

# NBC CHIMES

April

1954



SAN FRANCISCO --  
CITY OF CABLE CARS AND KNBC



# CHIMES

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

**Edward Starr, Editor**

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## The Cover

This month's CHIMES' cover depicts one of San Francisco's tiny cable cars graced by a bevy of KNBC cuties arriving for work. One of the famed cable lines runs right past the KNBC offices and San Francisco Radio City can be seen in the background.

Currently San Francisco is split into two cable car factions—one grimly determined to replace the picturesque cars with buses in the avowed interests of economy; the other just as dedicated to "Save the Cable Cars" in the interests of tradition and local color.

Staffers of NBC's station in San Francisco remain neutral in this civic dispute, but "just in case" are passing up no opportunity for a cable car ride. The gals decorating our cover are left to right: (standing on street) Mary Bland, Network Sales; Pat Co-vell, Executive; Anne McEneaney, Accounting; (on lower step) Muriel Jocz, Spot Sales; Lorrie Bunker, Program; Helen Holmlund, Local Sales; Connie Strycker, Traffic; Betty Hauser, Local Sales; (top step) Jane Morrison, News, and Norma Robison, Promotion.

## A Real Helping Hand

If anyone doubts that NBC is in an expanding era, just ask one of the girls who operate NBC's switchboard in New York. Within the past four years the board has been increased from nine to fourteen positions. By July it will no longer be possible to add trunks, either incoming or outgoing, nor to provide additional extensions. A recent check showed as many as 500 busy signals in a single hour.

While plans are in the works for a new switchboard, it will take from ten

months to a year for it to be designed, built and installed. In the meantime the help of every NBC employee is needed to cope with the situation. Everyone, from the top officers on down, is asked through this item in CHIMES to eliminate personal calls whenever possible, and to make all calls as brief as is consistent with good business. By voluntary cooperation you can give the company a real helping hand and eliminate much of the congestion at the switchboard.

## Join Payroll Savings

President Eisenhower has said:

"The nation's economic welfare requires the widest possible distribution of the national debt through the continued sale of United States Savings Bonds to the people."

That's a big enough reason right there to get on the Payroll Savings Plan bandwagon. However, you have added to that the strongest of self-interest arguments: you can turn \$3 into \$4 simply by putting your bonds away and letting them stay there for ten years. And in less than 20 years, your money nearly doubles.

Buying United States Savings Bonds regularly through NBC's Payroll Savings Plan is a sure way to build up a reserve fund . . . lay aside enough money for your children's education . . . have greater security when you're older. The more you spend for Sav-

ings Bonds the more you will get in years to come.

Of course, one of the big advantages of this system of saving for the future is its convenience. All you do is sign a form indicating how large or small an amount you wish to have deducted from your check each payday. Then NBC and the U. S. Government do the rest, making automatic contributions and purchasing bonds for you.

It is always best, of course, to hold Savings Bonds for the full length of their term—in nine years and eight months every \$37.50 you started with is worth \$50 to you. Hold it for another ten years and that \$50 grows to \$67.34, or nearly 80% more than your original investment.

So if you are not now a member of the Payroll Savings Plan, go right now to Employee Services in New York, or the Personnel office in other locations, and sign up.



# NBC News Roundup..

## 45 Million Saw Academy Awards on NBC-TV

An estimated 45,000,000 viewers across the country watched NBC-TV's coverage of the 26th annual Academy Awards presentations on March 25, according to the NBC Research and Planning Department.

In addition, another 3,800,000 listened to NBC Radio's coverage of the event.

Incidentally, Donna Reed, who won the "best supporting actress" award, is the sister of NBC engineer Keith Mullenberger.

## NBC Leases N. Y.'s Century Theatre For Conversion to Television Studio

The celebrated Century Theatre in New York has been leased by NBC under a long-term arrangement and is being converted into a modern studio for the production of television programs, it was announced last month by Leonard Hole, NBC director of Production.

NBC took full possession of this historic playhouse on March 23 and engineers are hard at work at conversion. Shows should start originating from there by June 1.

## 'Telephone Hour' Starts 15th Year on NBC Radio

The "Telephone Hour," sponsored by the Bell Telephone System, has been renewed on the full NBC Radio Network for 52 weeks, it was announced last month by Fred Horton, director of Sales for the network. The program's broadcast of April 12 marked the start of its 15th year on NBC.

The series has presented each week the world's most distinguished instrumental and vocal stars. Donald Voorhees, the music director of the program, has filled that post since the show's inception in 1940.

## Over 100,000 Request Essay Read on 'Voice of Firestone'

Elizabeth (Betsy) Evans, 16-year-old Ohio high school junior, read her prize-winning essay, "I Speak for Democracy," during a "Voice of Firestone" simulcast March 1 and within five days more than 100,000 letters and telegrams requesting copies were received by the Firestone office. She repeated her reading on the March 29 program.

Miss Evans was one of four national winners in the recent Voice of Democracy contest sponsored by the National Association of Radio and Television Broadcasters.

## First Lee de Forest Award To Sponsor for 'Hall of Fame'

The first annual Lee de Forest award for most consistent television and radio programming in the public interest was presented late last month by the world-famous physicist and "father of radio" to Joyce C. Hall, President of Hallmark Cards, sponsor of NBC-TV's "Hallmark Hall of Fame."



Brig. Gen. David Sarnoff, (right) Chairman of the Boards of RCA and NBC, being presented the 1954 Humanitarian Award of the Golden Slipper Square Club, Philadelphia, at its recent awards dinner. Making the presentation are William H. Sylk, (left) President of station WPEN, who is also a Vice President of the Club, and its President, Rudolph Fried. The award included a \$1,000 check, which General Sarnoff immediately turned over to the Club's camp fund for children. In his remarks after the ceremony, General Sarnoff declared that man cannot hope to control the behavior of the electron and the atom until he learns to control himself in a world where "one man's madness can make millions mourn."

## NBC Leadership Again Shown in Recent Ratings

Nielsen, ARB or Trendex—take your pick and you'll find NBC-TV shows outdistancing all opposition for leadership positions.

The Trendex report for March listed six NBC shows in the top ten, backing up the Nielsen ratings, which gave NBC-TV seven of the top ten, and the figures of the American Research Bureau, which showed us with six of the top ten and eight of the top fifteen.

## 1,001st Program of 'Amateur Hour' Features Stars it Started Off

"Ted Mack's Original Amateur Hour" was hardly composed of amateur performers when it presented its 1,001st Amateur Night on April 10. "Graduates" of the show who headlined the special program were Paul Winchell (and Jerry Mahoney) opera star Mimi Benzell, recording artist Teresa Brewer, dancer Ray Malone and comedian Frank Fontaine. They represent a token of the 800,000 amateurs who have auditioned, and of the 500 who have become successful in the entertainment world.

As usual, presiding over the show was Ted Mack, successor to the late Major Bowes, who originated the program in 1934.

# Film's First Anniversary

## Stanton Reviews Growth of NBC Film Operation As It Marks First Year as Separate Division

The NBC Film Division last month marked its first anniversary as one of the National Broadcasting Company's major operating divisions.

"The NBC Film Division's first year was one of rapid, though carefully controlled, growth," said Carl M. Stanton, who was named NBC Vice President in charge of the division shortly after Robert W. Sarnoff was elected Executive Vice President of NBC last December.

"This growth is measured in terms of new personnel, added film properties and vastly increased sales," continued Mr. Stanton, director of the division during all of 1953. "This year, however, will be even more important for the syndicated film business than was 1953. From the pattern established last year it can be predicted that new television stations, as they come on the air, will look to the syndicators for much of their local programming. Many more local advertisers will avail themselves of the syndicated film as a streamlined, high quality, inexpensive selling vehicle.

"Regional and multiple-market advertisers will use the syndicated film in order to concentrate their advertising dollars where their sales are made. National advertisers will turn to the syndicated film in order to supplement their basic network television coverage."

More than 1,100 sales of NBC Film Division properties were made during the past year, Mr. Stanton said. Markets ranged in size from Panama City, Fla. (2,000 TV homes) to New York City (3,715,000 TV homes), where the division has nine programs on the air—more than any other single syndicator.

Four NBC Film Division series have been sold in over 100 markets: "Dangerous Assignment," 154; the hour-long "Hopalong Cassidy" films, 143; "Badge 714," 140; and "Douglas Fairbanks Presents" (now under the title of "Paragon Playhouse"), 125. Five other programs are approaching the 100-city mark.

Mr. Stanton pointed out that sponsors of NBC Film Division properties range from major oil companies and large brewers to local furniture and appliance dealers, banks, jewelers, dairies and many other business enterprises for which the syndicated film has proven to be an effective and economical advertising medium.



Carl M. Stanton, Vice President in charge of the Film Division, reports on "rapid, though carefully controlled, growth," during first year.

The division has also sold properties outside of the continental limits of the United States: programs have been sold in Mexico, Italy, Hawaii, Brazil, Alaska, Puerto Rico, Venezuela, Panama and Canada.

A year ago the NBC Film Division was syndicating two programs: "Dangerous Assignment," starring Brian Donlevy, and "Hopalong Cassidy." Today the division's inventory includes fourteen properties, with several more to be added during 1954.

Currently offered to local stations and to local or regional sponsors are programs which ran originally on the NBC Television Network and programs produced especially for syndication:

among the former are "Victory at Sea," "Badge 714" (formerly "Dragnet"), "Captured" (formerly "Gangbusters") and "The Visitor" (formerly "The Doctor"). The NBC Film Division also syndicates "The Life of Riley" in markets not covered by the network sponsor.

Among the programs filmed especially for syndication are "Dangerous Assignment," "Hopalong Cassidy," (a series of 54 hour-long films originally produced for theatrical release plus 52 half-hour films recently produced especially for television), "Paragon Playhouse" (formerly "Douglas Fairbanks Presents."); "Inner Sanctum," the most recently filmed series, "The Lilli Palmer Show," "Watch the World" and a daily and weekly news-film program.

The Division also syndicates 26 feature films, more than half of which were produced since 1950 and none of which were previously shown on television.

Mr. Stanton declared that the NBC Film Division's forceful campaign on behalf of re-running good TV film series has benefited the entire industry.

"Since the beginning of the year," he said, "we have been preaching the gospel of the re-run. Despite a certain amount of initial opposition on the part of stations and the press, our stand has been thoroughly vindicated.

"We maintained that the re-run makes possible the local showing—at a local cost—of programs of highest quality. The emerging pattern of the industry has already made it apparent that enormous advantages accrue to the public, the television station and the advertiser through the re-running of good film programs."

Mr. Stanton observed that the re-run is not only an economic necessity to the producer and distributor of high quality programs, but—because of the constantly expanding television audience—it also reaches a larger audience than did the first run.

"Now that research data is available," Mr. Stanton said, "we find that our belief has been substantiated far

beyond our expectations: rating figures show that in syndication the re-run not only reaches a larger audience than the program did on its original showing, but that it continues to grow in popularity and that it can boost a station's rating for a given time period anywhere from 10 to 25 points."

He indicated that the Division's expanded sales force and its enlarged advertising, promotion, publicity, research and merchandising services had contributed substantially toward its first year of progress.

"The Film Division makes available to the station and the advertiser," he said, "every possible device to build both a local audience and the sale of the sponsor's product. Our aim is to provide stations and advertisers with the finest kind of film programs. In meeting and maintaining these standards, we feel that we are convincing the local advertiser of the commercial feasibility of fine programming."

Mr. Stanton noted that the NBC Film Division's shipping and library services have also been expanded during the past year. Originally servicing 76 stations with syndicated programs, network film shows and kinescopes, the New York and Hollywood film exchanges (operated by the Division) now service 235 stations with 2,000 prints a week, covering 4,000 actual weekly playdates. In addition, the Division has supplied the Armed Forces with more than 6,000 kinescopes of

NBC television network programs within the past two years.

The Film Library, largest collection of stock footage photographed especially for TV, has also stepped up its activities, now servicing stations, agencies and producers throughout the country with stock shots otherwise unavailable to them. Located in New York, the library stores over 20,000,000 feet of completely cross-indexed film, which is augmented each month by a quarter of a million feet.

"Our first year," Mr. Stanton concluded, "gives us confidence in the future. Competition will be keener this year — not because there are more distributors in the field but because there are more film programs on the market. It is our belief, however, that those companies which have established themselves by syndicating fine film programs, adhering to sound business practices and bolstering their programs with strong promotional assistance will continue to maintain leadership in the industry."

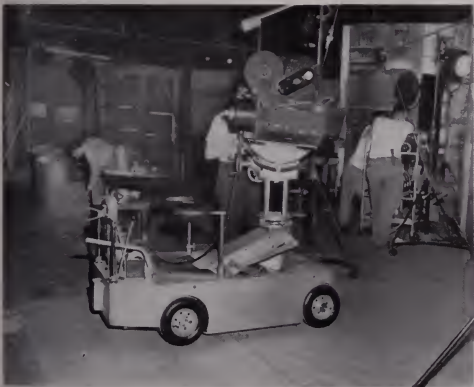
Shooting on the 39th and last of the "Inner Sanctum" episodes ended on Friday, April 9, and on the following Monday, April 12, production started on a new series, "The Falcon." Thirty-nine half-hour adventure dramas will be filmed, starring Charles McGraw as Michael Waring, The Falcon.

The popularity of "The Falcon," undercover U. S. Intelligence agent operating all over the world on hazard-



The famous "Inner Sanctum" creaking door, the sound of which is familiar to millions, is inspected by J. Fred Muggs, chimpanzee of "Today." NBC Film brought this show, long famous on radio, to television.

ous missions, has snowballed since its origination as a radio series. Twelve motion pictures were produced with The Falcon as the central figure, and for nine years it was an immensely popular show on radio.



A revolutionary new camera mounting used in the filming of "Inner Sanctum." The new "crab dolly" enables the cameraman to go up and down by hydraulic power. The four sets of pneumatic-tired wheels allow all the maneuverability of a regular TV camera.



The cameraman sets up shots and goes through a "dry run" of camera movements which were later followed in the actual filming of "Inner Sanctum." At the same time, the audio engineer has the boom mike over the cast to obtain the sound level the director wants.



# 'HOME' IN COLOR

SHOW'S FIRST COLORCAST FROM WASHINGTON;  
TEXAS GIVES TO GROWERY IN GRAND STYLE

NBC-TV's widely-hailed new daytime show, "Home," was telecast in color for the first time on Wednesday, March 31, when the major portion of the program originated live underneath the famous cherry blossom trees in Washington, D. C.

The tinted segment of "Home" featured garden editor Will Peigelbeck discussing the care and growth of cherry trees and showed viewers the

over, for that Goliath among states, Texas, had finally come across with its contribution. And it was whopped up in proper Texas fashion.

From the moment "Home" invited the 48 states to submit soil samples for the growery, the big question had been: What would Texas do? In February, the executive assistant to Gov. Allan Shivers wrote that the Lone Star State would be represented by a contribution from John C. White, commissioner of the Department of Agriculture.

Then followed weeks of suspenseful waiting. Other soil dribbled in. Someone discovered that the District of Columbia had been omitted from the invitation. Vice President Richard Nixon rushed into the breach with a modest container of earth from the Capitol grounds in Washington. Still—not even a speck of dust from Texas.

Then, late last month, Texas rose again! After more than a month of unprecedented silence, Commissioner White wrote to producer Jack Rayel: "I am very sorry for the delay in shipping you this soil, but we have made an effort to secure soil from each of the 267 counties in Texas."

At last report, "Home" officials, frank to admit that they underestimated the capacity of Texas to outdo all others, were standing by to cope with the onslaught of Lone Star earth as best they can.

Miss Arlene Francis is editor-in-chief of "Home." Not surprisingly, she is frequently referred to in speech and writing as Miss Francis.

Not surprising, either, is the small measure of confusion resulting from the use of that means of address. Another pillar in NBC-TV's morning schedule, Dr. Frances Horwich, of "Ding Dong School," long has been known among the younger set as Miss Frances.

Here's a way to remember which Fran has an *es* and which an *is*: The "Home" Miss Francis bears an *i* for information. The "Ding Dong School" Miss Frances has an *e* for education.

## NBC-Barnard Courses Announced

The fourth annual Summer Institute of Radio and Television jointly sponsored by Barnard College and the National Broadcasting Company will be held in New York from June 23 through Aug. 6.

The six courses offered by the Institute are taught by NBC and RCA Institutes staff members in the NBC studios in Radio City, New York. Students take a full program of four courses, two of which are required and two of which are elective.

A new course, "Technical Operations Orientation," will be directed by Paul L. Gerhart, director of training, RCA Institutes, Inc., and other staff members of RCA Institutes, Inc., will lecture. This course is designed to introduce students to the equipment used for television studio operations.

William C. Hodapp, producer of NBC-TV's "American Inventory" program, will teach "TV Programming and Producing." The course will include lectures, class projects and observation trips to studios concentrating on specific problems of production, techniques of programming and methods of directing TV programs. Students will be given an opportunity to observe and assist in the preparation of an actual program.

Michael Dann, television program manager of NBC, will teach "Your Television Career," a comprehensive study of the television field. "The Techniques of Announcing on Radio and Television" will be given by Steve White, program manager of WNBC. Stanton M. Osgood, manager of film production and theatre television of NBC, will teach "Film Production for Television," and Ross Donaldson, supervisor of NBC literary rights and story division, will teach a course on writing for radio and television.

Men and women who are college graduates, or high school graduates who have had paid experience in radio or television, may apply for admission in the Institute. Enrollment will be limited to 40 students. Application for admission should be made before June 1 on forms which may be obtained from Miss Ruth Houghton, 112 Milbank Hall, Barnard College, New York 27, New York. The fee for the course is \$150.



Vice President Richard Nixon (left) presenting Carleton D. Smith, Vice President and general manager of NBC's Washington stations, with the District of Columbia contribution to the growery, soil from the U. S. Capitol grounds.

two original cherry trees planted in Washington, was well as the others coming into bloom then. Moreover, fashion editor Eve Hunter presented a preview of the annual Mayflower Hotel fashion show on the lawn beneath the trees.

A special feature on city planning was conducted by editor-in-chief Arlene Francis. Filmed aerial views of Washington's slum areas were shown, and plans underway to improve those conditions were discussed. Also, viewers were treated to a visit to two outdoor picnics—one elegant and the other informal.

Back in its permanent set in New York, "Home's" growery was prospering. Yea, it was about to runneth

# Cott Assigned Additional Duties Exploiting Subsidiary Rights



Ted Cott

The assignment of Ted Cott, NBC Radio Network Operating Vice President, of additional duties in connection with the exploitation of subsidiary rights under the company's talent and program contracts was announced late last month by Robert W. Sarnoff, NBC's Executive Vice President.

Under this assignment, Mr. Cott will also conduct centralized planning for the development of new fields of subsidiary rights and activities growing out of NBC's broadcast operations.

"The centralization of responsibility in this field will permit us to proceed systematically in exploring and real-

izing a great potential which can add a new dimension to our business," Mr. Sarnoff said. "Through full and effective exploitation of existing subsidiary rights and new approaches for developing collateral values generated by our programs, important additional benefits can be gained by NBC, its talent and its program suppliers."

On matters arising from the assignment of these additional duties, Mr. Cott reports to Mr. Sarnoff.

Assisting Mr. Cott are the following: Mitchell Benson, who continues as manager of contract administration in NBC's Talent Department and serves

as Mr. Cott's principal assistant in connection with talent and program negotiations arising under the new activity.

Ted Zaer, business manager for the Radio Network, who also serves as financial advisor and analyst in the development of the additional operations assigned to Mr. Cott.

Frank Fitzgerald, who continues as a member of Mr. Cott's Radio Network staff, and assists in general administrative matters.

Sidney Rubin, formerly an account executive on the WNBC sales staff, who has been appointed supervisor of operations, reporting to Mr. Cott.



The sale of NBC-inspired products is prospering at the souvenir counter recently established on the mezzanine of NBC's headquarters in the RCA Bldg. *On left* is a full view of the little mart, with Bob Condon and Carol Glassman of Guest Relations behind the display case. *On right*, Carol is showing a prospective customer one of the many "Ding Dong School" wares. NBC employees are entitled to a 20 per cent discount on products here.

# Congress Shootings

## WRC Newsman Captures Assailant; Is on Air Eight Minutes Later

Jack Connolly will be as eager as the next guy to talk about his operation. But he's a modest fellow, and so we'll tell what happened to him the day before the operation.

Jack is WRC news editor John D. Connolly. He not only got the big break in the March 1 shooting in the House of Representatives, but he helped capture one of the Puerto Ricans who brandished Lugers in the spectator gallery.

All this, the day before he checked in at Providence Hospital in Washington to go under the ether for a painful but not serious intestinal operation.

Jack had said good-bye to the well-

By  
**Russ Tornabene,**  
WRC News Editor

wishers in the newsroom on the preceding week-end. Next word the news gang expected from him was that he was "doing nicely," as medical bulletins phrase it. But there was one remaining duty: interviewing Representative Walter Judd of Minnesota on tape for a KSTP Minneapolis re-broadcast. At 2:30 p.m. the interview in the House radio gallery was completed, and Jack was preparing to leave the booth, which is located across a corridor from the spectator gallery of the House. Engineer John Martenson was packing up his equipment. Time now was 2:32 p.m.

"The first shots sounded like firecrackers," Jack says.

"We didn't know what to make of it at first, but one of the other guys in the radio room slammed the door shut when he realized that this was no false alarm," he recounted, piecing together a hectic afternoon.

Connolly opened the door and ran into the hall, while engineer Martenson phoned the NBC newsroom in the Sheraton-Park hotel to alert the people there. Jack opened the door to his big story.

Rushing from the visitors' gallery were four Puerto Ricans (Jack is one of few witnesses who saw the fourth of the assailants, who was picked up later at the Washington bus depot). Connolly ran into the nearest one, the would-be leader of the group, Lolita LeBron. He pinned her arms behind her as she dropped her emptied pistol, holding her until Capitol Police arrived.

Time now: 2:37 p.m.

In the newsroom, Washington network news manager Julian Goodman was answering phones and making assignments. He lined up a network feed from the House radio gallery (we have direct lines to the studios in the hotel).

"Can you take it at 2:45 straight up?" he asked Connolly.

"Sure," came the answer, but Jack realized he had only 180 seconds to reconstruct what happened only a few minutes before. The newsroom fed him names of the injured congressmen.

Jack wisely commandeered Representative James Van Zandt of Pennsylvania, who also had helped capture one of the Puerto Ricans.

Time now was 30 seconds to air time. Make a check of the line. Assemble your thoughts. Get the names straight. What's the sign-off cue? Ready? Take it.

At 2:45 p.m., 12 minutes after the shooting, Connolly went on the radio network (and on WNBW audio) to wrap up the story, and use the additional eye-witness report of Congressman Van Zandt.

(Other networks were on the air also at 2:45 or immediately thereafter, but only with flashes and not wrap-up stories.)

Connolly returned to the newsroom to be given another assignment. Do another network feed on the shooting story. At 6 p.m. he was on a special WNBW news program with Ted Yates. Washington producer of NBC television's "Your President's Week," who also was in that corridor and held one of the Puerto Ricans until police arrived.

Yates tells his story: He was just off the floor of the House when the bullets started flying. He followed a group of congressmen to the next level, to the spectators' gallery. He ran into one of the fanatic pistol waving Puerto Ricans, and, turning, slid forward into the man. Yates held the man for police.

These three men: Connolly, Yates and Martenson, were the first to get into the story. But within an hour after the incident, a network television feed was set up, and at 3:30 p.m. David Brinkley went on from the studios, with Representatives Van Zandt and Judd giving eye-witness reports.

Television director Bob Doyle had arranged a remote pickup from the Capitol, and Richard Harkness went on from the steps of the Capitol during the special network television feed.

That night, NBC's "Camel News Caravan" utilized a live pickup from the House of Representatives, with graphic camera use to show where the fusillade of bullets had hit.

On March 1, Jack Connolly didn't think much about the operation he was to have the next day. He was too busy.



Taken just seconds after the assailants were captured, this photograph shows Jack Connolly (between the two men) holding the still defiant Lolita LeBron.



# '3D Plus TV' Is Theme of Special Chicago Show

Talented young pianist Natalie Hinderas and the NBC-Chicago Orchestra, directed by Joseph Gallicchio, were heard and seen in a special simulcast presentation of "New Dimensions" on Sunday, March 7, on WNBQ-Channel 5, WMAQ and WMAQ-FM.

The program offered a world premiere of stereophonic sound techniques (dubbed "3-D Radio") and developed by NBC-Chicago with its weekly experimental stereophonic broadcasts of "New Dimensions" and "The Northerners"), coupled with a regular telecast on WNBQ.

This "first time anywhere" simulcast brought together the visual aspects of a 30-minute concert in miniature and a faithfulness of audio reproduction simulating actual concert hall attendance, through the use of the NBC-Chicago combined radio and television facilities. The simulcast, to be heard and seen in the full "3-D plus TV" effect required the use of both a TV receiver and a regular AM radio, placed in accordance with a diagram which was printed in newspaper ads prior to the broadcast and also explained on WNBQ news telecasts.

According to NBC engineers, homes where both radio and TV sets were not available received satisfactory reproduction on the program on either medium, but dual AM and FM audio re-

ceivers were needed to obtain a full reception of the program.

The simulcast, which was sponsored by the Illinois Bell Telephone Company, included two featured piano works played by Miss Hinderas with the NBC-Chicago Orchestra; excerpts from the "Rhapsody on a Theme by Paganini," by Rachmaninoff, and the final movement of the Shostakovich Piano Concerto. The orchestra played three numbers: "American Salute" by Morton Gould; "Ebbtide," and "Es-pana Cani."

Don Herbert, NBC-TV's Mr. Wizard, introduced and explained the technical aspects of the unique premiere program.

George Heinemann served as executive producer of the New Dimensions simulcast; Don Marcotte, producer of the regular series, was assisted by Larry Johnson, WNBQ music supervisor. Don Meier directed.

Natalie Hinderas, featured soloist on the special program, is a graduate of Oberlin Conservatory and a brilliant concert performer. She has been guest artist on several NBC network TV programs, and has appeared previously on WNBQ in the summer of 1953. The "3D" show, with the NBC-Chicago Orchestra under Joseph Gallicchio, was repeated for the TV network after its initial Chicago presentation.

## KNBH Honored:



George W. Irving (left), President of the Burbank Symphony Association and Burbank City Attorney, presented Lewis S. Frost of NBC the organization's yearly merit award at a dinner several weeks ago. Mr. Frost, Public Relations director, NBC Hollywood, accepted the award on behalf of NBC and KNBH. For the past three years, KNBH has televised the Christmas program by the Symphony and Chorus.

## Nelson Named As Weaver Assistant

James H. Nelson, former manager of advertising and promotion for the NBC Radio Network, has been appointed a staff assistant to Sylvester L. Weaver, Jr., President of NBC. Mr. Weaver announced late last month. Mr. Nelson handles matters as assigned by the President.

Mr. Nelson joined NBC in 1942 as a promotion writer for Spot Sales.

## John D. Howard

Joan D. Howard, senior radio set-up man in NBC Hollywood Plant Operations, was stricken while at work on March 20th and later died as the result of a blood clot condition described as coronary embolism.

Mr. Howard joined NBC in August of 1944 and only last year became the senior member of his department.

He was born in Evon, Colo., May 5, 1893. He is survived by his wife, Winifred C. Howard.



Chicago's special "New Dimensions" "stereophonic sound simulcast" spotlighted pianist Natalie Hinderas and the NBC Chicago Orchestra conducted by Joseph Gallicchio.

# WEAVER ANNOUNCES COLOR 'SPECTACULARS'

90-Minute Shows  
Begin in October

A series of color "spectaculars" ranging across the vast panorama of show business and embracing the most celebrated of producers, directors and stars was announced Friday, March 26, by Sylvester L. Weaver, Jr., President of the National Broadcasting Company. The series, which begins in October, marks the fruition of plans launched by Mr. Weaver, who outlined the concept of "spectaculars" as early as 1950 when he was Vice President in charge of the NBC Television Network.

Mr. Weaver's announcement followed a closed-circuit address to NBC affiliates in which he outlined the plans for the "color spectaculars" and other color planning for the 1954-55 season. He described the "spectaculars" as "great entertainment events which will stand out like peaks in the schedule and gain great audience attention by their massiveness and quality."

Thirteen in the series, which will be scheduled on a fortnightly basis, will be under the supervision of Leland Hayward, distinguished American producer, who will shortly announce the line-up of productions and producers for this group. Sponsor for the thirteen will be announced at the same time, Mr. Weaver added.

In addition to the regularly scheduled "spectaculars," Mr. Weaver said, there would be occasional special "one-shots" of the same character, which would be networked on a pre-emption basis, as provided in facilities contracts. He said that NBC's present color mobile unit, and others now being built, would permit NBC to pick up important entertainment events, special events and sports outside the studio.

Mr. Weaver revealed that Max Liebman, producer of "Your Show of Shows," may produce a black-and-white series similar to "spectaculars" in concept, and which would be scheduled three Saturdays in four during the 1954-55 season.

Mr. Weaver said that "spectaculars" are expected to expand the exciting pattern of such great events on NBC Television as the Ford Anniversary Program, produced by Hayward; the Maurice Evans performances of "Ham-

## Harry C. Kopf, Veteran NBC V. P. in Chicago, Dies Suddenly

Harry C. Kopf, NBC Vice President and general manager of stations WNBQ and WMAQ, National Broadcasting Company owned and operated stations in Chicago, died suddenly Friday night, March 26, of a heart ailment.

Mr. Kopf, 51, was stricken at the Evanston, Ill., home of his brother-in-law and sister, Mr. and Mrs. Rolla S. Pribble, with whom he had lived for many years.

Mr. Kopf had been associated with NBC for almost 25 years, having joined the network's sales staff in Chicago in 1931. In 1939 he was promoted to sales manager of the NBC Central Division, and in 1940 he became general manager of the division. A year later he was appointed an NBC Vice President.

In 1946, Mr. Kopf was transferred to NBC in New York as Vice President in charge of Network Sales and in 1950 he returned to Chicago to head up the operations of WNBQ and WMAQ.

Under Mr. Kopf's direction, the NBC Chicago television outlet, WNBQ, which went on the air in 1949, achieved stature as one of the most successful stations in the country. The station made many outstanding contributions in the field of general and public service programming and won prominence as an origination point for many highly successful NBC-TV network programs.

let" and "Richard II" sponsored by Hall Brothers; and Robert Sherwood's TV original, "Backbone of America," sponsored by the Miller Brewing Company.

The series will be broadcast in color under the RCA compatible color system: by October, many thousands of viewers will have access to color receivers. The programs will be seen in high-quality black and white on the nation's 27,000,000 monochrome sets.

Under existing plans, "spectaculars" in the regular series are projected for Saturdays (9 to 10:30 p.m.) Sundays (7:30-9 p.m.) or Mondays (8-9:30 p.m.) at the rate of one every other week.

Under his administration, too, WMAQ maintained its position of leadership in radio broadcasting.

His long record as a radio and television sales executive was one equalled by few men in the industry.

Mr. Kopf was born Dec. 26, 1902, in Shawneetown, Ill. His father was the late Charles Kopf, an electrical



The late Harry C. Kopf, who was Vice President and general manager of WMAQ, WNBQ, Chicago, until his sudden death late last month.

engineer. All of Mr. Kopf's early schooling was in Chicago, where he attended John Fiske Grade School and Hyde Park High School. He attended the University of Illinois, majoring in advertising and sales, and received a B.S. degree in 1925. He was active in campus affairs and athletics, and was a member of the Alpha Tau Omega fraternity.

Mr. Kopf began his business career in the local advertising display department of the old Chicago *Herald-Examiner*. Later, he became Midwest representative of *Systems* magazine and was sales and advertising representative for *Literary Digest* magazine.

In addition to his sister, Mrs. Pribble, Mr. Kopf is survived by a brother, John M. Kopf, of Chicago.



*Photo on right*—Assisting honor guest J. Fred Muggs as he drew the door prize ticket are (left to right): NBC executive producer Barry Wood; Roy Waldron, Muggs' co-owner; Bill Martin, NBC sales chief for New England; and Buddy Mennella, Muggs' other co-owner. *Photo on left*—Barry Wood explaining to luncheon group NBC's color television plans.

## Boston Ad Club Honors NBC

The National Broadcasting Company was honored by the Boston Advertising Club on Tuesday, March 2, at an "NBC Day" luncheon. The occasion featured an address by Barry Wood, NBC's executive producer in charge of color, and a surprise appearance by J. Fred Muggs of "Today."

Mr. Wood spoke of the network's activities in color television production and of the NBC color corps' research into staging, costuming, make-up and lighting as affected by conversion of programs to color. He was presented with an engraved silver bowl by Edward C. Donnelly, President of the Boston Advertising Club, on behalf of that organization.

"Color television is already here and will grow by leaps and bounds during this first year of its official existence," Mr. Wood said. "There are now 26 television stations in the NBC network equipped to handle color; 53 or more have orders in for color equipment and by the end of the year there will be 180 stations ready to transmit color."

"The number of viewers of color television will grow proportionately. There will be 100,000 sets equipped for color television by the end of 1954; a total of 10,000,000 sets five years from now," Mr. Wood estimated.

A kinescope preview of NBC-TV's new "Home" show was shown to the

audience as part of the meeting. In it, Dave Garroway noted the success his "Today" program has achieved and then introduced Sylvester L. Weaver, Jr., President of NBC, who described how "Home" was planned and produced. He in turn introduced Leland Hayward, NBC program consultant, who predicted that "Home" will be among the most successful of TV shows.

Later, Arlene Francis, editor-in-chief of "Home," was introduced by tape recording, and noted that she was sorry she couldn't be there in person, but it was just the second day of her new

show. She extended greetings to the Boston Ad Club on its 50th Anniversary and extended to it her best wishes for a very successful convention.

J. Fred Muggs, who had been flown up from New York that morning, appeared in a cutaway suit with striped trousers. Escorted to the head table, he banged the speakers' stand in lieu of a talk, and picked the first ticket in the door prize drawing. President Donnelly then presented him with a Paul Revere Hat, the club's traditional gift to distinguished visitors.

Chairman of the day was Bill Martin, NBC's sales chief for New England.



Overall view of the NBC promotion display at Boston Ad Club luncheon honoring NBC





A split-second after the announcement, winner Harriet Egan is radiant as husband John Fraser squeezes her hand.



(Left) The courtly Ed Herlihy leading New York's Miss NBC up for the crown.



(Right) The newly-invested winner beams as Herlihy announces prizes. With finalists (L to R): Joan Lind, Sandy Boley, Mary High, Barbara Klopp.

## At NBC New York's Big Spring Dance:



(Above) Deep in conversation at dance are (L to R): Sydney H. Eiges, Vice President in charge of Press and Publicity; Mrs. Weaver, and Sylvester L. Weaver, Jr., President of NBC. (Below) Seated around table 17 clockwise, beginning at six o'clock, are: Robert W. Sarnoff, Executive Vice President; Mrs. Sarnoff; NBC VP's J. V. Heffernan and Manie Sacks; Mr. and Mrs. Weaver, and Mrs. Heffernan. (Right) Several overall scenes of the dance.



# HARRIET EGAN CROWNED AS MISS NBC



A key event in the Miss NBC contest was the selection of five finalists from among the 150 photos of NBC girls. This was done by a panel of famous personalities, including the three judges seen here (L to R): Ben Grauer, Herb Sheldon and the nationally known illustrator, Arthur William Brown.

Lovely Harriet Egan, secretary to NBC Staff Vice President David C. Adams, was crowned "New York's Miss NBC of 1954" at the Annual Spring Dance for employees of NBC New York, held in the Grand Ballroom of the Waldorf-Astoria on April 2.

More than 1,500 NBC employees and their guests, including NBC President Sylvester L. Weaver, Jr., and Mrs. Weaver, and Executive Vice President Robert W. Sarnoff, and Mrs. Sarnoff, attended the affair.

Entertainment was headed by NBC star Milton Berle, who acted as emcee. He introduced such top-flight acts as the Bob Hamilton dance trio, the Skylarks, vocalist Judy Johnson, singing discovery Charlie Applewhite, and comedian Jonathon Winters.

Harriet Egan, the 25-year old bru-

nette who is now "New York's Miss NBC," was elected to that honor by her fellow employees in a competition held throughout the New York office. A panel of judges — including John Robert Powers, Russell Patterson, Arthur William Brown, Arlene Francis, Ben Grauer, Herb Sheldon, and NBC Personnel Director B. Lowell Jacobsen — selected five girls as finalists from among the 150 entries. Ballots were imprinted upon pay check envelopes distributed on March 26 and 31, and the elected choice of NBC employees was the beautiful Miss Egan.

As winner, Harriet is the recipient of an all-expense paid trip for two to Miami, a complete wardrobe, and many television and radio appearances. Shortly after the announcement at the dance, she was whisked off by Tex and

Jinx McCrary to be interviewed by them on their late evening radio show from the Waldorf. She also has appeared on Dave Garroway's "Today," and with Arlene Francis on "Home," and on "Jinx' Diary." Herb Sheldon's morning show, and Richard Willis' "Here's Looking at You" on WNBT.

Most people got to the dance between nine and nine-thirty. There was dancing to the music of Jimmy Lanin's orchestra until about ten-thirty, when the popular NBC radio and TV personality, Ed Herlihy, took the floor and introduced Mr. Weaver and Mr. Sarnoff. Both expressed pleasure at this, their first opportunity to address such a large number of NBC employees directly. Then followed the crowning of Miss NBC and the entertainment. Dancing continued until 2:00 a.m.



The five beautiful finalists in the New York's Miss NBC of 1954 contest: Harriet Egan, Finance and Services-Executive; Sandy Boley, Planning and Research; Mary High, Guest Relations; Joan Lind, Guest Relations, and Barbara Klopp, WNBT Traffic

## A&P Activities Consolidated Under Evans

A consolidation of NBC's national advertising activities under Jacob A. Evans as director of national advertising and promotion was announced last month by Robert W. Sarnoff, Executive Vice President.

Mr. Evans, who reports to Mr. Sarnoff, is responsible for all national advertising and all national direct mail promotion for the various operating divisions of the company, for all NBC institutional advertising, and for all network audience promotion.

"The operating divisions of the company will continue to be responsible for sales presentations, sales information material, program availability data and promotional materials for sales development within their individual fields," Mr. Sarnoff said. "The Owned and Operated Stations will be wholly responsible for their own on-the-air promotion. Local promotion campaigns on behalf of individual Owned and Operated Stations will be coordinated with the National Advertising and Promotion Department at



Jacob A. Evans, director of National Advertising and Promotion.

the planning stage, and will be conducted by the individual stations in accordance with the general pattern developed from such coordination."

He also announced the following appointments and responsibilities:

Ridgway Hughes, named Radio Network sales presentation manager, is



WTAM-WNBK News director Edward Wallace interviews Cleveland transit system official Ray Turk during recent snowstorm that had city traffic tied up in knots. Cameraman is Herb Posnik; other man is associate director Rue de Gravelles. NBC Cleveland got special newspaper recognition for its on-the-scene reporting of the Cleveland storm as well as its great public service aid.

## NBC in Cleveland Aids Snowbound Listeners

April is now upon us, bringing, happily, some semblance of spring. This makes it almost impossible to believe that it was only several weeks ago that large parts of the U. S. were buried under one of the worst snows in years.

Smack-dab in the middle of the blizzard was Cleveland—and employees of NBC's WTAM and WNBK knew it! Many were stranded in the city overnight, unable to get to their homes.

Cleveland's Community Stations, WTAM-WNBK, really proved their salt then in aiding their snowbound audiences with important public service messages throughout the broadcast day. School closings, factory shutdowns and scores of meeting and church cancellations were broadcast during the five days Clevelanders were digging out from under 22 inches of snow.

responsible for all sales presentations, and sales and program availability information material for the NBC Radio Network, and reports on these matters to Fred Horton, director of Radio Network Sales.

David Hedley, Television Network sales presentation manager, is responsible for similar functions for the Television Network, reporting on these matters to Walter Scott, administrative sales manager.

Harold Shepard, manager of new business and promotion for the Spot

To assure NBC's audience of round-the-clock service during the emergency, WTAM-WNBK General Manager Lloyd E. Yoder during the peak of the storm made arrangements to keep key personnel in downtown hotels.

WNBK ran frequent weather shows from a remote camera position in downtown Cleveland—hoping to convince the home audience to stay there and not add to the traffic snarl that took as long as ten hours to get moving.

The 24-hour broadcast day of WTAM's 50,000 watt voice really proved a definite service to the news-hungry northern Ohio audience, with "All Niter" Joe Mulvihill passing along at frequent intervals the latest road reports from the State of Ohio Highway Patrol and other announcements of an urgent public service nature.

Sales Department, is responsible for that department's sales presentations, research, sales and program availability information, promotion assistance to represented stations, sales planning and new business development, reporting on these matters to Thomas McFadden, director of Spot Sales.

Reporting to Mr. Evans in the National Advertising and Promotion Department are: John Porter, national sales promotion manager; Clyde Clem, national audience promotion manager, and John Graham, art director.



## WAAM Fellowship Competition Open

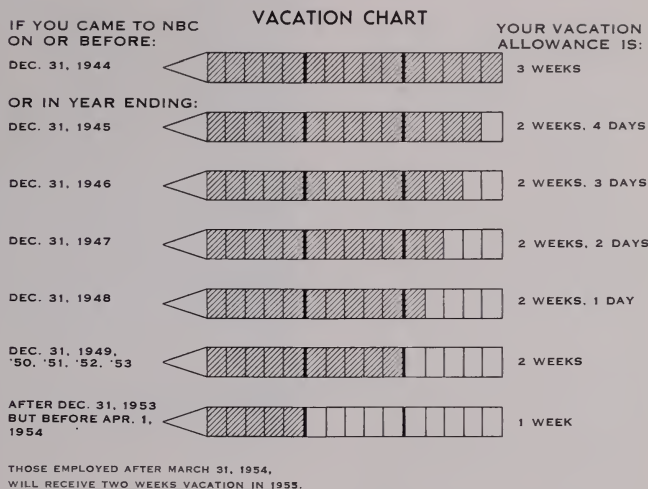
The third annual competition for the WAAM Television Fellowship for graduate study at Johns Hopkins University for 1954-1955 has been announced. Open to anyone now actively engaged in television, it carries a stipend of from \$4,500 to \$6,000, with no tuition charges for the Fellow.

The Fellowship was set up so that one mature person of high standing may have nine months free from professional duties to pursue special studies of his own choosing which will add to his effectiveness upon return to his regular work. If an NBC employee were to win this year, as one did last year, he will be given a leave of absence without pay for the duration of the Fellowship.

Applications may be obtained from D. A. Rutledge, NBC Personnel Department. Applications must be filed by May 15, 1954. The name of the recipient will be announced no later than June 15, and the Fellow will begin his work at Johns Hopkins on Sept. 15.

In 1953, Tad Danielewski, studio supervisor in NBC's Plant Operations Department in New York, was awarded the Fellowship. Now well into the second half of his Johns Hopkins tour, Tad has affirmed many times the great value of the Fellowship and how it has been helping him learn more about his area of specialization in television.

## Check Your Vacation Time —Plan Your Holiday!



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

## 90-Minute TV Show Honors Rodgers and Hammerstein

An hour-and-a-half television tribute was paid to two of the greatest figures in the musical theatre — Richard Rodgers and Oscar Hammerstein II — over the four major networks on Sunday, March 28.

One of the most extraordinary line-ups of talent in television's history were seen on the show, which was a cavalcade of numbers from the six Broadway hit musicals of Rodgers and Hammerstein. Mary Martin acted as mistress of ceremonies, did a scene from "South Pacific" with Ezio Pinza, and sang "It Might As Well Be Spring," from the R&H movie, "State Fair."

Other outstanding performers who were seen in selections from the musicals were Gordon McRae, Tony Martin,

Rosemary Clooney, Patricia Morison, Yul Brynner, John Raitt, Jan Clayton, Bill Hayes and Janice Rule. Groucho Marx, Edgar Bergen and Charlie McCarthy and Ed Sullivan were seen in comedy bridges between the musical numbers.

The great Rodgers and Hammerstein successes which were highlighted during the "General Foods 25th Anniversary Show" were "Oklahoma!" "Carousel," "Allegro," "South Pacific," "The King and I" and "Me and Juliet."

**"RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION."**

## NBC Marriages

Wanda Watson, San Francisco, to Jack Hollywood

Loretta Leehive, N.Y., to Cpl. Ronald Brandomayr

Jane Roane, N.Y., to Stuart Langley

Kaye Durbin to Bunny Svec, both Cleveland

## NBC Engagements

James Gladstone, N.Y., to Nancy Wolfe

Carol Mayer, N.Y., to Edward Schaeffer

Mary Catherine Morgan, Chicago, to Dr. Joseph Grana

Audrey Jenkins, to Edwin Kampa, both Chicago

Peggy Garner, Chicago, to Philip Kent

Lynn Koykar, Chicago, to Joseph Christen

## Tuition Payments Now Subject To Withholding

Payments to employees under NBC's Tuition Plan henceforth will be subject to the normal payroll taxes, such as the Federal withholding tax. It recently has been determined that such payments are considered as additional compensation under present tax laws and are subject to normal payroll withholding.

Therefore, employees participating in the Tuition Payment Plan will find that the reimbursement given to them will be reduced by the amount of payroll withholding tax applicable.

NBC established the Tuition Payment Plan to assist employees in paying for courses that in the judgment of the company would make him better able to do his present job or help qualify him for possible future promotions. Courses are approved for any recognized educational institution.

On January 1, 1954, NBC increased its payments under the Tuition Plan from a maximum of \$50 a semester to \$75 and from a maximum of \$150 a calendar year to \$225.

### *Don't Be Stamp Chiseler*

The other day in one pickup of mail at least 40 letters, clearly identifiable as personal letters, were sent to the Mail Room in New York without postage stamps. The company can assume no responsibility for the stamping and mailing of such letters.

### *NBC Births*

To Robert Costellos, N.Y., a daughter, Kathleen

To Grey Lockwoods, N.Y., a son, George II  
To Harold Gallaghers, Cleveland, a daughter, Kathleen

To Bill Johnstons, N.Y., a son, William, Jr.  
To Ken Fosters, N.Y., a son, Robert  
To Irving Shapiros, N.Y., TWIN daughters, Linda and Marcia

To Robert Juncosa, N.Y., a son, Robert, Jr.  
To Rick Caros, N.Y., a daughter, Deborah  
To Bill Urbans, N.Y., a son  
To John Tompkins, Washington, a daughter, Vanessa

**"RCA PIONEERED AND  
DEVELOPED COMPATIBLE  
COLOR TELEVISION."**

## IT PAYS TO BE . . . A TELEPHONE GENTLEMAN!

By Elmer G. Leterman, Author

*"The Sale Begins When The Customer Says No"*

We live in an age of speed. In the short space of a year, jet propulsion has made the speed of sound seem only a snail's pace. In the rush of today's tempo, we frequently are unable to deal with our clients face-to-face. This means the bulk of business today is done by mail and telephone. At the moment, I'd like to talk about the use of the telephone — a rarely emphasized part of our work.

I have seen people who are fine gentlemen in their face-to-face dealings but whose telephone manners are atrocious! The telephone seems to affect people somewhat as an automobile does. Often the mildest-mannered pedestrian refuses to yield the right-of-way to anyone when he gets behind the wheel. He becomes a roaring speed merchant — endangering his own life, as well as the lives of others.

The telephone is a passive tool — its usage becomes what you make it! It can be the greatest asset you have in your business, or it can make you a miserable failure. Is it worth five minutes of your time to check these 10 rules for a telephone gentleman?

1. ANSWER THE TELEPHONE PROMPTLY.
2. IDENTIFY YOURSELF IMMEDIATELY, both when making and taking calls.
3. FIND OUT THE CALLER'S NAME AND USE IT! To many, the sound of one's own name has a musical quality second only to Beethoven's Fifth.
4. SPEAK DISTINCTLY. There are few things more exasperating than trying to make something out of the hash of a telephone mumbler.
5. SPEAK EXPRESSIVELY. Your voice should carry the color for the listener's ear, instead of his eyes.
6. GIVE EVERY CALLER YOUR FULL ATTENTION. Concentrate on what he is saying and on your answers to him. Don't conduct other business operations during a telephone call.
7. DON'T TRANSFER HIM! Take care of the caller yourself, if possible.
8. DON'T LEAVE THE LINE. If you have to get information, arrange to call back — and do so promptly.
9. BE PREPARED TO TAKE ORDERS, NOTES OR MESSAGES QUICKLY AND ACCURATELY.
10. HANG UP GENTLY!

## D.C. Employee Collars Thief

The Communications office of NBC Washington has a right to be proud of one of its pages. His name is Don Beagle, who with the aid of a friend captured a thief in the act of holding up a downtown Washington restaurant.

Don and a friend entered the restaurant about 11:45 p.m. on a February night. They were talking with the proprietor, a friend of theirs, when a

girl nervously edged up to the counter, drew a gun, and announced her purpose of holding up the restaurant.

The proprietor grabbed the gun and Don seized the girl and pushed her into a booth. She tried to escape several times but to no avail, since Don kept a steady watch on her. The police soon arrived and took the girl desperado into custody. She was identified as "The Blond Bandit," who previously had robbed three stores.

To report on his quick thinking and acting, Don appeared on a local news telecast the following day.

## Record-Breaking Merchandising Package:



(L to R) Fred N. Dodge, director of Merchandising; Murray Heilweil, manager, and Gordon Lane, promotion manager, going over plans for the "NBC-TV Star Value Parade."

## 'NBC-TV Star Value Parade' Wins Immediate Acceptance

For weeks now the NBC Merchandising Department has been busily putting together one of the most extensive promotions ever staged in the 34 billion dollar retail food industry.

"NBC-TV Star Value Parade", as the promotion is called, wraps up NBC's galaxy of television stars with a merchandising package geared for increasing the sales of those grocery store products advertised on NBC-TV.

Under the plan, top NBC stars such as Bob Hope, Jimmy Durante, Dave Garroway, Wally Cox, Sid Caesar, Imogene Coca, and others will be featured at the point-of-sale in a continuous, year-round promotion in 20,000 of the country's leading supermarkets. For NBC advertisers, "Star Value" offers the kind of help needed in an ever-increasing competitive market as it gives advertisers on NBC-TV a coordinated series of feature displays in 5,000 food stores every 13 weeks.

Acceptance of "Star Value" has been immediate with advertisers and their agencies. Already signed are: Kraft

Foods Co.; Armour & Co.; S. C. Johnson; Quaker Oats; Pet Milk; Dow Chemical; Griffin Manufacturing Co.; Doeskin; Borden's and the Kellogg Co.

Colorful display material "built around the big star appeal", is being made available to participating stores, and to advertisers on a shared-cost basis. "Star Value" is the first known media promotion which gives NBC-TV Affiliates a "show case" to promote their top national programs in the heaviest traffic stores — supermarkets. Station snipes with identifying call letters are provided in kits for that purpose.

Fred N. Dodge, Director of the department, and Murray Heilweil, Manager, first conceived the plan after conducting a series of tests which proved the effectiveness of the concept.

Some of America's largest chains and independents have already signed including: Divisions of Safeway Stores; Colonial Stores; American Stores; Food Fair; Dixie Home and Humpty Dumpty Stores.

## Pencils Take on New Hue at NBC

One of the most familiar of all NBC office supplies will begin to take on a new look, starting this month. The standard yellow pencil we have known for so long will start to give way to a sprightlier model with a bright red outer surface. As with the yellow version, "National Broadcasting Co., Inc." will be imprinted upon the pencil.

Just when the various locations of NBC will begin to use the different types of the new red pencils will depend on the size of the existing stocks of yellow ones. When the supplies of the latter hue are exhausted, the red ones will be ordered exclusively.

In New York, most populous office of NBC and correspondingly biggest user of pencils (about 800 dozen a month), the No. 1 (soft) red pencil will come in about the end of this month. The most popular pencil at NBC, the No. 2 (medium) will make its debut about June, and the No. 3 (hard) in late summer or early fall.

Although the yellow pencil has been used at NBC since 1929, this change is scarcely a break with time-honored tradition, for that color is simply the conventional one of nine out of ten pencils made in this country.

In fact, the adoption of the new tint, according to William S. Hedges, Vice President in charge of Integrated Services, constitutes "going back to a heritage given us years ago by the Telephone Company — the identification of NBC with the color red."

This came about, relates Mr. Hedges, "back in the early days of broadcasting, when there was just one network — NBC. When we ordered our first network lines, the Telephone Company traced them out on their map in red. Then NBC started its second network, and its connecting lines were drawn on the map in blue. Then came CBS, shown in green, and Mutual, in brown. Since the first two networks belonged to one company, they became known as the Red Network and the Blue Network. After their separation in the early 'Forties, of course, Blue became the American Broadcasting Company."

"Another reason for adopting red," continued Mr. Hedges, "is that red and white are the official colors of RCA."



# People and Places

## KNBH, Hollywood

Marianne O'Connor was welcomed to KNBH as secretary to film manager George Burke, replacing Frances Eley, who has resigned.

Jack Kenaston played host to 640 — yes, six-hundred forty — boy scouts recently on their annual outing in the foothills of the Sierra Madre range. He reports that the trip was a success — no lost or bitten scouts.

Muriel Pollia, secretary to Tom McCray, is busy in her new home workshop making unusual and original silver jewelry, both for men and women.

Tom McCray was recently appointed a member of the board of directors of the newly formed Municipal Art Patrons of Los Angeles. The purpose of the non-profit corporation is to help and work with the City Art Commission and eventually form a Municipal Art Center.

Jim Kilian, Bob Pelgram and two newspapermen recently returned from New South of the Border in Mazatlan, Mexico, after a successful marlin and sail fishing trip. The story will appear in *Sports Afield* later in the year.

John Wehrheim returned from a trip to New York as did Tom McCray and Jim Damon.

It's aloha to Gene Terrell, who leaves after two years to join the Honolulu station KONA.

Ann Anderson hasn't really settled in her new apartment, as her advertising agency husband's business keeps them on the road weekends to Phoenix, Tucson or Bakersfield.

Jim Turner is taking swimming lessons in preparation for his boat trip down the Colorado this spring. In the 283-mile trip there are over 300 rapids, 60 of which are considered major obstacles. Only 189 persons have attempted the feat since 1916, and 49 people were unsuccessful and drowned. Good luck, Jim!

## WTAM, WNBK, Cleveland

Congratulations, orchids, etc. to the talent team who came out on top in the annual AFTRA Awards presentations. Cy Kelly and Glenn Rouvell are top winners, claiming three awards. As a team they were awarded certificates for the best children's live television

show, best TV weather reporting and best TV commercial announcing. Johnny Andreus won an award for the best radio performer and the "Morning Bandwagon" won two awards: best musical variety show and best Cleveland radio program of 1953. Tom Field won for the best radio newscaster. Tom Haley best news feature and humor show. Ken Coleman best sports play-by-play. Joe Boava was awarded the best TV children's film program, and Sam Levine for the best TV sports instruction show.

We have a few new additions to the staff. Welcome to Shirley Rich, who is secretary to Harold Waddell — new Sales Manager of WTAM. Shirley and Hal both hail from a competitive station in Cleveland. Hello to Judy Zerklin, who replaces Beverly Hammond in the Nancy Dixon office. Bev is awaiting a new arrival. Judy attended Ohio State University before coming here.

So nice to have Dorothy Laurence with the staff. Her new show "Come into My Parlor" is already proving to be a hit. Dorothy isn't a newcomer to NBC. During World War II she trained under Pat Kelly, head of the announcer's staff in New York.

Clem Scerbach, our station Advertising and Promotion manager, is preparing to start night law school . . . figures to complete in four years. Clem intends to specialize in broadcast law.

Maggi Byrne's women's show has been lengthened by fifteen minutes two days a week and moved to a new time on March 1st. Maggi's extra time is devoted to kitchen hints and cooking.

Carole Engelbert in the AM Program Department became engaged February 28th to Charles Weick. No date set as yet. Harold Gallagher, TV Sales, is the proud grandfather of a bouncing baby girl — Kathleen Gallagher. Kathleen was born March 4th. Bunny Sec and Kaye Durbin both step to the altar the 24th of April. Bunny is leaving NBC to devote full time in her new home. Kaye will stay on in Accounting.

Would like to be in TV director Bill Morris' shoes. Bill will usher in a Bermudian wedding April 21st. Good luck to Tom Arend, TV director, who leaves NBC portals for WMTV, Madison, Wisconsin, as program manager. Joe Tanski, same title, developing his creative talents along the operatic lines.

Joe had a singing part in an operetta here, and also designed the sets for another production.

Johnny Andreus and family leave for a southern vacation March 15th. Dick Noel will sub on both Johnny's radio and television shows. Shirley Frye, Sales Traffic, had a wonderful vacation in Miami Beach, Fla.

Bill Davidson and Ted Walworth purchased homes in Shaker Heights. Both looking forward to the arrival of their families.

Mildred Funnell and Gloria Brown, staff talent, have published a magazine of ideas, "The Idea Shop Magazine." They've had 10,000 printed thus far and 10,000 requests for copies. All in 12 days.

## WRC, WNBW, Washington

New assistant film editor is Kendrick W. Williams, who comes to WNBW after 20 years in the U. S. Marine Corps, where most of his experience was in the making of motion pictures. He replaces Ed Lynch, who is now with KOA, Denver. Leo W. McDonnell, Jr., who goes by the name of Bill, has joined the Network News staff as a film processor and editor. Bill was formerly with McGeary-Smith Laboratories. Jerry Smith of WNBW Film Department has gone on active duty, reporting to the Potomac River Naval Command. Bryan Harris is assisting temporarily in the Music Library. Bill has studied music at the Juilliard School of Music and lived for awhile in Brazil.

The Annual Red Cross Fund Campaign got underway last month, with L. A. McClelland as keyman for the NBC Drive. Drive captains in the various departments were John Martenson, Engineering; Stanley Bell, Sales; Virginia Fiske, Program; Mary Lois Dramm, Traffic; Marion Davis, Accounting; Personnel; Press & Promotion; George MacKinnon, Building Services, and David Brinkley, News.

Nancy Osgood completes the 10th year of broadcasting over WRC on April 16th. A proud exhibit in her scrapbook for that year is an NBC Interdepartment Memo: "To: Nancy Osgood — From: All of Us — Date: April 17, 1944 — Subject: A Very Successful Program. . . Best of luck and all good wishes for success. We'll help all we can." The list of signatures is headed by WRC general manager Carleton D. Smith, who has since spent several years in New York to become NBC vice president. Mr. Smith has

returned to Washington, D.C. as NBC VP and General Manager for NBC, Washington. Nancy recalls with more than a little sentiment the lovely spring bouquet she found with the memo when he entered the studio to do that broadcast with announcer *Kenneth Banghart* (now of the NBC, New York staff).

Last month *James E. Kovach*, program director, announced two important appointments in the Program Department at NBC Washington. *George Dorsey* was named program manager of WNBW, and *James McMurry* joined NBC as manager of program development for radio and television.

## NBC, Hollywood

All of *Janet Tighe's* (Press Department) friends extend their thanks that she and her friends were uninjured when their private plane crashed recently while enroute to Las Vegas, Nev. Congratulations to *Maggie Schaffert* on her appointment as supervisor of Commercial Editing in the Continuity Acceptance Department. Telephone operators *Betty Pobst*, *Betty Reed*, and *Gertrude Smith* take a bow. The following item was submitted to CHIMES by one of your unknown admirers. "The heart of NBC Burbank is the switchboard. Operators *Betty Reed* and *Gertrude Smith* could qualify for service with the F.B.I., Royal Canadian Mounted Police, and the U. S. Postal Service. They track their man down—always get him—and the message always gets through! Huzzah! for these gals who always serve beyond the line of duty!" (Ed. note: And the same goes for all the wonderful girls in Hollywood.)

Better Late Than Never Section: *Rose Abrams* from Central Stenographic is on maternity leave. . . . *Mary Louise Bailey* transferred to the Press Department from mimeo and doing a fine job. . . . Hi! to new arrivals *Loyce Williams*, night crew in mimeo; *Marilyn Smith* and *Lois Phillips* who join the regular day staff. . . . Zounds! the stork again: *Billie Dotson* returned from maternity leave and was promptly transferred to Engineering Recording to replace *Jeanne Perry* who was out on . . . you guessed it . . . maternity leave. Mimeo again: Welcome to two additional members to the night staff—*Raynor Mann* and *Clarissa Garner*. . . . The snows of Montana proved less attractive than the winds of California, so it's a pleasure to welcome back *Claire Salone Shoup*. . . . Regretful

farewell to *Marilyn Smith*, who resigned because of illness in her family. A great treat was enjoyed by all when "Mother Barbour" of "One Man's Family" fame presented Central Stenographic with some of her justly famous lemon tarts. No wonder she's one of NBC's favorite people.

Sorry to see *Peggy Frank*, Mr. Saxton's secretary, leave NBC, but very, very happy to hear of her forthcoming marriage to a KTTV engineer. Congratulations, *Peggy*. And a hearty congratulations to *Jane Detra*, Mr. DeBaun's secretary, who will assume *Peggy's* position in Saxton's office. A newcomer, *Judith Atkins*, replaces *Jane*. Welcome, *Judy*.

Hey, have you noticed the change in *Gay Faidley*? Mighty nice hair style and . . . color? New type make-up? New par-fume? Hmmm . . . could it be the expected return of a—beau? Sorry to hear about 20-year man *Harry Bubeck's* resignation. Happy to hear of *Karel Pearson's* promotion to his place, however, and congrats to *Bob Seal*, new local radio operations manager. Mr. Burrell returned from New York looking very happy to be back in warm, sunny, Calif. Mr. *Culley* and *Mort Smith* moaning the blues about *Jeanne's* departure—but happy about her forthcoming blessed event. . . . So are we, *Jeanne*. Happy Birthdays to *Don Beckett*, Mr. *Lovell*, and *Gretta Titus* . . . all looking younger these days. Happy Days to the *J. C. Riekerbergs* . . . another boy! His name? *John Charles* . . . very cute little cherub!

## WMAQ, WNBQ, Chicago

*Maurie Streitmatter*, NBC Chicago music librarian, was a guest vocalist on the Howard Miller-June Valli show, "Close Up," for a week. Singing under the name of Michael Street. *Maurie* was a runner-up in the *Sun-Times*-Harvest Moon Music Festival.

*Jules Herbubeaux*, new general manager of stations WMAQ-WNBQ, has returned from a Phoenix, Ariz., vacation.

Central Division Network Program manager *Ben Park* and his wife have returned from a holiday in New Orleans where they scored at the Mardi Gras with "Kiss Me Kate" costumes.

*Glenn Uhles*, NBC Chicago personnel manager, has been named chairman of company Red Cross Drive.

Back at their posts after Florida vacations are *Judith Waller*, direc-

tor of Public Affairs and Education; *Helen Carey*, NBC Chicago talent director; *Rudi Neubauer*, WMAQ sales manager, and *Frances Clark*, Press photo editor.

*George Heinemann*, director of programming, WMAQ-WNBQ, has been appointed Chairman of the Radio and TV Committee for the 1954 Cancer Crusade. Heinemann, along with commentator *Alex Dreier*, actor-writer *Norb Locke* and TV director *Paul Robinson*, were guests of the U. S. Navy on a cruise down to the Navy base at Pensacola, Fla., recently.

*Dick Wehrheim* of the NBC Chicago engineering staff has been promoted to the newly created post of supervisor of technical operations for both radio and TV, reporting to *Howard C. Luttgens*, NBC Chicago chief engineer.

Newest lunch-hour "Scrabble" fans are *Bea Agnelli*, *Terry Opela*, *Sanita Nunez* and *Anne Kennedy*, who meet daily armed with Websters'.

*Rolland J. Reichert*, formerly supervisor of program operations for NBC Chicago, has assumed the newly-created position of manager of production facilities with NBC Chicago.

*Kenneth R. Christiansen*, one-time NBC-ite and most recently with ABC-Chicago, will assume the duties of supervisor of program operations formerly handled by Reichert.

Welcome to new NBC Chicago employees *Charles Dyer*, WNBQ Sales; *Robert Anderson*, TV Spot Sales; *Mary Zahumensky*, Accounting secretary; *Don Anderson*, announcer; *Carol Huber*, script girl; *Robert Dressler*, associate TV director; *Rosemary Coryell*, PBX operator; *Evelyn Stapleton*, payroll clerk; *Frank Howell*, TV Film Sales; *Janet Eppstein*, TV Film Sales secretary; *Paul Barnes*, announcer, and *Susann Larke*, TV Film Sales secretary.

## KNBC, San Francisco

One of professional football's top stars has been added to the KNBC stable of sports commentators. *Gordon Soltau*, who has been a star end and place kicker for the San Francisco Forty-Niners since 1950, is doing a 15-minute sports commentary three days a week over KNBC. The new show marks the first commercial radio venture for Soltau, who is the leading scorer in the National Football League. However, at the University of Minnesota, where he was a unanimous All-American, Soltau did sports commentary and play-by-play for the campus

radio station. Veteran KNBC sports editor *Hal Wolf* shares late afternoon billing with *Soltau* . . . and for his work with the 49ers' "Toe," Hal has been dubbed with a new monicker, "The Heel," by his co-workers. KNBC's third sports commentator, *Ira Blue*, remains "The Tonsil."

Seven of KNBC's tired old men banded together recently to take on KGO and KGO-TV (Paramount-ABC's two San Francisco stations) in a game of basketball. The KNBC gladiators were engineers *Phil Ryder* and *Howie Ritscher*, salesmen "Sparkie" *McGovern* and *Ed Macaulay*, announcer *John Bowles*, deejay *Doug Pledger* and newsman *Bill Coltran*. After being defeated 35 to 20, the KNBC squad termed the foe "too many and too young."

San Francisco Briefs: *Norma Robinson*, gadabout Girl Friday to flamboyant promotion manager *Dean Moxley*, made San Francisco gossip columns again last month. Flame-tressed *Norma* was the belle of a Cabaret Society group which spent a weekend snowbound in the rugged Sierra Nevada while en route to a gay Reno sojourn.

The ski season was a full one here at KNBC. Network sales secretary *Mary Bland* fractured one of her lovely akles in a ski mishap; *Lorrie Bunker*, secretary to Program Manager *John Thompson*, had a near miss involving a sitzmark.

Vitals: New members of the KNBC audience include a son, *Mark*, born to the wife of sports commentator *Gordon Soltau* . . . a daughter, *Doe*, for the wife of newsman *Ed Arnou* . . . and a son, *Kirby*, for the wife of Program Manager *John Thompson*. Mrs. Thompson, incidentally, describes her new son as "just like his father. He's tall and skinny, has big feet and a crew cut." . . . *Jan Carrel* of sales traffic is the proud possessor of a new Ford; and for announcer *Dudley Manlove* and his pretty songstress wife *Patty Pritchard* it's a shiny black Cadillac Coupe de Ville.

## WNBC, WNBT, New York

There have been many, many changes going on in the Local Station . . . in fact, so many it is hard to know where to begin. Starting with those who moved to 67th Street (and who we hope will come to visit us once in awhile) we have *Elsie Ciotti* and *Barbara Klopp* of Traffic; *Sumner Glimcher*, Production Supervisor; and the entire *Steve Allen* Office, which includes *Doris Braverman*, *Dale Reming-*

*ton*, *Dwight Hemion*, *Stan Burns*, *Bill Harbach*, and *Mr. Allen*.

There are several changes in the Publicity Department: *Bob Blake* is director of Publicity for the NBC Owned Station Division; *Bill Anderson* is manager of WNBC-WNBT Publicity; *Pat Richer* is radio contact editor; *John O'Keefe* is television contact editor; and *Marilyn Rosenberg* is secretary to *Bob Blake*.

We want to wish *Barbara Mulligan* the best of luck in her new position as secretary to *Dick Pinkham*. Changes and more changes . . . *Mary Regan* has moved up to Room 313 and is now secretary to *Dick Pack*, and welcome to *Barbara Muller* (another ski-enthusiast, by the way), who is new secretary to *Steve Krantz*, WNBT Program Manager. Congratulations to *Bob Leder*, on his new position as General Manager and Vice-President of WINS . . . and to *George Stevens* who is now WNBC Sales Manager. Couldn't have happened to two nicer guys. Also congratulations to *Nancy Wheeler* on her new position as director of Broadcast Operations at Station WINS.

The skiers from Local are still as enthusiastic as ever. *Barbara Muller* and *Pat Richer* were among those who traveled to Stowe, Vermont over the weekend of March 5th. Both returned with all their bones intact, we are happy to say.

School Daze. . . . Teacher *Jim Mullen* has his hands full since he has been instructing juniors and seniors Television Fundamentals at the College of New Rochelle. Ever have to keep anyone after school, Jim? *Harry Olesker* feels as if he has gone back to school since he has been preparing a new TV series in conjunction with Princeton University and working on New York Album, which is presented in cooperation with Columbia.

*Mary McNulty*, Secretary to *Max Buck*, Director of Advertising, Promotion, and Merchandising, gave a wonderful "apartment-warming" attended by the Advertising-Merchandising gang, in honor of her new apartment. The party was a huge success with everyone enjoying themselves immensely. *Jeanette Capriano*, secretary to *Ernest de la Ossa*, station manager, will be leaving us this month, and is expecting her baby in August. If the baby is a boy it will be named *Mike* after *Jeanette's* husband. Lt. *Mike Capriano*, who, by the way, is a boxing coach at Camp Lejune and recently had a winner in the Eastern Division of the Golden Gloves Finals. *Arax Kazanjian*,

secretary to *Ham Shea*, general manager, must arise at the crack of dawn since she is commuting now-a-days from New Jersey where she recently moved. And we all wish belated congratulations to *Steve Krantz*, program manager, WNBT, and *Judy Tarcher*, on their wedding.

## NBC, New York

### TV Network Programs

**Music**—The day before *Jane Roane* became *Mrs. Langley* we had a wedding shower for her with appropriate decorations, a huge cake, and the customary present from the office. *Jane's* wedding was small and informal. *Dorothy Metcalf* who was her maid of honor told us all about it.

*Peggy Schlumpf* enjoyed her weekend of skiing and took the little mishap of a sprained ankle like a good sport!

There is a new face in Room 293, that of "Pagliacci". He is a light bulb with character, trimmed with a polka dotted cap and a big white bow. The idea took form when the girls got tired of seeing the bare glaring bulb light up whenever a wire arrived down the pneumatic tube.

**News and Special Events**—Kudos: And this one's big and wonderful! *Pauline Frederick*, recipient of Dupont Award as outstanding commentator of 1953, for her "aggressive, independent and meritorious gathering, interpretation, and presentation of the news." Award was presented at a dinner in Washington on March 26. Congratulations, *Pauline*!

Nominees: For Overseas Press Club Award: *Pauline Frederick*, New York; *Frank Bourgholtzer*, Paris; *John Rich*, Tokyo; *Gary Stindt*, Berlin; *H. V. Kaltenborn*, New York; and *Morgan Beatty*, Washington.

For Miss NBC of 1954, news department secretaries *Adele Morgan*, *Helen Uhlein*, and *Jean Mackiewicz*.

Sick List: *Art Barriault*, Washington news staff, recuperating from heart attack. During his absence, *Jack Gerber*, of the New York staff, is in Washington filling in for Art and supervising "Your Esso Reporter" in New York while *Jack's* away — *Bill Weinstein*.

Speakers: *Reuven Frank* addressed nationwide high school scholastic convention at Columbia University.

Speaking before the Association of Motion Picture and Television Engineers seminar at NBC — *Gene Juster*,



ave Klein, Bill Behr, James Pozzi and Steven Frank.

Travelers: *Leon Pearson*, NBC's critic at Large, returned from lecture tour of Cleveland, Wichita, Topeka, Kansas City.

Commentator *Irving R. Levine*, and some other than ever with suntan acquired at brief Palm Beach vacation.

"Today's" *Frank Blair*, also back from a Florida vacation, and *Bob Graff*, back from three-week skiing vacation in Europe.

Visitors: *Joseph C. Harsch* and *Lou Jazam*, Washington; *Ad Schneider*, formerly of NBC News, up from Florida.

Addenda: *Horace Sutton*, travel and vacation expert, added to "Weekend" roster, and *Guthrie Jansen*, noted seismantician, is now heard on "People".

*Bill Garden*, now a Colonel in Air Force Reserves; *Eleanor Martino* has a new parakeet — Ricki — she's open to suggestions on the care and feeding of birds; *Rose Homa*, taking driving lessons.

New Faces: *John Griffin*, nighttime copy clerk, filling spot vacated by *Marty Boyle*.

**Production Operations** — We wish to extend our congratulations to *Robert Indruss*, who recently was promoted to broadcast Coordination Assistant — schedules, and also to *Garland D. Grant*, who was promoted to Broadcast Coordinator. Kudos, also, for *Maurice Corwin*, who left our Broadcast Coordinators' department last January to become Manager of Broadcast Operations at NBC in Hollywood. Best of luck to all of you.

A big welcome to *James Gaines*, who recently left the ticket division of Guest Relations to join our Broadcast Operations Department. We missed *Vince Mitchell* for a week or so this past month when civil duties took him away from his desk to serve on jury duty.

**Program** — Congratulations are in order to the *Robert Costellos* on the birth of Katherine and to the *Grey Lockwoods* (*Marietta Richardson*) on the arrival of George II.

Welcome to new members of the department: *Lois Zierk* to "TV Playhouse" unit; *Dorethea Belcher* from NBC Hollywood and *Claire Orday*, receptionists on the twenty-eighth floor, *Lida Edwards*, secretary to *Dick Jackson* of "Today," and *Bob Hopkins* to the "Howdy Doody" unit. And of

course, a great big welcome to all the "Home" staff.

Vacation news here again: *Marylyn Evans* off for a few days in sunny (?) Florida. *Fred Coe* just returned from a cruise to South America. Congrats to *Shirley Fischer*, TV's answer to the bowling league. She hit a 222 — highest women's score so far this season.

**Public Affairs** — We were a little one-sided for a while last month with our two men off on vacation . . . *Bob Graff* skiing in Kitzbuehl, Austria, with stops along the way at Paris and Rome; and *Ed Stanley* on a little excursion to Florida. On his way to the not-so-sunny (he tells us) South, Mr. S. received "kudos and encomia" for his fine speech at a dinner honoring his brother, Lamar, who is retiring from the Newport News School System. We gals were glad to welcome our menfolk back looking well rested and well tanned.

*Doris Corwith's* foot is on the mend now after a nasty fall during one of her many cross-country convention jaunts.

*Flo Reif*, putting her speech degree to work, is teaching a six-weeks' evening course in Public Speaking to telephone operators at one of their New York offices as part of their voice improvement program.

And a rather belated but nonetheless hearty welcome to *Marilyn Jacobs* who came to us via the Program department. Marilyn's presently working with *Doris Ann*.

Not only does NBC have hundreds of stars, but also people who resemble them — or so a recent AP release described *Giorgia Marconi* . . . and we agree . . . she does look like Ingrid Bergman!

**Radio Studio Operations** — The urge for artistic expression, stimulated by *Nick Kramer's* success as an amateur painter, is now widespread in this department. Paint work on TV scenery is being scrutinized with a critical eye, and two of our men, *Ray Farnan* and *Tom Baricak*, have just enrolled for study at the Art Students League.

Not to be out-done by the others, *Tom Longmore* has again picked up the brushes and palette which have been unused since the days when he was a Slade School student, some forty years ago. Tom started on a reproduction in oils of Her Majesty the Queen in Coronation robes, and was making nice progress until illness — a combi-

nation of gout, dyspepsia, and the vapors forced him to stop. We are all pulling for his recovery, especially since he has a deadline to meet; the painting is to be presented to the Yonkers Chapter of the Daughters of the British Empire on May 24, Empire Day.

**Stenographic** — We welcome only one new addition to Stenographic this month — she is *Margaret McKenna*.

*Ann Lovell* can consider herself a very lucky girl. She won a rotisserie recently which will come in very handy after her wedding.

Steno was well represented in this year's Miss NBC contest. We had five entries, *Ellen Krieger*, *Margot Lampe*, *Ann McBride*, *Betty Roman* and *Peggy McGrath*.

*Mary Tallon* is back to work and feeling fine after having her tonsils removed recently.

Lots of luck and happiness were wished to *Rose Kraphol* who left March 6 to enter the convent. We also say goodbye to *Margrabel Lesch* who is returning to her studies.

**Talent** — Talent Tips: *Liz Moloney*, *Gus Margraf's* secretary, off to Florida for two weeks of sun and sundries. She's driving down and back and rumor has it that a Confederate flag will wave proudly from her buggy as she rolls over the Mason-Dixon Line. At that rate she may never get past Washington.

The wanderlust has also hit the Literary Rights and Story Division these days with plans being made for *Olga Pavlova Schaefer's* Miami vacation with her husband in April to visit her folks, and *Ronnie Fowler's* spring trip to Europe. Wedding bells will ring this June for Literary's *Dorothy Carpenter* and Andrew Wallace. Congrats to *Robert Williams* for his work as stage manager of the Pilgrim Players production of "The House of Bernarda Alba".

"Something new has been added dept." *Olga Schaefer's* spinet piano gifted by hubby Fred; *Doris Williams'* bluetiful '54 Ford; *Helen Walker's* three straw chapeaus to get spring rolling.

Lots of luck to *Jack Reavis*, exec trainee, who spent a couple of weeks in Talent getting acquainted with the people and procedure. P.S. Thanks for the scoops, *Olga*.

**TV Technical Operations** — Congratulations are in order — to the *Ken*

Fosters on the birth of Robert, 6½ lbs., born February 21st; *Irving Shapiro* is the proud father of twin daughters, born February 20th, Linda Shari, 3 lbs., 15 ozs. and Marcia Susan, 5 lbs., 10½ ozs.

New Faces of 1954 — *John R. Myers* and his secretary *Ann Becker*, *Margrit Hahn*, also *Lillian Tierney* are now official 501-ers.

Tid-bits — *Ann Pacurar* limping after her ski trip to Canada; *Winifred Cregg* enthusiastically planning her future trip to Europe; *Florence Herrlich* off for Canada and a week of fun — skiing, etc.; *Bernard Fleck* enjoying the Florida sunshine after a siege of illness. Goodbye, WNB boys — we enjoyed your short stay with us.

Film Studios — Future members of the "Stork Club", *John McGinty*, *Joe Doherty*, *Leonard Greenberg*, *Larry Dworkin*, *Tony Romeo* and *Dominic Salvio*.

Just heard the good news — Baby boy arrived at *Robert Juncosa's* home March 9th, tipping the scales at 7 lbs., 8 ozs. — name is Robert Jr.

#### Finance and Services

**Legal** — Your regular CHIMES reporter, *Joan Lindenmayer*, is at home recovering from an appendectomy, so here goes with a first try at reporting:

*Tina Falcone*, who is a member of the Radio Workshop, produced her first show — such talent!

The whole department kept their fingers crossed for the safe return of *Scott Shott*, *Howard Monderer* and *Louise Sather* who all spent the holiday weekend skiing.

Valentine's Day was a memorable one for *Eleanor Peterson*, who received a beautiful engagement ring. No date has been set for the wedding.

Questions of the month: Is it true that *Palma Bisogno* has comic books in the Radio Dept. files? What is it with the chairs in *Mr. Denning's* office? Ask *Mary Ann Schmidt* — she can give you a real good answer.

*Ann Debus* is hereby elected Legal typist of the year. Let's have "two tears" for Ann.

Exclusive Flash! 8:15 on the morning of March 12th. *Doris Crooker* became the proud grandmother of an 8 lb., 15 oz. baby boy. Mom, Dad and Baby must be doing fine but will report more when Mrs. C. returns to earth — as of this time, she is still floating on Cloud Seven.

#### Press and Publicity

*Joan Moran's* departure from NBC March 12 was a very good reason for our having a coffee party, so we did, right in the fourth floor photo studio. A luncheon was also held in her honor that day at Toots Shor's. *Joan's* husband Pat, who has been in Korea for two years, is coming home in April and *Joan* has decided that after she and Pat have a good long vacation (including a few weeks in Bermuda), she will settle down and devote all of her time to being a housewife.

Everyone was happy to see *Warren Cromwell* return March 15. *Warren*, who has been out ill for almost a year, is back on his job as assistant magazine editor. The welcome mat is out also for *Bette Curtis* of Great Neck, L. I., who has taken over *Joan Moran's* duties, and for *Joe Derby*, our newest staff writer, who comes to us all the way from Tennessee where he wrote for the *Memphis Commercial Appeal*. Congratulations to *Alex Mumford* upon his new public relations enterprise and also to *Barbara Simpson* who is now Mrs. Warner Sentz. It happened Feb. 21 in Maryland.

Our best wishes to *John McTigue* for luck and happiness in that new home he has just completed in Babylon, L. I. (by the way John, did you ever land that lawnmower?) While we are applauding the accomplishments of our staff members, the boys in the photo studios should take a low bow. Their pictures of NBC talent were the best in the Kodak Radio and TV personality exhibit at Grand Central Station. No, that's not an NBC star, that's *Millie Bracco*, with a new hairdo. I take it back — that is an NBC star.

#### Controllers

*Jim Whalen* "sporting" a beautiful tan after returning from his Florida honeymoon. Lots of luck, Jim, on your marriage.

*Jane Paradiso Onorato*, one of our former employees, recently gave birth to a baby boy.

Controllers wish to welcome *Bud Pettway* and *Bill Reisner*, who have joined their Station Compensation section.

*Stew Warkow* has left the 15th floor to work for *Joe Fuller*.

Did you know that *Maria Niles* and *Elda Artioli* have very talented para-keets. They are both blue in color and so attractive. *Maria's* "Pali" speaks many words and even answers back at

times. Whereas, *Elda's* "Pretty Boy" speaks English and Italian. This I would love to hear! I think we should have a "Parakeet Day" and the girls should bring in their pets.

#### National Advertising and Promotion

**TV Advertising and Promotion** — Ah, the call of the open road, or sea, whatever the case may be, is upon us all — and *Dottie Brodine* may be languishing in Bermuda when this is read. *Clyde Clem* is another, getting in an early joust with spring by a weekend visit to North Carolina.

*Joan Scherm* is enjoying an accumulated vacation which she decided might be just as enjoyable spent right around home. From the take-it-easy aspects to the work-a-day, *Ann Riaca* attends a school at nights which teaches the fine points of advertising production methods. *Mildred Brandon* settling herself in a new apartment and reports considerable progress in the undertaking.

*Muriel Smith* was maid of honor at *Dot Healey's* recent wedding. An attractive attendant she was, from all reports, which sounds quite logical. A newcomer to the on-the-air unit is *Nancy Kugel*, and similar reports from sales promotion concern *Elaine Rubenstein*, new secretary for *Pierre Marquis* and *Ernie Fladell*.

#### Radio Advertising and Promotion

—Even with the slight chill in the air, the scent of orange blossoms in this department is overpowering. We have welcomed back a new bride, two of our fair damsels are planning spring weddings — and one of the male members has a September date in mind. *Loretta (Leehive) Brandmayr* exchanged vows with her Fort Monmouth (NJ) Corporal in late February and is now a Jersey Shore commuter from her new home in Red Bank. *Loretta* is with *Bob Hutchins'* department. *Margery Wilcox*, Girl Friday for *Jim Nelson*, is shopping for her trousseau prior to tying an early Spring bridal knot with *John Hanson*. And *Charlotte Collins* has announced May 8 for her church wedding to Petty Officer S/C *Kenneth Langer*. Marge will be married in New York. *Charlotte* in Ridgefield Park. N. J., her home town. *Len Giarraputo* is the gentleman who will be hearing wedding bells this fall.

A new addition to the department is *Frank Macaulay's* new first sergeant, *Paula Goldstein* of Freeport, Long Is-

and, who comes to NBC after four months travel in Europe. Paula brings experience in newspaper and magazine work to her new writing assignment in the-air promotion. And she's gaining still more experience and knowledge of sports and racing cars from rank as well as from *Bob Zeller's* sales pitches on new trends in fire engines and equipment. She's almost convinced it's a man's world . . . at least in 304.

Speaking of Europe, *Mary James*, secretary to *Ridge Hughes*, is in a two-way hookup with New York's travel bureaus plotting her extensive tour of Europe starting near the end of March. Mary is planning to be away about three months and will endeavor to see just about every country on the Continent.

### Staff Engineering

*Madeline Butler* off to Mont Tremblant, Canada, for a week of skiing. Why is *Carmela Sgarlato* majoring in English at Brooklyn College? Hmm? Vanted: An expert on Japanese midget cameras for *Mary Hill*, who is having trouble with hers. *Gordon Strang* became Father of the Bride on March 13, when his daughter was married in Westwood. Wonder who the trapper is in *Peg Conroy's* family now that she's added a silver-blue mink to her fur collar collection! The girls of 612 lined on "hot" shrimp at Sardi's and then enjoyed a performance of "Tea-house of the August Moon," a hilarious show! *Dolores Taylor*, away for a weekend of skiing, returned with a broken leg from jumping in a hayloft! Hayloft??? Summertime will find *Lloyd Clark* skimming along the Jersey coast in his newly purchased "yacht." *Ed Bertero* is complaining of being lost in his "spacious" new apartment! Good luck to *Roy Moffett* who is campaigning for Trustee of Tarrytown.

Our sympathy to *Ralph Kennedy* on the loss of his mother.

### TV Network Sales

**Merchandising**—Off hours are busy hours for *Gordon Lane*, who is an active member of New York City's *Roc Top Garden Club*. For two years, Gordon has struggled to make his own roof-top garden a thing of beauty and charm. He's succeeded! Exotic flowers grown in neat and orderly patterns and shrubbery of all types adorn his roof patio as does an endless variety of springtime flowers.

Last year Gordon hauled four tons of soil up 12 stories to accommodate a giant weeping willow. This year a 3' x 12' fish pond has been moved brick by brick. No fish yet, but when the weather warms up, Gordon says he's going to Macy's.

*Loy Lee* just returned from a two-week swing down through the Southern states. Loy was working out promotion plans with NBC-TV stations and supermarkets for their joint participation in the Star Value Parade to be kicked off in April.

If *Jean Groves* retires early, we'll know why. Little brother Tommy in Wayne, Michigan, is already the proud possessor of a sizable collection of foreign and American commemorative stamps. If any come your way, please send them over to Jean in RKO 200.

**Research and Planning**—*Marvin Baiman* showing favorable after-effects of daughter Joan's first birthday, which was celebrated March 14. Her tastes now have definitely soared from milk to champagne and from pabulum to lobster thermidor.

On Thursday, March 18, *Doris Michelson* was dined at Town and Country by close to 20 co-workers in honor of her marriage to Julius Katz, which took place Sunday, March 21. Best wishes to the couple from the whole department.

*Carol Burton* spent the week of March 21 at the Homestead, Hot Springs, Va., accompanying her husband on an insurance convention. An enjoyable trip was anticipated and definitely achieved, one could perceive the minute Carol returned. You might consider this trip a prelude of the vacation season, which will soon be upon us in full swing.

### Personnel Division

We'd like to roll out the welcome mat to *Maryann Krauss*, a newcomer to the Records Section. Hope you like it, Maryann, and make your stay a long one. Congratulations to *Julie Hewitt* who became Salary Administration Assistant, and though Labor Relations said goodbye to *Vi Nilan*, their loss was *Dave Broadfoot's* gain as she moved next door to take Julie's place as his secretary.

I guess nothing will dampen *Raberta "Bobbie" Graham's* cheerful manner. Bobbie took a trip to the Poconos with a real exciting ski weekend in mind, only to find that the only thing missing

was the snow. She came back a little disappointed but with the cheery expression of "wait 'til next year."

Congratulations and the best of luck to the friendly Irishman, *Jack "Shawn" Sughrue*, one of our promising trainees who has become a Floor Manager in the Production Department. The good news came in time for St. Patrick's Day so we know the legend of "Kissing the Blarney Stone for luck" holds true.

**Traffic**—Trafficites are extending heartiest congratulations to *Bob Sammons* on the adoption of "Lex." His new son is a pedigreed French poodle, weighing 30 lbs. 5 ounces, and no new father was ever prouder than our Bob. But he didn't pass the candy and cigars yet. Why the delay, Bob? Lex has him spinning, so much so he absently-mindedly went to the opera the other night wearing sneakers! *Elsi Norwood* is the envy of all the girls, most of us just talk diet, but Elsi really went on the Mayo diet and her new streamlined figure is proof that it really is worthwhile! Congratulations, Elsi, but don't let us see you at the candy machines. We love you the way you are now.

### Bargain Counter

For Sale: Kodak Pony 135 camera, with f4.5 lens. Includes carrying case and flash attachment with batteries. Almost new. \$35. Call or see Joseph Bascietto, Ext. 450, Room 864, N.Y.

For Sale: Imported English bulldog; 17 months old; female; spayed; famous champion sire. \$300 or offer. Call I. McKeeva, LI 4-0744, N.Y.

For Sale: 1952 Scott-Awater five HP outboard with gear shift. Carefully broken-in; used about 10 hours. 2 1/2 gal. spill-proof gas can. Motor in excellent condition. \$125. Call Jerry Sellar, Ext. 343, N.Y.

For Sale: Colonial type house in Garden City; all brick; slate roof; 12 rooms on 150 x 250 landscaped grounds with fruit trees, beautiful flower beds and shrubs. Recreation room and billiard room in basement. Outdoor grill. Fully air conditioned and completely insulated. Hot water oil heat. 3 car garage. Near Cathedral of Incarnation and St. Joseph's Church. Convenient to shops, schools and 3 famous golf courses. \$75,000. Call Jane Cuff, Ext. 8178, N.Y.

For Sale: Ranch, 400 acres, at city limits, Starke, Fla. 45 mi. S. Jacksonville. Best permanent pasture. Black Angus cattle, valuable timber, bearing pecans, good strawberry country, two paved roads, buildings, full equipment and improvements, many beautiful lakes nearby, good hunting and fishing. \$80,000, liberal terms. Call Paul Knight Ext. 420, N.Y.

For Rent: Beautiful 2 1/2 rm. furnished apartment, with landscaped garden. Available May 1. Rent \$200. 303 E. 53rd St. Call Paul Knight, Ext. 420, N.Y.

Wanted: Persian, Angora or Siamese kitten. Will have good home. Call Nat Glaser, Ext. 163, N.Y.

Lost: At NBC N.Y. Dance, white gold form bracelet, 3/4" wide circled with leaves and gear shaped rhinestones. If found, call Elwood Schmidt, Ext. 8412, N.Y.

For Sale: 1953 Carrier room air conditioner, 1 1/2 ton. Adjustable window type unit. \$200. Call Peg McNeary, Ext. 375, N.Y.





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SAFETY  
RECORD**

**IS**



**NO ACCIDENT!**