



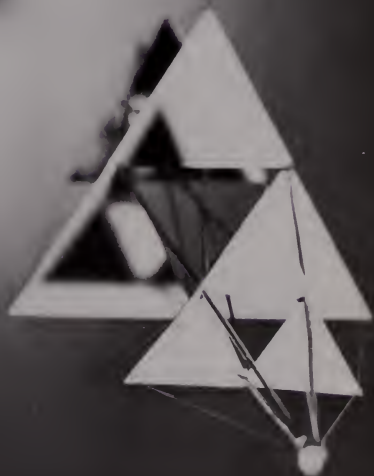
NBC

CHIMES

MARCH
APRIL

• 1956

RECEIVED
MAY 4 1956
NBC GENERAL LIBRARY



graphic arts — part of
the show in tv showbusiness



CHIMES

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

David M. Eddy, Editor

Chimes Correspondents

Administration:

Controllers, Louise Ippedio
Duplicating, Dick Duester
Facilities Administration, Mary Heller
Guest Relations, Bill Feeney
Mail & Messenger, Al Vecchione
Personnel, Cathy Dindia
Purchasing, Mary Hoyt
Staff Engineering, Rita Stipo
Stenographic, Carmela Grande
Traffic, Marge Hadley

Film Division:

Admin., Prod. & Sales, Lynn Gibbs
Film Library, Betty McLoughlin

Finance:

Legal, Joan Lindenmayer
Treasurers, Joy Siegel

Owned Stations Division:

Administration, Chickie Redling
Spot Sales, Elaine Simpson
KNBC, Chris Argos
KRCA, Bob Pelgram
WMAQ-WNBO, Dan Anderson
WRCA-WRC-TV, Jay Royen
WRCA-WRCA-TV, Marjory Palmer
WRCV-WRCV-TV, Gene Stout

Pacific Division:

Herman Lewis
Public Relations:
Continuity Acceptance, Kay Henderson
Nat'l Adv. & Prom., Dorothy Brodine
Press, Ronald Bennett
Research & Planning, Nancy Schweizer

Radio Network:

Administration, Joan DeMott
Network Sales, Linda Schmidt
Radio Program, Cici Clarke

Station Relations:

Joan Oury

TV Network:

Announcing, Peggy McGrath
Business Affairs, Joan Bill
Design & Art Operations, Lillian Moritz
Merchandising, Zena Contos
Music Services, Edwin Dunham
Network Sales, Eugene Labocetta
News & Special Events, Eileen McKenna
TV News Film, Tish Lee
TV Program, Margo Stearns
Participating Programs, Dick Ehrlich
Plant Operations, Barbara Weiner
Prod. Ops., Evangeline Hadjopoulos
Program Analysis, Connie Menninger
Program Development, Louise Pansini
Public Service Pgm., Florence Reif
Sales Traffic Ops., Bob Shenton
Staging Services, Betty Bagshaw
Talent, Barbara Corrigan
TV Technical Ops., Marie Redling
AM Technical Ops., Jane Ermentraut
Unit Managers, Gene Whitlock

'Emmy' Awards

NBC received 13 honors in the annual awards of the Academy of Television Arts and Sciences presented at dinners in New York and Hollywood on March 17. "Emmy" awards to NBC programs and personalities included:

Best single program of the year 1955: "Peter Pan".

Best actress in a single performance: Mary Martin in "Peter Pan".

Best actress in a supporting role: Nanette Fabray on "Caesar's Hour".

Best contribution to daytime programming: "NBC Matinee Theater".

Best emcee or program host: Perry Como.

Best choreographer: Tony Charmoli ("Your Hit Parade").

Best comedienne: Nanette Fabray.

Best producer of a live series: Fred Coe.

Best specialty act, single or group: Marcel Marceau.

Best musical contribution: "Love and Marriage" by Sammy Cahn and James Van Heusen. For "Our Town".

Best male singer: Perry Como.

Best female singer: Dinah Shore.

Best original teleplay writing: Rod Serling.

Best dramatic series: "Producers' Showcase".

Best music series: "Hit Parade".

Best art direction of a live series: Otis Riggs for "Playwrights '56" and "Producers' Showcase".

Best cinematography for television: "Medic".

Best engineering technical achievement: RCA Tricolor picture tube which made the commercial color receiver practical.

Peabody Awards

At a luncheon meeting on April 11 of the Radio and Television Executives Society of New York, NBC was honored with five George Foster Peabody awards. The awards, among the most coveted in the industry, were established in honor of the late banker and philanthropist, "to recognize distinguished achievement and the most meritorious public service rendered each year by radio and television."

Sylvester L. Weaver, Jr., Chairman of the Board of NBC, was honored "for broadening the horizons of television; for initiating a series of daring innovations that the rest of the industry, like it or not, has had to imitate; and, above all, for showing a respect for the intelligence of the public, refreshing and commendable among officials in comparable high places in the television hierarchy."

"Producers' Showcase" was honored "for presenting on a grand scale great classics of dramatic entertainment for family audiences across the nation; and for utilizing top talent, a choice block of evening time, and lavish technical facilities in the achievement of

high quality television drama."

Perry Como won the television entertainment award, being commended especially for his "charm and disarming lack of pretension." The committee cited him for "the good sense to hire top-grade writers who bring out the best" in him.

"Biographies in Sound" won an award for radio education. In the words of the citation, "'Biographies in Sound' combines the words of important and interesting persons with significant evaluations by those sufficiently close to them to speak with authority. . . . Here is a new concept in radio programming which adds dimensions not only to biography, but to history and education generally."

"Assignment: India" was given a citation for television promotion of international understanding. The documentary was described as a "brilliantly done production." The committee said that "all who saw this program have a better understanding of a large and important part of the world and its relationship to the international situation generally."

NBC News

Roundup..

Organization Changes

In NBC Spot Sales, *Richard H. Close* has been appointed Director, Represented Stations. . . . In TV Production Operations, *Stanley Parlan* has been named Manager, Broadcast Film, and *Edward A. Whitney, Jr.* has been named Manager, Broadcast Operations. . . . *James H. Nelson* has been appointed Manager, Programs, Special Film Unit in Public Affairs. . . . *Norman H. Grant* has been appointed Associate Director, Production, for the TV Network. . . . In TV Technical Operations, *Frederick J. Cudlipp*, *Ross J. Miller*, *Franklin J. Gaskins* and *Ralph W. F. Clements* have been named Technical Supervisors—the latter three for the Pacific Division. . . . *John D. Disbrow* has been appointed Technical Supervisor in Radio Technical Operations. . . . *Nat Wolff* has been appointed Director, Program Planning, for the TV Network. . . . *Aaron Rubin* has been named Assistant Controller. . . . *John H. Reber* has been appointed Director, NBC Spot Sales; *Edwin T. Jameson* has been named Director, Television Spot Sales; and *John J. Ryan* has been named Manager, Eastern TV Spot Sales. . . . In Television Network Services, *John J. Heywood* has been appointed Director, Business Affairs; *Edward J. Stegeman* has been appointed Associate Director, Business Affairs; *Joseph M. Milroy* has been named Manager, Program Services; *William J. Moore* has been named Manager, Program and Facilities Pricing; and *Nicholas C. Gilles* has been appointed Manager, Business Administration.

In Engineering, *Chester A. Rackey* has been appointed Director, Audio-Video Engineering; *George M. Nixon* has been appointed Director, Engineering Development; *Raymond F. Guy* has been named Director, Radio Frequency and Allocations Engineering; *William A. Clarke* has been appointed Manager, Engineering Administration and Services; *George K. Graham* has been named Liaison Engineer; and *John R. Kennedy* has been named Liaison Engineer, Pacific Division. . . . Within Audio-Video Engineering, further appointments include: *Donald H. Castle*, Manager, Audio-Video Engineering; *Ferdinand A. Wankel*, Administrative Assistant; *Allen Walsh*, Estimating Engineer; *Gerald M. Hastings*, Time and Cost Control Engineer; *Robert W. Byloff*, Supervisor, Project Planning; *Ulrich F. Caro*, Supervisor, Project Engineering; and *David J. Moloney*, Supervisor, Technical Installation. . . . Further appointments within Engineering include: *William S. Duttera*, Manager, Allocations Engineering, and *Edward R. Cullen*, Coordinator, FCC Licenses; *Dudley Goodale*, Manager, Engineering Development, and *Jarrett L. Hathaway* and *Edward P. Bertero*, Staff Engineers; and *Joseph D'Agostino*, Administrative Assistant in Engineering Administration.



"Emmy" winners for Los Angeles local TV achievement are KRCA's *Peter Potter*, for his "Juke Box Jury", named *Best Entertainment Program*; lovely *Eleanor Powell*, who picked up one statue for *Most Outstanding Female Personality* and another for her series, "Faith of Our Children", as the *Best Children's Program*; and *Frank Cooper* accepting *Bob Paige's* prize as *Most Outstanding Male Personality*. KRCA ran off with four of the eight presentations.

NBC-Produced Documentary Hit in Britain

One of the biggest TV successes in Great Britain today is an NBC-produced monthly "Report from America". Designed to show Britons something of the everyday life of ordinary Americans, the program has the highest rating of any filmed documentary on the BBC. As a result, plans now call for the program to be translated into Polish, French, German, Italian, Spanish and other languages for widespread showing abroad under auspices of the U. S. Information Agency.

New Executives for Kagan

Alan W. Livingston has resigned as Executive Vice President of Capitol Records, Inc., to become President of the Kagan Corporation, wholly-owned subsidiary of NBC. Kagan now includes NBC Television Films, also handles subsidiary rights for various top network properties and personalities. *Alfred R. Stern*, Assistant to the President of NBC, has been elected a Vice President of Kagan in charge of its newly-created NBC Theatrical Division.

PEP Makes Great Strides in 4 Months

Four months after its introduction, NBC-TV's Program Extension Plan (PEP) has stimulated an unprecedented 74% increase in network sponsored hours for the 49 smaller market stations included in the plan. The PEP principle reduces the network advertiser's cost of using these otherwise unordered stations through a "dividend", the cost of which is borne by NBC without any reduction in the rates of the PEP stations.



THE ART IN



Graphic Arts

A good television show is a great deal more than competent actors with a reasonable script facing a camera in a studio. The elements that make it good, that sometimes make it even great, are often those completely integrated details that the viewer *sees* but is not necessarily *aware of*. Things like scenic design. Things like costumes and make-up and props. Things like graphic art.

THE COVER

A group of 3-dimensional color mobiles have served as an interesting trademark for several NBC color shows. By the use of lighting and camera movement, these have been used to create exciting color patterns in both titling and transitional effects.

Specifically, the cover mobiles have graced NBC's 21" color demonstrations, a Packaging Institute closed circuit color program, and the "Happy New Year" spec.

Graphic Art. Here is a name most of us at NBC know. At least we've heard that it's a department of some kind somewhere. But do we know just what it consists of?

We should, for *Graphic Arts* is one of the vital elements that puts the *show* in showbusiness on NBC television.

As a department, NBC-TV Graphic Arts is responsible for a great many creative contributions to good television—titles, visual aids, transitional effects, art props, telops, slides, hand lettering and printing, closing credits, animated films, commercials (oh, yes!), and billboarding art.

Titling for television has come a long way since the days of the 10½" screen. A title used to be just that and no more—a written showname with an announcer's voice over. Today's title cards have developed ingenuity and impact — and art.

Titling at NBC largely uses a contemporary art approach in technique, though it draws from a wide spectrum of styles. Whatever the style, it is designed to be a departure from the half-

hour or 60 minutes of realism that the viewer will be seeing. And it is used as a come-on, a teaser; the more effective the title cards, the more effective the "stay-put" stimulus for the audience. In short, an attention-getter.

Above all, though, a good title card only *suggests*, it never gives the story away.

Anything flat or dimensional, static or mobile, that establishes mood or trademark for a program, a personality or a show series, comes under the heading of title identification. Great freedom is exercised, and the variety may range from a Presidential Seal to the abstract, rotating three-dimensional mobile for "Producers' Showcase".

Titling artwork for a series is apt to be more symbolic or abstract, for a specific dramatic program more sug-

Above, two vertical pan boards (the left vividly colored) used as transitions, making a bridge from one show segment to another: left, by James Glenn for TeleSales closed circuit; right, by Stas Pyka for "Children's Corner".

gestive; but regardless, the sheer creativity in this single aspect of NBC Graphic Arts has brought genuine artistry to television.

Transitional effects are just as effective as titling artwork, but they are, of course, used within the actual program. Chiefly they indicate passage of time, change of setting, development of mood, or literally illustrate a point.

While Mary Martin sang of pirates in "Peter Pan", the camera dissolved, with voice over, to a "childlike" drawing of a pirate ship.

A revolving kaleidoscope speeding up or slowing down may indicate mood change.

For the recent "Alcoa Hour" presentation of "Even the Weariest River", a blank-verse Western, 14 paintings



Edward J. Bennett, supervisor of Graphic Arts, and his assistant, Walter Hyde (standing), view the opening title art used in "Peter Pan"; San Bon Matsu, artist. Camera panned across the starlit rooftops, came to rest on lighted nursery window. Below is a shutter effect moving title used on the Sunday Spectacular Series.



Unlike static art created for print, TV art must often be "active", capable of utilizing camera movement. Here, camera opened on pinwheel-cluster effect, pulled back to reveal title and symbolic flying rays. Artist, John Meyers.

were done by Graphic Arts which, interspersed throughout the program, depicted the continuous passing of one day, from sunrise to sunset.

A visual aid is designed as an integral part of the program or commercial. It is any sort of object that someone goes to and uses to demonstrate a point — perhaps a chart or a map. Art props are similar except that they

function within the dramatic context of a story. These include such items as a dummied-up newspaper with special headlines, a bit of statuary or an old manuscript. One humorous assignment involved painting Martha Raye as the "fifth Gabor" into a family-owned portrait of Mama and her three famous daughters. This was achieved by pasting another piece of canvas on to the original, with no damage done.

The creation of telops and slides, to avoid the use of live studio cameras, are also within the bailiwick of Graphic Arts. These are executed in both black-and-white and color. Telops are used at station breaks, where a commercial message and a station identification share the same card for a 10-second spot.

Closing show credits, as well as titling, are effected by Graphic Arts. Generally this is a case of lettering only, without artwork.

The department has its own Film-O-Type machine, a new process for printing by means of photography. Film-O-Type can print in a variety of type faces, and develops a type-line in about 60 seconds. Portable and operating

somewhat like a typewriter, Film-O-Type is used primarily for news programs and special features for which type printing has to be done in either an editorial room or a TV studio. Look again at those "Today" headlines.

For a standard printing process using conventional type, Graphic Arts employs hot-press printing. Chosen from a surprisingly large assortment of 43 type faces, type is heated and inserted in the press. It then stamps down through a dry gelatin to make the printing impression by heat transference. The advantage for TV with this process is that there are no inks to mix or to be cleaned from the type. These gelatins are available in a variety of colors and values, and the printing can be done on such amazingly diverse surfaces as wallpaper, cloth fabric, celluloid and leather. The lettering on most any closing credits crawl has been achieved in this way.

Animated films are on occasion produced by NBC-TV Graphic Arts. As with telops, these are done in both black-and-white and color. The show-

(Please turn to page 15)

Titles and credits are photographed by the TV cameras directly from 11" x 14" opaque 'flip cards'. Title styles vary widely. The "Taming of the Shrew" title idea was abandoned in favor of an actual 3-dimensional abstract title, selected as being more closely related to the style of the show. Numerous roughs are accomplished for each major production, thus offering the producer and director a selection of title art. Artists, l-r: Harvey Schmidt, John Meyers, Jean Massé, Reese Braudt.



Golden Achievement Year

On the evening of February 27, RCA locations all over the world held dinners celebrating the successful completion of the Corporation's Golden Achievement Year, and honoring Brig. General David Sarnoff, Chairman of the Board, on his fiftieth anniversary in the electronics industry.

This year — 1956 — marks General Sarnoff's 50th year in the field of radio communications, for it was on September 30, 1906, that he entered the field as office boy of the Marconi Wireless Telegraph Company of America, predecessor of RCA.

General Sarnoff, whose 65th birthday on February 27 coincided with the issuance of the RCA Annual Report of 1955 as the Golden Achievement Year, took the opportunity through these dinners to thank RCA personnel the world over for bringing this achievement to pass.

In 1955, RCA did the largest volume of business in its 36-year history, exceeding one billion dollars in sales for the first time, and placing RCA among the top twenty-five industrial companies in the United States.

General Sarnoff sent the following message to all RCA employees:

"Thanks to the fine teamwork of our organization RCA not only met but exceeded its target of one billion dollars in gross volume in 1955. This established an all-time record for RCA and will serve as an inspiration to all of us in the promising years ahead."

"I congratulate the entire RCA Family and extend my personal thanks to all who have played a part in this outstanding performance. It exemplifies teamwork in industry at its best."

"As we continue to move across new frontiers of science, research and engineering, production, marketing and service, let pioneering and progress be our watchwords."

Special plaques, with this message of appreciation inscribed, were presented at the various dinners to the principal RCA offices, plants and operations throughout the world.

Individual plaques presented within NBC went to Television Network Division, Radio Network Division, Film Division, Pacific Division, and NBC

Owned Stations and NBC Spot Sales Division; also to individual NBC Owned Stations in New York, Chicago, Philadelphia, Hollywood, San Francisco and Washington; also to the Brooklyn, Hudson, Colonial, Century, Ziegfeld, Burbank and Hollywood Studios.

RCA's 36th Annual Report, mailed to the Corporation's 170,122 stockholders, states that sales of RCA products and services in 1955 amounted to \$1,055,266,000, compared with \$940,950,000 in 1954, an increase of 12 per cent. Net profit in 1955, before Federal income taxes, was \$100,107,000, and after taxes, \$47,525,000.

NBC Achievements

The Annual Report said that 1955 was the greatest year in the history of NBC, with an increase of 35 per cent in total television network billings over the previous year and a gain of 23 per cent in over-all sales. These records, it was pointed out, were established while NBC continued to pioneer in all aspects of broadcasting. A five-fold expansion of the color production schedule was reported to have given impetus to the advance of color television as a mass medium of communications.

The NBC radio network began its 30th year in 1956 as a nationwide service with 196 affiliated stations. The NBC television network has 201 affiliated stations, with 106 stations equipped to transmit network-originated color programs and 32 equipped to originate color programs.

The Annual Report pointed out that RCA now has 78,500 employees — an increase of 8,000 over 1954. Wages and salaries paid in 1955, including payment for vacations and holidays, amounted to \$345,473,000. This represents 33 cents out of each sales dollar. An additional amount of \$21,913,000 was provided to cover employee pensions, social security, group insurance and other benefits.



Frank Folsom, President of RCA, addressed the dinner at the Hotel Commodore, N. Y.

COLOR **For NBC Chicago**

As WNBQ Makes the Big Switch

The dedication of WNBQ, Chicago, as the world's first all-color television station took place Sunday, April 15, with ceremonies at NBC's headquarters in the Merchandise Mart.

Robert W. Sarnoff, President of NBC, inaugurated WNBQ's color service on a colorcast segment of NBC's "Wide Wide World" program at 5:15 p.m., EST (4:15 p.m., CST). A nationwide audience witnessed the establishment of this notable milestone in the development of color television.

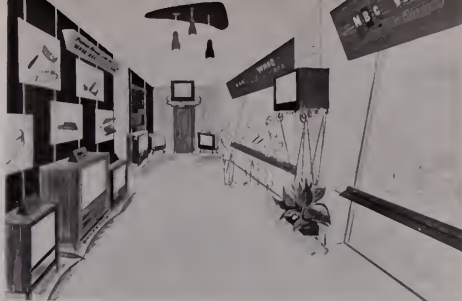
Herbubeaux Was Host

Jules Herbubeaux, NBC Vice President and General Manager of WNBQ and its sister radio station WMAQ, was host to several hundred prominent guests at the inauguration. These included local, state and federal government officials; civic, educational, religious and business leaders; RCA and NBC executives and representatives of nationwide NBC affiliate stations.

The stations' guests viewed the inauguration ceremony on RCA color television receivers installed in the Merchants and Manufacturers Club of the Mart, and afterwards were conducted on tours of WNBQ's color studios and other facilities.

WNBQ's dedication came as a climax to the station's \$1,250,000 color conversion project which got underway last November. It was on Nov. 3, 1955, that Brig. General David Sarnoff, Chairman of the Board of RCA, announced that WNBQ had been selected for this pioneering "first" in color TV.

The selection of WNBQ was a salute to the importance of Chicago as the nation's second largest market and further recognition of the key position of the Chicago stations in the NBC operation and in the broadcasting industry generally.



From a viewing corridor adjoining the new RCA-NBC Exhibition Hall at WNBQ, visitors are able to watch programs in production in the color studios below.

A few hours after the dedication, WNBQ swung into the premiere of its local live studio color programming with the Sunday night "Four-Star" period from 10 to 10:45 p.m. being telecast in compatible color. Monday morning, April 16, the station began its daily five hours of local colorcasting with "Town and Farm" at 6:45 a.m.

The three major areas of local live color on weekdays are from 12 noon to 2 p.m., 5 to 6:30 p.m., and 10 to 11 p.m. In addition, all of Channel 5's live station breaks are telecast in color. Coupled with regular network colorcasts and color spectaculars, WNBQ initially is offering about seven hours a day of color to the Chicago market.

Under the RCA compatible color system, of course, all of the station's program fare is seen in high quality black and white on existing black and white receivers.

The only programs not colorcast are network black and white shows, local remotes and some film presentations.

The station operates seven color camera chains, five for live studio programs and two color film projectors, for 35 and 16 mm films.

Four Studios in Service

Studio A, largest in NBC's Chicago plant, together with an adjoining radio studio converted to color, was ready for color rehearsals and program testing by April 7. "A" and its satellite, which can be used as one or two studios, and which total over 5,000 square feet of space, comprise the most modern and functional color production center in the nation.

The most complex phase of the conversion involved the installation of electronic equipment in "Color Central", previously occupied by radio master control. A task force of 80 technicians worked around the clock to have this electronic headquarters ready by April 7. "Color Central" houses the control equipment to serve all color studios, plus color film chains.

A third smaller studio was made available for single camera color shows and live station breaks on April 15. After studio A was in service for color, studio E (2,500 square feet), then handling the bulk of Channel 5's local black and white live programming, was taken out of service and converted to color, giving the station a total of four studios.

Additional Plans

In addition, WNBQ plans call for the construction on the roof of the Merchandise Mart of a building with 25,000 square feet devoted to various TV production and service shops. Another 25,000 square feet has been leased for further expansion and possible use as an outdoor color TV production area.

WNBQ's public showplace is the new RCA-NBC Exhibition Hall, located in an enlarged reception hall area on the 20th floor of the Mart. In this exciting gallery of color are color receivers operating continuously. Against its crisp, ultra-modern decor are displays and exhibits showing a history of the development of television. A huge electronic mural graphically illustrates how color television works.

NBC TeleSales

— Closed circuit boon to industry

by Chuck Barris,
Management Trainee

Several years ago, the future looked increasingly rosy for television. What with each new year bringing forth a fresh crop of sets across the country, audiences becoming gigantic, sales continually gaining, and competition in other advertising media feeling a troublesome pinch-in-pocket and a nasty irritant in their dispositions, there was good reason for the pink cheeked appearance on the faces of most TV executives. But times do change and that pallid, tense and shifty-eyed expression, so familiar in the old pioneering days, is slowly returning to the rooms of the radio and television industry. That is . . . all except Room 278 of the National Broadcasting Company. In this exceptionally small cubicle of office space, a completely retarded attitude prevails. Here the inhabitants dash about with a confident air, happily pointing to the future and shouting lustily, "We've just begun to operate!" This is NBC TeleSales.

It is quite apparent to the members of this active department that not as many NBC employees are as aware of their duties as they would like to think. Nor do they dolefully bemoan the fact that the number of people working in their department reaches the unimpressive total of seven.

They are aware, however, that they must refuse their services to far more requests than they might accept, and that when the job is said and done, their "nice letter" folder is usually bulging with another note of congratulations and thanks from an NBC executive, a Chairman of the Board or President of a company that sponsors an NBC show, or a word of praise from a delighted producer for the help TeleSales offered in getting a new NBC program on its way. Such is the attitude that inhabits the offices of TeleSales, the little network within a network . . . the department that produces the National Broadcasting Company closed circuits.

Just what are the advantages of closed circuit television? Well, just imagine yourself President of one of the nation's leading linoleum manufacturers. Your company has just increased its line by a dozen attractive

new patterns, all of which are durable and happily inexpensive. You and your sales staff are bursting with enthusiasm and excitement over your new products, but you can't help wondering about the problem of presentation . . . how to capitalize most effectively in advertising, promotion, and that mysterious but demanding quality—prestige.

What better way to solve the problem than by personally selecting an audience of the country's foremost decorators, designers, architects, and floor-buyers, and inviting them into

hotels, TV stations, and clubs from coast to coast to see your own private television show? With the aid of closed circuit TV, you are able to explain in detail your products, showing scenes of your linoleum in use, displaying visually its attractiveness and wearability . . . all in dynamic color coupled with a sales pitch from the highest officers of your concern. And just look at your audience! A completely captive collection of the most important consumers and fashion dictators in your field. Such was the successful closed circuit produced recently by NBC TeleSales for the Armstrong Cork Company.

This same procedure, used by NBC to promote new programming ideas, has met with equally tremendous success.

With the power of impression, and the versatility in offering black and white or color television to preferred locations across the country, one can readily see the potential of closed circuit TV. The boundaries of the medium are as great as an executive's imagination. And as more and more companies are becoming aware of closed circuit success, more and more requests for information have been gathering on the desk of Peter J. Smith, manager of NBC TeleSales. Mr. Smith will be the first to agree that the recognition of closed circuit TV's value has been long overdue, although the rate of awakening is keeping his office in a constant state of turmoil and activity.

The handling of a closed circuit takes an immense amount of responsibility, creation, and time, with the

TeleSales Manager Peter J. Smith (right) discusses production problem on Armstrong Cork closed circuit with TD Chuck Corcoran (left), dancer Sharon Shore and choreographer. Closed circuits share all the same rehearsal crises as regular commercial telecasts, always solve them, too.



(Continued from preceding page)

latter ingredient invariably at a premium. What with station clearance, and the actual direction of the closed circuit itself, the executive in TeleSales must be an administrator, business man, director, and producer all compacted into a patient body constantly racing against the clock. Mr. Smith is such a man.

Prior to the emergence of TeleSales as a full-fledged department within the NBC domain, the production of closed circuits and the allocating of RCA sets and equipment tended to be an internal "free for all". Joe Culligan, Vice-President and National Sales Director, cast an administrative eye on the situation, thought of a remedy and created NBC TeleSales. A young, up-and-coming programming official, Erik Hazelhoff, inherited the responsibility of getting TeleSales on its feet; hence, the birth of a new department. The obvious purpose behind its origin was the establishment of a designated location for the channeling of all closed circuit requests and set distribution. The responsibility was enormous.

While the growing pains increased, the manager's desk was transferred to Pete Smith, and a concentrated effort was directed to the immediate problem—the sifting of closed circuit demands, cost estimates, and the full time task of becoming closed circuit experts . . . the art of specialization.

The procedure behind the production of a close circuit is as follows: A request is received stating the type of closed circuit desired and the show's anticipated coverage. NBC Sales Traffic and Station Relations are called in to help TeleSales free the stations necessary to meet the client's demands. This is not a simple matter, but when this segment is completed Mr. Smith and his associates can then turn to the trials and tribulations of producing a show.

After meetings with agency and/or client reps on the friendly field of creative strife, a script and floor plan emerge . . . the embryo of the future closed circuit. From this point, until actual rehearsal time, minor chores such as casting, costuming, music selection, engineering orientation, tiling, scenic design and choreography must

McFadden Helms N.Y. Stations

Promotion Sparks Chain Reaction

Thomas B. McFadden, who at age 39 is a 22-year veteran at NBC, has been promoted to Vice President in charge of WRCA and WRCA-TV, the company's flagship stations in New York. The announcement was made by Charles R. Denny, Vice President in charge of NBC Owned Stations and NBC Spot Sales.

Mr. McFadden, who until his elevation was Vice President of NBC Spot Sales, succeeds Hamilton Shea as General Manager of WRCA and WRCA-TV. Mr. Shea resigned April 6 to join Transcontinent Television Corporation.

John H. Reber, Director of Television Sales in NBC Spot Sales, suc-

ceeds Mr. McFadden as Director of NBC Spot Sales, Mr. Denny announced.

In a chain reaction follow-up, several other promotions took place. Edwin T. Jameson succeeded Mr. Reber as Director, Television Spot Sales. He, in turn, was succeeded by John J. Ryan, formerly a senior salesman in the department, as Eastern Division Manager, TV Spot Sales.

Speaking of Mr. McFadden's promotion, Mr. Denny termed it "a recognition of his outstanding leadership in building NBC Spot Sales to its present standing in the broadcasting industry." Mr. Denny added, "I have long been aware of his desire to return to the station management field and I welcome him to the position of second-in-command in the NBC Owned Stations Division."

In population of markets served by the NBC Owned Stations, the New York stations represent upwards of 50 per cent of the total.

Under Mr. McFadden, NBC Spot Sales has grown to where it now represents 13 TV and 10 radio stations in major markets in the U. S. and Hawaii, as well as Crosley stations in Detroit and on the West Coast, and Associated Television Ltd., London, England.

That Lucky April 6 . . .

April 6 looms large in the life of Thomas B. McFadden. Ten years ago, on that same date, he reported in for duty as the newly appointed director of the local NBC station's news and special events department. That very day he met Miss Marjorie Hutchison, then a secretary in the station, who in October 1950 became Mrs. McFadden. On April 6, 1950, he departed for Los Angeles to become general manager of KNBH (now KRCA), the NBC station. And then this past April 6, he was promoted from Vice President of NBC Spot Sales to Vice President in charge of the New York stations . . . Congratulations to a nice guy.

be resolved. Finally, after Smith and friends have conquered last minute script changes and the unforeseen crises that habitually arise in the studio, they are usually allowed a half-hour pause for relaxation so that enough energy can be stored for the necessary task of manufacturing another well done coast-to-coast color closed circuit. Thus the cycle is completed.

With the passing of TeleSales' first anniversary, the use of this hectic cycle has been increasingly successful, although by no means calmer. The roll-call of TeleSales' clients and projects reads like a Who's Who of Industry. And what has industry to say about NBC TeleSales? "Congratulations, bravo and sincerest thanks" . . . "Your closed circuit lived up to all expectations" . . . "Thank you! Thank you! Thank you!"

NBC TeleSales may still be a comparatively unknown department, it's product, closed circuits, still grossly underrated. Yet during the first six weeks of 1956, the Smith office has produced thirty-one closed circuits and sales kines for an average of over five productions a week. Peter J. Smith and his TeleSales department may be unheard of to some, but the number is definitely diminishing.

Reunion for Sons of Broadcasting



A real back-slapping spree of reminiscing took place on Friday night, January 27, when some 200 veterans of pre-World War II "pagedom" at NBC congregated at the New York Athletic Club in Manhattan.

"Well, you haven't changed a bit" and "Do you remember when" peppered the cocktail and dinner conversation, as the Sons of Broadcasting met old friends at the reunion.

The "ex-monkey suit boys," as they style themselves, found that they had turned into leading entertainers, network executives, sales managers and advertising heads. One Madison Avenue executive estimated that there was \$50,000,000 worth of network purchasing power represented.

Dave Garroway, one of the industry's best known onetime pages, was there, as was fellow NBC entertainer Gene Rayburn.

Singer Earl Wrightson, a former guide, said he showed up to see "how fat everybody else has got." Wrightson also sang for his supper.

A notable enthusiast was Barrett Eldridge of Pan-American Airways,

who flew in from Frankfurt, Germany, to attend the affair.

The late Fred Allen was there by very special invitation. Although pages were not allowed to express opinions of preference about stars, Allen was the odds-on favorite in locker room voting among NBC pages of the '30's.

Several gold braid veterans harked back to November 18, 1933, when the NBC Guide Service started, at 40 cents a head for the tour. In its first year, they added proudly, the Guide Service netted \$240,000.

All pointed that night with genuine pride to the training they received in the days when they were leading visitors about the NBC studios. It was a brand of training much appreciated by the heads of NBC—Chairman of the Board Sylvester L. Weaver, Jr., and President Robert W. Sarnoff—who sent a congratulatory wire to Paul Rittenhouse, of NBC Station Relations, chairman of the event.

At the end of the dinner, Rittenhouse, who created and sparkplugged the reunion, received a rousing rendition of "For He's a Jolly Good Fellow."



With the evening's special guest, the late Allen, are guidette Mary Helen Crain, chairman Paul Rittenhouse, and "Uncle Harkins, longtime friend and associate of



Barry Eldridge, Pan-American, delivers punchline enjoyed by Bill Mead, Elgar (film) Prods., Jim Goode, WOR engineer, and Pete Finnerty, Chevrolet sales.

Alumni entertainment was provided by present-day Guest Relations choristers. Top (l-r): Frank Schwagerl, Jim Smith, Bob Ostberg, Joe Thomas, John Forbes, Walt Pfetsch, Pat Farrelly, Chuck Ferguson, Ken Wilson, Mary Helen Crain. Bottom (l-r): Bill Traber, Ed Beakey, John Tarpey, Al Dunbar, Harvey Muller.



Chatting with Ed Herlihy are Herb Boclair Oil, and Al Rorabach, Time Magazin came suitably garbed as pages for the oc

Vacation Policy

Now with the frost off the pumpkin and spring in the air, most of us begin thinking of our summer vacations—when, where, and with what. (This is called foresight rather than daydreaming.) With CHIMES on a bi-monthly basis, this is a good time to advise you of certain revisions in NBC's vacation policy.

The subsequent statements and the accompanying graph, regarding employees on the regular semi-monthly payroll, represent basic company vacation policy, subject to collective bargaining agreements where applicable.

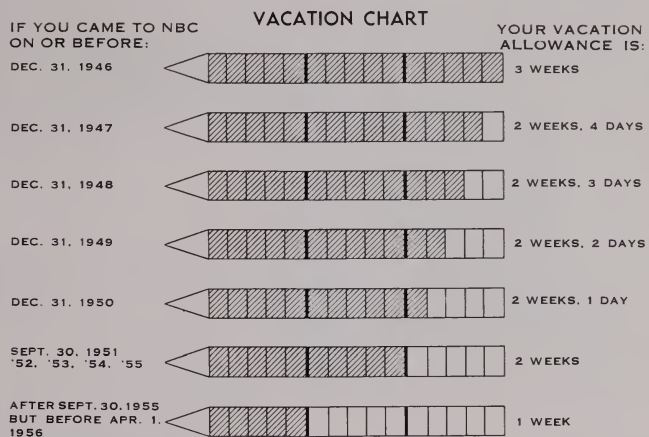
The vacation chart indicates how to determine eligibility for and amount of vacation provided most regular employees.

Employees who have been subject to leave of absence or layoff and re-statement should consult their supervisors if their vacation status is in doubt.

The normal "vacation season" is April 1 through October 31 inclusive. Subject to the approval of the Department Head concerned, vacations may be scheduled outside the normal vacation period but within the current year, if operations within the department make it possible to approve an employee's request.

Except when approved by Department Heads, no more than two weeks

*Check Your Vacation Time
—Plan Your Holiday!*



THOSE EMPLOYED AFTER MARCH 31, 1956,
WILL RECEIVE TWO WEEKS VACATION IN 1957.

NBC's vacation policy for certain employees provides an additional day of vacation for each year of service from the sixth through the ninth year, besides the regular two weeks. For some time, three weeks have been provided to members of NBC's 10-Year Club. Presented above for ready reference is a chart showing just how much vacation you are entitled to this year.

of a vacation period may be scheduled consecutively. Operating needs shall be the controlling factor as to when a vacation may be taken. Wherever possible, the employee shall be given the opportunity to select the date within the vacation period when his vacation will begin.

Vacations are not cumulative from one year to the next. (Has anyone been assiduously saving up over the years?)

Whenever a company-designated holiday falls within an employee's scheduled vacation period, one day will be added to the vacation time.

Vacation pay will not be received in advance except where an employee's regular pay period falls within his vacation period and he requests such pay in advance through his superior.

... Alright, now, let's all dust off those Honolulu travel guides and begin planning!

WHO WILL BE "MISS NBC"?

Dunno yet, but a distinguished panel of judges has already selected five finalists from among the bevy of beauties entered.

Each Gotham NBCite will have a chance to vote for New York's "Miss NBC of 1956" via the ballot imprinted on the May 15 salary check envelope.

The winner will be presented at the Annual Spring Dance, Friday, May 25, Grand Ballroom, Waldorf-Astoria.

And will she be pleased she won!
... An all-expense-paid vacation for two in Bermuda.

... A diamond and gold wrist-watch.

... 3 matched pieces of luggage.

... An RCA portable radio.

Don't miss it! Get your dance tickets now. Contact Employee Services.

lywood, too, had a luncheon reunion for R. alumni, same day. Striking "at attention" pose of their uniformed days are (top) Sheldon, Screen Gems; Jack Rayel, ; Dave Jarvis, Calif. Tech. Institute; Walt rison, NBC Spot Sales; Ed Haaker, NBC vs. (Below) Jim McCarthy, NBC Engineer- Wendell Williams, V-P, Leo Burnett; Bill gent, Manager, NBC Guest Relations; McDonough, J. Walter Thompson.





Lucia
Mariani

54 NBC Foster Parents 'Adopt' Italian War Child

There's a department at NBC New York with a pretty big heart.

Because the members of Studio and Theatre Operations allowed themselves a less elaborate office party than others had last Christmas, a little Italian girl is better clothed and better fed this year.

The story goes back to mid-December, when the inhabitants of Room 670 gathered and began discussing the party they would throw. The end result of the meeting was that, rather than splurge the usual out-of-pocket personal contributions toward the gala trimmings, the group decided to do something worthwhile in the real spirit of Christmas. They elected to adopt a European war child through the Foster Parents' Plan For War Children, Inc.

And so the meeting was a double-edged success. Room 670 had an office party, though without a lot of hoopla and frosting; and they had the satisfaction of knowing that their personal donations would bring Christmas the whole year through to someone who had never known it.

The youngster who is now benefiting is little Lucia Mariani, an eleven-year-old Italian girl who suffers from malnutrition which is tragically common-

place in her little village.

Lucia and her sister Rita, aged 14, live with their parents, both of whom are prematurely worn out by illness and acute lack of adequate diet. Despite these conditions of health, the father's hands reach eagerly for work, and he manages to get about ten days a month as a farm hand in this tiny hamlet, where there are no industries or prosperous farmers.

Their home is a hut, consisting of one room and kitchen, with no running water or toilet. Their furniture is sparse and shabby beyond repair. Yet despite the lack of the barest essentials, what few things they possess are polished and clean. Their clothes have been washed and patched so often that all seem clothed in rags. The only pair of shoes owned by Lucia were given to her by a neighbor, and as can be seen in the photograph they are ill-fitting and broken.

There is only one meal a day in this home, which consists of bread, olive oil, and sometimes fruit. As a result, all are weak and suffer from malnutrition and anemia.

Lucia attends school and is in the third grade. She has light brown hair and chestnut brown eyes. She is ex-

tremely thin, weighing only 63 pounds, and has a marked pallor.

Lucia Mariani has never owned a toy, never known the normal delight of a well-filled stomach, nor felt the pride of being decently clothed.

In a letter to the contributing members of NBC's Studio and Theatre Operations, the Foster Parents' Plan said: "Tragic children such as these are so resigned to misery that they find it difficult to believe that their lives can improve. Your Foster-parenthood is changing her life, and you will have the pleasure in the ensuing months of noting that improvement."

Lucia will receive a cash monthly grant of \$8.00, shoes and warm clothing, a 100% wool blanket, medical care, assurance of schooling and periodic food parcels. Should emergencies arise, they will be met by the Plan.

Although there are many delaying details involved in a war child "adoption," the fifty-four Foster Parents of Studio and Theatre Operations have already received a letter of sincerest gratitude from Lucia.

"In addition to these material advantages," adds the Plan, "you have brought this child the gift of hope, the priceless knowledge of human sympathy, and the lessening of her pitiful sense of insecurity."

International headquarters for the Foster Parents' Plan For War Children, Inc., are at 43 West 61st Street, New York 23, N. Y.



How do you spell that?
1—registration



Five, six, seven, eight . . .
2—temperature and pulse



You've never had mumps!
3—medical history, blood pressure

Seven Stages of Blood Donation



Aaaaaaaaahhh —
4—doctor's physical check



And one for you . . .
5—picking up empty pint bottle



Just another minute now.
—in the donor room



Now where did that hole go?
7—canteen coffee and cookies

This year's blood drive for NBC in New York proved a resounding success when the final tally revealed that employees had donated approximately 300 pints. It represented a 40% increase over last year.

February 13th was the day. A Red Cross Bloodmobile Unit set up shop in studio 8-G, processed 363 prospective donors who appeared. Sixty-six people were regretfully rejected through a thorough health and medical history check. The accompanying pictures record the seven painless stages of that selfless gesture — giving blood toward someone else's future need.

The new total gives the NBC Blood Bank, administered by the New York Red Cross, enough blood to meet a year in which no request need go unfilled.

All employees of NBC and their immediate families are eligible, and blood is usually delivered the same day in the amount requested. It is not necessary to have donated in order to benefit from the Bank, though an employee is asked, in return, to help refill the Bank during the next drive, if physically able.

Every New York employee should now have his Blood Bank membership card, for presentation upon admittance to a hospital. If you do not yet have one, call Employee Services.

RCA News Brief

Color TV Mass Production: Industry's first plant completely converted for and geared to the mass production of color television receivers at a cost of more than \$5,000,000 has been unveiled at Bloomington, Indiana. The plant is now geared to produce, on each of its assembly lines, a color TV set—completely tested, packed and ready for shipment—every 60 seconds. In addition, a color set line is now in operation at RCA's Indianapolis plant. During 1956, RCA alone expects to manufacture and to sell more than 200,000 color TV receivers.

Record UHF-TV Output: Four and a half million watts of ultra-high-frequency television radiated power at a frequency of 537 megacycles (channel 23)—the highest continuous-wave power ever achieved at that frequency, and more than four times the output of the most powerful existing UHF-TV stations—have been produced by RCA at Lancaster, Pa. Success of the experiment makes possible extended and improved TV broadcast service throughout the station. Although UHF television stations are permitted a maximum of one million watts of effective radiated power under existing regulations of the Federal Communications Commission, it is hoped that this limit will be raised as technological advances reach the commercial stage.

David Sarnoff Fellowships: Establishment of ten graduate fellowships for RCA employees in honor of Brig. General David Sarnoff has been announced by Dr. C. B. Joliffe, Vice President and Technical Director of RCA. Each fellowship is valued at approximately \$3,500, and includes a grant to the fellow, tuition fees and an unrestricted gift to the college or university selected. The awards will be made in the fields of science, business administration and dramatic arts. Recipients will be chosen from the various RCA divisions and subsidiaries, and employees will be given a leave of absence for the fellowship's duration.

RCA and British Decca have entered into an agreement under which Decca will receive master recordings from the RCA Victor catalogs, and will manufacture and distribute phonograph records under the RCA monogram label. Marking another step in RCA's program to increase its foreign record distribution, the agreement goes into effect in May, 1957.

Color TV "Studio-on-Wheels": An RCA-designed compatible color television "studio-on-wheels" for medical use—the first of its kind—has been purchased by Smith, Kline & French, Philadelphia, Pa., pharmaceutical firm, for closed-circuit presentations of surgical and clinical demonstrations. The new mobile "studio" incorporates 3 color TV cameras and all control-room equipment necessary for SK&F's Color Television Unit to originate medical colorcasts from virtually any hospital in the country.

TV Magnetic Tape Recording: Color television programs can now be recorded on magnetic tape and re-broadcast over standard commercial broadcast facilities, with up to 15 minutes of programming stored on a single 20-inch reel of tape, RCA scientists have reported. Programs recorded can be erased and the tape re-used at least 100 times without perceptible deterioration. Tape-recording programs can be stored for months with no loss in quality. A system has been designed to regulate tape speed automatically during playback with extreme precision.

The system employs seven different tracks in the half-inch width of the magnetic tape to carry six different types of information. These record the separate electrical signals for the red, green and blue portions of the color television picture, the high-frequency components of the color signals, a synchronizing signal to ensure proper relationship among the various elements of the transmitted picture, and, on two tracks, the signals for the sound.

A Flight Laboratory for air and ground testing of airborne electronic equipment and systems has been established by RCA at the New Castle County Airport, New Castle, Delaware. It will be used for pre-flight and in-flight testing of RCA airborne equipment and fire control systems for military aircraft and for flights in connection with operational tests of RCA ground radar systems.

Emanuel Sacks, Vice-President of the Radio Corporation of America and the National Broadcasting Company, and Vice-President and General Manager of the RCA Victor Record Division, will henceforth devote his full time to NBC and RCA staff activities, it was announced on April 2 by Frank M. Folsom, President of RCA. Lawrence W. Kanaga, Vice-President and Operations Manager of the RCA Victor Record Division since May, 1955, has been appointed to succeed Mr. Sacks as Vice-President and General Manager. Mr. Sacks is also Chairman of the Board of Kagran Corporation, which handles NBC film syndication and other enterprises.



NEWLY-DESIGNED RCA Victor "Personal" television receiver can be easily carried from room to room. Entirely self-contained, as shown, it weighs slightly more than 22 pounds. Featuring a newly-developed RCA picture tube with an 8½-inch outside diagonal measurement, the set contains ten tubes, plus the kinescope, crystals and rectifiers.



Graphic Arts

(Continued from page 5)

It has proved an excellent investment for clients, for it eliminates the expense and time consumed in studio set-up and lighting.

Extending itself even further, Graphic Arts now does some point-of-sale commercial art for merchandising campaigns. Thus, the shopper sees in the retail store exactly what he has seen on his TV screen.

The advent of color in television opens up great new avenues of exploration for the graphic artist. Used both boldly and subtly, the color in titling artwork and transitional effects suggests mood, carries emotional meaning. With commercials, color sells the product best, for color vision is normal vision.

Behind all artwork, however, lies the principle that, whether for color TV or not, it must at present be concerned with a black-and-white TV audience. The test of good color design is that it appear equally dramatic in black-and-white presentation.

The field of Graphic Arts in television has come a long way in the last few brief years. Three years ago, NBC-TV Graphic Arts was organized formally as a department of four people under the supervision of Edward J. Bennett. Today he heads a department of 25 quality artists, printers and researchers with various specializations. Heading up overall art direction for the TV network is Norman Grant, Associate Director of Production, who supervises the entire Design and Art Operations.

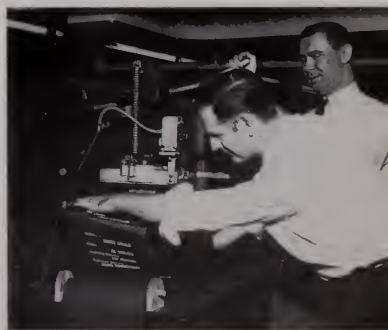
Topflight professional artists, who three years ago were looking down their collective nose at the opportunity for the creative artist in television, are today perking up, studying how best to get into a field whose artwork is consistently on request to travel on exhibition to colleges, educational groups, publications and design insti-

A color story board for a full color animated film made for "American Inventory". Artist, James Glenn.

tutes throughout the country.

The department works a 7-day week. Two men are assigned to a midnight-to-3 a.m. shift, working solely for "Today", whose needs run largely to maps and visual aids. Some artists "have brush and travel", if working for a peripatetic show like "Home".

Still in its own growing pains, NBC-TV Graphic Arts already employs many outside specialist services, has its own fleet of 5 messengers. A large picture library is being built up to serve for reference and inspiration. A few short weeks ago, no picture service in Manhattan, including the Public Library and the *New York Times*, was able to come up with an authentic picture of the original Barrett house on Wimpole Street. With time running out, staff artist Harvey Schmidt finally located it in one of his own reference books, but a department long used to crisis and rush looks happily to the day when this particular sort of situation won't exist.



Bill Shortridge (foreground) and Dick Tibak are printing a crawl by Hot Press, white on black, to be used for a super-imposition of closing credits over a live scene.

opening color strip now used on "Howdy Doody" comes out of the department's bag of tricks.

The 18th Street staff is used to fulfilling all sorts of photographic needs, including trick photography, and a rush request for a life-size blow-up of Marilyn Monroe doesn't faze them much. To ensure quality and speed, seven different outside photographic services are kept on tap.

Billboarding art for forthcoming shows is also done. This, however, is only the artwork shown at the end of one program plugging another show coming up in the same series. The promotional art shown during station breaks is turned out by the Advertising and Promotion staff.

Preparing commercials is something we think of as a province of Madison Avenue, but Graphic Arts has already wet its feet in this pool, too. The reasons are obvious. The department is, by definition, skilled in making up any sort of visual aid relating to an advertiser's product or message, whether an illustration or a prop. And when it comes to color, NBC-TV Graphic Arts has the jump on practically everybody, for they are part of the network that has pioneered the field.

The department is doing the commercial artwork for most of our major color advertisers. A prominent example is Sunbeam. That realistic vignette of an electric razor devouring face whiskers is an artistic super-imposition. When Pontiac wanted to present six new models in rapid succession, Graphic Arts constructed a rotating paddlewheel for color transparencies.

Much of the work on color commercials involves retouched dye-transfers. These are shots of the actual product or an artist's realistic rendering of the product, with the desired features highlighted and the reflections taken out.

WASHINGTON WINS!

A six-months leadership contest for NBC Owned Stations, designed to bring out the stations' best public service efforts, has been won by WRC and WRC-TV, Washington, D. C., it was announced by Charles R. Denny, Vice President of NBC Owned Stations and NBC Spot Sales.

The stations received the Distinguished Leadership Award, a trip to the major capitals of Europe for NBC Vice President and General Manager Carleton D. Smith and Mrs. Smith, and prizes distributed among the staff.

Performance in public service and profit proportionate to market size were weighed equally in judging the contest. In a congratulatory telegram to Mr. Smith and the Washington stations, NBC President Robert W. Sarnoff said: "Your feeling of pride at this accomplishment would be magnified greatly if you could see all the entries in the contest. Every station did a magnificent job."

Adding to its laurels, WRC-TV received a Plaque Award for "Serving the Public Interest" in *Variety's* 1955-1956 Showmanagement Review.



A PRODUCER'S LIFE—Bill Parish always dreamed of the day when, with the title, would come the glamour of being a producer in a sumptuous office. As head man on NBC-TV's "Dr. Spock" show, the subdued Parish finds that he ends up holding the actors, carrying their lunch in his hip pocket and acting as First Nurse on the set. The babe-in-arms is Charles K. Dargan Jr., son of the show's director, who appeared a while back on the series, originating in Cleveland.

Spring Dance A-Coming

Friday, May 25 is the date, and the Waldorf Astoria's Grand Ballroom will be the scene of the fracas.

It's NBC New York's 4th Annual Spring Dance. And the biggest yet!

Jimmy Lanin's Orchestra will be on hand to put out that oh-so-smooth dance music. Feet will shuffle from 9 p.m. to 2 a.m., and no one's going to suffer in a boiled shirt, 'cause the dress is informal.

There'll be some big door prizes for lucky ticket holders, and a dramatic moment when the winner of New York's "Miss NBC of 1956" contest is announced.

The take is a mere \$2.50 per head, blonde or brunette, and that includes tax. Each department and work area has its own ticket representative to save you traipsing up to Employee Services (room 798, ext. 2461).

All tables will be reserved; most are for 8 or 10. You can make sure

you won't end up sitting with your boss, if you mosey around now and get up your own party. Tables will be assigned in the order requested, but you can't all sit ringside, so you'd better move now.

This year's Miss NBC contest, incidentally, looks to be a white-hot competition. A panel of eminent judges has narrowed it down to five finalists, but the last vote will be up to you on the ballot distributed with the May 15 paycheck. Judges included columnist Danton Walker; former Miss America of 1955 and current "Today" headliner Lee Meriwether; interior designer and past Miss America judge Russell Patterson; illustrator Arthur William Brown; WRCA's own Pegeen Fitzgerald; jeweler Henry Lambert; and, last but, not least, NBC Photo Unit Manager Sid Desfor, who has cast a professionally critical eye on more pretty girls than most any 10 of us.

Summer Radio-TV Courses Begin June 25 in New York

A 6-week training program will be offered by the Barnard College—NBC Summer Institute of Radio and Television, starting June 25 at the NBC Studios in Radio City, New York.

Six courses, taught by professionals in the field, including NBC staff personnel, are in the curriculum. Two are required: "Your Television Career" and "Television Studio Operation". Four elective courses, from which the student may choose two, deal with TV production and direction, writing for television, announcing techniques, and programming for children and adult education (two-part course).

The program is open to men and women; applicants should be college graduates. Admission application should be made before June 1 on forms obtained through Miss Susanne Davis, 112 Milbank Hall, Barnard College, New York 27, N. Y. Fee is \$175. Brochures may be had from Hilda Watson, room 788, NBC.

SAFETY SAM SAYS:

"Every 5 Seconds Someone Gets Hurt"

At work, in the home, on the highway, and in all other places, people are getting hurt. According to the National Safety Council's preliminary report for 1955 more than 92,000 persons were killed and over 1,900,000 were seriously injured. Several other million received only minor injuries which, but for the grace of God, could have been serious—or even fatal.

The most amazing fact about all this is that courtesy and common sense could have prevented 98% of the accidents (the other 2% is attributable to tornados, floods, and other events which are uncontrollable).

During the rest of 1956, don't be one of the chance takers. Don't allow yourself to be "counted" by the statisticians of the National Safety Council. Correct all home, work and driving hazards, and thereby eliminate the temptations to take another chance.

An Open Letter of Thanks

On the evening of February 27 at the RCA Golden Achievement Year dinner at the Hotel Commodore in New York, an otherwise festive occasion was marred when NBC Chief Operator Maude Archer sustained a fall down a flight of stairs, breaking her right arm.

Maude was in the hospital until March 20, and during those weeks came to know the full esteem in which her fellow workers throughout the company hold her.

She would like to take this chance to thank everyone for their thoughtfulness.

"Time was when I had little difficulty in expressing appreciation for my many blessings, but now I am truly lost for words. If I said I am most grateful for the many cards, flowers, fruit, etc., when I was a patient at the Roosevelt Hospital, that would be an understatement. There are just no words that would adequately express what is in my heart. So overflowing were the tangible expressions of good wishes that on one day someone asked, 'Who is in that room, Grace Kelly?'"

"Thank you all again, I shall never forget this occasion."

MAUDE ARCHER

President's Award—Employee Fellowship

Applications for the National Broadcasting Company's second annual President's Award and Employee Fellowship must be filed with NBC by June 30. Winners of the 1956 Awards will be announced no later than Aug. 15.

The NBC President's Award is open to all applicants who show outstanding talent in the field of dramatic arts and is intended to assist the individual financially in attaining additional experience and training. A grant of between \$4,000 and \$6,000 is awarded each year to an individual between the ages of 25 and 35 whose outstanding talents and creativeness have won recognition, for the opportunity to study and work under major directors, producers and executives of the broadcasting and theatrical fields.

Gerrit J. DeVlieg

Gerrit J. "Gary" DeVlieg, veteran radio engineer at WMAQ, Chicago, died in his sleep at his Highland Park, Ill. home on January 29.

DeVlieg had been with WMAQ since December, 1931, and for the past several years had served as engineer for the NBC radio network's "National Farm and Home Hour". He is survived by his widow and three daughters.

Karl Korter

Karl Korter, supervisor of newsreel costs and records in Public Affairs-Film, died on Feb. 12 after a prolonged illness, at age 61. Born in Asch, Czechoslovakia, he was a resident of Manhattan.

He joined NBC in June, 1944, having previously been a newspaperman and writer in Europe. During World War II, he worked on short-wave monitoring for NBC, later saw service in the News Dept.

He is survived by his wife, Mrs. Alice Korter, and brother-in-law, pianist Kurt Maier.

SPECIAL . . . Catch this sensational deal! A 21" RCA color TV set, list price \$695—now only \$395 to NBC employees. Only 10% down payment . . . 30 semi-monthly pay-check deductions . . . no interest rates. Yes, these are brand-new sets! See Employee Service for details.

NBC Marriages

Sarita Nunez, Chicago, to Edmund Ostos. Louella Beers, N.Y., to Dennis Neal. Marilyn Ross, N.Y., to Mark Vassar. Mary O'Connor, N.Y., to Peter Goley. Jackie Bloch, N.Y., to Richard Goldstein. Grace Reeber, N.Y., to Robert Kirk. Jack Mula, N.Y., to Josephine Di Rosa.

NBC Births

To Anthony Rokosz, N.Y., a son, Donald. To Rudy Gebhart, N.Y., a son, Curt Martin. To Peter Dugandzic, N.Y., a son, Paul. To Anthony Romeo, N.Y., a son, Louis. To Robert Juncosa, N.Y., a daughter, Linda Diane. To David Gray, Chicago, a daughter, Susan Leslie. To Don Ansel, Chicago, a son, Thomas Alan. To John Conrad, Chicago, TWIN SONS, Lance and Lee. To Hugh McTernan, Hlwd., a son, Hugh IV. To George Lawrence, N.Y., a daughter, Cynthia. To Doug Coulter, N.Y., a daughter, Susan. To Jack Heywood, N.Y., TWIN DAUGHTERS, Rose Mary and Mary Ann. To Al Sherman, N.Y., a son, Murray Adam. To Wayne Simpson, N.Y., a son, Wayne Michael. To Richard Swicker, N.Y., a son, Charles Clayton. To Paul Jacobson, N.Y., a son, Jason.

Bargain Counter

For Sale: Brand-new, split-level, 6-room house in New Rochelle, Westchester Co.; 3 bedrooms, 2 complete baths. Patio, garage; living room bay window overlooking Tena College Lake. Convenient to shopping center, schools, N.Y. Central RR. 65' x 135' plot. \$229,900. Bert Landon, Film Exch. teline.

For Sale: Bell & Howell (Filmo) camera. Model DA-70; f1.9 lens turret. Carrying case with Same lock. Excellent condition. Don Salvati, \$2640.

For Sale: Westinghouse hand vacuum cleaner. 1953 model, almost unused. \$15. Record cabinet, light wood. Standard 1-piece, 2-shelf size with doors: 24" x 18"—29" high. \$25. Upholstered occasional chair, fine springs. \$15. Marjorie Kahn, \$2437.

For Sale: Billrite baby carriage, deluxe model, lists \$115; excellent condition. Car bed and stroller, fair condition. All cash; bid for \$50. Jim Connor, X2681, after 6 p.m., or AL 4-1712.

Sublet: Girl to share 2½-room apartment, West 11th Street, large terrace. Available May 23 to July 10. \$10 weekly or other terms discussed. Laura Graham, X4150.

Sublet: Girl to share 3-room apartment, East 48th Street. Attractively furnished, freshly painted, elevator, doorman, courtyard. Available May 15 (or earlier) to Sept. 1. \$65 a month. Barbara Muller, X4184.

People and Places

Administration

Controllers—Wayne Simpson, busy showing photos of his first born son, Wayne Michael. He is handsome, Wayne.

Romance in the air—Vicki Casella and Ted McKeever, both from Network Billing, announced their engagement, along with Bill O'Connor. Jack Mula back to work after his Florida honeymoon. Gracie Reeber, available for cooking lessons after recently becoming Mrs. Robert "Happy" Kirk.

"And then there were two"—The "Happy Corner" lost one of its members, Mary Ward, who left to await the arrival of her baby. The "Easy Life" is now being enjoyed by Helen Grabauskas and Arlene Cassin who both retired.

Ed Prendergast boasts a new male secretary, Bob Callahan.

New Faces—Network Billing—Rita Lindenbaum, Curtis E. Blank who was transferred from Financial Planning; Show Cost—Marion Chandler, Frank Smith; IBM — Jane Egoumenidis, Rosalind Lynn, Mary Chookasezian; Accounts Payable—George O'Connor.

Duplicating—So long to Ray Ryback who joined General Electric in Syracuse. We wish Ray the best of everything in his new job. Congratulations to Bob Micus on his promotion as Unit Supervisor. Welcome to Bob Caminiti and Mike Scholl.

Bill Weiss is a great automobile enthusiast. By the end of the year, he will probably have sold us, at least, two cars apiece. Bill could tell you the make and year of a car just by hearing the motor turn over. For the third year, Tom Wade will be playing for the N.B.C. baseball team. Duplicating has come up with its third ten-year man in Charlie Atlee, in charge of the addressograph department.

Facilities Administration — Our welcome mat is out for four fine chaps: Frank Tranja, Charles Chrystal, Lawrence Cotter and Tom Hammill.

Deepest sympathy is extended to Sgt. Jack Lynch on the passing of his mother, Feb. 22.

Personnel — New faces — Eileen O'Connell in Labor Relations, Lee Douglass and Betty Mauder in Records, Joan Roland in Employee Services. Joan, incidentally, has announced her engagement to Richard Romanski. James Johnson slipped THE ring on Marie Ruppe's finger. Both girls plan late summer weddings.

Staff Engineering — Belated welcomes to Dick Bevilacqua and Sherm Graham in Technical Services, Pat Reddersen who replaced Eileen O'Connell, now in Labor Relations, and Frances Pripas in Audio-Video. Alterations galore going on in 612 to make room for George Graham, who will join us shortly.

As a Silver Anniversary gift, Elmer Mead took his wife on a three week cruise to the West Indies. Lucky people — cruises are the greatest!! Nancy Mitchell will be heading for Miami soon after Easter; then Murray Compert will drink in a little of that Florida sun, with John Valli and Jack Ulfk following in May. Lew Hathaway has been hopping all over the globe — two trips to Cuba — then Bimini, Miami, and Oklahoma — all business!

Lucky John Kennedy has transferred to sunny Sunset & Vine as a staff engineer. Kathleen Wynne surprised us all by returning from California with a sparkling diamond ring on the appropriate finger. Fiancé Dick Eddy, a native New Yorker, is working as a Naval architect in Los Angeles. Bob Claudio being paged by Uncle Sam for an appearance before his draft board.

Stenographic—The department bid farewell to Margot Conway and Thelma Braine by taking the girls to a wonderful dinner at Mama Leone's.

Steno extends a warm welcome to Karen Taylor.

Over in Central Files, congratulations are in order for Eugene Glover

on the February 15th arrival of a baby daughter, LeClair.

Film Division

Administration, Production and Sales—This month the Film Division has had a rash of inter-office romances. To quote one irate boss, "Everyone seems to be falling in love on company time." Jack Tobin and Anne Christensen (both in Sales) announced their engagement, and plan to be married in early June. Almost simultaneously, Mary Boyliss (Advertising & Promotion) sported an engagement ring from John Bechtel (Business Office). Their wedding date is set for early May. To the surprise of everyone, Marilyn Richardson (Sales), who was to have been married in June, revealed that she has been married secretly since the early part of November. Connie Lincoln (Sales) has announced her engagement to a dashing Lt. Commander in the Navy. Jackie Bloch (Business Office) was married March 2nd to Richard Goldstein. George Keehner (Film Exchange) plans to be married in January of next year.

Fritz Jacobi (Film Publicity) is back from a two-week Caribbean cruise, bronzed and healthy, to the envy of his pale, exhausted staff. Margie Kahn has just returned from Europe with her champion bridge-playing husband, Richard Kahn of Columbia Pictures, who played in a world-wide bridge tournament there. Well-known sportswriter Jack Orr recently joined Film Publicity. Two new additions to the Film Exchange . . . Martin Berman, an inspector, and pretty Gail Merrin.

Finance

Legal—As rumored in the last column, the "Love & Marriage" bug has definitely bitten in Legal, to wit: Howard Monderer set the date with Claire Weiss for May 27th . . . Charles De Rare set the date with Nancy Skutch for April 28th . . . Joan Lindennayer and Dick Perz took the preliminary step and became engaged recently.

Vacations are also in the wind now that spring is upon us: Palma Bisogno and family took an early vacation to soak up that Florida sun: and Joan

Baird, Jean Schneider, Clio De Prizio, and Ann "Sunshine" Debus rented a cottage for the summer at the Jersey Shore.

A very belated welcome to *Barbara Brochstein*, who joined us just after the last deadline, and also to *Audrey Gumo*, who took over as *Alvin Ferleger's* secretary.

Owned Stations Division

Spot Sales—*Shirley Joblove*, Radio Promotion writer, and *Maria Crafa*, National Radio Traffic Supervisor, are two lucky gals who recently spent their vacations in Europe. Shirley sailed on the Dutch liner *Maasdam* to England, where she participated in the wedding of an English girl she had not previously met but had corresponded with since World War II. Maria traveled extensively throughout England, France, Italy, Scotland and Switzerland.

A sincere welcome to those who have recently joined us in 303 . . . *Jim Turk*, TV salesman, *Harriet Feinberg*, Radio Promotion Supervisor, *Arthur Staniecki*, production assistant, *Nancy Kosciuk*, TV Promotion secretary, *Betty Ancona* and *Pat Healy*, TV Sales secretaries. Congratulations to *Al Ewald*, former Research Supervisor, who was recently appointed Administrator of Represented Stations working with *Dick Close*, Director of NBC Spot Sales' Represented Stations.

WMAQ, WNBQ, Chicago—*Sam Saran* of the News department has been elected second vice-president of the Chicago Headline Club, local chapter of Sigma Delta Chi journalism fraternity. Newscaster *Austin Kiplinger* was elected a member of the board of directors of the organization. . . . *Frannie Clark*, Press department, observed her 25th anniversary with NBC on March 16. By way of celebration Frannie and her husband left for a three-week vacation in sunny Florida on the 16th. . . . *Dave Gray*, TV Production, welcomed a new daughter to the family, Susan Leslie, born March 5. It's the Gray's fourth child and third girl.

Sarita Nunez, Radio Spot Sales, was a February bride. Sarita and the bridegroom, Edmund E. Ostos, honeymooned in Mexico. . . . *Carol Edeling*

is a recent addition to the Press department. . . . *Betty Ross West*, Public Affairs and Education supervisor, represented NBC-Chicago at the Annual Institute for Education by Radio-TV in Columbus, Ohio, April 17-20. Betty is also a delegate to the Fifth Annual Convention of American Women in Radio and TV, in Boston, April 26-28. Her schedule for May includes speaking engagements at Broadcast Music Inc. clinics in Columbus, Grand Rapids, and Milwaukee.

George W. Clark is a recent addition to the Radio Net Sales department. . . . Another recent addition is *Laurence H. Buck*, who joined TV National Spot Sales in Chicago. . . . *Don Ansel*, WMAQ Sales, is the proud papa of a son, Thomas Alan. It's the Ansel's first offspring. . . . *Howard Coleman*, advertising and promotion chief, has been elected an honorary member of Phi Sigma Phi, Northwestern University professional commerce fraternity on the downtown campus. . . . *Myrna Estes* and *Diana Mazur* have joined TV Net Sales.

Edward R. Hitz, NBC vice-president in charge of TV Network Sales for the Central Division, served as chairman of the radio and TV division for the 1956 Heart Fund Drive of the Chicago Heart Association. . . . *Ed Stockmar*, Central Division TV Net Sales assistant manager, served as NBC-Chicago captain for the annual Red Cross drive. . . . *George Diefenderfer*, Radio Network Sales manager, and Mrs. Diefenderfer, spent two weeks in Mexico, on vacation in March. . . . *Sue Lindberg*, TV Net Sales Service, scheduled a week's stay in Pompano Beach, Florida, for April. . . . News chief *Bill Ray's* TV-radio panel show "City Desk," observed its fourth anniversary February 26. . . . Chicago newscaster *Alex Dreier* was cited by the Illinois State Office of Civil Defense for "outstanding contributions to civil defense in 1955." Alex spent the first two weeks of April vacationing in Honolulu, his birthplace.

Joseph Gallicchio recently celebrated his 10th anniversary as NBC-Chicago music director. Joe has been associated with WMAQ since 1928. . . . *Everett Mitchell*, longtime m.c. of "The National Farm and Home Hour" on NBC

radio, recently celebrated his 25th anniversary with the company. . . . *John Conrad*, star and creator of WNBQ's "Elmer the Elephant" show, became the father of twin boys—Lance and Lee. The Conrads have three other children. . . . Newscaster *Jim Hurlbut* is serving as a staff officer in the Marine Corps active reserve, with the rank of Major. . . . *Rosemary O'Donnell*, formerly in the Accounting department, is now secretary in the Network News and Special Events department.

Doris Storm, Personnel, has been named Personnel and Talent Contracts assistant. . . . *Hazel Seys*, PBX, celebrated her 25th anniversary with NBC on February 6. . . . *Gale Swift*, Music Division, and *Harold Jackson*, Engineering, each celebrated 25th anniversaries with NBC on March 1. . . . March, in fact, was really 25th anniversary month in Chicago. *Curt Pierce*, Engineering, observed his silver anniversary with the company on March 3, and *Dorothy Frundt* observed hers on March 10. *Edna Hoagland*, Central Steno, observed her 25th year with the company on April 9. . . . And speaking of anniversaries, *Isabelle Cooney*, Film Operations, celebrated her 27th anniversary with NBC in February. . . . *Richard Riffner* and *Carolyn Kelley* are recent additions to the Accounting department. . . . Other recent additions in Chicago include *John Bechtel*, TV Technical Maintenance; *Harold Rowe*, Mail Room; *Donna Haider*, Film Sales; *Ronald Plambeck* and *Raymond Buckler*, Engineering.

KRCA, Hollywood—*Jack Kenaston* took a group of clients on a deep sea fishing trip and he now is known as "Jackpot Jack," having hooked a 32-pound salmon grouper and collected \$25 from his fellow fishermen. *Marianne O'Connor* won a prize in a national jingle contest concerning skiing. The prize was a brand new pair of \$60 ski boots. *Pat Baldwin*, strange as it may seem, refereed an AAU basketball game between two male teams representing Pasadena College and Convair Corp. in San Diego.

Harry Camp is readying KRCA's sponsorship of the monthly food industry's golf tournament at the San Fernando Valley Country Club.

Everything's new for *Hugh McTernan* . . . an 8-pound boy (Hugh Augustus McTernan IV) and a home in Van Nuys. *Muriel Pollia* got the travelling virus . . . and other travelers were *Jim Parks* to San Francisco, *George Greaves* to Sacramento for the Governor's conferences concerning the Civil Division Advisory Committee and to Washington, D.C., to attend a 3-day meeting of presidents of the State Broadcasters Associations under the auspices of NARTB.

Jack Lathan went to Kingman, Arizona, to visit the new Ford Proving Ground. While there in company with the famous Indianapolis racer Johnny Mantz, he drove a Ford Thunderbird 134 miles per hour.

Jeanne DeVivier was the 127,000th person to go through the Cancer Research Clinic and was a guest of honor at their banquet. *Jim Damon* is back from skiing at Yosemite with an enviable sunburn. *Ann Anderson* leaves the company in April to become a mother, after 5 years with the KRCA Press department. *Bob Pelgram's* off to Puerto Vallarta, Mexico, for a week's fishing.

WRCA, WRCA-TV, New York — Vacation time was launched by a few early travelers, with *Peter Affe* spending a week in Bermuda, *Carl Schutz* and *Helyn Henning* in Florida, and *Bill Berns* combining business with pleasure down in Haiti. *Irene Reuter* and *Mary McNulty* are reminiscing *en español* about Irene's trip to Mexico and Mary's hop over the Gulf to Cuba from her vacation spot in Florida.

Travelers of another type are *Peegen Fitzgerald* and *Barbara Collins* who moved out of 252 to the uptown studios, and *Johnny Andrews* and *Mort Fleischmann* who moved in. The ranks at 67th Street suffered a loss when the *Gwen Mahle-Roz Sohmer* team joined the rest of the Traffic force downtown. The New York Police Force, on the other hand, gained a valuable new member when *Jack Sutton* left the Controllers department. Let's hope Jack won't forget his good friends at NBC. *Bill Deaulry* is carrying on for Jack, and *Dominic Ferrara* has come from Westchester to seek his fortune in "the big city."

Good luck to *Barbara Riedel* in her

new job in TV Film Production, and a welcome to the Traffic department to *Donald Kueskin*. Don, whose home state is Indiana, graduated from the University of Miami and worked with an advertising agency in New York before coming to NBC. Other newcomers to the Traffic department are *Pat Dodge* and *Shirley Frye*, who took over for *Joan MacFarlane* and *Esther Falzone*. Pat comes from Kingston, Rhode Island, and is a recent graduate of the University of Rhode Island. Shirley is an old NBCite from out Cleveland way. From Guest Relations to Broadcast Operations has come *Jack Sumroy*. And as *Harry Olesker* went over to "that other network", we welcomed the rising young producer, *Dick Heffner*.

Best wishes to *Marilyn Ross* on her marriage February 29 to Mark Vassar, and to *Mary O'Connor* who is now Mrs. Peter Coley. Making future wedding plans are *Helen Fitzpatrick* who announced her engagement to Bud McAnerney, and *Janet Payne*, recently engaged to Jack Kelly.

WRCV, WRCV-TV, Philadelphia — Things here at the newest stations in the NBC family have settled down following several "busy" weeks promoting the new call letters and hosting the "Today" and "This Is Your Life" programs. An elaborate promotion book completely summarizing the entire call-letter change "from A to Z" has been prepared and sent to New York executive headquarters.

Personnel changes include the appointment of *George Mathews*, formerly of NBC in Denver and more recently with KCSJ, Pueblo, Col., as Business Manager, and *Bob Woodburn* who transfers from NBC Chicago as Assistant Business Manager. *Nancy Gaston* upped from TV receptionist to secretary for Director of Operations *Curtis Peck*. In addition to his duties as Radio Program Manager, *Ed Wallace* is heading both radio and television News and Special Events, which incidentally have been combined into a single operation on the 3rd floor of the NBC Building on Walnut Street. *Irene Skilton*, former Radio Engineering secretary, joins *Jean Strobel* as secretary to Vice President and General Manager *Lloyd E. Yoder*. *Jack*

Pearce, former Public Service Director, named Supervisor of Integrated Services with *Mary Marone* moving from Radio Traffic as secretary. *Betty Lou Riehl*, Mail department, replaces *Mary* in Radio Traffic.

Vice President and General Manager *Lloyd E. Yoder* has been on a mad whirl of luncheon and speaking engagements since his arrival here in the "City of Brotherly Love." Between January 25 and March 6, Mr. Yoder had 28 consecutive luncheon engagements!

Ed Wallace journeyed to Cleveland early in March to represent the former NBC management of Stations WTAM and WNBK at the fifth annual AFTRA Awards Banquet. Ed returned to Philadelphia with 13 of 42 awards made for the "Best Radio and Television Programs and Personalities during 1955." TV cameraman *Leroy Bell* received a top award at the Philadelphia Press Photographers Dinner for his film feature on Income Tax preparations during 1955. *Jack Pearce* cited by Marine Commandant General R. M. Pate for "outstanding assistance" rendered last year to Marine Recruit ing.

Betty Herring rejoins the radio staff as secretary to deejay and TV sportscaster *Jack Pyle*. Radio publicist *Bill Smith* going "incommunicado" weekends for skiing jaunts to New Hampshire and Vermont. TV's lovely weather gal, *Judy Lee*, wore the shoe on the other foot on March 10th when she served as a judge in the "Miss Delaware Beauty Pageant" in Wilmington.

Jazz authority *Perry Andrews* programmed some real "driving" numbers on his "Jazz '56" show recently. A radio "ham" near Helsinki, Finland wrote that WRCV put out a truly "gone" signal that was "cool and clear" for nearly an hour some 4600 miles away in the Scandinavian country.

Pacific Division

Joy Cannon, in the Staging Operations office in Burbank, resigned April 6 to return to her home in Sydney, Australia. Australia does not yet have a television network, and Joy feels that her experience here will prove helpful

when her country gets into video production.

Edward Skotch has been appointed a television director for KRCA. NBC's Hollywood TV station. Skotch, who directed NBC's Dave Garroway when he first appeared on television eight years ago, has been working as a director on ABC's "Super Circus" telecast. He is a native of Chicago.

A new son was born to *Frank B. Crawford, Jr.*, of the Hollywood Business Affairs office, and his wife Ann. Kevin Brooks bowed in on Jan. 14 at St. Joseph's Hospital, Burbank.

Public Relations

National Advertising and Promotion—Mr. and Mrs. *Al Sherman* are the proud parents of a son, Murray Adam, born Feb. 9.

Clara De Vecchis is a new and welcome addition to the Art Department. Clara returned recently from two years of study in Europe. She is a former art teacher at Hunter College.

By the time this reaches print, the entire department will be settled in new quarters on the ninth floor. Our thanks to the workmen who put in so many hours brightening our new office.

Press and Information—Our welcome mat is out again. This time we would like to welcome two swell gals, *Mary Karr* and *Maryann Piliero*. Mary joins our writing staff and should feel right at home. She was formerly with our NBC Publicity department in Chicago. Maryann joins us as our new receptionist. And she's engaged, too!

Congratulations to *Larry Højstetter* who has taken over for *Mildred Bracco* as Program Editor . . . Mildred has left to await the stork.

Apologies due: It seems in our parade of expectant mothers and fathers, we forgot to mention *Beth Blossom* and *Sal Musco*. Sal, by the way, is betting this one is a boy.

Best wishes department—To *Thelma* and *Fred Quinn*, on their new home which is just being completed out in Westbury, Long Island. To *Mary* and *Hal Kirn*. Mary recently presented Hal with a bouncing baby girl. To *Carole Commi*, who recently became engaged to Claude Price.

Research and Planning—*Barbara Figliola* and *Lucille Craig* left us at the end of January to work in the Film Division, and about the same time *Jo Sanfillipo* left NBC for greener fields. Farewell luncheons were held for all three with many a tearful goodbye. Replacing them are three terrific gals, *Marguerite Picardi*, *Winifred Craig* and *Janet Markle*, respectively.

Congratulations to *Art Johnson* who was promoted and is now working on the "PEP Plan"—*Alfred Ordovery* came to us from Biow-Beirn-Toigo to replace Art as Assistant Supervisor of Circulation.

Bernie Lipsky moved into his new house in Plainview, Long Island, and had the Markets and Media Division up for a gala house-warming. *Carol Burton's* son Bob recently became engaged to an NBC girl, *Elza Mirsky* in Station Relations. Incidentally, Bob also just graduated from Law School, so double congratulations are in order.

Radio Network

Network Sales—Welcome to *Lynn Barnard* and *Howard Kiser*, on our sales staff, and to *Bob Kaufman* in Sales Development. A belated "hello" to *Joan Hofseth* who replaced *Linda Shelly* in December. Linda had a 9-pound girl on February 15th. Room 505 is a hive of planning—Joan is busy with her vacation jaunt to Florida, *Jean Martin* is all in a dither over her June 9th wedding, and *Ina La-Cerva* is equally bedittered with her sister's June 10th wedding date.

Television Network

Business Affairs—Belated congratulations are in order for *James Byrne*, now in Sales Development; *Dick Hollands*, now Supervisor in TV Budget, and *James Chenard*, now working for Mr. Hennig.

February can go down in the history of this department. . . . *Jack Heywood* became the proud father of twin girls. He's the third in our area to hold the title. This makes a total (as we'd say in the budget) of 7 little Heywoods.

Double congratulations are in order for *Eileen Monahan*, formerly Jack Heywood's secretary. She will now be working for George Graham in TV Network Sales, and some time ago she became engaged to *Bill Farrington*, Manager of TV Budgets.

Music Services—Howdie doodie—this is your monitor speaking. What kind of a today has it been? It's been a big story for today and every weekday with news of the wide, wide world in music services otherwise known as project 293. The big surprise was that *Ann Bradley* left to start a children's corner and become a woman in the house. She is not a doctor's wife but expects to live the life of Riley. Guess who replaced Ann? You bet your life, it was *Joan Miller*! We asked the camera and learned *Mary Turner* was leaving our town to become queen for a day, love and marriage that is. *Bernie Meyer* from the Music Library was the people's choice to succeed her. Now *Russ Christopher* is at home in Bernie's old kraft. *Sonja Palihnich* added to the hit parade of Record Library assistants. Long Islanders *Edith Walmsley*, *Nancy Dudar*, *John Plummer* and *Eddie Dunham* still object to the subway rush hours. They call it meet the press. *Benny Baer* says it's a great life now that he has a new hi-fi set. Keeps his finger on the pulse of the art of living, he says. Good lux, Benny. *Shirley Fiorelli* spends a lot of her time having a date with life at Irish dances. Trying to find her lone ranger, no doubt. Oh well—this is your life, Shirl girl. You have the right to happiness. *Jane Langley* and her husband pouring over maps of continental Europe and the Scandinavian countries. The sky's the limit they say, and we hope nothing will jinx the trip and their power of positive thinking.

TV News Film — 106th Street Headlines: ED HATRICK TALKS! but it took a cruise to South America to do the trick. "In Jamaica we shot the rapids on a bamboo raft, going down the Rio Grande River," our cameraman, whose conversation for three years

has been limited to "Hello, enthused . . . "and when it comes to night clubs, the 'Tropicana' in Havana is the most!! . . . They've got girls dancing in the trees!! . . . noticing raised eyebrows . . . "That's right . . . dancing in the trees!! . . . and the flying fish on the way to Cartagena . . . " "To where?" I interrupted. "Cartagena!" "Spell it." "I can't", he leveled, "I've only been there!" . . . thereby confirming his status of cameraman. GREG (ALAN SEYMOUR) EATON DELIGHTED! over success of "Picnic", produced by Salon Players of Jackson Heights, for which he is Assistant Director — Publicity Director — and Fellow Artist. JIM POZZI BEAMS! remembering cocktail parties before sailing and during his Nassau—Venezuela—Haiti cruise aboard the S.S. *Coronia*, a ship far surpassing her sisters in elegance—charm—and personnel, Jim says—and he's right . . . "I vuz der", as the saying goes.

BOB SORENSON COY! about his engagement to "Dumpling", the only name we've heard so far. DAVE KLEIN BUYS CIGAR! in honor of new cameraman, expected about July 4th (George Washington Klein, maybe?) . . . Assistant Camerawoman on this story—Betty Klein. EILEEN EMBROSINO ENGAGED! December 16 to Ed Einarsen, ex-NBC-ite now Film Editor for Kenco . . . the "Bells Are Ringing" come May 19th. KARL KORTER MOURNED! a great loss . . . one every member of the staff felt deeply.

CLOSING FILM "INFO": Pathe Lab, in whose building we 106-streets to L is engaged in "Operation Silver Recovery" (from film), permeating the air with a blended rotten egg—sulphur aroma, the New 106th Street Perfume! . . . and I thought the Film Business was glamorous!

Participating Programs—"Today" is excited about the wedding of Grace Kelly to the Prince, because our own Mary Kelly will be on hand for the event. Dave Teitelbaum is about settled down from telling us tales of his vacation in Europe, as is Bernice Watkins (just call her "Pete") who comfortably attacks the problems which are characteristic of a personal secretary. Florence Kimmel is feeling 372% better now that she has dismissed her

appendix because of its disorderly conduct. Note to the stork: that was McAllister Morton Co., whom you delivered to Paul Cunningham . . . bet you didn't know that!

What could be more confusing than having two persons by the name of Ehrlich on the "Home" show? The solution was easy. We welcomed a grand guy by the name of Arthur ("Bud") Ehrlich as associate producer, and his personal secretary, Bernice Joel. Then we moved Richard Ehrlich, together with Constance Hausmann, Nancy Coulter, and Leslie Papenfus to a new unit called "Special Promotions", a division of T-H-T—Participating Programs, headed jointly by Elizabeth Haglund and Ernie Fladell. Charged with the task of separating phone calls for Arthur and Dick, is Laura Hitt, new receptionist at "Home".

Round and round goes "Tonight" and where does it stop? Las Vegas! Dallas! Anyone left in New York? Yep. . . . Dave Lawn, who moves into NBC TeleSales. . . . Roger Gimbel, new unit manager from "Home" (new location but same problems). . . . Alida Mesrop, new public relations coordinator . . . and Sheila Reilly ably takes over the commercial coordinator spot. Marie Kirkland, used to long hours with the "Monitor" show, now arrives for late hours, as Roger Gimbel's secretary. Can't close this column without sounding much applause for Claire Rosenstein, who coordinated the serious and memorable tribute to George Gershwin on a recent "Tonight" show.

Production Operations — John Schwartz has spent about seven weeks in the wonderful city of Paris. He is directing television over there. Jim Gaines spent two weeks basking in the Florida sunshine. Bob Schuelein spent a week on a skiing trip to Aspen, Colorado. Combining business with pleasure, Stan Parlan spent four days in Sun Valley, but he feels he was cheated since it snowed most of the time. Another lucky man, Bob White spent a week skiing in the Laurentian Mountains in Canada.

We wish to extend our congratulations to two very deserving people in

our department who received new titles in February. Stan Parlan is now Manager of Broadcast Film, and Ed Whitney became Manager of Broadcast Operations.

We are happy to announce that both George Laurence and Doug Coulter of our Associate Director-Stage Manager staff became fathers of bouncing baby girls recently. Latest word is that they will be named Cynthia Lawrence and Susan Coulter.

TV Program—We will all miss Joan Rowe, Martin Begley's secretary, who is leaving us this week. Joan expects a baby next September and she and her husband are going to be busy until then getting their new house in Shrewsbury, New Jersey, ready for the new arrival. Congratulations to Betty Morrison and Walter Isbert who announced their engagement recently. Both of them work on the Sid Caesar show.

Robert Garthwaite and his wife are spending most of their time this month getting ready to move in the new house they have bought in New Brunswick, New Jersey. Rick and Toni Berman are expecting their first baby in August. Toni used to work on "Television Playhouse" and Rick is on our Engineering Staff.

Some of the lucky people in our department who have been able to spend some time in warmer climates have been:

Craig Allen, who combined business and vacation in a trip to St. Petersburg, Florida;

Anne Sloane, who spent 10 days in Palm Beach;

Dr. Frances Horwich, who was on a two-week vacation in Haiti; and

Caroline Burke, who spent a week in Florida.

Program Analysis—Program Analysis is happy to announce that it has at last moved to larger quarters in room 780-M in the studio section. This is the happiest bit of news that has come our way in many a year, although there was the frightening possibility that some gentleman of the press or lady interviewer would turn up lodged behind the files when the moving men greased our furniture in order to get it out of our tight little office. Fortunately, this proved not to be the

case, for it seemed that our various visitors had somehow managed to find their way out through the labyrinth of master books, scripts, files, furniture and ten individuals who had been jammed into the office for these many years.

Once in our new abode, the problem was no longer that of space, but of decorating. *Jane Di Leo* returned in September from a month abroad in Italy, filled with dreams of Italian Renaissance decorations, while *Connie Menninger* returned from a Christmas vacation in Florida with ideas of a sea shell motif. But *Mimi Hoffmeier* held out for Early American, feeling it was more in keeping with our early American records in television and radio. *Verne Heuer*, who is considering a trip to the South Sea islands some time in the near future, felt tropical plants and sarongs (!) should be featured. Pastel colors were preferred by *Louella Beers Neal*, who had just returned from her honeymoon, but *Carol Carroll*, a recent visitor to West Point and Annapolis, couldn't decide between Army grey and Navy blue. *Emmie Hill's* main concern was that the color scheme fit in with the abstract painting given to the office by her artist husband, Jay Ellies Hill. A recent addition to our office, *Charmian St. John*, wanted to consult Gump's to capture the oriental spirit of her native San Francisco in the decorations. A Spanish theme appealed most to *Peggy Moran*, as she had just been appearing in the Cleff Theater's dual presentation of "Rustic Chivalry" and "Baron-Almost." *Lora Silverman* had her heart set on light blue walls—these we have, but please don't wait 'till we have the rest to come visit us.

Public Affairs—It's an old Amish custom, they tell us, to paint the door blue when a marriageable daughter resides within. This bit of information merely by way of mentioning that the Public Service Program Department has moved to its permanent offices in room 783 . . . and the morning after we'd moved in the outer door was painted blue . . . the painter must be Amish . . . or he has very keen insight!

A hearty welcome to *Sally Naylor*, *Bill Parish's* secretary who, though

new to NBC, isn't new to broadcasting. After graduation from Sarah Lawrence, Sally did some work in the publicity department at the educational television station in Pittsburgh, WQED. *Doris Lockley* has moved three desks to the right to become *Dorothy Culbertson's* secretary.

TV Sales Traffic Operations—We first want to welcome to our growing fold: *Emily Fretz*, *Betty Banagan*, *Mary Ann Arato*, *Ann Mallon*, *Jack Ginalski*, *Andy Leach* and *Dave Brown*. Congratulations to *Peggy Garrihan* on her promotion to *Dick Soule's* secretary.

Uncle Sam finally got hold of *Peter Chase*. Best of luck, Pete. We are also glad to see *Dick Soule* back with us after a miserable case of hepatitis. By the way, Dick gave Emily F. Moser the first ring last February 25th and plans to give her the second ring on July 14th. Best of luck, Dick.

Joan Beyer spent a wonderful two-week vacation with her soldier-husband in April. He flew all the way in from Puerto Rico, where he is stationed. She'll go back to living a normal life in November, when he is discharged from the Army.

We bid farewell to *Pat Schlinger*, who left us last March 15th. We hope it's a boy! *Holly Low*, secretary to *Sam Novestern*, has graduated *cum laude*, and now is entitled to put PFC in front of his name.

TV Technical Operations—Vacations will soon be popping up again and 501 is buzzing with vacation plans. "Tommy" Owen will be using hers for her honeymoon in July, and *Louise Chastain* is hoping to get out to one of the political conventions.

Lots of happiness to *John Wittine* who plans to walk down the aisle in June with Dorothy Baranski, and to *Carrie Sgarlato* who returned Bob Stevens' school ring since he gave her that beautiful diamond we are all admiring. A warm welcome to *Rosanne Walsh* replacing *Lillian Tierney* who moved to Plant Operations; and *Fred Samuel*, *Rick Phillips* and *Ed Roeloffs*, our three new Maintenance Engineers. A farewell filled with lots of good luck to *Dave Geisel* who moved from be-

hind his TV camera to become Associate Director of the "Hit Parade" show; and congratulations to *Jerry Cudlipp*, our new Technical Supervisor, and to *Bill Kelley* who took over Jerry's duties.

Our proud papas include *Rudy Gebhart*, *Pete Dugandzic*, *Bill Goetz*, *Tony Romeo* and *Tony Rokosz* who added new sons to the U. S. population; and *Bob Juncosa* who is beaming over his little baby girl. A welcome back to NBC and good health for *George Madge*, *Herb Syers*, *John Russo*, and *Ken Foster*; and it's never too late to catch measles and mumps was sadly discovered by *Walt O'Meara* and *Vince DiPietro* respectively.

Unit Managers—The Unit Managers department has seen fit to deprive the government of tax dollars by increasing the number of their deductions. We had three new births in January; now we are happy to announce that *Dick Swicker* and *Paul Jacobson* have added two more young boys for us. There are still more to come: *Dan Sullivan*, *Elmer Gorry* and *John Kennedy* all have placed holds on the early services of the stork.

We are happy to extend a welcome hand to *John Kennedy* of BBDO, *Nicholas Standford* of Amherst, *Alicia Donnell* of White Plains and *Will Block* who is "exec training" with the department. All are working hard at picking up the gap left by the departure of *Joe Cunneff* and *Toby Goetz* for the Programming department. Another winter departure was *Lee Pratt* who felt smog was better than fog.

Changes, changes, changes. We are happy to have *Marty Cohen* back after his fling at a Broadway show; he is now on the staff of "Home." *Roger Gimbel* has left "Home" for "Tonight," where he is commercial producer. *George Roberts* has now taken over as the Senior Unit Manager of "Home." *Jim Reina* has taken over as the Senior Unit Manager of "Tonight," and we hear reports that he is really doing a bangup job at the Hudson. *Ed Rossi* is now assisting *Tom Meehan* on "Today." We tip our hat to *Ed Watson* who is now the Unit Manager for TeleSales.



a job isn't done right
if it isn't done **SAFELY**