

Ed Arnou, of the News Room, recently announced his intention to leave his vast estate, swimming pool and one-hundred pound canine at Woodside, California, to move into the city. By the end of December, Ed, his family and effects should all be part of the San Francisco scene.

WRC, WRC-TV, Washington—WRC, WRC-TV director of Sales *Joe Goodfellow* enjoyed a one-week year-end vacation in Florida. *Mike Flanagan*, WRC Communications staffer, is riding in style these days. Mike won a brand new '55 Ford convertible in the big charity drawing held by the Variety Club in Washington. *Al "Pappy" Sears*, WRC-TV engineer, used quick thinking to save a valuable fishing rig in Chesapeake Bay. Fishing from his boat, Pappy hooked into a striped bass which pulled the rod out of its chair holder. Pappy swung the boat around and tossed over a weighted line with a gang hook attached. Within minutes he snagged the lost line, retrieved a handsome fish, and then pulled up the rod and reel!

Christmas Vacationers: *Betty Cole* of WRC-TV Programs Department hurt to Missouri for the holidays. *Curt Prior* off from his Merchandising chores for two weeks, with a salami under his arm! *Jane Kottmeier*, secretary to director of Programs *Jim Kovach*, off to Florida. *Jean Montgomery* back from Europe after a whirlwind two-week visit, and the Washington newsroom seems rather drab to her. *Philip Lorraine* of Staging Services keeping things continental with his French theatre group. *Inga* and husband *Les Hook* building a recreation room in their house, with a five-year plan for redecorating every room. *Holly Wright* complains of a constant buzzing in his ears, ever since he started his daily WRC broadcast from the lounge at the National Airport. *Wally Fanning* has joined the news staff as a reporter editor. *Bill Callaway* of Accounting spent the holidays at his hometown, Callaway, Md. WRC employees organized their own Christmas Party at Carillon House, with committee headed up by *Dodd Boyd*, *Bill Callaway*, *Carl Degen* and *Jeff Baker*.

Best party of the season? December 24th, when all staffers brought their kids to the Sheraton Park Hotel to meet Santa Claus!

KNBC, San Francisco—Looks like KNBC might be turning into a Winners' Circle. *Ed Macaulay* of Spot Sales walked off with first prize and the title of "Peerless Picker" for out-guessing sportcasters and other sports professionals on 1954 football game winners. His prize—awarded by the San Francisco Touchdown Club—was a choice duet to the annual East-West Shrine Game on New Year's Day in San Francisco.

General manager *George Greaves* was named 1955 President of the California State Radio and Television Broadcasters Association, Inc. Mr. Greaves' election was announced December 3rd during the Association's annual meeting at the Clift Hotel in San Francisco. And *Dean Moxley*, KNBC's Promotion manager extraordinaire, walked off with second prize in the nation-wide RCA promotion contest. His reward for promotional efforts on behalf of RCA was one of the company's Strata-World radio sets.

These were the signs of Christmas at KNBC: A festive tree glowing with lights and trimmings in the second floor lobby—bearing the master touch of *Walter Dexheimer*; an eager look on *Lorrie Bunker's* face as her thoughts travel to Denver and Colorado Springs, where she spent the Christmas holiday; *Fran Davis*, of Traffic, scurrying around to get all the schedules out before the big three-day hiatus; *Joe Hanrahan*, clocking the airport limousine schedule at the Airline Terminal (now located in the KNBC lobby) to be sure he didn't miss that Christmas flight to Portland, Oregon; *Doty Lyon*, *Clare Patrick* and *Ann Pledger* working like beavers to get the Christmas carols and music programmed and on the air; messengers coming and going with gaily wrapped, interesting looking packages; bits of Christmas holly and decorations scattered around the offices; all topped off with a wonderful feeling that it's great fun to be alive.

The curiosity of many KNBC workers was satisfied on Sunday, December 12th when *Marjorie (King) Winblad* and her husband, *Frits*, opened their lovely, newly remodeled home to a large crowd of their many friends in the San Francisco area. Marjorie and Frits have put in many hours of work and planning, but the results seem well worth the effort.

We'll miss the cheery smile and greetings of engineer *George Dewing*, who retired from the KNBC scene this month after many years of faithful service.

KNBC's all-girl bowling team is still rolling on Tuesday nights . . . and coming out pretty well—especially with *Fran Davis* and her 175 score. However, the team could use a little he-man support, since the other teams in the league are comprised of all male bowlers.

Pacific Division

Everyone at Sunset & Vine is going around with a thoughtful expression on his face these days trying to think up a new name for the AA—something which will scuttle once and for all those smirks and puns. A \$25 Savings Bond is being offered as prize for the best "thinker upper."

Several NBC employees were sworn in as United States citizens in the very colorful ceremony held in the Hollywood Bowl on Veterans' Day—among them *Mary Brown* of Personnel, who came here from Regina, Saskatchewan, Canada, and has worked for NBC the entire five years; *William Ross Roxburgh*, Air Conditioning engineer, and *Harry Guild*, AM Studio Setup, both from Scotland and both former members of the British Royal Air Force. Incidentally, Harry and *Bill Verdier* of AM Productions are hoping to be able to start an NBC Flying Club in the spring. And, of course, *Luis Martinez*, Business Management Office, received his official welcome that day.

We were all most unhappy to hear that that nice *Bob Welch* had had a relapse and was once again being held in durance vile at St. John's Hospital in Santa Monica, incommunicado, while he and the learned men of medicine wrestle with that pesky ulcer of his. And speaking of repairs, there's just no substitute for youth. *Earl McDonald*, TV Engineering, checked into Hollywood Presbyterian Hospital for a major overhaul and re-alignment job on one Monday and was back on the job exactly two weeks later. Our favorite writer, *Joal Hunt*, is also back under foot after a long and tedious siege of illness.

Our ex-typist who became a movie star, *Donna Percy*, has been assigned to a part in the next Martin & Lewis flicker, "You're Never Too Young." If you want a real big yok-yok, go into the Payroll Department and ask *Mickie Finken* about her friend, Wilma Shop-

pingday. Ye reporter durn near died. *Jack Valenti*, TV Maintenance, and *Art Turner*, Plant Maintenance, recently took a weekend trip to Santa Tomas, Mexico, for some deep sea fishing and a rubberneck excursion through the mountains nearby.

Don Rickles, who used to a happy apartment dweller, has bought a house in Sherman Oaks with five walnut trees in his yard, so now all he does is rake leaves. But he likes it. *Bob Johnson*, Finance Department, is very proud of his son, Bill, who is county treasurer of the Youth Temperance Council for the County of Los Angeles, and is looked upon as a leader in other youth and church groups.

Public Relations Division

National Advertising and Promotion—*Thaine Engle* was guest of honor at a birthday celebration at Trader Tom's restaurant on December 10. The genial ex-Texan received congratulations from an enthusiastic contingent of his fellow workers.

Congratulations to *John Porter* on his promotion to National Advertising and Promotion manager; also to *Ed Vane*, who becomes National Sales Promotion manager.

Marion Lutz plans to spend a winter vacation in the Berkshires. She was a bridesmaid at a holiday wedding. Busy gal, eh? *Clyde Clem* took a well-earned week's vacation in North Carolina, spending his time in Charlotte and Asheville. Did you play any golf, Clyde? *Vernon Lowell* flew home to Pensacola, Florida, for a few days' Christmas holiday. Since his arrival in the Nawth, the amiable Southerner has made this jaunt an annual Yuletide event.

Press—The month of November brought newcomers *Jack Hoins*, *Bob Goldwater* and *Robert Brown* to the staff of the Press Department. *Thelma Quinn* ably replacing *Doreen West* in Photo Files and *Stan Appenzeller* has joined us from the Information Department.

Congratulations are in order for veteran employee *Jack Tracy*, who received a gold watch and scroll for 25 years of service with NBC. Our receptionist, *Joan Frimel*, celebrated the Christmas holidays in Charleston, W. Va.

The annual Press Department Christmas party at Toots Shor's was, as usual, a gala affair, with a mambo contest, a Charleston contest, and door prizes. Those two laugh-masters, *Bill*

Stein and Milton Brown, were co-emcees.

Research and Planning—The birthday cake glowed all through the month of December, feting *Whitney Rhodes* on the 8th, *Laura Graham* on the 12th, *Ruth Kulow* on the 13th and *Jean Patterson* on the 14th.

In answer to our last column's request, *Sallie Melvin* went to Texas for Thanksgiving, enjoyed the hot weather for the week following and returned to the fold with a few more "bags" than when she had left. Which all goes to prove the wonderful time she had.

Hal Brodkey is no longer with us. We wish him luck in his new job with Personnel. Succeeding him is *Arlene Urbanovsky* of the same section, Audience Measurement, who rates our congratulations on the promotion. The new face in Ratings to complete this set-up is *Marilyn Lindquist*, now taking over at Arlene's old desk. A hearty welcome to Marilyn, who arrived just in time to join the department's party on Dec. 22 at Toots Shor's. A grab bag, trio and entertainment, plus the usual characteristics of a well planned party for the department and guests were very well received.

Radio Network

Radio Network Administration

We said goodbye for a while to *Dorothy Cunningham*, *Ted Cott's* secretary, who will have a Blessed Event sometime in January. She was presented with a few baby gifts from the staff and the girls gave her a luncheon at the Mayan Restaurant. Dorothy expects to return to us this time next year. We all wish her the best.

TV Network Programs

Music—We all miss *Ernest LaPrade* now that he has retired. Throughout the many years we have been associated with him, his helpfulness, consideration, kind disposition, and modesty have endeared him to us. His great knowledge in the field of music as well as other subjects, and the area of his versatile hobbies, have almost made us think of him as "omniscient," for many a time has someone in our department popped into his office with a question which was courteously answered. Whenever something comes up pertaining to music background, technical information, tune detection, English grammar, or even fishing, Mr. LaPrade is the one to turn to. It is always: "Why don't

you ask Mr. LaPrade?" On the social side he can be loads of fun at office parties and is reputed to dance no mean tango! Mr. LaPrade has retired to his country home in Connecticut, where he can pursue any leisure-time activity and where he intends to do some research and writing. Both Mr. and Mrs. LaPrade enjoy country life and their little grandson seems to take after them! Some time ago Mr. LaPrade took a photo of his grandson who was only a few months old then, listening rapturously to a Beethoven Symphony—so he may inherit an ear for music too!

News and Special Events—NBC's Camel News Caravan has won *Look Magazine's* 1954 award for the top news program on the air. Sharing the plaudits with commentator *John Cameron Swazey* are *Frank McCall*, producer; *Howard Peterson*, director, and *Art Holch*, news editor.

NBC's television newsmen not only report the news . . . they make it. A crew headed by cameraman *Tom Priestley* and contactman *Johnny Krumpelbeck* were surveying crime conditions in East Harlem—the area that New York's Police Commissioner Francis Adams had saturated with patrolmen in an experiment to reduce the crime rate. *Priestley* and *Krumpelbeck* walked into a neighborhood liquor store (to interview the proprietor) and found the owner, a Mr. Katz, in a shaken state behind the cash register. A sharply-dressed young man was standing in front of Mr. Katz. When the young man spotted the camera crew, he turned and fled from the store. Mr. Katz' right hand came out to shake *Johnny Priestley's*. In his left hand was a pearl-handled revolver. Seems, when the camera crew arrived, the young man had been in the act of robbing the store . . . and Mr. Katz was deciding whether to shoot it out with him. NBC's arrival broke up the act.

The radio side recently produced three of the best documentary programs heard in a long time . . . all under *J. O. Meyers'* supervision. *Bill Bales* wrote and edited a show in commemoration of Sir Winston Churchill's 80th birthday. The narrator, *Herbert Marshall*. *Leon Pearson* wrote and narrated a program on Ernest Hemingway, when the bearded one was awarded the Nobel Prize. *Bill Weinstein* edited the show. NBC's year-end show, "Voices and Events of 1954," was edited by *Chet Hagan*, narrated by *Morgan Beatty*.

Bob Hecox, our Formosa stringer, got some exclusive motion pictures from behind Red China's Bamboo Curtain, for NBC and the Montreal Star. Stills from these films were distributed by the American wire services—credited, of course, to NBC.

Practically the entire "Today" show moved to Miami Beach the week of January 10th and originated from the Sea Isle Hotel. Twenty-five people went along, including writers, directors and producers. About the only one who stayed unwillingly in New York was night editor *Buck Prince*.

Commentator *Bob Wilson's* wife, *Theo*, is back home after nine weeks at the Sheppard murder trial in Cleveland. Mrs. Wilson is a staff correspondent of the *New York Daily News*. *Chet Hagan's* wife, *Dorothy*, is recuperating after a bout with bronchial pneumonia. A son, *Paul Jr.*, was born to Mr. and Mrs. *Paul Cunningham*. At the arrival, *Paul Sr.* was backgrounding in Peru. Marriage is approaching for *Helen Uihlen*, *Merrill Mueller's* secretary. All the Mueller office seems to know about the prospective bridegroom is that his name is Frank and he is a former Air Force radar expert. *Ted Mills*, of "Background," is up and about after a three-week illness. *James Gaffney* has resigned his film editing post on "Background" to accept a position with an outside film outfit.

Dilys Jones, from San Francisco, is now covering the News and Special Events "beat" for the Press Department. *Henry J. Taylor* is now doing a series of Monday night commentaries for NBC.

Visitors to New York: *Jack Yowell*, news cameraman from Kenya, Nairobi; *Jim Hurlbut* of NBC Chicago; *Ed Newman*, from NBC London, to work on "Background" and the Churchill television library; *Jules Herbueaux*, from Chi, and *David Brinkley*, from Washington. Also *Jack Begon* from NBC Rome, but Jack's vacation visit was cut short when the condition of Pope Pius XII suddenly turned grave. Jack took the first plane available back to Rome. The Pope's illness also took cameraman *Guy Blanchard* on a fast trip from London to Rome for extra film coverage.

Vacationers: *Dallas* cameraman *Moe Levy* . . . in Hollywood, where he is suspected of spending his vacation in the Hollywood film shops; *Irving R. Levine*, in Mexico City and Acapulco; *Bill Fitzgerald*, also to southern climes.

William R. McAndrew, director of News, back in New York after a brief business trip to Florida.

The NBC Public Affairs Department's annual Christmas get-together was held December 21st at the Savoy-Plaza.

On the lecture circuit: *Howard Peterson*, at Hilary College in Hartford, Conn.; *Pauline Frederick*, at Springfield, Providence, and before the Women's Press Club of New York City.

Bob Blair has moved south from his Atlanta base to cover the winter season. He'll stay for spring baseball training.

Radio Set Up Operations—*Tony Fasolina* celebrating his son's discharge from the Army, after two years' service in Korea. *Tom Baricak*, who spent the happiest days of his life on Uncle Sam's chow-line, was among those who greeted the returning warrior at Penn Station. *Joe Kall* was the busiest Santa Claus in Bronx county during the holiday season. The mere sight of Joe's robust figure had storekeepers and others tugging his sleeve and begging him to don the traditional red suit and whiskers. The visit of the Queen Mother to our city was a big event for *Ton Longmore*, who had the honor of serving as usher in the Cathedral of St. John The Divine when Her Majesty attended service there. Wearing his World War I British uniform and medals, white gloves, and monocle, *Longmore* looked a picture of military bearing and dignity as he showed the distinguished visitors to their seats.

Television Technical Operations—Now that the holidays are over we can all settle down to a fairly peaceful existence for awhile. Though the weeks before Christmas were hectic, I'm sure we all have pleasant memories. We won't forget the evening *Max Jacobson* helpfully rounded up six engineers (*Steve Varley*, *Walt Vetter*, *Vincent Kane*, *Dave Gould*, *Ed Wackernagel* and *Bob Weintraub*) to help collate the 15-page address list. They not only got the job done in about an hour, but added to the Christmas spirit by harmonizing (very professionally) to Christmas Carols. Thanks again, fellows, for your co-operation. You're really in good standing with the secretaries of 501.

We in 501 all think we had the most professionally decorated Christmas tree. Lighting was done by *Walt O'Meara*, tinsel hanging by "*Rah*" *Davis* and *George Graham*, who now maybe can convince his daughter

Trudy that he is experienced enough to decorate their family tree; ornaments were hung by *Grace Kaufman* and *Kathy Dindia*, who also displayed her artistic talent by sketching some very cute Christmas pictures to put on the office walls; and the whole job was supervised by TD *Frank McArdle*, without whose coaching we would never have succeeded. While we're on the subject, I can't forget the excellent job done by *Walt Van Gieson* (with coaching from *Walt Himmelberg*) in TVC on hanging the decorations in their observation window. He no sooner climbed down from the ladder when a tour appeared to be the first to glimpse the masterpiece . . . perfect timing, "Van." *Janice Hermance* did a cute decorating job on Room 570 with a pretty wreath in the window, candy canes, two little stockings hanging from the corner of her desk.

Unit Managers—Have you dropped into 680 lately? It's almost an exact replica of the Maze in Coney Island. It's not really too confusing, but we've been missing two secretaries for weeks and haven't come up with as much as a clue. It's been quite some time since we've heard from the Unit Managers and their crew what with the office alterations, so we're going to have a news round-up about many of the new and some of the old faces. Let's start with the welcoming committee. A big welcome goes to some new Unit Managers now with us, *Vernon Hammer*, *Albert Sher*, *Jim Reina*, *Bill Dannhauser* and *Martin Cohen*. These new Unit Managers have all received their "Survival Kits," containing super aspirins, smelling salts, and band-aids (the kind you boil eggs with) and a morocco bound volume of "How to Win Friends and Influence Directors."

Another big welcome is due *Vivian Walsh*, *Barbara Gregory*, *Pat Marks*, *Mina Cory*, and *Marlene Lamont*; a more charming array of secretarial beauties we haven't seen in quite a while—and they can type too. Another welcome goes to *Dick McBride*, who has just returned from service to find the sixth floor a little different from that of two years ago. It seems that rooms exist now where they never did before. Dick has quite a selection of sea stories to tell, having been stationed on land bases for almost his entire service time. As a yeoman in the Coast Guard, it seems he typed through most of his career.

It seems *Ricki Vizcarrondo*, who is a familiar, smiling face in 680, is en-

gaged and plans her trip down the aisle next summer. *Toby Goetz* is another engaged lass of the Unit Managers department. Best wishes to you, *Ricki* and *Toby*.

TV Network Sales

Merchandising—*Poetry*: 'Twas the day before Friday and we were all grieving, for we had just learned our *Staff Mantz* was leaving. Although we will miss him, we are happy that he has gone to Network Sales, account salesman to be. Good luck, *Stuffy*.

Social: Last month, *Jane Cuff* attended the "Mercy Ball" sponsored by the "Friends of Mercy Hospital," at the Garden City Hotel. I might add, that this worthwhile organization was founded by her father, the late Hon. Thomas J. Cuff.

Travel: If ticket availability and weather conditions permit, *Jean Groves* will fly home to Michigan to spend the holidays with her family.

Industry & Labor: To increase efficiency from 100 to 200%, *Murray Heilweil* will institute the "Merit System," whereby medals will be awarded to his girls for their dependability, cheerfulness and hospitality above and beyond the call of duty. This will take effect January 1, 1955.

Financial: As the saying goes, "it is more blessed to give than to receive," *Pauline Avalone* has run through one bankroll and is starting on another buying Christmas gifts to support this age-old adage. As for the rest of us—"Stone cold dead in the market"!!

Design and Art Operations—Design & Art Operations had a very successful and enjoyable Christmas Party at the Sutton Lounge on Wednesday evening, December 22nd. Messrs. *Norman Grant*, *Anthony Hennig* and *Earl Rettig* were among our honored guests.

NBC Engagements

Nancy Nicholson to Jerry Cudlipp, both N. Y. Anne McEneaney, San Francisco, to Al Pande.

NBC Marriages

Mary Bland, San Francisco, to Tom Rockwell.

NBC Births

To Vincent Vacca, N. Y., a son, Vincent, Jr. To George Murray, N. Y., a daughter, Noreen.

Bargain Counter

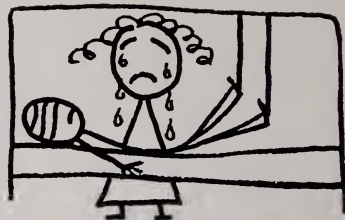
For Sale: House in Rockland County, N. Y. Excellent commuting. 11 rooms, 2 full tile baths, 2 half baths, on 1 acre. Fine schools, low taxes. Call Suffera 5-1983.



I wish Daddy was
afraid of the dark. He speeds in it.
Winter is so dark. I'm afraid.



**THOUGHTLESS DRIVING
IS KID STUFF!**



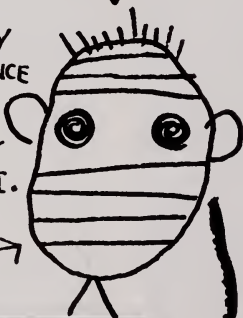
Know how I got hurt. The
windshield wipers didn't work.
Mommy could not see out the wind
shield. BANG. I hit the windshield.



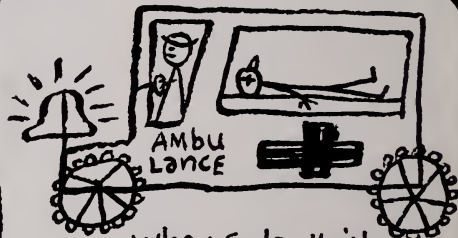
**THOUGHTLESS DRIVING
IS KID STUFF!**

The rule is —
when it's slippery
keep a safe distance
from the car in
front. My brother
said why should I.

Now look
at him →



**THOUGHTLESS DRIVING
IS KID STUFF!**



Who needs chains.
That's what my uncle said.



**THOUGHTLESS DRIVING
IS KID STUFF!**

Accidents aren't born — they're made. Made by people who are emotionally upset, mad inside, or showing off. In the winter these drivers are more dangerous than ever because road conditions are worse. Like the emotional adolescents they are, these careless drivers will fail to take precautions unless their mental outlook is changed. The Advertising Council, which prepared the above ads, hopes that possibly these appeals from a child's viewpoint may have some effect.