

NBC

CHIMES

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LIVE MUSIC GETS NEW EMPHASIS ON WRCA, NEW YORK



CHIMES

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

Edward Starr, Editor

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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 28 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 81 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 Garro-way 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 Garro-way*"; Best Performer, *Dave Garro-way*; Best Comedy Team, *Fibber McGee and Molly*; Best Variety Program, "*Friday With Garro-way*"; 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 Garro-way*; 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 Kever* 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 Kever*, 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 rewards 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 Borrass
 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 Borrás, 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.



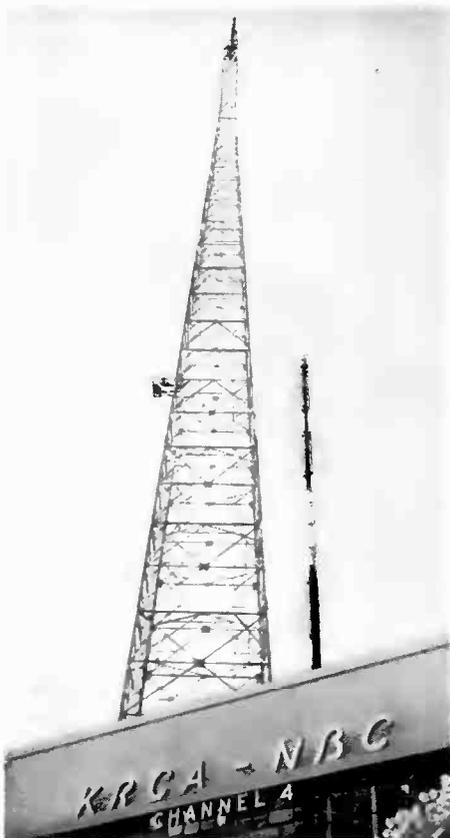
It was a split-second schedule of WTAM-Wendland, appearances for RCA's Vaughn Monroe. Just about to leave for another broadcast are: Ernie Johnson, Vaughn's accompanist; Kenyon & Eckhardt; Edward T. Sullivan, radio-TV coordinator; William S. Dallman, WNBK merchandising manager; Clint W. Monroe, and Clem Scerback, WTAM-Wendlanding & 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 KRCAs, 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 to the needy. (L to R, back row): Terry Sevigny, Elsie Radwick and Pat Leslie. In front row are Sue Swanson and Phyllis Henry. Other employees 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 December 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.



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 setting 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.



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.



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 Orchestralia" 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 Zalantis (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 Foulkes, 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 can be discarded. *Lou Anderson*, up and about, feeling much better after having undergone surgery.

Traffic—*Charles A. Kelly* is now officially a member 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 Northern 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 Scerback*, 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 Holzmiller*, TV Traffic clerk. Wha' hoppin 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 Lichtenwalter*, 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 Arnow, 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 home 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 ducat 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 Swayze* 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's* 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's* 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 Herbuveaux*, 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 *Tom 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 cooperation. 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, *Stuff*.

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 Avallone* 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 Suffern 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!

PUBLIC SERVICE ADVERTISING COUNCIL GREEN CROSS FOR SAFETY

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

THOUGHTLESS DRIVING IS KID STUFF!

PUBLIC SERVICE ADVERTISING COUNCIL GREEN CROSS FOR SAFETY

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!

PUBLIC SERVICE ADVERTISING COUNCIL GREEN CROSS FOR SAFETY

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

THOUGHTLESS DRIVING IS KID STUFF!

PUBLIC SERVICE ADVERTISING COUNCIL GREEN CROSS FOR SAFETY

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.



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CHIMES
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'HOME' CELEBRATES FIRST BIRTHDAY—See Pages 4, 5



CHIMES

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

David M. Eddy, Editor

Chimes Correspondents

Administration Division:

Air Conditioning, Tom Henry
Controllers, Doris MacPherson
Duplicating, Charlie Atlee
General Service, Mary Heller
Guest Relations, Frank Shaw
Mail & Messenger, Elmer Gorry
Personnel, Cathy Dindia
Purchasing, Mary Hoyt
Staff Engineering, Rita Stipo
Stenographic, Rose Passarelli
Traffic, Marge Hadley

Film Division:

Admin., Prod. & Sales, Sue Salter
Film Library, Betty McLoughlin

Finance Division:

Legal, Joan Lindenmayer
Treasurers, Adrienne Sellitto

Owned Stations Division:

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

Pacific Division: Ruth Ronneau

Public Relations:

Continuity Acceptance, Kay Henderson
Nat'l Adv. & Prom., Dorothy Brodine
Information, Walter Thompson
Press, Charles Smith
Research & Planning, Gloria Sawan

Radio Network:

Administration, Joan DeMott
Network Sales, Linda Schmidt

Station Relations: Lucy O'Leary

TV Network:

Production-Business Mgr., Eileen Monahan
Design & Art Operations, Pat Plant
Merchandising, Zena Mondello
Music, Nora Schock
Network Sales, Mort Dillon
News & Special Events, Pattie Bowers
TV News Film, Tish Lee
TV Program, Margo Stearns
Plant Operations, Gloria Clyne
Prod. Opers., Evangeline Hadjopoulos
Program Analysis, Connie Menninger
Public Affairs, Florence Reif
Sales Traffic Opers., E. Holland Low
Special Effects, Kathy Fannon
Staging Services, Betty Bagshaw
Talent, Barbara Corrigan
TV Technical Opers, Marie Redling
AM Technical Opers, Jane Ermentraut
Unit Mgrs., Prod. Coords., Dick McBride

The Cover

Busy-looking place? You bet it is. And it's only a fraction of "Home's" own home — a specially constructed studio on West 67th St. This shot catches Arlene Francis, the technicians

and the overhead "industrial monkey" in a fleeting moment of repose. But in another minute they'll all be moving in another direction — for "Home" is a dynamic program and always on the go.

Open Letter on Safety

TO ALL MEMBERS OF THE RCA FAMILY:

The year which just ended has been a step forward for RCA in many respects. This means that all of you have taken a step forward, because the people of the RCA Family are the Radio Corporation of America.

One of the most important ways in which progress has been made at RCA is in the reduction of accidents. 1954 was an excellent year for our Company in regard to occupational accident prevention. The frequency of both serious (lost-time) injuries and minor injuries has been drastically reduced, and RCA activities have won ten National Safety Council awards for outstanding performance in the field of accident prevention.

The credit for this fine record belongs to you. The management of RCA will continue to exert every effort to provide safe working conditions, but in the final analysis each individual employee must take the necessary action and exercise the required precaution to prevent accidents.

In addition to occupational safety, there is another phase of accident prevention which is also very important. This is the prevention of accidents which are likely to happen to you while you are off the job.

National statistics show that a far greater number of people are killed and injured in the homes and on the highways than are killed or injured on the job. To the injured person it matters little where the accident occurs; the effect in the form of pain and expense is the same.

I urge you, therefore, to practice safety to the fullest extent in your home and on the highways as you do while you are at work. Your life and the lives of the other members of your family and the RCA Family depend upon it.

Again, thanks for your cooperation in establishing a new Company safety record in 1954. Let's make 1955 even safer — both *on* and *off* the job.

FRANK M. FOLSOM

From the Editor

You'll notice that with this issue the masthead of CHIMES lists a new name as editor. The new guiding hand would like to take a moment to throw a few well deserved bouquets and to express some thoughts for the future.

As former editor, Ed Starr has made countless loyal friends in the company for CHIMES. Now, a little regretfully, Ed has departed for new horizons, but it is clear how instrumental he has been in bringing CHIMES far along toward its goal of becoming one of the best house organs in the country. Not that the editor can do this singlehandedly, however. The office correspondents' collective "nose for news" has helped enormously to make each issue timely, varied and interesting.

Which brings us to the future. The new editor will continue to rely on the correspondents for copy about company personnel, for news and leads for stories, and to serve as listening posts

for how well CHIMES is doing its job for NBC employees. But their job will be greatly helped and employee news coverage made even better, if everyone who has an item of interest to CHIMES or an idea for the improvement of our company publication will let it be known. Take another look at the masthead . . . "published by and for the employees of the National Broadcasting Company". Other people will hear about you and what's going on, only if we hear from you.

Naturally, a kind word or even an orchid in season are always appreciated. But it's the constructive criticism, the fresh slant and the new idea which help mold CHIMES. This is your magazine, and we want you to participate in its production.

The name is Dave Eddy, the extension is 8534, and the room is 799 RCA Building. Hope to hear from you.

NBC News Roundup..

Organization Changes

John H. Dodge has been appointed Eastern Administrative Sales manager in Television Network Sales. . . . *William Anderson* has been appointed manager of Business and Trade Publicity, Press Department. . . . *James E. Denning*, senior attorney in the NBC Legal Department, has been named manager of Talent and Program Contract Operations. . . . In NBC Spot Sales, *John H. Reber* was promoted to director of NBC-TV Spot Sales and *H. W. Shepard* was promoted to director of NBC Radio Spot Sales. *George Dietrich* continues as National Radio manager, and *Edwin T. Jameson* became Eastern Television Sales manager. *Mort Gaffin* was promoted to manager of New Business and Promotion, replacing Shepard. *Wilbur M. Fromm* was promoted to manager, Advertising and Promotion, replacing Gaffin. *Herbert Watson* has been appointed a radio account executive for Spot Sales in New York. . . . *Edwin R. Borroff* and *William L. Thompson* have joined the NBC Central Division as radio network sales account executives, reporting to *George Diefenderfer*, Central Division Radio Network Sales manager. . . . In TV Network Production, *Ernest V. Theiss* was appointed manager of Production Operations and *Fred B. Rawlings* was appointed supervisor of Broadcast Coordination, Associate Directors and Floor Managers. . . . In TV Network Business Affairs, *John J. Heywood* has been appointed manager of Business Administration and *Edward J. Stegeman* has been appointed manager of Program Services. Reporting to Mr. Stegeman are the following new appointments: *Hugh T. Graham, Jr.*, manager of Unit Managers; *William J. Moore*, Facilities Service manager; and *Joseph M. Milroy*, manager of Program Prices and Services. Reporting to Mr. Heywood are the following new appointments: *William T. Farrington*, manager of Network Budgets, and *Morris Rittenberg*, supervisor of Program Plans and Policy Evaluations.

Thirteen "Emmy" Awards Won By NBC-TV

NBC Television walked off with a full one-third of the 21-category list of program and personality "Emmy" awards at the seventh annual awards ceremonies of the Television Academy of Arts and Sciences on March 7. Steve Allen in Hollywood and Dave Garroway in New York presided as joint masters of ceremonies for the event.

Those receiving the golden statuettes included George Gobel (most outstanding new personality); "Gillette Cavalcade of Sports" (best sports program); Ralph Edwards' "This Is Your Life" (best audience participation or panel program); Judith Anderson, for her performance as Lady Macbeth in the "Hallmark Hall of Fame" version of "Macbeth"; Dinah Shore (best female singer) for her performances on "The Dinah Shore Show"; Loretta Young (best actress starring in a regular series) for her roles on "The Loretta Young Show"; and "Dragnet" (best mystery or intrigue series).



No lost motion when Union Pacific RR and NBC met recently to conclude plans for U. P. sponsorship of half-hour film program, "His Honor, Homer Bell", in four western markets. Daniel M. Curtis (2-R), NBC Film Division's Central Sales Manager, was returning to his Chicago office from the West Coast. When his train stopped at Omaha, Nebr., Union Pacific general headquarters, H. B. Northcott (2-L), U. P. general advertising manager, hopped aboard to sign the contract during the "Challenger's" 10-minute lay-over.

In the technical fields, NBC-TV garnered more "Emmy" awards than any other network. The six NBC awards included one for "best engineering effects", given for NBC's development of the four-way split screen used during the 1954 National Election coverage. The "Emmy" for "best technical achievement" went to NBC's Color City development in Burbank, Calif. Other honors went to NBC for "best direction of photography" — the "Medic" play, "I Climb the Stairs", Lester Shorr: "best written comedy material" — "The George Gobel Show"; "best television sound editing" — "Dragnet", George Nicholson; and "best original music composed for TV" — "Dragnet". Walter Schumann.

Effects of H-Bomb Drama on "Medic"

Civil Defense leaders across the nation reported a steady spurt on increased enlistments for volunteer service as a gratifying aftermath of NBC-TV's presentation of "Flash of Darkness" on the Feb. 14 "Medic" series. The drama concerned the hypothetical H-bombing of a major American city and the efforts of a local Civil Defense medical unit to cope with the treatment and evacuation of the casualties, despite the scarcity of sufficient help and medical supplies.

New Radio Business Up 165% in 1954

Gross billings for all new business signed by the NBC Radio Network during 1954 represented a 165 per cent increase over new business for the previous year, Robert W. Sarnoff, Executive Vice President of NBC, has announced. Mr. Sarnoff cited the imposing upsurge of new NBC Radio business — from \$6,165,000 in 1953 to \$16,116,000 in 1954 — as clear proof of the revitalization of national radio that has been achieved by the network within the last year.

'HOME' PASSES FIRST MILESTONE

RECENT CHICAGO AND SAN FRANCISCO TOUR HIGHLY SUCCESSFUL

In an age of miracles, of which television is surely not the least, NBC-TV's "Home" is still something of a wonder itself. On March 1 the program completed its first year and 260 full one-hour productions of this daily show which concerns itself with all major topics of interest to women. The female of the species being interested in practically everything, "Home" has a virtually limitless range. It has been a year of great achievement and innovation and promises even greater things to come.

Conceived and developed by Sylvester L. Weaver, Jr., President of NBC, "Home" began making broadcast history even before it went on the air (with the largest advance sponsor



One, two, three—blow! Staff members of "Home" observe program's first anniversary, March 1. Left to right: Kit Kinne, food editor; Will Peigelbeck, garden editor; Arlene Francis, editor-in-chief; Hugh Downs, host and shopping editor; and Nancyann Graham, interior decorations editor.

line-up of any participation show in TV's history). It has continued to lead the way in the initial use of many new sales, programming, merchandising, promotional and technical procedures.

Editorially, "Home" is a women's magazine that comes alive. Into the living-rooms of millions of women, it brings experts from a variety of fields with many kinds of useful information. Regular categories include fashions, cooking, decorating, gardening, family affairs and shopping news.

Commercially, "Home" makes use of a highly flexible sales plan, and an advertiser may schedule his participations to suit his needs. During the program's first year, the number of sponsors grew from 10 to 34. It marked its first anniversary with over \$5,000,000 gross billings already established on the books for 1955. New merchandising and promotional tie-ins have been inaugurated, and "Home" has established unique cooperation between a network TV show and key department stores across the nation.

"Home" is produced from a \$250,000 set designed especially to display and demonstrate products, materials and procedures related to the American home and home-living to their best possible advantage. Pioneering in the use of color, particularly in remotes from various sections of the country,

"Home's" own color camera will be installed in the studio in September.

In programming, "Home" has dedicated itself to the proposition that the American housewife is profoundly concerned with improving her home, raising her family and expanding her own perspective. In addition to regular service departments, the producers have introduced many special features and series, including inserts done from leading national museums, art galleries, zoos, and furniture and design exhibits. Currently being planned is a joint venture in cooperation with the National Association of Home Builders to build, decorate and landscape model houses in more than 60 cities throughout the United States. The houses, to be called "The House That HOME Built", will be locally constructed this Spring.

Presiding as editor-in-chief over this TV magazine for women is Arlene Francis, whose infectious laugh has become a trademark. With "Home's" continuing exploration of new fields of interest and experience, and with the wizardry of TV technical progress at its disposal, Arlene's warm, whole-hearted enjoyment of everything is conveyed spontaneously to millions of women across the nation who share it with her.

Anything can happen on "Home", and if it hasn't yet, it probably will.



Unique twist. On camera herself, Arlene chats via TV set with "Home's" Washington editor, Esther Van Wagoner Tufty.

Arlene herself has engaged in a number of the less conventional activities of life, many of which have taken her far from the hearth of "Home". She has ridden on the back of a camel, gone down to the bottom of the Pacific Ocean in a diving bell, shown species of snakes by allowing them to coil about her arms, flown in a helicopter, sailed a 40-foot auxiliary sloop, and been presented with a full-grown octopus named in her honor.

Wherever there are people, places or things of interest to women, "Home" tries to find them. In its first year on the air, "Home" has originated from approximately 20 cities as far west as California, as far north as Boston and as far south as Miami Beach. Also, film sequences have been shown of many additional areas. In January, "Home" established another TV precedent by devoting two full weeks of five complete broadcasting hours each to capturing the personality of two cities, Chicago and San Francisco.

In outlining the reason for the trip, "Home's" producer Richard Linkroum said, "As a national program, it is necessary that "Home" periodically become regional in its treatment. In every section of the country, the word 'home' has a different meaning, a different look and a different feeling. What we are going to try to do on this trip and what we have tried to do before on "Home" is to re-create the flavor and atmospheres of these areas by actually taking our talent and production crews to them and bringing our nationwide audience into first-hand contact with their individual ways-of-life."

Normally, the program's talent, production and technical crews number over 100 people. Approximately 35

fabulous Jade Room in internationally famous Gumps, San Francisco. Robed in oriental silk kimono, Arlene talks with Richard Gump.



In Chicago "Home" broadcast from the main lobby of the Merchandise Mart, world's largest building and home of WNBQ, NBC's O&O station.

persons — a microcosm of the larger New York unit — accompanied the show on its 5,200 mile cross-country trip. They flew except when weather prohibited. Demands on their endurance were great, indeed. Mornings, of course, centered around the day's show. Afternoons were spent rehearsing the next day's program, with work continuing on into the evening, often lasting until one or two o'clock the next morning. In addition, there were frequent breakfasts and luncheons involving press and clients. And sandwiched in all this, "Home" personnel managed to make various guest appearances on local shows in both cities.

"Home's" week in Chicago included

among other things a special tour of the city filmed from a helicopter, the openings of the two big annual furniture shows at the Merchandise Mart and the American Furniture Mart, a visit to the famous Chicago Stockyards and the Stockyards Inn, a live pickup from a Chicago suburb, coverage of Chicago's "back yards" slum clearance project, a visit to the American Airlines Stewardess School, participation by prominent Chicago entertainers, and a trip through one of the city's leading department stores. On Friday of that week, the show included segments from Milwaukee, where Arlene

(Continued on page 11)

On Fisherman's Wharf, renowned San Francisco tourist attraction. "Frenchy", fishing-boat skipper, is being interviewed for the "Home" audience.



New Film Exchange Building

Film Division's Fast-Growing Offspring to Occupy Specially Constructed Quarters Scheduled for May Opening; Will Be TV's Most Modern Exchange

The NBC Film Exchange, which handles upwards of 3,000 prints a week, is to be housed in a new, specially constructed building. The announcement was made by Carl M. Stanton, NBC vice-president in charge of the Film Division.

This will be television's most modern film exchange. The new building is located in Englewood Cliffs about one mile north of the New Jersey end of the George Washington Bridge on Route 9-W. Ground was first broken in early December. A May opening is scheduled, although the construction is due to be finished by late April.

Containing both offices and storage facilities, the new Film Exchange will replace the split operations of the present West 46th Street and West 146th Street sites. Mr. Stanton said, "The steady increase in sales of NBC Film Division programs has made this move possible. The new building, tailored especially to our needs, will make NBC

the first network to house all of its New York film-exchange functions in one place. The combination of exchange and storage facilities under one roof will, by eliminating a big local transportation problem, greatly enhance the efficiency of the Exchange's operations."

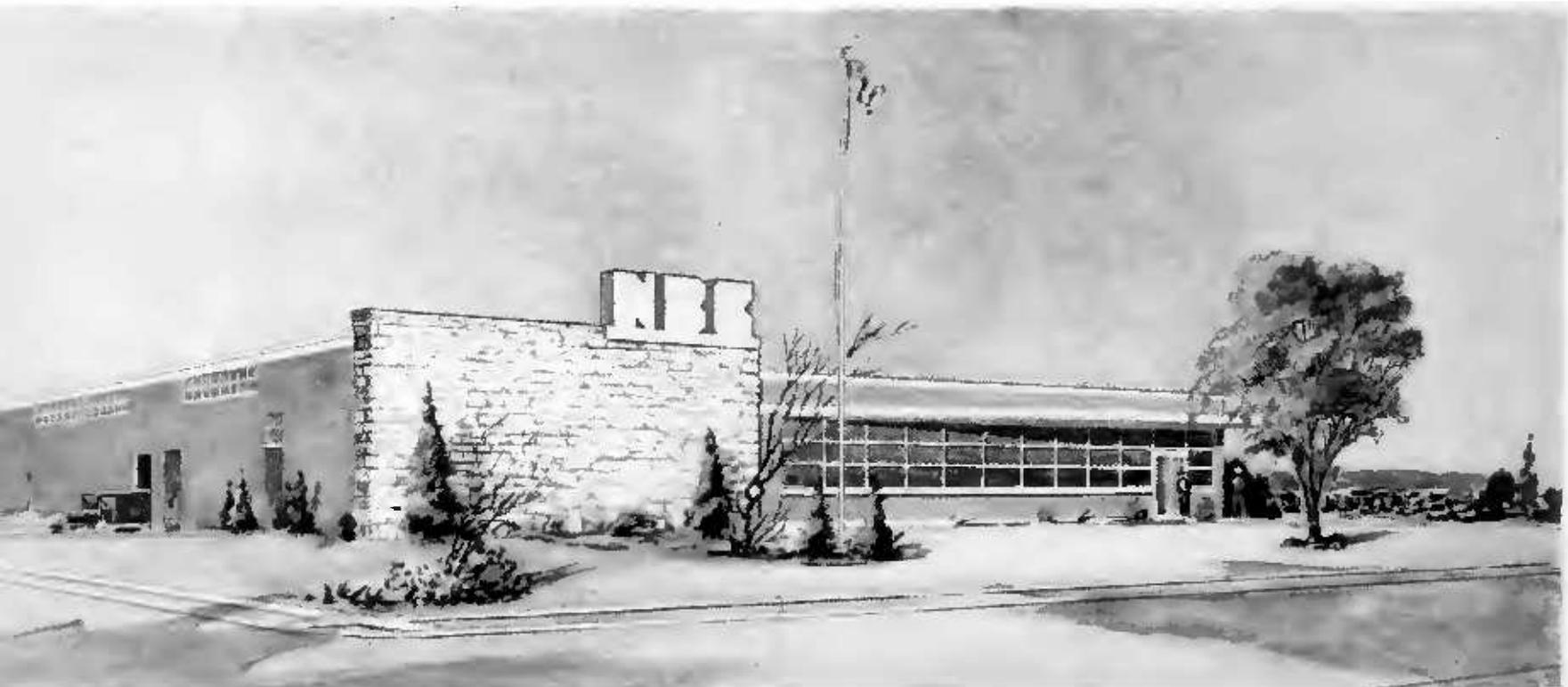
A modern, one-story building, the new Exchange is constructed of brick and Briar Hill cut stone. It will be completely air-conditioned and fire proof, despite the fact that only safety film will be stored there. In addition, one room has been especially dehumidified for the storing of color negatives. Also provided for are special facilities for the Exchange's film editing unit. There will be ample parking area for the 32 employees of the Exchange.

Alexander Summer Industrial Service Co., of Teaneck and Newark, New Jersey, were the designers, engineers and construction supervisors.

The day by day activities of the Exchange involve shipping 1600 prints a week, covering 4,000 weekly playdates, to TV stations throughout the world. In addition, the Exchange registers in a similar number of film prints each week. According to Frank Lepore, NBC Film Division manager of film and kinescope operations, the NBC Film Exchange services 360 TV stations in the United States, its territories and possessions, and foreign countries.

The 1600 prints shipped weekly by the Exchange, Lepore said, include TV film programs syndicated by the NBC Film Division, NBC television network film programs and kinescopes of "live" network shows. At present the Film Division syndicates seventeen TV film programs.

Still under consideration with the Film Division is the expansion of its shipping activities to include a commercial shipping service for other film distributors.



Architect's drawing of the Film Exchange's new office and storage building in Englewood Cliffs, N. J.

Recipes Selected By TV's Best Cooks Edited by Kaufman

Favorite recipes selected by television's best-known cooking experts are the subject of the latest book edited by William I. Kaufman of NBC Co-Op Program Sales. "Cooking with the Experts" was brought out by Random House on March 18. Illustrated with photographs, it sells for \$3.50.

Over four hundred recipes are included, and each one is guaranteed to be simple and easy to follow as well as mouth-watering. All of these choice dishes from every section of the United States have been kitchen-tested by the individual cooking experts who contributed their culinary talents and know-how to this unique cookbook.

Each one of these cooks has his or her own cooking program on television and enjoys tremendous local popularity. (Yes, there are three chefs of the male gender included!) More than half of the honor roll of television's best cooks represents programs showcased on NBC-TV affiliates throughout the country.

"Cooking with the Experts" is practical, modern and fully indexed, with a washable pyroxylin binding. For ready reference the recipes are grouped by subject. Every one of them has been checked — and that means *cooked* — by Bill himself. Needless to say, he recommends them all heartily. Bill describes himself as an amateur chef whose hobby has been collecting cooking ideas from Boston to Borneo.

An "on camera" picture of each cook busy with the pots and pans is contained at the end of the book, plus a brief biography for each.

This is the fifth book to be published by Kaufman, who is rapidly becoming NBC's most prolific author. He adds that a children's cookbook is in the planning stage.

Next on Bill's agenda is the first of a proposed series of six "how to" books. They will all be concerned with various phases of the television field. The first book, due out by April and entitled "How to Write for Television", will contain articles by such notable TV authors as Paddy Chayefsky and Rod Serling. And, of course, it will be edited by NBC's Bill Kaufman.

STAR OF "PETER PAN"



Mary Martin Brings Broadway to NBC-TV

When Mary Martin's enchanting musical version of James M. Barrie's "Peter Pan" was seen on "Producers' Showcase" March 7, the two-hour colorcast marked the first time that a reigning Broadway hit had been brought to TV intact — fresh from its long-run triumph.

Instead of the customary national road tour that usually follows a New York engagement, Miss Martin chose television as a means of reaching a multi-million mass audience in a single night (estimated at 65,000,000) — more people than could have seen "Peter Pan" in a decade of barnstorming.

Miss Martin's TV production of Barrie's classic retained the full cast, scenery, music, lyrics and libretto of the original musical. An especially noteworthy aspect was the flying equipment which permitted her and her cronies to whiz through the air to Never-Never Land.

The production won unanimous critical raves. John Crosby (*N. Y. Herald Tribune*) called it "conceivably the most polished, finished and delightful show that has ever been on television."

Weaver Announces Major Executive Appointments

The appointment of Thomas A. McAvity as Vice President in charge of the NBC Television Network was announced February 8 by Sylvester L. Weaver, Jr., President of the National Broadcasting Company. Mr. McAvity, who was promoted from the position of Vice President of Television Network Programs, will report to Robert W. Sarnoff, Executive Vice President of the National Broadcasting Company.

Mr. Weaver also announced four other promotions: Richard A. R. Pinkham, Vice President in charge of Television Network Programs; Earl Rettig, Vice President in charge of Television Network Services; Mort Werner, Director of Participating Programs; and William V. Sargent, Director of Television Network Business Affairs.

"The new changes will ease the added burdens imposed on the President and Executive Vice President by the tremendous growth of the Television Network," Mr. Weaver said. He pointed out that last year alone Television Network sales increased 30 per cent. "We are building our organizational structure to insure continuance of NBC's long-time leadership in programming and sales," he added.

Reporting to Mr. McAvity will be: Mr. Pinkham, Mr. Rettig, George H. Frey, Vice President of Television Network Sales; and Frederick W. Wile, Jr., Vice President of Television Network Programs, Pacific Division.

Reporting to Mr. Pinkham will be: Davidson Taylor, Vice President in charge of Public Affairs; Leonard H. Hole, Director of Program Development; Samuel Fuller, National Program Director; Michael Danu, Director of Program Sales; and Mr. Werner.

Mr. Rettig was promoted from his duties as Vice President in charge of Production and Business Affairs, Television Network Programs, a position he assumed in February, 1954. Reporting to Mr. Rettig will be: Gustav B. Margraf, Vice President for Talent; Anthony M. Hennig, Director of Production; and William V. Sargent, newly appointed Director of Television Network Business Affairs.

JACK COSTELLO HONORED ON HAVANA TRIP



Jack Costello receiving the key to the city of Havana, Cuba, from the Mayor. (No champagne shortage in Cuba, it seems!)

One of the highest honors an announcer can receive was bestowed recently on Jack Costello, NBC's senior announcer. Chosen as the United States guest representative to the 1954 Inter-American Announcers Congress, Jack flew to Havana, Cuba, to attend five days of meetings during which he was elected to the Board of Directors, and accorded the reception and courtesy of an ambassador.

Arriving at 5:00 P.M. on November 30th, Jack Costello was met at the airport by a delegation from the National College of Announcers headed by Jose Iniguez, President of the College. The College was the official host of the annual Congress and started its agenda of activities with a Grand Ball that evening on the patio of the College.

A preliminary meeting of the Inter-American Announcers Congress commenced the evening of December 1st, appropriately designated by President Domingo of Cuba as the "Day of the Announcer," a national holiday. The Congress was initiated in 1952 to promote hemispherical good will and to discuss matters of interest to announcers.

"In Cuba," Jack reports, "the announcer is on the same professional level as the doctor and the lawyer, and must present a degree from the National College of Announcers before he can qualify for an announcing posi-

tion in any radio or TV station on the Island. There are thirty-two radio and six TV stations in Havana alone."

Jack was singularly honored several times during his visit to Havana. In addition to being elected to the Board as one of three Directors, he was presented the key to the city by His-Honorable-Mayor Doctor J. Garcia Raynari, was introduced to the Governor of the Province of Cuba, and was received by President Domingo.

When the Congress was not in session, the delegates were honored at luncheons and evening banquets, taken on sightseeing tours of Havana, invited to the Sports Palace for boxing, and entertained at many of the local night clubs. On the first day of the assembly, the delegation placed a floral wreath at the base of the statue of Jose Marti, the George Washington of Cuba.

A personal friend of Jack's added a delightful feature to his visit by placing a chauffeur-driven 1955 Cadillac at his disposal. An interesting sidelight was the built-in insulated unit behind the driver's seat. "I pushed one button," said Jack, "and out came a refrigerated compartment containing prepared frozen Daiquiris. When I pushed a second button, an adjoining compartment opened to reveal hot Cuban coffee. Another indication of the hospitality of the Cubans."

On his return to the United States,

Jack was greeted with still another honor. He had been awarded a prize as one of five announcers who had spoken the new call letters for the New York local station — WRCA, WRCA-TV — in the best style and without fluffing. The habit formed in years of speaking one set of call letters is often difficult to change.

A former newspaperman and master of ceremonies before embarking on a radio career, Jack Costello studied journalism at Macalester College. St. Paul, and later attended the University of Minnesota and the University of North Dakota. His climb to announcing fame started in 1932, first on station KFJM, Grand Forks, N. Dakota for one year, and then with KSTP, St. Paul, for three years prior to joining the NBC Announcing Staff on February 29, 1936.

Jack's versatility ranges from reserved narration of a ballet to agile ad-libbing on comedy programs. Evidence of his facility in handling comedy lines has been heard on the "Bob and Ray Show" and currently on the coast to coast Saturday afternoon "Roadshow" program on NBC Radio. Jack has appeared on hundreds of programs including the "Catholic Hour," "Fitch Bandwagon," "Voice of Firestone," "Inner Sanctum," "What's My Name," "Joyce Jordan. MD," and "Where Have You Been."

'Swing Kings' Under NBC Guidance

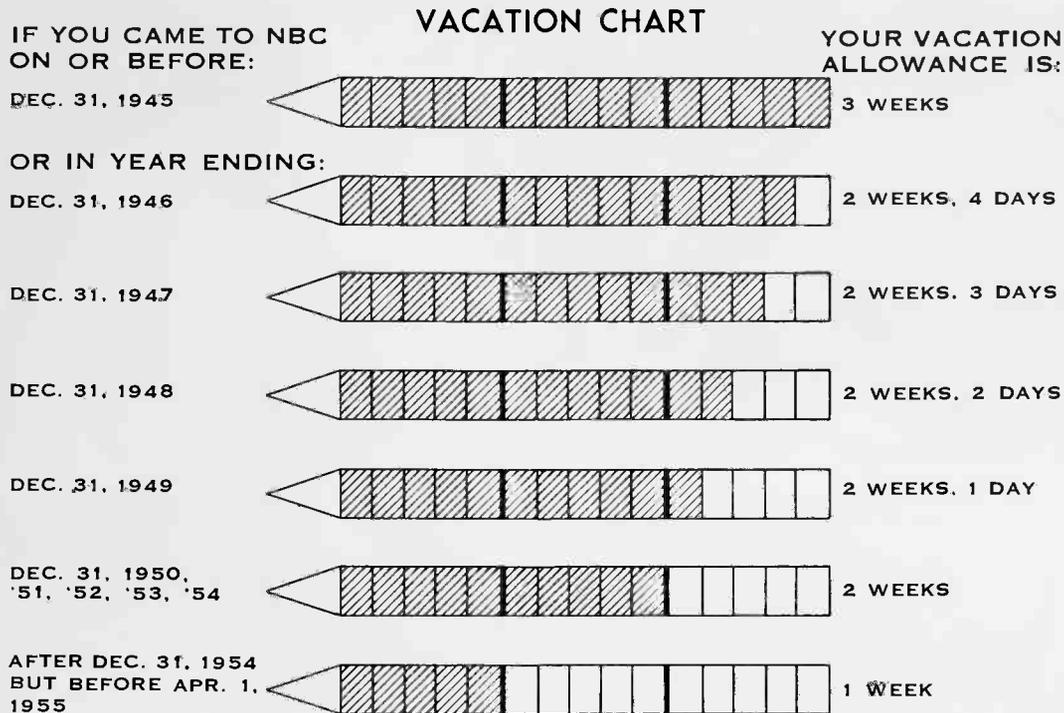
For the second year NBC has been the sponsor of a nine-piece band of local non-professional teen-age musicians, formed under the National Junior Achievement Program. This organization sponsors some 30,000 teen-agers throughout the country in developing an understanding of how American business operates.

Known as the "Swing Kings", the band was formed with the guidance of an adult advisory board and following a capsule version of a corporate business structure. Stock at 50 cents a share was sold to relatives and friends to raise the initial capital of \$25.00. The band earns money by playing for school dances, such as a recent CCNY Freshman Dance, and similar functions. Regular rehearsals are held every Wednesday night in an NBC studio. The season for Junior Achievement corporations runs from September to May. At the company's dissolution, stock is liquidated at cash value and remaining profits divided among stockholders and the teen-agers.

The band is made up of four saxophones, two trumpets, piano, accordion and drums. With AFM-Local 802 approval, the "Swing Kings" have appeared on Steve Allen's "Tonight", WRCA's "Allyn Edwards Show", and twice on the "Children's Hour." Audiences both local and national have been treated to fresh renditions of "Miserlou", "Shake, Rattle 'n' Roll" and other band specials.

Of the seven members of the Board

*Check Your Vacation Time
- Plan Your Holiday!*



THOSE EMPLOYED AFTER MARCH 31, 1955, WILL RECEIVE TWO WEEKS VACATION IN 1956.

NBC's vacation policy for certain employees now provides an additional day of vacation for each year of service from the sixth through the ninth year, besides the regular two weeks. For some time, three weeks have been provided to members of NBC's 10-Year Club. Presented above for ready reference is a chart showing just how much vacation you are entitled to this year. This represents basic company policy, subject to collective bargaining agreements where applicable.

of Advisors, all are with NBC with the exception of Harold Bruce, a professional music teacher. Bob Alex, now in NBC's Design and Art Operations, is a "Swing Kings" alumnus.

Would'st Vocalize?

The NBC Choral Group in New York — heretofore a Christmastime affair — is being activated into a year-round organization. Carol Burton of Research and Planning is in charge of the group and reports that so far the response has been very enthusiastic. First notification has been sent out to the members of last year's Christmas choir, the idea being to form the new group around a nucleus of the former choristers. However, Carol would like very much to hear from anyone at all who is interested. Particularly, she adds, from the baritone and bass contingent (hardest to come by).

The group meets every Tuesday from one to two o'clock in room 793, which has been reserved for that hour for the entire year. You may reach Carol in room 517 or on X699.



Board of Advisors hears the latest Progress Report. L-R: Janet Schmidt, Duncan Wood—Senior Advisor, Hyman Busch, Harold Bruce, Margaret Malloy. Not present: Eleanor Nadeje, Bob Alex.

The Picture Story



WTAM-WNBK General Manager, Lloyd E. Yoder (left), receives award commending stations' promotion of better interracial relations in Cleveland, from Clarence L. Sharpe, president of Urban League. Harold Metz (right), Director of Personnel for RCA, addressed the League's annual meeting.



L-R: John Lake, Gordon Strang and Frank Connolly, of New York Audio-Video Engineering, in Hollywood looking over blueprints of new NBC color-TV Burbank Studios. Studio opening, scheduled for late March, will be covered in next issue.



(Left) Recent gathering in New York of part of AM Studio Night Engineering staff "elected" Noel Martin "most eligible bachelor in NBC". L-R: Bob Dreier, Ed Taffe, Gil Markel, modest-looking Martin. Tom Winn, Walt Hill, Al Vitucci.

Tyrone Power (left) renews a childhood friendship with Dorothy Camp, wife of Washington's WRC-TV Staging Services Director, Ed Camp. Dorothy and Tyrone attended school together as children in Cincinnati, and met again on Gene Archer's program on WRC-TV.

James Melton, Morton Gould and Cesare Siepi (L-R), shown here congratulating Lee Jones (2nd from L), producer-director of "Music Through the Night", were among the many noted artists of the music world who personally broadcast their good wishes to WRCA's all-night classical music series during week of program's 3rd anniversary, Feb. 1.



'Home' Passes First Milestone

(Continued from page 5)

Francis was the guest of the fur industry's annual winter convention, and where she also interviewed a specialist on Wisconsin's cheese industry.

While in Chicago, "Home" was honored by the American Furniture Mart when the program received one of three annual awards in recognition of outstanding presentations of home furnishings subject matter. This was the first time that the award had gone to a TV program, past recipients having always been newspapers or magazines.

"Home's" profile of San Francisco included live scenic views from Coit Tower atop Telegraph Hill, aerial views of the city, a ride on the time-honored Powell Street cable car, a tour of Chinatown, a visit to the suburb of Menlo Park, and trips to the Steinhart Aquarium and the Japanese Tea Garden. Nor did "Home" neglect two of San Francisco's most renowned attractions — Gump's Oriental Store, where viewers were taken inside the always-locked doors of the Jade Room to see part of the most valuable commercial collection of jade in the world; and Fisherman's Wharf, center of one of the city's leading industries. Whenever possible, the show did its commercials on the spot, and Arlene even jumped off a fishing smack carrying a can of a sponsor's brand of tuna fish.

Upon completion of their week, the Board of Supervisors of the City of San Francisco passed a resolution extending the city's official appreciation to the staff of "Home" for bringing the personality of San Francisco, through its scenic landmarks and attractions, to the nation.

During their tour, the "Home" staff received wonderful cooperation from both the Chicago O&O, WNBQ, and the San Francisco affiliate, KRON-TV. As "Home" public relations coordinator Bets Haglund put it, it demonstrated that a network is not only connected by coaxial cables and the same call letters, but by friendship, cooperation, and a mutual interest in putting on the best possible show.

The experiment of taking the show "on the road" proved so successful that more trips to other locations are being planned for "Home". Next on the agenda is a week's origination in Washington, D.C. during April, and future travel possibilities include Mexico City and Canada's Laurentian Mountains.

NBC Hollywood Goes Phone-a-ma-scope

On October 1, 1954, the switchboard here at Sunset & Vine assumed new proportions and importance—for the second time since its installation sixteen years ago. At that time, October 15, 1938, the board had two positions. Now it has six, five regular and "one to spare". In 1938 there were approximately 100 stations; now there are nearly seven hundred.

Back in pre-war years, during the golden age of radio, the switchboard was a personal thing. People called in and chatted leisurely with the girl on the board. Many warm friendships were formed in this way. The atmosphere in the telephone office was much like that of a small town exchange. For instance, one evening a lady phoned in to offer a bit of criticism on one of the commercials. Billie Clevenger, the chief operator, listened to her suggestions and explained that this matter should be taken up with some other department. However, she invited the woman to call again—which she did. It was learned that she was an

invalid and quite alone. Soon a very deep and lasting friendship developed between this shut-in and Billie, which lasted until her death more than five years later. There is no need to recount the hundreds of friends which Billie has made through her contact with the great and the small. All of this was covered in her "This Is Your Life" last season.

Suffice it to say that at Christmas time it is practically impossible to get into the telephone office for the stacks of gifts from grateful recipients of the fine courtesy and cordiality "over and above the call of duty" which is meted out to all and sundry who have occasion to dial HOLLYWOOD 9-6161. The ladies of the pleasant voices and busy hands are: Mary Carlson, Loretta Douglas, Anna Hillar, Betty Inman, Carmen Lowe, Betty Pobst, Betty Reed, Ethel Rhodes, Gertrude Smith, and of course, Billie Clevenger.

Incidentally, this is the only network in this area which has radio and TV all on the same board.



Gertrude Smith, Anna Leonard, Betty Pobst, Betty Reed, Eleanor Carlson.

N. Y. Basketball: NBC Quintet Nails Play-Off Berth

A thrilling comeback surge has placed the NBC New York basketball team in a play-off spot for championship eliminations in the Center Basketball League competition. The way up was not all a bed of roses, however.

After playing a brilliant first half in the 1954-1955 season, the NBC team began to fade. Five of their next six contests resulted in losses. Two were sustained against the League-leading Local 65 union squad by less than four-point margins. Another pair of losses went on forfeits to William Morris and New York Life. The latter defeat was avenged the following week, however, as Captain Al Lizzul netted 23 points in a 65-60 victory.

With one triumph needed in the two remaining contests to clinch a play-off berth, the boys met a sharpshooting General Electric squad. And had quite a scare thrown into them, too, as they found themselves trailing by ten points at half-time. Quickly, though, Bill Lynch found the range with his set-shooting, while Lizzul kept pounding the boards with his one-handers. Together, they dropped forty points to lead a 64-63 squeaker.

The championship eliminations are scheduled for mid-April.

Blue Cross in New York Allows Added Benefits

Subscribers to the Blue Cross Plan in New York recently gained additional benefits as the result of a change made in the daily allowance for patients in member hospitals. During the 21-day full-benefit period, the daily allowance toward bed and board charges for a private room has been increased from \$6 to \$10. During the 180-day half-benefit period, Blue Cross pays 50% of the private room bed and board allowance, or \$5 as against the previous \$3. Benefits for miscellaneous charges are the same as before.

Blue Cross continues to pay full charges on a semi-private room for the 21-day period and half the charges on a semi-private room for the 180-day period.

Biggest Spring Dance Yet!

Going . . . going . . . almost gone—but not quite! If you *hurry*, you may still purchase your ticket to what looks to be NBC's biggest and best Annual New York Spring Dance to date. But don't put it off or you may be left out in the cold!

Every department and work area in the company has a ticket representative. That's probably only a few desks away from yours, so move those feet now. Tickets are \$2.50 a person, including tax.

April 15 is the date. That's the first Friday after Easter. Time: 9:00 PM to 1:00 AM. The place is the Grand Ballroom of the Hotel Commodore, on 42nd Street in the Grand Central area.

The Steering Committee for this year's Spring Dance has done a bang-up job. Top-drawer NBC talent will be on hand to provide the very best entertainment known to modern man. The production reins for the show will be handled by a top NBC producer. Jimmy Lanin and Orchestra will be playing really smooth dance music.

Some lucky person is going to be the envy of everyone present, as he or she walks off with the Grand Door Prize — a one-week vacation *for two* at the luxurious Elbow Beach Surf Club in Bermuda . . . with all expenses paid,

including air transportation! The big second prize is an RCA Victor 21-inch console model television set. There is a dual third prize, one for a lady and one for a man — two sets of three handsomely matched pieces of Amelia Earhart luggage. All this plus other outstanding door prizes!

Last year over 1500 people packed the house, and a far greater turn-out is expected come April 15. Two years ago, the dance was completely sold out. This, the 3rd Annual Spring Dance for New York, will be the biggest yet. Everyone will be there — why not you!

There's still one week more until the biggest New York NBC social event of the year. So if you haven't yet purchased your ticket, contact your ticket representative or Employee Services, room 798. Better still, get your gang together and reserve a table. But act now!

This year's Steering Committee is composed of President of the NBC Club, Joe Kent, Tax Dept.; Betty Wilcox, Personnel; Ellen Coughlin, Controllers; Cornelius Sullivan, Public Relations; Tommy Tart, Plant Operations; Al Sherman, Advertising & Promotion; Ed Herlihy; Don Rutledge and Dick Connell, Personnel.

NBC Awards and Honors

To "The National Farm and Home Hour" for the fourth consecutive year as the outstanding agricultural program on radio; from the National Association for Better Radio and Television. Also, to "Carnival of Books" as the best children's show on radio, from NAFBRAT. . . . To stations WMAQ-WNBQ for their cooperation during the August, 1954 assembly of the World Council of Churches, by the Church Federation of Greater Chicago. . . . To stations WTAM-WNBK, five "Bests", four honorable mentions, and four service awards at the annual AFTRA "Best in Cleveland" Presentation Banquet. . . . To Max Liebman, Spectaculars producer, and Tony Charmoli, choreographer for "Your Hit Parade", for their "significant contribution to dance on television", by *Dance Magazine*. . . . To Robert Wogan, operations supervisor for the

Radio Network, a Certificate of Commendation by the National Guard Bureau of the U. S. Department of Defense, as an acknowledgment of Wogan's outstanding work in the supervision, production, writing and direction of programs on behalf of Army and Air Force Recruiting. . . . To three network religious programs—"Frontiers of Faith", "National Radio Pulpit" and "Art of Living" — "in gratitude for sensitivity to spiritual needs and for cooperation in meeting these needs through programs of religion", from the Protestant Council of the City of New York. A similar award went to New York's WRCA-TV, for "The Fourth R", a weekly children's series, and the daily "Sermonette". . . . To the NBC Film Division, top awards for two sales-promotional brochures at the printing exhibit held in New York by the Employing Printers Association.



Left: temperature and pulse taken, donors receive blood test and blood pressure check. Next, doctor's health check (not shown). Right: picking up empty pint bottles.

Next in line are James Walker (TV Tech Opers) and Mrs. Walker, with "little Jimmy" who came along to lend encouragement.

New York Blood Drive

The Annual Blood Drive for the New York office was successfully carried out on Feb. 10, when NBC employees donated more than 230 pints of blood. For five and a half hours a Red Cross Bloodmobile Unit set up in studio 8-H processed some 270 prospective donors who appeared. A thorough health and medical history check on each applicant by doctors and nurses eliminated about 35 people, though their willingness to donate was appreciated.

The current drive came along none too soon, for the NBC Blood Bank was virtually empty. About 60 people had drawn from the Bank in varying amounts during the last year, and NBC's credit had expired. There is nothing unusual in this, for normally a company blood drive results in enough blood to meet adequately all requests during the following year but with little left over by the time of the next drive. The New York Red Cross maintains a central Blood Bank in which allocations are made according to company donations. Whatever is left at the year's end is reserved for emergencies and the Armed Forces.

Since World War II the blood drive has been an annual event at NBC in New York. And over the years many of the faces have become very familiar to the Red Cross doctors and nurses. People like Tom McFadden, vice president in charge of NBC Spot Sales, and Joe McDonald, NBC Treasurer. Nor was blood-donating a new experience for John Cleary, director of Radio Network Programs, Betty Bergen of the Film Division, and many, many more who appear faithfully each year.

Then too there are always those good people who are giving for the first time, delighted to find that it isn't so bad at all, and happy in the knowledge that at some time during the year their donation will be filling an urgent request. Usually among these donors there is one unique story behind a particular donation. This year it was the case of Mrs. James Walker, whose husband works with the NBC transmitter at the Empire State Building. Although not an NBC employee herself, Mrs. Walker decided that she would like to give blood along with her husband who had already made an appointment. In order to do this, though, she had to bring along the youngest of their four children, since she had no baby-sitter. And so it was that a family group was seen cheerfully awaiting their turn in line. It is this sort of exceptional response that makes the work of the Blood Bank Committee so gratifying. It can look forward to a year in which, barring extraordinary demands, no blood request need go unfilled.

How to use the Blood Bank is worth mentioning. If the need occurs during the week, call Employee Services; during the weekend, call the Health Office. Dick Connell, head of Employee Services and the Blood Bank Committee, stresses that it is not necessary to have donated in order to benefit from the Bank. All employees of NBC and their immediate families are eligible, and blood is usually delivered the same day in the amount requested. However, in return an employee is asked to help refill the Bank — if physically able — during the next drive.



In the donor room. Vacuum-type bottles are used. The actual giving of blood takes about six minutes.



"Canteen"—juice, coffee and cookies, and a sincere word of thanks to the graduates.

People and Places

Administration Division

Controllers — *Elda Artioli's* brother was recently invested by Archbishop Boland as the Very Rev. Msgr. Walter P. Artioli, Pastor of Our Lady of Mount Carmel Roman Catholic Church in Jersey City. Sincere congratulations. A girl told one of our Accountants that she worked for PBX and he wanted to know where that station was located? What makes you think this is a new station in our affiliation, John? *Nick Gillis* of Budget has gone on a winter cruise to the West Indies; some people are so lucky! *Ronnie Maund* and her twin sister were crowned Queens of Manhattan College Military Ball by Dennis Day with their pictures appearing in all the newspapers. *Valerie Hoegler* has been promoted to Legal Department and *Louis Ippedico* has been promoted as *Mr. McGeachie's* secretary. *Dick Olsen* and *Bill Redman* are now located in *Mr. Lewis'* section, as are *Roland Depee* and *Joe Fitzsimmons* in Budget. Luncheons were given for *Vicki Smith* and *Ethel Perry* who are awaiting visits from the stork. Welcome to *Helen Quinn* and *Rosemarie Ulrich*, new employees. *Frank* and *Ellen Woodruff* are now receiving guests in their honeymoon apartment.

General Service — *Helen Davis* braved the cold and storm to fly west to attend the wedding of her lovely daughter, Diane, in Des Moines, Iowa, on Feb. 4th. The Dept. was saddened by the loss of *Joseph Jaeger*, who passed away Feb. 6th.

Our office is completely smothered with orange blossom fragrance these days, with two up-and-coming brides — *Joan Fraas* and *Kathy Simonson*. *Joan*, engaged Valentine's Day, will take the final step on April 16, when she becomes Mrs. Robert Bunt. *Kathy*, engaged shortly after Christmas, will change her name to Mrs. Edward Morowitz on May 28. Keen expectancy and calendar counting is evident throughout the room with bridal and home furnishing magazines about in abundance. *Joan* has chosen her wedding gown, with *Kathy* not too far behind.

Welcome mat to: *Lee Zolezzi*. *Lou Anderson* is back, feeling much better but not quite ready to knock those "pins" down. Although not an NBCite, we were saddened by the death of

"Ralph" of City Service, whom many of you remember as the little, conscientious man who would come and solve our cleaning problems.

Personnel — Here's a new switch! *Drew Van Dam* has owls dropping in on him now for advice. . . . Congratulations to *Bill Sharon* in his new position as manager of Management Development, and *Drew Van Dam* who is manager of Training, Safety and Policy.

How-to-turn-ski-instructor's-hair-grey department. *Marie Ruppe*, *Betty Wilcox*, *Rita Marczak* and *Marge Heimbuch* had a skiing-good week-end recently, but *Marge* couldn't quite decide whether she was an amateur or Olympic material, because she kept sliding from class to class down the hill. Anyone want to buy a pair of unclassified skis?

Here are the ins and outs of things. . . . The welcome mat is always out to *Ed Starr*, *Mary Fitzgerald* and *Marge Heimbuch* even though they have left the Personnel Department. *Ed* has turned over his jar of rubber cement and hot copy to *Dave Eddy*; *Mary*, now Vince Mitchell's gal Friday, has ceded her W-2 forms to *Marie Rohrman*; *Marge*, who was replaced by *Cathy Dindia*, is learning about ad agencies as Jay Heitin's secretary. Good luck to one and all!

We're all happy to welcome *Edmund Souhami* back after his illness. Hal Reis slipped an engagement ring on *Julie Hewitt's* finger. Our best wishes to both of them.

Staff Engineering—A cheery welcome to *Virginia Horvath* and *Arthur White* of Technical Services, and congratulations to *Ray Narvydas* who has moved up to Scheduling in TV Operations. It's good to hear *Frank Opsal* is on the road to recovery after his recent accident. *Artie Knieps* hearing wedding bells??? *Ed Prince* making so many visits to First Aid recently, we've decided he either has an awful cold or First Aid has pretty nurses!!

Our best wishes to *Helen Norton Wiese* who has resigned to await a blessed event.

Kathleen Wynne is heartbroken over having to part with her bright red convertible. *Paul Provino* now occupying a spot in the Radio & Allocations

Group. After spending over a year in Europe with her Air Force husband, it's good to have *Marie McGreevy Rohrman*, formerly of Audio-Video, with us again. The "kitty" was bursting, so the *Girls of 612* took off for the Rainbow Room, the Mayan, and then to the Winter Garden to see Mary Martin in "Peter Pan." A depleted "kitty" now, but a wonderful evening!

Film Division

Administration, Production and Sales—The Film Division is fortunate to have the greatest vp of all in charge . . . everyone got the day off on *Carl Stanton's* birthday, February 22.

Newest additions to the Film Division include *Jake Keever*, who returned from Chicago to be National Sales manager; *Bud James*, *Barbara Liptag*, *Mary Bayliss* and *Holly Hahn* in Advertising and Promotion; *Len Ringquist*, salesman, and *Jean Eshback*, new sales secretary. Welcome, one and all.

Stan Osgood recently conquered his dislike of flying and for the sake of the Film Division flew to California on rush business. When he returned he was presented with the Film Division Air Force award for his pioneer flight across country, signed by *Fritz Jacobi* and *Jack Sebastian*. *Len Warager* received a visit from the entire division by proxy when he received a life-size cutout of "The Visitor" autographed by all his friends. Significantly enough, he keeps it in his closet. *Jay Smolin's* wife, *Marian Winters*, received good notices from all the critics when she opened in "The Dark Is Light Enough" on Broadway. Rumor has it that *Jack Kiermaier's* favorite is rattlesnake meat.

Marilyn Richardson's love of the great outdoors and skiing seems to be contagious . . . she managed to lure 20 of her fresh-air-resistant-type friends to Vermont for a skiing weekend. although most of them had never seen a pair of skis before. Unfortunately the weather betrayed her and after suffering icy, below-zero blasts, the majority of the 20 decided this kind of life was not for them. *Dottie Schmidt* became Mrs. Tommy Kean on March 19 — congratulations. Due to mysterious plumbing problems, the sales manager's office was completely flooded the other day and all meetings had to be moved across the hall. *Sue Salter* temporarily housed the most unusual pets . . . two small alligators from Florida. They died.

March 3 marked the second anniversary of the Film Division as a major operating division of NBC, and here we are.

Finance Division

Legal—A welcome to our new gals, *Marlene Stemple*, *Clio DePrizio*, *Barbara Ann Lindsey* and *Valerie Hoegler*, who came to us from Controllors. A sad adieu to *Ed Denning* and *Tam Behrens*, who left Legal to join forces with *Gus Margraf* in the TV Talent Department. Our very best wishes to *Mary Ann Schmidt*, who left NBC to become Mrs. Edward Sculley on February 19. Good luck also to *Edith Wolf* in her new position as secretary to *Paul Lynch*.

Recent department travellers: *Dick Freund* to and from the NABET negotiations in California; *Pat Hone* on a winter vacation to Florida and Cuba; *Joan Lindenmayer* on a brief but wonderful trip to Los Angeles. We enjoyed the yearly visit of our West Coast Legalite, *Richard Harper Graham*.

Within-the-department changes and switcheroos: *Ben Raub* to *Ed Denning's* vacated office; *Harry Olsson* to *Ben Raub's* former office in 622; *Gerry Adler* to one of the new offices created by the dissolution of our Library; and *Al Rush* to the sunshine in *Harry Olsson's* former office.

Owned Stations Division

Administration—Our Station Division's rate man *Nick Gordon* and his wife Gladys now have their own two-for-one plan, Susan Elizabeth and Christopher Jacques, who were born February 13, 1955. Congratulations to *Frank Zwick*, who recently became engaged to Joan Werner. Three very welcome additions to our department are: *Jean Mason*, formerly associated with *Time, Inc.*; *Henry Moss* of the Staff Budget Office, and *Harold Hartwell*, formerly of the Controller's Department.

WMAQ, WNBQ, Chicago — *Joan Vastbinder* reports for Central Division TV and radio sales departments: *Bob Elrod* is the new assistant (as of January 24) in network advertising and promotion manager *Hal Smith's* department. Bob was formerly national sales manager for Stations WSBT and WSBT-TV, South Bend, Ind. He made

news within a month, on February 20, when he and his wife became the parents of a son, Thomas Edward. *Bill Hohmann*, ex-ad-promotion staffer, moved over to the NBC Chicago TV net sales force as a salesman for the new group organized for "Today-Home-Tonight" participation sales, on February 1. Radio net sales secretary *Sally Sacino* is engaged to Richard Iwicki. A new secretary in net sales is *Therese Martin*, who started work on February 9 for T-H-T salesman Bill Hohmann. Terry formerly was with radio-TV reps John Blair and Company. *Edward Hitz*, NBC vice president and head of Central Division TV network sales, enjoyed a Florida vacation with his wife during February, following an NBC sales conference in Clearwater.

Chuck Linzer, radio sales service manager, admits that he is becoming acclimated to the rigors of home-owning and commuting. Chuck and family moved to their brick rancho in suburban Mt. Prospect on January 22. *Edwin Borroff* has joined the Central Division radio sales staff as of February 1. Borroff, one of radio's pioneers, has had a wide and varied background in the industry, including ownership of a radio and TV station in Phoenix, Ariz., with Gene Autry and A. G. Atwater. He has served as vice president in charge of the Central Division of ABC, and was with NBC from 1930 to 1941 as an account executive. *William Thompson* is another addition to the Chicago radio network sales organization. Previously an account executive for MBS in Chicago, and before that Chicago editor for *Broadcasting* magazine, Thompson joined the sales staff on February 1. *George Diefenderfer*, Central Division radio net sales manager, planned a move to Geneva, Ill., from neighboring Batavia about the middle of March. George sold his farm, and scouted out a center-of-town home in Geneva, a mere two block's sprint from the train station.

Anne Kennedy reports for Radio Spot Sales: *Sarita Nunez*, radio spot sales secretary, has been free-lancing in her spare time, recording commercials in Spanish for Orange Crush — to be used on radio in Mexico and South America. *Dorothy Denzler* and *Anne Kennedy* spent what they both called an "exciting" weekend of winter sports at Lake Lawn Lodge, Lake Delavan, Wis., during the winter season. The skiing, skating and ice-boating drew

Dottie and *Eileen O'Mara* of Recording for another trip, this in late Feb.

Harry Trigg scribes for Ben Park's network program office: secretary *Mary Skeva*, influenced by assisting *Harry Trigg* on "Captain Hartz and His Pets", has at deadline acquired an as-yet-unnamed Dachshund pup, the contribution of continuity acceptance manager *Harry Ward* (and Harry's female-type Dachshund, named Dachs). *Ben Park* and *Jim Troy*, both devotees of the "underslung, undersized, and overpriced" foreign sports car set, have converted *Alan Beaumont*. Alan recently added an English Riley to his garage stable, and is now seen plowing up and down Edens Highway with his cohorts. *Len Salvo*, "Ding Dong School" director, was drummed out of the corps when he traded his snappy Austin for a common old domestic Ford station-wagon. The reason: expanding family!

Chicago Briefs: *Louise "Oddie" Halper*, guest relations staffer, left in February for a six week European trip. *Judith Waller*, Central Division public affairs and education head, and *Betty Ross*, assistant director of the same office, taking active parts in the Radio-TV Institute of the Church Federation of Greater Chicago, including the heading up of discussion groups. A belated report from the NBC Chicago carpenter shop: a son, John Robert Hull, was born to head carpenter *Earl Roger Hull* and wife Ann Marie on Christmas Day of last year. The Hulls have two other children: Earl Ronald, five, and Kenneth Donald, three. *Walt Durbahn*, handyman of WNBQ's veteran "Walt's Workshop," marked the sixth anniversary of the program during February. *Allen M. Ellrod*, NBC Chicago's first retired pensioner, passed away Monday, January 17, at the age of 75. He was supervisor of building maintenance at the time of his retirement in 1946. *Howard Keegan*, veteran radio production director, took over the reins of the Radio Workshop, training group for NBC Chicago employecs, in early January. Keegan replaced John Keown, who resigned from NBC the first of the year. *Sam H. Saran* is the new legal name, shortened for professional reasons, of newsroom editor Sam Sarantopoulos. "When I Think of You," a tune by turntable operator *Louis Meo* and recorded by Buddy DiVito, received a big first-of-the-year spin on NBC Chicago turntables.

Franny Clark, press department photo editor, and press Farm News editor *Mary Karr* off on February and March Florida vacations respectively. *Francis Scott* of TV operations and wife *Eleanor* are the parents of twin boys, *Robert John* and *Richard Joseph*, born Monday, January 10. *Clint Youle*, another of NBC Chicago's TV pioneers, marked the sixth anniversary of his weather prognostications during January. *Art Van Damme*, NBC Chicago's swinging accordionist and leader of the nationally known NBC staff group, the Art Van Damme Quintet, was voted top man on the squeezebox (for the fourth consecutive year) in the annual poll of *Down Beat*. *Dorothy Reich*, who joined NBC Chicago on February 7, is the new secretary of chief accountant *Bob Woodburn*. On-the-spot broadcast of newsman *Len O'Connor*, covering the hit and run death of a young Chicago schoolboy, being used in recorded form to spearhead a safety campaign conducted by the Hammond, Ind., Jaycees. "Zoo Parade" assistant *Jim Hurlbut* and his traveling companion, a capuchin monkey named Mambo, were both sunburn victims while on film location in Florida. And as usual, they took care of the simian star first! Scriptwriter *Morgan Perron* rumored to be putting the final polish on a potential hit tune, in the rhythm and blues category. WNBQ-WMAQ program manager *George Heinemann* spoke on "Behind the Scenes in Radio and TV" for the Women's Information Club of Commonwealth Edison in mid-February.

Richard G. Ricker is a new addition to the WNBQ (local TV) sales staff. He makes his home in suburban Northbrook, with his wife and 20-months-old son, *Scott*.

Frank Nault is a last-minute entry on the New Father list, as he and his wife greeted a baby daughter, *Cynthia Ann*, on Feb. 25. Frank is the technical director on the network daytime TV show, "Hawkins Falls".

WTAM, WNBK, Cleveland — NBC greeted the New Year with open arms at an NBC open-house held at *Rue Degravelles* and *Ron Bacon's* apartment while *Patty Rowe* (wife of *Jim Rowe*) hosted the guests around. While we were hustling in the New Year in Cleveland, *Gene* (Continuity Manager) and *Joan Walz* celebrated by visiting *Cy* and *Rose Kelly*, who left NBC Cleveland last summer to live in New York. This Christmas has an

extra meaning for one of our TV Traffic girls, as *Shirley Hill* became Mrs. *Roger Buehler* on Christmas day and honeymooned in New York. *Rue Degravelles* certainly won't have any trouble battling the winter weather with his new '55 Ford. Bright aquamarine and snow white, it'll get him there and back. Also sporting a new car is *Jim Rowe* (AM Director) with his new Nash.

Bright shining faces belong to newly engaged couples—*Bob Fields* (TV cameraman) to *May Barnard*, *Ronnie Wineland* (Guest Relations) to *Doris Hart*, and finally *Marilyn Beifus* (TV Promotion) has announced her engagement to *Wayne Dorsey* with an early summer wedding planned. *Glenna Hanson* (Sales Sec'y) and *Jack Fuerst* have set February 19th as their wedding day. They plan to live in a new modern apartment in Euclid, Ohio.

It may be the middle of winter, but that's not going to stop our aqua queens, *Stella Sankal*, *Betty Ann Onuska*, *Lillian Buckto* and *Marian Walters* from taking to the waters for swimming lessons at the YWCA. Come summer we should see some fast strokes across Lake Erie. Welcome back to *Joe Mulvihill*—who was in the hospital for a spell. It's good to see you back! *Jim Prunty* has recently taken the capacity of AM Staff Director, moving *John Wellman* into Bandwagon AM Director. *Pat Jeffries* replaces *Jim Prunty* at the switchboard (Guest Relations.) Also, *Edward Babofschak* has been added to our staff as Revenue Supervisor Accountant. NBC girls threw a surprise party at the Hickory Grill for *Kim Holzmilller* who left to take a job with a local film company.

KRCA, Hollywood — *Grant Reck-sieck* and *Harry Camp*, members of the KRCA Promotion Department, the envy of the station. They were able to get a table for *George Gobel's* appearance at the Statler Hotel. All reservations were sold out for the entire engagement three weeks before the popular NBC comedian opened. *Bud Mertens* moves from the Controllers Department to Operations as telecast schedule coordinator. He replaces *Elsie Radwick* who is off to Europe to work in Belgium for the Voice of America. With her go best wishes from everyone at the station. The Shopwins (*Muriel Pollia*) have sent out invitations to join the very exclusive South Gramercy Place Croquet and Mandolin Club. *Rose Meyer* has picked out a new

home and moves shortly to the San Fernando Valley.

Tom McCray, General Manager, named Radio and Television Chairman for the Southern California Division of the Community Chest for '55. He will coordinate all activities in these fields during the coming year. *Sue Swanson* replaced *Joan Gowanlock* in the Operations Department. *Joan* moved to San Francisco. Congratulations to *Jack* and *Betty Kenaston*, who have just celebrated their sixteenth wedding anniversary in Palm Springs.

WRCA, WRCA-TV, New York — More changes in Room 252! We are happy to welcome *Bill Berns*, *Marv Camp*, *Bill Adler*, *Gabe Pressman* and *Pat Donegan* down from Room 314, but sorry to see *Ernest de la Ossa* and his secretary, *Ceil Zelak*, leave us. We lost another member of the crew, *Marie Suchan*, who is now Mrs. *Thomas Weiss*. *Marge Heimbuch* is *Jay Heitin's* new secretary. *Marge* came to us from Personnel. Congratulations to *John O'Keefe* and *Bill Anderson!* *John* is now manager of Publicity for WRCA and WRCA-TV, and *Bill* is Business Editor for the network Press Dept.

Best wishes to *Bobby Klopp* on two counts—her engagement to *Art Trostler* and her new job as production assistant in the "Today" office. *Gwen Mahle* has moved up to take *Bobby's* place in WRCA-TV Traffic at 67th Street, and *Roslyn Sohmer* is the newest addition to that department.

WRC, WRC-TV, Washington—*Bill Callaway* of Accounting was married to *Lorraine Sieling* on Saturday, Feb. 12, and is honeymooning in St. Petersburg, Florida. *Judy Spicer*, formerly of Station WOL, has joined the staff as secretary to *Joan King*. *Rosamond Eddy*, soon-to-be sales promotion assistant, was formerly with Saks Fifth Avenue and Botsford, Constantine and Gardner in New York City. New assistant to *Inga Rundvold* and *Patty Cavin* is *Bobbie Dunaway*, most recently of Station KTVW in Tacoma, Washington. Communications welcomes *Dorothy May* as night switchboard operator and *Dick Gilmartin* as night page. Mrs. *May* worked for Station WCCM in Lowell, Massachusetts as receptionist several years ago, and has been working in Washington for United Air Lines. *Dick* is presently attending George Washington

University. *Sally Hoover* has been elected chairman of "The Jolly Girls", NBC women's social club. New man in the Film Lab is *Rob Diefenbach*.

Norman Scott of Staging Services has returned from a honeymoon trip to Miami Beach with his bride, the former *Katherine Koopmann*. Best Valentine received at WRC: *Pat Allen*, secretary to NBC V. P. and WRC, WRC-TV "general", *Carleton D. Smith*, received a beautiful diamond engagement ring! Lucky man is *Bob Schroeder* of Amherst, Ohio.

Public Relations Division

National Advertising and Promotion—*Anne Raica* and *Margie Evans* are enthusiastic campers. Despite winter snow and cold, they spent a recent week-end in the Poconos, renting a cabin and chopping their own wood. *Frank Macauley* and charming wife *Adrienne* spent months looking for an apartment—then found one on another floor of their own building! *Barbara Bowden* is bubbling with excitement over her proposed trip to Europe. She'll sail June 8 on the *Queen Elizabeth* with her sister. Good-bye and good luck to *Marion Finn*, who left a short time ago. She has been replaced by *Jane Carlisle*—to whom we extend a hearty welcome. *Al Sherman*, A & P artist, recently became engaged to *Mary Farnberg*, also an artist. Wedding date depends on their luck in finding an apartment. Mr. and Mrs. *George McNally* welcomed a daughter, *Georgianna*, on Jan. 12.

Information—The Information Department had a get-together at *Kathryn Cole's* home on Washington's Birthday. New CHIMES Editor *David Eddy* (an Info graduate) was one of the guests. Gifts were received by the two newest members of the dept., *Dick Fox* and *Walter Thompson*. To Mr. and Mrs. *Thompson*, a new-baby gift, and to Mr. and Mrs. *Fox*, a wedding gift. We warmly welcome (sans gift) *Van Ridgway*.

Press — The entire department received congratulations from *Mike Dann*, Director of Program Sales, on the tremendous publicity work done on the Spectaculars. Congratulations to *Bill Anderson* who has been appointed manager of Business and Trade Publicity succeeding *Joe Derby*. *Bill* comes to us from the local station where he

was manager of Publicity. Our best wishes are extended to our very capable and attractive receptionist, *Joan Frimel*, who has forsaken us to become secretary to producer *Ted Mills*.

Shy *Stan Appenzeller* surprised everyone when he announced his engagement to *Lenore Miller*. The date has been tentatively set for some time in June.

Research and Planning—*Joan Donnelly McCullough* left NBC January 28, an expectant mother the end of June or beginning of July. She was dined at Trainers on January 25 and presented with a lovely bed jacket and baby book or diary, as you wish. *Laura Graham* of the Planning Division moved a few desks and succeeded *Joan* in the Circulation Staff. Heartiest congratulations to *Laura*.

Sandy Boley had a surprise luncheon honoring her birthday, January 19. Affair took place at Yank Sing which has the slipperiest egg-rolls *Gloria Sawan* has ever ordered. *Doris Katz* was treated to an Italian feast on her birthday January 27 at the Red Devil.

Want to welcome to the department *Harriet Kasnowitz* who took *Laura's* position in the Planning Section. This gal is a Columbia grad and a commuter from Englewood, New Jersey, and we hope she has found a happy home here with us. Now that the *Tribune's* Tangle Town contest is over, we'd like to boast two winners from our office. . . . namely *Mildred Schmidt* and *Carol Burton*. Now invest your \$5 wisely, girls!! *Arlene Urbanovsky* and hubby-to-be have found an apartment and are fast completing plans for an April duet down the aisle. The vim-and-vigorous complexions in our 520 office belong to *Sallie Melvin* (ski week-end in Maine) and *Ruth Kulow* (G. Washington week-end in Pico Peak, Rutland, Vt.). *Doris Katz*, you'll have to get a better tan, but we'll count you as a skier this time.

February 24, 1955 marked *Hugh M. Beville, Jr.'s* 25th anniversary with NBC. Mr. Beville is the director of Research and Planning and all the members of the department extend very best wishes to him on this occasion. The new face in Ratings Section belongs to *Don Brown*, formerly a trainee, who'll forgive us we hope for this belated welcome to our family. Timed perfectly with the CHIMES' deadline is the very newest member of our department. He is *John Scott*, who'll

be working as a research analyst in *Tom Coffin's* Research Division. We're mighty pleased to have you with us.

Radio Network

Radio Network Administration—We wish to welcome *John Lerner* and *Lattie Dawson* to our little group and hope they'll be happy in their new positions. *Lattie* handles the secretarial duties for *Syd Rubin*, our manager of NBC Enterprises; and *John* has taken over the job of Supervisor of NBC Enterprises Souvenir Counter.

Syd Rubin and his wife spent their week's vacation at Castle Harbor, Bermuda. They both had a wonderful time, even though they had the coldest weather in weather bureau history (41 degrees). *James Gladstone* and his wife went skiing in Manchester, Vermont on their week's vacation and *Jim* returned with a Florida tan, and no bones broken. We said "Farewell" to *Agnes Sullivan*. We presented her with a little going away gift and will miss her very much. However, we'll still see *Agnes* around as she is only leaving the department, not the company.

Radio Network Sales—First, congratulations, *Liz Leitner*, on your engagement and September 11 date. Health, happiness, success and a bigger pay check. Welcome to *Mary O'Connor*, newest secretarial member of Radio Net Sales. *Mary* replaces *Joyce McKenna* who remains with the company. Further welcome to *John F. Tallcott*, who replaces *C. V. S. Knox, Jr.*, as salesman extraordinary. *Tommy Phillips* is embarking on a new tack. After four harrowing hours she finally managed to enroll at Hunter College for the night session. Much success "a la francaise." Another member of our super-intellectual department starts a new term just about now; good luck again, *Bob Smith*. As always, straight "A". One can tell spring is on the way: *Jean Martin* and *Elissa Enax* are knitting sweaters. With mad preparation, fall should see them complete. It seems everyone in Net Sales has been bucking virus X. With joy we report all have been successful, but a special welcome back to *John Birge*. P.S. . . . Due to recent engagement of your correspondent (*Linda Schmidt*), look for change of name around June 4.

Television Network

Music—*Joan DeHart* departed our camp for the honorable estate of matrimony. The wedding was in Plainfield, New Jersey, February 5. Practically the entire office attended. There were eats at the reception. The lucky man is Warren Wolfe, in the newspaper game, Middletown, Ohio. *Jane (Roane) Langley* was Joan's bridesmaid. This bridesmaid business is getting to be a habit with Jane. *Ann Bradley* replaces Joan and comes to us from vast experiences at BMI. We are being painted a new blue which is now known as Music Blue.

Ernest LaParde doesn't miss us at all, as he now has a new woodworking machine and is making sawdust all over the place. I'm told he is getting careless as his fingers are getting too close to the bits, saws and planing edges. We miss him, however.

Marilyn Mech is leaving the Record Library on the 18th to join one of the world's greatest advertising agencies.

TV Network Sales — The time has come, the deadline warns, to write of many things: of moves, repairs and marriages, and gossipy little things. With this in mind we hereby submit the following.

While making the unavoidable rounds of the office to collect items of interest, we decided to stop at the desk of *Ethel Smoak* to get a few details on her sideline career. Seems that just for the fun of it, *Ethel* had written a story for children; after showing a few of her friends the story, they encouraged her to submit it for publication. Quick as a flash her very first story was accepted. "And mind you," says *Ethel*, "they even paid for the thing, and asked for another!" She has written her second story, submitted it, and is presently watching the mails for another check—she hopes.

The "Today-Home-Tonight" gang no longer call 412 home. They have a new base of operations on the second floor. However, our spirits have been boosted somewhat by the appearance of a few new faces in our office. The welcome mat goes out this month to *Doris Taylor* and to *William Brazzil*.

Jack Carson thought it might prove interesting to bring some of the girls in the office a few flowers, so he arrived one Friday morning with a bunch of calla lilies, and distributed them to the girls, taking great delight in watching them try to decide just what to do with "this lovely flowah". *Fran Bar-*

bour quickly solved the problem by sweeping around the office in her own inimitable way with the calla lily "in tow" worn as a corsage, much to the delight of all who watched her. *Dorothy Brock* was also pleasantly surprised by her boss, *Dick Paige*, when he presented her with a Hawaiian lei of white carnations for Valentine's day.

The welcome mat also goes out to *Jim O'Brien*, *Div Ryan* and *Dick Justa*, new additions to TV Sales Traffic. Congratulations are in order for *Mort Dillon* who has been transferred from TV Net Sales Service to the statistics corner of TV Sales Traffic. Our own, very pretty-as-a-picture *Audrey Stolzenberger* modeled at the National Photography Show held at the 34th Street Armory from February 18 to February 22.

TV News Film-106th St.—*Lucille Simmons* just turned 21—and not an election in sight! *Eddie Williams* off the "sick list", looking just great! *Medicos* month-mending *Marilyn Marcinkowski*, making *Marilyn's* mob merry. *Walter Kravetz* and *Johnny Christophel* "shanghaied" from 106th Street by "Background". *Van Clarke* became *Eugene Juster's* secretary at NBC's "Little Puerto Rican Town". *Gerry Polikoff* vacationing in Florida with horses instead of "Camels". *Gene Frisch* back from Florida sans sun-tan. *Margie Avakian* wishing she were in Florida. *Irving "Home Insurance Company" Sobel* sold three policies in one week.

TV Program — 1955 has brought quite a bit of news from our department. First, *Tom Loeb* has been made manager of Network Programs . . . this is wonderful news but there have been rumors that he and *Marion* will leave the 28th floor of the RKO building to move to the RCA building; we certainly will miss them! In the marriage department: *Lottie Clausen* became Mrs. *Kenneth Booth* on January 2nd . . . and *Florence Friedman* ("American Inventory") is now Mrs. *Eugene Daynes* as of December 23rd.

Caroline Burke is packing her bags for a three and a half month trip around the world . . . Quite a trip! From *Bob Garthwaite's* office we learned: The *George Lawrences* announce the birth of a little boy, named *John Michael*, born on January 1st. *Rosemary Quigley* and *Hugh McPhillips*, formerly of this department and now a director with WRCA, are engaged. Congratulations . . . They're

planning to be married in April. *Hugh McDermott* became engaged to *Helen Cahill*. They are planning a June wedding. *Ruth Girard* has joined the staff of Associate Directors. *Robert Quinn*, formerly an AD in Broadcast Operations, has joined the staff of Stage Managers. *Livia Granito* has returned from Hollywood to the staff.

We have been very glad to have *Bob Banner* and *Edith Johnson* of the "Dinah Shore Show" here with us for a few weeks. . . . If anyone in our department has any interesting news for this column, please contact me on extension 7077.

Production Operations — Although February is not the usual time for vacations here at NBC, two fortunate fellows in our Broadcast Film Department enjoyed theirs, and returned with such wonderful bronze tans that the rest of us here in 688 look anemic. *Bob Schulein* enjoyed two glorious weeks at Sun Valley, and *Stan Parlan* returned after one week in Cuba. They both brought back such wonderful tales, that we are all dreaming of our own, which seem to be so far away. We wish to congratulate *Bob Andruss* and *Jim Gaines* on their recent promotions within our Broadcast Coordination Department. We'd also like to extend a big welcome to *Len Lucas*, who recently joined that department.

In Central Booking, one of our girls, *Jane Costello* to be exact, went ahead and got engaged. The wedding plans are set for May 21, 1955. We all celebrated the occasion with a champagne party! *Mary Cooper* set a record—hasn't taken a fall while ice-skating this year—for *Mary* that's a record. *Peggy McGrath* took a little trip up to Maine a few week-ends ago, and did a little skiing.

Public Affairs—Members of our peripatetic group manage to cover lots of territory in a very short time . . . *Bob Graff's* on a special assignment to India to produce an interview with Prime Minister Jawaharlal Nehru for the "Wisdom" series. En route, he stopped at Addis Abbaba, Ethiopia and saw Cheops' ship in Egypt. Before leaving the States, *Bob* (and the rest of us) welcomed *Barbara Muller* as his new secretary. *Barbara* was formerly with WRCA-TV. *Bill Parish* has been flying (literally) in and out of the office to Pittsburgh and Chicago on special assignments. Another new face is *Marcia Dealy*, *Wade Arnold's* secretary. And welcome back, too, to Mr. A. who was

on leave to produce with Smith, Kline and French a special closed-circuit program on coronary heart disease, "Vidclinic", in cooperation with the American Medical Association. It was seen in 32 cities from coast to coast and was so successful that he's been tapped to do another one for presentation in May. *Arthur Hepner* has been temporary occupant of that office since he and *Jim Fleming* returned from a New England hiatus. A new radio series will be built around the material they've compiled.

Marilyn Kaemmerle (Quinto) and husband *Hank* are moving into a larger apartment and giving special attention to the additional room, which the "littlest" *Quinto* will occupy, come June. We expect to see *Marilyn* back again in the fall. In between visits from *Betty Ross* and *Judith Waller* of Chicago, *Karel Pearson*, Hollywood program manager, stopped by.

TV Technical Operations — This New Year of 1955 has certainly started off with a "bang". So many exciting things have happened and just to name a few. . . .

Nancy Nicholson, a former co-worker, and *Jerry Cudlipp*, one of our engineers, became Mr. and Mrs. on February 19. Among the many guests who attended the lovely wedding was *Grace Kaufman* who will soon be planning her own wedding since she became engaged to *Walter Johnson*. I think this idea must be catching because *Rosemary Iannuzzi* also received a beautiful diamond ring from her one and only, *Jack Di Benedetto*; *Don Boyle* made his favorite girl (*Barbara Cole*) exclusively his; and *Georgia "Pixie" Smith* surprised us all when she announced her engagement to *David Springer*, although we can't say she didn't give us fair warning with that gleam she's had in her eye for the past few months. *Joyce Peters* and *Bob Sullivan* tied the knot on February 5. Both the *Sullivans* and the *Cudlippo*s spent their honeymoons skiing in the mountains. Happy sliding, you daring newlyweds, and all the happiness in the world from the Gang.

Joyce, who will be so busy taking care of *Bob* and their new apartment, was replaced by *Marie Bergdahl*. This left an opening in Scheduling which was filled very nicely by *Pat Roth*. Among the other new faces, we have *Eleanor Harkins* replacing *Marie Rohrman* who left to serve us in a different capacity—as Mr. *Connell's* secretary in

Employee Services; *Tommie Owen* who comes to us from G. R. to replace our little *Kathy Dindia* who moved up to become Mr. *Sharon's* secretary in Personnel; *Carrie Sgarlato* who replaced our "Pixie" *Smith* when she went to Local Operations as secretary to *Pete Affe*; and although she's been here for sometime now, we don't want to forget *Caroline Hummell* who replaced our little Mother-to-be, *Dottie O'Loughlin*.

Congratulations to our "Proud Papas" of the New Year, *Don Frey*, *Mike Rosar*, *Bob Lanik* and *Dick Pedersen*, the first three of whom were presented with baby boys and the latter with a cute little baby girl. *Stan Peck* proudly told me of the 6 cute little puppies his boxer presented the family with on January 29.

How about our gal, *Joan Coffey*, bowling a "213" game at the bowling alleys one Friday night. . . . She would have to pick my team to do it against, too, but congratulations anyway, *Joanie*.

About the only bad thing the New Year brought in was the wave of illnesses that claimed the health of so many of our people. Although virus was the main trouble, we were a lot happier when *Art Jensen* returned from the hospital after fighting off a bad case of pneumonia, *Walt Himmelberg* and *Loren Jaycox* recovered from their operations which kept them away for a few weeks, and *Wally Roe* came back as good as new after being out for two months with an ear operation.

A special bit of thanks to *Mrs. Tiny Carson* from myself and those hungry TVC engineers for her kindness in sending all those wonderful homemade cookies. We really kept her busy when each of us brought in one of the necessary ingredients for a new batch and sent them home with *Tiny*. Still can't believe he beat the 5:00 pm rush with the eggs and butter, etc., and wouldn't that have been a picture for an ambitious photographer!

Bargain Counter

For Sale: Ladies' white ice-skating shoes, size 3. \$5.00. (Second-hand, 1 year old.)

For Sale: Leitz Hector lens for a Leica camera. F4.5, 135 mm. Perfect condition. *Nanci Heilmann*, X 623.

To Share: Young musician wants to share 6-room furnished apartment. Steinway Grand. \$12.50 per week. Location—102nd St. at C.P.W. Phone Mo 3-9110.

For Sale: 2 co-op ap'ts, off CPW. 3 and 4 rooms. Both 50 West 67th; belonged to artist leaving city. TR 3-7106.

Wanted: 2-2½ room furnished apartment, complete with roommate who wants another. Up to \$50 a month, Manhattan. *Phyllis Kpchan*, X 665.

NBC Engagements

Stan Appenzeller, N. Y., to *Lenore Miller*.
Grace Kaufman, N. Y., to *Walter Johnson*.
Rosemary Iannuzzi to *Jack DiBenedetto*, both N. Y.

Georgia Smith, N. Y., to *David Springer*.
Don Boyle, N. Y., to *Barbara Cole*.
Jane Costello, N. Y., to *Harry Dunham*.
Elizabeth Leitner to *Alfred Vecchione*, both N. Y.

Linda Schmidt, N. Y., to *Joseph Shelley*.
Barbara Klopp, N. Y., to *Art Trostler*.
Al Sherman, N. Y., to *Mary Farnberg*.
Arthur Knieps, N. Y., to *Mary Lyons*.
Joan Fraas, N. Y., to *Robert Bunt*.
Kathy Simonson, N. Y., to *Edward Morowitz*.
Julie Hewitt, N. Y., to *Hal Reis*.

Frank Zwick, N. Y., to *Joan Werner*.
Sally Sacino, Chicago, to *Richard Iwicki*.
Bob Fields, Cleveland, to *May Barnard*.
Ronnie Wineland, Cleveland, to *Doris Hart*.
Marilyn Beifus, Cleveland, to *Wayne Dorsey*.
Pat Allen, Washington, to *Bob Schroeder*.
Rosemary Quigley to *Hugh McPhillips*, both N. Y.

Hugh McDermott, N. Y., to *Helen Cahill*.

NBC Marriages

Mary Ann Schmidt, N. Y., to *Edward Sculley*.
Shirley Hill, Cleveland, to *Roger Buehler*.
Marie Suchan, N. Y., to *Thomas Weiss*.
Bill Callaway, Washington, to *Lorraine Sieling*.

Norman Scott, Washington, to *Katherine Koopmann*.

Joan DeHart, N. Y., to *Warren Wolfe*.
Lotte Klausen, N. Y., to *Kenneth Booth*.
Florence Friedman, N. Y., to *Eugene Daynes*.
Nancy Nicholson to *Jerry Cudlipp*, both N. Y.
Joyce Peters to *Bob Sullivan*, both N. Y.
Gwen Davis, N. Y., to *William Doll*.
Richard Fox, N. Y., to *Ann Cohn*.

NBC Births

To *Dick Schleiffer*, Chicago, a son, *Scott Christopher*.

To *Pat Martincin*, Chicago, a son, *Jeffery*.

To *Earl Roger Hull*, Chicago, a son, *John Robert*.

To *Robert Elrod*, Chicago, a son, *Thomas Edward*.

To *Gino DaDan*, Chicago, a daughter, *Mary Carol*.

To *Michael Horton*, N. Y., a son, *Christopher*.

To *L. Richard Pedersen*, N. Y., a daughter, *Carol Anne*.

To *Robert Lanik*, N. Y., a son, *David*.

To *Michael Rosar*, N. Y., a son, *Keith Michael*.

To *Donald Frey*, N. Y., a son, *Donald Gregory*.

To *Paul Cunningham*, N. Y., a son, *Paul James Cunningham III*.

To *Nicholas Gordon*, N. Y., TWINS, *Susan Elizabeth* and *Christopher Jacques*.

To *George McNally*, N. Y., a daughter, *Georgianna*.

To *Harold Thomasson*, Washington, a son.

To *Robert Green*, Washington, a son.

To *Francis Scott*, Chicago, TWINS, *Robert John* and *Richard Joseph*.

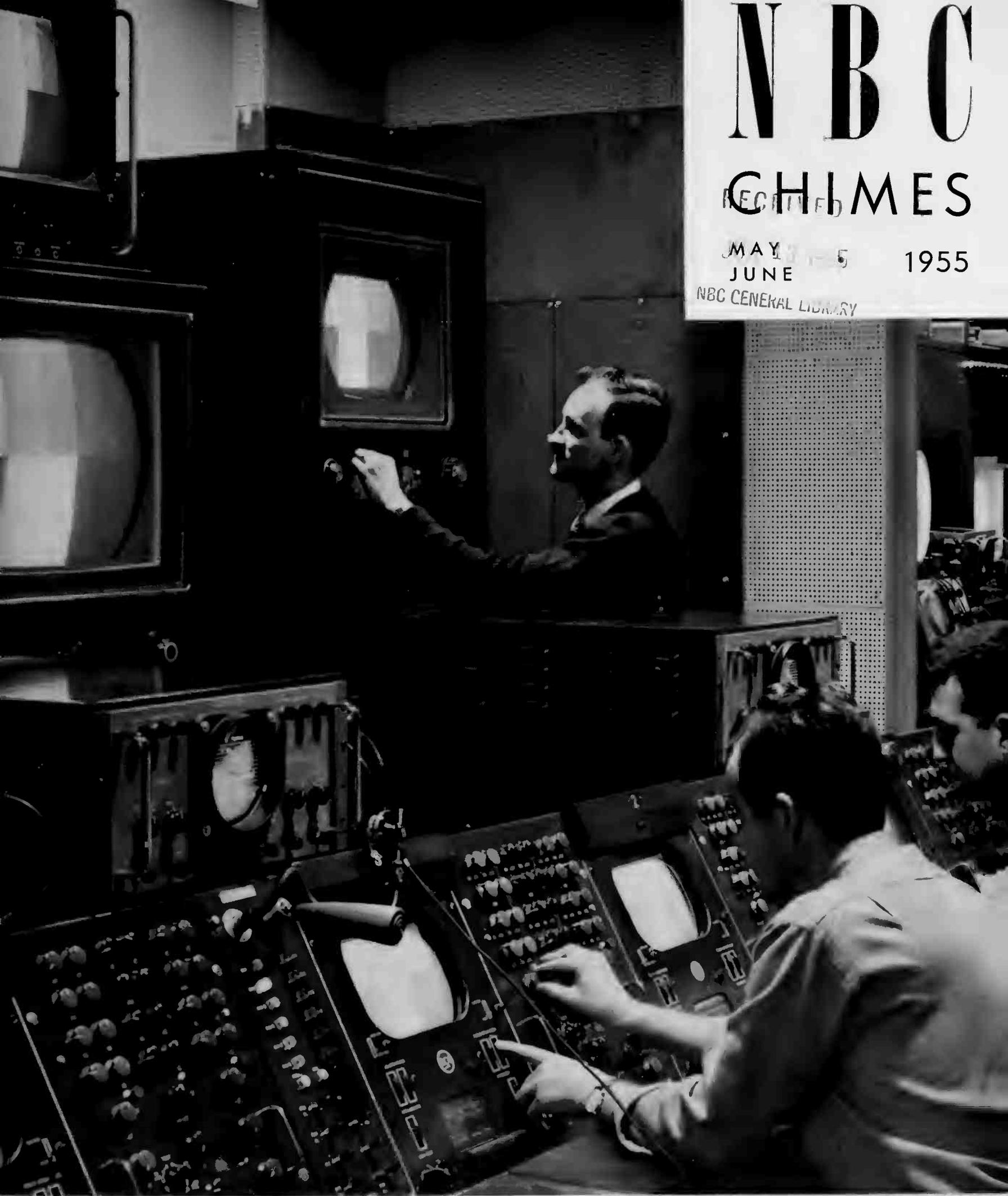
To *George Lawrence*, N. Y., a son, *John Michael*.

To *Frank Nault*, Chicago, a daughter, *Cynthia Ann*.



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*is important
too!*



NBC

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COLOR TELEVISION TAKES GIANT STEP IN BURBANK



CHIMES

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The Cover

Biggest news in TV today is color, with NBC leading the way. And, without a doubt, the biggest news in color TV is NBC's spanking new Color City in Burbank, California. Shown on the

cover is Color City's control room, with color test patterns lighting up the monitors. For more on the very last word in NBC color television development, see pages 4 and 5.

Season for Awards

Spring, and especially April, is the traditional time for taking stock and reviewing the past year's accomplishments. This custom is not observed only by annual stockholders' reports and the Federal Bureau of Internal

Revenue. In early Spring, the broadcast industry is wont to look at itself with a sharp eye, and plaudits are given where plaudits are due. Once again, NBC has garnered a high share of laurels for the year past.

VARIETY SHOWMANAGEMENT REVIEW

Variety's Showmanager Award, the publication's highest annual honor, was presented to Sylvester L. Weaver, Jr. The citation reads in part: "If any one man is to be singled out for bringing imaginative qualities and a new kind of excitement to television during the past year, that man, beyond any question of doubt, is Sylvester L. (Pat) Weaver, president of NBC."

A Special Citation was awarded to NBC-TV's George Gobel, who was termed "a cause of new worry on the part of cinema houses." Another Special Citation went to NBC Radio's

"Biographies in Sound" for "bringing a new distinction to radio." NBC Radio's "Conversation" program received a special mention as "one of the genuinely classy 'think pieces'."

Seven NBC affiliates received Plaque Awards and were listed on *Variety's* Honor Roll of Radio-TV Stations. Highlight mention went to NBC owned stations in New York and Chicago, eight affiliates, and the NBC Spot Sales Division which was cited in view of the sales organization's "showmanship angles and impact left on the stations, on the agency, and on the advertiser."

OHIO STATE AWARDS

NBC and members of its network won 16 awards and honorable mentions in the 19th American Exhibition of Educational Radio and Television.

Highlighting NBC honors was a "Special Unclassified Award" for the colorcast "Combat Television", which was cited as "a dramatic example of cooperation between the armed services and the broadcasting industry in the utilization of new television techniques for military purposes."

First awards went to NBC-TV's "Frontiers of Faith" and "Mr. Wizard" and to NBC Radio's "Columbia University Bicentennial Dramas"; to WRCA-TV, New York, for "Princeton '54"; and to WWJ, Detroit, for "Down

Story Book Lane", children's series.

A special award went to NBC Radio's "The National Farm and Home Hour" for its coverage of the highlights of the International Livestock Exposition and National 4-H Club Congress.

Honorable mention was received by NBC-TV's "Opera Theatre", "March of Medicine", "Ding Dong School", and "Zoo Parade"; by WRCA-TV's (New York) "Through Other Eyes"; by NBC Radio's "The American Forum" and "His Finest Hour—Winston Churchill"; by WRCA's (New York) "The Norwalk Story"; and by WHAM's (Rochester) "What I Believe".

TV RADIO MIRROR AWARDS

Twelve gold awards went to NBC shows and personalities in *TV Radio Mirror's* Eighth Annual Readers' Poll.

Favorite TV programs: "Dragnet" (mystery-adventure); "Home" (women's program); "Roy Rogers Show" (western).

Favorite TV stars: Loretta Young (evening drama actress); Jack Webb

(evening drama actor); George Gobel (comedian); Martha Raye (comedienne); Roy Rogers (western star).

Favorite radio programs: "Lux Radio Theatre" (best program on radio); "Lux Radio Theatre" (evening drama); "Strike It Rich" (quiz).

Favorite radio stars: Fibber McGee and Molly (husband and wife team).

NBC News Roundup

Sarnoff Named Masonic Man of the Year

Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC, received on May 3 the 17th Grand Lodge Medal for Distinguished Achievement at the 174th Annual Communication of the Grand Lodge of New York State Masons held in New York City. Each year the medal is awarded to "some Mason in the world whose contribution in the realm of art, science, literature or drama merits such recognition." The medal was awarded General Sarnoff as the Masonic man of the year for "his technical training, creative vision, executive ability and the cultural interest which sparked his plan to carry great music into millions of homes."

Organization Changes

In Television Network, Pacific Division, *Thomas W. Sarnoff* has been appointed Director of Production and Business Affairs. *Thomas C. McCray*, in addition to his existing duties, will be responsible for all Radio Network activities in the Pacific Division. *Frederic W. Wile, Jr.*, continues as Vice President, Television Network Programs, Pacific Division. . . . In the Participating Programs Department, *Richard L. Linkroum* has been appointed Executive Producer, and *Ted Rogers* has been appointed Producer, for "Home". . . . *Randall R. McMillin* has been named Purchasing Agent for NBC. . . . *Donald J. Mercer* has been appointed Director of Station Relations. . . . *Don Becker* has been named General Programming Executive for NBC-TV. . . . *Sam Sharkey*, former head of the national news desk for the *New York Times*, has joined NBC as Editor, NBC News. . . . For the Pacific Division, *John H. Thompson* was promoted to Manager, News and Special Events. . . . *Thomas J. O'Connell* has been appointed Manager of the Tax Department. . . . In the Film Division, *William L. Lawrence* was named Manager, Programs and Production. . . . At WNBQ-WMAQ, Chicago, *John M. Keys* has been appointed Director of Sales, and *Howard W. Coleman* has been appointed Manager, Advertising and Promotion. . . . *William H. Craig* was appointed Assistant Manager of Personnel for the Pacific Division. . . . *Charles Moos* has been named Manager, Labor Relations. . . . In TV Technical Operations, *Allan D. Henderson* has been named Technical Supervisor. . . . *Barbara McCusker* has been appointed Magazine Editor in the Press Department. . . . *Robert F. McCaw* has been appointed Director, Facilities Administration. . . . In Production and Business Affairs, Pacific Division, *Darrell Ross* has been named Manager of Staging Services; *A. H. Saxton* was appointed Manager, Radio Technical Operations; and *John E. Burrell* was appointed Manager, Television Technical Operations. . . . *Jerry A. Danzig* has joined the Owned Stations Division as General Programming Executive. . . . *Roger Lyons* has joined the NBC staff as supervisor of Radio Religious Programs during the maternity leave of *Marilyn Kaemmerle*.



"Integrity and skill."



"Refreshingly original."

As NBC winners of the coveted Peabody Awards for 1954, George Gobel was singled out in Television Entertainment, and Pauline Frederick was honored in Radio Contribution to International Understanding ("Pauline Frederick at the UN"). Other NBC winners were the program "Conversation", in Radio Entertainment, which was cited as "intelligent talk, spiked with humor"; and in Television Regional Public Service, NBC affiliate WJAR-TV, Providence, R.I., which was singled out for its "courageous and costly story" of Hurricane Carol.

TV's First Children's Program Review

NBC has created the TV industry's first Children's Program Review Committee, according to Joseph V. Heffernan, NBC Financial Vice President, in testimony before the Senate Subcommittee on Juvenile Delinquency in Washington. He also announced that Dr. Frances Horwich, producer-star of the award-winning "Ding Dong School" and one of the country's leading authorities in primary education, has been appointed to the new post of Supervisor of Children's Programs for NBC. In addition to Dr. Horwich, the Review Committee consists of Mrs. Douglas Horton, former president of Wellesley College and wartime director of the WAVES, and Dr. Robert F. Goldenson, psychologist and expert on family relations.

"Monitor" Already Over \$1,000,000 Mark

More than \$1,335,000 in gross billings is on the books for "Monitor", NBC's new weekend radio service, making the network time periods 72% sold ten days before the program's June 12 debut. Major national advertisers signed include Western Union, Radio Corporation of America, Nash Motors, Carter Products, Chevrolet Division of General Motors, Philip Morris Cigarettes and Gruen Watch.

Como Set For Full-Hour NBC-TV Series

NBC recently completed arrangements for the exclusive services of Perry Como on radio and TV under a long-term contract. Como, one of showbusiness' top personalities, will launch a new full-hour NBC-TV series in the Fall.



Color City

With facilities unmatched in the industry, Color City swung into action on March 27 as West Coast headquarters for NBC's color programming. The dedication was marked by a 90-minute color Spectacular, "Entertainment 1955", a gala salute to showbusiness. Ceremonies were attended by 700 persons, including leading representatives of government, business, advertising, the press and the entertainment industry.

In honor of the opening in Burbank, Governor Knight designated the week of March 27 within California as "NBC Color Television Week". Vice President Richard Nixon wired NBC his congratulations.

Representing an overall investment of more than \$7,000,000, Color City features the first studio ever to be built from the ground up specifically for colorcasting. Built and equipped at a cost of \$3,600,000, it is one of the world's largest television studios,

with floor space of 140 feet by 90 feet and 42 feet of clearance from floor to ceiling.

The studio takes its place with two existing studios and a service building, all of which were constructed on NBC's 50-acre tract in Burbank in 1952. Other new construction includes a control building, a technical building and a rehearsal studio which can also be used for commercials and orchestral scoring. In addition, the service building, housing set-decoration shops and other facilities, has been extended to double its former size.

The new facilities total 12,600 square feet, bringing the total Color City space to 55,900 square feet.

The new studio is fitted out with the latest of RCA technical equipment and the world's most elaborate television lighting system.

An unusual feature of the new studio is an "audience pit", allowing a

studio audience, sitting below floor level, to watch a production from close up without interfering with the cameras, which can shoot over the guests' heads, if necessary. This permits the kind of artist-audience rapport which is considered vital to the best television productions. When not in use, the pit is covered up to become part of the studio floor. The large-screen RCA color projector also allows the studio audience to watch the performance in color on a movie-size, 15-by-20 foot screen.

The complex lighting system—a Century Izenour lighting board—permits the pre-setting of lighting for 10 scenes, double the number that was possible with previous systems. The board, moreover, permits 10 changes of lighting within any one scene. A \$350,000 air-conditioning plant, designed to handle the problem of the hotter lights required by color telecasting, has also been installed.

The new technical building serves as the nerve center for all NBC facilities at Burbank, with the audio and video controls necessary to tie the studios into one manageable operation. It also includes a film center with two RCA three-vidicon camera chains, each of which can be "patched out" to any of the live studios.

In addition to full provisions for artist accommodations and technical facilities, the two-story control building has enough extra space to house the same facilities for a second color studio to be built in the future.

The dedication show itself — "Entertainment 1955" — went off beautifully, a major credit to all concerned. Naturally, though, it was a huge undertaking, as show rehearsal and final construction came down the stretch breathing on each other's neck, to meet the March 27th deadline. The following is a behind-the-scenes report on that race, by Ruth Ronnau of the Pacific Division.

"For one who has been accustomed to escorting middle-aged ladies from Iowa and starry-eyed kids from Kansas down to Studio D to watch Dinah Shore or Tony Martin, the vastness and grandeur of the new Color installation in Burbank is a bit disconcerting. Watching it come into being was an experience we will not soon forget.

"Our first sight of the 'diggin's' took place last December. We risked life and limb perilously skirting vast yawning craters from the depths of which drifted up bits of conversation which sounded like Swahili, but had

to do with electrical, refrigeration, and construction principles. Our safari laboriously surmounted great mountains of cables and stood gaping up into dizzying mazes of catwalks, pipes and more cables where the hundreds of spots and overhead gadgets were later to be put. That this mammoth confusion of wet concrete, scaffolding, and the never-ending cacophony of air hammers could ever become the efficient, smoothly operating installation it was demonstrated as being on March 27 was unbelievable. And yet it happened.

"As the date of the actual opening approached, preparations became more and more fevered. New equipment was arriving daily to be installed and tested. New sets were being built, cys were being hung, and frantic writers were tearing their hair out by handfuls.

"Then the serious business of putting the actual show together got into high gear. The name personalities began arriving for costume fittings and rehearsals. If anyone connected with the show got any sleep from the 20th of March on, he will not admit it.

"With a show of this size and scope, naturally, rehearsal space, and lots of it, is essential. Unfortunately, that's something we didn't have much of during the race against time. If you doubt this ask Fred Allen. Poor Fred! No matter where he put down his hat and tried to rehearse, someone else was either already there, or they moved in. He finally ended up rehearsing in one of the old dressing rooms. He really didn't care, he com-

mented plaintively, a broom closet would have done. Just so he could stay in one place long enough to read the script through — just once. An entire show, incidentally, could have been built around his comments as he was being shoved from pillar to post.

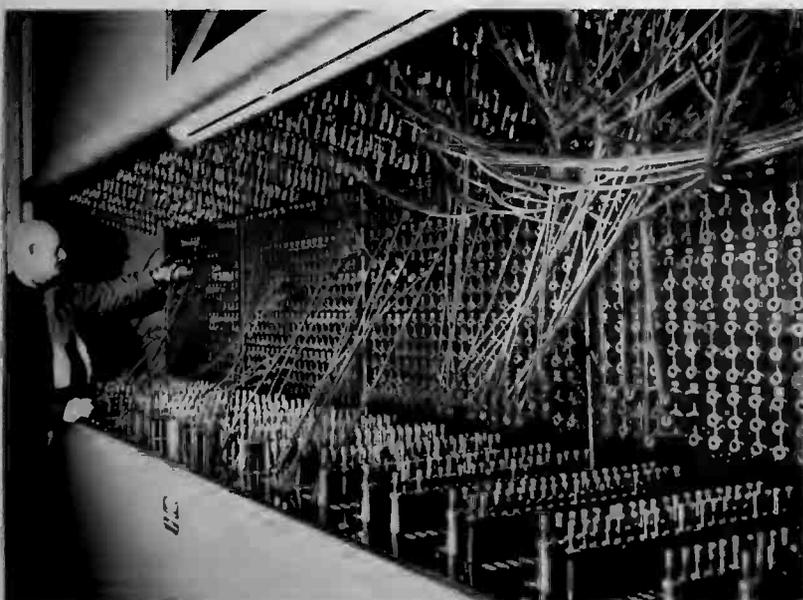
"About the show itself, little need be said because we all watched it. Words are inadequate when attempting to pass out the credits for the smoothness with which the show went off, but we do have to toss a few bouquets to Jack Rayel, Producer-Director, Jerry Madden, Unit Production Manager, Bob Henry, Associate Producer, and Dick McDonough, Director.

"The hit of the evening from the back-stage angle was the 'Big Three Trio' — B. A. Graham, President of the Sunbeam Corporation, and our own Pat Weaver and Robert Sarnoff. These three never missed a call, were never late for a rehearsal, never argued with the director or ever once demanded that their parts be re-written. This kind of cooperation is what producers dream about.

"After the show, when everybody sort of slid down in his chair and gave a prolonged 'whewwww', a real great celebration took place. It was a fabulous party in the NBC tradition — you had to see the buffet to believe it. Of course, the reveler who woke up the next morning and found the \$1,000 cockatoo perched on his chandelier may have a few uncomfortable memories, but to all the rest it was a wonderful feeling of 'Big job, well done.'"

Elaborate lighting system has 1,000,000 watt capacity and 1,260 outlets, with 2,400 lighting controls.

Huge studio contains intricate lighting arrangement and giant RCA color projection screen for audience.



Once-in-a-Lifetime Winners!

Of Fame..

Who wants to be a Fire Chief? . . . own an ice-cream parlor? . . . capture (singlehandedly) Public Enemy Number One? . . . when you could be BATBOY for the Giants or the Dodgers! A young boy's dream! And WRCA-WRCA-TV in New York made this dream possible for two very lucky lads.

They are Andrew Allena of Somerville, New Jersey, and Kett Casey of Manhattan.

Or at least they were until around mid-April. Then they each became a Great Person, the envy of countless other boys. For Andrew (age 9) and Kett (age 8½) were selected from more than 12,000 letter entries to be honorary batboys for one day for the Dodgers and the Giants respectively.

The WRCA-WRCA-TV contest, which terminated March 31, was open to all boys between the ages of 8 and 14. Jimmy Powers, noted *Daily News* sports writer and WRCA sportscaster; Giants' manager, Leo Durocher; and Brooklyn pilot, Walter Alston, were the judges. Facing these sports notables was the unenviable task of sifting through stacks of letters, carefully

evaluating each, and ultimately selecting two winners.

A highly imaginative crop of aspirants cited a host of good reasons why each should be picked. "I would like to be a batboy because a very unnecessary thing happened to the Dodgers last year." "I would like to be a Giant batboy to help Leo Durocher 'cause he don't know what to do with the team . . ." And a young hopeful from Manhattan volunteered his whole year's supply of bubblegum — with picture cards—for the chance to become batboy for his favorite nine.

The two winners, Andrew and Kett, received royal treatment. On Wednesday, April 20, Andrew was picked up in a limousine and taken to Ebbets Field two hours before scheduled game time. There he was introduced to his teammates, given an official Dodger uniform, assigned to his own locker, and instructed in his duties for the day. During the course of the evening, Andrew was singled out for honor by the announcer and introduced to the crowds.

On Saturday, April 30, young Kett Casey was honored in similar fashion at the Polo Grounds, home of his fa-

vorite team—the Giants. Each boy received an official Major League baseball autographed by players of his team, an official big league bat and glove, an official team uniform, and a trophy as prizes. Andrew and Kett were given four box seats near the dugout for members of their families.

There were 14 runners-up in the contest; each received a pair of box seats for the game of his choice at either the Polo Grounds or Ebbets Field.



Robinson to baseball to young Allena.

And Fortune.

That phenomenal kind of good luck — with a storybook tinge—came to not one but *two* NBC secretaries on Saturday, March 26. For that was the day that Dorothy Grossman and Sarah Willner, both of New York, heard that they had each been a Grand Prize winner in the famed Irish Sweepstakes.

Dorothy and Sarah were two out of eight first-place winners in the Metropolitan Area holding tickets on Quare

Times, a 100-9 shot, Irish bay gelding who splashed home in the 109th Grand National Steeplechase at Aintree, England. Each winning ticket is worth \$140,000—before tax collector (who, Dorothy sighs, was quick to get in touch with them).

Strange thing was that before the good news broke, "we had never even heard of each other!" Now, however, with all the resultant publicity and NBC-TV appearances together, the girls have become fast friends. Though their paths are once again diverging, they plan to keep in regular touch with each other, comparing notes.

Sarah, who was Tom O'Brien's secretary in O&O Controllers, had already put in for a transfer to Los Angeles, in order to join her husband who is out there starting a new business venture. With her sudden good fortune, she's been able to stop working entirely, and they now plan to buy a little home in California and start raising a family. And she'll be able to satisfy

her one long-standing wish—a grand piano. Sarah owned her ticket with her husband and her mother-in-law.

Dorothy says that her good luck couldn't have come at a better time. "I called my mother, who shared the ticket with me, to tell her the news. I got so excited I forgot I planned to call her for another reason—to tell her she'll be a grandmother in the Fall." Dorothy means to see that her folks get off on a vacation, their first real one. Her husband is working on a Master's Degree at CCNY.

Until recently, when she left the company because of impending motherhood, Dorothy was secretary to Jack Sebastian in Film Publicity, who, tongue-in-cheek, began answering her phone as "Mrs. Grossman's secretary". Mostly as a result of the girls' appearance on Steve Allen's "Tonight" (left) Dorothy has received a number of letters, 30 or 40 of which were from superstitious people who wanted to buy a future ticket from a past winner.

Dorothy Grossman, Sarah Willner, shampoo.



MONITOR

MONITOR, a new network radio service designed to bring listeners into instantaneous touch with everything important, interesting or entertaining, anywhere in the world, will be introduced by the NBC Radio Network on Sunday afternoon, June 12, via a one-hour radio-TV simulcast.

Under the guidance of Sylvester L. Weaver and Robert W. Sarnoff, President and Executive Vice President of NBC, these are the highlights of this new concept in network radio programming:

"Monitor" will provide a continuous flow of entertainment and information every weekend (subsequent to June 12) from 8 a.m. Saturday to midnight Sunday (EDT). Taking advantage of the resources that only radio can provide—mobility and immediacy—"Monitor" will offer a weekend radio service attuned to present-day listening habits.

"Monitor" will contain certain basic services, such as news, sports, time signals, weather, local and special features—all supplemented each hour by entertainment elements consisting of outstanding comedy, drama, music, theatre, films and records.

"Monitor" will bring the excitement and interest of TV to radio audiences by live pick-ups of excerpts from television shows, live or recorded vignettes from TV rehearsals, and simulcasts of important television specials.

"Monitor" will originate in New York from NBC Radio Central, a \$150,000 push-button "listening post of the world" in the RCA Building.

Presiding over "Monitor" at NBC Radio Central will be outstanding broadcasting personalities such as Dave Garroway, Jane and Goodman Ace, Red Barber, and Clifton Fadiman, who will be known as "communicators". Each communicator will work in four-hour time blocks, and each will be backed by a team of experts consisting of a name disc jockey, experienced newscaster, sports editor, and writers. In addition to its communicators and specialists, "Monitor" will regularly feature other well-known personalities; for instance, Bob and Ray, who are likely to turn up anywhere during the weekend as "critics-at-large", and "Monitor's" roving European correspondent, droll N. Y. *Herald Tribune* columnist Art Buchwald.

The "Monitor" communicator will be literally in touch with the world from the control console at NBC Radio Central. At his disposal will be direct two-way lines to all important news centers in the country, overseas circuits to foreign news capitals, connections to every NBC-TV studio, the news rooms of NBC affiliated stations in 200 cities, a vast stockpile of tape recordings, a battery of playback equipment, tickers from all the news services, one of the world's finest record libraries, and a bank of TV monitors. The communicator will also be in contact with the roving NBC correspondents operating the new Ford Thunderbird mobile units.

Obtained especially for "Monitor" and based across the country, these



James Fleming, veteran NBC newsman, commentator and tape-recording expert, is "Monitor's" producer.

Thunderbirds will be equipped with two-way radio, communicating directly with Radio Central, as well as with tape-recording devices.

The NBC News Room is being moved to become a vital adjunct to Radio Central. In another adjacent room, the most modern tape-recording equipment in the world will tape, edit and prepare for broadcast both foreign and domestic feeds. There are 18 microphones between the news room, Radio Central and the adjoining announce booths. These can be handled from either the tape room or the cen-

Assignment: Search!

Frankly, this is an invitation . . . to join "Monitor's" staff in its search through the rich storehouse of fine prose and poetic expression of all ages. Choice bits, running from a few lines to lengths of one minute or 90 seconds, will be woven into "Monitor's" forty hours—read either by the communicator or guest actors.

Make a note now of your favorite anecdotes, vignettes and ideas—whether the source be Thomas Wolfe, Gandhi or Groucho Marx. With each passage you submit, note the book title, author, publisher and page. And send it all, with *your* name, to "Monitor", room 493.

tral console in such a way that the main console can be on the air with program material at the same time that other material is being recorded.

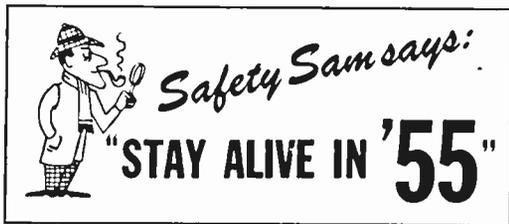
Each of "Monitor's" features will be presented in the length of time best suited to the material itself, instead of being stretched out or cramped into arbitrary time periods. Thus, "Monitor's" content might range from a one-line gag, selected from a recorded library of humor and "punched in" at the appropriate time by the communicator, to a 20-minute dramatic vignette from a current Broadway hit or a newly premiered motion picture.

The "Monitor" microphone will be equally at home at the White House, or in the dressing room of Sid Caesar. Within the space of minutes it might travel from the Kremlin, to the last inning of the top baseball game of the day, to an Air Force jet set to push through the sound barrier.

"Monitor" will make extensive use of music through the services of NBC staff orchestras, live remote pick-ups of the country's top dance bands, shortwave and tape broadcasts of music from foreign points, and NBC's own library of high-fidelity classical and jazz records.

Executive producer of this unique radio service is Jim Fleming, who draws upon 20 years' experience in broadcast journalism. Alfred R. Stern, Assistant to the Executive Vice President, has been named Director of Operations for "Monitor", supervising sales, promotion, technical operations and business affairs.

In accordance with the growing advertising trend of using NBC's "magazine concept" format, "Monitor" will be sold on a participation basis.



If you ask several persons why automobile accidents happen, you will get many answers.

It's easy to blame the occurrence of accidents on bad luck, bad weather, or the other guy's stupidity.

All of these things might have contributed to the accident, but to say that they were the *causes* of the accident is to stretch the imagination a little too far.

Here To Stay—No Fibbing!

"It's beginning to look now like it might be kind of permanent," Jim Jordan said in Hollywood not so long ago, as he and his wife prepared to celebrate the 20th anniversary of the show which by now has become an established part of Americana.

During the program of Sunday night, April 17, "Fibber McGee and Molly" commemorated a full twenty years of their NBC Radio Network show. At that time, the students of Loyola University in Los Angeles presented them with a citation for "the hours of happiness brought to millions of listeners." In addition to applause for excellence as artists, the citation also mentioned that in the personal character of their whole life "you have set an example of decency, dignity, patriotism and integrity."

Though the McGees celebrated on the 17th, the actual anniversary date was Saturday, April 16th. It was on that date in 1935, that a young married couple glumly left the NBC Radio studios in New York feeling that perhaps they had stumbled on a rung of the ladder of success. Jim and Marion Jordan had just done their first broadcast as "Fibber McGee and Molly".

That first show was written by Don Quinn, announced by Harlow Wilcox, and background music was by Ulderice Marcelli's orchestra. It featured a Molly who was considerably more of the "ould sod" than now, and a McGee who was a bucolic character given to

A fair and careful analysis of almost any accident will show how it could have been prevented by any of the drivers involved if he had been following the rules of safe, defensive driving.

For example, our studies show that one of the leading causes of accidents is our failure to reduce the speed of our vehicle in accordance with existing conditions.

If you reduce your speed to a point where control of your car will not be lost regardless of bad weather, road or traffic conditions, you will not have to experience the sickening feeling which comes with the realization that you are being carried helplessly into another car—or some other object.

It's as simple as that.

great exaggeration—hence, "Fibber". A musical highlight of the first show was Fibber and Molly singing "Flossie Farmer, the Snake Charmer".

"That first program left everybody pretty cold—including us," say the Jordans. But NBC and the sponsor had faith, and the program returned to its native Chicago where it continued until 1939, when it moved to Hollywood. Since the program's beginning it has introduced such eventual successes as Perry Como, "The Great Gildersleeve", "Beulah", Ted Weems, the King's Men, Gale Gordon (as Mayor La Trivia) and others now on their own. And such an everyday phrase as "T'ain't funny, McGee", and such a famous gag prop as Fibber McGee's closet have sprung from these shows.

Phil Leslie took over as a writer of the show from Don Quinn five years ago. Bill Thompson, who has been with the Jordans since 1936, is still doing Wallace Wimple and the Old Timer, and Arthur Q. Bryan has been Doc Gamble since 1943. Former "Quiz Kid" Bob Easton is now a leading character as Les Nelson, and Max Hutto produces and directs the show.

The Jordans have received scores of awards and citations during the years, and have had one of the nation's highest audience ratings with their old weekly program, just as they have today with their five-day-a-week schedule.

Dual Honors Go To Robert W. Sarnoff

Robert W. Sarnoff, Executive Vice President of the National Broadcasting Company, was proclaimed "Young Man of the Year in Marketing" at a dinner of the Association of Advertising Men and Women on April 21, in New York.

The award, first in an annual series, climaxed the AAMW's "Inside Advertising Week". It carries with it a "Mark of Distinction" trophy, which was presented to Mr. Sarnoff during the dinner.

Mr. Sarnoff was cited for building new sales and program patterns designed to make broadcasting more useful to advertisers; for his interest in the problems of marketers; for creating "the most comprehensive merchandising program in the history of broadcasting"; and for "the combination of youth, experience and leadership which he embodies, and which are an inspiration to young people entering the field of marketing and advertising."

Several weeks earlier, Mr. Sarnoff had been elected a member of the Board of Directors and of the Executive Committee of the Radio Advertising Bureau, Inc. The RAB is the radio industry's sales and promotion organization. Its membership is composed of the four networks, station representatives and 830 independent and affiliate stations.

Mr. Sarnoff recently assumed active direction of the NBC Radio Network in addition to his other duties.



"It says so right here, McGee!"

MULTI-MILLION PLAN FOR TV PROGRAM DEVELOPMENT

Phase One is a

Nationwide Search for New Comedy Writers

The National Broadcasting Company is undertaking a multi-million dollar talent and show development program including an international search for new performing and writing talent. The announcement was first made by NBC President Weaver, addressing the Chicago Executives Club in late April.

"We are convinced that only through development of fresh ideas and formats, of new talents and new shows, can television sustain and broaden the sense of excitement and public interest that has been apparent in its first eight years," Mr. Weaver said.

Details were announced in early May by Richard A. R. Pinkham, Vice President, Television Network Programs. Supervision of the project will be in the hands of Leonard Hole, NBC Director of Program Development. A senior network executive and a veteran of 20 years of TV and radio production, programming and administration, Mr. Hole will have carte blanche to carry out his high-priority mission.

As the first step in this far-reaching project, NBC has put into action a nationwide search to uncover promising new comedy writers for the future. Subsequent steps in the overall plan include development of comedians and comedienne; new dramatic writers (as well as pacting of name writers); dramatic actors and actresses; and dancers, choreographers, singers, and kindred artists.

Of the search for new comedy writers Mr. Hole said, "It stems from the fact that TV burns out comedy material so enormously fast, and the fact that it's so hard to find and develop new comedy writers. It's not the faults of Comics Y and Z that they didn't do as well this year as last. We think it's our fault that we didn't have a plan like this working."

Cooperation of the NBC comics themselves has been enlisted, Mr. Hole said, and they are "tremendously excited" about the idea of a comedy writing pool in active training.

The plan works like this:

(1) NBC is enlisting the help of colleges and universities (especially the heads of writing, drama and journalism departments), little theatres, drama schools and NBC affiliated TV and Radio stations, in an effort to find comedy writers.

(2) NBC will request biographies from the aspirants, eliminate some, invite sample material from the remainder. ("Pick a comic you think you can be most comfortable with and write a piece," they'll be told.)

(3) The best material will go to the NBC "Comedy Creative Committee" that will give the writers of real promise further assignments involving specific comics. This batch will be shown to the individual comics themselves for further evaluation. NBC will commission pieces for specific comics.

(4) Finalists will be brought on salary to New York or Hollywood, where they will have ample chance to practice their craft and observe NBC-TV comedy programs in production.

(5) At this stage, the writers will have the advice and counsel of top American comedy writers. Many of the comics themselves will be on hand to take a joke apart, show what it was when they got it, and what they did with it to make it funny. ("It will give the aspirants an awareness of timing and what makes the comic an artist," Mr. Hole said.)

Although it is not expected that broadcastable material will be forthcoming immediately, when and as it is, the comic and his producer will be given the chance to take the promising writer on the show and pay him as a professional.

The new quest for comedy writers is one expression of the same overall view that led to the recent establishment of a scholarship and fellowship program for outstanding graduates of dramatic schools.

It represents an expression of NBC's faith in the future of network television and an indication of its determination to keep television alive, fresh and exciting in the years ahead.



Clyde Kittell, Pioneer Announcer, Dies After Illness

Clyde Kittell, NBC newsman and pioneer announcer, died suddenly on Wednesday, March 23.

Kittell, age 54, died in his sleep at his home near Clinton, N. J., where he resided with his wife, Marjorie Alheim Kittell. He had been ill with a heart ailment for several months and was on a leave of absence from his NBC duties.

Kittell had been associated with NBC for almost 27 years, having joined WGY, NBC affiliate in Schenectady, N. Y., in 1929 as a singing announcer. He came to WEA (now WRCA) in 1931 as a staff announcer. In 1934 he was appointed program manager of WTAM, NBC affiliate in Cleveland. He returned to NBC in New York in 1935 as a staff announcer and since that date has been a familiar figure to NBC radio and TV audiences. His most recent newscasts were the 7:30-7:45 a.m. and 8-8:05 a.m., EST, news programs on WRCA.

Kittell was a member of the Radio Pioneers of New York.

He was born in Bemus Point, N. Y., in 1900, the son of a clergyman. He attended Albany Boys' Junior Academy and the Milne Military School.

Surviving are his widow, his brother, Paul, who resides in Kent, Wash., and a sister, Mrs. Elizabeth K. Bradley, who lives in Vashon, Wash.

New York Spring Dance



At the very successful annual Spring Dance in mid-April, MC Milton Berle, singer-comedienne Sue Carson, and Bambi Linn and Rod Alexander were among the featured entertainers. Below: (Top) Fred Kiefer of Merchandising was Grand Prize Winner (one-week vacation for two in Bermuda); he received the award from Mrs. Weaver and beaming Ed Herlihy. (Bottom) In deep but informal conversation are VP's Eiges, Sarnoff and Bilby.



RCA Stockholders Meet

General Sarnoff Foresees RCA As Potential Billion Dollar Corporation in 1955

Sales and earnings of the Radio Corporation of America in the first quarter of 1955 were the highest of any similar period in the history of the Corporation, Brig. General David Sarnoff, Chairman of the Board, announced on May 3 at the 36th Annual Meeting of RCA Stockholders in a studio of NBC in Radio City, New York. Approximately 900 stockholders attended the meeting.

"In the first three months of this year," said General Sarnoff, "RCA products and services sold have amounted to \$256,305,000, an increase of 13% over the first quarter of last year; indeed, this is the most successful first quarter sales period since the Corporation was founded thirty-six years ago.

"Profits, before Federal taxes, amounted to \$25,085,000. After providing \$12,517,000 for taxes, the net profit for the quarter amounted to \$12,568,000. This is an increase of 25% over the profits earned in the first quarter of last year.

"After preferred dividends, the common stock earned 84 cents a share compared with 66 cents in the first quarter of 1954."

Sales and services to the Government in the first quarter of 1955 amounted to \$52 million, General Sarnoff said, and this represented approximately 20% of RCA's total volume of business for the quarter. He added: "Unfilled Government orders on March 31, 1955, amounted to \$300 million. Deliveries on Government orders this year are expected to approach the 1954 figure of \$221 million."

Looking ahead, General Sarnoff said that RCA foresees a good volume of business for the year 1955 as a whole. He added:

"We all know from experience, however, that it is not possible to use the results of the first quarter period as the yardstick for the remainder of the year. Nevertheless, based upon the annual progression and rate of our growth in past years, we hope that RCA will, for the first time in its history, achieve the stature of a billion dollar Corporation. Our sights are set high and the target for 1955 is

one billion dollars in sales of products and services."

Television, in its numerous phases, such as manufacturing, telecasting and servicing, accounts for about 52% of RCA's business, General Sarnoff stated, continuing:

"RCA has carried the major financial and technical burden of this pioneering development of black-and-white and color television. In these instances, as in others, we blazed the trail and laid a foundation for a profitable new business for our Corporation as well as for our licensees who are also our competitors.

"Our scientists and engineers have developed and put into production the RCA 21-inch color TV tube," continued General Sarnoff. "We have conducted an active program to reduce the production costs of the tube and facilities are set up for large-scale production. Our television tube manufacturing plant at Lancaster, Pa., is being expanded to produce more than 30,000 tubes a month.

"Our first color receivers equipped with the 21-inch color tube were placed on the market in December, 1954. The results have been highly successful.

"Production will begin this week at our plant at Bloomington, Ind., on two newly-designed 21-inch color TV receivers, one a console priced at \$795 and the other a console priced at \$895. These instruments equipped with 26 tubes will feature a greatly simplified circuit as well as other improvements."

General Sarnoff said that he firmly believes color television will "break through" and be well under way before Christmas of the present year. He pointed out that a reasonable number of color programs will be broadcast with regularity and this number will increase rapidly as more color sets are installed in homes. He said that RCA is confident that it can sell all the color sets and tubes it will produce between now and the end of this year.

"Sales of black-and-white television sets are continuing at a high level, and the extraordinary values offered by the industry as a whole assure a good market for the remainder of this year,"

continued General Sarnoff. "RCA continues to hold a leading position in this field and its production and sales programs for the balance of the year are geared accordingly.

"I expect that in 1956 and the years ahead, RCA earnings from sales of color television sets will substantially exceed its earnings from sales of black-and-white sets during those years."

New portable radios and the outlook for pocket-size personal radios equipped with transistors will provide radio with a new and extended range of service, General Sarnoff said. Similarly, he pointed out, improvements in sound recording, in high-fidelity and 3-speed phonographs have put the record business on a new upward trend.

"The year 1954 was an excellent one for RCA Victor records," he continued. "And in the first quarter of this year we pressed more records than in any previous three months in our history. Based upon our first quarter results, sales of RCA Victor records in 1955 look very promising."

Stockholders were informed that first-quarter sales of the RCA International Division in 1955 reached the highest level for any comparable period.

Applications of electronics to business and industry are continually broadening in scope, according to General Sarnoff. He said that in this field RCA has developed a new and highly advanced electronic data processing system known as "Bizmac". It is designed to handle with instantaneous "push button" operation such business tasks as invoicing, inventory control and other clerical routines.

Under development for more than five years, the first "Bizmac" system is being custom-built for delivery next Fall, General Sarnoff said, to the U. S. Army Ordnance Tank-Automotive Command at Detroit, Michigan.

The following Directors were re-elected by the stockholders for a term of three years: John T. Cahill, Elmer W. Engstrom, Edward F. McGrady, William E. Robinson and Walter Bedell Smith.



With her rose gracing her desk, Pat Donegan of WRCA-WRCA-TV, New York, turns back to her News & Special Events assignment.

WRC-WRC-TV General Manager in Washington, Carleton D. Smith, presents Bert Quinn with her rose. Looking on are (l-r): Janne Milette, Martha Cosgriff, Ethel Edwards, Betty Cole, Jeannene Baur, Judy Spicer and Josephine DeZerne.

Secretaries' Day at NBC

"On this National Secretaries' Day, Our Appreciation, Our Thanks, and Our Best Wishes to You."

This note of gratitude accompanied the flowers sent to all "Girl Fridays", as NBC offices throughout the company paused on April 27th in the everyday rush of business to pay special tribute to that all-important group of employees — the secretaries.



It was orchids at WTAM-WNBK, Cleveland, from General Manager Lloyd E. Yoder. Seated (l-r): Carolyn Bertko, Margaret Sands, Jean Strobel, Joan Illingworth, Marian Walter. Standing (l-r): Joanne Barnes, Glenna Fuerst, Louise Tkacs, Shirley Buehler.



Getting ready to distribute roses marking Secretaries' Day at NBC Chicago, personnel secretary Doris Storm receives rose number one from her boss, Glenn Uhles, personnel manager for WNBQ-WMAQ.

George Greaves, General Manager, presented KNBC San Francisco secretaries with orchid corsages. Top (l-r): Claire Patrick, Doty Lyon, George Greaves, Gail Monroe, Bert Medar, Carol Spence, Bill McDaniel, Fran Davis, Lois McInerney. Bottom (l-r): Kathleen Moore, Alice Ryan, Janet Sligh, Evie Dybwad, Virginia Conway, Chris Argos, Midge Price.



At NBC Hollywood, the gals received mixed corsages. L-R: Eileen Dumont (newest network secretary), Teena Good and Imogene Miller.



NBC New York sent roses to all its Girl Fridays. Presentation in the National TV Program office shown here includes (l-r): Hudson Faussett, Martin Begley, Ted Mills, Margo Stearns, Joan Frimmel, Joan Rowe, Lotte Booth and Louise Pansini.



KRCA Hollywood General Manager, Tom McCray, hosted the secretaries at luncheon. Standing (l-r): Diana Roscoe, Muriel Pollia, Loretta Skelton, Aileen Henderson, Marianne O'Connor, Barbara Hughes. Seated against wall (l-r): Pat Leslie, Lila Turner, Naomi Hallum, Bobbie Rickson, Roberta Fletcher, Jeanne DeVivier, Rosemary Gorman. Front (l-r): Terry Sevigny, Rose Meyer, Marge Sprague, Blanche Hasse, Jean Evans, Kay DeHart, Marge Clark, and Sue Swanson.



As part of "Operation Classroom", WRCA college reporters interview Senator Herbert Lehman after a "Citizens' Union Searchlight" broadcast.

'Operation Classroom'

The WRCA and WRCA-TV News and Special Events Department is definitely on the ball, to borrow a collegiate phrase. Under full steam for the past three months has been a college "stringer" system to assist the New York stations in the gathering of news and features of interest to campus life and the immediate communities surrounding colleges of the New York-New Jersey metropolitan area.

The plan as conceived by the NBC-owned stations has two primary objectives: to encourage college students to enter radio and television as newsmen; and to provide participants with practical field training.

The overall purpose of "Operation Classroom" is to keep the public informed of the various accomplishments, activities and worthwhile community projects on the part of colleges and universities in this area, and at the same time to use the services of student-reporters in the gathering of this material, while training them in broadcast media operation. Thus, the stations benefit through offering added community service, and the students benefit in preparing for a career.

The project now has a core of thirty bright eager college students representing the same number of leading New York and New Jersey colleges. Each student was selected by his college public information office.

Each reporter has been placed under the supervision of Bill Berns, director of News and Special Events. Berns and his staff guide the reporter in the presentation of news for radio and television, while the more important

news stories culled from the campus corps may be used on WRCA and WRCA-TV.

Every two weeks, one college reporter has joined Berns' staff as special assistant to the director—sitting in on programming meetings, observing the activities of the NBC Newsroom, and covering "special assignments".

Occasionally, the young scribe accompanies the WRCA Roving Reporter, Gabe Pressman, and NBC film units in covering news stories.

Included in the curriculum is behind-the-scenes observation of WRCA-WRCA-TV program production. In particular, the students have the opportunity to attend the stations' weekly "Citizens' Union Searchlight" program on which appear leading members of the community. This is a program which frequently makes headline news in itself. After each broadcast the reporter has the chance to interview the guest for his college newspaper.

Regular bi-weekly meetings are held, at each of which a guest speaker talks to the group on a different phase of the broadcast medium.

Under the direction of NBC staff announcer Roger Bowman, the students have cut an audition radio program—"Campus Closeup"—including reports on various campus activities and developments. The students themselves do the air work, writing the copy and putting the program together. "Campus Closeup" is planned as a weekly series in the near future.

Campus Chimes, a bi-monthly newspaper published by the students, had its first issue in early May. It

contains articles about various phases of "Operation Classroom", projects and accomplishments, and interviews with NBC executives about the future of today's college student in the broadcast medium. *Campus Chimes* is distributed on all the participating college campuses and throughout the radio and TV industry.

The Foster Parents Plan has asked "Operation Classroom" to choose one college reporter to send to Europe for two weeks in the Fall, at FPP's expense, to make first-hand observation of his counterpart, European students of his own generation. He will send back tape-recorded reports for use on local programs, and on his return will make appearances on radio and TV.

At the close of their one-year tour as WRCA-WRCA-TV college reporters, the students will take part in special graduation exercises. Each year one reporter will be recommended for the NBC Executive Training Program.

"Operation Classroom" is a stake in the future that is paying off. It is the product of an alert brace of local stations ready to experiment in a rich and unexplored field. Already, "Operation Classroom" has met with widespread enthusiasm on campuses and received excellent comment from college newspapers. Ultimately, the future scope of the broadcast medium will be broadened through tapping this all-important market, the colleges.

SAFE BETS



WHEN YOU TAKE THAT TRIP,
FOR PITY'S SAKE —
GIVE YOURSELF
A DECENT BRAKE!

Hedges Elected Rotary Club Head

William S. Hedges, of Scarsdale, New York, Vice President in charge of Integrated Services for the National Broadcasting Company, was unanimously elected President of the Rotary Club of New York at its annual meeting on May 5, at the Hotel Commodore.

Born in Elmwood, Illinois, Mr. Hedges joined the editorial staff of the *Chicago Daily News* in 1915 while still a student at the University of Chicago. He was made radio editor in 1922, following which he organized WMAQ and was president of that station until he joined NBC in 1931. He was made a vice president of NBC in 1937. In 1949, Mr. Hedges was elected President of the Radio Pioneers Club. He



is a director of Broadcast Music Incorporated, and he is a founder and past president of the National Association of Radio and Television Broadcasters.

NBC Awards and Honors

To NBC and News Director William McAndrew, for "consistently outstanding radio network news broadcasting" on the program "Heart of the News", from the National Headliners Club. . . . To NBC, to Edward Stanley, Manager of Public Service Programs, and to the "Inheritance" radio series, for "presentations representative of our American heritage", from the American Legion. . . . To NBC-TV's George Gobel, the bronze George Spelvin Award of the Masquers at their 10th annual dinner, for the "most outstanding contribution to showbusiness". . . . To Donald Voorhees, conductor of "The Telephone Hour", the Lowell Mason Award for Distinguished Contribution to Music Education, by *Keyboard Jr. Magazine*. . . . To Norman Brokenshire, WRCA-TV veteran broadcaster, for his work in the fight against juvenile delinquency, from the Order of DeMolay, the youth organization sponsored by the Masons. . . . To Reuven Frank, NBC News staff writer, the 1954 Sigma Delta Chi Award for "distinguished service in the field of television news-writing", for his script of "The Road to Spandau". . . . To Judith Waller, Director of Public Affairs and Education for NBC Chicago, for "outstanding meritorious contributions to

the development of educational broadcasting", by the Ohio State University Institute for Education by Radio-Television. . . . To James P. "Uncle Jim" Harkins, former assistant talent coordinator for NBC, the Pro Ecclesia et Pontifice medal for outstanding service to the Roman Catholic Church, presented on behalf of Pope Pius XII. . . . To NBC and "Hallmark Hall of Fame", for their contribution to the showcasing of Shakespeare's plays, by the Shakespeare Club of New York City. . . . To Hamilton Shea, WRCA and WRCA-TV vice president, in recognition of the NBC stations' "Sidewalks of New York" clean-up campaign, by Mayor Robert F. Wagner. . . . To Don Herbert, NBC-TV's "Mr. Wizard", for his "important contributions to science education", from the American Chemical Society. . . . To NBC-TV's "Justice" series, for its "sympathetic portrayal of the American lawyer and the nation's judiciary in their understanding of human problems", from the American Bar Association. . . . To NBC's National Advertising and Promotion Department, top honors for three printed promotion pieces in the Fifth Annual Lithographic Awards Competition; art work was directed by John Graham, and printing was supervised by Edward Antonioli.

Berend, Diederichs Retirements Announced

On April 30 Frank A. Berend retired, completing over 13 years with NBC. At that time he was Executive Assistant to John K. West, Vice President in charge of the Pacific Division.

Chicago-born, Mr. Berend's earlier career before joining NBC included advertising managerial and agency representation work. He joined NBC Pacific Division in March of 1942. Before assuming his position on the vice president's staff in early 1953, he had been Network Sales Manager and later Manager, West Coast Radio Sales.

After 19 years with NBC, Alphons Diederichs, KNBC Business Manager, has retired, effective June 1.

Born in Minneapolis, Mr. Diederichs worked with several concerns before coming to the San Francisco radio station in 1936. Since that time, he was successively auditor, office manager, controller and business manager.



Jake Keever, Film Division's 5'11" national sales manager, is dwarfed by two of his salesmen at the Film Division's national sales meeting held April 13-15 in New York. Len Ringquist (left), Eastern Sales force, and Dick Baldwin, Central Sales force, are respectively 6'6" and 6'7".

Meeting was a giant success.

Chicago Announcer Finds New Approach To TV, in Venezuela

By
Howard Coleman



NBC Chicago sportscaster Norm Barry, on vacation from his WMAQ-WNBQ news, sports and commercial assignments for the first time in three years, toured the islands of the Caribbean and the northern coast of South America with his wife, Marj, during the early part of this year. And, as is the way with vacationing announcers, Norm "just naturally" drifted into a TV station in the course of his tour.



A tough Trinidad bobby hauls a fractious juvenile delinquent into court! But it's all in fun for Norm and Marj, rigged for a shipboard party.

"We found the TV station by accident," says Barry, "while driving in the hills above Caracas, Venezuela. Caracas is the wonder city of South America—over a million population, hundreds of brand new buildings—and seven TV stations!

"Five of the stations are government operated, and two are commercial. We found one of the commercial outlets with its studios built on the side of a hill, right next to the transmitter and overlooking the city from a beautiful location.

"There are many similarities, and some important differences, between our methods of TV broadcasting and theirs," Norm states. "The prop department looked like a carbon copy of WNBQ's second floor shop, and the sets for the news and sports shows seemed very similar. Same old world globe, and the map is the same, only it's South America instead of North.

"The TV sets are mounted on risers, however, making them about two feet higher than what we consider normal. This way, the cameras shoot up, making the actors seem taller or, as they explain it, 'in normal perspective'.

"Also, having the sets up in the air leaves room for the prompter to crawl around on the floor! They don't use idiot cards for cues, or a tele-prompter, but instead have a stage manager who crawls around, mouthing words and whispering from various points under the set or behind furniture.

"You should have seen Marj and

myself, not daring to use the Spanish word for idiot to explain what we meant, trying to demonstrate an idiot card charade-style! Either they finally understood, or were very polite about it, but we seemed to get the point over at last. The only guy offended was the stage manager, who didn't like the idea at all!

"There are no cuts in time on commercials," says Norm. "This should make any salesman happy, but would give a program manager the screaming meemies in no time. They just let the commercials run over, and then bill the sponsor for the extra time at the end of the month. The station may be a half-hour behind its schedule by the end of the day, but nobody seems to care!"

Norm, who is a versatile sportscaster himself, was amazed by the variety of athletic events covered by one Caracas announcer, who listed football, baseball, soccer, horse races, bull fights and cock fights among his specialties—besides studio sports interview shows and news programs. "And the same guy plays Long John Silver in 'Treasure Island', which is a popular daytime serial in Caracas!"

Youngest announcer in Windy City radio when he joined WMAQ in 1934, Norm Barry has been a fixture ever since. One Barry pet peeve: "Don't call me *veteran*! Just because I've been around here longer than most anyone else, you don't have to make me sound like an octogenarian!"

RCA-NBC Grants in Drama Established

The establishment of an RCA-NBC scholarship and fellowship program to help perpetuate high standards in radio and television drama has been announced by NBC President Sylvester L. Weaver, Jr.

Mr. Weaver also announced the establishment of a special NBC "President's Award", of between \$4,000 and \$6,000, for an individual who has demonstrated unusual creative promise in the field of drama.

The drama schools of Yale University, Carnegie Institute of Technology and Iowa State University will share in the RCA-NBC scholarship and fellowship grants, aimed at helping to replenish the fund of talent from which the network constantly draws for its many dramatic productions.

"It is RCA's and NBC's intent in establishing this scholarship and fellowship program to aid in the development of young men and women who show unusual skill and promise in the drama field, and to assist them in attaining the necessary education and experience," Mr. Weaver said.

The RCA-NBC Scholarships at Yale University, Carnegie Institute of Technology and Iowa State University are for a sum of \$800 a year for each student selected. The scholarships will be granted each year to undergraduates selected by the universities.

The RCA-NBC Fellowships established at Carnegie Institute of Technology and Yale University will each provide a grant not to exceed \$3,500 a year for the purpose of assisting in the education of graduate students who have demonstrated unusual talent in the field of dramatic arts. Of this amount, \$750 per year is a grant in aid to each university. Selection of the graduate students will be made by the universities.

The NBC "President's Award" will be established as a grant to an individual between the ages of 25 and 35, who has shown outstanding talent and creativeness in the field of drama. The award will give the recipient an opportunity to study and work under great directors or producers of the theatre, both in the United States and abroad. Competition for this award will be open to all, and final selection will be made by NBC.

Felix Ghirlando

Felix Ghirlando, technical operations engineer with NBC for twenty-five years, died on March 22nd. He was 48 years old. His death at Meadowbrook Hospital came after a period of illness. Mr. Ghirlando was a resident of Williston Park, Long Island, N. Y.

A native of the Island of Malta, he joined the office staff of NBC's General Service Dept. in 1930, became a field engineer in 1941, and for the last two years had been an engineer with the Maintenance Dept. Surviving are his wife, Mrs. Hilda Ghirlando, and three children.

William A. Stanley, Jr.

William A. Stanley, Jr., NBC Chicago stagehand and a resident of Woodale, Ill., died as the result of injuries sustained in an automobile accident on April 24th. He was 28 years old, and had been an NBC employee for 5 years.

He is survived by his wife and by a daughter, five years old.

Earl M. Curtis

Earl M. Curtis, NBC manager of staging services for the Pacific Division, died of a heart attack on April 24th. He was in Las Vegas, Nevada, at the time, preparing to cover the recent atomic bomb blasts for the network.

Mr. Curtis, a resident of North Hollywood, was 63. He had been with NBC since April, 1950. He is survived by his wife, Mrs. Florence Curtis, and his daughter, Mrs. Bruce Herron.

A fourth phase of the grants in dramatic arts is the newly established NBC Employee Fellowship. This grant, in the amount of \$2,700 per annum in addition to tuition, will be awarded each year to a regular NBC employee between the ages of 21 and 30 who has shown talent and promise. Applications may be had by writing to the NBC Scholarship Committee, Room 729, RCA Building, N. Y. Applications must be filed by June 30, and the award will be announced by August 15.

NBC Marriages

Betty Altschul to David Klein, both N.Y.
Jim Puente, N.Y., to Arlene Bobleke.
Rosemary Quigley to Hugh McPhillips, both N.Y.
James McCann, N.Y., to Marilyn Conway.
Patricia Sullivan, N.Y., to Robert Coleman.
Arlene Urbanovsky, N.Y., to Arthur Rittreiser.
Al Sherman, N.Y., to Mary Farnberg.
Evangeline Collis, Chicago, to Gus Maheras.
Norma Harrington to Bob Smith, both Chicago.
Eleanor Peterson, N.Y., to Al Pearson.
William P. Ryan, N.Y., to Theresa Duffy.
Ina Sugihara, N.Y., to William Jones.
Shelly Cohen, N.Y., to Leona Levy.
Kathleen Boyle, N.Y., to William O'Connor.
Gloria Mollergren, N.Y., to William Cullen.
Toni Mendlesohn to Richard Berman, both N.Y.

NBC Births

To Ray Fincke, N.Y., a daughter, Jeanice.
To Nick Rawluk, N.Y., a daughter, Jeanne.
To Charles Shadel, N.Y., a daughter, Linda Marie.
To Sid Chomsky, N.Y., a daughter, Joan Iris.
To Ed Marines, N.Y., a son, Robert Allen.
To Jack Fitzpatrick, N.Y., a son, Gerald John.
To Richard Gillaspay, N.Y., a son.
To Alan Neuman, N.Y., a son, Paul Michael.
To Irving Traegars, N.Y., a son, Victor Steven.
To Gil Rosenberg, N.Y., a daughter, Nancy.
To Sam Kaufman, N.Y., a son, Steven Gary.
To Bill Hohmann, Chicago, a daughter, Susan.
To Russell Stebbins, Chicago, a son, John Russell.
To Ted Mayer, N.Y., a son, James Michael.
To Dennis Mastrangelo, N.Y., a son, Dennis Joseph.
To Charlie O'Loughlin, N.Y., a son, Douglas John.
To Sal Verdy, N.Y., a son, Thomas.
To Arthur Anderson, N.Y., a son Clifford.
To Robert Butler, N.Y., a daughter, Theresa.
To Richard Daniels, N.Y., a daughter, Gale.
To Robert Strub, N.Y., a son, David Robert.

Bargain Counter

For Sale: Underwood Portable typewriter, with carrying case. Good condition, recently serviced. Especially suited for girl; black and gold. \$35. Jack Sebastian, Ext. 4151.

For Rent: Small 5-room unfurnished guest cottage in Westport, Conn. Available June 1 on year-round basis. \$130 per month. John Dodge, Ext. 2208; or Westport, Capital 7-2790.

For Rent: Very attractive furnished 3½-room apartment. Suitable for 2 or 3. \$200 a month. Five or 17 month lease. Elevator building. 230 East 48th Street. PLaza 5-5291 or REgent 4-1392.

Wanted: Girl to share 5-room apartment with three others. 72nd Street & CPW. Ann Becker, Ext. 3535.

For Sale: Outboard motor. Mercury 10 HP, Lightning model in fine condition. Price reasonable. Roy Passman, Ext. 3735.

For Sale: Six Collie pups, A.K.C. registered. 2 males, 4 females. Tawny with white collars. \$85 apiece. Al Wies, Ext. 2383, 3 pm-12 pm; or FREeport 8-9159.

People and Places

Administration Division

Controllers — Everyone in the Accounting Department is now in a dither preparing for their respective vacations. *Pat Smith* combined business with pleasure going to North Carolina and being godmother to a friend's child. Controllers now has two new citizens—*Margaret Herholz* and *Carol Franzblau*—who received their citizenship papers recently. Welcome to NBC, *Ed Prendergast*. A luncheon was given for *Ellen Woodruff* who has retired to await a visit from the stork. As we go to press our namesake bowling team is in first place due to the excellent curves thrown by Messrs. *Gilles, Burholt, Rubin* and *Wheeler*. Congratulations, *Veronica Maund*, on becoming *Mr. O'Shea's* new secretary.

General Service — On April 11, *Charles Pogue* of the Protection Division graduated with honors from the Society of Mechanics & Tradesmen. He is not only the proud possessor of an honorary degree, but also merited the "George Hoe" medal for 1955!

Joan Fraas, who became Mrs. Bunt on April 16, was feted to a lovely luncheon at Headquarters on April 14 and bedecked with an exquisite corsage of fragrant carnations. Among her many lovely gifts were a pop-up toaster, Sunbeam fryer, silver, and beautiful long-stemmed gladioli. Leaving on May 31 to await the stork is our lovely little colleen, *Mary White*. *Kathy Simonson's* friends surprised her in April at the home of her future maid-of-honor by turning what was hoaxed to be a night of TV into a bridal shower, through which she became the joyful recipient of many beautiful and useful gifts.

Another NBC loss to that old bird stork was *Ann Carr*, March 31. She received many baby things, greenbacks, and was taken to dinner by her many friends. Another addition to the *John Welter* household — a bouncing baby boy, April 13. Between those wedding bells and the flapping of the stork's wings, we've become very active.

Mail & Messenger—Congratulations to *Ted Mayer* and *Denny Mastrangelo*; both are the proud fathers of new baby boys. Ted's second and Denny's first.

Joan Kelley, our secretary, now has received 135 letters from her boyfriend in Germany in the last 4 months. How many does he have of yours, Joan? Anyone notice the way *Bob Brandt* has shined up to *Jeff Hsu* since Jeff bought that new Italian Sciata? Bob claims the car is so low that when you sit in it you have to look up to see the curb — they both had a ball last Saturday riding along Kings Highway and letting the air out of the tires of busses when they pulled up next to them at the red lights.

"Liberace" of the Mail Room, who owns a 1955 "egg shell" Cadillac Convertible, was so tied up at the Copacabana on April 15th he never did make the NBC dance. Seems *John Fenwick* recuperated from that broken ankle he received skiing with a strict diet of beer his co-workers sent to him to help pass the time. My last parting thought before ending is: Does anybody really think we will receive Bob Brandt's \$3.00 for last year's Christmas party?

Personnel — DIAL 2231, starring *Marie Ruppe*, caused much excitement several weeks ago. A box containing various and sundry items was forgotten on her desk overnight and rescued by a Sergeant in Protection. Words failed her when identification time came around. Samson P. Eddy and Ernestine P. Wilcox were united in a quiet ceremony on April 22. (Wondering what the "P" stands for? Why parakeet, of course!) The groom wore a white tie and no tail. Being out ill for two weeks didn't dampen *Peggy Plagge's* sunny disposition one bit. We all missed her and it's grand having her back with us. Plaudits are in order for *Dick Connell, Marie Rohrman, Helen Cahill* and *Peggy Plagge* for a fine job in arranging our NBC dance at the Commodore on April 15. What's white and grey and packed with Vitality! Why, *Vi Nilan's* new Pontiac.

Bill Craig, Los Angeles bound to become Assistant Manager of Personnel, and *Edmund Souhami*, who went to Chicago, were wined and dined at a cocktail party, March 29, at the Terrace Room of the St. Moritz. The phenomenal view of New York from the 32nd floor was equalled only by the congeniality of the assembled guests. *B. Lowell Jacobsen* made an excellent

toastmaster. The rainy season and *Ann Mowris* hit San Francisco at the same time, but Florida was more hospitable to *Maggie Malloy* when she vacationed there for one week. Ski fever has taken hold of *Vera Guarino*. She spent a wonderful week-end on the white slopes.

The Personnel Department welcomes *Ted Hawryluk* and *Erik Borup* to its fold.

Purchasing—We have put out the welcome mat for our new Purchasing Agent, *R. R. McMillin*, formerly of RCA Communications, who has replaced *W. D. Bloxham*, recently retired. *Dick Holbrook* has just about settled in his new home, out in Englewood, New Jersey. The stag party for *Bill Ryan* was a great success; the big day was May 7th.

Staff Engineering—Lots of excitement in the department recently over the beautiful "Emmy" statuette which was awarded to NBC Engineering for the four-way split screen used during the recent elections. We think it's nicer than the "Oscar", and congratulate all those whose efforts helped to bring it to NBC's doors.

The funniest story we've heard in a long time is that of *Gordon Strang* being stopped by State Troopers in Indiana and Illinois — at the request of NBC. Mr. Strang was driving to New York from the West Coast when information he alone had was desperately needed, so NBC resorted to the State Police to track him down. They did — and Mr. Strang experienced a few nervous moments.

Virginia Horvath leaving NBC for a new job in Washington, D.C. *Gerry Hasting's* trip to Alabama served a double purpose — he had a vacation and attended his son's wedding! *Rosemary Schauble Dickinson* back for a brief visit, happily awaiting Sir Stork.

Gordon Strang, who transferred to the West Coast permanently, was guest of honor at a luncheon bemoaning his departure. He'll be sorely missed.

We forgot to welcome *Marie Perez*, Mr. Castle's new secretary! Sorry, but it's nice having you, Marie. *Nancy Mitchell* sang solo at St. Paul's during the Lenten Season?

Traffic — Terry Zucchetto Garcia writes such happy letters about her experiences now that she's playing the role of just a house-wife. She and

Kenny have been living in Pittsburgh but soon leave for the next stop on his tour with Westinghouse. Joan Duggan Tierney and husband Tom just bought a new home in Persippany, New Jersey. *Gene Suhl* resigning June 15th to continue his studies at the University of New Mexico in Albuquerque. Lots of good luck, Gene, we'll all miss you. Also congratulations are in order to *Charles A. Thompson, Jr.* on his new position with an insurance company. Welcome mat has been put out to our new addition to the Station Reports Section — *Hilke Pluemer*. *George Greer* also of Station Reports recently participated in the National Guard Alert. Trafficites are all sorry that *Jack Hilton's* secretary, *Joyce Hsu*, is on medical leave. *John McLellan* was recently promoted from the Communications Sections to the Station Reports Section. *Fred Kenworth*, Traffic's retired member, dropped in to say hello before going to the Spring Dance. Ken looked as young as a "college" boy and enjoyed his trip to Florida very much. One look at Ken and most of us wish we could "retire."

Finance Division

Legal — Although by the time you read this they will be considered "oldsters", we hereby formally welcome new barristers *Ed Burns* and *Alvin Ferleger*.

On May 28 *Eleanor Peterson* became Mrs. Al Pearson. Our very best wishes to Eleanor and Al. who as of this writing plan to spend a week honeymooning in and around Niagara Falls. *Ben Raub* is taking up where *Ed Denning* left off — in more ways than one, viz., a recent hurried trip to the West Coast to untangle a film deal. Vacations: *Rose Parapiglia* to Florida for one week; *Janet O'Brien* to the "back woods" for one week.

PS — *Howard Monderer* personally asked me to let readers know he is "not getting married this edition". (Surprised that we put this in print, HM?)

Treasurers — We don't know what has thrilled *Pat Sullivan* most — becoming an aunt to a red-headed "Danny Boy", being bridesmaid at her sister's wedding or buying a new car. The only obstacle in the last acquisition is that Pat can't drive! A sure sign of spring — *Adrienne Sellitto* insists that she saw elephants on 50th Street again and this time one was pink! Welcome mat out for *Marge*

Siller, Kathy Olsen, Joy Seigel, Vin Carey, Mary Downey and *Bob Payne*. Good luck to *Tom O'Connell* in his new position in the Tax Department. The Treasurer's Staff wants to publicly thank Kathy for her delicious home-made cake & fudge treats. No wonder we can't lose weight! Another happy aunt in the Treasurer's Department is *Joy Siegel* who is mighty proud of her little niece.

Owned Stations Division

Administration—A sad farewell to *Sarah Willner* who has left the employ of NBC. Sarah, former secretary to *Tom O'Brien*, was the \$140,000 winner of the Grand National Sweepstakes. Before her departure to the West Coast, she was given a dinner party at the Taft Hotel. *Sally O'Brien* (no relation) will now be Mr. O'Brien's secretary.

Spot Sales — A sincere welcome to recent arrivals in 308 . . . *Ricki Vizcarondo, Marge Savettiere*, Promotion secretaries; *Sam Dana*, TV Promotion Supervisor who comes to us from McCann-Erickson; *Pat Seaton*, Radio Sales secretary and *Lajla Prag*, Receptionist. Lajla has had a most interesting background . . . she served with the Norwegian Government in Exile during the war, was associated with the American Embassy in Norway and on her arrival in this country worked with the Norwegian Embassy in Washington. The NBC Spot Sales gals recently tendered a shower for *Lynn Byrne*, our former receptionist, who expects her baby in September. We also extend best wishes to *Barbara Downes* who has set June 8 as her wedding date. A prospective Army wife, Barbara will be at Fort Knox, Kentucky for a year before going to Germany.

Grace Evdokias, Diane Massey, Ann Morris, Monica Christenson and *Ethel Baumann* are counting the days until June 30. They're all taking off in Grace's car for a two weeks' motor trip through the Southland.

WMAQ, WNBQ, Chicago — The "Zoo Parade" gang, including *Marlin Perkins*, assistant *Jim Hurlbut*, producer-director *Don Meier* and a 12-man staff, are readying themselves for "Zoo Parade's" safari to South Africa during July and August. Group will film a series of future "Zoo Parade" programs, and also will send back film clips for use on NBC-TV's "T.H.T" stanzas. *Tom Lauer*, Central Division

TV sales traffic manager, entered his less-than-year-old English springer spaniel in the International Kennel Club show at Chicago's International Amphitheater — and the little girl took a third prize ribbon in her class. Full name of the Lauer pride and joy: *Ravinia's Warbler Genevieve*.

William Ray, head of the Chicago news and special events department, vacationed on the Gulf Coast in mid-April. Ray and crew celebrated their news beat in Springfield, Ill., when, via direct wire, they were able to air important testimony in the state senate's investigation of Chicago politics minutes after it happened — and hours ahead of the opposition. Staff announcer *Greg Donovan* and wife Dorothy were late April tourists of Mexico via automobile. During the same period other NBC Chicago vacationers were radio spot sales secretary *Anne Kennedy* and network ad-promotion secretary *Lynn Koykar*, both to Florida.

Announcer-d. j. *Wed Howard* has gone suburban with a vengeance, purchasing the Bartlett estate of fellow announcer *Louis Roen*. Louis and his wife, charming radio-TV personality *Elizabeth Hart Roen*, plan a move closer to the city.

Harry Ward, continuity acceptance manager, and *Ed Cerny*, transcription library chief, are spending their nights along the Lake Michigan shores, fishing for smelt! Ward, when the smelt season ends, plans a summer of Dachshund breeding and hunting for rock-embedded fossils.

Kay Westfall, beautiful partner of WNBQ's daily "Bob and Kay with Eddie Doucette" series, marked her April 10 birthdate by acting as commentator for the annual Easter Bonnet Parade at Chicago's Edgewater Beach Hotel. Kay left a few weeks later for a brief Nassau vacation.

Betty Ross served as chairman of the fourth national convention of American Women in Radio and Television, Inc., which met at Chicago's Drake Hotel, May 5 to 8. Betty is president of the Illinois chapter of the A.W.R.T.

Gail McCash, of continuity acceptance, film supervisor *Isabelle Cooney*, and WMAQ production director *Dick Reinauer* have been recent vacationers: Gail to Phoenix, Isabelle to Ft. Lauderdale, and Dick with destination unannounced. *Patricia Murtaugh* is new secretary in the WMAQ sales office.

Guest relations staffer *Louise "Od-*

die" Halper returned from a European tour and visit with relatives. WMAQ-WNBQ general manager *Jules Herbuevaux* was an early spring vacationer, driving down one coast of Florida and up the other with wife and family. *Andre Waters*, production assistant for WNBQ star Dorsey Connors, has been named an associate member of the Midwest Travel Writers Association. *John Schulz*, ex-TV spot sales staffer, resigned to take the general manager's chair at WFRV-TV, Green Bay, Wis. *Howard Coleman*, press department assistant manager, was speaker before the West Suburban P.T.A. group on the subject of "The Lighter Side of Television." *Franny Clark*, press department photo editor, and *Mary Karr*, press farm news editor, returned with sun tans from Florida vacations.

At deadline time, Wednesday, April 27, the NBC Athletic Association Spring Dance was but a few hours away. The event, scheduled for the club atop the roof of Chicago's Furniture Mart, promised cocktails, dinner, dancing, a concert by the employees' own chorus — and the installation of new officers. To be appointed: *Eric Danielson*, president; *John Natale*, first vice-president; *Joe Lutzke*, second vice-president; *Gloria Gephart*, secretary, and *Viola Barton*, treasurer.

Frank DeRosa, radio spot sales staffer, is the retiring president.

WTAM, WNBK, Cleveland—Since it's spring . . . and since everyone's in love (or thinks he is) . . . and since the engagements and weddings of NBC personnel in Cleveland have *already* been headlined in three daily newspapers, two local newsletters, and one NBC CHIMES, we won't mention them again. We'll just say "Congratulations, best wishes, and much luck!"

Spring also produces thoughts of far-away places AND vacations. *Bill McGaw*, WNBK associate director, is touring England and Spain, among other European countries. He's planning to bring home films for the "Maggi Byrne Show". *Jeanne Walker*, *Bill Davidson's* secretary, and *Jean MacNamara*, secretary to *Ted Walworth*, are off to colorful and luxurious Acapulco. *Louise Tkacs*, newsroom secretary and *Rosemary Bartlett*, of Accounting, are planning to fly to Hawaii. *Harriet Weiss*, also of Accounting, is getting ready to take a cruise to South America.

Clem Scerback, former advertising and promotion manager, and now with

the U. S. State Department, D.C., writes that he is now the proud owner of a black homburg and thus a member of the diplomatic service.

KRCA, Hollywood — *Beep Roberts* just returned from Florida visiting friends and relations. His home town newspaper printed a notice of his arrival on the front page, accompanied, however, with a picture of someone else who happened to have a head of wavy black hair. *Beep's* mother was flooded with calls asking if her son wore a toupee, as they remembered Mrs. Roberts' boy with but a few locks on his head. *Beep*, incidentally, was named to the TV committee for the general assembly of Presbyterian Churches when they held their international meeting in Hollywood.

Marvin Biers becomes a bridegroom the middle of June, the lucky lady being *Reva Frumkin*.

We said "goodbye" to *Rose Meyer* when she left to await the arrival of her first child. *Rita Haupt* moves into her place as *John Wehrheim's* secretary.

Warren Sandy is \$75.00 richer after winning third prize in a debating contest in San Francisco in connection with his Loyola law studies.

Dean Craig is the proud owner of a new Packard limousine; ditto for *Bob Pelgram* when he purchased a new Thunderbird.

Vacation Notes: *George Burke*, off to Acapulco again to continue his studies of fossils along the Mexican coast . . . *John Wehrheim* to Las Vegas . . . *Jim Damon* to Las Vegas again . . . *Bob Pelgram* to Omaha . . . *Marc Breslow* to Phoenix . . . *Ann Anderson* to Minnesota . . . *Jack Kenaston* to the West Coast of Canada . . . and *Jim Turner* to the British Columbia amateur golf tournament which he hopes to enter.

The station was happy to see some KRCA former employees that dropped by the studios: *Gene Terrell* from the NBC affiliate in Honolulu; *Joan Eisleben* back from New York; and *Joan Gowanlock Davis* down from San Francisco. We received word that *Elsie Radwick* is happily settled in Paris with her new work. *Lil Salinas* dropped by on one of her worldly tours.

Welcome to *Hugh McTernan* who joins the sales department replacing *Rouen Westcott*, who moves to Spot Sales.

WRCA, WRCA-TV, New York—Four hearty welcomes to the station! One to *John Cassin* in WRCA-TV Sales. John, whose original home is New York, spent the past two and a half years in Worcester, Massachusetts. In the Merchandising and Promotion Department there are two newcomers: *Sidney Matz* who comes from Philadelphia; and *Janet Anspach*, whose home is in Bronxville, New York, is secretary to *Tony Kraemer* and *Claude Callison*. And last but certainly not least is *John Falk* who merely stepped across the hall from Guest Relations to Publicity for WRCA and WRCA-TV. A sad farewell to *Bob Blake* and *Kent Paterson*. We're sorry to see them go but wish them the best of luck in their new jobs.

WRC, WRC-TV, Washington—*Patty Cavin*, WRC's fashion and women's news commentator, has been welcomed as a press affiliate by the American Institute of Decorators. Also, Mrs. Cavin, a member of the Women's National Press Club, is a new member of the American Women in Radio and Television. *Patty* is being fitted for a pair of black hip-length net stockings, matching tights and striped shirt she'll wear at the Women's National Press Club annual dinner and stunt party for President Eisenhower on May 19. Plot of the stunts is top secret.

Inga Rundvold has become a jack of all trades—in addition to her fashion shows and regular MC work for NBC Washington, she recently added to her job a cooking show left by *Phyllis Weaver* who awaits a visit from the stork. *Inga* began her first week in the food department with all kinds of Norwegian recipes . . . natch! *Inga* also recently made a commercial film for Procter & Gamble to launch a new food product.

Charles F. Barndt, *Robert C. Black, Jr.*, and *Charles L. Finzel* have joined the engineering staff for the vacation period. *Doug Stone*, recently of the U. S. Coast Guard, is working the early-bird page shift in the newsroom, 5:00-9:00 a.m. *Jean Montgomery* and *Bob Abernethy*, both of the network news staff, were married April 30 in Arcadia, Florida. New cashier in Accounting is *Josephine (Joe) DeZerne*, formerly of Atlanta, Georgia.

Jay Royen, WRC Publicity Director, now boasts a family of three boys.

The latest youngster arrived on March 29. This ties *Jack Connolly* of the WRC newsroom, who also has three, and *David Brinkley* who has three sons. *Earl Godwin*, "Dean of Washington commentators", notes that his own record seems secure for the moment. Earl's record: Three sons, one daughter, eleven grandchildren and two great-grandchildren!

Visit of "Home" to Washington in April was a big success from a program and public relations standpoint. Capital ad agencies, newspapermen, WRC-WRC-TV clients had a chance to meet Arlene and found her just as gracious as everyone expected she would be. "Home" originated from Washington for five days, and WRC-TV technical crews did a wonderful job of handling the remote pick-ups . . . in addition to the station's regular full schedule of local shows!

Pacific Division

The third floor at Sunset & Vine just ain't what it used to be. It sounds a little different, and it smells a little different. *Bob Armbruster* and his piano have moved up so that now, all too infrequently, we are treated to faint wisps of melody which drift out from the tightly closed doors. As for the smell, well, *Billy Gilcher*, everybody's favorite boyfriend, and his "seegar" came with Bob. Of course, pretty *Mary Leahy*, Bob's secretary, has also improved the looks of the third floor.

Speaking of the third floor, we are rolling out the red velvet carpet to welcome *Bill Craig* who was transferred here from New York on April 25 to work with *Oscar Turner* and *Kay Hardesty* in Personnel.

We won't be seeing the familiar figures of *Fibber McGee* and *Molly* coming in for their regular taping sessions every Monday, Tuesday, and Wednesday after this week. They've finished for the season and can now go back out to their place in Chatsworth and settle down to the serious business of ranching.

Pretty *Phyllis Krebs*, Press and Publicity, was awarded a special little Emmy for "Courtesy and Friendliness Over and Above the Call of Duty" by Pasadena City College. Atta girl, Phyl. You just can't beat a sweet smile.

From all signs, the rash of broken legs produced by the deep snows at

Big Bear and Arrowhead this past winter is not likely to abate, because the ski-maniacs are all making plans to transfer their activities to water skiing.

Public Relations Division

Continuity Acceptance—*Stockton Helffrich* and *Carl Watson* have just returned from a flying visit to our counterparts in Hollywood and Chicago.

Vacation time is coming again, and as usual, *Kay Henderson* is the first to depart. She leaves at the end of May for a visit to the British Isles. Wedding bells will soon be ringing for *Riva Feister*, secretary to *Carl Watson* and *Percy Smith*, and *Michael Drechsler* of the Guest Relations Department. They plan to be married on May 22nd and then leave on a motor trip cross country to Arizona and points West.

National Advertising and Promotion—*Al Sherman* of the Art Department gave up single-blessedness on April 9, when he married *Mary Farnberg* at the Ethical Culture Society. Welcome to *Bob Zeller*, our new promotion presentation writer. When not beating out copy, Bob is interested in fire engines and his boy scout troop. Greetings, too, to *Pat Dorland*, formerly of San Francisco, as Bob Zeller's secretary. By the time this reaches print, *Thaine Engle* and his attractive wife will have enjoyed a vacation in Florida and Cuba. *Mel (Schlessel) Howard* and *Nancy Kugel* are planning a June wedding. These two popular members of Broadcast Promotion are rejoicing over their good luck in finding a brand new apartment just off lower Fifth Avenue. *Ann Allsopp* vacationed recently in Jacksonville, Florida. *Ray Johnson*, whose taste in furniture is as avant-garde as it is flawless, is stopping traffic with a bright red office desk.

Press—The Press Dept. extends its welcome to *Mort Hochstein* and *Gene Luchbaugh* who have recently joined the staff. Our best wishes go to *Joan Ganz* and *Bob MacDonald* in their new positions outside the company.

Latest news from press personnel is: *Peggy* and *Harry McCrystal* expecting their first. . . Secretary *Gina Johnson* leaving in June will be replaced by *Carol Gommi*. . . Recent addition to *Sam Kaufman's* family, a BOY (*Steven Gary*). . . The *Ernie Otto's* expect-

ing soon—their second. . . *Alec "Peter Pan" Nyary* is examining the old bank roll for his annual tour of Europe. . . *Jack Haney* has been pitching in with the magazine section for the past 3 months.

Research and Planning—A belated but hearty welcome to *Bernie Lipsky* who joined our Markets and Media section replacing *Mitch Lipman*; Mitch left us for the Sales Development Department. Vacations got off to an early start this year; *Laura Graham* visited New Orleans for the Mardi Gras celebration and before returning home she made stops at Biloxi, Mobile and Atlanta—love that southern fried chicken! *Jean Patterson* took to the hills of New Hampshire for a ski week-end in April and returned all in one piece, much to everyone's surprise. This is her second try, and we hear she is almost ready to enter the Olympic tryouts.

We bid farewell to *Don Brown* of Ratings who left us May 6 to don the Air Force Blue, having been called up by Uncle Sam; best of luck from us all, Don. *Carol Burton* had a very exciting experience in April when she was accompanist for opera singer *Jerome Hines*, who gave a concert at the Salvation Army Headquarters on the Bowery.

If you see a rosy glow emanating from the Ratings Section it's just that *Arlene Urbanovsky* became the April bride of Arthur (Jim) Rittereiser. The happy couple took a motor trip to Lake George and upper New York State. Arlene was feted by her co-workers at Town & Country and presented with a beautiful toaster.

Station Relations

Our very best to *Tom Knode*, who has left us to join the Edward Petry Company; and to *Irene Dmock*, who continues as his secretary. A farewell party was given in Mr. Knode's honor at the St. Regis on March 23. *Don Mercer* has succeeded Mr. Knode as Director of the department; and *Kathy Walker* remains his secretary.

We skiers have been on various trips to Canada and upper New England. *Joan Oury* visited Stowe, Vt., *Mary Mercer* to the Poconos, *Ann Culbert* to Mass., and *Spike Knapp* to Mount Tremblant. *Joyce Higbee Rasmussen* attended the NBC Spring Dance, where she won a door prize of two silver trays!

Television Network, *

Program Business Manager—*Jim McCann* and *Patricia Sullivan* both counting days until they'll be hearing wedding bells, June 18th and May 14th respectively.

On St. Patrick's Day, which was some time ago, *Bill Moore* couldn't understand how the water in his jug turned green . . . must have been a leprechaun!!

Literary Rights & Story—Belated welcome nod to: *Peter Heggie*, Supervisor of Story Division, replacing *Bill Parish* who now hangs his hat in Public Affairs Dept.; *Louise Pansini*, Ross Donaldson's gal Friday, replacing *Olga Pavlova Schaefer* who is now living in Florida and the mother of a baby boy; *Pat Sensibaugh* joining us from Central Files; *Gladys Berger*, new play-reader. Fond goodbye to *David Eddy* who is now editor of CHIMES.

NBCers leading double life: *Marion Noyes*, accomplished cellist, keeping busy playing at recitals and weddings; *Jean Brown*, very active in social work at Plymouth House.

From our neighbors the Script Dept. come the following items: *Earl Hamner* left the bachelor ranks to marry *Jane Martin* last October, and is now enjoying a belated honeymoon in Europe. *Ann Ahles* gives her love to everyone; *Ann* is now married and living in Pittsburgh and would love to hear from her friends. Call *Cici Clarke* for address. *Bill Welch* is turning to drama—has just been elected Pres. of the dramatic group in Hawthorth, N. J.

George Lefferts has just bought a new boat. *Jack Wilson* retreating these weekends to work on his plot of land in Hillsdale, N.Y.

There's been a big move in Literary Rights and Story—*Ross Donaldson* and secretary, *Mary Shea*, secretary and typist have moved to very nice quarters in the RKO building, 28th floor. The other part of the department still lives in Room 211. It's a hectic routine.

Merchandising—Right after the last issue went to press, *yours truly* surprised everyone here with her wedding announcement. On February 26th, *Mondello* was changed to *Contos* and they're living happily ever after. Our *Fred Kiefer* is in the winner's circle this month. The night of the Spring Dance the lucky man won the trip for

two to the heavenly Isle of Bermuda. He and Mrs. will plane southward and enjoy a week in the sun just as they did on their honeymoon 26 years ago.

Music—Three new arrivals in our department since last we went to press: *Barbara Ivory* from NBC Hollywood in the Record Library, *Helen Willey* from Piedmont, California, our newest Music Clearance gal, and *Shirley Fiorelli* fresh from Pennsylvania and *Katharine Gibbs* as secretary. A new wrinkle for staying in touch with the home folks—*Helen* and *Shirley* stand in front of the huge plate glass window on 49th Street Friday mornings to watch "Today". When the camera swings around to pick up the watchers, both girls wave frantically so their mothers in their respective home towns can see them. *Maryann Arnold* of the Record Library is playing piano with a group called the Cool Hipsters, a small live-wire group. Their test records are real groovey. *Jane Langley*, a new aunt, is taking a week's vacation to baby-sit with the first nephew. *Mary Turner* from Music Clearance to Music Selection. *Bob Wagner* of the Music Library is a prolific writer of pop songs. The music, that is. They are getting some plugs. *Bill Paisley* enhancing his ASCAP rating with new tunes. Talent galore.

TV Network Sales—This month the proverbial welcome mat goes out to *June Chenery* who came to us from Springfield, Mass.

Resorting to that old cliché "All good things must come to an end" seems to be the most fitting way to introduce the fact that our very pleasant association with *Winding Webster* is about to come to an end. *Win* leaves us on April 29th and will head for Georgia with her husband, but has promised to leave "that little acre" occasionally for a visit to the little acre that *Peter Minuet* bought from the Indians "way back when".

Judy Marshall has returned from her Canadian vacation. She spent her time and energy skiing at Mont-Tremblant. She described the place as being just like a lovely Swiss village nestled in the foothills of the Laurentians. *Joan Dalton* has also returned from a Florida vacation beautifully tanned and, we presume, well rested.

Ethel Smoak has just inherited a herd of elephants (quite dead, she says). They were part of a collection belong-

ing to a friend. She confided that all she has to do now is find a man who will take care of her and eleven elephants!

Lalia Pleadwell, who works in the TV Sales Traffic department, has sponsored a little German girl, and has brought her to New York through the Save the Children Federation. "A friend and myself started to sponsor a little twelve year old German girl named *Brigitte Wingert* three years ago. We were very interested in becoming good friends and learning all about her life in the small town near Hamburg. She responded to our letters and our friendship grew very fast despite the distance. We soon discovered from her letters that she was an exceptionally intelligent girl although a good part of her life had been spent enduring illness, hunger and sorrow due to the war. About a year ago it seemed clear to us that if *Brigitte* was to attain even a little of what she deserved in life, she needed a big morale booster. We wanted her to laugh, and for her to see what was in the world beyond her own home. With the fine help of the Save the Children representative in Germany, we were able to arrange for *Brigitte* to come over here for an extended visit. She is now enrolled in an English class and a teen age club at the YWCA. In her own words 'American girls and boys are very kind.' She likes New York City very much and loves television as it is a great help in improving her English. She lives in my apartment with me in New York."

News and Special Events—Sitting here in my cozy corner of room 404, new faces are shining everywhere. . . . *Sam Sharkey*, formerly of the *New York Times*; our two new writers, *Steve Flanders* and *Harry McCarthy*; *Patty Schull*, now working for *Frank McCall* of the "Camel News Caravan," and *Ann Teahan*. Looking straight down the corridor to the "Today" office I see where *Buck Prince*, *Jim Fleming*, *Jim Holton*, *Grace O'Donnell* and *Jerry Smith* have disappeared to the radio show "Monitor". To top the list of smiling faces is *Pauline Frederick*, proud holder of the 1955 Peabody Award, who along with this exciting award received corsages, letters and telegrams, one being from the Secretary General of the UN, *Dag Hammarskjold* himself . . . who wouldn't be smiling! Another award was won by Director of News *William*

R. McAndrew, the 1955 Headline Club Award for outstanding radio news operation. And even another was won by *Reuven Frank*, the 1955 Sigma Delta Chi Television Journalism Award for the writing of the TV Show "The Road To Spandau". His new secretary, *Ivy Gemma*, should be proud of him! In June another new face will appear, that of *Rex Goad* who is going to "switch" states with *Chet Hagan*, who will head for Chicago soon. Straining my eyes to the left. I see where *Pat Mulready* is *Les Vaughan's* new secretary. *Betty* and *David Klein* still have remains of the Florida sunshine, and even *Jim Kitchell* has a touch of darkness from his one-man-gang-chore of building a patio on his White Plains home.

TV News Film—106th St.—"Whan that Aprille with his shoures sote/ the droughte of Marche hath perced to the rote/ and bathed every veyne in swich licour",/ this will be ancient copy, that's for sure!/ Aprille 6th found *Santino*—and Mrs. *Sozio*/ vacation-bound for Italy on the *Cristo Columbo*./ *Ben Schiller* back from Florida with nothing but a tan./ *Tom Galvin* back from Tucson, where a teepee was his hogan./ *Stuart Little* of Documentary—*Alan Smith* of 404—/ and *Margie Wallace* of the Library gives 106th three souls more./ Camera-men *Smith* and *Sabin*, *Avnet*, *Vadala* and *Tom Priestley*/ spent three whole days at *Sperry's*—tell the truth, boys—"who she?"/ Down by the Great South Bay, in an itti-bitti canoe,/ the Cutting Room went fishing—*Kane* and *Gender* joined the crew./ First time they didn't catch a thing—it was a total loss;/ but the second trip everyone caught fishies—'cept *Jim Pozzi* and *Hal Ross*./ The telephone extensions aren't what they used to be,/ I dial *Juster* and get *Korter*—it's about to drive me crazy!/ "Well, that's the story, folks"—that's the 106th Street news./ So, I'll apologize to Chaucer—and say goodbye to "youse".

TV Program—We are so glad to have *Robert Russell Bennett* back from the coast. Mr. Bennett and his wonderful piano playing were very much missed on the 28th floor. *Hudson Faussett* spent a week at Montico Bay and came back very tan and rested. *Lee Painton* leaves for Europe on the 30th of April for a two-month trip with her husband.

We have a celebrity in our midst . . . *Delbert Mann* received rave notices

for his directorship of "Marty," which was originally a TV play and has been made into a full length movie. We are happy to welcome *Ivy Gemma* to our department. *Ivy* has joined the "Background" staff. *Jim Fox* is living the life of an associate director and part time carpenter, painter, electrician and plumber, since he is spending every spare moment he has working on his new home up in Irvington.

Production Operations—*Winifred Mullen*, *Dorothy Donlon*, and the associate directors and stage managers are now back to grace our corridors once again. We are all very happy to welcome them back into the fold. *Adrienne Luraschi* is happily anticipating an eight-week trip to Europe. Kudos to *Robert White* of our Broadcast Coordination staff on his promotion to assistant supervisor of Broadcast Coordination, Associate Directors and Stage Managers. Our congratulations also to *Robert Hartung* on the successful direction of "Teach Me How To Cry" at the Theater DeLys. Even the critics were impressed favorably.

Public Affairs—We bade *Marilyn Kaemmerle* a "happy maternity leave" at a party in the Crystal Suite of the Plaza . . . besides our Public Service Program people, so many good friends in and out of the company stopped by to say hello. And we welcomed *Roger Lyons*, formerly of the Voice of America, who will be taking over *Marilyn's* work until she returns in the fall.

Both *Edward Stanley* and *Davidson Taylor* figured prominently in the recent proceedings at the Ohio State Institute for Radio & Television and returned with several awards. *Doris Ann* can be justifiably proud of her "Frontiers of Faith" which won first prize in its category. And, after a few weeks back in New York. Ed Stanley, our "man-on-the-go", was off to the Universities of Indiana and Nebraska for a little speechmaking and then on to the Christian Education Television Consultation of the National Council of Churches to offer some expert advice.

Bill Parish won't soon forget his recent visit to the Central Park Zoo. It seems that the inimitable Garbo was wandering about and happened upon *Bill's* year-old son, Alexander. She exclaimed "He's the cutest boy I've ever seen." What an item!!! And we agree!!!

Tho' they've been back with us for a while now, we're happy that *Doris*

Corwith and *Hilda Watson* are on the job after long sieges with viruses and pneumonia.

TV Technical Operations—I must say, it's very interesting being a "CHIMES correspondent". All kinds of messages find their way to my desk. For instance, (thanks to *John Rissilli*) I was made aware of the fact that one of our Technical Directors dislikes pipe and cigar smokers so strongly that whenever he happens to see one, he approaches him from behind and drenches the pipe or cigar with a shower of water. Until I can find out which of our TD's is the culprit, beware you p-or-c smokers of any suspicious looking "water squitters". While on the subject of CHIMES correspondents, I'd like to say thanks to *Dottie Weber*, *Joan Coffey* and *Rosemarie Sweeney*, who are a great help in rounding up the news for their groups and without whom our column would not be so complete.

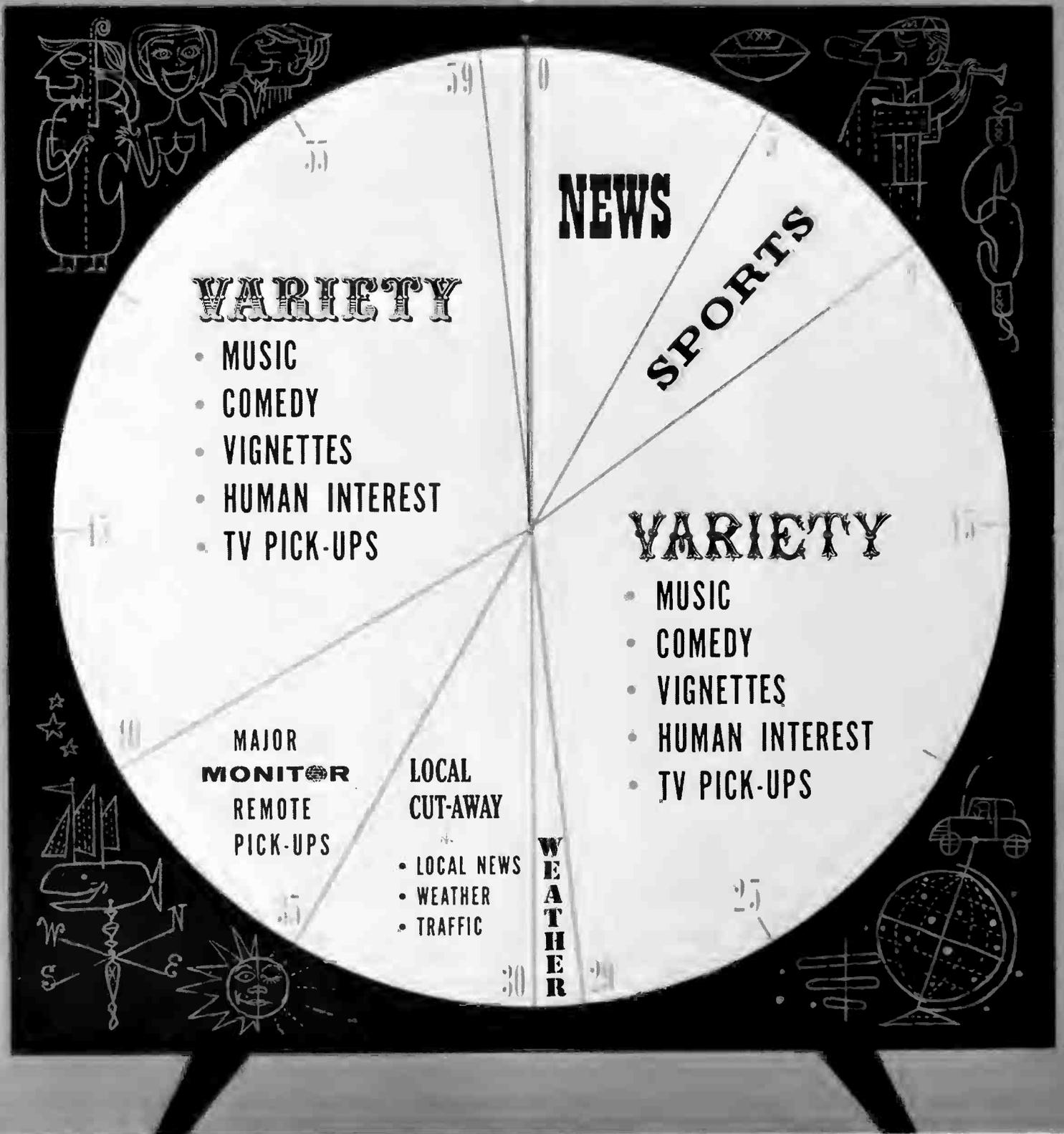
A big welcome to *Sam Donato*, who joined *Mr. Garbade's* group, and *Louise Chastain*, *Mr. Rojas's* new secretary, who took *Marie Redling's* place when she became *Mr. Hammerschmidt's* secretary. This move occurred when *Madalyn Gilligan* left us to start raising a family for herself and Joe, the first of which should arrive in August if Mr. Stork is on time. In the last issue I spoke of our little mother-to-be, *Dottie O'Loughlin*; well, she and Charlie are now the proud parents of a cute little boy named Douglas who arrived April 5.

Congratulations to all our new papas of the month.

Thanks for a fine job done by the following engineers, all of whom we are very proud of: To *Art Hedler* and *Walt Miller* whose quick thinking saved a near catastrophe just a minute before air time on "Fireside Theatre". To *Jim Davis*, *Bill Patterson* and the field crew who under *Court Snell's* supervision did an excellent pick-up on the Circus from Madison Square Garden. To *Bob Hanna*, *Sid Kerner*, *Al Sielski*, *Dave Gould* and Crew 4 for their great work on "American Inventory". To *Bob Daniels* for his praise from the agency handling the "Sid Caesar Show". To *Leon Dobbins* for doing a great job of replacing *Al McClellan* as Video Control Engineer on "Coke Time" during Al's absence. And to all the others whom we don't always hear about but know are doing a commendable job.

MONITOR R

A MONITOR HOUR BEGINS
WITH MONITOR SOUND AND
NAVAL OBSERVATORY TIME



NBC

CHIMES

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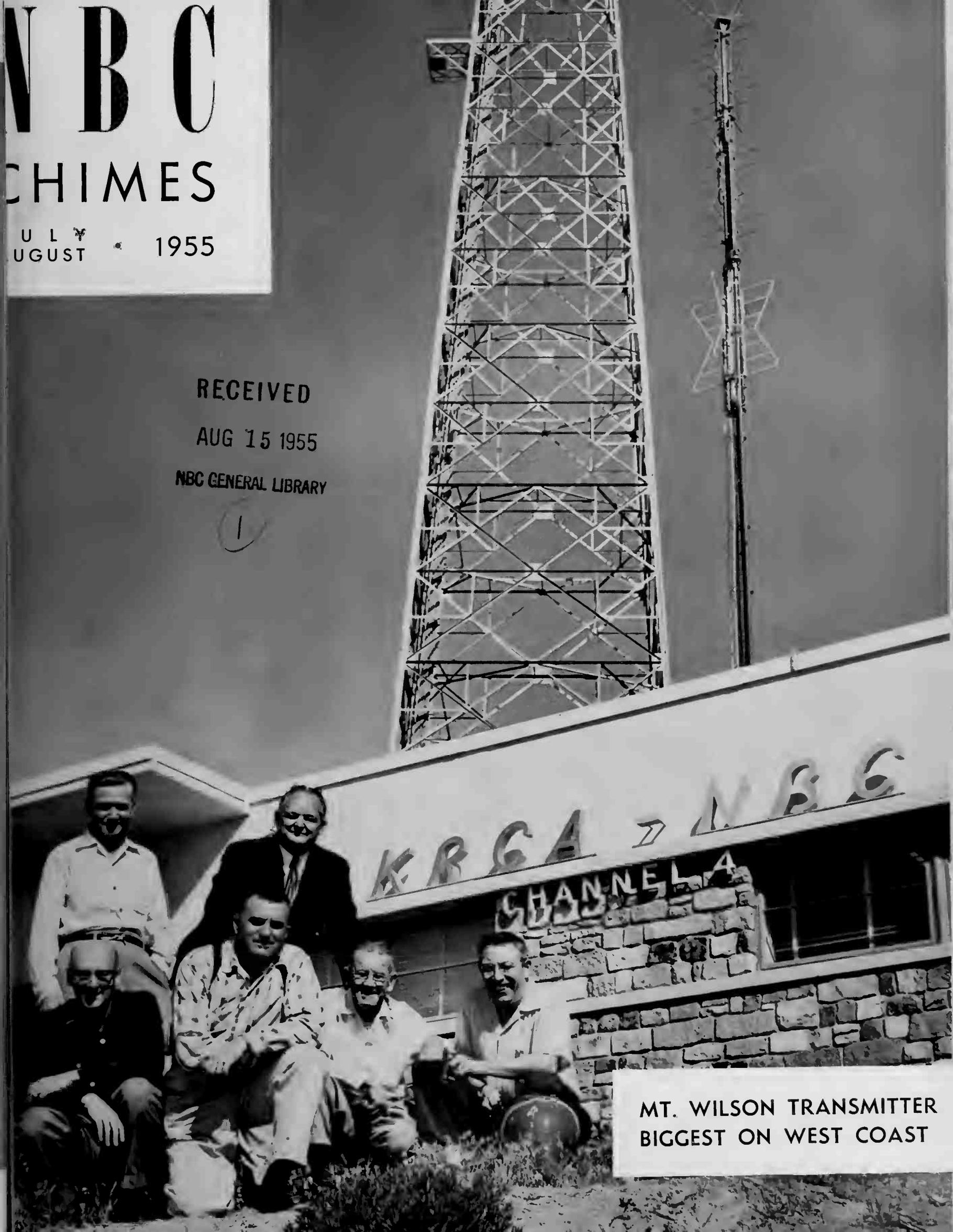
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CHIMES

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David M. Eddy, Editor

Chimes Correspondents

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Duplicating, Charlie Atlee
Facilities Administration, Mary Heller
Guest Relations, Bill Feeney
Mail & Messenger, Elmer Gorry
Personnel, Cathy Dindia
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The Cover

Time was when the raccoon and mountain quail atop mile-high Mt. Wilson, in California's San Gabriel range, had never heard of television. Lately, though, they've had plenty to talk about, with seven Los Angeles station transmitters located in this isolated area some forty miles from town. But what's really impressed them is KRCA's giant new tower—the biggest transmitter on the West Coast.

The cover shows a segment of its base. The platform jutting out is for a remote-control microwave reflector at the two hundred-foot level. To the right

is the top of the old tower, still available in case of emergency.

Gathered before the transmitter building are (front) Mel Stickles, formerly with NBC Bound Brook; Mort Brewer, formerly with KNBC, San Francisco; Frank Dunn, caretaker; George Anderson, a transfer from KOA; (standing) Roy Fell, formerly with KOA and KNBC; and John Knight, Engineer in Charge, formerly with WNBT and WNBW. Other engineering personnel not shown include Robert Barnes, Walt Bostwick, Harry Burbridge, Bill Osborn, Joe Lombardi.

Civil Defense at NBC

The past ten years have introduced the most powerful weapons of destruction ever devised. The atomic and hydrogen bombs represent the frightening consequences of the same developments in science that promise great benefit and good to man. The price we must pay for this scientific advance is a continuing readiness against an aggressive use of these weapons.

The mission of Civil Defense is to prepare and plan a method of saving lives and property against aerial attack. To date in the city of New York alone, over 9 million dollars have been spent for warning facilities, emergency equipment, installing 679 public sirens and other equipment, as well as maintaining a clerical staff.

Even with the advent of the atomic era, Civil Defense authorities stress firmly that taking cover in an air raid offers the best hope for survival. An air raid drill is simply, but vitally, an exercise in the quickest and most efficient method of taking proper cover in event of aerial attack.

The City of New York Office of Civil Defense schedules and conducts periodic air raid drills. Sometimes these drills are part of a national defense rehearsal. The National Broadcasting Company fully participates in all such drills, whether in New York or other cities where its offices locate.

The Floor Warden is the primary key in the effective functioning of the NBC sector of the Rockefeller Center Civil Defense establishment. Your full cooperation is requested if at any time you are asked to participate as a Floor

or Office Warden. In certain NBC areas in Rockefeller Center, office wardens will report to floor and building wardens outside the company organization. Shelter zones and evacuation routes are the basic concern of all wardens.

The New York air raid warning signals consist of a *red alert*—50 rapid strokes in a period of 30 seconds—sounded on the regular fire alarm gongs on all floors; and a *white* (All Clear) signal—3 sets of two strokes repeated over a period of 35 seconds.

NBC always gives warning in advance of an air raid drill, so that artists and engineers making split-second connections between studio locations will not be caught outside the building. All office personnel are to participate. Since we must maintain our on-the-air operations, certain people will be excused: Master Control and TV Control personnel on duty; personnel on duty with rehearsals and program broadcast operations; telephone operators; maintenance personnel making emergency repairs. During a drill, all elevators will return to the Main Floor and cease operation except for those designated for emergency service.

In the event of a real air raid, NBC has made provisions for an emergency broadcast studio.

The awesome power of thermonuclear bomb devices today makes the Civil Defense plan more important than ever. To be without this system is to invite disaster. And, obviously, full participation in the practice runs offers your best personal chance for survival in the real thing.

NBC News Roundup . .

Organization Changes

Alfred R. Stern has been appointed Director, Participating Programs, Radio Network, and *Nicholas C. Gilles* has been appointed Manager of Operations. . . . *Benjamin K. Park* has been appointed Director, Public Affairs. . . . At KRCA, Hollywood, *George Greaves* has been appointed Staff Executive, and *Dean Craig* has been named Program Manager. . . . *William K. McDaniel* has been appointed General Manager and Sales Manager, KNBC, San Francisco. . . . *Donald Bishop* has been named Director of Publicity, WRCA, WRCA-TV. . . . *Robert L. Garthwaite* has been appointed Coordinator, Program Development. . . . In NBC News, *Chester Hagan* has been named Manager, News & Special Events, Central Division. . . . *Alexander S. Rylander* has been appointed Director, Exploitation, in Press and Publicity; *Charles Henderson* has been named Manager, Field Representatives, Exploitation. . . . At WNBQ-WMAQ, Chicago, *John F. Whalley* has been appointed Staff Executive; *Edmund Souhami* has been appointed Manager, Personnel and Legal; *Rolland J. Reichert* has been named Manager of Operations; and *Leonard Anderson* has been named Manager of Integrated Services. . . . In the Film Division, *Frederick A. Jacobi, Jr.* has been appointed Manager of Publicity. . . . For WRCA, WRCA-FM, *Joseph E. Murphy* has been appointed Merchandising Coordinator. . . . In Press, *Milton Brown* has been named Manager, Program Publicity; *Sidney Desfor* has been appointed Manager, Photo Unit, and *Seymour Friedman* has been appointed Photo Editor. . . . *Erik Hazelhoff* has been appointed Manager, Participating Programs, Television Network. . . . In TV Network Sales, *John Lanigan* has been named Daytime Sales Manager; *John Dodge* has been named Eastern Sales Manager; *Giraud Chester* has been appointed Manager, Program Sales Administration; and *Peter J. Smith* has been named Manager, NBC Telesales. . . . *Donald H. Mackenzie* and *George H. Fuchs* have been appointed Labor Relations Administrators. . . . In Facilities Administration, *Edward Lowell* has been appointed Manager, Administration; *Joseph Arnone* has been named Manager, Design and Construction; and *Albert Humbert* has been named Manager, Building Maintenance. . . . For the Pacific Division, *W. Fenton Coe* has been appointed Manager, Film Production, and *Malcolm E. Madden* has been appointed Manager, Production Services.

Berle To Present Full Season In Color

Television trailblazer Milton Berle will pioneer another phase of the medium in 1955-1956, when he becomes the first top TV star to present a full season of color productions, starting Tuesday, Sept. 27. His eighth season on TV, it will consist of 13 live color shows, each with its individual format, including revues, book shows, musical comedies, satires and dramatic presentations. Berle will produce all 13 productions, originating from Color City in Burbank.



During President Sylvester L. Weaver's visit to San Francisco for the United Nations' 10th anniversary session, the city's Press and Union League Club honored him at a luncheon. Seated at the head table, l-r: Paul Speegle, PULC president and *San Francisco News* radio-TV columnist; Mr. and Mrs. Weaver; James Abbe, *Oakland Tribune* radio-TV columnist. Standing, l-r: William K. McDaniel, KNBC general manager; Harold See, KRON-TV general manager; and Ted Huggins, co-chairman of the PULC's United Nations committee.

NBC Announces Comedy Performer Plan

Leonard Hole, NBC Director of Program Development, has announced Phase Two of the network's multi-million dollar talent and show development project. It is a country-wide search for promising new young comedians and an intensive development of a group of comedy performers already under contract. There will be exhaustive scouting for "unknown" talent in summer playhouses, little theatres, resort hotels, nightclubs and campus theatricals. At the same time, contract artists will be provided material by top professional comedy writers and a maximum of TV-radio-theatre exposure.

NBC Dominates "Tide" Magazine Survey

NBC's trade advertisements are the tops in the broadcasting industry, according to *Tide Magazine's* Leadership Panel results announced in a recent issue.

Leading the second network by almost 400 per cent, NBC-TV ranked third, of the 55 national media advertisers mentioned, behind the *Saturday Evening Post* and *Life Magazine*. The panel composed of 5,000 key advertising executives was surveyed on the most effective advertising medium in terms of self-promotion.

New Concept in Daily TV Programming

Next Fall NBC-TV inaugurates a new approach to afternoon programming with a daily series of full-hour, live color dramatic programs of nighttime quality. Titled "Matinee", the series will have Albert McCleery as executive producer and has been fully endorsed by affiliates.

Dwarfing all other
Los Angeles station
antennae, KRCA's new
transmitter is

Big Stuff On Mount Wilson



KRCA's new transmitter tower atop Mt. Wilson is the highest man-made structure on the entire West Coast. With an over-all height of 508 feet above ground level, and 6,170 feet above sea level, the tower itself is more than eighty feet taller than the 28-story Los Angeles City Hall.

The self-supporting tower has one of the most unusual and unique bases ever devised. Each of the four footings contains 500 cubic feet of concrete and weighs in the neighborhood of 50,000 pounds. Each footing has eight radiating twenty-five-foot holes, nine inches in diameter, attached to the concrete and extending down into the solid granite. Each hole has a two-and-one-half-inch steel rod which, with a special expanding cement, seals itself to the base in a manner similar to the root system of a large tree.

Due to the high winds and extreme icing conditions in the Mt. Wilson area, each of the cement footings must withstand a pull of 1,800,000 pounds. To counteract the position of being the natural lightning rod for Mt. Wilson, an unusual grounding system of copper straps was built into the tower and the supporting structure.

A platform has been erected at the 200-foot level upon which will be mounted a six-foot parabolic reflector for receiving telecasts from the KRCA remote unit. The reflector will be directed by remote control, both as to direction and elevation, from the control room of the transmitter.

The antenna portion of the structure, which was specially built at the RCA plant in Camden, is over fifty-eight feet tall and is an RCA three-element Superturndstyle type. It was shipped to the West Coast via the Panama Canal.

John Knight, Engineer in Charge of the Mt. Wilson operation, has been with the National Broadcasting Company for the past twenty-two years and active in television since 1936. John's hobby is, as might be guessed, short-wave radio, and he has one of the finest set-ups in the United States. He has made many close friendships with persons in remote corners of the world, and not infrequently one of them will make a point of stopping in Los Angeles to meet the person whose voice has become so familiar to him. During the war John was a Navy Commander and pioneered in sonic research.

Frank Dunn, caretaker for the transmitter, has been with the company since the building was first completed and maintains an apartment there with his wife. One of Frank's unusual duties includes feeding the wild life that abounds in that area. It's actually a part of the NBC contract that this be done, and some of the odd things that

are found in his operational budget are salt blocks and alfalfa for the deer. At present Frank's wild friends include deer, quail, raccoons, squirrels and an occasional skunk. So far very well mannered, the skunk is widely respected by all personnel. Each Christmas Frank erects a tree decorated with apples, carrots, suet and popcorn for the animals, and often the Los Angeles press has found the incident interesting enough for its columns.

Raising the antenna for placement atop the giant base was a 5-hour job. Workmen had to climb base exterior to keep the antenna from being damaged on its trip to the top. At left is the old transmitter.



'Zoo Parade's'

AFRICAN SAFARI



Don Meier (left), producer-director of NBC-TV's "Zoo Parade", points out one of the stop-overs in Africa for the summer safari. Dorothy Ruddell, writer, and Tom Arend, assistant director, also are making the trip.

Somewhere in the wilds of South Africa roams a hardy band of Chicago television people armed with cameras, telescopic lenses, microphones, sound equipment, typewriters, pads and pencils. The invasion of the dark continent is being made by the staff and crew of NBC's "Zoo Parade", who are really going to the source for material to use on next season's shows.

Led by Marlin Perkins, genial conductor of "Zoo Parade", the staff and crew left Chicago July 19 to begin the African Safari and the "thrill of a lifetime". They'll return via Scandinavian Airlines, disembarking in Los Angeles the first week of October, having traveled a total of 25,000 miles via plane, jeep, armored vehicle and on foot.

Perkins, who is director of Chicago's Lincoln Park Zoo, was accompanied by "Zoo Parade" producer-director Don Meier, NBC newsman Jim Hurlbut, unit manager Earl Harris, assistant director Tom Arend, Dorothy Ruddell, the young Northwestern University graduate who writes the scripts for the program, and the technical crew. Plus several de-scented skunks, a few armadillos and other American animals.

The crew expects to film a half-dozen or more shows on location for the fall-winter series of "Zoo Parade". Film clips will also be seen on the "Today" and "Home" shows on NBC-TV.

Itinerary for the safari includes trips to the Kruger National Park, 200 miles east of Johannesburg, where "Zoo Parade" cameras are filming "The World's Largest Outdoor Zoo"; the HluHluWe (cq) Game Reserve, south-

east of Johannesburg and home of the rare white rhino and African buffalo; the Snake Park at Port Elizabeth, where Perkins will document the handling of all poisonous snakes, the extraction of venom and the manufacture of serum under the theme of "Adventures with Reptiles"; and a visit to Addo, 36 miles from Port Elizabeth, home of a herd of displaced elephants.

Continuing the safari, the staff and crew will travel across the Sarangeti Plains, reached by air from Johannesburg, to Nairobi and then by car to Arusha; on to the Msiama Springs, midway between Nairobi and Mombassa, where Perkins and Meier hope to obtain underwater films of hippos; and then to Entebbe on the northern shore of Lake Victoria, to film a great animal concentration in an area known as the Queen Elizabeth National Park. Further visits will include the Tel Aviv Biblical Zoo, the Johannesburg Zoo and the Pretoria Zoo.

Probably the most painful part of the hectic four months of preparation for the trip were the shots that all members of the staff and crew had to have before leaving. Each had to undergo 12 shots for seven different diseases—typhoid, paratyphoid, typhus, tetanus, smallpox, cholera and yellow fever. Prior to the South African trip some of the crew members hadn't wandered farther afield than the state of Wisconsin.

The "Zoo Parade" adventure is the first time a complete television show has been filmed in South Africa. Because of this it was necessary for Perkins and crew to take sound equipment

as well as movie cameras to film 30-minute programs.

Wireless microphones are being used for those doing the narration. The fact that the shows are being narrated right on location should give viewers a real sense of immediacy and of being there with the group, Perkins believes.

Viewers who have been watching Perkins and his "Zoo Parade" over WNBQ for the past six years, and on the coast-to-coast NBC-TV network for the last five years, will be provided with even greater entertainment come autumn, as a result of the summer trek. Perkins has been director of the Lincoln Park Zoo since 1944.

When it comes to foreign travel, Jim Hurlbut, Perkins' layman assistant on the program, is not exactly a novice. Jim was a Marine combat correspondent during World War II and the first Marine writer to see action, landing with the assault troops on Guadalcanal.

The technical crew on the trip includes Mr. and Mrs. Murl Deusing, a husband-and-wife camera team; Grant Holliday, a free-lance wild life photographer; John Kyper, a free-lance nature photographer; and Byran Wright, a sound engineer.

Two cameramen living in Africa, Jack Yowell, NBC-TV news cameraman who lives in Nairobi, and W. F. Schack, official photographer for Kruger National Park of Johannesburg, were on hand to greet the travelers upon arrival. These two filmed the annual migration of animals across the great Sarangeti Plains of South Africa for "Zoo Parade", prior to the arrival of the staff and crew from Chicago.

Employee Services:

THE ANSWERS BEHIND THE QUESTIONS

Where can I get a bicycle pump? How do I change my life insurance beneficiary? What about this NBC Tuition Plan? How much does it cost to fly to Venezuela? Have you got any "twofers"? When can I give blood? How much do I get off on an RCA hi-fi?

This is a fair sampling of questions that might be thrown at NBC New York's EMPLOYEE SERVICES during an ordinary work day. The bicycle pump is a little out of their realm, and they might refer you to Transportation for the Venezuela trip, but they're fair target for all the rest. And a great deal more.

It often comes as a surprise to people to find just how broad a scope of real service to employees this function of Personnel supplies. Under the management of Richard Connell, this personable and efficient operation hangs out its shingle in room 798.

Employee Services administers NBC's three major benefit plans: Blue Cross, Group Life Insurance and Retirement Plan. For the prospective enlistee they have all necessary forms, booklets and related reading material. In the area of Blue Cross and Blue Shield Insurance, E.S. can help you on any problem, including special claims, that may arise; for instance, *after* hospitalization as well as before. Provisions and costs for surgery are covered, and they will enlighten any points of doubt for you here.

NBC's Group Life Insurance is purchased through the Travelers Life Insurance Company of Hartford. This and RCA's liberal Retirement Plan are completely handled through Employee Services. They counsel on all aspects of benefits, beneficiary problems and any special calculations that may apply. (Beneficiary arrangements in both plans are sometimes a problem: many people forget to change them after marriage.)

Participation in the insurance and retirement plans is administered by the individual NBC location, whether network or owned station. Similarly, Blue Cross is administered locally through its chapter for that area.

Orientation for new employees and military service returnees is cleared through E.S. Likewise, termination interviews and related retirement information; e.g., conversion of life insurance policy.

Another large area of Employee Services' savoir faire is information on RCA Consumer Product sales. E.S. can answer most any inquiry as to models, prices, deliveries, etc. And what they don't know, they find out. In addition, they handle sales for these products, arranging for paycheck deductions. Smaller items are ordered by E.S. and delivered directly to the purchaser. Large items, such as TV sets, go straight to the employee's home with no delivery charge. Discounts on these products for the NBC employee may range as high as about 48% (hi-fi set). Over the past two years, sales of RCA products within NBC have shot up over 400 per cent.

A number of stores in the RCA Building area, as well as throughout the city, also offer discounts to NBC employees, and their credit cards are available. The wide range of price cuts encompasses furniture, clothes, vitamins and a 3-hour yacht cruise around Manhattan Island.

Other areas in which E.S. counsels are New York State Disability Benefits Law; Social Security benefits; U.S. Savings Bonds (arrangements for paycheck participation); and the NBC Tuition Refund Plan. On this last matter, catalogues on schools in the metropolitan area which offer courses related to your job or job expectation are available through E.S.; however, applications for tuition refund must be cleared first through the employee's department head and then by Personnel.

In still another area of service, E.S. graciously eases the taking of your money and your blood. Each year as the Ides of March sidle closer, expert counseling on Federal Income Tax statements is arranged for your convenience. And once or twice a year, E.S. arranges through the American Red Cross to have the NBC Blood Bank replenished through donations from employees. This emergency blood

reserve is available to any employee and to members of his immediate family, regardless of whether or not the employee has donated. However, in return the employee is asked to give a pint of blood, if physically able, during the next company drive.

Special "extras" that E.S. can sometimes provide for the NBC family are leads (usually from other employees) on available apartments; speed-up service on home telephone applications (in areas where they are issued on a priority basis); and coupons for half-price theatre tickets ("twofers" in Broadway parlance).

Rounding up its informational services are the bulletin boards prominently displayed throughout the company which E.S. maintains, as well as its own information rack in 798 which contains a wealth of miscellaneous reading material that might be of interest.

On the lighter off-duty side of things, E.S. gives a friendly hand and necessary financial aid to all authorized and organized employee activities in New York. Leading the field is the Bowling League, the biggest and oldest of all the groups. The spirited competition each year is traditionally capped by a big dinner-dance with cash awards. The basketball and softball teams are a going concern for the more energetic members of the family; in the past they have made some pretty creditable showings in the Rockefeller Center Inc. League. Another relative old-timer is the Radio Workshop, which uses original scripts. Newest company activity is the Television Theatre Group which also uses original scripts and music and plans to produce plays for live audiences.

All of New York's big annual shindigs, like the Spring Dance and the Children's Christmas Party, are completely organized by Employee Services. It involves a lot of hard work for Dick Connell and his crew, but they come through admirably every time.

And finally after twenty-five years with the company — having been oriented, insured, enrolled, deducted, discounted, bled, taxed, benefited, informed, advised, counseled, and partied (not to mention paid) — E.S. arranges your 25 Year Club Banquet and Awards. It is NBC's expression of gratitude for a quarter-century of loyal service to the company.

Pretty busy place, this Employee Services!

BOWLING DINNERS

The Hotel Taft's Village Room in early June was the scene of the end-of-the-season dinner-dance for the NBC New York Bowling League. Some 125 bowlers and guests were on hand to watch retiring president Al Protzman hand out cash awards, before incoming prexy Tony Dente took over the reins.

First-place team was Controllors, piloted by Bob Burholt. Finishing in second and third spots were Gutterballs and Construction.

Prizes for the highest individual season averages went to Aaron Rubin (164.39) and Mary Lynch (155.79).

High individual game scores were registered by Don Johnson (245) and Joan Coffey (213); while Bob Burholt (573) and Marjorie Marshall (453) took awards for high individual series scores.

New York



Aaron Rubin and Mary Lynch carried off honors for top male and female individual averages for the year. It was a second straight win for Mary.



Captain Bob Burholt accepted award for 1st-place "Controllors" as league secretary Joe Kent applauds. Al Protzman welcomes successor Tony Dente.

Chicago

The NBC Chicago AA Bowling League closed its 1954-1955 pin season with a May banquet at the Furniture Club during which trophies and awards were presented to teams and individuals by Jules Herbuveaux, general manager of stations WNBQ and WMAQ.

Top quintet in the eight-team league was the Jim Hurlbut's. Each of the eight teams was sponsored by a WNBQ-WMAQ personality. Secretary Sallie Recht was voted the most popu-

lar bowler and received the annual Sportsmanship trophy.

Dick Maslan, secretary of the league, and Spot Sales secretary Barbara Budinger received the top individual awards for the highest man's and woman's averages.

Final team standings were as follows: Jim Hurlbut's, Henry Cookes, Norman Barrys, Miss Frances' (Dr. Frances Horwich), Johnny Coons, John Conrads, Wed Howards and Tony Weitzels.



Secretary Sallie Recht, elected by her fellow pinsters as most popular bowler, received the Sportsmanship Award. Presenting the trophy is Jules Herbuveaux, general manager of Chicago stations WNBQ-WMAQ.



(Left) High team was Jim Hurlbut quintet, sponsored by newscaster. L-R: Maurie Streitmatter, Fred Rundquist, Dan Hozak, Hurlbut, Barbara Budinger, Dick Bernico. (Right) Lowest on the totem pole, Ruth Murray and Streitmatter received "Gutter" trophies from league treasurer Roche.

My Own Survey: STEVE ALLEN

A helpful and long-needed study of that conglomerate phenomenon, the television studio audience

As you may know, audience surveys are the rage these days in television. In the twinkling of an eye (and I have never seen so many twinkling eyes in my life) any network statistician worthy of his comptometer will haul out charts which show exhaustively (and exhaustingly) not only how many people were watching you at a given time in a given place on a given channel by a given waterfall, but what those people were thinking while they watched, whether they prefer tomato aspic to watercress in their luncheon salads, and how high is up.

Sometimes, performers take umbrage at surveys; as for me, I take aspirin. Nevertheless, science is a wonderful thing. Figures don't lie, there's no business like showbusiness, and you can't take it with you, if you feel like generalizing.

I've been conducting an audience survey of my own the last few months while "Tonight" has been on the air. Naturally, I can't compete with the statisticians in assessing the whys, wherefores and how-comes of the wild blue coaxial yonder. But there are 700 people in the audience at the Hudson Theatre five nights a week and my investigators have been plying among them. I've come up with some startling percentages, too. They may not be accurate, but there's no question that they're startling, assuming of course that you startle easily.

1. *The Gazetteer Complex*: Sixty-seven percent of any given studio audience reacts chemically and explosively to the mention of a given place name. I don't care whether the place involved is Coos Bay, Oregon, or Osawattomie, Kansas. You mention it and the studio audience will applaud it. Call it home-town spirit or the influence of road maps; there isn't an epigram, quip or sally that can compete with the subtlest reference to where people come from. The other night I interviewed a lady named Mrs. Ryan. "I have 15 children," said she. Vast

silence from the audience. "Fifteen children!" I gasped. "And where are you from?" "Brooklyn," she replied. And at this, a vast cataclysmic frenzy overtook the audience. Cheers rang from the rafters, the applause meter broke down, strong men fainted, and an air-raid siren went off by osmosis. Obviously, it's not what you do that matters; it's where you do it. My next television series, incidentally, will face the realities in this situation. I'm calling it the Rand McNally Show and it will consist completely of the names of cities, towns and villages right out of the atlas. And I bet it will start a trend, too.

2. *Why People Wave at Television*



Author at work: field research.

Guy Accorded Honor

Raymond F. Guy, director of Radio Frequency Engineering for NBC, is the newly elected president of the Radio Pioneers Club.

He came to NBC in 1929 with a wide technical background, to direct its frequency allocations engineering and the planning, design and construction of all NBC transmitting facilities.

During the last 36 years, Guy has played a leading part in developing network and short-wave broadcasting, frequency modulation, and the evolution and development of television.

Cameras: That play called "I Am a Camera" must have been seen by a lot of people, to judge from studio audiences. Point a television camera—even for a brief moment—at a given studio audience and the meekest milquetoast matron will be transformed into a waving, whooping, whistling, wild-eyed extrovert. My investigators polled a number of audience members and found out that 43 per cent of studio audience are wavers, 19 per cent are whoopers (you might call this the whooper rating), 18 per cent are whistlers, and fully 41 per cent are whistlers' mothers.

3. *Where Do Studio Audiences Come From?* My survey has uncovered some incredible facts about where my studio audience originates. Fully 17 per cent (we call them "orphans of the storm") come in off the streets because it's cold outside or because it's air-conditioned in the theatre; another 41 per cent (the "as-luck-would-have-it" crowd) found tickets in their neighborhood pizzerias; 18 per cent think they're coming in to see Pinky Lee; and a staggering assortment (it runs sometimes as high as 40 per cent) are left over from "Feather Your Nest", a show which goes on in the afternoon.

I could go on like this for pages, but I've got to go look at some more figures. To strike a serious note for a sentence or two, I'm very grateful for the studio audiences at "Tonight". I think it's wonderful that so many people will come to the theatre at 11:30 p.m. and sit patiently in one place till 1 a.m. They're wonderful people and I couldn't get along without them.

NBC Births

To Ray Weiss, N.Y., TWIN SONS.
To Marilyn Kaemmerle Quinto, N.Y., a son, David Walter.
To Howard Genser, N.Y., a son.
To Robert Quinn, N.Y., a son.
To Donald Kivell, N.Y., a daughter, Ellen Elizabeth.
To Dominick Dunne, N.Y., a son.
To James Fox, N.Y., a son, Douglas.
To George Rogers, N.Y., a son, Grant Michael.
To Edward Williams, N.Y., a son, Douglas.
To Walter Thompson, N.Y., a daughter, Charlene.
To George Heinemann, Chicago, a daughter, Robin Ann.
To Bill Healion, Chicago, a son, Jeffrey Scott.
To Max Mariash, Chicago, a daughter, Cindy Fay.
To Jack Elliott, Cleveland, a son.
To Charles Dargan, Cleveland, a son.
To Bill Morris, Cleveland, a son.
To Ray Lafferty, N.Y., a son, John.
To Sam Dana, N.Y., a daughter, Diedre Ann.

Mail Room Ballad

This little poem — written several years ago by a mail boy — is dedicated to the unsung heroes of the Mail-Messenger service, with a special memorial to the three boys lost in line of duty: one fighting his way through a guided tour on the fourth floor; the second who spent so much time in the maze around Master Control that he became an engineer; and the third, who was last seen headed for the 53rd floor in a local elevator.

*From behind the bloomin' wire to the
room across the hall,
It's the ever slavin' mailboy who is
always on the ball.*

*When he's stompin' round the buildin'
a'learnin' every floor,
He wished to God they'd put the names
up plainly on the door.*

*But now the crusty salt, he speaks,
bloody veteran of two whole weeks;
Things ain't like they used to be, with
DR-TV and PDD.*

*Yesterday a man's in 409; today it's
266.*

*Tomorrow's he's gone somewhere else
and the mailboy's in a fix.*

*They haven't made the first change yet
in the big ol' file,
And when they do I'm tellin' you it'll
take a little while.*

*For when they get him straightened
out and everything seems fine,
Our friend the mixed-up address will
be back in 409.*

*So please don't kick the mailboy if he
gets in your way.*

*He's got to trod around the floors 16
whole times a day.*

*And girls at the reception desks —
please don't you get cross;
For the stumblin', mumbly mailboy
may someday be your boss.*

Bargain Counter

For Sale: 7-room, split level house in Massapequa, L. I. Six months old. Full basement, combination storm & screen windows. 6000 sq. ft. \$12,500 mortgage, 30 year F.H.A. Asking \$16,500. Call PY 9-8041.

For Sale: Several pairs ladies' shoes, 3½-A and 4-A. Either slightly or never worn. All "name" shoes of excellent leathers and style. Fran Barbour, Ext. 2361.

For Sale: 30' attic exhaust fan with louvre. Diehl, model 30-PUD-16. Brand-new, never used. \$100. John S. Ward, Ext. 2450.

Sublet: Thru May 31, 1956. New large 3½ rms, porch, garage; \$135 month. Pelham Manor, opp. country club, 8 min. bus to station. Ext. 4091.

N. Y. Softball: Mixed Season

Forced to play over 85 per cent of their 1955 softball season without the speedball pitching of Gary Iorio and the solid hitting of centerfielder Bobby Hanretty, NBC is finding it hard staying within shouting distance of the Central Softball League lead.

Bobby (AM Tech Opers) has been assigned to an evening schedule and Gary is the technical director on the 7 p.m. "Esso News". The absence of these two makes the difference between a first and a fourth place standing.

Big Jim Schaeffer, last year's potential, has found the range and leads the club in RBI's and total bases. Following is shortstop Al Lizzul, who has looked good afield and has displayed tremendous power at the plate. "Bullet" Bill Redmond moved over to the centerfield post, and the old pro stuns the opposition with his bag of tricks. Spectators go wild watching Brooklyn-born Scotty Holland gallop across the outfield barefooted! Jack Marshall returns for another season at first base, and is getting his share of base hits. A new face at second is Tony DiMinno, who can really pivot on the double play and has neatly filled the number one hitting position. Tom Wade, at third, is having some early season hitting woes, but it's nothing a few long drives can't remedy. Rod Guerdin and Arnie Schwartz share the rightfield slot, with Jim Puente filling in at second or third. Scotty Connal, Lee Kramer, Don Orrico, Sam Field and John Fenwick round out the roster.

In the opening game of the season, CBS staged a brilliant two-out, last inning rally to defeat NBC 7-6. This

was their first victory since the rivalry began two years ago. U. S. Rubber, a week later, took a commanding 7-3 lead over NBC going into the fifth frame, when the game was halted because of darkness. This contest will be continued later on in the campaign.

Jim Schaefer got the home team off to their first triumph, belting a homer and a double driving in 5 runs as NBC routed Robin Lines 12-2.

General Motors took full advantage of the absence of Iorio and rattled NBC pitching 16-5. Schaefer's big bat spoke loudly again, but GM was never to be headed. Five days later only eight NBC players showed up for the game against C-O Insurance. But fortunately one of them was Iorio. This time shortstop Al Lizzul took the spotlight, leading the 6-1 victory with a triple and a homer. Gary also made the following tilt against Paragon and waltzed to a 12-4 final. Schaefer and Lizzul took charge, both clouting circuit drives.

Hey! more than half the season has gone by. Come on out and watch your fellow workers pound the horsehide. The games are loaded with excitement, and Central Park provides seating for all spectators. Near-future games include a return engagement with C-O Insurance on August 16th (7 p.m.).

Deming Wins Contest

A contest for high quality radio programming by NBC Owned Stations has been won by Lawson Deming, program manager of WTAM, Cleveland, it was announced by Charles R. Denny, Vice President of NBC Owned Stations and NBC Spot Sales. Mr. Denny notified Lloyd E. Yoder, general manager of WTAM-WNBK, that Deming's presentation of WTAM's programming achievements had won an expense-paid vacation in Bermuda for Mr. and Mrs. Deming. The report showed the "most progressive and salesworthy campaign" of all competing stations, Mr. Denny said.

(Bermuda is a British colony 580 miles east of the United States. Its chief export is cut flowers; its chief imports are American tourists and contest winners. Broadcast rating services, spot commercials, and closed circuits are virtually unknown in Bermuda.)

NBC Marriages

Neil Holland, N.Y., to Elsie Baily.

Raymond Brennan, N.Y., to Joan Lauda.

Harry Sternberger, N.Y., to Eileen Handler.

Almeda Stursberg, N.Y., to Roger Morrison.

Connie Gochis, N.Y., to Marilyn Marcinkowski.

Nancy Kugel to Mel Howard, both N.Y.

Rita Morey, N.Y., to Lawrence Sisson.

Richard Edmundson, N.Y., to Ardis Hansen.

Arthur Knieps, N.Y., to Mary Lyons.

Barbara Ann Lindsey, N.Y., to Norris A. Hayford, Jr.

Ann Becker, N.Y., to William Oehrlein Jr.

Margot Lampe, N.Y., to Jack Conway.

Joan Lind, N.Y., to Arnold Greenhouse.

Riva Feister to Michael Drechsler, both N.Y.

Roland Spivak, N.Y., to Lucille Horn.



In This Corner

Buck Campbell

By
Ted Switzer

Radio pioneer, world traveler, musician, "ham" operator, fisherman, radio engineer, machinist and television engineer are all titles supported by the broad shoulders of Buck Pierce Campbell, NBC engineer.

Buck is the most recent addition to NBC's engineering staff in Hollywood, having lately transferred from NBC's San Francisco offices where he served for two years as a KNBC studio engineer and for 13 months as part of the engineering staff operating the Dixon Transmitter in northern California.

Buck's interest in the broadcasting business dates back to 1924 when, as secretary of his high school's Radio Club in Spokane, Washington, he and other members helped rebuild their local station (KFPY, now KXLY) when its power was increased from 500 to 1000 watts. "Our biggest thrill in those days," Buck recalls, "was to help run the station. It would be impossible to do that today, but then we were sort of in on the ground floor."

Even then Buck's interests were varied, and he was not about to put all his eggs in one economic basket. At 18 and still in high school in 1925, he apprenticed as a machinist in the Spokane railroad yards and played a smooth piano in small combos around town during his evening hours.

A science major all through high school, he continued his major at Spokane College for three years before succumbing to the lure of the music world and what it could do for him. Just one year short of graduation in 1929, Buck formed his own band in Spokane and hired out for banquets, dances, clubs and resorts. His great love for fishing was never more eloquently expressed than the time he signed up the band for resort work in Idaho, not because of the terms, but because the Idaho streams were full of trout and his contract ran the duration of the fishing season. "We'd play until two in the morning and then get up at five to cast for trout," he smiles.

By this time in his music career Buck had added the saxophone, clarinet, trumpet and drums to his musical repertoire, and engineering was relegated to a back-seat role in his plans.

In 1933 he realized a burning am-

bition to travel abroad when he hooked up with a pick-up band and set sail for China. He toured the Orient from 1933 to 1938 with various groups, but took his cue from the sinking of the Panay gun boat in the Yantze River and returned to the States.

The wanderlust was still strong in him, however, and in 1939 he shipped to Honolulu. He narrowly missed the Japanese attack at Pearl Harbor by returning to the mainland in October of 1941 to apply for a job as machinist in the Mare Island Naval Yard at Vallejo, California. He remained there until 1945, working on many of the ships damaged in the Pacific war.

In the spring of 1943 he married his lovely wife Irene in San Francisco.

While contributing to the war effort he still kept his musical hand in, even touring the old Fanchon and Marco coast circuit, doubling on saxophone and clarinet. He likewise maintained his "ham" operator's license through his activities on a San Francisco educational station, KALW. For years he had transmitted with the call letters W6VXE from his own shop located in his Berkeley, California home.

In July of 1948 the science of engineering finally won out over its old music foe and Buck Campbell turned in earnest to the broadcasting medium, when he went to work as a studio engineer at station KDFC in Sausalito, Calif. In 1950 he became chief engineer. Early in 1952 Buck joined the NBC fold at its owned station KNBC in San Francisco. For two years he worked there as both a recording and a maintenance engineer before moving to NBC's Dixon Transmitter during his last 13 months in San Francisco.

Since May 20, 1955 he has been working out of the Hollywood offices as a studio engineer on such shows as "Lux Video Theatre" and "The Bob Hope Show".

Does he like it in southern California? "Home has always been where I've hung my hat," says Buck, "but this is it. I'm getting a little too old to go galavanting about. And besides you couldn't find a nicer outfit than NBC any place else in the world."

For a man who's visited every place in the world but Australia, Africa and Alaska, that comes as a pretty big statement. By the way "Buck rides again" this summer when he vacations in Alaska for — you guessed it — a fishing trip. "You just haven't fished," says our intrepid angler, "until you've cast your line for Alaska graylings."

DEEP FREEZE — 1955

Summer Health Hints

To counteract the below dubious benefits of a two-weeks-with-pay, Dr. Bernard Handler of the New York Health Office has lifted a warning finger. To wit:

SUNBURN IS PREVENTABLE

Expose yourself gradually. Don't depend on lotions to protect you. Keep covered. Remember that reflected sunlight can be almost as effective in producing burn as direct sunlight, especially at the beaches. Remember, too, that the maximum effect of sunlight occurs several hours after exposure. After exposure use a soothing cream such as noxzema or unguentine. Overexposure can be dangerous. Severe burns produce toxins which, when absorbed, may produce shock. Sunstroke and heat exhaustion are serious consequences.

POISON IVY

Poison ivy, another summer scourge, can be avoided by learning to recognize the plant and staying clear of it. In case of contact, however, all the exposed parts of the body should be washed with a strong alkaline laundry soap. Injections to prevent poison ivy, though occasionally helpful, are unreliable and should never be taken without the advice of your physician. Beware of campfires in which fresh or dead poison ivy or poison oak leaves are burned.

HEAT EXHAUSTION

Heat exhaustion, another unpleasant consequence of excessive temperatures, can be avoided by a simple regimen of drinking plenty of water and using liberal quantities of salt either on food or by means of several 5-grain salt tablets daily. If you find it necessary to take a salt tablet, please observe the following directions:

Take only after *excessive* perspiration.

Tablets should not be taken any oftener than once every 4 hours.

Drink at least a *full* glass of water after taking the tablet.

If there is any doubt in your mind as to whether or not you need a salt tablet, please consult the nurse on duty in the Health Office.

A look at the new

Disability Freeze in the Social Security Law

What Is It?

For the first time the law recognizes the effect on Social Security benefits of long term disability. Old-Age and Survivors Insurance payments are based on average monthly wages. Until now these average earnings included periods of low earnings or no earnings, even though this was due to total disability. It was also possible for a person to lose all rights to benefits because of a long continued disability.

Under the new law which becomes effective this year, a person suffering from a long continued total disability may apply to freeze his social security record. This means that the period of low or no earnings need not be counted in determining the amount of the benefit or the amount of work needed to be eligible for payments.

Persons already receiving old-age payments who were totally disabled for an extended period before reaching age 65, and who are still disabled, may apply now to have their benefit refigured. July 1955 is the first month for which an increased payment may be made.

How It Works!

Paul Brown worked in a job covered by social security from 1937 through 1944 when he became totally disabled. Paul averaged \$200 a month during this period. From then on, he had no additional earnings and he became 65 in 1953. Since his average earnings over the entire period came to only \$100 a month, Paul was receiving \$61.30 a month. Still disabled, Paul may now apply for a determination of disability going back to 1944. His average earnings will be refigured covering only the period prior to disability, which will mean an average of \$200. Then, effective with July 1955, he will receive a benefit of \$78.30. In addition, when Mrs. Brown becomes 65 next year her benefit will be one-half of the increased amount.

Or, take the case of John Black who will not become 65 until 1971. He became totally disabled this year, after having been in work covered by social

security only since 1949. Ordinarily, people who reach age 65 in 1971 or later will need 10 years of work under social security to be eligible for old-age insurance payments. Since John Black has less than 10 years, he would not have been eligible for any benefits at age 65.

However, now he can apply to have his earnings record frozen. This means that not only will he be eligible for benefits at age 65, but his benefits will not be decreased for the period of no earnings due to disability.

Who Qualifies?

In order to qualify for the freeze, a person must have social security earnings credit for both:

Five years of work out of the ten years before becoming disabled, and

One and one-half years of work out of the three years immediately before becoming disabled, and

The person must be totally disabled. Only a disability severe enough to prevent any substantially gainful work can be considered. The disability may be due to injury, bodily sickness, mental illness, or blindness — anything that can be medically determined. The disability must continue for at least six months.

What To Do?

Anyone now disabled should apply at his nearest Social Security Office to "freeze" his earnings record. The record may now be frozen for the entire period of disability. However, after June 30th, 1957, the application will go back only one year.

Anyone now receiving old-age insurance benefits, whose disability began more than six months before age 65, should also apply. This may result in an increase in their benefits.

You can get the address of your social security office from the post office or the telephone directory under "United States Government, — Department of Health, Education and Welfare, Social Security Administration."

The Picture Story



The opossum held aloft by NBC-TV's "Zoo Parade" conductor, Marlin Perkins, is one of a number of animals to be exchanged for those of foreign countries during program staff's African safari this summer. Perkins and producer Don Meier visited Chicago's Mayor Richard Daley (right) to receive letters to give to the mayors of foreign cities.



Expanding its success in licensing and exploitation of owned properties, NBC acquired Kagan Corp., then transferred operations of NBC Enterprises to Kagan. Syd Rubin poses here with partial display of some 100 items presently licensed.



Three top NBC cameramen receiving awards was televised on "Today". L-R: Maurice Levy ("Cameraman of the Year" Award for "Basketball Ballet"); Dave Garroway; Jesse Sabin (for the "Willie Mays Interview"); Tom Priestly (for lensing of the Hambletonian).



Prize-winning photo by Art Hedler in TV Tech Ops' recent TVC photo contest, this dramatic study shows The Cloisters, uptown showcase (Fort Tryon Park) of Metropolitan Museum for their medieval art.



Honeymoon choice of Conant Sawyer Jr. (TV Sales Traffic) and his bride, the former Nancy England, was palm-laden Nassau in Bahamas.

Junior Achievement award to NBC for leadership and counsel was accepted by Hamilton Shea, vice-president in charge of WRCA and WRCA-TV. L-R: Bob Alex (NBC Junior Advisor), Duncan Wood (NBC Senior Advisor), Steve Klausner, Shea, Jack Bitterman, Steve Leifer, Harold Bruce (professional musician, production advisor for J.A. "Swing Kings").



Jean Patterson, departing NBC Research & Planning to return to Ohio State Univ., was feted by co-workers (l-r): Sallie Melvin, Marie Redling, Dorothy Poser, Ruth Kulow, Mildred Schmidt, Sandy Boley and Gloria Sawan.

On a recent visit in Great Britain, Kay Henderson of Continuity Acceptance (right) was interview guest of Patrick Robinson, Publicity Director for the BBC. About to accept commercial sponsorship this fall, BBC is greatly interested in NBC approach to broadcast standards.



People and Places

Administration

Controllers—Our Accounting Department can boast of the top bowler in the N. Y. league now that *Aaron Rubin* (our boss) won the award for highest bowler among the men. Also *Tony Dente* was elected to the exalted position of Chairman of the Bowling League. Congratulations, boys. A hearty welcome is extended to the following new employees: *Noel Becker*, *Dorothy Clarke*, *William H. Doscher*, *Renee Englander*, *Myrna Gootzeit*, *John T. Jacoby*, *Jerry H. Muller*, *Esther Paszczak*, *Patricia Ann Staggs* and *June J. Stavrou*. *Mary Adrian* is now working for *Bob Burholt*; *Grace Reeber* is *Tony Dente's* new secretary, and *Esther Paszczak* is *Al Lewis's* new gal.

Facilities Administration—Protection was saddened by the passing of two of its members within a short time of each other—*Francis Trainor* on June 8 and *Robert Anderson* on June 23. Their loss is deeply felt.

As many of you are already aware, Building & General Services shall henceforth be known as Facilities Administration. We welcome to the fold our new and charming director, *Robert F. McCaw*, who comes to us from RCA, Camden, N.J.; his lovely secretary, *Eleanor Rummo* (Mr. Hedges' loss, our gain); and out of Engineering's grand group, *Joe Arnone*.

Joe Mason was surprised by his many friends who held an informal get-together at the Rainbow Room, presenting him with a beautiful radio and a valuable slip of paper representing an investment in Uncle Sam, upon his retirement June 30 from NBC.

Guest Relations—Matrimony evidently flew in with the heat wave and the first felled was *Mike Drechsler*, who somehow persuaded *Riva Feister* of Continuity Acceptance that May 22nd was a day to celebrate anniversaries. Husband, wife and Horace Greeley pushed on through the West for two weeks honeymoon with everyone's good wishes. *Ronnie Spivak*, not to be outdone, followed suit and became a married man on June 18th to Lucille Horn. Espousals seem to be more popular than Davey Crockett caps, as was proved by *Mary Beitzel* and *Hal Kirn*, married on July 9th at the Church of

the Covenant. Bear Mountain was their choice for a honeymoon spot.

Joan Lind will either try her luck at the gambling tables at Las Vegas, toss up a few leaden biscuits at a love nest on Greenwood Lake, or bicycle through Secaucus, New Jersey. She's already won her man, Arnold Greenhouse, and amid the activity a marriage ceremony will be fitted in for August 5th at any of the above places.

A fine incentive for these newly-weds are *Bob* and *Shirley Ostberg* who celebrated their fifth anniversary on July 8th, *Andy* and *Shirley McChesney's* fourth on July 7th, and *John* and *Chris Jostyn's* second on July 18th. Undoubtedly there are more anniversaries to mention but not all the church records are available at this time.

Up the ladder and into other departments are *Herb Granath* into Co-op Sales, *Bayard Robb* into TV Sales Traffic and *Dick Ehrlich* to the "Home" show. Now let the other correspondents take care of them. Since this is the first column since November, there are too many promotions, transfers, marriages, births and what have you, to record. Just ask around if you're curious. Next month GR will be bristling with fresh reports.

Personnel—Goings and comings—*Maggie Malloy*, *Adrienne Hughes* and *Anne Heartley* were feted at a farewell cocktail party at the Hotel Victoria on July 7. We bade good-bye to *Peggy Plagge* at a July 14 luncheon. *Vera Guarino's* current point of operation is TV Network Sales. These gals will all be missed. We welcome *Mary Welsch* to Records, *Glenna Jones* to Employee Services, *Ingrid Krueger* to Employee Relations and *George Fuchs* to Labor Relations. Coming up in the world is *Lee Calpini* who replaced *Maggie* as *Milt Williams's* secretary. *Betty Wilcox* came back glowing from her Florida jaunt—and so did her tonsils. *Betty*, incidentally, replaced *Grace Anderson* as Mr. Jacobsen's secretary. *Ina Jones* vacationed at Cape Cod. *Marie Rohrman* must have intimidated the weatherman. He finally came through with a few days of sunshine after a wet week at the Jersey shore. *Eva Boudreau* of the Health Office had a healthy schedule one week—her birthday and two

graduations in her family circle, those of P. J. Clarke from Villanova, and Peter Clarke from Mount St. Michael—with honors!

Staff Engineering—By the time this gets into print, both *Artie Knieps* and *Dick Edmundson* will have heard those old wedding bells, and *Marie Perez* will be hurrying with last minute preparations for her wedding in August. *Dick* will tie the knot with *Ardis Hansen* of Wisconsin on July 23, and *Artie* will say "I do" to *Mary Lyons* on July 30. *Marie* and *Robert Wilson* will sniff orange blossoms on August 20. To all of them our very best wishes and heartiest congratulations!

Back from Miami Beach with a lovely tan, *Eileen O'Connell* is bubbling over her first visit to Florida, and her first plane trip. *Mary Hill* is spending her summer at Columbia, tackling History, all part of her pre-med course. *Helen Norton Wiese*, Mr. Castle's former secretary, is the mother of a baby girl named Pamela. And *Ray Lafferty* of Development has a new addition to his clan too,—*John D.* Welcome to *Harry Olson's* new secretary, *Pat Devlin*, who comes to us from Purchasing.

Stenographic—Congratulations to *Margot Lampe* who became Mrs. Jack Conway on May 30th. The newlyweds spent their honeymoon in Atlantic City.

Best wishes to *Marge McKenna* who recently announced her engagement to *Don Seuling*.

The vacation season has started for *Herta Vinogradov* who went to Germany to visit her parents; *Mrs. Helen Thompson* to Mantoloking on the Jersey shore; *Beatrice Katz* to Parksville, N. Y., and *Elsie Rauch* to Rhinecliff, N. Y.

It makes us happy to extend a warm welcome to two newcomers to Steno: *Jean Berehowski* and *Mercedes Fernandez*.

Traffic—*Ann Becker*, secretary to *J. R. Myers*, resigned July 29th to become the bride of *William J. Oehrlein Jr.* of Bronxville. The wedding takes place on August 20th in Montclair, New Jersey, with a honeymoon planned for Canada. *Terry Zucchetto Garcia*, formerly *Jack Hilton's* secretary, wrote in that she and husband *Kenny* have decided to make Philadelphia their permanent home, so *Terry* was busy furnishing their new apartment, which sounds most attractive. *Gene Suhl*, formerly of our Communications Di-

vision, is now visiting in Cocoa, Florida before continuing his studies at the University of New Mexico. *Joe Branagan* is planning a glorious vacation visiting Italy and France. *D. L. Bellezza* is the new Communications Operator and all extend him a most hearty welcome into the department. The welcome mat was also put out for *Peg Riebhoff's* new secretary, *Maggie Henry*.

Film Division

Administration, Production and Sales—The happiest note in the Film Division is the return of *Len Warager* who was on sick leave for several months. . . . Len was honored at a party his first day back, and he looks wonderful with his added 30 pounds. Unfortunately those 30 pounds forced Len to invest in a whole new wardrobe. Some changes were made in the sales department during Len's absence, with *Bill Breen* promoted to Southeastern Sales Supervisor; *Bob Rodgers*, New York City Sales Supervisor, and *Jack Tobin*, Northern Sales Supervisor. Tobin was previously working out of the Hollywood office and we are delighted to have him transferred to New York. Other promotions in the division are *Fritz Jacobi* to Manager of Publicity, *Jack Sebastian* to Exploitation Supervisor, and *Sue Salter* to Publicity Writer. Latest additions to Film Division personnel are *Bill Lawrence* as Production Manager; *Guy Vaughn*, salesman; *Lynn Gibbs* and *Gail Gifford* to the publicity office.

Luckiest of all vacationers is *Alice Tchoudnovski* who is going to Europe for six months with her husband, who is opening an office there. *Eleanor D'Arcy* managed to overcome her fear of flying and went to Florida. Other recent travelers are *Peggy Gaither*, who went to California; *Wilda Whitman* to Florida; *Bob Rodgers* to Cape May, New York; *Anne DeRose* to the Delaware Shore; *Denise Sovern* to Rockaway; *Betty Bergen* to Oyster Bay; *Jack Sebastian* to Binghamton; *Jack Kiermaier* to Cape Cod; *Connie Lincoln* to her home in Johnstown, Pa. *Jay Smolin* started a "leave the country" move in his office with a trip to Europe and influenced *Mary Bayliss* and *Holly Hahn* to take off for Cuba.

Al McKenzie is being deprived of his harem . . . he's moving out of 780-L where the ratio has been nine to one. *Marge Bandman* is planning to marry *Richard Kahn* this fall.

Finance

Legal—Our very best wishes go rather belatedly to *Barbara Ann Lindsey*, who became Mrs. Norris A. Hayford, Jr., on June 13th. We said our sad adieus recently to *Pat Hone*, who left NBC to await the arrival of an heir. Congratulations and best wishes are also in order for *Gerry Adler*, recently transferred to the Talent Department.

Vacationists: Sunny Florida claimed *Elma Vescovi*, *Clio DePrizio*, *Rose Parapiglia* and *Marlene Stemple*. . . . Cape Cod and Nantucket attracted *Jean Schneider*, *Scott Shott* (sailing all the way), and *Alvin Ferleger*. . . . Beaches lured *Ann "Sunshine" Debus* (to Virginia Beach and Jones Beach), *Eleanor Pearson* (Montauk Point and Connecticut), *Tom Ervin* (to Fire Island), and *Dick Freund* (to Neponset). . . . Long-distance travellers were *John Shute* to that cottage in Maine, *Gerry Adler* to Bermuda, *Ben Raub* motoring to the Midwest, and *Ann Anderson* to California ("if I have enough money left over after the dentist gets his share!"). . . . Mountaineers: *Valerie Hoegeler* to the Adirondacks to exercise her vocal chords (literally!) and *Joan Lindenmayer* to the Catskills. . . . Undecided: *Harry Olsson*, *Fred Bechtold*, *Al Rush* (with some time spent with the Navy), and *Palma Bisogno*. . . and finally, *Tina Falcone* to Saratoga.

"No comment", HM.

Owned Stations Division

Administration—A big welcome to *Nancy Campbell*, who has replaced *Peggy Clancy* as secretary to *Fred Acker*. Peg is now serving as secretary to *Nick Gordon*. Mysteries of the summer: will *Hank Moss* find land; will "Happy Harry" *Hartwell* sell his old cesspool; how will *Dick Templeton* stand up under the strain of temporary bachelorhood when his family heads south for the summer? *Peggy Clancy* sporting an early summer tan acquired on her Mattituck vacation. *Bob Ciasca*, not as lucky, spent four days of his vacation looking at falling rain. A sad farewell will soon be extended to *Jean Mason*, leaving to start her own "Home".

Spot Sales—NBC Spot Sales' most eligible bachelor, *Bob Barron*, TV Spot Salesman, recently announced his engagement and plans to be married in the Fall. *Jane Shortway*, TV Traffic Supervisor, is also taking the big step

. . . has set October 16 for her wedding. *Carolyn Cox*, radio secretary, and *Ada Swenson*, TV secretary, are both altar-bound in August and *Carole Kynoch* is marrying *John Kovar* of Duplicating on July 30 in Elmort, L. I. *Caroline Herbert*, Sales Service Manager, is the envy of us all . . . spent six weeks touring Italy, France and Spain. Other recent vacationists: *Marilyn Sichel*, *Barbara Sailer* and *Denis DeSousa* who went to Cape Cod. . . . *Ev Sniffin* who toured New England . . . and *Elna Steinmann* who claims Florida is the ideal vacation spot. The *Sam Danas* announce the birth of a baby girl, *Diedre Ann*, born June 16. Sam recently joined NBC Spot Sales as TV Promotion Supervisor. We welcome several newcomers to the Department . . . *Grace Lynch*, contract clerk, *Lois Roop*, sales service clerk and *Elza Mirsky*, radio secretary.

WMAQ, WNBQ, Chicago—Chicago Weatherman *Clint Youle* has been elected to the Board of Directors of the Executives Club of Chicago, largest businessman's forum in the nation. *Dan Anderson*, former business and financial writer for the Fairchild Publications, has joined the NBC Chicago press staff as a writer. *George Heine-mann*, WNBQ-WMAQ program director, has been elected to the Adult Education Council of Greater Chicago. The sympathy of their colleagues go to *Rolland Reichert*, manager of production facilities, whose 19 year old son died May 23, and to *Jim Hurlbut*, *Viola Barton*, *Rosemary Tyrny* and *Clifton Utley*, whose mothers passed away recently.

Judith Waller, NBC Chicago director of public affairs and education, has received a World Understanding Award from the Chicago Council on Foreign Relations and an honorary degree of Doctor of Humane Letters from Northwestern University. NBC Commentator *Clifton Utley* received a National Citation from the Disabled American Veterans honoring him for "outstanding service to his fellow man by his exemplary courage in a fight to overcome physical adversity." Utley is recovering from a long and serious illness which struck him in June 1953.

Edward Cotter, formerly on the sales staff of radio station WJJD, Chicago, has joined the sales staff of WMAQ as an account executive.

Henry Sjogren, assistant general manager. WNBQ-WMAQ, is spending the summer week-ends on Lake Michi-

gan aboard his cruiser "Hula Kai." *Francis Mangan* has joined TV Spot Sales as a salesman. *William Snyder* has joined AM Spot Sales in a similar capacity. *Paul Moore*, Supervisor of Television Technical Operations, hobbling around the studios with a broken toe incurred in a fall at home early in July.

Chicago NBCites have their big day out in the fresh air set for Thursday, Aug. 4, with the 18th annual NBC summer outing at Villa Olivia Golf & Country Club, just outside suburban Elgin. The outing, sponsored by the NBC Athletic Association, begins with golfing in the early morn and concludes with dancing in the evening. AA president *Eric Danielson* and his committee chairmen are directing activities. In addition to golfing and dancing there will be swimming, horseback riding, horseshoes and baseball, with prizes awarded in each activity. Buffet lunch is on tap with family style dinner served in the Fairway Room in the evening. The club has been reserved exclusively for NBC.

WTAM, WNBK, Cleveland—Vacations, weekend trips, and wedding bells are the order of the summer months at WTAM-WNBK.

Jean Strobel, secretary to General Manager *Lloyd E. Yoder*, and *Lillian Buckto*, Transcription Librarian, are still enjoying their Florida suntans. Other vacationers down thataway were *Ted Sliwa*, AM Sales, and announcer *Karl Bates*.

The long-distance vacationers vied for mileage with *Rosemary Bartlett*, Accounting, and *Louise Tkacs* flying to Hawaii; *Harriet Weiss*, Accounting, returning recently from South America; WTAM Program Manager *Lawson Deming* enjoying Bermuda as his prize in an NBC O & O Programming Contest; *Stella Sankal*, Guest Relations, later giving herself the same prize. WNBK personality *Tom Haley* and his director *Bill McGaw* contented themselves to wear Bermuda shorts to work.

Confining themselves to North America were *Bill Hughes*, TV Sales, in Nantucket; *Joanne Barnes*, Finance, motoring through the East and Canada; *Jean Walker*, secretary to Asst. General Manager *William N. Davidson*, "resorting" to Wildwood, N. J.; WTAM Director *John Wellman* in California; *Jack Street*, Air Conditioning, home from the same destination with an overheated car; *Shirley Rich*, WTAM Sales secretary, planning to sail

to Nova Scotia; *George Way*, Publicity Manager, back from Maine where the natives are all busy watching television, new there last year.

Still on the job, still hoping to get in a vacation, is General Manager *Lloyd E. Yoder*, recently elected trustee of the Cleveland Advertising Club by a record vote.

Sandy Muzilla and *Jean Schrieber*, Continuity and Traffic, weekending, are sure they took New York by storm—saw four Broadway shows plus "Cinerama" in three days. *Patti Babb* of the same department is now in New York, presumably picking up the pieces. *Kim Smarsley*, Film department secretary, caused a five-minute traffic jam at nearby Indian Lake over the July 4 weekend, using nothing more than a bathing suit. *Marilyn Beifuss*, Promotion assistant, became Mrs. Wayne Dorsey on June 18, and just returned from honeymooning at Colorado Springs. *Marge Sands*, secretary to Engineer-in-Charge *S. E. Leonard*, also plans to receive her "MRS" soon. *Jean Vokoun*, Publicity assistant, will return to her first love in September, teaching kindergarten in East Cleveland schools. A son apiece has recently been born to *Jack Elliott*, TV Engineering and to TV Directors *Charles Dargan* and *Bill Morris*.

KRCA, Hollywood—*Beep Roberts* was recently elected President of the Encino Council of Presbyterian Men. *Bud Mertens* was elected Vice-President of the Hollywood Junior Chamber of Commerce. *George Greaves* is still commuting every weekend to San Francisco until he finds a home here in Los Angeles.

Welcome to *Rita Pasqualone*, secretary to Mr. *Tom McCray*; *Ann Allen*, now in the Accounting Department; and *Paul Phillips*, new member of the Traffic Department.

Robert L. Livingston, KRCA director, has wrapped up his course as TV Director at the University of Southern California, and *Boris Segel* is currently credited with directing a legit production at the Ebony Showcase Theater.

Tom McCray accepted 2 awards from the American Assoc. of University Women during their convention here. They selected "Faith of Our Children" and "Teen Age Trials" as top Los Angeles shows.

Vacation and traveling notes? *Jeanne DeVivier* to San Francisco. . . . *Alan Armer* in Las Vegas for a week. . . . *Lila Turner* vacations in Chicago and

Minneapolis visiting relatives. . . . *Bob Baldwin* off for a 2-week tour of active duty with the Marine Corps specializing in the Russian language. . . . *Pat Leslie* to Seattle to visit her brother stationed at Ft. Lewis. . . . *Jim Parks* siesta-ing in Ensenada. . . . *Darryl McAlister* off to Kansas. . . . *Bill Allen* to Lake Superior to study nature. . . . *Harry Camp* is back from a trip through Chicago, Nashville and New Orleans . . . and *Hugh McTernan* is spending the summer at Manhattan Beach. *Jack Kenaston* and his family to Laguna and *Ann Anderson* returned from Phoenix and Tucson.

Barbara Hughes announced her impending motherhood and *Naomi Halum* announced her engagement to Bron Deller. *Tom Belcher* is a proud papa for the third time—a boy, and *Marvin Biers* is back from his honeymoon in Horton's Corner, Arizona. *Manny Cordiero* was welcomed back after 2 months' stay in the hospital following a concussion. *Muriel Pollia* is fighting a losing battle with the gophers in her front lawn, and *Jim Turner* is mothering a horned owl that flew into his garage.

WRCA, WRCA-TV, New York—Vacationers are breaking into the news these days. To head the list is *Pat Richer*, who spent five weeks in Europe touring Germany, Italy, London and Paris with Jean McKay, formerly with *Pete Affe's* office. On their way they ran across two ex-NBCers, Sumner Glimcher and his wife, Joan Berg. In Rome Pat had an exciting ride on a Vespa motorcycle, courtesy of *Sandy Adams* of NBC Rome. *Mardy Palmer* went home to Habana, Cuba, to visit her parents and picked up a couple of new mambo steps on the way. Not to be outdone, she bumped into *Holly Hahn*, who was staying at the Hotel Nacional there. Also visiting their families were *Claude Callison* down in Florida; *Milt Schwartz* out in St. Louis; *Tony Kraemer*, who spent a leisurely week at home in Connecticut; and *Irene Reuter*, who lolled on the beaches of Long Island. *Mary McNulty* vacationed in Washington, D. C. for a week, her only comment being "cold and rainy." *Elsie Ciotti* kept house out on Fire Island and had her hands full with week-end visitors.

A hearty welcome to two newcomers in Radio Traffic who took over for *Paula Powdermaker* and *Agnes Dunn* when they left: *Sonya Goldman* from Ocala, Florida, and *Carol Thompson*

from Minneapolis. Both Sonya and Carol are recent graduates of the Yale Drama School. We also welcome *Don Bishop* from NBC Program Publicity, who is now Director of Publicity for NBC Owned Stations and Spot Sales. Our very best wishes to *Irene Connelly*, who has announced her engagement to Robert Sullivan of Boston.

KNBC, San Francisco — *Bill McDaniel* was honored guest at a champagne party at the Clift Hotel, hosted by *Bill Andrews*, in honor of his promotion to General Manager of KNBC . . . replacing *George Greaves*, who was promoted to Staff Assistant to *Tom McCray* in Hollywood. *John Thompson* also left San Francisco when he accepted a promotion to West Coast Manager of News & Special Events for Radio & TV. *Jack Wagner* has stepped up to Program Supervisor here at KNBC. Congratulations to all these wonderful people.

We have some new faces these days and want to welcome *Dee Bolton* and *Virginia Conway* who are new additions to the Program Department . . . and belated welcomes to *Dick Calender*, account executive in Local Sales, and *Midge Price*, secretary to *Walter Tolleson* in Network Sales.

Vacation time is here and many happy travelers have returned to the fold . . . tanned and rested(?). *Chris Argos* spent two weeks in Chicago (her home town). *Gail Monroe* took in the sun at Clear Lake for a week. We're awaiting *Ken Johnson's* return from his vacation in Las Vegas. For *George Fuerst* it was a toss-up whether to go to Honolulu or Brisbane. Honolulu won out and George is happy with the choice. *Martin Percival* combined his Eastern business trip with his vacation, spending a week or so of relaxation in the beautiful state of Vermont. *Max Trent* flew to his hometown of San Antonio, Texas. *Joe Hanrahan* traveled down to Carmel, California and *Walter Tolleson* can now do a mean hula after his trip to the Islands. *Jane Morrison* did a lot of walking on her vacation . . . went on a pack trip for a week.

KNBC recently held their NBC Athletic Association elections with an inauguration party at the Jade Room of the Bellvue Hotel . . . results are: *Muriel Jocz*, President; *Midge Price*, 1st V.P.; *Joe Hanrahan*, 2nd V.P.; *Evie Dybwad*, Secretary; *Max Trent*, Treasurer; and *Chris Argos*, Membership Chairman.

San Francisco was really buzzing with the U.S. Open Golf Tournament and the United Nations. . . *Hal Ashby* and *Bill Andrews* did a wonderful job covering the Golf Tournament; and *John Thompson*, our ex-Program Manager, was up to cover the United Nations Session.

WRC, WRC-TV, Washington — Washington, D. C. is excited about the newest staff member to join WRC and WRC-TV. He's *Al Ross*, who took over on July 1 as WRC's "Time-keeper". Ross is a veteran of 25 years in radio and came to Washington from WBAL in Baltimore. His wake-up programs are fast paced, and Ross makes the commercials entertaining by following them with "mystery voices", short comments which Ross lifts out of popular records. Al is building a house in Maryland, and started things right on his first day by visiting Walter Reed Army Hospital July 1 to entertain wounded veterans.

WRC and WRC-TV sportscaster *Jim Simpson*, who was heard frequently on the NBC network when he reported the Pan American games for "Three Star Extra", is packing his traveling bags again. WRC has asked the Russian government to issue a visa for Simpson so that he can visit Russia and report on the Russian athletes who will take part in the Olympics.

NBC Washington's ladies are haunting New York this summer. *Patty Cavin*, women's commentator for WRC, flew to New York July 9th for the New York Dress Institute's National Press Week. After attending forty fashion showings, Patty and husband scheduled a two week vacation at Rehoboth Beach, Delaware. *Inga Rundvold*, the fashion star of WRC-TV, visited New York July 12 to do the commentary on new hat fashions for buyers and the press at the New York Dress Institute.

WRC's page staff is going collegiate this fall. *Mike Flanigan* will attend the University of Maryland as a physics major; *John Doerfer* is headed for George Washington University; *Quincy Adams* goes west to the University of Washington as a forestry major. *Dick Reston* (son of *New York Times* Washington Bureau Chief "Scotty" Reston) will attend the University of North Carolina with a business administration course in mind.

Marion Davis, senior accountant of the WRC and WRC-TV business office,

has been elected president of the Washington Chapter of the American Society of Women Accountants. WRC announcer *Willard Scott* and Music Rights assistant *Louis Bonelli* plan an August fishing trip, two weeks in the wilds of Ontario, Canada. WRC commentator *Earl Godwin* is more famous in Washington than even he realized! Earl recently received, without delay, a letter addressed to Mr. Earl Godwin, A Reporter For Many Years, a Government Building, Washington, D. C.

Public Relations

Continuity Acceptance — *Elinor Koss* has taken her first airplane trip. With her friend *Eleanor Darcy* of Film Sales, she flew to Miami for a week's vacation, where she acquired a tan to end all tans! Our bride, *Riva Drechsler*, and her husband Michael ran into car trouble on their trip west and got stuck in Phoenix, Arizona, for several days, where the temperature was a delightful 115 degrees! They are now driving a brand new Chevrolet. Your reporter had a wonderful trip to England, Scotland and Ireland, and while in Belfast, Northern Ireland, had an exciting tour of the BBC. The producers and directors there were most interested to learn how we handled commercials in the USA as the BBC plans to go commercial next fall. *Barbara Myneder* has left us to await the arrival of an heir or heiress, and before she departed for home life in Brooklyn, we took her to lunch and presented her with a subscription to Around the World Shoppers' Club. To replace Barbara, we are glad to welcome *Ward Asquith* of Guest Relations.

National Advertising and Promotion — Congratulations to *Thaine Engle*, on his promotion to Manager of Broadcast Promotion. Accolades, too, to *Ray Johnson*, who has been upped to Manager of Station Promotion.

Vacations very much in order these days, with our cohorts taking off for all parts of the map: *Ann Raica* to Fire Island, *Clyde Clem* to Miami, *Marion Lutz* to Massachusetts, *Ed Antonioli* to Canada, *Ray Johnson* to Block Island, and last but not least, *Barbara Bowden* to Europe. Barbara has been a most faithful correspondent during her trip, making us all yearn to dash for the nearest travel reservation office.

Newlyweds *Mel* and *Nancy Howard*

loved the pastel tints and blue skies of Bermuda, and are very enthusiastic about moving into their newly decorated apartment. Welcome to *Joe Cook*, who has added his writing talents to the station promotion staff. Welcome, also, to *Joan Fuccile*, recent graduate of Westbrook Junior College, who is secretary to *Bob Zeller*. Joan replaces *Pat Dorland*, who leaves us to join the "Today" staff. There's a new and talented artist in the Art Department—*Bob Welker*, graduate of the Parsons School of Design.

Press and Information—Well, it's that time of year again and everybody is taking all roads leading out of town. Program Editor *Mildred Bracco* and her husband on a three-week jaunt touring Florida; *Sam Kaufman* and his family (including the latest addition, Stephen Barry) vacationing in New York State; *Grace Lynch* week-ending in New Hampshire; *Betty Lanigan* and her gorgeous tan returned from a two-week hiatus at Fire Island.

All the gals had a wonderful time at a luncheon given for *Gina Johnson*, who left us to join her handsome husband in North Carolina. She was replaced by *Carol Gommi*, who left her switchboard to become *Cornelius Sullivan's* secretary. Our lovely new receptionist, *Anne Sherman*, has brightened up the Press Department considerably. Additional newcomers are: *Al Rylander*, who comes to us from Columbia Pictures, and is heading a new Exploitation Department; his secretary, *Josephine Abrams*, and assistant *Chuck Henderson*.

Up in the Information Department, congratulations are in order for the *Walter Thompsons*, whose latest addition to the family is a baby girl, Charlene. Best of luck to *Rita Morey* who was recently married and is now Mrs. Lawrence Sisson; happy couple honeymooned on Cape Cod. The entire department extends its welcome to *Tony (Bronzed Adonis) Trowbridge*, lately of Guest Relations, who has joined the Information staff as television correspondent.

Research and Planning—We have our own television star of whom we can boast. *Roy Ashmen*, who is President of the Advertising Sportsmen's Club, appeared on the Krueger TV show, May 8, to present the Sportsman of the Year Award. *Jean Patterson* was given a farewell luncheon May 26 at Headquarters. Jean returned to Ohio

(Columbus, that is) to complete her training for a teaching career—did she say kindergarten?? To remember all of us who'll never forget her, Jean received some beautiful lingerie from the department, lovely corsage from *Barry Rumpel* and *Roy Ashmen*, and a big red apple crowned by a daisy from that creative gal herself, *Harriet Kasnowitz*. Jean's successor as Barry Rumpel's secretary is *Mary Christofis*, who came to us from Plant Operations and whom we wish all good luck in her new role. Newest addition to the department is in our Ratings Section. From ABC came *William Rubens* whose job is Assistant Supervisor of Ratings. By the time Bill reads this, he'll have all the first names figured out anyway, and we hope he likes it here.

Somebody please help *Louise Kaciczak* find a house somewhere in the neighborhood of Rosedale, Long Island! *Joan Donnally McCullough*, formerly in the Circulation Division, gave birth to an 8-pound boy on June 27. He'll be named David Andrew. *Gloria Sawan* to be a mother in October.

Radio Network

Radio Network Sales — Although we're quite late with this item . . . welcome anyway to *Ina LaCerva*, our newest but not quite new member of Radio Network Sales. A different kind of welcome to *Elissa Enax*. Welcome back. Two weeks is a long time, especially when you're on your back recovering from an unfortunate accident. Everybody is glad to see you looking so well, though. As this is being written, vacation times are just starting. So far *Jean Martin* has come back brown and quite rested from a week on the shore, and *Tommi Phillips* is expected any day from Connecticut.

Television Network

Literary Rights, Story & Script Divisions—We all wish a fond "good-bye" to *Marcia Dealy*, who has left us to do summer stock in Saratoga Springs. *George Lefferts* finally got his boat in the water, despite nearly cutting his thumb half off in the attempt. And now for vacation news: *Jean Brown* is looking forward to her one week trip to Bermuda . . . *Ernest Kinoy* is spending his vacation in Brattleboro, Vermont . . . *Bob Cenedella* just returned from Lyme, Con-

necticut, where he spent a very enjoyable three weeks. *Peter Heggie* is about to depart for Hanover, New Hampshire to visit his family. *Dorothy Wallace* and hubby Andrew will vacation in the family cottage in Smithtown, New York. The Wallaces are celebrating their first wedding anniversary and Andrew's graduation from Saint John's Law School.

Ross Donaldson is spending his summer teaching television writing in the NBC Barnard Summer Institute, and is putting off his vacation until fall. *Louise Pansini* has finally decided on a fall vacation in California and *Mary Shea* is vacationing at Fire Island as a guest of one of the lucky natives. *Pat Sensibaugh* prefers the seashore of Spring Lake, New Jersey as her vacation spot. *Earl Hamner* and his wife, Jane, are leaving Bohemian Greenwich Village for the more sedate haunts of Brooklyn Heights. *Marion Noyes* is keeping busy writing articles about the Brooklyn Dodgers and Robert Montgomery's secretary.

Music Services — The three custodians of the Record Library, *John Plummer*, Supervisor, *Maryann Arnold* and *Barbara Ivory* have been busier than ever with the advent of MONITOR. Many hundreds of records are selected each week by a hustling staff who are constantly at the file drawers and record racks. There are many individuals in our Company who perhaps don't realize the tremendous number of all types of records stashed away in Room 499. Johnny Plummer estimates there are over one hundred fifty different persons in the Library during the course of a week, searching among the 125,000 discs for new and old gems.

Bob Wagner has left the Music Library, and we welcome *Sheldon Cohen* who joined us June 6. To celebrate his arrival in Room 373, Shelley got married three weeks later—June 25 to be exact. *Bill Paisley*, at one time one of the world's most profound exponents of travel by steam train, has renounced the "Iron Horse" for all types of aircraft. (How time flies.) *Ann Bradley* was one of the guests of honor at an Eddie Fisher wingding held at Monte Proser's LaVie. Ernest LaPrade came into the city during the middle of June and, following a lunch with some of his cronies at the Taft Grill, spent considerable time extolling the virtues of his vegetable garden and the wonders of peaceful existence as a retired Squire.

Dottie Coe and her husband moved into a new apartment on Riverside Drive and to hear her tell it she rebuilt the building (but I'll bet it's homelike). Two perennial (?) bachelors have also moved into two (separate) apartments—*Johnny Geller* in the Music Selection Group and *Bernie Meyer* in the Music Library. *Muriel Kishkill* chauffeured herself and her husband around most of New England (for a vacation, of course). *Ava Porter*, the long-time bright spot of Music Services, became Mrs. Oscar Sumner on June 11. Mrs. Eugene Kilgore (Mimi) had a daughter and has left New York to be in California with her doctor husband.

The following members of Music Services join the Twenty-Five Year Club this year: *Benny Baer*, *Tom Belviso*, *Bill Paisley*, *Pete Zalantis* and *Miriam Hoar*. *Helen Willey* went home to Piedmont, California in September to re-tie old ties with her family and, to tie up the situation further, she became Mrs. Fred Kingeter at a beautiful church ceremony in Piedmont. Her husband is from Secaucus, New Jersey, where the happy newlyweds now reside. *Joyce Steger*, formerly in the NBC Record Library, has been welcomed back to our midst. She became *Jim Coy's* Girl Friday.

TV Network Sales—*Fran Barbour* has just returned from a wonderful two week vacation at The Cloisters in Seaside, Georgia. Fran tells us that it is a marvelous place and told us too, that she found the waiters quite amusing. It seems that they ride bicycles and carry the food on trays perched atop their supposedly flat heads. *Ethel Smoak* has returned from a trip to her native South Carolina and confided to us that there is nothing finer than Mint Julep time in South Carolina. Bet your life, honey! *Hallie Robitaille* spent her vacation on location in Tarrytown. She spent most of her time sailing up and down that old Hudson River (on the good ship Rock 'n Rye, Hallie?). *Mary Alcombrack* of TV Sales Traffic spent her vacation in Europe. *Jackie Schumann* is touring the 48. The welcome mat goes out to *Vera Guarino* and also to *Joy Shapiro*. A very special welcome-back mat goes out to *Anne Eldred Pond*. Anne is playing a return engagement for the summer and is being featured as a secretary. So nice to have you back, Anne.

News and Special Events—On June 17 our News and Special Events Department moved to its new headquarters on the fifth floor . . . much to the confusion of telephone operators, mail clerks and the members of the News Dept. staff.

We're all proud of correspondent *Pauline Frederick* who did a wonderful job covering the UN anniversary conference in California. *Irving R. Levine* has us all just a little envious about his trip to Moscow. Levine's tour covered outlying regions of Russia, which have been seldom seen by Americans, with an American agricultural delegation from July 15 to August 15. On his way, he stopped for a look-see at Czechoslovakia and made the first American broadcast from Prague in six years.

William McAndrew left July 6 on the Queen Mary to cover the meeting of our European staff. He also supervised coverage of the Geneva Conference. Seems NBC had its own "summit conference". *Davidson Taylor* flew over for the Geneva Conference . . . also *Ray Scherer*, *Joe Harsch* and *Bill Henry* (with Ike party) from Washington, and *Henry Cassidy* from New York, took the little jaunt to Europe.

We're having a few changes around town these days. *Leif Eid* stopped in for a visit from Washington before taking off for that delightful little place called Paris, while *Frank Bourgholtzer* leaves Paris for Bonn, Germany. We all wish *Merrill "Red" Mueller* the best of luck as Mediterranean director—a roving assignment with Rome as his base of operations!!

Variety has been the assignment of newsman *Art Wakelee* since closing out the "Weekend" show, on which he was editor-newscaster. In the two weeks that followed, Art was newscaster on "Roadshow", substituted for *Irving R. Levine* on "World News Roundup", substituted for *Alex Dreier* on "Man On the Go", was editor-narrator of the special UN program, "Ten Troubled Years", and of the special radio program on the Big Four, "Geneva 1955—Pendulum of Peace", and was heard on *Henry Cassidy's* "Heart of the News".

A warm welcome home to *John Rich*, NBC commentator who has spent 11 years in the Far East—five of which were with NBC. This is his first time working in New York City. He has been back for a year, but on leave of absence after being awarded a fellowship by the Council of Foreign Rela-

tions. We're all very proud to have John with us.

We also welcome *Marie Evangelista*, a newcomer to NBC—as secretary to *Reuven Frank* of "Background". Vacation time is here again . . . and our *Pattie Bowers* has a delightful itinerary of Florida, Varadero and Havana; while *Edith Luray* and her husband Marty are planning an extensive trip through Canada. We all wish a bon voyage to *Jeanette Kriendler* . . . she's spending her vacation in the Orient. *Pat Mulready* has taken a cottage at Spring Lake with some friends—plans to relax and enjoy life.

TV News Film—106th St.—Instead of writing this at 106th Street in heat-conditioned 1106, am writing from Dallas, Texas in an air-conditioned room—sans notes, sans dates, sans typewriter, sans everything. But I seem to remember:

Greg Eaton back on the job after vacationing in North Carolina and Louisiana. *James P. Aldrich* returned to 106th to "write" the "Review of the Week" to bed, for keeps. *Angelo Farina* in-and-out of the hospital. *Lucille Simmons* promoted to room 520 at 30 'Rock'. *Karl Korter* recovering from major surgery. *Maurice Levy* in New York to receive the "Cameraman of the Year" award for his lensing of the "Basketball Ballet". *Tom Priestly* received an award for shooting the "Hambletonian", and *Jesse Sabin* received an award for doing likewise on the Willie Mays interview. The "Big Three" received their awards on "Today".

Connie Gochis married *Marilyn Marcinkowski* on May 22. *Eddie Williams* passed out cigars on May 30—Douglas is his name. And in closing, all 106th delighted to hear that their former colleagues *Bill* and *Carolyn (Williams) Carr* have a daughter—Alica Ann, born May 20.

TV Program—Lucky *Barbara Long* sailed for a month's fun in Europe. *Caroline Burke* arrived home this week from a four month trip around the world. Caroline is going to be teaching a course at Barnard College this summer.

Martin Begley has just completed a book entitled "Acting is a Business", which is being published by Hastings House . . . and if anyone knows the problems of the actor it's Mr. Begley who is a TV casting director for NBC.

Almeda Stursberg became Mrs. Roger Morrison on June 17th. We certainly have had a "rush to the altar" in the last few months. The Misses are getting fewer and fewer.

We are glad to have *Dr. Frances Horwich* and her staff of "Ding Dong School" here with us . . . they have been permanently transferred from Chicago. We also welcome *Caroline Burke's* new secretary *Gloria Klien*, who, though new to this department, has been with NBC for ten years. *George Rogers* is a father of a little boy named Grant Michael. And what a proud Pop! *Caroline Hutchins* will be working on the "Winchell-Mahoney" show for the summer . . . we're glad to see her again. *Lee Painton* (Mrs. John Klem) is expecting a visit from the stork in the early part of October. *Dorothy Stober* and her husband went to California and toured the far west on their vacation.

Production Operations — By the looks of things, the folks on our Associate Director and Stage Manager staff are traveling quite a bit these days. *Eleanor Tarshis* and *Hank Alard* are both touring Europe. *Virginia Dunning* and *Julio DiBenedetto* are off to Hollywood to work on the "Tonight" show while it is on the Coast. *Robert Williams* is directing summer theater at Cape May, New Jersey for the summer. In conjunction with the NBC Film Division, *John Schwartz* will be in Bermuda to work on a film series. Mr. and Mrs. *Harry Sternberger* of our Broadcast Film department are honeymooning in California. *Barbara Friedwald* will be leaving Broadcast Film to work on the "Today" show. Our best wishes to her.

Public Affairs—We've had a baby! Or rather, *Marilyn Kaemmerle Quinto* did—David Walter, born June 11. And the day before the baby was due, Marilyn had invited "the girls" to her new apartment for a wonderful spaghetti dinner. As we were leaving, *Doris Corwith* said to the anxiously-awaiting hostess: "The best thing we can wish you is that the baby will be born tomorrow." And he was!

With temperatures sizzling here in New York, we're attempting to keep cool thinking about vacation time. *Bill Parish* is commuting from Darien, Conn. for the summer. Bill's been sitting in for *Ed Stanley*, who's in Europe for the World Council of Churches Assembly. *Kay Stewart* leads off the vacationers and she'll be dividing her

time between Cape Cod and Easthampton. *Flo Reif* is next with an exciting Caribbean cruise planned, including Haiti, Venezuela, the Netherland West Indies and the Dominican Republic . . . then *Carol Coane* will be heading in the same general vicinity for her trip to Puerto Rico and the Virgin Islands. *Hilda Watson* positively "twinkles" when we mention her forthcoming trip to the Coast with a stop at Albuquerque, N. M.

TV Technical Operations — Let's start the "welcome wagon" rolling with a big hello to *Shirley Covey*, *Arienne Mautner*, *Tony Pancamo* of our Scheduling group, *Joan Ellis*, Mr. Protzman's new secretary and *Pat Stanford*, Messrs. Monfort and MacQueen's secretary. Pat took *Joan Coffey's* place when Joan was promoted to Mr. Hedge's office. Congratulations, late as they may be, to *Al Henderson*, our new Studio Supervisor.

Vacation bound in our department are *Fred Hobby*, *Mel Dobbs* and *Rosemarie Sweeney* to Florida. *Charlie Townsend* and *Walt O'Meara* off for Maine with their families, *Carrie Sgarlato* for a week at the shore, *Andy Hammerschmidt* and family who drove to Cleveland in their new Chrysler, *Janice Abbott* who headed for California and *John Rogers* who obtained a beautiful tan on the golf course.

Fritz Rojas and his family moved into their new summer home in Hampton Bay, Long Island; and now it takes him three hours to travel to work each morning. He says it's worth every minute of it and uses the time to catch up on his reading and sleeping.

Our words of praise go out this time to *Hank Folkerts* and his "Justice-Armstrong" crew for their excellent work all year; to *Bob Davis* for his lighting work on the "Gulf" and "Bob Hope" commercials; to *Bob "Moose" Daniels* for his superb work as TD on the "Sid Caesar Show"; to *Hank Bomberger* and his hard working crew for their performance on "Jan Murray Time". As you might know, this particular show was not an easy assignment, but the crew was very deservedly praised by the agency for being versatile enough to handle it. To *Hank Frisch* who received a letter from President Eisenhower for the excellent job he did on Mr. Dulles' "Report to the President", and last but not least to *Carl Cabasin* and his crew who not only did an excellent technical job, but also were so friendly that they put

a very frightened young lady by the name of Rosemarie at ease when she made her first TV appearance some time ago. Thanks, fellas, for making our department a rewarding place to work in. . . . We're proud of you.

From now on June 16 will be *Neil Holland's* wedding anniversary since that was the day he marched up the aisle with *Elsie Baily*. Good luck and lots of happiness, Neil. *Tommy Owen* is very happy with the beautiful engagement ring presented to her by her fiance, *Chet Dodge*.

Two big programs that made their debut this month were "Wide Wide World" and "Monitor". Special thanks for all his hard work goes out to *Ed Wilbur* for making "Wide Wide World" so successful, besides *George Neumann* as TD and *Fred Christie*, *Walt Van Gieson* and the Maintenance and TVC Group. "Monitor's" success was the result of all the work done by *Gerry Sellar*, *Art Holub* and the Radio group, plus *Bob Long* as TD, *Fred McKinnon*, *Phil Falcone*, *Tony Romeo*, *Walt Dibbins*, *Fred Favant* and the Maintenance Staff and *Andy Switzer* and the TVC Staff.

Eugene Frisch is very proud, as he should be, after being awarded a diploma in recognition of his distinguished service to the men and women of our Armed Forces through the USO.

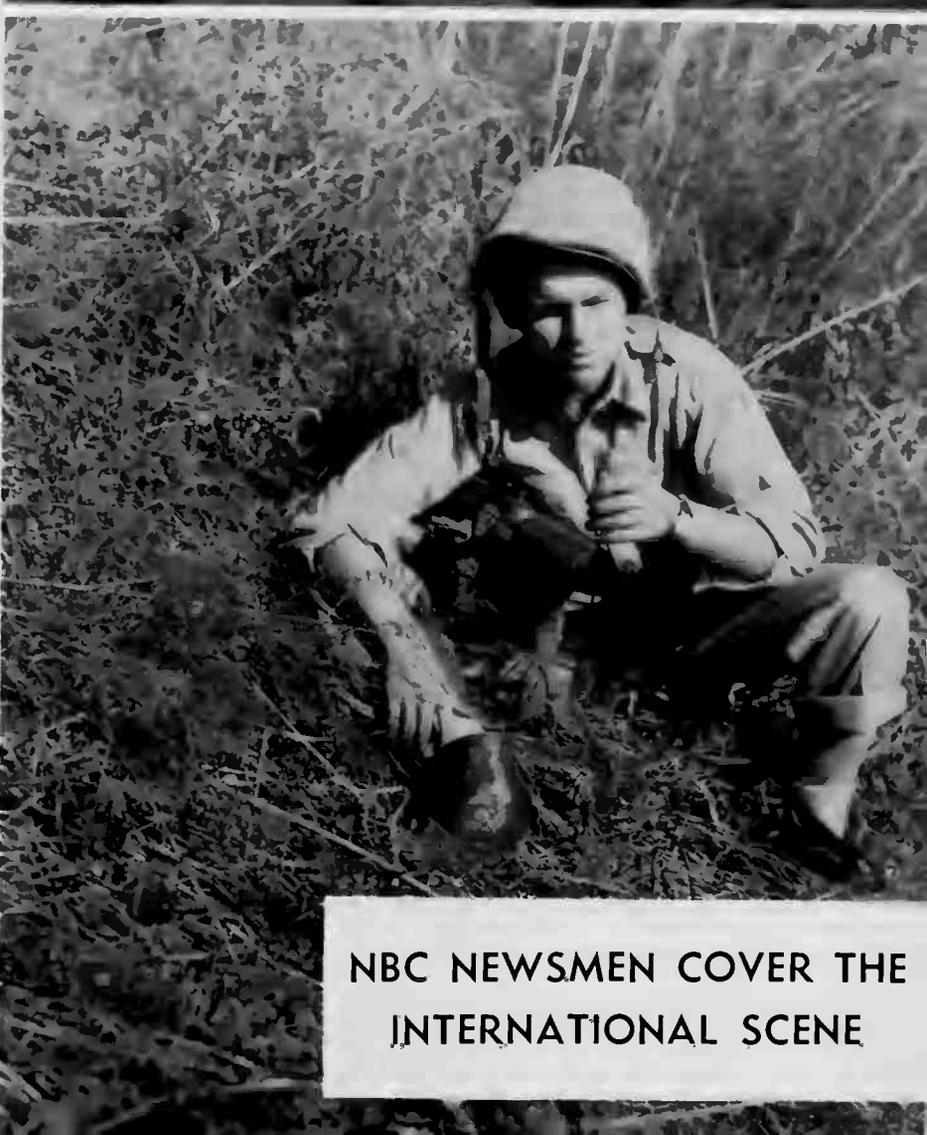
Unit Managers, Production Coordinators—We have some new faces in the Unit Managers Department; we in room 680 would like to welcome *Jill Oplinger*, *Dorothy Troiano*, *Gloria Jaffer*, *Jerry Karpf*, *Ron Dowling*, *Sig Bajak*, *Paul Jacobson*, *Hugh Branigan*, *Roger Gimbel*, *Gene Whitlock* and *Dick Swicker*.

Pat Marks was one of the brides in a double wedding June 18th. Pat had a really beautiful ceremony in Westchester in which she and her sister married two brothers. *Mina Cory* from our department was one of the bridesmaids. *Barbara Gregory*, another "spoke fer" lass in the department, will be married September 24th. Only one bride this time. Good luck to you both, Pat and Barbara.

Earle "Tex" Harris is off on a safari in Africa for "Zoo Parade." We hope he is having a good time chasing those rhinos and tse-tse flies. *Mickey Marcowitz* spent a week's vacation in Nantucket. I don't think she wants to see another bowl of quohog chowder as long as she lives.



*Accidents don't just happen
They are **CAUSED!***



NBC NEWSMEN COVER THE INTERNATIONAL SCENE



CHIMES

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David M. Eddy, Editor

Chimes Correspondents

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Duplicating, Charlie Atlee
Facilities Administration, Mary Heller
Guest Relations, Bill Feeney
Mail & Messenger, Elmer Gorry
Personnel, Cathy Dindia
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AM Technical Ops, Jane Ermentraut
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The Cover

(Top left) Recently transferred to the Mediterranean area, Bob Hecox has been covering the Far East: notably the war in Indo-China and the evacuation of the Tachen Islands, which he described as "ankle deep in soupy mud". Primarily a cameraman, Hecox also doubles on radio taping.

(Bottom left) In August '55, Irving R. Levine became the first western non-Communist radio-TV correspondent to be permanently accredited in Russia in seven years. Although subject to some censorship, he has been sending back a steady stream of tapes and film. Broadcasting from Radio Moscow facilities Levine is currently heard on the NBC radio network, Wednesday evenings from 10:20 to 10:30.

(Top right) Frank Bourgholtzer (right) and a Pathé cameraman are standing in the Place de la Concorde Paris. Previously assigned to the White House, where he was President Truman's "broadcasting Boswell", Bourgholtzer became head of the Paris bureau in 1953. In a recent multiple switch he was assigned to Bonn, capital of the West German Republic.

(Bottom right) In the thick of Southeast Asian troublespots, Jim Robinson has covered fighting and political unrest in Korea, Indo-China, Thailand, Malay States. Robinson's accurate reporting has been effective enough that the Chinese Communists have indicated strongly they'd like to get their hands on him.

Greater New York Fund

What is The Greater New York Fund? The Fund is New York's most all-inclusive appeal. It provides the one chance for business and employee groups to give at one time to 425 local charities. These 425 agencies include homes for neglected, dependent and delinquent children, and for the aged; agencies for the crippled and blind; hospitals and clinics; youth clubs and scouting; family counseling; day nurseries; settlements; nursing services—in fact, every type of voluntary agency helping people of every race and religion. They are voluntary because they are supported and managed by freely given gifts of money and service.

Employee group contributions and corporate gifts are the mainstay of the Fund. There is no house-to-house canvassing, nor does any participating agency individually solicit funds.

Do you know what's happening this very day—while you are earning your livelihood—as a result of The Greater New York Fund? Well, let's see . . . 1,098,536 young people and adults are benefiting by the activities of neighborhood and recreational agencies. . . . 17,640 persons are receiving bed care in hospitals and homes for convalescent

and chronically ill patients. . . . 1,651 consultations are being held with troubled families seeking guidance and advice. . . . 75 babies are being born in hospitals. . . . 1,992 calls are being made at homes by visiting nurses.

Are you a commuter? Consider, as you commute to and from the world's greatest city, that this city's problems of health and welfare are problems which could directly affect your job, your income, your opportunities, and your family. These problems know no imaginary boundaries that set off the suburbs from the city proper. When you support your hometown agencies, you fulfil your obligation as a resident of your community. When you support the Greater New York Fund, you fulfil your obligation to the city in which you earn your living—the city which makes it possible for you to enjoy the benefits of suburban living.

This is your fund . . . for it is your city. In a big city like New York sickness, loneliness, trouble, a need for assistance can be inches away—on the other side of the wall—and you may never know. If you knew, then you would help. When you join in a group contribution, your gift helps.

NBC News

Roundup . .

Organization Changes

William V. Sargent has been appointed Director, Administration, Television Network. . . . In Controllers, *Aaron Rubin* has been appointed Manager, Budgets and Financial Evaluation; *Richard J. Raburn* has been named Chief Accountant; *Charles J. Ochsenreiter* has been appointed Manager, Audits and Systems; *Wayne E. Simpson* was named Assistant Manager, Budgets and Financial Evaluation; and *Dick T. Hollands* was appointed Supervisor, Operating Budgets and Financial Evaluation. . . . At WRCA, WRCA-TV, New York, *William N. Davidson* has been appointed Assistant General Manager. . . . For the Television Network, *Alvin Cooperman* has been named Manager, Program Sales—Daytime, and *John N. Calley* has been named Supervisor, Program Package Sales. . . . *Carl Lindemann, Jr.* has been appointed Business Manager, Programs, Television Network. . . . *Frank Papp* has been appointed Executive Producer, "Monitor". . . . In Plant Operations, *Humbert Rodomista* was named Supervisor, Studio and Theatre Operations; *James G. Richards* was named Supervisor, Theatre Operations; and *George Dindas* was named Supervisor, Studio Operations—RCA. . . . *Joseph P. Cunneff* has been appointed Supervisor, Unit Managers. . . . *Ross Donaldson* has been named Manager, Writing Services, reporting to the Director, Program Development. . . . In TV Technical Operations, *Robert J. Galvin*, *Franklin J. Gaskins* and *Clifford H. Paul* have been appointed Technical Supervisors. . . . For the Pacific Division, *William Ervin* has been named Manager, Staging Services, and *Al Lapin* has been appointed Orchestra Manager. . . . In the Film Division, *Jason Lane* has been named Manager, Research. . . . *John J. Curran* has been named Supervisor of Announcers. . . . At WTAM-WNBK, Cleveland, *Curtis D. Peck* has been appointed Director of Operations. . . . In NBC Program Development, *Les Colodny* has been appointed Manager of Comedy Development. . . . *Edward Stockmar* has been promoted to Assistant TV Network Sales Manager for the Central Division.

Durocher, Oppenheimer Join NBC

Leo Durocher, who resigned September 24 as manager of the New York Giants, has joined NBC in an executive capacity. His responsibilities will be primarily in the field of talent relations, including the acquisition of new talent for the network. His headquarters will be at the NBC Pacific Division in Hollywood.

Jess Oppenheimer, top TV and radio comedy creator, whose outstanding creations include the development and production of "I Love Lucy", has signed an exclusive contract with NBC. He will join NBC's Hollywood staff as a major program department executive in the Spring of 1956.



The 1955 Gold Mail Box Award for the best direct mail advertising of the year was presented to NBC by the Direct Mail Advertising Association. John Porter (right), NBC Manager of National Advertising and Promotion, received the award from Arthur Theiss, President of the DMAA. Only network cited in this important annual advertising event, presentation was made to NBC for achieving excellence in all functions performed by direct mail. Edwin Vane is National Sales, Promotion Manager.

"Weekday" To Bow on NBC Radio Nov. 7

"Weekday", a stimulating new concept in daytime radio programming, will be launched by NBC on Nov. 7, to be broadcast Mondays through Fridays, from 10 a.m. to 6 p.m., EST. Both companion and counselor to women everywhere, providing them with service features as well as entertainment and current events information, "Weekday" will be co-hosted by Margaret Truman and Mike Wallace.

First Trans-Ocean TV Pickup

An NBC-TV "Wide Wide World" production crew made TV history Oct. 5 by transmitting a specifically designated picture from Havana, Cuba to Miami Beach, Fla.—the first to be beamed from a foreign country to the U. S. across a body of water. As a result of this feat—hitherto regarded as "fantastically complicated"—NBC will be able to bring direct pickups from Havana to the entire nation on the "Wide Wide World" programs for Nov. 13 and Dec. 18.

Menotti Commissioned for TV Opera

Gian-Carlo Menotti, one of the world's foremost opera composers, has again accepted a commission from NBC to compose an opera for the "NBC Opera Theatre". No subject matter was specified in the agreement, though Menotti agreed to consult with NBC in this regard. The opera is to be an hour or an hour-and-a-half in length, at the composer's discretion. Menotti agreed to deliver the opera before September, 1957.

- red tape and blue pencil
- hunting rebels on a donkey
- whistling in Swahili
- “we were tied and untied”
- hidden camera, smuggled film
- a suitcase filled with ivory
- gunfire in Casablanca
- “a Mau Mau coming at me”



Guy Blanchard covered British evacuation of Suez Canal Zone after the Anglo-Egyptian settlement in late 1954.

FOREIGN CORRESPONDENT

“THINGS LIKE THIS HAPPENED. . . . I’d been sent to Egypt and Africa to cover the revolution and the Mau Maus. Got them done, flew to Rome to meet Sonya and get married. She met me, we headed for the consulate to get the papers, but when we stepped inside I found I had to go to Trieste the next day to cover the riots. And while we were still inside the building the Rome riots started. I left Sonya and covered the riots. The “Camel News Caravan” ran 248 feet of that. Then I still had to go to Trieste. I did. Sonya went back to Naples to wait. From Trieste I was sent to Belgrade to cover the Tito elections. Things like that happened all along. We finally managed to get married on Christmas Eve, 1953, and had a one-week honeymoon. Then I left for New York and I saw her again in March . . . she wants to know if I can’t manage a place where we can put down two suitcases instead of one.”

That was Hank Toluzzi speaking. Five months of major news-breaks kept him firmly from his intended, just after he’d decided to take The Step. Hank is an NBC News staff cameraman, then operating out of Rome.

“They wouldn’t believe we were news correspondents, so they took everything away from us, cameras, papers, everything, and they decided to tie our hands behind our backs so we couldn’t escape. They were quite rough. They kept consulting us, thinking that we were out from the other side. Some of the officers started believing that we were news correspondents, so they decided to untie us. We were tied and untied, and some trusted us and some didn’t.”

This is what Paul Sanche, captured by rebel forces in Costa Rica at the outbreak of the war last January, reported after his release. Sanche is a news stringer in this Central American country for NBC.

Toluzzi and Sanche are just two among many scattered across the globe, covering hot news on the international scene for the network. They are, in the general sense of that glamorous name, *foreign correspondents*.

These men run risks, sometimes get roughed up, travel fast, work fast, score exciting beats. And they’re on the same payroll as you and I.

The Central News Desk at NBC, with J. O. Meyers, Sam Sharkey and Len

Allen, now runs the activities of more than 200 reporters, cameramen, commentators, and top-notch news stringers, everywhere in the free world and even, more recently, behind the Iron Curtain. The correspondents are staff the stringers are paid by the film or radio tapes used. Most foreign correspondents are either reporter-commentators or film cameramen: a good 75% of the radio stringers learn how to run a camera, double in brass.

Foreign news bureaus are maintained in London, Paris, Berlin, Bonn, Rome, Vienna, Cairo, Tokyo and Singapore. Latest addition (and a feather in NBC News’s cap) is the permanent accreditation of Irving R. Levine to Moscow. Levine now broadcasts regularly from Moscow, is the first western non-Communist radio correspondent to be accredited since NBC’s Robert Magidoff was ejected from Russia in 1948 on a trumped-up charge of “espionage”.

News and film correspondents operating out of these permanent bureaus manage to cover all of the major areas of the world. However, they’re not apt to spend much time with their feet up on a desk; it doesn’t go with the terri-

tory. Perhaps, like Romney Wheeler, head of the London bureau, they don't usually go too far afield. But Wheeler, like all bureau chiefs, is all things to the network: its official representative, public relations expert, greeter of visiting dignitaries, and director of a major news bureau covering his area. On call around the clock, he makes an average of ten trans-Atlantic news broadcasts to NBC listeners each week.

Or, like Hank Toluzzi, a correspondent may spend five months bulleting from one place to another, with scarcely time to unpack (or get married) before he's off again. Then, too, perhaps the newsman doesn't have to move very far to find his life suddenly and completely occupied. Back in September of 1939, within the span of one week Richard Mowrer was arrested by the Poles as a suspected spy, captured by the Red Army invading Poland, escaped to Roumania, and arrested by the Roumanian border patrol.

NBC News has never tried to put staffers in too many places: for one thing, it's too much overhead. If they are placed strategically, they can be moved around as the news dictates. In addition, News relies on some dozen foreign newsreel concerns and perhaps four dozen individual stringers in spots like Nairobi, Buenos Aires, Karachi, Belgrade, Helsinki, and even Tahiti.

"I suppose Tahiti sounds way out in left field for American news coverage," says TV News Editor, Len Allen. "So did Brazzaville, Fiji, Cyprus and Thule. At first. But somehow, we've found that wherever you can nail down the stringer, the news will eventually catch up with him. You don't want these outlying posts often, but when you want them, you want them badly."

Supplementing the staff and stringer news coverage, NBC has exchange agreements with foreign newsreel outfits. For example, in return for NBC's daily syndicated newsreel, which includes the best footage from its global coverage, the R.A.I. provides NBC with film coverage of Italy for TV showing in the United States. NBC also has exclusive use of the films of the British Broadcasting Corporation, and access to those of the Canadian Broadcasting Corporation, Pathé Journal in France, Kinocentralen in the Scandinavian lands, Ciné Journal Suisse in Switzerland, Polygoon in Holland, and Belgavox in Belgium.

For the foreign correspondent, covering a beat is nothing if not full of problems, with each situation unique.

Of course, getting the story is the prime target, but sometimes *getting to the story* is even more difficult. A correspondent's biggest headache is not the occasional danger he may have to risk (NBC takes out insurance on him), but the often drastic means of transportation he has to put up with. And it's either put up or no story. One veteran at covering troublespots and tinderboxes has said that the only time he's worried about his precious life is when traveling in some of the local carriers.

These men have used every conceivable, and inconceivable, method of reaching the story. Plane, truck, submarine, jeep, jet, sampan, helicopter, canoe, horse — and other animals. Wilson Hall has reached inaccessible arcas of Egypt on camelback. In Laos, Jim Robinson has ridden atop an elephant to places where motors (and roads) were unheard of. Last year W. W. Chaplin, in Guatemala, had to go



Wilson Hall (Cairo) covered Korean War.

inland with cameraman Maurice Levy and hunt up rebels on the back of a burro.

Covering the story itself often contains a high degree of personal danger. In Kenya, East Africa, cameraman Jack Yowell was recently on a government patrol into Mau Mau territory, taking pictures of the British colonials as they filed into the foothills already world-renowned for their scenes of terrorism and massacre. "I decided shooting pictures of the backs of a group of soldiers was pretty dull stuff, so I got permission to go up ahead and show them approaching. I was doing this when suddenly I heard the firing of a gun — seemed to be in my direction, too. I whirled, and there was a Mau Mau coming at me with his simii (a razor-sharp, machete-like weapon) raised high. The burst of gunfire got him a few feet away from me, and I got my camera up just in time to show him falling. A bit close, I thought."

Reports like this no longer make the

Gary Stindt, NBC Central European Newsfilm Supervisor, spent several months secretly perched atop a building not far from Berlin's Spandau Prison. Using a long-range telescopic lens camera, Stindt trained his sights on the garden walk in which the top Nazi war prisoners (not seen since the Nuremberg trials) take their daily exercise. After many attempts, he succeeded in obtaining close-ups. Film was the climax of NBC's 1954 Sigma Delta Chi award-winning "The Road to Spandau."





In a Hong Kong downpour, cameramen (including NBC's Hank Toluzzi) film release of U. S. fliers by the Chinese Reds as the airmen cross the border (July 1955).

Newsroom's collective mouth gape. Arrest or capture is legion. John Peters has been stoned in Morocco. Richard Mowrer was blown up in (and survived) a Jerusalem hotel blast. Richard Applegate suffered long imprisonment at the hands of the Chinese Reds. Not so long ago Jim Robinson got out of Saigon just a half-step ahead of the Communists during the mass evacuation. He later learned that his coverage of such items as the Korean fighting and guerrilla activities in the Malay States had been a little too good — he currently has a \$10,000 price-tag on his head.

A recent communique from Leif Eid might be applied to any place in the world where a correspondent is reporting on an area of unrest. "All of this is to say nothing at all of the personal danger involved in covering Morocco. When you go out to cover an incident, or even tour a native quarter, you are never certain you will come back alive. A day does not pass in Morocco without many assassinations. A night does not go by in Casablanca without its bursts of sub-machine gun fire, sometimes in the heart of the city. Already six newsmen have lost their lives."

Often enough news coverage does not call so much for bravery as ingenuity. If the story is hot, the coverage "impossible", and the ingenuity pays off, then the newsmen gets what every one of them works hardest for—the personal exclusive, the "scoop".

One specialist in this technique is Ed Newman of the London bureau. He was the first to get Captain Kurt Carlson of *Flying Enterprise* fame on American radio and television — but

it took a bit of doing. The scene was the Danish Club in London where Carlson was being decorated by the Danish Ambassador. All the press were invited but all were supposed to leave when the presentation was ended. Newman didn't. He managed to secrete his camera gear in a compartment in the men's room, and then he went off and had several drinks with opposition newsmen to allay possible suspicions. When the suspicions—and the drinks — were downed, Newman wandered back. He held a few casual but judicious conversations and finally, after promising to provide two tickets to "South Pacific", he made a contact that got him straight to the heroic skipper. Then he raced back to the men's room, got the gear, and filmed and taped Carlson for U. S. audiences.

Sometimes a reporter can capitalize on a bit of private savvy. Hank Toluzzi's most ingenious scoop was the Hemingway story. The novelist was in Venice shortly after his African plane crash and wouldn't see any newsmen. Toluzzi meandered down the hallway past Hemingway's suite whistling a tune he describes as "a tune known only to guys crazy enough to invest their lifetime savings on African hunting trips—guys like Hemingway and me. It means something like 'Till We Meet Again' in Swahili." Hemingway threw open his door to investigate and, one thing leading to another, Toluzzi got his story — on film.

The work involved in getting a story can match the most inspired cloak-and-dagger Hollywood opus. Coverage of the Argentine rebellion in June found NBC newsmen involved in verboten

filming, monitored phone calls, red tape, bluffing, arrests, confused police officialdom, smuggling film out of the country, and two henchmen "strictly out of a Hitchcock movie". But they managed to relay back to New York uncensored reports and exclusive film footage. (During the September overthrow of the Peron regime, the Argentine rebels told correspondent John Rich that they monitored all NBC radio news programs and first heard of their complete success via this means.)

At the other extreme, getting many scoops will be hard digging for Irving R. Levine on the Moscow scene. He recently reported on the stringent access to news. The three main sources are the government newspapers and radio, the official parties, and visiting Americans. News conferences are a great rarity, unlike the United States. The foreign embassies are the only



William R. McAndrew, News Director

source for independent stories, but, says Levine, "the big trouble is that the embassy people are usually trying to find out from the newsmen what's going on."

"Unlike the United States, where a reporter can make an appointment with an official of a business firm for an interview or wander into the State Department for a chat with the press officers, or take an official of the Commerce Department out to lunch, here in Moscow, all questions by reporters must go to the Press Department of the Foreign Ministry. . . . When you call the Press Department for information you are asked to write a letter.

(Continued on page 16)

Commercial Television Invades Great Britain

Through several years of debate in the newspapers, the pubs and the House of Commons, Britons have been both anxiously awaiting and fearfully decrying the advent of commercial television. It was finally launched Sept. 22.

Variety reported that "the opening was treated as an historic event in the life of the nation, and was in consequence accompanied by a slight overdose of pomp and pageantry." Well over 1,000,000 people in London and the Home Counties viewed the initial commercial program. Throughout the evening, commercials emphasized the genteel approach.

There are marked differences between the British and American systems. In Great Britain, commercial television is administered by the Independent Television Authority, the Government's watchdog. The ITA operates the station transmitting facilities. However, the programming is done by independent, privately-financed companies called program contractors who take over the programming of a station for days at a time.

No advertiser may sponsor a program; his sales message is rotated in different spots of the class of time bought, as the program contractor sees fit. Sales talk is limited to six minutes per hour and must be presented at the beginning or end of a program or during "natural breaks".

Commercial TV will broadcast about 50 hours a week, compared to more than 120 hours in the U. S. There will be no transmission on Sunday mornings to compete with churchgoing. Blank screens are the rule between 6 and 7 p.m., small children's bedtime.

An ITA ruling has limited non-British programs to one hour daily, but a number of American standbys are due to make their appearance—"Dragnet", "I Love Lucy", "Hopalong Cassidy", et al. Many of the home-grown products are expected to bear a resemblance to U. S. shows.



Sol Cornberg (right), NBC Director of Studio and Plant Planning, was guiding force in planning of the giant TV Centre, which Granada TV Ltd. is building in Manchester. Left and center: Reg Hammans, chief engineer for Granada, and Ralph Tubbs, leading British architect.

Basically, the program contractors think they are going to give the government-operated, non-commercial BBC more than a run for their money. However, the BBC is countering the new opposition with an increased budget and a "new look" programming.

The commercial TV system's horizon is not without its problems. There is a long, strict list of advertising unmentionables, ranging from money-lenders to specifics for slimming.

The biggest advance headache stems from the fact that most British TV sets have been made to receive only one channel, the BBC. To date, reports *Time* magazine, barely a sixth of London's 1,300,000 set owners have paid out the money (average price: \$45) necessary to make the conversion. However, a million set owners are expected to have taken the step by six months hence. Also, a tremendous rise in TV sets is forecast.

Despite various taboos and restrictions, the big advertisers have come in overwhelmingly. More than a month before TV-day, the new London station found its choice evening time sold out for the first full year, with demand running high for even the less favorable hours. Top U. S. brand names are in particular evidence, according to *Broadcasting-Telecasting*.

Although there will be only three commercial TV stations in the beginning—the one in London now, two

more in Manchester and Birmingham next spring—the ITA's Director-General Sir Robert Fraser contemplates an eventual 40.

Expert U. S. advice and business arrangements are being sought. Associated Broadcasting Company, Ltd., which programs the London station on week-ends and has contracted for the forthcoming Birmingham station Monday through Friday, is being represented in the U. S. by NBC Spot Sales. Also, Alfred Jackson, WRCA—WRCA-TV Manager of Technical Operations, is serving as a technical consultant to Associated Broadcasting for about 3 months.

An enormous debt of gratitude was expressed to Sol Cornberg, NBC Director of Studio and Plant Planning, by Granada TV, Ltd., a program contractor currently constructing a TV centre in the Manchester area. Mr. Cornberg spent some weeks with Granada acting as expert counsel on plant-studio construction, programming concepts, sales relationships—everything that enters into the commercial TV picture. In his advisory capacity, he particularly stressed planning for a maximum of unencumbered studio space and remote-control, push-button operations. When he left not so long ago, he was told: "We were sure you could help us, but you have raised our sights to a degree we never thought was possible."

RCA News Brief

RCA Considers New Financing: The advisability of increasing the financial resources of the Radio Corporation of America was discussed on September 2 at the regular meeting of the Board of Directors, it was announced by David Sarnoff, Chairman of the Board.

"The history of the Corporation's growth particularly over the past ten years, the many new developments in the Corporation's present field of activities, and RCA's expanding business in electronics in the military and civilian fields, require the consideration of raising additional capital." said General Sarnoff. "The issuance of one hundred million dollars of Subordinated Convertible Debentures in anticipation of these future needs was discussed; but final decision as to the amount or the manner in which these funds would be raised, has not yet been made. The Corporation is carrying on discussions with Lehman Brothers and Lazard Freres & Co. with respect to its financing program."

A New Association which RCA has entered into with the Whirlpool Corporation and the Seeger Refrigerator Company was announced recently by Frank M. Folsom, President of RCA. A new company will be formed under the name Whirlpool-Seeger Corporation, which will own and operate the business now carried on by Seeger ("Coldspot" refrigerators and freezers) and Whirlpool ("Kenmore" and "Whirlpool" home laundry equipment) and the stove and air conditioning divisions of RCA. The new company will have total assets of \$130,000,000, and a net worth of about \$85,000,000.

BOAC Equips with RCA Radar: Installation of RCA weather detection radar equipment will be made within the next several months on the new DC-7C's of the British Overseas Airways Corporation. It will provide pilots with early warning of approaching storm centers as distant as 150 miles and enable them to detect and follow non-turbulent air paths through or around the storms.

Color TV for Medical Use: A new color television camera, developed by RCA specifically for medical use, provided more than 1,000 American and Canadian surgeons with vivid, scalpel-edge views of a major operation at the International College of Surgeons meeting in Philadelphia on September 12. Much more compact and flexible than conventional color cameras, the new device was mounted directly above the operating table and focussed on the area of surgery, with scenes transmitted to a theatre-size color TV screen.

Smallest Walkie-Talkie FM Radio ever built — a transistorized instrument tiny enough to be carried in a shirt pocket, yet powerful enough for two-way communication over a quarter-mile range — has been developed experimentally by the RCA Engineering Products Division. The U. S. Signal Corps has purchased a quantity of the developmental transceivers for field tests and evaluation as communications devices for squads and other small tactical military field groups.



Appointment of Charles P. Baxter as General Manager of the RCA Victor Television Division has been announced by Robert A. Seidel, Executive Vice-President, RCA Consumer Products. Mr. Baxter has served as Assistant General Manager since 1949.

Henry G. Baker, who has been Vice-President and General Manager of the Division, will continue as Vice-President, serving in a staff advisory capacity on sales and merchandise policies and consumer products programs.

The *Big Change* in Television by RCA VICTOR



Above: *Deluxe Model 21D652*

If you plan to make discount purchases of any RCA consumer products for Christmas gifts, Employee Services suggests you make early arrangements to avoid the last-minute rush.

NEW "UN-MECHANICAL LOOK"

"HIGH-AND-EASY" TUNING — 3 convenient ways to dial—standing up.

"4-PLUS" PICTURE PERFORMANCE — with (1) 100% automatic gain control for constant signal regulation, (2) new "sync" stabilizer that kills interference jitters, (3) 7% extra brightness, (4) 33% extra contrast.

BALANCED FIDELITY SOUND — recreates *entire* transmission range.

"FRONT WINDOW" VHF CHANNEL INDICATOR — It's illuminated.

8 NEW SWIVEL MODELS . . . ROLLAROUNDS . . . PORTABLE.

PRICES DOWN AS MUCH AS 18% — up to \$100 more value per set.

Television Behind the Iron Curtain

NBC News recently queried Irving R. Levine, its newly accredited correspondent in the USSR, as to what television was like in the Soviet Union. Here are major extracts from his answer.

The big news this summer in Soviet television is a mark-down in the price of TV sets. Twelve-inch sets have been marked down from 3,000 rubles (at the official rate of 4 rubles to the dollar, 3,000 rubles equals \$750) to 2,300 rubles (\$575).

This seems to reflect the apparent fact that TV sets have finally gotten into mass production in the USSR. It's estimated by Western embassy sources, which keep track of such things, that there are now 800,000 TV sets in the USSR with at least half of them in Moscow.

There are only table models sold in the Soviet Union, no console models. The largest screen size is 17 inches. Most frequent are 12-inch and 6-inch. Most sets have a carved glass in front of the actual screen which serves to magnify (and distort) the image. On Sundays, crowds constantly mill around in front of the TV set windows of the G.U.M. Department Store in Red Square across from the Kremlin.

In certain sections of Moscow you

see the "skyline silhouette" of television aerials which is so common in the United States. But in traveling around the Soviet Union, I found that outside of Moscow a TV set still is a rarity, limited largely to workers' clubs (called frequently "Palaces of Culture and Rest") — a sort of counterpart of the bar-room stage in the early days of television in the U. S. A.

At the moment, there are regular telecasts in Moscow, Kiev, Leningrad, Riga, Kharkov and Kalinin. New stations are being built or may now be completed in Baku, Tashkent, Minsk and Sverdlovsk. And late last year, *Pravda* announced that experimental broadcasts would begin in the Siberian cities of Omsk and Tomsk. The newspaper said that 200 television sets had been installed in these cities "in the apartments of the toiling masses."

All sets are manufactured by the government plants and sold in government stores at government-set prices.

Programs lean heavily toward what we would call special events, and what the Soviets like to call "cultural events". This includes direct, live pick-ups of operas, plays, ballets and musical shows. There are also a good many live remotes of sports events. (The appraisal of Westerners who regularly watch Moscow television is: remote pick-ups of plays and operas—good.)

I should mention here that in Moscow there are only four hours of programming each day, with the exception of Sunday when there are eleven hours. Weekday programs in Moscow usually begin at 7:30 P.M. (Programming may start early for special events. There's no sponsorship to worry about pre-empting anyone's time.) Sunday programs begin at noon and are heavy

Radio Moscow

"The best figures I can get from unofficial sources is that there are 3,300,000 television and radio sets in the Soviet Union as of January 1, 1952. I cannot vouch for the reliability of this figure, but it sounds small to me in a country of 215 million people. Of course the production of items like radio and TV sets has increased greatly during the past few years since 1952 as rural reconstruction has progressed. Radio Moscow, and its associated provincial stations, are the sole radio stations in the country. There are public loudspeakers in trains, in hotels, on ships, on farms. These public loudspeakers beam Radio Moscow to the people 16 hours a day."

on sports and special events. Outside of Moscow, provincial cities broadcast TV programs only three or four times a week for a couple of hours, with the exception of Leningrad which follows pretty much the same schedule as Moscow.

There is experimental work in color telecasting. The Soviets use a "non-compatible" system, but technicians are experimenting with a "compatible" system. Incidentally, many of the TV technicians, as is true of radio technicians and engineers, are women.

Children's programs consist of animated cartoons three days a week. However, like all Soviet movies, these contain a message of Communist import. About half the time on television is taken up by movies, many very old.

There is a news program every night. It consists of an announcer (Soviet television does not seem to have created any "personalities" in the sense of U. S. television) reading news and of newscast when available. There are few regular programs besides the news, the Story Lady, a weekly "Book Shelf" (reviewing books), and "Map of the World" on international affairs from the Soviet viewpoint.



Irving R. Levine



New members of NBC Chicago's Ten-Year Club are (seated, l-r) Justie Eckersley, Mary Ellen Trottnar, Mildred Murphy, Barbara Albright; (standing, l-r) Chet Campbell, Ed Souhami, Art Dinkleman, Hal Smith, Jack Trudeau, Greg Donovan. Not shown: Ed Read, Marge Bellows. Sole new 20-Year man is Harry Maule.



Initiated into the NBC Chicago Twenty-five-Year Club at the annual outing were (seated, l-r) Jean Balum, Dick Wehrheim, Ruth Pashley, Adele Hemphill, Dorothy Horton; (standing l-r) Walter Lanterman, Ed Holm, William Meyer, John Whalley, Bill Williams, Vern Mills, Art Elkins. Not present for picture were quarter-century veterans Bill Cole, Ray Limberg, Bill Kephart, Paul Moore, Al Otto, Tom Horan, Wilson Knight.

Chicago SERVICE AWARDS

Don't Be an Accident Statistic!

Accident prevention has gone through a series of changes during recent years.

In the beginning of the safety movement, accidents were regarded as unfortunate occurrences resulting from "bad luck". Later, the thinking of individuals and companies changed to the point where accidents were thought to result from some vague condition known as "carelessness". Still later, people who were trying to do something about accidents came closer to the truth when they said that "safety is a frame of mind" and that, to avoid accidents, you have to be "safety-minded". It was then believed that all you had to do to prevent accidents was to make people "safety-minded" by conducting a contest.

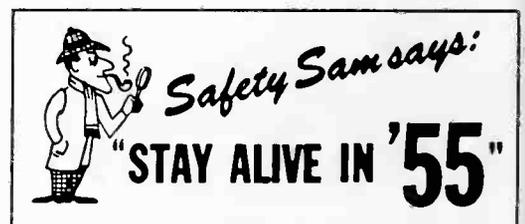
We now know, as a result of much experience and experimentation, that although an awareness of the need for "safety", which is produced by such a thing as a contest, is helpful, it is a plain fact that to prevent most accidents you must *find and eliminate the specific unsafe acts or unsafe conditions which are causing the accidents.*

We know that if an unsafe act is repeated over and over or if an unsafe condition is permitted to exist, it is only a matter of time before somebody gets hurt. We also know that if these unsafe acts and conditions are corrected, future accidents will be prevented.

This theory has worked out well on the job, so why not try it out at home? It's a sure bet that if unsafe acts such

as using chairs for step ladders and leaving toys on steps are not corrected, somebody in your family is bound to have an "accident". The same is true of unsafe conditions like broken steps and slippery floors. In order to make certain that your home is safe, it might be a good idea to ask your children to search the house for safety hazards to see how many they can find. Then, get rid of these hazards.

Practising safety is a great deal cheaper than paying doctors' bills.



Traveling Lady

One crisp November evening last year, Kathryn Cole sat stranded in Joe's Bar in Nanuet, upstate New York. She was just a bit disconsolate, and she had reason. Nanuet (pop. 2,057) gives one a pretty remote feeling at night. A devoted clergyman's wife, a mother and grandmother, Mrs. Cole had never been in a bar before. And most importantly, as head of NBC's Speakers' Bureau, she was due in Bardonia to address the local PTA group.

Told to get off at the end of the line, and thoroughly engrossed in "Love Is Eternal", Mrs. Cole had paid little attention to the unfamiliar territory till she became aware that the end of the line was the garage on that run. Further, it developed that taxicabs were a rare phenomenon in Nanuet. In fairly short order, however, things were set straight. A vehicle was commissioned, whisking Mrs. Cole to Bardonia, where she successfully enlightened the PTA on the hows and whys of TV. At the end of the evening an extremely concerned program chairman personally drove her back to her home in lower Manhattan, apologizing all the way. But for Mrs. Cole, who takes such occasional mishaps in stride, it was all part of her work as Manager of the Speakers' Bureau.

Perhaps a lesser-known function of NBC, the Speakers' Bureau has been operating for some 16 years. All types of organizations call upon it for guest speakers — Rotaries, Kiwanis, PTAs, women's clubs, church groups, college groups, advertising clubs, dramatic societies. One of Mrs. Cole's cardinal rules is that she never turns any request down, no matter how difficult. She feels that it is a double-edged public relations gesture if NBC can step in, fill an engagement on short notice for a group which may have had a last-minute speaker cancellation. Sensitive to audience needs, Mrs. Cole always tries to assign someone from the company familiar with the general field of work of the people he or she will be addressing.

During 1954 Mrs. Cole booked 39 NBCites into 203 speaking engagements. Many of these were regulars, some occasionals, others perhaps specialists she dug up to fit the exact requirements of a particular situation. For all of them, she has the very highest regard. Seldom disappointed when she calls upon someone in the company, she receives "wonderful cooperation".

Speakers booked through Mrs. Cole are on a community level. Top management, such as VPs, secured to speak to management groups throughout the country, are booked through Mike Horton, Director of Information for Press. Ultimately, they are reported to Mrs. Cole for her records, and she in turn reports to the RCA Speakers' Bureau.

As head of the bureau at NBC, Mrs. Cole naturally carries the individual lion's share. Last year she fulfilled 30 speaking engagements, for a total of more than 2,000 miles traveled. Second with 12 engagements was Don Kivell of TV Production, who specializes in school assemblies. Generally, attendances range from 50 to 350, average about 100.

York, Pa., Saratoga Springs and Atlantic City are about as far afield as Mrs. Cole has gone in this capacity. Westchester, New Jersey, Long Island, and of course Manhattan, are her most frequent stamping grounds. In fact, she has honeycombed Long Island so heavily over the last few years, she says she is embarrassed to board the LIRR any more, has bequeathed that fertile and inquisitive area to Eileen Tobin, supervisor in the Information Department.

As Manager of NBC's Information Department, Mrs. Cole brings a particularly appropriate background to her Speakers' Bureau assignment. Possibly better than any other single person at NBC, she knows what people like about radio-TV, what they don't like, what they are misinformed about, what they want more or less of, what

they would like to see changed, what they want to know. Last year her 7-person staff answered 49,417 phone calls and handled 60,339 letters addressed to the network. When she goes out on a speaking assignment, Mrs. Cole acts as a wetnurse, soothsayer, apologist, backslapper, teacher and patient ear for the entire radio-TV industry.

Sandwiched into all the rest of her activities, she finds time to act as consultant to the Public Relations Committee and the Advisory Committee of The United Church Women, and as National Chairman of the Information Services Committee of the American Women in Radio and Television. (Serving her second year as chairman, this marks the first time that AWRT has asked an incumbent to repeat her service.)



For the Speakers' Bureau, autumn is always a heavy season. With 14 speaking engagements already part of the 1955 record, Mrs. Cole looks to match her last year's mark. She has five addresses coming up this month at Thiel College, in Greensville, Pa. Here, within 2 days, she will speak to two drama classes ("So You Want To Act"), the student body at chapel service ("The Climate We Create"), a high school assembly ("The One-Eyed Monster") and the local PTA ("The Educational Value of Television").

She will leave them, as always, with a more enlightened attitude toward radio-TV, more tolerant, better informed, more appreciative. And chances are, she'll be asked back within the year.

Leadership Contest for NBC Owned Stations

Currently in full swing, a spirited contest among NBC's Owned Stations in six great American cities has been announced by Charles R. Denny, Vice President of NBC Owned Stations and NBC Spot Sales.

Designed to outdo all previous efforts in public service leadership, the purpose of the contest is "to bring out the best efforts of the NBC Owned Stations in interpreting and furthering the American way of life."

Mr. Denny asked the general managers of the stations to mobilize their full personnel, programs and facilities behind a gigantic six-month competition to exceed the efforts of each other in vying for the "NBC Owned Stations Distinguished Leadership Award".

Stations eligible for the contest include WMAQ and WNBQ in Chicago, WTAM and WNBK in Cleveland, WRCA and WRCA-TV in New York, KRCA (television) in Los Angeles, KNBC (radio) in San Francisco, and WRC and WRC-TV in Washington.

Besides the Leadership Award to the winning station, prizes will include a trip for the general manager and his wife to the major capitals of Europe, prizes worth \$1,000 to be distributed by the general manager among his staff, and a party to be attended by all station personnel.

Mr. Denny explained that the Distinguished Leadership Award will be for the best record by a station in "The Two P's — Public Service and Profit". "The role of a broadcasting station in America's democratic and free-enterprise system is clearly summed up in that phrase," he noted.

The contest will cover achievements in leadership during the period July 4, 1955 through January 1, 1956. Judges will be announced later.

The stations were given wide latitude in accomplishing the leadership objectives of the Division. New program series, one-shot special programs, use of existing programs, extensions of existing projects, and promotion of the total effort will all be considered.

"A station will be judged on relative leadership, resourcefulness and creative showmanship in a positive approach to democracy," Mr. Denny added. He enumerated the principal areas of public service, including programming in "social welfare", "civic", "living together", "people at work", "education", and "news" categories.

Presentations for the Distinguished Leadership Award will be submitted by January 15, 1956, and will include descriptions of programs, evaluations of results, press books, photographs.

letters, and other evidences of public service leadership.

Judging of station achievement in the profits area will be based on a number of considerations, including improvements over a like period last year and the general profit picture of the station.

According to reports submitted to Mr. Denny, local sales for August and September surged upward among the Owned Stations as compared with similar periods a year ago. Local radio sales increased more than 41 percent in August, and television sales were up more than 29 percent over a year ago. In September, NBC Owned Stations showed unprecedented growth. Local sales in radio rose 44 percent over the Sept., 1954 figure, while the rise in local television sales was 36 percent.



You Will Rest in Pieces If You

- Hop stop signs or lights
- Exceed the speed limit
- Jay walk
- Play in the street
- Get the idea that YOU own the road
- Overload the car
- Are careless about hand signals
- Insist on having the Right of Way
- Are inattentive while driving
- Ignore stop lines and pedestrian walks
- Try to pass on a hill or a curve
- Don't keep your car in safe condition
- Try to mix drinks with gas

* * * *

STAY ALIVE IN '55

Making Your Paydays Count

"It's a good thing today's payday!" Does that sound familiar? Well, you've probably said it many times. That paycheck coming in regularly is mighty important to the way you live. You can make it important to your *future*, too.

Each payday can bring you closer to a happy, carefree future — if you join the payroll savings plan now. Buying U. S. Savings Bonds regularly right here where you work is the easy, automatic way to save for the days ahead.

NBC sets money aside for you regularly even before you get your check. That way you hardly miss it. These amounts grow and, before long, you've enough for a Savings Bond. Then each Bond seems to come faster, and in no time you have a collection of them. At maturity, those Series E Bonds pay back \$4 for every \$3 you've put in. And remember, you can have Bonds continue to earn interest for 10 years after maturity.

Make this next payday your most important one. Join the payroll savings plan. Applications may be filled out in Employee Services, room 798.



NIGHT DESK



Crouching by station's mobile unit, WMAQ "Night Desk" reporter John Chancellor vividly tapes scene as police close in on suspected killer in hiding.

Night Desk, a 30-minute program that brings listeners news as it is happening over WMAQ, NBC's radio outlet in Chicago, scored one of the biggest news beats in the town's history on August 18 when it brought listeners an on-the-scenes description of the capture of accused police-killer Richard Carpenter.

The capture of Carpenter climaxed the town's biggest manhunt since John Dillinger walked into a police trap two decades ago.

John Chancellor, "Night Desk" reporter stationed with the WMAQ mobile unit, accompanied police as they converged on an apartment (circled, above cut) on Chicago's North Side where the accused killer was reported in hiding. This was less than an hour before "Night Desk" went on the air with its 10:00 p.m. broadcast.

Chancellor, armed with a tape-recorder, arrived on the scene and amid the noise of the gathering crowd and the hail of bullets described the eventful 12 minutes as police moved in until Carpenter was spotted and finally taken.

In about 40 minutes "Night Desk" went on the air, and Chancellor's tape-recording gave listeners a full account of the dramatic capture. Less than an hour later Chancellor scored his second big news beat of the evening when he and his tape-recorder picked up the interrogation of Carpenter by Chicago detectives. As soon as the interroga-

tion ended, Chancellor hurried back to the mobile unit and the tape recording was heard by listeners on Austin Kiplinger's 11:00 p.m. newscast.

Variety termed "Night Desk" and Chancellor's performance "one of the top radio reporting jobs of this or any other year", and added: "When the annual radio reporting awards are passed out, look for 'Night Desk' to be up there."

"Night Desk" was inaugurated this summer by WNBQ-WMAQ news chief Bill Ray, in keeping with his policy of making full use of the unique technical possibilities of radio in covering news.

Karin Walsh, nationally-famed city editor of the *Chicago Sun-Times*, serves as city editor on "Night Desk". From a specially-equipped studio at WMAQ, Walsh receives all police and fire calls and carries on a two-way conversation with the mobile unit reporter while the show is on the air. Telephone conversations between Walsh and local officials are also heard on the show.

Since the Carpenter Case, which "Night Desk" was "on top of" from the night a Chicago police officer was killed by a gunman alleged to be Carpenter, news beats have become almost routine to the program.

While the program was on the air September 1, a 4-11 alarm fire was received by Walsh. Chancellor and the mobile unit were dispatched to the scene of the fire and arrived while the program was still on the air to bring listeners an eye-witness description of what turned out to be a million dollar fire at a biscuit company plant on Chicago's south side.

For Chancellor, "Night Desk" is only one of his many news-gathering chores. During the week-end of August 27, Chancellor teamed up with Chet Hagan and his Central Division news and special events crew to bring the network and WNBQ-WMAQ a continuous on-the-scene coverage of the multi-million dollar fire at the Standard Oil plant in Whiting, Indiana.

Hagan and Chancellor were on the air with 20 pick-ups on "Monitor" from the scene of the fire over the week-end. Film clips of the holocaust were shown on the "Today" show as well as a live pick-up while the fire was still raging on Monday morning.

The Carpenter Case as well as the big fires were dramatic evidence of how radio and television news and newsreel coverage were dovetailed to present radio listeners and TV viewers up-to-the-minute information on tremendous news happenings.

NBC Births

- To John Christophel, N. Y., a daughter, Jean Marie.
- To Bob Priaulx, N. Y., a daughter, Mary Terese.
- To Walter Kravetz, N. Y., a daughter, Barbara Ann.
- To Al Helias, N. Y., a son, Alan.
- To Don Rydell, N. Y., a daughter, Dana Elizabeth.
- To John Cassin, N. Y., a daughter, Karen.
- To Len Lucas, N. Y., a daughter, Margy.
- To Barbara Myneder, N. Y., a daughter, Devon.
- To John Maurer, N. Y., a son, Kenneth.
- To Bill Hesse, N. Y., a daughter, Mary Katherine.

New Look for New York P.B.X.

Changes in Tuition Payment Plan



With a bit of sadness we said goodbye to our fifteen-position switchboard in room 521 (above) that served NBC so well for many years. It's with great pride that we now boast a nineteen-position board in room 406 (right), Sixth Ave. Bldg., with four additional positions, four hundred added extensions, thirty more trunk-lines and tie-lines, in the very latest of modern telephone equipment, and more to come very shortly.

We welcomed part of our parent company — RCA International, Exhibition Hall and the RCA Regional Sales Office — when it was put into operation April 23, 1955.

The traffic handled at our NBC switchboard is indeed tremendous and



The new 19-position board assures even greater efficiency for enormous traffic flow. In center foreground is supervisor Irene Kenny; behind her, Chief Operator Maude Archer. At left is Col. Roy Stone, Communications Consultant.

still gaining in momentum. Fifty operators are needed to man the board over a 24-hour period.

Seeing is believing . . . why not pay us a visit?

MAUDE ARCHER
NBC CHIEF OPERATOR

Under the Tuition Payment Plan, it is the policy of the Company to reimburse employees for payments of tuition fees for educational courses taken in connection with their present or related assignments at NBC. This applies to regular employees on the semi-monthly payroll.

There have been several major changes made recently in the provisions of the plan, which will be of particular interest now during the Fall.

Whereas an employee formerly had to be on the Company payroll for six months or longer, he is now eligible to make application as soon after joining the Company as he wishes.

The amount of money to be authorized for tuition payment fees will be equal to the cost of the course or subject, not to exceed \$225 in any one calendar year. The former maximum limitation of \$75 per semester or course has been discontinued; the only limitation remains the maximum total amount of \$225 per year.

If he so requests, the employee may be given an advance payment, equal to the amount approved. The advance will be repaid by the employee through payroll deductions on the basis of eight equal payments beginning with the pay period following the date of the advance payment.

Formerly, then, the employee would have to wait six months after receiving his Certificate of Completion for his tuition payment refund. However, the Company now makes the refund as soon as the certificate is presented. The requirements are still that the employee have received a passing grade or better, and that he still be employed by NBC.

Note: Under the present tax laws, tuition payments are considered as supplemental wages or compensation and are, therefore, subject to the normal payroll withholding taxes (as, for example, the Federal Income Tax). In all such payments made, therefore, the amounts received by the employee will be reduced by the amount of withholding taxes applicable.

(Continued bottom next page)



(Left) Streamlined information office contains data cards with name, department, room number and extension for every New York employee. L-R: Jean Ryan, Margherita Lanzisera, Freda Bubeck. (Right) "Wheeldex" rotaries contain code department number, home address and home phone for each employee. The telephone room never gives out a home address or phone number; rather the board contacts you personally about the outside party wishing to reach you. L-R: Mary Crenshaw, Lillian Grand.



Award, Fellowship Winners Announced

The first two winners of NBC's recently established scholarship and fellowship program, aimed at helping perpetuate the high standards in radio and television drama, have been announced by President Weaver.

The 1955 "President's Award" went to Robert E. Dierbeck, age 27, a resident of Milwaukee, Wis., and until recently the television coordinator of the Milwaukee Public Museum.

Frank M. Skinner, Jr., a 24-year-old page on the Guest Relations Staff, was chosen as the 1955 winner of the NBC Employee Fellowship. Mr. Skinner is a native of Waynesboro, Ga.

Establishment of the RCA-NBC Scholarship and Fellowship program was announced by Mr. Weaver on April 28.

Mr. Dierbeck, whose interest lies in the documentary field of television programming, was presented with a cash award and has come to New York to work under the guidance of top authorities in this field. Among others he will study under Henry Salomon, NBC producer of such highly acclaimed productions as "Victory at Sea". During the next year, Mr. Dierbeck will also observe the techniques of such top-flight producers as NBC Executive Producer Fred Coe, who was responsible for such noted programs as "Television Playhouse" and "Producers' Showcase", with the view of developing possible programs and programming ideas for NBC.

As winner of the 1955 Employee Fellowship, Mr. Skinner received a cash award and a scholarship to the college of his choice, Yale University, where he is now doing graduate study in scenic design at the Drama School.

An employee is not eligible for tuition fee payments on courses for which the tuition costs are or may be paid for by an outside agency, as for example, the Veterans Administration.

Any accredited course will be approved that is to be taken in a recognized educational institution, college or university extension course, or cer-

Blue Shield Adds Benefits

Beginning October 1, more than 3½ million subscribers of United Medical Service, New York's Blue Shield, are entitled to increased benefits valued at approximately \$2,500,000 a year *at no increase in rates.*

The increased benefits include allowances toward doctors' bills for certain medical services not currently covered by Blue Shield. At the same time higher allowances will be paid for many currently-listed procedures.

Among the new benefits available to subscribers with any one of the three basic Blue Shield contracts are allowances for radiation therapy in connection with malignancies treated in or out of the hospital; electro-shock therapy for nervous and mental disorders treated in or out of the hospital; and surgical care for babies under Family Membership from birth onward. (Formerly infants did not become eligible for surgical benefits until 90 days old.)



Mr. and Mrs. Stanley Bell (WRC Account Executive) (left) received congratulations on their recent 25th wedding anniversary from Mr. and Mrs. Carleton D. Smith (Vice-President and General Manager of NBC's Washington stations). Several hundred people attended a reception in the Bell's home, including a majority of the stations' personnel.

tain accredited correspondence schools; provided that in the judgment of the Department Head or Station Manager and the Director of Personnel the completion of such a course will benefit NBC by making the employee better able to perform his current and future assignments in the Company, or will



Don Honrath, Hlwd., Dies Suddenly

Don Honrath, manager of the Continuity Acceptance Department for NBC's Western Division in Hollywood, died of polio on October 8 in Mexico City. He was 44 years old.

Honrath had been vacationing in Mexico when he was stricken with the attack on October 1. He was admitted to the Hospital Ingles on Monday, October 3.

He had been with NBC since 1941, after ten years in the theatre. His was in the true tradition of many NBC success stories. He started on the parking lot staff in Hollywood, and in less than fourteen years rose to the position of department head.

A fine musician, he had completed 45 musical works for motion pictures, stage and concerts.

Honrath was unmarried, and resided at 1450 North Hayworth Avenue, Hollywood. He is survived only by his father, Leo Edward Honrath of San Bernadino, California.

qualify him for transfer or promotion to another position when such would be in a logical avenue of advancement within a reasonable time.

Applications for Tuition Payment are available in New York through Employee Services, and through the local Personnel Department at Owned Stations.

FOREIGN CORRESPONDENT (Continued from page 6)

An appointment with the Press Department takes at least a week or usually longer to arrange. For instance, I requested the Press Department to tell me when Diego Rivera, the Mexican painter, was coming to Moscow. I still have no reply, but yesterday I found him staying in my hotel."

Last hurdle for the foreign correspondent is getting his story back to New York. Film is sent by the nearest and fastest outgoing plane. Radio tapes are sent via plane to the nearest bureau for relay to New York. Most correspondents are equipped with portable tape recorders for direct recording in the field. If the "field" is too remote from an airport, then the newsman gets to an available phone and calls his nearest bureau to have his report taped directly from the call.

The story doesn't always get through quite intact. Political censorship can cut a wide swath right through the "heart" of the story, leaving only the driest and barest of approved facts. Levine is currently experiencing the Russian blue-pencil. Sometimes it's a tale of The Great Film That Got Away. Late last May the Newsroom got a rueful wire from stringer Felix Yiaxis on Cyprus. His film taken during the anti-British rioting was so "spectacular" that he was forced to surrender it to be used as evidence against the demonstrators by the police.

Evidence that most of the film gets back, however, is the 3,000,000 feet of film received a year. In a typical week, more than 100 stories on 38,000 feet of film come in from more than 20 countries. In 1954 NBC News used 107 miles of 16mm film and approximately 400 miles of 35mm film for its various shows. (And this com-

pilation does not include various telementaries such as "The Road to Spandau" and "Guatemala: Red Rule on Our Doorstep".)

Celebrating its tenth anniversary this year, NBC Newfilm boasts a library of some 20 million feet of film. The older radio news has accounted for around 511 thousand feet of historic tapes. A single chapter in present-day history can add to this stockpile immeasurably. George Thomas Folster, Tokyo bureau chief, headed an outfit covering the Korean war for NBC News that ran up the impressive record of more than 3,500 tape and live broadcasts plus the shooting of more than 600 film stories during the three years of fighting.

Under the overall supervision of News Director William McAndrew, NBC News presents 17½ hours of news programs or news inserts weekly on the combined radio and television networks. And this figure does not show the news and features supplied to the 40 hours of "Monitor" each weekend.

While in Geneva in July to oversee personally the coverage of the "Meeting at the Summit", Mr. McAndrew took the opportunity to confer with his European bureau chiefs, something he tries to do about once a year. Working along with Davidson Taylor, Vice President for Public Affairs, they paid special attention to the setting up of new procedures designed to produce "more and better" material for such NBC-TV series as "Today", "Comment", "Home", "People", "News Caravan" and "Elder Wise Men", and NBC Radio's "Monitor" and "Biographies in Sound", among other widely popular programs. The material will also apply to all regular newscasts and such special programs as "Wide Wide World", "Project 20", and the projected telementaries on Russia, Morocco and Asia.

In line with the same policy of constantly improved news coverage, five foreign correspondents were rotated recently so that they may get rounded experience in more than one capital.

NBC's correspondents have been honored many times during their careers. Frank Bourgholtzer and Merrill



Jim Robinson, Far East: a price on his

Mueller have been recipients of National Headliners' Club awards for "consistently outstanding network news coverage". Sigma Delta Chi and Overseas Press Club awards are tops in recognition of journalistic achievement, and are represented among NBC's newsmen. Fellowships from the Council on Foreign Relationships have been accorded Levine and Rich. French-born Paul Archinard broke a 48-year tradition when, last January, he was elected president of the Anglo-American Press Association. And on a less official note, Florence Chadwick has told cameraman Guy Blanchard that she would be loath to attempt any record swim unless he were around.

Merrill Mueller probably leads the newsman field, in or out of NBC, for number of war decorations and ribbons. He holds a total of 13, including the Purple Heart for wounds in battle, the Order of the British Empire, the French Legion of Honor, and signed commendations from President Eisenhower and royal representatives of the British Empire.

No one lives closer to the historic event than the foreign correspondent himself, for, unlike the shapers and moulders, he must approach it objectively from all sides, search out the essentials, appraise and analyze, and then report back the facts, the interpretation and the significance.

It can happen, too, though, that he himself may be caught up personally in some aspect of the larger picture. The extra-curricular activity a newsman may, by chance, become involved in can be another story in itself, but not one that can be reported at the



Guy Blanchard in Kenya for "Background".

time. During World War II Paul Archinard, quartered in Bern, had preciously preserved his contacts with the French underground. "I was unprofessionally involved in a group which helped French escaped war prisoners back into their country. A few American airmen also went through our premises. . . ."

A few years ago in Vienna, staff correspondent Simon Bourgin wrote a series of articles attacking the Communist brain-wash tactics, after the arrest of Cardinal Mindszenty. This bit of enterprise caused Bourgin to be arrested several times, but it also caused him to be known as a reporter who could be trusted by refugees, and they began coming to him in streams, even sending their belongings ahead to him for safekeeping. He's been custodian for jewelry, evening dresses, oil paintings and a suitcase filled with ivory. "My room at the American Press Club became the Vienna terminus of the Hungarian underground railway. Everybody from pretty show girls to Hungarian bishops wound up there."

Once in a while, the newsman reaches the end of his career in a sudden or dramatic way. Not so long ago, Max Jordan, world-famous for his news beats, having already hung up the proverbial trenchcoat assumed the habit of a Benedictine monk. On August 22, the remains of Roland Jourdan, part-time NBC News cameraman, were flown to Paris for burial. Jourdan and two reporters from "France Soir" were ambushed and slaughtered — apparently with heavy knives — while on the road between Khenifra and Ouedzen (about 130 miles inland from Casablanca) by a group of Zainames tribesmen.

Personal danger notwithstanding, most foreign correspondents wouldn't trade jobs with anyone. Relatively young in years but old in experience, they continually look forward to the hot story, the thrilling film footage, the exclusive interview. And always the assignment is the same, very simple and very difficult. Len Allen said it: "All you have to do is guess what's going to happen anywhere in the world and get there before it happens. The most important equipment is a good unclouded crystal ball."

Marvin Sheiness

Marvin Sheiness, video engineer in TV Technical Operations, died on June 2nd. He was 29 years old. His death at the Bronx Veterans Hospital came after a period of illness.

Mr. Sheiness had been with NBC since February, 1949. He is survived by his wife, Mrs. Marilyn Sheiness, and their young baby.

Francis Trainor

Francis Trainor, NBC guard in Protection, died on June 8th. His death at home came unexpectedly. He was 61 years old.

Mr. Trainor came to NBC in June, 1951. He was a widower,

Robert Anderson

Robert Anderson of General Services died of a heart attack in Roosevelt Hospital on June 22nd. He had been a guard at the Century Theatre.

Fifty-six years of age, he joined NBC in Sept. 1950. He is survived by a sister.

David Barry

David Barry, of Building Maintenance, died at his home in the Bronx on Sept. 4. He was 45 years old. His death was the result of a sudden heart attack.

Mr. Barry had been with NBC since April, 1950. He is survived by his wife and a 9-year-old daughter.

Bargain Counter

For Sale: Six-room house in Roslyn, L. I. (East Hills). 6-year-old Colonial brick and shingle. 2 baths, 2-car garage, screen porch, slate roof. Playroom-basement. 100 x 100 plot. Convenient to schools. Walter Giebelhaus, X 4225.

For Sale: 1948 Chevrolet, black 4-door sedan. Very good condition. 2 new tires; new clutch, bearings and slip-covers. Asking \$250. X 3556 or Sterling 8-2568. Jacqueline Shaker.

For Sale: 1951 MG, red, TD. New top, tonneau cover. perfect condition. X 3566.

For Sale: Immediate occupancy, Hartsdale, N.Y. 1½-story Colonial, 2 years old. 4½ bedrooms; 2 baths; 21x14 living room; full dining room; modern kitchen. 2-car garage. Full basement with playroom (36x20). Outdoor patio (20x24). Half-acre beautifully landscaped. \$33,500. White Plains 6-7292. Tom Wright.

Wanted: Well-trained, young, apartment-size, short-haired dog. (For a nominal fee.) Jean Groves, X 3177.

For Sale: Men's riding boots (Jarman), size 7½. With spurs, bootjack, boot hooks; all in fine condition. \$15. Russ Strebel, X 2681.

Retirements Announced

WILLIAM D. BLOXHAM retired on September 1, completing almost 28 years with NBC. He was Purchasing Agent for the network. It was a post he had held continuously since he joined NBC in December of 1927.

Effective July 1 GRANVILLE PEERS retired, after 18 years with NBC. He came to the network in New York as a TV mechanic in September, 1937. At the time of his retirement, he was a mechanical design technician in Engineering.

JOSEPH MASON retired from NBC on July 1. He was an archivist in Central Files. He had been with the network for nearly 26 years. He joined NBC in October, 1929 as a clerk in General Services.

On August 1 ALBERT BERTELSON retired. He came to NBC in April, 1941 as an Air Conditioning assistant. At his retirement he was a watch engineer in Air Conditioning.

JAMES SULLIVAN retired from NBC on September 1. A guard in Protection, General Services, he had filled this capacity since he came to NBC in April, 1950.

WILLIAM L. MEYER retired from NBC Chicago after more than 25 years with the network. At his retirement he was an engineer in Air Conditioning. He joined NBC in August, 1930 as a machinist.

NBC Marriages

Sam Kirschman, N. Y., to Roslyn Fischer.
 Frances Kutch, N. Y., to Robert Bartnick.
 Mary Adrian, N. Y., to Bernard Ward.
 Carolyn Maus, N. Y., to James Condon.
 David Handler, N. Y., to Diane Allard.
 Pat Allen, Wash., to Robert Schroeder.
 Lee Hasselman, Wash., to Carolyn Siple.
 Mary Coury, Wash., to Robert Bridgeman.
 Joe Donahoe, Wash., to Peggy Show.
 Frank Zwick, N. Y., to Joan Werner.
 Thomas O'Keefe, N. Y., to Josephine Annunzio.
 Rosalie Hohl, N. Y., to Frank Wallace, Jr.
 Joanne Reutlinger, Chicago, to Victor Wilmol.
 Johnny Walker, Chicago, to Charlotte Gillespie.
 Betty Ross, Chicago, to Carl West, Jr.
 Joyce O'Malley to Ed Carey, both Chicago.

People and Places

Administration

Controllers—Congratulations to the following on their promotions: *Aaron Rubin, Richard Raburn, Wayne Simpson, Joe Fitzsimmons, Bill Schmidt, Tom Turner, Bob Shenton.*

Believe it or not — *Tony Di Minno* shot an 86 at the Pelham Golf Course. *Frank Nestor* witnessed the epoch event. *Tony Luchetti* and *Ted McKeever*, new employees, wasted no time joining the Bowling League. Their team is the Set-Ups. Sorrow reigns, *Ann Church* left for an airline stewardess position with TWA. The first Annual Fishing Trip was held in July with twenty members making an appearance to have fun.

Facilities Administration—*Catherine Sexton* celebrated her 19th birthday by becoming engaged on August 6 to *Albert Otzelberger.*

3 tiny misses arrived: *Susan Carol* who made *Louis Anderson* a grandpa; *Beverly Joan* who made *Joan Bunt* an aunt and godmother; and not to be outdone, little *Eileen* made a MOM and POP out of former NBCite *Eileen Coughlin Woodruff* and *Frank Woodruff.* Busy month this August.

We are again saddened by the loss of one of our cherished members — *Dave Barry*, who passed away Sept. 4. Our deepest sympathy.

Welcome mat for *Bernard Lough* who joined us Sept. 1. *Rose Merol* leaves us to go to Sports.

Guest Relations—Everyone should know that *Horatio Alger* got to the top by his physical and mental prowess. And strutting about like colossi in the Guest Relations camp is a group of Alger-inspired gentlemen who have zoomed to the starry heights. Hurling to the seventh floor like the Haley comet is *Joe Phillips*, now a placement interviewer in Personnel. *Andy McChesney* takes his place in the stellar orbit with the new and well deserved title of Supervisor of the Reception Division. *Ronnie Weinstein* and *Tom O'Keefe*, too, have proven their worth;

Ronnie has assumed the headaches of the Supervisor of the Broadcast Ticket Division, and *Tom* is doubly fortunate in having been promoted to Television Net. Program Services and taking *Josephine Annunziato* to wife on September 10th — not necessarily in that order, of course.

Rosalie Hohl has been amid the flurry of wedding plans which were set into operation on September 24th. Her chief consultant (and groom) was *Frank Blakeslee Wallace, Jr.* of Phoenix, Arizona. Just as happy an event is the additional exemption on *Bill Hesse's* income tax, a five pound baby girl, *Mary Katherine.*

Concluding news from a GR alumna: *Julia Dougherty*, the department's former office manager, returned for a visit having retraced *Eleanor Roosevelt's* steps around the world. She is making her home in Florida after living and working more than a year in Formosa.

Personnel—The new faces in the Personnel Department belong to *Mildred Bernstein, Camille Agosto* and *Margot MacGibeny.* *Marie Ruppe* seems to be following the water route this season. She travelled through flood and hurricane to get to her Massachusetts vacation spot and was greeted by abundant water when she week-ended in the Poconos. But she made the best of it — she proceeded to water-ski her way to fame at an aqua show. *Cathy McLeod* and *Ginny Gormsen* week-ended in Washington, D.C. *Don Mackenzie* vacationed at Southampton and *Ann Mowris* went to her home town, Rochester. *Walter Worthge* slipped an engagement ring on *Ingrid Krueger's* finger.

Purchasing — We, the Purchasing Department, wish to send our very best of good wishes to *Miss Fran Kutch* who was hitched the twenty-fourth of Sept. Lots of happiness to you.

Staff Engineering—Vacations were recently in vogue—so let's see who went where! Those who journeyed

farthest include *Ralph Kennedy* who toured Europe with his family; *Dave Maloney* who visited Ireland; *Rick Caro* who travelled to Sweden; and *Harry Olsen* who went fishing in Iceland.

Next on the list is *Rosemary DuBois* who went cross-country, stopping at Chicago, Denver, and investigated practically every corner of California. "Holly", *Nancy Mitchell's* pet parakeet, went with *Nancy* on her motor trip to Minnesota. *Artie Knieps* and his wife went to Florida and came back with Hurricane "Connie."

Ed Cullen made his annual visit to Canada; Messrs *Shelby* and *Nixon* avoided the N.Y. heat wave in Maine; and *Bill Clarke* went to Connecticut. *Peg Keeley* spent her vacation in Cape Cod and *Marie Perez* in Lake George. *Pat Devlin* got caught in the midst of the flood in the Poconos, and *Neil Pihl* almost didn't get started there because of floods, too. *Rita Stipo* took a 15-day Caribbean cruise, going as far south as Venezuela. Getting down to the bottom of the list we have *Dolores Taylor* and *Alicia Donnelly* who vacationed at the Jersey Shore.

Best of luck to *Bob Keowen* who transferred to NBC Hollywood. *Joseph D'Agostino* "elated" over the arrival of his fourth granddaughter!

We extend our sympathies to *George Iseda* in the loss of his father.

Stenographic — The girls in Steno bade farewell to *Betty Roman* by having a dinner in her honor at the Hotel Taft. *Miss Roman* returned to her home town of Hartford, Connecticut.

Vacation notes: *Margaret Leonard* to Canada; *Mary Tallon* to Ridin-Hi Ranch, Warrensburg, New York; *Frieda Zullo* to Sagamore (in the Poconos); *Ceil Dobkins* to the Catskill Mts.; *Thelma Braine* to Peekskill, N. Y.; *Peggy Marlin* to Wildwood (Jersey); and *Camille Grande* to the Pococabana (in Minisink, Pennsylvania). *Rose Passarelli, Vinnie Koho* and *Ellen Krieger* spent their vacations at home.

Everyone extends a warm welcome to *Nancy McAuvic* and *Jean Saslow* who have just entered the department. Farewell to *Marge McKenna* who has left Steno to become secretary to *Bob Zeller* in the Advertising Department.

Traffic—*Charles Zucker* recently became engaged to *Elaine Glanz* of Peckskill, New York, and “she’s the sweetest girl in the wide, wide, world”, quoting *Charley*. On September 30th, *Doris Haukon*, the beautiful blonde secretary to Messrs *Mathew* and *Vacca*, resigned. That’s why so many of the men on the 5th floor have been looking so glum these days. However, for *Doris* it was for a very happy reason indeed, as she’s engaged to *Dr. Richard Gerhardt*. They plan a late fall wedding and will delay their honeymoon until sometime next spring when they plan to go to Norway. Speaking of honeymoons, *Charles Mangano* and his wife, along with *Vinc Vacca* and his wife, drove to Niagara Falls on their vacations. These two lads always look so happy we are inclined to think they feel they are still on their original honeymoon, rather than to say this recent trip to the Falls was a “second honeymoon.” Traffic has put out its welcome mat to *Barbara McElduff* and *Valerie Hoegler*.

Finance

Legal—Mid-September saw the transfer of *Scott Shott* to the West Coast to hold down the fort with *Richard Harper Graham* at Sunset and Vine. We were all very sorry to see *Scotty* go, and all our good wishes for the best of everything went with him.

As of this writing, we are still harboring a fugitive from *Gus Margraf’s* Talent Department (and former member of ours) — *Gerry Adler*. Meanwhile *Arnost Horlik* is shifting from office to office and waiting for the moment he can call *Mr. Adler’s* old office his own. We have three new Legalites, to whom we extend a most cordial welcome: *Arnost Horlik*, *Bernice “Pete” Watkins*, and *Audrey Urj*.

Ohhhhh what a weekend *Ann Debus* and *Rose Parapiglia* had in Eastover, Mass. over Labor Day!! Vacationists: *Paul Lynch* to New Hampshire; *Edith Wolf* to Colorado; *Howard Monderer* on a grand tour of Europe with another ex-Legalite, *Ted Kupferman*; *Ed Burns* to Candlewood Lake; *Ann Romanenko* to San Francisco; and *Janet O’Brien* to Canada.

Owned Stations Division

Administration — The Rheingold judges don’t know what they missed when they passed up *Happy Harry Hartwell*. But chin up, *Harry*, you might still get a buyer for your cesspool. If you see a droop in the eyes of *Hank Moss* it’s due to the budget and the Long Island Railroad. The department is richer by two blondes and a brunette: *Helen Nelson*, “*Chickie*” *Redling*, *Frank Lasalata*. *Nancy Campbell* thought she’d have a rest when her boss, *Fred Acker*, went on vacation, but like a good sport she helped everyone else. *Frank Zwick* was a lucky man on October 1st, because of his marriage to *Joan Werner*. The vacationers, *Bob Ciasca* and *Dick Templeton*, are back working busily at their desks after a well earned rest,

WMAQ, WNBQ, Chicago — Members of the Technical Operations department are on the mend after a rough summer. At press time *Ray Limberg* was still at home recovering from a broken hip incurred in a fall at his home in July. Ditto *Lester Washburn*, at home with a back injury. On the brighter side, *T. E. Schreyer* has returned to work after an extended illness and TV Technical Operations chief *Paul Moore* has had the cast removed from a broken toe and is back in fine fettle. . . . Sound engineer *Tom Evans* displayed his hand-made saddle, valued at \$5,000, at the Chesterton, Ind., Jubilee in August. It took *Evans* eight months of sparetime labor to make the 100 pound saddle. . . . There must be something romantic about the date September 17—no less than three Chicago NBCites chose that date for their marriages—*Betty Ross*. Public Affairs and Education supervisor selected the date to exchange vows with *Carl West, Jr.*; *Joanne Reutlinger*, Transcription, also chose the 17th for her marriage to *Victor Wilmot*; and TV salesman *Johnny Walker* picked the date for a real radio-TV style merger with *Charlotte Gillespie*, a CBS-Chicago employee.

The sympathy of their colleagues goes to *Herb Lateau*, whose mother died recently, and to *Jack Eigen*, whose father passed away. . . . Sportscaster *Joe Wilson* is profiled in the October

issue of *TV-Radio Mirror* magazine. . . . *Dwight Bischel*, who is associated with newscaster *Alex Dreier*, received the vigil award of the Order of the Arrow, national campers’ honorary organization. . . . News Commentator *Austin Kiplinger* has been appointed chairman of a 40-man advisory committee on juvenile delinquency by Chicago Mayor *Richard J. Daley*. “*Kip*” is president of the Juvenile Protective Association of Chicago. . . . *George Diefenderfer*, Central Division Radio Sales manager, returned from his vacation to learn that he had become a grandfather for the 7th time!

Peter Jacobi has joined the Central Division News staff as overnight news editor. He was with the American Broadcasting Company prior to a hitch in the U. S. Army. . . . Radio Director *Hugh Greene* has rejoined the staff after three and one-half years in the Navy. . . . *Eddie Doucette*, chef on the “*Bob and Kay With Eddie Doucette*” TV show, has returned to the show following surgery. . . . *Jim Troy*, TV Network business manager, has returned following emergency appendectomy. . . . Staff executive *John Whalley* and his wife are spending a month-long vacation in Europe. . . . Welcome to *George Dubinetz*, and *Harry Jacobs*, recent additions to AM spot sales. . . . TV Weatherman *Clint Youle* has purchased three downstate Illinois newspapers, giving him a “chain” of four. . . . Congratulations to *Rolland Reichart*, operations manager, upon his engagement to *Sylvia Costa*. . . . Congratulations are also in order for *Ruth Starshak*, Production Facilities, whose engagement to *Edgar Martin* has been announced.

Henry Sjogren, assistant general manager, WNBQ-WMAQ, has crossed Lake Michigan in his cruiser, the *Hula Kai*, every weekend since June 15. The cruiser has made the cross-lake trip more than any other craft in the Chicago Yacht Club. *Mr. Sjogren* estimates that he and his cruiser have traveled more than 2,500 miles on Lake Michigan this past summer.

KRCA, Hollywood — While Los Angeles was weathering its worst heat wave, KRCA was getting its face lifted with a new paint job and department relocation.

George Greaves and his family moved into their new North Hollywood home, and *Jim Wemple's* home in the wilds was finally completed, even though he had to stand guard against wild Indians. With football season in full swing, *Harry Camp* has picked UCLA, but *Warren Sandy* and *Grant Reckseick* are going to stick with Cal. Grant leaves us for the east. *John Knight* reported the sad news that someone had poisoned the 3-year old deer that the fellows at the transmitter had raised. The crew still feeds two families of racoons and 54 quail.

Marvin Biers will give up his part-time study course now that he's passed his C.P.A. He'll really be in demand come tax time. *Beep Roberts* led a group of members of the First Presbyterian Men's Council to the dedication of the Chapel of the Little Shepherd at Santa's Village in Sky Forrest. New addition: *Betty Norton*, who has spent the last 8 years in Europe and South America, is the new receptionist. "Doc" *Livingston*, *Greg Peters* and *Ted Rich* gave the network treatment to "Hollywood's Best" for two weeks. *Jack Kenaston* hosted the Promotion Department for a barbecue which began with mint juleps and croquet, then barbecued chicken, and ended with a jam session. *Bob Ogden* beat the heat by taking a quick trip to New York where he called the office to discuss the weather. *Marianne O'Connor* spends her weekends either water-skiing or surfing, and that's why she has the best tan around. And *Diana Roscoe* drives each Sunday to Tijuana to see the bulls.

Vacation Notes: *Bobbie Rickson* to Laguna. . . . *Jim Parks* to Oregon where he caught a 17-inch rainbow trout, a record for that area. . . . *John Wehrhein* camping out at Yosemite. . . . *Jim Turner* also to Oregon. . . . *Aileen Henderson* and *Terry Sevigny* for three weeks to Hawaii. . . . *Bob Pelgram* to Capistrano Beach. . . . *Rita Haupt* to Mexico City and Acapulco. . . . and *Bob Woods* and *Bud Mertens* to Tombstone, Arizona, to study tombs.

WRCA, WRCA-TV, New York — We were pleased to greet our new Assistant General Manager, *Bill David-*

son, and his secretary, *Jeanne Walker*, both of whom arrived from WTAM—WNBK in Cleveland just in time for the CHIMES deadline. Up front with her own radio program and valuable work in the Merchandising Department, we welcome the well-known *Peggy Fitzgerald*. Other new faces include *Al Slep* in the Merchandising and Promotion Department, originally from Chicago. Al replaced *Al Perlmutter*, who joined the News and Special Events Department when *Bill Adler* departed. Better late than never is the welcome mat for *Joe Murphy*, who took over as Merchandising Coordinator as replacement for *Bill Rich*, and for *Al Swenson*, assistant to *Phil Alampi*. In the Traffic Department *Barbara Riedel* replaced *Carol Thompson*. Barbara comes from Illinois and worked in radio near Chicago before coming to New York with her husband. *Helen Galanis* came down from Controllers at 67th Street to take over for *Irene Connelly*, who is now keeping house as Mrs. Robert Sullivan in Hanover, New Hampshire. *Carol Coane* descended only two floors from the Public Affairs Department to become *Steve Krantz's* new secretary. And from Radio Network Sales has come *Mary O'Connor* as *Steve White's* secretary. *Kit Tucker*, his ex-secretary, had quite a send-off party before heading for California.

Marilyn Rosenberg made a double headline with her program idea, "Count Sheep", which was an immediate success, and the announcement of her engagement to *David Roth*. Rather belated best wishes to *Britt Johnson* on her engagement to *Nick Forstner*. And congratulations to *John Cassin* on the birth of his second child, *Janet*. A few vacation notes: Foreign travelers were *Bill Berns*, who combined business with pleasure in Europe; *Marv Camp* and *Dan Sobol*, who actually kept cool in Panama; *Janet Payne*, who tried to keep cool in Jamaica; and *Gabe Pressman*, who not only vacationed in Bermuda but also covered the hurricanes there. Among the nearby vacationers were *Marge Heimbuch*, who "got away from it all" at Culvermere on Culver Lake, New Jersey; *Jim Barry*, who took his family up to Rockport, Massachusetts; and *Warner Moore*, who

spent a week at Ocean City, New Jersey. *Pat Donegan* stayed at Shawnee Inn at Shawnee-on-the-Delaware and was thankful her vacation was over before the floods began. *Mary Ann Ferine* became a real cowgirl at a dude ranch in the wilds of Peekskill.

KNBC, San Francisco—Congratulations to *Hal Wolf* and *Joe Gillespie* who were the two winners of the KNBC Leadership Contest. Both Hal and Joe submitted plans involving a "Safety" theme. . . . Safety At Home, At Work, On the Highway . . . which plan will be used by KNBC. Joe and Hal shared the \$100 cash award.

Welcome to *Betty Moltzen* who joined KNBC recently as secretary to *Jack Wagner*, Program Manager. *Pat Covell* is now secretary to *Walter Tolleson* in Network Sales. *Janet Sligh*, secretary to *Bill McDaniel*, is taking in the Arizona sunshine on her 3 week vacation.

The whole staff is looking forward to the KNBC Party which will be held at the Fairmont Hotel in the San Francisco Room. There will be cocktails, a buffet supper, and we are sure (to coin a phrase) a good time will be had by all. *Fran Davis* recently returned from her vacation with a copper-colored tan which she acquired in Southern California. We may have to travel a little to acquire suntans, but after reading about the weather in the East and in Southern California . . . we sure are glad our city is air-conditioned!

WRC, WRC-TV, Washington—All hands in Washington engrossed in public service series currently in progress. *Stuart Finley* has been heading up "Our Beautiful Potomac" series on pollution problem which has aroused amazing press and political reaction. *Finley* also commentating "The Invader" program on social diseases—a first in television history. *Ray Quinn* is busy preparing a series on geriatrics which will start on September 18 and continue through November 6.

WRC-TV proud of their *Ray Haney*, whose 9-9:30 a.m. daily show is pulling highest local ARB ratings. "Sam," although only a Muppet (a sophisticated puppet) is back in the late-night line-up after howls of protest from

local viewers. *Inga* takes on new chores with new early morning household show completely sponsored by Washington Gas Light Company. *Joe Goodfellow*, Sales Director, proud as punch at the profit sheets for WRC and WRC-TV.

Edward J. Meagher, Jr. has joined the WRC Sales Staff and will cover local accounts as well as the Baltimore territory. Other changes in Radio Sales — *Pat May* has moved into secretarial vacancy left by *Mary Coury* (a bride of September 11) and *Billey Torkelson* has been added as a secretary. Other additions — *Dolores Cross* in TV Sales; *Lesley Bopst* in Traffic and *Barbara Marshall* in Promotion.

Bob McCormick, with NBC in Washington prior to his stint in Germany, was welcomed back to the fold at recent festivities. Highlight of the evening occurred when Bob graciously consented to show his collection of slides of foreign areas, accompanied by informational commentary. WRC's women's commentator, *Patty Cavin*, has accepted an invitation to serve as the only woman member of the Olympic Fund Committee. Vacations: *Jay Royen* and family cruised to Bermuda. *Fran Childs*, a flood survivor, in Vermont. *Bob Terrell* back from viewing the Canadian Rockies. *Bill Grayson* assumed Program Manager spot. Bill has been with NBC Washington since 1948, serving successively as Program Coordinator, Operations Director and Account Executive.

Pacific Division

Welcome back to *Virginia Dunbar* in Payroll who has been on a maternity leave — though how she can stand to leave that darling little red-headed doll every day is more than we can understand. Speaking of Virginia, she was hostess at a shower for one of our recent brides, *Terry Baldry* (cashier).

We all wish a quick recovery to *Widge Leadingham* who suffered a dislocated shoulder in a fall. Welcome back to pretty *Eleanor Newman* who underwent a laminectomy (operation for correction of a slipped disc, to you peasants) at Cedars. She states she never felt so well. Another slipped disc victim, so we hear, is little *Marguerite Weinberg* of the Mailroom who has

been convalescing at home for several weeks now. Everybody was glad to see *Fred Green*, Transportation, back at his job in apparent good health after undergoing a major overhaul motor exchange job at St. John's Hospital.

You would have to have seen to appreciate the look of astonishment on that harvest moon countenance of *Billy Gilcher's* when he walked into the Conference Room the afternoon of his birthday to be greeted with a huge birthday cake and a very much off-key chorus. The event was recorded for posterity by *Phil South* who developed house-maid's knee from kneeling so long in position to get that certain picture at just the right time.

John Darrah of Purchasing won the annual golf tournament sponsored by the Purchasing Agents Association for the Studios and Allied Industries at Fox Hills Country Club. His score was a real great 77. His prize — a \$25 Savings Bond and a Wilkie button.

Public Relations

Continuity Acceptance — *Joyce Mintzes* with *Florence Reif* of Public Service Programs Department had a wonderful cruise on the *Ocean Monarch* on which she visited Haiti, Venezuela, Dominican Republic and the Dutch West Indies. Before the ship sailed, the Mintzes and the Reifs threw a party for their daughters with lots of delicious foods and drinks, including champagne and sparkling burgundy, which was thoroughly enjoyed by *Jane Crowley*, *Arden Hill*, *Kay Henderson*, *Ward Asquith* and *Stockton Helffrich* along with what seemed thousands of others! *Jane Crowley* went in a different direction from Joyce when she flew (for the first time!) to Sunny California, landing in San Francisco. From there she motored to Los Angeles, where she received a warm welcome from our Hollywood Continuity Acceptance friends. She ended her trip with a visit to relatives in Texas. *Alys Reese* spent a week of her vacation cycling through the Berkshires and visiting the musical festival at Tanglewood. *Joan Battaglia* soaked up the sun at Fire Island and won honorable mention for her Mack-Sennett-type bathing suit at a costume party.

Percy Smith and his wife celebrated their 25th wedding anniversary. *Barbara Myneder*, formerly of this department, presented her husband with a bouncing baby girl at the height of a thunder storm on August 7th.

National Advertising and Promotion—We all enjoyed the chatty letter from *Marge Evans*, who is now working for the U. S. government in Munich, Germany.

Welcome to *Ernie Hill*, newest member of the production department. Ernie comes from Corona, Long Island, and is a graduate of Lincoln University. *Joan Fuccile* has moved her short-hand notebook from Room 301 to 517. She's now secretary to *John Porter*. Sorry to say goodbye to *Joan Culette*. She was guest of honor at a farewell luncheon at Headquarters Restaurant on September 1. Her friends presented her with an attractive gold charm bracelet engraved with the date and the letters "NBC." *Margie McKenna* has joined the department as secretary to *Bob Zeller*. Glad to have you with us, Margie. After 23 years with NBC, *Phil Hirsch* has said goodbye to go into business for himself. As a parting gift, he received a handsome attaché case. We all wish him the best of luck in his new career.

Press and Information — The following is for the information of those "chickens" and "party poopers" who did not, for some strange reasons, get to the outing at Gilgo Beach, August 27th. Well, here's what you missed: Lots of warm sun (despite what you thought would be a rainy day); a rather large part of the Atlantic Ocean, complete with some perfectly swell waves, all to ourselves; entertainment by the entire cast of Esther Williams' last movie, with a special wave-hurdling number by *Grace Lynch* and *Violet Young*; and no-cal champagne for all. Now . . . aren't you sorry you goofed?

Welcome *Ann Sherman* and *Mary Kern* (Press); welcome *Howard Kuebler* and *Jeffery Shu* (Information); goodbye *Harry Beaudouin* and *Elaine Brodey* (Press); goodbye *Walter Thompson* and *Van Ridgway* (Information); congratulations *Ann Breen*

(promotion) and *Sid Desfor* (25th wedding anniversary): good luck *Betty Lanigan* and *Sunshine* (in your new office) and *Bob Goldwater* (in your new Scarsdale split-level).

Research and Planning—Congratulations are in order for *Roy Ashmen* who made the news again this month when he was named director of the Marketing Management and Research Department of the Advertising and Selling Course which is sponsored by the Advertising Club of New York. *Gloria Sawan* was given a farewell luncheon, August 29th at Headquarters. Gloria has left us to raise a family of Petunias, the first one due in October. In honor of her first born she received a yellow bathinet and a lovely corsage of petunias from the department. *Nancy Schweizer* succeeded Gloria as *Jim Cornell's* secretary. On September 2nd we all said a fond farewell to our rating analyst *Liz Bernard* who has taken a step up the NBC ladder. Liz has been assigned to Sales Development work for "Today-Home-Tonight." Liz's replacement will be *Beverly Duryea* who is coming to us from A. C. Nielsen Co. Welcome back to *Mary Christofis*. Mary broke her ankle last month when she tripped on a rug at home and spent her vacation recuperating. Another addition to our Ratings Section is *Lucille Craig* who has come to us from Cecil & Presbrey, Inc. *Ruth Kulow* had a wonderful vacation touring through Canada for a couple of weeks. *Mildred Schmidt* started out on her vacation in grand style by getting caught in the floods around Bradley Field, Conn. She spent her first night out in an evacuee station. Fortunately the dam didn't break, so she was able to get started the next morning for the rest of her vacation as planned.

Station Relations

We all want to welcome two additions to our staff of contact representatives: *E. B. Lyford* and *C. A. Bengtson*. Both have previously been with NBC. *Edie Proehl* continues as Mr. Lyford's secretary, and *Jane Cuff* (alias Merchandising), is secretary to Mr. Bengtson. *Agnes Lynch* has taken over contractual duties replacing *Don Clancy*,

who has left the company. *Helene Tress* has joined the clan of secretaries, and *Nancy Schatz* is her successor as our new receptionist.

The vacationers have returned from various parts of the globe: *Harry Banister* went to his summer home in northern Michigan; *Miriam Lacomara* visited Jamaica and Nassau; *Hamish McIntosh* fished in Maine; *Jane Gengo* roughed it in Nantucket; and last, but not least, *Gerry Stonebridge* loved Montreal and may return again next year.

As this correspondent is anticipating a tax deduction in December, *Joan Oury* will succeed the writer in the next issue of CHIMES, and thereafter.

Radio Network

Administration — Congratulations are in order for *James Gladstone* who is recuperating very nicely since his wife Nancy presented him with a baby girl, on July 31st. Her name is Carol and she weighed 6 lbs. 13 ozs.

Television Network

Music Services—Mail from Karachi, Pakistan, arrives regularly from *Eddie Dunham*, now on a short leave from NBC working on a project for the State Department. We all welcome *Phyllis Babitz* to the Record Library. *Mary Ann Arnold* left to play piano with a small combo soon to appear at the Embers and, she hopes, on "Monitor." Due to a change of plans *Helen Willey* chose to become Mrs. Fred Kingeter in New Jersey instead of San Francisco. *Maude Brogan* is back from an exciting vacation trip to Minnesota and ready to face the back-ground music again. Significantly or not, *Mary Turner* says, "No news", when asked about her Connecticut vacation, but she does admit the sailing was great.

TV News Film—106th Street *Caption Sheet*: Roll 1: May — Shots of *Sue Minsky*, *Dave Klein's* new secretary, taking dictation, typing, etc. — various angles. Roll 2: June—*Beverly Farster* walks into 106th Scene, shakes hands with Staff. Roll 3: July—Opens with Establishing Shot—Hospital . . . Jean Marie (*John Christophel's* first)

born on the 9th — *Mary Terese* born on the 25th to *Bob* and *Kathleen Priaulx* — and — *Barbara Ann* born on the 26th to *Walter* and *Lee Kravetz*. Last half of Roll shows — Driving Shots of *Hal Miller*, "Today's" addition in NBC's "No Man/Woman's Land" — and — Reunion of the Order of the Royal Cazzazzas, on the 22nd, when everyone "missed the boat" except *Denny* and *Helen Dalton*. Roll 4: August — Surprise Party for *Margie Avakian* in the Cutting Room with TWO cakes, gifts and coffee. Roll 5: September — Slow pan of hospital, dissolve into *Al Helias* in phone booth, shouting, "It's a boy! Gloria named him Alan!" Closing Shot — your reporter asleep on typewriter — 4 a.m.

TV Program—*Robert Alan Aurthur* is having a play produced on Broadway this fall. The play is entitled "A Very Special Baby" and it was first done on the "Television Playhouse."

Barbara Long just got back from two months in Europe and had a marvelous time. We're glad to welcome *Joan Wilkens* to our department . . . she is *Fred Coe's* new secretary. Also, *Jean Eshback* has joined the NBC Documentary Film Unit as *Roger Kennedy's* secretary. *Caroline Hutchins* has left NBC to get married on September 17th. *Dan Sullivan* has taken over *George Rogers'* job as unit manager on "The World of Mr. Sweeney."

Mary Taylor Hesse has retired from TV Programming . . . to become a mother. She is expecting sometime in September.

Participating Programs — *Perry Como* gains a portion of our "Today" staff by our own *Lilly Russo* joining his forces, and there's no stopping her now. She's really in the clouds. Those poor unfortunates who didn't get to go to California with "Tonight," i.e., *Bob MacDonald*, *Shelly Disick*, and *Dale Remington*, found out that getting up early in the morn for production-help with "Today" doesn't make for clear heads. Accustomed to early rising is *Gerry Green*, who is "Today's" new producer, replacing *Bob Bendick* who has moved on to "Wide Wide World." "Home's" home is bulging at its seams, with the welcome addition of *Mrs. Douglas Coulter*, *Gill Rosenberg*,

Ann Olstein and *Gloria Jaffer* to our staff. *Gloria* was a sensation as a flapper of the 1920's on a recent "Home" hour. Best wishes to *Dan Sullivan* who enters "World of Mr. Sweeney" as unit manager.

Ted Harbert moves up to producer-director-writer of the Telesales Department, while the rest of the "Tonight" staff prepares for a program visit to Springfield, Massachusetts, after their extended sojourn in California. We hope to announce a new addition to the "Tonight" group soon, direct from the nursery of the *William Harbachs*. *Alida Mesrop* arrived last month after a three months' tour of Europe complete with color slides.

Plant Operations—Amid the hustle and bustle of vacations, the Plant Operations Department has lost and gained many stout hearts. Kudos to: *Rod Rodomista*, *Jim Richards* and *George Dindas* who have taken over new positions in the department. Welcome to: *Fran Goldberger* and *Joan Thomas*, new members to our department. Congrats to: *Sam Kirschman* of Special Effects who was married to *Roslyn Fischer* on August 28th.

Best Wishes To: *Mr. William Ervin*, who "had tuxedo and travelled" all the way to California where he was appointed to a post similar to the one he held here in New York. Two receptions were held for Mr. Ervin, one at the Brass Rail and the other in his office, where the girls uncorked a bottle of champagne in his honor. We'll all miss him very much, but the fact that he is still with NBC makes us feel close.

Gloria Clyne has left us! She now is assistant researcher on the "1976" spectacular and loves her job!

Production Operations—Congratulations are in order to quite a few people in our department this month. *Robert Wilbor* and *Livia Granito* of our Broadcast Operations section are going to Hollywood to direct some of the "Matinee" series. We are also happy to report that *Joe Durand*, formerly of the same section, is now directing for the Perrin Paus agency. *Jim Gaines* has been promoted to a Film Studio Associate Director. To fill Jim's job, *Len Lucas* moved up to Broadcast Coordination Assistant in

Schedules. *Len* is also the proud father of a baby girl, *Margy*. We are happy to welcome *Ronnie Buebendorf* into our very busy Broadcast Operations section. *Ronnie* was previously in the Plant Operations Department. Another welcome addition is *Mickey Marcowitz*, formerly with the Unit Manager section. She is *Ed Whitney's* new secretary. Although sorry to see *Eleanor Rosenthal* go, we were very happy to see her go to the "Matinee" unit. Broadcast Film welcomed *Phyllis Cullter*, (ABC's loss but our gain), as *George Vales'* new secretary.

Public Affairs—Seems as if we just reported *Marilyn Kaemmerle's* intended leave of absence . . . and *Marilyn's* back aboard with baby stories and adorable pictures.

Latest vacation news: *Barbara Muller* flew to Bermuda for a week of sun, sand and surf. *Doris Corwith* returned from a relaxing week on Cape Cod. Both *Doris Lockley* and *Mona McCormick* "went West" for vacation to their respective home towns of Cincinnati and Cleveland, and *Mona* included a five-day Great Lakes cruise as well. The miss from Mississippi, *Mary James*, returned to Amory for a short stay.

Congratulations to Mr. and Mrs. *Edward Stanley* on son *David's* recent marriage. And in the hearty welcome department . . . "hello" to *Marilyn Chamberlain*, *Doris Corwith's* new secretary now that *Carol Coane* has moved on to *Steve Krantz's* office.

TV Technical Operations—

"'Twas the day after Labor Day and all thru 501,

Not an eyelid was lifted tho the work-day had begun.

When what to our sleepy eyes did appear,

But *Marie Redling's* sister, with some startling news for us to hear."

The news — our "boss" *Marie*, who has been with NBC for 4 years sans one day of sick leave, had been rushed on Labor Day to the White Plains Hospital to undergo an appendectomy. If this article sounds a little too cheery considering the pain and long discomfort following such an operation. it's

because (once the gang had heard *Marie* was recuperating nicely) they were overjoyed at an opportunity finally to show their appreciation and affection for her. A deluge of cards and flowers were forwarded to the hospital, and on Wednesday a committee of two, clutching the funds made in a collection, ran out to buy a forest green clock-radio for our "boss" (so-called because she has the answer to almost every problem). Happy Ending: the "boss" is now back with us, as chipper as ever, much to our delight.

Visitors to 501 are in for a surprise. New office space has been acquired and the Tech Ops Supervisors have been moved in. The men and their secretaries are hoping this move will be more permanent than the last three. At the beginning of the year they were in Room 557 (this lasted one month). The next move was to 468, and then a short while later they were moved to 8E. It was getting so that a man no sooner called a place "home" where he hung his hat, when his hat along with his desk were moved and he would have to travel at least two floors and 10 rooms over before he found them.

Congratulations to *Robert Galvin* in his new job as Supervisor, and to: *C. Corcoran*, *R. Waring*, *J. Coffey* and *S. Davidson*—all recently appointed TDs. *Arnold Dick* is the proud father of a baby girl born July 11th. *Max Jacobsen* in the Lenox Hill Hospital resting after an operation. *Grace Kaufman* and *Walter Johnson* heard those bells on September 25th.

Unit Managers, Production Coordinators—It's been a pretty good summer, vacation-wise, for most all of us here in Unit Managers. Eastover, Mass. was paid a visit by *Claire Schatz* and *Jill Oplinger*. *Dottie Troiano* drove down to the Cape and spent a few days on Nantucket. The new Mrs. *Dronzek*, formerly *Pat Marks*, has had some pleasant weekends with her family in Vermont. *Vivian Walsh* spent her vacation basking in the sun on Shelter Island. *Toby Goetz* spent a long distance two weeks in Florida and Nassau. A welcome goes to *Steve Weston*, *Jim Gannon*, *Vito Matti*, *Win Welpin*, *George Roberts*, *Paul Jacobsen* and *Bill McCauley*.

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ABC

HIMES

NOVEMBER
DECEMBER • 1955



CHRISTMAS AT
ROCKEFELLER CENTER



CHIMES

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David M. Eddy, Editor

Chimes Correspondents

Administration:

Controllers, John Longo
Duplicating, Charlie Atlee
Facilities Administration, Mary Heller
Guest Relations, Bill Feeney
Mail & Messenger, Al Vecchione
Personnel, Cathy Dindia
Purchasing, Mary Hoyt
Staff Engineering, Rita Stipo
Stenographic, Carmela Grande
Traffic, Marge Hadley

Film Division:

Admin., Prod. & Sales, Lynn Gibbs
Film Library, Betty McLoughlin

Finance:

Legal, Joan Lindenmayer
Treasurers, Adrienne Sellitto

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KRCA, Bob Pelgram
WMAQ-WNBQ, Dan Anderson
WRCA-WRCA-TV, Mardy Palmer
WRC-WRC-TV, Jay Royen
WTAM-WNBK, Marilyn Dorsey

Pacific Division: Ruth Ronnau

Public Relations:

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Research & Planning, Nancy Schweizer

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Administration, Joan DeMott
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Station Relations: Joan Oury

TV Network:

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Music Services, Edwin Dunham
Network Sales, Eugene Labocetta
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TV News Film, Tish Lee
TV Program, Margo Stearns
Participating Programs, Dick Ehrlich
Plant Operations, Barbara Weiner
Prod. Oper., Evangeline Hadjopoulos
Program Analysis, Connie Menninger
Program Development, Louise Pansini
Public Affairs, Florence Reif
Sales Traffic Oper., E. Holland Low
Staging Services, Betty Bagshaw
Talent, Barbara Corrigan
TV Technical Oper., Marie Redling
AM Technical Oper., Jane Ermentraut
Unit Mgrs., Prod. Coords., Gene Whitlock

A Christmas Message

Thank you for your creative ideas and for your work and devotion during 1955. Each of you has helped to make the year one of marked accomplishment for NBC.

To all of you and to your families . . . my best wishes for a very Merry Christmas and health and happiness in the coming year.

Sylvester L. Weaver, Jr.

— Concerning Promotions

Promotion from within is a basic personnel policy of all major corporations. Modern management realizes that its company ultimately profits most through the happily employed man or woman who can take pleasure in the job at hand *and* look forward with good expectation to future promotions.

To this NBC is no exception. In a field as sharply competitive as broadcasting, with specialized talents at a premium, NBC still firmly subscribes to promotion from within, based on merit and potential.

Beginning jobs at NBC are, of course, filled from outside the company. With this in mind, the fact that of over 1,400 jobs filled in New York alone in 1955, 560 were appointments from within the company, is truly impressive. Fifty-five per cent of the 560 represented promotions, and the others were transfers which increased employees' opportunities for advancement or placed them in work they preferred.

In such a field as broadcasting, there are a few areas with very specialized qualifications. Certain technical areas require a minimum prerequisite of previous similar experience; programming often requires showbusiness experience. However, even here there are ample opportunities.

A quick survey shows that within recent years, pages and guides from the Guest Relations Department (a good starting point) have gone on to such positions as unit manager, assistant film editor, studio supervisor, stage manager and associate director. In TV Technical Operations alone, G. R. has supplied men who eventually filled the classifications of technical director, recording engineer, field engineer, studio engineer, video screening engineer, master control engineer and sound effects technician.

Secretaries at NBC are grouped according to skill and experience, ranging from Class I (typing only) to Class V (executive). As soon as a girl in Class I learns shorthand, she is more than welcome to come up to Personnel to take a shorthand test for eligibility to promotion to Class II, and eventually to higher grades.

The Personnel Department is always happy to talk with employees about future prospects. Blowing your own horn (if done cheerfully) is one of the best ground rules for recognition; but the Private Operator who works on the Big Deal behind Personnel's back does not always reap the expected harvest. A little patience can be a long-range virtue.

NBC News Roundup . .

Organization Changes

Stockton Helffrich has been appointed Director, Continuity Acceptance; *Carl Watson* has been named Manager of the Department. . . . *Joseph O. Meyers* has been appointed Manager, NBC News. . . . For the Pacific Division, *Robert A. Wood* has been named Manager, Continuity Acceptance, and *Thomas F. Greenhow* has been named Manager, Talent Operations. . . . *James E. Denning* has been appointed Director, Talent and Program Contract Administration; *Charles Moos* has been named Manager, Talent and Program Contract Operations. . . . In Design and Art Operations, *Consuelo Gana* was named Supervisor, Costumes. . . . For the Film Division, *Daniel M. Curtis* has been named Manager, Eastern Sales; *Leonard C. Warager* has been named Administrative Sales Manager; and *Edward A. Montanus* has been named Manager, Central Sales. . . . *George Fuchs* has been appointed Manager, Labor Relations; *Edwin Stolzenberger* was named Labor Relations Administrator. . . . *Randall R. McMillin* has been appointed Director, Purchasing and Materials. . . . *Samuel Fuller* has been appointed Director, Special Projects, for the Television Network. . . . In TV Technical Operations, *Sidney Davidson* was named Technical Supervisor.

NBC Leads in Sylvania TV Awards

NBC received a total of ten Sylvania TV Awards in this year's presentation (among the industry's major honors), as many as those won by all other networks combined. *Sylvester L. Weaver*, now NBC Board Chairman, received a special award "for the greatest contribution to creative television techniques." Other awards went to "Peter Pan" (Show of the Year); "Patterns" (Best Dramatic Show); *Jose Ferrer* for "Cyrano de Bergerac" (Best Performance in a Classical Role); *Philco Playhouse's* "A Man Is Ten Feet Tall" by *Robert Alan Aurthur* (Most Original Teleplay); *Sidney Poitier*, who starred in the preceding (Best Performance by an Actor); *Kraft Television Theatre* (Best Dramatic Series); *Home* (Best Network Woman's Show).

Industry's First Political Broadcast Unit

The first Political Broadcast Unit in the industry has been organized by NBC to coordinate its activities in furnishing its radio and television facilities for sponsored political uses during the 1956 campaign. *Joseph A. McDonald*, NBC Treasurer, will direct the unit. All requests for purchases of political time will come to the unit which will maintain liaison with all appropriate NBC departments.



Sylvester L. Weaver recently returned from a trip around the world, during which he made a number of speeches to television and radio groups, talked to NBC foreign correspondents, and visited RCA distributors and broadcasters who use RCA equipment. This picture was taken in the television studio which was set up in the Pakistan International Industries Fair in Karachi, Pakistan. Next to Mr. Weaver are Mr. Z. A. Bokhari, Director-General of Radio Pakistan, Mr. Joseph Mullen, an RCA engineer, and a Radio Pakistan staff member.

Colorecast Tournament of Roses Parade

NBC will televise in compatible color the 1956 Tournament of Roses Parade at Pasadena, Calif., on Monday, Jan. 2 (12:15-1:45 p.m., EST). NBC-TV singing star *Dinah Shore* has been chosen unanimously to act as the official representative of the entertainment industry and to ride a huge, especially-designed floral float. NBC will telecast the annual Rose Bowl football classic, and between the parade and the Rose Bowl Game will move to Dallas, Texas, to cover the Cotton Bowl Game.

New Sunday Evening Comedy Program

A sparkling new showcase for promising comedy talent, new comedy ideas and new comedy writers will be presented over NBC-TV, beginning Sunday, Jan. 8 (8-9 p.m., EST, three out of four Sundays). Covering the entire field of humor — sketches, stand-ups, black-outs, gags, songs and dances — it will be produced by NBC under the supervision of *Samuel Fuller*, Director of Special Projects. *Leo Durocher* will MC the opening three programs.

TV's First Touring Opera Company

Formation of the NBC Opera Company has been announced, to augment NBC's distinguished Television Opera Theatre. The Company will tour major cities of the U.S. and Eastern Canada presenting operas in English. A joint RCA-NBC presentation, the tour will begin next Fall.

Weaver Elected Board Chairman

Robert W. Sarnoff New President

**Promotions Mark Beginning of Third Year of Their Administration;
Brig. General David Sarnoff Will Continue Active Interest
In NBC Affairs as RCA Chairman and NBC Board Member**

The Board of Directors of the National Broadcasting Company has elected Sylvester L. Weaver, Jr. Chairman of the Board and Robert W. Sarnoff President of NBC, it was announced on December 7 by Brig. General David Sarnoff, Chairman of the Board of the Radio Corporation of America, parent company of NBC. General Sarnoff will continue as a director of NBC.

In making the announcement, General Sarnoff said: "Two years ago this month, Pat Weaver was elected Presi-

dent and Bob Sarnoff was elected Executive Vice President of the National Broadcasting Company. The brilliant record of achievement of NBC during these past two years, under the direction of Pat and Bob, is well known throughout this country and abroad. My associates and I are proud of the record made by these young men.

"The beginning of the third year of their operations seemed to me a fitting time to recommend that Pat Weaver succeed me as Chairman of the Board of NBC. He, in turn, recommended that Bob Sarnoff succeed him as Presi-

dent of the Company. Accordingly, at a meeting of the Board of Directors of the National Broadcasting Company held today, these recommendations were acted upon and approved.

"Through my duties as Chairman of the Board of RCA and as a Director of NBC, I will continue my active interest in the affairs of the National Broadcasting Company. I am confident that, under the continued leadership of Pat and Bob, NBC will achieve even greater heights of success in serving the American public and our industry."



*Brig. General David Sarnoff,
Chairman of the Board of RCA*



*Sylvester L. Weaver, Jr.,
Chairman of the Board of NBC*



*Robert W. Sarnoff,
President of NBC*

Charles Ayres Joins NBC to Head Radio Net

Charles T. Ayres, an executive of more than 20 years' experience in broadcasting and sales, spent mostly in radio, has joined the National Broadcasting Company to head up the Radio Network organization, Robert W. Sarnoff, now President of NBC, has announced. Mr. Ayres was elected a Vice President of NBC by the Board of Directors at its November meeting.

"We are extremely gratified that Charles Ayres is joining NBC as head of our Radio Network," said Mr. Sarnoff. "His broad experience in broadcasting and sales and his outstandingly successful record in radio will be invaluable to NBC, its affiliates and advertisers, and our audience as we drive forward to reestablish radio along modernized patterns of ever-broadening service."



In order to join NBC, Mr. Ayres resigned as Vice President in charge of the Radio Network of the American Broadcasting Company. Mr. Ayres first joined ABC in the Spring of 1948, and as a result of his accomplishments there received a series of rapid



Angels in the Garden

promotions culminating in his appointment as Vice President in charge of the ABC Radio Network, April 14, 1952. In June, 1948, three months after joining ABC, he was promoted to the post of Eastern Sales Manager for the ABC Radio Network. In October, 1950, he became Director of Radio Sales and at that time assumed responsibility for establishing a separate and integrated Radio Sales Department. In May, 1951, he was appointed a Vice President of the American Broadcasting Company and placed in charge of Radio Sales, and then less than a year later took charge of the entire Radio Network.

From 1935 until 1948, while with Ruthrauff and Ryan, Inc., Mr. Ayres was Vice President and General Manager of the radio and television department. From 1924 to 1928 he was a salesman for the National Carbon Company, and from 1928 to 1935 was associated with Hanff-Metzger, Inc.

In his capacity as head of the NBC Radio Network, Mr. Ayres will report directly to Mr. Robert W. Sarnoff, NBC President.

Twelve heroic angels in the Channel Gardens at Rockefeller Center herald the Center's 1955 Christmas tree on Rockefeller Plaza in New York City. The giant 65-foot, 3½ ton, 75-year-old Norway spruce, decorated with 2,500 7-watt firefly lights and 1,400 illuminated red, green and yellow plastic globes, dominates the Center's 23rd annual Yuletide display.

The 9-foot angels, holding aloft 5-foot trumpets, were designed by English sculptress Valerie Clarebout and fashioned in aluminum and copper wire around a sturdy steel framework to withstand the rigors of mid-Manhattan winds. The 7-foot folded wings were made of hand-meshed aluminum wire; the halos and trumpets of brass. More than 18 miles of wire were used in the twelve figures. The striking night-time effect was achieved through the use of 160 miniature electric lamps scattered throughout the flowing robes of each angel and by floodlighting the entire display from above.

In the background on the cover, a 32-foot high display of aluminum wire angels decorates the facade of Saks Fifth Avenue, across the street from Rockefeller Center.

New Vice Presidents Elected

Dann, Culligan, Scott and Werner for the TV Network; Herbuveaux in Chicago

The election of five Vice Presidents of the National Broadcasting Company was announced on December 5 by Sylvester L. Weaver Jr. They are:

Michael H. Dann, Vice President, Program Sales, for NBC-TV.

Matthew J. Culligan, Vice President and National Sales Director for NBC-TV.

Jules Herbuveaux, Vice President and General Manager of WNBQ-WMAQ, NBC owned stations in Chicago.

Walter D. Scott, Vice President and National Sales Manager for NBC-TV.

Mort Werner, Vice President, National Programs, for NBC-TV.

Mr. Dann will report directly to Thomas A. McAvity, Vice President in charge of the Television Network; Mr. Culligan, to George H. Frey, Vice President in charge of Sales for the Television Network; Mr. Herbuveaux, to Charles R. Denny, Vice President in charge of NBC Owned Stations and NBC Spot Sales; Mr. Scott, to Matthew J. Culligan; and Mr. Werner, to Richard A. R. Pinkham, Vice President, Television Network Programs.

Mr. Dann has been director of program sales for NBC-TV since November, 1954, a post in which he has represented the program department in all matters pertaining to the sale of network-produced programs.

He was graduated from the University of Michigan in 1943, entered

broadcasting as a radio comedy writer, and joined NBC as a Press Department staff writer in 1948. In 1949 he became trade and business editor, and in 1951 was named program sales coordinator for television packaged programs. Before being named manager of NBC-TV programs in 1954, he served as supervisor of special telecasts and as manager of special projects for NBC-TV.

Mr. Culligan became national sales manager for NBC-TV in November, 1954. He joined NBC in 1952 as sales manager for NBC's Participating Programs Department.

Before coming to NBC, he was Vice President of John Sutherland Productions, TV film producers; advertising director for *Radio-TV News*, *Modern Bride*, *Flying* and *Photography Magazines*; and from 1945 to 1950 was manager of *Good Housekeeping Magazine's* home building department. Mr. Culligan attended Columbia Univ.

Mr. Herbuveaux was named general manager of WNBQ-WMAQ in April, 1954. Before that he was assistant general manager of the two NBC owned stations in Chicago (1953-1954).

He spent the early part of his career as a music director, and in 1931 joined NBC as music director of the network. He subsequently held various creative and administrative positions with NBC and, in 1939, was made program manager of WMAQ. In 1949 Mr. Her-

buveaux was appointed manager of television for NBC's Central Division.

Mr. Scott has been with NBC since 1938 when he joined the Sales Department. He was named Eastern Sales Manager in 1949 and in February, 1951, was promoted to New York radio network sales manager. In November, 1952, he was named to the new post of administrative sales manager.

Before coming to NBC, Mr. Scott served in the sales department of Hearst Radio, Inc., and on the advertising staff of the *Daily Oklahoman* and *Times*. He is a graduate of the Univ. of Missouri School of Journalism.

Mr. Werner was appointed to the post of national program director for NBC-TV on November 28, 1955. Before that he had been Director of Participating Programs for NBC-TV since February, 1955. He joined NBC in 1951 and was producer of "Today" from the program's blueprint stage. Following that he was executive producer of "Today", then executive producer of "Today"- "Home"- "Tonight".

He began his career in radio as an announcer, singer, writer and producer on the West Coast.

In 1941 he returned to San Francisco to become program director for the Office of War Information, and in 1943 joined the Armed Forces Radio Service as program director. Mr. Werner returned from the service in 1946 and built station KHUM in Eureka, Calif., and in 1948 started KVEN in Ventura.



Michael H. Dann



Matthew J. Culligan



Jules Herbuveaux



Walter D. Scott



Mort Werner

\$12,000,000 Program To Expand Color Television Facilities

A comprehensive \$12,000,000 program to expand NBC's color television facilities in New York, Hollywood and Chicago has been announced by Robert W. Sarnoff, now President of NBC. Of the total, approximately \$4,750,000 will be spent in New York, \$6,000,000 on the West Coast, and \$1,250,000 in Chicago.

The expansion will permit NBC to double its present live color schedule of 40 hours monthly by next fall, Mr. Sarnoff said, and will act as a powerful stimulus to the rapid development of color television as a mass medium.

"This investment," Mr. Sarnoff declared, "is another firm indication of our faith in the future of color television. Even if others in the broadcasting and receiver-manufacturing industries continue to mark time, RCA and NBC intend moving ahead with a program that adds substantially to the more than \$65,000,000 we have spent in pioneering and developing compatible color television and in creating a substantial color broadcasting service."

Highlights of the expansion program outlined by Mr. Sarnoff include:

1. Construction of a second color studio at NBC's Color City, in Burbank, Calif.

2. Construction of a second color studio in Brooklyn, in an area adjacent to NBC's present color facilities.

3. Conversion of the Ziegfeld Theatre in New York into a color studio.

4. Conversion of all black-and-white facilities at NBC's Chicago station, WNBQ, and the construction of added color facilities.

5. Construction of an office building at Color City.

6. Tripling of technical workspace at Color City, to house the new master control, color-recording equipment, film broadcasting facilities and other technical activities.

7. Addition of four new color film chains to the network's facilities.

8. Installation of equipment in Color

City for recording color programs for rebroadcast.

9. Construction of the latest-type master control center at Color City for all West Coast originations, replacing the present master control at the Hollywood studios.

On the subject of the Color City expansion, Mr. Sarnoff said: "The new studio will be the key to future color conversion plans in Burbank, since it will provide turn-around space for conversion of the two black-and-white studios there. At present, all Color City studios are used to capacity, and it would be impossible to undertake such conversion without the construction of an additional color studio."

Mr. Sarnoff said the color recording equipment to be installed at Color City will provide the West Coast, for the first time, with the same delayed scheduling of color programs that is now practiced with many black-and-white shows. Magnetic tape recording under development by RCA is believed to be the ultimate solution for color recording since it provides instantaneous playback, he said, and this system is currently being field-tested by NBC.

The four new color film broadcasting chains will be added to an existing six — four in New York and two in Color City — Mr. Sarnoff reported.

Present live color production facilities of the network include:

1. The Brooklyn studio, world's largest television facility.

2. The Colonial Theatre in New York, world's first color studio.

3. Studio 3-K in Radio City, a newly completed facility.

4. The Burbank Color City studio, first ever built specifically for color from the ground up.

5. The NBC color mobile unit, only one of its kind in existence.

6. The "Home" studio in New York, which now has color equipment in addition to black-and-white, permitting frequent color segments within the "Home" show.



Robert E. Shelby Dies Unexpectedly

Robert E. Shelby, Vice President and Chief Engineer for NBC, died unexpectedly December 8 of a heart attack at his home in Teaneck, N. J. He was 49 years old.

A pioneer in the development of black-and-white and color television, Mr. Shelby had been associated with NBC since 1929. He became one of the industry's leading figures, with a long list of technical achievements.

He was in charge of NBC's television development laboratory in the Empire State Building in 1931, supervising the earliest experimental work in TV operation techniques. From 1935 to 1937, he assisted in the organization of RCA-NBC field tests of all-electronic television.

During World War II, Mr. Shelby directed NBC's wartime research and development activities.

Mr. Shelby participated actively for a number of years in the television standardization work of various industry committees.

Before his promotion to Vice President and Chief Engineer in July of 1954, he was director of Color Television Systems Development for NBC.

Born in Austin, Texas, he was graduated from the University of Texas.

He is survived by his wife, Marian Eikel Shelby, and two daughters, Barbara and Jane.



Luncheon in N. Y. For New Members Of 25-Year Club

Twenty-five New York employees of the National Broadcasting Company became members of the NBC 25-Year Club in the organization's fifth annual luncheon ceremony Dec. 1, in the Hotel Roosevelt's Grand Ballroom.

Each of the new members—who this year completed 25 years of service with NBC—received a watch and a certificate signed by Sylvester L. Weaver Jr., then President of NBC, now NBC Chairman of the Board.

They were welcomed into the 25-Year Club by B. Lowell Jacobsen, NBC Director of Personnel, who acted as master of ceremonies.

Entertainment was provided by comedian Wally Cox, who delivered several of his famous droll monologues.

Mr. Weaver was the principal speaker. After greeting the new members and paying tribute to their loyal service and contributions to the growth of NBC, he went on to speak of the unique premises underlying NBC's TV and radio operations, the new concepts which have been much imitated throughout the industry and which have deeply affected our society.

The new members bring the Club's total membership to 131. Felix Ghirlando, who died on March 22, 1955, was presented the watch posthumously.



Wally Cox entertained an appreciative audience. L-R: Emanuel Sacks, Staff Vice President; Edward M. Tuft, Vice President, Personnel, RCA; B. Lowell Jacobsen, NBC Director of Personnel; Cox; Sylvester L. Weaver, now NBC Board Chairman.



Theodore Zaer (left), business manager for the Radio Network, receiving watch and certificate from Mr. Weaver.



Thomas McAvity (left), Vice President, Television Network, presented award to Ben Grauer, reporter-commentator.



John M. Clifford, Administrative Vice President, presenting watch and certificate to Isabel McGeary, survey assistant in the NBC Library.



Kenneth W. Bilby (left), Vice President, Public Relations, presenting award to Hugh M. Beville, Jr., director of research and planning.



Earl Harder (left), WRCA and WRCA-TV traffic manager, receiving award from Charles R. Denny, Vice President, Owned Stations and NBC Spot Sales. Valeria Sparks, bindery clerk, is new member.



Group picture of new 25-year Club members, with Sylvester L. Weaver Jr., now NBC Board Chairman. Bottom row, l-r: Margaret Hadley, Valeria Sparks, Anne Surowitz, Margaret Leonard, Isabel McGeary, Miriam Hoar, Miriam Hoffmeir. Second row, l-r: Earl Harder, Frank Surowitz, William Paisley, Mr. Weaver, Thomas Belviso, Thomas Baricak, Hugh Beville Jr. Top row, l-r: Magnus Opsal, Russell Strebel, Theodore Zaer, James Wood, Jr., Harry Olsen, Peter Zalantis, Benjamin Baer, Louis Anderson, Ben Grauer, George Stewart, Harvey Gannon. New member Howard Gronberg was not present for luncheon.

Hollywood Service Awards

A total of 22 NBC Hollywood employees were inducted into the Ten-, Twenty- and Twenty-five Year Clubs on October 21 at a luncheon in their honor in the Crystal Room of the Beverly Hills Hotel. John K. West, Vice President in charge of the Pacific Division, welcomed the new members into the various clubs.

Joining the Twenty-five Year Club were: Edgar Bernheim, Kenneth Hicks, Andrew Love and Alexander Petry.

New Ten Year members missing from photo (below) are: Frederick Cole, Joseph Dessert, Janet Tighe and Reginald Stanborough.

The combined NBC Hollywood service clubs now number 177 members.



"Special": Richard Harper Graham, attorney, received medallion from Vice President John West in appreciation of 17 years loyal service to RCA and NBC.



New 20-Year members Archie Presby, William Nugent and Robert O. Brooke.



New 10-Year members include (l-r): Robert Holmes, Frank Ausman, Roger Sprague, Kay De Hart, Clay Daniel, Alfred Woolley, Eugene Reed, Margaret Titus, Arthur Bruckman, Stephen Stanley, Elmer Holloway.

Major Changes in RCA Retirement Plan

Four important improvements in the RCA Retirement Plan, which were recently approved by the Board of Directors, went into effect December 1. These improvements do not involve any increase in contributions or additional costs to employees. The Company pays the full bill for these new features.

In addition to these four changes in the RCA Retirement Plan, a new program of hospital-surgical benefits for retired employees is now in effect. The Company has also made arrangements to provide each year a statement of benefits and contributions under the Plan to each participant.

The third series of changes in the Retirement Plan since it was established in 1944, the modifications were framed to keep the RCA retirement benefit program up to date, and to make it one of the most modern in American industry.

These improvements, which apply automatically to all actively employed members of the RCA Retirement Plan, represent features which have been negotiated with the various labor organizations representing employees. They have also been submitted for approval to the U. S. Treasury Department under the Internal Revenue Code. Here are the highlights:

1. An increase from \$125 to \$135 a month in the minimum combined Social Security and RCA Retirement Plan benefits for those retiring at age 65 with 22 or more years of credited Retirement Plan service. Increases in the minimum are also provided for those who retire at 65 with between 7 to 22 years' credited service.

2. A new guarantee of monthly retirement benefits for *five years*. This is the new "5-Year Certain" provision which means that if the Retirement Plan member dies within five years after retirement, his retirement benefits will continue to be paid for the remainder of the five-year period to his beneficiary.

3. A new disability retirement benefit for those who have 20 or more years of Retirement Plan service, and who become permanently disabled between the ages of 60 and 65. The disability benefits will be the amount of monthly benefits built up under the Plan by the member at the time of the disability, and payable at age 65. But under this disability provision there's no reduction, even though the disability benefits will start before age 65. Also, for the period from 60 to 65, a minimum disability benefit of \$50 a month applies. Then, when the member on disability benefits reaches 65, his disability payments stop and he becomes eligible for normal retirement benefits, with the guarantee of at least five more years of benefit payments.

4. A new option, which, if chosen by the Retirement Plan member, provides a *guarantee* of retirement benefit payments from the Plan equal to the *total actuarial value* of the member's benefits at retirement date. The monthly benefits paid if this option is elected would be somewhat less than normal benefits, but at the death of the retired member, his beneficiary would get a *lump sum* payment equal to the actuarial value less the amount of benefit payments received by the retired member.

5. A new Hospital-Surgical Program for retired members, under which a portion of the retired employee's RCA Group Life Insurance (all except \$300) may be used to help pay certain hospital and surgical costs.

6. From now on, every active member of the Plan will be issued a statement each year showing the amount of benefit he has built up under the Plan. This statement will normally be ready for distribution each spring and will show the benefits built up for the period of membership to December 1, of the year before.

These improvements are explained in detail and appear along with the full

text of the amended Plan in a new edition of "You and the RCA Retirement Plan", which is being distributed to all employees. If you have any questions, your supervisor will help you get the answers.

Meanwhile, the following questions and answers illustrate how the improvements in the RCA Retirement Plan will help to provide you with greater security during your leisure years.

Of course, the preceding summary and these questions and answers do not give a complete technical explanation of all the Plan's features. They do not, therefore, in any way alter any provision of the official text of the RCA Retirement Plan.



Q. What is the improvement represented by the new "5-Year Certain" method of retirement benefit payments?

A. Previously, past service pensions (the Plan benefit for service before December 1, 1944) were paid only for the life of the retired employee. For annuity benefits (the Plan benefit for service after December 1, 1944) the Plan provided that when a member died after retirement, a cash refund would be paid to the beneficiary representing the difference between the contributions made by the member to the Retirement Plan, plus accumulated interest, and the amount of annuity benefits paid prior to the member's death. The improvement means that all retirement benefits for employees who retire at age 65, or earlier, and who have not chosen a different method of retirement payments *will be paid for at least five years*. If the retired employee dies within this period, his beneficiary would receive the benefit payments for the remainder of the five years.

Q. Who is eligible for disability benefits?

A. Those who have 20 years or more credited Retirement Plan service and become permanently and totally disabled after they reach the age of 60.

(Continued on page 17)

WNBQ To Go All-Color

General Sarnoff Announces Plans; April 15 is Target Date for Conversion

NBC's station WNBQ in Chicago will be the first all-color television station in the world. Brig. General David Sarnoff, Chairman of the Board of RCA, made the announcement at the Colonial Theatre in New York City during a precedent-setting press conference which marked the first inter-city use of closed circuit color television for such a purpose. On the stage with General Sarnoff was the New York press. The Chicago press gathered at the WNBQ studios in the Merchandise Mart.

"I am proud to be able to tell you that RCA and NBC are going to make WNBQ in Chicago the first all-color television station in the world," said General Sarnoff. "The present black-and-white equipment will be completely replaced with new color equipment. This means that in addition to the broadcasting of network color programs, all local live television programs originating at WNBQ will be in color. It means that about 10 hours of color television programs will be broadcast daily by WNBQ.

"We have chosen Chicago for this pioneering step because Chicago has always been a key city in the operations of the National Broadcasting Company and the radio and television industry generally. Chicago has had many 'firsts' in broadcasting, both in radio and television. And now we have another first for Chicago and this time it is in color television.

"All the know-how, all the lessons we learn in this Chicago pilot operation will be made available to other television stations interested in advancing color television as a regular service to the public. I am sure that the color programs that will be originating locally in Chicago will be felt throughout the television world. For stations all over the country will have their eyes on Chicago and I believe will follow

Chicago's lead and produce their local programs in color.

"Network color, which we pioneered, is now well established. . . . But we know that network service must be supplemented by good local color programs. That is the next step that must be taken to make color television a full and complete service. That is the step we are taking now."

Participating in the press conference with General Sarnoff were Sylvester L. Weaver, Jr., now NBC Board Chairman, who had just returned from a six-weeks trip around the world; Robert W. Sarnoff, now President of NBC; and Charles R. Denny, Vice President of NBC Owned Stations and NBC Spot Sales. Jules Herbuveaux, General Manager of WNBQ, presided in Chicago.

April 15, 1956, is the target date for WNBQ's conversion to color. By then, NBC will have remodeled its facilities on the 19th and 20th floors of the Merchandise Mart to accommodate three color studios with five live cameras and two film cameras.

Robert W. Sarnoff related the growth of network television which has led up to the final step of colorizing locally-originated programs.

"As NBC's lineup of Spectaculars and other color programs have launched their Fall seasons," Mr. Sarnoff said, "there has been continuing fresh evidence that color television is 'breaking through'. The excitement about color television is spreading everywhere.

"Dealers are selling color receivers as fast as they are being turned out. The millions who have watched color television are spreading the word."

A total of 104 NBC stations can transmit network color programs, Mr.

Sarnoff said, with 90 per cent of all television homes now being within range of NBC network color signals.

Work has already started on the all-color installation for WNBQ, Mr. Denny said. NBC has leased 50,400 square feet of roof space at the Merchandise Mart. A television and production service shop will be built, and the remainder of the space will be available for expansion and outdoor studio use.

Three studios on the 19th floor will be used for broadcasting color, including one large studio which will house more than a dozen permanent sets for a variety of programs. Centralized color control equipment will serve all three color studios.

"This new color studio will in every way be the very latest thing in studio design," Mr. Denny said. "It will incorporate all the techniques we have learned in our network operations but will be specifically planned to meet the somewhat specialized requirements of local station programming. We are seeking to make it a model station plant."

Mr. Denny announced that the Chicago public will be invited to see color television in operation at an RCA-NBC Exhibition Hall on the 20th floor surrounding the new color studio.

Conversing with General Sarnoff during the inter-city closed circuit color TV press conference, Mayor Richard Daley (left) said "We in Chicago are proud of your great accomplishments and proud of the things you are doing for all the people in the nation." Front right is Station Manager Jules Herbuveaux.



Cleveland
public service
series
honoring
welfare workers



"Hall of Fame" gets a new addition as Gordon Klein, in the title role of the veteran newsman seeking Welfare Federation "heroes", signs on another.

2000th Show for "Howdy Doody"

On December 19, "Howdy Doody" became the first show in television to reach 2,000 performances. Firmly established as a TV favorite, Buffalo Bob, Howdy and all the other Doodyvillites can look back on a long list of classic "firsts". It all began on December 27, 1947 — the first children's television program on NBC.

March, 1948 — First show to use studio orthicon cameras.

May, 1948 — First show to demonstrate a major mail pull. The audience was asked to write in for "Howdy Doody for President" buttons. Three announcements were made in one week, and within two weeks 100,000 letters were received. At the time, there were only about 100,000 sets in the country.

Feb., 1949 — First scheduled show to open the New York-Chicago network.

June, 1949 — First show to use a split screen between cities (New York-Chicago).

June, 1953 — First regular network show to be telecast in color.

Feb., 1954 — First commercial network show telecast a week in color.

Sept., 1954 — First network strip show to originate permanently in color.

And on December 19, 1955, "Howdy Doody" looks great for another 2,000 shows.

Mr. Muldoon's Hall of Fame

Amid the rising costs of live local television programming, WNBK in Cleveland has undertaken a 13-week series of live and completely professional dramatic programs — presented as a public service.

Each Saturday at 6:30 p.m., "Mr. Muldoon's Hall of Fame" documents the accomplishments of Cleveland's outstanding Welfare Federation by telling the story of one of its unsung heroes.

Each half-hour drama is completely scripted, staged, produced, directed, and acted by top-notch Cleveland professionals.

For nearly two years production of the series has been an ambition of Welfare Federation officials and Lloyd E. Yoder, General Manager of WTAM-WNBK. This fall the philanthropic

Cleveland Foundation became enthused about the high-calibre series planned, and awarded a substantial financial grant to underwrite production costs. WNBK cleared and made available without charge the prime Saturday evening time for the series, and the Welfare Federation opened its files and volunteered full cooperation as consultant and technical aide.

"NBC is proud to join the Welfare Federation and the Cleveland Foundation in this exciting venture," Yoder said as he and Welfare Federation President Galen Miller announced the series. "We have been looking for some time for a public service program of this high professional calibre. We feel sure 'Mr. Muldoon' will be of great value to the entire community, as well as providing top-flight dramatic entertainment."

Chosen to script the series was William Donohue Ellis, author of two best-seller frontier historical novels, "The Bounty Lands" and "Johnathan Blair", and writer with Frank Siedel of "The Ohio Story", Cleveland's favorite local dramatic program for eight years on both WTAM and WNBK.

Stuart Buchanan of McCann-Erickson, Cleveland, is producer of the "Muldoon" series. He also produces "Ohio Story" and several other leading radio and television programs.

WNBK Staff Director Joseph S. Tanski, Jr., takes charge as each production goes before the cameras.



Director Joseph Tanski Jr. and star Gordon Klein check camera angles, while Paul Wilson (center), Welfare Federation official, checks for accuracy, realism and full documentation.

Gordon D. Klein, a distinguished name in Cleveland drama circles and former managing director of Lakewood Little Theater, portrays the title role of "Mr. Muldoon". As a veteran newspaperman covering the city, he digs out and tells the human interest stories of Cleveland people, some real, some fictional, who have won a niche in his personal hall of fame for their dedication to bettering life for all the city's people. Klein is supported by headlines of community and little theater companies in the area. Actual on-location film scenes in many Cleveland sites and welfare agencies give each story a further documentary authenticity while telling of the jobs that the Federation's more than 100 agencies perform.

Bring 'Em Back Alive



A prize catch was this giraffe, being corralled by Hurlbut, Perkins and safari guides, which was run down cowboy-style with a lariat thrown from an automobile.

Or at least on film—
and "Zoo Parade" did both

Last summer CHIMES reported on the planned itinerary of NBC-TV's "Zoo Parade" for its African safari. Rarely, if ever, has a television program staff undertaken a field research project of this magnitude. The task force returned in mid-October, having traveled more than 25,000 miles — via plane, truck, jeep, boat and on foot.

"Zoo Parade" conductor Marlin Perkins, his layman assistant, NBC newsman Jim Hurlbut, producer-director Don Meier, unit manager Earl Harris, assistant director Tom Arend, writer Dorothy Ruddell, and a complete crew of cameramen and sound engineers spent the entire summer in the wilds of South Africa collecting material for upcoming telecasts.

As a result, "Zoo Parade" viewers during the coming year will see close

to a dozen sound-on-film shows shot from the heart of the Dark Continent. The safari films will be shown in color, as well as black-and-white.

In addition to thousands of feet of film, some prize animals were gathered for Chicago's Lincoln Park Zoo, of which Perkins is director, and these specimens will form the subject matter of many of the 1955-56 season's shows.

Some of the animals were taken in the field, while others were received from foreign zoos in trade for the native American animals which Perkins

had taken along. Included in the return animal cargo were such unusual species as the galago, hyrax and meerkat, along with monkeys, baboons, vultures and other birds, including a baby ostrich, and a collection of snakes and lizards. The animals, incidentally, became the first ever to fly across the North Pole (Scandinavian Air Line route from Copenhagen to Los Angeles — last lap of the journey).



Perkins "shot" this wart hog as close as possible. Our photographer decided a little more distance was close enough for a good picture — and good health.



Simple if you know how. From a healthy distance, a ranger from the Hluhluwe Game Reserve admires Perkins' skill with this python right after capture.



South African "taxi" ride in Durban was something new for Perkins. (By end of trip he had also ridden ostrich-back.) Ornate individual is a rickshaw boy.

RCA News Brief

RCA Earnings Statement: Sales of the Radio Corporation of America during the first nine months of 1955 set a new record volume of \$740,662,000, showing an increase of \$80,277,000 or 12% over the previous record established in 1954, it was announced on October 20.

Earnings before Federal income taxes also attained an all-time high, totaling \$62,593,000, an increase of \$6,170,000 over the first nine months of 1954. After providing \$31,598,000 for taxes, net profit amounted to \$30,995,000, an increase of \$3,438,000 or 12% over the corresponding period of 1954.

Net earnings per share of Common stock for the first nine months of 1955 were \$2.04, an increase of 24 cents over the same period a year ago.

During the third quarter of 1955, RCA sales of products and services also achieved record volume, totaling \$252,112,000, an increase of \$36,136,000 or 17% above the same period last year. Common share earnings in the third quarter this year amounted to 58 cents, compared with 54 cents last year.

25-year Convertible Debentures: The Radio Corporation of America, to provide for expansion of its business, has offered, subject to market conditions and other factors, \$100,000,000 of 25-Year Convertible Subordinated Debentures to its common stockholders.

The debentures will comprise the only outstanding senior obligation of the Corporation with the exception of \$150,000,000 of promissory notes due 1970-1977 sold to insurance companies. Rights to subscribe to the debentures were mailed to common stockholders about the middle of November. The debentures are offered in the ratio of \$100 principal amount for each 14 shares of common stock held of record. The offering represents RCA's first public financing.

A portion of the proceeds will be used for working capital required by expanded volume of business and part

of the proceeds, supplemented by other RCA funds, will be used for property additions and improvements, and for the further expansion and development of RCA's research, manufacturing and service facilities in electronics and related fields.

The Radio Corporation of America's sales of products and services amounted to \$940,950,000 in 1954, the largest volume of business in RCA's history up to that time. It is expected that in 1955 RCA's volume of sales will exceed one billion dollars.

A Specially-Designed Optical Lens that permits the precise location of over 1,000,000 tiny color phosphor dots on the face of a color television picture tube is now being used by RCA to simplify and speed production of high-quality 21-inch color tubes. The lens was designed by scientists at the David Sarnoff Research Center (Princeton, N. J.) and the RCA Tube Division (Lancaster, Pa.)

"Magic Brain" Remote TV Control: A remote control unit that operates all important television receiver adjustments from up to 30 feet away can now be installed on most RCA Victor black-and-white VHF sets. Described as "the new RCA Magic Brain Remote TV Control", it is designed to turn the set on, change stations, adjust volume, picture and fine tuning and turn the set off. The nationally advertised price of the remote control, including installation by RCA Service Company technicians, is \$59.95.

An Unprecedented Demand for color TV sets is developing throughout the nation as a result of stepped-up nation-wide and local advertising by RCA, coupled with expanded color programming by NBC. "Distributors and dealers of RCA Victor television receivers across the country reported in a recent survey that, in many instances, local inventories of color sets were completely sold out," reported C. P. Baxter, Vice President and General Manager, RCA Victor Television Div.

New Executive Assignments on the Staff of the Chairman of the Board and the President of RCA were announced on October 21, effective immediately.

Dr. Elmer W. Engstrom was appointed Senior Executive Vice President. In this capacity, Dr. Engstrom is responsible for the RCA Laboratories, Defense Electronic Products, and the Commercial Electronic Products, also the Engineering Services, Manufacturing Services, and Product Planning staff activities.

Ewen C. Anderson, as Executive Vice President, Public Relations, is responsible for the Commercial Department, Press Relations and Institutional Advertising, Washington Office, and Community Relations activities.

Charles M. Odorizzi, as Executive Vice President, Sales and Services, is responsible for the RCA International Division, RCA Communications, Inc., RCA Service Company, Inc., RCA Victor Distributing Corp., and RCA Institutes, Inc.

Robert A. Seidel continues as Executive Vice President, Consumer Products, and is responsible for the RCA Victor Television Division, RCA Victor Radio and "Victrola" Division, and RCA Record Division.

W. Walter Watts, Executive Vice President, Electronic Components, is responsible for the Radiomarine Corporation of America and the Tube Division. Present plans contemplate expansion of the Tube Division into three operating divisions, Tubes, Semiconductors, and Component Parts.

Ernest B. Gorin, Vice President and Treasurer; Edward M. Tuft, Vice President, Personnel; and Robert L. Werner, Vice President and General Attorney, who will continue in their present assignments, have been added to the Staff of the Chairman of the Board and the President.

Election of Dr. Douglas H. Ewing as Vice President, RCA Laboratories, Princeton, N. J.; Charles P. Baxter as Vice President and General Manager, RCA Victor Television Division; and James M. Toney as Vice President and General Manager, RCA Victor Radio and "Victrola" Division, has been announced by Brig. General David Sarnoff, RCA Board Chairman.



Registrants at the 4th annual NBC Spot Sales Clinic found themselves members of a football team in a photograph circulated at the Hotel Plaza meetings. First row (l-r): Harry Camp (KRCA), Don Bishop (WRCA, WRCA-TV), Milt Schwartz (WRCA, WRCA-TV), Dan Lissance (NBC Spot Sales), Max Buck, (WRCA, WRCA-TV), Morris Wattenberg (WTAM, WNBK), George Way (WTAM, WNBK), Curt Prior (WRC, WRC-TV), Charles Hill (WAVE, WAVE-TV). Second row: Jim Cobb (WRGB), Jay Royen (WRC, WRC-TV), Herb Meyer (NBC Spot Sales), Mort Gaffin (NBC Spot Sales), Chet Campbell (WMAQ, WNBQ), Bill Dallman (WTAM, WNBK), Dave Engles (KNBC), Tony Kraemer (WRCA, WRCA-TV). Third row: Bob Pelgram (KRCA), Sam Dana (NBC Spot Sales), Howard Coleman (WMAQ, WNBQ), John O'Keefe (WRCA, WRCA-TV), Alan Ewald (NBC Spot Sales), Dave Pasternak (KSD, KSD-TV), Wilbur Fromm (NBC Spot Sales), Bill Cathey (KOMO, KOMO-TV).

Idea Workshop

The fourth annual Promotion-Merchandising-Publicity Clinic of stations represented by NBC Spot Sales was held at the Hotel Plaza in New York on Oct. 24-25.

Promotion, merchandising and publicity managers of the stations met in informal "shirtsleeve-type" sessions to exchange ideas and report on results in their fields since the clinic of a year ago in New York.

Luncheon sessions, which were also attended by management and sales personnel of the NBC Owned Stations and NBC Spot Sales, had prominent speakers from the broadcasting industry.

The theme of the clinic was "Touchdown 1956 . . . A Great Year Through Teamwork!"

Charles R. Denny, Vice President of NBC Owned Stations and NBC Spot Sales, and Thomas B. McFadden, Vice President of NBC Spot Sales, greeted the clinic at its opening session. Thereafter the sessions alternated between general meetings and seminar gatherings for specific problems and projects.

Co-chairmen of the NBC Spot Sales Clinic were Mort Gaffin, new business and promotion manager; Wilbur Fromm, advertising manager; Max E. Buck, merchandising director; and Don Bishop, publicity director.

At the closing luncheon, Mr. McFadden expressed great pleasure in the accomplishments of the clinic, in its interchange of ideas and plans which would spell greater results of all kinds for the stations.



Hotel Plaza: a panel session of promotion managers attending the clinic. Seminar sessions for each group of managers were followed by general meetings for problems of mutual interest.



The opening of the clinic found Mr. Denny and Mr. Gaffin becoming cigar-conscious. Mr. McFadden was celebrating the arrival of a son born the Friday before at New York Hospital.



Carleton D. Smith, Vice President and General Manager of NBC's Washington stations, pins an orchid on Mrs. Frances Childs of WRC's guest relations dept., celebrating 20 years with NBC. Occasion is the annual 10-20-25 Year Club dinner. Looking on are (left) Samuel E. Newman, WRC-TV transmitter engineer, welcomed into the 25-Year Club, and NBC Vice President Frank M. Russell.



Bill Meyer (center) of NBC Chicago's air conditioning dept. was surprised with a gathering of friends on day of his retirement after more than 25 years with NBC.

Attention: NBC New York

Due to your generosity, 1955 became the most successful charity drive year in the history of NBC New York. Dick Connell, manager of Employee Services, reports that the contributions you made last month to the Greater New York Fund represent a 22 per cent increase over those of last year.

Harvey Fisk, Section Director of the GNYF, has written Mr. Connell thanking him on behalf of each employee who contributed, adding that this year's campaign among employee groups was the best ever. Mr. Connell adds his own "thank you" to all the department representatives who helped out.

Bargain Counter

For Rent: Newly built, ranch-type, 5½-room house in Bedford Village, N.Y. Two bedrooms; basement and 2-car garage. Half-acre. Handy to N.Y. Central station; excellent school area. \$150 a month. Harry Hobbs, Ext. 3391.

For Sale: 1955 2-door Chevrolet (model 210); gray & white. Powerglide, radio, heater. 3 months old; perfect condition. Best offer over \$1500. Bob Williams, Ext. 2091.

For Sale: AC-DC convertor. "Powercon", model #11-ORT-35. Voltage 110 AC and DC. Watts 500 int., 350 cont. Steve White, Ext. 3868.

For Sale: 1949 Chrysler, Town & County convertible. Excellent condition, new set of tires. \$650. Gunther Spletstoesser, Ext. 3152.

For Sale: Accordion; Italian-made, new. Small-size. 2 stops, 120 bass. Lists for \$300, will sell for \$150. Charles Wilson, Ext. 2366.



Bill Cullen, star of "Pulse", WRCA's new early A.M. radio service, christens new Grumman submarine hunter-killer, named for the show. "Pulse" provides live pickups of news events around N. Y.

Born Too Soon . . .

There are still tens of thousands of polio victims "born too soon"—before the epic polio vaccine. Today, March of Dimes funds which developed and tested the vaccine are financing research to improve it.

But no vaccine can help the stricken. They're crippled NOW. Their victories don't make headlines. The smallest movement of a finger. A few blessed hours out of an iron lung. Taking a single step on crutches.

And there will be tens of thousands more stricken before the nation has its blanket of protection. Now, at the year's end, there are 68,000 polio patients who face 1956 looking to the March of Dimes for assistance. For them, the vaccine comes too late. But it is not too late to HELP. Give now to the 1956 March of Dimes.

RCA RETIREMENT PLAN (Continued from page 10)

NBC Marriages

Jacques Liebhenguth, N.Y., to Marilyn Dixon.
Denise Sovern, N.Y., to Michael Canner.
Marge Bandman, N.Y., to Dick Kahn.
Joan Illingworth, Cleveland, to Jerry Gaskey.
Grace Kaufman, N.Y., to Walter Johnson.
Milton Wyatt, N.Y., to Patricia Hall.
James Schaeffer, N.Y., to Jean Deans.
Julie Light, N.Y., to Donald Droll.
Beverly Osborne, N.Y., to Lt. John Ferraro.
Joan Barth, N.Y., to George Bill.
Ann Teahan to Ray Lockhart, both N.Y.
Britt Johnson, N.Y., to Nick Forstner.
Marilyn Rosenberg, N.Y., to David Roth.
Beverly Duryea, N.Y., to William Harley.
Barbara Gregory, N.Y., to Wallace Trounson.
Bob Zeller, N.Y., to Dorothy Walker.
Muriel Smith, N.Y., to Anthony McAllister.
Rolland Reichert, Chicago, to Sylvia Costa.

NBC Births

To Tom McFadden, N.Y., a son, Thomas Hutchinson.
To Hank Shepard, N.Y., a daughter, Kim Alexandra.
To John Gibellino, Jr., N.Y., a son, Lawrence.
To Jack Sebastian, N.Y., a daughter, Sara.
To Robert Anderson, N.Y., a daughter, Cheryl.
To Howard Cook, Cleveland, TWINS, a boy and a girl.
To Peggy McCrystal, N.Y., a daughter.
To Gene Whitlock, N.Y., a son, Reid Elliott.
To Art Johnson, N.Y., a daughter, Patricia.
To Gloria Sawan, N.Y., a son, Thomas George.
To Lee Painton Klem, N.Y., a daughter, Jeanne-Marie.
To Al Kelly, N.Y., a daughter, Joanne.
To Edward Prendergast, N.Y., a son, Edward, Jr.
To Hal Venho, N.Y., a son, Jeffrey Victor.
To Hank Moss, N.Y., a son, Lawrence.
To Robert Bartnik, N.Y., a daughter, Karen.
To Frank O'Keefe, N.Y., a son, Kevin.
To Eugene Lynch, N.Y., a daughter, Mary Elizabeth.
To Eugene Favant, N.Y., a son, Kenneth.
To Bernard Joseph, N.Y., a daughter, Miriam.
To William Brawley, N.Y., a daughter, Paula Jean.
To Dan Anderson, Chicago, a son, Mark.
To Joe Month, Chicago, a son, Michael.
To Bob Woodburn, Chicago, a daughter, Mary Therese.

Expanding Your Paycheck

Is your paycheck expandable? It is if you belong to the Payroll Savings Plan. Money set aside for you in payroll savings for U. S. Savings Bonds earns extra dollars for you!

Because NBC sets it aside for you — before you get paid — it's money you hardly miss. You'll have a stack of Savings Bonds in no time.

So — expand your paycheck. Join the Payroll Savings Plan now.

Q. What does "permanently and totally disabled" mean?

A. Physically unable to continue working any longer in any gainful employment.

Q. How is the disability benefit figured?

A. It is the amount of benefit built up by the member that would be paid to him at 65 based on his membership and contributions at the date of his disability.

Q. Isn't there any reduction in benefits because these disability benefits are paid before age 65?

A. No.

Q. What is the new optional form of retirement benefits?

A. The "Cash Refund at Death" option is a new choice opened for Retirement Plan members. It provides a guarantee of retirement benefits equal to the total actuarial value of the member's benefits at retirement date.

Q. What is meant by "actuarial value"?

A. Think of the actuarial value of your retirement benefits as something like the cash value of a regular insurance policy. For example, if the normal retirement benefit of a male employee at 65 was \$100 a month, the actuarial value would be approximately \$14,270. This is based on the amount built up in reserve and accumulated interest, and upon insurance statistics on age and sex. in buying this amount of benefit for the individual.

Q. How does the "Cash Refund at Death" option work out?

A. If this option is chosen, the retired member is getting protection for his survivors, if he dies, as well as for himself. Therefore, the \$14,270 approximate actuarial value of his normal \$100 a month retirement benefit "buys" a new benefit of about \$80 a month (a 20% reduction). In this case, then, the retired member would receive about \$80 per month for his lifetime. At his death, his beneficiary would get a lump sum payment representing any difference between the \$14,270 actuarial value and the total amount of benefits he collected during his lifetime at \$80 a month.

Q. Can this option be chosen at any time up to retirement date?

A. No. It must be chosen by the member at least five years prior to his retirement date in order to avoid submitting proof of good health satisfactory to the insurance company. Nevertheless, all actively employed Retirement Plan members now within five years of age 65 will be contacted and given an opportunity to elect this option without a medical examination. They must, however, have their election on record with the Company within 90 days after December 1, 1955, or by March 1, 1956.

Q. What is the provision for hospital-surgical allowance for retired employees?

A. A retired employee may draw on the face value of the Group Life Insurance policy bought for him by the Company, except for a minimum of \$300, to pay for expenses incurred by himself or by his dependents for hospital and surgical care.

Q. What hospital-surgical expense reimbursement may a retired employee draw from the face value (except \$300) of his Group Life Insurance?

A. \$8 a day, up to 45 days, for hospital room and board; up to \$100 allowance for hospital extras; \$3 a day in-hospital medical allowance, up to 45 days; up to \$50 for out-patient and emergency care; and a surgical allowance in accordance with the standard \$200 maximum schedule of operations. These limits apply for each separate period of disability for the retired employee and his dependents.

Q. What happens to the remaining value of the retired employee's Group Life Insurance?

A. If the retired employee draws on his Group Life Insurance for hospital-surgical reimbursement, the \$300 or more balance remaining will be paid at his death to his named beneficiary.

People and Places

Administration

Controllers — Welcome mats are out for the following people: Accounts Payable — *Myrna Gootveit, Sheila Flahive, Rhoda Kellman, Toni Wolff, Bob Callahan*; Billing — *Judy Kemptler, Raymond Timothy, Eleanor Joyce, Bob Sammans, Harry Larson*; Show Cost — *Dick Zagami, Rudy Pascucci*; Tabulating — *Patricia Waters, Irene Cassilio, Frank Zappullo, Bill Albert*.

Lotsa luck to the following on their well deserved promotions: *Don Rydell, Bud Pettway* and *Grace Viggiano*. *Joe Fuller* is wondering how long *Grace* will remain as his secretary. Seems that he always loses his secretaries through either promotions or marriages.

Catherine Daimler promoted an extra fine "Getting Married" luncheon for *Beverly Osborne* on the eve of her departure for Arizona and her fine Lieutenant. That was quite a blowout at the Taft for *John Corsa's* departure. *Bob Burholt* and *Gene Cook* supervised the festivities.

Boat Ride and Picnic was held at Bear Mounain with about 150 people present. "Grand Time" had by all was highlighted by (1) *John Fanning* forgetting to get off boat and proceeding to West Point, from where he had to taxi back to Bear Mountain; (2) softball game with about 16 on each side (5 girls in short center gathered together as if it were a "coffee break"); (3) the people running like mad to get aboard the boat for the return trip.

Scripnotes: *Joe Andretta* looking forward to his color TV set. . . . Members of Accounts Payable very pleased with their own set of musical chimes. . . . *Rose D'Amico's* talking dog. . . . *Jack Jacoby* wanting a front tooth for Christmas. . . . *Ken Brady* setting the date — January 28, 1956.

Facilities Administration — Welcome to *Janice Tolle* who took over for *Rose Merlo*. On the "doing better" list: *Lou Anderson, Ed Skahill, Bob Paisley* and *Jeanette Price*. *Al LaSalle* was ready for the BIG DAY — Nov.

26th — when he took that familiar stroll down the aisle, but this time to give his lovely daughter in marriage.

Personnel — New faces — *Carolyn Burke* in Records, *Lois Kriendler* in Placement, *Edwin Stolzenberger* in Labor Relations, *Kathleen Shea* in Employee Relations and *Mary Manzie* in the Health Office. We're sorry to lose *Charles Moos*, who is now Manager, Talent and Program Contract Operations; *Marie Rohrman*, who is now with Compton Advertising Agency; and *Ginny Gormsen*, now with "Week-day".

Hollywood has discovered *Glenna Jones*. Look for that green coat in "Solid Gold Cadillac." The *MacGibeny* clan was represented by our enthusiastic *Margot* during the Scots Guard performance at the Garden. *Erik Borup* may be kin to an illustrious ancestor: *Marie Ruppe*, week-ending in Washington, D.C., discovered a statue of a man with the same surname.

A Bear Mountain barbecue was thoroughly enjoyed by a chilled but happy delegation from Employee Relations. *Marion Doyle* of the Health Office had her share of sun and fun during her Florida vacation. *Ingrid Kreuger* will move to San Antonio after her January merger with the Air Force's *Walter Worthge*. *Rita Marczak* was *Julie Hewitt Reis'* lovely bridesmaid in October.

Staff Engineering — Last vacationers of the season include *Peg Conroy* and *Jack Ulfik*. *Peg* flew to Miami Beach for her first trip there, and *Jack* drove down to Florida for the third time!

John Mitchell of Technical Services surprised us by slipping a lovely engagement ring on *Marie Redling's* proper finger. Best of luck to both of you!

Welcome to *Claire O'Connell*, who replaces *Diane Tousignant*, now in National Advertising & Promotion. *Earl Chubbuck* is driving around in his new turquoise convertible — making us green with envy. Proud owners

of new driving licenses — *Nancy Mitchell* and *Peg Keeley*. Motorists — beware!

Keith Mullenger, formerly of the Development Group and now with RCA, and his wife, *Adrienne* (Miss *Rheingold* of 1954) are the parents of a second son, named *Dirke*. Congratulations!

Stenographic — A dinner in the honor of Miss *Margaret Leonard* was given at the Cafe Rouge of the Hotel Statler, by the Stenographic Department. A wonderful time was had by all. Miss *Leonard* left the Stenographic Department to go into Central Files. She has been with NBC for 25 years. Miss *Leonard* was replaced by *Marie Freda*, who was previously Night Supervisor in Steno. Welcome to the day staff, *Marie!*

Another departure from Steno was made by *Vinnie Koho*, who is now working in the Mail Room. *Vinnie* was taken to *Cheerio's* for cocktails by the girls in Steno. The last person to take her vacation was *Mary Lou Monahan* who went to Beach Haven, New Jersey. *Mary Lou* had a terrific time.

New arrivals in Steno include *Frances Gottlieb, Shirley Silverman* and *Dona Cauthen*. Welcome, girls!

Traffic — We wish to extend our best wishes to *J. Robert Myers* and *Warren Conklin*, both recuperating after operations. Here's hoping that by the time you read this, gentlemen, you will have forgotten all about it.

Margaret Hadley's arrival in San Francisco on the first stop of her vacation tour coincided with that city's latest earth tremor. What *was* in that suitcase, anyway? Good luck to *George Greer* on his transfer to Film Storage in Englewood Cliffs, N. J. We'll miss you, *George!* *Jewel Curvin* has joined the Traffic Department as secretary to *Steere Mathew*. Welcome aboard, *Jewel*. We wish to extend our sympathy to *Jack Elmi*, whose mother-in-law passed away.

Film Divison

Administration, Production and Sales — This month, the NBC Film Division has been progressing at a

rapid rate. *Jack Sebastian*, in the Publicity office, was presented with a baby girl, Sara; and *Bob Anderson*, in the Business office, is the proud father of Cheryl Anderson.

The marriages in the Film Division are increasing at an alarming rate! *Jacques Liebguth* of the Sales Department is returning to the 1st grade, via his fiancée, Marilyn Dixon, a lovely teacher. *Denise Severn*, *Stan Yentes'* secretary, is now Mrs. Michael Canner; and *Marge Bandman*, *Bill Lawrence's* secretary, wed Dick Kahn of Columbia Pictures, and later in the winter will go to Europe for her honeymoon. Her prospective husband will be playing in a bridge tournament here.

Len Warager of Sales, finds the loss of 10 lbs. mighty pleasant.

The Film Division has been augmented by three very pretty additions, and lost one . . . the newcomers are *Ann Christenson* and *Mitzi Spisso* in Film Sales, and *Helen Rachee* in *Bob Anderson's* office. Our loss is *Doris Williams*. *Ted Sisson's* secretary, who's going over to RKO. *Connie Lincoln*, of the Sales Department, had her mother visiting her a while ago from Johnstown, Pa. She's as pretty as Connie. There was a fast switch in the Film Division this month. *Marilyn Richardson*, of Film-Sales, moved home to New Jersey, and *Lynn Gibbs*, Film-Publicity, moved in from New Jersey, to the apartment that Marilyn shared with *Sue Salter*, also of Film Publicity.

Finance

Legal — Seems *HM's* interpretation of the last edition had him quite audibly upset. . . . we're sorry, Howard, for any ulcers and jitters we may have caused. *Doris Crooker* has joined the ranks as Worried Commuter on the Long Island RR to and from her new apartment in Rockville Centre. *Rose Parapiglia* left us to return to her home in Florida . . . a sad occasion for this department.

Cordial welcomes to *Charles De Bare* and *Joyce Ulmer*, who joined us recently. *Howard Monderer* furthering his education . . . taking a course in "Know Your Car" at CCNY (wants to know what the bills are about). Things

are starting to hum for this year's Xmas Party, with the girls at bat this year with the entertainment.

Owned Stations Division

Administration — Somebody is being very good to *Frank Zwick*. He just got back from his honeymoon and he looks very healthy and robust. The theme is "should old acquaintances be forgot", when *Fred Acker* leaves for 67th Street to be replaced by our good friend, *John Brennan*. Mr. and Mrs. *Hank Moss* are lullabying Lawrence John, their new son. Congratulations to a former co-worker, Mrs. Jean Mason, who gave birth to a son, Boyd. *Helen Nelson* missed "Happy" *Harry Hartwell's* voice of experience during his vacation. Everyone is being very good natured in this department: *Chickie Redling* gave her cold to her boss, *Dick Templeton*; he in turn gave it to *Bob Ciasca* and Bob gave it to *Helen Nelson*, *Frank La Salata* and *Nancy Campbell*. "Achoo!" to you all.

Spot Sales — The fourth annual clinic for promotion, merchandising and publicity managers from stations represented by NBC Spot Sales was recently held at the Hotel Plaza. The sixty participants exchanged ideas and reported results in their various fields during the past year.

There never was a prouder new father than *Tom McFadden*, whose wife, Marge, gave birth to a baby boy, Thomas Hutchinson ("Tim") on October 21st. Congratulations, also, to *Hank Shepard*, who is the father of a new baby girl, Kim Alexandra. Recent brides *Jane Shortway Caramanna* and *Ricky Vizcarrando Constantine* recently returned from honeymoons in Florida. We reluctantly bid farewell to a new bride, *Helen Hawkins*, who was married November 19 and will make her home in Albany, New York. *Ann Morris*, former secretary to TV salesman, *Larry Surles*, is replacing Helen as secretary to *Ed Jameson*, Eastern TV Sales Manager. *Marilyn Sichel* and *Barbara Sailer* recently returned from a two-week vacation in California. High point of the trip was a look-see at Clark Gable at a Hollywood night spot.

WMAQ, WNBQ, Chicago — The condolences of all Chicago personnel go to *Judith Waller*, Public Affairs and Education director, whose mother died recently. . . . *Robert Durkin*, formerly in the advertising department at Sears, Roebuck and Company, has joined the WNBQ-WMAQ Advertising, Promotion and Merchandising department as a promotion assistant. . . . *Edward E. Gardner*, Chicago agency and station representative executive, has joined the NBC-Chicago National Radio Spot Sales staff . . . *Bob Woodburn*, Accounting, is the proud father of a baby girl, Mary Therese, the Woodburn's first child. . . . *Joe Month*, Continuity Acceptance, passed out cigars for the fourth time when his wife presented him with their second son, Michael . . . *Dan Anderson*, Press, became a father for the second time when his wife presented him with their first son, Mark . . . *Rolland Reichert*, Operations manager, and his bride, the former Sylvia Costa, motored to the West Coast on their honeymoon . . . Congratulations to *Anne Marshall*, Network TV Program department, upon her engagement to Allen Anderson of Chatham, Mass. They've set the date for December 28. . . . Also to *Carole Cassel*, Network News, who announced her engagement to Robert Postelneck of Chicago. They plan a March 17 wedding . . . And to *Therese Battaglia*, guest relations, who is engaged to Roman Jurgens of Chicago. A spring wedding is planned. . . . Newscaster *Clifton Utley* returned to the airwaves in October following a two and one-half year layoff, due to a serious illness. He is heard each week-end on NBC's "Monitor". His wife, *Frayn Utley*, who took over one of his commentaries during his illness, recently received a citation for her special services as a member of the Chicago Board of Education. The award was given to Mrs. Utley following her 10-year tenure.

WTAM, WNBK, Cleveland — *Allan House* left his news commentary job here to accept a post as the head of the International News Service in Paris . . . *Erv Palmer* of Accounting joined the staff of Case Institute's department on executive training . . .

Bostwick Vinton, TV Engineering, is now with NBC Hollywood . . . *Bob Horan*, News Department, became the News Director for the WSAZ-TV bureau in Charleston, W. Va. . . . *Sylvia Simmons* of Radio Continuity is now working on the staff of "Producers' Showcase" at NBC New York.

As a result, new faces at NBC include *Eleanor Durbin* in Radio Continuity; *Ken Bichl*, News Department; *Roberta Keefner*, Music Rights, replacing *Bettyann Onuska* who replaced *Eileen Latimer* as TV Traffic Manager; *Donna MacArthur*, Spot Sales, replacing *Glenna Fuerst*; *Paul Scircio*, Sports Department, replacing *Joe Cain* and *Bob Kontur*; *Rosemary Dottori*, TV accounting clerk, replacing *Dolores Mattei*, who replaces *Joanne Barnes* who is now secretary to *Curtis D. Peck*, Director of Operations; *Jim Prunty*, night PBX operator, promoted to Film Dept., replacing *Alice Soula*; and *Pat Jeffries*, replacing Jim on the PBX.

With football season in full swing, *Ted Sliwa*, Radio Sales, and Ohio State's most ardent fan, journeyed to the state capital for Homecoming; *Patti Babb*, TV Continuity, visited the University of Michigan in Ann Arbor on Homecoming weekend; *Jean Strobel*, secretary to General Manager *Lloyd E. Yoder*, recently traveled to Columbus for the Ohio State-Iowa game; *Rosemary Bartlett*, Payroll clerk, saw the Browns' game in New York on Thanksgiving weekend; *Dorothy Rinard*, Radio Traffic Manager, saw Ohio State whip Wisconsin recently.

THIS 'n THAT — *Bill McGaw*, TV Associate Director, directed the American premiere of "Meet Mr. Callaghan" at Chagrin Valley Little Theatre. *Don Rumbaugh*, Associate Director, played the lead of "Slim Callaghan" and *Carl Heise*, Associate Director, was "Inspector Gringall". The play, incidentally, was given smash reviews. . . . *Stelle Sankal*, PBX supervisor, is now sporting a blue and white 1955 Ford convertible. . . . TV Director *Chuck Dargon's* wife and 7-month old son, *C. K. Dargon II*, are scheduled to appear on the "Dr. Spock" show in early December. . . . *Joan Illingworth*, now Mrs. Jerry Gaskey, recently returned from her honeymoon to Niagara Falls. . . . Stagehand *Howard Cook's* wife gave birth to twins, a boy and a girl.

KRCA, Hollywood — *Aileen Henderson*, in her usual manner of keeping the whole office force on the edge of its seat, came to work with a broken foot which she managed to delay until after her three-week trip to Honolulu.

Everyone's glad to see *Beep Roberts* back after a stretch in the hospital. *Jeanne DeVivier* finally took a week off to visit her family in the "wilds of Oregon," as she puts it. *Diana Roscoe* is recuperating from a bout with a throat operation, and *Terry Sevigny* had a grand time in the Islands.

There seems to be a real estate boom with new house owners: *Tom McCray* in the Outpost area; *Jim Turner* in North Hollywood; *Bob Pelgram* in Sherman Oaks; *Harry Camp* in North Hollywood, with a swimming pool yet; *Hugh McTernan* looking; and *Ann Anderson* about to buy.

Holiday vacations include *Marianne O'Connor*, who plans a week in the Squaw Valley and Reno areas skiing; *Jack Kenaston* who heads with his family to Palm Springs; and *Ann Anderson* to the Awahnee Hotel in Yosemite for New Year's.

Dean Craig, program manager, is all smiles about the recent acquisition of "Peter Potter's Juke Box Jury" and "Death Valley Days." Visitors to Hollywood included *Dave Engels* from San Francisco and Mr. and Mrs. *Mort Gaffin* from New York. The brightest note on NBC's parking lot is *Jack Kenaston's* tiny red Austin Healy, a real sporty auto.

Noyes Scott is gathering all singers together for a KRCA Carolers repeat performance from last year. With *Elsie Radwick* back from her European ventures, she'll no doubt be among the Caroling group. *Jim Wemple* will be spending his first Christmas in his new home, with visiting relatives from Minnesota. Jim still hops up to Las Vegas in his plane now and then. *Byrle Cass* was appointed Floor Manager, replacing *Greg Peters* who moved up to network.

WRCA, WRCA-TV, New York — New faces in 252: *Stan Levy* has come from 67th Street, where he was Studio Supervisor, to fill the new role of Sales Facilities Coordinator for television. A welcome to *Carl Getschell* in the

Television Sales Department. Car was formerly with a radio station in New York. And best of luck to *Warner H. Moore*, who is now selling in the fair city of Philadelphia. Two recent graduates are with us now *Suzanne Gilbert* from Cleveland and the University of Michigan took over for *Mary Ann Ferine* in the Promotion Department; and *Barbara Collins* from New York and Barnard a *Pegeen Fitzgerald's* secretary. Barbara feels right at home at NBC as she worked in the Controller's office for two summers while she was at college. Best wishes to *Janet Anspach*, who leaves the Promotion Department for the new job of being a mother; and a cordial hello to *Harriet Ruch*, who replaces her. Harriet comes from Waverly, New York, and worked at WATS, an educational radio station in Sayre, Pennsylvania.

Wedding bells are ringing far and wide. *Pat Richer* is marrying *Scott Jeffery* in January in Cali, Colombia and will make her home there. *Brit Johnson* has returned to the Promotion Department as Mrs. Nick Forstner after honeymooning in Florida. *Ann Bartok* married *Harry Jensen*, October 22 in Yonkers, and is living in Spokane, Washington. *Marilyn Rosenberg*, now Mrs. David Roth, is back with us after a honeymoon cruise to Bermuda and Nassau. *Georgia Smith* and *Esther Falzone* have both become engaged — Georgia to *David Springer* and Esther to *Gordon Morrison*. We're sorry to see *Al Swenson*, *Phil Alampi's* assistant, leave us; his new boss is now Uncle Sam.

KNBC, San Francisco — We were certainly happy to see *Marilyn Sichel's* and *Barbara Saylor's* smiling faces in good ole San Francisco by the Golden Gate. It's always fun for us when "East meets West".

The first part of October was "flu time" around here. Program Manager *Jack Wagner* landed in the hospital for two weeks with pneumonia. However, with lots of good care, good wishes and beautiful nurses, he's back on the job looking very cheerful and healthy again.

Our Local Sales Staff has a new addition . . . Mr. *Richard H. Gravel* has joined our "local tigers" . . . wel-

ome, Dick . . . we know you'll be an asset to our staff!

Ed Arnow left San Francisco November 1st via Quantas Airways on a two week air tour for "Monitor." Ed wasn't too certain of his itinerary but plans to visit interesting places (and we hope doing interesting things!) like Australia, South Africa, Pakistan, India — hopes to make it to Hong Kong.

Speaking of "Monitor" trips . . . *Larry Gordon* spent a week on a certain dude ranch in Phoenix, Arizona a few weeks ago. He was bubbling over with enthusiasm on his return to KNBC . . . only complaint he had was that he was "tossed off a hoss" . . . and says he "broke his haid" . . . he's not foolin' us . . . he's *always* been his way!

Hazel Mittnacht has rejoined the KNBC staff . . . she's *Ed Macaulay's* secretary in Spot Sales.

Public Relations

National Advertising and Promotion—*Dave Bellin* has joined the scribes in 301 as Station Promotion Coordinator. Welcome, Dave. Congratulations to *Paula Goldstein*, who is now writing copy in Broadcast Promotion. The Art Department continues to acquire talent. The newest arrival is *Owen Scott*. Glad to have you with us, Owen. It's now Mr. and Mrs. *Bob Zeller*. The bride is the former *Dorothy Walker*. Best wishes to the happy couple. *Larry Byer* is the new writer in On-the-Air Promotion. We're all very happy about his latest step up the ladder of success. *Ann Raica* replaces Larry as production assistant. Again, congratulations are in order. *Nancy Sherrard* has joined the department as secretary to Thaine Engle. Nancy, a former teacher of music, has our most cordial welcome. *Muriel Smith* became the bride of *Anthony McAllister*, and said farewell to New York in favor of a shiny new apartment in Philadelphia.

Press—The whole department joins in congratulations to former Press secretary *Peggy McCrystal* on the arrival of a 6 lb. 9 oz. baby daughter, born Oct. 14.

Congratulations also to *Ann Sherman*, now secretary to three bosses, and to *Charley Smith*, who replaced *Jack Haney* when he moved to *Jack Tracy's* new office. Welcome to *Ronnie Bennett*, who's moved in as new copy boy.

Grace Lynch is keeping busy these days. She's just joined Stamford's "River Hill" Ski Club and is also the new prop "man" for the Stamford Community Theatre Group. Where do you get all the energy, Grace?

Research and Planning — There were two new additions to the Research Department recently when *Art Johnson* was presented with a baby girl, *Patricia*, and *Gloria Sawan* had a boy, *Thomas George*. Congratulations to you both. After a year of looking and waiting, *Louise Kaciczak* has finally broken ground on her new home in Glen Cove. Next, we hope to announce the wedding bells. *Beverly Duryea* became Mrs. William Harley on October 15th and spent a happy but

very rainy week at Split Rock in the Poconos. To help her out in her initial struggle with pots and pans, the Audience Measurement Division presented her with an electric coffee maker. Welcome aboard to *Seymour Brines* who is the latest addition to our Research Division. Halloween was celebrated in grand style by *Nancy Meade*, *Sally Melvin* and *Doris Katz*. Thanks to the NBC Costume Department, all the parties were a great success. Grand announcement! Television is here to stay — the Burton's have bought a TV set! *Sally Melvin* is planning a week's tour of the south, stopping off at Charlottesville, Durham and Williamsburg. We dare her to include a swim at Virginia Beach in her plans. Will someone please start a driving school for the Research Department? To date *Barbara Figliola*, *Bill Rubens* and *Harriet Kasnowitz* are all in the throes of taking their driving tests.

Station Relations

Station Relations is once again in the midst of additions and deletions. We would like to welcome *Bill Kelley's* new secretary, *Frances John*, a newcomer to the Halls of NBC. During the past few weeks we bade fond farewells to a few of our cohorts. *Lucy O'Leary Mitchell* is now fixing up her new apartment in Tarrytown awaiting the arrival of "Baby" Mitchell; *Jane Gengo* is also preparing for the arrival of her new addition; and *Mary Mercer* has left us and is now in Mr. Weaver's office. We miss them all, but wish them lots of luck and success.

Ham McIntosh's secretary, *Helene Tress*, is taking a late vacation and will spend two weeks in Miami. Happy flying and sunny weather, Helene, but don't forget to come back. Glad to see *Miriam Lacomara* back after being out for a few weeks on sick leave. This had better be a cold and snowy winter. *Kathy Walker* and *Mary Mercer* are the proud new owners of fur coats. The real estate business is really booming — two of our members bought new homes. *Joyce Higbee Rasmussen's* mansion is located in Norwalk, Conn. and *Al Bengtson* can be reached in Summit, N.J. *Ann Culbert* is recuperating from her sister's wedding in which she was Maid of

WRC, WRC-TV, Washington — WRC's busy fishing and hunting expert, Outdoors Editor and columnist *Kennedy Ludlam*, has found time between staff duties and field trips to fill an order for two articles on fishing in the Chesapeake Bay. The articles will appear in 1956 issues of the *Guide for Sports Fishermen*, a Foster publication of national circulation. Ludlam also writes a daily hunting and fishing column for the *Washington Daily News*, the Scripps-Howard paper in the nations' capital.

Washington correspondent *Peter Hackes* has joined the NBC News staff. NBC Washington News and Special Events Manager *Julian Goodman* announced that Hackes will be assigned to the news desk of "Monitor" and will also handle general news assignments. Hackes succeeds *Robert Abernethy* who sailed for England on Nov. 10 for assignment to NBC's London bureau. Hackes has held radio and TV news positions at various stations throughout the country, following a B.A. degree from Grinnell College in Iowa, and a Master's degree in Journalism at the University of Iowa. During World War II he served three years in the Navy Amphibious Forces and held the rank of Lieutenant. j.g. He is married and the father of two girls.

Honor. From the pictures we saw, both Ann and her sister looked beautiful. *Nat Glasser* has a new roommate — a basset puppy named “Sam-Sam”.

Television Network

Design and Art Operations—*John Carroll*, with NBC from January 1954 through the present, and with Design and Art Operations since August 1954, resigned to go West and seek his fortune. He is hoping for placement in the production end of TV or motion pictures. Best of luck, John.

Merchandising—*Gordon Lane* has returned after a long convalescence and everyone is glad to see him back at his desk in good health. Now that he is in full swing of things again it seems as if he had never been away.

Many moons have passed since the writer has entered an article in CHIMES and smoke signals welcoming *Al Fox*, our new Merchandising District Supervisor for the New York and Philadelphia areas, weren't sent up. Al, who came to us from Pharm-Craft Corp., where he was National Sales Manager of the Grocery Products Division, makes a fine addition to our staff of nomadic “beaux esprits” stationed all over the country.

Sports Afield Magazine's loss was our gain as we welcomed *Irene Mastrodi* (alias the “new Jane Cuff”) to our fold. Irene took over as secretary to *Fred Kiefer*, while *Jane Cuff* went on to Station Relations as Mr. Bengsten's Girl Friday.

After searching for what seemed like an eternity to us, *Pauline Avalone*, the “happy home hunter”, found the house of her dreams. It is located in Valley Stream, L.I., and will be ready to move into in January. Now Pauline goes furniture hunting—here we go again!

Music Services—This is room 293 — I am your current reporter — my name is *Fiorelli* — these are the facts, M'am (you too, Gents). Fact No. 1: On Monday, October 24 at 10 a.m. we noticed that something new had been added. Exhibit A: A smiling face — Exhibit B: a beautiful diamond en-

agement ring — case comes up next June — *Mary Turner* vs. Pieter von Herrmann. Fact No. 2: October 31, 3 p.m. farewell party for *Muriel Kishkill*. *Jane Langley* (who is presently connected with the goodies ring) brought in a delicious cake: Reason—“Moo” left to sing lullabies at the Nursery Nite Club. We'll miss her, but she'll be back — to visit. Fact No. 3: *Ann Bradley* to join “Moo” Kishkill in May — we wish them both success in their new careers. Other facts in the case — *Jane Langley* has taken *Muriel Kishkill's* place and your own roving reporter is settling down to *Jane's* job — the big switch! *Nancy Dudar* has joined the 293 gang to take my place as secretary to *Mr. Edwin Dunham* whom we were glad to welcome back after a trip to Karachi, Pakistan, and other foreign countries (vicious circle). One more addition to the facts that make up this case — *Russell Christopher* joined the hectic routine taking place in the Record Library. Fact No. 4 — *Dodie Coe* returned to us after being on sick leave — happy to say she's back to her old standards now. Fact No. 5, and concluding fact in the case of “What's What in the Music Department”, *Helen Kingeter* left us to join her family in California. Well, that's all for now and remember, all references to any persons are purely intentional.

TV News Film — 106th Street—Where the only thing that has NOT changed is the Puerto Rican accent. *Joe “Gotkiss” Vadala*, ace cameraman, went “Lit” with “I Shot Myself Dying” in *Stag's* December issue. *Hal Miller*, “Today” messenger, promoted to good post in Broadcast Operations. *Charlie Surrell* taking over the “But there is no American Flight 618 from Chicago” post. *Alan Smith* transferred to “Today”. . . . *John Griffin* from the News Room, taking his place. *Alan Geller* back with the camera crews after a near fatal accident. *Lucille Simmons*, ex-106th alumna, “upped” to spot on “Camel-Plymouth Caravan.” The 4th Floor Cutting Room and the Film Library merged and are now “at home” on the 9th Floor — just one big happy family! How's about a “House Warming”, fellows? Nice break for the “Girl

Guide” of Guest Relations, becoming *Joe Lesko's* (Music Department) new assistant. . . . I would have to be a Camp Fire Girl. *Karl Korter* back in the hospital. “*Margie*” *Avakian* off to Florida for a little sun (watch your spelling, boys). *Ray Lockhart*, 106th Cutting Room, married *Ann Teahan*. “Camel News,” at 30 Rock, October 15th . . . who said “Never the Twain Shall Meet”? *Al Kelly*, Film Library, became a proud Papa the same day . . . her name is *Joanne*. And yours truly accompanied *Joe Vadala* and *Tom Landi* to cover “Guys and Dolls” opening — the “Thrill That Comes Once in a Lifetime”!

TV Program—We welcome *Mary Coit*, *Priscilla Farley*, and *Joan MacDonald* who are doing the casting for the “Alcoa-Goodyear Hour.” *Meda Stusberg Morrison* has taken a three-month leave of absence to be with her husband in Massachusetts. We are all going to miss *Mr. Sam Schiff* very much. *Mr. Schiff* has been transferred to Hollywood where he will be the executive producer on “The World of *Mr. Sweeny*.” The show began originating from the coast November 7th.

Lee Painton Klem has a new baby . . . *Jeanne-Marie* was born on October 8th. We were sorry to see *Virginia Johnson* leave “Ding Dong School” . . . *Ginny* has gone back to Chicago. *Ann Sloane* is now with “Ding Dong School,” and we hope she will like our department. *Caroline Burke* is in California for a few weeks working on “Matinee.” *Mr. Herbert Swope* has left the network for a movie contract. *Anne Teahan*, who used to be with our department, married *Ray Lockhart* last week. Since both work for NBC, this is a real network marriage.

Participating Programs — After watching *Lillian* and *Frank Blair* celebrate their 20th wedding anniversary, *Helen Petretti* of the “Today” feature staff has become engaged to *Desmond O'Neill* of the Bryan Houston Agency. If the winter weather permits, (and we have no fear that it won't) the wedding will take place on January 28th. *Estelle Parsons* and *Paul Cunningham* have bounced back into “Today's” fold after a too-extensive sojourn on other network programs.

They are two of the old-timers from the show, having been with us since the program's inception. Via the grapevine, we find a beautiful baby girl awarded to Letty Sinclair Hudak, former member of the staff.

There's no place like "Home", especially during the holidays, so we welcome back our own Christmas *Iris* named *Frey*, who comes to aid us in our seasonal rush. *Barbara Harlib's* day of days falls on May 20th, 1956, when she and *J. B. Federgreen* tie the knot and take off for parts unknown on a honeymoon. The slower members of "Home", who can only announce their engagements so far, are *Carmela Lebano* and *Agnes De Rose*.

What have we at "Tonight"? Why, new faces, of course. Santa's sleigh brings staff greetings to *Anita Phillips*, *Sam Homsey*, *Andy McKay*, *Dave Lown*, *John Corsey* and *Mina Corey*, all set in their places for a long winter's work.

Production Operations — Fall in New York, and a very busy one in our operation. We would like to welcome *Harold B. Miller* and *Susan Titcomb* in our Broadcast Operations section. Our Associate Director-Stage Manager group extends a hearty welcome to five new members. They are *Marvin Einhorn*, *Norman Hall*, *Marilyn Jacobs*, *Jim Marooney*, and *Ann Lockhart*. Congratulations to a former member of our department, *Livia Granito*, who has become a Staff Director in Hollywood. The first gal, to our knowledge, to have accomplished this. Kudos also to *Ed Kammer*, who has been transferred to the Film Division. The *Hal Venhos* are boasting an addition to their family, *Geffrey Victor*. Wedding bells are ringing loud and clear in our midst these days. *Ann Teahan* has married *Ray Lockhart*. *Julia Light* will marry *Donald Droll* on November 26. *Milton Wyatt* was wed to *Patricia Hull* on September 2. *James Schaeffer* was married to *Jean Sewell Deans*. Our best wishes for many years of happiness to them all.

TV Technical Operations—A million and one thanks to all of you thoughtful people in Technical Operations who made my recovery from appendicitis a very enjoyable experi-

ence with all your wonderful attention. A special thanks to *Carrie Sgarlato* for writing the column for CHIMES last issue.

Congratulations to our proud papas: *Bob Bartnik*, *Bill Brawley*, *Bernie Joseph* and *Gene Lynch* for their new little baby girls and *Frank O'Keefe* and *Gene Favant* for their bouncing baby boys. We all hope that *Ed Gundry* (recuperating from a serious operation at Overlook Hospital) will soon be back with us; and welcome back to *Charlie Francis* out for some time with an eye operation, *Pete Rad-dichi* out with a back injury, and *Jack Winocur* who has recuperated nicely from surgery. We missed all of you and are glad you're back with us.

A warm welcome to our Christmas gal "*Merry*" *Looney*, who joined the Scheduling group, and a fond farewell to *Ed Stolzenberger* who left us to join the Labor Relations Staff. Take good care of *Ed*, Personnel; he's a "good man." We're very happy to have *Frank Gaskins* and *Cliff Paul* added to our Technical Supervisor group; and speaking of Technical Supervisors, how about a hand for the rest of them, namely *Walt Mullaney*, *Bob Galvin* and *Al Hendersen* for their untiring work on "Wide Wide World" and *Whit Baston*, *Bill Ahern*, *John Rogers* and *Don Pike* for their efforts in keeping the other shows running smoothly.

I'm sure Uncle Sam is just as proud as we are to have a new citizen in the name of *Margrit Hahn*. Congratulations, "*Daisy*", we're all rejoicing with you.

Janice Abbott had one of the loveliest bridal showers I have ever attended, for a former co-worker, *Georgia Smith*, who marched down the aisle on November 12.

That gleam in *Hank Scott's* eyes is for his lovely new summer home in Mass. which, through photos, he has proven to be something worth being proud of.

We all agree that we don't know what we'd do without our own *Eleanor Pierce* who seems to have the knack of being able to help us with any problem we may have. We were all quite worried during the last flood

when we had visions of *Eleanor* floating down the streets of Stamford; however, she arrived safely, but her boss, *George McElrath*, was not as fortunate in trying to commute from his home in Darien.

(Editor's note) CHIMES correspondent *Marie Redling* (lately of White Plains Hospital, Appendectomy Division) was too modest to mention in her column her recent engagement to NBCite *John Mitchell*. Technically speaking, the happy event will constitute a merger between Technical Operations and Technical Services.

Unit Managers—With 1956 coming, all of the big companies are putting out their new models with the proper amount of pomp and ballyhoo. Unit Managers too can boast of a new and bigger model for the new year. We are bigger and much better. To start the ball rolling we have centralized our commercial activity with a special unit working under *Frank Evanella*. Our ten branch offices extend from 67th Street and Broadway down to 57th Street, back on to Broadway past 1600 and down to the Hudson Theatre, we make a wide swing around Duffy Square and finally wind up at the hub of our activities, the RCA Building. We have also been able to replace our field man, *Tex Harris*, back in from Africa, with *Ed Watson*, now touring the country with the Color Mobile Unit.

The organization has experienced many changes from within. We have picked up the spirit of the baseball trading season and made a two-for-one trade, no cash involved, with the Business Office in 2M5. We sent *Dick McBride* down for *Bill McCauley* and *Bill Lynch*; both teams were considerably strengthened by the moves.

Barbara Trounson is back from her flooded wedding trip to the Poconos and is trading small talk with newly hitched *Sig Bajak* who took his vows in drought-ridden Oklahoma.

The department extends a belated welcome to *John Carsey*, *Joseph Cramer*, *Nancy Farrar*, *Judy Gordon*, *Genevieve Harold*, *Mary McGuigan* and *Elmer Gorry*. All concerned are trying to see how they got blue blood on their hands. It is all being traced to the acts of the Monster. . . .

"Help me, too"



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David M. Eddy, Editor

Chimes Correspondents

Administration:

Controllers, Louise Ippedico
Duplicating, Charlie Atlee
Facilities Administration, Mary Heller
Guest Relations, Bill Feeney
Mail & Messenger, Al Vecchione
Personnel, Cathy Dindia
Purchasing, Mary Hoyt
Staff Engineering, Rita Stipo
Stenographic, Carmela Grande
Traffic, Marge Hadley

Film Division:

Admin., Prod. & Sales, Lynn Gibbs
Film Library, Betty McLoughlin

Finance:

Legal, Joan Lindenmayer
Treasurers, Joy Siegel

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Administration, Chickie Redling
Spot Sales, Elaine Simpson
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WMAQ-WNBQ, Dan Anderson
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WRCA-WRCA-TV, Mardy Palmer

Pacific Division: Herman Lewis

Public Relations:

Continuity Acceptance, Kay Henderson
Nat'l Adv. & Prom., Dorothy Brodine
Press, Ronald Bennett
Research & Planning, Nancy Schweizer

Radio Network:

Administration, Joan DeMott
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Radio Program, Cici Clarke
Station Relations: Joan Oury

TV Network:

Announcing, Peggy McGrath
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Design & Art Operations, Lillian Moritz
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Music Services, Edwin Dunham
Network Sales, Eugene Labocetta
News & Special Events, Eileen McKenna
TV News Film, Tish Lee
TV Program, Margo Stearns
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Program Analysis, Connie Menninger
Program Development, Louise Pansini
Public Affairs, Florence Reif
Sales Traffic Ops., Bob Shenton
Staging Services, Betty Bagshaw
Talent, Barbara Corrigan
TV Technical Ops, Marie Redling
AM Technical Ops, Jane Ermentraut
Unit Mgrs., Prod. Coords., Gene Whitlock

Red Cross—On The Job

When sudden floods brought tragedy to our fellow-Americans in the East last Summer and in California at Christmas time, they did not have to wait for Red Cross to come to their aid.

It was already there — helping to ease human misery — because for 75 years Red Cross has at a moment's notice brought relief to disaster victims.

In Connecticut and other Eastern states, during the height of the emergency, Red Cross had in operation more than 100 shelters, housing and feeding in the neighborhood of 18,000 persons.

In addition to shelter and food, Red Cross gave the victims clothing and needed medical care. After the emergency phases had passed, Red Cross began its long-range assistance to the victims, helping them back to normal living through repair, rebuilding and refurnishing of homes and reestablishment of small business. In the August floods and in the later October floods in the East, this assistance was extended to 15,000 families. Red Cross expenditures totaled over 18 million dollars for this work. All Red Cross disaster aid is an outright gift, never a loan.

In the West Coast floods, Red Cross emergency assistance was given to some 11,000 families and expenditures to aid them in restoring homes exceeded \$8,000,000.

In addition to these disasters, in the

last six months of 1955, Red Cross aided victims of tornadoes and Atlantic Coast hurricanes. Total Red Cross disaster expenditures during the six-months period — “the worst in American history” — reached \$27,000,000.

This absorbed the normal year's disaster budget of \$4,000,000, the 16 million contributed to the special Eastern States Flood Relief Appeal, and all but one million dollars of disaster reserve funds.

Because of this, Red Cross in its 1956 Campaign for Members and Funds — to be held during traditional Red Cross Month, March — must raise \$8,000,000 more than is normally sought for disaster work.

The national goal for funds to support disaster work and other Red Cross activities, including the vital Blood Program, welfare service to the men and women in uniform and their families, and free health and safety training, has been set at \$90,000,000.

Since it is the annual Campaign for Members and Funds which keeps Red Cross ON THE JOB, day-in-and-day-out, ready to meet any emergency, the generous support of all Americans is needed.

The things Red Cross accomplishes, it does in your name because you support it through your membership gift. Make that gift during March, and please make it generous!

NBC Tops Poll

In a poll of 450 editors by *Radio Television Daily* to decide “All-American” favorites in broadcasting, Sylvester L. Weaver Jr., NBC Chairman of the Board, was named “Man of the Year in Radio” for the “Monitor” radio concept launched while he was President of NBC.

Margaret Truman (“Weekday”) was named as “Woman of the Year in Radio”, while Nanette Fabray (“Caesar's Hour”) was chosen “Woman of the Year in Television”.

NBC programs and personalities won 17 awards, as against 11 for CBS and ABC combined. Other NBC “best of

the year” awards included:

Color TV Program of the Year — “Peter Pan”; Best New Program Idea in Radio — “Monitor”; Radio Dramatic Show — “Radio Theatre”; TV Comedy Show — “The George Gobel Show”; TV and Radio Sports caster — Mel Allen; Radio Musical Show — “The Telephone Hour”; Radio Documentary and Best Transcribed Series — “Biographies in Sound”; Radio Quiz Show — “You Bet Your Life”; Radio Male Vocalist — Eddie Fisher; TV Male Vocalist — Perry Como; Radio and TV Female Vocalist — Dinah Shore.

NBC News Roundup..



Pictured during an employees' get-together with new executives heading WRCV and WRCV-TV, NBC's recently acquired radio and television stations in Philadelphia, are (l-r): Charles R. Denny, Vice President in charge of NBC Owned Stations; Alexander W. Dannenbaum Jr., Assistant to the General Manager; Lloyd E. Yoder, General Manager; and Stan Lee Broza, Program Director for the twin stations. Previously Mr. Yoder was General Manager of NBC's former owned stations in Cleveland.

Organization Changes

For the Television Network, National Programs, *Richard L. Linkroum* has been appointed Executive Producer, Participating Programs; *Richard B. Jackson* was named Manager, Participating Programs; *Giraud Chester* was appointed General Program Executive; and *Alvin Cooperman* was named Program Supervisor. . . . *Reid R. Davis* has been appointed Associate Director, TV Technical Operations, and *John B. Rogers* has been named Manager, TV Studio-Field Technical Operations. . . . *John E. Ghilain* has been appointed Coordinator, Television Network Services. . . . *Eric Hazelhoff* has been named Director, Program Sales, for the Television Network. . . . In Television Network Services, *John J. Heywood* has been named Director, Business Administration, and *Edward J. Stegeman* has been named Director, Program Services. . . . For the Television Network, National Sales, *Robert W. McFadyen* was appointed Manager, Sales and Merchandising Plans; *Lewis M. Marcy* was appointed Director, Sales Development and Presentations; and *Morris Rittenberg* was appointed Manager, Television Sales Development. . . . *William F. Fairbanks* has been named Manager, National Sales, Radio Network. . . . For the Television Network, Business Administration, *Richard N. McHugh* was appointed Manager, Program Plans and Policy Evaluations, and *George M. Rogers, Jr.* was named Business Manager, Participating Programs. . . . *Theodore H. Markovic* has been appointed Manager, Film Exchange Services. . . . In National Advertising and Promotion, *Edwin T. Vane* was appointed Manager, National Audience Promotion, and *J. Donald Foley* was appointed Manager, National Sales Promotion. . . . For the Pacific Division, *Lewis S. Frost* has been appointed Manager, Radio Network Programs; *William A. Loudon* has been named Supervisor, Radio Network Sales; *John R. Kennedy* was appointed Staff Engineer; *Herbert O. Phillips* was named Manager, Design and Art Operations; and *Robert D. Thompson* was appointed Manager, General Services. . . . In TV Participating Program Sales, *Ernest Fladell* was named Manager, Special Promotions. . . . In TV Technical Operations, *Thomas Smiley* and *Howard L. Eitlebach* have been named Technical Supervisors. . . . At WMAQ, WNBQ, Chicago, *Wilfred C. Prather* was named Technical Supervisor. . . . At WRCA, WRCA-TV, New York, *Sherman Hildreth* was appointed Manager, Technical Operations, and *James V. Coleman* was named Supervisor, Technical Operations. . . . *George K. Graham* has been appointed Staff Engineer. . . . In Controllers, Budgets and Financial Evaluation, *Marion Stephenson* was named Senior Operations Analyst. . . . For Radio Network Business Affairs, *James Gladstone* was named Divisional Budget Manager.

NBC Film Division Transferred to Kagan

The operations of the NBC Film Division have been transferred to Kagan Corporation, a wholly-owned subsidiary of NBC, to permit more efficient operation and provide greater flexibility for NBC's expanding film syndication business, which showed a substantial increase last year. Film syndication activities will continue under the direction of Carl M. Stanton, NBC Vice President, who has also been elected a Vice President of Kagan. Film Division offices are now at 663 Fifth Avenue in New York.

Martin and Lewis, Fisher, Renew Contracts

Comedy stars Dean Martin and Jerry Lewis and singing star Eddie Fisher have signed new contracts with NBC. Martin and Lewis for 5 years and Fisher for 15 years. Both agreements give the network exclusive rights to the performers' services on both radio and television.

NBC To Make Film of Life in U.S.S.R.

The Soviet Union has agreed "in principle" to a proposal of NBC to make a color film of life inside Russia. Robert D. Graff, appointed producer for the proposed film, is currently in Moscow to conduct exploratory conversations with appropriate Russian officials. NBC's suggestion for such a film was initiated 8 months ago in a telegraphed request to Soviet leader Nikita S. Khrushchev signed by Sylvester L. Weaver, Jr.

NBC Adds Philadelphia Stations

**Call Letters Changed to WRCV and WRCV-TV;
Facilities to be Added for Local Color
Programs; Lloyd Yoder Named Manager**

The National Broadcasting Company began operation on January 22 of television station WPTZ and radio station KYW in Philadelphia.

NBC President Robert W. Sarnoff announced these major plans for the Philadelphia stations:

1. A change of call letters to WRCV and WRCV-TV, effective Feb. 13.
2. Installation as soon as possible of facilities for originating local television programs in color.
3. Appointment of Lloyd E. Yoder, veteran NBC station manager, as General Manager.

NBC acquired the stations through an exchange of broadcast properties with the Westinghouse Broadcasting Company. NBC transferred to Westinghouse its Cleveland stations, WNBK, WTAM and WTAM-FM, and paid Westinghouse \$3,000,000 in exchange for the two Philadelphia stations. This transaction was approved by the Federal Communications Commission on Dec. 21, 1955.

Final papers were executed Saturday, Jan. 21, at NBC headquarters, with change of ownership taking place at 3 a.m. Sunday. Donald H. McGannon, President of the Westinghouse Broadcasting Company, represented Westinghouse. NBC was represented by Joseph V. Heffernan, Financial Vice President, and Charles R. Denny, Vice President in charge of NBC Owned Stations.

Afterwards Mr. Sarnoff said: "We are extremely pleased to have these two fine Philadelphia properties as NBC Owned Stations. We look forward to continuing and enlarging their place in the life of the community which they serve. Philadelphia is a great city with a distinguished history and a splendid cultural tradition. NBC is honored to become a part of it.

"NBC's parent company, the Radio Corporation of America, and RCA Victor have been closely identified with the Philadelphia-Camden area for many years. It is for this reason that NBC has chosen WRCV and WRCV-TV as the call letters for its Philadelphia stations."

Mr. Denny also expressed pleasure in having the Philadelphia stations join the group of NBC Owned Stations serving six other great American cities — New York, Washington, Chicago, Los Angeles, San Francisco, and Buffalo.

"The same high standards of public service and technical excellence which we have set in these cities will be followed in Philadelphia," Mr. Denny said.

The television station presently can transmit network color programs. Mr. Denny said that NBC will move immediately to add facilities for originating local color television programs in Philadelphia. Details of other technical improvements await the results of a survey.

Mr. Yoder reported as General Manager in Philadelphia as soon as he had turned over the Cleveland stations to Westinghouse. Mr. Yoder has been an NBC executive nearly 30 years and has managed NBC Owned Stations in Denver, San Francisco and Cleveland.

Other executive appointments for the Philadelphia stations include: Alexander W. Dannenbaum, Jr., Assistant to the General Manager; Curtis Peck, Director of Operations; Ted Walworth, TV Sales Manager; Hal Waddell, Radio Sales Manager; Morris Wattenberg, Promotion Manager; Stan Lee Broza, Director of Programs; George Cyr, TV Program Manager; Ed Wallace, Radio Program Manager; George Matthews, Business Manager; William Dallman, Merchandising Manager; and William Howard, Supervisor, TV Technical Operations.

Mr. Dannenbaum and Mr. Broza had been with WPTZ. Mr. Matthews was Business Manager for KOA, Denver, until NBC sold the station in 1952. The other gentlemen are transfers from the former Cleveland properties.

THE COVER

The welcome was warm and mutual, as the Philadelphia stations acquisition linked a great city and a great network.

In honor of the occasion, NBC-TV's "Today" greeted the new stations with a three-day salute to the city, beginning Feb. 13, journeying down that afternoon for two days of local originations.

The entire Delaware Valley area was made aware of the change, thanks to the welcome extended by many civic and private institutions, as well as the promotional efforts of

the stations themselves. This even included the lighting up of the Girard Ave. Bridge spanning the Schuylkill River.

At the change-over ceremonies, Mayor Richardson Dilworth (2nd L) presented the key to the City to NBC President Robert W. Sarnoff (center). Looking on as General Manager Lloyd Yoder places the new call letters on the station building are Charles R. Denny, NBC Vice President in charge of Owned Stations (2nd R), and Emanuel Sacks, Staff Vice President of RCA and NBC (right).



Charles R. Denny (right), V.P. of NBC Owned Stations, and Charles C. Bevis, Jr. (center), new General Manager, complete a transaction with Sherwin Grossman for purchase by NBC of UHF station WBUF-TV in Buffalo.

Top News Stories Voted For 1955

President Eisenhower's heart attack and its smashing impact on domestic and international policies was voted the top news story of 1955 by NBC's TV and radio news personnel. It has been announced by William R. McAndrew, Director of NBC News.

The other nine stories comprising the "ten best" in the opinion of NBC's experts, were:

The Geneva meeting of the Big Four (with the Russian "New Look"); the Salk Polio immunization vaccine and test; the Malenkov resignation and Kremlin shakeup; the romance and parting of Princess Margaret and Group Captain Peter Townsend; the Summer's hurricanes and terrific floods in New England; the Supreme Court's order ending segregation in the nation's schools; the merger of the A.F.L. and the C.I.O.; the crash of a United Airlines plane near Denver in which 44 died, including the mother of a young man now on trial for allegedly planting a time-bomb on the plane; and the violent overthrow of Argentine dictator Juan Peron.

New General Manager of WBUF-TV is Charles C. Bevis Jr., a veteran of 20 years in the broadcasting industry. Mr. Bevis has in the past served as general manager of WNBK, Cleveland, and KOA, Denver, both former NBC owned stations. Most recently he has been serving as executive assistant to Mr. Denny.

Mr. Bevis has announced several appointments to the staff of WBUF-TV. William B. Decker, most recently an NBC Spot Sales account executive, is the new Sales Manager. Alf Jackson, formerly manager of technical operations for WRCA and WRCA-TV, New York, has been named Operations Manager of WBUF-TV. The post of Director of News, Special Events and Community Relations has gone to Jack L. Begon, former Rome bureau manager for NBC News.

Buffalo UHF Joins NBC Owned Station Family

On December 30, the National Broadcasting Company took over ownership of television station WBUF-TV in Buffalo, New York, and proceeded with plans for major expansion of the ultra high frequency television service which broadcasts on Channel 17.

Announcement of assumption of operation was made at a press conference in Buffalo. A telegram from Robert W. Sarnoff, President of NBC, was read by Charles R. Denny, Vice President of NBC Owned Stations.

"NBC is extremely pleased that it may proceed with its plan to bring this television service to the people of the Buffalo-Niagara Frontier Area. The action of the FCC and the court will make it possible for NBC to bring to fulfillment years of experimentation and pioneering in UHF broadcasting. Our full resources will be placed behind WBUF-TV to make it one of the nation's great stations and a source of pride to the people of Buffalo."

As the first step in the long-range plans for the UHF station, NBC purchased a three-acre plot at 2077 Elmwood Avenue in Buffalo, the new home of WBUF-TV. The station left the air at the stroke of midnight New Year's Eve. Immediately afterwards, a crew of engineers began unbolting the transmitter and preparing other equipment for the move. During the move, the transmitter was equipped for broadcasting network color programs.

The station returned to the air from its new site the evening of Jan. 9 with the kick-off film in its new "Million

Dollar Movie" series, offering motion picture hits of recent years, all of which will be seen on TV for the first time in Buffalo.

Coincident with the move of present station equipment, other engineers were at work with the blueprints of an entirely new Television Center on which NBC plans to spend more than \$1,000,000. Construction will begin at the earliest possible moment. When the new facilities are erected, WBUF-TV will have a peak output of 1,000,000 watts—seven times the former power. Height of the new antenna will be 549 feet above ground level, or 1,149 feet above sea level.

With the beginning of operations under NBC ownership, WBUF-TV began initially broadcasting approximately from 5 to 11:30 p.m. daily. This schedule will be steadily expanded with a number of local and NBC network programs until the full NBC schedule is taken over. NBC has an affiliation contract with WGR-TV, Buffalo, which will expire August 14, 1956. At that time, WBUF-TV will take over all NBC programs and broadcast them on ultra high frequency Channel 17.

"From the beginning of our broadcasting service in Buffalo," Mr. Denny said, "NBC has as its goal a program schedule which will continue to serve those viewers who have invested in UHF receivers and which will convince the people of the area that, from this moment on, they should invest in nothing but a modern, all-channel television set capable of receiving both UHF and VHF broadcasts."

RCA's Billion-Dollar Year

The Radio Corporation of America did a billion-dollar business in 1955 for the first time in its history, Brig. General David Sarnoff, Chairman of the Board, announced in a year-end statement in which he hailed 1955 as the year that saw color television get "off the ground", predicting that it would continue to gain in momentum.

"Total sales of products and services by RCA, in 1955, exceeded \$1,000,000,000," General Sarnoff said, noting that this puts RCA among the top twenty-five industrial companies in the United States. "It is equivalent to more than four million dollars' business for each working day of the year. At the beginning of 1920, when RCA commenced its operations, the volume of business was running at the rate of one million dollars a year.

"From a million to a billion in thirty-five years is a record that gives all of us in RCA a sense of pride in the past and confidence for the future.

"Our achievements in electronics, radio and television established 1955 as our best year on record. I look forward to 1956 as a year of continuing progress."

General Sarnoff said dividends to stockholders, declared for the year 1955, amounted to \$24,069,000 (Preferred—\$3,153,000; Common—\$20,916,000). Employment totaled 78,000 persons, including 8,000 overseas. Government business accounted for about \$220,000,000 of the 1955 total volume, and the current backlog of Government orders is about \$275,000,000. RCA's billion-dollar business in 1955 was 320 per cent greater than its sales volume of \$237,000,000 just ten years ago, and compares with \$941,000,000 in 1954.

"The year 1955 saw color television get 'off the ground' as a new service and become commercially established," said General Sarnoff. "The initial steps are behind us. With more and more color TV receivers being installed in homes daily, the entertainment value and other advantages of color pictures become increasingly apparent and are stimulating the desire of more people

to acquire color sets. To meet the demand, RCA has introduced a complete line of 21-inch color receivers. As demand increases, production will increase and prices will decrease.

"Color TV will continue to gain in momentum and will make an impact on the American home and the nation's economy. In 1956, color programming will be substantially increased by NBC and we hope by others in the broadcasting industry. This will accelerate the transition from black-and-white to color."

General Sarnoff expressed the firm belief that "the sale of color sets will eventually exceed the sale of black-and-white sets."

NBC now has a telecast schedule of Color Spectaculars that is by far the largest in the industry, he pointed out.

"In expanding and developing its service to the American home, NBC is concentrating on the *quality* of its programs," he said. "Fully aware of the great educational and cultural opportunities in television, NBC is emphasizing quality not only in programs of popular entertainment, but in all programs — Drama, Operas in English, Education, News and Public Affairs."

General Sarnoff listed these five important areas in which new advances are being made:

1. *Transistors*: They advanced technically and production-wise in 1955, and are being used in a number of instances in place of electron tubes to facilitate simplification of design and make electronic instruments lighter and more compact.

2. *Business Machines*: These machines, including electronic computers and other devices, represent a vast field for development and expansion.

3. *Military Electronics*: New developments in television, radar, radio communications and electronic controls are greatly increasing the effectiveness of virtually every type of military operation.

4. *Radar*: A system, designed by RCA for all-weather purposes, is being



Alampi Honored

A distinguished series of honors for Phil Alampi, WRCA—WRCA-TV Farm and Garden Director, was climaxed in early February with the announcement by Governor Robert B. Meyner of Mr. Alampi's appointment as New Jersey State Secretary of Agriculture.

Governor Meyner commented, "The appointment of Phil Alampi is particularly gratifying to me. He is not only one of the best known personalities and farm authorities in the East, but he is closely familiar with our own agricultural situation here in New Jersey."

Alampi will remain with the New York stations until his contract terminates in July 1956.

During 1955 he was named by the American Farm Bureau Federation as the farm broadcaster doing the most outstanding work in interpreting agriculture to the American public, and was named as one of the two most outstanding 4-H Alumni in New Jersey during the past 25 years.

Among many past and present honors, Alampi is currently president of the Farm Club of New York and the American Horticultural Council, and past-president of the Men's Garden Club of New York and the National Assoc. of TV & Radio Farm Directors.

installed by five commercial airlines in the United States and by four European airlines to increase the safety and comfort of passengers, and enable the pilot to see storm formations up to 150 miles ahead.

5. *Closed-Circuit Television*: Use of this form of TV is rapidly expanding in the fields of education and industry.

New Vice Presidents Elected

The election of Andrew L. Hammerschmidt as Vice President and Chief Engineer for NBC was announced on January 9 by NBC President Robert W. Sarnoff.

Mr. Hammerschmidt will report to J. M. Clifford, Administrative Vice President of NBC.

The election of three Vice Presidents of NBC was announced on February 6 by Mr. Sarnoff. They are:

Hugh M. Beville Jr., Vice President, Planning and Development for NBC.

Thomas C. McCray, Vice President and General Manager of KRCA, NBC owned station in Hollywood.

Lloyd E. Yoder, Vice President and General Manager of NBC's owned stations in Philadelphia, WRCV and WRCV-TV.

Mr. Beville will report directly to Mr. Clifford, and both Mr. McCray and Mr. Yoder will report to Charles R. Denny, Vice President in charge of NBC Owned Stations and NBC Spot Sales.

Mr. Hammerschmidt, who succeeded the late Robert E. Shelby last Dec. 15 as Chief Engineer for the network, received his Bachelor of Engineering degree from Ohio State University in 1938. He joined NBC in New York in 1941 as a television engineer. From 1942 to 1948 he served as a development engineer for NBC, and in 1948 was named TV Technical Operations Supervisor for station WNBK, former NBC-owned station in Cleveland.

Four years later Mr. Hammerschmidt was appointed Assistant Director of Color TV Systems Development for NBC and headquartered in New York. From May 3, 1954, until his appointment as Chief Engineer Dec. 15, 1955, he served as Associate Director of Technical Operations.

A native of Medina, Ohio, Mr. Hammerschmidt lives with his wife and children in Woodcliff Lake, N. J.

Mr. Beville's achievements in the field of research are outstanding in the broadcasting industry. It was under his direction that "Strangers into Customers", NBC's pioneering be-

fore-and-after study of TV, and the subsequent study, "Dealers Sound Off on Advertising", were recently devised and carried out. He has been Director of Research and Planning for NBC since October, 1952.

NBC's research accomplishments under Mr. Beville's direction have been notable in the field of developing accurate set count information for television and in documenting television's sales effectiveness. The latter began with the NBC Hofstra study in 1949.

It was under Mr. Beville's guidance that NBC's highly successful Program Extension Plan ("PEP") was introduced during 1955 to make some 44 stations in smaller markets available to network advertisers at substantial savings in cost, without any reduction in the stations' rates.

A native of Washington, D. C., Mr. Beville is a graduate of Syracuse University. He joined NBC in 1930. He was appointed NBC's chief statistician in 1935.

In 1939 he became NBC Research Manager, and two years later was the network's Director of Research. In 1942 he entered active Army duty as a first lieutenant and in 1945, after serving in both the European and Pacific theatres of war, was discharged as a lieutenant colonel.

Mr. Beville lives with his wife in Douglaston, L. I., N. Y.

Thomas C. McCray, a veteran of more than 25 years' experience in the broadcasting industry, has served as general manager of KRCA since February, 1954. He entered radio in 1926 as an announcer with WTIC, Hartford, Conn., where he also served in various creative and executive positions until 1941, when he became assistant general manager. In January, 1943, Mr. McCray took a leave of absence from WTIC to join the Office of Censorship. The following year he came to NBC as Eastern program manager, and in 1946 was appointed national program manager. Two years later (1948) he was named national radio program director, and in 1950 was transferred to the West Coast as NBC's director of radio network operations.

Mr. McCray was born in Hartford, Conn., in 1901. He and his family live in Los Angeles.

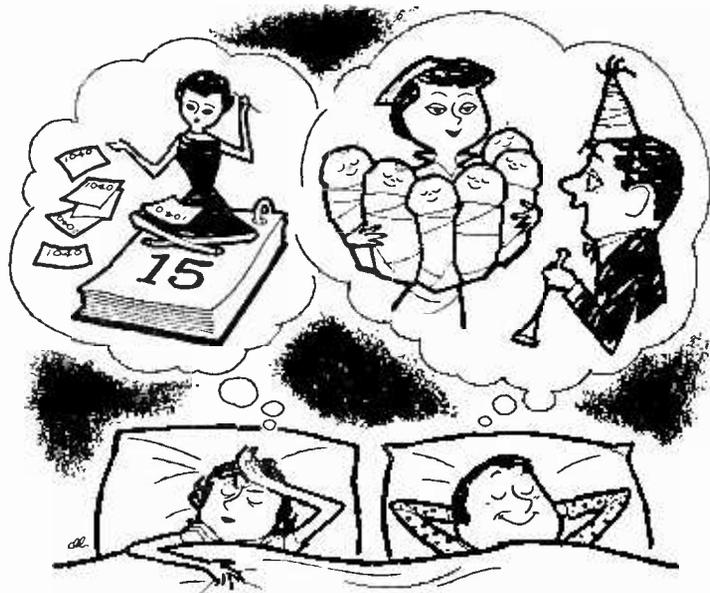
Lloyd E. Yoder was named general manager of WRCV and WRCV-TV, NBC's newly acquired stations in Philadelphia, on Jan. 23, 1956. Before that he served as general manager of WTAM and WNBK in Cleveland. Mr. Yoder joined NBC in 1927 as manager of the Western Division Press Department in San Francisco. In 1937 he was appointed general manager of stations KPO and KGO, in San Francisco. In 1939 he was named general manager of KOA in Denver, where he remained until 1951, when he returned to San Francisco to assume the duties of general manager of KNBC.

A graduate of Carnegie Institute of Technology, Mr. Yoder is married to the former Alma Cella. They live in Philadelphia.

Investing in Young America



Showing his faith in the "Swing Kings", Junior Achievement enterprise sponsored by NBC, Personnel Director B. Lowell Jacobsen purchases a 2-share stock certificate. At 50 cents a share, the company last year declared a 20% dividend. Making the sales is Herb Friedman, "Swing Kings" v.p. who plays sax with the band. A duplicating operator with NBC for the past six months, Friedman is also going to night school at CCNY. He will shortly leave NBC to attend school full-time, plans to take a B.S. degree toward eventual radio-TV production.



An Income Tax Dream

(Based on information from the American Institute of Accountants, the national professional society of certified public accountants.)

Tom looked at Betty over the breakfast coffee. "You tell me your dream and I'll tell you mine."

"It's not very romantic," she said. "That old income tax blank was on my mind and I had a nightmare. I dreamed I was sitting on a giant calendar, turned to April 15, and as I finished each page of the tax form another page was suddenly added on!"

"It's April 16 this year," Tom reminded her. "Anyway, I did better than that. I was dreaming of all the things that would cut down my tax."

"Such as?"

"That you presented me with sextuplets last New Year's Eve — just in time to give us a \$3,600 tax exemption."

"I did WHAT?"

". . . and the tax-exempt interest on all my holdings of state and municipal bonds," Tom went on, "and the special credit on about a million dollars in dividends . . . and the depletion allowance on my oil wells. . ."

Betty relaxed with a sigh. "You are a dreamer!"

That evening Tom and Betty came down to earth. They read the instructions which came with the tax form and found some tax savings they could use. Perhaps you can use them too.

For one thing, Betty had worked part time and was planning to make out a separate return to get back the tax withheld from her pay.

"Oh no," Tom said, "if you did that we couldn't file a joint return. I'd have to use a separate return and pay at a higher rate."

Most married couples can save by filing a joint return. Tom and Betty did so — and of course they included Betty's earnings and took credit for the tax withheld by her employer. They started to work on the regular Form 1040 and decided to fill out 1040 in detail instead of taking the standard deduction.

Tom and Betty had the tax forms and instructions on the table. They gathered together a scratch pad, check stubs and a set of envelopes containing the receipts they had collected during the year. Tom went out to the car and got the notebook he had been using to keep track of car expenses. Now they were ready to begin.

"Let's fill out a trial form in pencil first," Betty said, "so we'll have everything right when we make out the official return."

After their names, address, and social security numbers, they came to the listing of exemptions. They put down only one exemption for Tom and one for Betty, since neither of them is 65 or blind.

"I don't think we can list Bud as a dependent any more," said Tom, "since he earned \$600 or more last summer."

But they read further and learned that this limit did not apply to their son because he was a full-time student, so Bud's name was listed for another exemption.

"We can also list your mother," Tom said.

"Do you think we can do that?" Betty asked. "My brothers take care of part of her support."

"No one of us provided more than half her support," Tom explained. "But if your brothers will sign a new form called a Multiple Support Agreement, we can take turns using the deduction. If I ask them, perhaps they'll agree to let us use it this year."

The next part of the form called for their income. They listed their wages and the amount of tax withheld, copying the amounts from their W-2 withholding slips. Their other income included savings bank interest and \$38 of dividends from a few shares of stock.

"Wait a minute," said Tom. "that \$38 goes on the last page of the form, and we don't have to pay tax on the first \$50 of dividends."

"In fact," added Betty, "you could have \$50 of dividends and I could have \$50 and there'd still be no tax."

After listing their income and exemptions, they moved on to the deductions.

"This is what I've been waiting for!" Tom exclaimed, and he began copying columns of figures from the check stubs and receipts onto the scratch pad. While he was figuring the medical deduction, Betty pointed to the instructions on sick pay.

"You're so right, honey," Tom said.

He went back to the amount of his wages and subtracted the pay he had received while sickness kept him from work. The instructions told him that an employee can exclude from his income any payments up to \$100 per week from his employer (or insurance company) while absent from work because of sickness or injury.

"I guess it was lucky I had to go to the hospital," he added. "If I hadn't been there at least one day I would have to pay tax on the pay I received for the first week I was sick." He wrote out a brief explanation to attach to the return.

Having subtracted his sick pay from his wages, Tom went back to the medical expenses and figured that he was entitled to nearly \$100 deduction because he had spent that much more than 3% of his gross income — not counting benefits from health insurance. From his notes on the scratch pad he worked out other deductions: interest paid on the mortgage and on a small loan from the bank, charitable contributions (including the value of clothing and other goods given to the church rummage sale), real estate taxes on their home, sales taxes and the damage done to their roof in a storm.

"Why did you bring your car expense book?" Betty asked.

"Gasoline tax," was Tom's reply, as he added up his deduction for the state tax on gasoline he had purchased during the year.

"Now what are you doing with that child care deduction?" Betty exploded. "You're really getting deduction-happy. I can hardly remember when Bud was under the age of 12!"

"It's not for Bud," Tom explained. "The same deduction applies to care of a disabled dependent. Remember, we had a woman in to take care of your mother while she was staying with us and you were working."

"Look a bit further, dear," said Betty, pointing to the instructions. "It says the maximum deduction of \$600 for 'child-care' must be reduced by the amount our gross income exceeds \$4,500 — in other words, since our income was more than \$5,100, no deduction for us!"

Tom had to admit his wife was right. Although he was disappointed this time, he found that he had listed enough legitimate deductions to make them eligible for a refund. As both of them signed the return, he said:

"I'm glad we started this early. The sooner we get it in, the sooner we'll get our refund."

Note: Tom and Betty found that they could fill in their own tax return with the help of the official instructions. Probably you can too. If you have questions, you can telephone the Internal Revenue Service. If you have problems that require independent professional assistance, be sure your advisor is properly qualified.

"Esso Reporter": 20 Years on WRC

The twentieth anniversary of the "Esso Reporter" newscasts on station WRC was recently observed by the NBC owned Washington station. The first of this long and distinguished series of news programs was broadcast over WRC on January 9, 1931. At present, eighteen "Esso Reporter" programs are presented each week on WRC — at 7:45 a.m., 5:30 p.m. and 10:30 p.m., Monday through Saturday.

In a special broadcast on WRC at 5:25 p.m., January 9, NBC Vice President Carleton D. Smith (at right, in cut), General Manager of WRC and WRC-TV, accepted a plaque presented to WRC by the Esso Standard Oil Company to commemorate 20 years of "Esso Reporter" programs on the station. The plaque was presented by Charles A. Newland (at left, in cut), Zone Manager of Esso's Baltimore Zone



Office. Also taking part in the presentation was Wesley B. Cooper, District Manager of Esso's Washington Branch.

Mr. Smith in turn presented Mr. Newland with a new RCA transistor portable radio, a pocket-size receiver weighing less than one pound, which is soon to be marketed by RCA. The tiny receiver is in marked contrast to the size of radio receivers in general use 20 years ago when the "Esso Reporter" was first heard on WRC.



At Christmas time the New York Choral Group gave its annual floor-by-floor serenade, caroling its way down to the Main Hall mezzanine stairs (above). Other exposures included a spot on "Weekday"; a surprise visit to WRCA's early a.m. "Pulse" (star Bill Cullen wasn't told the group would march into the studio singing); and cutting a record used at the Children's Christmas Party.

Right Place, Right Time

Betty Jane Lawrence, an NBC guide from Chattanooga, Tenn., found herself facing a "live" microphone recently, and instead of telling visitors to New York all about NBC, was telling the network audience about herself.

While conducting part of her regular tour in front of NBC's new glassed-in Radio Central, Miss Lawrence was pointing out to her tour members Margaret Truman and Mike Wallace, busily engaged with their "Weekday" program duties.

Unexpectedly, Mr. Wallace motioned to the young lady to come into the studio. Excusing herself from the tour, she went inside where they explained that a guest had failed to show up and asked if she would sit down and be interviewed. Her network debut was thoroughly enjoyed by her watching and listening tour.

At the conclusion of the interview, Miss Lawrence emerged from the studio somewhat flustered, apologized profusely to her charges for keeping them waiting, and then continued the tour.

In This Corner

Earl Godwin



"Dean of Washington Commentators"

Earl Godwin, the "Dean of Washington Commentators", was born January 24, 1881 in a house across the street from the U. S. Capitol where the Supreme Court Building now stands. Godwin has been known to radio audiences throughout the nation since 1936, when he joined the Washington staff of NBC at station WRC.

Godwin's broadcasts have been characterized by a gentle and straightforward manner and a sharp dry wit. His fund of information about the personalities and places in the Nation's Capital is matched only by his store of anecdotes about the political greats of the past 50 years. Perhaps Godwin's only peer as a story-teller is Senator Alben Barkley of Kentucky, former Vice President of the United States. Godwin and Barkley were featured together on the NBC television series "Meet the Veep", a chatty get-together on which the two exchanged stories and bits of political philosophy.

During his boyhood, Godwin attended Washington public schools and the Emerson Institute. While still in his teens he left Washington for a round of jobs, cub reporter on a village weekly in Passaic, N. J., among others. He returned to the Capital and won his first "big-time" newspaper job with the *Baltimore Sun's* Washington Bureau in 1908.

For the next 20 years Godwin worked on various Washington newspapers, before the Republican National Committee called him to Chicago in 1928 to help manage press relations for the Herbert Hoover Campaign.

He thereafter returned to Washington and other newspaper jobs and joined NBC's Washington news staff in 1936. There are few prominent Washington officials whom Godwin does not know personally. Several Presidents have allowed him the honor of using their desk in the White House to write his notes during Presidential press conferences. Godwin has been decorated by the King of Norway for his services during World War II, and has also received citations for his anti-communist broadcasts from the American Legion. The U. S. Government also awarded Godwin a citation for 10 years of assistance to Washington Selective Service Boards.

Godwin married his assistant, Elizabeth Cromelin — whom he affectionately calls "Queenie" — in 1938. They live on a 70-acre farm near Bailey's Crossroads in Fairfax County, Virginia. Godwin listeners are kept advised on his program of the activities of "Busy", the Godwin cat who has a reputation as the greatest mouser of all time. Godwin's favorite activity is

historical research, with emphasis on the Civil War. He is proud of the fact that his home borders Holmes Run, which was a picket line and scene of many skirmishes when the famous Ranger Mosby's Confederate irregulars were annoying the Union Army in northern Virginia.

Godwin also enjoys fishing, with emphasis on trout and bass.

¶ On January 10, Earl Godwin was honored by the Advertising Club of Washington at a special lunch to observe Godwin's twentieth year as a news broadcaster. Advertising Club President Kenneth Brown presented Mr. Godwin with a citation:

On the eve of his seventy-fifth birthday and at the conclusion of twenty years of radio news broadcasting, the Advertising Club of Washington and its assembled guests present this testimonial to a distinguished American

EARL GODWIN

*Dean of Washington Commentators
January 10, 1956*

Mr. Godwin observed his 75th birthday on January 24. Radio station WRC presents Mr. Godwin's news commentary each evening at 6:15-6:30 p.m.

Over two hundred guests attended the Ad Club Luncheon. Among the guests who spoke of their friendship and associations with Mr. Godwin were Representative Joel Broyhill of Virginia, Senator Willis Robertson of Virginia, Representative Howard Smith of Virginia, Representative Francis Walter of Pennsylvania and Mr. Eric Severeid, President of the Radio and Television Correspondents' Association.

Messages were read from two close friends of Mr. Godwin who were unable to attend, FBI Director J. Edgar Hoover and Senator Alben Barkley of Kentucky. Among the head table guests were Mrs. Earl Godwin, NBC Vice President Carleton D. Smith, General Manager of WRC and WRC-TV, NBC Vice President Frank M. Russell, NBC Director of News William R. McAndrew, and NBC Washington Manager of News and Special Events Julian Goodman.

Record Sales Increases For NBC Owned Stations in 1955

A report that collectively the NBC Owned Stations broke all previous sales records during 1955, was heard at the annual meeting of managers of radio and television stations owned by NBC. Charles R. Denny, Vice President of NBC Owned Stations and NBC Spot Sales, scheduled the closed meeting January 16-17 at the Plaza Hotel in New York City.

Hal Keith Dies

Hal Keith, one of NBC's leading television producers, died Jan. 11 of cancer at the New York Medical Center. He was 38. He first learned of his ailment shortly before Christmas.

Mr. Keith, whose last production was the Nov. 27 "Wide Wide World" program, "American Heritage", has produced and directed more than 1,000 NBC shows since he joined the network in 1947.

For the past three years he produced and directed "Mr. Peepers".

He directed the Bob Hope show for two years, and before that he put in a broadly varied period of directing almost every special event toward which TV pointed its cameras — from prize-fights to symphony concerts.

A native of San Francisco, Mr. Keith began work as a copy boy on the *San Francisco News*. He advanced to reporter, switched to handling publicity for the San Francisco Opera Ballet, and next had a brief career as a ballet dancer and actor.

Then he joined the Army and served as Chief of Japanese Theatre on General MacArthur's staff. Three years after joining NBC in 1947, he was recalled to the Army to serve 17 months during the Korean War. He served in Washington and produced a weekly TV show called "Pentagon, Washington".

Mr. Keith is survived by his widow, the former Beatrice Tompkins, whom he met while she was a soloist with the New York City Ballet.

Sales increases on the individual NBC Owned Stations ran as high as 51 per cent in 1955, Mr. Denny reported. Local sales in radio and television rose approximately the same percentage in 1955. The radio increase was 19.5 per cent, and for television it was 19.1 per cent.

National spot business also showed a healthy gain in 1955, Mr. Denny reported, with the division scoring an 11 per cent growth for the year.

High scorers in local sales in radio for the year as against 1954 were WMAQ, Chicago, with 38 per cent; former owned station WTAM, Cleveland, with 28 per cent; and WRC, Washington, with 22 per cent. Top honors in local television in 1955 went to KRCA, Los Angeles, with an increase of 51 per cent over 1954. WRC-TV, Washington, and WRCA-TV, New York, were next with increases of 19 per cent each for the year.

The strong finish in December of each of the stations helped establish the record sales figures, Mr. Denny said. Combined local time sales were up 26 per cent over December, 1954, and combined national spot sales rose more than 16 per cent over the same month last year.

Mr. Denny scheduled an agenda for the managers' meeting which covered such subjects as color television, 1956 budget goals, new merchandising plans, the NBC Owned Stations Leadership Contest which was held during the last half of 1955, and a review of performance in 1955.

NBC Marriages

Charles Kirnard, N.Y., to Rose Malleo.
Bayard Robb, N.Y., to Cordelia Reid.
Patricia McCarthy, N.Y., to Robert Schlinger.
Jack Weir, N.Y., to Barbara Owen.
Agnes De Rose, N.Y., to Lt. William B. Stark.
Audrey Moskowitz, N.Y., to Donald Newman.
Renee Englander, N.Y., to Howard Nankin.
Helen Venis, N.Y., to Vity Grabauskas.
Pat Smith, N.Y., to Russell Boynton.



NBC Hollywood's answer to the old Christmas "Carol" spirit. . . . The four people here are not just about to have their tonsils removed, nor have they been told they are due for a raise. They are singing Christmas carols (it says here). Their names—Carol Ewing, Carol Frazer, Karel Pearson (all male) and Carol Clement (female.) And who took the picture? Frank Carroll, of course.

New York Wrapping Bee:



Prior to the annual Children's Christmas Party in New York, a total of 1400 presents were wrapped in bright holiday paper by a group of employee volunteers. Clockwise: Lee Calpini, Chickie Redling, Sallie Melvin, Tom Wade, Cathy Dindia, Glenna Jones, Dick Connett. For the results, turn the page.



Xmas Parties



Christmas Under the Big Top was the theme for the annual Christmas Party for the children of NBC New York employees. Held on Dec. 23 at the Century Theatre, it took two hour-long shows to accommodate the 1,073 children and 528 adults who attended. The variety show was hosted by Board Chairman Weaver and President Sarnoff, and produced by Hudson Faussett in cooperation with Employee Services. Ed Herlihy was 'ringmaster' and "Uncle Jim" Harkins made a highly popular Santa Claus. Santa's Helpers, recruited from the Personnel Department, did the honors with presents and lollipops at the show's end.





For the Kids

The Burbank Studios were the setting for the Dec. 17 Christmas Party for the children of NBC Hollywood employees (above and right). Enjoyed by some 450 kids and 150 adults, the show starred Pinky Lee, also featured a hugely successful magic act by Blake Chatfield, on-the-air promotion supervisor. Veteran actor Hal Smith did a fine job as the local Kris Kringle. There were presents for all the youngsters, with the balance distributed at a home for mentally retarded children.

Below, left and right, the ubiquitous Santa was a great favorite with the small fry—and vice versa—at NBC locations in Washington and Chicago.



RCA News Brief

Sarnoff Heads Security Training Panel: President Eisenhower has appointed Brig. General David Sarnoff, Chairman of the Board of RCA, as Chairman of the National Security Training Commission. General Sarnoff fills the vacancy created by the death of Maj. General Julius Ochs Adler, who was First Vice-President and General Manager of *The New York Times*. The appointment was submitted to the Senate for confirmation in January. The National Security Training Commission's job is to safeguard the welfare of youths 17 to 18½ while they are undergoing six months' active military training under the Reserve Forces Act of 1955. The Commission will inspect training camps periodically, evaluate the training program and assist the Defense Department in dealing with problems that may arise in connection with training.

Convertible Debentures Sold: Radio Corporation of America has announced that of the \$100,000,000 principal amount of 3½ per cent convertible subordinated debentures due December 1, 1980, offered for subscription to holders of its outstanding Common Stock, \$93,378,500 were purchased through the exercise of rights. The remaining \$6,621,500 principal amount of debentures have been sold by Lehman Brothers and Lazard Freres & Company for the account of the several underwriters.

James Forrestal Memorial Award: General Sarnoff received the James Forrestal Memorial Award at the annual dinner, Jan. 26, of the National Security Industrial Association in Washington, D. C. The Award was established last year by the N.S.I.A. in honor of its founder, the late Secretary of Defense. It is presented annually to "a distinguished American whose leadership has promoted significant understanding and cooperation between Industry and Government in the interest of national security." President Eisenhower was the first recipient.

A Record Volume of overseas message traffic was handled in 1955 by RCA Communications, Inc., through its world-wide network of 84 direct radiotelegraph circuits. The past year was the most successful in RCA's 36 years of radiotelegraph operations. More than 7,300,000 overseas telegrams, totaling 188,000,000 words, were carried on the radio circuits. A record number of 104,000 international TEX (Teleprinter Exchange Service) calls also were handled.

During the year, an expenditure of more than \$2,000,000 was made for plant additions, improving and broadening the scope of international communications facilities, with emphasis on the area of terminal operating equipment.

Throughout 1955 there was a continuation of the pioneering and development of RCA's overseas TEX service, which enables subscribers in the U. S. to engage in direct customer-to-customer teletypewriter communication with their associates abroad. Within five years, TEX has grown from a concept to a practical well-established service that is now available between the United States and twenty-one overseas countries. In 1955 the previously separate Pacific and Atlantic TEX circuits were connected by establishing a trans-continental TEX link between RCA's overseas operating terminals in New York and San Francisco.

Color TV, Sets and Service: The first complete line of 21-inch color television receivers will shortly be available to the public. Including a table model, a console and three console instruments, all sets will feature RCA's simplified 26-tube circuits and the RCA 21-inch tricolor picture tube, and will carry nationally-advertised list prices ranging from \$695 to \$995. Also, a \$40 reduction in the cost to consumers of a complete year-long color TV service contract has been announced. New price, which includes installation and unlimited service cost during a 12-month period, is \$99.95.

New RCA Developments Include: The RCA Electrofax system of electrostatic photography, a swift new method of preparing offset and photoengraving printing plates, involving a single photographic operation thousands of times faster than present methods.

The smallest dynamic microphone ever developed for radio and TV broadcasting, a "thumb-size" device weighing less than 3 ounces, promising performers much greater flexibility.

A hi-fi AM/FM tuner, featuring an electronic "eye" to facilitate pin-point radio tuning.

A simple electronic device which can isolate vibrating machines or cut down their vibration, by turning vibration against itself through a detecting and amplifying system.



BIZMAC, RCA-developed electronic data-processing system, purchased by U. S. Army, \$4,000,000, will do in minutes inventory procedures now requiring months at Ordnance Tank-Automotive Command, Detroit. Al Arthur L. Malcarney, General Manager, Commercial Electronic Products, RCA, discusses Brig. Gen. Nelson M. Lynde, Commanding General, OTAC-Detroit, Bizmac's System Center which operates like telephone switchboard enables personnel at master console to control simultaneous operation of approximately electronic units. These units represent 13 different but fully integrated types of equipment.

Giant Specs in Small Studios with Color Video Inset

Giant spectacles in color television can now be produced in small studios through an important technical development pioneered by NBC.

Known as a "color video inset", this system will have a far-reaching effect in adding economy and flexibility to color TV production. It was developed by the NBC Engineering Department under the supervision of the late Robert E. Shelby, Vice President and Chief Engineer.

With this new system, producers can now use camera techniques heretofore impossible in live color television.

The color video inset, which permits the image from one camera to be set into the image from another to form a single picture, was first used in the Maurice Evans production of "Alice in Wonderland", on Oct. 23. In one scene, Alice seemed to shrink in size while she was on-camera. This was accomplished by reducing her image as picked up by the foreground camera, while leaving the scene from the background camera unchanged.

The system allows the simultaneous use of two cameras, one scanning a background scene (perhaps a live outdoor scene), the other scanning the inset object, which must be placed against a black backdrop. An electronic mixing device automatically records a silhouette of the inset object, then cuts a correspondingly shaped hole in the background and makes the insert. The process requires precise control in production work as well as in electronic timing, which must be accurate to one-tenth of a microsecond.

The effect of the inset, unlike that of the television superimposition, is to present a solid picture, without overlapping. In this respect, the color inset is similar to the matting process in film, which requires complex lighting and processing work. Thus the inset will permit the instantaneous use of live camera effects which formerly were possible only with the use of processed film.

The Man in the Aisle

The "man-in-the-aisle" will get star billing for the first time at the 1956 political conventions, as far as NBC is concerned, according to Director of News William R. McAndrew.

Instead of centering convention coverage around the speaker on the platform, as in the past, Mr. McAndrew has announced that he is lining up newscasters and technicians to arrange pickups of the delegates and alternates, county workers and even eager political amateurs during the live TV coverage of conventions.

"This time," Mr. McAndrew said, "we are going to try to get the man with the vote or the one-half vote or the one-third vote, find out what makes him tick and let him do his ticking on the air."

The NBC "man-in-the-aisle" plan includes a special crew of trained newsmen to circulate on the floor of the convention and in the halls and lobbies of both the Chicago and San Francisco sites. These crews will be equipped

with "walkie-talkie" sets and they will try to get delegates and others into positions to be picked up by the TV cameras.

Correspondents from the NBC News staff and the staffs of affiliated stations will cover the smaller delegations as well as those from the key states.

Electronic equipment designed especially for mobility and a wide range of coverage is now being developed by NBC-TV technicians.

"This added coverage can give us not only a jump on every important development by covering these developments at the source," Mr. McAndrew said, "but it will give the American people a look at their delegates whom they elected and who, in fact, make up a convention."

Mr. McAndrew developed the "man-in-the-aisle" plan in conjunction with Joseph O. Meyers, Manager of NBC News, and Reuven Frank, staff producer assigned to the coverage of the 1956 political conventions.



Jack Kenaston, "terror of the Los Angeles freeways", is shown arriving at KRCA in his winter driving attire. A firm believer in the Chamber of Commerce weather reports, he refuses to put the top up on his Austin-Healey.

Talent in the (NBC) Family

NBC Births

To Cal Wheeler, N.Y., a son, Richard Paul.
To Jim Whelan, N.Y., a daughter, Cynthia.
To Bob Durkin, Chicago, a son, Lawrence.
To Ed Cotter, Chicago, a son, Kenneth.
To Charles Dyer, Chicago, a son, Charles.
To Ted Nathanson, N.Y., a son, Michael.
To William Harbach, N.Y., a daughter, Lisa.
To Ed Vane, N.Y., a son, Timothy Damien.
To Marvin Baiman, N.Y., a son, Richard Scott.
To Gerald D'Ablemont, N.Y., a daughter, Lauren Anne.
To Ed Watson, N.Y., a son.
To Fred Eberstadt, N.Y., a son.
To Bill McCauley, N.Y., a son.
To Barbara Hughes, Hlwd., a son.
To Dick Gilmartin, Wash., a son, Richard.
To William deLannoy, N.Y., a son, Thomas.
To Ray Collins, N.Y., a son, Steven Wayne.
To Tom Gallagher, N.Y., a son, Kevin Paul.
To Hank Isaac, N.Y., a son.



How many fellow employees do you know who have been granted time out from their jobs to play in a motion picture? Pretty likely none — unless you know Cecil Cunningham, of NBC's Design and Art Operations.

From NBC makeup clerk, to actor, to NBC makeup clerk. . . . That's the way the résumé reads for Cecil Cunningham (known to his public as Jack Cunningham). Cecil has recently returned from a month's leave of absence in Key West, Florida, where he played the juvenile romantic lead in "Caribe Gold".

An independently produced film, the picture will be released sometime around March or April of this year.

"Caribe Gold" is a "whodunit", dealing with a shrimping schooner whose crew locates a sunken Spanish treasure, which they plan to retrieve; then the action starts. It stars Ethel Waters, Richard Ward, who has done work for NBC-TV, and Coley Wallace, who played the title role in "The Joe Louis Story".

Cecil came to his latest acting assignment via a greatly experienced background. He started in radio in 1948 on WPWA in Chester, Pa., where he played dramatic and romantic leads on a weekly show. In 1949 he worked on stations WTRI and WFIL in Philadelphia. That same year he originated, wrote, produced and directed "Show Biz Quiz", a weekly give-away show using live talent, originating from the stage of Philadelphia's Joy Theatre.

In 1950 Cunningham organized The Tentmakers, the first interracial theatrical group in Philadelphia, and played lead roles in such productions as "The Glass Menagerie", "The Ascent of F6" and "Deep Are the Roots". Cecil came to New York in 1951 where he appeared at the Cherry Lane Theatre. The following year found him playing the leads in several New Playwrights productions.

Summer stock saw a good deal of Cecil in 1953, when he played in "Death of a Salesman", "Winterset", "Anna Lucasta" and "Dark of the Moon", among others. In 1954, besides summer stock, he appeared in two Army training films and ran for two and a half months in a new play at New York's off-Broadway Davenport Theatre.

Cunningham received an Ira Aldridge Memorial Scholarship at the Paul Mann Actors Workshop in 1954, where he is currently studying. He also studied for two years with noted teacher Morris Carnovsky.

This slender 6-foot lad has dark brown hair and hazel eyes. Although he's to be found just now on the off-camera side of television, he is casting a hopeful eye toward TV acting. In the meantime, though, Cecil feels fortunate to be working at NBC, and enjoys his surroundings and co-workers.



Wes Cameron (left), unit manager of "Your Life", and Dean Craig (right), program manager of KRCA, Hollywood, were guests of Naval Air Station Los Alamitos 4-day orientation cruise to Pensacola, where they observed Reserve Training Pro

"COURTESY AND COMMON SENSE WILL PREVENT MOST ACCIDENTS"

Most of you who read this article can safely state that you did not have a serious accident during the entire year of 1955. You worked safely, you drove safely and you practiced safety at home and in all other places — you are to be congratulated because you did work, act and think as if your life depended on it.

To you who did suffer an accident, we ask that you consider the incident. Could it have been prevented? Was the resulting pain, suffering and high cost really necessary?

To all of you who were just plain "lucky" when you escaped by a near miss, we ask that you consider this one question. Do you know that that may have been your last "free" chance and that the next one may be "it"?

"Stay Alive in '55" meant something to all of us who are still around to read this. But, a new year is here, so let's all make a resolution to apply what we've learned from last year's accidents and near misses to this year's actions. Let's keep the slate clean for the entire year!

"Blue and White" Even at Mid-Season

Although off to a good start, the NBC New York basketball team went into a mild slump. By the season's half, however, they managed to bounce back to a 4-4 record. In their bid for supremacy in the Center Basketball League, the "Blue and White" have beaten New York Mutual, Armaco and Shell Oil, the latter twice.

Coming into the last quarter of the second Shell game with only a few points lead, the team was sparked by Marty Fisher and John Pruscillo to a 52-36 victory. If it hadn't been for the fine ball handling of Bob Chalon, the game might have been another story. During the season each member has cooperated wholeheartedly in making the team a success.

Captain Al Lizzul, 6'1", is presently campaigning in his third NBC court season. Top scorer for the past two years, Al has averaged 21 points per game, and has again shown great form in the first part of '56.

"Bullet" Bill Redmond, 5'7" guard, is the team's number one back court man. His speed on the fast breaks and ability to sense plays constantly keep the team rolling.

Bill Lynch, 6'1" forward, does the outside shooting, and is chiefly depended upon for cracking the enemy's "zone" defense. When Bill is "on", he bombs from 25 or 30 feet out.

Tom Wade, 6'1" center, is the top rebounder. He drifts in and out of the key, coupling smoothly with Redmond on the "Give and Go".

Chuck Hartley, 6'1" forward, is fighting for a starting berth on the team. A standout on defense, he shows a great deal of fight under the boards.

Gene Glover, 5'7" guard, is another asset to the team, with his needle-passing in the late stages of the game.

Dave Santag, 5'10" forward, appearing for the first time this season, is another sharpshooter. He can drop field goals from the outside or drive in for layups, when pressed by the opposition.

Rod Guerdan is the man who infuses the spirit into the team. When things are looking black, Rod gives the men



Detail of entrance reading lounge area.

N. Y. Public Library Opens Local Branch

Just a paper clip's throw from the RCA Building is the New York Public Library's newest extension, the \$2,500,000 Donnell Branch. Recently completed, Donnell boasts a modern styling and interior decoration which is a far cry from the musty library prototype.

It is located at 20 West 53rd St., across from the Museum of Modern Art.

Donnell opened with about 60,000 adult books and periodicals, has a bookstock capacity of 260,000 volumes.

In addition to the more usual functions of a public library, Donnell offers Manhattan's first free record lending service, with earphones to aid in selection: a 278-person auditorium with a small stage, p.a. system, projection room and film equipment; a foreign language center, with specialists in French, German, Russian and Italian on duty; and the Union Catalog listing all the 2,500,000 volumes for the 80-branch library system.

that added lift to come from behind and win the game. He also possesses a fine hook shot, and his knowledge on defense is of great value.

Dick Duester ably fills the position of manager and part-time player for the "Blue and White". Keeping scoring records, assisting the official timers and representing the team at League meetings are some of Dick's jobs.

Awards and Honors

To Raymond F. Guy, Director of Radio Frequency Engineering, the Marconi Memorial Gold Medal of Achievement in recognition of his industry career, at the 31st anniversary banquet of the Veteran Wireless Operators Association. . . . To newscaster Chet Huntley, the 1956 Hollzer Memorial Award from the Los Angeles Jewish Community Council, for "outstanding service in fostering good will and understanding among religious and racial groups in the Los Angeles area". . . . To Irving R. Levine, NBC News' Moscow correspondent, chosen one of the "Ten Outstanding Young Men of America for 1955" by the United States Junior Chamber of Commerce. . . . To Al "Jazzbo" Collins, WRCA Radio and NBC "Monitor" disc-jockey, cited by *Down Beat Magazine* as "the person who did most for jazz during 1955". . . . To Dr. Frances Horwich, Supervisor of Children's Programs and star of "Ding Dong School", *Parents Magazine's* annual medal award, for outstanding service to children during 1955. . . . To newscaster Alex Dreier, an award of merit from the Illinois State Office of Civil Defense for his "outstanding contributions to Civil Defense in 1955". . . . To Herman Kitchen, NBC-TV cameraman and film editor; Sigmund Morganstern, NBC-TV broadcast film supervisor; and Stan Yentes, NBC-TV sales service supervisor, Certificates of Merit from the Uniformed Fireman's Association of Greater New York, for their services on a documentary film on the operations of the New York Fire Department, for use on local TV stations.

Bargain Counter

For Sale: Two Herman Miller cocktail benches. Light birch with metal legs. 18½" x 72", 18½" x 90". Also, 8' x 9' deep-pile, salt & pepper cotton rug. All reasonably priced. LE 2-6945.

For Sale: 1951 Buick "Special" grey convertible. Dynaflo, whitewalls, heater, radio. Red leather upholstery. Excellent condition. Best offer. Audrey Hanse, Ext. 3258.

For Sale: Brand-new TV remote control unit. Best make of its kind. Paul Hancock, Ext. 2442.

For Sale: Newly built, 1-level ranch house in Larchmont, N.Y. 6 big rooms; 2 baths, modern, fully equipped kitchen. Attic for 2-room expansion. Two-car garage. Half-mile from station. Near grammar and high schools. Judy Gordon, Ext. 3828.

People and Places

Administration

Controllers—Over but not forgotten—Controllers' Christmas Party held at the Park Sheraton Tower Club, December 22. *Roland Depee* happily snapped pictures with his door prize camera. Extra Note—*Joe Fuller* promises to be Santa Claus next year.

Network Billing and General Accounting recently brushed off their welcome mats for *Bill O'Connor* and *Mike Pisciotta*. Congratulations on their promotions are in order for *Bob Johnson*, and for *John Longo* who joins Show Cost and its "Great Wall". Speaking of John, he's proudly displaying to all who'll care to look, his trophy for winning the "Shake the Maracas Contest" at the Hotel Taft. We understand he was coached by *Judy Kempler*.

Audrey Moskowitz Newman and *Renee Englander Nankin* have joined the "Young Married" ranks, and Accounts Payable has become "Romance Row" with *Helen Venis* exchanging wedding vows with *Vity Grabauskas*. *Pat Smith* and *Rus Boynton*, and *Toni Wolff* and *Dotty Clarke* bearers of eye-catching engagement rings.

Show Cost recently bade farewell to *Nina "Tex" Doloney*, who left New York to return to Texas to await the arrival of her little singing Texan, by throwing her a luncheon at the Hotel Taft.

New members of the Proud Father Club—*Cal Wheeler* after the birth of his son, *Richard Paul*, and *Jim Whelan*, a second time member, after the arrival of a daughter, *Cynthia*.

Ronnie Maund reports there's nothing like enjoying winter sports over holiday weekends at *Williams Lake*, New York. *Louise Ippedico* spent part of her vacation down in *Washington*.

Facilities Administration — Congratulations to *John Welter*, who leaves us for greener fields in Controllers, and to *Lenny Vecchione*, who replaces John. Welcome to *John Truscello*, who takes over for Lenny, and to *Betty Herman-sky*, *Joe Arnone's* new secretary.

Four of the *Welter* youngsters (the

fifth too tiny to make it) paid us a call on Dec. 28, accompanied by their proud Mom, *Helen*. They found the office routine quite intriguing, not to mention typewriting.

We all hope *Frank Reilly* and *Dan Kelly* are doing better.

Personnel — *Judy Gordon*, formerly of Unit Managers, has joined the Employee Relations staff as *Bill Sharon's* secretary. *Harvey Stackman* has also joined the staff as Manager, Organization Planning, reporting to *D. A. Rutledge*.

Our Christmas ornaments weren't the only commodities which shed a warm glow. *Carolyn Burke* received an engagement ring from *Anthony Ippolito*, and *Cathy Dindia* pledged her troth to *M. Holt Meyer*.

Grace Anderson Walton paid a surprise visit to the Personnel Department amidst our preparations for the Children's Christmas Party. The party was a great success, as usual, and everyone deserves a special commendation for their time and effort, especially *Dick Connell*, *Glenna Jones*, *Margot MacGibeny* and *Kay Shea*, who spearheaded the activities.

There was a full turn-out for our cocktail party at the Park Lane, charmingly hostessed by *Betty Wilcox* and *Joan Daly*.

Purchasing—Bless our little ole department! ! ! Looks like we're expanding, cause another *Holbrook* is on its way (*Dick's* third), and then we have another brand new daddy-to-be—*Bill Ryan*. We hear they just went out to buy sets of trains.

Best wishes go to *Cathy Paiardi*—to become Mrs. *Donald Lapore*. *Cathy* will be a sweet valentine bride. The holiday parties are over and it looks as if we will all live for more next year.

Stenographic — Everyone in Stenographic had a wonderful time at our Christmas dinner, held at *Headquarters Restaurant*. The dinner was attended by *Duplicating*, *Central Files*, the *Mail Room* and *Stenographic*.

The Friday before Christmas was an exciting day. We had a beautiful Christmas tree, under which were loads of presents which the girls exchanged with each other. *Thelma Braine* came in with her children and they sang Christmas songs for us. *Olga Blanch* on the night staff also came in with her children.

Mercedes Fernandez gave a pajama party at her home. The girls who attended were *Frieda Zullo*, *Peggy Marlin*, *Elsie Rauch* and *Camille Grande*. The girls stayed up practically all night having pillow fights and eating *Merce's* mother's delicious food.

Traffic — *Charles M. Zucker* really believes in Santa Claus now, because on December 24th the lucky guy was married to lovely *Elaine Glanz*. *Charley* says she's the most wonderful Xmas gift a fellow could ever get. Their wedding reception was held at the *Hotel Commodore* and the honeymooners went on a motor trip throughout *New York*.

Trafficites put out the welcome mat for *Robert J. Flynn* who works in Traffic Operations for *Jack Hilton*. All of us were happy to have *Norma Olsen* from *Hollywood* pay us a visit. *Norma* flew in for a holiday visit with relatives and looks terrific.

Film Divison

Administration, Production and Sales — *Jack Sebastian* (Film Publicity) left *NBC* and joined the *CBS-TV* Film Sales as head of Publicity, on January 9th. All of the Film Division wishes *Jack* the best of luck. *Ted Markovic*, for the past two years Supervisor of the *NBC* Film Library, has been named Manager of the *NBC* Film Exchange Services. The Film Exchange has lured two other new employees over to *New Jersey*—*Frank McGuinness* from the Mailroom, and *Frank Kramer* from Broadcast Film . . . happy to have you aboard.

Marilyn Richardson (Film Sales) has announced her engagement to *Hank Marksbury*. They plan to be married in June. *Jim Fuchs* (Film Sales) will wed *Miss Barrington King Bosley* on January 14th. How's this for inter-office romance—*Don O'Brien* (Business Office) is engaged to *Eleanor Beebe* (Business Office). *Jackie Bloch*

(Business Office) has announced her engagement to Richard Goldstein. *Grace Wheeler* (Business Office) has left to have a baby. Her husband, *Cal Wheeler* is in the Controllars office.

The Film Division Christmas party was accredited a tremendous success. Particularly the decorations . . . pictures of as many of the Film Division people as possible on huge gold and silver baubles hung on the tree. *Wilda Whitman* (Film Sales), of the mink and sable set, just got back from spending New Year's in Miami Beach . . . lucky Wilda. Our ski bums in the Film Division are *Betty Jane Risman*, who went to Stowe, Vt. for both holiday weekends, and the *Bill Breens* and *Jack Tobin* (Film Sales), who were off to Oak Mountain for New Year's.

Finance

Legal—The "warm" Christmas greetings from *Scott Shott* (now NBC-Hollywood), who remembered his ex-associates in true Virginia Gentleman style, were among the highlights of Legal's Christmas Party this season. Thanks loads for your good wishes, Scotty . . . and the goods spirits! Thanks are also in order to *Janet O'Brien* for her excellent chairladyship of the Christmas Party Entertainment Committee, to the inimitable and celebrated "*Lyncherace*", who honored us all by donating his pianistic talents, and to the girls of 626 for their professional-quality performance.

Barbara Hayford left the department recently to join her soldier-husband in Kentucky, and our best wishes went with her. *Pat Hone* and *MaryAnn (Schmidt) Scully* recently gave birth to bouncing baby boys. 'Tis rumored the marriage bug has bit in Legal again! . . . But meanwhile, back on the farm in 626, first door on the right, HM still keeps 'em guessing.

Treasurers—A new face has bloomed in the Treasurer's garden. *Edward Roth* has been warmly welcomed into the position formerly held by *Tom O'Connell*, who is now with the Tax Dept.

Belated congratulations are in order to *Roy Shepard*, who is the proud father of a third son, and *Ed Roth*,

on the birth of his second granddaughter.

"And the wine flowed like water"—well not exactly, but a great time was had by all at the gala Christmas Party given by the Treasurer's Dept. at the Mayan Restaurant. Joining in the fun were Mr. Joseph McDonald and his secretaries.

Owned Stations Division

Administration — Santa was extra good to all of us here in O & O. To *Frank Zwick* he gave a puzzle of links to keep him busy in his spare moments. To *Bob Ciasca* he gave a "Do It Yourself" barber shop kit. To "*Happy*" *Harry Hartwell* he gave a telescope so Harry wouldn't miss any of the figures that might pass him by. *Hank Moss* got a train whistle to blow on those days he gets discouraged with the Long Island Railroad. *Dick Templeton* got a 15-inch cigar to save him the trouble of having to light up so many in one day. *Nancy Campbell* was given a "Million Bucks" to buy all of the things she sees while out window shopping at noontime. Don't try to use it though, Nancy, "it's not for real". *Frank LaSalata* was given two stockings full of candy, because he was so generous with his own goodies during the year. *John Brennan*, our new boss, was given a Roy Roger's wrist watch to make sure that his staff arrives and departs on time. *Helen Nelson* was given a tray to help her carry the coffee down from the 8th floor.

A combined Xmas and New Year's party to which we were invited was given by the Spot Sales Department at the St. Moritz Hotel. The ladies were given gardenias and the gentlemen, boutonnières. Our *Frank LaSalata* showed his talent by starting off the entertainment singing "All At Once You Love Her"; *Chickie Redling*, our other songstress, then followed singing "I Believe". All and all the well planned party was a great success and enjoyed by all that attended.

WMAQ, WNBQ, Chicago — Two veteran NBC-Chicago executives recently celebrated anniversaries with the company. For *Ed Hitz*, vice-president in charge of the Central Division TV network sales, it marked 27 years

with NBC. *Ed Stockmar*, assistant sales manager in charge of T-H-T sales for the Central Division, celebrated 28 years with the network. Congratulations and many more NBC years to both.

The trend in offspring at NBC-Chicago seems to be toward boys. Advertising and promotion's *Bob Durkin* welcomed seven-pound, four-ounce Lawrence into his family recently. For *Ed Cotter*, WMAQ sales department, it's a boy, Kenneth. . . . Ditto *Charles Dyer*, WNBQ sales, passing out cigars for Charles III. . . . *Hal Smith* and *Cy Wagner*, TV net sales, have been named vice-presidents of the Broadcast Advertising Club of Chicago. . . . Talent contractor *Robert Kendall* was honored by his associates at a party in the Merchants and Manufacturers Club, upon his retirement after more than 25 years with NBC. . . . Central Division news chief *Chet Hagan* spent the Christmas-New Year's week with his family in New Jersey. . . . *Jules Herbuveaux*, WNBQ-WMAQ general manager, was honored by the Chicago staff at a party in the Sheraton Hotel upon his election to an NBC vice-presidency.

Program Director *George Heinemann* is again serving as one of the judges for the annual "Good Neighbor" awards of the National Conference of Christians and Jews, which will be made during Brotherhood Week, starting February 19. . . . Two gals in the WMAQ sales department, *Theresa Opela* and *Phyllis Broniarczyk*, returned from the yuletide holiday sporting engagement rings. Terry is engaged to Chuck Dezanek and Phyllis to James Reed. . . . *Bob Woodburn*, accounting, suffered a broken ankle in an accident at his home in January. . . . *Vic Nelson*, formerly on the guide staff, is a recent addition to T-H-T sales service.

AM spot sales chief *Paul Mensing* and *Frank DeRosa* recently visited NBC affiliate, KOA, Denver. . . . AM spot sales staffers *Ed Gardner*, *George Dubinetz* and *Harry Jacobs* also included KOA on their itinerary on a recent trip that took them to KNBC, San Francisco, and KOMO, Seattle. . . . *Mary Merryfield*, editor of WMAQ's "Radio Journal For Women," and her husband Maurice spent a month in the

Near East gathering material for the show on a combined business-vacation trip. . . WNBQ-WMAQ sports director *Johnny Erp* scooped the nation with the news that Georgia Tech would fulfill its contractual obligation to play in the Sugar Bowl football game New Year's day despite the objections of the Georgia Governor. In a telephone interview with Tech president Blake Van Leer, December 2, Erp drew the admission from Van Leer that the university intended to fulfill the contract.

Judith Waller, Public Affairs representative for NBC, participated in a panel discussion on Educational Television at the Annual Speech Association convention in Los Angeles. . . *Howard Coleman*, advertising and promotion manager, spoke on "Color Television and WNBQ" at a Kiwanis Club luncheon in Park Ridge, Ill. recently. . . *Harry Ward*, Continuity Acceptance supervisor, discussed "The Television Code" in a recent NARTB regional meeting in Des Moines, Ia. . . *Ray Limberg*, Engineering, is back to work after a prolonged absence due to a broken hip incurred in a fall last summer. . . Welcome home to *Shirley Willer* who has returned to NBC-Chicago as secretary to *Al Beaumont*, network program manager, after several months with the network in New York. . . Congratulations to *Wilfred C. "Bud" Prather* upon his appointment as technical supervisor of WNBQ-WMAQ. Bud's pretty busy these days conducting color training sessions for technical personnel as WNBQ prepares for conversion to complete color programming.

Congratulations to *John Whalley* upon his appointment as director of business affairs and financial planning of WNBQ-WMAQ. . . *Viola Barton*, payroll department, received the red carpet treatment en route to a recent vacation tour of the Belgian Congo. Vi was the 13th million passenger to fly BOAC and was greeted by television and newsreel cameras in Boston, London and other points along the way. . . Newsman *Len O'Connor's* special radio series on juvenile delinquency "They Talked To a Stranger", presented on WMAQ last fall, has received awards from seven different organizations to date. Citations have been received from the American Legion,

AMVETS, VFW, Chicago's Off-The-Street Club, Back-Of-The Yards Council, The South Side Community Committee, and the American Correctional Association. . . Newscaster *Austin Kiplinger* absorbed two weeks of Arizona sunshine on a January vacation.

KRCA, Hollywood — All the KRCA personnel are enthused with the extensive remodeling job done on the first and second floor under the supervision of *Ted Rich*—carpets even!

Welcome is extended to *Bill Robertson*, new assistant production facilities manager, who replaces *Bob Baldwin*. Bob goes back to Columbia Pictures. *Beryl Cass* was promoted to floor manager replacing *Scott Runge* who switched to network. Cass, incidentally, is credited with directing two Broadway plays. *Reggie Stanborough* was upped from floor manager to director.

Traveling notes: *Diana Roscoe* returned to her home in Rio de Janeiro, Brazil, for a couple of months. . . *John Wehrheim*, controller, just back from a vacation-business trip to New York, Chicago, New Orleans and Las Vegas. . . *Harry Camp*, *Jack Kenaston*, *Jim Parks* and *Walt Davison* off to Palm Springs to attend the Supermarket Institute annual meeting. . . *Dean Craig* returned from Pensacola, Florida, under the auspices of the U. S. Navy, where he watched aircraft carrier landing exercises. . . *Tessie Damon* recuperating from an operation so she and husband Jim can take off for a week of skiing in Sun Valley, Idaho. . . *Ann Anderson* to Yosemite where it snowed 17 inches in one day. . . *Jack Kenaston* and wife Betty to Coronado celebrating their 17th wedding anniversary as guests of Jack's old Naval Commander.

Harry Camp received the most unusual Christmas gift of all—mink trimmed shorts.

The station is looking forward to its first all-night show to be done the end of January—sponsored, of course.

Conscientious director *Marc Breslow* prepared for the telecasting of the 30th annual L. A. Open golf tournament by playing the layout five times! Petite *Barbara Hughes* of the Operations Department welcomed a 7-pound, 10-ounce son. *Genie Stokes* is recuperating from

a spell in the hospital. In attendance for *John Darrah's* stag luncheon were *Goldie Norton*, *Bob Moore*, *Max Bauman*, *Loren Williams*, *Bob Wood*, *Pete Thompson*, *Lee Willis*, *Bob Rowen*, *John Graves*, *Wendel Franklin* and *Pete Selz*.

KRCA hosted over 100 advertising agency and press men for a special showing of the National Professional Football Championship playoff. The telecast, blacked out for the Los Angeles area, was viewed on a closed circuit at the El Capitan theater. Hot dogs were supplied during the half.

WRCA, WRCA-TV, New York— We are proud to present our budding songwriter *Milt Schwartz*, whose first song, "This Little Town Is Paris", was released late in January. Milt wrote both the words and the music. It was recorded by Beverly Kenney, a rising young singer of the "cool jazz" school, and jazz guitarist Johnny Smith on Roost Label. Also, in the spring Portia Nelson, recording and Broadway star, will record Milt's song on her Columbia LP. Keep your ears tuned for this latest hit song, and let's have many more of them, Milt.

Don't be surprised to see the News and Special Events Department whipping 'round town in their Thunderbird as part of their "Fire-Away" campaign. Looking great in their helmets are *Bill Berns*, *Marv Camp*, and *Al Perlmutter*, but the hit of the show is *Pat Donegan* as "first female fireman." Congratulations to *Ted Nathanson*, proud papa of a big, baby boy, Michael, born December 17. The welcome mat is out for *Fred Acker*, new Supervisor of Business Affairs, and his secretary, *Nancy Schaines*; also for *Debbie Alter* in Engineering. In the Publicity Department *Cathy Ungaro* is now Program Editor, while *John Falk* has moved on to be Contact Editor. *Harvey V. Fondiller*, formerly editor of trade and consumer magazines in New York, is the new staff writer. Wedding bells rang out for *Pat Pels* and Lt. Col. Patrick Victory on December 17. Our best wishes to Pat, now living in Surrey, England.

From the outpost up at 67th Street, news just reached us of the marriage of *Georgia Smith* to David Springer.

November 12, and of *George Bill* to *Joan Barth*, who is in Network Business Affairs, on November 19. Early vacationists were *Lou Hartman*, who spent three weeks in Oklahoma and Texas with her husband; *Enid Roth*, with a week down in Jamaica; and *Mike Gargiulo*, who soaked up the Florida sun for a few days. During the holiday season *Mary Regan* visited her family in Culpepper, Virginia; while *Irene Reuter* headed north for a few days of skiing in Canada. We hate to see him go, but congratulations to *John Brenman*, who is now Assistant Business Manager for the O & O Stations.

KNBC, San Francisco—Most of us here at KNBC were fortunate enough to escape the flood waters. However, the station was certainly anything but at a lull over Christmas week-end . . . our General Manager, *William McDaniel*, ordered the station to remain on the air on a twenty-four hour basis for the duration of the emergency. Extra personnel were called in to provide KNBC listeners the latest information and emergency communication service.

Dorothy Lyon, who has been assistant record librarian for KNBC since February, 1952, will be leaving us. We all wish "Doty" lots of good luck in her new venture! *Joe Hanrahan*, our sales traffic supervisor, (after a very strenuous month at KNBC) departed for a ten day vacation . . . he returned looking rested and refreshed—ready to start the New Year with a bang!

We sang "Happy Birthday" to *Dick Calendar* and *Charles Kilgore* on January the third . . . we wouldn't let them forget! Some of the spot salesmen from New York and Chicago stopped in our fair city while on their tour around to the different stations. We love to have you come west. *Walter Tolleson* is back at his desk in NBC Network Sales . . . looks fit as a fiddle after a couple of weeks in the hospital. He's losing a salesman—*Ed Dunbar*. Ed is leaving NBC after six and one-half years . . . *Ed Macauley*, Spot Sales, returned from his two weeks' Eastern jaunt just in time to attend our KNBC annual Christmas

Party. A "pawty" just wouldn't be a "pawty" without Ed. We enjoyed a festive evening at the Princess Room in the Bellevue Hotel . . . corsages for the ladies . . . miseltoe for the gents!

Dave Engles' secretary, *Chris Argos*, spent a few days in Denver. Had to recuperate from the holidays!

WRC, WRC-TV, Washington — *Beverly Fayman* has been appointed personnel assistant for WRC and WRC-TV, reporting to Business Manager *John Lavan*. Miss Fayman succeeds *Eleanor Ferguson* who resigned due to ill health in family. Replacing Miss Fayman as secretary to WRC and WRC-TV Manager of Operations *L. A. McClelland* is *Betty Cole*, who moves over from WRC Program Department. *Janet Smith*, formerly secretary to Publicity Director *Jay Royen*, has transferred to WRC Traffic Department. New publicity secretary is *Christine Chadwell*, formerly of NARTB staff in Washington.

Over two hundred children of WRC staffers attended annual Christmas Party at Sheraton Park Hotel on December 23. They were entertained by WRC-TV's Tall Texan *Ray Haney*, who played Christmas carols at the organ, and baritone *Gene Archer*. Santa Claus also attended and few children detected the amazing resemblance to *Willard Scott*, WRC announcer and disc jockey.

Al Ross, WRC "Timekeeper", surpassed the goal of twenty thousand toys set for the annual WRC Doll House Campaign. WRC General Manager *Carleton D. Smith* reported the final total at over 22,000 toys and well over \$2,000 in cash, collected at the downtown Doll House and turned over for Christmas distribution to needy children.

WRC's evening page boy, *Dick Gilmartin*, is the proud father of his first child, a boy. The youngster, shades of Shakespeare, is to be named Richard III. Popular WRC and WRC-TV sportscaster *Jim Simpson* has been tapped as the official announcer for the big *Washington Evening Star* Track Meet at the National Guard Armory, January 21. Assignment is covered by every sportscaster in town, including those who work for the *Evening Star's* own radio and TV stations.

Public Relations

Continuity Acceptance—*Alys Reese* has completed ten years with NBC and received her pin from Mr. *Ken Bilby*. Congratulations, Alys! With the inevitable let-down after the Christmas and New Year holidays, it's fun to look back on the excitement and parties which took place in the pre-Christmas week. Continuity Acceptance had one of the best parties in the memory of your reporter. The girls of C.A. paid a visit to the home of *Barbara Myneder*, an ex-member of the department, to meet her little baby girl Devon, and a sweeter young lady you never saw! Two former members of our Hollywood Continuity Acceptance Department called in to say hello—*Rouen Westcott*, who is now in the Sales Department, and *Kas Zoller*, who came East with the Colgate Comedy Hour.

National Advertising and Promotion—Farewell to *Clyde Clem*, who joined Grant Advertising in Detroit as television account executive. We wish him the best of luck in his new career. Clyde was guest of honor at a farewell party at the Roosevelt on Dec. 28. Congratulations to *Ed Vane*, who succeeds Clyde as manager of National Audience Promotion. Mr. and Mrs. Vane recently welcomed a new baby boy, Timothy Damien, who arrived Dec. 1.

Lucy Towle is an enthusiastic glider fan. She enjoyed her first flight not long ago, and says it's wonderful.

Welcome to *Diane Tousignant*, who has joined Sales Promotion as a secretary. Diane is now typing prose for *Martin Samit*, *Carl Abrams* and *Mike Lannon*. *Betsy McCoy* is the new secretary to *Frank Macaulay*. She comes from Pittsburgh, and formerly worked for Station KQV. Welcome, Betsy. Another new arrival is *Elaine Friedman*, who comes from Kingston, N. Y. Elaine has worked at Station WKNY-TV. She's *Ed Antonioli's* new secretary. Welcome to the fold, Elaine.

Press and Information — Press award for hardest working employee goes to *Lucy Towle*. Our congrats and best wishes for continued success, Lucy.

100% attendance was reported at our Christmas party and a good time

was had by all. This year we honored the Plaza Hotel with our presence. .

To polish off the season's parties, Press girls enjoyed a luncheon at the Mayan Room, where there was plenty of rehashing of the past year.

Somthing new to talk about . . . the sudden epidemic of expectant mothers . . . *Barbara McCusker*, Magazine Editor; *Mildred Bracco*, Program Editor; *Josephine Abrams*, Exploitation; *Mary Kirn*, Press Receptionist; and *Rita Sisson*, Information Department.

Another happy note . . . expectant fathers. Congrats to *Stan Appenzeller* and *Wort Hochstein*. And our best to you and your "little ladies".

Welcome to *George Vaught*, *Marjorie Reed* and *Jean Ferrari* . . . *George*, a writer. *Marge* and *Jean*, secretaries.

Research and Planning — Many thanks are in order to *Sandy Boley* who handled all the arrangements for the Research Department Christmas Party. Held at the St. Moritz, it was one of the most successful ever and even the weather obliged by giving us a blanket of snow, making the view of Central Park like a Christmas card. Thanks also to *Doris Katz* for arranging for the pianist, *Stan Free*, who supplied us with excellent dancing and background music.

The whole Research Department joins in congratulating *Marvin Baiman*, who was presented with a son, *Richard Scott*, on December 20th. *Arlene Rüttereiser* will be moving into her new apartment shortly and now her only problem is filling up a 5-room apartment with her furniture from her present 1½ rooms. Luck to you! *Jean Patterson*, formerly with the Research Department, was back for a visit. *Jean* is currently teaching in Columbus, Ohio.

Station Relations

Now that Christmas is over with it's hustle and bustle

We find ourselves weary and sore in the muscle;

Our office looked cheery — Christmas tree all aglow

And although we had fun — what happened to our dough!

The party was great, at the Hampshire House we were feted,

And in spite of the confusion, lots of old friends were greeted.

Now that Christmas is over we do have some news,

We've had an addition — but nary a one did we lose;

Her name is *Pat Dronzek* and from Unit Managers she came,

We think she's just fine, but can't spell her name.

Helene Tress returned from her winter vacation

And bubbled with news of fun and relaxation.

The holidays are over, and they were full of good cheer,

And we do wish you all a very Happy New Year.

Television Network

Business Affairs — Congratulations are extended to *Richard McHugh*, *Morris Rittenberg* and *George Rogers* on their recent promotions.

The TV Budget Department is now taking a course in aviation . . . they're over in the Eastern Airlines Building.

Music Services—Room 293 has been indulging in a game of checkers with moves from desk to desk. So far, no one has been crowned king, but most moves have been "upward". *Jane Langley* was moved one space, *Shirley Fiorelli* jumped from the red to the black, *Dorothy Coe*—one space, and *Terry Morrisroe* made the big jump from TV Film to occupy an open spot. The seating schedule could be most confusing by stating that *Muriel Kishkill*, who sat where *Jane* is, just gave birth to an eight pound boy. The gal who sat where *Shirley* sits just was delivered of another boy, making three. That should crown her queen of the Ex-departmentites.

Pete Zalantis, *Miriam Hoar*, *Benny Baer*, *Tom Belviso* and *Bill Paisley* were elevated into the 25-Year Club. They joined *Marion Murray* who achieved that position two years ago. *John Plummer* conducted the NBC Chorus again this year and the group was well received on the various floors of the building. *Joan Miller* is a comparatively new arrival in the Record Library.

Participating Programs—Our program directors must be having some type of contest to see which telecast

can chalk up the most mileage from home base. "Tonight" went to Miami during January, but many of us didn't get to pick up the right straw for the trip. *Anita Phillips*, new program assistant, and *Carol Corby*, just assigned to the secretarial staff, drew the short ends. together with a few others. *Bill Harbach* stayed behind with his wife, *Faye*, to watch over their new-born baby girl, *Lisa Prosser*. *Lisa* arrived just before 1956 made it's entry, contrary to the plans of the Collector of Internal Revenue. *Jim Reina*, now our senior unit manager, better have a deep tan upon his return or else we'll be suspicious as to his whereabouts.

Not being outdone by one of our counterparts, "Home" jumped to Japan and took *Phil Wyly* along for a filming job. Then on to Chicago where *Iris Frey*, now permanently with the program, will visit home furnishings exhibits. Greetings to *Fred Freed*, who enters his "Home" as senior editor, and now that we are all here, we're off to Miami the first week of February. (Aren't these remotes tiresome!) Setting the scene for a honeymoon rather than an out-of-town telecast, is *Sis De Rose*, who settled down in her own home with U.S.M.C. Lt. *William B. Stark* on February 4th. And as a New Year's present, the GR department sends us *Frank Nash*, whom we welcome with open arms and tons of work.

Betty Bullock of "Today" decided to get into the travelling act by taking off for Paris, specifically assigned to the task of bringing back the 1956 fashion news. When *Betty* returns, she'll be introduced to *Mary Lou Splane*, our new receptionist. By that time, we will even be able to tell her the name of *Lucille Gyorffy's* new baby, and, if we are lucky, perhaps *Joan Holt* will have more news about her engagement.

Production Operations—A big welcome is extended to *Charles Norton* and *Rodger Wolf*, who joined our Associate Director and Stage Manager staff, and to *Don Bohl* and *John Lynch*, who rejoined the staff. Our Broadcast Operations section also boasts the addition of *Maureen Flanagan* and *Ray Kupiec*.

Congratulations to *Dan O'Connor*, who has again become a proud father. Best of luck to *Jack Weir* of our Broadcast Coordination staff, who married Bar-

bara Owen, a former member of our department, on January 16.

Public Affairs—We are, in every sense of the word, a department “on the go.” With Rooms 457 and 458 now occupied by “Weekday,” Public Service Programs Department is now temporarily located in Room 906. Our friendly neighbors are the staffs of the Information Department and part of Advertising and Promotion. But before we move back to a new spot in the studio section (in the not-too-distant future) we want to take time to enjoy our bird’s-eye view of New York: the Empire State and Paramount buildings, the weather report on the MONY building and the CBS clock on the opposite corner of 50th street. You see, we’ve never had windows before!

Belated but hearty hellos to *Dorothy Culbertson*, who will be supervising special religious events for the radio network now that *Marilyn Kaemmerle* is supervising television’s “Zoo Parade” and “Watch Mr. Wizard,” along with regularly scheduled religious radio programs . . . and to *Edith Martin*, formerly *Hal Janis*’ secretary, who is now assistant to *Doris Corwith*. Edith replaced *Gloria Goodman* who is with “Weekday” as a production assistant. And, almost simultaneous with Gloria’s promotion, she announced her engagement to Bill Adler, a former NBCer, now program manager for DuMont. They’ll exchange vows on February 26.

Betty Ivory, formerly *Bill Parish*’s secretary, has become a production assistant on “Children’s Corner” which *Doris Ann* is producing, and *Flo Reif*, *Marilyn Kaemmerle*’s secretary, has also been promoted to production assistant.

We all enjoyed the Public Affairs Christmas party, especially *Kay Stewart*, who came away with a bottle of champagne.

TV Sales Traffic Operations — We first want to place the welcome mat for the following people: *Diane Wissemann*, *Peter Chase*, *Bob Williams*, *Art Johnston*, *Rod Guerdan*, *Bob Shenton* and *Timothy O’Keeffe*.

Best of luck to *George Skiff*, who moved out to Detroit to work with

Walter Gross and the rest of the crew out there. Also *Louise Esposito*, who was promoted to Spot Sales, *Russell Benedict*, promoted to contact in the T-H-T office, *Mort Dillon*, promoted to head-statistician, *Joel Stivers*, promoted to contact, *Diverra Ryan*, promoted to be *Tony Cervini*’s secretary and *Anne Blake*, now official as contract clerk.

A gold watch was given to *Harvey Gannon*, for 25 years with NBC. Congratulations! A terrific time was had by all at the Christmas Party. We wish to extend our best wishes to *Dick Soule*, who is recuperating from hepatitis.

We welcome back to the fold *Bayard Robb*, who changed his marital status from single to married last November, when he married Miss Cordelia Reid of Long Island. They spent a glorious two-week honeymoon in Jamaica.

TV Technical Operations—Welcome to our newcomers, *Patty Morrill* who joined us just in time for the Christmas rush and *Sally Wisemon* who came in time to let us help celebrate her birthday on December 2. Congratulations to *Howard Eitelbach* and *Tom Smiley* who were recently promoted to Technical Supervisors, and *Neel McGinnis* and *Joe Waag* who took their places as Technical Directors.

Our new papas are *Bill deLannoy*, whose wife had a baby boy just about two hours short of the New Year, and *Ray Colins*, *Hank Isaac* and *Tom Gallagher*, all very proud of their new baby boys.

Our late vacationer, *George Graham*, returned from Florida with a nice red sunburn and right in the middle of January, too. What a lucky man; but he deserved it for all the hard work he put into our successful Christmas party for our employees and their families. This Christmas was a very merry one for *Rosemarie Sweeney*, who became engaged to Harold Ehrenberg, and *Walt Isbert*, who also picked that day to give Liz Morrison her ring; but *Ralph Dichter* waited for New Year’s Eve to capture Sandy Kucher for his own. *Charles Kirnard* will always remember January 21 as the day he and Rose Malleo said “I do.”

Walter Vetter left us for a while to undergo surgery and *George French*, who has been out for some time, should soon be back with us. Hurry back, Walter and George, we miss you.

We very reluctantly bid farewell to *Andy Hammerschmidt*, who moved up to the sixth floor to become Chief Engineer, but we soon saw his empty chair occupied by *Reid Davis* who has promised me to adorn his new office with a fish tank filled with various species of fish and plants. Come on, “boss”, I can’t wait to start raising those little fish. *John Rogers* has taken over Reid Davis’ duties, and we all wish the three of you the best of luck in your new endeavors.

Joan Ellis’ eyes really lit up when she saw the beautiful cake given her by her bosses for her birthday on January 4.

Congratulations to *John Aram* for his worthy praise by the director of the “Home” show, *Bill Patterson* and his crew for the good work they did on the A&S remote pick-up, *Frank McArdle* and crew who pleased the director of the “Montgomery” show with their excellent work, and to the boys in Studio 6B for the good job they did on “World of Mr. Sweeney” that merited a letter from Charlie Ruggles himself before he departed for California. Thanks for the good work, “fellas” — we’re very proud of you.

Unit Managers—The department enjoyed a bang-up Xmas party at the Hotel Pierre. We had everything you could think of to get us hungry; then the curtains opened, and food, food!

This year’s holiday season came and went, leaving us all happy but broke.

Three of our members have become fathers, all boys; unfortunately, only *Fred Eberstadt* and *Ed Watson* were able to get the stork landed before the end of the year. *Bill McCauley* will have to do without the extra tax deduction for 1955. Just to keep you posted, we still have two storks listed for early arrival; this being leap year, at least one should be a girl.

Bob Johnson has joined us to help shape up the team before spring training. *Judy Gordon* has gone on to bigger and better things in Employee Relations.

On the job

DISASTER RELIEF
One of 10 Red Cross Service Programs

JOIN AND SERVE

On the job

serving the
ARMED FORCES
One of 10 Red Cross Service Programs

JOIN AND SERVE

On the job

Blood Services
One of 10 Red Cross Service Programs

JOIN AND SERVE

On the job

FIRST AID
Emergency Training
One of 10 Red Cross Service Programs

JOIN AND SERVE

NBC

CHIMES

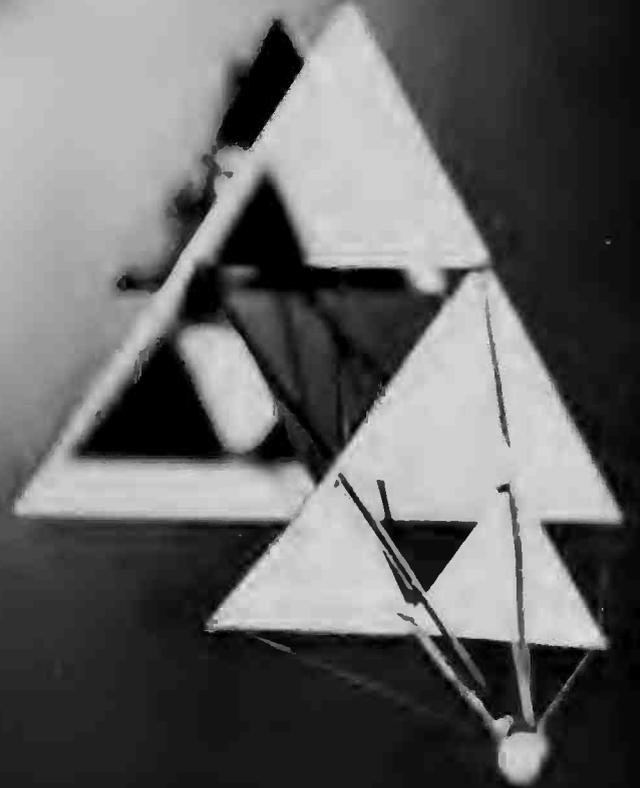
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CHIMES

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David M. Eddy, Editor

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'Emmy' Awards

NBC received 18 honors in the annual awards of the Academy of Television Arts and Sciences presented at dinners in New York and Hollywood on March 17. "Emmy" awards to NBC programs and personalities included:

Best single program of the year 1955: "Peter Pan".

Best actress in a single performance: Mary Martin in "Peter Pan".

Best actress in a supporting role: Nanette Fabray on "Caesar's Hour".

Best contribution to daytime programming: "NBC Matinee Theater".

Best emcee or program host: Perry Como.

Best choreographer: Tony Charmoli ("Your Hit Parade").

Best comedienne: Nanette Fabray.

Best producer of a live series: Fred Coe.

Best specialty act, single or group: Marcel Marceau.

Best musical contribution: "Love and Marriage" by Sammy Cahn and James Van Heusen. For "Our Town".

Best male singer: Perry Como.

Best female singer: Dinah Shore.

Best original teleplay writing: Rod Serling.

Best dramatic series: "Producers' Showcase".

Best music series: "Hit Parade".

Best art direction of a live series: Otis Riggs for "Playwrights '56" and "Producers' Showcase".

Best cinematography for television: "Medic".

Best engineering technical achievement: RCA Tricolor picture tube which made the commercial color receiver practical.

Peabody Awards

At a luncheon meeting on April 11 of the Radio and Television Executives Society of New York, NBC was honored with five George Foster Peabody awards. The awards, among the most coveted in the industry, were established in honor of the late banker and philanthropist, "to recognize distinguished achievement and the most meritorious public service rendered each year by radio and television."

Sylvester L. Weaver, Jr., Chairman of the Board of NBC, was honored "for broadening the horizons of television; for initiating a series of daring innovations that the rest of the industry, like it or not, has had to imitate; and, above all, for showing a respect for the intelligence of the public, refreshing and commendable among officials in comparable high places in the television hierarchy."

"Producers' Showcase" was honored "for presenting on a grand scale great classics of dramatic entertainment for family audiences across the nation; and for utilizing top talent, a choice block of evening time, and lavish technical facilities in the achievement of

high quality television drama."

Perry Como won the television entertainment award, being commended especially for his "charm and disarming lack of pretension." The committee cited him for "the good sense to hire top-grade writers who bring out the best" in him.

"Biographies in Sound" won an award for radio education. In the words of the citation, "Biographies in Sound' combines the words of important and interesting persons with significant evaluations by those sufficiently close to them to speak with authority. . . . Here is a new concept in radio programming which adds dimensions not only to biography, but to history and education generally."

"Assignment: India" was given a citation for television promotion of international understanding. The documentary was described as a "brilliantly done production." The committee said that "all who saw this program have a better understanding of a large and important part of the world and its relationship to the international situation generally."

NBC News

Roundup..



"Emmy" winners for Los Angeles local TV achievement are KRCA's Peter Potter, for his "Juke Box Jury", named Best Entertainment Program; lovely Eleanor Powell, who picked up one statue for Most Outstanding Female Personality and another for her series, "Faith of Our Children", as the Best Children's Program; and Frank Cooper accepting Bob Paige's prize as Most Outstanding Male Personality. KRCA ran off with four of the eight presentations.

Organization Changes

In NBC Spot Sales, *Richard H. Close* has been appointed Director, Represented Stations. . . . In TV Production Operations, *Stanley Parlan* has been named Manager, Broadcast Film, and *Edward A. Whitney, Jr.* has been named Manager, Broadcast Operations. . . . *James H. Nelson* has been appointed Manager, Programs, Special Film Unit in Public Affairs. . . . *Norman H. Grant* has been appointed Associate Director, Production, for the TV Network. . . . In TV Technical Operations, *Frederick J. Cudlipp*, *Ross J. Miller*, *Franklin J. Gaskins* and *Ralph W. F. Clements* have been named Technical Supervisors—the latter three for the Pacific Division. . . . *John D. Disbrow* has been appointed Technical Supervisor in Radio Technical Operations. . . . *Nat Wolff* has been appointed Director, Program Planning, for the TV Network. . . . *Aaron Rubin* has been named Assistant Controller. . . . *John H. Reber* has been appointed Director, NBC Spot Sales; *Edwin T. Jameson* has been named Director, Television Spot Sales; and *John J. Ryan* has been named Manager, Eastern TV Spot Sales. . . . In Television Network Services, *John J. Heywood* has been appointed Director, Business Affairs; *Edward J. Stegeman* has been appointed Associate Director, Business Affairs; *Joseph M. Milroy* has been named Manager, Program Services; *William J. Moore* has been named Manager, Program and Facilities Pricing; and *Nicholas C. Gilles* has been appointed Manager, Business Administration.

In Engineering, *Chester A. Rackey* has been appointed Director, Audio-Video Engineering; *George M. Nixon* has been appointed Director, Engineering Development; *Raymond F. Guy* has been named Director, Radio Frequency and Allocations Engineering; *William A. Clarke* has been appointed Manager, Engineering Administration and Services; *George K. Graham* has been named Liaison Engineer; and *John R. Kennedy* has been named Liaison Engineer, Pacific Division. . . . Within Audio-Video Engineering, further appointments include: *Donald H. Castle*, Manager, Audio-Vidco Engineering; *Ferdinand A. Wankel*, Administrative Assistant; *Allen Walsh*, Estimating Engineer; *Gerald M. Hastings*, Time and Cost Control Engineer; *Robert W. Byloff*, Supervisor, Project Planning; *Ulrich F. Caro*, Supervisor, Project Engineering; and *David J. Moloney*, Supervisor, Technical Installation. . . . Further appointments within Engineering include: *William S. Duttera*, Manager, Allocations Engineering, and *Edward R. Cullen*, Coordinator, FCC Licenses; *Dudley Goodale*, Manager, Engineering Development, and *Jarrett L. Hathaway* and *Edward P. Bertero*, Staff Engineers; and *Joseph D'Agostino*, Administrative Assistant in Engineering Administration.

NBC-Produced Documentary Hit in Britain

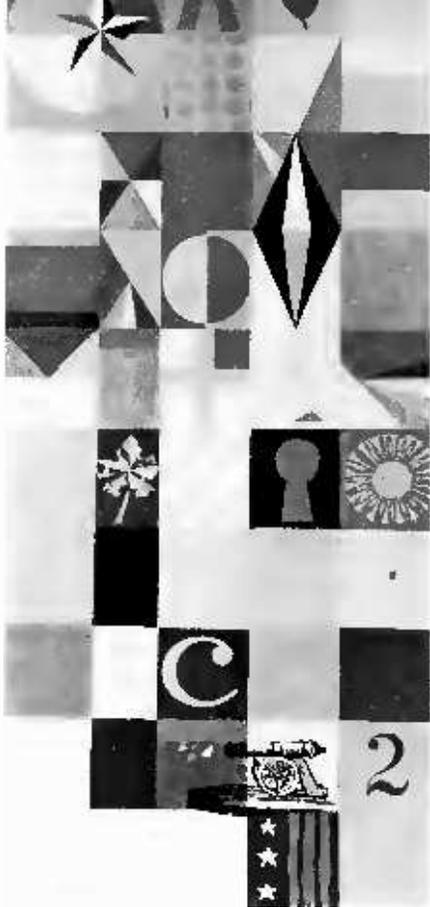
One of the biggest TV successes in Great Britain today is an NBC-produced monthly "Report from America". Designed to show Britons something of the everyday life of ordinary Americans, the program has the highest rating of any filmed documentary on the BBC. As a result, plans now call for the program to be translated into Polish, French, German, Italian, Spanish and other languages for widespread showing abroad under auspices of the U. S. Information Agency.

New Executives for Kagan

Alan W. Livingston has resigned as Executive Vice President of Capitol Records, Inc., to become President of the Kagan Corporation, wholly-owned subsidiary of NBC. Kagan now includes NBC Television Films, also handles subsidiary rights for various top network properties and personalities. Alfred R. Stern, Assistant to the President of NBC, has been elected a Vice President of Kagan in charge of its newly-created NBC Theatrical Division.

PEP Makes Great Strides in 4 Months

Four months after its introduction, NBC-TV's Program Extension Plan (PEP) has stimulated an unprecedented 74% increase in network sponsored hours for the 49 smaller market stations included in the plan. The PEP principle reduces the network advertiser's cost of using these otherwise unordered stations through a "dividend", the cost of which is borne by NBC without any reduction in the rates of the PEP stations.



THE ART IN



Graphic Arts

A good television show is a great deal more than competent actors with a reasonable script facing a camera in a studio. The elements that make it good, that sometimes make it even great, are often those completely integrated details that the viewer *sees* but is not necessarily *aware of*. Things like scenic design. Things like costumes and make-up and props. Things like graphic art.

THE COVER

A group of 3-dimensional color mobiles have served as an interesting trademark for several NBC color shows. By the use of lighting and camera movement, these have been used to create exciting color patterns in both titling and transitional effects.

Specifically, the cover mobiles have graced NBC's 21" color demonstrations, a Packaging Institute closed circuit color program, and the "Happy New Year" spec.

Graphic Art. Here is a name most of us at NBC know. At least we've heard that it's a department of some kind somewhere. But do we know just what it consists of?

We should, for *Graphic Arts* is one of the vital elements that puts the *show* in showbusiness on NBC television.

As a department, NBC-TV Graphic Arts is responsible for a great many creative contributions to good television—titles, visual aids, transitional effects, art props, telops, slides, hand lettering and printing, closing credits, animated films, commercials (oh, yes!), and billboard art.

Titling for television has come a long way since the days of the 10½" screen. A title used to be just that and no more—a written showname with an announcer's voice over. Today's title cards have developed ingenuity and impact—and art.

Titling at NBC largely uses a contemporary art approach in technique, though it draws from a wide spectrum of styles. Whatever the style, it is designed to be a departure from the half-

hour or 60 minutes of realism that the viewer will be seeing. And it is used as a come-on, a teaser; the more effective the title cards, the more effective the "stay-put" stimulus for the audience. In short, an attention-getter.

Above all, though, a good title card only *suggests*, it never gives the story away.

Anything flat or dimensional, static or mobile, that establishes mood or trademark for a program, a personality or a show series, comes under the heading of title identification. Great freedom is exercised, and the variety may range from a Presidential Seal to the abstract, rotating three-dimensional mobile for "Producers' Showcase".

Titling artwork for a series is apt to be more symbolic or abstract, for a specific dramatic program more sug-

Above, two vertical pan boards (the left vividly colored) used as transitions, making a bridge from one show segment to another: left, by James Glenn for TeleSales closed circuit; right, by Stas Pyka for "Children's Corner".

gestive? but regardless, the sheer creativity in this single aspect of NBC Graphic Arts has brought genuine artistry to television.

Transitional effects are just as effective as titling artwork, but they are, of course, used within the actual program. Chiefly they indicate passage of time, change of setting, development of mood, or literally illustrate a point.

While Mary Martin sang of pirates in "Peter Pan", the camera dissolved, with voice over, to a "childlike" drawing of a pirate ship.

A revolving kaleidoscope speeding up or slowing down may indicate mood change.

For the recent "Alcoa Hour" presentation of "Even the Weariest River", a blank-verse Western, 14 paintings



Edward J. Bennett, supervisor of Graphic Arts, and his assistant, Walter Hyde (standing), view the opening title art used in "Peter Pan"; San Bon Matsu, artist. Camera panned across the starlit rooftops, came to rest on lighted nursery window. Below is a shutter effect moving title used on the Sunday Spectacular Series.

function within the dramatic context of a story. These include such items as a dummiied-up newspaper with special headlines, a bit of statuary or an old manuscript. One humorous assignment involved painting Martha Raye as the "fifth Gabor" into a family-owned portrait of Mama and her three famous daughters. This was achieved by pasting another piece of canvas on to the original, with no damage done.

The creation of telops and slides, to avoid the use of live studio cameras, are also within the bailiwick of Graphic Arts. These are executed in both black-and-white and color. Telops are used at station breaks, where a commercial message and a station identification share the same card for a 10-second spot.

Closing show credits, as well as titling, are effected by Graphic Arts. Generally this is a case of lettering only, without artwork.

The department has its own Film-O-Type machine, a new process for printing by means of photography. Film-O-Type can print in a variety of type faces, and develops a type-line in about 60 seconds. Portable and operating

somewhat like a typewriter, Film-O-Type is used primarily for news programs and special features for which type printing has to be done in either an editorial room or a TV studio. Look again at those "Today" headlines.

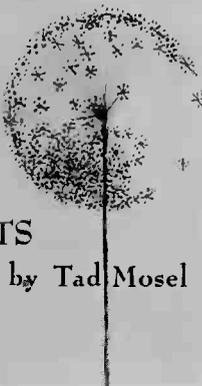
For a standard printing process using conventional type, Graphic Arts employs hot-press printing. Chosen from a surprisingly large assortment of 43 type faces, type is heated and inserted in the press. It then stamps down through a dry gelatin to make the printing impression by heat transference. The advantage for TV with this process is that there are no inks to mix or to be cleaned from the type. These gelatins are available in a variety of colors and values, and the printing can be done on such amazingly diverse surfaces as wallpaper, cloth fabric, celluloid and leather. The lettering on most any closing credits crawl has been achieved in this way.

Animated films are on occasion produced by NBC-TV Graphic Arts. As with telops, these are done in both black-and-white and color. The show-

(Please turn to page 15)

MY LOST SAINTS

by Tad Mosel



Unlike static art created for print, TV art must often be "active", capable of utilizing camera movement. Here, camera opened on pinwheel-cluster effect, pulled back to reveal title and symbolic flying rays. Artist, John Meyers.

were done by Graphic Arts which, interspersed throughout the program, depicted the continuous passing of one day, from sunrise to sunset.

A visual aid is designed as an integral part of the program or commercial. It is any sort of object that someone goes to and uses to demonstrate a point — perhaps a chart or a map. Art props are similar except that they

Titles and credits are photographed by the TV cameras directly from 11" x 14" opaque 'flip cards'. Title styles vary widely. The "Taming of the Shrew" title idea was abandoned in favor of an actual 3-dimensional abstract title, selected as being more closely related to the style of the show. Numerous roughs are accomplished for each major production, thus offering the producer and director a selection of title art. Artists, l-r: Harvey Schmidt, John Meyers, Jean Massé, Reese Braudt.



Golden Achievement Year

On the evening of February 27, RCA locations all over the world held dinners celebrating the successful completion of the Corporation's Golden Achievement Year, and honoring Brig. General David Sarnoff, Chairman of the Board, on his fiftieth anniversary in the electronics industry.

This year — 1956 — marks General Sarnoff's 50th year in the field of radio communications, for it was on September 30, 1906, that he entered the field as office boy of the Marconi Wireless Telegraph Company of America, predecessor of RCA.

General Sarnoff, whose 65th birthday on February 27 coincided with the issuance of the RCA Annual Report of 1955 as the Golden Achievement Year, took the opportunity through these dinners to thank RCA personnel the world over for bringing this achievement to pass.

In 1955, RCA did the largest volume of business in its 36-year history, exceeding one billion dollars in sales for the first time, and placing RCA among the top twenty-five industrial companies in the United States.

General Sarnoff sent the following message to all RCA employees:

"Thanks to the fine teamwork of our organization RCA not only met but exceeded its target of one billion dollars in gross volume in 1955. This established an all-time record for RCA and will serve as an inspiration to all of us in the promising years ahead.

"I congratulate the entire RCA Family and extend my personal thanks to all who have played a part in this outstanding performance. It exemplifies teamwork in industry at its best.

"As we continue to move across new frontiers of science, research and engineering, production, marketing and service, let pioneering and progress be our watchwords."

Special plaques, with this message of appreciation inscribed, were presented at the various dinners to the principal RCA offices, plants and operations throughout the world.

Individual plaques presented within NBC went to Television Network Division, Radio Network Division, Film Division, Pacific Division, and NBC

Owned Stations and NBC Spot Sales Division; also to individual NBC Owned Stations in New York, Chicago, Philadelphia, Hollywood, San Francisco and Washington; also to the Brooklyn, Hudson, Colonial, Century, Ziegfeld, Burbank and Hollywood Studios.

RCA's 36th Annual Report, mailed to the Corporation's 170,122 stockholders, states that sales of RCA products and services in 1955 amounted to \$1,055,266,000, compared with \$940,950,000 in 1954, an increase of 12 per cent. Net profit in 1955, before Federal income taxes, was \$100,107,000, and after taxes, \$47,525,000.

NBC Achievements

The Annual Report said that 1955 was the greatest year in the history of NBC, with an increase of 35 per cent in total television network billings over the previous year and a gain of 23 per cent in over-all sales. These records, it was pointed out, were established while NBC continued to pioneer in all aspects of broadcasting. A five-fold expansion of the color production schedule was reported to have given impetus to the advance of color television as a mass medium of communications.

The NBC radio network began its 30th year in 1956 as a nationwide service with 196 affiliated stations. The NBC television network has 201 affiliated stations, with 106 stations equipped to transmit network-originated color programs and 32 equipped to originate color programs.

The Annual Report pointed out that RCA now has 78,500 employees — an increase of 8,000 over 1954. Wages and salaries paid in 1955, including payment for vacations and holidays, amounted to \$345,473,000. This represents 33 cents out of each sales dollar. An additional amount of \$21,913,000 was provided to cover employee pensions, social security, group insurance and other benefits.

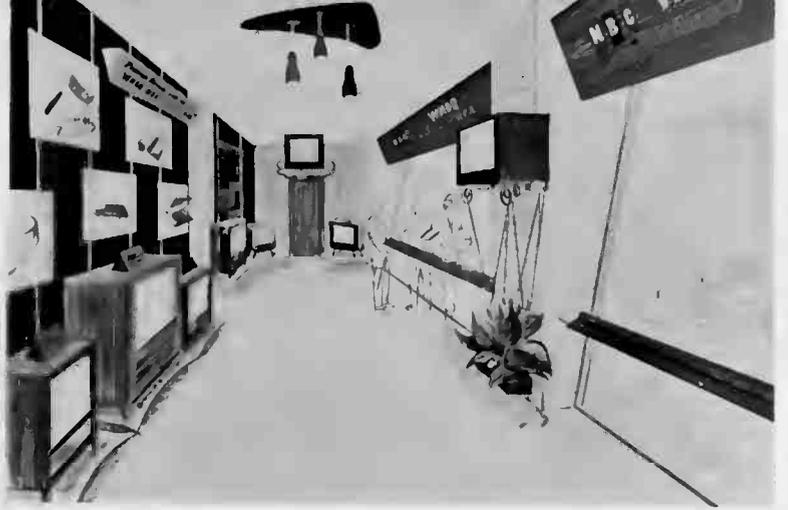


Frank Folsom, President of RCA, addressed the dinner at the Hotel Commodore, N. Y.

COLOR

For NBC Chicago

As WNBQ Makes the Big Switch



From a viewing corridor adjoining the new RCA-NBC Exhibition Hall at WNBQ, visitors are able to watch programs in production in the color studios below.

The dedication of WNBQ, Chicago, as the world's first all-color television station took place Sunday, April 15, with ceremonies at NBC's headquarters in the Merchandise Mart.

Robert W. Sarnoff, President of NBC, inaugurated WNBQ's color service on a colorcast segment of NBC's "Wide Wide World" program at 5:15 p.m., EST (4:15 p.m., CST). A nationwide audience witnessed the establishment of this notable milestone in the development of color television.

Herbuveaux Was Host

Jules Herbuveaux, NBC Vice President and General Manager of WNBQ and its sister radio station WMAQ, was host to several hundred prominent guests at the inauguration. These included local, state and federal government officials; civic, educational, religious and business leaders; RCA and NBC executives and representatives of nationwide NBC affiliate stations.

The stations' guests viewed the inauguration ceremony on RCA color television receivers installed in the Merchants and Manufacturers Club of the Mart, and afterwards were conducted on tours of WNBQ's color studios and other facilities.

WNBQ's dedication came as a climax to the station's \$1,250,000 color conversion project which got underway last November. It was on Nov. 3, 1955, that Brig. General David Sarnoff, Chairman of the Board of RCA, announced that WNBQ had been selected for this pioneering "first" in color TV.

The selection of WNBQ was a salute to the importance of Chicago as the nation's second largest market and further recognition of the key position of the Chicago stations in the NBC operation and in the broadcasting industry generally.

A few hours after the dedication, WNBQ swung into the premiere of its local live studio color programming with the Sunday night "Four-Star" period from 10 to 10:45 p.m. being telecast in compatible color. Monday morning, April 16, the station began its daily five hours of local colorcasting with "Town and Farm" at 6:45 a.m.

The three major areas of local live color on weekdays are from 12 noon to 2 p.m., 5 to 6:30 p.m., and 10 to 11 p.m. In addition, all of Channel 5's live station breaks are telecast in color. Coupled with regular network colorcasts and color spectaculars, WNBQ initially is offering about seven hours a day of color to the Chicago market.

Under the RCA compatible color system, of course, all of the station's program fare is seen in high quality black and white on existing black and white receivers.

The only programs not colorcast are network black and white shows, local remotes and some film presentations.

The station operates seven color camera chains, five for live studio programs and two color film projectors, for 35 and 16 mm films.

Four Studios in Service

Studio A, largest in NBC's Chicago plant, together with an adjoining radio studio converted to color, was ready for color rehearsals and program testing by April 7. "A" and its satellite, which can be used as one or two studios, and which total over 5,000 square feet of space, comprise the most modern and functional color production center in the nation.

The most complex phase of the conversion involved the installation of electronic equipment in "Color Central", previously occupied by radio master control. A task force of 80 technicians worked around the clock to have this electronic headquarters ready by April 7. "Color Central" houses the control equipment to serve all color studios, plus color film chains.

A third smaller studio was made available for single camera color shows and live station breaks on April 15. After studio A was in service for color, studio E (2,500 square feet), then handling the bulk of Channel 5's local black and white live programming, was taken out of service and converted to color, giving the station a total of four studios.

Additional Plans

In addition, WNBQ plans call for the construction on the roof of the Merchandise Mart of a building with 25,000 square feet devoted to various TV production and service shops. Another 25,000 square feet has been leased for further expansion and possible use as an outdoor color TV production area.

WNBQ's public showplace is the new RCA-NBC Exhibition Hall, located in an enlarged reception hall area on the 20th floor of the Mart. In this exciting gallery of color are color receivers operating continuously. Against its crisp, ultra-modern decor are displays and exhibits showing a history of the development of television. A huge electronic mural graphically illustrates how color television works.

NBC TeleSales

— Closed circuit boon to industry

by Chuck Barris,
Management Trainee

Several years ago, the future looked increasingly rosy for television. What with each new year bringing forth a fresh crop of sets across the country, audiences becoming gigantic, sales continually gaining, and competition in other advertising media feeling a troublesome pinch-in-pocket and a nasty irritant in their dispositions, there was good reason for the pink cheeked appearance on the faces of most TV executives. But times do change and that pallid, tense and shifty-eyed expression, so familiar in the old pioneering days, is slowly returning to the rooms of the radio and television industry. That is . . . all except Room 278 of the National Broadcasting Company. In this exceptionally small cubicle of office space, a completely retarded attitude prevails. Here the inhabitants dash about with a confident air, happily pointing to the future and shouting lustily, "We've just begun to operate!" This is NBC TeleSales.

It is quite apparent to the members of this active department that not as many NBC employees are as aware of their duties as they would like to think. Nor do they dolefully bemoan the fact that the number of people working in their department reaches the unimpressive total of seven.

They are aware, however, that they must refuse their services to far more requests than they might accept, and that when the job is said and done, their "nice letter" folder is usually bulging with another note of congratulations and thanks from an NBC executive, a Chairman of the Board or President of a company that sponsors an NBC show, or a word of praise from a delighted producer for the help TeleSales offered in getting a new NBC program on its way. Such is the attitude that inhabits the offices of TeleSales, the little network within a network . . . the department that produces the National Broadcasting Company closed circuits.

Just what are the advantages of closed circuit television? Well, just imagine yourself President of one of the nation's leading linoleum manufacturers. Your company has just increased its line by a dozen attractive

new patterns, all of which are durable and happily inexpensive. You and your sales staff are bursting with enthusiasm and excitement over your new products, but you can't help wondering about the problem of presentation . . . how to capitalize most effectively in advertising, promotion, and that mysterious but demanding quality—prestige.

What better way to solve the problem than by personally selecting an audience of the country's foremost decorators, designers, architects, and floor-buyers, and inviting them into

TeleSales Manager Peter J. Smith (right) discusses production problem on Armstrong Cork closed circuit with TD Chuck Corcoran (left), dancer Sharon Shore and choreographer. Closed circuits share all the same rehearsal crises as regular commercial telecasts, always solve them, too.

hotels, TV stations, and clubs from coast to coast to see your own private television show? With the aid of closed circuit TV, you are able to explain in detail your products, showing scenes of your linoleum in use, displaying visually its attractiveness and wearability . . . all in dynamic color coupled with a sales pitch from the highest officers of your concern. And just look at your audience! A completely captive collection of the most important consumers and fashion dictators in your field. Such was the successful closed circuit produced recently by NBC TeleSales for the Armstrong Cork Company.

This same procedure, used by NBC to promote new programming ideas, has met with equally tremendous success.

With the power of impression, and the versatility in offering black and white or color television to preferred locations across the country, one can readily see the potential of closed circuit TV. The boundaries of the medium are as great as an executive's imagination. And as more and more companies are becoming aware of closed circuit success, more and more requests for information have been gathering on the desk of Peter J. Smith, manager of NBC TeleSales. Mr. Smith will be the first to agree that the recognition of closed circuit TV's value has been long overdue, although the rate of awakening is keeping his office in a constant state of turmoil and activity.

The handling of a closed circuit takes an immense amount of responsibility, creation, and time, with the



(Continued from preceding page)

latter ingredient invariably at a premium. What with station clearance, and the actual direction of the closed circuit itself, the executive in TeleSales must be an administrator, business man, director, and producer all compacted into a patient body constantly racing against the clock. Mr. Smith is such a man.

Prior to the emergence of TeleSales as a full-fledged department within the NBC domain, the production of closed circuits and the allocating of RCA sets and equipment tended to be an internal "free for all". Joe Culligan, Vice-President and National Sales Director, cast an administrative eye on the situation, thought of a remedy and created NBC TeleSales. A young, up-and-coming programming official, Erik Hazelhoff, inherited the responsibility of getting TeleSales on its feet; hence, the birth of a new department. The obvious purpose behind its origin was the establishment of a designated location for the channeling of all closed circuit requests and set distribution. The responsibility was enormous.

While the growing pains increased, the manager's desk was transferred to Pete Smith, and a concentrated effort was directed to the immediate problem—the sifting of closed circuit demands, cost estimates, and the full time task of becoming closed circuit experts . . . the art of specialization.

The procedure behind the production of a close circuit is as follows: A request is received stating the type of closed circuit desired and the show's anticipated coverage. NBC Sales Traffic and Station Relations are called in to help TeleSales free the stations necessary to meet the client's demands. This is not a simple matter, but when this segment is completed Mr. Smith and his associates can then turn to the trials and tribulations of producing a show.

After meetings with agency and/or client reps on the friendly field of creative strife, a script and floor plan emerge . . . the embryo of the future closed circuit. From this point, until actual rehearsal time, minor chores such as casting, costuming, music selection, engineering orientation, titling, scenic design and choreography must

McFadden Helms N.Y. Stations

Promotion Sparks Chain Reaction

Thomas B. McFadden, who at age 39 is a 22-year veteran at NBC, has been promoted to Vice President in charge of WRCA and WRCA-TV, the company's flagship stations in New York. The announcement was made by Charles R. Denny, Vice President in charge of NBC Owned Stations and NBC Spot Sales.

Mr. McFadden, who until his elevation was Vice President of NBC Spot Sales, succeeds Hamilton Shea as General Manager of WRCA and WRCA-TV. Mr. Shea resigned April 6 to join Transcontinent Television Corporation.

John H. Reber, Director of Television Sales in NBC Spot Sales, suc-

ceeds Mr. McFadden as Director of NBC Spot Sales, Mr. Denny announced. In a chain reaction follow-up, several other promotions took place. Edwin T. Jameson succeeded Mr. Reber as Director, Television Spot Sales. He, in turn, was succeeded by John J. Ryan, formerly a senior salesman in the department, as Eastern Division Manager, TV Spot Sales. Speaking of Mr. McFadden's promotion, Mr. Denny termed it "a recognition of his outstanding leadership in building NBC Spot Sales to its present standing in the broadcasting industry." Mr. Denny added, "I have long been aware of his desire to return to the station management field and I welcome him to the position of second-in-command in the NBC Owned Stations Division."

In population of markets served by the NBC Owned Stations, the New York stations represent upwards of 50 per cent of the total. Under Mr. McFadden, NBC Spot Sales has grown to where it now represents 13 TV and 10 radio stations in major markets in the U. S. and Hawaii, as well as Crosley stations in Detroit and on the West Coast, and Associated Television Ltd., London, England.

That Lucky April 6 . . . April 6 looms large in the life of Thomas B. McFadden. Ten years ago, on that same date, he reported in for duty as the newly appointed director of the local NBC station's news and special events department. That very day he met Miss Marjorie Hutchison, then a secretary in the station, who in October 1950 became Mrs. McFadden. On April 6, 1950, he departed for Los Angeles to become general manager of KNBH (now KRCA), the NBC station. And then this past April 6, he was promoted from Vice President of NBC Spot Sales to Vice President in charge of the New York stations . . . Congratulations to a nice guy.

be resolved. Finally, after Smith and friends have conquered last minute script changes and the unforeseen crises that habitually arise in the studio, they are usually allowed a half-hour pause for relaxation so that enough energy can be stored for the necessary task of manufacturing another well done coast-to-coast color closed circuit. Thus the cycle is completed.

With the passing of TeleSales' first anniversary, the use of this hectic cycle has been increasingly successful, although by no means calmer. The roll-call of TeleSales' clients and projects reads like a Who's Who of Industry. And what has industry to say about NBC TeleSales? "Congratulations, bravo and sincerest thanks" . . . "Your closed circuit lived up to all expectations" . . . "Thank you! Thank you! Thank you!"

NBC TeleSales may still be a comparatively unknown department, its product, closed circuits, still grossly underrated. Yet during the first six weeks of 1956, the Smith office has produced thirty-one closed circuits and sales kines for an average of over five productions a week. Peter J. Smith and his TeleSales department may be unheard of to some, but the number is definitely diminishing.

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Reunion for Sons of Broadcasting



A real back-slapping spree of reminiscing took place on Friday night, January 27, when some 200 veterans of pre-World War II "pagedom" at NBC congregated at the New York Athletic Club in Manhattan.

"Well, you haven't changed a bit" and "Do you remember when" peppered the cocktail and dinner conversation, as the Sons of Broadcasting met old friends at the reunion.

The "ex-monkey suit boys," as they style themselves, found that they had turned into leading entertainers, network executives, sales managers and advertising heads. One Madison Avenue executive estimated that there was \$50,000,000 worth of network purchasing power represented.

Dave Garroway, one of the industry's best known onetime pages, was there, as was fellow NBC entertainer Gene Rayburn.

Singer Earl Wrightson, a former guide, said he showed up to see "how fat everybody else has got." Wrightson also sang for his supper.

A notable enthusiast was Barrett Eldridge of Pan-American Airways,

who flew in from Frankfurt, Germany, to attend the affair.

The late Fred Allen was there by very special invitation. Although pages were not allowed to express opinions of preference about stars, Allen was the odds-on favorite in locker room voting among NBC pages of the '30's.

Several gold braid veterans harked back to November 18, 1933, when the NBC Guide Service started, at 40 cents a head for the tour. In its first year, they added proudly, the Guide Service netted \$240,000.

All pointed that night with genuine pride to the training they received in the days when they were leading visitors about the NBC studios. It was a brand of training much appreciated by the heads of NBC—Chairman of the Board Sylvester L. Weaver, Jr., and President Robert W. Sarnoff—who sent a congratulatory wire to Paul Rittenhouse, of NBC Station Relations, chairman of the event.

At the end of the dinner, Rittenhouse, who created and sparkplugged the reunion, received a rousing rendition of "For He's a Jolly Good Fellow."



With the evening's special guest, the late Allen, are guidette Mary Helen Crain, r chairman Paul Rittenhouse, and "Uncle Harkins, longtime friend and associate of



Barry Eldridge, Pan-American, delivers punchline enjoyed by Bill Mead, Elgar (film) Prods., Jim Goode, WOR engineer, and Pete Finnerty, Chevrolet sales,

Alumni entertainment was provided by present-day Guest Relations choristers. Top (l-r): Frank Schwagerl, Jim Smith, Bob Ostberg, Joe Thomas, John Forbes, Walt Pfetsch, Pat Farrelly, Chuck Ferguson, Ken Wilson, Mary Helen Crain. Bottom (l-r): Bill Traber, Ed Beakey, John Tarpey, Al Dunbar, Harvey Muller.



Chatting with Ed Herlihy are Herb Boclair Oil, and Al Rorabach, Time Magazin came suitably garbed as pages for the op

Vacation Policy

Now with the frost off the pumpkin and spring in the air, most of us begin thinking of our summer vacations — when, where, and with what. (This is called foresight rather than daydreaming.) With CHIMES on a bi-monthly basis, this is a good time to advise you of certain revisions in NBC's vacation policy.

The subsequent statements and the accompanying graph, regarding employees on the regular semi-monthly payroll, represent basic company vacation policy, subject to collective bargaining agreements where applicable.

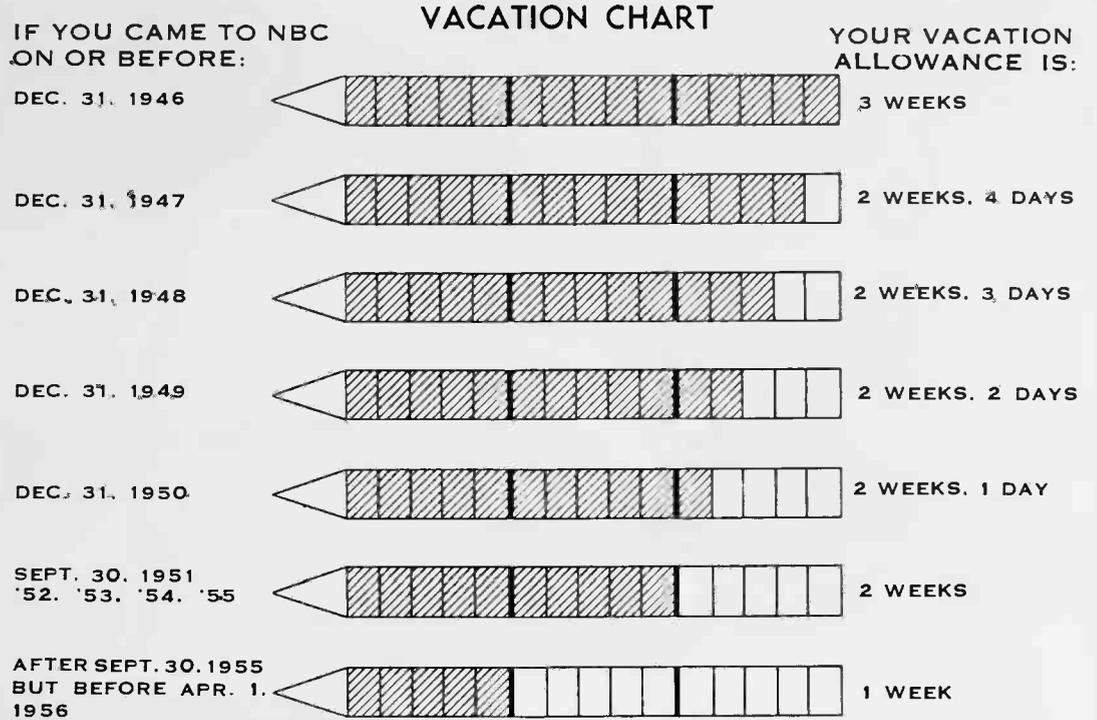
The vacation chart indicates how to determine eligibility for and amount of vacation provided most regular employees.

Employees who have been subject to leave of absence or layoff and reinstatement should consult their supervisors if their vacation status is in doubt.

The normal "vacation season" is April 1 through October 31 inclusive. Subject to the approval of the Department Head concerned, vacations may be scheduled outside the normal vacation period but within the current year, if operations within the department make it possible to approve an employee's request.

Except when approved by Department Heads, no more than two weeks

*Check Your Vacation Time
— Plan Your Holiday!*



THOSE EMPLOYED AFTER MARCH 31, 1956,
WILL RECEIVE TWO WEEKS VACATION IN 1957.

NBC's vacation policy for certain employees provides an additional day of vacation for each year of service from the sixth through the ninth year, besides the regular two weeks. For some time, three weeks have been provided to members of NBC's 10-Year Club. Presented above for ready reference is a chart showing just how much vacation you are entitled to this year.

of a vacation period may be scheduled consecutively. Operating needs shall be the controlling factor as to when a vacation may be taken. Wherever possible, the employee shall be given the opportunity to select the date within the vacation period when his vacation will begin.

Vacations are not cumulative from one year to the next. (Has anyone been assiduously saving up over the years?)

Whenever a company-designated holiday falls within an employee's scheduled vacation period, one day will be added to the vacation time.

Vacation pay will not be received in advance except where an employee's regular pay period falls within his vacation period and he requests such pay in advance through his superior.

... Alright, now, let's all dust off those Honolulu travel guides and begin planning!

WHO WILL BE "MISS NBC"?

Dunno yet, but a distinguished panel of judges has already selected five finalists from among the bevy of beauties entered.

Each Gotham NBCite will have a chance to vote for New York's "Miss NBC of 1956" via the ballot imprinted on the May 15 salary check envelope.

The winner will be presented at the Annual Spring Dance, Friday, May 25, Grand Ballroom, Waldorf-Astoria.

And will she be pleased she won!

... An all-expense-paid vacation for two in Bermuda.

... A diamond and gold wrist-watch.

... 3 matched pieces of luggage.

... An RCA portable radio.

Don't miss it! Get your dance tickets now. Contact Employee Services.

lywood, too, had a luncheon reunion for R. alumni, same day. Striking "at attention" pose of their uniformed days are (top) Sheldon, Screen Gems; Jack Rayel, ; Dave Jarvis, Calif. Tech. Institute; Walt rison, NBC Spot Sales; Ed Haaker, NBC ws. (Below) Jim McCarthy, NBC Engineer- Wendell Williams, V-P, Leo Burnett; Bill ent, Manager, NBC Guest Relations; McDonough, J. Walter Thompson.





Lucia
Mariani

54 NBC Foster Parents 'Adopt' Italian War Child

There's a department at NBC New York with a pretty big heart.

Because the members of Studio and Theatre Operations allowed themselves a less elaborate office party than others had last Christmas, a little Italian girl is better clothed and better fed this year.

The story goes back to mid-December, when the inhabitants of Room 670 gathered and began discussing the party they would throw. The end result of the meeting was that, rather than splurge the usual out-of-pocket personal contributions toward the gala trimmings, the group decided to do something worthwhile in the real spirit of Christmas. They elected to adopt a European war child through the Foster Parents' Plan For War Children, Inc.

And so the meeting was a double-edged success. Room 670 had an office party, though without a lot of hoopla and frosting; and they had the satisfaction of knowing that their personal donations would bring Christmas the whole year through to someone who had never known it.

The youngster who is now benefiting is little Lucia Mariani, an eleven-year-old Italian girl who suffers from malnutrition which is tragically common-

place in her little village.

Lucia and her sister Rita, aged 14, live with their parents, both of whom are prematurely worn out by illness and acute lack of adequate diet. Despite these conditions of health, the father's hands reach eagerly for work, and he manages to get about ten days a month as a farm hand in this tiny hamlet, where there are no industries or prosperous farmers.

Their home is a hut, consisting of one room and kitchen, with no running water or toilet. Their furniture is sparse and shabby beyond repair. Yet despite the lack of the barest essentials, what few things they possess are polished and clean. Their clothes have been washed and patched so often that all seem clothed in rags. The only pair of shoes owned by Lucia were given to her by a neighbor, and as can be seen in the photograph they are ill-fitting and broken.

There is only one meal a day in this home, which consists of bread, olive oil, and sometimes fruit. As a result, all are weak and suffer from malnutrition and anemia.

Lucia attends school and is in the third grade. She has light brown hair and chestnut brown eyes. She is ex-

tremely thin, weighing only 63 pounds, and has a marked pallor.

Lucia Mariani has never owned a toy, never known the normal delight of a well-filled stomach, nor felt the pride of being decently clothed.

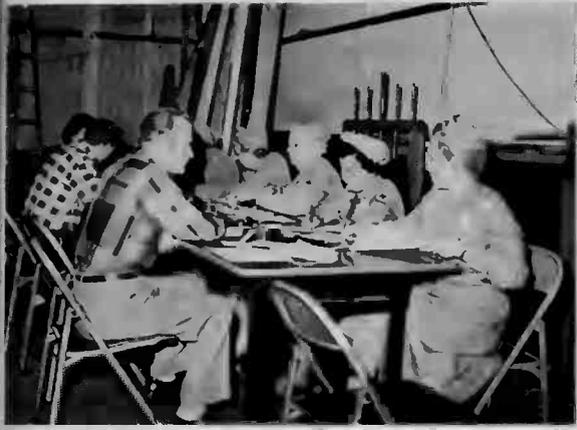
In a letter to the contributing members of NBC's Studio and Theatre Operations, the Foster Parents' Plan said: "Tragic children such as these are so resigned to misery that they find it difficult to believe that their lives can improve. Your Foster-parenthood is changing her life, and you will have the pleasure in the ensuing months of noting that improvement."

Lucia will receive a cash monthly grant of \$8.00, shoes and warm clothing, a 100% wool blanket, medical care, assurance of schooling and periodic food parcels. Should emergencies arise, they will be met by the Plan.

Although there are many delaying details involved in a war child "adoption," the fifty-four Foster Parents of Studio and Theatre Operations have already received a letter of sincerest gratitude from Lucia.

"In addition to these material advantages," adds the Plan, "you have brought this child the gift of hope, the priceless knowledge of human sympathy, and the lessening of her pitiful sense of insecurity."

International headquarters for the Foster Parents' Plan For War Children, Inc., are at 43 West 61st Street, New York 23, N. Y.



How do you spell that?
1—registration



Five, six, seven, eight . . .
2—temperature and pulse



You've never had mumps!
3—medical history, blood pressure

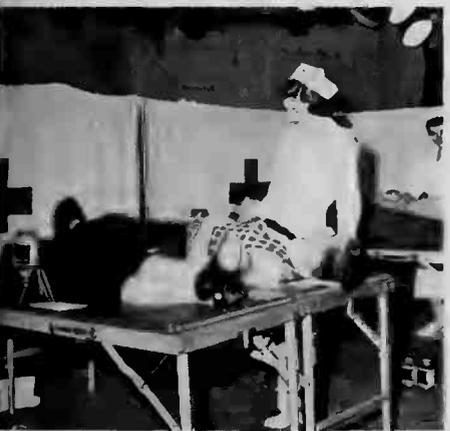
Seven Stages of Blood Donation



Aaaaaaaaahhh —
4—doctor's physical check



And one for you . . .
5—picking up empty pint bottle



Just another minute now.
6—in the donor room



Now where did that hole go?
7—canteen coffee and cookies

This year's blood drive for NBC in New York proved a resounding success when the final tally revealed that employees had donated approximately 300 pints. It represented a 40% increase over last year.

February 13th was the day. A Red Cross Bloodmobile Unit set up shop in studio 8-G, processed 363 prospective donors who appeared. Sixty-six people were regrettably rejected through a thorough health and medical history check. The accompanying pictures record the seven painless stages of that selfless gesture — giving blood toward someone else's future need.

The new total gives the NBC Blood Bank, administered by the New York Red Cross, enough blood to meet a year in which no request need go unfilled.

All employees of NBC and their immediate families are eligible, and blood is usually delivered the same day in the amount requested. It is not necessary to have donated in order to benefit from the Bank, though an employee is asked, in return, to help refill the Bank during the next drive, if physically able.

Every New York employee should now have his Blood Bank membership card, for presentation upon admittance to a hospital. If you do not yet have one, call Employee Services.

RCA News Brief

Color TV Mass Production: Industry's first plant completely converted for and geared to the mass production of color television receivers at a cost of more than \$5,000,000 has been unveiled at Bloomington, Indiana. The plant is now geared to produce, on each of its assembly lines, a color TV set—completely tested, packed and ready for shipment—every 60 seconds. In addition, a color set line is now in operation at RCA's Indianapolis plant. During 1956, RCA alone expects to manufacture and to sell more than 200,000 color TV receivers.

Record UHF-TV Output: Four and a half million watts of ultra-high-frequency television radiated power at a frequency of 537 megacycles (channel 23) — the highest continuous-wave power ever achieved at that frequency, and more than four times the output of the most powerful existing UHF-TV stations — have been produced by RCA at Lancaster, Pa. Success of the experiment makes possible extended and improved TV broadcast service throughout the station. Although UHF television stations are permitted a maximum of one million watts of effective radiated power under existing regulations of the Federal Communications Commission, it is hoped that this limit will be raised as technological advances reach the commercial stage.

David Sarnoff Fellowships: Establishment of ten graduate fellowships for RCA employees in honor of Brig. General David Sarnoff has been announced by Dr. C. B. Jolliffe, Vice President and Technical Director of RCA. Each fellowship is valued at approximately \$3,500, and includes a grant to the fellow, tuition fees and an unrestricted gift to the college or university selected. The awards will be made in the fields of science, business administration and dramatic arts. Recipients will be chosen from the various RCA divisions and subsidiaries, and employees will be given a leave of absence for the fellowship's duration.

RCA and British Decca have entered into an agreement under which Decca will receive master recordings from the RCA Victor catalogs, and will manufacture and distribute phonograph records under the RCA monogram label. Marking another step in RCA's program to increase its foreign record distribution, the agreement goes into effect in May, 1957.

Color TV 'Studio-on-Wheels': An RCA-designed compatible color television "studio-on-wheels" for medical use—the first of its kind—has been purchased by Smith, Kline & French, Philadelphia, Pa., pharmaceutical firm, for closed-circuit presentations of surgical and clinical demonstrations. The new mobile "studio" incorporates 3 color TV cameras and all control-room equipment necessary for SK&F's Color Television Unit to originate medical colorcasts from virtually any hospital in the country.

TV Magnetic Tape Recording: Color television programs can now be recorded on magnetic tape and re-broadcast over standard commercial broadcast facilities, with up to 15 minutes of programming stored on a single 20-inch reel of tape, RCA scientists have reported. Programs recorded can be erased and the tape re-used at least 100 times without perceptible deterioration. Tape-recording programs can be stored for months with no loss in quality. A system has been designed to regulate tape speed automatically during playback with extreme precision.

The system employs seven different tracks in the half-inch width of the magnetic tape to carry six different types of information. These record the separate electrical signals for the red, green and blue portions of the color television picture, the high-frequency components of the color signals, a synchronizing signal to ensure proper relationship among the various elements of the transmitted picture, and, on two tracks, the signals for the sound.

A **Flight Laboratory** for air and ground testing of airborne electronic equipment and systems has been established by RCA at the New Castle County Airport, New Castle, Delaware. It will be used for pre-flight and in-flight testing of RCA airborne equipment and fire control systems for military aircraft and for flights in connection with operational tests of RCA ground radar systems.

Emanuel Sacks, Vice-President of the Radio Corporation of America and the National Broadcasting Company, and Vice-President and General Manager of the RCA Victor Record Division, will henceforth devote his full time to NBC and RCA staff activities, it was announced on April 2 by Frank M. Folsom, President of RCA. Lawrence W. Kanaga, Vice-President and Operations Manager of the RCA Victor Record Division since May, 1955, has been appointed to succeed Mr. Sacks as Vice-President and General Manager. Mr. Sacks is also Chairman of the Board of Kagan Corporation, which handles NBC film syndication and other enterprises.



NEWLY-DESIGNED RCA Victor "Personal" television receiver can be easily carried from room to room. Entirely self-contained, as shown, it weighs slightly more than 22 pounds. Featuring a newly-developed RCA picture tube with an 8½-inch outside diagonal measurement, the set contains ten tubes, plus the kinescope, crystals and rectifiers.



Graphic Arts

(Continued from page 5)

A color story board for a full color animated film made for "American Inventory". Artist, James Glenn.

opening color strip now used on "Howdy Doody" comes out of the department's bag of tricks.

The 18th Street staff is used to fulfilling all sorts of photographic needs, including trick photography, and a rush request for a life-size blow-up of Marilyn Monroe doesn't faze them much. To ensure quality and speed, seven different outside photographic services are kept on tap.

Billboarding art for forthcoming shows is also done. This, however, is only the artwork shown at the end of one program plugging another show coming up in the same series. The promotional art shown during station breaks is turned out by the Advertising and Promotion staff.

Preparing commercials is something we think of as a province of Madison Avenue, but Graphic Arts has already wet its feet in this pool, too. The reasons are obvious. The department is, by definition, skilled in making up any sort of visual aid relating to an advertiser's product or message, whether an illustration or a prop. And when it comes to color, NBC-TV Graphic Arts has the jump on practically everybody, for they are part of the network that has pioneered the field.

The department is doing the commercial artwork for most of our major color advertisers. A prominent example is Sunbeam. That realistic vignette of an electric razor devouring face whiskers is an artistic super-imposition. When Pontiac wanted to present six new models in rapid succession, Graphic Arts constructed a rotating paddlewheel for color transparencies.

Much of the work on color commercials involves retouched dye-transfers. These are shots of the actual product or an artist's realistic rendering of the product, with the desired features highlighted and the reflections taken out.

It has proved an excellent investment for clients, for it eliminates the expense and time consumed in studio set-up and lighting.

Extending itself even further, Graphic Arts now does some point-of-sale commercial art for merchandising campaigns. Thus, the shopper sees in the retail store exactly what he has seen on his TV screen.

The advent of color in television opens up great new avenues of exploration for the graphic artist. Used both boldly and subtly, the color in titling artwork and transitional effects suggests mood, carries emotional meaning. With commercials, color sells the product best, for color vision is normal vision.

Behind all artwork, however, lies the principle that, whether for color TV or not, it must at present be concerned with a black-and-white TV audience. The test of good color design is that it appear equally dramatic in black-and-white presentation.

The field of Graphic Arts in television has come a long way in the last few brief years. Three years ago, NBC-TV Graphic Arts was organized formally as a department of four people under the supervision of Edward J. Bennett. Today he heads a department of 25 quality artists, printers and researchers with various specializations. Heading up overall art direction for the TV network is Norman Grant, Associate Director of Production, who supervises the entire Design and Art Operations.

Topflight professional artists, who three years ago were looking down their collective nose at the opportunity for the creative artist in television, are today perking up, studying how best to get into a field whose artwork is consistently on request to travel on exhibition to colleges, educational groups, publications and design insti-

tutes throughout the country.

The department works a 7-day week. Two men are assigned to a midnight-to-8 a.m. shift, working solely for "Today", whose needs run largely to maps and visual aids. Some artists "have brush and travel", if working for a peripatetic show like "Home".

Still in its own growing pains, NBC-TV Graphic Arts already employs many outside specialist services, has its own fleet of 5 messengers. A large picture library is being built up to serve for reference and inspiration. A few short weeks ago, no picture service in Manhattan, including the Public Library and the *New York Times*, was able to come up with an authentic picture of the *original* Barrett house on Wimpole Street. With time running out, staff artist Harvey Schmidt finally located it in one of his own reference books, but a department long used to crisis and rush looks happily to the day when this particular sort of situation won't exist.



Bill Shortridge (foreground) and Dick Tibak are printing a crawl by Hot Press, white on black, to be used for a super-imposition of closing credits over a live scene.

WASHINGTON WINS!

A six-months leadership contest for NBC Owned Stations, designed to bring out the stations' best public service efforts, has been won by WRC and WRC-TV, Washington, D. C., it was announced by Charles R. Denny, Vice President of NBC Owned Stations and NBC Spot Sales.

The stations received the Distinguished Leadership Award, a trip to the major capitals of Europe for NBC Vice President and General Manager Carleton D. Smith and Mrs. Smith, and prizes distributed among the staff.

Performance in public service and profit proportionate to market size were weighed equally in judging the contest. In a congratulatory telegram to Mr. Smith and the Washington stations, NBC President Robert W. Sarnoff said: "Your feeling of pride at this accomplishment would be magnified greatly if you could see all the entries in the contest. Every station did a magnificent job."

Adding to its laurels, WRC-TV received a Plaque Award for "Serving the Public Interest" in *Variety's* 1955-1956 Showmanagement Review.



A PRODUCER'S LIFE—Bill Parish always dreamed of the day when, with the title, would come the glamour of being a producer in a sumptuous office. As head man on NBC-TV's "Dr. Spock" show, the subdued Parish finds that he ends up holding the actors, carrying their lunch in his hip pocket and acting as First Nurse on the set. The babe-in-arms is Charles K. Dargan Jr., son of the show's director, who appeared a while back on the series, originating in Cleveland.

Spring Dance A-Coming

Friday, May 25 is the date, and the Waldorf Astoria's Grand Ballroom will be the scene of the fracas.

It's NBC New York's 4th Annual Spring Dance. And the biggest yet!

Jimmy Lanin's Orchestra will be on hand to put out that oh-so-smooth dance music. Feet will shuffle from 9 p.m. to 2 a.m., and no one's going to suffer in a boiled shirt, 'cause the dress is informal.

There'll be some big door prizes for lucky ticket holders, and a dramatic moment when the winner of New York's "Miss NBC of 1956" contest is announced.

The take is a mere \$2.50 per head, blonde or brunette, and that includes tax. Each department and work area has its own ticket representative to save you traipsing up to Employee Services (room 798, ext. 2461).

All tables will be reserved; most are for 8 or 10. You can make sure

you won't end up sitting with your boss, if you mosey around now and get up your own party. Tables will be assigned in the order requested, but you can't all sit ringside, so you'd better move now.

This year's Miss NBC contest, incidentally, looks to be a white-hot competition. A panel of eminent judges has narrowed it down to five finalists, but the last vote will be up to you on the ballot distributed with the May 15 paycheck. Judges included columnist Danton Walker; former Miss America of 1955 and current "Today" headliner Lee Meriwether; interior designer and past Miss America judge Russell Patterson; illustrator Arthur William Brown; WRCA's own Pegeen Fitzgerald; jeweler Henry Lambert; and, last but, not least, NBC Photo Unit Manager Sid Desfor, who has cast a professionally critical eye on more pretty girls than most any 10 of us.

Summer Radio-TV Courses

Begin June 25 in New York

A 6-week training program will be offered by the Barnard College—NBC Summer Institute of Radio and Television, starting June 25 at the NBC Studios in Radio City, New York.

Six courses, taught by professionals in the field, including NBC staff personnel, are in the curriculum. Two are required: "Your Television Career" and "Television Studio Operation". Four elective courses, from which the student may choose two, deal with TV production and direction, writing for television, announcing techniques, and programming for children and adult education (two-part course).

The program is open to men and women; applicants should be college graduates. Admission application should be made before June 1 on forms obtained through Miss Susanne Davis, 112 Milbank Hall, Barnard College, New York 27, N. Y. Fee is \$175. Brochures may be had from Hilda Watson, room 788, NBC.

SAFETY SAM SAYS:

"Every 5 Seconds Someone Gets Hurt"

At work, in the home, on the highway, and in all other places, people are getting hurt. According to the National Safety Council's preliminary report for 1955 more than 92,000 persons were killed and over 1,900,000 were seriously injured. Several other million received only minor injuries which, but for the grace of God, could have been serious—or even fatal.

The most amazing fact about all this is that courtesy and common sense could have prevented 98% of the accidents (the other 2% is attributable to tornados, floods, and other events which are uncontrollable).

During the rest of 1956, don't be one of the chance takers. Don't allow yourself to be "counted" by the statisticians of the National Safety Council. Correct all home, work and driving hazards, and thereby eliminate the temptations to take another chance.

An Open Letter of Thanks

On the evening of February 27 at the RCA Golden Achievement Year dinner at the Hotel Commodore in New York, an otherwise festive occasion was marred when NBC Chief Operator Maude Archer sustained a fall down a flight of stairs, breaking her right arm.

Maude was in the hospital until March 20, and during those weeks came to know the full esteem in which her fellow workers throughout the company hold her.

She would like to take this chance to thank everyone for their thoughtfulness.

"Time was when I had little difficulty in expressing appreciation for my many blessings, but now I am truly lost for words. If I said I am most grateful for the many cards, flowers, fruit, etc., when I was a patient at the Roosevelt Hospital, that would be an understatement. There are just no words that would adequately express what is in my heart. So overflowing were the tangible expressions of good wishes that on one day someone asked, 'Who is in that room, Grace Kelly?'"

"Thank you all again, I shall never forget this occasion."

MAUDE ARCHER

President's Award—Employee Fellowship

Applications for the National Broadcasting Company's second annual President's Award and Employee Fellowship must be filed with NBC by June 30. Winners of the 1956 Awards will be announced no later than Aug. 15.

The NBC President's Award is open to all applicants who show outstanding talent in the field of dramatic arts and is intended to assist the individual financially in attaining additional experience and training. A grant of between \$4,000 and \$6,000 is awarded each year to an individual between the ages of 25 and 35 whose outstanding talents and creativeness have won recognition, for the opportunity to study and work under major directors, producers and executives of the broadcasting and theatrical fields.

Gerrit J. DeVlieg

Gerrit J. "Gary" DeVlieg, veteran radio engineer at WMAQ, Chicago, died in his sleep at his Highland Park, Ill. home on January 29.

DeVlieg had been with WMAQ since December, 1931, and for the past several years had served as engineer for the NBC radio network's "National Farm and Home Hour". He is survived by his widow and three daughters.

Karl Korter

Karl Korter, supervisor of news-reel costs and records in Public Affairs-Film, died on Feb. 12 after a prolonged illness, at age 61. Born in Asch, Czechoslovakia, he was a resident of Manhattan.

He joined NBC in June, 1944, having previously been a newspaperman and writer in Europe. During World War II, he worked on short-wave monitoring for NBC, later saw service in the News Dept.

He is survived by his wife, Mrs. Alice Korter, and brother-in-law, pianist Kurt Maier.

SPECIAL . . . Catch this sensational deal! A 21" RCA Color TV set, list price \$695 — *now only \$395 to NBC employees.* Only 10% down payment . . . 30 semi-monthly paycheck deductions . . . no interest rates. Yes, these are brand-new sets! See Employee Services for details.

NBC Marriages

Sarita Nunez, Chicago, to Edmund Ostos.
Louella Beers, N.Y., to Dennis Neal.
Marilyn Ross, N.Y., to Mark Vassar.
Mary O'Connor, N.Y., to Peter Coley.
Jackie Bloch, N.Y., to Richard Goldstein.
Grace Reeber, N.Y., to Robert Kirk.
Jack Mula, N.Y., to Josephine Di Rosa.

NBC Births

To Anthony Rokosz, N.Y., a son, Donald.
To Rudy Gebhart, N.Y., a son, Curt Martin.
To Peter Dugandzic, N.Y., a son, Paul.
To Anthony Romeo, N.Y., a son, Louis.
To Robert Juncosa, N.Y., a daughter, Linda Diane.
To David Gray, Chicago, a daughter, Susan Leslie.
To Don Ansel, Chicago, a son, Thomas Alan.
To John Conrad, Chicago, TWIN SONS, Lance and Lee.
To Hugh McTernan, Hlwd., a son, Hugh IV.
To George Lawrence, N.Y., a daughter, Cynthia.
To Doug Coulter, N.Y., a daughter, Susan.
To Jack Heywood, N.Y., TWIN DAUGHTERS, Rose Mary and Mary Ann.
To Al Sherman, N.Y., a son, Murray Adam.
To Wayne Simpson, N.Y., a son, Wayne Michael.
To Richard Swicker, N.Y., a son, Charles Clayton.
To Paul Jacobson, N.Y., a son, Jason.

Bargain Counter

For Sale: Brand-new, split-level, 6-room house in New Rochelle, Westchester Co.; 3 bedrooms, 2 complete baths. Patio, garage; living room bay window overlooking Iona College Lake. Convenient to shopping center, schools, N.Y. Central RR. 65' x 155' plot. \$29,900. Bert Landon, Film Exch. tieline.

For Sale: Bell & Howell (Filmo) camera. Model DA-70; f 1.9 lens turret. Carrying case with Same lock. Excellent condition. Don Salviola, X2640.

For Sale: Westinghouse hand vacuum cleaner. 1953 model, almost unused. \$15. Record cabinet, light wood. Standard 1-piece, 2-shelf size with doors: 24" x 18"—29" high. \$25. Upholstered occasional chair, fine springs. \$15. Marjorie Kahn, X2437.

For Sale: Bilrite baby carriage, deluxe model, lists \$115; excellent condition. Car bed and stroller, fair condition. All can be had for \$50. Jim Connor, X2681, after 6 p.m. or AL 4-4712.

Sublet: Girl to share 2½-room apartment, West 11th Street. Large terrace. Available May 23 to July 10. \$10 weekly or other terms discussed. Laura Graham, X4150.

Sublet: Girl to share 3-room apartment, East 48th Street. Attractively furnished, freshly painted, elevator, doorman, courtyard. Available May 15 (or earlier) to Sept. 1. \$65 a month. Barbara Muller, X4184.

The NBC Employee Fellowship is open to all regular NBC employees who show unusual skill and promise in dramatic arts. A grant in the amount of \$2,100 a year, plus tuition, is awarded each year to an employee between the ages of 21 and 30, who, in the opinion of the NBC Scholarship Committee, has displayed a talent and creativeness, and whose future should be encouraged by additional academic and professional training, to be conducted at a school agreeable to the recipient and approved by the Committee.

The NBC Scholarship Committee is composed of Richard A. R. Pinkham, Vice-President in charge of NBC-TV Programs; Fred Coe, NBC Executive Producer; and B. Lowell Jacobsen, Director of Personnel for NBC.

People and Places

Administration

Controllers—*Wayne Simpson*, busy showing photos of his first born son, Wayne Michael. He is handsome, Wayne.

Romance in the air—*Vicki Casella* and *Ted McKeever*, both from Network Billing, announced their engagement, along with *Bill O'Connor*. *Jack Mula* back to work after his Florida honeymoon. *Gracie Reeber*, available for cooking lessons after recently becoming Mrs. Robert "Happy" Kirk.

"And then there were two"—The "Happy Corner" lost one of its members, *Mary Ward*, who left to await the arrival of her baby. The "Easy Life" is now being enjoyed by *Helen Grabauskas* and *Arlene Cassin* who both retired.

Ed Prendergast boasts a new male secretary, *Bob Callahan*.

New Faces—Network Billing—*Rita Lindenbaum*, *Curtis E. Blank* who was transferred from Financial Planning; Show Cost—*Marion Chandler*, *Frank Smith*; IBM — *Jane Egoumenidas*, *Rosalind Lynn*, *Mary Chookasezian*; Accounts Payable—*George O'Connor*.

Duplicating—So-long to *Ray Ryback* who joined General Electric in Syracuse. We wish Ray the best of everything in his new job. Congratulations to *Bob Micus* on his promotion as Unit Supervisor. Welcome to *Bob Caminiti* and *Mike Scholl*.

Bill Weiss is a great automobile enthusiast. By the end of the year, he will probably have sold us, at least, two cars apiece. Bill could tell you the make and year of a car just by hearing the motor turn over. For the third year, *Tom Wade* will be playing for the N.B.C. baseball team. Duplicating has come up with its third ten-year man in *Charlie Atlee*, in charge of the addressograph department.

Facilities Administration — Our welcome mat is out for four fine chaps: *Frank Tranja*, *Charles Chrystal*, *Lawrence Cotter* and *Tom Hammill*.

Deepest sympathy is extended to *Sgt. Jack Lynch* on the passing of his mother, Feb. 22.

Personnel — New faces — *Eileen O'Connell* in Labor Relations, *Lee Douglass* and *Betty Mauder* in Records, *Joan Roland* in Employee Services. Joan, incidentally, has announced her engagement to *Richard Romanski*. *James Johnson* slipped THE ring on *Marie Ruppe's* finger. Both girls plan late summer weddings.

Staff Engineering — Belated welcomes to *Dick Bevilacqua* and *Sherm Graham* in Technical Services, *Pat Reddersen* who replaced *Eileen O'Connell*, now in Labor Relations, and *Frances Pripas* in Audio-Video. Alterations galore going on in 612 to make room for *George Graham*, who will join us shortly.

As a Silver Anniversary gift, *Elmer Mead* took his wife on a three week cruise to the West Indies. Lucky people — cruises are the greatest!! *Nancy Mitchell* will be heading for Miami soon after Easter; then *Murray Compert* will drink in a little of that Florida sun, with *John Valli* and *Jack Ulfik* following in May. *Lew Hathaway* has been hopping all over the globe — two trips to Cuba — then Bimini, Miami, and Oklahoma — all business!

Lucky *John Kennedy* has transferred to sunny Sunset & Vine as a staff engineer. *Kathleen Wynne* surprised us all by returning from California with a sparkling diamond ring on the appropriate finger. Fiancé *Dick Eddy*, a native New Yorker, is working as a Naval architect in Los Angeles. *Bob Claudio* being paged by Uncle Sam for an appearance before his draft board.

Stenographic—The department bid farewell to *Margot Conway* and *Thelma Braine* by taking the girls to a wonderful dinner at *Mama Leone's*.

Steno extends a warm welcome to *Karen Taylor*.

Over in Central Files, congratulations are in order for *Eugene Glover*

on the February 15th arrival of a baby daughter, *LeClair*.

Film Division

Administration, Production and Sales—This month the Film Division has had a rash of inter-office romances. To quote one irate boss, "Everyone seems to be falling in love on company time." *Jack Tobin* and *Anne Christensen* (both in Sales) announced their engagement, and plan to be married in early June. Almost simultaneously, *Mary Bayliss* (Advertising & Promotion) sported an engagement ring from *John Bechtel* (Business Office). Their wedding date is set for early May. To the surprise of everyone, *Marilyn Richardson* (Sales), who was to have been married in June, revealed that she has been married secretly since the early part of November. *Connie Lincoln* (Sales) has announced her engagement to a dashing Lt. Commander in the Navy. *Jackie Bloch* (Business Office) was married March 2nd to *Richard Goldstein*. *George Keehner* (Film Exchange) plans to be married in January of next year.

Fritz Jacobi (Film Publicity) is back from a two-week Carribean cruise, bronzed and healthy, to the envy of his pale, exhausted staff. *Margie Kahn* has just returned from Europe with her champion bridge-playing husband, *Richard Kahn* of Columbia Pictures, who played in a world-wide bridge tournament there. Well-known sportswriter *Jack Orr* recently joined Film Publicity. Two new additions to the Film Exchange . . . *Martin Berman*, an inspector, and pretty *Gail Merrin*.

Finance

Legal—As rumored in the last column, the "Love & Marriage" bug has definitely bitten in Legal, to wit: *Howard Monderer* set the date with *Claire Weiss* for May 27th . . . *Charles DeBare* set the date with *Nancy Skutch* for April 28th . . . *Joan Lindenmayer* and *Dick Perz* took the preliminary step and became engaged recently.

Vacations are also in the wind now that spring is upon us: *Palma Bisogno* and family took an early vacation to soak up that Florida sun: and *Joan*

Baird, Jean Schneider, Clio De Prizio, and Ann "Sunshine" Debus rented a cottage for the summer at the Jersey Shore.

A very belated welcome to *Barbara Brochstein*, who joined us just after the last deadline, and also to *Audrey Gumo*, who took over as *Alvin Ferleger's* secretary.

Owned Stations Division

Spot Sales—*Shirley Joblove*, Radio Promotion writer, and *Maria Crafa*, National Radio Traffic Supervisor, are two lucky gals who recently spent their vacations in Europe. Shirley sailed on the Dutch liner *Maasdam* to England, where she participated in the wedding of an English girl she had not previously met but had corresponded with since World War II. Maria traveled extensively throughout England, France, Italy, Scotland and Switzerland.

A sincere welcome to those who have recently joined us in 308 . . . *Jim Turck*, TV salesman, *Harriet Feinberg*, Radio Promotion Supervisor, *Arthur Staniecki*, production assistant, *Nancy Kosciuk*, TV Promotion secretary, *Betty Ancona* and *Pat Healy*, TV Sales secretaries. Congratulations to *Al Ewald*, former Research Supervisor, who was recently appointed Administrator of Represented Stations working with *Dick Close*, Director of NBC Spot Sales' Represented Stations.

WMAQ, WNBQ, Chicago — *Sam Saran* of the News department has been elected second vice-president of the Chicago Headline Club, local chapter of Sigma Delta Chi journalism fraternity. Newscaster *Austin Kiplinger* was elected a member of the board of directors of the organization. . . . *Frannie Clark*, Press department, observed her 25th anniversary with NBC on March 16. By way of celebration Frannie and her husband left for a three-week vacation in sunny Florida on the 16th. . . . *Dave Gray*, TV Production, welcomed a new daughter to the family, Susan Leslie, born March 5. It's the Gray's fourth child and third girl.

Sarita Nunez, Radio Spot Sales, was a February bride. Sarita and the bridegroom, Edmund E. Ostos, honeymooned in Mexico. . . . *Carol Edeling*

is a recent addition to the Press department. . . . *Betty Ross West*, Public Affairs and Education supervisor, represented NBC-Chicago at the Annual Institute for Education by Radio-TV in Columbus, Ohio, April 17-20. Betty is also a delegate to the Fifth Annual Convention of American Women in Radio and TV, in Boston, April 26-28. Her schedule for May includes speaking engagements at Broadcast Music Inc. clinics in Columbus, Grand Rapids, and Milwaukee.

George W. Clark is a recent addition to the Radio Net Sales department. . . . Another recent addition is *Lawrence H. Buck*, who joined TV National Spot Sales in Chicago. . . . *Don Ansel*, WMAQ Sales, is the proud papa of a son, Thomas Alan. It's the Ansel's first offspring. . . . *Howard Coleman*, advertising and promotion chief, has been elected an honorary member of Phi Sigma Phi, Northwestern University professional commerce fraternity on the downtown campus. . . . *Myrna Estes* and *Diana Mazur* have joined TV Net Sales.

Edward R. Hitz, NBC vice-president in charge of TV Network Sales for the Central Division, served as chairman of the radio and TV division for the 1956 Heart Fund Drive of the Chicago Heart Association. . . . *Ed Stockmar*, Central Division TV Net Sales assistant manager, served as NBC-Chicago captain for the annual Red Cross drive. . . . *George Diefenderfer*, Radio Network Sales manager, and Mrs. Diefenderfer, spent two weeks in Mexico, on vacation in March. . . . *Sue Lindberg*, TV Net Sales Service, scheduled a week's stay in Pompano Beach, Florida, for April. . . . News chief *Bill Ray's* TV-radio panel show "City Desk," observed its fourth anniversary February 26. . . . Chicago newscaster *Alex Dreier* was cited by the Illinois State Office of Civil Defense for "outstanding contributions to civil defense in 1955." Alex spent the first two weeks of April vacationing in Honolulu, his birthplace.

Joseph Gallicchio recently celebrated his 10th anniversary as NBC-Chicago music director. Joe has been associated with WMAQ since 1928. . . . *Everett Mitchell*, longtime m.c. of "The National Farm and Home Hour" on NBC

radio, recently celebrated his 25th anniversary with the company. . . . *John Conrad*, star and creator of WNBQ's "Elmer the Elephant" show, became the father of twin boys—Lance and Lee. The Conrads have three other children. . . . Newscaster *Jim Hurlbut* is serving as a staff officer in the Marine Corps active reserve, with the rank of Major. . . . *Rosemary O'Donnell*, formerly in the Accounting department, is now secretary in the Network News and Special Events department.

Doris Storm, Personnel, has been named Personnel and Talent Contracts assistant. . . . *Hazel Seys*, PBX, celebrated her 25th anniversary with NBC on February 6. . . . *Gale Swift*, Music Division, and *Harold Jackson*, Engineering, each celebrated 25th anniversaries with NBC on March 1. . . . March, in fact, was really 25th anniversary month in Chicago. *Curt Pierce*, Engineering, observed his silver anniversary with the company on March 8, and *Dorothy Frundt* observed hers on March 10. *Edna Hoagland*, Central Steno, observed her 25th year with the company on April 9. . . . And speaking of anniversaries, *Isabelle Cooney*, Film Operations, celebrated her 27th anniversary with NBC in February. . . . *Richard Riffner* and *Carolyn Kelley* are recent additions to the Accounting department. . . . Other recent additions in Chicago include *John Bechtel*, TV Technical Maintenance; *Harold Rowe*, Mail Room; *Donna Haider*, Film Sales; *Ronald Plambeck* and *Raymond Buckler*, Engineering.

KRCA, Hollywood—*Jack Kenaston* took a group of clients on a deep sea fishing trip and he now is known as "Jackpot Jack," having hooked a 32-pound salmon grouper and collected \$25 from his fellow fishermen. *Marianne O'Connor* won a prize in a national jingle contest concerning skiing. The prize was a brand new pair of \$60 ski boots. *Pat Baldwin*, strange as it may seem, refereed an AAU basketball game between two male teams representing Pasadena College and Convair Corp. in San Diego.

Harry Camp is readying KRCA's sponsorship of the monthly food industry's golf tournament at the San Fernando Valley Country Club.

Everything's new for *Hugh McTernan* . . . an 8-pound boy (Hugh Augustus McTernan IV) and a home in Van Nuys. *Muriel Pollia* got the travelling virus . . . and other travelers were *Jim Parks* to San Francisco, *George Greaves* to Sacramento for the Governor's conferences concerning the Civil Division Advisory Committee and to Washington, D.C., to attend a 3-day meeting of presidents of the State Broadcasters Associations under the auspices of NARTB.

Jack Lathan went to Kingman, Arizona, to visit the new Ford Proving Ground. While there in company with the famous Indianapolis racer Johnny Mantz, he drove a Ford Thunderbird 134 miles per hour.

Jeanne DeVivier was the 127,000th person to go through the Cancer Research Clinic and was a guest of honor at their banquet. *Jim Damon* is back from skiing at Yosemite with an enviable sunburn. *Ann Anderson* leaves the company in April to become a mother, after 5 years with the KRCA Press department. *Bob Pelgram's* off to Puerto Vallarta, Mexico, for a week's fishing.

WRCA, WRCA-TV, New York — Vacation time was launched by a few early travelers, with *Peter Affe* spending a week in Bermuda, *Carl Schutz* and *Helyn Henning* in Florida, and *Bill Berns* combining business with pleasure down in Haiti. *Irene Reuter* and *Mary McNulty* are reminiscing *en español* about Irene's trip to Mexico and Mary's hop over the Gulf to Cuba from her vacation spot in Florida.

Travelers of another type are *Pegeen Fitzgerald* and *Barbara Collins* who moved out of 252 to the uptown studios, and *Johnny Andrews* and *Mort Fleischmann* who moved in. The ranks at 67th Street suffered a loss when the *Gwen Mahle—Roz Sohmer* team joined the rest of the Traffic force downtown. The New York Police Force, on the other hand, gained a valuable new member when *Jack Sutton* left the Controllers department. Let's hope Jack won't forget his good friends at NBC. *Bill Dealtry* is carrying on for Jack, and *Dominic Ferrara* has come from Westchester to seek his fortune in "the big city."

Good luck to *Barbara Riedel* in her

new job in TV Film Production, and a welcome to the Traffic department to *Donald Kweskin*. Don, whose home state is Indiana, graduated from the University of Miami and worked with an advertising agency in New York before coming to NBC. Other newcomers to the Traffic department are *Pat Dodge* and *Shirley Frye*, who took over for *Joan MacFarlane* and *Esther Falzone*. Pat comes from Kingston, Rhode Island, and is a recent graduate of the University of Rhode Island. Shirley is an old NBCite from out Cleveland way. From Guest Relations to Broadcast Operations has come *Jack Sumroy*. And as *Harry Olesker* went over to "that other network", we welcomed the rising young producer, *Dick Heffner*.

Best wishes to *Marilyn Ross* on her marriage February 29 to Mark Vassar, and to *Mary O'Connor* who is now Mrs. Peter Coley. Making future wedding plans are *Helen Fitzpatrick* who announced her engagement to Bud McAnerney, and *Janet Payne*, recently engaged to Jack Kelly.

WRCV, WRCV-TV, Philadelphia — Things here at the newest stations in the NBC family have settled down following several "busy" weeks promoting the new call letters and hosting the "Today" and "This Is Your Life" programs. An elaborate promotion book completely summarizing the entire call-letter change "from A to Z" has been prepared and sent to New York executive headquarters.

Personnel changes include the appointment of *George Mathews*, formerly of NBC in Denver and more recently with KCSJ, Pueblo, Col., as Business Manager, and *Bob Woodburn* who transfers from NBC Chicago as Assistant Business Manager. *Nancy Gaston* upped from TV receptionist to secretary for Director of Operations *Curtis Peck*. In addition to his duties as Radio Program Manager, *Ed Wallace* is heading both radio and television News and Special Events, which incidentally have been combined into a single operation on the 3rd floor of the NBC Building on Walnut Street. *Irene Skilton*, former Radio Engineering secretary, joins *Jean Strobel* as secretary to Vice President and General Manager *Lloyd E. Yoder*. *Jack*

Pearce, former Public Service Director, named Supervisor of Integrated Services with *Mary Marone* moving from Radio Traffic as secretary. *Betty Lou Riehl*, Mail department, replaces Mary in Radio Traffic.

Vice President and General Manager *Lloyd E. Yoder* has been on a mac-whirl of luncheon and speaking engagements since his arrival here in the "City of Brotherly Love." Between January 25 and March 6, Mr. Yoder had 28 consecutive luncheon engagements!

Ed Wallace journeyed to Cleveland early in March to represent the former NBC management of Stations WTAM and WNBK at the fifth annual AFTRA Awards Banquet. Ed returned to Philadelphia with 13 of 42 awards made for the "Best Radio and Television Programs and Personalities during 1955." TV cameraman *Leroy Bell* received a top award at the Philadelphia Press Photographers Dinner for his film feature on Income Tax preparations during 1955. *Jack Pearce* cited by Marine Commandant General R. M. Pate for "outstanding assistance" rendered last year to Marine Recruiting.

Betty Herring rejoins the radio staff as secretary to dee-jay and TV sportscaster *Jack Pyle*. Radio publicityman *Bill Smith* going "incommunicado" weekends for skiing jaunts to New Hampshire and Vermont. TV's lovely weather gal, *Judy Lee*, wore the shoe on the other foot on March 10th when she served as a judge in the "Miss Delaware Beauty Pageant" in Wilmington.

Jazz authority *Perry Andrews* programmed some real "driving" numbers on his "Jazz '56" show recently. A radio "ham" near Helsinki, Finland wrote that WRCV put out a truly "gone" signal that was "cool and clear" for nearly an hour some 4600 miles away in the Scandinavian country.

Pacific Division

Joy Gannon, in the Staging Operations office in Burbank, resigned April 6 to return to her home in Sydney, Australia. Australia does not yet have a television network, and Joy feels that her experience here will prove helpful

when her country gets into video production.

Edward Skotch has been appointed a television director for KRCA, NBC's Hollywood TV station. Skotch, who directed NBC's Dave Garroway when he first appeared on television eight years ago, has been working as a director on ABC's "Super Circus" telecast. He is a native of Chicago.

A new son was born to *Frank B. Crawford, Jr.*, of the Hollywood Business Affairs office, and his wife Ann. Kevin Brooks bowed in on Jan. 14 at St. Joseph's Hospital, Burbank.

Public Relations

National Advertising and Promotion—Mr. and Mrs. *Al Sherman* are the proud parents of a son, Murray Adam, born Feb. 9.

Clara De Vecchis is a new and welcome addition to the Art Department. Clara returned recently from two years of study in Europe. She is a former art teacher at Hunter College.

By the time this reaches print, the entire department will be settled in new quarters on the ninth floor. Our thanks to the workmen who put in so many hours brightening our new office.

Press and Information—Our welcome mat is out again. This time we would like to welcome two swell gals, *Mary Karr* and *Maryann Piliero*. Mary joins our writing staff and should feel right at home. She was formerly with our NBC Publicity department in Chicago. Maryann joins us as our new receptionist. And she's engaged, too!

Congratulations to *Larry Hofstetter* who has taken over for *Mildred Bracco* as Program Editor . . . Mildred has left to await the stork.

Apologies due: It seems in our parade of expectant mothers and fathers, we forgot to mention *Beth Blossom* and *Sal Musco*. Sal, by the way, is betting this one is a boy.

Best wishes department—To *Thelma* and *Fred Quinn*, on their new home which is just being completed out in Westbury, Long Island. To *Mary* and *Hal Kirn*. Mary recently presented Hal with a bouncing baby girl. To *Carole Gommi*, who recently became engaged to *Claude Price*.

Research and Planning—*Barbara Figliola* and *Lucille Craig* left us at the end of January to work in the Film Division, and about the same time *Jo Sanfillipo* left NBC for greener fields. Farewell luncheons were held for all three with many a tearful goodbye. Replacing them are three terrific gals, *Marguerite Picardi*, *Winifred Craig* and *Janet Markle*, respectively.

Congratulations to *Art Johnson* who was promoted and is now working on the "PEP Plan"—*Alfred Ordovery* came to us from Biow-Beirn-Toigo to replace Art as Assistant Supervisor of Circulation.

Bernie Lipsky moved into his new house in Plainview, Long Island, and had the Markets and Media Division up for a gala house-warming. *Carol Burton's* son Bob recently became engaged to an NBC girl, *Elza Mirsky* in Station Relations. Incidentally, Bob also just graduated from Law School, so double congratulations are in order.

Radio Network

Network Sales—Welcome to *Lynn Barnard* and *Howard Kiser*, on our sales staff, and to *Bob Kaufman* in Sales Development. A belated "hello" to *Joan Hofseth* who replaced *Linda Shelly* in December. Linda had a 9-pound girl on February 15th. Room 505 is a hive of planning—Joan is busy with her vacation jaunt to Florida, *Jean Martin* is all in a dither over her June 9th wedding, and *Ina La-Cerva* is equally bedithered with her sister's June 10th wedding date.

Television Network

Business Affairs—Belated congratulations are in order for *James Byrne*, now in Sales Development; *Dick Hollands*, now Supervisor in TV Budget, and *James Chenard*, now working for Mr. Hennig.

February can go down in the history of this department. . . . *Jack Heywood* became the proud father of twin girls. He's the third in our area to hold the title. This makes a total (as we'd say in the budget) of 7 little Heywoods.

Double congratulations are in order for *Eileen Monahan*, formerly Jack Heywood's secretary. She will now be working for George Graham in TV Network Sales, and some time ago she became engaged to *Bill Farrington*, Manager of TV Budgets.

Music Services—Howdie doodie—this is your monitor speaking. What kind of a today has it been? It's been a big story for today and every weekday with news of the wide, wide world in music services otherwise known as project 293. The big surprise was that *Ann Bradley* left to start a children's corner and become a woman in the house. She is not a doctor's wife but expects to live the life of Riley. Guess who replaced Ann? You bet your life, it was *Joan Miller!* We asked the camera and learned *Mary Turner* was leaving our town to become queen for a day, love and marriage that is. *Bernie Meyer* from the Music Library was the people's choice to succeed her. Now *Russ Christopher* is at home in Bernie's old kraft. *Sonja Palihnich* added to the hit parade of Record Library assistants. Long Islanders *Edith Walmsley*, *Nancy Dudar*, *John Plummer* and *Eddie Dunham* still object to the subway rush hours. They call it meet the press. *Benny Baer* says it's a great life now that he has a new hi-fi set. Keeps his finger on the pulse of the art of living, he says. Good lux, Benny. *Shirley Fiorelli* spends a lot of her time having a date with life at Irish dances. Trying to find her lone ranger, no doubt. Oh well—this is your life, Shirl girl. You have the right to happiness. *Jane Langley* and her husband pouring over maps of continental Europe and the Scandinavian countries. The sky's the limit they say, and we hope nothing will jinx the trip and their power of positive thinking.

TV News Film — 106th Street Headlines: ED HATRICK TALKS! but it took a cruise to South America to do the trick. "In Jamaica we shot the rapids on a bamboo raft, going down the Rio Grande River," our cameraman, whose conversation for three years

has been limited to "Hello , enthused . . . "and when it comes to night clubs, the 'Tropicana' in Havana is the most!! . . . They've got girls dancing in the trees!" . . . noticing raised eyebrows . . . "That's right . . . dancing in the trees!! . . . and the flying fish on the way to Cartagena . . ." "To where?" I interrupted. "Cartagena!" "Spell it." "I can't", he leveled, "I've only *been* there!" . . . thereby confirming his status of cameraman. GREG (ALAN SEYMOUR) EATON DELIGHTED! over success of "Picnic", produced by Salon Players of Jackson Heights, for which he is Assistant Director — Publicity Director — and Fellow Artist. JIM POZZI BEAMS! remembering cocktail parties before sailing and during his Nassau—Venezuela—Haiti cruise aboard the *S.S. Coronias*, a ship far surpassing her sisters in elegance—charm—and personnel, Jim says—and he's right . . . "I vuz der", as the saying goes.

BOB SORENSON COY! about his engagement to "Dumpling", the only name we've heard so far. DAVE KLEIN BUYS CIGAR! in honor of new cameraman, expected about July 4th (George Washington Klein, maybe?) . . . Assistant Camerawoman on this story—*Betty Klein*. EILEEN EMBROSINO ENGAGED! December 16 to Ed Einarsen, ex-NBC-ite now Film Editor for Kenco . . . the "Bells Are Ringing" come May 19th. KARL KORTER MOURNED! a great loss . . . one every member of the staff felt deeply.

CLOSING FILM "INFO": Pathe Lab, in whose building we 106-streets to.l. is engaged in "Operation Silver Recovery" (from film), permeating the air with a blended rotten egg—sulphur aroma, the New 106th Street Perfume! . . . and I thought the Film Business was glamorous!

Participating Programs—"Today" is excited about the wedding of Grace Kelly to the Prince, because our own *Mary Kelly* will be on hand for the event. *Dave Teitelbaum* is about settled down from telling us tales of his vacation in Europe, as is *Bernice Watkins* (just call her "Pete") who comfortably attacks the problems which are characteristic of a personal secretary. *Florence Kimmel* is feeling 372% better now that she has dismissed her

appendix because of its disorderly conduct. Note to the stork: that was *McAllister Morton C.*, whom you delivered to *Paul Cunningham* . . . bet you didn't know that!

What could be more confusing than having two persons by the name of Ehrlich on the "Home" show? The solution was easy. We welcomed a grand guy by the name of *Arthur ("Bud") Ehrlich* as associate producer, and his personal secretary, *Bernice Joel*. Then we moved *Richard Ehrlich*, together with *Constance Hausamann*, *Nancy Coulter*, and *Leslie Papenfus* to a new unit called "Special Promotions", a division of T-H-T—Participating Programs, headed jointly by *Elizabeth Haglund* and *Ernie Fladell*. Charged with the task of separating phone calls for Arthur and Dick, is *Laura Hitt*, new receptionist at "Home".

Round and round goes "Tonight" and where does it stop? Las Vegas! Dallas! Anyone left in New York? Yep. . . *Dave Lawn*, who moves into NBC TeleSales. . . *Roger Gimbel*, new unit manager from "Home" (new location but same problems). . . *Alida Mesrop*, now public relations coordinator . . . and *Sheila Reilly* ably takes over the commercial coordinator spot. *Marie Kirkland*, used to long hours with the "Monitor" show, now arrives for late hours, as *Roger Gimbel's* secretary. Can't close this column without sounding much applause for *Claire Rosenstein*, who coordinated the serious and memorable tribute to George Gershwin on a recent "Tonight" show.

Production Operations — *John Schwartz* has spent about seven weeks in the wonderful city of Paris. He is directing television over there. *Jim Gaines* spent two weeks basking in the Florida sunshine. *Bob Schulein* spent a week on a skiing trip to Aspen, Colorado. Combining business with pleasure, *Stan Parlan* spent four days in Sun Valley, but he feels he was cheated since it snowed most of the time. Another lucky man, *Bob White* spent a week skiing in the Laurentian Mountains in Canada.

We wish to extend our congratulations to two very deserving people in

our department who received new titles in February. *Stan Parlan* is now Manager of Broadcast Film, and *Ed Whitney* became Manager of Broadcast Operations.

We are happy to announce that both *George Lawrence* and *Doug Coulter* of our Associate Director-Stage Manager staff became fathers of bouncing baby girls recently. Latest word is that they will be named Cynthia Lawrence and Susan Coulter.

TV Program—We will all miss *Joan Rowe*, *Martin Begley's* secretary, who is leaving us this week. Joan expects a baby next September and she and her husband are going to be busy until then getting their new house in Shrewsbury, New Jersey, ready for the new arrival. Congratulations to *Betty Morrison* and *Walter Isbert* who announced their engagement recently. Both of them work on the Sid Caesar show.

Robert Garthwaite and his wife are spending most of their time this month getting ready to move in the new house they have bought in New Brunswick, New Jersey. *Rick* and *Toni Berman* are expecting their first baby in August. Toni used to work on "Television Playhouse" and Rick is on our Engineering Staff.

Some of the lucky people in our department who have been able to spend some time in warmer climates have been:

Craig Allen, who combined business and vacation in a trip to St. Petersburg, Florida;

Anne Sloane, who spent 10 days in Palm Beach;

Dr. Frances Horwich, who was on a two-week vacation in Haiti; and

Caroline Burke, who spent a week in Florida.

Program Analysis—Program Analysis is happy to announce that it has at last moved to larger quarters in room 780-M in the studio section. This is the happiest bit of news that has come our way in many a year, although there was the frightening possibility that some gentleman of the press or lady interviewer would turn up lodged behind the files when the moving men greased our furniture in order to get it out of our tight little office. Fortunately, this proved not to be the

case, for it seemed that our various visitors had somehow managed to find their way out through the labyrinth of master books, scripts, files, furniture and ten individuals who had been jammed into the office for these many years.

Once in our new abode, the problem was no longer that of space, but of decorating. *Jane Di Leo* returned in September from a month abroad in Italy, filled with dreams of Italian Renaissance decorations, while *Connie Menninger* returned from a Christmas vacation in Florida with ideas of a sea shell motif. But *Mimi Hoffmeir* held out for Early American, feeling it was more in keeping with our early American records in television and radio. *Verne Heuer*, who is considering a trip to the South Sea islands some time in the near future, felt tropical plants and sarongs (!) should be featured. Pastel colors were preferred by *Louella Beers Neal*, who had just returned from her honeymoon, but *Carol Carroll*, a recent visitor to West Point and Annapolis, couldn't decide between Army grey and Navy blue. *Emmie Hill's* main concern was that the color scheme fit in with the abstract painting given to the office by her artist husband, Jay Ellies Hill. A recent addition to our office, *Charmian St. John*, wanted to consult Gump's to capture the oriental spirit of her native San Francisco in the decorations. A Spanish theme appealed most to *Peggy Moran*, as she had just been appearing in the Cleff Theater's dual presentation of "Rustic Chivalry" and "Baron-Almost." *Lora Silverman* had her heart set on light blue walls—these we have, but please don't wait 'till we have the rest to come visit us.

Public Affairs—It's an old Amish custom, they tell us, to paint the door blue when a marriageable daughter resides within. This bit of information merely by way of mentioning that the Public Service Program Department has moved to its permanent offices in room 788 . . . and the morning after we'd moved in the outer door was painted blue . . . the painter must be Amish . . . or he has very keen insight!

A hearty welcome to *Sally Naylor*, *Bill Parish's* secretary who, though

new to NBC, isn't new to broadcasting. After graduation from Sarah Lawrence, Sally did some work in the publicity department at the educational television station in Pittsburgh, WQED. *Doris Lockley* has moved three desks to the right to become *Dorothy Culbertson's* secretary.

TV Sales Traffic Operations—We first want to welcome to our growing fold: *Emily Fretz*, *Betty Banagan*, *Mary Ann Arato*, *Ann Mallon*, *Jack Ginalski*, *Andy Leach* and *Dave Brown*. Congratulations to *Peggy Garrigan* on her promotion to *Dick Soule's* secretary.

Uncle Sam finally got hold of *Peter Chase*. Best of luck, Pete. We are also glad to see *Dick Soule* back with us after a miserable case of hepatitis. By the way, Dick gave Emily F. Moser the first ring last February 25th and plans to give her the second ring on July 14th. Best of luck, Dick.

Joan Beyer spent a wonderful two-week vacation with her soldier-husband in April. He flew all the way in from Puerto Rico, where he is stationed. She'll go back to living a normal life in November, when he is discharged from the Army.

We bid farewell to *Pat Schlinger*, who left us last March 15th. We hope it's a boy! *Holly Low*, secretary to *Sam Novenstern*, has graduated *cum laude*, and now is entitled to put PFC in front of his name.

TV Technical Operations—Vacations will soon be popping up again and 501 is buzzing with vacation plans. "Tommie" Owen will be using hers for her honeymoon in July, and *Louise Chastain* is hoping to get out to one of the political conventions.

Lots of happiness to *John Wittine* who plans to walk down the aisle in June with Dorothy Baranski, and to *Carrie Sgarlato* who returned Bob Stevens' school ring since he gave her that beautiful diamond we are all admiring. A warm welcome to *Rosanne Walsh* replacing *Lillian Tierney* who moved to Plant Operations; and *Fred Samuel*, *Rick Phillips* and *Ed Roeloffs*, our three new Maintenance Engineers. A farewell filled with lots of good luck to *Dave Geisel* who moved from be-

hind his TV camera to become Associate Director of the "Hit Parade" show; and congratulations to *Jerry Cudlipp*, our new Technical Supervisor, and to *Bill Kelley* who took over Jerry's duties.

Our proud papas include *Rudy Gebhart*, *Pete Dugandzic*, *Bill Goetz*, *Tony Romeo* and *Tony Rokosz* who added new sons to the U. S. population; and *Bob Juncosa* who is beaming over his little baby girl. A welcome back to NBC and good health for *George Madge*, *Herb Syers*, *John Russo*, and *Ken Foster*; and it's never too late to catch measles and mumps was sadly discovered by *Walt O'Meara* and *Vince DiPietro* respectively.

Unit Managers—The Unit Managers department has seen fit to deprive the government of tax dollars by increasing the number of their deductions. We had three new births in January; now we are happy to announce that *Dick Swicker* and *Paul Jacobson* have added two more young boys for us. There are still more to come: *Dan Sullivan*, *Elmer Gorry* and *John Kennedy* all have placed holds on the early services of the stork.

We are happy to extend a welcome hand to *John Kennedy* of BBDO, *Nicholas Standford* of Amherst, *Alicia Donnellan* of White Plains and *Will Block* who is "exec training" with the department. All are working hard at picking up the gap left by the departure of *Joe Cunneff* and *Toby Goetz* for the Programming department. Another winter departure was *Lee Pratt* who felt smog was better than fog.

Changes, changes, changes. We are happy to have *Marty Cohen* back after his fling at a Broadway show; he is now on the staff of "Home." *Roger Gimbel* has left "Home" for "Tonight", where he is commercial producer. *George Roberts* has now taken over as the Senior Unit Manager of "Home." *Jim Reina* has taken over as the Senior Unit Manager of "Tonight," and we hear reports that he is really doing a bangup job at the Hudson. *Ed Rossi* is now assisting *Tom Meehan* on "Today". We tip our hat to *Ed Watson* who is now the Unit Manager for TeleSales.



a job isn't done right
if it isn't done **SAFELY**

NBC

CHIMES

MAY
JUNE

• 1956



Barbara Reynolds becomes
New York's Miss NBC-1956



CHIMES

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Program Analysis, Connie Menninger
Program Development, Louise Pansini
Public Service Pgms., Florence Reif
Sales Traffic Opers., Bob Shenton
Staging Services, Betty Bagshaw
Talent, Barbara Corrigan
TV Technical Opers., Marie Redling
AM Technical Opers., Jane Ermentraut
Unit Managers, Gene Whitlock

Join Payroll Savings

Little more than a week remains in NBC's Savings Bond campaign. President Sarnoff, in his letter on the campaign, has given us ample reasons why systematic savings through the Payroll Deduction Plan should be part of everyone's budget.

Every one of us wants security; security without savings is a myth. We don't want to lose what money we have; there is no safer way to save than through Savings Bonds. We all enjoy getting more than we pay for; you get \$25 for every \$18.75 you spend, when your Bond comes to maturity.

There is not one of us who doesn't realize that we should have something

stored away for the future. Storing it away however is another matter. We tell ourselves that tomorrow we'll have more to store. But if we don't save today, nine chances out of ten, we won't save tomorrow. The time to start savings is now. Regularity is the secret. Make saving a habit and you'll not miss what you put away.

The company has made it easy for you to start the saving habit. You don't even have to take an elevator to the bank. All you have to do is sign the card which you now have. The company will do the rest. Before you know it, you'll have a nest egg. It's as simple as that.

The Cover

On the night of May 25, in the Grand Ballroom of the Waldorf-Astoria Hotel, Barbara Reynolds of T-H-T Sales became New York's Miss NBC for 1956.

Fred Hermansky, our photographer,

was able to capture for us the moment when the news was announced.

In the picture Ed Herlihy, jovial M.C. for the occasion, strides toward the new Queen as her fellow finalists lead the applause.

From the Editor

As you read this, the man whose name has been appearing atop the column to your left for the past year, is enjoying the spring sunshine somewhere in Italy. Dave Eddy has taken a leave of absence from the company to get in that European vacation.

Under his guidance, CHIMES has reached new heights, especially in variety of subject matter and in format. It didn't take his successor long to realize the esteem in which Dave was held for his work and the excellent cooperation he had received from you. The fame of CHIMES as one of the outstanding publications in its field is well known. The knowledge of your contributions and support gave the

new editor some of the reasons behind this.

Though the name of the Edition of CHIMES has changed, the objectives will not. We hope to continue to uphold the high standards which have been so well established. Continuing the high standards implies continued improvement. CHIMES will improve as it becomes more and more the magazine you want it to be. It cannot become that unless you let us know what it is you want, and unless you continue to contribute to its pages.

CHIMES already boasts imitators. The new editor is looking forward to assisting you to maintain that leadership.

NBC News

Roundup . .

NBC Purchases Pearl Buck's First Play

Pearl S. Buck, Nobel Prize Winner and author of the current best-selling novel, *Imperial Woman*, will make her first venture into television under NBC auspices.

The network has purchased her original television play titled *The Big Wave*. Though one or two of her novels have been adapted for motion pictures and the stage, the new script is Miss Buck's first work in dramatic form.

Largest Participation Schedule on Single Network

Warner-Hudnut, Inc. is sponsoring over NBC Radio the largest participation schedule ever ordered by an advertiser on a single radio network.

Featuring its Quik Home Permanents, the extensive order calls for 50 participations a week in NBC's Monday-through-Friday "Weekday" series and "Monitor," the network's weekend radio service.

Talent Associates, Ltd. — NBC Agreement

Talent Associates, Ltd., independent packaging and producing firm, and NBC have entered into an unusual agreement providing for a long-range program development project. The agreement calls for the exclusive radio and television services and facilities of Talent Associates in creating and producing programs for NBC.

In addition to creating and producing dramatic and musical comedy programs for the network's 90-minute and two-hour color Spectacular productions, Talent Associates will furnish NBC with a number of new television series.

The firm currently produces "Armstrong Circle Theatre" on NBC-TV. Other productions have included "Good-year Television Playhouse," "Philco Television Playhouse," "Justice" and "Adventure."

Steve Allen To Star in New Program

Steve Allen will be host of a new television variety show to be seen on the network Sunday evenings in the 8-9 p.m. New York Time period, three weeks out of four.

To be known as the "Steve Allen Show," the program will be basically a comedy series with top guest artists from all fields of entertainment.

Allen will continue his late evening "Tonight" series, but, because of his heavy work schedule, may possibly be relieved of one night's performance.



Dr. Sukarno, President of the Republic of Indonesia, visited NBC's studios and facilities in New York on May 23. He was escorted to the studios by Sylvester L. Weaver, Jr., Chairman of the Board of NBC, and Charles M. Odorizzi, Executive Vice President of RCA. Pictured in a moment of relaxation are (L to R) Mr. Weaver, Mr. Odorizzi, and Dr. Sukarno.

NBC to Telecast Big Ten Games

Exclusive rights for regional telecasts of Big Ten football games next fall have been awarded to NBC.

The five game slate will include a clash between Notre Dame and a Big Ten foe. The regional dates, all Saturdays, are Sept. 29, Oct. 13, Oct. 20, Nov. 3, and Nov. 17. These telecasts will be seen only in National Collegiate Athletic Association District 4, which includes Ohio, Michigan, Indiana, Wisconsin, Illinois, Minnesota and Iowa.

Leo Durocher Signs New Contract

Leo Durocher, former manager of the New York Giants, has signed a new contract with NBC.

The new agreement calls for an extension of Mr. Durocher's duties as an NBC executive, which began last September. Since then he has been engaged primarily in the field of talent relations, including the acquisition of new talent for the network.

TV Comes to Guam

The first television ever seen on the Western Pacific Island of Guam will be launched when a new affiliate of NBC — station KUAM-TV, Channel 8 — in the capital city of Agana begins operations July 15.

The new television station, operating on the VHF band, will serve about 25,000 potential television homes on the island.

Both KUAM-TV and KUAM Radio, the latter also an NBC affiliate, are owned by Radio Guam.



A historic milestone in telecasting was recorded when NBC President Robert W. Sarnoff pressed the button that made WNBQ, Chicago, the world's first all-color television station. Chicago Mayor Richard J. Daley and Jules Herbuveaux, NBC Vice President and General Manager of WNBQ and WMAQ, look on. While communicating with Dave Garroway on the "Wide Wide World" show, Mr. Sarnoff stood on the ladder that became Garroway's trademark when he launched his TV career in Chicago from the same studio.

Toward a

Colorful Fall

NBC's Fall plans call for at least one major color program in prime evening hours, every night of the week. The announcement was made by Robert W. Sarnoff, President of NBC, at a symposium for most of the nation's television receiver manufacturing companies held in Chicago on April 16.

"That means color every evening on a regular basis. And it means that on the Saturday, Sunday or Monday when a 'Spectacular' is scheduled, we can have as much as two-and-a-half solid hours of attractive programming in color. With our new color recording equipment in operation, these programs will be available in color to the West coast markets as well as the rest of the country.

"The shows to be done in color will go into the color studios and stay there. They'll be set for the whole season. The networks, the stations, the dealers and distributors can really promote this sort of fixed color sched-



(Left) Observation corridor on 20th floor of Chicago's Merchandise Mart enables visitors to watch WNBQ programs in color studio. (Right) Two views of Chicago's RCA-NBC Exhibition Hall.



ule. The public will be able to depend on color as a regular evening event, and the habit of color can be established and developed.

"This is our objective this Fall, and we are working to bring it to realization right now. We are decided in principle on the plan, and we have done enough checking on various program combinations to conclude that we can fit such a schedule into our expanded color facilities. However, we are not yet set on the specific programs to be done in color under this plan, because our over-all Fall schedule is not yet finalized in all its details. As we complete our negotiations for next season's programming and make final arrangements on the placement of the various programs, we will work toward implementing the color plan I have just outlined."

Progress toward this objective can be seen clearly in the NBC Color telecast schedule for the past two months and in the activities of NBC's stations in both Chicago and New York.

During the month of May and June, NBC sent across the country almost 70 hours of color programs. This included colorcasts of six Spectaculars, four Dinah Shore Shows, the daily NBC Matinee Theatre, two Milton Berle Shows, twenty-four Howdy Doody

shows, four programs of Zoo Parade, two Gordon MacRae Shows, and one performance each of Lux Video Theatre, Maurice Evans Presents on the Hallmark Hall of Fame, Goodyear Playhouse, Kraft TV Theatre, and This Is Your Life.

With the dedication ceremonies over and color programming a reality, WNBQ is forging ahead with additional work related to the color operation. The Neisen hut on the Merchandise Mart roof has disappeared and in its place is rising the 25,000 square-foot brick and concrete structure to house various production and facilities shops. Occupancy is planned for early summer.

Studio E, from which most of the WNBQ programs originated while other studios were being converted to color, is now being converted also. It is scheduled to go into operation in July. Remodelling of the film studios has begun. New color facilities, including switching consoles and other control equipment, will be installed here.

The Chicago station is continuing its color orientation sessions for clients and agencies. These sessions provide sponsors an opportunity to conduct camera and lighting tests on products, packaging, trademarks and other visual

aids used in staging and presenting live commercials.

New York's WRCA-TV offered a total of 44½ hours of color television programming during the month of June. This schedule included 27 hours of network programs and 17½ hours of local shows.

The day before making the above announcement, as he dedicated WNBQ as the world's first all color TV station, Mr. Sarnoff had said, "The future, I am convinced, lies in the complete programming of television in color." With that station beaming all its live studio shows in color (more than seven hours daily), New York's WRCA-TV offering 44½ hours of color programming a month, and the network's current color schedule, the future does not seem too far away.





Spring Dance

More than 1,500 NBC employees and their guests filled the Grand Ballroom of the Waldorf-Astoria on May 25 to make the Annual Spring Dance for NBC New York a night to remember.

Entertainment was provided by vivacious Eydie Gorme and waggish Buddy Hackett. The audience left no doubt that they approved. MC Ed Herlihy set the festive tone early in the evening and saw to it that everything came off on schedule with the result that there was ample time for dancing.

The highlight of the dance was the crowning of "New York's Miss NBC of 1956."



A question of thanks —

You can thank Bill Johnson.

Two years ago when T-H-T Salesman Bill Johnson, then in Personnel, went to N. Y.'s Berkeley Secretarial School to give a talk on working for NBC, a young lady from West Englewood, N. J. made up her mind that, when she graduated, NBC was the place she wanted to work. She got her wish. Her name is Barbara Reynolds.

We asked her how she felt when she heard her name called as Miss NBC. "The only thing I could think of," she told us, "was that I wanted to thank each one personally for the honor. That wasn't possible, of course. So, as soon as I could, I rushed to the telephone to tell the folks at home. That's why I missed the presentation of the roses and the first dance with Ed. Herlihy."

Barbara is still interested in expressing her thanks and has asked CHIMES to do it for her. So —

Barbara Reynolds thanks you.

'Wide Wide World' Abroad

Plans are being made to take NBC-TV's "Wide Wide World" abroad. Davidson Taylor, Vice President in charge of Public Affairs, Barry Wood, Director of Special Events, and the heads of the European Broadcasting Union (Eurovision) met in Gardone, Italy on May 23 to work out the details and to determine the programs to be presented. These programs will be kinescoped, of necessity, but are recognized to be a direct forerunner of the programs to be presented as soon as trans-Atlantic television is feasible.

The countries linked together by live television facilities are Great Britain, France, Germany, Italy, Switzerland, Holland, Belgium, Denmark, Monaco, and Luxembourg.

Mr. Wood expressed interest in showing the changing of the guards at Buckingham Palace, a papal blessing in Rome, the Louvre in Paris, skiing in the Alps and a tulip festival in Holland.

The first "Wide Wide World" program, scheduled to be presented in October, will be entitled, "Autumn in Europe."

'Meet the Press' Celebrates Anniversary

Five hundred leading figures in national and international affairs, business, education and communications attended a dinner in honor of the tenth anniversary of the NBC-TV and Radio series, "Meet the Press," Saturday, April 28, in Washington, D. C.

Principal addresses were made by the late Senator Alben W. Barkley, Senator William F. Knowland, and Robert W. Sarnoff, President of NBC. Lawrence E. Spivak, producer and permanent panel member on the show, was honored with a special presentation.

Invitations to the dinner were extended to all former guests and panelists who had appeared during the program's ten-year history.

Attending the dinner were over 31



Senators, 114 members of the House of Representatives, three members of President Eisenhower's Cabinet, 14 Ambassadors, Three Foreign Ministers and well over 100 members of the nation's press.

'Biographies in Sound' Boasts 10 National Awards

Ten national awards in the first year of its existence makes NBC's "Biographies in Sound" the most honored series of programs ever launched by the News Department.

The series is described aptly in the words of the George Foster Peabody Award which was presented to the program this spring:

"'Biographies in Sound' combines the words of important and interesting persons with significant evaluations by those sufficiently close to them to speak with authority. Here is a new concept in radio programming which adds dimensions not only to biography but to history and education generally."

Introduced on November 28, 1954, the honors began coming early. The first one, based on the initial program of the series, "Winston Churchill: His Finest Hour," was an award by the Ohio State Institute for Education by Radio and Television, given in April of 1955.

The latest honor for the show was a citation in the field of radio education

by the General Federation of Women's Clubs, announced on May 16.

The programs are prepared under the supervision of Joseph O. Meyers and Arthur H. Wakelee for the NBC News Department.

Following is a list of awards and mentions received to-date by the program. Institute for Education by Radio and Television, Honorable Mention, "His Finest Hour" (April, 1955); Variety Showmanship Awards, Special Citation (April, 1955); Christopher Award, "Will Rogers" (Nov. 1956); Radio Television Daily (Poll), All American Favorites of 1955, (a) Documentary of the Year, (b) Best Transcribed Series; National Association for Better Radio and Television, Radio Program of the Year (Feb. 1956); TV-Radio Life Magazine (Editorial Staff Poll), Narrative—Documentary; George Foster Peabody Awards, Radio Education (April, 1956); Ohio State Institute for Education by Radio and Television, Honorable Mention—Cultural (April, 1956); General Federation of Women's Clubs, Citation—Education.

RCA STOCKHOLDERS MEETING

General Sarnoff Points to RCA's Leadership in Color Television

At the 37th Annual Meeting of RCA Stockholders in a studio of NBC on May 1, Brig. General David Sarnoff, Chairman of the Board, predicted that within the next ten years the science of electronics would continue to expand and become an even more important factor in the fields of business machines and other office devices, industrial equipment, and home appliances.

The General said that in light of past history it was reasonable to expect that in ten years 80 per cent of our business would be in products that do not exist commercially today. He predicted that by the end of the next decade RCA's annual volume of business would double.

"The leadership which RCA achieved through the development and production of television sets, both black-and-white and color, is now history," General Sarnoff said, and added:

"We have borne the major scientific,

manufacturing and financial burdens of pioneering and developing both black-and-white and compatible color television and of establishing them as a service to the public.

"We have every reason to be proud of the RCA compatible color system. The existing millions of sets have not become obsolete but continue in uninterrupted service . . . This feature of compatibility in television is, in my opinion, one of the most significant scientific advances in the public interest that has ever been made by any industry.

"Having blazed the trail in color television, we are now entering a new era of great expansion and sales opportunity for RCA as well as our competitors."

General Sarnoff announced at the meeting that sales and earnings of RCA in the first quarter of 1956 exceeded the all-time record for the period set last year by the Corporation.

Hurok Signs Contract

S. Hurok, internationally famous impressario, has signed a new one-year contract with NBC as a television consultant and producer.

The new agreement calls for Mr. Hurok to create and produce television events for NBC of the character and scope he has provided during the current season. These have included the telecast of the Sadler's Wells Ballet production of "The Sleeping Beauty" on "Producer's Showcase" this past December, and the all-star "Festival of Music," featuring the world's greatest vocal and instrumental artists on the same series in January.

"The Sleeping Beauty" alone was viewed by more than 30,000,000 people.

Mr. Hurok recently returned from an extensive talent hunt through Europe and expects to announce the results of the search shortly.

Wm. Goodheart Joins NBC



William R. (Billy) Goodheart, Jr., one of the nation's leading discoverers, developers and managers of stars, has joined NBC in an executive capacity.

Mr. Goodheart will work on all aspects of the network operation with Thomas A. McAvity, Vice President in charge of the NBC Television Network.

In the early days of network radio, Mr. Goodheart made coast-to-coast favorites of scores of dance bands by devising unique program formats. "The Magic Carpet" for Lucky Strike cigarettes was one of his creations which eventually brought 400 dance bands under his direction. Other programs he originated and supervised were the Guy Lombardo program with Burns and Allen, the Jack Benny show with George Olsen's orchestra, and the legendary Ben Bernie program from Chicago's College Inn. Mr. Goodheart also helped to bring to prominence the orchestras of Eddie Duchin, Horace Heidt, Tommy Dorsey, Benny Goodman, Kay Kyser, and Sammy Kaye.

Interest in the entertainment field began with Mr. Goodheart in his college days when he organized, booked and managed dance bands while studying at the University of Chicago and later the University of Illinois. In 1924 he was one of the co-founders of Music Corporation of America. He retired from MCA in 1943 after a lengthy career as Executive Vice President.



Carleton D. Smith, NBC Vice President and General Manager of WRC-TV and WRC, has been appointed General Campaign Chairman of the first united charity fund drive in the Washington area.

Judith Waller Honored



Judith Waller, who for many years directed NBC's Public Affairs activities at Chicago, was honored on April 18 by the Radio Pioneers at their annual banquet in Chicago. William S. Hedges, Vice President of NBC, and Chairman of the Awards Committee of Radio Pioneers, presented Miss Waller a plaque on which the following special citation was inscribed: *Radio Pioneers Citation to Judith Cary Waller, whose great gifts to radio and television broadcasting have included education,*

culture, imagination, impeccable good taste, imagination and warm human understanding.

Miss Waller and Mr. Hedges both began their radio careers in Chicago in 1922 when WMAQ was established by them for the *Chicago Daily News*.

Raymond Guy (above, left), Facilities Engineer of NBC, New York, is President of the Radio Pioneers. The citation bore his signature as well as the signature of H. V. Kaltenborn, the founder of the Radio Pioneers.

GENERAL SARNOFF RECEIVES ARMY CIVILIAN MEDAL

Brig. General David Sarnoff, Chairman of the Board of RCA, received the Army's Decoration for Exceptional Civilian Service on May 23. The presentation was made at a reunion luncheon of the 1953 Committee of Department of Defense Organization, called by Charles E. Wilson, Secretary of Defense.

Wilber M. Brucker, Secretary of the Army, read a citation praising General Sarnoff's noteworthy contribution to national defense and his key role in marshalling public opinion particularly with regard to the Reserve program. Secretary Wilson presented the Army's decoration.

General Sarnoff succeeded the late Maj. General Julius Ochs Adler as Chairman of the National Security Training Commission.

NBC Marriages

Helen Fitzpatrick, N. Y., to Bud McAnerney.
Shirley Frye, N. Y., to David Hurlbut.
Leslie Papenfus, N. Y., to Thomas Reed.
Dolores Fetto, N. Y., to Blase Santa Lucia.
Mary Bayliss, N. Y., to John Bechtel.
Margie McKenna, N. Y., to Donald Seuling.
Maurice Robinson, N. Y., to Carol Jackson.
Rosemarie Sweeney, N. Y., to Harold Ehrenberg.
Ralph Dichter, N. Y., to Sandra Kucher.
John Wittine, N. Y., to Dorothy Baranski.
Carmela Sgarlato, N. Y., to Robert Stevens.
Eileen Ambrosino, N. Y., to Edward Einarsen.
Louise Kaciczak, N. Y., to John Molnar.

NBC Births

To Sherman Hildreth, N. Y., a son, Christopher Hall.
To Robert McEwan, N. Y., a daughter, Robette Ann.
To Ken Foster, N. Y., a son, Kevin.
To Robert Sullivan, N. Y., a son, Gregory.
To Ted Shuster, N. Y., a son, Robert Jay.
To Gordon Rigsby, N. Y., a daughter,
To Tommy Kane, N. Y., a daughter Mary Priscilla.
To Jack Landis N. Y. a son Stephen.
To Sal Musco N. Y. a son, Robert.
To Mort Hochstein, N. Y., a son, Eric.
To John Longo, N. Y., a daughter, Catherine.
To Gabe Pressman, N. Y., a son, Mark.
To Hal Alexander, N. Y., a daughter, Brandy.
To Vincent Vacca, N. Y., a daughter, April Marie.
To Dominick Bellezza, N. Y., a son, Dominick.
To Robert Aaron, N. Y., a son, Blaine Fidler.
To Dorothy Donlon, N. Y., a son Michael Anthony.
To Ed Carey, Chicago, a daughter, Christine Frances.
To Tom Lauer, Chicago, a son, Fritz.

Annual Bowling League Dinner

The New York NBC Bowling League brought its season to an end on May 21 with a dinner in Hotel Taft's Village Room. Over 100 bowlers and their guests were there to give a vote of thanks to retiring president Tony Dente and to welcome Nick Gilles, the new president.

Top honors this year went to the Gutterballs, led by Dick Olsen; second place went to Engineers, third to TV Supply.

Highest individual season average among the men was racked up by Vincent Carey (169). Joan DeMott headed the female category with 154. High individual game scores were those of Tom Baricak (261) and Anne Surowitz (204).

After six years of service, Joe Kent retired from the office of League secretary; the post will be held next year by Stan. Rotkewicz.

Francis Barber

Francis Barber, NBC guard in Protection, died of a heart attack at his home on April 25.

Mr. Barber came to NBC in February, 1952. He is survived by his wife.

Ferdinand Wankel

Ferdinand Wankel, administrative assistant in Engineering, died on April 24, after twenty-eight years of service.

Beside the position he held at the time of his death, Mr. Wankel had also been manager of TV Technical Operations and Labor Relations coordinator in the Personnel Department. He is survived by his wife and two daughters.



Among those at NBC Hollywood who received flowers were, left to right, Dolores Cortese, Imogene Miller, Vivian Thompson and Phyllis Krebs.

Charles C. Bevis, General Manager of WBUF-TV, presented all the girls at the new O & O station in Buffalo an American Beauty Rose, in appreciation for their grand work in getting the station under way. Left to right: Jeanette Clark, Joyce Wilson, Delores Kowalski, Marion Winkler, Mr. Bevis, Nancy Bruce, Connie Jaworski, Babette Lohe, Vicky Patrick.



Secretaries' Day

NBC saluted its secretaries on 25. Saying it with flowers. offices throughout the country pressed their appreciation and for the great part these Right had played in helping the Co remain the leader in its field.



Mary Coley, Jean Walker and Marilyn Roth, of New York's WRCA-WRCA-TV, take time out to admire the roses they received.

All the secretaries at KNBC, San Francisco, were honored by Mr. McDaniel, at a luncheon at the Clift Hotel. Present were: Mittacht, Janet Sligh, Christina Argos, and others.

Mr. Thomas C. McCray, Vice President and General Manager of KRCA, Hollywood, with secretaries and staff of the organization, who were presented orchids (L-R) Rita Haupt, Aileen Henderson, Terry Sevigny, Roberta Hecter, Genie Stokes, Bobbie Ricksen, Pat Leslie, Rita Pasquelone, Marianna O'Connor, Pat Baldwin, Naomi Hallum.



New York sent roses to Girl Fridays. Ed Stanley, Manager, Service Programs, sends roses to (l-r) Kay, Sally Naylor, Barbara, and Flo Reif.



of their General Manager, Mr. William K. Lovell, Lois McInerney, Gail Monroe Hazel, Evelyn Dybad, Muriel Jocz, Betty Moltzen.



It's a woman's world . . . Vice President-General Manager Lloyd E. Yoder pins an orchid on Mary Kohn in observance of Secretaries' Day as some of WRCV-WRCV-TV Philadelphia secretaries look on.

NBC Awards and Honors

Variety's Showmanagement Review

"The Perry Como Show," which rose to the top-rated Saturday night variety show on television within a few weeks after its bow on the NBC-TV network last Fall, took top honors with a Special Citation in *Variety's* latest Showmanagement Review.

In addition, WRC-TV, NBC's owned station in Washington, and three NBC affiliated radio and television stations won *Variety Plaque Awards*, and 32 NBC-owned stations and affiliates won highlight mention.

The Special Citation presented to "The Perry Como Show" for becoming "this season's Trendex Tilter" reads in part: ". . . Tossed into one of TV's toughest time slots—opposite Gleason—he's come out smiling, and in the process has converted Saturday night into NBC-TV's big success night. . . ."

WRC-TV will receive a Showmanagement Plaque for being the nation's first station in the category "Serving the Public Interest." *Variety* saluted the station's four-program series, "Our Beautiful Potomac" (dealing with pollution of the river), which "so shocked TV viewers that the Washington newspapers jumped on the bandwagon and joined in the crusade for an end to pollution."

NBC's O & O WRCA and WRCA-TV, New York; and WMAQ and WNBQ, Chicago were among those which won highlight mention.

Ohio State Awards

By receiving nine awards and seven honorable mentions, NBC walked off with more Ohio State honors than any other network.

Sharing in the honors were the Radio and TV Networks, WRCA-WRCA-TV, New York, and WNBQ in Chicago.

A special award went to "Wide Wide World" as a cultural television program because of its "fascinating and skillful integration of educational values."

Three of the First Awards were given to programs dealing with basic freedoms: "One" on "Kraft Television Theatre" (TV program), WRCA-TV's "Man of the Year" (local TV program), and "American Adventure" (Radio program). First Awards were also given to NBC's "Assignment: India" (TV public affairs), "WRCA-TV Workshop" (local TV program of cultural nature), WNBQ's "Live and Learn" (systematic instruction by a local TV program), and to WRCA's "This is My Story" (local program dealing with personal and social problems), and "Junior Anthology" (local radio program for children and youths).

NBC programs winning honorable mention were NBC-TV's "Opera Theatre," "Nightmare in Red," and "Zoo Parade"; NBC Radio's "Biographies in Sound" and "Meet the Press"; "New York '55" on WRCA and "They Talked to a Stranger" on WMAQ.

General Federation of Women's Clubs

Seven NBC programs, selected in a poll of 15,500 women's clubs, won 1956 Radio and Television Citations presented by the General Federation of Women's Clubs.

"Wide Wide World" won a special award for "variety in news and education."

The seven programs receiving citations were "Maurice Evans Presents on the Hallmark Hall of Fame"—best television entertainment program; "News Caravan"—best television news program; "Youth Wants to Know," for meeting "the problem of juvenile delinquency"; "Home," for promotion of individual responsibility; "Biographies in Sound"—best educational program on radio; and Morgan Beaty's "News of the World"—best radio news program.

Child Welfare League

The first award ever presented by the Child Welfare League of America in its 36-year history was given to

NBC's Continuity Acceptance Department on May 24.

The award, presented by Marshall Field, president of the League, commended the department for a "deep sense of public service and responsibility and continuous efforts to assure a high degree of professional accuracy in scripts portraying child welfare subjects."

Albert Lasker Medical Journalism Award

NBC-TV's "The March of Medicine" has won the first Albert Lasker Medical Journalism Award ever presented to a television program.

"The March of Medicine," produced by Smith, Kline, and French Laboratories in cooperation with the American Medical Association, was commended by the awards committee "for creative pioneering in medical journalism through the medium of television."

The awards, founded in 1949, are presented by the Albert and Mary Lasker Foundation in cooperation with the Nieman Foundation for Journalism at Harvard University, for "outstanding reporting on medical research and public health."

Sylvester L. Weaver, Jr., Chairman of the Board of NBC, was presented the Dartmouth College Club's Award for Distinguished Service to the Community at the Second Annual Awards Dinner of the club in New York on April 24.

Mr. Weaver was graduated from Dartmouth College in 1930.

Robert W. Sarnoff, President of NBC, was presented a plaque for distinguished service to advertising, on May 3, by Elon G. Borton, President and General Manager of the Advertising Federation of America.

The award was presented for Mr. Sarnoff's contributions as General Chairman of the AFA's promotion of National Advertising Week in 1956.

Awards for RCA and Chicago Stations



Members of the Henry Cooke team, 1956 champions of The NBC Chicago Bowling League. (Clockwise) Mildred Verheyen, Bill Evans, Al Otto, Steve Roche, and Marion Davis. The team was sponsored by WMAQ announcer Henry Cooke. Each of the six teams in the league is sponsored by WNBQ-WMAQ radio-TV personalities.

Jules Herbuveaux (NBC Vice President and General Manager of Stations WNBQ and WMAQ), WNBQ and RCA have received awards from the Chicago Federated Advertising Club.

The award was a special one presented at the 14th Annual Advertising Awards Competition dinner for "Initiative and foresight in establishing Chicago as the first all-color TV outlet in the U. S., thus bringing new laurels to our city."

The Club also presented awards to WNBQ for its TV programs "The Story of the Christmas Carol," "Live and Learn," "Championship Bowling," and "Bible Time."

WMAQ programs to receive awards included Len O'Connor's, "They Talked to a Stranger," and "Night Desk" for its coverage of the Carpenter case last Summer.

Both these programs also received awards in the Sigma Delta Chi (national professional journalism fraternity) competition for outstanding journalism during 1955 in radio, television, newspapers and magazines. O'Connor received the fraternity's award for Public Service in Radio Journalism: John Chancellor, who covered the Carpenter case, won the award for the best radio reporting job in 1955.

"The Rainmaker" Presented in Hollywood

With no outside publicity, the NBC Pacific Division's Experimental Theatre production of "The Rainmaker" opened in Hollywood's Studio C on April 12, and played to more than 800 persons.

Part of the NBC Athletic Association, the theatre group has become the spare-time outlet for non-professional personnel who want to find expression for their talents in the dramatic arts.

Not a new idea, the Little Theatre was first organized two years ago. Lack of studio space, however, made it necessary to postpone projects frequently, and the organization eventually disbanded. Early this year, renewed interest in the idea prompted a second attempt, and a new Experimental Theatre was formed.

The organization is divided into two sections: the Main Stage and the Workshop. The Main Stage operation is devoted to the presentation of plays and sketches for audience viewing; the Workshop group meets every Tuesday

night in one of the rehearsal halls and offers an opportunity for those with ambitions toward acting, directing, or writing to try their wings. An end of the month review of all functioning groups provides constructive criticism and a measurement of progress.

Dick Bellamy starred in the role of "Bill Starbuck." Other members of the cast were Barbara Spence as "Lizzie," Vern Johnston as "H.C.," Frank Wyka as "Noah," Ron Davis as "Jim," Ken Mayer as "File," and David Lipp as "Sheriff Thompson."



(l to r) Dick Bellamy, Vern Johnston, Barbara Spence, Ken Mayer, David Lipp, Frank Wyka, Ron Davis.

KNBC Sets Pace in FM

KNBC, San Francisco's FM station, went on the air independently of KNBC-AM on March 14. The station will broadcast classical and hi-fi music. KNBC-FM thus sets the pace for the other major stations which are duplicating their AM programming.

KNBC General Manager William K. McDaniel said the FM operation would start with 20 hours a week of classical and hi-fi music, with the intention of gradually expanding to as much as 18 hours a day as the response of the public and advertiser makes this feasible.

The decision to program the FM station separately, according to McDaniel, was based on the wide audience for classical music in the San Francisco Bay area, the increased ownership of FM radio sets, and the growing vogue for high-fidelity audio equipment.

RCA News Brief

Color TV Blueprints: Complete blueprints and detailed production "know-how" developed by RCA for color television receivers are being made available for immediate use by other television manufacturers.

Details of the RCA developments were presented by Frank M. Folsom, President of RCA, and other RCA executives at a symposium conducted for representatives of most of the nation's television receiver manufacturing companies.

At the same time, a reduction in the manufacturer's price of the RCA 255-square-inch color picture tube from \$100 to \$85 was announced.

Recalling that in August, 1947, RCA turned over information on the first black-and-white television receiver, Mr. Folsom said: "We shall turn over to you RCA's latest color receiver blueprints, our technical 'know-how,' production details and bills of materials. Our color TV manufacturing facilities are open to your inspection. In our opinion, this action will prove to be as important to color television as the first table model was to black-and-white television."

Military Electronics: Three major developments in the field of military electronics were demonstrated by RCA at the dedication ceremonies for the enlargement of the RCA Moorestown Engineering Plant.

1. A portable electronic detector for "Nerve" gas—developed by the Army Chemical Corps and RCA. The first such detector accepted for military use, the unit not only can serve as a field alarm for military personnel and installations, but also can be utilized for gas-detection protection of population and industrial centers. It has possibilities as a detector for hazardous industrial and commercial gases.

In operation, air is sucked into the detector by a pump and is filtered free from dust. Inside, a paper tape impregnated with a special colorless chemical solution is moved intermittently under the incoming air stream.

Phototubes continuously scan the impregnated tape. G-agents in the air cause the tape to discolor. Instantly, the phototubes react to the change in reflected light caused by the discoloration and trigger audible and visible alarms.

2. An RCA developed wide-spaced image orthicon tube, or television camera tube, which can be used for televising scenes and objects under light conditions as low as those of a moderately cloudy moonlit night. Also described was the "Cat Eye" electronic light-intensifier, resulting from research of RCA in conjunction with the U. S. Air Force. This device is capable of viewing objects in almost total darkness to produce clearly defined television pictures. Viewers at its demonstration, unable to see a rotating globe in a room completely dark to the human eye, saw a bright, high-contrast image of the globe produced on an adjacent television viewing screen.

3. Noise-cancelling microphones and headsets for aircraft intercommunication systems, which RCA has developed and is producing for the U. S. Air Force. The highly selective and sensitive equipment provides clear communication under noise conditions which would make intelligible conversation virtually impossible by other known means.

RCA Victor Records "Wide Wide World" Music: All the original musical scores created by composer and conductor David Broekman for NBC-TV's "Wide Wide World" have been released in long-playing record form by RCA Victor under the title, "Music from 'Wide-Wide World'."

The pieces were created especially for a place or event being covered by the program's roving live cameras.

"Talos" Guided Missile: RCA is developing and producing, under contracts with the Department of Defense, land-based tactical launching and guidance systems for the "Talos" guided missile.

ORGANIZATION

ADMINISTRATION:

Controllers;

Dick T. Hollands to Manager, Operating Budgets and Financial Evaluation.

James L. Wilson to Manager, Capital Budgets.

Personnel;

Henry O. Lumb to Manager, Personnel.

William A. Sharon to Manager, Organization Development.

Charles J. Boylan to Manager, Publications and Communications.

Traffic;

Albert W. Frey to Supervisor, Traffic Operations.

OWNED STATIONS AND NBC SPOT SALES:

Harold W. Shepard to Director, Special Projects.

PACIFIC DIVISION:

TV Network Programs;

John W. Nelson to General Program Executive.

Frank P. Cleaver to General Program Executive.

Fred Hamilton to Manager, Traffic Operations.

Karel E. Pearson to Program Supervisor.

Production and Business Affairs;

Frank V. Dellett to Assistant Treasurer.

Joseph L. Kubin to Assistant Controller.

Frank Gertz to Business Manager, Network Programs.

Controllers;

Wayne E. Simpson to Manager, Accounting and Financial Planning.

"Talos" is a surface-to-air guided missile developed by the Johns Hopkins Applied Physics Laboratory for the United States Navy, Bureau of Ordnance. It is a defense weapon designed for use against enemy aircraft, and is described as one of the largest and most comprehensive electronic weapon systems ever developed.

To provide the design, engineering, and manufacturing space for the "Talos" project, RCA has completed one phase of an enlargement program which more than doubles the engineering space and laboratory facilities of its Moorestown Missile and Surface Radar engineering plant. The new building, which joins the original construction, increases the plant's total building area from 145,000 square feet to about 264,000 square feet and provides employment for more than 1,500 persons.

People and Places

Administration

Controllers—The welcome mat is out for *Erica Balweg*, *Frank Reilly*, both in Accounts Payable, and *Wanda Baer*, *Bob Burholt's* secretary.

Good luck to *Marilyn Liebman* and *Wayne Simpson* on their promotions.

Heir Bound . . . *Gloria Verni*, *Gwen Doll* and *Gloria Cullen* all had luncheons in their honor upon leaving the Company.

Attention all beach enthusiasts: there will be locker space available in *Jim Whelan's* new apartment, Far Rockaway, and *May Chandler's* summer home on Fire Island, for a nominal fee.

Joining the exodus to Long Island, *Tony Dente* and *Cal Wheeler* recently bought new homes.

The Ames Brothers getting serious competition from *Ray Timothy*, *Bob Sammons* and *Bud Pettway*.

Facilities Administration—The Welcome mat is out for new men in blue: *James Cotter*, *Howard Murphy*, *Ben Payne*, *Pat Russell*, *Ed Murphy*, *Frank Crimley*, *Julius Draheim*.

Steve Rosina back, bronzed and happy—three glorious weeks at Daytona Beach, Fla. Did the big one get away, Steve?

Before leaving for Las Vegas, where he will reign as entertainment director of the Silver Slipper, *John Fogarty* displayed his famous ten-gallon hat. Appearing on the rim are the names of over 200 celebrities and political figures of the '30s. It was presented to him by the Governor of Montana and bears the seal of that state. Also brought in some of his still beautiful recordings, made when he was one of NBC's topnotch singers.

Guest Relations—Great oaks from little acorns grow—and Guest Relations not only has budding actors, writers, producers and salesmen, but a bevy of proud beauties. Not the least of these is *B. J. Lawrence*, who was chosen as one of five finalists for Miss NBC.

Dave Sontag and *Bob Spero* are on the production staff of the Equity

Theatre Library's "Heartbreak House." Dave is also involved in the new off-Broadway production, "Three Times Three," with fellow worker *Bob Levin*. The off-Broadway theatre is also enhanced by the acting talents of *Dick Wagner*, who is leading the cast of "The One Eyed Man is King."

On our list of those who have soared ahead within the company are *Bob Ostberg* into Broadcast Operations, *Nancy Kimmock* into Public Affairs, and *Barbara Bagg* to Plant Operations.

Bill Traber, now in partnership with another GR alumnus, *Bill Hoe*, is running an antique shop in Ogunquit on the rocky coast of Maine. An ideal time of year for the switch.

Further success was attained by *Lou Alexiou*, who ventured out with thumb-on-hand to hitch-hike to Mexico and surrounding areas during his vacation.

The "happy home" section of our department finds a new son in the *James Murphy* cradle. Nine pound *Kevin Joseph* was born on April 3rd. *Dolores Tilston* has a Christmas present for her fiance, *Tony Wolje*. She's marrying him in December. It is hoped that they have as happy a married life as *Jean* and *Earl Harder*, who recently shut their cat, Nanny, up in the Castro-Convertible. Wedded bliss has its tribulations, you see.

Personnel—New faces—*Mr. H. O. Lumb*, our new Manager. Personnel, *Pat Carroll* and *Carol Sullivan* in Records, *Angela Diodate* in Placement and *Charles Boylan*, replacing *Dave Eddy*, who is on his way to Europe. Bubbling champagne was served in *Dave's* cabin on the *Flandré* to those who bade him bon voyage. *Mr. Jacobsen* is now Captain of his own boat. *Gloria Swett* was one of the many well-wishers on hand when *Mr. Clifford* sailed for Europe. Smooth sailing seems to be the order of the day. *Dan Anderson* was slightly disturbed when he casually glanced out of a window before beginning a scheduled lecture and saw his car being towed away by the local constabulary. Profuse apologies from town officials preceded the swift return of the auto.

ANGES

Technical Operations;

Kenneth D. Erhardt to Technical Supervisor.
Joseph E. Kay to Technical Supervisor.
William S. Palmerston to Technical Supervisor.

TELEVISION NETWORK:

William R. Goodheart, Jr., to Program Executive.

Program Planning;

David W. Tebet to General Program Executive.

Plant and Program

Contract Administration;

Thomas H. Belviso to Manager, Music Services and Literary Rights.
Marjorie Jean Brown to Supervisor, Literary Rights.

Technical Operations;

William R. Ahern to Administrator, TV Technical Operations.

Program Services;

Thomas D. Meehan to Supervisor, Program and Facilities Pricing.

Design, Art, and Scenic Production;

Valter Geibelhaus to Manager, Design, Art, and Scenic Production.
John L. Kelly to Manager, Production Services.

Robert MacKichan to Manager, Design and Art.

Daniel H. Levitt to Business Manager.
Clifford Stiegelbauer to Chief Estimator.

Peter Bonardi to Supervisor, Scenic Shops.

Phillip McEneny to Supervisor, Stock Scenery Unit.

Bargain Counter

For Sale: Ford Station Wagon, 1951. Green, all wood body. Garaged, top condition. Completely equipped. Asking \$500. Fred Eberstadt, X 3331.

For Sale: Dalmatian pups. AKC registration. Champion stock. Call EDgewood 3-2093.

For Sale: Corner house, Floral Park, L.I. 4 bedrooms, large living room, suuroom, dining room, modern kitchen. G.E. oil heat. Walk station, stores, schools, churches. Asking \$17,400. Bill Ahern, X 4293.

For Sale: Stone marten scarf. Three beautifully matched full skins in perfect condition. Appraised at \$250 in May '56. Asking \$125. Rosemary Palazzotto or Robert Lissner, X 4291.

For Rent: Unfurnished Apartment, Bronxville. 4½ large rooms. Close to schools, churches, shopping, station. New elevator building. \$150 a month. Two year lease. W. Edwards, X 2965.

HELP WANTED

From time to time, NBC employees have recommended friends or neighbors to the Employment office for jobs requiring typing and shorthand skills. We've liked their recommendations.

At the present time we have some job openings for typists and secretaries. These positions are at the junior or intermediate level and offer excellent opportunities for future advancement.

If you know of anyone who might be interested, please have her call the Employment office, Ext. 2364.

Ann Mouris, back from a bout with the measles, has been snagged by the lure of Virginia. Lovely scenery! *Glenna Jones* is vacationing in Texas. *Eleanor Nadeje* is spending her leisure time in Nassau.

Staff Engineering — Welcome to *Joe Schank* in Tech Services! *Dave Maloney* should be back on the scene soon, we're happy to report. *John Shea's* biggest joy these days is a new granddaughter, *Patricia Anne*. *Joe Gilligan* and *Joe Mergner* off to California with their families for completion of Burbank Studios. *Pierre*, a French poodle puppy also known as *Petey*, belongs to *Dolores Taylor*, ooo-la-la! Since you're in a quandry on where to spend your vacation, *Dolores*, why not make it Paris! *Lew Hathaway* bowled a 215 game! Congrats! Horses and dude ranches are the greatest as far as *Pat Reddersen* is concerned. Vacations: *Ed Cullen*, tour by car of some southern states; *Bill Clarke*, Connecticut; *George Nixon*, Pennsylvania; *Pat Devlin* planning a California vacation.

Stenographic — Welcome back to *Marie Freda*, who returned to work after spending two glorious weeks in Miami Beach, Florida. *Camille Grande* spent a delightful weekend seeing the sights of Washington, D. C.

Farewell to *Nancy McAuwic*, who left Stenographic to become a secretary in the Program Department.

Steno wants to extend a warm welcome to *Pat Dixon*, *Carol Mileski* and *Nina Fama*.

Traffic — *Marge Hadley* flew to Omaha for her vacation, and—funny thing!—No earthquake! We're awfully glad you decided to use airplane luggage, *Marge*.

Jack Hilton's feeling fine after his date with the medics. Matter of fact, he was walking around with a bone-crushing handshake the day he returned.

Congratulations to *Al Frey* on his promotion to Supervisor of Traffic Operations. Couldn't happen to a nicer guy!

We have lost *Maggie Jo Henry* to her home state of Texas. Best Wishes, *Maggie*!

Finance

Treasurers—Lots of luck and good wishes to *Robert Payne* in leaving our department and joining The Kagran Corp.

Another pretty face has been added to the Cashier's office; she's *Maralyn Tannan*, who will assist *Mary Downing* and *Kathy Olsen*.

Eileen Cook, all aglow after attending the Military Ball at Fordham University, is sporting her new Fordham ring.

Pat Sullivan and *Joan Anderson* still in dreamland after attending Spring formals. *Joan* up at Clarkson Technical College, and *Pat* at the Virginia Polytech Institute.

Owned Stations Division

WMAQ-WNBQ, Chicago — Colleagues of *Chet Hagan*, Network news chief, threw a surprise party in honor of his first year with NBC-Chicago.

Kirk Logie, formerly with Armour Research Foundation, has joined the network production staff as program supervisor. *Norbert H. G. Mai*, a television newsman from Radio Free Berlin, is spending a two-month visit observing the NBC-Chicago operations, under the State Department's "Interim Student" program. A veteran German newsman, he accompanied West German Chancellor Adenauer to Moscow last winter.

Ken Christiansen, Program Operations chief, is the new president of the NBC-Chicago Athletic Association. Other officers include: *Don Marcotte*, Music Supervisor, first vice president; *Hazel Seys*, PBX, second vice president; *Virginia Gebert*, Operations, secretary; and *Marian Davis*, Cashier's office, treasurer. *John Dragomier*, formerly with NBC affiliate stations WOOD and WOOD-TV, Grand Rapids, Mich., has joined the Central Division TV Net Sales Promotion staff. Best wishes of his NBC-Chicago friends go to *Alan Beaumont*, Net program manager here, who has moved to New York as a director of NBC-TV's "Home" show. *Rosemary Kortas* and *Marilyn Harsin*, Music Library, lent their dramatic talents to "Tongue In Cheek," a play at Chicago's Eighth Street Theater. *George*

Oliver, Production, arranged and served as music conductor.

Wally Pfister, formerly with CBS-Chicago, has joined the Network News staff at NBC-Chicago. New additions to the Engineering department include: *George Stephenson*, *Warren Callahan*, *Antonio Petrilli, Jr.*, *Richard Urban*, *Julius Sleeper*, *George Baczynsky*, *George Birch* and *Philip Proehl*. *Frank Golder*, Engineering, recently underwent an emergency appendectomy. *Frank Cimmarusti* has returned from military leave to join production facilities. *Jim Leahy* has returned to NBC-Chicago as Announcers' secretary. Other recent additions include: *Margaret Collier*, Guest Relations; *Virginia Klein*, WNBQ Sales; *Samuel Paxton*, Newsroom; *Roberta Russell*, Traffic; and *Howard Van Antwerp*, General Office.

Mary Bertacchini, TV Sales, is on a leave of absence visiting in Italy and other European countries. *Hal Smith*, Net TV Sales Promotion chief, returned to work aided by a cane, following a recent knee operation.

Congratulations to *Ed Bunch*, Staging Services, who was voted the Sportsmanship trophy by his fellow bowlers. *Carol Ebeling*, Press, was such a hit as vocalist at a friend's wedding recently that another friend planning a summer wedding in New York has asked *Carol* to sing at her nuptials.

Val Press, Newsroom secretary, helped WMAQ score a news beat on a recent Saturday afternoon. *Val* was shopping near her home when she heard the roar of fire engines. She followed to the scene of action and phoned the newsroom details of a large fire in a church on Chicago's south side. WMAQ was first on the air with the news of the fire as a result.

WRCA, WRCA-TV, New York—*Jazzbo Collins* heads the list of WRCA vacationers. He went to work for a week at the main information desk as a page, and everyone had a terrific time. Another to mix business and pleasure was *Bill Berns*—sojourning in Miami while producing the Mrs. America contest. *Helen Galanis* is the latest convert to the Fire Island club, of which *Elsie Ciotti* is the leading light. *Elsie* has announced that *Carl*

Getchell is slated for Island initiation this summer.

Harriet Ruch and *Suzy Gilbert* plan home and REST vacations, which means Waverly, New York, and Medina, Ohio, respectively. It will be back home in Indiana for *Ron Kueskin*, too.

Kathy Klein went to Wright-Patterson Air Base, Dayton, Ohio, to visit her colonel-commanding uncle.

It will be a week at Lake George for *Britta* and *Nick Forstner*. The *Joe Murphys* will be at Montauk Point, and the *Larry Untermeyers* are headed for the Cape. *Carol Burgess* will be housepartying "somewhere on the Jersey shore." *Janet Payne* will get away from it all in Bermuda for a week. *Steve White* will again summer at Point Lookout, Long Island.

Good luck to *Helen Henning*, recovering nicely from her throat operation.

Au Revoir to *Ann McLaughlin* and *Mardy Palmer*, who had to leave their posts in local sales, radio and TV, resp. Ann returned to Lenox, Mass., and Mardy went way downtown to do research for AT&T. *Irene Reuter* now tells the elevator man, "Five," and calls someone in network TV programming "boss."

Mary O'Connor Coley left us to prepare for a crowd in the fall. Good luck to her, and to the new faces—*Marion Grobe*, joining WRCA Sales (American Locomotive lost a prize), and *Barbara Jacobson*, joining Steve White's roster of attractive right hands.

WRCV, WRCV-TV, Philadelphia—Headed by radio's *John Raleigh* and TV's *Ernie Leiss*, the station had a crew of seven covering a big narcotics crackdown in the early morning hours of May 11. *Jim Farrell* and *Ralph Lopatin* were among the first newsmen on the scene of the disastrous grain elevator explosion in April.

"Rover Boys" *Bill Givens* and *Vince Lee* had themselves a real beat on the columnists when singer *Jaye P. Morgan* revealed on their program that she had been signed as the summer replacement for the *Eddie Fisher* TV show.

Alan Scott's morning show had a pair of anniversaries back in April.

Petite little "*Miss Terry*," the town's youngest video personality, celebrated her third (that's correct—her 3rd) birthday—she's been on the show 5 minutes a day since she was seven months old. *Scotty* also had an anniversary—his 25th year in broadcasting, and he's back working for the man who gave him his start . . . Program Director *Stan Broza*.

Emil Taube, radio engineer, is recovering after being stricken ill just at the 2 a.m. signoff in April. *Dee-jay Bob Benson* summoned help, and arranged for *Paul Jones* to take over *Emil's* all-night stint, while TV engineers *Frank Kessler* and *Sam Tucker* rushed him to the hospital.

New staffers include *Bob Craddock*, *Dolores Frank* and *Sally Gold* in Integrated Services; "*Dick*" *Paisley*, TV Sales; *Joanne Golden*, secretary to TV Salesmen; *Joe Joyce*, *Joe Fanelle*, *Charlotte Ballinger* and *Evelyn Walski*, all in Accounting.

Leaving the staff to join the "blessed event" department are *Teresa Turnbull*, *Isabelle Canavan* and *Joanne Cramphorn*.

Under the shrewd tutelage of prop manager *Roy Bishop*, the WRCV, WRCV-TV softball team, the "Wave Lengths," has been competing successfully in the RCA Softball League in Camden.

Judy Lee, *Pete Boyle* and *Jack Pyle* deserted the cameras and "mikes" to turn thespians on opening night at the famous Bucks County Playhouse.

Vacation-time has everyone heading in different directions—Publicity secretary *Pat Bowles* visited Hollywood and Las Vegas; TV Traffic Manager *Ed Altman* spent time flying with his Navy reserve unit; TV Traffic's *Shirley Melletz* visited New Orleans; *Jean Strobel* visited her family in Texas; and *Jack Pyle* traveled with "his" *Phillies* on a road trip.

Response to a special television test-and-tone signal from 2 to 6 a.m. in April requested by the American Ionosphere Propagation Assoc., resulted in a photo of WRCV-TV's test pattern coming from Rock Island, Illinois.

KNBC, San Francisco—There have been a few changes in our Local Sales

Department. . . . *Ken Johnson* left us to accept a transfer to NBC TV Spot Sales in Hollywood. Ken was replaced by *Wayne Anderson*. *Evie Dybwad* also decided to take the "TV Spot Sales Road" and is replacing *Muriel Jocz*. *Marge Gardner* replaced *Evie Dybwad* in Local Sales. Marge had been with BBD&O in San Francisco.

Our Engineering Department has a couple of new gents, *Shahan Alexanian* and *Theron Cederlund*. *Rodney Blanchett*, a vacation relief, will be at the Belmont Transmitter a few months. *Ted Taylor* is a new personality heard on KNBC. He joined our announcers staff on April 14th.

Bob Blackmore (NBC TV Film Sales) has established headquarters at KNBC. He replaced Mr. Jim Strain, who was transferred to Hollywood.

Mary Carroll has joined our Accounting Department.

Bill Andrews, recuperating from an operation on his foot, finds it difficult to stay away from the greens.

Marjorie King, who started a non-profit employment service for women over 40 through her daily interview show on KNBC, went to Boston to receive the McCall's award for "Service to Women". . . . She then spent a week visiting NBC's New York outpost.

Fran Davis was honored at a surprise birthday picnic on the KNBC roof garden.

Dave Engles has always been "jet propelled" figuratively, but now (thanks to the Air Force), he literally zooms over San Francisco in one of their fantastic sky raider birds.

Janet Sligh has been keeping herself busy training a youth choir. The choir will sing at St. Stephen's Methodist Church in Oakland on May 27th at the memorial dedication to *Ralph Edwards' mother*. *Ralph* will be present with Mrs. Edwards.

WRC, WRC-TV, Washington—That new girl seen in Program Department is *Charlotte Walsh*, who comes to us from Missouri where she got her Masters, at the University of Missouri. In the Promotion Department, the two lovely new girls are *Mary Catherine Kilday* and *Jane Chandler*. *Mary Catherine* comes to us from WOAI-TV in San Antonio,

Texas, where she worked in the Promotion Department. *Jane Chandler* was formerly with a local advertising agency.

Mary Ostmann, TV Sales' very capable Girl Friday, took a 4-week tour of the West. *Joan Schults* is the new secretary in the Engineering Department.

NBC has joined the Broadcast League, comprised of softball teams from WTOP, WMAL, and the local Ad agencies.

Pacific Division

George Emmet McMenamin, former NBC page boy and broadcaster, was ordained a priest for the Monterey-Fresno Diocese of the Roman Catholic Church on April 25 at ceremonies conducted in St. Anne's Chapel of Ryan Preparatory College, Fresno.

Iris Hiers, secretary to Mike Risk in the Pacific Division's Plant Operations Department, isn't superstitious.

When she and Ward W. Schwab, a medical detail man for Riker Laboratories, decided to get married, they set the wedding for Friday, April 13.

Public Relations

National Advertising & Promotion—It's vacation time. *Betsy McCoy* spent a week in New Orleans, and *Ann Allsopp* enjoyed two weeks in Florida. *Marion Lutz* took an air tour of the west.

Vacations on the agenda: *Dave Bellin* plans to fly to Mexico City, Yucatan and Acapulco; *Vernon Lowell* will wing his way to Florida; in the fall, *Mike Lannon* plans a trip to Europe.

Mr. and Mrs. *Thaine Engle* recently celebrated their tenth wedding anniversary.

Birthdays were observed recently by *Marion Lutz*, *Ann Raica* and *Ernie Hill*. Our boss, *John Porter*, also celebrated his birthday (May 4) and was the surprised guest of honor at an informal party.

Press Information—New faces in the department: Staff writer *Bob Le Donne* comes to us from Concord, where he was a United Press Bureau

man. *Barbara Burch* has forsaken the Equitable Life Company to become a secretary in the Exploitation Department. New Photo File clerk *Arnie Raskin* comes to us from Arnold Constable Department Store. *Chuck Pintchman* left his mail route in General Services to become copy clerk. *Leonard Meyers* has moved over to the RKO Building to take up his duties as Director of Press and Promotion for the NBC Opera Company. Farewells to *Beth Blossom* and *Josephine Abrams*, who left to assume new duties of bringing up baby.

Marge Reed now private secretary to *Al Rylander*, Director of Exploitation. *Ronnie Bennett* to Manager of Photo Files.

Research and Planning — There were quite a few changes in Research & Planning this month. *Valerie Diamantis* replaced *Janet Markle* as *Allen Cooper's* secretary. The Rating department welcomed *Cathy Coholan* and congratulated all who were promoted: *Louise Kaciczak* moved on to the position of Jim Cornell's secretary. *Nancy Schweizer* was promoted to the position of ratings analyst, and *Nancy Mead* hopped up to the position of senior ratings analyst.

Vacations are starting already. *Nancy Schweizer* off to Mexico. *Mildred Schmidt* and *Laura Graham* trotting to Europe.

Station Relations

Additions: We heartily welcome *Toni Remedios*, secretary to *Ray O'Connell*; *Elsa Mirsky*, secretary to *E. B. Lyford*; *Vera Rigdon*, a newcomer to the "back room gang" (File section); and *Barbara Rosen*, our new receptionist.

Now come the farewells — we bid bond adieu to *Nancy Schatz*, our former receptionist, who left the fold to travel in Europe: *Edie Proehl*, who is now full-time housekeeping while awaiting the arrival of "Baby Proehl"; and *Frances John*, former secretary to *Bill Kelley*. We'll sure miss *Pat Dronzek* when she leaves us in a few weeks. Even though her stay was short—it was fun! She'll be a home-body and leisurely await the arrival of her heir.

Our pretty, perky *Helene Tress* re-

turned from her sick leave. We hope she feels as good as she looks. Glad to see *Gerry Stonbridge* back at her post after a six-week illness.

Television Network

Merchandising — Merchandising recently bade farewell to two of our fellow colleagues: *Jean Groves*, Merchandising-Production Coordinator, whose new stamping grounds is *Readers Digest* magazine, and *Zena Contos*, "Girl Friday" to Al Fox, N.Y. Merchandising District Supervisor. *Zena* has left us to take on a new responsibility, "Motherhood."

Welcome *Lattie Lee Dawson*, previously with Ken Bilby's office, who has taken over Jean's duties, and Mutual Broadcasting System's recent loss and our gain, *Rose De Renzis*, who has replaced *Zena*.

Music Services — Room 293 welcomes *Jean Brown*, Literary Rights Supervisor and her associates, *Alice Van Brunt*, *Patricia Sensibaugh* and *Dorothy Wallace*. By this time, *Irene Paszczak* and *Nancy Howes* are well established in the *Record Library*.

Shirley Fiorelli is now a resident of Greenwich Village.

Marion Murray was recently hospitalized in Staten Island with a serious foot operation. We are hoping for her speedy recovery.

Our first vacationer was *Bill Paisley*, who rested in Bermuda.

News and Special Events—Welcome! To *Nancy Kimmock*—as we bid fond farewell to *Mrs. Dave Klein* (now awaiting the stork)! Also from United Press comes *Frank Jordan*—our latest addition to the news staff writers. *Anne Kramer* is one of the industrious workers on *Outlook*.

We have an NBC fellowship winner: *Bert Ivry* will soon be in Washington, D. C. The American Political Science Association will be introducing Bert to the Senate, Congress and the members of Congressional committees.

Florida vacations are in vogue. *Pattie Bowers* went down over Christmas—then took another holiday after *Eileen McKenna* came back. After that, *Kenneth Bernstein* decided to hop

a plane—Where to? Florida shores. *Herb Kaplow* (WASE) and *Hal Schneider* (NYSE) both went to Florida—business trip, you know. *Jean Mackiewicz* just can't stand it—Florida-bound next month.

A president in our midst: that's *Cedric Clark*, who heads the United Neighbor's Civic Association of Journalism.

TV Program — Congratulations to *Perry Cross* who has recently become the Producer of the *Ernie Kovacs* show.

Elizabeth Shores will be leaving us in a few months. Liz and her husband are expecting their first child.

Robert Mulligan is leaving NBC to direct four new movies in Hollywood.

Jeanne Hartnett enjoyed a two-week vacation in Los Vegas recently, and she didn't lose any money!

Participating Programs—(*Today*) Our favorite member of the "Today" show threatened to light a firecracker under us if we didn't mention his losing his first baby tooth. O.K. *Muggs*, satisfied now? *Paul Ranson* has decided to let a bad case of appendicitis come between him and his work. Having no time for any sickness whatsoever is *Bob Warner* who just returned with his new bride in sufficient time to welcome *Jack Otter* as associate producer. Setting their sails for destinations as yet unknown are *Tom Meehan* and *Dick Krolik*. *Lou Ames* weighs anchor and heads for "Home" as senior editor.

(*Home*) Everyone's moving around, including *Alice Richardson*, now fashion editor; *Cherry Churchill*, now shopping editor; *Al Beaumont*, director; *Doug Stone*, writer; *Maury Penn*, commercial director, and, of course, must not forget *Leslie Papenfus*, settling down as the wife of *Thomas Reed*, Cornell graduate. A brand new welcome to *Patricia Plaut*, who ably fills *Leslie's* place next to a very busy telephone.

(*Tonight*) *Lucky Mina Cory* slipped away early this year to vacation in Miami . . . looks like she tried to match *Mr. & Mrs. Roger Gimbel*, who honeymooned in Spain and Paris a short while ago. Hi ya, *B. J. Bjorkman*,

glad to see you take your place as new programming assistant.

Plant Operations — *Emil* (alias *Charlie*) *Egelhofer* and *Joseph Courtney* retired after compiling an aggregate of 21 years' service with the company. A surprise party was given for them at the Holland House.

Len Gordon, camera, light meter, etc., was observed as he entered the Mexican Consulate. Looks like a Latin Year for vacations. Double celebrations for *Art Barnett* on his 20th Anniversary and 40th Birthday. Welcomes are the order of the day for *Betty Clarke*, *Marilyn Liebmann*, *Pat Roth*, *Lillian Tierney* and *John O'Connor*. *John Geagan* is in business, selling rocks from his own private quarry. "Isn't Country living the greatest??" *Audrey Rengstorff*, opening the season early, was seen promenading (complete with black poodle) at chic Ocean Beach.

A number of moves in this area in the last month. *Kent Coughlin* moves up to studio supervisor, and *Tony Alatis* takes over *Kent's* spot in Stagehand Scheduling. *Anna* (face-full-of-freckles) *Ward* also makes a jump into stagehand payroll when our own little *Joan Thomas* leaves to keep an impending engagement with *Sir Stork*.

Production Operations — Kudos are also in order to *Ray Kupiec*, who was promoted to Broadcast Coordinations Assistant-Routines.

The welcome mat is extended to two ex-Guest Relations boys who have recently joined our department. Best of luck to *Paul Perone*, who replaced *Dorothy Donlon*, and to *Bob Ostberg*, who replaced *Ray Kupiec*.

Public Service Programs—Just a few notes from us this month, as we welcome *Barbara Ivory*, formerly in the Music Library, to the fold.

Early vacationers this year are *Barbara Muller* and *Flo Reif*, both jaunting around Europe, starting at opposite ends of the continent, but hoping to meet somewhere along the way . . . NBC Rome, perhaps?

TV Sales Traffic Operations—We want to welcome *Joe Sutton* and *Bill*

Barnes from Guest Relations to our busy fold.

Well, vacation time is here: *Tim O'Keeffe* plans to go to Lake George for a week; *Honey Teeter*, along with *Peggy Garrigan*, plans to fly to Nassau for a week; *Bob Shenton* plans to fly to Canada and spend two weeks in the fresh water and sun; *Holly Low* insists he's going to spend his vacation at Camp Drum; and *Jerry Siref* is going to fix up the new house.

TV Technical Operations — Welcome to *George Labes* who started in Kine on May 7.

John Shultis can give you the details of his episode at Botanical Gardens, and believe me, "it ain't no laughing matter".

Congratulations to *Bob* and *Joyce Sullivan* on the birth of their first little boy, *Gregory*; and to *Ken* and *Mrs. Foster* and *Bob* and *Mrs. McEwan* on the arrival of *Kevin* and *Robette Ann* respectively.

Our own *Joan Ellis* appeared on *Kraft Theatre* for a short moment. We are all very proud of her.

Unit Managers — *Brice Howard* moved back into our office in 680 along with *Joe Cunneff* and *Toby Goetz* following the 1st show in the *Maurice Evans Series*. A great big welcome home to these three.

A warm welcome to *John Fisher*, *Virginia Rees*, *Bernice Watkins* and *Margaret Kvaka*. *Perry Cross* is leaving us to join the *Kovacs* show as producer; he is taking *Mary Ratcliffe* with him. *Tom Meehan* has gone upstairs to join *Bill Moore* in 2m5 after a great service as Senior Unit Manager of "Today." Finally we are losing a very nice young lady in *Gloria Jaffer* who leaves our department to join the "Home" production unit. *Win Welpin* has taken over on "Today" for *Tom Meehan*. *Barbara Trounson* and *Warren Burmeister* replace *Perry Cross* and *Mary Ratcliffe* on "Producers Showcase."

Joe Cramer is touring North Africa and Europe on his vacation. *Dottie Troiano* has recently returned from a tour of Florida. *Elaine Hargreaves* has been boosting the network on her trips to the University of Virginia and Notre Dame,

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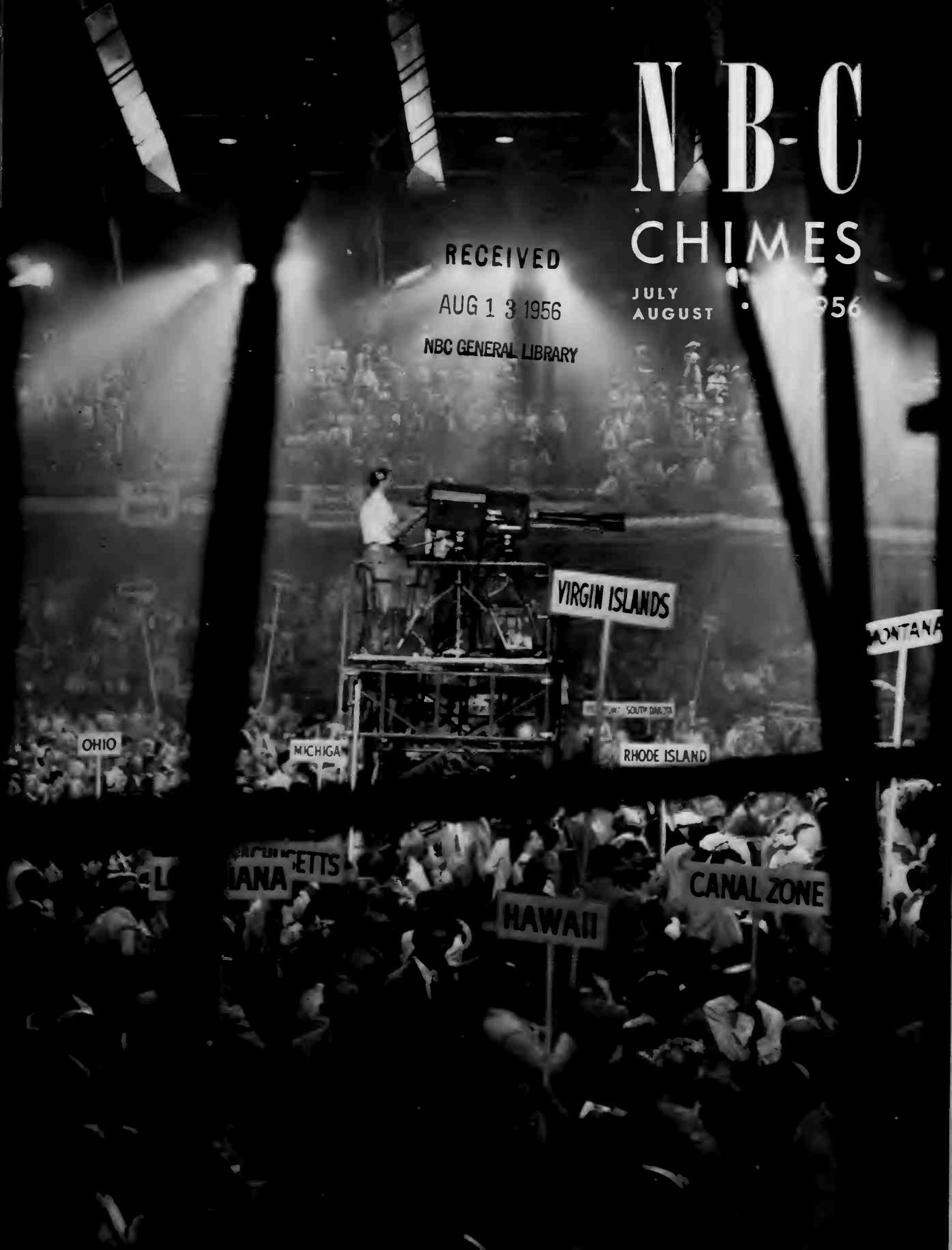
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CHIMES

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Charles J. Boylan, Editor

Chimes Correspondents

Administration:

Controllers, Louise Ippedico
Duplicating, Dick Duester
Facilities Administration, Mary Heller
Guest Relations, George Alexander
Mail & Messenger, James Amirault
Personnel, Cathy Dindia
Purchasing, Mary Hoyt
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Robert E. Sherwood Awards

NBC has won both of the Robert E. Sherwood television awards presented by the Fund for the Republic for network programs dealing with the theme of freedom and justice during the 1955-56 television season.

Awards of \$20,000 each, shared by the producer, director and writer of each program went to *Armstrong Circle Theatre's* "I Was Accused" and to the *Alcoa Hour's* "Tragedy in a Temporary Town."

The programs were cited as "the best documentary and drama, respectively, appearing on commercial television networks and treating the theme of freedom and justice with the greatest distinction, taste and effectiveness."

The awards were presented by Mrs. Robert E. Sherwood, widow of the playwright, at a luncheon on Friday, June 22, at the Hotel Plaza in New York. Speakers were Mrs. Eleanor Roosevelt, who served on the awards committee, Paul G. Hoffman, chairman

of the board of the Fund, and Robert M. Hutchins, president of the Fund.

NBC also won honorable mention certificates for the programs "One" on the *Kraft Television Theatre* and "A Man Is Ten Feet Tall" on the *Philco Television Playhouse*, and for the series *Frontier* and *Frontiers of Faith*.

"I Was Accused" is the true story of George Voskovec, an American actor who fled Czechoslovakia after its fall to the Communists, and was interned at Ellis Island 10 months because of false charges that he was a Communist. It was written by Jerome Coopersmith, directed by William Corrigan and produced by David Sussman.

"Tragedy in a Temporary Town" is a drama dealing with mob violence and race prejudice in a temporary camp set up for construction workers. It was written by Reginald Ross, directed by Sidney Lumet and produced by Herbert Brodtkin.

Billboard Awards

NBC programs and personalities won 18 first places in the Billboard's Fourth Annual TV Program and Talent Awards. NBC took more first places than any other network.

NBC winners of "over-all" first places were Loretta Young as the best actress in a network program, Jack Webb of *Badge 714* as the best actor in a syndicated film series, and *Victory at Sea* as the "syndicated film series which performed the greatest public service and did the most to raise the cultural standards of TV."

NBC winners of first places in network categories were *Dragnet* as the best adventure show, Jack Webb of *Dragnet* as the best adventure performer, Sid Caesar as the best comedy-variety performer, Loretta Young as the best dramatic performer, *Wide World* as the best hour-and-a-half show, Dave Garroway as the best hour-and-a-half show performer, Groucho Marx as the best quiz or

audience participation show performer, *Your Hit Parade* as the best musical show, Dinah Shore as the best musical show performer, and *NBC Matinee Theatre* as the best daytime show (other than children's).

NBC winners of first places in the syndicated film categories were *Badge 714* as the best half hour mystery series, Jack Webb of *Badge 714* as the best mystery performer, *Life of Riley* as the best comedy series, William Bendix of *Life of Riley* as the best comedy performer and *Victory at Sea* as the best documentary, commentary or instructional series.

The Billboard awards are based on a poll of 2,500 companies engaged in TV programming. Out of a total of 489 ballots returned to the Billboard, 178 came from TV stations and networks, 127 from advertising agencies with TV accounts, 87 from sponsors, 50 from producers and 47 from TV film distributors.

NBC News

Roundup..

NBC to Colorfilm Southeast Asia

An NBC task force is en route to Southeast Asia to make an hour-and-a-half color film covering six of the area's "un-committed" nations.

Plans call for filming in Burma, Malaya, Thailand, Vietnam, Indonesia and Cambodia. The subject matter will range from the small rural villages to the new industrial centers, from the lower schools to the high places of government; it will include the dancers of Bali, and the elephants of the teak forests of Burma.

The film, to be called *Assignment: Southeast Asia*, will concentrate on the two most representative countries: Thailand, the oldest free nation in the area, and Indonesia, one of the newest nations and the third richest nation in the world of raw materials.

New Program Will Span Theatre Arts

A new format for a weekly full-hour television program designed to answer two of the medium's major problems—overexposure of performers and insufficient writers—is being developed by Jess Oppenheimer, NBC creative program executive.

To be called *A Company of Players*, the program will employ a permanent company of 10 to 12 performers, spanning the age groups, who will be called upon to perform across the entire spectrum of theatre arts.

Following the variety format, the show will present songs, dances, comedy sketches, dramatic pieces and satire. Material will be drawn from everything from Greek Mythology to Shakespeare to the modern musical revue.

NBC's New Morning Program

NBC Bandstand, a new NBC morning program featuring two hours of live music, had its premiere on July 30 with songwriter Johnny Mercer as "Mr. Music," Bert Parks as permanent emcee, and the orchestras of Guy Lombardo, the Dorsey Brothers, Wayne King and Freddy Martin.

Aimed at a predominantly-housewife audience, *NBC Bandstand* is heard on radio from 10 a.m. to 12 noon, EDT, Mondays through Fridays. In addition, NBC Television will televise the half-hour segment from 10:30 a.m. to 11 a.m., EDT.

The two-hour program features chats with prominent musical figures, reminiscences about hit songs of yesterday, and other sidelights with a musical theme.



Thomas B. McFadden, NBC vice president and general manager of WRCA & WRCA-TV, accepts an award to WRCA-TV and its "Ask the Camera" program from Very Rev. Msgr. Harold S. Engel, director of the Catholic Youth Organization for the Archdiocese of New York. The award was presented by the organization in recognition of the program's valuable educational service to youth.

Monitor Outstanding Commercial Success

In a statement to the Executive Committee of NBC Radio Affiliates on July 2, NBC President Robert W. Sarnoff pointed out that *Monitor* in its first year, just concluded, increased NBC Radio week-end revenue by 278 per cent over the preceding year. This, he said, was in the face of declines by other radio networks in week-end billings. Mr. Sarnoff also noted that NBC now leads the second network in week-night sponsored time by 64 per cent and delivers 44 per cent more audience for its advertisers on week nights than the second network.

Rights to World Series Awarded to NBC

Radio and television rights for the World Series and the All-Star baseball games during the next five years, 1957 through 1961, have been awarded to NBC. The games will be sponsored by the Gillette Safety Razor Co.

NBC Television has presented the World Series since 1947, but the new contract will mark the first time the Series will be broadcast by the NBC Radio Network since 1938.

Largest Participating Program Sale

The largest advertising schedule ever purchased on NBC-TV's Participating Programs has been ordered by the Admiral Corporation on the network's *Today*, starring Dave Garroway, and *Tonight*, starring Steve Allen.

The extensive purchase, which amounts to almost \$2,500,000 in gross billings, marks the Admiral Corporation's initial use of NBC-TV's Participating Programs.

Admiral will sponsor daily announcements on each of the two shows for 52 weeks, or a total of 520 participations, throughout the year.



George McElrath, William R. McAndrew, Davidson Taylor, and Barry Wood, plan for the network's coverage of the 1956 political conventions.

Planning—

The Greatest Show on Earth

By

Ric Ballad

NBC News and Special Events

From August 13th through August 27th the offices of NBC's New York News Department will resemble a ghost town. So will the News Film division at 106th Street. And overseas, in Bonn and Rome, foreign correspondents Frank Bourgholtzer and Merrill "Red" Mueller will leave their posts to the coverage of substitute reporters.

The reason for this mass desertion is, the National Political Conventions to be held in Chicago and San Francisco.

It's the greatest news story of 1956 and it promises to be the biggest single television and radio attraction in history. NBC News is throwing every available man, woman, and piece of equipment into the fray. Virtually every NBC network news show, including *News Caravan* and *Today* will emanate from the convention cities during this period; even the *Home* show plans to program several hours from the convention sites.

Planning for NBC's coverage of this most colorful of political shows actually began back in 1952, on the day following the presidential election. But the operation really went into high gear last year when Davidson Taylor, vice president of Public Affairs, named

his official convention staff. Appointed as over-all boss of the NBC coverage was William R. McAndrew, director of News. Barry Wood, NBC director of Special Events, was named head of Production.

Behind the scenes, the managing staff will consist of Reuven Frank, staff producer for TV; Ralph Peterson, director; Jack Sughrue, coordinating director; J. O. Meyers, manager of Filter Center; Len Allen, manager of Film News Desk; Julian Goodman, manager of Central News Desk; Art Wakelee, headquarters hotel production chief; and Rex Good, Central News Desk supervisor.

On the technical side, George McElrath, NBC's director of technical operations, will be on hand with his staff to see that every tube is plugged in and every wire connected.

The all-important news film operation will be headed by Gene Juster with an assist from his TV assignment editor, Dave Klein.

Mr. McAndrew's approach to this reporting job has been twofold and can be summarized in the phrases—"The Man-in-the-Aisle Approach," and "Convention Central."

"The Man-in-the-Aisle" refers to the

plans being made to cover not only the activities on the main platform, but the story of what goes on behind the scenes among the delegates of the various states. By using new and improved portable TV and radio equipment, NBC's correspondents will be able to go anywhere the "pencil and pad" reporters go and present the public with an objective view of the proceedings from the opening gavel to the closing.

To aid them in this they will have the use of such marvelous technical devices as the transistorized 4-pound camera and 15-pound transmitter. The camera is built around an RCA-developed 1/2-inch Vidicon pick-up tube and features an electronic view-finder which can be detached from the camera and hung around the cameraman's neck. Supplementing these will be the new RCA-developed "transceivers"—two-way radios, each of which is slightly larger than a pack of king-size cigarettes. These can be carried anywhere and can be used to transmit for radio or as a voice supplement for TV coverage.

But the "Man-in-the-Aisle" is only half the story. Once the news is gathered, the problem is to get it on the air as quickly and efficiently as pos-



Two-way radio transceiver
— 1952

sible. As many as twenty separate stories may be available at any given time. How to appraise them for news value and select the most important for airing is part of the work of the men in "Convention Central."

"Convention Central" (actually there are two of them, one in each convention city) is the largest communications unit ever built for civilian use. It is also the most complicated and expensive.

To describe it as simply as possible, "Convention Central" is the place from which all the news assignments are made and to which all the radio and TV news is channeled. It is the heart of the entire NBC News operation. TV-1, the main television studio, is located here, as is the Central News Desk and News Filter Center.

The main burden of the on-the-air reporting for TV will rest on the shoulders of three men who will operate out of "TV-1." Chet Huntley of NBC-TV's *Outlook*, and Washington Correspondent David Brinkley will spell each other in doing the running commentary on the TV scene. Veteran Washington reporter Bill Henry will do the periodic summaries and will be responsible for bringing the audience up to date on the most recent news. These three are known jointly as NBC's TV anchor men.

For radio the anchor man will be a woman. Pauline Frederick, the award-



Two-way radio transceiver — 1956

winning U.N. reporter, has been named to the coveted position. It's the first time in broadcasting history that a woman has been so honored. Pauline's post will be in "R-1," the radio broadcasting booth located behind the convention platform, high above the floor.

The assignment list for the other NBC correspondents reads like a Who's Who in News. H. V. Kaltenborn will do a news analysis program for teenagers; Jack Chancellor, Robert McCormick, Jack Angell, Merrill Mueller and Ray Scherer are assigned as TV reporters on the convention floor; Frank Bourgholtzer will cover former President Harry S. Truman; Richard Harkness, Esther Van Waggoner Tufty, Randall Jessee, and Lawrence Spivak will be roving reporters; Joseph C. Harsch will cover the platform committees and do analyses; Morgan Beatty and Ann Gillis will be working from the platform itself.

On the radio side, Chet Hagan of the Chicago office will have over-all charge of the radio operations. Working with

TV camera and transmitter — 1952



Miss Frederick in the radio booth will be Hagan, Ned Brooks, and Joseph McCaffrey. On the convention floor for radio is the crack team of W. W. Chaplin, Herb Kaplow, Jim Hurlbut, Alex Dreier, Gabe Pressman, Elmer Peterson, and Peter Hackes.

The total rollcall will include newsmen from New York, Washington, Chicago, San Francisco, Los Angeles, Kansas City and many other NBC offices from around the nation and around the world.

The immensity of the convention coverage job is such that it dwarfs any other combined radio-TV project in history. Logistically it is frightening. More than 400 people and \$2,500,000 worth of equipment will be involved. Nobody has yet figured out how much the electronic gear will weigh, but the best guess is that it will be close to nine tons. If everything and everybody were to go by air at the same time it would take 11 four-engine planes to do the job.

As it is, Les Vaughan, business manager of Public Affairs, is staggering the travel schedules for personnel and equipment so that the whole crush will not be concentrated in one day. It's not too hard getting people and machinery to Chicago and from San Francisco back to New York. But due to the fact that the conventions are back to back with only the weekend of August 18-19 between, virtually everything must be air-lifted from Chicago

(Continued page 11)

TV camera and transmitter
— 1956





Alan W. Livingston

Film Production



"Crunch and Des"

Theatrical Division



"The Magic Flute"

Kagran becomes

California National Productions Inc.

Expansion has been the keynote for the Kagran Corporation in 1956. Since February the wholly owned NBC subsidiary, whose activities had previously been limited to merchandising, has acquired

- a new president, Alan W. Livingston, and a new general manager, Robert D. Levitt . . .
- NBC Television Films, the company's successful film-syndication arm . . .
- the NBC Theatrical Division, which administers both the NBC Television Opera Theatre and the new NBC (touring) Opera Company . . .
- exclusive use of four modern sound stages for television film production in Hollywood . . .
- and a new name: California National Productions, Inc.

The change in name is in line with the continued development of Kagran in the areas of film production, distribution, merchandising and related enterprises. In making the announcement, Alan Livingston, President of the NBC subsidiary, said, "Our recent acquisition of film production facilities at the California studios in Hollywood, the earlier inclusion of NBC Television Films within our corporate framework and plans for additional activities mean that this company is greatly expanding its operations. We feel,

therefore, that the name of the company should suggest our principal activity."

Livingston, who resigned as executive vice president of Capitol Records, was elected president of Kagran in April of this year. In July Robert D. Levitt, formerly national director of sales for Screen Gems, Inc., became general manager of the subsidiary. In announcing Mr. Livingston's appointment, NBC President Robert W. Sarnoff said, "Mr. Livingston's wide experience in the entertainment field, his close association with leading performers, producers and agents, and his outstanding creative ability will play a vital role in Kagran's future expansion. He will head up a number of important new projects."

Chief among the new projects referred to by Mr. Sarnoff are California National's recently acquired television film production facilities. These are four new, air conditioned sound stages at the California Studios, in Hollywood.

Production staff for the California National Studios includes William Fenton Coe, former senior unit manager for NBC Film Production Facilities and Services, as production manager, Milton L. Traeger as business manager, and four production supervisors: Richard A. Larsen, Kent B. McCray, Robert T. Stillman and William Tinsman. Traeger and the four production supervisors are also former NBC West Coast film-production staffers.

The studios will be used for the production of California National pilots and television film series. When not in use by California National, they may be rented by other producing companies. Now in production are *The Life of Riley*, simultaneously a network and a syndicated show, and *The Adventures of Hiram Holiday*, starring Wally Cox.

Livingston has announced that production will begin next fall on at least two new half-hour series for syndication by NBC Television Films, California National's syndication arm.

Another new project for California National is the NBC Theatrical Division, which administers the NBC Television Opera Theatre and the new NBC (touring) Opera Company. It will also be responsible for investing in theatrical productions for the purpose of acquiring television properties.

Samuel Chotzinoff, executive producer of the NBC Television Opera Theatre, has announced six monthly Sunday-afternoon television opera productions starting next Nov. 18 with *La Boheme*. Works to be presented on television include a repeat performance at Christmas-time of Gian-Carlo Menotti's now classic *Amahl and the Night Visitors* and the premiere in the Western hemisphere of Prokofiev's *War and Peace*.

As in the past, Peter Herman Adler will serve as musical and artistic director for the NBC Television Opera Theatre (a post in which he doubles for the touring Opera Company); Charles Polachek will be associate producer and Kirk Browning the director.

The NBC Opera Company, a joint NBC-RCA presentation, will launch its 10,000 mile tour of 47 cities next Oct. 11 with a performance of Mozart's *Marriage of Figaro* at St. Mary's College in South Bend, Ind.

The NBC Opera Company on tour will include personnel of 100 singers, musicians, technicians and administrators. An orchestral complement of 40 will be part of the caravan which will travel in buses. Two large trucks will haul the scenery and costumes. The tour, which will include 54 performances in English of *Figaro* and Puccini's *Madam Butterfly*, will last until Dec. 18.

California National's growth is also

reflected in its other two major fields of operations: NBC Television Films and Merchandising.

Last February, a few weeks after the NBC Film Division reported a record sales year, its move to larger quarters on Fifth Ave., and the appointment of a new advertising agency (Dowd, Redfield & Johnstone), the Division was transferred to the NBC subsidiary and renamed NBC Television Films.

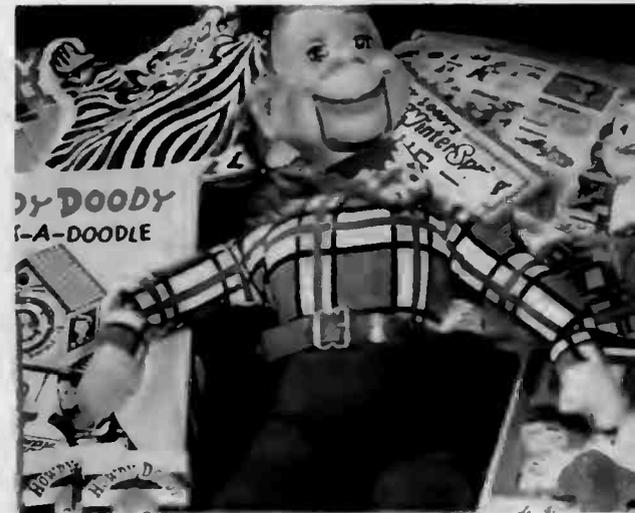
The change was symptomatic of the growth of NBC's film syndication business since the Film Division was established as a major operating division of the company March 3, 1953. Starting virtually from scratch in the face of enormous competition, NBC Television Films now distributes 18 successful television film series, operates two streamlined, self-contained film exchanges (New York and Hollywood) and administers the largest library of stock film footage in the television industry.

Included in the roster of NBC Television Films' syndicated programs are such outstanding network shows as *Victory at Sea*, *Badge 714* and *Life of Riley*; and many successful television film series produced especially for syndication, including, most recently, *The Great Gildersleeve* and *Crunch and Des*, the latter based on Philip Wylie's popular series of *Saturday Evening Post* stories.

In all this expansion it should be noted that the original function of the subsidiary, merchandising, is also increasing its sphere of activities. Merchandising, headed by Frank O'Shea, concerns the arranging for the sale of items of merchandise—such as toys, games and clothing—which have been inspired by a radio or television personality, character, or program. It should not be confused with the function of the NBC network merchandising department. Network merchandising operates with network advertisers and their agencies in developing and carrying out merchandising and promotional plans designed to enhance dealer cooperation and obtain maximum impact at point-of-sale for products advertised on the NBC networks.

The Merchandising Division of California National, which began as
(Continued page 13)

Merchandising



Howdy Doody Dolls

Film Syndication



"Victory at Sea"

Robert D. Levitt



Meet Our New Management Trainees

In 1949, NBC established the Management Training Program to provide the company with a pool of management candidates who would have a working knowledge of the company's operations.

Approximately eight trainees are selected each year. For the first seven months these men are rotated through each of the company's departments, where, by means of actual work assignments, they gain specific knowledge of the departments' functions and relationships within the total organization. During this time both the individual and the company are able to determine where each trainee will be able to utilize his talents to the best advantage. Periodic conferences are held with each man to help him determine his objectives. The eighth month is set aside for more specialized preparation for his first official position in the company.

On July 2, NBC welcomed eight new trainees to this program. Since they will be working in your department sometime during the next eight months, the following résumés will help to introduce them to you.



James B. Adler

Jim is a graduate of Harvard with a B.A. degree. Besides taking part in various intramural athletic activities, he acted as advertising manager for the Harvard Crimson, and as publicity manager for the Musical Society. He has worked for Barron's Books and for the Grey Advertising Agency.



Donald Grant

Don is a graduate of Johns Hopkins. Since getting his B.A. degree, his work experience has included that of an electrician's helper and an appliance salesman. While in school he served on various dance committees, and was active in the Social Fraternity. His favorite sports are lacrosse and tennis.

John C. Greene

Duke University was the scene of John's college days. Besides seeking his B.A. degree there, he managed to work in the college radio station and do some sportscasting for school sports on the side. He has had experience as an announcer and a program director. He came to us from Young and Rubicam.



Robert L. Hanson

While working toward his B.A. degree at Oberlin, Bob served on the staff of the college newspaper and in the student radio station. He has had some experience as an announcer, a record librarian in various radio stations, and as an assistant director for WJAR-TV in Providence, R. I.



John A. Kastor

John has been working at NBC as a page since April. He holds a B.A. degree from the University of Pennsylvania, where he was manager and program director of the college radio station, a member of the dramatic group and on the staff of various college publications. Included in his experience is TV production and writing.



Roger W. Murphy

The Glee Club and the College Band claimed most of Roger's extra hours while pursuing his B.A. degree at Harvard. After graduation he worked for a while with the *Chicago Daily News* as a copyboy, then went on to become copywriter for the *Tennessee Mountain Press*.

Bruce A. Morton

Bruce is also a graduate of Harvard College. His extra-curricular activities included work in Harvard's radio station and in the movie-making organization. Since graduation, Bruce has worked as a recording engineer and a newswriter-announcer for several Boston radio stations.



David B. Sontag

Dave holds a B.S. degree from North Carolina State College, where he was a member of the student radio station and editor of the college year book. Before coming to NBC as a page, he worked as assistant production manager for WUNC-TV in North Carolina.



Death of a Cameraman

By

Gregory Eaton

Public Affairs, News Film



Jack Yowell. In his left hand he holds the simii which nearly took his life in 1953.

"This is going to be the highlight of my life to date," wrote Jack Yowell in his last letter to NBC before beginning his journey down the Congo River. Up to that moment there had been many highlights in the career of this husky, bearded British Colonial from Nairobi, Kenya. He had told us about some of them on his last visit to New York in the winter of 1955. As he looked down from his 6-foot-plus height at those of us sitting at our desks at NBC, we were astounded by the adventures which he mentioned so softly and casually. He was not excited over the experiences but only over the fact of living.

Jack Yowell was an NBC News Film stringer. A stringer is a man who works for the News department and is paid by the story rather than by salary. Although not actually bound to give us exclusive coverage at all times, he did send NBC stories that have never been duplicated.

Take the film, for example, which the News Department titled *Shooting Mau Mau Terrorists* which Jack sent from Kenya in 1953. While screening the film and reading the dope sheet that went along with it, the editors found a "secondary" story which turned out more thrilling than the British patrol maneuvers. Jack, going along as a cameraman, decided

that shooting the backs of the soldiers, as they made their way through the jungle, was, to quote his own words, "... pretty dull stuff. So I got permission to go up ahead and show them approaching. I was doing this when suddenly I heard the firing of a gun—seemed to be in my direction too. I whirled and there was a Mau Mau coming at me with his simii (a razor-sharp, machete-like weapon) raised high. The burst of gunfire got him a few feet away from me, and I got my camera up just in time to show him falling. A bit close, I thought." A bit closer than he remembered also, for in the film the editors saw the killer moving menacingly toward Jack before the guns stopped him.

Yowell was born in the United States and, when two years old, was taken to Nairobi by his parents to grow up as a British Colonial. When the war broke out, he was with the British Army in Kenya and there met an English girl in the women's service. Jack claimed that he proposed to the lovely Winifred shortly after their meeting by putting an announcement of their engagement in the local paper.

After the war, Jack opened up a camera store and a studio. Eventually his fondness for cameras led him to shooting backgrounds for Hollywood

movies. He is credited with staging one of the greatest animal stampedes in motion picture history. He soon represented the AP, Paramount and Pathe News, and then NBC in East and Central Africa.

He got lost on safaris, hit on the head with "two-ton" rocks, and struck with sticks when shooting the murder of a native who refused to pay homage to the returning ruler of Uganda; he was lost for five days without water and very little food while shooting material for *Zoo Parade* in Tsavo National Park; and he climbed cliffs to get world exclusive pictures for NBC of the Cyprus Archbishop, Makarios, as the religious leader began his exile.

On his trip to the United States he made a lecture tour featuring his unusual films of *The Mau Mau Terror*, *East Africa . . . Land of Mystery, History, and Adventure*, and of *The Lost City of Gedi*. Ironically, the brochure announcing his lectures read, "Take advantage of this timely report—Now or Never!"

It was while he was making this lecture tour that he was contacted by John Melvin Goddard a free-lance writer-anthropologist. They had met four years earlier as Goddard was preparing to make a trip down the Nile.

(Continued page 10)



Joining the 25-year club are (seated l-r) Hazel Seys, Edna Hoagland, Lillian Wack, Dorothy Frundt and Franny Clark. Standing are Everett Mitchell, Walt Lindsay, Ray Mingle and Curt Pierce. Missing are Hal Jackson, Gale Swift and Chuck Corliss.



Joining the NBC-Chicago 20-year club, Steve Roche and Aryl Aldred.

Chicago Service Awards

A total of 12 members of the NBC-Chicago staff were welcomed into the 25-year club on July 24. Two members were initiated into the 20-year club and five into the 10-year circle.

The 19 newcomers bring the membership in the various veteran service categories to 68 for the 10-year club, 18 for the 20-year group, and 46 for the quarter century veterans. This makes a grand total of 132 staffers who have been with the company for 10 years or more. Percentage-wise, it represents 33 percent of the regular permanent staff.

NBC Vice President Jules Herbuveaux, general manager of WNBQ-WMAQ, himself a 22-year veteran, welcomed the new club members at a reception at Chevy Chase Country Club near Chicago.

Qualifying as charter members of the quarter-century veterans are Howard Luttgens and Ted Schreyer, who this year mark 30 years with the company. Both were with New York station WEAJ (now WRCA) when NBC was organized. They came to Chicago in 1930, shortly after NBC opened offices and studios in the Windy City.



New members of the 10-year club are (l-r) Shirley Willer and Lenore Berner; (standing l-r) Nick Muscarello, Joe Lutzke and Maurie Streitmatter.

(Cameraman continued)

Just as he was ready to start his trip, someone in his party dropped an Auricon camera overboard. The camera was recovered but it seemed that it would be necessary to send it back to the United States for repairs. The delay would have been both exasperating and expensive. It was suggested that Goddard go to see a fellow named Yowell "who had a way with cameras" and who was in the area. Although he had never handled the make before, Jack worked over it for three days and nights and repaired it. Goddard embarked on what may have been the first trip on the Nile from its source to its mouth.

The lecture tour brought them together again, and Goddard proposed that they travel down the dark Lualaba (Upper Congo) to the Atlantic Ocean in a kayak and a dugout canoe. Jack was intrigued. No one had ever explored the Congo and its tributaries from its source to its mouth. He agreed.

As he was preparing to leave, Mrs. Yowell suggested that this be the last of his adventures: she said she was fixing up a chair on the porch for him. With a laugh, he said goodbye to her and his children, Vivian, Jacqueline, and David, and embarked for the headwaters.

From the beginning there was trouble. They were lost for eight days and had to live on fish and rice. The kayak was seriously damaged and had to be repaired. But by June 30, Goddard wrote they had charted 80 unknown falls and rapids.

On Monday, July 2nd, they had only two more sets of rapids to go before sailing down a clear and safe Congo. At 3:30 p.m., ten miles from their first major stop, Bukama, they entered the next to last set of rapids. With water churning and rocks jutting two feet into the air, the boats lurched. Suddenly Jack's kayak, in the lead, turned over and vanished. Goddard's craft also went out of control and capsized,

NBC's Exclusive Film Record of Arizona Air Disaster

When he finally pulled both boats ashore, the exhausted American saw no sign of Yowell. He waded back but quickly realized he could accomplish little alone. Running, stumbling through the hottest area in the Belgian Congo, he reached Bukama two and a half hours later. Four Belgian soldiers and twenty natives led by the Belgian District Commissioner returned to the rapids and searched from nine to midnight. Two days they searched after that—aided by helicopters. All the equipment but six cameras was found on beaches and rocks.

On Saturday, July 7, the body of Jack Yowell was found floating near a pier in Bukama. That afternoon, with an English minister leading the solemn service in the sweltering jungle, the thirty-six year old adventurer was returned to the earth. His life had been full—but back in Nairobi, on a porch, a woman and her two daughters sit near an empty chair, and a small baby plays quietly nearby.



line, Mrs. Yowell with David and Evelyn.

Rapid-fire thinking and close teamwork enabled NBC's West Coast News staff to score an "exclusive" when Cameraman Dexter Alley made the only filmed record of the wreckage of the two giant airliners which crashed Saturday, June 30, in Arizona's Grand Canyon.

Alley, who was aboard the U. S. Air Force helicopter which first ascertained that both planes had plummeted to two jagged buttes in the Southeastern tip of the canyon, returned with graphic films showing the spots where 128 persons died in commercial aviation's worst disaster.

With Commentator Ray Neal and other members of the West Coast News staff, Alley was at Hoover Dam working on a *News Caravan* story when alerted by the NBC News desk in Los Angeles of the tragedy.

The entire crew took off immediately in a chartered plane for Grand Canyon, shooting some of the first aerial footage of the crash site. The pilot then returned Neal and the film to Los Angeles, where the veteran newscaster described the scene on the network's *Outlook* program Sunday.

At NBC Central News desk in Hollywood, John Thompson, manager of News and Special Events, quarterbacked the coverage with the help of deskmen Burt Frank and Ron Bair. Before the wreckage had been positively identified, Thompson had dis-

patched a three-man crew from affiliate station KVAR in Phoenix to Grand Canyon. The trio, Production Manager Charley Wallace, News Editor Bob Bache and Cameraman Carl Yost, arrived at the Canyon Airport early Sunday to film the feverish attempts to land rescue workers at the crash site.

Alley obtained additional films of the wreckage Sunday morning from an Army reconnaissance plane which risked the treacherous peaks and air currents of the Canyon.

Upon landing at the Canyon Airport, he talked officials into letting him board a helicopter which was about to return to the crash scene where the tail assembly of the TWA Super Constellation had been spotted. Dropping down below the jutting cliffs, Alley and the helicopter crew discovered the point where the United Air Lines DC-7 had crashed on a jagged butte only a few hundred yards from the Constellation.

After hovering in the area long enough for Alley to obtain several hundred feet of exclusive pictures, the pilot landed near the Constellation wreckage, where Alley obtained the only on-the-ground films of the disaster.

The film was seen for the first time in the country on KRCA's *11th Hour News* Sunday night. It was first seen nationally on the networks early-morning *Today* program Monday.

(Conventions continued)

to San Francisco in those two days.

And it is not only the transportation that poses headaches. Once everyone arrives, there is the problem of where they will live. Chicago accommodations have not been too difficult to find, but in San Francisco, housing is woefully short and NBC has had to resort to renting private homes and apartments to house the staff.

All in all, the 1956 conventions are sure to be the biggest, the best and the most expensive show NBC has ever produced.



Bill Henry, David Brinkley, Chet Huntley, Pauline Frederick and Ned Brooks.

NBC Marriages

Sheldon Schwartz, N. Y., to Ellen Collins
 Jean Martin, N. Y., to Charles L. Warner
 Howard Monderer, N. Y., to Claire Weiss
 Charles A. De Bare, N. Y., to Nancy Skutch
 Peggy McGrath, N. Y., to Harold Hanly
 Harry Lokos, N. Y., to Anita Tekel
 Rosary Lombard, N. Y., to Kenneth Sessa
 Eloyse Gelfer, N. Y., to David Fox
 Robert Sorenson, N. Y., to
 Sallie Bolger, Phila., to Ray Fitzgerald
 Clair Dougherty, Phila., to Bill Lyons
 Richard Johnson, Chicago, to Joan Holm
 Marilyn Harsin, Chicago, to Harold Gross
 Terry Opela, Chicago, to Chuck Dezanek
 Rosemary Ulrich, N. Y., to Ernie Schaal
 Erica Ballweg, N. Y., to Terry Lombardi
 Bill O'Connor, N. Y., to Gerry Seanlon
 Marie Ruppe, N. Y., to James Johnson

KNBC EXECUTIVE'S BOOK PUBLISHED



KNBC Program Manager Jack R. Wagner is the author of a just-published book based on a long time hobby, the study of small railroads in California and Nevada.

Short Line Junction is the title of the 266 page volume, which tells the story of seven small, independent railroads and features nearly 250 historic photographs.

Wagner has been active in broadcasting since 1937, including terms as general manager of Yreka and Santa Barbara stations before his executive assignment at KNBC. However, he has always found time to indulge the love of trains he acquired in his youth in his native San Jose. He became interested in short line railroads around 1945, when as a hobby he began searching them out and recording their history.

His first writing efforts on the subject of short line railroads appeared as magazine articles in such publications as *Railroad Magazine*, *Westways*, *American Forests* and *Western Mining Journal*.

His book, *Short Line Junction*, is obviously not one written in the back room of a public library, although much of the information came from old books, files and company records. Most of the information came from the author's personal contact with railroad officials and workers. Some of the incidents were related across the desks of executive offices, while others were told over a tin cup of caboose coffee or halloed across the cab of a swaying locomotive.

Short Line Junction enabled Wagner to indulge another hobby, photography. Many of the pictures appearing in the volume he took himself, while others are from historic collections.

Wagner doesn't submit this as a book with a message. He prefers to think of it as a collection of his favorite western railroads. But he says that if a message is to be read into it, it is a real American story, the story of towns and industries built and kept alive by tiny locomotives and the commerce they bring in from the junction.

KNBC's

"Careers Unlimited" Honored

The Board of Supervisors of the City and County of San Francisco has adopted a resolution commending and calling public attention to "Careers Unlimited for Women," a public service agency originated and organized by Marjorie King, women's program director for Station KNBC.

Mayor George Christopher approved the resolution, which praised "Careers Unlimited for Women" for its success in finding jobs for women over forty who are unable to secure employment through regular channels because of their age.

Miss King, who conducts a daily discussion program on KNBC, won a McCall's public service award for her work in organizing "Careers." She conceived the idea when many of her over-forty listeners wrote of arbitrary employment restrictions based on age. She secured the aid of Fairmont Hotel owner Benjamin Swig, civic leader Charles Rosenthal and KNBC's general manager, William K. McDaniel in establishing the non-profit "Careers" agency in 1955. The office has been placing women in jobs at the rate of about 50 a month, without charge to women or to the employers.

Chicago Heliport

The NBC roof space atop the Merchandise Mart in Chicago is now being used as a heliport station in a new air taxi service between downtown Chicago and outlying points, under the terms of an agreement between WNBQ-WMAQ and a helicopter firm.

NBC plans to make extensive use of the helicopter service during the Democratic convention in mid-August. Newsreel film shot at the convention can be rushed back to the studios by helicopter in a matter of minutes. Equipment and personnel will be shuttled between studios in the Mart

and the International Amphitheatre, several miles south of the loop, scene of the Democratic gathering.

The firm, Helicopter Air Service of Chicago, plans to conduct charter service from the Mart roof to Chicago airports and other nearby points.

NBC leases 50,000 square feet on the 19th floor Merchandise Mart roof. About half of this space is occupied by a new building which is to house various TV production and engineering shops. The vacant space is used as the heliport.



Henry Sjogren, WNBQ-WMAQ assistant general manager gives Jules Herbuveaux, president and general manager of WMAQ, a send-off as he prepares to ride the helicopter to Midway airport.

NBC Births

To Howard Kiser, N. Y., a son, Howard, Jr.
 To Harry R. Olsson, Jr., N. Y., a son, Randall
 To Richard L. Freund, N. Y., a son, Charles
 To Fred Collins, N. Y., a daughter, Elizabeth Jane
 To Jerry Damon, N. Y., a daughter, Gabrielle Marie
 To Earl Hamner, N. Y., a daughter, Scott Martin
 To Joan Porter Tarpey, N. Y., a daughter, Deborah Ann
 To George Voutsas, N. Y., a son, Christopher Deans
 To Tom Turner, N. Y., a son, Thomas William
 To Norman Hall, N. Y., a son, Andrew
 To Van Fox, N. Y., a son, Russell Allen
 To Stewart MacGregory, N. Y., a son, Bruce
 To Elmer Gorry, N. Y., a daughter, Tracy
 To Bill Dannhauser, N. Y., a daughter, Laurie
 To Howard Schumacher, N. Y., son, John Howard III
 To Richard Edmundson, N. Y., a daughter, Josie Marie
 To Larry Weiland, N. Y., a son, Bruce Paul
 To Gerry Green, N. Y., a son, David Nicholas
 To Harvey Bullock, N. Y., a daughter, Kerry Robin
 To George Cyr, Phila., a daughter, Darcie Anne
 To Harold Pannepacker, Phila., a daughter, Kathleen
 To Ernie Santell, Chicago, a son, Peter Robert
 To Mike Eisenmenger, Chicago, a daughter, Jeri
 To Jack Signorelli, Chicago, a son, Mark
 To Bud Ford, N. Y., a daughter, Ann Marie
 To Charles O'Loughlin, N. Y., a daughter, Mary
 To Mildred Bracco, N. Y., twin daughters, Joan Marie and Janet Ann
 To Stan Appenzeller, N. Y., a daughter, Allise Mindy
 To Jo Abrahms, N. Y., a daughter, Lea Carla
 To John Tallcott, N. Y., a son, Thomas Stewart.

(Calif. Nat., continued)

Kagran, with "Howdy Doody," now has a long roster of personalities, characters and programs, including *The Adventures of Sir Lancelot*, *Victory at Sea*, *Uncle Johnny Coons*, *Zoo Parade*, *Steve Donovan*, *Western Marshal*, *The Great Gildersleeve*, *The Life of Riley*, Steve Allen, Arlene Francis, Tic-Tac-Dough, J. Fred Muggs, *Today*, *Home*, *Tonight*, and many others.

With the addition of the new film production facilities and the NBC Theatrical Division, and the vast expansion of NBC Television Films and the Merchandising Division, in little more than a year's time, the first subsidiary of NBC has changed almost beyond recognition.



"The Marxmen": (l-r) Larry Sibilia, Gay Fesuk, Groucho Marx, team benefactor, John Fesuk and Ted Switzer. Not present is Hank Ball.

West Coast Bowling League Banquet

The NBC Mixed Winter Bowling League concluded an eight-month season with an annual bowling banquet held in the Sportsmen's Lodge in the San Fernando Valley.

Highlight of the evening was the presentation of the Perpetual Jack Webb Bowling Trophy to the Marxmen, winners of the 1955-56 season. Groucho Marx sponsored the winning team and when informed of their victory, remarked, "Of course, they had to win. I picked the crookedest bunch in the whole crowd."

The Marxmen downed the Tony Martin-sponsored Martini's on the final bowling night to win the coveted championship.

League President Bob Rowen, Vice President Mickey Finken, and Secretary Gay Faidley were responsible for the League's successful season. The eight teams in order of finish were the Marxmen, the Itty Bitty Buddies (sponsored by George Gobel), the

Martini's, the Low Lifers (Ralph Edwards), the Luckey Bailers (Jack Bailey), the Berlers (Milton Berle), the Hopeless (Bob Hope), and Gildy's Kids (Willard "The Great Gildersleeve" Watterman).

Gay Faidley presided over the Awards banquet and presented individual trophies to the Marxmen and winners of the Men's and Women's high game and series. Earl Elwood, former All-American bowler, now a member of NBC's Staging Services in Hollywood, won high game honors as a Martini with 278 plus a 6-pin handicap for a rousing 284. James Appell also of Staging Services annexed the Men's High Series with a 601 plus 75 pins for a total three games of 676. Letty Grossman, bowling with Gildy's Kids, won high woman's game, rolling a 219 with 30 handicap pins for a 249 total. Jean DeVivier sported a 581 (455 plus 126) three-game total for the Women's Series honors.

Bargain Counter

For Sale: TV set, Motorola, 7½" screen, excellent condition. Ideal for vacations or small apartment. \$35. Call A. M. X 2547.

For Rent: White Cape Cod, four bedroom house. Green Farms area of Westport, Conn. School within walking distance, one mile to station and beach. \$225 a month, unfurnished. Craig Allen, X 2504.

For Sale: Charming English Ford Consul Convertible, very young, low mileage. Ivory with green top, ww, radio, heater, undercoating, fender mirrors, \$1344. Gerald Adler X 3053.

William Ruehl

William Ruehl, NBC guard in Protection, died suddenly while on vacation on June 27.

Mr. Ruehl came to NBC in June, 1952. He is survived by his wife, Kathleen.

RCA News Briefs

Electron Microscope: The RCA electron microscope (EMU-3) — so powerful that under its magnifications a dime would be enlarged to a diameter of more than three miles—has been installed in both the Marquette University School of Medicine and the Atlantic Refining Company's Research Laboratories.

The Marquette microscope will be utilized for basic medical research programs, with particular emphasis on the study of cancer.

Atlantic's microscope will be used in the research and new product development of lubricating greases, waxes, and catalysts.

More powerful than previously available models, the RCA EMU-3 microscope provides direct magnifications of 30,000 times: permits viewing of specimens smaller than one ten-millionth of an inch: and produces images so photographically sharp that they can be enlarged to more than 300,000 times. The photographic processes are performed automatically by a camera system built into the microscope.

New RCA Color TV Sets: Reaction to the new RCA Victor low-priced color television receivers has been so great that these sets may be in short supply before Christmas. At a preview of RCA's 1956-57 product line in New York on June 18, Robert A. Seidel, Executive Vice-President, RCA Consumer Products, stated that market surveys indicate that there are nearly a million persons who are ready and able to buy a color television set for their homes at the \$495 price level now.

"A few months ago," said Mr. Seidel, "we announced that we would manufacture and sell upwards of 200,000 color television sets this year. Because of the enthusiasm and optimism of our distributors, plus the known public interest, we are convinced that we were overly conservative. The tremendous pent-up demand, that our surveys show now exists for color television, may very well mean that color receivers could be in short supply before Christmas."

Starfighter's Radar System: RCA has developed and is producing a compact, lightweight electronic fire-control radar system for the world's fastest combat plane, the new F-104 Starfighter jet of the United States Air Force.

The RCA system will enable Starfighter pilots to find and destroy enemy aircraft. A major feature of the system is a bright radar display which, for the first time, will enable pilots to view the radar picture in broad daylight without the encumbrance of a light-shielding hood. Prior to the development of the new RCA radar system, a pilot was required to use a hood to obtain daytime observations of the radarscope, an operation which obscured his vision of flight controls and surrounding sky.

Described as the most advanced plane of its type ever developed, the Starfighter is a day-and-night fighter with a climbing speed that is equal to its speed in straight-and-level flight. It flies on wings so thin and keen that a felt covering is used on the leading edge when not in flight to protect ground crewmen.

Mounted in an intercepting F-104 aircraft, the RCA radar will enable a pilot to "see" an enemy plane while it is still beyond the sight of the human eye, and obtain a continuous flow of information about its movements, electronically computed in terms of position, range, and rate of closing.

CAA Certification of Airborne Radar: First certification by the Civil Aeronautics Administration of commercial airborne radar equipment has been issued to RCA for its weather-detection radar system which enables pilots to "see" storms up to 150 miles ahead. Type-certification by the CAA was issued after exhaustive tests by engineers to assure that equipment performance, services, and quality are in accord with the manufacturer's specifications. The system already has been purchased for use in the airfleets of five United States and seven foreign commercial airline companies, the Royal Australian Air Force, and numerous business planes.

700-Mile Microwave Radio Relay System: Construction of a 700-mile RCA multi-circuit microwave radio relay system, will be started this summer by the Texas Gas Transmission Corporation.

The installation, which will cost more than three quarters of a million dollars, includes all necessary microwave station buildings and towers from Texas Gas headquarters in Owensboro, Ky., to the corporation's Louisiana Division offices in Lake Charles, La. It will link the company's 23 compressor stations and numerous field offices and installations in Kentucky, Tennessee, Mississippi, Arkansas and Louisiana. The contract also calls for operational personnel to be trained by RCA.

Organization Changes

CALIFORNIA NATIONAL PRODUCTIONS, INC.:

Robert D. Levitt to General Manager, NBC Television Films and the Merchandising Division.

Norman S. Ginsburg to Manager, Advertising and Promotion.

Richard A. Baldwin to Supervisor, South Central Sales.

Robert B. Bersbach to Supervisor, Chicago Sales.

Seymour Eaton to Supervisor North Central Sales.

NBC OWNED STATIONS AND NBC SPOT SALES:

Frederick E. Acker to Business Manager, WRCA, WRCA-TV.

William N. Davidson to Station Manager, WRCA-TV.

George S. Dietrich to Director, Radio Sales, Western Office.

Richard H. Edmondson to Manager, Technical Operations.

George Fuerst to Manager, Radio Spot Sales, Western Office.

Morton Gaffin to Director, New Business and Promotion.

Arthur Hamilton to Station Manager, WRCA.

Francis H. Harms to Manager, Programs, WBUF-TV.

Anthony C. Krayner, Jr., to Business Manager, NBC Spot Sales.

Frederick T. Lyons, Jr. to Manager, Radio Spot Sales, Central Office.

Albert L. Odeal to Manager, Film Purchases, WRCA-TV.

Loren C. Surles, Jr. to Manager, Radio Spot Sales, Eastern Office.

PUBLIC RELATIONS:

Nancy Hamburger to Magazine Editor.

RADIO NETWORK:

Paul Mensing to Manager, Radio Network Sales, Detroit Office.

TELEVISION NETWORK:

Robert S. Daniels to Supervisor, Television Studio Technical Operations.

People and Places

Administration

Controllers—New Faces in Controllers — *Margie Monahan, Alda Greenbut, Viola Stallone, Steve Cohen* in Network Billing and *Tom Pavlecka* in IBM.

Pat Boynton left us to join her husband in Salt Lake City, and *Ted McKeever* is now with the Telephone Company. Good luck to them both.

Congratulations on their promotions are in order for *Ray Timothy, Hilke Pleumer, Eleanor Vath, Ed Lyons, Toni Wolff* and *Charlie O'Loughlin*. Latest Fish Story Reported: The second annual fishing trip found 20 hardy Controller anglers leaving from Gerritsen Beach aboard the *Mary May* for a fine day's fishing off Sandy Hook and the Atlantic Highlands. No cases of seasickness to report and absolutely loads of fish caught.

Duplicating—*Bill Weiss* has been transferred to the Film Exchange in New Jersey. *Bob Nottage* has also been transferred from a civilian to a soldier in the U. S. Army. We all wish Bill and Bob the best of luck in their new locations.

Now that the vacation season is upon us, members of Duplicating are traveling to all parts of the country. *Blanch Silk* to Jacksonville, Florida, *Tom Wade* to California, *Bob Packett* to New Jersey. *Mr. Martin Devine* spent a pleasant week with his family on Long Island.

The latest addition to the Duplicating clan is *Charlie Brennan*. It's good to have you aboard.

Guest Relations—A party is always a welcome thing, but *Dick Grande's* recent affair was exceptional. This GR get-together featured a swimming pool and an outdoor barbecue. Approximately twenty pages, plus wives or girl friends, made the long journey up for the day-long outing at "Villa Grande," in Poughkeepsie.

New Faces Of 1956: Miss *Barbara Mulloy* (Ticket Division); Miss *Eileen*

O'Brien (Mr. *Joseph Taeffner's* assistant); and Miss *Ellen Gilliland* (Mr. *Andrew McChesney's* secretary).

Tom Reynolds, of the night staff, returned tanned and toughened from his six-week "vacation" with the Marines down at Quantico, Virginia.

With one hour to go before airtime, the producer of "The Big Story" suddenly discovered that he was one actor shy for a scene. Who should happen to be standing outside the studio but *Dick Wagner*. He got the "walk-on" role.

Joe Dicso, was promoted to production assistant on the *Tonight* show.

What with the constant turn-over in the page staffs, farewells are seldom more than a handshake and a "nice knowing you". But when *Jack Catoir*, resigned to enter the seminary, wheels began to turn. A collection was taken up for the purpose of a party and a gift. On his last night, Jack was feted at a party in Hurley's, where his fellow pages presented him with a leather-bound, gold-trimmed, missal. It was a fitting gesture for a truly "swell guy".

Mail-Room—It seems as though the faces in the Mail-room change with every mail delivery. After digging out from the avalanche of *Elvis Presley* letters, we discovered that our former supervisor, *Ted Mayer*, had resigned from NBC. *Al Vecchione* has been moved up to the top spot. Al has been replaced by *Hal Kelly*.

It seems to be the lucky season for the Irish, since *Joan Kelly* has also received a promotion, jumping to the *Steve Allen Tonight* staff. Sitting at *Joan's* desk from now on will be *Lucille Miner*.

If there is a sudden rush of mail-boys to join the Air Force Reserve, it will be because of *Frank McGuinness*, who spent the first two weeks of July flying from New Hampshire to the Caribbean on training missions, and wound up the month resting, on his regular vacation. It usually takes twenty-five years to get a four week vacation.

Personnel—New faces — *Barbara Monte* has joined Organization Development as *Bill Sharon's* secretary. *Marie Ruppe* and *Cathy Dindia* are completely submerged in plans for their August and September weddings, respectively. *Joan Daly* has temporarily changed her base of operations in favor of a passport for a trip to Europe. *Dr. Bernard Handler* of the Health Office has been honored by being elected Assistant Treasurer of the Medical Society for the county of New York. *Jean Collins* has a herculean task to perform. The Business and professional Women's Club, Inc. has asked her to serve on a committee to select the two outstanding N. Y. women of the year.

Staff Engineering — Welcome to *Judith Axelrood* taking *Kathy Wynn's* place. *Kathy* is married and living in Southern California. *Joseph Petit* took off for Tupelo, Mississippi to try his hand at running his own TV station. Good Luck!

Recent vacations: *Marie Wilson* drove out to Utah and saw most of the West at the same time: *Claire O'Connell* and *George Nixon* up to Maine; *Martin Meaney*, Connecticut; *Chester Rackey* and *Peg Keeley*, Massachusetts; *Dolores Taylor* visited Mexico and Cuba; *Peg Conroy* and *Pat Devlin* flew to sunny California; and *Ed Bertero* relaxed at his Mattituck summer abode.

Traffic—Traffic's welcome mat has been put out for *Colleen Ryan* who was promoted from Central Files to replace our former southern belle, *Maggie Henry*. *Maggie* returned to her home in Houston! Another newcomer in Traffic, by transfer, is *Anthony R. Gianette* in the Operations Group. *Betty Curry* vacationed in Atlantic City. As this issue goes to press *Russ Strelbel* and family leave for a motor trip to Yule and New York to spend three weeks in the beautiful Adirondacks. *Harry Woodman* has a new hobby: baby-sitting with his three grandchildren and he loves it.

Planning and Development — *Nancy Mead* follows *Laura Graham's* and *Mildred Schmidt's* footsteps as she leaves for vacation in Europe.

We say goodbye to *Marguerite Picardi*, and hello to *Stuart Gray* who joins the Ratings Department.

Congrats to *Carol Burton* who has a newly acquired daughter-in-law, the former *Elsa Mirsky* of Stations Relations. (Carol almost went to the wedding barefoot—shoe trouble.)

We're all very glad to see *Allen Cooper* back again with us after his absence due to an operation. You look terrific, Allen.

Finance

Legal Department — Expansion news: Belated welcomes to *Joel Berson* and his secretary, *Janet Davis*. Room 755 will soon have an "esquire" shingle on the door. Congratulations to *Ann Debus*, who recently moved to become *Ed Burns'* secretary.

Vacationists: Travelers—*Alvin Ferleger* to Provincetown, Mass.; *Ed Burns* to Spring Lake; *Ben Raub* readying for a trip to Europe; *Howard Monderer* to California; *Paul Lynch* to New Hampshire; *Tom Ervin* to Fire Island; *John Shute* to Maine; *Joan Baird*, *Ann Debus*, *Clio De Prizio* and *Jean Schneider* are our Manasquan representatives; *Edith Wolf* to Bermuda; ditto *Marie O'Donohue*; *Anne Anderson* to Nantucket; *Tina Falcone* to Cape Cod; *Audrey Urf* to Brewster; *Elma Vescovi* on a tour of New England; *Janet O'Brien* to the Jersey shore. At home group—*Dick Freund*, *Fred Bechtold*, *Audrey Gumo*, *Janet Davis*, *Ann Romanenko*.

Treasurers — Heartiest Congratulations are in order to *Edward Roth*, who became Father of the Year of West New York, New Jersey. A luncheon was held in his honor and a beautiful plaque was presented to him.

Fond farewells were wished to *Eileen Cook* at a luncheon given in her honor at *Headquarters*. Eileen is now with Station Relations.

The welcome mat is out for *Grace Cirone*, who joined our department.

NBC Owned Stations

KNBC, San Francisco—The KNBC Athletic Association had their annual election. The officers are *Evie Dybwad*, president; *Joe Hanrahan*, vice president; *Clancy Leisure*, second vice president; *Hazel Mittnacht*, secretary;

Betty Moltzen, Membership Chairman.

Noreen Syme has replaced *Virginia Conway* in the Switchboard department. Virginia is now in the Record Library.

KRCA, Hollywood—*George Burke* planning a visit to Guadalajara, Mexico; *Roberta Fletcher* to Honolulu; *Jack Kenaston* to La Paz, Mexico; *Jim Damon* to Coronado; *Paul Phillips* just returned from Denver; *Betty Norton* from the Mojave Desert; *Olga Lindsay* to New York; *Marge Clarke* to Acapulco, Mexico; *Ted Rich* returned from Nome, Alaska, and *George Greaves* to Bohemian Grove, then to Stanford University for several speeches.

Tom Frandsen hosted *Jim Parks*, *Hugh McTernan*, *Noyes Scott*, and *Jim Wemple* on a luxurious weekend aboard a 110 ft. diesel yacht.

Recent returnees from Las Vegas—poorer but not wiser: *Muriel Pollia*, *John Wehrheim* and *Bob Pelgram*.

Taeko Matsuda spending a month at the station and learning about television. She will take her knowledge home to Japan to use on the Japanese network operated by her father.

KRCA newscaster, *Jack Latham*, picked up his second consecutive Golden Mike Award as the best newscaster in television and second place in the Associated Press Western Division Newscasters poll.

His writer, *Arch Farmer*, also took an award for television news writing.

Lenny Goldberg just completed a "do-it-yourself" swimming pool.

John Wehrheim busy preparing his new convertible for the Fall stock car races.

Station Manager *Tom McCray* recently elected Vice President of the Navy League on the West Coast.

Jim Parks, *Walt Davison* and *Tom McCray* hosting *Ed Jameson* at Oaji for a weekend.

Jim Turner, assistant comptroller, transfers to Network with everyone's best wishes—he will be missed.

WMAQ-WNBQ, Chicago — *Tom Hoban*, formerly in the mailroom, has transferred to Transcription. Assistant General Manager *Henry Sjogren's Hula*

Kai was the first boat to cross Lake Michigan from Chicago to Michigan City this season. The Sjogren family was greeted by a delegation of Michigan City notables, including the Mayor, upon their arrival. Henry and his worthy crew spent their vacation on a leisurely three-week tour of ports on the Michigan side of Lake Michigan.

New faces around the Chicago plant include *Tom Barnes* and *Jim Bledsoe*, Mailroom; *Sherwin Marco*, Accounting; *Laura Wallace*, TV Spot Sales; *Alice Zittler*, Program Traffic; *Mary Price*, Radio Sales; *Charles Ferguson*, TV Sales, and *Rita Oddo*, TV Net Sales. *Tom Elrod*, formerly in Operations, has transferred to Production Facilities. *Joe Lutzke* has transferred to Local Sales Service. He was in Operations, previously. *Gale Swift*, Music Library, and *Hal Jackson*, Engineering, are back to work after being hospitalized for several days. Newscaster *Alex Dreier* has returned from a three-week trip to Russia and other spots behind the iron curtain. *Bill Warrick*, Newsroom, spent his vacation in New England shooting color film at operating railroad museums along the way. Bill's hobby is a study of steam locomotives and trolleys. *Val Press*, Newsroom, is driving a sporty new Renault. During a recent New York-White Sox series. Sports Director *Johnny Erp* was mobbed by autograph fans who thought he was Phil Rizzuto of the Yankees when he visited the Yankee dressing room in Comiskey Park.

Congratulations are in order for *Harry Trigg*, upon his promotion to Networks program manager for Chicago. TV salesman *Tom Horan* became a grandfather for the first time when his daughter Mrs. Jane Schwartz gave birth to a baby girl.

WRC, WRC-TV, Washington — WRC's softball team ended its first season in Washington's Radio-TV-Advertising League with an excellent record of 9 wins and 2 losses. Unfortunately, one of the losses was for the championship, won by WTOP. Among the WRC staffers who played regularly were *Tony Mielke*, *Alden Murray* and *Art Faircloth* of WRC-TV Sales; *Ed Meagher* of WRC Sales; *Jim McMurry* and *Bill Grayson* of Program; *Curt*

Prior of Merchandising; *Herb Kaplow* of News; Announcers *Holly Wright* and *John Batchelder*; *Craig Stone* and *Doug Stone* of the Business Office; *Carol Bolstad* of Engineering; *Tom Holman*, *John Tompkins* and *Bob Barry* of Production.

WRC-TV's fashion commentator *Inga Rundvold* did commentary for the Millinery Institute of America at their big annual hat show at the Astor in New York. In addition to fifteen weekly shows for WRC, Inga also stages weekly fashion shows at the Sheraton Park and Carlton Hotels in Washington. She was a guest on Steve Allen's *Tonight* show while visiting New York in June.

Some of the new staffers at NBC in Washington: *Felice Klarner*, TV Traffic, is from Munich, but has been in Washington, D. C. for the past 5 years working for a law firm. . . . *Gail Henderson*, the blonde in Radio Traffic, is a recent graduate of University of Maryland. The new Cost Accountant and Budget Supervisor in the Accounting Department is *Thomas Foley*. Prior to joining NBC, Tom was with F. W. Lafrentz & Co., Certified Public Accountants. *Ben Ware*, a graduate of Georgetown University and formerly with George Hyman Co., is the new Senior Payroll Clerk.

WRCA, WRCA-TV, New York—

Newest addition to the WRCA production staff is *Dick McCue*.

Betty Lenneth with WRCA Station Manager boss *Art Hamilton* have joined the 30 Rock family while *Steve Krantz*, WRCA-TV Program Manager, and his right hand, *Carol Coane* have joined the 67th Street studios family.

TV sales finally selected replacements for *Mardy* and *Irene*, and the lucky guys now have *Mary White* and *Kathy Flynn*. *Joy Anderson* joins the publicity group as *Don Bishop's* new secretary. *Marilyn Roth* had to retire in preparation for her great expectations.

The annual boatripe was again an SRO success, and special praise goes to the performance of "Miss Sweden."

Billie Scott is *Pete Affee's* new secretary. (*Georgia Smith* moved to Mason City, Iowa.) *Joan Jahoda* is the new addition to TV Operations, and *Jody*

Hoffman has joined Broadcast Operations. *Gerald Cohen* is that new lad in Comptrollers.

Nancy Shaines and *Diane Tosto* will spend a few weeks at Nantucket. *Roz Sohmer* and *Debbie Alter* will cool off at Green Mansions in the Adirondacks. The *Claude Callisons* will go home to Lakeland and Winter Haven, Florida, *Tony Kraemers* to the Maine coast. *Marge Heimbuch* will have a month in other countries. Her folks are taking her to Europe. *Al Collins* had a day in Paris.

WRCV, WRCV-TV, Philadelphia

—Appointments of *Gene Stout* as Publicity Director of WRCV and WRCV-TV, *Jack Wiley* as Advertising and Promotion Director for WRCV-TV, and *Bob Fillmore*, Advertising and Promotion Director of WRCV were announced last month by Mr. Yoder, Vice President and General Manager.

Newcomers to the NBC family in Philadelphia include two former Clevelanders, *Bob Bradley* to the TV Announcing staff and *Chuck Hoover* to Radio Production: *Mary Ann Stetz* to Engineering secretary; *Don Vorgity* and *Dorothy McVaugh*, General Services; *Betty Meath*, Accounting Dept. Transferring to new positions were *Edna Whittington* from TV Sales Service to Supervisor-TV Traffic and *Charlotte Winkler* to Publicity secretary.

Vacations still have Philadelphia NBCites scattering to the four winds—*Vince Lee* to Cape Cod, *Bill Dallman* to the Midwest, *Al Mann* to the Smokey Mountains, *Pat Fernandes* to the Poconos; *Bob Miller* on a fishing jaunt to Canada; *Hal Waddell* to Northern Michigan; *Bill Givens* and *Bob Fillmore* to points on the Jersey shore. Florida visitors this summer have been *Sheila Porterfield*, *Betty Lou McCarthy* and *Alan Scott*.

Vice President-General Manager *Lloyd E. Yoder* was elected to the Board of Directors of the World Affairs Council of Philadelphia. Mr. Yoder also was Radio and TV chairman for the Independence Day Citizens Committee.

Radio and television are all housed in the main NBC Building. This summer saw the final moves of various AM and TV offices to the NBC Studio Building on Walnut St.

The WRCV-TV film unit of *Leroy Bell*, *Ralph Lopatin*, *Jim Farrell* and *Bill Hoffman* journeyed to Chicago recently for filming of the American Medical Association Convention for NBC's "March of Medicine" series.

Public Relations

National Advertising and Promotion—Welcome to *Joel Coler*, who joined the Production Department early in June.

Back from Mexico is *Joe Lyons*, who made his first trip to the land of sombreros just about two years ago.

Jack Marshall is raving about Long Beach Island, which is seven miles off the Jersey coast. Jack has a bungalow there. Other vacationers there are *Mel* and *Nancy Howard*.

Joan Fuccile chose California for a three-week vacation. *Barbara Bowden* went to Skytop, Pennsylvania. *Ray Johnson* selected Block Island as the spot to work on his famous water colors and oil paintings.

Press—The month of June brought newcomers *Al Busse* and *Bob Hayes* to the Press Department. Al, a Hoosier from Indiana U., has done publicity for the Fort Wayne Zollner Pistons, for Madison Square Garden and for the Harlem Globetrotters. Bob Hayes is the new copyclerk. He started last February in the mailroom after switching from day to evening classes at N.Y.U.

Beth Blossom has left to take over a new position in the maternity ward.

Chuck Pintchman has taken over *Stan Appenzeller's* job as Press Information Assistant. Stan is now Assistant to the Trade News Editor.

Milt Brown and the weather man got together this month and produced an all around great day at Gilgo Beach, L. I., for the annual Press Department picnic. Milt was on hand with the laffs and the suntan lotion.

Radio Network

Network Sales—Welcome to *Gene McCarthy* and *Bea Staderman*, who joined us in June. Big excitement in 505 when *John Van Amburgh* arrived with flowers from the bouquet *Marilyn Monroe Miller* carried at her wedding. Honest! At this writing, *Tommi Phillips* is vacationing in Falmouth,

Mass., and *Joan Hosjeth* leaves for Florida in a few weeks.

At the request of my co-workers, here's the tale of my (*Jean Martin Warner's*) departure to honeymoon in Cape May, N. J. After a 3-hour delay caused by car trouble, a kindly soul gave us a push and we took off for the 158-mile trip, my groom wearing a fixed smile of reassurance, our Maid of Honor, *Nancy Herbert* of Press (who was to be dropped off at her summer place in Manasquan), holding our newly acquired dog on her lap (anybody lose an untrammelled black pup in front of St. Pat's on 5. 15?), and our cat in his traveling crate yowling because his carsick pills had lost their potency during the confusion. The engine tried to get away but with much accelerating we kept rolling. However, the putt-putting and the bucking got on Paddy's (that's the dog) nerves and he became snappy, so Nancy and I switched places (by climbing over the front seat of the car; didn't dare STOP, might lose the motor), and I calmed him down by feeding him ice cubes between screeches from the cat, at which times I'd peer into the chicken wire and assure him we weren't headed for Mars. Nancy wondered if we'd make Manasquan (I was sure we'd never get out of the tunnel). We did, and pushed Nancy from the rolling car. We sputtered to our destination and the engine died dead as we drew up in front of the Motel. PS—We managed a blow-out on the way home.

Radio Program—We'd like to give a warm welcome to *Harry Frazee*, who has returned to the director's staff after a sick leave. A belated welcome to *Hugh Teaney* from Guest Relations and *Bob Maurer*, who have joined the Assistant Director's Staff; to *Nancy McAuvic*, substitute for *Joan Tarpey* while she is on maternity leave; to *Connie Collins*, *Parker Gibbs'* new secretary and to *Ellen Krieger*, *Nancy Hendry's* replacement in *Walter Ehr Gott's* office. Nancy has left to pursue her career in dancing and we wish her much luck.

Ellen Kreiger has been replaced by *Mercedes Fernandez*. Ellen has become *Walter Ehr Gott's* secretary. Fire Island won't be seeing too much of *Mary*

Cooper this summer; spent all her vacation money on a trip to Mexico City and Acapulco. Wonder if she'll miss Fire Island. *Ann Petermann* has changed her vacation for the fourth time; the latest was two weeks in Florida.

Station Relations

We welcome several new additions, namely, *Eileen Cook*, secretary to *Bill Kelley*, who came to us from Treasurers, *Jackie Ingle*, secretary to *Bob Aaron*, *Paggy Algum*, secretary to *Harry Bannister*, both from RCA, and *Bernice Farber*, a new member of the Contract group.

No doubt about it, vacations are upon us! *Bobbie Roberts* is headed for Florida, *Miriam Lacomara* will be sipping swizzles on those Bermuda shores. *Gerry Stonebridge* will attempt to get a suntan in Asbury Park, *Eileen Cook* is motoring up to Canada, *Jane Cuff* is headed toward Lake George and the vicinity, *Ann Culbert* and *Joan Oury* plan on driving up to Lake Mohonk in New York State and later to Sag Harbor and Hampton Beach, New Hampshire. Mr. and Mrs. *Ray O'Connell* and family will be spending part of their vacation in Quanchontaug, Rhode Island (believe it or not, there is such a place!!!), *Bill Kelley* and family are now relaxing in their lakeside cottage at Eaglesmere, Pa. and *Paul Rittenhouse* and family will be spending a few weeks out in Southampton, Long Island.

We bid fond farewell to *Natalie Glaser*, who is now up in Mr. Weaver's office. Sorry to see you leave Nat, but lots of good luck!

Television Network

Business Affairs—Vacation time is here once more and we find *Margaret McNally* off to Mexico and *Joseph McDonough* to Cape Cod.

Congratulations are extended to *Dick Hollands* on his promotion to the Staff Budget Area. Welcome to *Tom Brosnahan*, who joined the TV Budget Office, and to *Nancy Fields*, who is temporarily subbing for *Carol Jensen*, home on a short leave to Wisconsin. The welcome mat is also out to *Mary Chadwell*, who is *Tom Meehan's* new secretary.

When this issue comes out for gen-

eral reading, yours truly will be about to leave the company. I've decided to take up housekeeping and baby diapering in place of budgets and forecasts. Thanks to everyone for making my stay here a pleasant one. Goodbye!

Music Services—*Peter Zalantis* and family sailed for Greece on the *Olympia* June 30th for an extended vacation and sightseeing tour. Peter is the first one from this department to utilize his four weeks' vacation as a twenty-five year member. There will be six others in the Music Services Department privileged to take this extended vacation. *Shirley Fiorelli* vacationing back home in Dubois, Pennsylvania. *Marion Murray* back on both feet after a long hospitalization. *John Plummer* going after the ones that got away from him last Summer in upstate New York.

TV News Film-106th Street — "Pistol-Packing" Cameraman, *Irving Smith*, returned from the Sixth Annual New England Pistol Championship Matches with the Marksman Class 1, "Fred Sturdy Memorial" plaque — Marksman Class 1, "Blackinton Trophy Match" plaque—and a chest of ten medals for hitting the "Bull's Eye," making 106th Street's Staff feel safe—*Dave Englander* and *Alan Neuman* were recipients of the "Christopher Award"—the "Peabody Award"—and the "Show of the Year Award" for their outstanding work on "Conversation with Herbert Hoover." *Margie Avakian* became *Dave Klein's* new "Girl Friday." *Les Davidson* became *Greg Eaton's* assistant. *Jack Michon*—*Harvey Schlagg*—*Paula Harris* and *Bernadette Crisa* joined the Cutting Room Clowns. *Bob Berner* celebrated his return to *Today* with a real "Ball." *Bobby Dunbar*, despite a motorcycle crackup, working with his arm in a cast. *Lucille Simmons* and *Palmer Shannon*, ex-106-streeters, joined *Today*—so, now you know.

TV Programming—*Gordon Rigsby* has taken a leave of absence and he and his wife are in Europe for a few weeks.

Caroline Hutchins Lavendar is back with us for the summer, working on the *Ernie Kovacs Show*.

Elizabeth Shores has taken a leave

of absence. Liz is expecting her first baby in September.

Lotte Booth spent her vacation in Florida and came back so brown she is the envy of us all.

Quite a few people in our department will be going abroad during the summer: *Bill Nichols* has already left, *Joan MacDonald* is spending a month in Spain, *Peggy Lange* and yours truly will both be leaving the end of August. Bon Voyage!

Participating Programs—(Today)

—Welcome to *Lucille Simmons* and *Palmer Shannon*. Lucille is taking care of the secretarial duties of our Managing Editor, *John Lynch*. Palmer is Production Assistant.

Congratulations to *Al Smith*, who has just been promoted from Production Assistant to Assistant to Managing Editor, *John Lynch*.

Mary Kelly has just returned from vacation to Bermuda and New Hampshire.

Barbara Trostler and her husband are going on a camping trip up to the wilds of Canada. Lots of luck to you both.

Penn Fulton is spending his vacation building a summer home in upper New York State.

Tom Galvin returned from vacation in Arizona and Mexico, tanned and smiling as usual.

(Home)—*Peggy Schulmpf* has gone to Europe for eight weeks. She is being replaced by *Maude Brogan*, who comes to us from the Music Department. Everyone at Home had an enjoyable evening at a party given for the staff at *Eddie Hugh's* home in New Jersey. *Perry Massey* just returned from a two weeks' vacation in Vermont. Home went to Cape Cod the first week of August. *Adrian Levy* is our new receptionist. *Mary Jordan* moved from the reception desk into Room 208 to become *Jack Fuller* and *Beryl Pfizer's* new secretary. *Maureen Farrell*, *Lou Ames's* secretary, vacationed in Southampton for two weeks. Glad to see *Gloria Jaffer*, program coordinator, back with us looking just wonderful after her operation. *Nancy Schatz* replaced *Mary Jane Mills* as *Kay Elliot's* secretary. *Mary Jane* moved to the Fashion department as *Alice Richardson's* new secretary.

Mary Ann Bernath, *Harold Azine* and *Doug Stone's* new secretary, is off to Bermuda for a two-week sojourn.

(Tonight)—*The Steve Allen Show* has brought some new additions to our ranks. So a hearty welcome to: *Joan Kelley*, of Mail Room fame; *Sandy Modes*, from Guest Relations; *Dorothea Harding*, *Vera Glickman*, *Lois Malakoff*, *Lili Pell* and *Mitzi Matravers*, all newcomers to NBC.

A few vacations came up. *Carol Corby*, for instance, went off to Mexico, olé. And she says she fought a bull. And we all know what we say to her.

Dale Remington mysteriously disappeared for a four-day stay in some Daytona hideaway.

Dick Lerner is to be consoled for the tragic loss of his Austin Healy, which went to meet its ancestors after a bad encounter last week at Thompson, Conn.

Plant Operations—For all the curious . . . the noise you heard on the 6th floor June 15th was not a YWCA free-for-all but a combination baby shower and going-away party for *Joan Thomas*. *Len Gordon* at this writing is just ending a four-week stay in Mexico, with *Marty Gallagher* and family to follow shortly. *George Dindas* and family of five to drive to Niagara Falls for a pleasant two weeks. A second honeymoon, George? A warm welcome to *Barbara Bagg* upon joining our mad and merry mass. Our cute *Joan Gifford* slaved for 10 months nightly at secretarial school and emerged with top honors of the graduating class. We are proud. Our volunteer fireman of Cos Cob, *Joe Tammany*, was really surprised one A.M. upon answering a two alarmer. It was the home of his fellow worker *Roy Hammerman*. No damage, thanks to the quick thinking of our Joe.

Production Operations — *Fred Lights*, one of our Stage Managers, had the great honor of being a judge at a beauty contest in Detroit, Michigan. He helped select Miss Progress of 1956.

Program Analysis—We are sorry to announce that *Charman St. John* has left us and New York for that wonderful city of San Francisco, but happy to welcome *Arlene Hunt*, brand-

new Wellesley graduate, to the fold.

TV Technical Operations — Our versatile Lighting Director, *Bob Davis*, is spending his summer vacation doing three singing leads in "Carousel," "Merry Widow," and "Brigadoon" at the Brandywine Music Box near Philadelphia. Lots of luck to you, Bob; we are mighty proud to say the least.

A farewell filled with good wishes goes with *Carrie Stevens* as she and her brand new husband leave for new horizons in New London, Connecticut. Her boss, *Charlie Townsend*, is at the present time in a quandry while choosing a new secretary, but we hope by this printing he will be his old happy self.

Congratulations to *Bob Daniels* on his promotion to Technical Supervisor and to *Bill Ahern* on his appointment of Administrator for TV Technical Operations.

Unit Managers — What with the *Wide Wide World* group thinking of going to Europe, we have gathered a group of experts who can well advise them on where and when to go. Among our recent returnees from the continent are, *Hugh Graham*, manager, *Monty Morgan* and *Joe Cramer*. They all want to go back.

We are happy to roll out the long red carpet for *Ed Watson* our new department supervisor and *Gigi Harold* who will serve as his girl Friday. Ed and Gigi are replacing *Joe Cunneff* and *Toby Goetz* who have gone to Programming. Our travelers are anchored by *Brice Howard* who is down in Texas for the summer instructing graduate students in Television techniques.

Al Sher is sticking his chest out for the award that *Report to America* received as an outstanding program promoting international relations. He is carrying a big project with this one and the evidence shows that he is doing a great job. In the Changing Times department, *Vito Matti* is now assisting in the *Tonight and Steve Allen* Unit, *Jim Gannon* is now Telesales Unit Manager and *Nancy Farrar* has left us to get married and settle in Rhode Island.

Say "how do you do" and shake hands with our new girls *Dorothea Harding* and *Carol Seidler*.

VOTE + but

DON'T VOTE IN THE DARK



Study the issues and the candidates— and then decide where you stand

You wouldn't buy a new car without at least driving it around the block.

You wouldn't buy a new house without checking up on the neighborhood, the schools, and any back taxes.

So vote—but don't vote in the dark in this exciting election year.

Listen to what candidates are saying on TV and radio.

Read your newspapers—especially the politi-

cal news and editorial page.

Talk things out with your neighbors over the back fence and at the filling station on the corner. Take part in the discussion group at your church, club, lodge, or school.

Think about the issues and the candidates—and then make up your own mind. Remember, nobody is in that voting booth but you and your conscience. Step behind that curtain with pride on election day. Then vote as a free American.

VOTER'S CHECKLIST

1. Be sure you're registered.

2. Study the issues and candidates. Go to rallies. Ask questions. Read the papers. Listen to speeches.

3. Mark up a sample ballot in advance. (They are published in the papers.)

4. Join your neighbors at the polls on Election Day November 6th.



Is your
name
in the
book?

You can't vote if you're not registered. You lock yourself out of the polls, unless you're a registered voter. And you and only you can get your name in the Registration Book. When they call the roll on election day, will you be there? Do you know anyone who won't?



51
KIEC
WEDNESDAY
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46 KIEG L. BROS. NY
CHANGES 47

SEPTEMBER
OCTOBER 1956



Philadelphia's WRCV-TV
converts to Color



CHIMES

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Charles J. Boylan, Editor

Chimes Correspondents

Administration:

Controllers, Louise Ippedico
Duplicating, Dick Duester
Facilities Administration, Mary Heller
Guest Relations, George Alexander
Mail & Messenger, James Amirault
Personnel, Cathy Dindia
Purchasing, Mary Hoyt
Staff Engineering, Rita Stipo
Stenographic, Carmela Grande
Traffic, Marge Hadley
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Admin., Prod. & Sales, Lynn Gibbs
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Finance:

Legal, Joan Lindenmayer
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NBC-Owned Stations & NBC Spot Sales

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Spot Sales, Elaine Simpson
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KRCA, Bob Pelgram
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WRCA-WRCA-TV, Sonya Goldman
WRCV-WRCV-TV, Bill Smith
WBUF-TV, Joyce Wilson

Pacific Division: Robert Abbott

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Continuity Acceptance, Kay Henderson
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Press & Publicity, Bob Hayes

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Administration, Joan DeMott
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Sales Traffic Ops., Bob Shenton
Staging Services, Betty Bagshaw
TV Technical Ops., Marie Redling
AM Technical Ops., Jane Ermentraut
Unit Managers, Gene Whitlock

The Greater New York Fund

We came across some interesting figures the other day in connection with the current campaign of The Greater New York Fund. We pass them along for the benefit of the fellow who greets any demand for a worthy contribution with the remark:

"What! Again?"

It is obvious in our modern, complex society, particularly in cosmopolitan New York, that any solvent citizen owes it to himself, to his family, and to his neighbors to support our voluntary (non-profit) hospitals and health and welfare agencies. Self-interest, moral law, and plain decency toward those around us dictate such support.

No one, for example, disputes the importance of the network of 425 voluntary agencies helped by The Greater New York Fund. These serv-

ices meet, at a relatively small cost to the community, a great variety of human need, for every age and every creed.

What is amazing is that small contributions from individuals can go so far. To give a dime, for example, to each of the 425 Fund affiliated agencies, would represent quite an investment of money for the average individual. There would, at the start, be a cost of \$12.75 for postage, to say nothing of envelopes, addressing, and mailing—and the outlay of 425 dimes. The total outlay would be \$65.25.

The Fund would be delighted to receive, from the average employee, just the \$12.75 cost of stamps. You can keep the dimes! Think that over when you make your contribution in your office campaign.

Say it At the Polls

"Don't cry on your neighbor's shoulder — say it at the polls!", is fast becoming a common utterance across the nation, with the political fever reaching lofty heights in a Presidential election year.

While politics has always made for good talking among neighbors, providing a measure of comfort in allowing individuals to get their political ideas off their chests, the most effective way to give active meaning to these opinions and preferences is at the polls. The nation's citizens will have this opportunity in the big election coming up on November 6.

In the process of casting a ballot the importance of the individual can never be underestimated. The power he wields at the polls was dramatically demonstrated in past elections.

In the 1954 election, 3,000-odd ballots provided the margin of victory for

winning candidates in New Jersey. Since New Jersey has 4,160 voting districts, it means in an overall spread that one vote in each district decided the contests. Throughout the nation, 14 Senatorial and Gubernatorial contests were decided by less than two per cent of the vote. In the Congressional race, 12 men were elected to the House of Representatives in votes so close, that less than two per cent of the total vote made the difference. To put it another way, if one voter in every 100 had switched his choice, the defeated candidate would have been elected. Five of the candidates were elected by less than one per cent of the vote.

One day and one vote in any one of the voting districts may decide a candidate's future. That one vote may be yours. So be sure to join your neighbors at the polls and exercise the hard-won privilege of casting a ballot.

The Cover

WRCV-TV Supervisor Bob Miller (left) checks Herb Schwartz and Dick Brunswick as they set up the new color studio. Mike Tokarich adjusts the

color camera lens. The story of WRCV-TV's conversion to color appears on page 4.

NBC News

Roundup



NBC Commended by NARTB Code Review Board

In a statement delivered before the annual meeting of NBC's Continuity Acceptance department in New York, Edward H. Bronson, Director of Code Affairs for the National Association of Radio and Television Broadcasters, paid tribute to NBC for "the excellent cooperation and support given the Code Review Board." Said Mr. Bronson, "NBC since the early days of radio has advocated and effectively demonstrated the concept of self-regulation. . . . Stockton Helfrich personally has contributed immeasurably to the development of industry's code, through his 14-year tenure as NBC's Director of Continuity Acceptance and, more recently, through his working relationships with the NARTB Code Review Board staff."

Monitor's Fame Spreads to Far East

Koreans may soon be listening to radio programs styled after Monitor, NBC's weekend radio service which is gaining international recognition. The network recently received a letter from the Writer's Section of the U. S. Army Psychological Warfare department requesting information on the programming format of the program. "We've been hearing so much about its success," the letter stated, "and the revolution it has effected in radio circles . . . perhaps . . . we can adopt some good points for our Korean programming."

New International Operations Unit

A new international operation has been created by NBC to keep pace with the company's expanding program and station services in Europe, Latin America and other sections of the world.

The International Operations unit will make teams of NBC programming, sales and technical personnel, trained in both network and local station operations, available to assist foreign management of both commercial and non-commercial stations.

Mary Martin as Billie Dawn in "Born Yesterday" to be presented October 28. The play marks her first appearance under a new three year contract with NBC, which calls for her exclusive television services.

Closed Circuit Colorcast

One of the largest closed circuit programs in broadcasting history was beamed to audiences assembled at NBC stations in more than 120 cities across the country on September 11. Newsmen, advertising and station executives and distributors of RCA and RCA-Whirlpool attended the 50-minute colorcast in which President Robert W. Sarnoff outlined the complete schedule of NBC's greatly expanded color television programming.

World Premiere Scheduled by NBC Opera Theatre

Six productions, including a world premiere and an American premiere, will be offered by the NBC Television Opera Theatre during the 1956-57 season. The eighth consecutive season will open on Sunday, Nov. 18, with Puccini's opera "La Boheme." This will be followed on Dec. 16 by Menotti's "Amahl and the Night Visitors," on Jan. 13 by the American premiere performance of Prokofiev's "War and Peace," on Feb. 10 by Verdi's "La Traviata," on March 10 by the world premiere of "La Grande Bretche" by Stanley Hollingsworth and on April 21 by Richard Strauss' "Electra."

"Zoo Parade" to make Color Film Safari

A task force from NBC's *Zoo Parade* will leave in November on its second overseas expedition to shoot color films in the upper Amazon River territory of Colombia. South America.

The group plans to film the capture of giant catfish known to swallow humans alive, and of such reptiles as the anaconda, the deadly bushmaster, and the boa constrictor.

The Amazon expedition must be entirely self-sufficient. Native runners will provide the only means of communication with civilization.

Conversion to Color

WRCV-TV becomes a live local color station

*by Gene Stout
WRCV, WRCV-TV*



Bill Howard goes over wiring diagram of new studio control board with Dick Ellis as Dave Csik solders.

Monday, September 24, Lloyd E. Yoder, NBC Vice President and General Manager of WRCV and WRCV-TV, and Philadelphia Mayor Richardson Dilworth participated in a five-minute TV history-making ceremony that culminated in the transition of WRCV-TV, NBC in Philadelphia, from a black-and-white video outlet to a live, local color station. Thus, NBC achieved the major goal it set for its newest owned and operated station back in January, 1956, when the Quaker City radio and TV facilities were acquired.

The conversion to color, completed in record time, touched many WRCV-TV departments. The Art and Scenery Departments, for example, had to become more aware of color values. Although most all scenic designs for black-and-white transmission have, in the past, been prepared in color, depths and tone-values must now be more carefully considered. To its advantage, Channel 3's Scenery Department is manned by artists schooled in theatrical design, thus this department is already aware of such basic problems as fugitive colors which naturally run rampant under intense lighting and various effects. The trickery of color TV is therefore anticipated in regard to commercial requirements rather than show sets. On the other hand, WRCV-TV's Art Department has been in the throes of converting various station identifications to the new color specifications as well as changing its file of opaques to 2 x 2 glass slides, in order to meet the requirements of the new equipment.

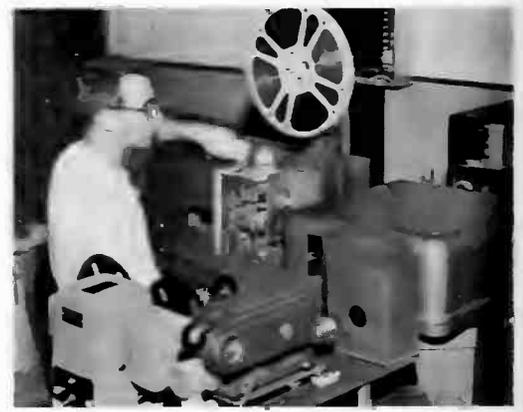
Bulk of the conversion chores has naturally fallen to the Engineering Department, headed by William Howard, supervisor of Television Technical Operations for WRCV-TV. Equipment additions include



Bill Howard and Bill Conrad set top on 3 V chain multiplexer.



Bill Howard explains the diagram of a color camera to Bob Roos.



Projectionist John Malarkey adjusts framing control on 16mm projector.



WRCV-TV studio during the conversion to color.

two live color chains and a 3-V film color chain capable of projecting 16 mm. color film, 2 x 2 color transparent slides, as well as having an opaque attachment. In order to accommodate this new color equipment, modifications and special construction throughout the building have been necessary.

Channel 3's master control has been set up to include eight color monitors. Two additional color monitors have been installed in the master control while three units have been placed in studios and three in the video color control room.

An entirely new projection room was constructed. It contains not only the 3-V film color chain, but a staging area for live commercial presentations and two modified and completely modern black-and-white chains.

One of the station's main studios has undergone a complete "colorization." This includes special amplifiers, for transmitting top color quality, and entirely new lighting which will increase the studio light intensity by at least three times its present strength. This new lighting has necessitated the installation of additional air conditioning equipment in the television studios.

The fifth floor studios of WRCV-TV are being completely revamped, with a video control being set up. This video control now encompasses master control as well as individual studio controls and a color control room. WRCV-TV's former Studio K has been converted into a training studio where all the necessary instruction is taking place. The station's engineers, cameramen, directors, producers, artists and property staff are undergoing special, intense training sessions in preparation for colorcasting.

Channel 3's Promotion Department, headed by Jack Wiley, mapped out a strong campaign to familiarize the trade, as well as the viewer (and future color TV set buyer), with the fact that WRCV-TV was going to local, live color as of September 24. The brilliantly hued peacock, now being used as the NBC Color identification, is being featured on all WRCV-TV promotional material. Five hundred train cards, in full color, featuring the local Channel 3 programs going to color, were placed in all Pennsylvania Railroad commuter trains to Philadelphia; 125,000 match books, announced on one side, "WRCV-TV,



Bill Conrad works on intricate wiring.

continued on page 14

Management

Learns to Read...

faster.

NBC's Training function is presenting a new program to help employees read faster and with greater comprehension. Already, one program has been given to eight members of our management group. Their reaction has been enthusiastic.

The training methods used in the program are based on the fact that, in reading, the eye makes a number of brief pauses as it scans a line of print. During these pauses the eye sees. Many people have the tendency to pause at every word. This is unnecessary, since the eye is capable of seeing whole phrases at a time. With training, the range of seeing can be increased: longer phrases can be seen during the eye-pause. Once the habit of reading phrases is acquired, a person makes fewer stops in each line, thereby increasing his reading speed. It is also a fact that by concentrating on phrases

rather than words, comprehension of the material is improved.

Instruments have been developed which will train the eye to improve its capacity for seeing. Flashing phrases in fractions of a second before the eye trains it to reach out for the meaning. By increasing the length of the phrase, the time interval, or both, the speed of the eye can be improved. The habit of speed can also be acquired with the help of a machine which presents to the reader one line of printed material at a time. The speed at which each line is presented can be increased. The eye is therefore forced to move forward with greater and greater speed and any tendency to reread is discouraged. Finally, the use of a timer allows the trainee to measure any improvement in the speed with which he reads a given number of words of the same level of difficulty.

Although pre-tests indicated that the eight who took the course were reading at an above average speed, tests given at the conclusion of the training program signified that they were reading approximately twice as fast as when they started. In other words, they were reading the same amount of material in half the time and with greater comprehension.

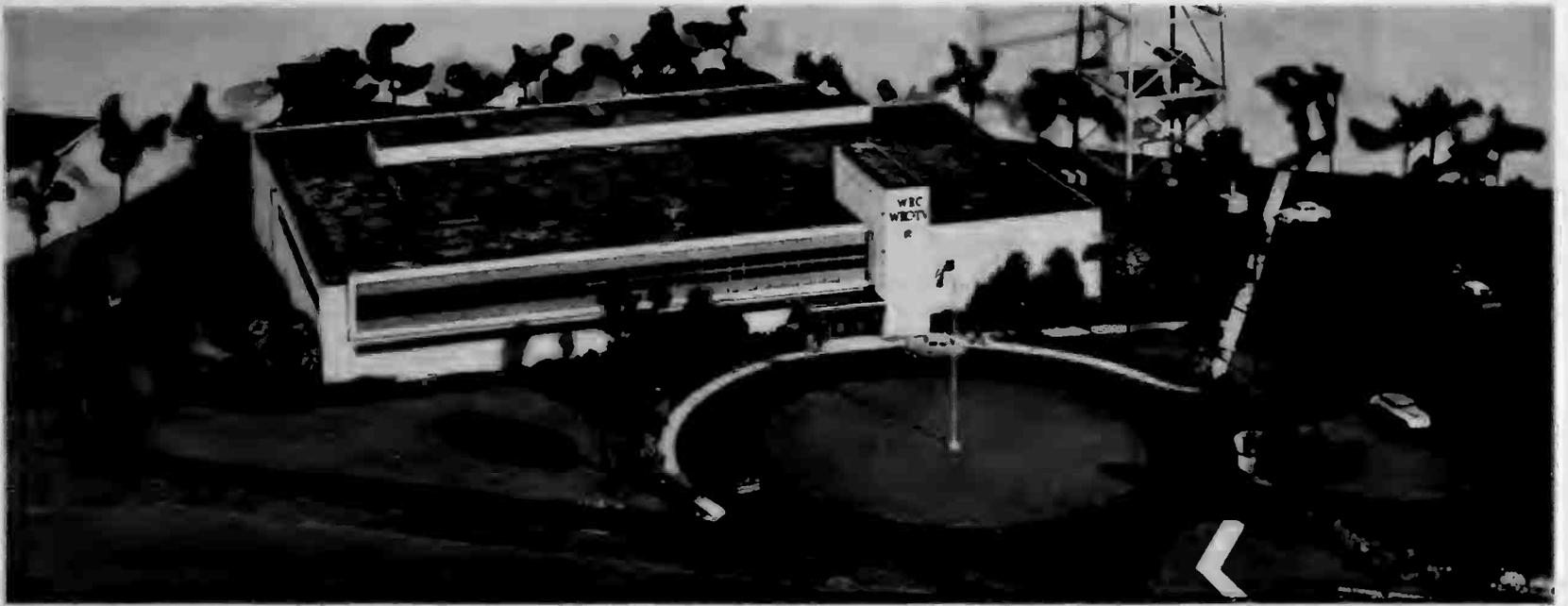
Drew Van Dam, Manager of Safety and Training, anticipates that the demand for this type of training will result in its becoming a regular feature of the overall training program for some time to come. In the early stages, emphasis will be placed on those areas where a large volume of reading is an important part of the employee's daily work. As soon as these areas have been covered, it will be possible to consider individual applications for inclusion in the reading group.



◀ *Mr. McFadden, Mr. Pinkham, and Mr. Moos. Missing when the picture was taken were Mr. McAndrew and Mr. Rettig.*

▼ *Mr. Parks, Mr. Hammerschmidt, Mr. Davidson.*





New Washington Station

WRC, WRC-TV building 4 million dollar headquarters

Excitement is running high in the Nation's Capital about the new four million dollar headquarters for WRC and WRC-TV, which is now under construction. The new radio and TV building for the NBC-owned Washington stations will be the nation's first TV station constructed from the ground up for color television broadcasting. Completion of the building is expected in late 1957.

The new plant, representing the last word in RCA electronic engineering, will have outstanding significance to official Washington and to the nation. The new facilities will make it possible to show, in living colors, the events, personalities and scenes of our Capital to the whole country.

The location chosen is a seven-acre tract located on one of the highest sites in the District of Columbia. It is located at Nebraska Avenue and is adjacent to the Naval Communications Center. The ground level at that point is 385 feet elevation. The top of the WRC-TV antenna will be 849 feet

above sea level, making it the highest structure in Washington.

The exterior of the rectangular two-story building will be contemporary in style, consisting of gray modular brick, limestone and colored porcelain enamel. It will contain an estimated one million cubic feet of space. Because of the sloping topography, the basement will be entirely above ground at the rear of the building. The landscaped exterior areas will include suitable locations for outdoor TV pickups, and a parking lot for 150 cars.

The building plans call for three television studios. Control and viewing rooms, and service and set assembly areas are located immediately adjacent to the studios. The large studios are accessible by truck and auto for ease in handling equipment, sets and large advertising displays. Carpenter and paint shops are also nearby.

First floor offices provide accommodations for news editors and commentators, producers, directors, and traffic and program departments. Also on

the first floor level are a kitchen and employee's dining room.

The second floor will contain the executive and sales offices.

In the basement there will be three radio studios, rehearsal and recording rooms, announcer booths, a small TV studio and TV and radio technical areas. Here also will be the engineering offices and shops, talent lounges and dressing rooms, a garage and storage room.

The interior of the new building will be modern in all respects. The marble and glass lobby will feature show windows for the displaying of the latest RCA-TV and radio equipment. The entire building will be acoustically treated and equipped with fluorescent lighting. The 2,000 kilowatts of electricity required by the building is equal to the power used to serve a community of 3,500 people.

WRC and WRC-TV will continue to operate from the Sheraton Park Hotel in Washington until the new facilities are ready for occupancy.

Rhythm in the Rain

The Opening of NBC's Ziegfeld Theatre



Perry Como welcomes Guest Star Irene Dunne to the Ziegfeld.

The Ziegfeld Theatre was literally christened NBC's new color studio on Saturday, September 15th. But in spite of the curtains of rain which draped Sixth Avenue, the night was a gala one with Klieg lights, police barricades, and celebrities.

Nor did the rain keep the smiles from the faces of the admirers who, crowded together under the edges of the marquee, made a fitting setting for one of Perry Como's songs. The scene actually stopped traffic.

They could never have guessed, these people who smiled under their umbrellas, or who laughed in the plush seats inside, the hectic hours that had gone into their night's pleasure.

Almost up to an hour before air time, the majestic Ziegfeld had had her hair down. Two weeks before, she

The crowd outside provides the setting for one of Perry's songs.



was beyond recognition. Huge spools of cable, webs of ironwork, airducts, lights, pipe and rope cluttered her stage. Drab, dusty plastic covered her seats, and her golden carpet was grey with plaster and the dust from her walls.

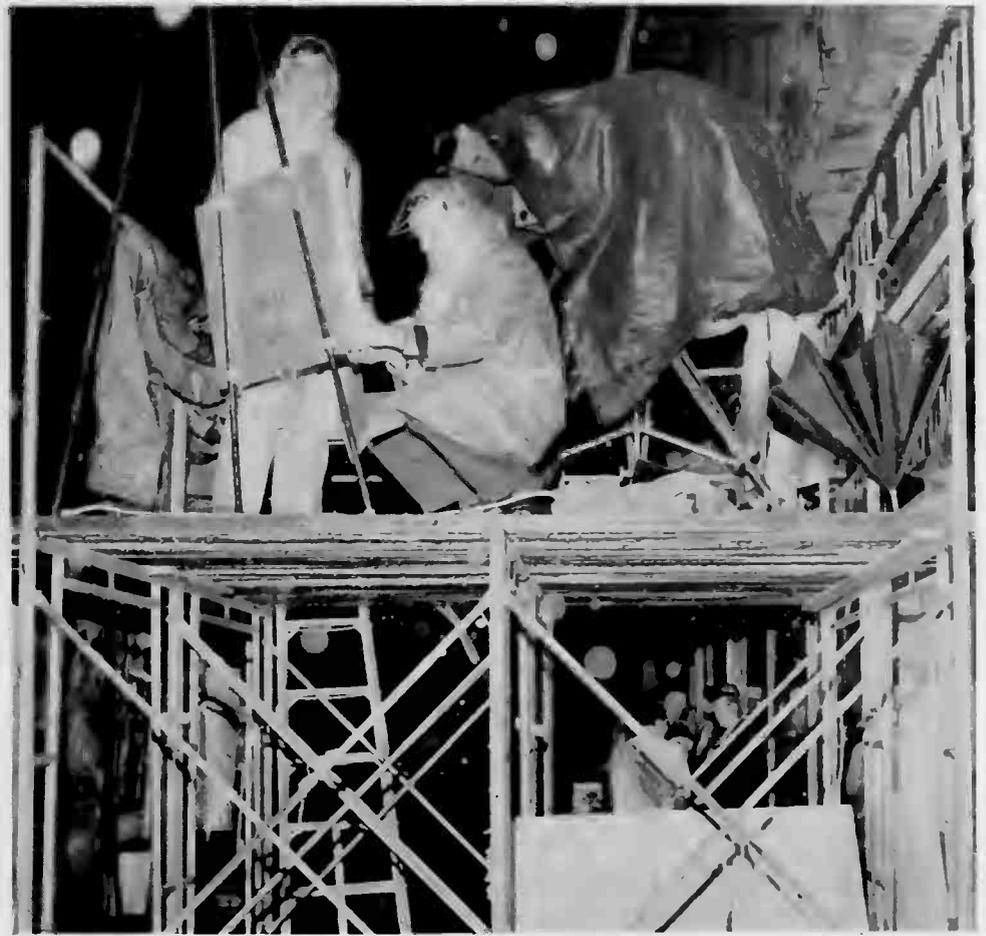
The lower lobby, divided into four separate rooms, was meshed with wires and strange looking electronic devices.

But tonight she was beautiful again. Twenty-four hour shifts had made her so. "It was amazing," said House Manager, Dick DiOrio, "an average of twelve different trades worked simultaneously during these last two weeks. The painters followed the plasterers who followed the carpenters who followed the electricians. It's just amazing how everything gradually fell into place."

In the lower lobby Art Furey and his men squeezed into narrow holes in the wall, under control tables, and over partitions. And when they had finished, six large screens in front of the control table flashed a brilliant spectrum.

All through Friday night the cleaning crew vacuumed, polished and dusted. Saturday morning lighting crews made their final adjustments, members of the costume department began to hang velvet suits and bodices in dressing rooms from the ninth floor to the spacious room below the stage. On stage, stage hands and prop men wheeled sets or arranged china cups. Outside on 54th Street, technicians, looking like boys who had grown too fast, in their female rain gear hastily bought at a nearby store, assembled the huge color cameras on scaffolds slippery with the rain. And all through rehearsal, Jack Gillin's engineers below the stage squinted at hair thin needles for greater precision in sight and sound.

So when the first squealing member of Perry's fan club pushed herself through the golden door and ran up the golden carpeted stairway, she looked on a scene that was not unlike the one the audience saw on the night in December of 1926 when they ar-



Cameramen Roy Olsen and Jerry McGee set up the camera on 54th Street.

rived at the new \$1,475,000 showplace to see *Rio Rita*. The Ziegfeld had been so converted that few, if any, of the features of the traditional theatre had been lost, most of the technical facilities had been buried under, hidden in, raised above or plastered over. Even the control room, a necessarily large room which does not easily lend itself to concealment, was out of view in the lower lobby almost under the stage.

You couldn't prove it, of course, but it has been said that, even during the show that night, there were a few who were giving the last turn to the screw or removing the last wooden packing case.

As Mr. Sarnoff, NBC's President, stepped on stage with a warm welcome to help Perry close his show, the activities behind the scenes began to ease off. Small groups started to form on the balconies which look down onto the stage. It had been a long day. And as Perry sang his closing song, "Somebody Up There Likes Me," little did he know how right he was.



Al Geisler checks a circuit.

Earl Godwin Dies



Earl Godwin, the "dean of Washington commentators," died in his sleep Sunday night, Sept. 23, from an illness which forced him to discontinue his radio broadcasts in May, 1956. The funeral services were held in the Fort Myer (Va.) Chapel, with an honor guard burial in Arlington National Cemetery.

During his long career as a newspaperman and broadcaster, he received many honors, including decorations from the King of Norway during World War II and numerous patriotic citations.

He was born Jan. 24, 1881, in a house across the street from the Capitol, where the Supreme Court building now stands. He has been known to radio audiences throughout the nation since 1936, when he joined the Washington staff of the National Broadcasting Company at Station WRC.

Mr. Godwin is survived by his widow, Elizabeth Gromelin Godwin, and four children. He had 11 grandchildren and two great-grandchildren.

JOHN LENNON

John Lennon, film editor for Public Affairs, News, died suddenly on July 27. He was 35 years old.

He joined NBC in April 1951 as a cutting room assistant. He is survived by his wife, Marie and a 5-year-old son, Donald.



John Chancellor



Peter Hackes



Ray Scherer



Herb Kaplow

NBC NEWSMEN ASSIGNED TO CANDIDATES

Four NBC newsmen have been assigned exclusively to the top Presidential campaign figures and are under orders from William R. McAndrew, Director of NBC News, to "stick to them like glue" until the November elections.

NBC White House Correspondent Ray Scherer continues to report on President Eisenhower's activities, and John Chancellor has traveled with Stevenson ever since the conventions. Peter Hackes has been assigned to Senator Estes Kefauver, and Herb Kaplow will have the Nixon assignment.

Midway through the campaign, Chancellor and Scherer will switch assignments. This is done to enable Scherer, the permanent White House reporter, to cover the campaigns of both candidates and to be prepared no matter who is the next occupant of the presidential mansion.

The four campaign correspondents will make periodic reports on regularly scheduled NBC News radio and television programs and on two special pre-election radio programs Oct. 23 and Oct. 30. Plans for special pre-election television shows are also in process.

Spotlight on the Lighting Director

Lighting Director Bob Davis took some time off this summer to exercise his vocal cords.

If you've never met Bob, he's the one who looks after the lighting for *The Sid Caesar Show*. In the past, you may have seen his name in the credits for *The Hit Parade* and *Robert Montgomery Presents*. While he was with them, both shows received awards for excellence in lighting. His experience ranges from singing in the original company of *Carousel* to being called to the White House to supervise the lighting arrangements for President Eisenhower's first nationwide television program.

It was while traveling with *Carousel* that Bob became interested in lighting. This interest brought him to NBC in November of 1950.

The hills of Pennsylvania boast a comparatively new music theatre, known as the Brandywine Music Box. That's where Bob's exercising took place. The Brandywine's audiences



saw him this summer in *Brigadoon*, *Carousel* and *The Merry Widow*.

Bob hopes that this is only the beginning: his real ambition is to sing as the "Helden Tenor" in one of Richard Wagner's operas. And who knows, after all NBC does have an opera company.



Scene from "The American Election"

"REPORT FROM AMERICA"

NBC-produced *Report From America* is definitely a hit. It has been read into the Congressional Record; it is among the Top Ten in British TV; and it has the highest rating of any documentary on the BBC. As a result, the British network is moving the time of its telecast from 10 p.m. to the prime viewing hour of eight o'clock.

The idea for the show came into being two years ago, in a London pub, so the story goes, when two gentlemen decided that something ought to be done about the impression Englishmen were getting about Americans. The Hollywood picture was beginning to take root. True, Alistair Cooke was telling the British the story of America, but his commentary lacked the visual appeal to combat the pictures planted in the minds of the people by the cinema. They felt so strongly about the matter that they decided to do something about it. This was not too difficult since one of these gentlemen was Leonard Miall, a BBC-TV executive, and the other was Bradley Connors, public relations counselor of

the U. S. embassy in London.

The U. S. Information Agency received the idea enthusiastically and announced that it was ready to commission a film unit to shoot special material for the BBC. Through their contact, NBC agreed to take on the project and produce the show at cost. *Report From America* was the result.

The job was given to Don Cash, a native Londoner, who had been with NBC for five years working on such shows as *1976*, *Background*, *Assignment—India*, and *Douglas Fairbanks Presents*. The choice was a natural. Who but a Londoner could interpret America to the English in a manner acceptable to the English. That it has been acceptable is evident from the reviews that the program has received from the British press. "Outstanding event . . . brilliant and absorbing," said the *Sunday Times* of London. "This was visual journalism at its best," said the *South Wales Echo* and the *Evening Express*. "Here is a winner if ever there was one," said the *London Evening News*.



Don Cash

Don's approach has been to look at the America that most of us pass by and take for granted, to capture it in such a way as not to destroy its authenticity, and to present it simply and without fanfare or dramatics. By capitalizing on the obvious, *Report From America* has helped bridge the relationships between two peoples separated by three thousand watery miles.

And the waves of influence are spreading. The program is now being translated into seven languages including Arabic and Chinese. Because of its success in England, the USIA sees in it a powerful refutation to the idea, prevalent in some foreign lands, that most Americans are gangsters, delinquents or millionaires.

Report From America is presented over the BBC every fourth Wednesday. In a half-hour's time it has told the English that although we have superhighways on which we can drive seventy miles an hour, we also have city streets where we can lose our shirts if we are not careful where we

Continued on page 15

The David Sarnoff Fellowship

Home's Frank Nash is at Yale. For the next year he'll be studying directing under the David Sarnoff Fellowship which is awarded each year to one of the NBC employees who show great promise in the field of broadcasting.

It all started eight years ago at the University of Colorado. While securing his B.S. degree, Frank discovered *the theatre* through their dramatic group. When, four years later, he was introduced to the drama of military life, he had hopes of being sent overseas where he thought he might have some opportunity of studying the various dramatic movements on the continent. He spent his time in the service, however, in the United States. But as soon as he returned to civilian life, his first move was to visit Europe on his own funds in search of *the theatre*. Three months at the University of Paris was enough to convince him that at this stage of his development it would be better for him to tour the continent. His itinerary carried him to the cultural centers of Europe: Salzburg, Milan, Vienna, an unhurried trip through eleven countries in all before returning to America.

His job history from that time to this reads like the experiences of ten individuals. Immediately after his European venture, he went to work for MGM in Hollywood; he returned home to work with the Greater Denver Opera Center; he came to New York, worked as stage manager for Theatre 12, an off-Broadway group which operated the Provincetown Playhouse, as hat-check boy at *Fanny* in order to study the productions of Josua Logan, as student observer with José Quintero during his Circle in the Square production of *The Iceman Cometh*, and as co-producer of the production *Absalom*, which opened in New York in August.

He became an employee of NBC on June 5, 1955. For five months he walked the corridors and sat outside studios as an NBC page. But in December he was offered the detailed job of receiving the seasonal merchandise which was to appear on the *Home* show during the holiday week. It was a chance, for the job was temporary, but he took it, and, as he busied himself with everything from miniature automobiles to expensive draperies, he wondered what would happen to him after Christmas.

The holiday season passed by and Frank was retained by the *Home* show as an assistant to the commercial coordinator. While in that job, he read of the Fellowship. Why not try for it? He had taken chances before. He did.

And that's why he is at Yale today. There is no requirement in the Fellowship which states that Frank must come back to NBC after his training, but he has already made up his mind to do so. "Why shouldn't I? Here I have opportunity. And I hope to be able to contribute something to the medium which can bring such things as *Peter Pan* and *Wide Wide World* to millions."

Formerly known as the NBC Employee Fellowship, the award is now called the David Sarnoff Fellowship in honor of the Chairman of the Board of RCA, who this year celebrates his fiftieth year in the field of radio. It provides tuition costs to an NBC employee who, in the opinion of management, has displayed talent and creativeness of such a nature that it is believed his future in broadcasting should be encouraged by academic training. For 1956, that's Frank Nash.

Dick Ehrlich.
Participating Programs



The NBC President's Award

"A man of vision" is a phrase which describes Morton L. Heilig, winner of the NBC President's Award for 1956. The phrase is ambiguous, but that is why it is satisfactory. For since his graduation from the University of Chicago in 1945, he has devoted all his energies to studying and perfecting those visual arts through which man is able to gain worthwhile experiences.

How do you convey an experience to another through a picture? Heilig started his quest to find the answer to the problem of communication by studying painting in both Paris and Switzerland. The next step was to find out what happened when motion was added to the picture. To learn more about this, he entered the Centro Sperimentale di Cinematografia in Rome, one of the only schools in the world devoted to the study of motion picture making. But since experience is the best teacher, after he had received his certificate from the Center, he bought his own equipment and started to make pictures for young Italian producers interested in making documentary films. He got his experience, but little else.

Were it not for two Fulbright scholarships, he probably would not have been able to produce two films which were all his own, *City without Wheels* and *From Movement to Music*. The former was a study of Venice. It is of interest, because, although a documentary, it is without narration. There is some music in the background but the greatest part of the film tells the auditor the story of the city through the sounds of the city, the gulls, the water and the boatmen. It won him an Italian State award.

From Movement to Music, made in cooperation with the Italian Gymnast Federation, is a study of the beauty of the body in motion. The idea is emphasized by showing the motion photographed at various camera speeds.

While working on *City Without Wheels*, he came in contact with Luigi Cristiani, an Italian motion picture inventor. Cristiani had perfected lenses which produced films similar to the Cinerama and Todd-A-O processes and was at the time experimenting with a new color process. "City" was filmed in this process. More important than this, however, was the fact that through this contact Heilig became more aware of the possibilities for improving recorded visual means of communication. He was soon started on a series of experiments of his own. In the beginning this work led to a theoretical article published in a leading Mexican art review, *Espacios*, then to the design and construction of an 180-degree-wide angle lens, a semi-spherical screen, a special camera and projector. His work has now progressed beyond this point to designs of new types of lenses, microphones, screens, scent projectors, theatres, and home and personal television sets.

Morton emphasizes that his interests are not in the technical aspects of communication media primarily, but only as a means of perfecting the art form to more completely capture man's natural way of perceiving and understanding reality. He is convinced that the solution to most of the problems of perception is to be found in the field of electronics.

Through the President's Award he will have an opportunity to study and work under major directors, producers and executives at NBC. He is looking anxiously at the whole new horizon which is now open to his vision.



Frank Nash (left) and Morton Heilig

Conversion to Color (cont)

now local, live color. Philadelphia, and on the other displayed an RCA Asbury Color TV set and declared "Marvel at color in your home": a full-page ad in *TV Guide* announced Channel 3's conversion; full page announcements have appeared in *Television Age*, *Television Magazine*, *Broadcasting*, *Sponsor*, *Billboard* and the *Standard Rate and Data* manual; five hundred silk screen easels, produced in seven colors, have been distributed to the Raymond Rosen (local RCA distributor) dealers for window display as well as to merchants located on Philadelphia's main areas of Chestnut and Walnut Streets; 3,150 four-color newsstand posters, in conjunction with the McFadden Publications, were distributed throughout WRCV-TV's coverage area: a prominent billboard, located at the New Jersey end of the Benjamin Franklin Bridge, has been procured through the cooperation of RCA; all RCA Service trucks carried announcement posters on both sides of the vehicles; the monthly schedule, mailed by the promotion department to an extensive agency list, carried a special four-color cover as well as featured a listing in color of the local programs to be seen in color as of September 24.

Internally, WRCV-TV will carry the color theme from the front lobby to the desk tops of every staffer. The Philadelphia NBC building lobby is being completely redecorated, with 16 x 20 color transparencies of all local WRCV-TV talent, and 12 top NBC network stars lining the walls; a glass-enclosed booth, formerly housing the switchboard, will be utilized for an RCA products display; a special glass case, along one wall, will feature a specially-created display of RCA TV color sets in miniature; a six-foot by three-foot NBC peacock, in its full color splendor, will be placed over the main entrance of the NBC building: Rene Heckman, who heads up the station's scenic department, is creating an interpretative mobile which will hang in the main lobby. All major executive offices will be graced with red, green or blue phones, in keeping with the NBC colors; memo pads, emblazoned with the peacock and the call

letters, will be distributed to all personnel; new executive name cards have been printed in color.

Key rings, with original art and made in Germany of a special metal, have been created for distribution to the press and agency clients; a progressive on-the-air spot campaign, building to saturation two days prior to the September 24 kickoff date, has been inaugurated; arrangements have been made for coats, imprinted in color with the WRCV-TV color announcement, to be worn by the vendors at all Philadelphia Eagles professional football games, as well as the Army-Navy game; a tie-in with the New Jersey State Fair, which opened its week-long run on September 23, provided WRCV-TV with a heavy schedule of color plugs on NBC affiliate radio station WTTM, in Trenton, N. J. as well as display space at the Fair.

Coincidental with WRCV-TV's Color kickoff and National Television Week, September marked the tenth anniversary of the introduction of the first mass-produced television home receiver by RCA Victor. In September, 1946, the RCA Victor Model 630TS, boasting a 10-inch picture tube, was placed on the national retail market with a \$375 price tag. This was the "baby" that sparked the then-new TV industry.

A mere ten years from the public's initial meeting with TV, Channel 3, recognized as the perennial leader in Philadelphia television, converts to local colorcasting and viewers, who in 1946 paid \$375 for a 19-inch black-and-white set or \$37.50 per inch, can now purchase a 21" color TV set for \$495 or \$23.50 per color inch!

Bargain Counter

For Sale: Magnavox Chairside Radio-Phono, AM-FM, 33 and 78 rpm, 1953 model, perfect working order, \$100. Mrs. Kahn. X2437.

For Sale: '51 Alpine Blue, two-door Ford Sedan, low mileage, Fordomatic, Excellent condition. Jean O'Connor X2323.

Wanted: Set of electric trains (American Flyer or Lionel) for young children. Drew Van Dam X3288.

For Sale: Fur Stole, straight style, excellent condition, \$100. Elenor Tar-his X2286 or Plaza 5-2287.

For Sale: Leica camera IIIc, Summintar F2 and case; 35mm Summaron Wide Angle Lens, 90mm F4 Elmar telephoto lens; Imareet viewfinder; Camera Kit. Best offer. Call Miss Evangelista. 4153.

NBC Births

To Joan Rowe, N.Y., a daughter, Hester.
To Dave Handler, N.Y., a son, Jonathan Aillard.
To Joe Phillips, N.Y., a daughter, Mary Ann.
To Ralph Roennau, N.Y., a son, Eric.
To John Rooney, N.Y., twins, John and Barbara.
To Dick McKenney, N.Y., a son, Keith Gerard.
To Dick Feldman, N.Y., a son, Greg Syd.
To Dick Berman, N.Y., a son, Matthew.
To Louis Gerard, N.Y., a daughter, Marsha Amie.
To Sid Kerner, N.Y., a daughter, Susan Emily.
To Al Frisch, N.Y., a son, Robert Bruce.
To Neil Holland, N.Y., a granddaughter, Kathrynne.
To Richard Berman, N.Y., a son, Matthew.
To Pat Burke, N.Y., a son, Kevin Michael.
To John McDermott, N.Y., a son, Dennis.
To Jerry Muller, N.Y., a daughter, Marie.
To Dave Klein, N.Y., a daughter, Laura.
To Bill Quinn, N.Y., a son, Terence Michael.
To Marty Sheppard, N.Y., a daughter, Linda.
To Dick Tibak, N.Y., a daughter, Lisbeth Ann.
To Bill Shortridge, N.Y., a son, Robert.
To Leo Peterson, Chicago, a son, Thomas.
To John Mulholland, Chicago, a son, Edward.
To Richard Riffner, Chicago, a daughter, Terry Ann.
To Richard Campbell, Chicago, a son, Carter.
To Bill Hohmann, Chicago, a daughter, Sarah.
To Richard Fisher, Chicago, a son, Richard.
To Harold Witteberry, Chicago, a daughter, Linda Beth.
To Preston Whitney, Hollywood, a son, David King.
To Cynthia Landis, Hollywood, a son, Stephen.
To Bob Cawley, Hollywood, a son, Sean Patrick.
To Verda Cheatham, Hollywood, a daughter, Krandalyn.
To Art Bruckman, Hollywood, a daughter, Susan.
To Tom Brown, Hollywood, a son, Thomas Gregory.
To John Meister, Phila., a son, Gary John.
To John Lawrence, Phila., a daughter, Barbara.

SECOND ANNUAL RETREAT

A second annual retreat for NBC employees will be held from November 30th to December 2nd at Mount Manresa, Jesuit retreat house, Staten Island. All interested male employees should contact John Tarpey, X4011.

MANHATTAN ALUMNI MEETING

The Manhattan College Alumni in the advertising, publicity and related fields holds regular monthly meetings on the third Tuesday of every month at the Overseas Press Club, 35 E. 39th Street. NBC members of the alumni are invited to take part. Contact Walter Van Gieson, X2416.



NBC TAKES TITLE

Softball team wins Center League Championship

(Standing l. to r.) Allan Connal, Bob Hannretty, Jim Schaeffer, Al Lizzul, Rod Guerdan. (Seated l. to r.) Tom Wade, Gary Iorio, Marty Eaton, Bob Holland, Bill Redmond.

*Dick Duester,
Duplicating*

For the second time within three years, NBC's softball team has won the Center League Championship. By downing the Robert Hall nine, they walked off the field with a final record of thirteen wins and one loss.

The team started the '56 season by racking up six consecutive victories. Continental Can fell in the Center League opener by a score of 14 to 11. Bullett Bill Redmond's fourth inning, three-run homer led to a 5-3 victory over Continental Baking. The score over Union Carbide was 3-3. General Motors and McCall's Magazine fell in their turns and for the thirteenth time within fifteen encounters, NBC defeated its rival network, CBS. The score was 12 to 7.

A brilliant two-hit pitching performance, turned in by Garry Iorio, sparked the 1-0 win over the one-time invincible General Motors softball nine. In the bottom of the second inning, Phil Kratch led off with a double down the right field line. An

infield out, advancing Kratch to third, followed by a sacrifice fly by Redmond, led to the lone tally.

Tom Wade broke up a quiet 2-1 affair with McCall's Magazine as he blasted a bases-loaded home run. Two innings later, Jim Schaeffer smashed one with the sacks full. From then on, it was a merry-go-round as twenty-one NBC players crossed the plate. Three McCall's men managed to make it.

Robert Hall's Roy Johnson silenced NBC's bats and handed the Red and Blue its first and last defeat of the season. As a result of this loss NBC had two rivals for league leadership. Robert Hall and General Motors.

General Motors' Murphy and NBC's Iorio met for the second time in August as they tensely battled it out for first place. Al Lizzul broke the tension with a first-inning home run and pushed the Red and Blue out in front 2-0. Iorio's splendid pitching held the G.M. hitters to one run.

The rest was painless. Scotty Berkompas and Scotty Connal collected six hits to lead the team to a 5-1 victory over Union Carbide. And behind the six hit pitching of Garry Iorio, the Red and Blue easily took the game they had to win over Robert Hall with a score of 11-3.

The success of the club cannot be credited to any one individual. The return of the veteran center fielder, Bob Hannretty, gave the team an added lift with his timely hitting and brilliant fielding. Lee Kramer played a fine game at second base and batted a torrid .360. Big Jim Schaeffer really found the range during the McCall's game. The strong arm of Scotty Holland cut down many opposing players, gambling for the extra base. Rod Guerdan and Jim Quente brought in their fine reserve talent just when it was needed. Al Lizzul collected seven home runs, and Garry Iorio once again reached the century mark in strike-outs.

Report From America (con't)
park. By allowing the English housewife to follow a man and his wife around a supermarket, it has shown her something of our buying habits. We've taken her husband to our political conventions, explained what voting means to us, allowed them both to become part of our town meetings and introduced them to our schools. After their televisionary visit

to our small town newspaper office, where they watched the editor launch a drive to rebuild the town's burned out Lutheran Church, they were so impressed that they sent their contributions to the cause. Producer and Director Cash works with a permanent staff of six people. Gloria Clyne is his Production assistant, Gloria Kaye, his researchist, Frank George, the editor, and John Walsh and John Chris-

topher, cutters. The unit manager for the show is Al Sher, and all the films are narrated by NBC commentator Joseph C. Harsch.

Although the group is small, Don is enthusiastic. He sees his crew of NBC-ites as playing a definite part in international relations. This may be one of the reasons why *Report From America* has received the highest rating of any documentary on the BBC.

Three Major Advances in Electronics Announced by RCA.

Three major developments in electronics, requested five years ago by Brig. General David Sarnoff, an electronic air conditioner with no moving parts, a magnetic tape recording system for television, and an electronic light amplifier, were presented to him as gifts to mark his 50th anniversary in the fields of radio, television, and electronics.

The noiseless electronic air conditioning system comprises large wall panels which become cold under the influence of direct electric current. With a reversal of the electric current, the same panels produce a heating effect. Employing new materials developed at RCA Laboratories, the system uses no fans, motors, pumps or other moving parts, but achieves room cooling or heating by both radiation and convection—the gentle circulation of air caused by differences in the air temperature. In the small demonstration room used for the display, the system is capable of maintaining a

room temperature as much as 25 degrees cooler or warmer than the temperature outside.

The new electronic refrigerator has a food compartment of 4 cubic feet, in which a temperature of 40 to 45 degrees is maintained, plus a 30 cubic inch ice tray in which ice cubes can be produced. Like the air conditioner, the refrigerator is noiseless and has no moving parts.

The hear-see home magnetic tape player for television can play over a standard television set the pictures and sound of television selections pre-recorded on magnetic tape only 1/4-inch wide.

The electronic light amplifier, in the form of a thin flat panel, can increase by 1,000 times the visual brightness of a projected light image. It is capable not only of increasing the brightness of visible images, but of converting invisible X-rays and infrared images to bright visible form.



A KRCA cameraman with a yen to be a full time singer got his first big-time break on the Tennessee Ernie Ford Show early last month. Cameraman Lea Massman appeared on the show Tuesday, September 11, to sing "I've Got the World on a String." The 33-year-old cameraman started with NBC on the guest relations staff in 1950 and became a TV technician in 1952.

NBC Marriages

Van Clarke, N.Y., to Jack Gill.
Dorothy Roth, N.Y., to Ted Piotrowski.
Dave Bellin, N.Y., to Betty Feinstein.
Janet Osmond, N.Y., to Edmund R. Harrison, Jr.
Selma Aronson, N.Y., to Edward Forman.
John Fernandes, N.Y., to Joan Keegan.
David Byrnes, N.Y., to Eleanor Harkins.
David Clark, N.Y., to Eleanor Padilla.
Joan Wilkens, N.Y., to John Kanya.
Sheila Flahive, N.Y., to John Leonard.
Bob Micus, N.Y., to Ann Heinz.
Joseph Schank, N.Y., to Annamay Pippa.
Irma Mahaffey, Chicago, to Don Wilson.
Ethel Ranger, Chicago, to Robert Rawson.
Bob Leipzig, Chicago, to Loretta Maringer.
Marianne O'Connor, Hollywood, to Allen Phair.
Edith Rapley, Hollywood, to Richard K. Hill.
Oran Neve, Hollywood, to Phillis Gaul.
Judith Stone, Hollywood, to Ernest Viar.
Bob Gannon, Hollywood, to Kathryn Shea.
Bill Smith, Phila., to Barbara Cunningham.
Bette Davidson, Phila., to Dr. Albert Potts.

Retirements Announced

Effective July 1, 1956 **Fred Ackerman** retired from NBC. At the time of his retirement he was a Guard at the RCA Exhibition Hall. He came to NBC in January of 1951 and during his term of employment had served as Guard at the Center and Ambassador Theatres and at our 56th and 18th Street locations.

John W. Welch retired from NBC on June 29 after completing twenty-four years of service. He began working with the company in June of 1932. At the time of his retirement he was a Studio Grip.

Roy Paganelli retired from NBC on October 1. A Guard in Protection, he had filled this capacity since he came to NBC in December, 1944. For the last year and a half he has been a guard at the 18th Street scenic shop.



Robert E. Shelby, Vice President and Chief Engineer of NBC until his death in December 1955, who has been awarded the David Sarnoff Gold Medal Award of the Society of Motion Picture and Television Engineers. The medal was established to "give recognition to recent technical contributions to the art of television and to encourage the development of new techniques, methods and equipment which hold promise for the continued improvement of television." The posthumous award was presented to Mrs. Shelby on October 9.



SEE
YOU
AT THE
POLLS!

Organization Changes



D. C. Adams



J. M. Clifford



C. R. Denny



T. A. McAvity

David C. Adams, to Executive Vice President, Corporate Relations.

John M. Clifford, to Executive Vice President, Administration.

Charles R. Denny, to Executive Vice President, Operations.

Thomas A. McAvity, to Executive Vice President, Television Network Programs and Sales.

Messrs. Adams, Clifford, Denny and McAvity will report to the President together with the following Vice Presidents: Kenneth W. Bilby, Vice President, Public Relations; Joseph V. Heffernan, Staff Vice President; Emanuel Sacks, Staff Vice President.



M. J. Culligan



C. H. Colledge



M. H. Dann



J. A. Danzig



W. R. Goodheart

Matthew J. Culligan to Vice President in charge of the Radio Network.

Charles H. Colledge to Vice President, Facilities Operations

Michael Dann to Vice President, Television Program Sales.

Jerry A. Danzig to Vice President, Radio Network Programs

William R. Goodheart to Vice President in charge of Television Network Sales.

William K. McDaniel to Vice President, Radio Network Sales.

Thomas B. McFadden to Vice President in charge of NBC Owned Stations and Spot Sales.

Walter D. Scott to Vice President, Television Sales Director.

Carl M. Stanton to Vice President in charge of Television Programs and Sales, Business Affairs.

Earl Rettig to Vice President and Treasurer

Joseph A. McDonald to Assistant General Attorney



W. K. McDaniel



T. B. McFadden



W. D. Scott



C. M. Stanton



E. Rettig

TELEVISION NETWORK PROGRAMS AND SALES

John P. Cleary to General Program Executive, Television Network.

Robert Forrest to Producer, Television Network Programs.

John W. McPherrin to General Program Executive, Television Network.

ADMINISTRATION

James E. Turner to Business Manager, Production Services, Pacific Division.

PUBLIC RELATIONS

John H. Porter to Director, National Advertising and Promotion.

OPERATIONS

James J. Barry to Manager, WRCA-TV Local Sales.

Howard W. Coleman to Manager, Color Sales Development, NBC.

Jerry A. Danzig to Director, Radio Network Programs.

William N. Davidson to General Manager, WRCA, WRCA-TV.

Frederick C. Everett to Station Engineer, WRCV-TV.

Robert A. Fillmore to Manager, Advertising and Promotion, WBUF-TV.

George Fuerst to General Manager and Sales Manager, KNBC, KNBC-FM.

George A. Graham to Director, Radio Network Sales Service.

George A. Heineman to Manager, WRCA-TV Programs.

Jay J. Heitin to Director, WRCA-TV Sales.

William A. Howard to Manager, Technical Operations, WRCV, WRCV-TV.

OPERATIONS (con't)

John M. Keys to Director, Advertising and Promotion, WMAQ, WMAQ-FM, WNBQ.

Edward H. Macaulay to Manager, Radio Spot Sales, Western Office.

Herman Maxwell to Manager, WRCA Local Sales.

John J. Michaels to Station Engineer, WRCV.

Russel G. Stebbins to Director, Sales, WMAQ, WMAQ-FM, WNBQ.

Alfred R. Stern to Director, International Operations.

George C. Stevens to Director, WRCA Sales.

Harry D. Trigg to Director, Programs, WMAQ, WMAQ-FM, WNBQ.

Romney Wheeler to Director, European Operations.

Donald W. Kivell to Broadcast Operations Supervisor, Television Network.

Walter L. Nuss to Technical Supervisor, WRCV, WRCV-TV.

Robert H. Paasch to Technical Supervisor, WRCV, WRCV-TV.

Karl T. Weger to Technical Supervisor, WRCV, WRCV-TV.

John Weir to Broadcast Operations Supervisor, Television Network.

Robert White to Broadcast Operations Supervisor, Television Network.

CALIFORNIA NATIONAL PRODUCTIONS

Robert A. Anderson to Director, Business Affairs.

H. Weller Keever to Director, Sales, NBC Television Films.

William L. Lawrence to Director, Eastern Program Development.

Francis X. O'Shea to Director, Merchandising.

People and Places

Administration

Controllers—New members in our midst: *Carol Morgan* in Accounts Payable, *Terry Perricone* in Miscellaneous Billing, *John Behrendt* in General Accounting. *Robert Barnaby* replaced *Jim Wilson* as Capital Budget Supervisor.

Warren Gehrman joins us once again in Payroll after a world tour, courtesy of the U. S. Army. *June Stavrou* back in IBM after maternity leave.

Best of luck to the following on their promotions: *Wanda Baer*, who went over to TV Budget, *Phil Crouch* to 18th Street as Payroll Co-ordinator. *Jim Wilson* to Staff Engineering and *Frank Ellis* to NBC Opera.

Catherine Pepe had a luncheon held in her honor at the Taft recently. . . . Catherine's retiring to await the arrival of her baby.

Sharing talk on the trials, tribulations and joys of owning a new home are *John Longo*, *Marty Maceda* and *Don Rydell*.

Duplicating—*Helen Gonzales* spent her three weeks vacation amid the sheltering palms and Latin American music of Havana, Cuba. *Harold Horowitz* toured New York State and crossed the border to visit the famed Chateau Frontenac in Quebec, Canada. *Vi Sparks* has just returned from Honesdale, Penna., in the heart of the Pocono Mts., where she spent a pleasant two weeks.

Congratulations to *Carl Torjussen*, who has been promoted to the Advertising Dept.

Facilities Administration — Our deepest sympathy to Sgt. *Louis Wright* on the loss of his young son, Louis, Jr., who drowned in the Hudson River, Sunday, August 26. Young Louis was a brilliant scholar with a promising future. He held a scholarship at the LaSalle Academy.

Two busy homemakers in their new dwellings — *Joan Bunt* and *Ben Giacalone*. *Eleanor Rummo* quite an authority on the art of whaling since her visit to Mystic, Conn.

Al LaSalle brushing up his white tie, top hat and tails for that special day when he gives his daughter, Rosemary, in marriage. Looks like the other fellow won — won Rosemary — that is!

Welcome to: *John Mullaney* & *George Eicher*.

Guest Relations—*Alex Lindsay* has finally finished his first novel (two years in the making) and is presently negotiating for its publication. Entitled "Need A Body Cry," it is based on the lives of a small-town family in the Midwest.

Schoolbells ring, and children sing, and back to school go Miss *Barbara Mulloy* (Chandler's Secretarial School), *Ralph McDermid* (Northwestern), and *George Alexander* (University of Chicago).

Lennie Roth had a birthday last month. That in itself isn't unusual, but the circumstances attending it were. Seems that there's only one "Leonard Roth" listed in the Queens phone book — but it isn't our Len (his phone is unlisted). Many of Len's female admirers, however, were unaware of this and innocently sent their best wishes, by mail and by phone, to the listed Roth. Unfortunately, the listed Roth is married; the unlisted Roth (Our Boy) is not. Now, if this sounds confusing, imagine what it must have been like in the household of Roth (listed). Roth (listed) was appalled by the attentions of strange young ladies: Roth (unlisted) was disappointed that his birthday had apparently passed forgotten. And as for Mrs. Roth (listed) — well, she was a wrathful Roth. Anyway, Roth (unlisted) finally got wind of Roth (listed), and got the whole mess straightened out. But now there are two Roths in Queens—both unlisted.

Promotions have come fast and furious since the last issue of CHIMES: *Bill Osterhaus* is now with News and Special Events. Miss *Robin Pollack* with Bandstand, Miss *Geraldine DeMayo* with Meet The Champions, and *Jerry Lewis* with Graphic Arts. Within

GR, *Jerry Greenberg* and *Ron Colby* have been upped to cashiers on the tour staff, and *Bob Keenan* is now a page supervisor. Leaving GR were *Al Brown*, to Pyramid Productions, and *Lou Alexious*. Lou is now the master of ceremonies for a travelling, independent color TV unit, which operates around the country on closed circuits.

And in answer to many, many requests, that pretty new blonde in Tickets is Miss *Sue Gaine*.

Mail Room—A word of advice to all employees eligible for the draft: Stay away from the Mail Room. Whatever it is we have here, it may rub off on you. Since the last issue of CHIMES we have lost four of our men to the Army. *Stu Feit*, *Al Katcher*, *Tony Hoyt* and *Dick Hughes*.

Also missing from the roster is *Lucille Minor*, but have no fear, she hasn't been drafted. The only insignia she will be wearing is a plain gold band, third finger, etc. *Vinnie Koho* is taking her place.

The next time you smile and say "Good Morning" to one of the new mailboys running the floors, try one of these names: *Jerry Wagner*, *Joel Dulberg*, *George Rishfeld*, *Mark Kapp*, *Vic Knesz*, *Sid Vassall*. If one of these doesn't work, he must be a spy from another network.

Personnel Department — Dark clouds hung over the Personnel Department when *Betty Wilcox* left to join forces with *Earl Rettig* as his secretary. . . . We'll miss this little girl. Congratulations to *Kathy McLeod* who is now Mr. Jacobsen's secretary.

It's said you're not a real equestrienne until you've had at least one spill. *Barbara Monte* seems to know the truth in that statement.

We welcome three new members to our staff: *Gloria Rubin*, Organization Development; *Gene Hayman*, Labor Relations; and *Grace White*, Health Office.

Purchasing — *Joanne Williams* and *Barbara Mungyer* are welcome additions to Purchasing.

Henry Martin drove out to Rocky Mountain National Park and Pikes Peak, where he set up camp and threw snow balls in August. *Catherine Le-*

Pore had a welcome home party for her husband, an ex sailor boy. *Ruth Kemper's* vacation in Canada was spoiled by the wet weather.

Staff Engineering — *Dudley Goodale*, *Vernon Duke*, and *Lloyd Clark* all spent time on the West Coast getting Burbank ready for color recording. Florida seems to be the ideal place to reside—both *Jack Ulfik* and *Ed Leddy* are planning to move there in the very near future. *Bill McManus* had a happy vacation in California, and *Dolores Taylor* came back from her Mexican trip glowing with reports of Mexico City, Acapulco, water skiing, boating, etc. *Rita Stipo* is preparing for a Fall Mediterranean cruise with stops at Madeira, Spain, Casablanca, Italy, France and Portugal.

Traffic—Our spies tell us that *Al Frey* claimed he hadn't bowled in 8 years! However, the "TEVOS" are mighty proud of his "rusty" bowling. He put them in tie-place with seven other teams, how about that?

Communications has a "new look". Come see it—Room 561! Very stream-lined and efficiency-plus! When *Fred W. Kenworth*, a former Trafficite who is enjoying his retirement, recently returned from Florida, he looked up a couple of old buddies, *Clyde Lewis* and "Rebbie" *LaTouche*. A real gab-fest ensued. The boys had a great time reminiscing about the good old days. *Cathy Alch* replaced *Lee Zolezzi* who resigned to be married. *John J. "Jack" Talley* and *Ronnie DeWillers* are newcomers to the Traffic Department. Glad to have you aboard, fellows. As we go to press, *Bob Rothstein* is on his way to our Hollywood Communications Office where he'll assume his new duties as Dispatcher in that Section. Lots of good luck and happiness, Bob! *Jack Hilton* and his wife have lost their hearts to California, where they spent their vacation.

Planning and Development — After a quick poll of the Planning and Development Department it seems that Canada has won out as the most popular vacation spot of the last month. Four of our members spent at least part of their vacations visiting

our northern neighbor; *Ruth Kulow*, *Harriet Kasnowitz* and *Carol Burton* must have just missed running into each other in their tours of Quebec, while *Sandy Boley* found the trout fishing very excellent. *Ken Greene* spent an interesting two weeks in Pennsylvania Dutch country; *Arlene Rittereiser*, enjoyed her tour through New England and *Nancy Schweizer* relaxed at Cape Cod.

There are several new faces among us. We hardly had time to say hello to *Valerie Diamantis* when we lost her to Continuity Acceptance; good luck in your new job, Val. We welcome *Phyllis Brookmeyer*, her replacement as *Allen Cooper's* secretary. *Joanne Scheuer* is *Ken Greene's* new secretary. *Tom Coffin* has a new assistant in the person of *Bill Goldberg*. Glad to have you all with us.

NBC Owned Stations

KNBC, San Francisco—KNBC Local Sales Staff has added a new face . . . another ambitious salesman named *Terry Hatch*. Terry joined our staff on August 6th. He was originally with ZIV Corporation and KOMO in Seattle.

Bill Andrews has been elected to the Board of Directors of the Advertising Club of Oakland and is serving as Program Chairman for the year ending June, 1957. Good work, Bill.

Our pretty blonde Local Sales secretary, *Marjorie Gardner* has just returned from a week's vacation. . . . Marje went on a camping trip at Big Sur.

KRCA, Hollywood—KRCA's *Jack McElroy* and *Tom Frandsen* have been entered in the Mayor of Hollywood race. The winner is selected by raising the most funds for a local charity.

Jack Kenaston hopes his son, Court, will soon complete his flying lessons so that Jack can begin taking some from the young man.

Harry Camp spent 2 days of his vacation in the desert and the heat was so terrific he came home to spend the rest of the time by his pool.

George Greaves, because of his appointment as President of Radio and Television Broadcasters Association, planning a trip to Sacramento to attend Governor Knight's Traffic Safety Conference.

George was honored guest at the recent President's dinner held by the American Legion.

Warning to all Eastern golfers: *Jim Parks'* handicap has been reduced to an 8 at Lakeside.

KRCA Vice-President *Tom McCray* has been elected to the Award Committee for the Academy of Television Arts & Sciences.

Jim Patterson, new assistant to *Dean Craig*, recently returned from two weeks in Mexico City and Acapulco.

Jim Damon has accepted an assignment teaching television technique at Columbia College in Los Angeles this fall.

Doc Livingston will again teach television, direction and production at the University of Southern California in their completely equipped RCA studio.

Dean Craig was elected to the Board of Directors of the San Fernando Valley Youth Foundation.

Vacationers: *Pat Baldwin* returned from a week at Corona Del Mar, *Roberta Fletcher* and *Bobbie Ricksen* spent two weeks in Honolulu, *Terry Sevigny* vacationing with her family in New York, *Naomi Hallum* in Texas and *Barbara Hughes*, with family, in Oregon and Idaho.

Pat Leslie replaced *Bill Allen* as Telecast Schedule Coordinator. *Jean Jory* took over Pat's job as *Jim Damon's* Secretary.

Jeanne DeVivier spent two weeks in Mexico City. Since returning she has appeared in a play with the NBC Experimental Theater.

KRCA is happy to welcome back *Lila Turner*, who has been on leave for a month due to an operation.

Rita Haupt gave a shower for *Marianne O'Connor*. All the girls from KRCA were invited and a good time was had by all.

Olga Lindsay has decided to take some Business Administration classes at Los Angeles City College night school this fall.

Aileen Henderson and *Muriel Pollia* celebrated birthdays in August.

Genie Stokes gave a big beach party for KRCA—most successful.

Marianne O'Connor Phair returned

from a two weeks' honeymoon in Canada.

Bob Pelgram vacationed in Del Mar; ditto *Genie Stokes* and her husband.

Walt Davison, Head of NBC Spot Sales in the West, spent his vacation moving to a new home in Sherman Oaks.

Lillian Martinez expected out from New York, October 15th, to replace *Lois Roop* who is expecting.

Gay Warren also to be a mother soon.

Ken Johnson, who has been with the Los Angeles Spot Sales office for 7 months, returns to San Francisco in the same position.

His replacement is *Jack Jennings*, who has been an Accountant Executive with KHJ-TV for the past 5½ years.

WMAQ-WNBQ, Chicago — A record 10 teams are entered in this year's NBC-Chicago bowling league. The previous high was eight teams. Last season six were entered. *Dan Hozak*, Engineering, and *Barbara Budinger*, TV Spot Sales, are the defending champions in the men's and women's individual competition.

J. Ralston Miller, Engineering, is a candidate for Governor of Indiana on the Prohibition party ticket. His great uncle was Governor of the Hoosier state during the Civil War.

Arthur Jacobson has joined the radio production staff as an associate director. Another addition to the production staff is script gal *Patricia Roberts*.

Announcer *Wed Howard* has received his CAA pilot's license, and he and fellow announcer-pilot *Greg Donovan* are in the market for a small plane.

The Accounting department resembles a college campus these days with so many department members enrolled in night school. They include *Warren Reinhold*, *Earl Gutknecht* and *Dick Riffner*, who are all taking business courses at Northwestern University; *Phil Marco*, an accounting course at DePaul University, and *Mary Kate Hopkins*, a similar course at Loyola University. In a more domestic vein, *Lee Carter* and *Ann Cal-*

drone are going to knitting school. Another night-time scholar is *Mary Zahumensky*, Business Affairs office, now in her Junior year at DePaul, majoring in Business Administration.

Dick Ricker, formerly in local TV Sales, has joined Net TV Sales as an account executive. He succeeds *Charles Dresser*, who has transferred to WRCA-TV.

Frank DeRosa, Radio Spot Sales, was the national grand prize winner in the Radio Division of the NBC Spot Sales "Summer Safari" contest.

Viola Barton, Cashier's office, is going to photography school. The condolences of his colleagues go to *Paul Moore*, Engineering, whose mother died this summer.

One of the heroes of the novel *Hold Back the Night*, a story of a group of Marines in Korea, is a Sergeant *Ekland*, described as a former "assistant engineer for NBC in the Merchandise Mart in Chicago."

Henry Sjogren, assistant general manager of WMAQ-WMAQ, and his sea-going family were the subject of a feature story and picture lay-out in the *Chicago Daily News*. The pictures showed the Sjogren family aboard their vessel, the *Hula Kai*. The pictures were shot from aboard *Bob Loeber's* (WMAQ Sales) 26-foot cabin cruiser "Q", making it an all-NBC fleet operation.

Judith Waller, NBC Public Affairs representative, took her first helicopter ride, from the International Amphitheatre to the Merchandise Mart, during the Democratic convention. When she arrived at the Mart roof she was greeted by a reception committee consisting of Brig. Gen. *David Sarnoff*, RCA board chairman, and *Jules Herbuveaux*, NBC vice president and general manager of WMAQ-WNBQ.

Edward R. Hitz, NBC vice president in charge of central office TV Net Sales, will participate in a panel discussion on "Network Television Today" before the Chicago Federated Advertising Club's 1956 Workshop, November 6. *Hal Smith*, NBC-Chicago TV net advertising and promotion manager, will address the Workshop October 30 on "Broadcast Research and Promotion."

WRC, WRC-TV, Washington —

Betty Cole, secretary to Mr. L. A. McClelland of the Operations Department, has switched her headquarters to *Meet The Press*. *Leslie Bopst* of the Traffic Department has assumed Betty's responsibilities in Operations, while *Nancy Rankin* of the Accounting Department takes over Leslie's job in traffic.

Announcer *Lee Dayton* has been in Doctors' Hospital for the past week with a back ailment.

During September, *Mary Kersten* of the Music Department will audition for the title role in Otto Preminger's forthcoming movie, *Joan of Arc*.

On Saturday, July 14, the WRC Staging Services, together with Mrs. Holman, staged a surprise birthday party at 3050 Monroe St., N.E., for Tommy Holman. Tommy, who sets stage scenes for WRC-TV, had reached the ripe age of 26 years.

Kennedy Ludlam, WRC's popular and busy outdoors editor, appeared recently by request of the United States Information Agency as a guest on its Voice of America program, *Mailbag*, to answer questions from abroad on fishing, hunting, and conservation in the United States.

Ludlam also breaks into print again next month with two articles on fishing in the Chesapeake Bay, which will appear in the *Salt Water Sportsman*, an outdoors magazine widely read by fishermen along the Atlantic Coast.

WRCV, WRCV-TV, Philadelphia — New officers in the recently formed Athletic Association, employees' organization at WRCV and WRCV-TV, were elected, following a spirited election that saw an almost 100% turnout of employee-voters.

Property Manager *Roy Bishop* was named President; *Joe Behar*, executive producer, elected vice president; *Bette Davidson*, secretary to Program Manager *Ed Wallace*, was elected secretary; and *Fred Wood*, Accounting Department, treasurer. Merchandising Manager *Bill Dallman* and *Pat Fernandes* are due bows for promoting the election and the resulting big turnout of employee-voters.

Ruth Welles, Women's Commentator at the station for 16 years and a 25-year broadcasting veteran, retired

In mid-August, and has moved to Arizona to make her home with her son and daughter. A special citation from the City of Philadelphia was presented to Mrs. Welles by Deputy City Representative Abe Rosen at ceremonies in City Hall. Gimbel's Department Store held an open house for Mrs. Welles. It was attended by hundreds of her Philadelphia fans, as well as a cross-section of the broadcasting and advertising industry, women's organizations and service clubs.

Earl Gill, one of WRCV-TV's pioneers, recently celebrated his 10th year with the station.

A job well done was handed out by Philadelphia columnists to the News Department for their outstanding coverage of the *Andrea Doria* sinking.

Benn (correct spelling) *Squires*, veteran television director, returned to the hospital a second time for a six-week treatment of a leg ailment.

Cameraman *Leroy Bell* had a narrow escape during his coverage of a big dope raid in Atlantic City in September. A dope addict broke away from police and collided with *Leroy* in a narrow apartment house hall during a futile attempt to escape.

Assignment: Philadelphia directors *Harry Osman* and *Jack Bidus* have been getting the "red carpet" treatment from city police during filming sessions of the police documentary series. A 1950 auto was rolled into the Delaware river, and police arranged to have a derrick lift it out again, during filming of one of the actual cases from police files. A Deputy Inspector is assigned to each program as technical advisor.

Everything happens at once—at least for *Joe Finelli* of the Accounting Department. He announced his engagement one day and the next received his "greetings" from Uncle Sam for a tour of Army duty, starting October 9th.

New employees are *Shirley Gedminas* to the Accounting Department, taking over for *Betty Meath*, who has been moved up in the department, and *Frank Taylor*, transmitter caretaker. *Dick Gessner* joins the staff to handle a 15-minute early morning *Modern Farming* show on TV. *Toni Mueller* resigned from the Traffic Department to await a blessed event.

News Director *John Raleigh* given the "Share Your Knowledge" award by the Philadelphia Guild of Printing Craftsmen for his *Assignment: Philadelphia* radio and television programs and his daily *Behind the Headlines* radio shows.

Alan Scott cited by the Junior Chamber of Commerce for the "outstanding public service" afforded by the "Roving Camera" feature of his program in bringing to millions in the Delaware Valley "inside visits" to Philadelphia industries, hospitals, and cultural centers.

Television Network

Merchandising — The Merchandising Department recently said "So long" to *Al Fox*, who was the N. Y. District Supervisor. Al is now National Sales Manager at the Curtice Brothers Company of Rochester, N. Y. Our best wishes for a bright future to Al. Another loss to our department is the transfer of *Irene Mastrodi*, former secretary to *Fred Kiefer*, to Radio Spot Sales, as secretary to *Herb Watson*. Best of luck, Irene! *Rose De Renzis* is the successor to Irene Mastrodi. Merchandising puts out the welcome mat to *Betty Armstrong*, who is replacing Rose. Betty was formerly with American Airlines.

Music Services — The Record Library lost *Sonja Palihnick*, who decided to return to teaching in Cliffside, New Jersey. *Dave Holmes* from the Mailroom has taken her place. Literary Rights has acquired a new member. A cordial welcome to *Hilda Tarud*. We are unhappy over the loss of *Maude Brogan* from Music Selection, but most enthusiastic over her new job. She is at home with *Home*. *Nancy Dudar*, from Long Island way, is moving into town, joining two other NBCites in a new apartment in the West 30s. We are looking forward to the housewarming. Ditto *Shirley Fiorelli* and two girlfriends who branched out into a larger apartment a few doors away from her old one. Welcome back, *Tommy Gannon*. We missed you. The wife of *Jimmy Dolan* (Music Library) is now appearing on TV. We recently caught her on *The Falcon* and very good, too.

TV News Film — 106th Street, alias TV-Ghost Town during August with most of our personnel doing the "Convention Loe-Down." . . . but . . . where there's a News Department, there's NEWS! *Alan Geller* flew to England (leaving his umbrella in the Cameramen's Lounge) to visit relatives. A tour of the Continent followed. All 106th St. stunned by the sudden loss of *John Lennon*—our ever-pleasant, always-smiling Johnny. *Eileen* (Ambrosino) *Einarsen* left the Cutting Room for the Caravan News. *Tom Priestley* and *Jerry Gold* obviously shaken when "shooting" the *Andrea Doria* Expedition, climaxed by the drowning of *Bill Edgerton*, one of the young skin divers eager to go down to—and—if possible, into the *Andrea Doria*. All Tom could say was, "I was clowning with the kid not 15 minutes before." Priestley's film and *Joe Michaels'* script were quite a tribute. *Bob Butterfield* transferred from 106th—and—promoted to 30 Rocke. Joy and sorrow were equally present when *Van Clarke* married *Jack Gill*, September 2nd, in Altamont, New York—at her father's deathbed. He would have been happy to see Van, proudly introducing her "ready-made" family, little *Deveron Gill*, to the department the previous week . . . while *Deveron* followed her with obvious adoration—and—just as unhappy to see the sorrow his passing brought to his daughter's eyes. *George Murray* "upped" from the Cutting Room to Jr. writer on "Outlook". *Stan Losak* forsook bagels and lox for ham and grits, migrating to WXEX-TV, Petersburg, Va. . . . Chief Cinematographer! *Charlie Bornstein*, from Radio Central, replacing him. *Peter Punzi* joined the Cutting Room. And *Eddie Gender* brought me two pictures of *Frank Sinatra*, so—despite Democratic and Republican Conventions. "Life goes on" at 106th St.

TV Programming—Now that vacation time is drawing to a close, our department is buzzing with activity.

Mr. Joe Cates has joined our department. Mr. Cates will be producing Spectaculars. Mr. Cates used to produce *The \$64,000 Question* for the other network.

Ernie Kovacs loves frogs . . . at least we hope he does. In the last week strange packages have been arriving on the 28th floor. Ernie made a little remark on a recent show, requesting that someone send him a frog. To date he has received well over twenty frogs . . . of all sizes and colors. Ernie has rigged up an attractive aquarium for his pets and if you would like a nature lesson drop over to room 2824 in the RKO bldg.

Phoebe Hopkins had a wonderful trip to California.

We are all terribly sorry to hear about *Marlene Lamont*, who was in an automobile accident. Marlene fractured her hip and won't be in the office for a month or so.

Caroline Lavendar, who was working with the Ernie Kovacs' show for the summer, has resumed her duties at Trinity School for Boys, where she teaches the 3rd grade.

Also, *Helen Tate*, who used to be with the Matinee Theatre Production group, has resigned from NBC to become a teacher.

Joan Wilkens just got back from a wonderful Honeymoon in Sea Isle, Georgia. Two weeks ago Joan became Mrs. John Kanya.

Studio & Theatre Operations —

Our fair lady of the payroll department, *Lillian Marziano*, made use of her Blue Cross last month at Roosevelt Hospital and came out the winner over a minor operation. Welcome back, Lil.

Speaking about operations and hospitals, pert *Marilyn Liebmann* will be entering St. Luke's Hospital this month, also for a minor operation. The get well card industry must be doing a fabulous business.

Art Sibley, studio supervisor, has left our organization to go into a booming business, the construction of explosives and demolition. This will be his first venture into business.

Tony Alatis back from a two-week stay in Nebraska . . . Nebraska???

According to our reports *Roy Hammerman* is doing a wonderful job staging and directing a benefit show, "Massapequa Follies," in Long Island for the local B'nai Brith. *Lillian Tierney* and *Marty Gallagher* doing a

grand job as the singing leads in the show.

One late evening as *Art Barnett* was leaving his favorite eatery in Brooklyn via the Belt Parkway, he had a small fender-banging-accident with another car entering the same parkway. The other driver happened to be *Hal Alexander* who had just finished a night shift at the Brooklyn studios. Damage being slight, they're still buddies. P.S. The above mentioned eatery serves great pickled tomatoes.

Production Operations — *Selma Aronson* left our Broadcast Operations department to join her hubby in Connecticut.

The welcome mat is rolled out for *Arlene Finkernagel*, who has replaced Selma.

Our hearty congratulations to *Don Kivell*, and *Jack Weir*, who were promoted to join *Bob White* as Broadcast Operations Supervisors.

John Bloch of our Broadcast Operations department has been directing during the summer at the Brandywine Music Box in Concordville, Pennsylvania.

A few fortunate people, namely *Hank Allard*, *Jim Marooney*, *Gordon Rigsby*, *Gertrude Rosenstein*, and *Bob Williams*, all of Broadcast Operations, have been vacationing in Europe this summer. *Stan Parlan*, of our Broadcast Film department, has combined business with pleasure, and is spending about a month in Europe. In fact, we all spent a few anxious moments awaiting the fate of the Rigsby on the *Andrea Doria*.

Program Development—The summer, with its off-beat vacations, special projects and what have you, has been a good one for our group.

Playreader *Mike Laurence* completed an original, hour teleplay, *Chila*, which is now making the rounds of the NBC productions. Mike found time, too, to direct and work camera on a documentary film, *Slum Clearance In A Municipal Government*, to be distributed by Columbia Univ. Press. He is now handling the lensing of a Staten Island Ferry documentary.

Story editor *Nat Weinreb* spent his vacation shuttling between New Haven (Yale Univ.) and Cleveland, gathering

material for his fourth novel, *The Pharisee*, which should be out around September 15, '57 (McGraw Hill).

Our comedy writers, too, had some exciting moments this summer . . . *Herbert Hartig's* jazz opera, *Fat Tuesday* (written in collaboration with *Sol Berkowitz*), had its world premiere on August 11th at the Tamiment Playhouse in Bushkill, Pa. . . *Paul Keyes* worked for the fabulous Tallulah Bankhead. Paul contributed the opening monologue, a blackout sketch and a major sketch for Tallulah's play *Welcome Darlings* which toured the straw hat circuit.

Barbara Nolan, an NBC Hollywood gal, joined our group recently.

Tad Danielewski, a sailboat enthusiast, spent several weeks at Lake Waloon, Michigan, racing. He placed second in one of the major events.

Cape Cod lured its quota from our department: *Janice Friedman*, *Louise Pansini*, *Gladys Berger* and *Peter Heggie* dotted the scene. *Marion Noyes* preferred the Catskill Mts.

Mary Lynch, one of NBC top bowlers, has decided to try her skillful hand at still another sport. Mary is spending all of her spare time perfecting her golf game.

Sales Traffic Operations—We want to welcome *Mary Hale*, *Don Fulton* and *Paul Ross*. Mary is now secretary to *Mr. Joe Iaricci*, Don is assisting *Jim O'Brien* and Paul is working on Political Telecasts with *Art Johnson*. Belated congratulations go to *Sam Vorenstern* and *Holly Low* on their promotions. Sam is now working in the Sales Development section of Network Sales and Holly is now in Sam's chair as a contact.

Joan Beyer's soldier-husband received his honorable discharge from Uncle Sam and they spent three weeks in Florida. Everybody here had wonderful vacations.

The National City Bank bought *Ted Shuster* a new car while vacationing in Michigan. We are happy to hear that *Bill Muldoon's* wife's toothache finally calmed down after nearly spoiling their vacation.

TV Technical Operations—Our office is finally back to normal now that everyone is back from vacation and the hectic but successful conventions are over.

Charles Townsend solved his secretarial problem by engaging a very charming young lady by the name of *Fran Bochner* as his secretary. Good luck, Fran, it's nice to have you.

Welcome to *Wilma Claypool* and *Marlene Janczyk* of our Scheduling Office, who replaced *Merry Looney* when she left us to become a "Mama" sometime in November, and *Roseanne Walsh*, who left for greener pastures. Our Good Wishes travel with both of you.

"*Tommie Owen*" looks mighty happy since she became Mrs. Chet Dodge. *Bill Ahern* is finally settled in his new home. *Pat Stanford* recovered nicely from her concussion which she got in a freak accident over the Labor Day weekend. We hope *Milt Kitchen* and *George Neumann* are back with us in the best of health by this printing. It was good to see *Ed Band* back after his long stretch of illness.

A belated welcome mat is rolled out for *Louise Esposito*, Mr. DeGroot's new secretary. Thought we'd forgotten you completely, didn't you, Louise.

Public Relations

National Advertising & Promotion—Welcome to *Pat McLaughlin*, who joined us on September 10 as *Frank Macaulay's* secretary. *Bill Green*, on-the-air promotion writer, is another newcomer. Bill started on July 30. *Chilton Ryan*, new producer with the Frank Macaulay group has many Broadway productions to his credit. He also recently staged a jazz festival on Randall's Island. *Mae Dunne*, *John Wilkoff's* new secretary, comes to us from Crowell-Collier. Welcome, Mae. Still another welcome new face belongs to *Karl Torjussen*, production assistant.

All the gals turned out on Aug. 31 for the farewell luncheon for *Florence Greenberg* and *Ann Allsopp*. Florence will soon wed Bernard Jacobson, and Ann will be the bride of Robert Syska.

Good-bye and good luck to *Dave Savage*, who now works for J. Walter Thompson.

Ann Raica, *Ernie Hill* and *Joel Coler* have each taken one giant step up the ladder in Production. *Betsy McCoy* also won a promotion—she's now co-ordinator in broadcast promotion. Congratulations.

Mary and *John Bechtel* report a most enjoyable recent week-end on ocean-swept Fire Island.

Our sports car fraternity now includes *John Porter*, *Thaine Engle*, *Frank Macaulay* and *Jack Marshall*. Happy torque, eh?

Radio Network

Radio Program—To begin with—a retraction, that is, a change of—well, you figure it out: In the last issue of CHIMES, we made the proud announcement that *Earl Hamner's* wonderful baby girl had been born. However, on second look, Earl's baby (little as it is) can safely be reported to be a boy. Congratulations, again, to the parents, and to us, for having figured things out, finally.

We'd like to welcome *Jack Crutcher* to the Scrip Staff from Weekday. There seems to be a housing boom in the Scrip Division, by the way. *Bill Welch* just bought a house in Alpine, New Jersey, and *Art Small* bought one in Westport, Connecticut. *Jack Wilson*, *Bob Cenedella* and *Jack Crutcher* couldn't find anything they liked, so they just moved into new apartments.

From the *Rockland County Journal-News* we learn of a guest at the *Radcliffe Halls*, in Grandview. Only, we didn't learn of it from the society column. This story was on the front page. Seems two monkeys escaped from the Ward Animal Farm in Sparkill a couple of months ago. One of the monkeys is wild about apples, and Rad has two big apple trees in his backyard. So, the monkey hangs out in one of the trees all day long, munching on the apples, and belting Rad's dog with the cores whenever he gets in range.

Station Relations

It seems as though we never cease to include some welcomes as each new issue of CHIMES hits the presses. At

this writing we heartily welcome *Nancy Carroll*, our new file girl, and *Joan McCandless*, who will be handling the Reception Desk. Along with the arrivals, we have the inevitable departures—namely *Barbara Rosen*, our former receptionist, and *Bernice Farber*, our file girl, both of whom left us to be married in the near future. *Joyce Higbee*, Paul Hancock's secretary, will be leaving us to take care of her new home in Norwalk, Conn. and also to keep an eye on "Shady", her new puppy. The department got together and surprised Joyce with a slam-bang luncheon at the Stockholm, and as usual we had a great time. *Elza Burton* is readying her new apartment and right now she is busy with color charts and moving vans. *Mim Lacomara* was one of the last to return from vacation which was spent in Bermuda and she recommends the trip to all. She returned with some real professional looking slides and a lovely tan. *Jackie Ingle* winged off to her home state of Texas for two weeks and *Peggy Anglim* spent a few days in Atlantic City.

Participating Programs—Home—We at *Home* didn't realize that we had our own jazz band . . . at least not until *Ted Rogers* had a party at his home and we found *Ted* on the accordion, *Eddie Hugh* on the bass fiddle, and *Jack Fuller*, and *Paul Churchill* taking turns at the impromptu session. New faces, toasted at this get-together, were *Bill Bales*, writer, *Elmer Gory*, unit manager, and *Lynn Mileson*, production assistant.

Marge Mullen, tripping out to the West Coast, and *Frank Nash*, winner of the David Sarnoff Fellowship, were among the missing from the party, but were well-remembered.

Tonight—*Peggy Marlin* and *Shal-mir Chatfield* were recently added to the *Tonight* pack. Add one *Jim Elson* as assistant producer, and you have a stacked deck.

Mary Steuber has taken off for a long vacation late in the season. *Lili Pell*, who went into minor surgery, is now doing fine. We hear she keeps sneaking around to find the nearest television set. . . . That's real loyalty!

ANOTHER SERVICE...

Family Service

Keeping Well

Guiding Youth

Community Centers

Renewed Usefulness

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by*

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*helped
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The GREATER NEW YORK FUND



The GREATER NEW YORK FUND

NBC

A Very
MERRY
CHRISTMAS
and a
HAPPY NEW
YEAR

1956

COPIES

NBC 30TH ANNIVERSARY



The National Broadcasting Company started network radio thirty years ago this year. It celebrated the event with a 30th anniversary convention the week of December 10.

To some, the pictures appearing on this page may recall a few memories.

Above. Student engineers in training in 1929: left to right: F. A. Wankel, G. M. Hastings, F. R. Rojas, and R. Morris. Mr. Hastings and Mr. Rojas are still with the company.

Left. NBC engineer Max Jacobson with NBC's first mobile unit.

Below. A scene from "The Amateur Hour" with the late Major Bowes. The young man on the extreme right is Frank Sinatra.

Lower left. General Sarnoff with Arturo Toscanini after he had persuaded the Maestro to abandon semi-retirement and take over the NBC Symphony.





Every year at this time television and radio bring the songs and stories and spirit of Christmas into homes all across the country. We seldom think of this in itself, as a broadcasting service, and yet it is, and it illustrates as perhaps nothing else could, the way our programs have become a part of American life.

This year the approach of the holiday season coincides with the thirtieth anniversary of NBC and it seems a good time to think back to all that has been accomplished in broadcasting and to think ahead to the still greater services we will perform as our medium grows in scope and spirit.

To all of you as members of the NBC family wherever you may be my best personal wishes for a joyful Christmas.

Robert W. Sarnoff



WBUF — Buffalo

by
Harvey Fondiller
WRCA—WRCA-TV

The first ultra-high frequency television station owned by NBC — Station WBUF in Buffalo — is relying in large measure on the skills and experience of executives and technicians who were formerly associated with other NBC Owned Stations in various parts of the country.

The results of the efforts of this nucleus, combined with the work of many newer NBC employees, were evident when Station WBUF's new \$1,500,000 television center was dedicated October 11 by Charles R. Denny, Executive Vice President, Operations, during a Buffalo origination of the "Today" program. On September 30, a few days before the dedication, the station commenced operations with its new 670-foot tower and increased power of 500,000 watts.

Charles C. Bevis, Jr., who was appointed general manager when NBC began to operate the station on December 30, 1955, has had several important NBC assignments since he joined the guest relations staff in 1936. After serving as an executive assistant in New York, he became general manager of WNBK (the former NBC Owned Station in Cleveland), director of the NBC Owned Television Stations, and general manager of KOA in Denver.

WBUF's sales manager, William B. Decker, joined NBC in 1952 and was a salesman for NBC Spot Sales before he came to Buffalo. Robert A. Fillmore, Manager of Advertising and Promotion, was formerly with Station WRCV, the NBC Owned radio station in Philadelphia. The program manager is Frank Harms, a newcomer to NBC.

The station's promotion staff under Fillmore's direction launched "Project 17", a campaign to increase the number of Buffalo television sets capable of receiving UHF Channel 17. The campaign included a local "Miss Channel 17" beauty contest, a Labor Day "Safety Spectacular", newspaper supplements, and the use of a 1921 American-La France fire engine which was designated Honorary Engine Company 17 by the Buffalo fire commissioner. As a result of the "Project 17" promotion, the number of Buffalo area homes equipped to receive Channel 17 has increased from 105,000 on December 30, 1955, to 178,000 in October,

1956. The latter figure represents 53% of all television homes in the area.

The station's business manager, William L. Callaway, was formerly with WRC and WRC-TV, the stations owned by NBC in Washington. Alf Jackson, the operations manager, has been with NBC 25 years and most recently was manager of technical operations for WRCA and WRCA-TV in New York. Directing the station's news and special events coverage is Jack L. Begon, formerly NBC correspondent in Rome and the Middle East.

Other WBUF personnel who formerly had NBC assignments are: Mac McGarry, announcer (WRC-TV, Washington); Frank Whittam, Manager of Technical Operations (WNBK, Cleveland); John Azman and John Janow, engineers (WNBK, Cleveland); Pat Murrin, engineer (WRCA-TV, New York); Marty Magner, director (previously with NBC in N.Y. and Chicago); Anthony DiMinno, chief accountant (NBC, New York).

In addition to this nucleus of experienced personnel, WBUF recruited more than 25 new employees from the Buffalo area. These newcomers to NBC have become an integral part of the smoothly functioning team which is now operating the station.

(L. to R.) WBUF Projectionist Raoul Kundstadt, Technical Director Gordon Knaier, and NBC New York's Robert Post.





Gene O'Doherty finds another incorrect address.

"KEEP GRUNTLED"

by

Joel Dropkin, MM

"Quick! Get me an MM." seems to be the slogan of the frantic secretary nowadays. Ever since the MMs pulled an Horatio Alger proving their resourcefulness, they've been in demand as trouble-shooters. Incidentally, Webster might say that MM is "the affectionate diminutive of Mail Messenger."

In October, the messengers in the New York Mailroom started a promotional and publicity campaign aimed at improving the mail service. Their job had been made almost twice as difficult because of improper addressing, illegibility and wrong names on envelopes. As a result, NBC was getting the wrong impression of them. Since the messengers are almost all college graduates and interested in getting ahead, the situation looked bleak. Life became so hectic for the MMs that they decided to do something about it.

After talking the matter over with Mailroom Supervisor Al Vecchione, they set up a vigilante committee to scout the situation. The committee decided that the best solution to the problem would be to wage a campaign to inform employees that the MMs were spending much of their time tracking down fictitious people in non-existent rooms, and that everyone's cooperation was needed to effect good mail service. They realized that they would have to start their campaign on a shoestring. As a matter of fact they started from below scratch. With almost no financial support, our heroes stalked the halls to make alliances. They found

friends to donate paper, to print posters and to hang them. They decided upon their theme and launched their poster campaign. Teasers reading *Keep Gruntled* were printed and distributed. The response was immediate and enthusiastic. Soon, their amusing *Keep Gruntled* posters became an eagerly awaited event. Lapel pins worn by the MMs announced their names and the ever-present *Keep Gruntled* slogan.

As a result, the bulk of the wrongly addressed and illegibly written mail has noticeably decreased, and the MMs are greeted by their first names and with smiles. The messengers are justifiably proud and happy that the better mail service they diligently worked for is coming into effect.

To keep NBCites aware that their continued cooperation is needed the MMs' plans for the future include greeting cards at all busy holiday seasons. They hope to have another gentle reminder in effect by the first of the year, a *Fe-Mail of the Week* contest. The winner will be the NBC girl who does most to make the job of the MMs easier. Jazzbo Collins will announce her each week on his evening show.

The MMs measure their success, not only by the faster delivery and fewer returns of messages, but also by those cries for help that invariably start with, "Quick! Get me an MM."

Joel Dropkin, Tom Lerner and Gene O'Doherty try to decipher an address.



Jerry Wogner looks up correct room numbers.



Vinnie Koho checks poster proof with Mailroom Supervisor Al Vecchione.



An Ounce of Prevention

NBC Gives Polio Shots to Employees



Dr. Bernard Handler

people who received the vaccine, the sooner the dread disease would be brought under control. The other was that although it was out of his power to encourage everyone under forty to get the shots, it was possible to encourage all NBC employees. Eleven years ago the company had given inoculations to all its employees for the prevention of small pox. Why couldn't they do the same for the prevention of polio. Dr. Handler made his proposal to management. They agreed to offer this service to all its employees at no charge.

At the last count, 1,270 NBCites in New York alone had received their first polio shot. On January 7th they will receive their second, and those who have not availed themselves of this service may apply for their first shot at that time. The third inoculation will be made available about seven

months later. A similar program is planned at all other NBC locations. In spite of the number of employees who took advantage of this protection, not one adverse reaction to the vaccine has been reported.

The news of NBC's pioneering was carried in major New York newspapers and attracted the attention of the National Foundation for Infantile paralysis which sent a photographer to room 793 to take pictures for national publication.

Dr. Leona Baumgartner, New York City Commissioner of Health, wrote to President Sarnoff. "Your organization, in offering shots to all employees under forty, is not only serving your own employees, but performing a very worthwhile public service. I hope your example is followed by other employers. . . ."

There was enough vaccine. Dr. Handler sat back in his chair and repeated the phrase to himself. He had inquired about the difficulty of obtaining vaccine for those members of the NBC team who were required to go to Chicago to cover the political conventions. There was a minor epidemic of polio in that city, and the company was anxious to protect its members against infection. The word had come back that there was no difficulty in obtaining the shots. There was enough vaccine. The shortage was over.

This changed the complexion of the situation completely. It was necessary to give the shots to all enroute to Chicago immediately; but polio was not confined to Chicago. It was everywhere.

As Dr. Handler sat there, two thoughts became more and more evident to him. One was that the more



NBC and the Cold War

NBC is helping to train some of the key people connected with Radio Liberation. This organization, which is supported by the American Committee for the Liberation of Bolshevism, is working to get the Russian people on our side by means of Radio broadcasts beamed directly into the Soviet Union. It was founded in 1951 and made its first broadcast in 1953. At the present time eight transmitters in Munich broadcast programs on twelve frequencies in seventeen Soviet Languages.

The principle writers and broadcasters of Radio Liberation are either emigres or defectors from Russia. Working with American technical assistance and support, the staff of 450 has succeeded in establishing itself as the free voice of the people enslaved in the USSR. The fact that its messages can use the phrases "we Russians" and "our homeland" authentically has intensified its effectiveness.

So effective has it become that the Russians have been known to use 1500 kilowatts against Radio Liberation's 86. But in spite of the attempted jamming, Radio Liberation's programs are heard.

Stacks of mail and statements of refugees prove this. And the zeal of the USSR to hamper its operations confirms it. Already, two of Radio Liberation's chief broadcasters have been found murdered.

One of the major problems Radio Liberation has had to face has been how to turn a group of scholars into broadcasters. Few staff members of this organization have had any professional broadcasting experience. Many of those who are on its staff have been away from the USSR for a long time. Even those who have had broadcasting experience find it difficult not to conduct their programs on the basis of what they would do if they were broadcasting inside Russia under free conditions.

When NBC heard of Radio Liberation's problem, it offered its assistance. The offer was accepted, and NBC Training Manager, Drew Van Dam prepared a ten session course of instruction, which thirty members of R.L.'s staff are attending. Eleven of the group are from Russia, one from Germany, China and Canada, and sixteen from the United States. They meet approxi-

mately once a week to discuss with NBC's experts the problems and techniques of broadcasting. Davidson Taylor told them about types of propaganda and the effectiveness of the various methods; Henry Cassidy, our former Moscow correspondent, discussed some of the problems and difficulties of broadcasting in the USSR. Al Capstaff explained and illustrated the most effective techniques for *Monitor*-like programs; Ed Stanley pointed out the problems involved in presenting Public Service type programs; and Ben Parks gave reasons for selecting certain techniques over others in presenting documentaries.

Before the course is over, they will have discussed aspects of radio news-reporting and writing, and the technical problems of broadcasting and will spend considerable time observing the broadcasting of *Monitor*.

Without attempting to conjecture on what some of the ultimate effects of this training program might be, it may certainly be considered one of NBC's contributions to a vital segment of the "Cold War."

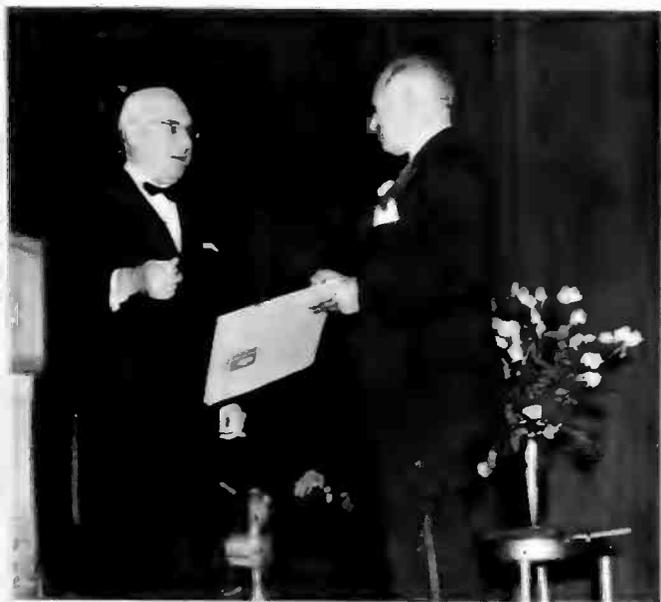
Al Capstaff discusses "Monitor" with the trainees from Radio Liberation.



Fifty Years in Radio



Gen. Sarnoff opens the world's first electronically air conditioned room, one of the "presents" given him on his fiftieth anniversary. Looking on are Dr. E. W. Engstrom, Senior Executive Vice-President of RCA, and Nils E. Lindenblad, RCA Laboratories, who headed development work.



NBC Engineer Raymond Guy presents an award to Gen. Sarnoff on behalf of the Radio Pioneers.

Gen. Sarnoff, extreme right, at the opening of WRC in 1923.



On September 30, hundreds of friends and associates of Brig. General David Sarnoff gathered at the Waldorf-Astoria Hotel in New York to pay tribute upon his completion of fifty years of service in radio, television and electronics. It was on September 30, 1906, that he began his career in radio as a messenger boy with the Marconi Wireless Telegraph Company of America, later acquired by RCA.

General Sarnoff received congratulatory messages from President Eisenhower, Governor Averell Harriman, Sir Winston Churchill, and many others. An award was presented to him by NBC Engineer Raymond Guy on behalf of the Radio Pioneers citing his leadership in pioneering.

Dr. Elmer W. Engstrom, Senior Executive Vice-President of RCA announced that the "presents" General Sarnoff had requested five years ago were ready for presentation. The presents which were shown on color slides at the dinner, included a magnetic tape recorder of both color and black-and-white television for broadcast use, a home magnetic tape player for television, an electronic amplifier of light, an electronic air conditioner and an electronic refrigerator.



New York's Service Awards Luncheon

NBC Service Awards

Sixteen members of NBC, New York, one from Buffalo and one from Washington were officially welcomed into the Twenty-five Year Club at a luncheon in the Waldorf-Astoria's Jade Room on the 5th of December.

Entertainment was provided by Ernie Kovacs, Maureen Arthur and Peter Hanley. Gold watches and certificates were presented to the new members by Executive Vice Presidents Clifford, McAvity and Denny and Vice President Syd Eiges.

President Robert Sarnoff spoke to the group congratulating them on their years of service. While addressed to the New York gathering, his words gave recognition to all those throughout the company who have celebrated their quarter century mark with NBC. The following excerpts contain the highlights of Mr. Sarnoff's address.

"In less than two weeks, we will be celebrating the thirtieth anniversary of NBC and in connection with this event I have been going over the his-

tory of broadcasting. One thing that has struck me is that in this business, more than any other, our chief assets are people. In fact, you might say that the history of broadcasting is the sum of the people who have worked in it. Other industrial histories may read like a string of financial statements, but ours has the stories of people. . . .

"One reason why this is such a personal history is simply this—radio and television are personal media. They reach an appeal to every member of the audience personally and individually. We speak of the mass audience, and it is a mass audience in terms of size. But it is made up of individuals each reacting and participating in his own way. So our programs cannot be mass produced, they must be made by one group of individuals as a personalized message to another group of individuals. This is one business that will not be taken over by the robots of automation.

"Another thing that has struck me in going over the history of broadcasting is its fabulous growth—greater than any other industry in this or any other country. . . . This expansion has come in great waves following each major technological break-through.

"Yet no matter how big the industry grows, our greatest asset will still be the people working with us. As television gets bigger, wider-reaching, more mobile, the individual in the industry will grow more important than ever. . . .

"As our staff grows to meet our new opportunities, you people . . . serve as the nucleus of our entire operation. Right now you are setting the standards of accomplishment for the entire company and you will do so to an even greater extent in the coming years. I think it is a good sign for the future that we have no fewer than 279 people who have won this 25-year award. We are counting on all of you and we hope you will count on us in the great years ahead."

Ten Year Club

Twenty Year Club

CHICAGO

Lenore M. Berner
Joseph Lutzke
Dominic
Muscarello
Maurice
Streitmatter
Shirley Willer

HOLLYWOOD

William Ball
M. Eleanor
Carlson
Phylliss Gaul
Andreu C.
Gunther
Aileen Henderson
Robert T. Keouen
William Loudon
Ralph Lovell
David MacPbail
Robert R. Seal
E. Lorraine
Sterner
Rouen Westcott
Earl Ziegler

NEW YORK

James Aldrich
Eugene Alexy
Craig Allen
Mildred Barr
Helen Bishop
Robert W. Byloff
Wayne H.
Chappelle
Elsie Ciotti
Nicholas Cirabisi

New York (cont.)

Richard Close
Murray Compert
Catherine Deeb
Martin Dennis
Leon Dobbin
Eugene Favant
Henry J. Fereus
Robert J. Galin
Michael Gilligan
Hugh Graham
Robert J. Hanretty
John J. Heywood
Arthur E. Holch,
Jr.
Rose Homa
Jeanette Kriendler
George Lefferts
Harry Lloyd
Laurence
Lockwood
Adrienne Luraschi
Paul Lynch
Ray Lyon
Frank McParlan
Martin Meaney
Michael Morreale
E. Roger Muir
Arthur Nelson
Marion Noyes
Robert Potter
Peter Prinz
Edward Proctor
John H. Reber
William M. Rippe
Joseph
Rothenberger
Eleanor Rummo
William P. Ryan

BUFFALO

Charles Bevis

CHICAGO

Aryl Aldred
Steven J. Roche

HOLLYWOOD

Frank D. Barton
Howard Cooley
Elaine Forbes
Floyd E.
Wetteland

NEW YORK

Henry Albert
Angelo Bielli
William R.
Brinkmeyer
Charles Harold
Campbell
John P. Costello
Stanley Crabtree
Joan DeMott
Elmer Dustin
Phillis Farr
Raymond F.
Glendon



Hollywood: Back row (l. to r.) Ra
Joseph J. Lombardi, Paul B. Gale
C. L. Norman, Edwin C. I



Buffalo—Alfred Jackson and
Mr. Denny

BUFFALO

Alfred E. Jackson

CHICAGO

Frances Clark
Charles Corliss
Dorothy P. Frundt
Edna Hoagland
Harold P. Jackson
Walter R. Lindsay
Raymond A.
Mingle
Everett Mitchell
Curtis L. Pierce
Hazel B. Seys
Gale Swift
Lillian A. Wack

HOLLYWOOD

Ray D. Fergus
Paul B. Gale
Joseph Kay
Alfred H. Kor
Joseph J.
Lombardi
Edward Ludes
Henry C. Maas
Isabel Menden
Edwin C. Mille
C. L. Norman
Harold D. Roys
James Thornbn

Chicago: (seated l-r) Hazel Seys, Edna Hoagland, Lillian Wack, Dorothy Frundt and
Frances Clark. Standing are Everett Mitchell, Walt Lindsay, Ray Mingle and Curt Pierce.
Missing are Hal Jackson, Gale Swift and Chuck Corliss.



KNBC General Manager George Fuerst
awarding wristwatch to Claire Patrick.

Twenty-



Twenty Year Club

Ten Year Club

NEW YORK (continued)

Allan D. Henderson
Ross Martindale
Joseph Milroy
Morten C. Nelsen
William M. Patterson
Florence M. Peart
Ella D. Redmond
Maxwell F. Russell
Augustus J. Sisko
Gerald Trublar
Frank L. Wright

PHILADELPHIA

Harry G. Koval
John J. Pearce, Jr.
Irene T. Skilton
Samuel J. Stewart

SAN FRANCISCO

George W. E. Shields

WASHINGTON

Nicolas J. Close
Rudolph G. Coldenstroth

NEW YORK (continued)

William V. Sargent
John Schaller
Richard Schneider
Leonie Shoebridge
Frederick Smith
John A. Smith
Noah Sprecher
George Stilgenbauer
George Sweeney
Andrew Switzer
Edwin Taffe
Orland Tamburri
Roger D. Tuttle
Walter Van Bellen
James Van Gaasbeck
Stephen H. White
Bernard Williams
Russell Willis
Marie Wilson
Evelyn Wulff

PHILADELPHIA

Paul J. Adelberger
James A. Brooks
Harry H. Cramer
Elmer J. Cummings
Grace R. DiGiovanni
George J. Frank
William E. Gill
William A. Howard
Oscar J. Jimerson

PHILADELPHIA (continued)

William H. Johnson, Jr.
Stephen J. Kaczmar
Howard W. Knieriem
Rita W. Loftus
Ralph Lopatin
George Mair
Albert J. Mann
George W. Marvill, Jr.
George M. Mathews
Daniel L. Moyer, Jr.
Walter L. Nuss
Robert H. Paasch
Harold J. Pannepacker
Henry H. Shaw
Helen M. Sprout
Emil E. Taube
Samuel M. Tucker
Karl T. Weger, Jr.
Raymond J. Wilke
William Zadjeka

SAN FRANCISCO

Walter Dexheimer
Bert A. Medar

WASHINGTON

Walter J. Donahoe
Joseph Kriss
Clarence D. Boyd

Edward Ludes, Alfred H. Korb, Henry C. Maas, James Thornbury, D. Royston, Joseph Kay.

er Club

NEW YORK

Jack Anderson
Fred W. Cammann
Francis G. Connolly
Robert W. Frey
Thomas B. Cannon
James Haupt
William S. Hedges
Frank R. Heitmann
Edward M. Lowell

Walter L. Roe
Wilfred Snow
Charles Townsend
George Voutsas
Edna Turner
Hilda Watson
Edith Walmsley

PHILADELPHIA

John J. Michaels

SAN FRANCISCO

Clare Patrick

WASHINGTON

Carleton D. Smith



Curtis Peck, Dir. of Operations, WRCV, WRCV-TV presents watch to John Michaels



Wash.—Charles Denny presents watch to Carleton Smith

New York: Top row—J. Haupt, W. Roe, A. Frey, C. Townsend, J. Anderson, E. E. Lowell, A. Cammann, F. Heitman. Bottom row—W. Snow, F. Connolly, H. Watson, E. Turner, Mr. Sarnoff, E. Wamsley, G. Voutsas, W. S. Hedges, T. Gannon.





"Chico"

National Photo Contest Winner

Harvey Fondiller, staff writer for WRCA's publicity department, was a winner of two awards in this year's annual contest sponsored by *Popular Photography Magazine*.

His two entries, "Chico" (\$100 Award), and "Scarface" (\$25 Award), were selected out of approximately 60,000 entries from all over the world. "Chico", which appears to the left, was taken one Sunday afternoon about six months ago as Harvey was taking a walk, with his ever-present Rolleiflex, through his neighborhood.

Formerly a trade magazine editor, Harvey has been with the flagship station for about a year. His interest in photography started when he was in high school and has continued ever since. He has many awards to his credit and only last year his entry in *The Saturday Review of Literature's* Travel Around the World Contest was selected to appear in their Around the World Travel Calendar. Nor has his success been limited to black and white photography, his color slides have appeared in salons of ten different countries.

For a sample of another of his talents, you might turn to page four.

Hollywood's Miss NBC

Betty Ann Heffern, newly-elected Miss NBC of Hollywood, will reign Queen For A Year — 1956-57.

She was crowned Oct. 19, with congratulations from John West and out-going Athletic Association president Dave McPhail to make it official. The lovely 21-year old, "five-foot-two, eyes of blue" lass was so tongue-tied when she first reached the microphone that she had to return later in the evening to give "a big thanks to everyone."

Betty Ann originally hails from Binghamton, N.Y., but moved to Philadelphia where she got her first job at radio station WIP. When her family moved to Hollywood two years ago, she joined NBC as Carol Ewing's secretary. She has since transferred to being secretary to Frank Gertz. She likes California but admits missing the snow of the East.

Her main interests of sports and dramatics have led her into NBC activities. Last year, she bowled with the Company league and played the ingenue role in the NBC Little Theater production of "Boy Meets Girl." She also swims and loves to dance.

The Miss NBC title carried with it a five-day all-expense-paid vacation to San Francisco plus a pocket-size transistor radio and a wristwatch. Betty Ann, who plans to marry her fiance Bill Donnelly in late January, twinkles as she speaks of arranging her honeymoon to coincide with the Golden Gate trip.

Betty Ann Heffern, Miss NBC of Hollywood (C.) is congratulated by runners-up Loretta Frye (L.) and Dona Reiner.



Gen. W. B. Smith Named to NBC Board of Directors

Election of General Walter Bedell Smith as a member of the Board of Directors of NBC was announced on Nov. 2 by David Sarnoff, Chairman of the Board of RCA.

General Smith served as Under Secretary of State from February, 1953, to October, 1954.

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

the instruments effecting the surrender of Italy and Germany.

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

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

WRC NEWSMAN TWICE A HERO

John Connolly, the WRC, WRC-TV Newsman who intercepted the Puerto Ricans attempting to shoot some leading members of Congress in 1954, has become a hero again. On October 31, Connolly attended the DC Transit Press Conference with a tape recorder, hoping to get some news for WRC. Midway in the proceedings, Union President Bierwagon accused Mr. Chalk, President of DC Transit, of breach of confidence. A heated argument followed. It was six hours before midnight, the conference deadline. Mr. Connolly suggested playing back the tape. The replaying indicated that the accusations made had been unfounded and the talk, resumed on a friendly basis, lead to a Company-Union agreement.

KATHRYN HENDERSON

Kathryn Henderson, PBX operator in Hollywood, after a prolonged illness, died on Saturday, November 10. She had been with NBC for a year and a half. She is survived by her husband, Francis Henderson, her five year old son, Steven and a sister, Alyce Hawley, a PBX operator in our Hollywood location.

New Management Trainees

Charles Irwin, Jr. and Peter Thompson have been selected as the first trainees in the newly-established NBC Pacific Division's Management Training Program. Irwin came to NBC in May, 1956. Previously, he had been product planning supervisor in charge of developing new Lincoln-Mercury products for The Ford Motor Company in Detroit. He will spend the month of January at NBC, New York, to become familiar with home office operations.

Thompson, who started with NBC as a page three years ago, has most recently been a member of Engineering Scheduling. At the present time he is rotating through the various departments of the West Coast operations in order to gain a broader understanding of specific functions and the total organization.

RCA Fellowships

Nine university graduate students have received RCA Fellowships for advanced studies in engineering and dramatic arts during the 1956-57 academic year. These fellowships, with grants totaling \$31,500, represent one phase of RCA's aid-to-education program which is now entering its twelfth year.

Not to be confused with the David Sarnoff Fellowships which are given to RCA employees, the purpose of these fellowships is to provide assistance for graduate students, at designated universities, who display outstanding ability in the sciences and arts related to the electronics industry. More than 110 students have received the awards since 1947.

The recipients of RCA Fellowships and RCA-NBC Fellowships include graduate students enrolled at New York University, Columbia University, California Institute of Technology, Cornell University, University of Illinois, Princeton University, Rutgers University, Carnegie Institute of Technology and Yale University.

Two RCA-NBC Fellowships in dramatic arts have been awarded.

Milton B. Howarth, 37, of 2349 Central Avenue, St. Petersburg, Florida, will pursue graduate studies in the Drama Department at Carnegie Institute of Technology. Mr. Howarth was graduated from Carnegie, with honors, in 1946. Between 1947 and 1951, he attended Academie Julien and L'ecole des Beaux Arts in Paris, France. The RCA Fellow was a designer and Assistant Professor at the University of Kansas Theatre from 1954 to 1956. He served with the U. S. Army in Europe during World War II.

James L. Herlihy, 29, of 322 West 15th Street, New York, N. Y., will continue graduate studies in Drama at Yale University. He attended Black Mountain College and was graduated from the Pasadena Playhouse in 1950. Mr. Herlihy's play, "Box Seven-O-Four" was broadcast on NBC's "Kraft Television Theatre" program in May of this year. The RCA Fellow has served in the U. S. Naval Reserve and is a member of the New Dramatists.



People and Places

Administration

Controllers—*Ray Timothy*, who left us for his new position with the U. S. Army, was feted at the York in order to ease the shock.

WBUF-Buffalo is now the site of *Tony DiMinno* and his famous bowling ball and golf clubs. Also transferring are *Noel Becker* who leaves for Traffic and *Mike Pisciotta* for TV Budget.

Joining our lively, happy crew are the following brave souls: *Barbara Blanchard* who takes over as *Bob Burholt's* secretary. *John Sullivan* in TV Billing, *Cora Ballina* in Payroll, *Pat Carroll*, *Gloria Chiarizzi* in Accounts Payable. *Emanuel Zaccone* in General Accounting and *Giles Rest* in Show Cost.

Bob Sammons reports he now owns half of the Golden Gate Bridge (?) after spending two quiet (??), peaceful (???) weeks in San Francisco. *Don Amorosi* returned from a visit south with his son with a real Florida tan.

Duplicating — Duplicating is still buzzing about its 23-16 and 5-1 victories over the Mailroom.

Lou Vinci has been transferred to Plant Operations on 18th Street.

Many of the boys are busy working, not only during the day, but at night with their schoolbooks. *Bob Packett* attends Fordham University, while *Jerry Jones* and *Harold Horowitz* are at N.Y.U. and Brooklyn College, respectively. *Bob Caminiti*, *Dick Duester*, and *Bob Calahan* of Accounting took a weekend motor trip to Savoy, Mass. All three returned with severe colds but they had a good time.

Guest Relations—The day page staff welcomes *Jack Blessington*, *Lou Bradley*, and *Joseph Sissom*, who were promoted from the part-time staff. *Harold Augustus* and *James O'Grady* are now blue braid night staffers after a tour of part-time duty.

Don Segall has joined *Ziv* films in their training program: and *Gene Koskey* has moved over to CBS as a production assistant.

Mr. and Mrs. *Bob Keenan* are back from three weeks in Mexico. Bob's reaction was typical: "The place is marvelous."

The NBC Guidette staff has added to its pretty ranks four young ladies in the names of *Barbara Hood*, *Pat Gould*, *Clé Cervi*, and *Mimi Harris*.

Don Burns and *Katy Sutter* were advanced recently to cashiers, and *Walter Stark*, was promoted to the WRCA traffic department. *Paul Kennedy* is now a production assistant on the *Home* show.

Legal—Welcome to *Joe McDonald*, to *Lynn Curtis*, his secretary, both of whom transferred from Treasurers. A belated welcome to *Joan Smith*. Welcome also to *Ellen Wolper*, who is *Chuck De Bare's* new secretary. We were all sorry when *Janet O'Brien* left us to move to Albany. Good luck to *Edith Wolf* in her new job as *Ben Raub's* secretary and to *Audrey Urf*, who took over for *Edith* as *Paul Lynch's* secretary.

Harry Olsson and *Clio De Prizio* have been temporarily evacuated from 622 while the department is being remodeled and enlarged: *Ed Burns* and *Ann Debus* have taken in our displaced persons in their 755 branch of Legal.

Personnel—*Bill Sharon* was warmly feted at a farewell cocktail party at the Warwick Hotel. His calling card now lists him as Personnel Manager for Benton & Bowles. *Ann Reed* joined us as *Milton Williams'* secretary and *Elaine Ehrlich* is taking *George Fuchs'* dictation. Permanent partnerships are the future plans of *Eileen O'Connell* and *Paul Perdick*, and *Mimi Bernstein* and *Sy Bross*. *Glenna Jones* participated in an all night "waiting on line for MY FAIR LADY standing room tickets" party — with success. *Gloria Rubin* week-ended at Syracuse for the Penn State game. *Jean Collins* was in temporary ecstasy when she was called upon to model a white beaver coat during a Business and Professional Woman's Club function for the benefit of PAL.

Stenographic—*Karen Taylor* leaves us to become a lady of leisure, while *Marylou Monahan* becomes secretary in Publicity. Another change is that of *Carmela Grande* from press typist to highly skilled Veritypist. *Natalie Green* becomes the new messenger typist replacing *Brenda Berkowitz* who joins the ranks of non-traveling typists. Birthday honors are in vogue for *Thelmas Braine*.

Treasurer's—A lot of excitement is in the air for 1957, *Joy Siegel* is planning her Wedding for January 13, and *Joan Anderson* for May 4. The topic of conversation around our Dept. is very plain to see, especially too since *Pat Sullivan* and *Adrienne Sellitto* are going to be Maids of Honor at their Sister's Weddings. Fond Farewells were wished to *Mr. Joseph McDonald* at a luncheon given in his honor at Headquarters.

A hearty welcome was extended to *Mr. Earl Rettig* when he visited our department recently.

Corporate Relations

Station Relations—Along with the turkeys and tinsel that will be forthcoming, this must also be the season for moving. *Bob Aaron* is finally settled (well, almost) into his new home which is located in New Shrewsbury, N.J. *Jane Cuff* also reports that she and her family are in the process of relocating.

Gerry Stonebridge returned from her Fall cruise looking hale and hearty and with reports that she is quite a sailor! *Jackie Ingle* returned from her two weeks in Texas and vicinity with a delicious box of strange looking candy. The Horsey Set has claimed some members of this department. *Elza Burton*, *Miriam Lacomara* and *Bobbie Roberts* all attended the Horse Show and really enjoyed it. *Paul Rittenhouse's* sister, *Mignon Rittenhouse*, is the author of a first biography on the reporter *Nellie Bly*. The book, entitled "The Amazing *Nellie Bly*," was published by Dutton's on Oct. 9, and we might add was well received by the critics. It was good to see a former inhabitant of Room 317 back with us again, namely *Shel Hickox*, who is now out in Hollywood. Birthday greet-

ings to *Paul Rittenhouse*, *Ann Culbert* and *Gerry Stonebridge*. And a very Merry Christmas to all.

TV Network

Design & Art Operations — *Lee Stephens* of the Graphic Arts Department has been accepted by *Jose Quintero* in Mr. Quintero's Directors Studio. Lee is also completing his own play which he intends to direct off Broadway.

Music Services — Music Library's *Russell Christopher* can now be found at a new address and with a brand new title — husband of *Gerry*. *Peter Zaltantis* and his family arrived back home in Brooklyn safe and sound after an extensive visit to Greece. Pete claims he did not start the excitement over there. *Jane Langley* enjoyed a week in Bermuda with her husband. *Marion Murray* motored southward for her vacation and, of course, landed in the state of Florida.

Production Operations—We shuffled the desk of Broadcast Operations personnel in the past couple of months, and came up with a rematched set of names and titles. *Len Lucas* is an Associate Director, *Ray Kupiec* was promoted to Broadcast Coordination Assistant, Schedules, and *Paul Perone* is Broadcast Coordination Assistant, Routines.

We're all delighted at the return of *Dorothy Donlon* from her maternity leave, the addition of *Barbara Searles* to the AD staff, the return of *Joe Durand* to our ranks, the prospect of a new little Lockhart (to *Ann Teehan Lockhart*).

Under the knife this past month were *William Fennell* and *Grant Johnston*. Speedy recovery all around!

Anyone interested in the weather in Bermuda? Cruise information? Check with *Win Mullen* — she's added a new service to her various information dispensing functions.

Radio Network Administration—Welcome to our whole new regime in the Radio Network Administration Dept. First of all, there is *Smokey (Ethel Smoake)* who is Mr. Matthew

J. Culligan's #1 gal. Then there's *Annie, (Anne McCamman)* Mr. Culligan's #2 gal. We also want to welcome *Sully (Agnes Sullivan)* who is secretary to Mr. Jerry Danzig, and *Anne Arkenau*, secretary to Mr. Norman Livingston, Director of Radio Network Programs.

Radio Network Program — Congratulations to *Earl Hamner* and *George Voutsas* who received the Blakeslee Award from the American Heart Association for "Courage To Live", a "Biography In Sound". From the "Weekday" staff we'd like to welcome *Bert Leonard* as an Assistant Director; and *Rosemarie Ottina* and *Allen Ludden* who have come down to join Radio Production.

News from Announcers and Night Production: *Betty Loftus* replaced *Peggy McGrath Hanly*, *J. Van Gaasbeek* substituted for *John Curran* while *Johnny* was in Europe at the invitation of the Armed Forces Radio Services for announcing auditions. and *Mike Dran* has received a different sort of invitation from the Armed Forces. He has "joined" the Air Force and is doing radio programs out at Mitchell Field. *Lorraine Peters*, *Ginny Smith*, *Audrey Hanse*, and *Van Woodward* have joined the ranks of those moved to new apartments.

Late vacationers who have recently returned: *Hugh Teaney* from Bermuda, *Bob Maurer* from Miami, *George Voutsas* from New England and *Bob Sosman* who stayed home. At last hearing, *Danny Sutter* was wildly trying to give away kittens; we assume he was successful.

Radio Network Sales — *Joan Hofseth* and *Elissa Enax* are hoping for a snowy winter since they plan on mastering the sport of skiing. The underground informs us that they are planning to take a First Aid Course just in case . . . *Jean Martin Warner* deserted us to await her new arrival. A belated welcome to *Lambert Beeuwkes* who comes to us from Boston, Mass. *Tommi Phillips* is collecting old eye glasses and cases for "Eyes For The Needy". If anyone has an old pair of glasses. why not give Tommi a call on X 3063.

Operations

NBC Spot Sales — welcomes many new faces: Radio Secretaries *Ellen Keeler*, *Irene Mastrode* and *Lillian Langen*; TV secretaries *Dee Popp* and *Claire Griffin*; Radio Salesman *Howard MacFadden*; *Eileen McGrath*, Radio Traffic: *Herb Rothman*. *Leslie Robinson*, *Ed Meisels*, *Wilma Greene*, *Evelyn Chirello* & *Bob Spero* in Promotion. Our new office boy, *Noel Duggan*, is a recent arrival from Ireland. *Herb Watson* is back looking tanned and healthy after a vacation in Bermuda. *Betty Ancona*, lucky girl, is back after a trip to Europe. *Elna Steinmann* back from vacationing on the West Coast. The West Coast bug bit *Tommy Clancy*, too. who reports a wonderful time in the Golden State. *Don Richards* returned from Bermuda and has left for a new position with WRCA and WRCA-TV.

TV Technical Operations—*Marie Bergdahl* left us to await the arrival of her first baby. Her happiness just radiated throughout the whole office. *Patty Morrill* will replace her, which brings *Mae Gallagher* to our clan. Welcome Mae and also a belated welcome to *Kathryn "Bobbie" Larkin* who joined our Scheduling Group and made a "big hit" her first day by winning the baseball pool.

Congratulations to two new supervisors—*Charles "Corky" Corcoran* and *Stan Peck* and farewell and good wishes to *Jerry Cudlipp* who left us to join our NBC operation in California.

Tom Phelan marched down the aisle for the second time — this time to escort his lovely daughter. Mary, as he proudly gave her away to the lucky bridegroom.

Our color expert, *Rah Davis*, was one of four panelists interviewed on a color closed circuit going out to Chicago recently. This was the occasion for *Rah's* hurriedly purchasing a daring maroon necktie to substitute for the conservative brown one he was wearing.

KNBC, San Francisco—We have a new Merchandising Manager — *Bill Cancilla*. Bill came to us from KFRC. A real enthusiastic young man — not only about his merchandising. but also

his skiing — Bill is considered one of the kings of the slopes at Squaw Valley. Since he replaced *Dave Engles*, who has been transferred to NBC Network Sales, Dave has moved down the hall to a new office. *Gay Butler*, from KDYL, Salt Lake City, will be Dave's very competent secretary and Girl Friday.

Ed Arnow, NBC News Correspondent left for Honolulu with Mrs. Arnow for two weeks to look around Hawaii. Ed was the anchor man for radio for the seven Western States for the NBC Radio Network Election Coverage.

Speaking of the election, we're proud of our two Local Salesmen, *Bill Andrews* and *Terry Hatch* who spent many hours of their spare time working for their party.

Fran Davis was away for two weeks and the politicals on KNBC were loading down the board. *Joe Hanrahan*, who backstopped Fran while she was vacationing, at present needs a vacation himself.

Ed Brady has been whizzing around San Francisco on his British Motorcycle for several months. Luck has been with him until about three weeks ago. An automobile blocked his path and Ed forgot to turn. Fortunately, his injuries were not serious — a few broken ribs and an injured knee but he's able to get around again. Ed and *Jack VanWart* have an aerial photography business here in San Francisco. We've heard many wonderful comment about their aerial shots and feel proud of them. Even the Mayor requested one for his office.

Rita Abbey is our new receptionist at KNBC. Another lovely on our staff.

KRCA, Hollywood — *Beep Roberts* recently doubled his family with the addition of a mother, father and daughter whom he brought over from Germany under the Displaced Persons program.

We are sorry to lose *Marianne Phair* in the Promotion Department, who is moving out of the city. She will be replaced by *Genie Stokes*.

Bob Ogdon has purchased a new home in La Canada.

James Parks, Sales Manager, slipped while walking to the 15th tee at Lakeside and as a result is sporting a cast on his right hand.

Genie Stokes recently became a "mother-in-law". Her daughter, *Donna*, got married in September.

We are happy to welcome *Phyllis Babbitt*, *George Burke's* new secretary, and *Margaret Turbes*, in the Accounting Department. Both girls are new California residents.

Recent returnees from Las Vegas include: *Dolores Finlay*, *Jeanne DeVivier* and *Jim Damon*.

Naomi Hallum has acquired a two-year old thoroughbred who will make his debut at the opening of Santa Anita Park.

Ray Ferguson, *Jim Damon* and *Marc Breslow* baby-sitting while their wives rehearse their numbers in the chorus for a benefit at the Oakmont Country Club.

Jack Kenaston is looking forward to a trip to Annapolis on a special assignment in an advisory capacity to the U. S. Navy.

Bob Pelgram won the Bob Hope Trophy at the recent NBC Golf Tournament.

Ed Chavanette has joined *Bob Henry* and *Pat Leslie* in the Operations Department.

Jim Wemply won a case of scotch and *Hugh McTernan* a gallon of bourbon as door prizes at a recent Company affair. Both, of course, are prohibitionists.

Now that the desert is cooled with the approach of winter, *George Burke* is again making weekend safaris to the Mojave — fossil hunting.

Noyes Scott exploring the caves around Catalina Island in his new underwater outfit and aqua-lung.

Gay Warren of NBC Spot Sales, leaving to make her home in Puerto Rico. She will be replaced by Miss *Pat Custer*.

Dick McGeary covered with cups and glory after winning low gross in the recent Advertiser's whing-ding Golf Tournament.

General Manager, *Tom McCray*, has been elected as a member of the Navy League Advisory Council for the 11th Naval District.

WMAQ-WNBQ, Chicago — *Marg Bellows*, TV Net Sales, has returned to work after being hospitalized. *Kay Hanses Kucik* has returned to the Newsroom following a prolonged leave of absence due to illness.

Tom Montgomery has joined the WNBQ sales staff. *Bob Reardon* is a recent addition to NBC Spot Sales. *Don Ansel*, moves from Radio Sales, (WMAQ) to TV Sales joining the WNBQ staff.

Jean Morgan, secretary to newscaster *Morgan Beatty* has moved from Washington to Chicago. *Beatty* welcomed his first grandchild just before joining the Chicago staff in October. The grandson has been named William Morgan Beatty.

Mary Bertacchini, WNBQ Sales, has returned from a six-month leave of absence, during which she visited Italy and Greece. *Ruth Murray*, Traffic, has returned from an eight-month leave of absence spent visiting her family in Colombia, South America.

Dave Kempkes, who joined NBC Engineering in Chicago in 1931 and left in 1946 when he became co-owner and operator of radio station KIHQ, Sioux Falls, S.D., sold the station this fall and has rejoined the Chicago Engineering staff.

The condolences of her colleagues go to *Rosemary Coryell*, PBX, whose mother died this fall.

Fred Lyons, Radio Spot Sales chief, has moved into a new house in Northbrook, Ill. Ditto *Russ Stebbins*, WMAQ-WNBQ sales director, who moved into his new home in Skokie, Ill. recently.

Hal Smith, TV Net Sales, is guiding the start of a new publication on behalf of the Ulich Children's Home of Chicago, of which he is a member of the board of managers. A quarterly publication, named *Ulich Life*, it will be circulated to about 5,000 people throughout the nation.

Irene Miksys, Continuity Acceptance, vacationed in Mexico this fall. Versatile announcer *Bill Grisley* recently recorded radio spot commercials in six different languages. Polish, German, Italian, French, Spanish and Chinese.

Marilyn Reichmann has joined Radio Spot Sales as a secretary. *Betty Ross West*, Public Affairs and Education supervisor, was one of the speakers at the Annual Dinner of the National Conference of Christians and Jews in Chicago, November 29.

Adele Hemphill, Recording Sales, is taking fencing lessons. News chief *Bill Ray* and his City Desk panel program received the Distinguished Public Service Award of the Union League Club of Chicago.

The NBC-Chicago Bowling League is in the midst of a red-hot race with eight of the 10 teams bunched within three games of each other after five weeks of team play. Defending individual champs, *Barbara Budinger*, TV Spot Sales and *Dan Hozak*, Engineering, are once again leading in the individual scoring.

WRCA, WRCA-TV, New York — *Isabel Finnie* heads the fall and winter vacationers. Her grand Grand Tour had such highlights as a tour of the BBC with *Leif Eid* and other NBC foreign correspondents taking her about in the various cities visited. *Enid Roth*, spent a glamorous and sunny two weeks on St. Thomas Island, Virgin Islands. *Oscar Campbell* vacationed in Nassau, Jamaica, Cuba and possibly Uruguay.

Dom Ferrara just got a promotion. He replaces *Vic Schwebius* as general accountant. *Vic* replaced *Herb Brotz* as Cost and Budget Accountant, and they're calling *Herbie* "Financial Analyst".

Congrats to *Kathy Klein*. She's been selected as the local test-pattern color girl.

The gent with the unfractured French is *Gean Pligne*. A management trainee from Paris, he'll be with us for three months.

John Berkebile, Broadcast Operations, is finally headed for Barbados, British West Indies, for his December wedding.

Lee Smith will move into her assistant supervisor, radio traffic job, and *Wally Stark* takes *Lee's* post.

Gwen Marle leaves TV Traffic to join the staff at Lanvin. Eventually it will be Europe and Larry for her. *Roz Sohmer* has moved into Advertising and Promotions, and a deep drawl named *Barbara Eaton* has her desk currently. *Ron Kweskin* takes over *Gwen's* job, and *John Forbes* has *Ron's* broadcast services post.

Two Chucks have recently been added. *Chuck Dresser* is the new TV

local salesman with *Jean Coyle* as his secretary. *Chuck LeMieux* is radio's new local salesman and *Kathy Amjy* is his right hand.

Production facilities super *Ed Burke* has given his assistant, *Joyce Alger*, leave to attend to a different kind of production, while *Carmela Musolino* takes over.

Ann Ward is the new assistant in technical operations, engineering.

Amelia Grano replaced *Diane Tosto*, who left for college. *Nancy Shaines* replaced *Nancy Heinemann*, who left 67th St. to join *Hallmark*. *Lou Collins* comes to local publicity from his editorial and publicity job with United Feature Syndicate. *Don Richards* joined local advertising and promotion as research coordinator. He came to us from Spot Sales.

Tony Kraemer has stepped into *Max Buck's* happy shoes, and he's taken *Harriet Ruch* up the ladder with him. The same hat gets tipped at *Johnny O'Keefe*, stepping into *Don Bishop's* important publicity post.

Jane Herbert is the new assistant in the local Advertising and Promotion Department.

WRCV, WRCV-TV, Philadelphia — New Sales Department appointments announced recently by NBC Vice President and General Manager *Lloyd E. Yoder* include *Ted Walworth*, former WRCV-TV Sales Manager, to newly created post of Director of Sales, WRCV-TV; *Chet Messervey*, former WRCV radio salesman to Local Sales Manager, WRCV-TV; *Hal Waddell* has been upped from Sales Manager, WRCV, to Director of Sales, WRCV; *Bill Dallman*, Merchandising Manager, has been moved into the position of Local Sales Manager, WRCV; *Mary C. Doyle*, former Feature Foods director, fills the Merchandising Manager position.

Welcomed to the staff in recent weeks are *Phyllis Nester*, Publicity Department secretary; *Mary Skahill*, *Marilyn Feingold* and *Adria Jones* to the Accounting Dept., and *Tom Hughes*, news writer who replaces *Bill Dean* now on military leave. *Frank Hall* has joined the staff, assigned to special projects.

"Progress", education program pre-

sented in cooperation with the New Jersey and Pennsylvania Education Associations, and directed by *Del Hostetler*, is the nation's first educational television show to be seen in color.

Executive Producer *Joe Behar* has been tapped by "Wide Wide World" to direct pickups from Philadelphia, Miami, Springfield, Mass., and Charlottesville, Va., this season

Newsman *John Franklin* was cited by the national headquarters of the American Legion for his vigorous efforts in promoting passage of the "Ice Box Bill" in the Pennsylvania Legislature, that outlawed abandoning of refrigerators and iceboxes without first rendering them harmless.

Jesse Tassencourt of the Art Department, after two years of fretting and fuming, moved into a new home, built from his own design and with his own interior decoration.

Channel 3's originations of the Penn-Cornell and Army-Navy games for network television this fall provided *Sam Stewart* of Sales Service with some wonderful reminiscing. *Sam* was one of the original crew members who inaugurated a regular schedule of home telecasts of the Penn football games back in 1940 under the experimental call letters of W3XE, a yearly telecast schedule that continued until 1951 when the NCAA restricted television plan went into effect.

Benn Squires has returned to the TV directors staff after a lengthy medical leave.

Public Relations

Continuity Acceptance—Since our last appearance in CHIMES, we have welcomed two new people into Continuity Acceptance—*Valerie Diamantis* and *Oliver Flanders*. *Valerie* replaces *Riva Drechsler* as secretary to *Carl Watson* and *Percy Smith*, while *Riva* joins her husband *Michael*, who is at present in the army. *Oliver* replaces *Arden Hill*, who has departed on maternity leave.

Alys Reese spent a wonderful vacation in California, visiting our counterparts in Los Angeles and San Francisco, among other things. *Percy Smith* has taken his first airplane trip.

He flew to Peoria, Illinois, to fulfill a speaking engagement. While there, he took advantage of the offer of a ride in a private plane to visit his daughter Georgia in Mason City, Iowa.

National Advertising & Promotion

—That pleasant new voice saying "Mr. Wilkoff's Office" belongs to *Jeanne Mackay*, who joined our secretarial ranks on October 15. Happy to have you with us, Jeanne.

Ernie Hill is saying good-bye to his friends in Production to take over his new job as promotion presentation writer.

Sorry to lose our favorite fire-engine fan, *Bob Zeller*. He's going to Sales Traffic Operations to serve as sales order processor.

That efficient new secretary in the Art Department is *Helen Bader*, formerly of Macy's.

Back from a grand and glorious trip to France and Italy is *Mike Lannon*, who returned to the ranks on October 29. Mike flew both ways and loved it.

Press and Publicity — "What was that name again?" . . . Better be certain! . . . For instance, Press Department roster reads from A(grams) to Z(willinger) and includes: two Anns, two Nancys, a Syd and a Sid, two Bills, two Georges, two Arts, two Joes, and a Jo, three Jacks, three Bobs, three Charleses and four Als — plus a Jean and a Gene — all these and . . . two Browns, a Smith and a Jones. . . . "Now—what was that name again?"

On Oct. 24, in commemoration of United Nations Day, the *Schola Cantorum* sang the fourth movement of Beethoven's Ninth Symphony from the U. N. General Assembly Hall; and somewhere in that wealth of voices was the rich tenor of our own *Chuck Pintchman*.

A welcome to *Marcella Hammond* who joins us as secretary to Press Department's *Today — Home — Tonight*. Marcella replaces *Jean Ferrari* who has changed desks and duties. Jean is now secretary to our column editors, succeeding *Maryann Masetti*, who has left NBC to join Sperry Gyroscope Company.

We're happy to report that *Ronnie Bennett* of Photo Files is back on the job, following an appendectomy.

Jo Abrams is back from maternity leave with a reason to be proud and happy — a special reason named *Lea Carla*. *Marge Reed*, who filled in for Jo as *Al Rylander's* secretary, is now with the *Wide Wide World* staff.

Few people know that the Mailroom's "Keep Gruntled" campaign represents a student's execution of homework under the very eyes of his instructor. NBC Mail-messenger *Ken Forrey*, one of the prime instigators of the mailroom project is a student of NBC Vice-President *Syd Eiges's* Columbia University course. "Television and Radio Publicity."

Merchandising—*Lattie Lee Dawson* spent several days vacation in Bermuda during the first weekend in November. Lattie came in sporting a windburn and reported not much sun, but she managed to get in her favorite sport — water skiing.

The Merchandising Department saddened by the illness of *Gordon Lane* who recently suffered another heart attack. We are all rooting for a speedy recovery.

Murray Heilweil recently had the pleasure of rooting home his son Marc who was elected President of his school's Student Organization.

Pauline Avallone recently became a landlord when she and her husband Ralph purchased a two-family home in Valley Stream. She will gladly tell you of the trials and tribulations of being a landlord. This past weekend it was a flood in the basement.

TV News Film—"All 106th Street is talking about" migrating south to 49th and 7th Ave. . . . all passports are in order and visas stamped — but the date? That is, and I quote, "a good question". *Margie Avakian* vacationed in Mexico, but returned too late to make a statement for CHIMES . . . spite work! As for other vital statistics, 106th Street has had no births — no deaths — no weddings — no engagements — no nothing — no copy!

Public Service Programs—*Dolores Blaich*, formerly in the film exchange, and returning to NBC after a visit to Germany this summer, is *Doris Corwith's* secretary. *Joan Scafarello* has

come to *Dorothy Culbertson* via *Caroline Burke's* office, and *Nancy Bock* is answering *Bill Parish's* phone these days. Nancy was formerly with *Joseph MacDonald* and the political unit. *Betty Ivory* has moved over to the *Ernie Kovac* unit and *Margo Roussin* is now sitting in her place. Margo was abroad last year studying at the Sorbonne. Although *Harold Blum* has been with us for several months, this is our formal "hello". Harold did research for the *Threescore and Five* series and has recently returned from the west coast with miles and miles of tape for the upcoming economic development series. *Westward the Land Is New!*

Sales Traffic Operations—Welcome to *Nancy Lundahl*, *Karen Lee Bradshaw*, *Jim McCollom* and *Bob Zeller*. We congratulate *Mort Dillon*, *Bill Barnes* and *Marshall Karp* on their promotions. Congratulations and good luck to *Bill Totten* who left NBC to join St. George and Keyes as an account executive.

Tim O'Keefe is celebrating his first anniversary here in America. He sailed from County Cork this time last year and plans to make his stay permanent.

Unit Managers—In this festive season, we are very happy to sit around the Yule log with all of our new family. Hearty welcome to *Marge Pesin*, *Betty Austin*, *Sue Wesely*, *Ronnie Weinstein*, *Herb Strauss*, *Roy Wilson*, *John Fisher*, *Nick Stanford*, *Jack Petry*, *Bruce Bassett*.

Dan Sullivan and *Elmer Gorry* have had their stockings filled with good cheer — promotions for both! Dan has gone to Administration and Elmer is now Unit Manager of the *Home Show*. We wish them both the best of luck.

John Herman is on his way home. He got out of Indonesia just in time.

All the girls are really smelling sweet with the perfume that came in with *Joe Cramer* on the boat.

Nick Stanford decided he would operate out of the fifth floor from now on while handling NBC News and Outlook.



CHIMES

Published bi-monthly at 30 Rockefeller Plaza, New York 20, New York, by and for the employees of the National Broadcasting Company.

Charles J. Boylan, Editor

Chimes Correspondents

Administration:

Controllers, Louise Ippedico
Duplicating, Dick Duester
Facilities Administration, Mary Heller
Guest Relations, Alex Lindsay
Legal, Joan Perz
Mail and Messenger, James Amirault
Pacific Division, Robert Abbott
Personnel, Cathia Dindia
Purchasing, Mary Hoyt
Stenographic, Marilyn Wolfe
Treasurers, Joy Siegel
Traffic, Marge Hadley

Corporate Relations:

Station Relations, Joan Oury
Planning, Nancy Sweitzer

Operations:

Administration, Chickie Redling
Design and Art Opers., Joan Williams
Music Services, Edwin Dunham
Plant Operations, Anthony Alatis
Prod. Opers., Evangeline Hadjopolous
Radio Network Administration, Joan DeMott
Radio Program, Cici Clarke
Radio Network Sales, Elissa Enax
Spot Sales, Elaine Simpson
Staging Services, Betty Bagshaw
TV Technical Opers., Marie Redling
AM Technical Opers., Jane Ermentraut
KNBC, Chris Argos
KRCA, Bob Pelgram
WMAQ-WNBQ, Dan Anderson
WRC-WRC-TV, Jay Royen
WRCA-WRCA-TV, Ron Kveskin
WRCV-WRCV-TV, Bill Smith
WBUF, Joyce Wilson

Public Relations:

Continuity Acceptance, Kay Henderson
Nat'l. Adv. & Prom., Dorothy Brodine
Press and Publicity, Woody Bovell

TV Network Programs and Sales:

Business Affairs, Joan Bill
Merchandising, Rose De Renzis
Network Sales, Eugene Labocetta
News and Special Events, Eileen McKenna
TV News Film, Tish Lee
TV Program, Margo Stearns
Program Analysis, Connie Menninger
Program Development, Louise Pansini
Public Service Programs, Florence Reif
Sales Traffic Operations, Bob Shenton
Unit Managers, Gene Whitlock

ORGANIZATION CHANGES

Emanuel Sacks to Vice President, Television Network Programs.
Alan W. Livingston to Vice President, Television Network Programs, Pacific Division.
Richard A. R. Pinkham to Vice President, Advertising.

ADMINISTRATION

Robert H. Barnaby to Manager, Capital Budgets.
Roy A. Cheney to Manager, Personnel Administration, Pacific Division.
William H. Craig to Manager, Employment.
Frederick J. Cudlipp to Administrator, Labor Relations, Pacific Division.
Eugene J. Hayman to Administrator, Labor Relations.
Milton E. Williams to Manager, Safety.
James L. Wilson to Administrator, Audio-Video Engineering.

OPERATIONS

Robert A. Anderson to Director, Business and Administration, California National Productions, Inc.
Donald E. Bishop to Director, Publicity and Community Services, NBC Owned Stations and NBC Spot Sales.
John J. Brennan to Business Manager, NBC Owned Stations and NBC Spot Sales.
Albert L. Capstaff to Director, MONITOR and Special Programs.
Alfred W. Christopher to Supervisor, Radio Maintenance.
Gino A. Conte to Manager, Unit Managers, Pacific Division.
Robert E. Dressler to Manager, Television Programs, WMAQ, WNBQ.
Walter D. Ehrhoff to Supervisor, Program Operations, Radio Network.
David A. Engles to Manager, Radio Network Sales, San Francisco.
William F. Fairbanks to Manager, Eastern Radio Network Sales.
Nicholas C. Gilles to Manager, Business Affairs, Facilities Operations.

OPERATIONS (Continued)

Nicholas Gordon to Manager, Rates and Program Evaluation.
Sherman C. Hildreth to Director, Station Operations, Facilities Operations.
Richard D. Johnson to Manager, Radio Programs, WMAQ.
George C. Lenfest to Supervisor, Technical Operations, WRCA-TV.
Norman S. Livingston to Director, Radio Network Programs.
William A. Loudon to Manager, Radio Network Sales, Los Angeles.
Allen Ludden to Manager, Program Planning and Development, Rad. Net.
Thomas S. O'Brien to Director, Business Affairs, NBC Owned Stations and NBC Spot Sales.
John R. O'Keefe to Director, Publicity, WRCA, WRCA-TV.
John H. Riedel to Manager, Studio Technical Operations, WRCA-TV.
Gerald M. Sellar to Director, Radio Network Operations.
Harold W. Shepard to Director, Business Development, California National Productions, Inc.
Van D. Woodward to Mgr., Script, Rad. Net.
Robert Wogan to Manager, Program Operations, Radio Network.

TELEVISION NETWORK PROGRAMS AND SALES

John W. Kiermaier to Director, Administration, Public Affairs.
Francis X. O'Shea to Manager, Business Administration.
Robert J. Steinle to Manager, Promotion.
James S. Troy to Manager, Television Network Programs, Chicago.

NBC Births

To Robert Sarnoff, N.Y., a daughter, Serena Warburg
To Jim O'Brien, N.Y., a son, Sean Francis
To Zena Contos, N.Y., a daughter, Irene
To John Carsey, N.Y., a daughter, Kyre
To Brice Howard, N.Y., a daughter, Megan
To George Heinemann, N.Y., a daughter, Kim Louise
To Dom Ferrara, N.Y., a daughter, Nancy
To Milton Wyatt, N.Y., a son, Scott David
To William Brown, N.Y., a son, William III
To Dick Hollands, N.Y., a son, Stephen
To William Schmitt, N.Y., a son, John Patrick
To Ed Yasek, N.Y., a son, John Arthur
To Jack Roden, N.Y., a son, David Patrick
To James Culey, N.Y., a daughter, Patricia Frances
To John Maurer, N.Y., a daughter, Nancy
To Robert Andersen, N.Y., a son, Robert, Jr.
To Robert Abel, N.Y., a son, Robert Joseph III
To Maury Penn, N.Y., a son, Charles Steven
To Lawrence Owen, N.Y., a daughter, Robin
To Rol Reichert, Chicago, a son, Ronald Jay
To Harry Jacobs, Chicago, a son, Jeffery
To Tom Bowles, Chicago, a son, James Leonard
To Paul Robinson, Chicago, a daughter, Elizabeth
To Tom Mercein, Chicago, a daughter, Elizabeth Eleanor
To Dick Ricker, Chicago, a son, Robert
To Bill McDonald, Washington, a daughter, Karen Francis

NBC Marriages

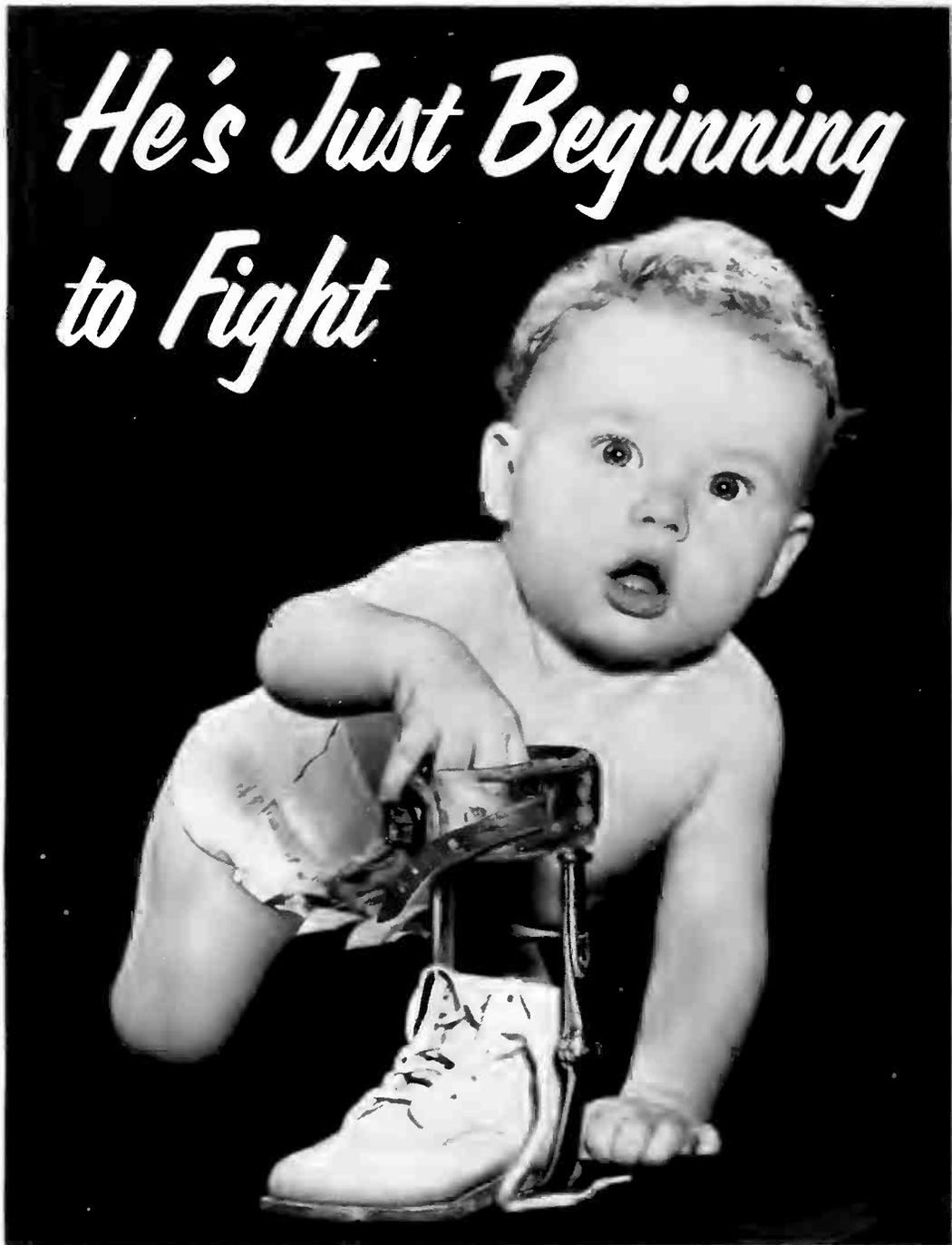
Lalia Pleadwell, N.Y., to Richard Gardner
Frank Schneider, N.Y., to Marcia Kuyper
Vickie Casella, N.Y., to Ted McKeever
Dorothy Clarke, N.Y., to Donald Fletcher
John Sinclair, N.Y., to Peggy Varnell
Joan Lindenmayer, N.Y., to Richard F. Perz
Violet Young, N.Y., to Raymond Glendon
Patricia Dodge, N.Y., to Charles R. Coristine
Susan Gilbert, N.Y., to Milton Schwartz
Sonya Goldman, N.Y., to Bernard A. Friedman
John Cramer, N.Y., to Terry Oliva
Ray Buckler, Chicago, to Catherine Anderson
Tom Hoban, Chicago, to Primetta Marcheschi
Laurie Blair, Chicago, to Al Schneider
Kieth Christie, Washington, to Nancy King
Mable Morgan, Washington, to Griffin Holland
Jane Chandler, Washington, to Martin Wiegand
Gail Henderson, Washington, to David Forward

Bargain Counter

For Sale: 2 3/4 x 3 3/4 Ann Speed Graphic R.F., Extension flash, Speedlight, Roll film adapter, Cut film holders, Pack adapter. Best offer N2341.

For Sale: Fireplace, imitation, white with green marble, with andirons, \$25. Bamboo drapes, 13' x 7', brand new, \$25. Van Gill N4162.

*He's Just Beginning
to Fight*



Let's Finish the Job!

P. S. — He'll make it. His name's Mark Fight.

**Join ^{THE} MARCH OF DIMES
IN JANUARY**

x







NATIONAL BROADCASTING COMPANY, INC.
GENERAL HEADQUARTERS
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