

# BC

## HIMES

VEEMBER  
CEMBER • 1955



CHRISTMAS AT  
ROCKEFELLER CENTER



# CHIMES

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**David M. Eddy, Editor**

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## A Christmas Message

Thank you for your creative ideas and for your work and devotion during 1955. Each of you has helped to make the year one of marked accomplishment for NBC.

To all of you and to your families . . . my best wishes for a very Merry Christmas and health and happiness in the coming year.

Sylvester L. Weaver, Jr.

## — Concerning Promotions

Promotion from within is a basic personnel policy of all major corporations. Modern management realizes that its company ultimately profits most through the happily employed man or woman who can take pleasure in the job at hand and look forward with good expectation to future promotions.

To this NBC is no exception. In a field as sharply competitive as broadcasting, with specialized talents at a premium, NBC still firmly subscribes to promotion from within, based on merit and potential.

Beginning jobs at NBC are, of course, filled from outside the company. With this in mind, the fact that of over 1,400 jobs filled in New York alone in 1955, 560 were appointments from within the company, is truly impressive. Fifty-five per cent of the 560 represented promotions, and the others were transfers which increased employees' opportunities for advancement or placed them in work they preferred.

In such a field as broadcasting, there are a few areas with very specialized qualifications. Certain technical areas require a minimum prerequisite of previous similar experience; programming often requires showbusiness experience. However, even here there are ample opportunities.

A quick survey shows that within recent years, pages and guides from the Guest Relations Department (a good starting point) have gone on to such positions as unit manager, assistant film editor, studio supervisor, stage manager and associate director. In TV Technical Operations alone, G. R. has supplied men who eventually filled the classifications of technical director, recording engineer, field engineer, studio engineer, video screening engineer, master control engineer and sound effects technician.

Secretaries at NBC are grouped according to skill and experience, ranging from Class I (typing only) to Class V (executive). As soon as a girl in Class I learns shorthand, she is more than welcome to come up to Personnel to take a shorthand test for eligibility to promotion to Class II, and eventually to higher grades.

The Personnel Department is always happy to talk with employees about future prospects. Blowing your own horn (if done cheerfully) is one of the best ground rules for recognition; but the Private Operator who works on the Big Deal behind Personnel's back does not always reap the expected harvest. A little patience can be a long-range virtue.



# NBC News Roundup..

## Organization Changes

*Stockton Helffrich* has been appointed Director, Continuity Acceptance; *Carl Watson* has been named Manager of the Department. . . . *Joseph O. Meyers* has been appointed Manager, NBC News. . . . For the Pacific Division, *Robert A. Wood* has been named Manager, Continuity Acceptance, and *Thomas F. Greenhow* has been named Manager, Talent Operations. . . . *James E. Denning* has been appointed Director, Talent and Program Contract Administration; *Charles Moos* has been named Manager, Talent and Program Contract Operations. . . . In Design and Art Operations, *Consuelo Gana* was named Supervisor, Costumes. . . . For the Film Division, *Daniel M. Curtis* has been named Manager, Eastern Sales; *Leonard C. Warager* has been named Administrative Sales Manager; and *Edward A. Montanus* has been named Manager, Central Sales. . . . *George Fuchs* has been appointed Manager, Labor Relations; *Edwin Stolzenberger* was named Labor Relations Administrator. . . . *Randall R. McMillin* has been appointed Director, Purchasing and Materials. . . . *Samuel Fuller* has been appointed Director, Special Projects, for the Television Network. . . . In TV Technical Operations, *Sidney Davidson* was named Technical Supervisor.

## NBC Leads in Sylvania TV Awards

NBC received a total of ten Sylvania TV Awards in this year's presentation (among the industry's major honors), as many as those won by all other networks combined. *Sylvester L. Weaver*, now NBC Board Chairman, received a special award "for the greatest contribution to creative television techniques." Other awards went to "Peter Pan" (Show of the Year); "Patterns" (Best Dramatic Show); *Jose Ferrer* for "Cyrano de Bergerac" (Best Performance in a Classical Role); Philco Playhouse's "A Man Is Ten Feet Tall" by *Robert Alan Aurther* (Most Original Teleplay); *Sidney Poitier*, who starred in the preceding (Best Performance by an Actor); Kraft Television Theatre (Best Dramatic Series); Home (Best Network Woman's Show).

## Industry's First Political Broadcast Unit

The first Political Broadcast Unit in the industry has been organized by NBC to coordinate its activities in furnishing its radio and television facilities for sponsored political uses during the 1956 campaign. *Joseph A. McDonald*, NBC Treasurer, will direct the unit. All requests for purchases of political time will come to the unit which will maintain liaison with all appropriate NBC departments.



*Sylvester L. Weaver* recently returned from a trip around the world, during which he made a number of speeches to television and radio groups, talked to NBC foreign correspondents, and visited RCA distributors and broadcasters who use RCA equipment. This picture was taken in the television studio which was set up in the Pakistan International Industries Fair in Karachi, Pakistan. Next to Mr. Weaver are Mr. Z. A. Bokhari, Director-General of Radio Pakistan, Mr. Joseph Mullen, an RCA engineer, and a Radio Pakistan staff member.

## Colorecast Tournament of Roses Parade

NBC will televise in compatible color the 1956 Tournament of Roses Parade at Pasadena, Calif., on Monday, Jan. 2 (12:15-1:45 p.m., EST). NBC-TV singing star *Dinah Shore* has been chosen unanimously to act as the official representative of the entertainment industry and to ride a huge, especially-designed floral float. NBC will telecast the annual Rose Bowl football classic, and between the parade and the Rose Bowl Game will move to Dallas, Texas, to cover the Cotton Bowl Game.

## New Sunday Evening Comedy Program

A sparkling new showcase for promising comedy talent, new comedy ideas and new comedy writers will be presented over NBC-TV, beginning Sunday, Jan. 8 (8-9 p.m., EST, three out of four Sundays). Covering the entire field of humor — sketches, stand-ups, black-outs, gags, songs and dances — it will be produced by NBC under the supervision of *Samuel Fuller*, Director of Special Projects. *Leo Durocher* will MC the opening three programs.

## TV's First Touring Opera Company

Formation of the NBC Opera Company has been announced, to augment NBC's distinguished Television Opera Theatre. The Company will tour major cities of the U.S. and Eastern Canada presenting operas in English. A joint RCA-NBC presentation, the tour will begin next Fall.

# Weaver Elected Board Chairman

## Robert W. Sarnoff New President

**Promotions Mark Beginning of Third Year of Their Administration;**

**Brig. General David Sarnoff Will Continue Active Interest**

**In NBC Affairs as RCA Chairman and NBC Board Member**

The Board of Directors of the National Broadcasting Company has elected Sylvester L. Weaver, Jr. Chairman of the Board and Robert W. Sarnoff President of NBC. It was announced on December 7 by Brig. General David Sarnoff, Chairman of the Board of the Radio Corporation of America, parent company of NBC. General Sarnoff will continue as a director of NBC.

In making the announcement, General Sarnoff said: "Two years ago this month, Pat Weaver was elected Presi-

dent and Bob Sarnoff was elected Executive Vice President of the National Broadcasting Company. The brilliant record of achievement of NBC during these past two years, under the direction of Pat and Bob, is well known throughout this country and abroad. My associates and I are proud of the record made by these young men.

"The beginning of the third year of their operations seemed to me a fitting time to recommend that Pat Weaver succeed me as Chairman of the Board of NBC. He, in turn, recommended that Bob Sarnoff succeed him as Presi-

dent of the Company. Accordingly, at a meeting of the Board of Directors of the National Broadcasting Company held today, these recommendations were acted upon and approved.

"Through my duties as Chairman of the Board of RCA and as a Director of NBC, I will continue my active interest in the affairs of the National Broadcasting Company. I am confident that, under the continued leadership of Pat and Bob, NBC will achieve even greater heights of success in serving the American public and our industry."



*Brig. General David Sarnoff,  
Chairman of the Board of RCA*



*Sylvester L. Weaver, Jr.,  
Chairman of the Board of NBC*



*Robert W. Sarnoff,  
President of NBC*

# Charles Ayres Joins NBC to Head Radio Net

Charles T. Ayres, an executive of more than 20 years' experience in broadcasting and sales, spent mostly in radio, has joined the National Broadcasting Company to head up the Radio Network organization, Robert W. Sarnoff, now President of NBC, has announced. Mr. Ayres was elected a Vice President of NBC by the Board of Directors at its November meeting.

"We are extremely gratified that Charles Ayres is joining NBC as head of our Radio Network," said Mr. Sarnoff. "His broad experience in broadcasting and sales and his outstandingly successful record in radio will be invaluable to NBC, its affiliates and advertisers, and our audience as we drive forward to reestablish radio along modernized patterns of ever-broadening service."



In order to join NBC, Mr. Ayres resigned as Vice President in charge of the Radio Network of the American Broadcasting Company. Mr. Ayres first joined ABC in the Spring of 1943, and as a result of his accomplishments there received a series of rapid

promotions culminating in his appointment as Vice President in charge of the ABC Radio Network, April 14, 1952. In June, 1948, three months after joining ABC, he was promoted to the post of Eastern Sales Manager for the ABC Radio Network. In October, 1950, he became Director of Radio Sales and at that time assumed responsibility for establishing a separate and integrated Radio Sales Department. In May, 1951, he was appointed a Vice President of the American Broadcasting Company and placed in charge of Radio Sales, and then less than a year later took charge of the entire Radio Network.

From 1935 until 1948, while with Ruthrauff and Ryan, Inc., Mr. Ayres was Vice President and General Manager of the radio and television department. From 1924 to 1928 he was a salesman for the National Carbon Company, and from 1928 to 1935 was associated with Hanff-Metzger, Inc.

In his capacity as head of the NBC Radio Network, Mr. Ayres will report directly to Mr. Robert W. Sarnoff, NBC President.



## *Angels in the Garden*

Twelve heroic angels in the Channel Gardens at Rockefeller Center herald the Center's 1955 Christmas tree on Rockefeller Plaza in New York City. The giant 65-foot, 3½ ton, 75-year-old Norway spruce, decorated with 2,500 7-watt firefly lights and 1,400 illuminated red, green and yellow plastic globes, dominates the Center's 23rd annual Yuletide display.

The 9-foot angels, holding aloft 5-foot trumpets, were designed by English sculptress Valerie Clarebout and fashioned in aluminum and copper wire around a sturdy steel framework to withstand the rigors of mid-Manhattan winds. The 7-foot folded wings were made of hand-meshed aluminum wire; the halos and trumpets of brass. More than 18 miles of wire were used in the twelve figures. The striking night-time effect was achieved through the use of 160 miniature electric lamps scattered throughout the flowing robes of each angel and by floodlighting the entire display from above.

In the background on the cover, a 32-foot high display of aluminum wire angels decorates the facade of Saks Fifth Avenue, across the street from Rockefeller Center.



# New Vice Presidents Elected

**Dann, Culligan, Scott and Werner for  
the TV Network; Herbuveaux in Chicago**

The election of five Vice Presidents of the National Broadcasting Company was announced on December 5 by Sylvester L. Weaver Jr. They are:

Michael H. Dann, Vice President, Program Sales, for NBC-TV.

Matthew J. Culligan, Vice President and National Sales Director for NBC-TV.

Jules Herbuveaux, Vice President and General Manager of WNBQ-WMAQ, NBC owned stations in Chicago.

Walter D. Scott, Vice President and National Sales Manager for NBC-TV.

Mort Werner, Vice President, National Programs, for NBC-TV.

Mr. Dann will report directly to Thomas A. McAvity, Vice President in charge of the Television Network; Mr. Culligan, to George H. Frey, Vice President in charge of Sales for the Television Network; Mr. Herbuveaux, to Charles R. Denny, Vice President in charge of NBC Owned Stations and NBC Spot Sales; Mr. Scott, to Matthew J. Culligan; and Mr. Werner, to Richard A. R. Pinkham, Vice President, Television Network Programs.

Mr. Dann has been director of program sales for NBC-TV since November, 1954, a post in which he has represented the program department in all matters pertaining to the sale of network-produced programs.

He was graduated from the University of Michigan in 1943, entered

broadcasting as a radio comedy writer, and joined NBC as a Press Department staff writer in 1948. In 1949 he became trade and business editor, and in 1951 was named program sales coordinator for television packaged programs. Before being named manager of NBC-TV programs in 1954, he served as supervisor of special telecasts and as manager of special projects for NBC-TV.

Mr. Culligan became national sales manager for NBC-TV in November, 1954. He joined NBC in 1952 as sales manager for NBC's Participating Programs Department.

Before coming to NBC, he was Vice President of John Sutherland Productions, TV film producers; advertising director for *Radio-TV News*, *Modern Bride*, *Flying and Photography Magazines*; and from 1945 to 1950 was manager of *Good Housekeeping Magazine's* home building department. Mr. Culligan attended Columbia Univ.

Mr. Herbuveaux was named general manager of WNBQ-WMAQ in April, 1954. Before that he was assistant general manager of the two NBC owned stations in Chicago (1953-1954).

He spent the early part of his career as a music director, and in 1931 joined NBC as music director of the network. He subsequently held various creative and administrative positions with NBC and, in 1939, was made program manager of WMAQ. In 1949 Mr. Her-

buveaux was appointed manager of television for NBC's Central Division.

Mr. Scott has been with NBC since 1933 when he joined the Sales Department. He was named Eastern Sales Manager in 1949 and in February, 1951, was promoted to New York radio network sales manager. In November, 1952, he was named to the new post of administrative sales manager.

Before coming to NBC, Mr. Scott served in the sales department of Hearst Radio, Inc., and on the advertising staff of the *Daily Oklahoman* and *Times*. He is a graduate of the Univ. of Missouri School of Journalism.

Mr. Werner was appointed to the post of national program director for NBC-TV on November 23, 1955. Before that he had been Director of Participating Programs for NBC-TV since February, 1955. He joined NBC in 1951 and was producer of "Today" from the program's blueprint stage. Following that he was executive producer of "Today"; then executive producer of "Today", "Home", "Tonight".

He began his career in radio as an announcer, singer, writer and producer on the West Coast.

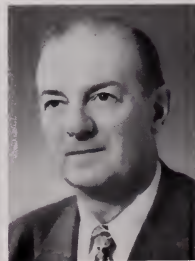
In 1941 he returned to San Francisco to become program director for the Office of War Information, and in 1943 joined the Armed Forces Radio Service as program director. Mr. Werner returned from the service in 1946 and built station KHUM in Eureka, Calif., and in 1948 started KVEN in Ventura.



Michael H. Dann



Matthew J. Culligan



Jules Herbuveaux



Walter D. Scott



Mort Werner

# \$12,000,000 Program To Expand Color Television Facilities

A comprehensive \$12,000,000 program to expand NBC's color television facilities in New York, Hollywood and Chicago has been announced by Robert W. Sarnoff, now President of NBC. Of the total, approximately \$4,750,000 will be spent in New York, \$6,000,000 on the West Coast, and \$1,250,000 in Chicago.

The expansion will permit NBC to double its present live color schedule of 40 hours monthly by next fall, Mr. Sarnoff said, and will act as a powerful stimulus to the rapid development of color television as a mass medium.

"This investment," Mr. Sarnoff declared, "is another firm indication of our faith in the future of color television. Even if others in the broadcasting and receiver-manufacturing industries continue to mark time, RCA and NBC intend moving ahead with a program that adds substantially to the more than \$65,000,000 we have spent in pioneering and developing compatible color television and in creating a substantial color broadcasting service."

Highlights of the expansion program outlined by Mr. Sarnoff include:

1. Construction of a second color studio at NBC's Color City, in Burbank, Calif.
2. Construction of a second color studio in Brooklyn, in an area adjacent to NBC's present color facilities.
3. Conversion of the Ziegfeld Theatre in New York into a color studio.
4. Conversion of all black-and-white facilities at NBC's Chicago station, WNBQ, and the construction of added color facilities.
5. Construction of an office building at Color City.
6. Tripling of technical workspace at Color City, to house the new master control, color-recording equipment, film broadcasting facilities and other technical activities.
7. Addition of four new color film chains to the network's facilities.
8. Installation of equipment in Color

City for recording color programs for rebroadcast.

9. Construction of the latest-type master control center at Color City for all West Coast originations, replacing the present master control at the Hollywood studios.

On the subject of the Color City expansion, Mr. Sarnoff said: "The new studio will be the key to future color conversion plans in Burbank, since it will provide turn-around space for conversion of the two black-and-white studios there. At present, all Color City studios are used to capacity, and it would be impossible to undertake such conversion without the construction of an additional color studio."

Mr. Sarnoff said the color recording equipment to be installed at Color City will provide the West Coast, for the first time, with the same delayed scheduling of color programs that is now practiced with many black-and-white shows. Magnetic tape recording under development by RCA is believed to be the ultimate solution for color recording since it provides instantaneous playback, he said, and this system is currently being field-tested by NBC.

The four new color film broadcasting chains will be added to an existing six—four in New York and two in Color City—Mr. Sarnoff reported.

Present live color production facilities of the network include:

1. The Brooklyn studio, world's largest television facility.
2. The Colonial Theatre in New York, world's first color studio.
3. Studio 3-K in Radio City, a newly completed facility.
4. The Burbank Color City studio, first ever built specifically for color from the ground up.
5. The NBC color mobile unit, only one of its kind in existence.
6. The "Home" studio in New York, which now has color equipment in addition to black-and-white, permitting frequent color segments within the "Home" show.



## Robert E. Shelby Dies Unexpectedly

Robert E. Shelby, Vice President and Chief Engineer for NBC, died unexpectedly December 8 of a heart attack at his home in Teaneck, N. J. He was 49 years old.

A pioneer in the development of black-and-white and color television, Mr. Shelby had been associated with NBC since 1929. He became one of the industry's leading figures, with a long list of technical achievements.

He was in charge of NBC's television development laboratory in the Empire State Building in 1931, supervising the earliest experimental work in TV operation techniques. From 1935 to 1937, he assisted in the organization of RCA-NBC field tests of all-electronic television.

During World War II, Mr. Shelby directed NBC's wartime research and development activities.

Mr. Shelby participated actively for a number of years in the television standardization work of various industry committees.

Before his promotion to Vice President and Chief Engineer in July of 1954, he was director of Color Television Systems Development for NBC.

Born in Austin, Texas, he was graduated from the University of Texas.

He is survived by his wife, Marian Eikel Shelby, and two daughters, Barbara and Jane.



## Luncheon in N. Y. For New Members Of 25-Year Club

Twenty-five New York employees of the National Broadcasting Company became members of the NBC 25-Year Club in the organization's fifth annual luncheon ceremony Dec. 1, in the Hotel Roosevelt's Grand Ballroom.

Each of the new members—who this year completed 25 years of service with NBC—received a watch and a certificate signed by Sylvester L. Weaver Jr., then President of NBC, now NBC Chairman of the Board.

They were welcomed into the 25-Year Club by B. Lowell Jacobsen, NBC Director of Personnel, who acted as master of ceremonies.

Entertainment was provided by comedian Wally Cox, who delivered several of his famous droll monologues.

Mr. Weaver was the principal speaker. After greeting the new members and paying tribute to their loyal service and contributions to the growth of NBC, he went on to speak of the unique premises underlying NBC's TV and radio operations, the new concepts which have been much imitated throughout the industry and which have deeply affected our society.

The new members bring the Club's total membership to 131. Felix Ghirlando, who died on March 22, 1955, was presented the watch posthumously.



Wally Cox entertained an appreciative audience. L-R: Emanuel Sacks, Staff Vice President; Edward M. Tuft, Vice President, Personnel, RCA; B. Lowell Jacobsen, NBC Director of Personnel; Cox; Sylvester L. Weaver, now NBC Board Chairman.



Theodore Zaer (left), business manager for the Radio Network, receiving watch and certificate from Mr. Weaver.



Thomas McAvity (left), Vice President, Television Network, presented award to Ben Grauer, reporter-commentator.



John M. Clifford, Administrative Vice President, presenting watch and certificate to Isabel McGeary, survey assistant in the NBC Library.



Kenneth W. Bilby (left), Vice President, Public Relations, presenting award to Hugh M. Beville, Jr., director of research and planning.



Earl Harder (left), WRCA and WRCA-TV traffic manager, receiving award from Charles R. Denny, Vice President, Owned Stations and NBC Spot Sales. Valeria Sparks, bindery clerk, is new member.





Group picture of new 25-year Club members, with Sylvester L. Weaver Jr., now NBC Board Chairman. Bottom row, l-r: Margaret Hadley, Valeria Sparks, Anne Surowitz, Margaret Leonard, Isabel McGeary, Miriam Hoar, Miriam Hoffmeir. Second row, l-r: Earl Harder, Frank Surowitz, William Paisley, Mr. Weaver, Thomas Belviso, Thomas Baricak, Hugh Beville Jr. Top row, l-r: Magnus Opsal, Russell Strebel, Theodore Zaer, James Wood, Jr., Harry Olsen, Peter Zalanis, Benjamin Boer, Louis Anderson, Ben Grauer, George Stewart, Harvey Gannon. New member Howard Gronberg was not present for luncheon.



"Special": Richard Harper Graham, attorney, received medallion from Vice President John West in appreciation of 17 years loyal service to RCA and NBC.



New 20-Year members Archie Presby, William Nugent and Robert O. Brooke.

## Hollywood Service Awards

A total of 22 NBC Hollywood employees were inducted into the Ten-, Twenty- and Twenty-five Year Clubs on October 21 at a luncheon in their honor in the Crystal Room of the Beverly Hills Hotel. John K. West, Vice President in charge of the Pacific Division, welcomed the new members into the various clubs.

Joining the Twenty-five Year Club were: Edgar Bernheim, Kenneth Hicks, Andrew Love and Alexander Petry.

New Ten Year members missing from photo (below) are: Frederick Cole, Joseph Dessert, Janet Tighe and Reginald Stanborough.

The combined NBC Hollywood service clubs now number 177 members.



New 10-Year members include (l-r): Robert Holmes, Frank Ausman, Roger Sprague, Kay De Hart, Clay Daniel, Alfred Woolley, Eugene Reed, Margaret Titus, Arthur Bruckman, Stephen Stanley, Elmer Holloway.

# Major Changes in RCA Retirement Plan

Four important improvements in the RCA Retirement Plan, which were recently approved by the Board of Directors, went into effect December 1. These improvements do not involve any increase in contributions or additional costs to employees. The Company pays the full bill for these new features.

In addition to these four changes in the RCA Retirement Plan, a new program of hospital-surgical benefits for retired employees is now in effect. The Company has also made arrangements to provide each year a statement of benefits and contributions under the Plan to each participant.

The third series of changes in the Retirement Plan since it was established in 1944, the modifications were framed to keep the RCA retirement benefit program up to date, and to make it one of the most modern in American industry.

These improvements, which apply automatically to all actively employed members of the RCA Retirement Plan, represent features which have been negotiated with the various labor organizations representing employees. They have also been submitted for approval to the U. S. Treasury Department under the Internal Revenue Code. Here are the highlights:

**1. An increase** from \$125 to \$135 a month in the minimum combined Social Security and RCA Retirement Plan benefits for those retiring at age 65 with 22 or more years of credited Retirement Plan service. Increases in the minimum are also provided for those who retire at 65 with between 7 to 22 years' credited service.

**2. A new guarantee** of monthly retirement benefits for *five years*. This is the new "5-Year Certain" provision which means that if the Retirement Plan member dies within five years after retirement, his retirement benefits will continue to be paid for the remainder of the five-year period to his beneficiary.

**3. A new disability retirement benefit** for those who have 20 or more years of Retirement Plan service, and who become permanently disabled between the ages of 60 and 65. The disability benefits will be the amount of monthly benefits built up under the Plan by the member at the time of the disability, and payable at age 65. But under this disability provision there's no reduction, even though the disability benefits will start before age 65. Also, for the period from 60 to 65, a minimum disability benefit of \$50 a month applies. Then, when the member on disability benefits reaches 65, his disability payments stop and he becomes eligible for normal retirement benefits, with the guarantee of at least five more years of benefit payments.

**4. A new option**, which, if chosen by the Retirement Plan member, provides a *guarantee* of retirement benefit payments from the Plan equal to the *total actuarial value* of the member's benefits at retirement date. The monthly benefits paid if this option is elected would be somewhat less than normal benefits, but at the death of the retired member, his beneficiary would get a *lump sum* payment equal to the actuarial value less the amount of benefit payments received by the retired member.

**5. A new Hospital-Surgical Program** for retired members, under which a portion of the retired employee's RCA Group Life Insurance (all except \$300) may be used to help pay certain hospital and surgical costs.

**6. From now on**, every active member of the Plan will be issued a statement each year showing the amount of benefit he has built up under the Plan. This statement will normally be ready for distribution each spring and will show the benefits built up for the period of membership to December 1. of the year before.

These improvements are explained in detail and appear along with the full

text of the amended Plan in a new edition of "You and the RCA Retirement Plan", which is being distributed to all employees. If you have any questions, your supervisor will help you get the answers.

Meanwhile, the following questions and answers illustrate how the improvements in the RCA Retirement Plan will help to provide you with greater security during your leisure years.

Of course, the preceding summary and these questions and answers do not give a complete technical explanation of all the Plan's features. They do not, therefore, in any way alter any provision of the official text of the RCA Retirement Plan.



**Q.** What is the improvement represented by the new "5-Year Certain" method of retirement benefit payments?

**A.** Previously, past service pensions (the Plan benefit for service before December 1, 1944) were paid only for the life of the retired employee. For annuity benefits (the Plan benefit for service after December 1, 1944) the Plan provided that when a member died after retirement, a cash refund would be paid to the beneficiary representing the difference between the contributions made by the member to the Retirement Plan, plus accumulated interest, and the amount of annuity benefits paid prior to the member's death. The improvement means that all retirement benefits for employees who retire at age 65, or earlier, and who have not chosen a different method of retirement payments *will be paid for at least five years*. If the retired employee dies within this period, his beneficiary would receive the benefit payments for the remainder of the five years.

**Q.** Who is eligible for disability benefits?

**A.** Those who have 20 years or more credited Retirement Plan service and become permanently and totally disabled after they reach the age of 60.

(Continued on page 17)

# WNBQ To Go All-Color

## **General Sarnoff Announces Plans; April 15 is Target Date for Conversion**

NBC's station WNBQ in Chicago will be the first all-color television station in the world. Brig. General David Sarnoff, Chairman of the Board of RCA, made the announcement at the Colonial Theatre in New York City during a precedent-setting press conference which marked the first inter-city use of closed circuit color television for such a purpose. On the stage with General Sarnoff was the New York press. The Chicago press gathered at the WNBQ studios in the Merchandise Mart.

"I am proud to be able to tell you that RCA and NBC are going to make WNBQ in Chicago the first all-color television station in the world," said General Sarnoff. "The present black-and-white equipment will be completely replaced with new color equipment. This means that in addition to the broadcasting of network color programs, all local live television programs originating at WNBQ will be in color. It means that about 10 hours of color television programs will be broadcast daily by WNBQ.

"We have chosen Chicago for this pioneering step because Chicago has always been a key city in the operations of the National Broadcasting Company and the radio and television industry generally. Chicago has had many 'firsts' in broadcasting, both in radio and television. And now we have another first for Chicago and this time it is in color television.

"All the know-how, all the lessons we learn in this Chicago pilot operation will be made available to other television stations interested in advancing color television as a regular service to the public. I am sure that the color programs that will be originating locally in Chicago will be felt throughout the television world. For stations all over the country will have their eyes on Chicago and I believe will follow

Chicago's lead and produce their local programs in color.

"Network color, which we pioneered, is now well established. . . . But we know that network service must be supplemented by good local color programs. That is the next step that must be taken to make color television a full and complete service. That is the step we are taking now."

Participating in the press conference with General Sarnoff were Sylvester L. Weaver, Jr., now NBC Board Chairman, who had just returned from a six-weeks trip around the world; Robert W. Sarnoff, now President of NBC; and Charles R. Denny, Vice President of NBC Owned Stations and NBC Spot Sales. Jules Herbuveaux, General Manager of WNBQ, presided in Chicago.

April 15, 1956, is the target date for WNBQ's conversion to color. By then, NBC will have remodeled its facilities on the 19th and 20th floors of the Merchandise Mart to accommodate three color studios with five live cameras and two film cameras.

Robert W. Sarnoff related the growth of network television which has led up to the final step of colorizing locally-originated programs.

"As NBC's lineup of Spectaculars and other color programs have launched their Fall seasons," Mr. Sarnoff said, "there has been continuing fresh evidence that color television is 'breaking through'. The excitement about color television is spreading everywhere.

"Dealers are selling color receivers as fast as they are being turned out. The millions who have watched color television are spreading the word."

A total of 104 NBC stations can transmit network color programs, Mr.

Sarnoff said, with 90 per cent of all television homes now being within range of NBC network color signals.

Work has already started on the all-color installation for WNBQ, Mr. Denny said. NBC has leased 50,400 square feet of roof space at the Merchandise Mart. A television and production service shop will be built, and the remainder of the space will be available for expansion and outdoor studio use.

Three studios on the 19th floor will be used for broadcasting color, including one large studio which will house more than a dozen permanent sets for a variety of programs. Centralized color control equipment will serve all three color studios.

"This new color studio will in every way be the very latest thing in studio design," Mr. Denny said. "It will incorporate all the techniques we have learned in our network operations but will be specifically planned to meet the somewhat specialized requirements of local station programming. We are seeking to make it a model station plant."

Mr. Denny announced that the Chicago public will be invited to see color television in operation at an RCA-NBC Exhibition Hall on the 20th floor surrounding the new color studio.

*Conversing with General Sarnoff during the inter-city closed circuit color TV press conference, Mayor Richard Daley (left) said "We in Chicago are proud of your great accomplishments and proud of the things you are doing for all the people in the nation." Front right is Station Manager Jules Herbuveaux.*





Cleveland  
public service  
series  
honoring  
welfare workers



"Hall of Fame" gets a new addition as Gordon Klein, in the title role of the veteran newsman seeking Welfare Federation "heroes", signs on another.

## Mr. Muldoon's Hall of Fame

Amid the rising costs of live local television programming, WNBK in Cleveland has undertaken a 13-week series of live and completely professional dramatic programs — presented as a public service.

Each Saturday at 6:30 p.m., "Mr. Muldoon's Hall of Fame" documents the accomplishments of Cleveland's outstanding Welfare Federation by telling the story of one of its unsung heroes.

Each half-hour drama is completely scripted, staged, produced, directed, and acted by top-notch Cleveland professionals.

For nearly two years production of the series has been an ambition of Welfare Federation officials and Lloyd E. Yoder, General Manager of WTAM-WNBK. This fall the philanthropic

Cleveland Foundation became enthused about the high-calibre series planned, and awarded a substantial financial grant to underwrite production costs. WNBK cleared and made available without charge the prime Saturday evening time for the series, and the Welfare Federation opened its files and volunteered full cooperation as consultant and technical aide.

"NBC is proud to join the Welfare Federation and the Cleveland Foundation in this exciting venture," Yoder said as he and Welfare Federation President Galen Miller announced the series. "We have been looking for some time for a public service program of this high professional calibre. We feel sure 'Mr. Muldoon' will be of great value to the entire community, as well as providing top-flight dramatic entertainment."

Chosen to script the series was William Donohue Ellis, author of two best-seller frontier historical novels, "The Bounty Lands" and "Johnathan Blair", and writer with Frank Siedel of "The Ohio Story", Cleveland's favorite local dramatic program for eight years on both WTAM and WNBK.

Stuart Buchanan of McCann-Erickson, Cleveland, is producer of the "Muldoon" series. He also produces "Ohio Story" and several other leading radio and television programs.

WNBK Staff Director Joseph S. Tanski, Jr., takes charge as each production goes before the cameras.

## 2000th Show for "Howdy Doody"

On December 19, "Howdy Doody" became the first show in television to reach 2,000 performances. Firmly established as a TV favorite, Buffalo Bob, Howdy and all the other Doody-villies can look back on a long list of classic "firsts". It all began on December 27, 1947 — the first children's television program on NBC.

March, 1943 — First show to use studio orthicon cameras.

May, 1943 — First show to demonstrate a major mail pull. The audience was asked to write in for "Howdy Doody for President" buttons. Three announcements were made in one week, and within two weeks 100,000 letters were received. At the time, there were only about 100,000 sets in the country.

Feb., 1949 — First scheduled show to open the New York-Chicago network.

June, 1949 — First show to use a split screen between cities (New York-Chicago).

June, 1953 — First regular network show to be telecast in color.

Feb., 1954 — First commercial network show telecast a week in color.

Sept., 1954 — First network strip show to originate permanently in color.

And on December 19, 1955, "Howdy Doody" looks great for another 2,000 shows.

Gordon D. Klein, a distinguished name in Cleveland drama circles and former managing director of Lakewood Little Theater, portrays the title role of "Mr. Muldoon". As a veteran newspaperman covering the city, he digs out and tells the human interest stories of Cleveland people, some real, some fictional, who have won a niche in his personal hall of fame for their dedication to bettering life for all the city's people. Klein is supported by headliners of community and little theater companies in the area. Actual on-location film scenes in many Cleveland sites and welfare agencies give each story a further documentary authenticity while telling of the jobs that the Federation's more than 100 agencies perform.



Director Joseph Tanski Jr. and star Gordon Klein check camera angles, while Paul Wilson (center), Welfare Federation official, checks for accuracy, realism and full documentation.

# Bring 'Em Back Alive

Or at least on film—  
and “Zoo Parade” did both

Last summer CHIMES reported on the planned itinerary of NBC-TV's “Zoo Parade” for its African safari. Rarely, if ever, has a television program staff undertaken a field research project of this magnitude. The task force returned in mid-October, having traveled more than 25,000 miles — via plane, truck, jeep, boat and on foot.

“Zoo Parade” conductor Marlin Perkins, his layman assistant, NBC newsman Jim Hurlbut, producer-director Don Meier, unit manager Earl Harris, assistant director Tom Arend, writer Dorothy Ruddell, and a complete crew of cameramen and sound engineers spent the entire summer in the wilds of South Africa collecting material for upcoming telecasts.

As a result, “Zoo Parade” viewers during the coming year will see close



A prize catch was this giraffe, being corralled by Hurlbut, Perkins and safari guides, which was run down cowboy-style with a lariat thrown from an automobile.

to a dozen sound-on-film shows shot from the heart of the Dark Continent. The safari films will be shown in color, as well as black-and-white.

In addition to thousands of feet of film, some prize animals were gathered for Chicago's Lincoln Park Zoo, of which Perkins is director, and these specimens will form the subject matter of many of the 1955-56 season's shows.

Some of the animals were taken in the field, while others were received from foreign zoos in trade for the native American animals which Perkins

had taken along. Included in the return animal cargo were such unusual species as the galago, hyrax and meerkat, along with monkeys, baboons, vultures and other birds, including a baby ostrich, and a collection of snakes and lizards. The animals, incidentally, became the first ever to fly across the North Pole (Scandinavian Air Line route from Copenhagen to Los Angeles — last lap of the journey).



Perkins “shot” this wart hog as close as possible. Our photographer decided a little more distance was close enough for a good picture — and good health.



Simple if you know how. From a healthy distance, a ranger from the Hluhluwe Game Reserve admires Perkins' skill with this python right after capture.



South African “taxi” ride in Durban was something new for Perkins. (By end of trip he had also ridden ostrich-back.) Ornate individual is a rickshaw boy.

# RCA News Brief

**RCA Earnings Statement:** Sales of the Radio Corporation of America during the first nine months of 1955 set a new record volume of \$740,662,000, showing an increase of \$80,277,000 or 12% over the previous record established in 1954, it was announced on October 20.

Earnings before Federal income taxes also attained an all-time high, totaling \$62,593,000, an increase of \$6,170,000 over the first nine months of 1954. After providing \$31,593,000 for taxes, net profit amounted to \$30,995,000, an increase of \$3,433,000 or 12% over the corresponding period of 1954.

Net earnings per share of Common stock for the first nine months of 1955 were \$2.04, an increase of 24 cents over the same period a year ago.

During the third quarter of 1955, RCA sales of products and services also achieved record volume, totaling \$252,112,000, an increase of \$36,136,000 or 17% above the same period last year. Common share earnings in the third quarter this year amounted to 53 cents, compared with 54 cents last year.

**25-year Convertible Debentures:** The Radio Corporation of America, to provide for expansion of its business, has offered, subject to market conditions and other factors, \$100,000,000 of 25-Year Convertible Subordinated Debentures to its common stockholders.

The debentures will comprise the only outstanding senior obligation of the Corporation with the exception of \$150,000,000 of promissory notes due 1970-1977 sold to insurance companies. Rights to subscribe to the debentures were mailed to common stockholders about the middle of November. The debentures are offered in the ratio of \$100 principal amount for each 14 shares of common stock held of record. The offering represents RCA's first public financing.

A portion of the proceeds will be used for working capital required by expanded volume of business and part

of the proceeds, supplemented by other RCA funds, will be used for property additions and improvements, and for the further expansion and development of RCA's research, manufacturing and service facilities in electronics and related fields.

The Radio Corporation of America's sales of products and services amounted to \$940,950,000 in 1954, the largest volume of business in RCA's history up to that time. It is expected that in 1955 RCA's volume of sales will exceed one billion dollars.

**A Specially-Designed Optical Lens** that permits the precise location of over 1,000,000 tiny color phosphor dots on the face of a color television picture tube is now being used by RCA to simplify and speed production of high-quality 21-inch color tubes. The lens was designed by scientists at the David Sarnoff Research Center (Princeton, N. J.) and the RCA Tube Division (Lancaster, Pa.)

**"Magic Brain" Remote TV Control:** A remote control unit that operates all important television receiver adjustments from up to 30 feet away can now be installed on most RCA Victor black-and-white VHF sets. Described as "the new RCA Magic Brain Remote TV Control", it is designed to turn the set on, change stations, adjust volume, picture and fine tuning and turn the set off. The nationally advertised price of the remote control, including installation by RCA Service Company technicians, is \$59.95.

**An Unprecedented Demand** for color TV sets is developing throughout the nation as a result of stepped-up nation-wide and local advertising by RCA, coupled with expanded color programming by NBC. "Distributors and dealers of RCA Victor television receivers across the country reported in a recent survey that, in many instances, local inventories of color sets were completely sold out," reported C. P. Baxter, Vice President and General Manager, RCA Victor Television Div.

**New Executive Assignments** on the Staff of the Chairman of the Board and the President of RCA were announced on October 21, effective immediately.

Dr. Elmer W. Engstrom was appointed Senior Executive Vice President. In this capacity, Dr. Engstrom is responsible for the RCA Laboratories, Defense Electronic Products, and the Commercial Electronic Products, also the Engineering Services, Manufacturing Services, and Product Planning staff activities.

Ewen C. Anderson, as Executive Vice President, Public Relations, is responsible for the Commercial Department, Press Relations and Institutional Advertising, Washington Office, and Community Relations activities.

Charles M. Odorizzi, as Executive Vice President, Sales and Services, is responsible for the RCA International Division, RCA Communications, Inc., RCA Service Company, Inc., RCA Victor Distributing Corp., and RCA Institutes, Inc.

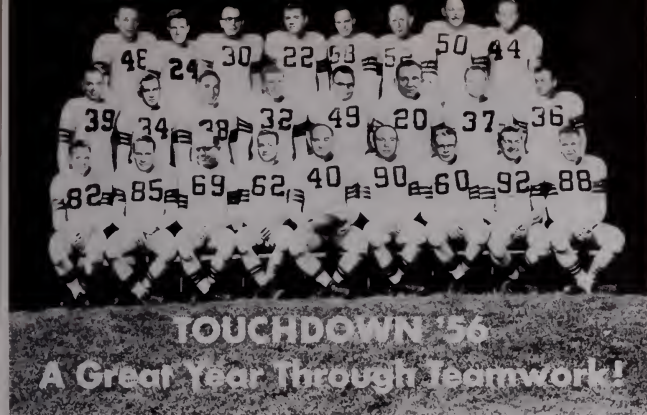
Robert A. Seidel continues as Executive Vice President, Consumer Products, and is responsible for the RCA Victor Television Division, RCA Victor Radio and "Victrola" Division, and RCA Record Division.

W. Walter Watts, Executive Vice President, Electronic Components, is responsible for the Radiomarine Corporation of America and the Tube Division. Present plans contemplate expansion of the Tube Division into three operating divisions, Tubes, Semiconductors, and Component Parts.

Ernest B. Gorin, Vice President and Treasurer; Edward M. Tuft, Vice President, Personnel; and Robert L. Werner, Vice President and General Attorney, who will continue in their present assignments, have been added to the Staff of the Chairman of the Board and the President.

**Election** of Dr. Douglas H. Ewing as Vice President, RCA Laboratories, Princeton, N. J.; Charles P. Baxter as Vice President and General Manager, RCA Victor Television Division; and James M. Toney as Vice President and General Manager, RCA Victor Radio and "Victrola" Division, has been announced by Brig. General David Sarnoff, RCA Board Chairman.





Registrants at the 4th annual NBC Spot Sales Clinic found themselves members of a football team in a photograph circulated at the Hotel Plaza meetings. First row (l-r): Harry Camp (KRCA), Don Bishop (WRCA, WRCA-TV), Milt Schwartz (WRCA, WRCA-TV), Dan Lissane (NBC Spot Sales), Max Buck, (WRCA, WRCA-TV), Morris Wattenberg (WTAM, WNBK), George Way (WTAM, WNBK), Curt Prior (WRC, WRC-TV), Charles Hill (WAVE, WAVE-TV). Second row: Jim Cobb (WRGB), Jay Royen (WRC, WRC-TV), Herb Meyer (NBC Spot Sales), Mort Gaffin (NBC Spot Sales), Chet Campbell (WMAQ, WNBQ), Bill Dallman (WTAM, WNBK), Dave Engles (KNBC), Tony Kraemer (WRCA, WRCA-TV). Third row: Bob Pelgram (KRCA), Sam Dana (NBC Spot Sales), Howard Coleman (WMAQ, WNBQ), John O'Keefe (WRCA, WRCA-TV), Alan Ewald (NBC Spot Sales), Dave Pasternak (KSD, KSD-TV), Wilbur Fromm (NBC Spot Sales), Bill Cathey (KOMO, KOMO-TV).

## Idea Workshop

The fourth annual Promotion-Merchandising-Publicity Clinic of stations represented by NBC Spot Sales was held at the Hotel Plaza in New York on Oct. 24-25.

Promotion, merchandising and publicity managers of the stations met in informal "shirtsleeve-type" sessions to exchange ideas and report on results in their fields since the clinic of a year ago in New York.

Luncheon sessions, which were also attended by management and sales personnel of the NBC Owned Stations and NBC Spot Sales, had prominent speakers from the broadcasting industry.

The theme of the clinic was "Touchdown 1956 . . . A Great Year Through Teamwork!"

Charles R. Denny, Vice President of NBC Owned Stations and NBC Spot Sales, and Thomas B. McFadden, Vice President of NBC Spot Sales, greeted the clinic at its opening session. Thereafter the sessions alternated between general meetings and seminar gatherings for specific problems and projects.

Co-chairmen of the NBC Spot Sales Clinic were Mort Gaffin, new business and promotion manager; Wilbur Fromm, advertising manager; Max E. Buck, merchandising director; and Don Bishop, publicity director.

At the closing luncheon, Mr. McFadden expressed great pleasure in the accomplishments of the clinic, in its interchange of ideas and plans which would spell greater results of all kinds for the stations.



Hotel Plaza: a panel session of promotion managers attending the clinic. Seminar sessions for each group of managers were followed by general meetings for problems of mutual interest.



The opening of the clinic found Mr. Denny and Mr. Gaffin becoming cigar-conscious. Mr. McFadden was celebrating the arrival of a son born the Friday before at New York Hospital.



Carleton D. Smith, Vice President and General Manager of NBC's Washington stations, pins an orchid on Mrs. Frances Childs of WRC's guest relations dept., celebrating 20 years with NBC. Occasion is the annual 10-20-25 Year Club dinner. Looking on are (left) Samuel E. Newman, WRC-TV transmitter engineer, welcomed into the 25-Year Club, and NBC Vice President Frank M. Russell.



Bill Meyer (center) of NBC Chicago's air conditioning dept. was surprised with a gathering of friends on day of his retirement after more than 25 years with NBC.

## Attention: NBC New York

Due to your generosity, 1955 became the most successful charity drive year in the history of NBC New York. Dick Connell, manager of Employee Services, reports that the contributions you made last month to the Greater New York Fund represent a 22 per cent increase over those of last year.

Harvey Fisk, Section Director of the GNYF, has written Mr. Connell thanking him on behalf of each employee who contributed, adding that this year's campaign among employee groups was the best ever. Mr. Connell adds his own "thank you" to all the department representatives who helped out.



Bill Cullen, star of "Pulse", WRC's new early A.M. radio service, christens new Grumman submarine hunter-killer, named for the show. "Pulse" provides live pickups of news events around N. Y.

## Born Too Soon . . .

There are still tens of thousands of polio victims "born too soon"—before the epic polio vaccine. Today, March of Dimes funds which developed and tested the vaccine are financing research to improve it.

But no vaccine can help the stricken. They're crippled NOW. Their victories don't make headlines. The smallest movement of a finger. A few blessed hours out of an iron lung. Taking a single step on crutches.

And there will be tens of thousands more stricken before the nation has its blanket of protection. Now, at the year's end, there are 68,000 polio patients who face 1956 looking to the March of Dimes for assistance. For them, the vaccine comes too late. But it is not too late to HELP. Give now to the 1956 March of Dimes.

## Bargain Counter

For Rent: Newly built, ranch-type, 5½-room house in Bedford Village, N.Y. Two bedrooms; basement and 2-car garage. Half-acre. Handy to N.Y. Central station; excellent school area. \$150 a month. Harry Hobbs, Ext. 3391.

For Sale: 1955 2-door Chevrolet (model 210); gray & white. Powerglide, radio, heater. 3 months old; perfect condition. Best offer over \$1500. Bob Williams, Ext. 2091.

For Sale: AC-DC converter, "Powercon", model #11-ORT-35. Voltage 110 AC and DC. Watts 500 int., 350 cont. Steve White, Ext. 3868.

For Sale: 1949 Chrysler, Town & Country convertible. Excellent condition, new set of tires. \$650. Gunther Splittstoesser, Ext. 3152.

For Sale: Accordion; Italian-made, new. Small-size. 2 stops, 120 bass. Lists for \$300, will sell for \$150. Charles Wilson, Ext. 2366.



Jacques Liebguth, N.Y., to Marilyn Dixon. Denise Sovern, N.Y., to Michael Canner. Marge Bandman, N.Y., to Dick Kahn. Joan Illingworth, Cleveland, to Jerry Gaskey. Grace Kaufman, N.Y., to Walter Johnson. Milton Wyatt, N.Y., to Patricia Hall. James Schaeffer N.Y., to Jean Deans. Julie Light, N.Y., to Donald Droll. Beverly Osborne, N.Y., to Lt. John Ferraro. Joan Barth, N.Y., to George Bill. Ann Teahan to Ray Lockhart, both N.Y. Britt Johnson, N.Y., to Nick Forstner. Marilyn Rosenberg, N.Y., to David Roth. Beverly Dyer, N.Y., to William Harley. Barbara Gregory, N.Y., to Wallace Trounson. Bob Zeller, N.Y., to Dorothy Walker. Muriel Smith, N.Y., to Anthony McAllister. Rolland Reichert, Chicago, to Sylvia Costa.

## NBC Births

To Tom McFadden, N.Y., a son. Thomas Hutchinson.  
To Hank Shepard, N.Y., a daughter, Kim Alexandra.  
To John Gibellino, Jr., N.Y., a son. Lawrence.  
To Jack Sebastian, N.Y., a daughter, Sara.  
To Robert Anderson, N.Y., a daughter, Cheryl.  
To Howard Cook, Cleveland. TWINS, a boy and a girl.  
To Peggy McCrystal, N.Y., a daughter. Elliott.  
To Gene Whitlock, N.Y., a son, Reid Elliott.  
To Art Johnson, N.Y., a daughter, Patricia.  
To Gloria Sawa, N.Y., a son. Thomas George.  
To Lee Painton Klem, N.Y., a daughter, Jeanne-Marie.  
To Al Kelly, N.Y., a daughter, Joanne.  
To Edward Prendergast, N.Y., a son. Edward, Jr.  
To Hal Venho, N.Y., a son, Jeffrey Victor.  
To Hank Moss, N.Y., a son. Lawrence.  
To Robert Bartnik, N.Y., a daughter, Karen.  
To Frank O'Keefe, N.Y., a son, Kevin.  
To Eugene Lynd, N.Y., a daughter, Mary Elizabeth.  
To Eugene Favant, N.Y., a son, Kenneth.  
To Bernard Joseph, N.Y., a daughter, Miriam.  
To William Brawley, N.Y., a daughter, Paula Jean.  
To Dan Anderson, Chicago, a son. Mark.  
To Joe Month, Chicago, a son. Michael.  
To Bob Woodburn, Chicago, a daughter, Mary Therese.

## Expanding Your Paycheck

Is your paycheck expandable? It is if you belong to the Payroll Savings Plan. Money set aside for you in payroll savings for U. S. Savings Bonds earns extra dollars for you!

Because NBC sets it aside for you — before you get paid — it's money you hardly miss. You'll have a stack of Savings Bonds in no time.

So — expand your paycheck. Join the Payroll Savings Plan now.

sent any difference between the \$14,270 actuarial value and the total amount of benefits he collected during his lifetime at \$80 a month.

**Q.** Can this option be chosen at any time up to retirement date?

**A.** No. It must be chosen by the member at least five years prior to his retirement date in order to avoid submitting proof of good health satisfactory to the insurance company. Nevertheless, all actively employed Retirement Plan members now within five years of age 65 will be contacted and given an opportunity to elect this option without a medical examination. They must, however, have their election on record with the Company within 90 days after December 1, 1955, or by March 1, 1956.

**Q.** What is the provision for hospital-surgical allowance for retired employees?

**A.** A retired employee may draw on the face value of the Group Life Insurance policy bought for him by the Company, except for a minimum of \$300, to pay for expenses incurred by himself or by his dependents for hospital and surgical care.

**Q.** What hospital-surgical expense reimbursement may a retired employee draw from the face value (except \$300) of his Group Life Insurance?

**A.** \$8 a day, up to 45 days, for hospital room and board; up to \$100 allowance for hospital extras; \$3 a day in-hospital medical allowance, up to 45 days; up to \$50 for out-patient and emergency care; and a surgical allowance in accordance with the standard \$200 maximum schedule of operations. These limits apply for each separate period of disability for the retired employee and his dependents.

**Q.** What happens to the remaining value of the retired employee's Group Life Insurance?

**A.** If the retired employee draws on his Group Life Insurance for hospital-surgical reimbursement, the \$300 or more balance remaining will be paid at his death to his named beneficiary.

**Q.** What does "permanently and totally disabled" mean?

**A.** Physically unable to continue working any longer in any gainful employment.

**Q.** How is the disability benefit figured?

**A.** It is the amount of benefit built up by the member that would be paid to him at 65 based on his membership and contributions at the date of his disability.

**Q.** Isn't there any reduction in benefits because these disability benefits are paid before age 65?

**A.** No.

**Q.** What is the new optional form of retirement benefits?

**A.** The "Cash Refund at Death" option is a new choice opened for Retirement Plan members. It provides a guarantee of retirement benefits equal to the total actuarial value of the member's benefits at retirement date.

**Q.** What is meant by "actuarial value"?

**A.** Think of the actuarial value of your retirement benefits as something like the cash value of a regular insurance policy. For example, if the normal retirement benefit of a male employee at 65 was \$100 a month, the actuarial value would be approximately \$14,270. This is based on the amount built up in reserve and accumulated interest, and upon insurance statistics on age and sex, in buying this amount of benefit for the individual.

**Q.** How does the "Cash Refund at Death" option work out?

**A.** If this option is chosen, the retired member is getting protection for his survivors, if he dies, as well as for himself. Therefore, the \$14,270 approximate actuarial value of his normal \$100 a month retirement benefit "buys" a new benefit of about \$80 a month (a 20% reduction). In this case, then, the retired member would receive about \$80 per month for his lifetime. At his death, his beneficiary would get a lump sum payment repre-



# People and Places

## Administration

**Controllers** — Welcome mats are out for the following people: Accounts Payable — *Myrna Gootveit, Sheila Flahive, Rhoda Kellman, Toni Wolff, Bob Callahan*; Billing — *Judy Kempter, Raymond Timothy, Eleanor Joyce, Bob Sammans, Harry Larson*; Show Cost — *Dick Zagami, Rudy Pascucci*; Tabulating — *Patricia Waters, Irene Cassilio, Frank Zappullo, Bill Albert*.

Lotsa luck to the following on their well deserved promotions: *Don Rydell, Bud Pettway and Grace Viggiano*. *Joe Fuller* is wondering how long *Grace* will remain as his secretary. Seems that he always loses his secretaries through either promotions or marriages.

*Catherine Daimler* promoted an extra fine "Getting Married" luncheon for *Beverly Osborne* on the eve of her departure for Arizona and her fine Lieutenant. That was quite a blowout at the Taft for *John Corsa's* departure. *Bob Burholt* and *Gene Cook* supervised the festivities.

Boat Ride and Picnic was held at Bear Mounain with about 150 people present. "Grand Time" had by all was highlighted by (1) *John Fanning* forgetting to get off boat and proceeding to West Point, from where he had to taxi back to Bear Mountain; (2) softball game with about 16 on each side (5 girls in short center gathered together as if it were a "coffee break"); (3) the people running like mad to get aboard the boat for the return trip.

*Scriptnotes*: *Joe Andretta* looking forward to his color TV set. . . . Members of Accounts Payable very pleased with their own set of musical chimes. . . . *Rose D'Amico's* talking dog. . . . *Jack Jacoby* wanting a front tooth for Christmas. . . . *Ken Brady* setting the date — January 23, 1956.

**Facilities Administration** — Welcome to *Janice Tolle* who took over for *Rose Merlo*. On the "doing better" list: *Lou Anderson, Ed Skahill, Bob Paisley and Jeanette Price*. At LaSalle was ready for the BIG DAY — Nov.

26th — when he took that familiar stroll down the aisle, but this time to give his lovely daughter in marriage.

**Personnel** — New faces — *Carolyn Burke* in Records, *Lois Kriendler* in Placement, *Edwin Stolzenberger* in Labor Relations, *Kathleen Shea* in Employee Relations and *Mary Manzie* in the Health Office. We're sorry to lose *Charles Moos*, who is now Manager, Talent and Program Contract Operations; *Marie Rohrman*, who is now with Compton Advertising Agency; and *Ginny Gormsen*, now with "Week-day".

Hollywood has discovered *Glenna Jones*. Look for that green coat in "Solid Gold Cadillac." The *MacGibeny* clan was represented by our enthusiastic *Margot* during the Scots Guard performance at the Garden. *Erik Borup* may be kin to an illustrious ancestor: *Marie Kuppe*, week-ending in Washington, D.C., discovered a statue of a man with the same surname.

A Bear Mountain barbecue was thoroughly enjoyed by a chilled but happy delegation from Employee Relations. *Marion Doyle* of the Health Office had her share of sun and fun during her Florida vacation. *Ingrid Kreuger* will move to San Antonio after her January merger with the Air Force's *Walter Worthge*. *Rita Marczac* was *Julie Hewitt Reis'* lovely bridesmaid in October.

**Staff Engineering** — Last vacationers of the season include *Peg Conroy* and *Jack Ulfik*. *Peg* flew to Miami Beach for her first trip there, and *Jack* drove down to Florida for the third time!

*John Mitchell* of Technical Services surprised us by slipping a lovely engagement ring on *Marie Redling's* proper finger. Best of luck to both of you!

Welcome to *Claire O'Connell*, who replaces *Diane Tougissant*, now in National Advertising & Promotion. *Earl Chubbuck* is driving around in his new turquoise convertible — making us green with envy. Proud owners

of new driving licenses — *Nancy Mitchell* and *Peg Keeley*. Motorists — beware!

*Keith Mullenger*, formerly of the Development Group and now with RCA, and his wife, *Adrienne* (Miss Rheingold of 1954) are the parents of a second son, named *Dirke*. Congratulations!

**Stenographic** — A dinner in the honor of *Miss Margaret Leonard* was given at the Cafe Rouge of the Hotel Statler, by the Stenographic Department. A wonderful time was had by all. *Miss Leonard* left the Stenographic Department to go into Central Files. She has been with NBC for 25 years. *Miss Leonard* was replaced by *Marie Freda*, who was previously Night Supervisor in Steno. Welcome to the day staff, *Marie*!

Another departure from Steno was made by *Vinnie Koho*, who is now working in the Mail Room. *Vinnie* was taken to *Cheerio's* for cocktails by the girls in Steno. The last person to take her vacation was *Mary Lou Monahan* who went to Beach Haven, New Jersey. *Mary Lou* had a terrific time.

New faces in Steno include *Frances Gottlieb, Shirley Silverman* and *Dona Cauthen*. Welcome, girls!

**Traffic** — We wish to extend our best wishes to *J. Robert Myers* and *Warren Conklin*, both recuperating after operations. Here's hoping that by the time you read this, gentlemen, you will have forgotten all about it.

*Margaret Hadley's* arrival in San Francisco on the first stop of her vacation tour coincided with that city's latest earth tremor. What was in that suitcase, anyway? Good luck to *George Greer* on his transfer to Film Storage in Englewood Cliffs, N. J. We'll miss you, *George*! *Jewel Curvin* has joined the Traffic Department as secretary to *Steere Mathew*. Welcome aboard, *Jewel*. We wish to extend our sympathy to *Jack Elmi*, whose mother-in-law passed away.

## Film Division

**Administration, Production and Sales** — This month, the NBC Film Division has been progressing at a

rapid rate. *Jack Sebastian*, in the Publicity office, was presented with a baby girl, *Sara*; and *Bob Anderson*, in the Business office, is the proud father of *Cheryl Anderson*.

The marriages in the Film Division are increasing at an alarming rate! *Jacques Liebenuth* of the Sales Department is returning to the 1st grade, via his fiancée, *Marilyn Dixon*, a lovely teacher. *Denise Severn*, *Stan Yentes'* secretary, is now Mrs. *Michael Canner*; and *Marge Bandman*, *Bill Lawrence's* secretary, wed *Dick Kahn* of Columbia Pictures, and later in the winter will go to Europe for her honeymoon. Her prospective husband will be playing in a bridge tournament here.

*Len Warager* of Sales, finds the loss of 10 lbs. mighty pleasant.

The Film Division has been augmented by three very pretty additions, and lost one . . . the newcomers are *Ann Christenson* and *Mitzi Spisso* in Film Sales, and *Helen Rachee* in *Bob Anderson's* office. Our loss is *Doris Williams*, *Ted Sisson's* secretary, who's going over to RKO. *Connie Lincoln*, of the Sales Department, had her mother visiting her a while ago from Johnstown, Pa. She's as pretty as *Connie*. There was a fast switch in the Film Division this month. *Marilyn Richardson*, of Film-Sales, moved home to New Jersey, and *Lynn Gibbs*, Film-Publicity, moved in from New Jersey, to the apartment that *Marilyn* shared with *Sue Salter*, also of Film Publicity.

## Finance

**Legal** — Seems *HM's* interpretation of the last edition had him quite audibly upset. . . . we're sorry, *Howard*, for any ulcers and jitters we may have caused. *Doris Crooker* has joined the ranks as *Worried Commuter* on the Long Island RR to and from her new apartment in Rockville Centre. *Rose Parapiglia* left us to return to her home in Florida . . . a sad occasion for this department.

Cordial welcomes to *Charles De Bare* and *Joyce Ulmer*, who joined us recently. *Howard Monderer* furthering his education . . . taking a course in "Know Your Car" at CCNY (wants to know what the bills are about). Things

are starting to hum for this year's Xmas Party, with the girls at bat this year with the entertainment.

## Owned Stations Division

**Administration** — Somebody is being very good to *Frank Zwick*. He just got back from his honeymoon and he looks very healthy and robust. The theme is "should old acquaintances be forgot", when *Fred Acker* leaves for 67th Street to be replaced by our good friend, *John Brennan*. Mr. and Mrs. *Hank Moss* are lullabying *Lawrence John*, their new son. Congratulations to a former co-worker, Mrs. *Jean Mason*, who gave birth to a son, *Boyd*. *Helen Nelson* missed "Happy" *Harry Hartwell's* voice of experience during his vacation. Everyone is being very good natured in this department: *Chickie Redling* gave her cold to her boss, *Dick Templeton*; he in turn gave it to *Bob Ciasca* and *Bob* gave it to *Helen Nelson*, *Frank La Salata* and *Nancy Campbell*. "Achoo!" to you all.

**Spot Sales** — The fourth annual clinic for promotion, merchandising and publicity managers from stations represented by NBC Spot Sales was recently held at the Hotel Plaza. The sixty participants exchanged ideas and reported results in their various fields during the past year.

There never was a prouder new father than *Tom McFadden*, whose wife, *Marge*, gave birth to a baby boy, *Thomas Hutchinson* ("Tim") on October 21st. Congratulations, also, to *Hank Shepard*, who is the father of a new baby girl, *Kim Alexandra*. Recent brides *Jane Shortway Caramanna* and *Ricky Vizcarrando Constantine* recently returned from honeymoons in Florida. We reluctantly bid farewell to a new bride, *Helen Hawkins*, who was married November 19 and will make her home in Albany, New York. *Ann Morris*, former secretary to TV salesman, *Larry Surles*, is replacing *Helen* as secretary to *Ed Jameson*, Eastern TV Sales Manager. *Marilyn Sichel* and *Barbara Sailer* recently returned from a two-week vacation in California. High point of the trip was a look-see at *Clark Gable* at a Hollywood night spot.

**WMAQ, WNBQ, Chicago** — The condolences of all Chicago personnel go to *Judith Waller*, Public Affairs and Education director, whose mother died recently. . . . *Robert Durkin*, formerly in the advertising department at *Sears, Roebuck and Company*, has joined the WNBQ-WMAQ Advertising, Promotion and Merchandising department as a promotion assistant. . . . *Edward E. Gardner*, Chicago agency and station representative executive, has joined the NBC-Chicago National Radio Spot Sales staff . . . *Bob Woodburn*, Accounting, is the proud father of a baby girl, *Mary Therese*, the Woodburn's first child. . . . *Joe Month*, Continuity Acceptance, passed out cigars for the fourth time when his wife presented him with their second son, *Michael* . . . *Dan Anderson*, Press, became a father for the second time when his wife presented him with their first son, *Mark* . . . *Roland Reichert*, Operations manager, and his bride, the former *Sylvia Costa*, motored to the West Coast on their honeymoon . . . Congratulations to *Anne Marshall*, Network TV Program department, upon her engagement to *Allen Anderson* of Chatham, Mass. They've set the date for December 23. . . . Also to *Carole Cassel*, Network News, who announced her engagement to *Robert Postelneck* of Chicago. They plan a March 17 wedding . . . And to *Therese Battaglia*, guest relations, who is engaged to *Roman Jurgens* of Chicago. A spring wedding is planned. . . . Newscaster *Clifton Uley* returned to the airwaves in October following a two and one-half year layoff, due to a serious illness. He is heard each week-end on NBC's "Monitor". His wife, *Frayn Uley*, who took over one of his commentaries during his illness, recently received a citation for her special services as a member of the Chicago Board of Education. The award was given to Mrs. Uley following her 10-year tenure.

**WTAM, WNBK, Cleveland** — *Alan House* left his news commentary job here to accept a post as the head of the International News Service in Paris . . . *Erv Palmer* of Accounting joined the staff of Case Institute's department on executive training . . .

*Bostwick Vinton*, TV Engineering, is now with NBC Hollywood . . . *Bob Horan*, News Department, became the News Director for the WSAZ-TV bureau in Charleston, W. Va. . . . *Sylvia Simmons* of Radio Continuity is now working on the staff of "Producers' Showcase" at NBC New York.

As a result, new faces at NBC include *Eleanor Durbin* in Radio Continuity; *Ken Bichl*, News Department; *Roberta Keefner*, Music Rights, replacing *Bettyann Onuska* who replaced *Eileen Latimer* as TV Traffic Manager; *Donna MacArthur*, Spot Sales, replacing *Glenna Fuerst*; *Paul Scircio*, Sports Department, replacing *Joe Cain* and *Bob Kontur*; *Rosemary Dottori*, TV accounting clerk, replacing *Dolores Mattei*, who replaces *Joanne Barnes* who is now secretary to *Curtis D. Peck*, Director of Operations; *Jim Prunty*, night PBX operator, promoted to Film Dept., replacing *Alice Soula*; and *Pat Jeffries*, replacing *Jim* on the PBX.

With football season in full swing, *Ted Sliwa*, Radio Sales, and Ohio State's most ardent fan, journeyed to the state capital for Homecoming; *Patti Babb*, TV Continuity, visited the University of Michigan in Ann Arbor on Homecoming weekend; *Jean Strobel*, secretary to General Manager *Lloyd E. Yoder*, recently traveled to Columbus for the Ohio State-Iowa game; *Rosemary Bartlett*, Payroll clerk, saw the Browns' game in New York on Thanksgiving weekend; *Dorothy Rinard*, Radio Traffic Manager, saw Ohio State whip Wisconsin recently.

**THIS 'n THAT** — *Bill McGaw*, TV Associate Director, directed the American premiere of "Meet Mr. Callaghan" at Chagrin Valley Little Theatre. *Don Rumbaugh*, Associate Director, played the lead of "Slim Callaghan" and *Carl Heise*, Associate Director, was "Inspector Gringall". The play, incidentally, was given smash reviews. . . . *Stelle Sankal*, PBX supervisor, is now sporting a blue and white 1955 Ford convertible. . . . TV Director *Chuck Dargon*'s wife and 7-month old son, C. K. Dargon II, are scheduled to appear on the "Dr. Spock" show in early December. . . . *Joan Illingworth*, now Mrs. Jerry Gaskey, recently returned from her honeymoon to Niagara Falls. . . . Stagehand *Howard Cook*'s wife gave birth to twins, a boy and a girl.

**KRCA, Hollywood** — *Aileen Henderson*, in her usual manner of keeping the whole office force on the edge of its seat, came to work with a broken foot which she managed to delay until after her three-week trip to Honolulu.

Everyone's glad to see *Beep Roberts* back after a stretch in the hospital. *Jeanne DeVivier* finally took a week off to visit her family in the "wilds of Oregon," as she puts it. *Diana Roscoe* is recuperating from a bout with a throat operation, and *Terry Sevigny* had a hard time in the Islands.

There seems to be a real estate boom with new house owners: *Tom McGray* in the Outpost area; *Jim Turner* in North Hollywood; *Bob Pelgram* in Sherman Oaks; *Harry Camp* in North Hollywood, with a swimming pool yet; *Hugh McTernan* looking; and *Ann Anderson* about to buy.

Holiday vacations include *Marianne O'Connor*, who plans a week in the Squaw Valley and Reno areas skiing; *Jack Kenaston* who heads with his family to Palm Springs; and *Ann Anderson* to the Awahnee Hotel in Yosemite for New Year's.

*Dean Craig*, program manager, is all smiles about the recent acquisition of "Peter Potter's Juke Box Jury" and "Death Valley Days." Visitors to Hollywood included *Dave Engels* from San Francisco and Mr. and Mrs. *Mort Gaffin* from New York. The brightest note on NBC's parking lot is *Jack Kenaston*'s tiny red Austin Healy, a real sporty auto.

*Noyes Scott* is gathering all singers together for a KRCA Carolers repeat performance from last year. With *Elsie Radwick* back from her European ventures, she'll no doubt be among the Caroling group. *Jim Wemple* will be spending his first Christmas in his new home, with visiting relatives from Minnesota. *Jim* still hops up to Las Vegas in his plane now and then. *Byrle Cass* was appointed Floor Manager, replacing *Greg Peters* who moved up to network.

**WRCA, WRCA-TV, New York** — New faces in 252: *Stan Levy* has come from 67th Street, where he was Studio Supervisor, to fill the new role of Sales Facilities Coordinator for television. A welcome to *Carl Getschell* in the

Television Sales Department. *Car* was formerly with a radio station in New York. And best of luck to *Warner H. Moore*, who is now selling in the fair city of Philadelphia. Two recent graduates are with us now: *Suzanne Gilbert* from Cleveland and the University of Michigan took over for *Mary Ann Ferine* in the Promotion Department; and *Barbara Collins* from New York and *Barnard A. Peegen Fitzgerald*'s secretary. *Barb* feels right at home at NBC as she worked in the Controller's office for two summers while she was at college. Best wishes to *Janet Anspach*, who leaves the Promotion Department for the new job of being a mother; and a cordial hello to *Harriet Ruch*, who replaces her. *Harriet* comes from Waverly, New York, and worked at WATS, an educational radio station in Sayre, Pennsylvania.

Wedding bells are ringing far and wide. *Pat Richer* is marrying *Scot Jeffery* in January in Cali, Colombia and will make her home there. *Brit Johnson* has returned to the Promotion Department as Mrs. *Nick Forstner* after honeymooning in Florida. *Ann Bartok* married *Harry Jensen*, October 22 in Yonkers, and is living in Spokane, Washington. *Marilyn Rosenberg*, now Mrs. *David Roth*, is back with us after a honeymoon cruise to Bermuda and Nassau. *Georgia Smith* and *Esther Falzone* have both become engaged — *Georgia* to *David Springer* and *Esther* to *Gordon Morrison*. We're sorry to see *Al Swenson*, *Phil Alampi*'s assistant, leave us; his new boss is now Uncle Sam.

**KNBC, San Francisco** — We were certainly happy to see *Marilyn Sichel*'s and *Barbara Saylor*'s smiling faces in good ole San Francisco by the Golden Gate. It's always fun for us when "East meets West".

The first part of October was "flu time" around here. Program Manager *Jack Wagner* landed in the hospital for two weeks with pneumonia. However, with lots of good care, good wishes and beautiful nurses, he's back on the job looking very cheerful and healthy again.

Our Local Sales Staff has a new addition . . . Mr. *Richard H. Gravel*. has joined our "local tigers" . . . wel-



ome, Dick . . . we know you'll be an asset to our staff!

*Ed Arnou* left San Francisco November 1st via Quantas Airways on a two week air tour for "Monitor." Ed wasn't too certain of his itinerary but plans to visit interesting places (and we hope doing interesting things!) like Australia, South Africa, Pakistan, India — hopes to make it to Hong Kong.

Speaking of "Monitor" trips . . . *Jerry Gordon* spent a week on a certain dude ranch in Phoenix, Arizona a few weeks ago. He was bubbling over with enthusiasm on his return to KNBC . . . only complaint he had was that he was "tossed off a horse" . . . and says he "broke his haid" . . . he's not foolin' us . . . he's *always* been his way!

*Hazel Mitnacht* has rejoined the KNBC staff . . . she's *Ed Macaulay's* secretary in Spot Sales.

**WRC, WRC-TV, Washington** — WRC's busy fishing and hunting expert, *Outdoors Editor* and columnist *Kennedy Ludlam*, has found time between staff duties and field trips to fill an order for two articles on fishing in the Chesapeake Bay. The articles will appear in 1956 issues of the *Guide for Sports Fishermen*, a Foster publication of national circulation. Ludlam also writes a daily hunting and fishing column for the *Washington Daily News*, the Scripps-Howard paper in the nations' capital.

Washington correspondent *Peter Hackes* has joined the NBC News staff. NBC Washington News and Special Events Manager *Julian Goodman* announced that Hackes will be assigned to the news desk of "Monitor" and will also handle general news assignments. Hackes succeeds *Robert Abernethy* who sailed for England on Nov. 10 for assignment to NBC's London bureau. Hackes has held radio and TV news positions at various stations throughout the country, following a B.A. degree from Grinnell College in Iowa, and a Master's degree in Journalism at the University of Iowa. During World War II he served three years in the Navy Amphibious Forces and held the rank of Lieutenant. j.g. He is married and the father of two girls.

## Public Relations

**National Advertising and Promotion**—*Dave Bellin* has joined the scribes in 301 as Station Promotion Coordinator. Welcome, Dave. Congratulations to *Paula Goldstein*, who is now writing copy in Broadcast Promotion. The Art Department continues to acquire talent. The newest arrival is *Owen Scott*. Glad to have you with us, Owen. It's now Mr. and Mrs. *Bob Zeller*. The bride is the former *Dorothy Walker*. Best wishes to the happy couple. *Larry Byer* is the new writer in On-the-Air Promotion. We're all very happy about his latest step up the ladder of success. *Ann Raica* replaces *Larry* as production assistant. Again, congratulations are in order. *Nancy Sherrard* has joined the department as secretary to *Thaine Engle*. *Nancy*, a former teacher of music, has our most cordial welcome. *Muriel Smith* became the bride of *Anthony McAllister*, and said farewell to New York in favor of a shiny new apartment in Philadelphia.

**Press**—The whole department joins in congratulations to former Press secretary *Peggy McCrystal* on the arrival of a 6 lb. 9 oz. baby daughter, born Oct. 14.

Congratulations also to *Ann Sherman*, now secretary to three bosses, and to *Charley Smith*, who replaced *Jack Haney* when he moved to *Jack Tracy's* new office. Welcome to *Ronnie Bennett*, who's moved in as new copy boy.

*Grace Lynch* is keeping busy these days. She's just joined Stamford's "River Hill" Ski Club and is also the new prop "man" for the Stamford Community Theatre Group. Where do you get all the energy, Grace?

**Research and Planning** — There were two new additions to the Research Department recently when *Art Johnson* was presented with a baby girl, *Patricia*, and *Gloria Savan* had a boy, *Thomas George*. Congratulations to you both. After a year of looking and waiting, *Louise Kaciazak* has finally broken ground on her new home in Glen Cove. Next, we hope to announce the wedding bells. *Beverly Duryea* became Mrs. *William Harley* on October 15th and spent a happy but

very rainy week at Split Rock in the Poconos. To help her out in her initial struggle with pots and pans, the Audience Measurement Division presented her with an electric coffee maker. Welcome aboard to *Seymour Brines* who is the latest addition to our Research Division. Halloween was celebrated in grand style by *Nancy Meade*, *Sally Melvin* and *Doris Katz*. Thanks to the NBC Costume Department, all the parties were a great success. Grand announcement! Television is here to stay — the *Burtons* have bought a TV set! *Sally Melvin* is planning a week's tour of the south, stopping off at Charlottesville, Durham and Williamsburg. We dare her to include a swim at Virginia Beach in her plans. Will someone please start a driving school for the Research Department? To date *Barbara Figliola*, *Bill Rubens* and *Harriet Kasnowitz* are all in the throes of taking their driving tests.

## Station Relations

Station Relations is once again in the midst of additions and deletions. We would like to welcome *Bill Kelley's* new secretary, *Frances John*, a newcomer to the Halls of NBC. During the past few weeks we bade fond farewells to a few of our cohorts. *Lucy O'Leary Mitchell* is now fixing up her new apartment in Tarrytown awaiting the arrival of "Baby" Mitchell; *Jane Gengo* is also preparing for the arrival of her new addition; and *Mary Mercer* has left us and is now in Mr. Weaver's office. We miss them all, but wish them lots of luck and success.

*Ham McIntosh's* secretary, *Helene Tress*, is taking a late vacation and will spend two weeks in Miami. Happy flying and sunny weather, *Helene*, but don't forget to come back. Glad to see *Miriam Lacomara* back after being out for a few weeks on sick leave. This had better be a cold and snowy winter. *Kathy Walker* and *Mary Mercer* are the proud new owners of fur coats. The real estate business is really booming — two of our members bought new homes. *Joyce Higbee Rasmussen's* mansion is located in Norwalk, Conn. and *Al Bengtson* can be reached in Summit, N.J. *Ann Culbert* is recuperating from her sister's wedding in which she was Maid of

Honor. From the pictures we saw, both Ann and her sister looked beautiful. *Nat Glasser* has a new roommate — a basset puppy named "Sam-Sam".

### Television Network

**Design and Art Operations**—*John Carroll*, with NBC from January 1954 through the present, and with Design and Art Operations since August 1954, resigned to go West and seek his fortune. He is hoping for placement in the production end of TV or motion pictures. Best of luck, John.

**Merchandising**—*Gordon Lane* has returned after a long convalescence and everyone is glad to see him back at his desk in good health. Now that he is in full swing of things again it seems as if he had never been away.

Many moons have passed since the writer has entered an article in CHIMES and smoke signals welcoming *Al Fox*, our new Merchandising District Supervisor for the New York and Philadelphia areas, weren't sent up. *Al* who came to us from Pharmacraft Corp., where he was National Sales Manager of the Grocery Products Division, makes a fine addition to our staff of nomadic "beaux esprits" stationed all over the country.

*Sports Afield* Magazine's loss was our gain as we welcomed *Irene Mastrodi* (alias the "new Jane Cuff") to our fold. *Irene* took over as secretary to *Fred Kiefer*, while *Jane Cuff* went on to Station Relations as Mr. Bengsten's Girl Friday.

After searching for what seemed like an eternity to us, *Pauline Avalone*, the "happy home hunter", found the house of her dreams. It is located in Valley Stream, L.I., and will be ready to move into in January. Now *Pauline* goes furniture hunting—here we go again!

**Music Services**—This is room 293 — I am your current reporter — my name is *Fiorelli* — these are the facts, M'am (you too, Gents). Fact No. 1: On Monday, October 24 at 10 a.m. we noticed that something new had been added. Exhibit A: A smiling face — Exhibit B: a beautiful diamond en-

agement ring — case comes up next June — *Mary Turner* vs. *Pieter von Herrmann*. Fact No. 2: October 31, 3 p.m. farewell party for *Muriel Kishkill*. *Jane Langley* (who is presently connected with the goodies ring) brought in a delicious cake: Reason—"Moo" left to sing lullabies at the Nursery Nite Club. We'll miss her, but she'll be back — to visit. Fact No. 3: *Ann Bradley* to join "Moo" Kishkill in May — we wish them both success in their new careers. Other facts in the case — *Jane Langley* has taken *Muriel Kishkill's* place and your own roving reporter is settling down to *Jane's* job — the big switch! *Nancy Dudar* has joined the 293 gang to take my place as secretary to *Mr. Edwin Dunham* whom we were glad to welcome back after a trip to Karachi, Pakistan, and other foreign countries (vicious circle). One more addition to the facts that make up this case — *Russell Christopher* joined the hectic routine taking place in the Record Library. Fact No. 4 — *Dodie Coe* returned to us after being on sick leave — happy to say she's back to her old standards now. Fact No. 5, and concluding fact in the case of "What's What in the Music Department", *Helen Kingeter* left us to join her family in California. Well, that's all for now and remember, all references to any persons are purely intentional.

**TV News Film — 106th Street**—Where the only thing that has NOT changed is the Puerto Rican accent. *Joe "Gothiss" Vadala*, ace cameraman, went "Lit" with "I Shot Myself Dying" in *Stag's* December issue. *Hal Miller*, "Today" messenger, promoted to good post in Broadcast Operations. *Charlie Surrall* taking over the "But there is no American Flight 618 from Chicago" post. *Alan Smith* transferred to "Today". . . *John Griffin* from the News Room, taking his place. *Alan Geller* back with the camera crews after a near fatal accident. *Lucille Simmons*, ex-106th alumna, "upped" to spot on "Camel-Plymouth Caravan." The 4th Floor Cutting Room and the Film Library merged and are now "at home" on the 9th Floor — just one big happy family! How's about a "House Warming", fellows? Nice break for the "Girl

Guide" of Guest Relations, becoming *Joe Lesko's* (Music Department) new assistant. . . I would have to be a Camp Fire Girl. *Karl Kortner* back in the hospital. "Margie" *Avakian* off to Florida for a little sun (watch your spelling, boys). *Ray Lockhart*, 106th Cutting Room, married *Ann Teahan*, "Camel News," at 30 Rock, October 15th . . . who said "Never the Twain Shall Meet"? *Al Kelly*, Film Library, became a proud Papa the same day . . . her name is *Joanne*. And yours truly accompanied *Joe Vadala* and *Tom Landi* to cover "Guys and Dolls" opening — the "Thrill That Comes Once in a Lifetime"!

**TV Program**—We welcome *Mary Coit*, *Priscilla Farley*, and *Joan MacDonald* who are doing the casting for the "Alcoa-Goodyear Hour." *Meda Stusberg Morrison* has taken a three-month leave of absence to be with her husband in Massachusetts. We are all going to miss *Mr. Sam Schiff* very much. *Mr. Schiff* has been transferred to Hollywood where he will be the executive producer on "The World of Mr. Sweeney." The show began originating from the coast November 7th.

*Lee Painton Klem* has a new baby . . . *Jeanne-Marie* was born on October 3th. We were sorry to see *Virginia Johnson* leave "Ding Dong School" . . . *Ginny* has gone back to Chicago. *Ann Sloane* is now with "Ding Dong School," and we hope she will like our department. *Caroline Burke* is in California for a few weeks working on "Matinee." *Mr. Herbert Swope* has left the network for a movie contract. *Anne Teahan*, who used to be with our department, married *Ray Lockhart* last week. Since both work for NBC, this is a real network marriage.

**Participating Programs** — After watching *Lillian* and *Frank Blair* celebrate their 20th wedding anniversary, *Helen Petretti* of the "Today" feature staff has become engaged to *Desmond O'Neill* of the Bryan Houston Agency. If the winter weather permits, (and we have no fear that it won't) the wedding will take place on January 28th. *Estelle Parsons* and *Paul Cunningham* have bounced back into "Today's" fold after a too-extensive sojourn on other network programs.

They are two of the old-timers from the show, having been with us since the program's inception. Via the grapevine, we find a beautiful baby girl awarded to Letty Sinclair Hudak, former member of the staff.

There's no place like "Home", especially during the holidays, so we welcome back our own Christmas *Iris* named *Frey*, who comes to aid us in our seasonal rush. *Barbara Harlib's* day of days falls on May 20th, 1956, when she and *J. B. Federgreen* tie the knot and take off for parts unknown on a honeymoon. The slower members of "Home", who can only announce their engagements so far, are *Carmela Lebano* and *Agnes De Rose*.

What have we at "Tonight"? Why, new faces, of course. Santa's sleigh brings staff greetings to *Anita Phillips*, *Sam Homsey*, *Andy McKay*, *Dave Lown*, *John Corsey* and *Mina Corey*, all set in their places for a long winter's work.

**Production Operations** — Fall in New York, and a very busy one in our operation. We would like to welcome *Harold B. Miller* and *Susan Titcomb* in our Broadcast Operations section. Our Associate Director-Stage Manager group extends a hearty welcome to five new members. They are *Marvin Eichorn*, *Norman Hall*, *Marilyn Jacobs*, *Jim Marooney*, and *Ann Lockhart*. Congratulations to a former member of our department, *Livia Granito*, who has become a Staff Director in Hollywood. The first gal, to our knowledge, to have accomplished this. Kudos also to *Ed Kammer*, who has been transferred to the Film Division. *The Hal Venhos* are boasting an addition to their family, *Jeffrey Victor*. Wedding bells are ringing loud and clear in our midst these days. *Ann Teahan* has married *Ray Lockhart*. *Julia Light* will marry *Donald Droll* on November 26. *Milton Wyatt* was wed to *Patricia Hull* on September 2. *James Schaeffer* was married to *Jean Sewell Deans*. Our best wishes for many years of happiness to them all.

**TV Technical Operations**—A million and one thanks to all of you thoughtful people in Technical Operations who made my recovery from appendicitis a very enjoyable experi-

ence with all your wonderful attention. A special thanks to *Carrie Sgarlato* for writing the column for CHIMES last issue.

Congratulations to our proud papas: *Bob Bartnik*, *Bill Brawley*, *Bernie Joseph* and *Gene Lynch* for their new little baby girls and *Frank O'Keefe* and *Gene Favant* for their bouncing baby boys. We all hope that *Ed Gundrum* (recuperating from a serious operation at Overlook Hospital) will soon be back with us; and welcome back to *Charlie Francis* out for some time with an eye operation, *Pete Rad-dichi* out with a back injury, and *Jack Winocur* who has recuperated nicely from surgery. We missed all of you and are glad you're back with us.

A warm welcome to our Christmas gal "*Merry*" *Looney*, who joined the Scheduling group, and a fond farewell to *Ed Stolzenberger* who left us to join the Labor Relations Staff. Take good care of *Ed. Personnel*; he's a "good man." We're very happy to have *Frank Gaskins* and *Cliff Paul* added to our Technical Supervisor group; and speaking of Technical Supervisors, how about a hand for the rest of them, namely *Walt Mullaney*, *Bob Galvin* and *Al Hendersen* for their untiring work on "Wide Wide World" and *Whit Baston*, *Bill Ahern*, *John Rogers* and *Don Pike* for their efforts in keeping the other shows running smoothly.

I'm sure Uncle Sam is just as proud as we are to have a new citizen in the name of *Margrit Hahn*. Congratulations, "*Daisy*", we're all rejoicing with you.

*Janice Abbott* had one of the loveliest bridal showers I have ever attended, for a former co-worker, *Georgia Smith*, who marched down the aisle on November 12.

That gleam in *Hank Scott's* eyes is for his lovely new summer home in Mass. which, through photos, he has proven to be something worth being proud of.

We all agree that we don't know what we'd do without our own *Eleanor Pierce* who seems to have the knack of being able to help us with any problem we may have. We were all quite worried during the last flood

when we had visions of *Eleanor* floating down the streets of Stamford; however, she arrived safely, but her boss, *George McElrath*, was not as fortunate in trying to commute from his home in Darien.

(Editor's note) CHIMES correspondent *Marie Redling* (lately of White Plains Hospital, Appendectomy Division) was too modest to mention in her column her recent engagement to *NBCite John Mitchell*. Technically speaking, the happy event will constitute a merger between Technical Operations and Technical Services.

**Unit Managers**—With 1956 coming, all of the big companies are putting out their new models with the proper amount of pomp and ballyhoo. Unit Managers too can boast of a new and bigger model for the new year. We are bigger and much better. To start the ball rolling we have centralized our commercial activity with a special unit working under *Frank Evanello*. Our ten branch offices extend from 67th Street and Broadway down to 57th Street, back on to Broadway past 1600 and down to the Hudson Theatre, we make a wide swing around Duffy Square and finally wind up at the hub of our activities, the RCA Building. We have also been able to replace our field man, *Tex Harris*, back in from Africa, with *Ed Watson*, now touring the country with the Color Mobile Unit.

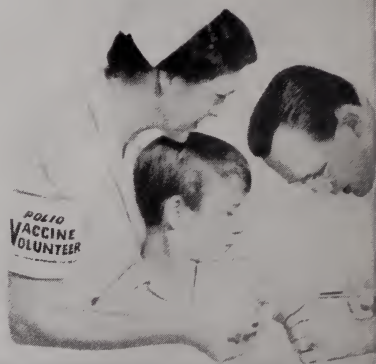
The organization has experienced many changes from within. We have picked up the spirit of the baseball trading season and made a two-for-one trade, no cash involved, with the Business Office in 2M5. We sent *Dick McBride* down for *Bill McCauley* and *Bill Lynch*; both teams were considerably strengthened by the moves.

*Barbara Trounson* is back from her flooded wedding trip to the Poconos and is trading small talk with newly hitched *Sig Bajak* who took his vows in drought-ridden Oklahoma.

The department extends a belated welcome to *John Carsey*, *Joseph Cramer*, *Nancy Farrar*, *Judy Gordon*, *Genevieve Harold*, *Mary McGuigan* and *Elmer Gorry*. All concerned are trying to see how they got blue blood on their hands. It is all being traced to the acts of the Monster. . . .



"Help me, too"



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