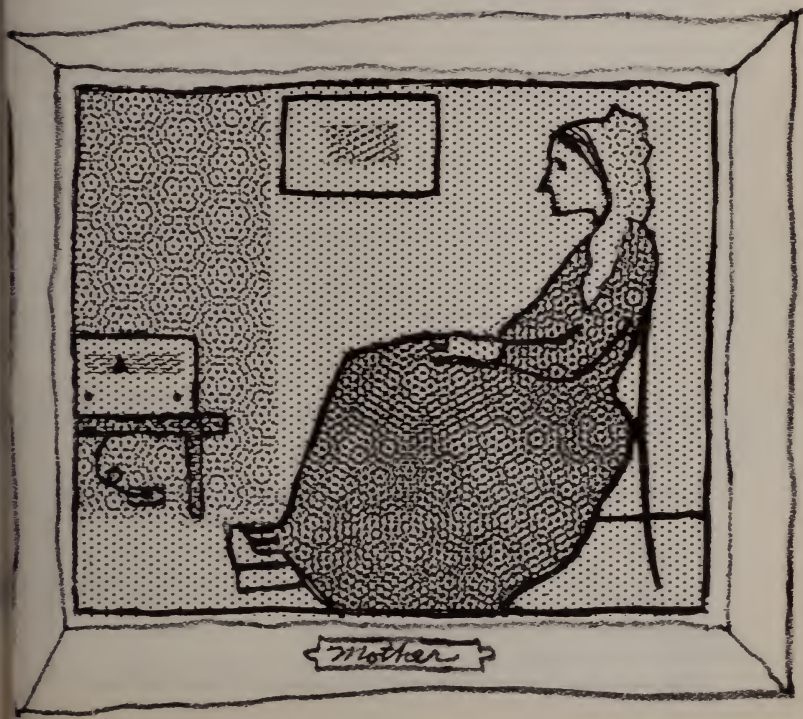


NBC Chimes

MAY 1952





NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RCA

RCA Building - Radio City

New York 20, N.Y.

Published monthly by and for the employees of NBC.

MERRIMAN HOLTZ, *Editor*

GIVE FOR ALL

This year the number of appeals for worthy charities may reach an all-time high. Few of us can afford to contribute a meaningful sum to each one of these charities, no matter how much we should like to help.

Thus we are forced to single out those which we feel are most important — the charities which fill the greatest need. This selection, we all realize, is very difficult to do on a fair basis. Which appeal is the most important? Which need is the greatest?

Fortunately our community has an organization whose sole function is to gather charitable contributions on a once-a-year basis from the people who work in the city and to disburse the funds collected in the most equitable fashion among New York City's many voluntary health and welfare agencies. This organization is the Greater New York Fund.

The Greater New York Fund, one of the only two all-employee fund drives conducted in the NBC offices during the year, was established to combine all local charitable appeals to business groups into one annual solicitation. By contributing to the Greater New York Fund, you are able to contribute to each one of its 423 participating agencies without becoming involved in endless solicitations and without having to make impossible choices between worthy charities.

When you are contacted by the solicitor in your office, give as much as you can to the Greater New York Fund. You will be responding to the great and urgent need of thousands of children and adults throughout the five boroughs of New York City.

Anthony Boldin passed away at the Greenwich, Connecticut, Hospital on April 7. Since April, 1944, Mr. Boldin had served guests in the NBC executive dining room. He is survived by his wife, Mrs. Lydia Boldin, who worked with Anthony during his eight years with the company. A funeral service was held Thursday, April 10, and was attended by many NBC friends of the Boldins.

DORIS CORWITH IS ELECTED PRESIDENT OF AMERICAN WOMEN IN RADIO AND TELEVISION

Mrs. Doris Corwith, supervisor of talks and religious broadcasts for the Radio Network, was elected president of American Women in Radio and Television, Inc., at the organization's first national convention. The convention was held in Detroit the weekend of April 5.

Doris Corwith, in private life, is Mrs. William H. Corwith of Rockville Centre, Long Island. She joined NBC in 1941 as special assistant to the late Dr. James Rowland Angell, who at that time was the network's public service counselor. While working with Dr. Angell, Mrs. Corwith traveled from coast to coast explaining network broadcasting to public audiences.



Doris Corwith

In her present capacity Mrs. Corwith supervises the production of all special talks on NBC Radio and all religious broadcasts on the network, including *National Radio Pulpit*, *The Catholic Hour* and *The Eternal Light*.

TWO STATION MANAGERS APPOINTED

Hamilton Shea, director of operations and controller of NBC's Owned and Operated Stations Division, has been appointed general manager of stations WTAM, WTAM-FM and WNBK in Cleveland effective May 1.

Mr. Shea joined the company in 1949 as controller of the O and O Division. Prior to joining NBC, he had served for five years as treasurer and controller of the Emerson Drug Company, where he was closely associated with the highly successful Bromo-Seltzer advertising campaigns. His background also includes two years with the Chase National Bank and six years with the Tel-Autograph Corporation.

Another recently announced appointment was that of Donald A. Norman to the position of general manager of NBC's television station in Hollywood, KNBH.

Mr. Norman has been with NBC since 1943, most recently as sales manager for KNBH. Previously he had been sales director for WNBC-WNBT in New York. Mr. Norman's pre-NBC experience included employment with Standard Brands and the A.C. Nielsen Co.

THE SPOT SALESMAN

The spot salesman is one of the most misunderstood men in the NBC organization, but being well-adjusted and jocular by nature, he rather enjoys being an object of confusion. Since few people have the remotest idea what a spot salesman is, one of the select group has reputedly convinced at least one young ingenue that he is "a purveyor of the specks, blots and blemishes so essential to the well-being of the dry cleaning trade."



Nothing, of course, could be farther from the truth. The spot salesman is a merchant of time, just like any other broadcasting salesman. He differs, however, from NBC's network salesmen in at least one important respect. He sells commercial time on a "spot" basis, station by station rather than total network. His favorite commodity is the local station break — an article not stocked by network sales, and he is glad to sell time on any single station or group of stations represented by NBC Spot Sales.

Being a spot salesman for either radio or television requires a vast store of knowledge concerning the stations on NBC's representation list. Facilities available; program times, types and availabilities; local market information; audience ratings — all must be at the spot salesman's finger tips when he is making his sales pitches to his key contacts, the agency time buyers. And the fact that he so often emerges with an order can be attributed to both his own skill and training and to the pertinence of his data, which is constantly being improved and brought up-to-date by the Spot Sales promotion department.

At the present time Spot Sales represents seven radio and eight television stations in major national markets. All are either NBC owned and operated or NBC affiliated stations.

The National Spot Sales Department is part of NBC's Owned and Operated Stations Division and is under the general supervision of its new director, Thomas B. McFadden. Robert Leder is national sales manager for radio. John Reber fills the similar position for television with the assistance of eastern sales manager Luellen Stearns.

This month *Chimes* doffs its hat to radio spot salesmen Jacques Biraben, Fred Lyons, Martin Percival, Bob Morrison, George Dietrich, Joe O'Hara and Joe Goodfellow and to television spot salesmen Charles Dresser, Dick Bergh, Ed England, Martin Harrison, Bob Rodgers, George Pamental and Jack Ryan.

WHO ARE THEY?



1) _____ (2) _____

(3) _____ (4) _____



(5) _____ (6) _____

(7) _____ (8) _____



(9) _____ (10) _____

(11) _____ (12) _____

(1) Carleton Smith, (2) Ruddick Lawrence, (3) Joseph Heffernan, (4) E. Lyman Munson, (5) O. B. Hanson, (6) Joseph McConnell, (7) George Frey, (8) Ernest de la Ossa, (9) Sylvester L. Weaver, (10) Robert Sarnoff, (11) Charles Barry, and (12) Gustav Margraf.

FCC LIFTS TV FREEZE

On Easter Sunday the Federal Communications Commission announced the lifting of the freeze on the construction of new television stations.

The same week NBC President Joseph H. McConnell made this statement concerning the FCC action: "The decision of the Federal Communications Commission to lift the freeze on new television stations means that we are on the way to a truly national television service. To the people of our nation this decision promises entertainment and informational and education programs confined previously to major population centers.

"To the TV industry it will mean within the foreseeable future an audience comparable to that of radio today. As the audience grows, the economic structure of the industry will be broadened and strengthened. And this new strength will be translated into improved programs, into technical advances, into wider coverage of world and national events and personalities.

"For several years now, the Radio Corporation of America and the National Broadcasting Company have pioneered in the development of UHF and VHF TV service.

"We are indeed proud that the experimental UHF station at Stratford, Conn., built and operated by NBC, provided much of the technical information which enabled the FCC to allocate these new channels and stations. Because of these Stratford tests, our technicians have been able to design the equipment necessary to meet the expanded TV needs of the American people."

The television freeze was instituted by the FCC on September 30, 1948, after engineering information given to the commission raised questions as to the validity of the basis of the original allocation plan. The freeze has prevented the issuing of construction permits for new stations for more than 3½ years and has limited the number of TV stations in the United States to 108.

Since 1948 intensive research has made possible the opening of 70 new channels in the UHF (ultra-high frequency) range, and these new channels combined with the original 12 VHF (very high frequency) channels form the basis of the FCC's new allocation plan, which provides for 2,053 television stations in the United States. A considerable portion of the research data used in formulating this allocation plan was supplied by NBC's experimental UHF station at Stratford and by work of NBC and RCA engineers in connection with off-set carrier operation.

The FCC will begin processing applications for new construction permits on July 1. Applicants in areas not now served by a television station and in cities where only UHF channels are assigned will be given attention first, with the first permits probably going to qualified applicants for uncontested channels. Where several parties apply for the same channel in the same area, lengthy hearings are likely to result, and the granting of a construction permit may take many months. In any case, few new stations have a chance of getting on the air before the end of the year.

At the moment the obtaining of materials seems to present no real problem. Many station applicants already have their equipment on hand, having bought it long ago in anticipation of possible shortages, and the National Production Authority has indicated that it will allow construction materials to be purchased for the purpose of building television stations.

There has been a great deal of conjecture concerning the effect that the opening of new stations will have on the television industry. For the time being most of this must remain conjecture. The decisions on the part of the broadcasters, the manufacturers, the advertisers and the viewers which will determine the path the industry is to follow in coming months have yet to be made.

There are, however, a few facts which become apparent. As more and more stations take to the airwaves, the size of the television audience will increase many-fold. This unquestionably will add stature and importance to the industry. As new stations are built in cities which have had only one or two stations, the networks will be able to extend their coverage and offer complete programming schedules in those localities. The number of people employed in the industry at the station level will show a great increase.

We can all look forward to many challenges and interesting developments as we proceed "on the way to a truly national television service."



Present TV Areas



Coverage Proposed Under New Plan

Carleton D. Smith has been appointed Director of Operations for the Owned and Operated Stations Division. James M. Gaines, vice-president in charge of the division, announced that Mr. Smith has joined his staff as part of a general plan to strengthen and expand the division's operations. Mr. Smith has had long experience in broadcasting and has held NBC executive positions in both Washington and New York. He was elected a Vice-President of NBC in November, 1950.

SECRETARY ASSISTS IN UNIQUE PROJECT

by Bob Wade

Joyce Higbee, my secretary in TV Production Development, who by now is used to unusual tasks, is shown below helping to select and match color swatches for a new color-grey-scale guide recently assembled for TV artists and designers. It was necessary to collate and match 18,000 color chips in preparing the 10-page guide, which indicates the grey response of over 200 colors on the standard black-and-white TV system. Research was handled by A.W. Protzman, TV technical production director, Norman Grant, TV art director, and Cliff Stiegelbauer of Staging Services.



During the past several years, since she has been in television, Joyce has tackled many unusual problems that are far removed from her normal secretarial duties, such as modeling clothes made of newly-developed fabrics, visiting specialty manufacturers and attending to the many editorial and production activities connected with booklets, photostats and artwork prepared by the Development office for our affiliated stations and for stations in foreign countries.

One of Joyce's most glamorous duties is to pose in photographs of settings and equipment taken for trade and technical magazines — since such pictures must always include a figure to indicate relative scale.

TV Production Development deals extensively with out-of-towners from NBC's Owned and Operated and affiliated stations, as well as personnel from television operations in Europe and all around the world. In connection with these contacts, Joyce has met and talked with broadcasters from all over the United States and from Canada, Mexico, Brazil, Cuba, New Zealand, England and Sweden.

TOM McFADDEN BECOMES SPOT SALES DIRECTOR

- - - - -

Joined NBC as Page

On April 2 James M. Gaines, vice-president for the owned and operated stations, announced the appointment of Thomas B. McFadden as director of National Spot Sales. This new promotion for Tom McFadden marks another important step in a from-page-to-executive career with NBC that started on a Friday the 13th almost 18 years ago.

Tom came to NBC in 1934 as a page in Guest Relations and spent a year receiving visitors and guiding tours. His first promotion was to the job of copy boy in the newsroom.

The *Von Hindenburg* disaster furnished the turning point in Tom's newsroom career. Alone in the room when the flash came, he obtained air time and broadcast the bulletin. His quick thinking won him the job of covering the story for NBC. So as a "scared kid" of 19, Tom sallied forth on his first news assignment with a police escort clearing the way to Lakehurst.

On Pearl Harbor Day, Tom entered the Navy as an ensign and was assigned to duty in New York City. It soon became apparent that he would have to join the Army to see the world. He resigned from the Navy and joined the Army as a private. He later took flight training and was commissioned as a pilot to serve in the African and CBI combat theaters.

After the War, Tom resumed his duties in the newsroom until named news and special events director of WNBC in 1946. A year later he became assistant manager of the station, and in June, 1948, manager.

In April, 1950, Tom moved to California to take control of the rapidly expanding activities of KNBH, our television station in Hollywood. It was from this job that he was called back to New York to assume his new duties as director of Spot Sales.

All of Tom's many friends in the New York Office are pleased that he has returned, and all wish him outstanding success in his new position.



1934



Today

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

Margaret Cuthbert motioned toward a chair in the corner, then swung the office door shut and returned to her desk. For just a fraction of a second the whirring of the air blower in the ceiling could be heard.

"Yes, I know. I understand what you're looking for." Miss Cuthbert nodded her head firmly. "I was like so many. Came to New York to try my wings. I heard about a job at Station WEAF and applied to WEAF. It's the standard story, you know. — P.S. The girl got the job."

Miss Cuthbert's steel-grey hair caught the light as she turned her gaze away from the desk.



Margaret Cuthbert receives the applause of 25-year veterans of radio at the AWRT Convention.

"At Cornell I always tried to bring contemporary artists and poets and writers to the school. That's where I first got the idea that I might be able to bring interesting people to radio, not just foundation speakers and the like, but the people who were doing our contemporary thinking. What was I at Cornell? Well, I went there, you know, and after I graduated, I eventually became executive secretary of the College of Home Economics.

"I didn't know a thing about radio when I came to WEAF in 1925 — that was over a year before it became the key station of the original NBC Radio Network. But my entering radio was no accident. I wanted to hear — wanted to know the people who have made magical years of the past quarter of a century.

"No, the first year was a difficult one, but after the first I thought it was really worthwhile. Memories? I don't like to spend too much time looking back. It's the looking ahead that counts in radio. Yes, I know. There have been many fascinating events and interesting people. One of the first speakers I lured to radio was John Galsworthy. He wouldn't speak unless a screen was put around him so nobody could see him. And, yes, I remember sweeping the cigarette butts out of the studio before Prince William of Sweden arrived to give a talk."

Miss Cuthbert reached behind the desk and removed a volume from the bookshelf there. "This is out of date now, but it'll give you an idea of the type of work I did with NBC during the years I was in charge of women's and children's programs." She turned the pages rapidly and deliberately, pointing to certain passages. "Here's a conversation I caught between two six-year-olds in a studio. The sincere critical ability and the originality of young children have always been a wonder to me, and I've always had special enjoyment from working with them.

"Do you remember *Renfrew of the Mounted*, the program that began with the long coyote wail? I'll never forget the pleasure that was mine when a group of children at Horace Mann School recalled the details of the program three years after it had left the Blue Network."

Miss Cuthbert smiled. "Yes, I had a special interest in *Renfrew*. You see, my father was assistant commissioner of the Royal Canadian Mounted Police, and I first saw the light of the world at Prince Albert in northern Saskatchewan.

"I've been fortunate. Many honors have come to me. I've received citations from the General Federation of Women's Clubs and the Women's National Press Club and others. Right now I'm serving as president of the New York chapter of American Women in Radio and Television. Perhaps the greatest honor, though, has been the opportunity to work in radio and become an executive of NBC. The other honor I care about was being born a Canadian. For that I claim no credit."

Miss Cuthbert's voice modulated to a more emphatic tone. "One thing I'm sure of about this business. I've found fewer hucksters in radio and television than in, say, any of our educational systems. I knew an electrician who'd turn white when the studio lighting was not correct – and a vice-president who, fighting for the thing he believed in for NBC, would leave a meeting and be ill because he couldn't get consent to the thing he thought right.

"Wouldn't it be a good idea to return to the present?" Miss Cuthbert slipped on her reading glasses and shuffled through some papers. "Next week I will have Eleanor Roosevelt with a *Report from India*, and later Walter Reuther with *Needed – a Moral Awakening in America*."

She put down her glasses. "When I retire June 1, I'm going to take the summer off, break the ties that bind. I'm going to lead the contemplative life, living out-of-doors by the sea and by the mountains near a lake. I'm going to read all the books I have wanted to read, *The Magnificent Century*, *The Suburb by the Sea*, *Postmarked Moscow*.

"But," she said more slowly, "I'm not going to break the old ties completely. I'll be missing the deadline, the excitement of getting a program on the air. By fall I'll be ready to move ahead again – in new directions perhaps, but always ahead, I hope."

up the ladder



ERNEST THEISS BECOMES MANAGER OF PRODUCTION OPERATIONS

Brig. Gen. E. Lyman Munson, Director of Television Network Operations, has announced the appointment of Ernest Theiss as Manager of Production Operations, Production Services Department. Mr. Theiss first joined NBC in 1939 as a guide in the Guest Relations Department and has since served in positions of increasing responsibility with both NBC and ABC. His most recent post was that of supervisor of Broadcast Operations.

* * * * *

Other promotions recorded in time for publications are:

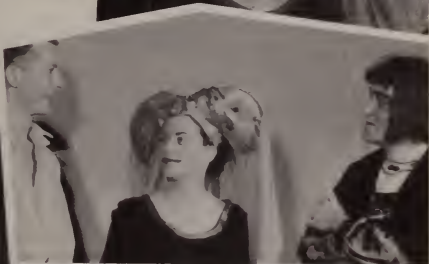
EDWARD WHITNEY to supervisor of broadcast operations
WILLIAM MCGOLDRICK to assistant film editor
ALEX FRIEDLAND to film library assistant
JAMES HAWLEY to special effects visualizer
ETHEL SEALANDER to tour cashier
JUNE STURM to executive secretary I
PAUL SILBERSHER to mobile messenger
THERESA ROBLES to mail reader
EDNA LIGHT to mail reader
ROBERT HOWARD to research supervisor
ARTHUR WAKELEE to assistant manager for special events
LEONARD ALLEN to day news supervisor
CHESTER HAGAN to night news supervisor
LILLIAN HOYER to secretary III
JOAN SCHEER to chief mail reader
WILLIAM WEINSTEIN to assistant manager for news
STEPHEN WOZNICA to collection expeditor
THOMAS O'CONNELL to supervisor, Treasurer's
DOROTHY FAY to secretary III
WILLIAM GRAINGER to television film salesman
PATRICIA GLAZER to central booking assistant
MARTIN KOENIGES to night duplicating operator
SHEILA FRIEDMAN to file clerk-typist
ELIZABETH JENSEN to secretary II
JAMES DRACHMAN to tour cashier
DOROTHY BRODINE to presentation writer and sales coordinator
JOHN COSTELLO to video control engineer -13
EDWARD PROCTOR to maintenance engineer -13
RICHARD CLOSE to maintenance engineer -13
JOHN DRAGUN to maintenance engineer -13
WILLIAM MILLER to maintenance engineer -13
WILLIAM PATTERSON to technical director -5



From —

NBC Dramatic Workshop Presentations

THE TALISMAN and
LADY GODIVA'S MODESTY



A.A. activities



BOWLING LEAGUE WINDS UP SEASON

On Wednesday evening, April 16, the NBC Bowling League wrote a finish to one of its most exciting and successful seasons. The final outcome of the league race was in doubt right down to the last night, with TV maintenance squeaking through to top honors as the result of the April 16 competition. Right behind the winner, in a tie for second place, were the Engineering team and the Gremlins.

Individual scoring honors for the season went to the pair who had led consistently in the race. Les Vaughn took first place among the men with a 164 average. Top woman bowler was Mary Lynch, who chalked up a 154 average. This was a special personal victory for Mary, a veteran bowler who has always been near the top but who never before succeeded in beating out the perennial champion, League President Joan DeMott.

Here are the final league standings released by Joseph Kent, secretary of the NBC Bowling League, whose accurate statistics have been vitally important to the success of the 1951-52 bowling campaign:

| | Won | Lost | | Won | Lost |
|-------------------|-----|------|-----------------|-----|------|
| 1 TV Maintenance | 75 | 45 | 9 Avengers | 61 | 59 |
| 2 Engineering | 71 | 49 | 10 Radio Rogues | 61 | 59 |
| 3 Gremlins | 71 | 49 | 11 Pinheads | 59 | 61 |
| 4 Audio-Video | 67 | 53 | 12 Excretaries | 49 | 67 |
| 5 Controllers | 64 | 56 | 13 Development | 46 | 74 |
| 6 General Service | 63 | 57 | 14 Set-Ups | 36 | 80 |
| 7 Construction | 62 | 58 | 15 Gutterballs | 23 | 29 |
| 8 Flashers | 61 | 59 | 16 5 x 9 Flats | 19 | 33 |

To celebrate the completion of the bowling season in a fitting manner the NBC League is holding its annual banquet at the Hotel Taft on Monday, May 5. Cocktails, dinner and dancing will be the feature attractions, and a number of prizes will be awarded to teams and to individual bowlers.

The groundwork has been laid to expand the league to at least 22 teams next fall because of the large number of employees who have expressed an interest in team bowling. The weekly bowling sessions are being moved to the Roxy Alleys on 50th Street and will be held next season at 5:30 P. M. Friday evening.

The league encourages mixed teams of both men and women, and skill is not a primary requisite, since the handicap system is employed.

In order to establish a firm reservation for alleys next fall a contract must be signed by the officials of the league in the very near future. For this reason any group of employees who wish to form a new bowling team for the coming 1952-53 season will have to make arrangements to join the league within the next couple of weeks. Last year several teams which waited until September to apply could not be admitted because of a lack of sufficient alleys.

Most teams in the NBC League are made up of 5 regular members plus 2 or 3 substitutes. For complete information, interested employees should call Joan DeMott, Ext. 8833.

SOFTBALL

On Monday, April 14, the first meeting of the 1952 NBC Softball Team was held. About 25 employees turned out for the meeting, and the preliminary organization of the team was achieved. Since the Advertising League is excluding participants other than agencies this year, entry into a new league is being planned.

Harry Bannister, whose association with NBC was announced in last month's issue of *Chimes*, was elected a vice-president of the company at the April meeting of the Board of Directors. He assumed direction of the Station Relations Department on April 14.

MISCELLANY

For Sale: 1950 Ford Tudor, 13,700 miles, perfect condition, fully equipped, bargain, original owner. Call A. Huhn, Ext. 572.

To Share: 3½ room apartment in Queens, attractively furnished, reasonable rent, short ride by subway. Call Nora Weinraub, Ext. 7034.

For Rent: (1) 10-room completely modern house, 2-car garage, deep freeze, basement laundry, excellent summer spot for children; July and August, \$1500. (2) 7-room air conditioned Cape Cod cottage; June 15 to Sept. 15, \$1000; or July to Labor Day, \$900. Both located on Goose Rocks Beach, Kennebunkport, Maine. For full details, call Fran Barbour, Ext. 361.

Wanted: Girls to serve as hostesses on the Saturday night television show, *Dagmar's Canteen*. Call Jane Abney, Ext. 8563.

For Rent: 1/3 share of modern and convenient, noisy and dusty apartment on East 60th Street; \$41.67 per month. Call Merriman Holtz, Ext. 446 or TE 8-1952.



It happens at NBC

STAFF ADMINISTRATION

Legal: Congrats to ARTHUR CUDDIHY and Miss Joan Bassill (New Rochelle) on their recent engagement. New arrivees are PRISCILLA GAYLORD, RUTH MCGIVERN and ADRIAN MARCHESE (from the Research Dept.). PAUL LYNCH announces the birth of a daughter, Wendy. It's "good-bye" to TOM ERVIN — two weeks' vacation among the Virgin Islands. May 9th we lose REGINA WESTREICH to Europe for a month's tour.

(Rita Paolucci)

Press: Press Department sends its best wishes for success to JO DINE, who leaves Press to become director of public relations at Ziv Television Programs, Inc. Mr. Dine has been Press director at NBC for three years. Prior to that he was trade news editor. Good luck, Jo. "Vacation veterans" are now seen in Press. Welcome back, ALEX NYARY and ART SELBY. Only one new person this month. Greetings to BARBARA MULLIGAN, triple-threat secretary.

(Hank Williams)

Information: ROSEMARY PFAFF sang an Easter Service at the Duane Metropolitan Methodist Church, of which KATHRYN COLE's husband is minister. Both Kathryn Cole and Rosemary Pfaff celebrate their tenth NBC anniversaries in coming months and are looking forward to their first 3-week vacations this summer. Rosemary is going to California in September and has already arranged transportation, and 'tis said her clothes are already laid out on her bed. She's using the floor for sleeping from now till Labor Day. Mrs. GEORGE DEUBEL's laundry was late getting out last week, and George sported an elegant RUTGERS "T" shirt beneath his classic white. The echo of the "rah-rah's" became too much, and he finally suffered his coat.

(Eileen Tobin)

Continuity Acceptance: Folks here are beginning to talk about vacations now that the warm weather has arrived, and one of the first to make her plans known is KAY HENDERSON, who is sailing July 3rd on the maiden voyage of the SS *United States* for England, Ireland and Scotland to visit her hometown of Belfast.

(Kay Henderson)

Station Relations: Up to this time that old bird, Mr. Stork, has been delivering to the fathers in this dept. babies made of Sugar 'n Spice 'n Everything Nice; but on April 5, 1952, a bundle of Snakes 'n Snails 'n Puppy Dogs' Tails was delivered to Mr. and Mrs. LUD SIMMEL. They've named him Scott. MARILYN SICHEL and ELLEN COIT, formerly of this dept., are missed by everyone. JANET DOESCHER spent the Easter weekend being the "drag" of a middie at Annapolis. She attended the Easter Hop at the Naval Academy.

(Barbara Harlib)

Traffic: REB LaTOUCHE, formerly with Communications, dropped in to say hello. After a much, much too long absence, MARGARET HADLEY is back adding merriment to the

department. Good-bye and good luck to VICTORIA GALVIN, who has left us.

(Joan Duggan)

Station Clearance: Vacations, vacations! That seems to be the major topic of conversation in Room 563 and in our annex 517. It seems as though the beach is the most popular spot for all, as JOAN OURY is planning on flying up to Cape Cod, JOAN HENDEL can't wait until she packs her bags for her trip to Atlantic City, and BILL COLDWELL will spend his vacation on the shores of Groton Long Point, Conn. Washington had better watch out! AGNES STIVALE and LILLIAN McNAUGHTON will be visiting and sight-seeing a-plenty in a very short time. HAMISH MacINTOSH was the first to take off on vacation to motor around neighboring states. Has anyone missed the vitamin-fed greenery which is gone from RUTH MIDWINTER's desk? She sent it away to have it nursed back to health.

(Joan Oury)

Controllers: Your reporter made it back in town just in time to take care of this edition. I had a glorious 2-week vacation in my hometown, Miami. It appears as though Mr. RAD-BURN, our internal auditor, had his cigars lengthened. We sure miss the smiling face of Mr. ARTHUR NELSON, our payroll supervisor, who is on a well-deserved vacation. He left things in the capable hands of BOB JOHNSON. GERTRUDE GILROY will certainly be missed in Tabulating, as she leaves NBC.

(Ethel Pant)

Treasurers: Mrs. LEROY SHEPARD, whose husband is on military leave from Treasurers, gave birth to a son on April 5.

(Ernestine Thomas)

Purchasing: We bid a fond farewell to JOLEEN FOSSEY with a luncheon at the Tramer Restaurant. Jo is going back home to Kansas.

(Mary McNulty)

Engineering: Engineering was quite surprised the other day to see RICK CARO. He was in New York on business for the Air Force. Welcome back to FRITZ ROJAS, who has returned to his desk after having been in Hollywood for 3 weeks checking on the Burbank job with JOE ARNONE. Welcome also to JIM McCARTHY, who has just returned from Chicago, having spent several months on the Studio EE conversion job. KEITH MULLENGER is the proud daddy of the "cutest baby this side of Mississippi." Good luck is extended to ROY MOFFETT, who has been on sick leave. The Engineering Department bids farewell to JIM HIRSCH, who is leaving for the Air Force some time this month. Good luck, Jim. Another proud daddy is BILL DUTTERA, whose little boy was born on Easter Sunday.

(Marjorie Marshall)

Personnel: TOM NAUD celebrated the coming of spring by becoming the owner of a new "spring green" Ford. He promised to take the Personnel family for a Sunday ride. Lt. EDDIE STARR's wife and baby son have joined him in Germany, where he is stationed with the Army. BOB ZELLER, BOB BONAGURA, CABOT LYFORD and PAUL ROSS have joined the company Training Squad. New members of Personnel are ANN O'CONNOR, MARILYN LANDIS, EILEEN HOROWITZ, JOYCE MINTZES, BARBARA CHEEL and

BILL CRAIG. JEAN COLLINS has rejoined us to take over new duties in Wage and Salary Administration. Also we have welcomed Mr. ROBERT TUFTS to the department as Manager of Salary Administration and Organization Planning. A daughter was born to former department member JANET DUGAN MOORE on April 9. (Grace Anderson)

Plans and Research: Welcome to JAMES CORNELL and to ANN COSTA. Mr. Cornell is replacing HOWARD GARDNER as Manager of Radio Network Research. Miss Costa will be KEN GREENE's new secretary. Has anyone seen JOE? (Alice Greenstein)

General Service: JIM KIERNAN's not going to be a "gentleman of leisure" just yet. Glad to know that he'll be around for awhile. Guess we'll all be lucky if we're as limber as Jimmy. BERNIE KESSLER leaves us to join those interested in public relations. Sympathy is extended to JOHN THOMPSON on the passing of his father. That familiar figure is missing from our midst - ANTHONY BOLDIN. It doesn't seem quite the same. Needless to say, his passing is quite a loss to us here in 553. His gay, witty humor was always unique; his philosophy and rambling chatter never failed to intrigue. Our deepest sympathy is extended to LYDIA. GEORGE MONOHAN is enjoying a new office in 555. All finger-printing will be done in 551, previously used as George's office. The new arrangement is working out quite well. For days George had to seek shelter elsewhere while his office was painted, and it seems that CLANCY has a few ideas of his own on the type of decorations to be used. (Mary Heller)

Air Conditioning: The closing of the Brooklyn Studio brought back to our fold AL CROWDER, HUGH REILLY and BOB FYFFE. We wish them a hearty "welcome home!" We hear GEORGE McKEON is walking around the subbasement with a sounding device looking for new rooms. ED WEILLE has finally found out what's wrong with his bowling - right at the closing of the season. AL BERTLESEN has the control room looking like a laundrette. JACK CARAGIANO caught a nice mess of fish up at City Island. CARL OSTLUND is breaking in his tackle too. (Tom Henry)

Duplicating: All the news from Duplicating this month centers around the Armed Forces. MYRON THALER, now with the Signal Corps at Ft. Monmouth, N.J., paid us a visit, as did LOU VINCI, who just completed basic training with the Navy at Bainbridge, Md. Add to the ranks of duplicators now serving with Uncle Sam, GARY RASCHELLA, who just joined the Navy. Who'll be next? BILL GARVEY in the Air Force maybe? (Charlie Atlee)

Mail Room: HUNT YAGER left us for a writing job with Donahue & Coe and was replaced by RAD STONE. Best of luck to both. BILL KELLY had a bad time of it Easter week when the youngest two-thirds of his children were in bed with the measles. BILL SCHAUB has received the good news that he will spend his two-week Navy Reserve

cruise around the island of Bermuda. The news from our fellows in the 301st is all good. SAM KERSHMAN is writing scripts for foreign language shows and is at a headquarters company. JIM BYRNE is going to Quartermaster school in Heidelberg and spent his Holy Week leave in Rome.

(Bill Quinn)

Stenographic: INGE KOHL was presented with a check when she left the office to await the arrival of the stork. We're glad to see JO WHALEN back, fully recovered from her operation. No, it's not a UN session in full swing you hear. The chatter is PAULA CALLOU and HELENE CANALE conversing in their native French. Welcome to IRENE SNIFFIN, JOAN KAYE, JANET HURLEY, MARGARET HEIMBUCH, JOAN CAMACHO and SHIRLEY RAGGS.

(Mildred Cucciniello)

Program Services: With the removal of the ANNOUNCERS' office to 270A, Room 255 is a sadder, and quieter, place. Our isolation is made even more complete by the erection of impenetrable walls forever sundering 252 from 255. However, DANNY SUTTER continues his valiant attacks on existing institutions and succeeds in making things a bit gayer for us. He couldn't do anything for JUNE STURM, however, who is retaining her youth in perhaps a novel manner, battling it out with the chicken pox. With supervisor BOB TROY away on his vacation, the NIGHT OPERATIONS boys are really operating. Rumors are that dashing JOE KILMARTIN plans to marry soon. Time marches on, as evinced by the birthdays of AUDREY HANSE, JANE COSTELLO and MARJORIE WELTNER.

(Joan Levinson)

Music: 25 years with the company and eligible for jewelry is MARION MURRAY, an old-timer in service only. April showers were predicted last month by ANNE MULLER, after consulting her "barometric" corn. Welcome back to MADGE BOYTON, who licked the virus.

(Nora Weinraub)

Set-Up: The departing ABC network lured seven of our youngest and best men to the green pastures of 67th Street. All good wishes to them. BILL McNEILL was a busy man during the week of the threatened steel strike. He went to Ohio to put on the US Steel program, then had to fly back when the show was re-scheduled for the Belasco. AL PATKOCY and PAUL HERGENHAHN have resumed their golfing. TOM LONGMORE wore his most beatific smile as he handed out prizes at a children's Easter party. BOB SHARPE is endeavoring to attain the status of chef at the Waldorf.

(Genevieve Savage)

Sound Effects: ROY DENNY started on the road to matrimony by attending his batchelor party recently. CHESTER HILL is recuperating from a bout with the flu. LOUISE ANDERSON has been added to the staff, replacing FAY FOURBY.

(Louise Anderson)

Guest Relations: During Easter week the tourists really kept our guides busy by taking a record number of tours, topping the '50 and '51 totals by plenty. CHUCK KAMBOURIAN, ED MANSER, BOB BULL, TOM REED and WALLY ROONEY all took motor trips to

Florida during the spring school recess. MARGE GRIFFITH has returned from her home in Tallahassee, where she was recuperating from an appendectomy. When Marge returned, ELEANOR MICHAELS was taken to the hospital for the very same operation. JACK "SLUGGER" WEIR has joined the NBC softball team. A big hello to new guides WILLIAM BAIRD, CHARLES CALLACI, RICHARD REBER, ETHEL KOREMAN, CONNIE COY and GUY AYLWARD. Welcome back, JAMES DRACHMAN and ARTHUR ZUCKER. A sad good-bye to MARV JACOBSON, HOWARD ENNIS, DOT ROZZI and PETE CARBONARA, and last but not least, a well done to the ticket division during that hectic Easter rush.

(George Broomfield)

RADIO NETWORK

Controllers: We're happy to welcome GLORIA MOLLERGREN, GENE COOK, DICK GAFFNEY and ARTHUR GARBADÉ to our little family. Congratulations, CURT LEWIS, on a baby daughter, Nancy.

(Marie Perez)

Sales: SACKETT MILES is back from a sunny Florida vacation. We welcome HOWARD GARDNEY and his secretary, DORIS TAYLOR. We all miss WALTER MYERS and NANCY HERBERT, who are now working on conventions and elections from an office in Studio 8E.

(Kathleen Walker)

Advertising and Promotion: A&P's a proud bunch this month after taking three top awards in the Billboard Promotion Competition Contest. JAKE EVANS, sales promotion chief HANK SHEPARD and audience promotion supervisor CLYDE CLEM rate congratulations for their work. MARY MEALIA out several days, but glad to report her return.

(Vernon Lowell)

Program: That happy look on MARIE SUCHAN's face is all due to the recent appearance of a lovely diamond on her finger. Best wishes to Marie on her engagement to Army Lt. Irving Huie.

(Jane Hendrie)

News and Special Events: A hearty welcome to another new writer, BILL RYAN, a native Brooklyn boy who comes to us by way of Boston. By now newsroom secretary PEGGY WHITMORE is Mrs. Mitch Madon. The groom's a U.S. Marine, and the ceremonies took place during Peggy's vacation and Mitch's furlough. Best of everything, newlyweds!

(Chet Hagan)

Technical Operations: ED LEDDY passed out cigars last month, when his wife Ann presented him with a bouncing baby girl GEORGE ROBINSON is touring Europe on a special presentation show for the News Dept. Another European visitor is JERRY SELLAR of MCR. PAUL GALLANT is back from a 3-week vacation in Florida. New arrivals are TOM WINN, GEORGE NAHAS and BOB EIDEN. Wedding bells are ringing for BOB McINTOSH and PETER GROOM. Congratulations to you both.

(Jane Ermentraut)

TELEVISION NETWORK

Controllers: March 28 was the date of the first after-hours Get-together. It was held in the Pine Room of the Hotel Warwick, with 50 people present and Mr. CRESSWELL as

as guest of honor. JIM McCANN leaves for 56th Street, where he starts his new job as estimator. ED ROSSI replaces Jim. JOAN ABERNATHY is home from the hospital recuperating from an appendectomy. FRAN McTIGHE passed her driving test with flying colors. Her instructor is recuperating at Bellevue. Best wishes to FRANK O'SHEA, who is getting married this month, and to JOE HEWES on his engagement.

(Ed Rossi)



Controllers Get-together

Sales: SALLY CHILDS, girl Friday to JACK CARSON, getting aweigh-away from it all via *SS Liberte* to France and Germany on May 6. Bon voyage! *The New York Times* scooped *Chimes* with the announcement of NANCY JANE HALSEY's engagement and September marriage to Dr. Edward Shafer. Under the heading of recent additions we find HARRIET MITCHELL, assisting JOHN RAYEL and JACK FULLER, and ANN FUCHS, who is proving quite a sweet girl. With her mother running a Loft's, we are well supplied. By now Mrs. LILY BORST and Mr. Bob have gotten the '52 Pontiac; seems their '32 Olds had gas pains. AL AMELOTTE tries to make ends meet by taking on all comers (under 12) for pool at the "Y". Trying to put five in his side pocket? ED RYAN joined the ineligible list with his engagement to Ruth Ohm of Rockefeller Center Tours. (Tony Cervini)

Advertising and Promotion: FRED VEIT is vacationing on the open road. BOB GILL is expecting — at least 3 puppies.

(Joan Windle)

Sales Planning and Research: BOB HOWARD has been promoted to Spot Sales to head up their radio research section. FRANK O'HALLORAN, formerly an executive trainee, replaces him in TV ratings.

(Dorothy Poser)

Studio and Staging Operations: JOE TAMMANY proud father of a baby girl. Departures: JAMES LOOMIS, ROBERT HOUSE, and EDWIN HALE. THEODORE ALLEGRETTI surprised one and all by getting married over the weekend. Intends a European honeymoon this summer. Sympathy to BOB PEARY, whose 7-week baby is in the hospital with a broken leg. JOAN FLAD transferred to Staging Services as Mr. BEN WEBSTER's secretary. Our first vacation departure was JERRY LEWIS, Florida-bound.

(Jo Sommer)

Broadcast Film and Operations: DIANE MARSH is heading for Des Moines on vacation. Congratulations to ANN HIGGINS on her engagement and to ERNEST THEISS and ED WHITNEY on their promotions.

(Louise Goraliski)

Staging Services: Has anyone noticed the inspired enthusiasm peculiar to BOB MacKICHAN, BURR SMDT, BILL SWIFT, JACK KELLER and DICK SMITH these languid spring days? Fatherhood is miraculous. BILL RIGGS and BOB WIGHTMAN are vacationing abroad. HERB ANSTETT is, unawaredly, making frustrated gypsies unhappy with picture cards from Florida. It's nice to have NORMAN GRANT, EDITH TANZER, MURRAY SUSSKIND, HERB LAGER, DICK FRENCH and JIM WYNN with us now. A huge welcome to all of you. A designer has



SPRING IS HERE, AND HERE AT BOURNE HILL, THAT IS — THE DESIGNER WITH DOZENS OF SUITS!

created a Riva-lution with the ladies. His continental charm has already motivated the embryo of a BILL RIVA Fan Club. LEE ARONSOHN won the championship of the muzzle-loading matches at Coon Hollow, Hamblin County, Ky. MARY ELLEN RAINE does not recommend measles. Bowling team comment: "Just wait till next year!" To E W: Upon receipt of government mail, state or federal, calmly tear into infinitesimal pieces and discard.

(Blanche Gawronska)

Film: The following newcomers are now filling in the time sheet at the film library: ANNE MARIE DeROSE, JO ANN BENTZ, STAN HAMER and EDWIN NIERENBERG. JULIE NOVLOTZKY either has or is going to celebrate a first wedding anniversary, but typically male, isn't sure which. We're all eagerly awaiting an invite aboard TED EVERITT'S schooner. Nothing nicer on a warm day than a cruise. What say, Ted? Speaking of cruising, JIM BUTLER is on 2-weeks leave doing just that - at the expense of the U.S. Navy. LORRAINE JOHNS is now the privileged co-owner of an East Side apartment. Film & Kine is happy to announce the appointment of JACK SWAN as supervisor of the film exchange. ROBERTA BECK underwent a minor operation, and we're glad to see her back. BARBARA COLE is recuperating from an appendectomy. MILDRED LINDQUIST is heading for the deep south - South, that is - to vacation with her husband, Sgt. Gene Lindquist, who is stationed in Orlando, Florida.

(Lenore Markowitz, Terry Colasacco)

Program: HERB GROSSMAN and wife, COOKIE CHOTZINOFF, are sailing on May 9 for Europe. They will live in Vienna for a year, where Herb will conduct. Best wishes to LOIS BRAUN, who will be married to Thomas J. Kennedy, Jr., on May 11.

(Pat Powers)

Talent and Program Procurement: MARJORIE GOUGH, former secretary to JOE BIGELOW, who has left to follow a singing career, appeared as a member of the chorus which sang *Manhattan Towers* on the *Royal Showcase*. Two weeks later she joined the chorus on the *Telephone Hour*. Best of luck, Marge. Hearty welcome to WILLIAM KAUFMAN, the new associate supervisor of program procurement, and his secretary, MARILYN ROSENBERG. Mr. CARL STANTON has returned to his office after a flying trip to Hollywood. Bon voyage to AMY DAVIS, who sailed April 23rd for a two months' stay in Europe.

(Ann Koyce)

News and Special Events: Our best wishes to BILL CRUIKSHANK, who joins us as an assistant assignment editor uptown, to CHARLES COLLEDGE, coming from NBC Washington to head up our news operation at 106th Street, and to CLARENCE THOMAN, who left us for William Esty. BETTY ALTSCHUL is our first vacationer, with everyone else wishing he were doing the same.

(Rose Homa)

Technical Operations: I think we'll start a "Baby Sitter Agency" for the engineers in this department. Every month the list just keeps growing and growing. On the new honor roll are DICK DAVIS, WALT MILLER, BILL FAHSING, PHIL HYMES, BILL ABBATE, MILTON BUTZ, and belated greetings to BARNEY BLAKE of TV Control and JIM CUL-

LEY of Studio. CHESTER SMITH was left off of the Grandpa List last month. Sorry! Welcome to PAT KANE, GEORGE KEENAN and ED PAULSEN. Among the travelers returned are MAX JACOBSON from a weekend in Washington with his family and F. A. WANKEL and A. JACKSON from Chicago. TV Maintenance gets applause for taking first place in the bowling league. Capt. DOC DICKSON, DICK AIMONE, (famous) LUCIFER WEST, DAVE CLARK, JOHN BRADY, and our red-haired air raid warden, JOAN COFFEY, deserve the honors. So long to MIMI McAMIS from the scheduling office. Mimi is on her

way to live in Seattle with her husband. I'll be taking over the tickets in her absence. GEORGE MARSHALL up in Kine bought a Cadillac for Sherry. If you're looking for BILL AHERN these days, he's hibernating in his office down in one of the cellars at the Center Theatre. LARRY LOCKWOOD, "Young Technical Director," smiled for the photogs with Vivian Blaine recently. Have you noticed that HERB GREELEY, HENRY SHADWELL and BERNIE ANDERSON have returned from military leave? HELEN KALL had a shower last month at the Lodge in Valley Stream. She's getting married May 3rd to a boy she's been chasing for eleven years. They're honeymooning in Canada. RITA LAUBSCHER's husband George will be coming home early in June from college. We'll all have to go out and cheer for MORT EATON, GARY IORIO, MAURICE VERSCHOORE and BILL DELANEY, who will be dotting the softball field for NBC this season. Congratulations to the latest graduates of MR. BASTON and MR. SCHALLER's little school of knowledge - BOB BARTNIK, BOB BUTLER, LOU FUSARI, GENE GIARDINA, BILL HOYLE, BOB LENDENMANN, ED MARINES, HARRY McKEON, BILL MITCHELL, BOB SULLIVAN, HOWIE TOWN, MURRAY VECCHIO. All for now, see you after the wedding. (*Helen Kall*)

OWNED AND OPERATED

WNBC-WNBT: Congratulations to General Manager TED COTT on his new vice-presidency. Welcome to LINDA McKINNEY, ANN McLAUGHLIN, JOAN KAYE and JOYCE HOGUE. Sorry to say good-bye to HUGH McDERMOTT, LENNIE SAFIR, GRETCHEN GROFF and KATHY GREGG. Congratulations to GEORGE STEVENS and ARTHUR BURKE on new sons. We all had a wonderful time at the party given by *Life Magazine* honoring the WNBC-WNBT staff for its cooperation in the recent *Inside Our Schools* project. AUDREY TIBBS' pet skunk is missing. (*Mary McBride*)

Spot Sales: Congratulations and welcome to THOMAS B. McFADDEN, our new Spot Sales director, replacing JAMES V. McCONNELL, now associated with Blair-TV. A welcome also to LUELLEN L. STEARNS, eastern TV sales manager, and to GEORGE PAMENTAL and JACK RYAN. Good-bye and good luck to HAMILTON SHEA, new manager of WTAM-WNBK, Cleveland. (*Elaine Simpson*)



TV technical supervisors: back - Don Pike, Max Jacobson, Alf Jackson, Stan Peck, Waldo Mullaney; front - Art Poppele, Hank Folkerts, Bill Ahern.

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