

NBC

CHIMES

MAY
JUNE

• 1956



Barbara Reynolds becomes
New York's Miss NBC-1956



CHIMES

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Join Payroll Savings

Little more than a week remains in NBC's Savings Bond campaign. President Sarnoff, in his letter on the campaign, has given us ample reasons why systematic savings through the Payroll Deduction Plan should be part of everyone's budget.

Every one of us wants security; security without savings is a myth. We don't want to lose what money we have; there is no safer way to save than through Savings Bonds. We all enjoy getting more than we pay for; you get \$25 for every \$18.75 you spend, when your Bond comes to maturity.

There is not one of us who doesn't realize that we should have something

stored away for the future. Storing it away however is another matter. We tell ourselves that tomorrow we'll have more to store. But if we don't save today, nine chances out of ten, we won't save tomorrow. The time to start savings is now. Regularity is the secret. Make saving a habit and you'll not miss what you put away.

The company has made it easy for you to start the saving habit. You don't even have to take an elevator to the bank. All you have to do is sign the card which you now have. The company will do the rest. Before you know it, you'll have a nest egg. It's as simple as that.

The Cover

On the night of May 25, in the Grand Ballroom of the Waldorf-Astoria Hotel, Barbara Reynolds of T-H-T Sales became New York's Miss NBC for 1956.

Fred Hermansky, our photographer,

was able to capture for us the moment when the news was announced.

In the picture Ed Herlihy, jovial M.C. for the occasion, strides toward the new Queen as her fellow finalists lead the applause.

From the Editor

As you read this, the man whose name has been appearing atop the column to your left for the past year, is enjoying the spring sunshine somewhere in Italy. Dave Eddy has taken a leave of absence from the company to get in that European vacation.

Under his guidance, CHIMES has reached new heights, especially in variety of subject matter and in format. It didn't take his successor long to realize the esteem in which Dave was held for his work and the excellent cooperation he had received from you. The fame of CHIMES as one of the outstanding publications in its field is well known. The knowledge of your contributions and support gave the

new editor some of the reasons behind this.

Though the name of the Edition of CHIMES has changed, the objectives will not. We hope to continue to uphold the high standards which have been so well established. Continuing the high standards implies continued improvement. CHIMES will improve as it becomes more and more the magazine you want it to be. It cannot become that unless you let us know what it is you want, and unless you continue to contribute to its pages.

CHIMES already boasts imitators. The new editor is looking forward to assisting you to maintain that leadership.

NBC News

Roundup..

NBC Purchases Pearl Buck's First Play

Pearl S. Buck, Nobel Prize Winner and author of the current best-selling novel, *Imperial Woman*, will make her first venture into television under NBC auspices.

The network has purchased her original television play titled *The Big Wave*. Though one or two of her novels have been adapted for motion pictures and the stage, the new script is Miss Buck's first work in dramatic form.

Largest Participation Schedule on Single Network

Warner-Hudnut, Inc. is sponsoring over NBC Radio the largest participation schedule ever ordered by an advertiser on a single radio network.

Featuring its Quik Home Permanents, the extensive order calls for 50 participations a week in NBC's Monday-through-Friday "Weekday" series and "Monitor," the network's weekend radio service.

Talent Associates, Ltd. — NBC Agreement

Talent Associates, Ltd., independent packaging and producing firm, and NBC have entered into an unusual agreement providing for a long-range program development project. The agreement calls for the exclusive radio and television services and facilities of Talent Associates in creating and producing programs for NBC.

In addition to creating and producing dramatic and musical comedy programs for the network's 90-minute and two-hour color Spectacular productions, Talent Associates will furnish NBC with a number of new television series.

The firm currently produces "Armstrong Circle Theatre" on NBC-TV. Other productions have included "Good-year Television Playhouse," "Philco Television Playhouse," "Justice" and "Adventure."

Steve Allen To Star in New Program

Steve Allen will be host of a new television variety show to be seen on the network Sunday evenings in the 8-9 p.m. New York Time period, three weeks out of four.

To be known as the "Steve Allen Show," the program will be basically a comedy series with top guest artists from all fields of entertainment.

Allen will continue his late evening "Tonight" series, but, because of his heavy work schedule, may possibly be relieved of one night's performance.



Dr. Sukarno, President of the Republic of Indonesia, visited NBC's studios and facilities in New York on May 23. He was escorted to the studios by Sylvester L. Weaver, Jr., Chairman of the Board of NBC, and Charles M. Odorizzi, Executive Vice President of RCA. Pictured in a moment of relaxation are (L to R) Mr. Weaver, Mr. Odorizzi, and Dr. Sukarno.

NBC to Telecast Big Ten Games

Exclusive rights for regional telecasts of Big Ten football games next fall have been awarded to NBC.

The five game slate will include a clash between Notre Dame and a Big Ten foe. The regional dates, all Saturdays, are Sept. 29, Oct. 13, Oct. 20, Nov. 3, and Nov. 17. These telecasts will be seen only in National Collegiate Athletic Association District 4, which includes Ohio, Michigan, Indiana, Wisconsin, Illinois, Minnesota and Iowa.

Leo Durocher Signs New Contract

Leo Durocher, former manager of the New York Giants, has signed a new contract with NBC.

The new agreement calls for an extension of Mr. Durocher's duties as an NBC executive, which began last September. Since then he has been engaged primarily in the field of talent relations, including the acquisition of new talent for the network.

TV Comes to Guam

The first television ever seen on the Western Pacific Island of Guam will be launched when a new affiliate of NBC — station KUAM-TV, Channel 8 — in the capital city of Agana begins operations July 15.

The new television station, operating on the VHF band, will serve about 25,000 potential television homes on the island.

Both KUAM-TV and KUAM Radio, the latter also an NBC affiliate, are owned by Radio Guam.



A historic milestone in telecasting was recorded when NBC President Robert W. Sarnoff pressed the button that made WNBQ, Chicago, the world's first all-color television station. Chicago Mayor Richard J. Daley and Jules Herbuveaux, NBC Vice President and General Manager of WNBQ and WMAQ, look on. While communicating with Dave Garroway on the "Wide Wide World" show, Mr. Sarnoff stood on the ladder that became Garroway's trademark when he launched his TV career in Chicago from the same studio.

Toward a

Colorful Fall

NBC's Fall plans call for at least one major color program in prime evening hours, every night of the week. The announcement was made by Robert W. Sarnoff, President of NBC, at a symposium for most of the nation's television receiver manufacturing companies held in Chicago on April 16.

"That means color every evening on a regular basis. And it means that on the Saturday, Sunday or Monday when a 'Spectacular' is scheduled, we can have as much as two-and-a-half solid hours of attractive programming in color. With our new color recording equipment in operation, these programs will be available in color to the West coast markets as well as the rest of the country.

"The shows to be done in color will go into the color studios and stay there. They'll be set for the whole season. The networks, the stations, the dealers and distributors can really promote this sort of fixed color sched-



(Left) Observation corridor on 20th floor of Chicago's Merchandise Mart enables visitors to watch WNBQ programs in color studio. (Right) Two views of Chicago's RCA-NBC Exhibition Hall.



ule. The public will be able to depend on color as a regular evening event, and the habit of color can be established and developed.

"This is our objective this Fall, and we are working to bring it to realization right now. We are decided in principle on the plan, and we have done enough checking on various program combinations to conclude that we can fit such a schedule into our expanded color facilities. However, we are not yet set on the specific programs to be done in color under this plan, because our over-all Fall schedule is not yet finalized in all its details. As we complete our negotiations for next season's programming and make final arrangements on the placement of the various programs, we will work toward implementing the color plan I have just outlined."

Progress toward this objective can be seen clearly in the NBC Color telecast schedule for the past two months and in the activities of NBC's stations in both Chicago and New York.

During the month of May and June, NBC sent across the country almost 70 hours of color programs. This included colorcasts of six Spectaculars, four Dinah Shore Shows, the daily NBC Matinee Theatre, two Milton Berle Shows, twenty-four Howdy Doody

shows, four programs of Zoo Parade, two Gordon MacRae Shows, and one performance each of Lux Video Theatre, Maurice Evans Presents on the Hallmark Hall of Fame, Goodyear Playhouse, Kraft TV Theatre, and This Is Your Life.

With the dedication ceremonies over and color programming a reality, WNBQ is forging ahead with additional work related to the color operation. The Neisen hut on the Merchandise Mart roof has disappeared and in its place is rising the 25,000 square-foot brick and concrete structure to house various production and facilities shops. Occupancy is planned for early summer.

Studio E, from which most of the WNBQ programs originated while other studios were being converted to color, is now being converted also. It is scheduled to go into operation in July. Remodelling of the film studios has begun. New color facilities, including switching consoles and other control equipment, will be installed here.

The Chicago station is continuing its color orientation sessions for clients and agencies. These sessions provide sponsors an opportunity to conduct camera and lighting tests on products, packaging, trademarks and other visual



aids used in staging and presenting live commercials.

New York's WRCA-TV offered a total of 44½ hours of color television programming during the month of June. This schedule included 27 hours of network programs and 17½ hours of local shows.

The day before making the above announcement, as he dedicated WNBQ as the world's first all color TV station, Mr. Sarnoff had said, "The future, I am convinced, lies in the complete programming of television in color." With that station beaming all its live studio shows in color (more than seven hours daily), New York's WRCA-TV offering 44½ hours of color programming a month, and the network's current color schedule, the future does not seem too far away.





Spring Dance

More than 1,500 NBC employees and their guests filled the Grand Ballroom of the Waldorf-Astoria on May 25 to make the Annual Spring Dance for NBC New York a night to remember.

Entertainment was provided by vivacious Eydie Gorme and waggish Buddy Hackett. The audience left no doubt that they approved. MC Ed Herlihy set the festive tone early in the evening and saw to it that everything came off on schedule with the result that there was ample time for dancing.

The highlight of the dance was the crowning of "New York's Miss NBC of 1956."



A question of thanks —

You can thank Bill Johnson.

Two years ago when T-H-T Salesman Bill Johnson, then in Personnel, went to N. Y.'s Berkeley Secretarial School to give a talk on working for NBC, a young lady from West Englewood, N. J. made up her mind that, when she graduated, NBC was the place she wanted to work. She got her wish. Her name is Barbara Reynolds.

We asked her how she felt when she heard her name called as Miss NBC. "The only thing I could think of," she told us, "was that I wanted to thank each one personally for the honor. That wasn't possible, of course. So, as soon as I could, I rushed to the telephone to tell the folks at home. That's why I missed the presentation of the roses and the first dance with Ed. Herlihy."

Barbara is still interested in expressing her thanks and has asked CHIMES to do it for her. So —

Barbara Reynolds thanks you.

'Wide Wide World' Abroad

Plans are being made to take NBC-TV's "Wide Wide World" abroad. Davidson Taylor, Vice President in charge of Public Affairs, Barry Wood, Director of Special Events, and the heads of the European Broadcasting Union (Eurovision) met in Gardone, Italy on May 23 to work out the details and to determine the programs to be presented. These programs will be kinescoped, of necessity, but are recognized to be a direct forerunner of the programs to be presented as soon as trans-Atlantic television is feasible.

The countries linked together by live television facilities are Great Britain, France, Germany, Italy, Switzerland, Holland, Belgium, Denmark, Monaco, and Luxembourg.

Mr. Wood expressed interest in showing the changing of the guards at Buckingham Palace, a papal blessing in Rome, the Louvre in Paris, skiing in the Alps and a tulip festival in Holland.

The first "Wide Wide World" program, scheduled to be presented in October, will be entitled, "Autumn in Europe."

'Meet the Press' Celebrates Anniversary

Five hundred leading figures in national and international affairs, business, education and communications attended a dinner in honor of the tenth anniversary of the NBC-TV and Radio series, "Meet the Press," Saturday, April 23, in Washington, D. C.

Principal addresses were made by the late Senator Alben W. Barkley, Senator William F. Knowland, and Robert W. Sarnoff, President of NBC. Lawrence E. Spivak, producer and permanent panel member on the show, was honored with a special presentation.

Invitations to the dinner were extended to all former guests and panelists who had appeared during the program's ten-year history.

Attending the dinner were over 31



Senators, 114 members of the House of Representatives, three members of President Eisenhower's Cabinet, 14 Ambassadors, Three Foreign Ministers and well over 100 members of the nation's press.

'Biographies in Sound' Boasts 10 National Awards

Ten national awards in the first year of its existence makes NBC's "Biographies in Sound" the most honored series of programs ever launched by the News Department.

The series is described aptly in the words of the George Foster Peabody Award which was presented to the program this spring:

"'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."

Introduced on November 28, 1954, the honors began coming early. The first one, based on the initial program of the series, "Winston Churchill: His Finest Hour," was an award by the Ohio State Institute for Education by Radio and Television, given in April of 1955.

The latest honor for the show was a citation in the field of radio education

by the General Federation of Women's Clubs, announced on May 16.

The programs are prepared under the supervision of Joseph O. Meyers and Arthur H. Wakelee for the NBC News Department.

Following is a list of awards and mentions received to-date by the program. Institute for Education by Radio and Television, Honorable Mention, "His Finest Hour" (April, 1955); Variety Showmanship Awards, Special Citation (April, 1955); Christopher Award, "Will Rogers" (Nov. 1956); Radio Television Daily (Poll), All American Favorites of 1955, (a) Documentary of the Year, (b) Best Transcribed Series; National Association for Better Radio and Television, Radio Program of the Year (Feb. 1956); TV-Radio Life Magazine (Editorial Staff Poll), Narrative—Documentary; George Foster Peabody Awards, Radio Education (April, 1956); Ohio State Institute for Education by Radio and Television, Honorable Mention—Cultural (April, 1956); General Federation of Women's Clubs, Citation—Education.

RCA STOCKHOLDERS MEETING

General Sarnoff Points to RCA's Leadership in Color Television

At the 37th Annual Meeting of RCA Stockholders in a studio of NBC on May 1, Brig. General David Sarnoff, Chairman of the Board, predicted that within the next ten years the science of electronics would continue to expand and become an even more important factor in the fields of business machines and other office devices, industrial equipment, and home appliances.

The General said that in light of past history it was reasonable to expect that in ten years 80 per cent of our business would be in products that do not exist commercially today. He predicted that by the end of the next decade RCA's annual volume of business would double.

"The leadership which RCA achieved through the development and production of television sets, both black-and-white and color, is now history," General Sarnoff said, and added:

"We have borne the major scientific,

manufacturing and financial burdens of pioneering and developing both black-and-white and compatible color television and of establishing them as a service to the public.

"We have every reason to be proud of the RCA compatible color system. The existing millions of sets have not become obsolete but continue in uninterrupted service . . . This feature of compatibility in television is, in my opinion, one of the most significant scientific advances in the public interest that has ever been made by any industry.

"Having blazed the trail in color television, we are now entering a new era of great expansion and sales opportunity for RCA as well as our competitors."

General Sarnoff announced at the meeting that sales and earnings of RCA in the first quarter of 1956 exceeded the all-time record for the period set last year by the Corporation.

Wm. Goodheart Joins NBC



William R. (Billy) Goodheart, Jr., one of the nation's leading discoverers, developers and managers of stars, has joined NBC in an executive capacity.

Mr Goodheart will work on all aspects of the network operation with Thomas A. McAvity, Vice President in charge of the NBC Television Network.

In the early days of network radio, Mr. Goodheart made coast-to-coast favorites of scores of dance bands by devising unique program formats. "The Magic Carpet" for Lucky Strike cigarettes was one of his creations which eventually brought 400 dance bands under his direction. Other programs he originated and supervised were the Guy Lombardo program with Burns and Allen, the Jack Benny show with George Olsen's orchestra, and the legendary Ben Bernie program from Chicago's College Inn. Mr. Goodheart also helped to bring to prominence the orchestras of Eddie Duchin, Horace Heidt, Tommy Dorsey, Benny Goodman, Kay Kyser, and Sammy Kaye.

Interest in the entertainment field began with Mr. Goodheart in his college days when he organized, booked and managed dance bands while studying at the University of Chicago and later the University of Illinois. In 1924 he was one of the co-founders of Music Corporation of America. He retired from MCA in 1943 after a lengthy career as Executive Vice President.



Carleton D. Smith, NBC Vice President and General Manager of WRC-TV and WRC, has been appointed General Campaign Chairman of the first united charity fund drive in the Washington area.

Hurok Signs Contract

S. Hurok, internationally famous impresario, has signed a new one-year contract with NBC as a television consultant and producer.

The new agreement calls for Mr. Hurok to create and produce television events for NBC of the character and scope he has provided during the current season. These have included the telecast of the Sadler's Wells Ballet production of "The Sleeping Beauty" on "Producer's Showcase" this past December, and the all-star "Festival of Music," featuring the world's greatest vocal and instrumental artists on the same series in January.

"The Sleeping Beauty" alone was viewed by more than 30,000,000 people.

Mr. Hurok recently returned from an extensive talent hunt through Europe and expects to announce the results of the search shortly.

Judith Waller Honored



Judith Waller, who for many years directed NBC's Public Affairs activities at Chicago, was honored on April 18 by the Radio Pioneers at their annual banquet in Chicago. William S. Hedges, Vice President of NBC, and Chairman of the Awards Committee of Radio Pioneers, presented Miss Waller a plaque on which the following special citation was inscribed: *Radio Pioneers Citation to Judith Cary Waller, whose great gifts to radio and television broadcasting have included education,*

culture, imagination, impeccable good taste, imagination and warm human understanding.

Miss Waller and Mr. Hedges both began their radio careers in Chicago in 1922 when WMAQ was established by them for the *Chicago Daily News*.

Raymond Guy (above, left), Facilities Engineer of NBC, New York, is President of the Radio Pioneers. The citation bore his signature as well as the signature of H. V. Kaltenborn, the founder of the Radio Pioneers.

Annual Bowling League Dinner

The New York NBC Bowling League brought its season to an end on May 21 with a dinner in Hotel Taft's Village Room. Over 100 bowlers and their guests were there to give a vote of thanks to retiring president Tony Dente and to welcome Nick Gilles, the new president.

Top honors this year went to the Gutterballs, led by Dick Olsen; second place went to Engineers, third to TV Supply.

Highest individual season average among the men was racked up by Vincent Carey (169). Joan DeMott headed the female category with 154. High individual game scores were those of Tom Baricak (261) and Anne Surowitz (204).

After six years of service, Joe Kent retired from the office of League secretary; the post will be held next year by Stan. Rotkewicz.

Francis Barber

Francis Barber, NBC guard in Protection, died of a heart attack at his home on April 25.

Mr. Barber came to NBC in February, 1952. He is survived by his wife.

Ferdinand Wankel

Ferdinand Wankel, administrative assistant in Engineering, died on April 24, after twenty-eight years of service.

Beside the position he held at the time of his death, Mr. Wankel had also been manager of TV Technical Operations and Labor Relations coordinator in the Personnel Department. He is survived by his wife and two daughters.

GENERAL SARNOFF RECEIVES ARMY CIVILIAN MEDAL

Brig. General David Sarnoff, Chairman of the Board of RCA, received the Army's Decoration for Exceptional Civilian Service on May 23. The presentation was made at a reunion luncheon of the 1953 Committee of Department of Defense Organization, called by Charles E. Wilson, Secretary of Defense.

Wilber M. Brucker, Secretary of the Army, read a citation praising General Sarnoff's noteworthy contribution to national defense and his key role in marshalling public opinion particularly with regard to the Reserve program. Secretary Wilson presented the Army's decoration.

General Sarnoff succeeded the late Maj. General Julius Ochs Adler as Chairman of the National Security Training Commission.

NBC Marriages

Helen Fitzpatrick, N. Y., to Bud McNerney. Shirley Frye, N. Y., to David Hurlbut. Leslie Papenfus, N. Y., to Thomas Reed. Dolores Fetto, N. Y., to Blase Santa Lucia. Mary Bayliss, N. Y., to John Bechtel. Margie McKenna, N. Y., to Donald Seuling. Maurice Robinson, N. Y., to Carol Jackson. Rosemarie Sweeney, N. Y., to Harold Ehrenberg. Ralph Dichter, N. Y., to Sandra Kucher. John Wittine, N. Y., to Dorothy Baranski. Carmela Sgarlato, N. Y., to Robert Stevens. Eileen Ambrosino, N. Y., to Edward Einsen. Louise Kaciczak, N. Y., to John Molnar.

NBC Births

To Sherman Hildreth, N. Y., a son, Christopher Hall. To Robert McEwan, N. Y., a daughter, Robette Ann. To Ken Foster, N. Y., a son, Kevin. To Robert Sullivan, N. Y., a son, Gregory. To Ted Shuster, N. Y., a son, Robert Jay. To Gordon Riggsby, N. Y., a daughter, To Tommy Kane, N. Y., a daughter Mary Priscilla. To Jack Landis, N. Y., a son Stephen. To Sal Musco, N. Y., a son, Robert. To Mort Hochstein, N. Y., a son, Eric. To John Longo, N. Y., a daughter, Catherine. To Gabe Pressman, N. Y., a son, Mark. To Hal Alexander, N. Y., a daughter, Brandy. To Vincent Vacca, N. Y., a daughter, April Marie. To Dominick Bellezza, N. Y., a son, Dominick. To Robert Aaron, N. Y., a son, Blaine Fidler. To Dorothy Donlon, N. Y., a son Michael Anthony. To Ed Carey, Chicago, a daughter, Christine Frances. To Tom Lauer, Chicago, a son, Fritz.



Among those at NBC Hollywood who received flowers were, left to right, Dolores Cortese, Imogene Miller, Vivian Thompson and Phyllis Krebs.

Charles C. Bevis, General Manager of WBUF-TV, presented all the girls at the new O & O station in Buffalo an American Beauty Rose, in appreciation for their grand work in getting the station under way. Left to right: Jeanette Clark, Joyce Wilson, Delores Kowalski, Marion Winkler, Mr. Bevis, Nancy Bruce, Connie Jaworski, Babette Lohe, Vicky Patrick.



Mary Coley, Jean Walker and Marilyn Roth, of New York's WRCA-WRCA-TV, take time out to admire the roses they received.

Mr. Thomas C. McCray, Vice President and General Manager of KRCA, Hollywood, with secretaries and staff of the organization, who were presented orchids (L-R) Rita Haupt, Aileen Henderson, Terry Seigny, Roberta Hecter, Genie Stokes, Bobbie Rickson, Pat Leslie, Rita Pasquelone, Marianna O'Connor, Pat Baldwin, Naomi Hallum.



Secretaries' Day

NBC saluted its secretaries on 25. Saying it with flowers. at offices throughout the count pressed their appreciation and for the great part these Right had played in helping the Co remain the leader in its field.

All the secretaries at KNBC, San Francisco, at a luncheon at the Clift Hotel. From left to right: Janet Mittacht, Janet Sligh, Christina Argos, A.



New York sent roses
to Girl Fridays. Ed-
Stanley, Manager,
Service Programs,
sent roses to (l-r) Kay
Naylor, Sally Naylor, Bar-
bory, and Flo Reif.



of their General Manager, Mr. William K.
Dovell, Lois McInerney, Gail Monroe Hazel
Naylor, Evelyn Dybad, Muriel Jocz, Betty Moltzen.



It's a woman's world . . . Vice President-General Manager Lloyd E. Yoder pins an orchid on Mary Kohn in observance of Secretaries' Day as some of WRCV-WRCV-TV Philadelphia secretaries look on.

NBC Awards and Honors

Variety's Showmanagement Review

"The Perry Como Show," which rose to the top-rated Saturday night variety show on television within a few weeks after its bow on the NBC-TV network last Fall, took top honors with a Special Citation in *Variety's* latest Showmanagement Review.

In addition, WRC-TV, NBC's owned station in Washington, and three NBC affiliated radio and television stations won *Variety Plaque Awards*, and 32 NBC-owned stations and affiliates won highlight mention.

The Special Citation presented to "The Perry Como Show" for becoming "this season's Trendex Tilter" reads in part: "... Tossed into one of TV's toughest time slots—opposite Gleason—he's come out smiling, and in the process has converted Saturday night into NBC-TV's big success night. . . ."

WRC-TV will receive a Showmanagement Plaque for being the nation's first station in the category "Serving the Public Interest." *Variety* saluted the station's four-program series, "Our Beautiful Potomac" (dealing with pollution of the river), which "so shocked TV viewers that the Washington newspapers jumped on the bandwagon and joined in the crusade for an end to pollution."

NBC's O & O WRCA and WRCA-TV, New York; and WMAQ and WNBQ, Chicago were among those which won highlight mention.

Ohio State Awards

By receiving nine awards and seven honorable mentions, NBC walked off with more Ohio State honors than any other network.

Sharing in the honors were the Radio and TV Networks, WRCA-WRCA-TV, New York, and WNBQ in Chicago.

A special award went to "Wide Wide World" as a cultural television program because of its "fascinating and skillful integration of educational values."

Three of the First Awards were given to programs dealing with basic freedoms: "One" on "Kraft Television Theatre" (TV program), WRCA-TV's "Man of the Year" (local TV program), and "American Adventure" (Radio program). First Awards were also given to NBC's "Assignment: India" (TV public affairs), "WRCA-TV Workshop" (local TV program of cultural nature), WNBQ's "Live and Learn" (systematic instruction by a local TV program), and to WRCA's "This is My Story" (local program dealing with personal and social problems), and "Junior Anthology" (local radio program for children and youths).

NBC programs winning honorable mention were NBC-TV's "Opera Theatre," "Nightmare in Red," and "Zoo Parade"; NBC Radio's "Biographies in Sound" and "Meet the Press"; "New York '55" on WRCA and "They Talked to a Stranger" on WMAQ.

General Federation of Women's Clubs

Seven NBC programs, selected in a poll of 15,500 women's clubs, won 1956 Radio and Television Citations presented by the General Federation of Women's Clubs.

"Wide Wide World" won a special award for "variety in news and education."

The seven programs receiving citations were "Maurice Evans Presents on the Hallmark Hall of Fame"—best television entertainment program; "News Caravan"—best television news program; "Youth Wants to Know," for meeting "the problem of juvenile delinquency"; "Home," for promotion of individual responsibility; "Biographies in Sound"—best educational program on radio; and Morgan Beatty's "News of the World"—best radio news program.

Child Welfare League

The first award ever presented by the Child Welfare League of America in its 36-year history was given to

NBC's Continuity Acceptance Department on May 24.

The award, presented by Marshall Field, president of the League, commended the department for a "deep sense of public service and responsibility and continuous efforts to assure a high degree of professional accuracy in scripts portraying child welfare subjects."

Albert Lasker Medical Journalism Award

NBC-TV's "The March of Medicine" has won the first Albert Lasker Medical Journalism Award ever presented to a television program.

"The March of Medicine," produced by Smith, Kline, and French Laboratories in cooperation with the American Medical Association, was commended by the awards committee "for creative pioneering in medical journalism through the medium of television."

The awards, founded in 1949, are presented by the Albert and Mary Lasker Foundation in cooperation with the Nieman Foundation for Journalism at Harvard University, for "outstanding reporting on medical research and public health."

Sylvester L. Weaver, Jr., Chairman of the Board of NBC, was presented the Dartmouth College Club's Award for Distinguished Service to the Community at the Second Annual Awards Dinner of the club in New York on April 24.

Mr. Weaver was graduated from Dartmouth College in 1930.

Robert W. Sarnoff, President of NBC, was presented a plaque for distinguished service to advertising, on May 3, by Elon G. Borton, President and General Manager of the Advertising Federation of America.

The award was presented for Mr. Sarnoff's contributions as General Chairman of the AFA's promotion of National Advertising Week in 1956.

Awards for RCA and Chicago Stations



Members of the Henry Cooke team, 1956 champions of The NBC Chicago Bowling League. (Clockwise) Mildred Verheyen, Bill Evans, Al Otto, Steve Roche, and Marion Davis. The team was sponsored by WMAQ announcer Henry Cooke. Each of the six teams in the league is sponsored by WNBQ-WMAQ radio-TV personalities.

Jules Herbeuex (NBC Vice President and General Manager of Stations WNBQ and WMAQ), WNBQ and RCA have received awards from the Chicago Federated Advertising Club.

The award was a special one presented at the 14th Annual Advertising Awards Competition dinner for "Initiative and foresight in establishing Chicago as the first all-color TV outlet in the U. S., thus bringing new laurels to our city."

The Club also presented awards to WNBQ for its TV programs "The Story of the Christmas Carol," "Live and Learn," "Championship Bowling," and "Bible Time."

WMAQ programs to receive awards included Len O'Connor's, "They Talked to a Stranger," and "Night Desk" for its coverage of the Carpenter case last Summer.

Both these programs also received awards in the Sigma Delta Chi (national professional journalism fraternity) competition for outstanding journalism during 1955 in radio, television, newspapers and magazines. O'Connor received the fraternity's award for Public Service in Radio Journalism: John Chancellor, who covered the Carpenter case, won the award for the best radio reporting job in 1955.

"The Rainmaker" Presented in Hollywood

With no outside publicity, the NBC Pacific Division's Experimental Theatre production of "The Rainmaker" opened in Hollywood's Studio C on April 12, and played to more than 800 persons.

Part of the NBC Athletic Association, the theatre group has become the spare-time outlet for non-professional personnel who want to find expression for their talents in the dramatic arts.

Not a new idea, the Little Theatre was first organized two years ago. Lack of studio space, however, made it necessary to postpone projects frequently, and the organization eventually disbanded. Early this year, renewed interest in the idea prompted a second attempt, and a new Experimental Theatre was formed.

The organization is divided into two sections: the Main Stage and the Workshop. The Main Stage operation is devoted to the presentation of plays and sketches for audience viewing; the Workshop group meets every Tuesday

night in one of the rehearsal halls and offers an opportunity for those with ambitions toward acting, directing, or writing to try their wings. An end of the month review of all functioning groups provides constructive criticism and a measurement of progress.

Dick Bellamy starred in the role of "Bill Starbuck." Other members of the cast were Barbara Spence as "Lizzie," Vern Johnston as "H.C.," Frank Wyka as "Noah," Ron Davis as "Jim," Ken Mayer as "File," and David Lipp as "Sheriff Thompson."



(l to r) Dick Bellamy, Vern Johnston, Barbara Spence, Ken Mayer, David Lipp, Frank Wyka, Ron Davis.

KNBC Sets Pace in FM

KNBC, San Francisco's FM station, went on the air independently of KNBC-AM on March 14. The station will broadcast classical and hi-fi music. KNBC-FM thus sets the pace for the other major stations which are duplicating their AM programming.

KNBC General Manager William K. McDaniel said the FM operation would start with 20 hours a week of classical and hi-fi music, with the intention of gradually expanding to as much as 18 hours a day as the response of the public and advertiser makes this feasible.

The decision to program the FM station separately, according to McDaniel, was based on the wide audience for classical music in the San Francisco Bay area, the increased ownership of FM radio sets, and the growing vogue for high-fidelity audio equipment.

RCA News Brief

Color TV Blueprints: Complete blueprints and detailed production "know-how" developed by RCA for color television receivers are being made available for immediate use by other television manufacturers.

Details of the RCA developments were presented by Frank M. Folsom, President of RCA, and other RCA executives at a symposium conducted for representatives of most of the nation's television receiver manufacturing companies.

At the same time, a reduction in the manufacturer's price of the RCA 253-square-inch color picture tube from \$100 to \$85 was announced.

Recalling that in August, 1947, RCA turned over information on the first black-and-white television receiver, Mr. Folsom said: "We shall turn over to you RCA's latest color receiver blueprints, our technical 'know-how,' production details and bills of materials. Our color TV manufacturing facilities are open to your inspection. In our opinion, this action will prove to be as important to color television as the first table model was to black-and-white television."

Military Electronics: Three major developments in the field of military electronics were demonstrated by RCA at the dedication ceremonies for the enlargement of the RCA Moorestown Engineering Plant.

1. A portable electronic detector for "Nerve" gas—developed by the Army Chemical Corps and RCA. The first such detector accepted for military use, the unit not only can serve as a field alarm for military personnel and installations, but also can be utilized for gas-detection protection of population and industrial centers. It has possibilities as a detector for hazardous industrial and commercial gases.

In operation, air is sucked into the detector by a pump and is filtered free from dust. Inside, a paper tape impregnated with a special colorless chemical solution is moved intermittently under the incoming air stream.

Phototubes continuously scan the impregnated tape. G-agents in the air cause the tape to discolor. Instantly, the phototubes react to the change in reflected light caused by the discoloration and trigger audible and visible alarms.

2. An RCA developed wide-spaced image orthicon tube, or television camera tube, which can be used for televising scenes and objects under light conditions as low as those of a moderately cloudy moonlit night. Also described was the "Cat Eye" electronic light-intensifier, resulting from research of RCA in conjunction with the U. S. Air Force. This device is capable of viewing objects in almost total darkness to produce clearly defined television pictures. Viewers at its demonstration, unable to see a rotating globe in a room completely dark to the human eye, saw a bright, high-contrast image of the globe produced on an adjacent television viewing screen.

3. Noise-cancelling microphones and headsets for aircraft intercommunication systems, which RCA has developed and is producing for the U. S. Air Force. The highly selective and sensitive equipment provides clear communication under noise conditions which would make intelligible conversation virtually impossible by other known means.

RCA Victor Records "Wide Wide World" Music: All the original musical scores created by composer and conductor David Broekman for NBC-TV's "Wide Wide World" have been released in long-playing record form by RCA Victor under the title, "Music from 'Wide-Wide World'."

The pieces were created especially for a place or event being covered by the program's roving live cameras.

"Talos" Guided Missile: RCA is developing and producing, under contracts with the Department of Defense, land-based tactical launching and guidance systems for the "Talos" guided missile.

ORGANIZATION

ADMINISTRATION:

Controllers;

Dick T. Hollands to Manager, Operating Budgets and Financial Evaluation.
James L. Wilson to Manager, Capital Budgets.

Personnel;

Henry O. Lumb to Manager, Personnel.
William A. Sharon to Manager, Organization Development.
Charles J. Boylan to Manager, Installations and Communications.

Traffic;

Albert W. Frey to Supervisor, Traffic Operations.

OWNED STATIONS AND NBC SPOT SALES:

Harold W. Shepard to Director, Special Projects.

PACIFIC DIVISION:

TV Network Programs;

John W. Nelson to General Program Executive.
Frank P. Cleaver to General Program Executive.
Fred Hamilton to Manager, Traffic Operations.
Karel E. Pearson to Program Supervisor.

Production and Business Affairs;

Frank V. Dellett to Assistant Treasurer.
Joseph L. Kubin to Assistant Controller.
Frank Gertz to Business Manager, Network Programs.

Controllers;

Wayne E. Simpson to Manager, Accounting and Financial Planning.

"Talos" is a surface-to-air guided missile developed by the Johns Hopkins Applied Physics Laboratory for the United States Navy, Bureau of Ordnance. It is a defense weapon designed for use against enemy aircraft, and is described as one of the largest and most comprehensive electronic weapon systems ever developed.

To provide the design, engineering, and manufacturing space for the "Talos" project, RCA has completed one phase of an enlargement program which more than doubles the engineering space and laboratory facilities of its Moorestown Missile and Surface Radar engineering plant. The new building, which joins the original construction, increases the plant's total building area from 145,000 square feet to about 264,000 square feet and provides employment for more than 1,500 persons.

People and Places

NGES

Technical Operations;

enneth D. Erhardt to Technical Supervisor.

Joseph E. Kay to Technical Supervisor.

William S. Palmerston to Technical Supervisor.

TELEVISION NETWORK:

William R. Goodheart, Jr., to Program Executive.

Program Planning;

David W. Tebet to General Program Executive.

Plant and Program

Contract Administration;

Thomas H. Belviso to Manager, Music Services and Literary Rights.

Marjorie Jean Brown to Supervisor, Literary Rights.

Technical Operations;

William R. Ahern to Administrator, TV Technical Operations.

Program Services;

Thomas D. Meehan to Supervisor, Program and Facilities Pricing.

Design, Art, and Scenic Production;

Valter Geibelhaus to Manager, Design, Art, and Scenic Production.

John L. Kelly to Manager, Production Services.

Robert McKichan to Manager, Design and Art.

Daniel H. Levitt to Business Manager.

Clifford Stiegelbauer to Chief Estimator.

Peter Bonardi to Supervisor, Scenic Shops.

Phillip McEneny to Supervisor, Stock Scenery Unit.

Bargain Counter

For Sale: Ford Station Wagon, 1951. Green, all wood body. Garaged, top condition. Completely equipped. Asking \$500. Fred Eberstadt, X 3331.

For Sale: Dalmatian pups. AKC registration. Champion stock. Call Edgewood 3-2093.

For Sale: Corner house, Floral Park, L.I. 4 bedrooms, large living room, sunroom, dining room, modern kitchen, G.E. oil heat. Walk station, stores, schools, churches. Asking \$17,400. Bill Ahern, X 4293.

For Sale: Stone marten scarf. Three beautifully matched full skins in perfect condition. Appraised at \$250 in May '56. Asking \$125. Rosemary Palazzotto or Robert Lisauer, X 4291.

For Rent: Unfurnished Apartment, Bronxville. 4 1/2 large rooms. Close to schools, churches, shopping station. New elevator building. \$150 a month. Two year lease. W. Edwards, X 2965.

HELP WANTED

From time to time, NBC employees have recommended friends or neighbors to the Employment office for jobs requiring typing and shorthand skills. We've liked their recommendations.

At the present time we have some job openings for typists and secretaries. These positions are at the junior or intermediate level and offer excellent opportunities for future advancement.

If you know of anyone who might be interested, please have her call the Employment office, Ext. 2364.

Administration

Controllers—The welcome mat is out for *Erica Balweg*, *Frank Reilly*, both in Accounts Payable, and *Wanda Baer*, *Bob Burholt's* secretary.

Good luck to *Marilyn Liebman* and *Wayne Simpson* on their promotions.

Heir Bound . . . *Gloria Ferni*, *Gwen Doll* and *Gloria Cullen* all had luncheons in their honor upon leaving the Company.

Attention all beach enthusiasts: there will be locker space available in *Jim Whelan's* new apartment, Far Rockaway, and *May Chandler's* summer home on Fire Island, for a nominal fee.

Joining the exodus to Long Island, *Tony Dente* and *Cal Wheeler* recently bought new homes.

The Ames Brothers getting serious competition from *Ray Timothy*, *Bob Sammons* and *Bud Pettaway*.

Facilities Administration

The Welcome mat is out for new men in blue: *James Cotter*, *Howard Murphy*, *Ben Payne*, *Pat Russell*, *Ed Murphy*, *Frank Crimley*, *Julius Draheim*.

Steve Rosina back, bronzed and happy—three glorious weeks at Daytona Beach, Fla. Did the big one get away, Steve?

Before leaving for Las Vegas, where he will reign as entertainment director of the Silver Slipper, *John Fogarty* displayed his famous ten-gallon hat. Appearing on the rim are the names of over 200 celebrities and political figures of the '30s. It was presented to him by the Governor of Montana and bears the seal of that state. Also brought in some of his still beautiful recordings, made when he was one of NBC's toptotch singers.

Guest Relations

Great oaks from little acorns grow—and Guest Relations not only has budding actors, writers, producers and salesmen, but a bevy of proud beauties. Not the least of these is *B. J. Lawrence*, who was chosen as one of five finalists for Miss NBC.

Dave Sontag and *Bob Spero* are on the production staff of the Equity

Theatre Library's "Heartbreak House," Dave is also involved in the new off-Broadway production, "Three Times Three," with fellow worker *Bob Lerin*. The off-Broadway theatre is also enhanced by the acting talents of *Dick Wagner*, who is leading the cast of "The One Eyed Man is King."

On our list of those who have soared ahead within the company are *Bob Ostberg* into Broadcast Operations, *Nancy Kimmock* into Public Affairs, and *Barbara Bagg* to Plant Operations.

Bill Traber, now in partnership with another GR alumnus, *Bill Hoe*, is running an antique shop in Ogunquit on the rocky coast of Maine. An ideal time of year for the switch.

Further success was attained by *Lou Alexiou*, who ventured out with thumb-on-hand to hitch-hike to Mexico and surrounding areas during his vacation.

The "happy home" section of our department finds a new son in the *James Murphy* cradle. Nine pound Kevin Joseph was born on April 3rd. *Dolores Tilson* has a Christmas present for her fiancé, *Tony Wolfe*. She's marrying him in December. It is hoped that they have as happy a married life as *Jean* and *Earl Harder*, who recently shut their cat, Nanny, up in the Castro-Convertible. Wedded bliss has its tribulations, you see.

Personnel

New faces—*Mr. H. O. Lumb*, our new Manager, Personnel, *Pat Carroll* and *Carol Sullivan* in Records, *Angela Diodate* in Placement and *Charles Boylan*, replacing *Dave Eddy*, who is on his way to Europe. Bubbly champagne was served in Dave's cabin on the *Flandre* to those who bade him bon voyage. *Mr. Jacobsen* is now Captain of his own boat. *Gloria Swett* was one of the many well-wishers on hand when *Mr. Clifford* sailed for Europe. Smooth sailing seems to be the order of the day. *Dan Anderson* was slightly disturbed when he casually glanced out of a window before beginning a scheduled lecture and saw his car being towed away by the local constabulary. Profuse apologies from town officials preceded the swift return of the auto.

Ann Mouris, back from a bout with the measles, has been snagged by the lure of Virginia. Lovely scenery! *Glenna Jones* is vacationing in Texas. *Eleanor Nadeje* is spending her leisure time in Nassau.

Staff Engineering — Welcome to *Joe Shank* in Tech Services! *Dave Maloney* should be back on the scene soon. We're happy to report. *John Shea's* biggest joy these days is a new granddaughter, *Patricia Anne*. *Joe Gilligan* and *Joe Mergner* off to California with their families for completion of Burbank Studios. *Pierre*, a French poodle puppy also known as *Pety*, belongs to *Dolores Taylor*, ooo-la-la! Since you're in a quandry on where to spend your vacation, *Dolores*, why not make it Paris! *Lew Hathaway* bowled a 215 game! Congrats! Horses and dude ranches are the greatest as far as *Pat Reddersen* is concerned. Vacations: *Ed Cullen*, tour by car of some southern states; *Bill Clarke*, Connecticut; *George Nixon*, Pennsylvania; *Pat Devlin* planning a California vacation.

Stenographic — Welcome back to *Maria Freda*, who returned to work after spending two glorious weeks in Miami Beach, Florida. *Camille Grande* spent a delightful weekend seeing the sights of Washington, D. C.

Farewell to *Nancy McDuvic*, who left Stenographic to become a secretary in the Program Department.

Steno wants to extend a warm welcome to *Pat Dixon*, *Carol Mileski* and *Nina Fama*.

Traffic — *Marge Hadley* flew to Omaha for her vacation, and—funny thing!—No earthquake! We're awfully glad you decided to use airplane luggage, *Marge*.

Jack Hilton's feeling fine after his date with the medics. Matter of fact, he was walking around with a bone-crushing handshake the day he returned.

Congratulations to *Al Frey* on his promotion to Supervisor of Traffic Operations. Couldn't happen to a nicer guy!

We have lost *Maggie Jo Henry* to her home state of Texas. Best Wishes, *Maggie*!

Finance

Treasurers—Lots of luck and good wishes to *Robert Payne* in leaving our department and joining The Kagran Corp.

Another pretty face has been added to the Cashier's office; she's *Marilyn Tannan*, who will assist *Mary Downing* and *Kathy Olsen*.

Eileen Cook, all aglow after attending the Military Ball at Fordham University, is sporting her new Fordham ring.

Pat Sullivan and *Joan Anderson* still in dreamland after attending Spring formals. Joan up at Clarkson Technical College, and Pat at the Virginia Polytech Institute.

Owned Stations Division

WMAQ-WNBQ, Chicago — Colleagues of *Chet Hagan*, Network news chief, threw a surprise party in honor of his first year with NBC-Chicago.

Kirk Logie, formerly with Armour Research Foundation, has joined the network production staff as program supervisor. Norbert H. G. Mai, a television newsman from Radio Free Berlin, is spending a two-month visit observing the NBC-Chicago operations, under the State Department's "Interim Student" program. A veteran German newsman, he accompanied West German Chancellor Adenauer to Moscow last winter.

Ken Christiansen, Program Operations chief, is the new president of the NBC-Chicago Athletic Association. Other officers include: *Don Marcotte*, Music Supervisor, first vice president; *Hazel Seys*, PBX, second vice president; *Virginia Gebert*, Operations, secretary; and *Marian Davis*, Cashier's office, treasurer. *John Dragomier*, formerly with NBC affiliate stations WOOD and WOOD-TV, Grand Rapids, Mich., has joined the Central Division TV Net Sales Promotion staff. Best wishes of his NBC-Chicago friends go to *Alan Beaumont*, Net program manager here, who has moved to New York as a director of NBC-TV's "Home" show. *Rosemary Kortas* and *Marilyn Harsin*, Music Library, lent their dramatic talents to "Tongue In Cheek," a play at Chicago's Eighth Street Theater. *George*

Oliver, Production, arranged and served as music conductor.

Wally Pfister, formerly with CBS-Chicago, has joined the Network News staff at NBC-Chicago. New additions to the Engineering department include: *George Stephenson*, *Warren Callahan*, *Antonio Petrilli, Jr.*, *Richard Urban*, *Julius Sleeper*, *George Baczynsky*, *George Birch* and *Philip Proehl*. *Frank Golder*, Engineering, recently underwent an emergency appendectomy. *Frank Cimmarusti* has returned from military leave to join production facilities. *Jim Leahy* has returned to NBC-Chicago as Announcers' secretary. Other recent additions include: *Margaret Collier*, Guest Relations; *Virginia Klein*, WNBQ Sales; *Samuel Paxton*, Newsroom; *Roberta Russell*, Traffic; and *Howard Van Antwerp*, General Office.

Mary Bertacchini, TV Sales, is on a leave of absence visiting in Italy and other European countries. *Hal Smith*, Net TV Sales Promotion chief, returned to work aided by a cane, following a recent knee operation.

Congratulations to *Ed Bunch*, Staging Services, who was voted the Sportsmanship trophy by his fellow bowlers. *Carol Ebeling*, Press, was such a hit as vocalist at a friend's wedding recently that another friend planning a summer wedding in New York has asked Carol to sing at her nuptials.

Val Press, Newsroom secretary, helped WMAQ score a news beat on a recent Saturday afternoon. Val was shopping near her home when she heard the roar of fire engines. She followed to the scene of action and phoned the newsroom details of a large fire in a church on Chicago's south side. WMAQ was first on the air with the news of the fire as a result.

WRCA, WRCA-TV, New York—*Jazzbo Collins* heads the list of WRCA vacationers. He went to work for a week at the main information desk as a page, and everyone had a terrific time. Another to mix business and pleasure was *Bill Berns*—sojourning in Miami while producing the Mrs. America contest. *Helen Galanis* is the latest convert to the Fire Island club, of which *Elsie Ciotti* is the leading light. *Elsie* has announced that *Carl*

Gettchell is slated for Island initiation this summer.

Harriet Ruch and *Suzy Gilbert* plan home and REST vacations, which means Waverly, New York, and Medina, Ohio, respectively. It will be back home in Indiana for *Ron Kueskin*, too.

Kathy Klein went to Wright-Patterson Air Base, Dayton, Ohio, to visit her colonel-commanding uncle.

It will be a week at Lake George for *Britta* and *Nick Forstner*. The *Joe Murphys* will be at Montauk Point, and the *Larry Untermyers* are headed for the Cape. *Carol Burgess* will be housepartying "somewhere on the Jersey shore." *Janet Payne* will get away from it all in Bermuda for a week. *Steve White* will again summer at Point Lookout, Long Island.

Good luck to *Helen Henning*, recovering nicely from her throat operation.

Au Revoir to *Ann McLaughlin* and *Mardy Palmer*, who had to leave their posts in local sales, radio and TV, resp. Ann returned to Lenox, Mass., and Mardy went way downtown to do research for AT&T. *Irene Reuter* now tells the elevator man, "Five," and calls someone in network TV programming "boss."

Mary O'Connor Coley left us to prepare for a crowd in the fall. Good luck to her, and to the new faces—*Marion Grobe*, joining WRCAs Sales (American Locomotive lost a prize), and *Barbara Jacobson*, joining Steve White's roster of attractive right hands.

WRCV, WRCV-TV, Philadelphia—Headed by radio's *John Raleigh* and TV's *Ernie Leiss*, the station had a crew of seven covering a big narcotics crackdown in the early morning hours of May 11. *Jim Farrell* and *Ralph Lopatin* were among the first newsmen on the scene of the disastrous grain elevator explosion in April.

"Rover Boys" *Bill Givens* and *Vince Lee* had themselves a real beat on the columnists when singer *Jaye P. Morgan* revealed on their program that she had been signed as the summer replacement for the *Eddie Fisher* TV show.

Alan Scott's morning show had a pair of anniversaries back in April.

Petite little "Miss Terry," the town's youngest video personality, celebrated her third (that's correct—her 3rd) birthday—she's been on the show 5 minutes a day since she was seven months old. Scotty also had an anniversary—his 25th year in broadcasting, and he's back working for the man who gave him his start . . . Program Director *Stan Broza*.

Emil Taube, radio engineer, is recovering after being stricken ill just at the 2 a.m. signoff in April. Dee-jay *Bob Benson* summoned help, and arranged for *Paul Jones* to take over Emil's all-night stint, while TV engineers *Frank Kessler* and *Sam Tucker* rushed him to the hospital.

New staffers include *Bob Craddock*, *Dolores Frank* and *Sally Gold* in Integrated Services; "Dick" *Paisley*, TV Sales; *Joanne Golden*, secretary to TV Salesmen; *Joe Joyce*, *Joe Fanelle*, *Charlotte Ballinger* and *Evelyn Walski*, all in Accounting.

Leaving the staff to join the "blessed event" department are *Teresa Turnbull*, *Isabelle Canavan* and *Joanne Cramphorn*.

Under the shrewd tutelage of prop manager *Roy Bishop*, the WRCV, WRCV-TV softball team, the "Wave Lengths," has been competing successfully in the RCA Softball League in Camden.

Judy Lee, *Pete Boyle* and *Jack Pyle* deserted the cameras and "mikes" to turn thespians on opening night at the famous Bucks County Playhouse.

Vacation-time has everyone heading in different directions—Publicity secretary *Pat Bowles* visited Hollywood and Las Vegas; TV Traffic Manager *Ed Altman* spent time flying with his Navy reserve unit; TV Traffic's *Shirley Mellett* visited New Orleans; *Jean Strobel* visited her family in Texas; and *Jack Pyle* traveled with "his" Phillies on a road trip.

Response to a special television test-and-tone signal from 2 to 6 a.m. in April requested by the American Ionosphere Propagation Assoc., resulted in a photo of WRCV-TV's test pattern coming from Rock Island, Illinois.

KNBC, San Francisco—There have been a few changes in our Local Sales

Department. . . *Ken Johnson* left us to accept a transfer to NBC TV Spot Sales in Hollywood. Ken was replaced by *Wayne Anderson*. *Evie Dybwad* also decided to take the "TV Spot Sales Road" and is replacing *Muriel Jocz*. *Marge Gardner* replaced *Evie Dybwad* in Local Sales. Marge had been with BBD&O in San Francisco.

Our Engineering Department has a couple of new genets, *Shahan Alexanian* and *Theron Cederlund*. *Rodney Blanchett*, a vacation relief, will be at the Belmont Transmitter a few months. *Ted Taylor* is a new personality heard on KNBC. He joined our announcers staff on April 14th.

Bob Blackmore (NBC TV Film Sales) has established headquarters at KNBC. He replaced Mr. Jim Strain, who was transferred to Hollywood.

Mary Carroll has joined our Accounting Department.

Bill Andrews, recuperating from an operation on his foot, finds it difficult to stay away from the greens.

Marjorie King, who started a nonprofit employment service for women over 40 through her daily interview show on KNBC, went to Boston to receive the McCall's award for "Service to Women" . . . She then spent a week visiting NBC's New York outpost.

Fran Davis was honored at a surprise birthday picnic on the KNBC roof garden.

Dave Engles has always been "jet propelled" figuratively, but now (thanks to the Air Force), he literally zooms over San Francisco in one of their fantastic sky raider birds.

Janet Sligh has been keeping herself busy training a youth choir. The choir will sing at St. Stephen's Methodist Church in Oakland on May 27th at the memorial dedication to *Ralph Edwards'* mother. Ralph will be present with Mrs. Edwards.

WRC, WRC-TV, Washington—That new girl seen in Program Department is *Charlotte Walsh*, who comes to us from Missouri where she got her Masters, at the University of Missouri. In the Promotion Department, the two lovely new girls are *Mary Catherine Kilday* and *Jane Chandler*. *Mary Catherine* comes to us from WOAI-TV in San Antonio,

Texas, where she worked in the Promotion Department. *Jane Chandler* was formerly with a local advertising agency.

Mary Ostmann, TV Sales' very capable Girl Friday, took a 4-week tour of the West. *Joan Schultz* is the new secretary in the Engineering Department.

NBC has joined the Broadcast League, comprised of softball teams from WTOP, WMAL, and the local Ad agencies.

Pacific Division

George Emmet McMenamin, former NBC page boy and broadcaster, was ordained a priest for the Monterey-Fresno Diocese of the Roman Catholic Church on April 25 at ceremonies conducted in St. Anne's Chapel of Ryan Preparatory College, Fresno.

Iris Hiers, secretary to Mike Risk in the Pacific Division's Plant Operations Department, isn't superstitious.

When she and Ward W. Schwab, a medical detail man for Riker Laboratories, decided to get married, they set the wedding for Friday, April 13.

Public Relations

National Advertising & Promotion—It's vacation time. *Betsy McCoy* spent a week in New Orleans, and *Ann Allsopp* enjoyed two weeks in Florida. *Marion Lutz* took an air tour of the west.

Vacations on the agenda: *Dave Bellin* plans to fly to Mexico City, Yucatan and Acapulco; *Vernon Lowell* will wing his way to Florida; in the fall, *Mike Lannon* plans a trip to Europe.

Mr. and Mrs. *Thaine Engle* recently celebrated their tenth wedding anniversary.

Birthdays were observed recently by *Marion Lutz*, *Ann Raica* and *Ernie Hill*. Our boss, *John Porter*, also celebrated his birthday (May 4) and was the surprised guest of honor at an informal party.

Press Information—New faces in the department: Staff writer *Bob Le Donne* comes to us from Concord, where he was a United Press Bureau

man. *Barbara Burch* has forsaken the Equitable Life Company to become a secretary in the Exploitation Department. New Photo File clerk *Arnie Raskin* comes to us from Arnold Constable Department Store. *Chuck Pintchman* left his mail route in General Services to become copy clerk. *Leonard Meyers* has moved over to the RKO Building to take up his duties as Director of Press and Promotion for the NBC Opera Company. Farewells to *Beth Blossom* and *Josephine Abrams*, who left to assume new duties of bringing up baby.

Marge Reed now private secretary to *Al Rylander*, Director of Exploitation. *Rennie Bennett* to Manager of Photo Files.

Research and Planning—There were quite a few changes in Research & Planning this month. *Valerie Diamantis* replaced *Janet Markle* as *Allen Cooper's* secretary. The Rating department welcomed *Cathy Coholan* and congratulated all who were promoted: *Louise Kaciczak* moved on to the position of *Jim Cornell's* secretary. *Nancy Schweizer* was promoted to the position of ratings analyst, and *Nancy Mead* hopped up to the position of senior ratings analyst.

Vacations are starting already. *Nancy Schweizer* off to Mexico. *Mildred Schmidt* and *Laura Graham* trotting to Europe.

Station Relations

Additions: We heartily welcome *Toni Remedios*, secretary to *Ray O'Connell*; *Elza Mirsky*, secretary to *E. B. Lyford*; *Vera Rigdon*, a newcomer to the "back room gang" (File section); and *Barbara Rosen*, our new receptionist.

Now come the farewells—we bid bond adieu to *Nancy Schatz*, our former receptionist, who left the fold to travel in Europe; *Edie Proehl*, who is now full-time housekeeping while awaiting the arrival of "Baby Proehl"; and *Frances John*, former secretary to *Bill Kelley*. We'll sure miss *Pat Dronczek* when she leaves us in a few weeks. Even though her stay was short—it was fun! She'll be a home-body and leisurely await the arrival of her heir.

Our pretty, perky *Helene Tress* re-

turned from her sick leave. We hope she feels as good as she looks. Glad to see *Gerry Sionbridge* back at her post after a six-week illness.

Television Network

Merchandising—Merchandising recently bade farewell to two of our fellow colleagues: *Jean Groves*, Merchandising-Production Coordinator, whose new stamping grounds is *Readers Digest* magazine, and *Zena Contos*, "Girl Friday" to *Al Fox*, N.Y. Merchandising District Supervisor. *Zena* has left us to take on a new responsibility, "Motherhood."

Welcome *Lattie Lee Dawson*, previously with *Ken Bilby's* office, who has taken over *Jean's* duties, and Mutual Broadcasting System's recent loss and our gain, *Rose De Renzis*, who has replaced *Zena*.

Music Services—Room 293 welcomes *Jean Brown*, Literary Rights Supervisor and her associates, *Alice Van Brunt*, *Patricia Sensibaugh* and *Dorothy Wallace*. By this time, *Irene Paszczak* and *Nancy Howes* are well established in the *Record Library*.

Shirley Fiorelli is now a resident of Greenwich Village.

Marion Murray was recently hospitalized in Staten Island with a serious foot operation. We are hoping for her speedy recovery.

Our first vacationer was *Bill Paisley*, who rested in Bermuda.

News and Special Events—Welcome! To *Nancy Kimmock*—as we bid fond farewell to Mrs. *Dave Klein* (now awaiting the stork)! Also from United Press comes *Frank Jordan*—our latest addition to the news staff writers. *Anne Kramer* is one of the industrious workers on *Outlook*.

We have an NBC fellowship winner: *Bert Ivy* will soon be in Washington, D. C. The American Political Science Association will be introducing Bert to the Senate, Congress and the members of Congressional committees.

Florida vacations are in vogue. *Pattie Bowers* went down over Christmas—then took another holiday after *Eileen McKenna* came back. After that, *Kenneth Bernstein* decided to hop

a plane—Where to? Florida shores. *Herb Kaplow* (WASE) and *Hal Schneider* (NYSE) both went to Florida—business trip, you know. *Jean Mackiewicz* just can't stand it—Florida-bound next month.

A president in our midst: that's *Cedric Clark*, who heads the United Neighbor's Civic Association of Journalismism.

TV Program—Congratulations to *Perry Cross* who has recently become the Producer of the *Ernie Kovacs* show.

Elizabeth Shores will be leaving us in a few months. Liz and her husband are expecting their first child.

Robert Mulligan is leaving NBC to direct four new movies in Hollywood.

Jeanne Hartnett enjoyed a two-week vacation in Los Vegas recently, and she didn't lose any money!

Participating Programs—(Today) Our favorite member of the "Today" show threatened to light a firecracker under us if we didn't mention his losing his first baby tooth. O.K. *Muggs*, satisfied now? *Paul Ranson* has decided to let a bad case of appendicitis come between him and his work. Having no time for any sickness whatsoever is *Bob Warner* who just returned with his new bride in sufficient time to welcome *Jack Otter* as associate producer. Setting their sails for destinations as yet unknown are *Tom Meehan* and *Dick Krolik*. *Lou Ames* weighs anchor and heads for "Home" as senior editor.

(Home) Everyone's moving around, including *Alice Richardson*, now fashion editor; *Cherry Churchill*, now shopping editor; *Al Beaumont*, director; *Doug Stone*, writer; *Maury Penn*, commercial director, and, of course, must not forget *Leslie Papenfus*, settling down as the wife of *Thomas Reed*, Cornell graduate. A brand new welcome to *Patricia Plaut*, who ably fills Leslie's place next to a very busy telephone.

(Tonight) Lucky *Mina Cory* slipped away early this year to vacation in Miami . . . looks like she tried to match *Mr. & Mrs. Roger Gimbel*, who honeymooned in Spain and Paris a short while ago. Hi ya, *B. J. Bjorkman*,

glad to see you take your place as new programming assistant.

Plant Operations—*Emil* (alias *Charlie*) *Egelhofer* and *Joseph Courtney* retired after compiling an aggregate of 21 years' service with the company. A surprise party was given for them at the Holland House.

Len Gordon, camera, light meter, etc., was observed as he entered the Mexican Consulate. Looks like a Latin Year for vacations. Double celebrations for *Art Barnett* on his 20th Anniversary and 40th Birthday. Welcomes are the order of the day for *Betty Clarke*, *Marilyn Liebmann*, *Pat Roth*, *Lillian Tierney* and *John O'Connor*. *John Gagan* is in business, selling rocks from his own private quarry. "Isn't Country living the greatest??" *Audrey Rengstorff*, opening the season early, was seen promenading (complete with black poodle) at chic Ocean Beach.

A number of moves in this area in the last month. *Kent Coughlin* moves up to studio supervisor, and *Tony Alatis* takes over Kent's spot in Stagehand Scheduling. *Anna* (face-full-of-freckles) *Ward* also makes a jump into stagehand payroll when our own little *Joan Thomas* leaves to keep an impending engagement with Sir Stork.

Production Operations—Kudos are also in order to *Ray Kupiec*, who was promoted to Broadcast Coordinations Assistant-Routines.

The welcome mat is extended to two ex-Guest Relations boys who have recently joined our department. Best of luck to *Paul Perone*, who replaced *Dorothy Donlon*, and to *Bob Ostberg*, who replaced *Ray Kupiec*.

Public Service Programs—Just a few notes from us this month, as we welcome *Barbara Ivory*, formerly in the Music Library, to the fold.

Early vacationers this year are *Barbara Muller* and *Flo Reif*, both jaunting around Europe, starting at opposite ends of the continent, but hoping to meet somewhere along the way . . . NBC Rome, perhaps?

TV Sales Traffic Operations—We want to welcome *Joe Sutton* and *Bill*

Barnes from Guest Relations to our busy fold.

Well, vacation time is here: *Tim O'Keeffe* plans to go to Lake George for a week; *Honey Teeter*, along with *Peggy Garrigan*, plans to fly to Nassau for a week; *Bob Shenton* plans to fly to Canada and spend two weeks in the fresh water and sun; *Holly Low* insists he's going to spend his vacation at Camp Drum; and *Jerry Siref* is going to fix up the new house.

TV Technical Operations—Welcome to *George Labes* who started in Kine on May 7.

John Shultis can give you the details of his episode at Botanical Gardens, and believe me, "it ain't no laughing matter".

Congratulations to *Bob* and *Joyce Sullivan* on the birth of their first little boy, Gregory; and to *Ken* and *Mrs. Foster* and *Bob* and *Mrs. McEwan* on the arrival of *Kevin* and *Robette Ann* respectively.

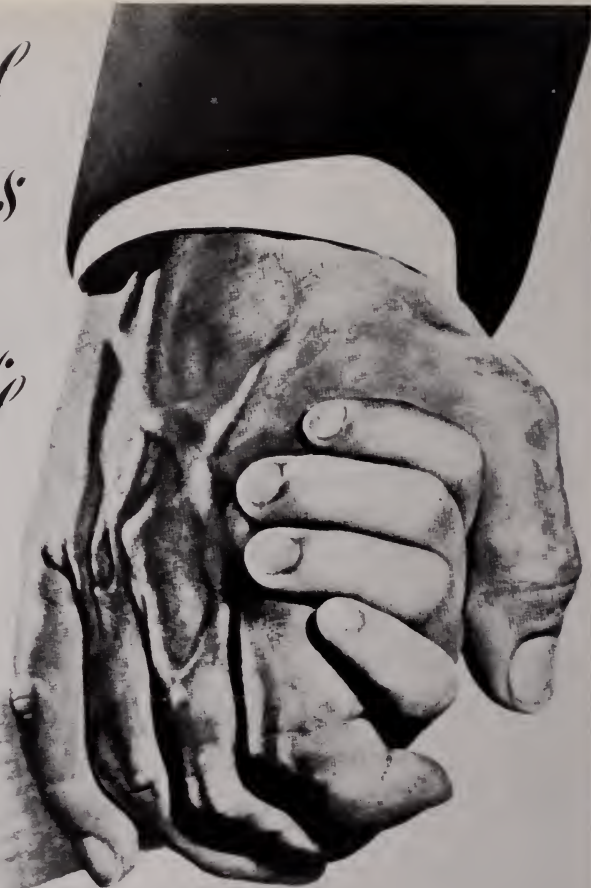
Our own *Joan Ellis* appeared on Kraft Theatre for a short moment. We are all very proud of her.

Unit Managers—*Brice Howard* moved back into our office in 680 along with *Joe Cunneff* and *Toby Goetz* following the 1st show in the Maurice Evans Series. A great big welcome home to these three.

A warm welcome to *John Fisher*, *Virginia Rees*, *Bernice Watkins* and *Margaret Kvaka*. *Perry Cross* is leaving us to join the Kovacs show as producer; he is taking *Mary Ratcliffe* with him. *Tom Meehan* has gone upstairs to join *Bill Moore* in 2m5 after a great service as Senior Unit Manager of "Today." Finally we are losing a very nice young lady in *Gloria Jaffer* who leaves our department to join the "Home" production unit. *Win Welpin* has taken over on "Today" for *Tom Meehan*. *Barbara Trounson* and *Warren Burmeister* replace *Perry Cross* and *Mary Ratcliffe* on "Producers Showcase."

Joe Cramer is touring North Africa and Europe on his vacation. *Dottie Troiano* has recently returned from a tour of Florida. *Elaine Hargreaves* has been boosting the network on her trips to the University of Virginia and Notre Dame.

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