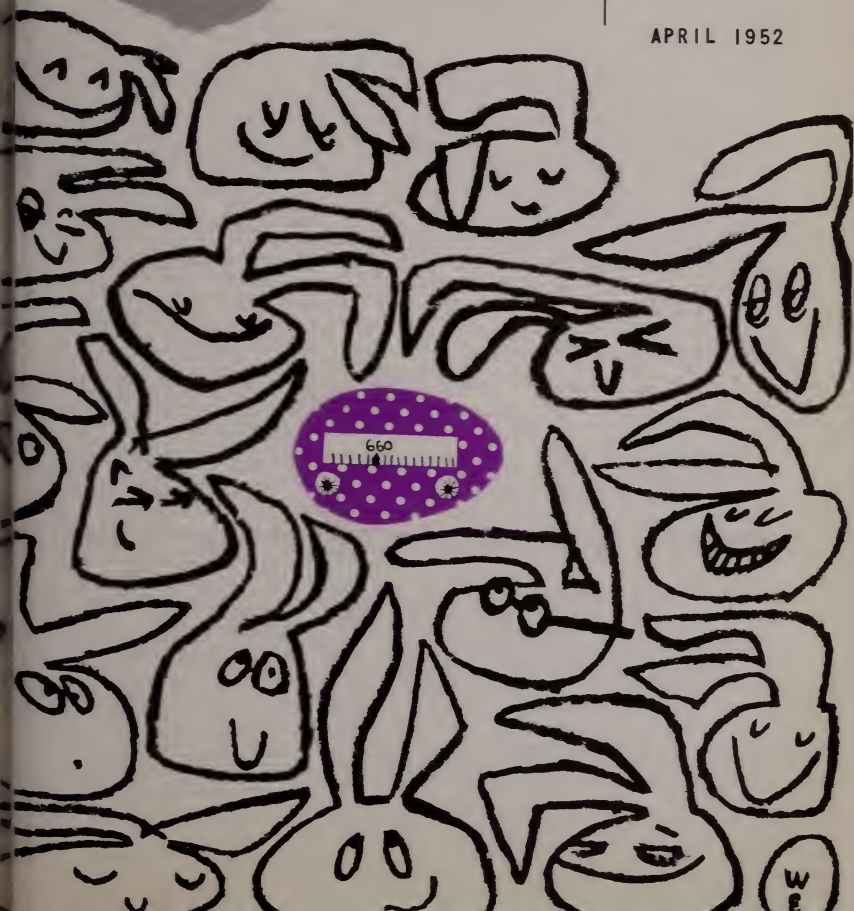
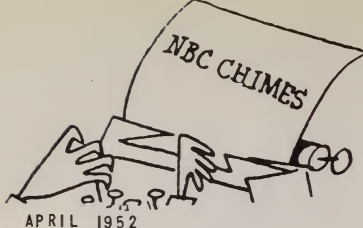


NBC Chimes

APRIL 1952





NATIONAL BROADCASTING COMPANY, INC.
A Service of RCA
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MERRIMAN HOLTZ, Editor

ANSWER THE CALL

Our hearts go out to those in need. We hurry to answer a fellow employee's call. We help our neighbors whenever we can. But when the cry for help comes from the other side of the country, or the world, we cannot answer the call on our own. Still we can answer promptly, with all our hearts, through the Red Cross.

The Red Cross is people everywhere, ready to help -- trained, capable people at the scene where the need is greatest -- ready to do what you would do if you were there. The Red Cross is humanity in action.

Here are a few of the basic needs the Red Cross will fill this year, as in the past, with your wholehearted help: (a) The need of servicemen and veterans for sympathetic aid with their problems. (b) The need of disaster victims for shelter and food. (c) The need of wounded soldiers for life-giving blood. (d) The urgent need of Americans everywhere to be trained for the protection of themselves and their families.

Give your support to the Red Cross by contributing to its 1952 fund raising campaign. A solicitation, one of the only two charity drives conducted in the NBC offices during the year, is being made throughout the company. When you are asked to contribute, answer the call generously. Thousands of needy individuals the world around will benefit from your generosity.

SURPRISE CIVIL DEFENSE ALERT A SUCCESS

The first surprise test of radio and television alertness in Civil Defense operations took place on March 12 at 11:45 PM. At 11:00 that evening, with no prior warning having been given, Master Control was asked to make the facilities of WNBT, WNBC and WNBC-FM available for a special New York State Civil Defense Network broadcast 45 minutes later. Arrangements were immediately cleared through the night executive officer, Wm. Burke Miller, and regular programming was interrupted for the test at the requested time. Other radio and television stations throughout the state also cooperated to make this practice Civil Defense alert a success.

BLUE CROSS ANNOUNCES RATE INCREASE

Effective May 1, 1952, the cost of all Blue Cross and Blue Shield contracts will be increased. This will first be noticed by NBC employees on the payroll deduction taken April 30 to cover the period beginning May 1st. The increases will apply to all contracts held through the NBC group, since charges for both the hospital and the surgical coverage are involved.

In announcing the rate increase, both the Associated Hospital Service and the United Medical Service, the carrying companies, held one general item accountable -- the rising costs of providing protection that have resulted from the general cost spiral.

There are to be no changes made in the benefit schedules. In member hospitals Blue Cross will continue to pay all hospital charges on semi-private accommodations for a period of 21 days, and on a reduced basis up to 180 days.

Since 1940, hospital labor costs have gone up 150% and food costs 27%. Thus hospitals must charge more for their services, and to pay these charges Blue Cross has finally found it necessary to raise rates of coverage. By the same token, surgical charges are higher for two basic reasons -- increased costs of administration and a 15% increase in the use of UMS services.

Any questions you may have concerning this rate increase or any other matter pertaining to your hospital and surgical insurance should be referred to John Titman, Ext. 446, Room 735.

CONSTRUCTION TO START ON NBC'S NEW TV CENTER IN CALIFORNIA

John K. West, vice-president in charge of the Western Division, has announced that NBC has received approval from the National Production Authority to construct the first unit of its new television center in Burbank, California. Construction will begin this month.

Two studios, each seating 500 persons and measuring 140 by 90 feet, will be built on the 48-acre site, which adjoins the Warner Bros. studios in Burbank, a few minutes drive through Cahuenga Pass from Hollywood. Other buildings necessary to service the two studios will also be built -- rehearsal halls, carpenter shops, paint shops and wardrobe shops.

The first unit will be completed by early fall, when the new television season begins. The site provides space for additional expansion by NBC at a later date. The two studios will complement the network's present TV facilities in Hollywood, which include the former 1 Capitan Theatre and studio space in Hollywood's Radio City.

HARRY BANNISTER TO JOIN NBC



Harry Bannister

Harry Bannister, general manager of WWJ, WWJ-FM and WWJ-TV, in Detroit, Michigan, is joining NBC in an executive capacity. He will assume his duties with the company on April 14.

Mr. Bannister, one of the industry's most colorful and widely known figures, is a veteran of more than 20 years in the broadcasting business. Under his guidance WWJ has become one of the most successful stations in the nation. He was also a pioneer in television and had WWJ pay rent on a building tower for ten years in the knowledge that it would ultimately require the site for a television antenna.

In announcing Mr. Bannister's affiliation with NBC, President Joseph H. McConnell said, "We are extremely fortunate in being able to induce Harry Bannister to join our network organization. As a successful station operator for more than 20 years, as a director of the National Association of Broadcasters, as a member of our NBC Stations Planning and Advisory Committee, he acquired an intimate knowledge of the broadcasting business. His business acumen, his ability to gauge and evaluate changing trends in public taste, his record of accomplishment in the field of public affairs and education for which his stations have been repeatedly honored, and his leadership in solving industry problems will contribute greatly to the progress of NBC and its affiliated stations."

Mr. Bannister was born in New York City. Following 17 months of service overseas in World War I, he began his career as a salesman in the motion picture field. Then followed four years of sales duties for the American Druggists Syndicate, two years with Park and Tilford and four years with the DuPont organization.

Mr. Bannister entered the radio field in the sales department of WMBC in Detroit, in 1931. He first became affiliated with WWJ in 1933 as a salesman. He was appointed sales manager in 1935 and became general manager in November, 1941.

For many years Mr. Bannister led the industry movement for a code of standards and practices. His own code was self-imposed for the Detroit television station in 1947.

Mr. Bannister is married to the former Barbara Ann Lawrence. They have two grown daughters.

TED COTT ELECTED VICE-PRESIDENT

Ted Cott, general manager of WNBC, WNBC-FM and WNBT, has been elected vice-president of NBC. Mr. Cott's election to a vice-presidency took place at the regular monthly meeting of the Board of Directors on Friday, March 7.

Mr. Cott joined NBC in April, 1950, as general manager of the three stations, and under his direction the stations have reached new peaks of accomplishment in programming, sales and community service. He is widely known in the industry for his shrewd sense of business and strong talent for dramatic, creative programming.

In May, 1951, Mr. Cott received one of the industry's top honors, when WNBC under his management was cited by *Variety* as the outstanding station in the United States.



Ted Cott

Born in Poughkeepsie, New York, Ted Cott began his radio career at the age of 18 on the staff of New York City's municipal station WNYC, as an announcer, producer and director. While at WNYC, he created *So You Think You Know Music*. In 1939, he moved this program to the CBS network and became a free-lance producer. At CBS he directed *Society Girl*, a daytime serial, and was emcee on the Coca Cola-Andre Costelanetz program. Also he produced the *RCA Victor Sounding Board* over WEAJ and *What's the Good Word* over Mutual.

In 1944, Mr. Cott joined WNEW as director of programming and was later appointed vice-president in charge of programming. At WNEW he developed new concepts of public service programming, and during his seven years with the station, it received 45 major awards.

In addition to handling his managerial duties with acumen, Mr. Cott has found time to write four books, write and produce 33 children's record albums and teach radio, script writing and directing at NY and Fordham University.

ANTHONY HENNIG RETURNS TO NBC

After a ten-year association with the American Broadcasting Company, where he was most recently production manager for television, Mr. Anthony M. Hennig has rejoined NBC. Mr. Hennig has been appointed manager of television studio and building operations, in which capacity he will report to Brig. Gen. E. Lyman Munson. Working in close cooperation with Integrated Services, Engineering and Guest Relations, Mr. Hennig will be in charge of operations in the Television Network's studios and theatres.



Bill Ervin -- Tom Tart -- Rod Rodomista

THE STUDIO SUPERVISOR

In many ways the studio supervisor is like the ringmaster of a 24-hour-a-day circus, using his knowledge and trained reflexes to carry himself through a never-ending series of crises. And he often becomes a ringmaster in actual fact when programs invade his studio with animal acts, feathered friends, trusted canine companions and assorted and very unreliable beasts of the jungle. NBC's 36 studio supervisors have learned to take stray animals and a multitude of other problems in their stride, but one of the group still confesses to a fear that he will be called upon some day to "fly" a full-grown elephant.

The job duties of the studio supervisor require him to serve as landlord and staging specialist for a studio or for the staging areas of a television theatre. He is responsible for the maintenance of all staging equipment and the supervision of the arrival, setting, rehearsal, striking, tagging and return of all scenic elements. To do this he must direct the work of complete crews of stage carpenters, property men and, more recently, electricians. Also, the supervisor must handle studio liaison with all the units of Production Services, insure conformation with all safety and fire regulations, and prepare accurate reports on staging labor and studio services for billing purposes.

The studio supervisors who cover NBC's 15 television studios and theatres in New York are divided into three separate job classifications -- I, II and III. Only a studio supervisor III is given complete over-all charge of a studio location. He is always a thoroughly experienced and capable stage manager, who has proven his ability to meet and solve all the many crises which arise during the day to day flow of staging activities. A studio supervisor II is also a fully-developed stage manager. He is able to accept the responsibility of running the studio plant whenever the III to whom he reports is off duty. A studio supervisor I is a junior supervisor who is often attached to a studio as an extra man and is given the major responsibilities of plant management only as he proves his ability to handle them. The I's work on shifting assignments in order to learn as much as possible about the many varied elements of NBC's television plant.

The life of a studio supervisor is never dull, often frantic. The technical limitations under which he works are strict, the costs of his operations very high. Yet directors in search of striking effects occasionally make impossible demands of his facilities, and agency representatives have been known to want more than their budgets can allow. No matter how vital a real PT boat is to the naval drama in 3B, the studio supervisor knows that such a boat can't be handled by the freight elevator and that the cost of dismantling and reassembling the boat would be all out of line with the show's budget.

Nevertheless, whenever possible, the studio supervisor will spare neither time nor trouble to help the director of a show establish his required effects and settings on the stage. The extremes of devotion to his work to which this can sometimes carry him are becoming legendary. Take for example Max Liebman's request for 9 pigeons to appear in *Your Show of Shows*. Getting the pigeons into the International Theatre in a portable cage was no problem at all, but following their appearance on the program the pigeons made use of their wings to disperse to the upper reaches of the area above the stage. A book could be written about the gallant exploits of the studio supervisor who attempted to rid the International of these 9 menaces before the following week's show.

NBC's studio supervisors are grouped together into the Studio and Theatre Operations Department, which reports to Mr. Anthony Hennig, and they work under the watchful eyes of Bill Ervin and Tom Tart. The key men in the department are: Jack Geagan, supervisor of assignments; Sol Cornberg, supervisor of theatre operations; Jim Richards, supervisor of RCA operations; Bert Susman, supervisor of 106th St. operations; Rod Rodomista, supervisor of Brooklyn operations; and studio supervisor II's, George Dindas, Ed Pierce, Irv Sudrow, Duncan Mounsey and David Mellin. The rest of the staff is made up of 24 II's and 4 I's.

This month *Chimes* salutes a much harried and much envied member of the NBC organization -- the studio supervisor.

up the ladder



HAMILTON YOUNG APPOINTED BUDGET DIRECTOR

On February 27, the appointment of Hamilton Young as Budget Director of NBC was announced by Joseph V. Heffernan, vice-president in charge of finance. Mr. Young had previously been serving as operations analyst. Prior to joining NBC, he was associated for sixteen years with the accounting firm of Price, Waterhouse & Co.

* * * * *

Other promotions recorded in time for publication are:

LESLIE VAUGHN to business manager of TV Public Affairs
JOHN RAYEL to supervisor of TV program sales
JOHN FULLER to supervisor of TV program sales development
LEONARD WEINLES to assistant adv and prom manager
JOHN STEEVES to supervisor of records and salary admin
JOSEPH AKULONIS to assistant budget director
ELAINE SIMPSON to presentation writer and sales facts coord
MARSHALL SCHACKER to assistant talent coordinator.

PEGGY PLAGGE to jr placement asst
DENIS KING to coord of bdcst film
BARBARA CHAPPELL to exec sec III
JOYCE MINTZES to senior clerk
FRANK MACAULEY to bdcst prom chief
BERYL NOEL to secretary II
EDITH TANZER to exec sec I
WALTER KRAVETZ to asst film editor
TERESA CALABRESE to prod asst
BERNARD WEINER to film clerk
JOHN KORBELAK to receiving clerk
VINCENT SARUBBI to messgr-clerk
JOHN WEIR to mezzanine recept
NATALIE GLASER to secretary III
SIGURD FOSS to mezzanine recept
ZENA BIER to exec secretary
EVELYN SOBOTKA to exec secretary
JULIUS NOVLOTSKY to asst film libr
ROBERT SCHULEIN to asst film libr
CALVIN WHEELER to statement acct
FRANCES RENDE to secretary II
JESSE FRANKFORT to dispatch clerk
ELAINE DAMIS to secretary I
TOM HENRY to watch engineer
MARVIN JACOBSON to typist-clerk

ELVIN HALL to desk clerk
VINCENT CASEY to accts rec supv
BERT LANDON to shipping clerk
GEORGE WALLACH to prod supv
JULIA HEWITT to posting clerk
RUDOLF LINDEN to asst chief libr
ROBERT EBERLE to director
JOE BATTAGLIA to desk clerk
BARBARA WEINER to library asst
JOHN WELTER to budget supervisor
WILLIAM SCHMITT to cost acct clk
MARGARET HERRHOLZ to stat typist
PHILIP DEAN to dir of publicity
WILLIAM RICH to dir of merch
ANDREW HAMMERSCHMIDT to asst to
dir of color TV systems dev
SOL CORNBERG to supv of thea ops
GEORGE HEADLEY to supv of props
ARTHUR KRAFT to time cost clerk
ARTHUR SIBLEY to dispatch clerk
HENRY ALLARD to ops night clerk
JANE HENDRIE to operations asst
DOROTHY SPAGNA to stat typist
ELIZABETH SMITH to secretary II
JOSEPH CUNNEFF to sr prod coord

CHIMES VISITS JIM KIERNAN

(This is the second in a new series of articles spotlighting individual employees in the New York office.)

Jim Kiernan perched himself on the edge of the table in the General Service locker room. "What d'ya want to hear about?" He drew a fresh package of White Owls from his pocket and broke the seal. "Okay. Soon's I light up a new piece of rope here."

"The Big Depression was when I came to NBC -- 1930. I started here on October 4, 1930." A bit of the smile faded from Jim's eyes. "I was out of work. I'd been laid off from a good paying job after 25 years at the foundry."



"To tell you the truth 'bout how I got the job here, I met a friend of John Carey, service manager then, and he told me to come up to see Mr. Carey. So I came up to see Mr. Carey." Jim glanced up at the ceiling and ran a hand over the back of his closely-cropped white hair. "I didn't get the job right away -- just filled out an application. 6 weeks later I got a postcard from Mr. Carey. He offered me \$24 a week to be a night porter. Things bein' what they were, I took it."

"When we moved from 711 to Radio City, I switched over to night watchman. Started as a maintenance man about 3 years later. When the head man went into the Army during the War, Mr. Lowell asked me to take over, and I've had the job since, except for a few months in TV in '45."

"My family?" He paused to scratch his shoulder. "My wife and I've got two kids. One works for the Fire Department. The other one lives with us at home. Yeah, both boys. The one in the Department's got two kids of his own -- my grandchildren."

Jim tugged at the collar of his khaki shirt and started to adjust the knot of his black tie. "One thing I want you t'say." He spoke more slowly, in a lower voice. "Ever since I've been with NBC everything's been... well, it's been good. There's no better people anywhere. I've worked in every office in the place and know 'em all."

"Some guys in some companies always gripe about doing this or doing that because some people're hard to work for. But nobody here's hard to work for the way I see it. I just try to do what they ask me. Even if they try to tell me black is white, I figure it's their business, not mine, and we get along fine."

The twinkle was back in Jim's eyes. "Yes, sir, lots of fine people at NBC!"

NBC GEOGRAPHY

At present NBC's New York office is made up of 20 separate locations. You can test your knowledge of these locations by filling in their names in the blanks below. A score of 18 or more right means you are well-oriented. If you score less than 15 right, it's time to get your head out of the sand.

1. R _ _ B _ _ _ _ _ .
2. _ _ _ _ B _ _ _ _ _ .
3. R _ O B _ _ _ _ _ .
4. _ _ _ th S _ _ _ _ .
5. W _ _ S _ _ _ _ .
6. _ _ th S _ _ _ _ .
7. C _ _ _ _ T _ _ _ _ .
8. R _ _ E _ _ _ _ _ H _ _ _ .
9. P _ _ _ W _ _ _ _ _ .
10. B _ _ _ _ T _ _ _ _ .
11. I _ _ _ _ T _ _ _ _ .
12. L _ _ _ I _ _ _ _ C _ _ .
13. I _ _ _ _ B _ _ _ _ .
14. H _ _ _ _ T _ _ _ _ .
15. E _ _ _ _ S _ _ _ _ B _ _ _ _ .
16. B _ _ _ _ S _ _ _ _ .
17. B _ _ _ _ B _ _ _ , N _ _ J _ _ _ .
18. _ _ W _ _ _ _ th S _ _ _ _ .
19. N _ _ A _ _ _ _ T _ _ _ _ .
20. B _ _ _ _ , C _ _ _ _ T .

(1) RCA Building, (2) 1600 Broadway, (3) RKO Building, (4) 106th Street, (5) WOR Studio, (6) 56th Street, (7) Center Theatre, (8) RCA Exhibition Hall, (9) Port Washington, (10) Belasco Theatre, (11) International Theatre, (12) Long Island City, (13) International Building, (14) Hudson Theatre, (15) Empire State Building, (16) Brooklyn Studio, (17) Bound Brook, New Jersey, (18) 21 West 46th Street, (19) New Amsterdam Theatre, and (20) Bridgeport, Connecticut.

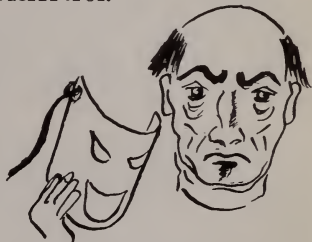
A.A. activities



DRAMATIC WORKSHOP PRESENTS DUAL PRODUCTION

On the evenings of March 26, 27 and 28 the NBC-AA Dramatic Workshop gave performances of two plays before large and enthusiastic audiences. Thanks to the fact that the Workshop was able to obtain the Johnny Victor Theatre for these performances, they represented a substantial improvement over the group's previous endeavors, which were presented under the handicap of inadequate facilities.

The two plays produced by the Workshop were *The Talisman* by Roger Wilde and *Lady Godiva's Modesty*, an original farce-comedy by Robert Williams, a member of Literary Rights and Playreading. This represented the first attempt by the group to produce an original script written by an NBC employee, something which it hopes to do more of in the future.



The cast of *The Talisman* included Mac Shaw, Peter Lassally, Barbara Harlib and Larry Sisson. Greg Eaton was the director.

Lady Godiva's Modesty was directed by its author, Robert Williams. Included in the cast were Mary McBride, Murray McCain and Dan Durning. Medieval costumes from Brooks Costume Company added considerably to the atmosphere of the production.

CLEAR THE DECKS FOR SOFTBALL

It's here! The baseball season has arrived, and AA president Bill Kelly has announced that the organization of the NBC softball team for the 1952 season will take place next week.

Last year NBC had a championship team which coasted to a first place berth in the Advertising-Radio League and then battled its way skillfully to a second place finish in the important league play-offs. Most of the members of last year's team will be out of action this season, so all nine berths are wide open for competition from newcomers.

If you'd like to play softball with the NBC team this year, just fill out the stub below and send it to Bill Kelly, Rm. 504. You will be notified of the time and place of the first team meeting.

SOFTBALL CANDIDATE: _____ Rm. _____ Ext. _____



It happens at NBC

STAFF ADMINISTRATION -- Legal: PAUL LYNCH has returned to the fold with his arm neatly slung in a sling, following a recent bone fracture. CONNIE MEADE has been welcomed to a secretarial post in the department, and we've said hello to a new lawyer, HOWARD MONDERER. ANN DEBUS is the happy recipient of a recent promotion. (Rita Paolucci)

Press: PHIL DEAN leaves Press to become publicity director of WNBT. Best of success, Phil! It wasn't a big bouquet of red roses that ART OPPENHEIM received but only a single red rose from an anonymous source. More new faces in Rm. 400. They belong to BETTY ANNE LANIGAN, GERRARD DWYER, CONNIE COLLINS and JACK SEBASTIAN. Question of the week: "Is ART SELBY enjoying his vacation in Mexico?" (Hank Williams)

Information: The canonized St. Pat and the un-canonized secretary Pat have birthdays within two days of each other, so the office celebrated with a twin luncheon at the Victoria. PAT DENHAM and St. Pat gave all a Lenten lift. KATHRYN COLE and Mr. Cole spent a weekend in Washington, D.C., sightseeing and visiting friends. (Eileen Tobin)

Continuity Acceptance: JANE READEY has just returned from a wonderful two-week vacation in West Palm Beach and has put us all in a holiday mood. CARL BOTTUME, a former radio policy reader in Continuity Acceptance, paid us a visit recently. His second book, *Sailor's Choice*, was published last August. (Kay Henderson)

Station Relations: After 4½ years with NBC, ELIZABETH McNAMARA, now Mrs. Robert Caputi, is leaving the company for a new occupation, housewife and mother. We bid her a fond farewell. The welcome mat is out to GRACE BAKER, JANE CRABTREE and IRENE DMOCK, also to Mr. JOHN WILCOFF, who is joining Co-op Sales. (Barbara Harlib)

Traffic: STEERE MATHEW and CHARLIE MANGANO both recuperating after a siege of illness. ALICE BAKMAZIAN to become "Mrs." on May 25th. Honeymoon destination not as yet decided. JACK ELMI, Camera Club enthusiast, promises a picture for the next issue of *Chimes*. ALICE WEYRAUTHER back from Florida with a real healthy-looking tan. Welcome to MARY BRENDLE to the station reports section. (Joan Duggan)

Station Clearance: Birthdays are in season, and two members of the dept. are a year older -- TERRY GERBES and SAM NOVENSTERN. A swell time was had by all at Terry's birthday party (see picture opposite). What goes with AGNES STIVALE these days? She is now sporting a cowboy hat on her desk. Wonder if she is



going West this summer? BILL COLDWELL is still recuperating from his big weekend. He was an usher at his friend's wedding. RUTH MIDWINTER finally made the "headlines". A picture of Ruth and her fiancé, Tom Fiala, taken at the Emerald Ball, appeared in the *Brooklyn Eagle*. Very nice! Congratulations to JOHN UDRY -- he has just become an uncle. Room 563 isn't the same any longer. Radio and TV have split up, and we sure do miss the old gang! Waiting patiently for the day when we're all back together again! Sincere congratulations to TED SHUSTER on his recent engagement to Ruth Lebendiger. (Joan Oury)

Controllers: It gives us pleasure to welcome Mr. VINCENT CAREY, the new supervisor in the Accounts Receivable Division. Mr. Carey is replacing Mr. TOM O'CONNELL, who is now acting as assistant to Mr. Williams in the Treasurer's office. Best of luck to both men. Mr. JOE KENT became a grandfather for the first time recently. Bet the new one is a chip off the old block! Just know PHIL CROUCH will have plenty to tell about his California vacation. Gave the airlines some business. (Ethel Pont)

Treasurers: Last month we were sorry to have to say good-bye to JIM WILSON, who left us for Army service. We've welcomed two new members to the department, TOM O'CONNELL as Mr. Williams' assistant and JOEL STIVERS, replacing Jim Wilson. (Ernestine Thomas)

Purchasing: BOB VALLERA took advantage of the old-fashioned New England winter by going up to Hazenhurst Orchards for a weekend of tobogganing and bob-sledding. Bob was snowed in until 4:00 Monday morn, when the snow plows cleared the road and led him back to NBC. Next on Bob's list are his spring golf lessons. We trust he will master the 19th hole. Sorry to say good-bye to DOROTHY VAZZONA after a short stay. MARJORIE FORBES is taking her place. (Mary McNulty)

Engineering: Room 503 was minus a familiar figure, JERRY HASTINGS, who for two weeks was on jury duty. Audio-Video welcomes to its group, VLADIMIR ALGIN, JOHN GILLEN, ROBERT SEIGLE and DONALD TRIZZINO. Welcome back to CHARLIE PORTER, after having recovered from pneumonia. We all wish to extend a hearty welcome to CARMELA SGARLATO, secretary to Mr. LOONEY. Mr. SEIBERT became the proud father of a girl. Good luck to Mr. J. WOOD, JR. in his new home! We're glad to see DICK OELSCHLAGER back at his desk following a finger fracture. ARTIE KNEIPS is the proud father of a baby boat and is sporting the first daisies of spring on his drafting apron, too. He looks so sweet. A biography of Mr. RAYMOND F. GUY is appearing in the new *Who's Who in America*. CLARK BUNDICK has recovered from pneumonia. RUDOLPH WEISENBACK is planning a belated trip to Germany to see his folks. Welcome to new development engineer, HERBERT POLAK. After months of not having a home, EDWARD BERTERO is finally settled in his new office. (Marjorie Marshall)

Personnel: Best of luck to MARIE ZANG on her South American cruise and to GLORIA SWETT, who takes her place in Mr. DE LA OSSA's office.

A baby girl, Patricia Marie, was welcomed in MIKE NOONAN's home on March 9, weighing in at 9 lbs., 13 oz. You can't miss seeing CYNTHIA PIGOT'S left hand. The sparkling diamond was placed there by Bob Richards. A hearty welcome goes out to new employees, NELL BLATZHEIM, ELINOR DINNERSTEIN and PEGGY FIERRO. BETSEY SMITH is the lucky girl -- won a free trip to Bermuda on a raffle ticket! A sorry day for us when BOB DE BEER and BILL TICE left us for new companies. We welcome DON MACKENZIE, new Personnel Manager, and DON RUTLEDGE, our new Employee Relations Manager. (Grace Anderson)

Plans and Research: And yet another addition to the department, Jersey commuter, BOB DAUBENSPECK, who is working on the radio portion of the Hofstra studies. Much excitement over the phone calls from a Guy Named Joe for our gal Liz -- all because HANK MERRITT was out to lunch.

(Alice Greenstein)

General Service: General Service was saddened by the death of BILL GRACE. MARY DRISCOLL's brand new daughter has the family bursting with pride. Welcome to the new men in blue at the 67th St. studios: DANIEL KELLY, JOHN LARKIN, ARTHUR MAHER, JEROME MURPHY and JAMES O'BRIEN. What an impression those uniforms make! (Mary Heller)

Air Conditioning: We all join in a hearty "welcome back" to Mr. HAROLD McCONAGHY, who has returned to work after a long illness. Welcome back also to our ace machinist, BOB HOLRITZ. It will soon be "sailing, sailing" for LLOYD TRAFFORD, a naval reservist who just received active duty orders. Congratulations to KEN SULLIVAN, who was married February 23. Were sorry to hear that his wife is sick. What's he doing, beating her? LLOYD CAMPBELL is having a hectic time pushing away all the salesman, but he's doing a good job in the Office. Welcome to JOHN ANDERSON and GENE DALL. (Tom Henry)



Ken Sullivan

Duplicating: JOHN DEE is awaiting a little Dee. Details later. TOM LEONARD, serving with the Army in Alaska, visited us last month and announced his marriage to Grace Peters. CHARLIE ATLEE has had the engine rebuilt on his 1936 Plymouth convertible. It now keeps pace with the best of the '52 models. TOM WADE, GARY RASCHELLA and DONALD BARTSCH have all been bitten by the camera bug. (Charlie Atlee)

Mail Room: The Mail Room was alive with green on St. Paddy's Day, and sure why not? What with the likes of LYNCH, KELLY, GUINN, McMANUS, etc., around the place. We said good-bye to ALEX FRIELAND, who left for TV film, and LARRY TUTTLE, who returns to Columbia to finish his Ph.D. in history. SAM KERSCHMAN's father was in and said Sam, JIM BYRNE and GEORGE BILL paid a visit to Paris from the home base of the 301st in Heidelberg, Germany. AL VECCHIONE has been sent to Camp Breckenridge, and HOWIE ELDOT is overseas with the Air Force. (Bill Quinn)

Stenographic: "An American in Holland!" MARJORIE TRINKA takes off April 25 on the Nieuw Amsterdam, headed for five months in the tulip country. From that point she will take trips to Switzerland, Germany, France and Belgium. INGE KOHL leaves us April 15 to concentrate on just being a housewife. VICKY KEATOR's 19th birthday was celebrated at BARBARA WEINER's home in Brooklyn. A good time was had by all. Welcome to CONNIE ELLIOTT. (Mildred Cucciniello)

Program Services: Those announcers are at it again. DON PARDO, a boy, his fourth (will this never end?); BILL McCORD, a girl; and WAYNE HOWELL, a Cadillac, which he may use to drive out to ED HERLIHY's new castle in Sands Point. ROSE PEDALINO has followed ANNE MENDENHALL (who, leaving, bequeathed pad and pencil to yours truly) to Biow and Co. JUNE STURM is JOHN CURRAN's new secretary, replacing JANE HENDRIE, who is now roving the greener pastures of the carpeted fourth floor, continuing her duties as BOB WOGAN's gal Friday. Newly-arrived associate director KEN HOUGH, announcer HOWARD REIG and your correspondent complete the list of novices. (Joan Levinson)

Music: There has been a job transfer from HELEN HOWELL (who left) to JANE ROANE and from Jane to ROSEMARY BARNETT. Both are content with the new identity. In Rosemary's place is AMY KUHN, who comes from outside the company. Another newcomer is MAUDE BROGAN in the Music Library. Amy was an English major at Queens College, and Maude a music major at Carleton College in Minnesota. (Nora Weinraub)

Set-Up: BILL BERGEN is looking over the rings in Tiffany's window. TONY FASOLINA is busy at his spare time job of stringing tennis racquets. He has worked for most of the Davis Cup players of the past 15 years. Among his satisfied steady customers is Ethel Merman. TOM LONGMORE was a special usher at the memorial service for King George VI at the Cathedral of St. John the Divine. AL DI TOLLA is the proud father of a son, Alfred Vanderbilt, Jr. (Genevieve Savage)

Sound Effects: The noise-making potential of Sound Effects is now greater, by virtue of the addition of CHARLES WILSON, erstwhile technician from WLW, Cincinnati. Welcome, Charlie! Came the end of March, we lost our FAY! To one of our members, however, it brought tremendous gain, as Miss FOURBY left us to become Mrs. MAXWELL RUSSELL. Best wishes to you both! (Wes Conant)

Guest Relations: Many promotions in GR during the past month. BILL GRAINGER has left for the syndicated film department. LATTIE LEE DAWSON has temporarily taken over as Tour Promotion Manager, with TOWNIE COLEMAN as her assistant. MARVIN JACOBSON is now assistant to Miss JULIE DOUGHERTY. Speaking of Miss Dougherty, she is now recuperating at her home at 440 Riverside Drive from a serious operation. A card would certainly help her recovery. BOB GARBER and MARY NARSIS will be leaving us soon for their vacations. Bob is headed for the Bahamas, and Mary for sunny California. GENE WOOD and BILL DANA appeared on the

NBC Comedy Workshop on March 27. JACK ISSING recently starred as the romantic lead in a Gay Nineties Revue sponsored by a Long Island church group. CAL WARREN dropped a card to us from Quantico. Plenty of tired pages and supervisors after the 15-hour stint with the Martin and Lewis Marathon. The boys deserve credit for a fine job. (Jack Weir)

RADIO NETWORK -- Controllers: Welcome to DOROTHY SPAGNA, who was formerly a member of the Steno. Dept. We were sorry to have VIN CAREY leave us but wish him the best of luck on his promotion to accounts receivable supervisor. The gleam in HELEN WALKER's eyes could well be caused by the wedding bells that will ring in June. (Marie Perez)

Sales: DOT HEALY is back from a vacation in Canada and looking wonderful. FRED HORTON is sunning himself down in Florida. (Kathleen Walker)

Advertising and Promotion: MARIE RUPPE and MURIEL SMITH have been ill for several weeks. They're progressing, though, and will return soon. In the meantime, PEARL KUROWSKI has been substituting. In audience promotion there's a new writer. JACK HALLORAN's the name. Glad to have PAT GABANY back again. We extend our sympathy in her loss of a family member. ENID BEAUPRE acted as emcee-producer of the March 1st broadcast of *Hands Across the Sea* on a local independent. This show offered an hour of Welsh music, on which Enid is an authority. She also gave a short talk on the meaning of St. David's Day to the Welsh throughout the world. (Vernon Lowell)

Program: Youngsters have their "Hopalong", but 409's Program Department, not to be outdone, can claim JACK CLEARY as theirs. Title was recently acquired by Jack when he reported for work one morning sporting a sprained ankle. He can now be seen hopping about the office and corridors. Finally convince everyone how it happened? Newcomer is JANE HENDRIE, formerly of Associate Directors, replacing ELLEN JOHNSON as secretary to BOB WOGAN. (Jane Hendrie)

News and Special Events: News misses greatly and extends best wishes to FRITZ LITTLEJOHN. BILL WEINSTEIN takes over as news supervisor, LEN ALLEN as day supervisor, CHET HAGAN as night supervisor, and JACK GERBER as morning supervisor. Building up an extra emphasis on the special events side of the news, ART WAKELEE and GEORGE HICKS head our special events section. GRAHAM GROVE moves up to day news editor, and SUMNER WEENER takes over as night news editor. (Peggy Whitmore)

Technical Operations: Welcome to FRANK LOTUFO and DON O'BRIEN. Good luck to AL VITUCCI, who has transferred to our Field Group, and to WALTER HILL and GUS SISCO, who are now in Master Control. A big GET WELL SOON to JACK KEEGAN of Maintenance and BUD DICKENSON of Recording. LOUISE FOGARTY is vacationing down Florida way. (Jane Ermentraut)

TELEVISION NETWORK -- Controllers: March 28th was the big day of our first "Get-Together". Warning to all in the vicinity of Jamaical

FRAN McTIGHE is on the threshold of learning to drive. We're all behind you, Fran. It's safer there! Sorry to hear of PAT GALLIGAN's illness and hope she'll be all right soon. Welcome back from the service to BOB ANDERSON, and hello to WILLIAM GERARDI. So long to TED WIENERT, who left us to live in Florida. Wedding bells will ring from May to July when ART JOHNSON, TERRY CHAMBERS, ANN SULLIVAN, JUNE FORTUNATO, JEAN DYKSTRA and MARTHA KRINSKY take the step. (Ed Rossi)

Sales: MARY ALCOMBRACK and LALIA PLEADWELL are taking turns directing pedestrian traffic through their office with the new set-up. BARBARA SCHOTT is burning the midnight oil with *Who's Who in Baseball* so she can understand what JOE IARICCI and JOHN CRAMER are talking about come spring. With spring around the corner, PHYLLIS CHRISTIANSON spends spare hours getting the family cruiser ship-shape. With the crazy weather, ANN CULBERT is thinking of hibernating. When she leaves Connecticut some mornings, the snow is knee-deep, but when she hits New York, her hip boots look a little out of place with clean streets and the shining sun. FRANK REED is eyeing a brand new Chris-Craft rowboat. JUDY MARSHALL is studying to be a secretary. (Tony Cervini)

Advertising and Promotion: We've sent JACK FULLER off with our best wishes to a promotion in the Sales Dept. JOHN PORTER has moved up to Jack's old job, with PEGGY WHITESIDES coming along as his secretary. TODY SORGE has left NBC to return to California. (Joan Windle)

Sales Planning and Research: MILDRED SCHMIDT spent an enjoyable weekend at Jiminy Peak, Massachusetts. Glad to see she returned minus any broken bones, sprains or bruises. RUTH LYTLE has set her wedding date for May 17. (Dorothy Poser)

Studio and Staging Operations: Another skiing casualty -- DICK McRIDE sprained his ankle after a skiing weekend in upper New York state, ERIK HAZELHOFF is our new production coordinator. BOB PEARY is the proud father of a son, Tommy. EDITH TANZER has transferred to Staging Services to be NORMAN GRANT's secretary. (Jo Sommer)

Broadcast Film and Operations: Broadcast Film has been the scene of a few changes of late. DENNIS KING has been promoted to a Broadcast Film coordinator. Congratulations, Dennis! BOB ABEL and DON MILLER have recently joined the department. Bob is a film screening operator, and Don is assistant film librarian. Skiing vacations are becoming quite popular. SUMNER GLIMCHER, supervisor of broadcast routines, has just returned from a terrific vacation at Jasper in Quebec. We're all envious of this healthy tan individual. (Ann Reese)

Staging Services: Congratulations are in order to: HENRY ALTHOR on the birth of his daughter, Dorothy; DAN LEVITT, new NBC-ite; JOE AGITSCH, now a member of the "charmed circle" of 180 bowlers; JACK INRIM, who garnered a leading part on a TV series and will be off shortly to do a musical comedy in Pittsburgh; BILL MacCAULEY on his

engagement; and especially to DON MEISSNER, who sang the tenor role in the opera *La Forza del Destino* with Regina Resnick and Lawrence Davidson (both Met stars) and on his offer to sing *Amelia Goes to the Ball* in Baltimore. Glad to see JIMMY MCWILLIAMS back from his recent appendectomy. Did you hear about BILL SCHELBERG? While reading a newspaper going down stairs ... CRASH ... sprained ankle!

(Ernie White, Blanche Gawronska)

Film: Lots of new faces peeping through the film racks these days. Welcome, ALEX FRIEDLAND and JOEL FRIEDMAN, new library assistants. Clerical, not to be outdone, does its share of welcoming too. Hello to GLORIA LAMPERT, LORRAINE JOHNS and JUDITH MARANISS. Glad to have you with us, people! Latest victim of cupid's bow is none other than FRANK QUILFO, our faithful, patient mail-messenger. Best wishes, Frank! Birthday greetings to GLORIA LAMPERT. The reason for that smug, satisfied look on BARBARA WIENER's face these days is her new apartment in the Village. Such a busy girl, painting and hanging chintz like mad. Mrs. MILDRED LINDQUIST, secretary to Mr. FRANK LEPORE received a surprise visit from her hubby. Sgt. Lindquist is now stationed in Orlando, Florida. FRANK STRUZZIERI will be handing out cigars come May. JOHN KORBELAK, CARL BENGSTON, GEORGE KEEHNER, BERNIE WEINER and JOE SINGER have been receiving some fanmail from Uncle Sam. DAVE HARRIS has left to continue his education.

(Terry Colasacco, Lenore Markowitz)

Program: HERB SWOPE has announced the arrival of his second child, Margaret Tracy Brooks Swope. Best wishes to MARGE GELSTON, who has announced her engagement to Jack Joyce. Vacation time is drawing near, and WINNIE MULLEN, JOAN POMEROY and PRIS FARLEY will be leaving for Europe soon. Welcome back to CAROLINE BURKE, who was in the hospital with a siege of virus pneumonia; also to BEA CUNNINGHAM, who has just returned from her trip to Mexico. SARAH MACON was in town for a few days when the Martin and Lewis entourage was here for the telethon. She had nothing but praises for California. Welcome to MYRT MORRIS, secretary to BILL GARGAN, JR. (Pat Powers)

News and Special Events: We welcome GLORIA SCHULMAN and congratulate ED EINARSEN on his engagement to Florence Ducate and the BOB PRIAULXs on their newest heir; join CLARENCE THOMAN in saying good riddance to his tonsils; and await a report from FRANK McCALL, DAVE KLEIN and REUVEN FRANK on their tour of the West. (Rose Homa)

Talent and Program Procurement: Belated welcome to ROBERT HUNTER and Miss ZITA PANAS, who are now entrenched in the offices of GEORGE H. HALBERT. Miss DIANE CASPER, secretary to FREDERIC WILE, was surprised to be guest of honor at a shower given at the home of PEGGY STEWART. Diane will become the bride of Theodore Levine on April 6. JACK RAYEL and his secretary, HARRIET MITCHELL, have been promoted into Sales. We'll miss 'em both. SIDNEY PIERMONT and MARSHALL SCHACKER have opened new offices on the 9th floor. ZOE THALAS is "secretarying" for

them. MARY JANE BAZDAN's Irish setter, Red, has become the mama of seven little ones. (Anne Koyce)

Technical Operations: Just call me "Daddy" said BOB GALVIN, ERNIE VARGA, HOWIE EITELBACH, HAROLD MOFSENSON, WALT HIMMELBERG, BILL DeLANNOY and STEVE PAGANUZZI on their way home from the stork rooms of our leading hospitals. We are proud to have a grandpa among the crowds of Tech. Ops. The honors go to HARRY SAMUELS. Sorry to hear about the fire at your house, HERB RIEDEL. Good luck to the two Jerrys, namely WEISS and COLLINS. If the gremlins were correct, they both spent their honeymoons in Bermuda. Our little loyalty oath gal, ROSE MARIE MACLELLAN, formerly GEORGE GRAHAM's lovely secretary, decided to secure her future at the Ethyl Corporation. We had a delicious farewell luncheon at Ronnie's in her honor. Boys, we have a new secretary in 501 for George Graham. She's a real doll. FLORENCE HERRLICH, Ext. 1720. The boys in TV Control, Rm. 575, say they haven't the time to cause any gossip, but we love them just the same. The adventurous skiers have returned. ANNE PACURAR suffered minor bruises, and FRANK McARDLE twisted not one but two of his ankles. He had to sit around for a week, but he made up for it the following one. ALF JACKSON looks as if he went to Florida instead of Canada. Parkchester General Hospital had one of our girls for a while, but FLORENCE O'GRADY's back with us now. Welcome to JACK COSTELLO, FRANK GAETA, IRV SHAPIRO and anyone else we forgot to mention. It's good to see some new faces around here again. JOAN MOONEY, Mr. WANKEL's secretary, took a week's vacation last month. Her fiancée, Don, is in the Marines and was home on leave before shipping out to California. (Helen Kall)



Jerry Cudlipp

OWNED AND OPERATED -- WNBC-WNBT: Many new faces on board the flagship. Special greetings to DICK PACK, new WNBT program director, and to PHIL NEAN, director of publicity for the stations. Also a big hello to NORMAN CHESTER, JANE KALMUS, RHODA ROSENTHAL, CAROL JAYNES, DICK FIRESTONE and ENID ROTH. WINI SCHAEFER's tan being viewed with envy. A reign of terror was quelled when we realized that the creature with the white streak was AUDREY TIBB's pet skunk. (Mary McBride)

Spot Sales: Welcome back to CAROLINE HERBERT and JANET PAYNE, who have just returned from two weeks in Florida. Ski enthusiasts JANE SHORTWAY and TERRY SLOCUM are still in one piece after trips north. Although we are still in an upheaval due to the recent expansion, we wish to welcome a few new members. BEA COLTON replaces DICK HAYES as sales service assistant. Dick replaces JANE SHORTWAY in radio traffic. Jane replaces MARION SHEEHAN, who left us to have a child. Hello to MARIA WAFKA, who replaces FLORENCE HERRLICH, promoted to a job in Television Technical Operations. (Elaine Simpson)



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