



## Peacock North to Hold 17th Annual Spring Luncheon

Once again it's time for our annual get-together to meet with coworkers and renew old friendships. We'll meet at our old hangout, La Maganette, and enjoy some good food and spirits at our regular time, 12 Noon.

We urge you to RSVP as soon as possible, using the reply form on page 15. Many of you may not want to destroy our historical magazine, so you choose to just send in your check. If you do so, please include the exact names of the attendees so that we can prepare name tags in advance.

Look forward to seeing all of you Sunday, May 23rd.

*Marilyn, Jim and Lenny*

*All members, their spouses,  
guests, and friends are  
cordially invited to  
Peacock North's  
17th Annual*

### *Spring Luncheon*

*May 23, 2004 at 12 Noon  
La Maganette Ristorante  
825 Third Avenue  
(Northeast corner of  
3rd Avenue & 50th Street)  
New York, NY*

#### INSIDE PN

Spring Luncheon Invitation .....	1, 15
Captain Kangaroo, Lee Marvin.....	2
<b>Obits</b>	
Roy Neal .....	3
Jerry Schneyer.....	4
Jim Kneeland .....	4
Gladys Seftl.....	4
Max Buck.....	4
Mario Ciarlo.....	5
Harry Fleetwood .....	5
Bill McCord .....	5

Catherine Deeb .....	5
Jack Dolan.....	5
Lillian Russo .....	6
We Get Letters and Pictures .....	7, 8, 9
Culinary Remembrances .....	10, 11
We Get Letters—Anne Wendell .....	11
Looking Back—Frank Vierling .....	12, 13
We Get Letters .....	14
Spring Luncheon Return Form .....	15
Honorary Membership and Dues & Membership Form .....	15
New Members.....	16



# The Rest Of The Story!

**Submitted by Mike Noseworthy**

**Author—Unknown**

Captain Kangaroo died at 75 recently, which is odd, because he's never looked a day under 75 (birthday 6/1927).

Some people have been a bit offended that Lee Marvin is buried in a grave alongside 3 and 4 star generals at Arlington National Cemetery. His marker gives his name, rank (PVT) and service (USMC). Nothing else. Here's a guy who was only a famous movie star who served his time -- why the heck does he rate burial with these guys? And what does that have to do with Captain Kangaroo?

Well, following is the amazing answer.

Most people don't know or don't remember the extent of his Corps experience. In a time when many Hollywood stars served their country in the, armed forces, often in rear echelon posts where they were carefully protected, only to be trotted out to perform for the cameras in war bond promotions, Lee Marvin was a genuine hero.

He won the Navy Cross at Iwo Jima. There is only one higher Naval award ... the Medal of Honor. If that is a surprising comment on the true character of the man, he credits his sergeant with an even greater show of bravery. Here is an excerpt of dialog from The Tonight Show with Johnny Carson, when his guest was Lee Marvin:

Johnny said, "Lee, I'll bet a lot of people are unaware that you were a Marine in the initial landing at Iwo Jima...and that during the course of that action you earned the Navy Cross and were severely wounded." "Yeah, yeah...I got shot square in the ass and they gave me the

Cross for securing a hot spot about halfway up Suribachi. Bad thing about getting shot up on a mountain is guys gettin' shot hauling you down. But Johnny, at Iwo I served under the bravest man I ever knew.

We both got the Cross the same day, but what he did for his Cross made mine look cheap in comparison. The dumb bastard actually stood up on Red Beach and directed his troops to move forward and get the hell off the beach. That sergeant and I have been lifelong friends. When they brought me off Suribachi we passed the Sergeant and he lit a smoke and passed it to me lying on my belly on the litter and said, 'Where'd they get you, Lee?' I said "Well Bob... if you make it home before me, tell Mom to sell the outhouse!" Johnny, I'm not lying. Sergeant Keeshan was the bravest man I ever knew...

Sergeant Bob Keeshan...you and the world know him as Captain Kangaroo."

(KIND OF DIFFERENT FROM TODAY'S ACTORS AND ENTERTAINERS IN HOLLYWOOD, HUH!)

## Scott McCartney writes:

A lot of people had nicknames back several years ago. Can you recognize the owners?

Mighty Mouth, Cannon Mouth, Honest John, Ripper, Marshmallow, Black Pete, Beautiful, Smiling Jack, The Falcon, Popeye, The Silver Fox, The Big O, El Segundo, Chochise, Moose.

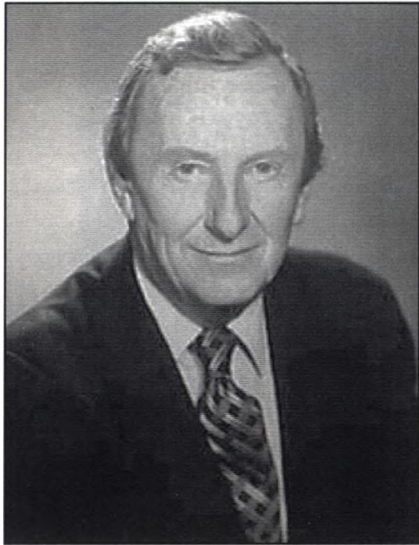


## Current E-mail Addresses

REMINDER—When you change your e-mail address, please remember to notify us at peacocknorth@yahoo.com. This is a great way for us to help members keep in touch with each other.



## Tributes to Silent Microphones



**Roy Neal**

**Roy Neal**, an NBC News television correspondent who covered the American manned space program from fledgling orbiters to the initial shuttle flights, died on August 15 in High Point, North Carolina, where he had lived in retirement. He was 82.

In his 38 years with NBC News, Mr. Neal worked as a correspondent, producer and executive and became an aerospace expert for the network. He reported on Mercury and Gemini missions, the Apollo program and the first space shuttle trips. He was the designated pool reporter at NASA mission control when disaster struck the Apollo 13 lunar flight in April 1970.

He joined NBC in 1948, set up its West Coast news bureau and was science editor for three years, and reported on political conventions from 1960 to 1972. He retired in 1986.

Roy was a loyal reader of our Peacock North magazine and a regular contributor as well. His articles will be missed by many readers.

He is survived by his wife, the former Pat McBride; two sons, David, of Manhattan, who leads Olympic coverage for NBC, and Mark, of High Point; and two grandchildren.

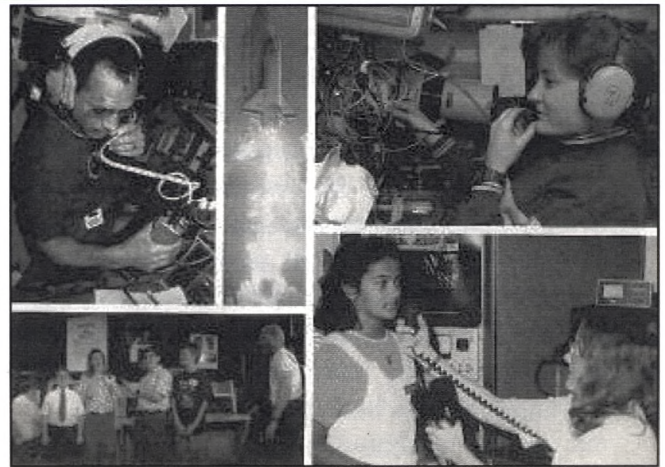
## Roy Specialized in Coverage of Aerospace

Recognized as a leading news expert in that field, he covered all of the Mercury missions from Cape Canaveral and Gemini, Apollo and Space Shuttle flights from the Johnson Space Center in Houston. In retirement, he chaired SAREX, the Shuttle Amateur Radio Experiment.

Using SAREX, licensed astronauts talk to school children all over the world. SAREX also is the lead unit in a consortium of nine nations that designed and built an amateur radio station for the International Space Station. When Alan Shepard flew the first, suborbital Mercury mission, Neal was Pool Producer, in charge of coverage for all networks. On that and several other flights, he set up International as well as domestic coverage for the electronic media.

Roy was Chairman of the SAREX Working Group, Sponsored by the ARRL, AMSAT and NASA, the Group in charge of putting ham radio aboard Space Shuttles. It also is the lead nation in ARISS (Amateur Radio International Space station), a consortium of 8 nations that is involved with putting an amateur radio station aboard the International Space Station.

When he moved to California, in 1952, Roy picked up his call, K6DUE. Active on most amateur bands, he usually could be found on 10 through 75 meters SSB or on 2 meters and 220 Fm with an occasional foray into satellite tracking. He also worked in aeronautics. For more than twenty years, Roy emceed the prestigious Honors Award Banquet for the Society of Experimental Test Pilots. He covered the historic feats of the jet age pioneers at Edwards Air Force Base from X-1 to X-15's. When commercial jets were first flown, Neal reported their flights.





## Tributes to Silent Microphones

I recently received the summer 2003 issue of Peacock North that had been forwarded to me by the USPS. It was addressed to my dad, **Jerry Schneyer**, who died last year. It was great to receive it because during the 25 years Jerry worked for WNBC and NBC radio, I loved listening to his stories about his day at the studio. I also enjoyed listening to 66AM in hopes that dad's name would be mentioned by the "talent" which it often was. Jerry worked the early shift from 5am 'till 1pm.

I mostly remember his time with Bill Cullen and Big Wilson but he also worked with Faye Emerson, Bob and Ray, Dennis James and others. Jerry also worked the radio broadcasts of the political conventions, the launches from Cape Canaveral, and events such as the Rob't Kennedy funeral at St. Pat's.

For our family, NBC was a daily dose of news, entertainment and personal stories that I'll always treasure. (I still cannot watch another network.) During college, I also had the privilege of working at WNBC radio and the network ("You're on the Monitor Beacon . . .") as a summer relief engineer from 1969 through 1972 and worked with Jim Lowe, Long John Neble, Ted Brown, and - ough - even Imus.

Jerry Schneyer worked at NBC from 1948 until he retired in 1973 and moved to Boynton Beach, FL. He died in January 2002. His wife, Evelyn, died the following January.

Thanks for the memories,

**Richard Schneyer**

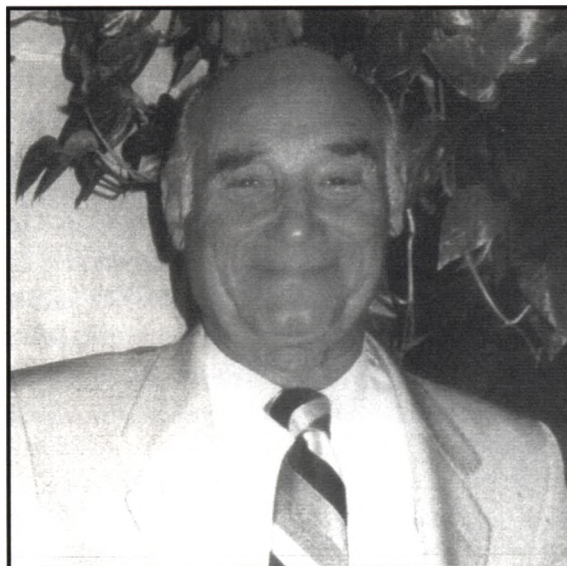
This month's issue of Q.S.T. Amateur Radio, contained the death notice of former NBC, NY, **Jim Kneeland** of Cocoa, Florida. There were no further details.

**Robert (Bobo) Bartnik**

I am sorry to report that **Gladys Sefl**, wife of Audio-Video engineer, **Dick Sefl**, passed away in the Spring of 2003.

**Ed Pores**

Audio-Video Engineer  
Long Retired



**Max Buck**, of, Lauderhill, Florida, passed away on August 29. When Max retired as Executive Vice President and National Sales Manager of NBC/TV in 1979, he had sold about \$4-billion worth of air time, culminated by his \$100,000,000 sale to American Home Products—a top bulk order.

That probably made him the top TV salesman of all time, a record helped by 25 years on the job. Company rules dictated his departure from NBC by the mandatory 65-year-old rule.

Mr. Buck's NBC association dates back to early 1953, when he joined the company as director or merchandising for the NBC-owned stations and director of ad-promo and merchandising for WNBC-AM-FM-TV—following a career in chain supermarket sales and advertising.

Max's most abiding overall impression about his long career concern was "the degree of honor among the people who did business with the networks." He was both astonished and proud that in his entire broadcasting career "no order ever fell apart" after being verbally agreed to—and, to his knowledge, that meant the entire field of national sales for TV, not just NBC. Buck felt that the integrity of that facet of broadcasting sales was unique in the annals of American business. He also found it amusing that in his entire career, he never saw the check for any single transaction in that \$4-billion sales total.

Mr. Buck is survived by his wife of 20 years, Leona Buck.



## Tributes to Silent Microphones

**Mario Ciarlo** passed away at age 79 last June in Lavaca, Texas where he resided in a nursing home. Mario was nicknamed "Cochise."

**Scott McCartney**

I received a call from **Harry Fleetwood's** caretaker informing me that Harry died at St Luke's hospital in NYC on January 18th, after several years of failing health. Cause of death was multi. Harry was 86.

I knew Harry for more than 50 years, but a closer friend of his is preparing an obituary and photo and will send to me shortly.

Harry worked for NBC radio from 1950s until the 1980s and was best known as the host of the serious music program entitled "All Through the Night," which was broadcast on NBC from midnight to around 5 am. Its theme song was "Greensleeves."

**Dan Grabel**

**William J. "BILL" McCord** died of complications from pneumonia on January 17, 2004 in San Diego. Born on December 18, 1916 in Colville, Washington, he moved to Spokane in the early 1930s. There, he got his start in the burgeoning field of radio broadcasting, before relocating to Cincinnati's WLW for several years. Mr. McCord served as a pilot in the U.S. Army Air Corps during World War II, stationed at March Field in Riverside, California and rising to the rank of First Lieutenant.

Bill spent nearly thirty years of his career as a staff announcer for NBC in New York where he was the voice on such TV quiz shows as Tic Tac Dough and Twenty-One. He was also active in the performers' union, AFTRA, serving on the local New York board. Retiring from NBC in 1980, he moved to San Diego.

Mr. McCord is survived by his wife, Olga, two children from a previous marriage, the singer Billy Vera and Kathleen McCord, two grandchildren, Maria and Charles McCord, as well as a step-grandson, Lee Mayeux.

**Billy Vera**

**Catherine Deeb**

passed away on December 9, 2003 from cardiac arrest at the age of 78. She was an "angel"—loved by all.

Her sister,

**Stella Deeb**



**John J. (Jack) Dolan**, a 47 year Rye resident died January 9, 2004 at home of cancer after a short illness. He was born August 7, 1925 in Wappingers Falls, NY to the late Raymond and Helen Ryan Dolan. Mr. Dolan graduated from Wappingers Central High School in 1943 and joined the United States Maritime Service to train as a radio operator. After basic training at Sheepshead Bay, Brooklyn and Huntington Bay, LI, he graduated from the U.S. Maritime Service Radio School at Gallups Island, Massachusetts in March 1944, with U.S. Coast Guard and FCC licenses as a shipboard radio operator. He sailed as a Merchant Marine radio officer aboard T-2 tankers from 1944 to 1946 to England, Italy, North Africa, the Caribbean, the Persian Gulf and the Pacific. From 1946-1950, Mr. Dolan worked as a transmitter operator and studio engineer at WKIP and WHVA-FM in Poughkeepsie, NY.

In 1950, he joined the National Broadcasting Company in New York as a studio engineer. He worked as a cameraman on entertainment, news and sports shows at NBC for 38 years. His regular shows included: The Kate Smith Show, The Tonight Show with Steve Allen, Jack Paar and Johnny Carson. The Doctors soap opera and Late Night with David Letterman. He also worked on numerous entertainment specials, elections and Pope Paul VI's 1965 Papal Mass at Yankee Stadium. Mr. Dolan won 3 Emmy Awards for electronic camera work during his career before retiring in 1988.

He was predeceased by his wife, the former Mildred J. Carr. Mr. Dolan is survived by two sons: John J. Dolan of Rye; Capt. James D. Dolan of Virginia Beach, VA; daughter, Grace-Ann Didato of Norwalk, CT.



## Tributes to Silent Microphones

Dear friends at Peacock North,

It is with a heavy heart that I report to you the passing of a longtime member of Peacock North, a longtime employee of NBC, my mother, **Lillian Russo**, who retired as an associate director in 1982.

Lilly loved every minute of the time she spent at NBC, all forty years.

She loved the camaraderie in the control room and her colleagues and associates. She really looked forward to going to work every morning (or evening), an hour long drive from Port Washington, Long Island to 30 Rock.

During her career, she worked on many shows: The first "Today" show with Dave Garraway, "Howdy Doody," "Perry Como," "Frontiers of Faith," "The Doctors" and many more.

These last few years she looked forward to the luncheon at La Maganette to see some of her old cohorts.

Lilly was as sharp as a tack and died as a result of a fall in the house on November 9, 2003.

Lilly missed all her friends at NBC when she retired, but not as much as we her family and friends miss her. She was 90 years old and left a son, daughter, 3 grandchildren and 2 great-grandchildren.

**Phyllis Gonan** (daughter)

### Lilly Russo

**Submitted by Kay Aspland and Marie Finnegan**

It was sometime during the fall of 1944 when I (Marie Finnegan) first met Lilly Russo. She was sitting at the reception desk in front of Studio 6B and I worked in the television department on another floor. That was the beginning of a very long and happy friendship that lasted up until she died last November at the age of 92.

I wanted to recall and reminisce about some of the great memories of those days, so I phoned Kay Diggans who was a close friend of Lilly for the same number of years. They both started work at about the same time in 1944 in Guest relations – It was NBC RADIO in those days...Kay said that the only TV around was a small 9" one up in a small studio on the 9<sup>th</sup> floor known as the "Jeep." Kay was a tour guide (her name at that time was Kay Aspland) and Lilly was a page. They were both replacing the boys most of whom were away at war.

When the war ended, most of the girls were "let go" or as we would say today "downsized" and the jobs were given to returning veterans. However, a few girls managed to find jobs in other departments at NBC and Lilly was one of them.

Television was just beginning to emerge and Lilly who was a hard worker and willing to undertake any challenge, got her foot in the door. She worked on the "Howdy Doody Show," "Broadway Open House" and was with the "Today Show" when it first went on the air with Dave Garraway in 1952.

Countless shows followed including the "Perry Como Show" – soap operas, religious shows, and promos until she finally retired in 1984. Kay reminded me that in the Spring of 1950 when Broadway Open House needed a second script girl, Lilly phoned Kay at home and told her to get over to NBC right away and interview with Vic McLeod for the job. Shortly afterwards, when "Broadway Open House" was forced to cut their budget, Kay was hired by Roger Muir to work for the "Howdy Doody Show" – all due to Lilly's interest in helping a friend. But it didn't end there. Many, many years later, 1984 to be exact, just about the time when Lilly was ready to retire, Kay's daughter, Susan Diggans had just graduated from college and came to New York looking for a job in television.

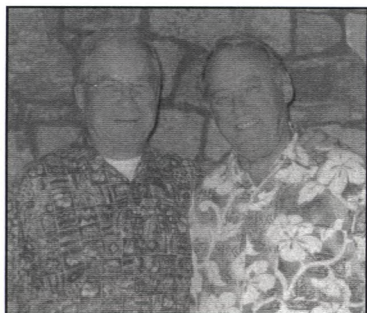
Once again Lilly came to the rescue and introduced Susan to Peter Tintle and the guest relations department. History was repeating itself and Susan became a studio tour guide just as her mother had been almost 40 years before. However, 40 years made quite a difference in opportunities for women at NBC and it wasn't too long before Susan was promoted and eventually became manager of the Photo Department when Hal Bender retired.

Shortly thereafter, Susan married Paul Barbey, the son of Adrien Barbey, owner of Hurley's Restaurant. Although Adrien has since retired to Florida, Paul reopened Hurley's on 48<sup>th</sup> Street between Broadway and 8<sup>th</sup> Avenue and is doing just fine, working hard to support Susan and their 3 children and a large house in Chatham, New Jersey.

I'm sure that most of us could recall many of our own stories about Lilly, spanning almost 60 years. She really was a remarkable woman, a loyal friend and a dedicated employee who loved NBC and all the people with whom she worked.



*We Get Letters and Pictures*



Dear PN,

This July Pam and I drove from our home in Calabasas outside LA to Grass Valley, which is northeast of Sacramento, CA, to visit Stan and Nancy Zabka. In 1950 Stan and I shared a room in a

brownstone on East 56th Street in NYC. We were working as NBC Tour guides that year. Here is our picture, 53 years later. I'm the one with the glasses. Not bad after 53 years!

On our way to Grass Valley, Pan and I stayed at Yosemite. That's us in the gift shop...where else would you go in a National Park? Can you tell Pam likes stuffed animals?

We enjoy Peacock North. Nice job. I've discovered some slides from the 50 and 60's taken of Home and Tonight show remotes. If I can figure a way to print a couple, I'll send them along one day.

Best Regards,  
**Perry Massey**



Greetings from **Jeannie (Houston) and Alan Walden**, from the Baltimore Annual Flower Mart, Spring 2003.

Alan was M.C. and they were both judges. The handsome "fella" posing with them is Baltimore Mayor Martin O'Malley.

Dear Gang,

Just received the Summer 2003 edition of "Peacock North" and found it most interesting. In fact, it prompted me to send in my renewal payment which is long overdue.

Come January 1, 2004, I will have been retired 20 years. My, how the time flies! I have lived in Florida for all those years and have not regretted a minute. Health is pretty good, play tennis every morning, bridge several afternoons a week and do some gym time at night.

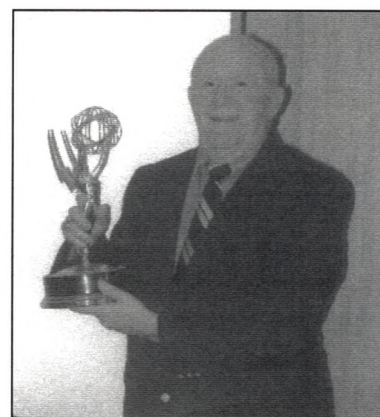
Reading in the Silent Microphones section about David Brinkley really brought back memories. I worked with Dave in Washington when he worked in the News Room a few years before he went before the cameras. David later introduced Chet Huntley to his future wife, who at the time was the local weather person in Washington.

I still make it to the Big Apple once or twice a year to catch up on all the latest Broadway Shows and have lunch with some longtime friends.

You guys are doing a tremendous job in keeping "Peacock North" alive. Enjoyed your piece on the war in Iraq and the death of David Bloom. Frank Vierling's "Looking Back" column was most interesting. It seemed to me that I remembered everything he mentioned.

Thanks again for helping recall some great times at NBC. It truly was a family.

Sincerely,  
**Walter Balderson**



Dear Second Generation,

Enjoyed reading your Summer '03 version of newsletter. My only suggestion...**put out a call for NBC nostalgia stories and photos and current travel stories for future issues.** I think those would be of interest to the readers.

Cordially,  
**Dan Grabel**



*We Get Letters and Pictures*

**Jim Blaney, Sr. Performs  
Grandson's Wedding**



Here is a picture of my Grandsons wedding which took place Saturday, Sept. 20th, 2003 in St. Michaels Church, North Andover, MA. Reading from Left to Right: Shannon Blaney (my Granddaughter & Grooms Sister and Jim, Jr.'s Daughter); Melissa Blaney (Bride); Mary Blaney (my wife & Mother of Jim Jr. & Grandmother of Colin). I performed the Wedding Ceremony. See you at the next reunion down here???? (I hope) Jim Blaney, Sr. (The Old Guy)

**CORRECTION TO SUMMER 2003**

Dear Peacock North,

Just a correction to the identities of the group in the 1958 Broadcast Film Operations, at 729 7th Avenue, 9th floor photo.

I am in the last row and identified correctly. However, the person in that row, identified as Ed Kammer, is really Ted Everitt. The person identified as Sig Morgenstern, just happened to be a man from a delivery service who happened to be in the office when the picture was taken. His name, if I remember rightly, was Jack Levy, and he did not work for NBC. Ed Kammer and Sig Morgenstern, are not in the photo. All the other identities are correct.

**Milt Wyatt**

Dear Second Generation,

As always, the arrival of Peacock North in all its vibrant colors is a most welcome publication amidst the usual bundle of assorted catalogs, fund raising mailers, credit card statements, etc., but never more so than the Summer, 2003 Edition.

As my wife, Theresa, and I were unable to attend this year's La Magnificent La Maganette PN reunion, as we were celebrating our 50th Anniversary in Las Vegas, I was anxiously looking forward to reading about the goings-on at the 16th Annual Luncheon and catching up on the who, what, where, when and why of the attending retirees.

It was, as I expected, another very N & M's gathering—Nostalgic and Memories—filled afternoon. No surprise, but once again, even in absentia,—thanks to PN, the publication—a wonderful feeling of having been part of some great times and experiences with a great bunch of people!

What was a surprise, though, as I was reading through Dan Grabel's reporting of the day's proceedings, Marilyn's piece on the "new/other" NBC, Frank Vierling's Looking Back, and the 3-page photo spread (all great journalistic contributions!)—was coming across the photo on page 14 of my wife and I renewing our marriage vows at St. Patrick's Cathedral on the occasion of our 50th wedding anniversary. You can imagine the surprise looks on our faces when we saw the picture that appeared on the front page of the New York Archdiocese's newspaper, Catholic New York and the Internet, and now appearing in Peacock North! It was most thoughtful of whomever was responsible for sending it in.

Please express our thanks and appreciation to the person who was responsible for taking notice of the occasion. We could not be in better company!

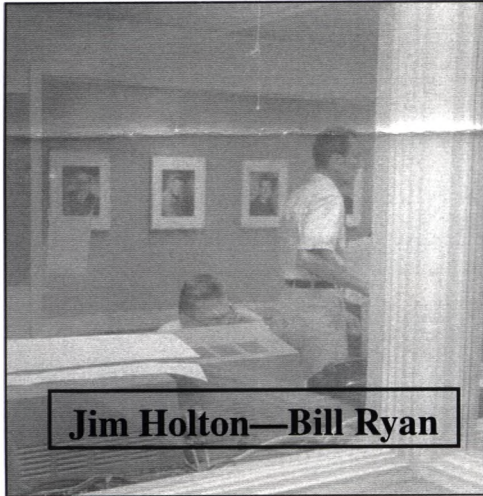
'Til the next time!

Warmest regards,  
**John Scuoppo**

*Will the contributor please identify himself, please.*



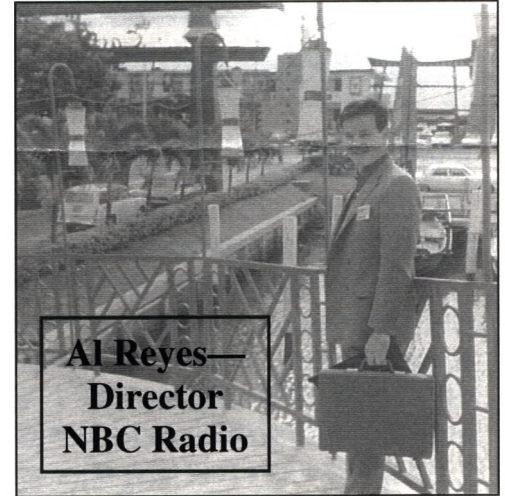
*We Get Letters and Pictures*



**Jim Holton—Bill Ryan**



**Oscar Campbell—  
Al Reyes**



**Al Reyes—  
Director  
NBC Radio**



**Al Reyes in front of  
Miami Beach Con-  
vention Center**

Hi Peacock Northers,

I was Manager, Program Operations, in 1968 with NBC Radio Network. We covered the 1968 Republican Convention in Miami Beach. Al Reyes pictured above, was the Director of the coverage. He passed away at a very young age a few years after this photo was taken. I don't know the whereabouts of Oscar Campbell, who was our financial wizard in charge of the coverage. In the control room partially hidden is Jim Holton, News Manager of the coverage and Bill Ryan, one of the correspondents. Jim ended a distinguished career as President Reagan's Communications Director.

Laura and I were unable to make the luncheon last May due to other party commitments here in New Hampshire, but we were there in spirit!

**Peter Flynn**

Hello Marilyn, Jim and Lenny,

It was so good to see such familiar names involved in resuscitating the Peacock. I vividly remember the people behind the names and I'm confident that all of you will never be overwhelmed by the task.

In filling out the back page "Dues and Membership" form, I hesitated at the "New Membership" box. I was stalled by a moment of nostalgia. New Member? I remembered when Peacock North was born. It was conceived 20 years ago by Sam Sambataro and me. We thought it would be a good idea to contact some of the most recent retirees to gather somewhere for a fun lunch. A few phone calls attracted a handful of guys. We met. We ate. We drank. We joked. We laughed. We reminisced. We celebrated our new freedom and longed for our old camaraderie. We all agreed that such a good thing must continue. So we decided to make it a monthly affair.

Word got around. More and more people came. As our little club began to grow into a sizable "organization" I became uneasy about the time and effort needed for "leadership". After all, I just wanted to go to a party. I had no desire to be the "caterer".

Thank God, Pete Peterson came along to make Peacock North such a treasured success. And thanks to his industrious associates: Frank Vierling, Dan Grabel and Heino Ripp.

And now, thank you Marilyn, Jim and Lenny for the courage to continue the effort.

Your "New Member",

**Vince DiPietro** (Peacock North's first "President")

Class of '82 (Retirees)



# Culinary Remembrances of our NBC days

Submitted by Norm Blumenthal

Thoroughly enjoyed Mort Hochstein's recent article in Peacock North on the little ole sandwich shoppe. Praise also goes to Tony Block (a guy I always liked), for reminding me of that food emporium. Sorry, I don't recall the names of the fellows who ran it, but agree with Mort, they should be immortalized. It brought back still another "business" that was a part of that era. I'll talk about it, at the end of this essay. Mort, from one *fresser* to another, I'd like to check your culinary remembrances of our days at NBC.

In the late 1950's, Sagers was my weekly habitat. While on the production staff of "Twenty-One," (fortunately for me, I was not privy to the scandalous behind-the-scenes rigging), we crossed Sixth Avenue to Sagers, for our dinner break. As I was leaving Studio 6-B, my boss, the infamous Dan Enright, asked if he could join me. He would join me later, and asked if I would order a chopped tenderloin steak, medium rare for him. That's what I ordered every time I ate there. When he arrived, I told him that. He smiled and told me, we both ordered that because we are both "lazy eaters" (not willing to waste our time chewing on a steak or chops). Never thought of that. Mort, maybe that's why you had all the hamburgers you mentioned. Whenever someone wanted to repay a favor and take me out for a steak dinner, I preferred hamburgers, it is still my favorite dish.

Of course you couldn't get hamburgers at the "Wheat Shop" on West 49<sup>th</sup> Street. Remember that place? It was a favorite with NBC personnel. All their sandwiches were on whole wheat bread. Those were different times, I doubt any restaurateur would try it today. If you recall, it was run on "the honor system," you ordered your sandwiches, desserts and drinks and told the cashier what you ate, and paid when you left.

If we had the time, we walked all the way over to Broadway to dine at that old-fashioned cafeteria. Remember that they gave you a ticket, which had to be punched with the price of each item you took. I wish they still had those places, along with the coffee shops like Rudleys (on the corner of West 50<sup>th</sup> and 6<sup>th</sup>).



## 8G CONTROL ROOM for "Twenty-One"

Left to right: Technical Director—Bill Hildreth, Director—Lynwood King, Associate Director—Elie Tarsus, Producer—Norm Blumenthal. Standing: Unit Manager and Associate Producer—Jim Miles.

There were several other haunts like Toffenettis (loved their turkey croquettes), Horn & Hardart (loved their codfish cakes and baked beans), and bars along Sixth Avenue for roast beef sandwiches and beer, and more expensive places like Farmfood and Rosoffs. Their lunches were almost two dollars each! Which reminds me of a boo boo I committed. I guess the statute of limitations has elapsed, so I can plead my case. As producer of the game show, Concentration, I was given a piddling expense account. It never covered my normal business expenses, so I had to make up the difference from my own pocket. NBC was not too sympathetic. In order to recoup some of my money, I would take an ad agency producer's name each week and select a restaurant I never took him or her to. One week, I submitted an expense report, regarding a business lunch at P.J. Clark's (not sure that is the right name). When the approved chit was returned, a personal note accompanied it from someone in the finance department. It said, "Approved, but be more careful next time. Clark's has been closed for over six months." Oops.

Continued on next page





## Culinary Remembrances

Continued from Page 10

I agree, the NBC commissary in New York, was not for me. A lot of us, sneaked into the CBS commissary, between 50<sup>th</sup> and 51<sup>st</sup>. However, I preferred eating downstairs, at 30 Rock, at the drugstore (I think it was called, Cromwells). They made great salad bowls. This place stands out in my memory. While having lunch one day in November of 1963, our waitress told us that President Kennedy had been shot in Dallas. We rushed back to my office on the third floor and stared in horror at my television set. Every other NBC employee rushed back to their station to cover the story. As game show producers, there was nothing we could do, but watch and hope for the best. Regardless, we knew we had to be in our office, and nowhere else. We felt helpless, as the details unfolded. Upon his death, all programming was cancelled for several days. All show producers were told to check our pre-taped shows to make sure there were no improper references to the loss of that great man. I screened every one of my upcoming shows with great care, as did most of the other daytime producers. One producer, who shall remain nameless, was not as cautious. Perhaps he did not realize the double meaning of a joke made on a show taped a month earlier. A contestant on the game show, "Word for Word," was introduced as, "hailing from Dallas, Texas..." The clowning emcee, Merv Griffin, faked a western drawl and asked her if she had checked her guns at the door. The studio audience in October, when it was taped, thought it was funny. Although the producer was at fault, Merv had to make a live, painful plea for forgiveness the following day.

To conclude, on a lighter note, I mentioned earlier the "other" unsanctioned retail establishment that catered to NBC employees. It was a haberdashery store located right next to Studio 6-B. The guy who ran it, had shirts, ties, socks and underwear. I bought lots of stuff there. The huge, unoccupied, rent-free space he used was filled with racks and racks of merchandise. Who was he? How did he pull this off? Some said he was a retired stagehand or technician, and his former workmates looked the other way. Supposedly, the space was unused, and without top management's knowledge, he just moved in. Anybody remember who he was? If he's still around, I need a couple of shirts. As an alumnus of NBC, maybe he'd give me a senior discount.

*We Get Letters*

Dear PN,

Do I remember when the "Tic Tac Dough" boss was fired, October 7, 1959?

About that time my husband, Bill Wendell, came home with that silly look on his face that said, I know something you don't know. Of course the five children and I were great about playing detective! He broke down when five children were sitting all over him. I merely supervised their maneuvers.

Bill was going to be the new MC! NBC wanted to continue the show with new people. Wow! We all partied on ice cream that night. Bill was MC for several months, maybe longer. I still have a very large framed picture of Bill on the set. It hung on the wall at NBC in a public area, maybe it was the sixth floor. But the powers that be decided to finally cancel the show. Carl Linderman sent Bill a personal letter stating that bill had done an excellent job and though the people "upstairs" appreciated bill's work, the show was cancelled. I still have the letter in a trunk full of memorabilia.

Thank you for your great work on the "Peacock North." This is the first time I am trying to make a contribution. Bill was a top NBC announcer for about 37 years. Of course I am prejudiced! Bill left NBC to follow the Letterman Show to CBS. After several years, golf and Florida were calling. (He had a 6 handicap.) He never really retired. He recorded at New River Studios in Fort Lauderdale for all of the Old Navy commercials, a group of Western sponsors and commercials for William Morris.

When I met bill, (he was sixteen) he said he wanted to be an NBC announcer!

Anne Wendell

## Honorary Memberships

Please note that **members who are 80 years young or older are exempt from paying annual dues.** Our records are missing information for many members. We ask that those who fall into this category complete and return the membership form below so that we can update our records. These members are not required to pay dues. If you so wish, you may email your information to us.



# Looking BACK

By Frank Vierling

Scanning the New York Times for September 1954.

## ON TV, September 1, 1954

At 7:00 NBC started the day with the "Today Show" starring Dave Garraway, and CBS aired Jack Paar on their "The Morning Show." NBC followed at 9 with Herb Sheldon and at 10 "Ding - Dong School." Bob Smith had a show at noon. Films filled in some blanks and at 2:30 Jinx Falkenburg did her spot. At 4, the "serial" "The Greatest Gift" aired, then more film. "The Golden Window" at 3:15 preceded "One Man's Family" at 3:30, and at 3:45 NBC had "Concerning Miss Marlowe." Pinky Lee aired at 5, followed by Howdy Doody at 5:30. "Wild Bill Hickock" came on at 6 and at 6:30 Faye and Skitch led into the 6:45 News. Following the news was "It Seems Like Yesterday," a discussion about NATO, with Averell Harriman, moderated by H. V. Kaltenborn. "I Married Joan" and "My Little Marge" filled to 8 PM when "TV Theater" presented Robert Louis Stevenson's "Kidnapped." At 10:30 "Douglas Fairbanks, Jr. Presents" - "The Refugee Story" about an Army Command Post on the East/West zones in Germany. News, weather and sports led into Steve Allen's variety show at 11:20. Allen was followed by a film, "Bachelor's Daughters" with Gail Russel and Adolphe Menjou.

September 2 Headline:  
**M'Carthy Abuses Other  
Senators, Committee Hears.**

September 1954  
**TV Arrives in Alaska  
And long winter nights make it  
welcome.**  
Viewed on an estimated 10,000 receivers, the NBC/Dumont affiliate KTVA, is on the air from 4 to 9:30 PM airing news, films, local shows and even the McCarthy hearings.



September 1, 1954

## Professional Canadian Football Plunges Across the Line to US Via NBC

Lindsey Nelson broadcasts play by play. Canadians play on a larger field and US fans have to learn new rules.

## Sarnoff Foresees Big Rise in Color TV

Predicts "Snow ball growth."  
NBC has sold \$14,000,000 in color advertising. RCA to demonstrate new 21 inch Color TV. New simplified circuits lead to vast reduction in manufacturing costs of TV receivers.

## AT THE MOVIES

Martin and Lewis were at the Criterion in "Live it Up" and "Seven Brides for Seven Brothers" was playing at the Music Hall. In Cinemascope at the Roxy the wide screen showed "The Egyptian" while at the Astor Marlon Brando starred in "On the Waterfront." Jimmy Stewart and Grace Kelly kept audiences on the edge of their seats in Hitchcock's "Rear Window." Deanna Durbin charmed Leopold Stokowski and members of a symphony orchestra in "100 Men and a Girl." At the Capital Theater, Humphrey Bogart, Jose Ferrer, Van Johnson and Fred MacMurray starred in "The Caine Mutiny." Bert Lancaster in "Apache" was half of a Lowe's double bill. The second feature was "a robot run amuck" in "Gog - the Killer." (A "must miss" I'm sure. Ed.)



*In the right place at the right time.*

**TV NOTES** for September 2, 1954  
 "Johnny Carson, the young man who received an unexpected assignment to serve as master of ceremonies on the Red Skelton Show recently when Mr. Skelton injured himself at rehearsal, has a new contract. He has agreed to give all his television time to CBS network in the capacity of performer or writer, or both."

**Horton Foote** has written a new play "The Traveling Lady."

**Ernest Hemingway** signed to appear in a film about big-game hunting in Africa.



September 1954  
 Harry C. (Bud) Fisher, creator of Mutt & Jeff, is dead at 69.

*We win some and lose some.*  
**TV REVIEW**, September 6, 1954  
**Mickey Rooney Falls Flat on New Program - and his show, sadly follows suit.**

Overburdened with slapstick, if this NBC program doesn't improve CBS ratings will.



## NBC RADIO

### HIGHLIGHTS,

September 1, 1954

8:15 to 8:30, Premiere of "The Frank Sinatra Show."

9:00 to 9:30, "The Best of Groucho Marx" a recording.

9:30 "Royal Theater" dramatization of H. G. Wells "The Country of the Blind" with Laurence Olivier.

### Other Major Events in 1954

- ♦ The US's first hydrogen bomb detonated at Eniwetok Atoll.
- ♦ Dr. Jonas Salk - began testing the final version of his polio vaccine on school children in Pittsburgh
- ♦ Nationally televised hearings and an Edward R. Murrow interview in which Senator Joseph McCarthy was caught in several lies that helped end McCarthy's witch hunt for Communists.
- ♦ U.S. Air Force Academy created.
- ♦ The Iwo Jima statue was dedicated in Arlington National Cemetery.
- ♦ The U.S. Supreme Court ruled against racial segregation in schools.
- ♦ Hurricanes killed 170 Americans and over 200 Canadians.
- ♦ *Captain Midnight* encouraged kids to be popular by using the *advertiser's products*.
- ♦ Hit songs included *Mr. Sandman*, *Hernando's Hideaway*, *Sh-Boom*, and the first rock & roll tune to make the hit parade, Joe Turner's *Shake, Rattle & Roll*.
- ♦ Successes at the box office included Bing Crosby in *White Christmas*, and Ethel Merman & Marilyn Monroe in *There's No Business Like Show Business*.
- ♦ Joe DiMaggio and Marilyn Monroe were married in San Francisco.
- ♦ French army defeated at Dien Bien Phu. Vietnam, independent from France, split into Communist North, and non-Communist South.

*September 1954 at the theaters:*

### Play Bill

**Lloyd Bridges** was starring in "Oh, Man! Oh, Women!" **Cole Porter's** "Can-Can" was on Broadway and **Joan Fontaine** was leading the cast of "Tea and Sympathy." **Alfred Drake** had the lead in "Kismet" while **David Wayne** and **John Forsythe** were starring in "Tea House of the August Moon."

September 10, 1953 —  
 Mr. and Mrs. Lester L. Vierling announce the birth of baby Frank.



*We Get Letters*

Dear PN,

It is with deep regret I read the news of Joe Giligan's passing. Joe and I went back many years at NBC. We worked for over ten years in side-by-side desks in the Facilities Test Group (Sprecher's Wreckers).

I first met Joe when I transferred to TV Maintenance in 1961. He was the equipment room maintenance engineer and I was assigned to Live Studios. About 1968, we both were transferred to the Test Group which then consisted of Paul Roeder, Al McClellan and Dick Daniels. For the next ten years, we sat together in the back room of room 594.

In 1968, Joe, his wife Madalyn, their four kids and Gladys and I with our four kids, were next door neighbors for two months in apartments at the Rodney Inn in Miami Beach for the 1968 conventions. Our families paralleled each other for the rest of our careers at NBC.

In 1977, I went into management and Joe became my most trusted and capable engineer when I was assigned to head up engineering and Tech Ops at the 1980 and 1984 conventions. Joe was at the top of my list of engineers.

After retirement, we continued to keep in touch. The last contact I had was a card from Madalyn that they had moved from their beautiful home in New Hampshire to Virginia to be closer to their daughter, Julie. I called and talked to Madalyn and she said Joe was okay and doing as well as could be expected. That was not but a few weeks before he died.

I will miss Joe very much. He was one of my closest friends for more than 30 years.

**Joe Kolb**

Dear PN,

What a wonderful reunion issue your gang put out! I especially enjoyed Marilyn's article about coordinating the Iraq war activities and correspondents. What a wonderful memory to have. I think associating with us old-timers has enabled you to realize the glory of your experiences and learn to treasure them. We never know when we have it good...until it is too late. I wish I had kept a diary. The picture with Joe Mehan on page 17, middle row, far right, is the best I have had in ages. Many Thanks.

**Morton Hochstein**

Hi Peacock North,

Just a short note to let you know I'm still alive and kicking at 81. Received and read the Summer PN. I guess I am now exempt from dues! It is still interesting to read, even though my tenure at NBC was from 1940 thru 1955 and the names are all new. The looking back section on page 11 is still in my memory bank. My time was in the RADIO days and I well remember doing a stint with Dave Garroway in the small studio on the fifth floor. It was a two-person studio, one room for the announcer, and another for the engineer. Did a lot with Bob and Ray in 3rd floor studio ??, also in the studio built on the fifth floor in front of Master Control. I did many local remotes and got to know all the big band leaders. I also worked in Engineering Maintenance and Master Control until I left for Florida. There wasn't any corner of NBC that I didn't know, including the 8H organ loft where I used to watch Toscanini rehearse. I was just out of RCA Institutes and was gung ho about it all.

I still look back at those 15 years as the best in my life. After I left NBC, I moved to Florida and worked for GE for the next 30 years. With the assumption of NBC by GE then, my total time with GE/NBC was 45 years.

I am now retired and living in Florida, still watching the Today show and wishing I could do it all over again. I would be interested in corresponding with anyone of that era by mail, e-mail, carrier pigeon or whatever communication mode you have.

**Ed Leddy** 941-907-9288  
6623 Pebble Beach Way  
Bradenton, FL 34202 edled@tampabay.rr.com

Dear PN,

My Arizona daughter, Elizabeth (High School National Merit Scholarship winner sponsored by RCA; doctorate—Chicago University, and now heads a biochemistry lab at the University of Arizona, Tucson, teaching future Ph.D.'s), flew in for my **80th birthday** and son, Donald, joined from New Jersey. They took me to dinner, except it was a surprise party with 52 guests, family and friends as far away as CA, FL, CO, AZ, VA, CT, VT, NJ and ME.

Peacock North was represented by the Corrado's who happened to be in Maine on vacation.

**Frank Vierling**



**Peacock North 2004 Spring Luncheon**  
**REPLY FORM Due by May 10th**

I/we will attend La Maganette luncheon on May 23rd, 2004.

Name \_\_\_\_\_

Spouse/Guest Name \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Cost per person: \$25.00

Make checks payable to: **PEACOCK NORTH**

**Mail to: PO Box 16755**

**Stamford, CT 06905**

**Peacock North**

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Name \_\_\_\_\_ Spouse Name \_\_\_\_\_

**I am 80 years young (or over) and qualify for Honorary Membership. ☐**

Honorary Members do NOT pay dues.

**Renewal—No changes to information previously sent. ☐**

**Changes only**

**OR**

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**Dues: \$20 Per Year**

**Year 2004 WAS DUE IN JANUARY**

**Make check payable to Peacock North.**

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**Open to NBC Employees with 15 Years or more service.**



**Your contacts:**

Marilyn Altman  
Jim Marshall  
Lenny Stucker

**E-mail:**

peacocknorth@yahoo.com

**Mailing Address:**

PO Box 16755  
Stamford, CT 06905

## New Peacock North Members

**Martin Carver** began working for NBC in 1981 and continues to work in News Tech Services, LIC. He and wife, Thalia, live in Forest Hills, NY.

**Barbara Crawford** retired from NBC after almost 29 years of service. Although she retired from Olympics Finance, she also worked for NBC Radio and NBC Sports Finance. Barbara's membership was a gift from Diana Butler.

**Mitch Lebe** worked in Radio News from 1975 until 1990. He and wife, Arleen, live in New York, NY.

**Mike Mathews** worked for NBC, NY from 1985 until 2000 in Broadcast and News Operations. Mike lives in Dunkirk, NY and continues to freelance.

**Patricia Mauger** worked in Network News as a Religion Unit Producer from 1964 until 1986. She lives in Middlesex, NJ.

**Michael Noseworthy** works in Engineering Studio Field/Sports/News. He began working for NBC in 1980. He and wife, Suzanne, live in Cresskill, NJ.

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