

NBC

CHIMES

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BETTY HUTTON — STAR OF
NBC'S FIRST COLOR SPECTACULAR

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CHIMES

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The Cover

On the cover of this issue of CHIMES is the dynamic Betty Hutton, star of the first of NBC's widely-heralded series of color spectaculars, blasting across a song in the typical Hutton

manner. Betty Hutton's appearance in "Satin and Spurs," on Sunday, Sept. 12, marked her television debut. Max Liebman produced and directed. It came from our new Brooklyn studio.

Taylor on TV at Hearings

A strong case for continued broadcast and television coverage of Congressional hearings was made recently by Davidson Taylor, Vice President in charge of public affairs for NBC, in a statement before the Subcommittee on Rules of the Senate Committee on Rules and Administration. The committee is studying ways to overhaul Congressional committee procedures.

"The freedom to see what goes on in public legislative hearings should not be restricted to that portion of the public which can be accommodated in the hearing room," Mr. Taylor told the committee. "It should not be limited to those who happen to be in the city where the event occurs, or who have the time and money to travel to it, or who are fortunate enough to gain admission.

"Television permits all citizens to see and hear what spectators physically present can see and hear. There is no more faithful reporter than television. It can bring to the public not merely an account of what has happened, but the event itself."

Mr. Taylor pointed out that it is the National Broadcasting Company's "earnest hope that this committee will not take any steps which will bar access of broadcasters to the deliberations of Congressional committees."

"For if it is important that the people know of those deliberations—and we can all agree on that—then it necessarily follows that the most effective means of disseminating the knowledge yet developed should be given full opportunity to do the job," he said.

Turning to a proposal which would ban all sponsorship of televised or broadcast Congressional hearings, Mr. Taylor noted that such a move would necessarily curtail coverage of hearings and would therefore result in "depriving the public of first-hand knowledge of events which might otherwise be brought to them."

He observed that some have raised the propriety of certain advertisers and certain types of advertising for hear-

ings. "This is a problem confronted by the industry in the past and which we expect to meet in the future," he said. "It is one which can easily be solved by good judgment and good taste."

The NBC executive objected to another suggestion that a witness should not have to testify against his will before television cameras.

"It seems to us that a witness should not be permitted to dictate to a Congressional committee the terms and conditions under which he will testify," Mr. Taylor said. "Permitting the witness to choose might well deprive the American people of direct information of value. I know of no instance where a committee has allowed a witness to object to appearing in a public hearing or to coverage of his public testimony by the printed media. Television coverage is surely of such importance that it should not suffer discrimination on this count."

Mr. Taylor emphasized that television and radio can be admitted to hearings without "any detriment to the order and dignity of committee proceedings," pointing out that the silent television camera contributes little or no physical distraction and that it can operate effectively without glaring lights.

Noting the charge that television helps to create a "circus atmosphere" and that some public officials and witnesses play to the camera instead of "sticking to business," he asked:

"If this is the case, is it the fault of television or of the participants? Of course, it is possible that some few may misbehave. The public will see their conduct and judge them accordingly. Or so I read our American principle, which is to trust the people to decide."

In answer to a question from Senator Jenner (R-Ind.), chairman of the committee, Mr. Taylor also expressed the hope that the television industry would be allowed to do pickups of open Congressional sessions (House and Senate).

NBC News Roundup..

Imogene Coca Series Will Start Oct. 2

The new "Imogene Coca Show," starring the brilliant comedienne in a half-hour situation comedy series, will be presented on NBC-TV Saturdays from 9:00 to 9:30 p.m., EST, three weeks out of four, beginning Oct. 2.

The telecasts will be sponsored in 10-minute segments, limited to three clients for each program. At this writing, four advertisers have purchased participations for the coming season: Lewis Howe Company; Griffin Manufacturing Company; Johnson & Johnson and the S.O.S. Company.

Six Million in Daytime TV Business in Two Weeks

Nearly \$6,000,000 in new business for daytime television was signed by NBC-TV during the first two weeks in August, marking one of the greatest periods of daytime sales activity in the history of the network, George H. Frey, Vice President in charge of Television Network Sales, announced last month.

A total of 101½ quarter-hour periods per week was purchased by four advertisers — Colgate-Palmolive Company, Serutan, Miles Laboratories and the Sweets Company.

31,036,000 TV Sets in U. S.

There were 31,036,000 television sets in use in the United States as of Aug. 1, according to an estimate released this month by Hugh M. Beville, Jr., NBC director of Research and Planning.

The NBC estimate indicates that 319,000 television sets were installed in July. This is an increase of 13,000 over the previous month's installations.

The NBC-TV network now consists of 182 stations in 177 markets, and covers 30,841,000 sets—or 99.4 per cent of all sets in the country. There are 140 interconnected NBC-TV stations, covering 29,963,000 sets, or 96.5 per cent of all sets in the United States.

WNBT Leads N. Y. in Top-Rated Local Shows

WNBT, the NBC owned station in New York, has 11 out of the 15 top-rated local programs, and 9 out of the top 10, on New York television, according to the June Telepulse report for New York. The American Research Bureau survey for June shows the same predominance of WNBT programs with 10 of the top 15, and seven of the top 10.

Red Buttons Comes to NBC-TV

Red Buttons, who in less than two years skyrocketed to "top ten" ranking among TV comedians, has signed an exclusive contract with NBC, it was announced last month by Thomas A. McAvity, Vice President in charge of Television Network Programs.



Red Buttons, who has signed an exclusive contract with NBC, "The Red Buttons Show" will be seen on NBC-TV Friday evenings under the sponsorship of Pontiac.

Buttons will be starred in "The Red Buttons Show," to be seen over NBC-TV three out of four Friday nights from 8:00-8:30 p.m., EST, starting Oct. 1. The show will be sponsored by the Pontiac Division of General Motors Corporation.

NBC Radio Schedules Major Saturday College Football

NBC Radio will broadcast play-by-play descriptions of intercollegiate football's top college games each week starting Sept. 18, from 2:00 p.m., to conclusion. The series will kickoff with the standout clash between Kentucky and Maryland at Lexington, Ky. The Maryland eleven has the distinction of being the defending national champions, with its coach, Jim Tatum, having been named "Coach of the Year" for 1953.

Curt Gowdy, nationally-known sportscaster, who performed an outstanding job last year, will again provide the play-by-play descriptions of the 12 games to be covered by NBC Radio this fall.

Chotzinoff Writing Life Story: Part of Book in Current 'Holiday'

In an article titled "East Side Boyhood," NBC music executive Samuel Chotzinoff tells about the ups and downs of life in the lower East Side of New York around the turn of the century in the September issue of *Holiday* magazine.

The article is to be a part of the forthcoming autobiography which Knopf will publish. Several months ago another part of the book was published in *The New Yorker* under the title, "Mr. Harris."

THE SPECTACULARS ARE HERE!



Max Liebman, who is producer-director of 26 of the 39 color spectaculars NBC-TV will present this season, is seen here with the star of his first extravaganza, Betty Hutton.

During this month, the first two of NBC's promised series of 90-minute color "spectaculars" come to the American public; next month the third series of these great shows bows on. With them comes in a new era in television, as the National Broadcasting Company presents to the viewing audience on a regular basis programs of a stature heretofore seen only once or twice on special one-time-only occasions.

The first series to start off was the Sunday night one, on Sept. 12, from 7:30 to 9:00 p.m., EDT, and starred Betty Hutton, the dynamic musical comedy star of motion pictures and stage, in "Satins and Spurs," an original musical comedy written as a special vehicle for her television debut.

The next spectacular to come into view will be the initial Saturday night extravaganza, on Sept. 25, from 9:00 to 10:30 p.m., EDT, with Ann Sothern in the leading role in "Lady in the Dark." Miss Sothern will take the part of Jenny, which was made famous in the original musical comedy by the late Gertrude Lawrence.

Both the Sunday night and the Saturday night spectaculars are produced and directed by Max Liebman, the man who changed and then sustained the

nation's Saturday night entertainment habits for five years with "Your Show of Shows." Both series will consist of 13 programs presented every fourth week. Working well in advance, Liebman has already signed, in addition to Betty Hutton and Ann Sothern, such stars as Judy Holliday, Steve Allen, Jeanmaire, Dick Shawn, Nanette Fabray, Henry Fonda, Frank Sinatra, Janet Blair, Bil and Cora Baird, Jack Lemmon, Jack Buchanan, Jean Carson, Eileen Barton, Rod Alexander and Bambi Linn and Jacques Tati. One of the shows now being prepared will feature film and stage star Judy Holliday, NBC Television's Steve Allen and the new comedian Dick Shawn in a musical revue woven around a central theme. Another original musical comedy, scheduled for late fall production, will focus on the talents of Jeanmaire, French ballet dancer and star of "The Girl in Pink Tights."

The Liebman color presentations originate in NBC's Brooklyn Studio, the world's largest color television studio, and are seen in high-quality black-and-white on the nation's monochrome sets.

Hazel Bishop, Inc., and the Sunbeam Corporation share sponsorship — 45

minutes each — of each of 10 Sunday night spectaculars, including the first production, "Satins and Spurs." The Reynolds Metals Company will sponsor three of the 13 shows. Liebman's 13 Saturday night extravaganzas will be sponsored by the Oldsmobile Division of General Motors Corporation.

"Satins and Spurs," which marked Betty Hutton's television debut, was written especially for television by Max Liebman and Billy Friedberg. The music and lyrics were by Jay Livingston and Ray Evans, whose song hits, "Buttons and Bows" and "Mona Lisa," won for them the Academy of Motion Pictures Arts and Sciences "Oscars." Nine new songs were written by them for "Satins and Spurs," and they are being incorporated into a record album, marking the first time tunes from an original television musical have been recorded in album form for commercial sale.

Ann Sothern, the star of the next spectacular, "Lady in the Dark," is best known for her light comedy portrayal of the role of Maisie in motion pictures and the title role in the television comedy series, "Private Secretary." Miss Sothern, however, began her theatrical career as a musical com-

edy actress in motion pictures, so the musical role in "Lady in the Dark" will be nothing new to her.

Miss Sothern's early films include such musicals as "Leta Fall in Love" and "Melody in Spring." Later her career expanded to include dramatic roles such as one of the wives in the highly successful "Letter to Three Wives," after which she returned to musical comedy roles in such pictures as "Words and Music" and "Nancy Goes to Rio."

"Lady in the Dark." Moss Hart's story of a magazine editor whose personal unhappiness and confusion lead her to seek solace and recovery in psychoanalysis, has a musical score composed by Kurt Weill with lyrics by Ira Gershwin. It is a "musical play" as opposed to "musical comedy" and was presented originally on Jan. 23, 1941, at the Alvin Theatre in New York City. In addition to Miss Lawrence, the original cast included MacDonald Carey, Victor Mature and comedian Danny Kaye, all of whom used the show as a springboard to national fame and success in motion pictures and the legitimate theatre.

Brooks Atkinson of the *New York Times* commented following opening night of "Lady in the Dark," that it had "the finest score written for the theatre in years" and that Moss Hart "tells a compassionate story triumphantly."



Sothern, who plays the part of Jenny e Sept. 25 production of "Lady in the Dark."

The leading role in the production is an extremely taxing one since it calls for great variety of mood as well as a wide range of age portrayals. During the meditative sequences, the magazine editor returns in her memories to her girlhood, followed in immediate sequence by a return to maturity.

The motion picture version of "Lady in the Dark" starred Ginger Rogers in the Jenny role.

The first of Leland Haywood's Monday night color spectaculars will star Ginger Rogers, playing the lead in three playlets of Noel Coward's "Tonight at 8:30," which will be seen live on NBC-TV on Oct. 18, from 8:00 to 9:30 p.m., EST.

Otto Preminger will be guest producer-director of "Tonight at 8:30." The three playlets that have been chosen from among the nine one-act plays which comprised the original Noel Coward production are "Red Peppers," "Still Life" and "Shadow Play."

"Red Peppers" is the story of an interlude, between acts, of a quarrel-picking husband-and-wife dance team. In this Miss Rogers portrays a petulant, caustic-tongued wife. "Still Life," later adapted as the movie hit, "Brief Encounter," casts her in the role of a respectable English housewife who suddenly finds herself in love with a physician. "Shadow Play" is told in the fantastic dream of a socially impeccable wife whose husband has unexpectedly announced his desire for a divorce. In her dream, she re-lives her courtship and marriage and strives to understand the reason for the divorce.

Coward's "Tonight at 8:30" was a sensational hit in London and New York, opening in New York in 1936, with the late Gertrude Lawrence starred in "Red Peppers," "Still Life" and "Shadow Play." Coward played the male leads in all of the one-act series.

Scenery for the color extravaganza will be designed by Cecil Beaton, famed British interior decorator, and executed by William Molyneux, NBC scenic designer.

Music will be under the direction of Jay Blackton, who conducted the orchestra for such hits as "Annie Get Your Gun," "Oklahoma!," "Wish You Were Here" and "Call Me Madam." He currently is working on the movie version of "Oklahoma!"

The Monday series of 13 shows will be seen every fourth week.

The Ford Motor Company and the Radio Corporation of America will share sponsorship—45 minutes each—of the 13 programs.

Spectaculars' Starting Dates

Sunday, Sept. 12, 7:30-9:00 p.m., EDT, Betty Hutton in "Satins and Spurs," produced and directed by Max Liebman.

Saturday, Sept. 25, 9:30-10:30 p.m., EDT, Ann Sothern in "Lady in the Dark" produced and directed by Max Liebman.

Monday, Oct. 18, 8:00-9:30 p.m., EST, Ginger Rogers in three playlets from "Tonight at 8:30."

Blue Cross Plan Reopens in N. Y.

NBC employees in New York are reminded that during this month the semi-annual reopening of the Hospital-Surgical Plan is being held. Most NBC New Yorkers are members, but there are some employees who missed the opportunity to join the plan during the first three months of their employment at NBC.

One of the stipulations of the Hospital-Surgical Plan is that if you do not join when you are first employed, you must wait for the semi-annual reopenings of the plan. Now non-participants have their chance to join; if they miss this opportunity, they will have to wait until next spring for another reopening.

The reasons for belonging to the Blue Cross-Blue Shield Plan are many. The value of participation can be verified by hundreds of employees who have had to use it, and who have found that by contributing a relatively small amount each month they spared themselves from back-breaking costs when illness struck. Of course, we all hope we won't ever have to use the plan, but even then it is an eminently valuable investment in peace of mind, knowing that the bulk of our hospital or surgical bills are paid in advance.

When employees join up within their first three months of employment, all normal waiting periods are waived. It is not possible to grant this privilege to employees who join during the reopenings.

All applications for membership must be submitted by Sept. 20, and your contract will go into effect Oct. 1.

Taylor, Pinkham, Bilby Are Elected Vice Presidents

New Department Within NBC

The elections of Davidson Taylor as Vice President in charge of Public Affairs; Richard A. R. Pinkham as Vice President in charge of Participating Programs, and Kenneth W. Bilby as Vice President for Public Relations were announced Sept. 3 by Sylvester L. Weaver, Jr., NBC President, after a meeting of the NBC Board of Directors.

Mr. Bilby, who is in overall charge of the press, advertising and promotion, and research activities of NBC, reports to Robert W. Sarnoff, Executive Vice President. Reporting to Mr. Bilby are Sydney H. Eigens, Vice President in charge of Press and Publicity; Jacob A. Evans, director of National Advertising and Promotion, and Hugh M. Beville, Jr., director of Research and Planning.

Mr. Taylor, who has been director of Public Affairs, and Mr. Pinkham, who last month was named director of Participating Programs, will continue to report to Thomas A. McAvity, Vice President in charge of Television Network programs.

Mr. Taylor, who is in charge of public affairs programs for both the NBC-TV and NBC Radio Networks, joined NBC in January, 1951, as general production executive for the television network, and in the summer of 1952 was named director of Public Affairs, in which capacity he has supervised the production of all public

affairs, news and special events, public service and sports presentations.

Mr. Pinkham, the man largely responsible for the success of NBC-TV's pioneering "Today" and "Home" programs, was appointed director of Participating Programs when that group was created last month. He is in charge of the three magazine-concept programs sold under the participation sales plan—"Today," "Home" and "Tonight." He came to NBC-TV in 1951 as manager of planning, and took over as executive producer of "Today" in August, 1952. He put "Home" on the air in March of this year, also as executive producer.

A former newspaperman, Mr. Bilby for the past three years has been a representative of Carl Byoir & Associates, Inc., public relations counsel to RCA. He joined the *New York Herald Tribune* as copy boy and became a reporter in 1939. He joined the Army as a private in 1941 and served five and a half years, rising to the rank of lieutenant colonel in command of an Infantry battalion in Europe. After the war, he returned to the *Herald Tribune* as UN correspondent, later served as assistant city editor, and then as foreign correspondent in Europe and the Middle East. His service with Carl Byoir & Associates, Inc., includes two and a half years with RCA at Camden, and the last six months as the firm's representative at NBC.

The creation of a new department within the National Broadcasting Company embracing "Today," "Home" and "Tonight"—the network's three magazine concept programs sold under the participation sales plan—was announced last month by Robert W. Sarnoff, NBC Executive Vice President.

The new organization is called the Participating Programs Department and is headed by Richard A. R. Pinkham, formerly executive producer of "Today" and "Home." Mr. Pinkham this month was elected Vice President in charge of Participating Programs.

Other executives chosen to direct key activities of the department are Mort Werner, former producer of "Today," appointed executive producer of participating programs; Matthew J. Culligan, former sales supervisor for "Today" and "Home," named director of sales for participating programs, and Richard Jackson, former unit manager of "Today," appointed senior unit manager of the department.

The Participating Programs Department reports, through Mr. Pinkham, to Thomas A. McAvity, NBC Vice President in charge of Television Network Programs. Mr. Werner reports to Mr. Pinkham, and Mr. Culligan reports to George H. Frey, NBC Vice President in charge of Television Network Sales. Mr. Jackson reports to William Sargent, business manager of the Television Network.



Davidson Taylor, Vice President in charge of Public Affairs.



Kenneth W. Bilby, Vice President for Public Relations.



Richard A. R. Pinkham, VP in charge of Participating Programs.



Carl Stanton, Vice President in charge of the NBC Film Division (right) is seen with the famous veteran actor, Gene Lockhart, after the signing for the NBC film series, "His Honor, Homer Bell."

Gene Lockhart Signed for NBC-Syndicated Film Series

Gene Lockhart, distinguished veteran of Broadway and Hollywood, has signed a long-term contract to star in a new NBC Film Division TV film series, "His Honor, Homer Bell." Carl M. Stanton, NBC Vice President in charge of the division, announced recently.

Production on the first 39 half-hour episodes of the new million-dollar series started in August, Mr. Stanton said. It is being filmed in the East by Galahad Productions. Galahad recently completed shooting on the NBC Film Division's successful "Inner Sanctum" series, now syndicated in nearly 100 cities.

Created specifically as a syndicated TV film series, "His Honor, Homer Bell" is a heartwarming, true-to-life situation comedy program. Lockhart will star in the title role of a wise, lovable, sometimes cantankerous but always understanding jurist who is also a practicing attorney.

Actor, author, director and teacher, Gene Lockhart has played a wide range of roles in musical comedies, dramas, radio, motion pictures and television. He has directed, produced and written plays for stage and radio, and is re-

sponsible for the score of one musical and the lyrics and books of several others. Since 1933 he has played in some 70 movies.

Born in London, Ontario, Lockhart was educated in Toronto. At the age of 15, as a singer and dancer, he toured the English provinces with his father, a singer, in a concert company which included Beatrice Lillie.

Lockhart played his first Broadway role in 1917, in "The Riviera Girl," a musical. Three years latter he wrote the book and lyrics for "Heigh Ho," in which his well-known ballad, "The World is Waiting for the Sunrise" (with music by Ernest Seitz) was introduced.

Lockhart's first hit as a dramatic actor was in Lulu Vollmer's "Sun Up," which ran in New York from 1923-25. In 1924 he married the English actress Kathleen Arthur, and since then the Lockharts have carried on the tradition of the family as a unit in the theatre. Their daughter, June, a former child actress, made a sensational Broadway success in "For Love or Money," in 1947.

In 1933 Gene Lockhart's outstanding performance in the Theatre Guild

Kaufman Books On Sale at NBC

Two of the most recent books by William I. Kaufman, of NBC Co-Op Program Sales, are on sale at the NBC products souvenir counter on the mezzanine of the RCA Bldg. in New York, and are offered to NBC employees at a 20 per cent discount.

His "Best Television Plays, Vol. III," which lists for \$6.00, is on sale to employees for \$4.80, and "Your Career in Television," which has a preface by Brig. Gen. David Sarnoff, Chairman of the Boards of NBC and RCA, is reduced from \$3.50 to \$2.80 for employees.

As in the previous volumes, Kaufman has chosen six plays as the best offered during the year. Besides making interesting reading for the layman, his "Best Plays" book holds special interest for students, young writers and others working in the television field, since the scripts include all camera directions, floor plans for sets and photographs from actual productions.

In the fall, Kaufman will bring forth a "how-to" series—"How to Write for Television," "How to Act for Television" and "How to Announce for Television."

Bill Kaufman has been employed by NBC since January 12, 1948.

production of Eugene O'Neill's "Ah, Wilderness" won him a motion-picture contract, starting a long succession of distinguished Hollywood roles. Among the scores of films he has made are "Algiers," "The House on 92nd Street," "Hangmen Also Die" and many others.

Lockhart's most recent legitimate role on Broadway was that of Willy Loman in the New York company of Arthur Miller's prize-winner play, "Death of a Salesman." He has appeared in a number of recent motion pictures, including "Face to Face," "Androcles and the Lion," "Climb the Highest Mountain," "Kathleen," and many others. Lockhart has had major roles in almost every dramatic program on television, including two appearances on "Robert Montgomery Presents," with his daughter, June. He has just returned from the Dallas State Fair where he played in "Hazel Flag" with Don Ameche and Pat Crowley. Lockhart has written newspaper columns, and has taught opera stage technique at the Juilliard School of Music. He is at present a member of the American Society of Composers, Authors and Publishers.

'Medic' Makes Debut on NBC-TV

"Medic," one of the most striking innovations in programming ever to come to television, made its debut over NBC-TV Monday Sept. 13, 9:00 to 9:30 p.m. The opening drama was "White Is the Color."

The series—a startling dramatization of medical case histories—is being presented with the official endorsement of the Los Angeles County Medical Association and is sponsored by the Dow Chemical Company.

This series of realistic portrayals of actual medical achievement was created and is being written and supervised by James Moser. In addition to a long list of radio and screen credits, Moser was the original writer of "Dragnet" for both radio and television.

Worthington Miner, distinguished television producer and creator of many outstanding Broadway successes, discovered "Medic" and brought it to NBC more than a year ago. Miner is the executive producer of the series. Bernard Girard, previously of Bing Crosby Enterprises and Warner Brothers, prepared for over a year to act as director of the series. The producer is Frank LaTourette, who for more than 20 years was in charge of news and special events for CBS and ABC on the West Coast.

"Medic's" hero is medicine itself. The struggle of the medical profession for the preservation of life will be shown in terms of gripping human drama. The triumphs and tragedies of this never-ending struggle, and its role in human affairs, provide the basic theme for "Medic." The authenticity of the settings and medical elements, the fact that actual doctors and nurses make up a large portion of the cast of each week's programs, lend an almost overpowering sense of realism to the stories and make the show an unforgettable experience.

The series is being filmed on real-life locations rather than a soundstage. Real hospitals, clinics, doctors' offices and operating rooms are being used as settings. It is only through the enthusiastic cooperation of the members of the Los Angeles County Medical Association that the making of this series has been possible. This is the first time in the annals of American medicine that any organized medical group has given its sanction to an independent producer.

Engineer Rick Berman is Spare-Time Square Dance Caller

Several nights a week, NBC engineer Rick Berman is usually engaged in the technical end of just about the most recently developed means of entertainment—television. A member of the NBC Technical Operations Department, he works on such top TV shows as "Robert Montgomery Presents," "Philco-Goodyear Playhouse" and "The Big Story." Then, on one or more of the remaining nights, he dashes off to participate actively in one of the oldest branches of entertainment, for he is in his spare time a square dance caller. In fact, Rick is one of the most prominent ones in the Metropolitan New York area.

Now, for those who might think that being a top flight square dance caller in New York City is a distinction akin to being an ace subway motorman in the Yukon, let it be known that right in the heart of the biggest metropolis in the U. S. flourishes one of the largest and most devoted groups of country-dance enthusiasts in captivity. Ever since the great revival of folk music and dancing started in this country about 15 or 20 years ago, it has attracted most of its new admirers in the cities. Country music and dancing has always remained fairly popular in the rural areas.

As an example of how city folk take to the hoe down, each Thursday night from May through September Rick Berman calls dances at the Walton High School Community Center in New York, for a participating audience of several hundred people. He manages to snag many one night stands, too, during the summer, mostly at resorts, churches and schools. During the winter the real square dance season comes in, as the regular organizations start meeting, and Rick keeps a busy schedule.

It's a relatively easy thing for Rick to pick up these one-time-only dates, no matter where they are, for he's eminently mobile. In the trunk of his car is a public address system, a phonograph, a couple of microphones and about 150 records, so that he can set up and have square dances going anywhere in no time at all, as long as electrical power's there.

The NBC engineer first took to square dancing when he was a child at one of New York City's first pro-

gressive schools, where folk dancing was a required course. He always liked it, but when he was at college at the University of Denver, he got an opportunity to really go after it seriously. He danced during his first two years there and then switched over to calling. The school dance group frequently performed as an exhibition team and Rick travelled all over the West with them to folk dance group meetings and competitions. He was among the finalists in the Colorado State Callers Contest when he was there.

There are two general divisions of square dancing: the singing call, which is a set pattern of dance figures that go with a specific song, such as the "Virginia Reel" or the "Wabash Cannonball," and the hoe-down, or hash, where the call is improvised and the caller will sound off with whatever is in his head at the moment. It is in these impromptu dances that the patter unique to square dancing ("Chicken in the breadpan pickin' out the dough") arises. Most square dance callers stick to the singing calls for their main diet, but Rick prefers the patter calls and has found he is getting known for that specialty.

The old — square dancing — and the new — television — do occasionally merge, and recently gave behind-the-scenes engineer Berman a chance to get on camera, when "Today" covered the festival of the New York Square Dance Callers.

NBC engineer Rick Berman in full square dance regalia. His partner's identity unknown.



The Picture Story at NBC



Thomas C. McCray, general manager of KNBH, Hollywood, is shown holding an artist's conception of the new KNBH transmitter tower, now under construction atop Mt. Wilson. The new pride and joy of the West Coast station should be completed during the latter part of October. The tower, over 508 feet above ground level and 6,170 feet above sea level, is expected to be the highest man-made structure on the Pacific Coast. The 58-foot antenna was manufactured by the RCA plant in Camden and arrived on the Coast by boat via the Panama Canal.



This may look as if some one produced a photo version of the ink blot test, but it's really three people. On the left is NBC's correspondent in Rome, Jack Begon, facing Thomas G. Whitney, field operations manager, RCA Service Company, who was on European assignment. Mrs. Begon is in the middle. Begon was host to a visitor of a different sort last month, when the world traveler, J. Fred Muggs, descended upon Rome. The Begons threw a reception attended by almost the entire American colony, the Italian press corps and American press representatives.



Joyce Mintzes of Continuity Acceptance in New York, recently held a party for fellow-department members at her parents' home in Long Beach. On the beach in left photo are (L to R): Jane Crowley, Alys Reese and Joyce Mintzes. On right, sitting on floor (L to R): Dottie McBride, who this month marked her 25th anniversary with NBC, Barbara Myneder and Kay Henderson; on couch (L to R): Jane Crowley, Riva Feister and Joyce Mintzes.

Miss Waller is Chicago Radio-TV Head for World Church Council

The office of Miss Judith Waller, veteran head of the department of public affairs and education of the NBC Central Division, was an especially busy place during the month of August. Miss Waller served as local chairman for radio and television for the second assembly of the World Council of Churches, which took place on the campus of Northwestern University in Evanston, Ill., from August 15 through 31.

Betty Ross, assistant director of the NBC Chicago office, was busily engaged for weeks preceding the assembly, arranging recordings of interviews with prominent clergy from all over the world, in this area to attend the WCC assembly—and secretary Jeanne Couture was admittedly “up to her ears” in typing, wires, phone calls and visitors, all on WCC business.

Judith Waller carefully explains her voluntary WCC service as that of local chairman for the World Council's radio and TV activities: questioning discloses that this included providing re-

cordings and kinescopes of WCC interviews and activities for stations all over the world, as well as the locally-originated radio and television program supervision implied by her title.

Total number of broadcast hours arranged and supervised by Miss Waller and her volunteer staff of 20 ran into the hundreds.

During the actual period of the assembly, Miss Waller operated temporary offices in the Speech School annex of Northwestern University, site of the meeting. Arrangements for interviewees—from literally dozens of countries—and for interviewers; trafficking of personnel; assignments of studios and recording facilities; production and direction of programs; programming the interviews and special broadcasts on Chicago's stations as well as the providing of recordings for out-of-town stations for future use—these and many, many more details have occupied the busy public affairs and education head—and in addition to her regular NBC duties!

Surprise Party Thrown for Chicago Workshop Head

The NBC Chicago Radio Workshop class, which meets weekly under the guidance of Station WMAQ staff director John Keown, indulged itself in a surprise party for class mentor Keown after the evening instruction session of Wednesday, August 4. Instructor Keown was gifted with a sports shirt, Brooks Brothers type, that “puts the multicolored coat of Joseph to shame,” according to John.

Directly after the regular class session, announcer Bill Grisley helped the group get Keown into WMAQ's studio “J” by faking a station break crisis and rushing him to the announcer's room.

Shunted into the studio, which was in darkness except for a lighted candelabra, Keown was greeted with a rousing chorus of “For He's a Jolly Good Fellow.” There was a cake, of course, duly inscribed with thanks to John from all the members.

A hefty smorgasbord preceded the cake-cutting ceremony, with cold cuts, cheeses, etc., plus one can of chili. The chili, gift-wrapped for Herb Kent, answered Herb's insistent pleas that large portions of the liquid hash he served as main dish (he was a member of the food committee). Sarita Nunez and Dorothy Denzer organized the surprise event.

Hildreth Feted as He Leaves Washington:



At the farewell party for Sherman Hildreth as he left NBC Washington to come to New York to take over as technical operations supervisor for WNBW, are, left to right: NBC Vice President and General Manager of WRC-WNBW, Carleton D. Smith; Hildreth, and John Rogers, WNBW engineer-in-charge. Hildreth's fellow WRC-WNBW engineering staffers presented him with a watch at the farewell party.

How's This for Speed?

Several weeks ago, Ed Wallace's Newsroom at NBC Cleveland got word that a big fire had broken out and was raging in a bowling alley on the other side of town. The “5-5 alarmer”, in which the bowling alley owner died and almost \$100,000 worth of damage was caused, was at East 68th St. and Superior Ave. The NBC Building is at East 9th and Superior.

The photographer left the station for the fire at 6:32 p.m., made his way through traffic lights, traffic jams and police lines at the scene of the conflagration. He took his photos, and made his way back to the NBC studios. The still photos were processed and put on the air.

Time of broadcast: 6:56:30, or just 24½ minutes after the photog started out.

Enid Beaupre Retires from NBC

On the evening of August 3rd, a dinner was held at the New Weston Hotel in New York in honor of a very important member of the NBC National Advertising and Promotion Department, who was, almost simultaneously, marking her 25th anniversary with the company and retiring from NBC. The guest of honor was Enid Beaupre, for over ten years sales librarian of A&P, and known throughout the company, and in fact throughout the industry, as the possessor of probably the most complete library of broadcasting advertising and promotional material in existence.

Fifty of Enid's closest business associates were there, including Jacob A. Evans, director of National Advertising and Promotion, who was master of ceremonies; George Frey, Vice President in charge of Television Network Sales; Roy Porteous, sales supervisor of "Today," and Mr. Silvernail, now of BBD&O, who was the man who hired Enid as an employee of NBC back in 1929. Representatives of almost every division of NBC were among the guests. The toast, in champagne, consisted of a long and clever poem written in tribute to Enid by Pat Steel, for many years a mainstay of NBC A&P, who is now with Grey. After the dinner, Mr. Evans presented her with a gift of a substantial cash sum, which represented the contributions of scores of Enid's friends.

Although she has made no predictions as to how she will use the gift, it is said that one possibility is that it might be a start to a journey back to Wales, land of her birth and where she spent the early years of her life. She came to the United States when she was 11. After graduating from the Albany (N.Y.) Business College, she worked for several firms, and was assistant to the advertising manager of the *Albany Knickerbocker News* before joining NBC July 10, 1929. In all her time with NBC, she stayed in the areas of sales promotion and advertising, progressing from stenographer to secretary to record clerk to sales librarian.

In this last-named position she worked closely with Sales and with Advertising and Promotion, and kept the definitive files on everything done in those fields by NBC during her tenure. The morgue she maintained was distinguished not only by its size

A Secretary's Dream: Trip to Catalina Island—On Business

Imported power launch! Surf riding! Swimming! A whole week-end and at company expense! A secretary's dream. This is what happened to Dolores Cortese when "Home" went to Catalina, and Dolores went too, as production secretary and script gal for "Home" when a segment of the show originated on California's famed Catalina Island.

Dolores was formerly with the North American Airlines, booking flights and taking reservations. She has flown on numerous occasions but it was on the aforementioned trip (some twenty odd miles) to Catalina on Roland Reed's imported power launch that Dolores suffered from mal de mer . . . or in landlubbers language "salted H₂O indisposition."



On left, Dolores Cortese, production secretary and script girl, with Bill Kayden, producer-director for "Home" when a segment of the show originated from Catalina Island off California recently. In right photo is Dolores on the shore boat on which she made the passage from Catalina to the mainland.



and completeness but also by the accessibility of the material in it. It is the common agreement of those at NBC who have come to lean on Enid Beaupre for assistance that here is a real case of someone who could never be replaced.

NBC Births

To Bill Rich, N.Y., a son, Bryan William
To Alvin Rush, N.Y., a son, Robert
To John Young, Hollywood, a son, Todd
Austin
To Joe Kubin, Hollywood, a daughter,
Kristy Jo
To Bud Erwin, Cleveland, a son
To Van Fox, N.Y., a daughter, Diane
Howard
To Bruce Powell, Chicago, a son, Brian
Fraizer

NBC Marriages

Lee Foronda, N.Y., to Bill Burdon
Ann Eldred, N.Y., to John Pond
Betty Olson, N.Y., to Henry Griffo
Marilyn Fredrikson, N.Y., to John
Cumiskey
Steve Dombrady, Cleveland, to Charlotte
Frehk
Frank Gertz, Hollywood, to Shirley Haber
Art Schneider, Hollywood, to Dee
Thompson
Janet Shields, N.Y., to Bill O'Brien

NBC Engagements

Kim Holzmillner, Cleveland, to Hugh
Zimmerman
Madelyn Butler to Joseph Gilligan, both
N.Y.
Beatrice Beispel, N.Y., to Hy Wallick
Martin Simon, N.Y., to Rachael Stile

School This Fall?

Here's Review of

NBC Tuition Plan

September, for millions of school children across the country, means returning to school after the summer vacation. It means the same thing, too, to many NBC employees, for whom it's the time to buckle down to spare time studies, after their daily work at NBC is done.

The great majority of NBC employees who attend courses in their spare time are pursuing studies that they hope will have a definite value in forwarding their careers in broadcasting. It was to encourage employees to take such courses that prompted NBC to put into effect its Tuition Payment Plan. The purpose of the plan is to assist employees in the payment of tuition fees for courses taken in connection with their assignments in the company.

At this time of year, the plan becomes a matter of immediate interest to many employees. For the benefit of prospective students, and also for any newcomers to NBC, here is a capsule review of what the plan is, what it does for you, and how you can take advantage of it.

What It Is

NBC will pay tuition fees to an employee up to a maximum of \$75 a semester, and not to exceed \$225 in a calendar year. Payments will be approved for courses which in the judgment of the department head or station manager and the director of Personnel will result in immediate benefit to an employee by making him better able to perform present work, or by qualifying him for transfer or promotion to a position which would be in the logical avenue of advancement within a reasonable period of time. Courses will be approved for any recognized educational institution.

What To Do

How to get authorization for tuition payments: After deciding what course you would like to take, you must submit a request in writing to your department head or station manager for his approval. In it include a description of the course and its date and duration, the name of the school, the amount of the tuition fee, and why you

Guest Relations— Chess Consultants

NBC's Guest Relations staff is accustomed to handling all varieties of odd requests, but a new one came their way several weeks ago. Seems that on "The World of Mr. Sweeney" a friend of Sweeney was playing chess by mail. The script called for him to be defeated in two moves. How to set up the chess men so that sharp-eyed chess fans among the viewers would not deluge NBC with complaints on lack of authenticity? No chess experts about the studio, so, "When in doubt, call GR."

And, with customary GR dispatch, guide Ernie Fontan, with the help of Joe Taferner, supervisor of Tour Operations and Promotion, arranged a board full of chessmen in such a way that the game *had* to be lost in two moves, apparently to the satisfaction of any experts who happened to be watching, since there were no complaints.

believe such a course would be beneficial to you in your assignments with NBC. This request should be submitted, if it is at all possible, three weeks in advance of the registration date.

What Happens Next

After that, you will receive, if you desire, a cash advance for the payment of the tuition. At that time, payroll deductions will begin, to equal in five paydays the amount of the cash advance. It is not necessary to receive this cash advance. You can pay the tuition yourself and request the refund after you complete the course. NBC has set up the provision, though, because many schools demand advance payment of the entire semester's tuition, which might be beyond the immediate means of the employee.

Upon completion of the course, you must submit a request for refund of the tuition payments, along with evidence of a passing grade or better in the course. Six months after completion, the refund, less the appropriate amount of Federal Withholding Tax, will be made to the employee, as long as he is still employed by NBC.

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

'Tonight' Here On Sept. 27

"Tonight," NBC-TV's comedy-and-music show starring Steve Allen, will make its debut on Monday, Sept. 27. Five nights a week, Monday through Friday, the nighttime rambles of the amiable Allen will be seen in the 11:30 p.m. to 1 a.m., EST time spot—a major departure in network programming. Prior to the "Tonight" show, network service to affiliated stations had signed off at 11 p.m.

Since the debut of the "Steve Allen Show" on WNBT, New York, in July of 1953, the network has been interested in bringing the informal, relaxed late-night program to stations across the country. An established favorite of New Yorkers who like to stay up late, the "Steve Allen Show," with a slightly expanded format, will become the network "Tonight" show on Sept. 27. The accent will remain on Allen's comedy, ranging from the rapid-fire gag to the easy-going chuckle, depending on his mood. Second in importance will be music—of which there will be a great deal. Allen specializes in jazz at the piano, and many of his guest stars will be musicians.

An added facet to "Tonight" will be the use of a television mobile unit to pursue excitement and fun around Manhattan. If there is a big opening night performance of a new musical comedy, the mobile unit will be there to cover. Should there be a public celebration at the end of a baseball pennant race, Allen and the mobile unit will be present for a share in the hilarity.

Other news coverage, which may come up from time to time, will be handled by Gene Rayburn, who will function as Allen's "man Friday." Integration of news, however, will play a minor part in the format, since the chief emphasis is on Allen's talents as a comedian.

Bargain Counter

For Sale: New Rochelle, white Colonial, large living room, dining room, kitchen, 1 1/2 bath on first floor. Four large bedrooms, two baths, sleeping porch on second floor. Open porch, many closets, large dry cellar, ideally located, good construction. Attic is finished off, has bedroom and bath storage space, cedar closet. Call E. Pierre, Ext. 8103, N.Y.

For Sale: Black pedigree coker spaniel pups. Call Bill Anderson, Ext. 7072, N.Y.

For Sale: Webster-Chicago model 210 tape recorder. Must sacrifice for \$85. Less than two years old. Call Dave Handler, Ext. 8190, N.Y.

For Sublet: One and a half room unfurnished apartment in East Lee, N.J., five minutes from George Washington Bridge. Available Dec. 1. Call M. Butler, Ext. 8937, N.Y.

For Sale: AC-DC converter for TV or phonograph, etc., also a DC 10 or 12 inch oscillating fan. All for \$20. Call Honey Teeter, Ext. 8365, N.Y.

TV Affiliates Meeting

Stations of NBC Television Network Gather in Chicago

A "snowballing growth" of color television in the near future, spurred by the availability of 21-inch color receivers and the broadcast of high-appeal color shows, was foreseen on Aug. 31 by Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC.

Addressing a luncheon meeting of NBC television affiliates at the Drake Hotel in Chicago, General Sarnoff singled out two developments as the basis of his belief that color TV may have a "surprisingly rapid" advance:

1. NBC has "already sold \$14 million worth of color programming and it is in complete operating readiness to enlarge its color schedule and to meet advertiser interest in color as it develops."

2. The demonstration, on Sept. 15, of RCA's new 21-inch tricolor tube, together with a new color receiver "embodying major simplifications in circuitry." These simplifications will lead to substantial reductions in the cost to consumers of color sets and will "provide the basis for volume production."

"By early 1955," General Sarnoff said, "I hope and expect that there will be active competition in production and sales of color receivers so that the public will have a variety from which to choose. Then I believe you will begin to see a real market developing and color set circulation progressively expanding. With rising circulation, there will be increasing advertiser interest in color shows, and with more sponsored color programming, circulation will expand further. That will be the beginning of the same sort of continuing spiral which black-and-white television experienced over the past five years."

General Sarnoff was introduced at the luncheon by Walter J. Damm, vice president and general manager of Stations WTMJ and WTMJ-TV, Milwaukee, Wis., chairman of the NBC affiliates' group.

Mr. Damm recalled the last meeting of NBC affiliates 15 months ago in Princeton, N.J., and said that the objectives outlined at that time had been more than fulfilled by the network. He described NBC's upcoming Fall program lineup as "the greatest evening schedule ever on any network."

Mr. Damm said that America's leadership in electronics stemmed from the courage, faith, vision and driving force of General Sarnoff. The results of General Sarnoff's accomplishments, he said, went far beyond RCA and NBC and were of lasting benefit to the entire nation. Then, he added:

"His fight for compatible color is a matter of history. When success was finally achieved in that long fight, all broadcasters benefited, but NBC and its affiliates are way out in front and will stay out in front."

Reviewing industry achievements of the past year, General Sarnoff pointed to NBC's "tremendous job" in paving the way for color broadcasting on a practical and commercial scale. Because of it, NBC now has the most comprehensive color-equipped network, the biggest and best color studio and technical facilities, and the most extensive color experience, he said.

"NBC's competitor is just now starting its Introductory Year as we have concluded ours. We welcome its entry into the field of compatible color programming. But we mean to continue keeping ahead and to broaden the base of commercial color television."

NBC Plans Outlined

At the afternoon session, a team of NBC executives, headed by Sylvester L. Weaver, Jr., President, and Robert W. Sarnoff, Executive Vice President, spelled out for the affiliates the network's plans for continued TV leadership and highlighted these activities:

1. The creation of the most comprehensive nationwide color television network in existence. This was started 15 months ago; by this year's end, a total of 82 NBC television affiliates will be equipped to transmit network shows in color, and about 87 per cent of all American television families will be within range of the NBC color service.

2. The inauguration of three different series of 90-minute color Spectaculars, all of which will be seen coast to coast. The Spectaculars alone will give NBC a total of 49½ hours of color programming in the Fall season—more than any other network's total Fall color lineup. In addition, NBC will color televise a two-hour production of

"Macbeth" and various major film shows.

3. A complete sellout of the Fall evening program schedule with at least one new show inserted every evening of the week. The total of 37 new Fall shows, including daytime programs, is the greatest number ever introduced by any network for a new season.

4. The expansion of NBC's participating programs line-up, with the addition of "Tonight" to the "Home" and "Today" roster. Through the success of these "magazine concept" programs, NBC has attracted to television more advertisers, big and little, than any other network.

5. The exploration of ways to commission special operas and great plays for television on a much broader scale; the development of plans to offer prizes and first performance presentations of new operas, symphonies and concerts on both television and radio, and for the financing of initial performances of new works of art in fields that are adaptable to broadcasting.

Other NBC executives who addressed the meeting were: George E. Frey, Vice President in charge of Television Network Sales; Thomas A. McAvity, Vice President in charge of Television Network Programs; Richard A. R. Pinkham, Vice President in charge of Participating Programs; Jacob A. Evans, director of National Advertising and Promotion, and Sydney H. Eiges, Vice President in charge of Press and Publicity.

Also at the Chicago meeting, the establishment of a specialized sales unit concentrating full time on obtaining more commercial business for optional stations was announced. NBC officials also outlined proposals for providing certain network shows for optional stations not purchased by network advertisers, and for the establishment of an entirely voluntary group rate plan for optional affiliates wishing to participate, as a means of giving network advertisers an added incentive for buying them. "Home," "Howdy Doodly" and the new "Imogene Coca Show" have been selected for offering to the optional stations not ordered by the network advertiser, beginning approximately Oct. 4.

In This Corner



Gene Whitlock giving a message to NBC-TV star Arlene Francis.

Gene Whitlock

One of the newest members of the Guest Relations staff of the National Broadcasting Company is a 21-year old track star who was graduated from Brown University in June of this year. The new page, Gene Whitlock, was captain of the Brown varsity track team, manager of the varsity cross-country team and New England AAU 600-yard champion and recordholder in 1952. He also has the distinction of being the first Negro page on the NBC Guest Relations staff.

Gene was born in the Bronx on Jan. 10, 1933 and still lives there. He was educated in New York City public schools and it was at Prospect Junior High in the Bronx that he first entered organized track competition, running the 100-yard dash. It also marked the start of the enthusiastic participation in student activities that ran through his entire scholastic career. He was president of the student's general organization there, and he was also elected to that post when he went on to Stuyvesant High School. At Stuyvesant he continued his track work, running the 220 and the quarter-mile, as well as the 100.

He entered Brown in 1950. While at that Rhode Island University he was a member of many student organiza-

tions, including the Vigilant's Committee; the Brown Key, the junior honorary organization, and was on the Senior Class Council. He is a member of the Alpha Delta Chapter of Phi Beta Sigma fraternity. While at school he was associate director of the Eastern Region of that fraternity for two years.

A history major, Gene was active in track activities, either as a runner or as team manager throughout his college career. In addition to the track work mentioned above, he was a member of the Brown team that at one time held the New England mile relay record.

He is a member of the New York Pioneer Track Club, but this is the first summer he has not been able to run with them, what with the demands on his time made by his newly acquired full time job at NBC. However, Gene is too much the athlete, born and bred, to let himself get out of condition, so several mornings a week, at about 5:30, he will get out to Van Cortlandt Park or some other open area, and run two or three or maybe five miles.

That seems like a cruelly early hour for any man, let alone for one who has been in bed for just a few hours (Gene currently is working a 5:00 p.m., to Midnight stint in GR), but he says

it's the only time to get out, since the buses have not yet had a chance to fill the city with their exhaust fumes. It's not so lonesome at that time, either, says Gene, since that's the time when most other trackmen, boxers or people just trying to keep in shape do their roadwork.

Gene's spare time these days, aside from his track work, is usually occupied with civic activities, in which he's very much interested, and his hobbies of stamp-collecting and leather-work.

As far as his NBC career is concerned, he's anxious to remain around this company for the indefinite future. He's still getting acquainted with NBC, but from his present standpoint, he feels his interests lie in the fields of administration or sales, and from now on, the number one project is to find out as much as he can about those areas.



Gene directing a visitor to the NBC studios.

What's In a Name?

Dick Jackson, who last month was promoted to business manager of the new NBC Participating Programs Department, was in Atlantic City recently setting up facilities for a "Today" telecast. Dick previously was business manager for the early-morning NBC Television program.

Dick was amazed and flattered by the action he got whenever he called the local police for help in crowd-control, escorting stars, directing traffic, etc. After the show was over he found out why. He looked up the Chief of Police for Atlantic City to thank him for all the cooperation—the name of the Chief is Dick Jackson.

People and Places

Administration Division

Controllers—Summer is slowly leaving us and vacations will soon be over. Among those enjoying their vacations are: *Ethel Perry*, who is visiting her home town in Florida and *Sad Verdey*, who is visiting Nantucket. *Gwen Davis* is all smiles lately. Her fiancé, *Bill Doll*, just returned from Japan. An old song, "Poison Ivy," has become a big hit with *John Fanning*—or should I say "big itch".

Noticed *Bill Schmitt's* calendar lately? He's been crossing off the days left 'til those wedding bells ring. *Bud Pettway* is quite the "ladies' man" lately. He even has his water delivered to him—straight from the fountain. If you happened to walk past *Bea Beispiels's* desk, it wasn't the sun that blinded you. It's just a little rock sparkling on her finger—did I say "little"?

General Service—Deepest sympathy is extended to *John Welter* on the loss of his mother and to *Catherine DeNisco* on the passing of her mother-in-law. *Jeanette Price* took time out to visit Washington, D. C.—had a wonderful time. *Lillian Grand* spent many anxious moments endeavoring to get a flight back to N. Y. from sunny California where she was vacationing when caught in the web of an airline strike. Sparkling as radiantly as the bride, *Justine Goetz* witnessed the wedding of her lovely daughter, *Joan*, in St. Helena's on Aug. 7. Welcome mat is out for *Charles Boyle*.

Guest Relations—Vacation time is over and everyone is settling down to a long hard winter and some more GR changes have taken place. *Pete Fry*, who you remember just got married, was presented with a novel wedding gift from Uncle Sam. Yup, you guessed it, Greetings. Oh well, it happens to the best. *Lennie Alfano* has taken over the throne behind the GR desk in 253 while *Jim Cavanaugh* returns to school. *Jim Anderson* replaces *Pete Fry* as alternate Supervisor and smiling *Jack Kelleher* is overseeing Main Hall.

Seems as though "Pop" *Teaney* can't even get acquainted with his boys before they are transferred or called away. Could it be the "Derby," Hugh? Welcome back to GR *Jim Chandler*, *Jack Roden* and *Dick Sisk* who, as pre-

viously reported, were transferred to Engineering on a temporary basis.

Mail & Messenger—Five of our most ambitious crew members, *Fred Raines*, *John Keary*, *Jim Fulton*, *John Callanan* and *Dick Cheeseborough*, have been bitten by the California bug and have left to carve their careers there.

Bob Berner has rejoined the staff after completing the NBC-Barnard radio and TV course. *Tom DeMaio* will be waking to bugle calls for the next two years. Fresh from the officer's ranks of the Air Force is *Pat Harrington*. *Jim McConnell, Jr.*, son of the former NBC executive, is with us for the summer. *Joan Kelley* has taken over the secretarial duties with *Barbara Reed* moving on to the "Today" unit.

Personnel—*Mathile "Heydie" Heydorn* was feted at a cocktail party in the Down Under by the Personnel Department and Health Office prior to her leaving for a year's stay in France.

A new addition to Room 737 is *Ann Mouris*, secretary to *Don Mackenzie*, who comes to us from Rochester.

Wedding congratulations are in order this month for *Don Brown* on his marriage to *Joan McAndrews*.

When vacation time rolled around the people in Personnel really traveled; *Peggy Plagge* visited Buffalo, her former home town, as well as southern Ontario; *Rita Marczak* drove to Lake George and *Betty Wilcox* attended her cousin's wedding in Cleveland. Also enjoying the resort areas were *Marge Heimbuch* at Breezy Knolls in the Catskills and *Claire Owen* and yours truly at Camp Sagamore in the Pocos. *Jim Anderson* spent his vacation at the Jersey Shore and *Nanci Heinemann* journeyed to the Berkshires for a weekend. *Kathy McLeod* just can't get enough sunshine; she is going to Miami for her second week's vacation.

Staff Engineering—*Peg Keeley* and *Nancy Mitchell* still agog about their trip out West. After hitting 106° in Texas, where their plane landed for "oil," they nearly froze in San Francisco!

Marilyn Fredrikson certainly picked a lovely day for her wedding to *Jack Cumiskey* on August 14, and from all reports she looked as lovely as the day. We wish loads of luck to *Gloria Eaton*, who has transferred to the Press De-

partment; to *Helen Norton*, who is taking *Gloria's* place; and to *Eileen O'Connell*, who has joined NBC to fill in *Helen's* shoes. *Howie Schumacher* spending his vacation moving into his new home on the Island. *Ray Guy* a grandfather again—a girl this time!

Artie Kneips, lucky boy, off for a cruise on the Saguenay River and then down to Bermuda, for 13 whole days!! *Peg Conroy*, just back from a week at Lake George about to take off again for Jug End. *Vernon Duke* and *Dudley Goodale* spent their vacation at Mt. Arab, that glorious bit of heaven in upstate New York. *George Nixon* drove to Maine, and *Adelaide Orr* spent two weeks in Vermont. Shelter Island was headquarters for *Lew Hathaway*, and *Margie Marshall* had a wonderful week at Spring Lake, N. J.

Traffic—Trafficites were very happy to have *Steere Mathew*, looking very hale and hearty, back once again after a two months' leave of absence. *Norma Olsen*, formerly with the New York office, flew in from Hollywood and paid us a visit. *Joan Duggan Tierney* and husband *Tom* brought their adorable baby girl, *Joanne*, in for a visit and needless to say she made a tremendous hit with everyone. The welcome mat is out for two newcomers, *Doris M. Haukom*, secretary to *Steere Mathew* and *John B. Powell*, an operator in Communications. *Jack Hilton* and family are enjoying their vacation in New Hampshire. *Harry A. Woodman* and family have just returned from vacationing in Maine. *Russell Strebel* came back from his vacation challenging *Al Frey* and *Charlie Mangano* to a golf match. P.S. Russ has just learned to play. *Daphne Pinou* and *Eleanor Beebe* are strutting around with big grins after getting their drivers licenses on first try. *Marge Hadley* is enjoying her vacation very much back home in Omaha, Nebraska, and *Joyce Hsu* is very anxious to get started on her motor trip through Canada.

Film Division

Sales—Most interesting vacation in the Division was enjoyed by *Gerry Tower*—six weeks in Europe!!! And such fascinating company all the way; sailed over with *Winston Churchill* and back with the Lord Bishop of Durham who told her she could call him "My Lord," and he would call her *Gerry*. Her boss, *Len Warager*, just got back from two weeks in Canada. *Bill Grainger* and *Al Lauber*, after interviewing

several thousand girls, finally found *Betsy Casteel* to replace *Bobby Cole*, as their secretary.

Film & Kinescope—*Jack Talley* spent two wonderful weeks at "Sutton" Beach and Atlantic City. The snapshots that Jack brought back show great talent along the photographic line. *Pat Bridges* vacationed at Huntington, Long Island, for two weeks.

Publicity—*Father Charles Henderson* was surprised by a free lunch at the Blair House with staff members *Jacobi, Bergen* and *Salter*, on his birthday, and reciprocated by buying gardenias and boutonnières for them after lunch. *Fritz Jacobi* divided his island vacation in half: first with his horde of children on Martha's Vineyard, then with wife (no children) on Fire Island. *Rose Davis* came back with a gorgeous tan after a week relaxing at the beach in Connecticut.

Carl Stanton split his vacation too . . . a week on the West Coast and ten days in Estes Park, Colorado with his daughter. *Ted Sisson* spent his vacation at his home in Stamford, Conn., getting his boat in sailing shape. *Rosalie Trego* spent her vacation in Denver, Colo. *Marilyn Richardson* has a holiday every weekend . . . she spent last weekend in Atlantic City, the weekend before on a friend's boat. *Pam Jayne* got a beautiful engagement ring this month . . . will be married in October to Don Miller.

Finance Division

Continuity Acceptance—The girls of Continuity Acceptance, represented by *Dottie McBride, Alys Reese, Jane Crowley, Barbara Mynder, Riva Feister* and *Kay Henderson* spent a wonderful day at the summer home of *Joyce Mintzes* and her parents in Long Beach, Long Island. Our thanks to *Joyce*, and Mr. and Mrs. *Mintzes* for a very happy day.

Our youthful looking *Dottie McBride* celebrated her twenty-fifth year with NBC on August 6th. Heartiest congratulations, *Dottie*. Here's to the next twenty-five!

Vacations are still with us. *Jane Crowley* is at present on a motor trip to New England and Canada, while *Percy Smith* and his family have returned from a restful two weeks on the Cape, where they met *Arden Hill*, also vacationing there. *Stockton Helfrich* and his wife took a trip to Washington, D. C. to see the sights there.

Legal—*John Shute* visited *Fred Bechtold* the end of July and *Harry Olsson* visited him the first week in August. Both Legalities are delighted to report that Mr. Bechtold is getting along very nicely and may even be back with us again by the time this gets in print.

The Department's very best wishes go to *Janet Shields*, who became Mrs. *Bill O'Brien* on Sunday, August 15th. *Janet* and *Bill* went to Nantucket on their honeymoon.

Congratulations to *Alvin Rush*, who announced that he had become a papa for the second time on July 27th when his son Robert was born.

Vacationists: *Mary Ann Schmidt* at home; *Edith Wolf* to the Shenandoah Valley and the Catskills; *Marie O'Donohue* to Connecticut; *Tam Behrens* to Nantucket; *Ann Romanenko* still undecided, but possibly to Washington, D. C. and Virginia; *Pat Hone* to the Jersey Shore; *Ed Denning* at home incommunicado; *Jerry Adler* to Cape Cod and Lake George; *Paul Lynch* to Lake Fairlee, Vermont.

Treasurer's—Vacation time is in full swing in the Treasurer's Department. *Pat Sullivan* spent one week of her vacation at Culvermere, N. J., where *Betty Sinacore* has been weekendending. *Gloria Valli* relaxed at home and yours truly went up to Pawling again for a long week-end. *Henrietta Grice* is using her vacation to dote on her new grandson. Best of luck to you, *Henrietta*, in your new position. Welcome mat out for *Kathleen Olsen* and *Eileen Cook*. Good luck to *Gloria Valli* in her new capacity as Cashier.

Owned Stations Division

NBC Spot Sales—The main topic of conversation these days in NBC Spot Sales centers around past and upcoming vacations. A good many of the 48 are represented, as well as several foreign countries . . . *Al Ewald* (New Hampshire), *Barbara Sailer, Marilyn Sichel, Bill Fromm* and *George Pamental* (Cape Cod), *Sue Brown* (Bermuda), *Barbara Downes* (Vermont), *Carolyn Cox* and *Emily Grootendorst* (Florida), *Jean Bulger, Lillian Martinez* and *Bea Varney* (Upstate New York), *Ada Swenson* (Virginia Beach). We're proud of *Monica Christenson*, who recently walked off with second prize in the preliminaries of the "Miss Linen" Contest sponsored by Skouras Theaters. Congratulations to *Don Richards* on his marriage Sept. 11. Best wishes also to *Carol Kynoch* on her recent engagement.

KNBH, Hollywood—The KNBH bowling league is really underway now, headed by *Bill Allen*. Counted among its members are *Jeanne de Vivier, Marianne O'Connor, Rosemary Gorman, Rita Hault* and *Bud Mertens*.

Tom McCray and *John Wehrheim* were on a business trip for a week at KNBC in San Francisco.

Bob Pelgram is the proud father of twins—six-weeks old Labrador retrievers. *Bob* is looking forward to a September vacation in Mulege, a fishing resort in Baja, California. *Warren Sandy* holds the weight record for offsprings in the office. His new son, *Mark*, weighed 10 pounds at birth. *Lila Turner*, one of the cutest girls in the shop, became a grandmother on August 5.

Now is the time for vacations for many and "Scotty" got a wonderful tan from his week at the Santa Monica beaches. *Bud Mertens* spent his two weeks driving from Tijuana to San Francisco, via Porche. *Jack "Doc" Kenaston* stayed home with his recuperating wife and learned to be very handy with the hypodermic needle. Others absent during August were *Rosemary Gorman, Marianne O'Connor* and *Gene Stokes*.

WMAQ, WNBQ, Chicago—*Mary Krockenberger* offers vacation news from Continuity Acceptance: Virtually the entire department staff vacationing during late July and August. *Harry Ward*, his family and new station wagon are off on a camping trip, to the Jackson Hole country of Wyoming. The Ward family car of last year, a 1930 Model A Ford "in mint condition" and labeled Black Beauty, awaits a new owner, now that Harry has gone modern. *Dorothy Masters* spent two weeks in Colorado Springs with her family. *Irene Miksys* divided her vacation time between El Paso, Tex., and Colorado. *Mary Krockenberger* vacationed for a week in "cold" northern Wisconsin.

Liz Hathaway reports for TV News-reel Department: It's a new boy, *Brian Frazier Powell*, for TV News cameraman *Bruce Powell* and his wife.

For Engineering, *Norma Harrington* and helpers report: Postcarding during August were *Curt Pierce*, who reports "bears in the garbage dump, a bat in my cabin, and extremely active mosquitoes" at "Jim's Logging Camp and Rustic Bar" in northern Wisconsin. *Ted Schreyer* went rural at his farm near Newfane, Vt., for two weeks.

George Rogers off to Yellowstone and the South Dakota Black Hills. John Martin camping at Eagle River, Wis. Ray Freutel to New York State.

Joan Vastbinder sends reports from Chicago Network Sales Offices, both radio and TV: Edward Hitz, Central Division manager for TV net sales, off on a quick weekend trip to pick up son Jeff, who attended summer camp in Lac Du Flambeau, Wis. TV net salesman Bob McKee spent his time in the vicinity of Ely, Minn., "fishin', fishin', and more fishin'". Ann McCammon vacationed in Michigan with her family.

George Diefenderfer, Central Division radio net sales head, returned to his desk quickly after a hospital bout with a virus infection. Therese Battaglia, formerly with "Welcome Travelers," now a typist-clerk in the NBC Chicago program office. Sympathy of their NBC colleagues goes to Max Mariash, drummer with the Art Van Damme Quintet, whose mother, Mrs. Fanny Mariash, passed away on July 14, and to WNBQ music supervisor Larry Johnson, whose mother, Mrs. Lena Johnson, died on July 16 after a lingering illness. Mary Jane Karr of Press back from a brief vacation in Arlington Heights, Ill.

WRC, WNBW, Washington — Washington staffers held a big farewell party for Sherman Hildreth who reported to New York as Operations Supervisor for WNET. Engineering department staffers presented Sherm with a wristwatch as a remembrance of his ten years on the staff of WRC and WNBW.

Miss Evelyn Griffith, an NBC Washington veteran, usually vacations in Denver each year, but after watching "Foreign Intrigue" for years she decided to skip Colorado and go in search of adventure overseas.

Nancy Osgood has returned to WRC's airways after a vacation in the Florida Keys, having driven 3500 miles alone. Kennedy Ludlam, WNBW-WRC Outdoors Editor, has been invited to serve on the Publicity Committee of the President's Cup Regatta on the Potomac. WRC's veteran salesman Stanley Bell is considering formation of a Radio-Television group of the Masonic Fraternity in Washington.

Proud New Papa: TV Director Joe Browne and wife became parents of a fine baby girl, Dana Alan Browne. Janet Smith has joined WNBW-WRC as secretary to Jay Royen.

WTAM, WNBK, Cleveland—New Faces: Jeanne Marie Jones filling in for four-year veteran Shirley Frye in TV sales traffic, and Marilyn Bejuss replacing Jean Hug in Promotion. Shirl and Jean were feted by their NBC friends at a luncheon at the Hickory Grill before their adventurous trek to L.A.

Bob Sourek, TV Engineer, is building a swimming pool in his backyard. Real ambition, we'd say. Then there's Ralph Mayher, of the film dept. who's rumored to be considering building his own house. Good Luck, Ralph!

Stratford, Ontario, was the scene of a very enjoyable weekend (Aug 6-8) for George Cyr, TV Program director, Joe Bova, WNBK's Uncle Joe of "Tip Top Comics", Bud Ford, Bandwagon producer, Mort Fleischmann, Johnny Andrew's producer, Jeanne Walker, sec. to Bill Davidson and Jackie Lynn, the Bandwagon songstress. They attended the well known Shakespearean Festival as guests of the management.

Lawson "The Grin" Deming, WTAM Program director, wasn't grinning at 5:30 AM last week as he peddled the morning Plain Dealer for his ill son, Buddy.

Vacation notes: California wanderers include Rosie Bartlett, accounting, Joan Illingworth, Publicity, Tom Field, WNBK Newscaster, Glenna Hansen, spot sales, and Sandy Muzilla, TV Processing . . . Al O'Deal, film director, ruddy after two weeks and 4400 miles of western air . . . Tom Haley still reminiscing over the delights of Bermuda, as is Ronnie Wineland, Guest Relations, on his "fishin' days" in the wilds of Michigan.

WNBC, WNBT, New York—Your former correspondent for this column, Evie Dybwad of WNBT Sales, flew back to her home in San Bruno, California, on August 7. Replacing Evie as Jay Heitin's secretary is Marie Suchan, who comes to us from the NBC Talent Office.

Welcome also to Tony Kraemer, who has joined the Advertising, Promotion & Merchandising staff, and to Phil Alampi, new Farm & Garden director and his secretary, Jerri Blum.

Congratulations are in order for Bill Rich, whose first son, Bryan William Rich, arrived on July 15.

Maine seems to be the most popular vacation spot this year. Some who have recently returned from that State are John Huribut, who took his two weeks in Rangely, Maine; Art Hamilton, back from a three-week stay with

his family in Camden, Maine, and Ceil Zelak, who spent her two-week vacation with her husband and son in Jefferson, Maine. John O'Keefe vacationed at Fire Island and Irene Kotz went home to Syracuse, New York, for a week. Betty Lennerth accomplished the goal on which her sights were set—she passed her driver's license test on her vacation. Leading the glamour parade, is Janet Payne, who acquired her tan on the sunny sands of Nassau.

National Advertising and Promotion

With the fall promotional rush upon every A & P's, the vacations that preceded helped stand everyone in good stead. For example, Walter Van Bellin took it easy for a while out around Shelter Island. Another fisherman of note, production head Ed Antonoli, spent some time up at Lake George. Dorothy Brodine, fast becoming the most traveled individual since Hercules undertook his missions, island-hopped through the Caribbean.

The Cape called to Muriel Smith, while it was the restful parts of Long Island that beckoned Frank Macaulay. Ray Johnson tidied up his office (known hereabouts as "Uncle Ray's Corner") and hid himself off to Block Island. Clyde Clem took his respite at a spot upstate; likewise Al Sherman, for him, the Adirondacks. Marion Lutz enjoyed a rural-type week near Sparrow Bush. On-the-air's George McNally took his break at a quiet lake; Mel Schlessel scheduled lots of golfing.

Pacific Division

Mary Gonzalbez returned from her vacation bursting with enthusiasm for smogless Colorado and its rugged scenery (male as well as geological.) Billie Clevenger, our chief operator, is disporting herself in Oregon and other sections of the great Northwest. Speaking of vacations, Allene Greggs, charming secretary to Fibber McGee and Molly, is spending her's at the dentist's—Gad!

Betty Pobst, our Burbank PBX girl, and her husband have purchased a new home in Sherman Oaks. Gail Clifford, Payroll Supervisor, and his family moved into their new home in Woodland Hills recently. Another new Valleyite is Sue Twomey, who just bought a new home in Conoga Park and is hoping to be in by Christmas.

Congratulations to Ronnee Cohn, transferred to TV Staging Operations. Welcome back to Rose Abrams and

Norma Stoddard, although how they can stand to leave those new babies is more than we can comprehend. Welcome to *Donna Sebring*, new typist on the night staff. It was hail and farewell to *Dixie Miller*, who returned from her vacation and then reluctantly resigned because of illness in the family. This reporter failed to determine where *Donna Percy* spent her vacation, but she apparently enjoyed herself. *Midge Leadingham* is dividing her time between June Lake and Laguna Beach.

Born July 29 a daughter to Mrs. *Vance Smith*, better known as *Mary Lee Robb*, "Marjorie" on the "Great Gildersleeve" show.

That bright light down on second floor is just *Oscar Turner's* smile now that his son, *Johnny*, is sufficiently recovered to able to walk two hours every day and to sit at the table and take his meals with his family.

Gloria Weeks spent a week at Yellowstone and Jackson Hole, Wyoming, and another week at Idelwild, resting up from the first week. She still has that "Shane" look in her eye. *Floss Hollowell* toured Yosemite.

John Young, Business Affairs department, became a proud papa on July 3 when *Todd Austin Young* was ushered in. His boss, *Joe Kubin*, also became a father (for the third time) of a daughter, *Kristy Jo*, on July 4.

From Central Steno: *Patti Gaul* spent her vacation at home this year, but did get away for a short trip to Bakersfield to see *Marilyn Sochor*, a former mimeograph operator in the department. Lots of people goin' and comin'. *Betsy Worthy* decided to stay at home and take care of young *Eric*. *Ann Robinson*, former typist, is back with us. *Amentha Dymally* and *Elizabeth Ince*, new typists in the department. *Helyne Dyer* promoted to the Press Department and *La Verne James* promoted to AM Program Operations. *Barrie Peters* spent her vacation seeing California — Yosemite, Sacramento, San Francisco, and points between. The night staff threw a farewell party for *Arlene Freedman*, and since she knows where to buy the most delicious cakes, she was tricked into bringing one for her own party.

From Kine Recording: *Squire Cyrus Corbett, Jr.* built an addition to his home only to be told by the city inspectors it has to be redone. *Art Schneider* eloped to Las Vegas with *Dee Thompson*. *Edith Rapley* got herself engaged to *Dick Hill*.

Press and Publicity

Press — Photos of receptionist *Barbara Sentz* and secretary *Peggy Heelan* appeared on the front page of the *World Telegram and Sun* in July.

Everybody glad to see *Bill McCardell* return from vacation since the mysterious disappearance of his substitute. *Nancy Herbert* left for Lake George, leaving *Elaine Brody* all alone with her work.

Sid Desjor, head of NBC Photo, will soon celebrate his 20th anniversary with NBC. Congratulations to *Joe Viola*, who celebrated his 20th wedding anniversary on Sept. 2, and congratulations also to *Anthony Bland*, who married *Harriet Demos* on Aug. 21.

Information — *Dave Eddy* returned from his vacation in high spirits, although he didn't leave the city. The reason being that after months of searching, he had not only found a new apartment but had moved into it and began furnishing it, all during his one week away from NBC. *Alice Kennell* recently returned from a four day weekend at Spring Lake on the Jersey shore, while *Rita Morey* spent a weekend in Atlantic City with her family.

Radio Network

Radio Network Program — The Program Department these days is losing all its young-old timers. Latest to bid farewell to NBC and its activities are *Lee Foronda* of Production, leaving for Peoria, Illinois and wedding bells. Groom-to-be is *Bill Burdon*, formerly of our Night Operations staff and now with WEEK, Peoria. Our best wishes to both. *Jane Morey* is our other departee, leaving NBC for the arrival of a November baby.

Radio Network Administration — We have a "Wrong-Way Corrigan" in our office now, under the name of *Joan DeMott*. She left us on a Friday to head for Lake Bomoseen, Vermont and wound up at Lake Ronkonkoma, Long Island. The reason for her dilemma is that her first choice turned out to be a hotel probably built in the days of King Arthur. She checked in and out within one hour and headed for Lake Ronkonkoma where she made up for lost time.

James Gladstone returned from his Honeymoon in Vermont looking every bit like a very happily married man. Members of the department presented

him with a lovely wedding gift just before he took off for his trip to Cleveland, where his wedding took place.

Evelyn Shoemaker flew to Maine over the weekend to visit with her little girl who is at Summer Camp.

Ted Zaer returned from his vacation in Upper N.Y. State sporting a swell tan and a big black cigar. As usual, he went fishing (his favorite sport) and enjoyed his vacation very much.

TV Network Programs

Music — Some people win cars, others mink coats, but *Muriel Kishkill* won something that was even more unexpected to her. The laundry which she patronizes drew prizes and *Muriel* and her husband were chosen to spend a week's free vacation at a well-known resort hotel in the mountains.

Nora Schock, our regular correspondent, did not win a free vacation but had a thrilling one nevertheless. She and her husband have just returned from a month's trip to the West Coast, with stops enroute at Denver and the surrounding Rockies.

News and Special Events — Kudos: Report on Indo China by NBC Far-East correspondent, *Jim Robinson*, heard on "Comment", noted by Congressman *Albert Raines*, who introduced *Jim's* remarks into the Congressional Record. Back as permanent Sunday TV news feature is panel discussion "Through Other Eyes" moderated by *John Wingate*. Congratulations to *Frank Mullen* on his new position with Night Executive office. *Walter Smolen* now takes over as chief copy clerk. Writer *Dave Teitlebaum* now member overnight news staff of "Today". NBC News held recent news seminar for outstanding New York high school journalism graduates. Addressing group were *Len Allen*, *Merrill Mueller*, *Jack Chlain*.

Visitors and travelers: In New York: *Helen Folster*, wife of NBC Tokyo's *George Thomas Folster*; *Lee Hall*, former NBC employee and wife of Cairo correspondent *Wilson Hall*; *Bill Ray*, Chicago newschief, enroute to Europe; *Harry Ellis*, through New York enroute from Beirut to new post as assistant foreign editor *Christian Science Monitor*; *Sam Montague*, who shoots film for *John Wilhelm* in Mexico City; *Bill Birch*, Chicago; *Ed St. John*, correspondent in Spain, visiting in New York, accompanied by group of Spanish dignitaries including President of Iberia: *Paul Archinard*, Paris; *Morgan Beatty*, Washington.

Plant Operations—Borscht circuit critics were quick to praise *Sam Kirshman's* performance in the Laurel Country Club's spectacular "July Fourth Frolics" revue. His "arrow bit" literally shook the club with laughter. *Pat Cahill* made expenses for his Milanville vacation by husking corn for the local farmers. From the text of *Rod Rodomista's* post-cards we would venture to say that he is having a marvelous time renewing old friendships in Hawaii. The small party *Roy Hammerman* held on the terrace of his new home was a smashing success. We missed *Jim Richards'* presence at the party but he had raced up to Saratoga for the waters the day before.

Production Operations—Well, vacation time has come and gone for most of us in our department, and we are proud to boast that our folks have been able to visit many sections of our glorious United States. *Julia Cohan* went to Missouri and came back very much refreshed. *Roxie Roker* and *Evangelina Hadjopoulos* had a sunny holiday in the Catskill Mountains. The Pocono Mountains were very fortunate to be invaded by *Dolores Fetto*. *Joan Bartlett* was in Detroit, Michigan to be a bridesmaid for a friend. *Ernest Theiss* and *Emmett Wright* were in Ohio to visit their home towns. *Vince Mitchell* ran off to Block Island, off the coast of Rhode Island, to get a good rest. *Rita Young*, in her merry little Chevy, was off to York Harbor in Maine for a sunny vacation. *Edward Whitney* was also up north to Maine to visit his home town for three weeks.

Room 688 has a new look these days. *Robert Garthwaite*, *Janice Freedman*, *Win Mullen*, *Dorothy Donlon*, and company have now moved to the 28th floor of the RKO Building, and we miss them all very much. To fill up the empty spaces, we were very happy to welcome *Mundy Morgan*, *George Vales*, *Denis King*, *July Claymont*, and *Regina Curtin*.

Program Analysis—The Program Analysis Section welcomed back *Charlie Baker* who has returned to his old desk in the department for the summer months. Charlie is vacationing from his studies at Gettysburg College, Pennsylvania, where he is preparing for the ministry. As we go to press, *Verne Heuer* is flying across the Pacific for a vacation in the Hawaiian Islands.

With the news that K-2 had finally been conquered by an Italian expedi-

tion, *Jane Di Leo*, a mountain-climbing enthusiast from way back, took off for Keene, New Hampshire and "conquered" Monadnock Mountain. It's under 5,000 feet, but it's a good start! From *Emmie Hill* no comments until after the World Series.

Mimi Hoffmeir returned from her vacation with tales of her husband's holiday in which she co-produced "What's My Racket?", a take-off on the CBS-TV feature where panelists *Peggy Wood*, *Alice Frost*, *Elmo Roper*, and *Stefan Schnabel* could not identify the mystery guest . . . who else but *Mark Goodson* of *Goodson & Todman Productions*, much to the amusement of the audience in Mimi's home town, Wilton, Connecticut.

Public Service Programs—Hearty welcomes: To *Carol Coane* who has taken over as *Doris Corwith's* secretary now that *Mardy Palmer's* gone to Denver, Colorado . . . and to *Bill Parish*, Supervisor of Public Service Programs. Bill was formerly Supervisor of the Story Division.

Vacationers: *Bobbee Edwards* still has "sea legs" from her recent trip around Cape Cod. *Bobbee* and pals sailed all around the Cape, Martha's Vineyard and Nantucket in an auxiliary cutter, the *Harlequin* . . . and she's talked of nothing else since. *Hilda Watson* was another "Cape Codder" this season, having spent two weeks there. *Rhoda Grady* basked in the New London sun.

Radio Set Up Operations—*Val McCormack*, our newest lawyer, now acting as personal attorney for *Ray Farman* and *Tom Longmore*. The heat proved too much for *Joe Kall* last month. Joe's 250 lbs. are a bit excessive for a five-foot-four frame, and he became our first victim of heat prostration.

The local tracks will miss a regular patron now that *Bill Bergen* has given up on flat-racing and become interested in trotting. Bill plans on taking a few of his co-workers to Goshen for the next running of Hambletonian. We welcome back as a temporary employee *Ralph Tepedino*, who left a couple of years ago to work for another network. *Tom Longmore* back from vacation and is now in analysis.

TV Network Sales

Merchandising — *Murray Heilweil* has just returned from two weeks' vacation up at Lake George, where he

had the opportunity to try out water skiing for the first time.

Gordon Lane's roof-top garden was fully recognized a few weeks ago as one of the better green spots on Manhattan's skyline. *This Week* magazine was so impressed they sent a photographer and writer down to Mr. Lane's apartment, then wrote it up, along with several others, in the August 1st issue.

Research and Planning—July was a busy and popular month for vacations. *Carol Burton* took a week; *Allen Cooper* viewed the White Mountains of New Hampshire; *Barbara Figliola* relaxed at home for two weeks; *Bob Daubenspeck* somewhere along the Jersey shore for his two weeks; *Nancy Mead* went west for two great weeks; our favorite librarian, *Ming Hsu*, caught up with herself at home in Great Neck for a week; *Barry Rumble* devoted two solid weeks to his farm in Jersey; *Ruth Kulow* went farther north for hers but the weather in Nova Scotia was heap big disappointment to her and hubby; *Betty Hoffmann* visited her home town in Massachusetts as Jo and Glo held the fort at her desk. To *Jo Capetta* and hubby *Ralph*, happy anniversary wishes, a little late but twice as hearty on their third wedding anniversary July 23. July 21 was the birthday of *Arlene Urbanovsky*. The new man with us is *Hal Brodkey*, replacement in our Ratings Section.

TV Network Sales—Many glad tidings and some sad to report this month. We'll get those sad ones off first.

Andy Anderson has been in the hospital but is still in his usual high spirits and we are happy to say is recovering nicely. We hope he is back with us in the old grind soon. *Ann Eldred* left us in favor of John Pond and Boston. *Maureen O'Donnell* has decided to satisfy her yearning for the wide-open spaces and she lit out for Colorado. *Ray Eichman*, too, has been in the hospital for seven weeks but is now convalescing at home after an appendectomy.

Now on the glad side we have much to offer. It's good to welcome Mr. *Barry* back after a long seige of illness. In addition to Ann's marriage, *Betty Olson* will make the big step September fourth, when she will wed *Henry Griffo*, but we're happy to say she won't be leaving until at least the first of the year. The *Lew Marceys* being entertained by their newly-arrived daughter with a nightly floor show (up and down, up and down).



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