

NBC

A Very
MERRY
CHRISTMAS
and a
HAPPY NEW
YEAR

1956

CHIMES

NBC

30TH

ANNIVERSARY



The National Broadcasting Company started network radio thirty years ago this year. It celebrated the event with a 30th anniversary convention the week of December 10.

To some, the pictures appearing on this page may recall a few memories.

Above. Student engineers in training in 1929; left to right: F. A. Wankel, G. M. Hastings, F. R. Rojas, and R. Morris. Mr. Hastings and Mr. Rojas are still with the company.

Left. NBC engineer Max Jacobson with NBC's first mobile unit.

Below. A scene from "The Amateur Hour" with the late Major Bowes. The young man on the extreme right is Frank Sinatra.

Lower left. General Sarnoff with Arturo Toscanini after he had persuaded the Maestro to abandon semi-retirement and take over the NBC Symphony.





Every year at this time, television and radio bring the songs and stories and spirit of Christmas into homes all across the country. We seldom think of this, in itself, as a broadcasting service, and yet it is, and it illustrates, as perhaps nothing else could, the way our programs have become a part of American life.

This year the approach of the holiday season coincides with the thirtieth anniversary of NBC and it seems a good time to think back to all that has been accomplished in broadcasting and to think ahead to the still greater services we will perform as our medium grows in scope and spirit.

To all of you as members of the NBC family, wherever you may be, my best personal wishes for a joyful Christmas.

Robert W. Sarnoff



WBUF — Buffalo

by
Harvey Fondiller
WRCA—WRCA-TV

The first ultra-high frequency television station owned by NBC — Station WBUF in Buffalo — is relying in large measure on the skills and experience of executives and technicians who were formerly associated with other NBC Owned Stations in various parts of the country.

The results of the efforts of this nucleus, combined with the work of many newer NBC employees, were evident when Station WBUF's new \$1,500,000 television center was dedicated October 11 by Charles R. Denny, Executive Vice President, Operations, during a Buffalo origination of the "Today" program. On September 30, a few days before the dedication, the station commenced operations with its new 670-foot tower and increased power of 500,000 watts.

Charles C. Bevis, Jr., who was appointed general manager when NBC began to operate the station on December 30, 1955, has had several important NBC assignments since he joined the guest relations staff in 1936. After serving as an executive assistant in New York, he became general manager of WNBK (the former NBC Owned Station in Cleveland), director of the NBC Owned Television Stations, and general manager of KOA in Denver.

WBUF's sales manager, William B. Decker, joined NBC in 1952 and was a salesman for NBC Spot Sales before he came to Buffalo. Robert A. Fillmore, Manager of Advertising and Promotion, was formerly with Station WRCV, the NBC Owned radio station in Philadelphia. The program manager is Frank Harms, a newcomer to NBC.

The station's promotion staff under Fillmore's direction launched "Project 17", a campaign to increase the number of Buffalo television sets capable of receiving UHF Channel 17. The campaign included a local "Miss Channel 17" beauty contest, a Labor Day "Safety Spectacular", newspaper supplements, and the use of a 1921 American-La France fire engine which was designated Honorary Engine Company 17 by the Buffalo fire commissioner. As a result of the "Project 17" promotion, the number of Buffalo area homes equipped to receive Channel 17 has increased from 105,000 on December 30, 1955, to 178,000 in October,

1956. The latter figure represents 53% of all television homes in the area.

The station's business manager, William L. Callaway, was formerly with WRC and WRC-TV, the stations owned by NBC in Washington. Alf Jackson, the operations manager, has been with NBC 25 years and most recently was manager of technical operations for WRCA and WRCA-TV in New York. Directing the station's news and special events coverage is Jack L. Begon, formerly NBC correspondent in Rome and the Middle East.

Other WBUF personnel who formerly had NBC assignments are: Mac McGarry, announcer (WRC-TV, Washington); Frank Whitam, Manager of Technical Operations (WNBK, Cleveland); John Azman and John Janow, engineers (WNBK, Cleveland); Pat Murrin, engineer (WRCA-TV, New York); Marty Magner, director (previously with NBC in N.Y. and Chicago); Anthony DiMinno, chief accountant (NBC, New York).

In addition to this nucleus of experienced personnel, WBUF recruited more than 25 new employees from the Buffalo area. These newcomers to NBC have become an integral part of the smoothly functioning team which is now operating the station.

(L. to R.) WBUF Projectionist Raoul Kundstadt, Technical Director Gordon Knaier, and NBC New York's Robert Post.





Gene O'Doherty finds another incorrect address.

"KEEP GRUNTLED"

by

Joel Dropkin, MM

"Quick! Get me an MM," seems to be the slogan of the frantic secretary nowadays. Ever since the MMs pulled an Horatio Alger proving their resourcefulness, they've been in demand as trouble-shooters. Incidentally, Webster might say that MM is "the affectionate diminutive of Mail Messenger."

In October, the messengers in the New York Mailroom started a promotional and publicity campaign aimed at improving the mail service. Their job had been made almost twice as difficult because of improper addressing, illegibility and wrong names on envelopes. As a result, NBC was getting the wrong impression of them. Since the messengers are almost all college graduates and interested in getting ahead, the situation looked bleak. Life became so hectic for the MMs that they decided to do something about it.

After talking the matter over with Mailroom Supervisor Al Vecchione, they set up a vigilante committee to scout the situation. The committee decided that the best solution to the problem would be to wage a campaign to inform employees that the MMs were spending much of their time tracking down fictitious people in non-existent rooms, and that everyone's cooperation was needed to effect good mail service. They realized that they would have to start their campaign on a shoestring. As a matter of fact they started from below scratch. With almost no financial support, our heroes stalked the halls to make alliances. They found

friends to donate paper, to print posters and to hang them. They decided upon their theme and launched their poster campaign. Teasers reading *Keep Gruntled* were printed and distributed. The response was immediate and enthusiastic. Soon, their amusing *Keep Gruntled* posters became an eagerly awaited event. Lapel pins worn by the MMs announced their names and the ever-present *Keep Gruntled* slogan.

As a result, the bulk of the wrongly addressed and illegibly written mail has noticeably decreased, and the MMs are greeted by their first names and with smiles. The messengers are justifiably proud and happy that the better mail service they diligently worked for is coming into effect.

To keep NBCites aware that their continued cooperation is needed the MMs' plans for the future include greeting cards at all busy holiday seasons. They hope to have another gentle reminder in effect by the first of the year, a *Fe-Mail of the Week* contest. The winner will be the NBC girl who does most to make the job of the MMs easier. Jazzbo Collins will announce her each week on his evening show.

The MMs measure their success, not only by the faster delivery and fewer returns of messages, but also by those cries for help that invariably start with, "Quick! Get me an MM."

Joel Dropkin, Tom Lerner and Gene O'Doherty try to decipher on address.



Jerry Wagner looks up correct room numbers.



Vinnie Koho checks poster proof with Mailroom Supervisor Al Vecchione.



An Ounce of Prevention

NBC Gives Polio Shots to Employees



Dr. Bernard Handler

people who received the vaccine, the sooner the dread disease would be brought under control. The other was that although it was out of his power to encourage everyone under forty to get the shots, it was possible to encourage all NBC employees. Eleven years ago the company had given inoculations to all its employees for the prevention of small pox. Why couldn't they do the same for the prevention of polio. Dr. Handler made his proposal to management. They agreed to offer this service to all its employees at no charge.

At the last count, 1,270 NBCites in New York alone had received their first polio shot. On January 7th they will receive their second, and those who have not availed themselves of this service may apply for their first shot at that time. The third inoculation will be made available about seven

months later. A similar program is planned at all other NBC locations. In spite of the number of employees who took advantage of this protection, not one adverse reaction to the vaccine has been reported.

The news of NBC's pioneering was carried in major New York newspapers and attracted the attention of the National Foundation for Infantile paralysis which sent a photographer to room 793 to take pictures for national publication.

Dr. Leona Baumgartner, New York City Commissioner of Health, wrote to President Sarnoff. "Your organization, in offering shots to all employees under forty, is not only serving your own employees, but performing a very worthwhile public service. I hope your example is followed by other employers. . . ."

There was enough vaccine. Dr. Handler sat back in his chair and repeated the phrase to himself. He had inquired about the difficulty of obtaining vaccine for those members of the NBC team who were required to go to Chicago to cover the political conventions. There was a minor epidemic of polio in that city, and the company was anxious to protect its members against infection. The word had come back that there was no difficulty in obtaining the shots. There was enough vaccine. The shortage was over.

This changed the complexion of the situation completely. It was necessary to give the shots to all enroute to Chicago immediately; but polio was not confined to Chicago. It was everywhere.

As Dr. Handler sat there, two thoughts became more and more evident to him. One was that the more



NBC and the Cold War

NBC is helping to train some of the key people connected with Radio Liberation. This organization, which is supported by the American Committee for the Liberation of Bolshevism, is working to get the Russian people on our side by means of Radio broadcasts beamed directly into the Soviet Union. It was founded in 1951 and made its first broadcast in 1953. At the present time eight transmitters in Munich broadcast programs on twelve frequencies in seventeen Soviet Languages.

The principle writers and broadcasters of Radio Liberation are either emigres or defectors from Russia. Working with American technical assistance and support, the staff of 450 has succeeded in establishing itself as the free voice of the people enslaved in the USSR. The fact that its messages can use the phrases "we Russians" and "our homeland" authentically has intensified its effectiveness.

So effective has it become that the Russians have been known to use 1500 kilowatts against Radio Liberation's 86. But in spite of the attempted jamming, Radio Liberation's programs are heard.

Stacks of mail and statements of refugees prove this. And the zeal of the USSR to hamper its operations confirms it. Already, two of Radio Liberation's chief broadcasters have been found murdered.

One of the major problems Radio Liberation has had to face has been how to turn a group of scholars into broadcasters. Few staff members of this organization have had any professional broadcasting experience. Many of those who are on its staff have been away from the USSR for a long time. Even those who have had broadcasting experience find it difficult not to conduct their programs on the basis of what they would do if they were broadcasting inside Russia under free conditions.

When NBC heard of Radio Liberation's problem, it offered its assistance. The offer was accepted, and NBC Training Manager, Drew Van Dam prepared a ten session course of instruction, which thirty members of R.L.'s staff are attending. Eleven of the group are from Russia, one from Germany, China and Canada, and sixteen from the United States. They meet approxi-

mately once a week to discuss with NBC's experts the problems and techniques of broadcasting. Davidson Taylor told them about types of propaganda and the effectiveness of the various methods; Henry Cassidy, our former Moscow correspondent, discussed some of the problems and difficulties of broadcasting in the USSR. Al Capstaff explained and illustrated the most effective techniques for *Monitor*-like programs; Ed Stanley pointed out the problems involved in presenting Public Service type programs; and Ben Parks gave reasons for selecting certain techniques over others in presenting documentaries.

Before the course is over, they will have discussed aspects of radio news-reporting and writing, and the technical problems of broadcasting and will spend considerable time observing the broadcasting of *Monitor*.

Without attempting to conjecture on what some of the ultimate effects of this training program might be, it may certainly be considered one of NBC's contributions to a vital segment of the "Cold War."

Al Capstaff discusses "Monitor" with the trainees from Radio Liberation.



Fifty Years in Radio



NBC Engineer Raymond Guy presents an award to Gen. Sarnoff on behalf of the Radio Pioneers.



Gen. Sarnoff opens the world's first electronically air conditioned room, one of the "presents" given him on his fiftieth anniversary. Looking on are Dr. E. W. Engstrom, Senior Executive Vice-President of RCA, and Nils E. Lindenblad, RCA Laboratories, who headed development work.

On September 30, hundreds of friends and associates of Brig. General David Sarnoff gathered at the Waldorf-Astoria Hotel in New York to pay tribute upon his completion of fifty years of service in radio, television and electronics. It was on September 30, 1906, that he began his career in radio as a messenger boy with the Marconi Wireless Telegraph Company of America, later acquired by RCA.

General Sarnoff received congratulatory messages from President Eisenhower, Governor Averell Harriman, Sir Winston Churchill, and many others. An award was presented to him by NBC Engineer Raymond Guy on behalf of the Radio Pioneers citing his leadership in pioneering.

Dr. Elmer W. Engstrom, Senior Executive Vice-President of RCA announced that the "presents" General Sarnoff had requested five years ago were ready for presentation. The presents which were shown on color slides at the dinner, included a magnetic tape recorder of both color and black-and-white television for broadcast use, a home magnetic tape player for television, an electronic amplifier of light, an electronic air conditioner and an electronic refrigerator.





New York's Service Awards Luncheon

NBC Service Awards

Sixteen members of NBC, New York, one from Buffalo and one from Washington were officially welcomed into the Twenty-five Year Club at a luncheon in the Waldorf-Astoria's Jade Room on the 5th of December.

Entertainment was provided by Ernie Kovacs, Maureen Arthur and Peter Hanley. Gold watches and certificates were presented to the new members by Executive Vice Presidents Clifford, McAvity and Denny and Vice President Syd Eiges.

President Robert Sarnoff spoke to the group congratulating them on their years of service. While addressed to the New York gathering, his words gave recognition to all those throughout the company who have celebrated their quarter century mark with NBC. The following excerpts contain the highlights of Mr. Sarnoff's address.

"In less than two weeks, we will be celebrating the thirtieth anniversary of NBC and in connection with this event I have been going over the his-

tory of broadcasting. One thing that has struck me is that in this business, more than any other, our chief assets are people. In fact, you might say that the history of broadcasting is the sum of the people who have worked in it. Other industrial histories may read like a string of financial statements, but ours has the stories of people. . . .

"One reason why this is such a personal history is simply this—radio and television are personal media. They reach an appeal to every member of the audience personally and individually. We speak of the mass audience, and it is a mass audience in terms of size. But it is made up of individuals each reacting and participating in his own way. So our programs cannot be mass produced, they must be made by one group of individuals as a personalized message to another group of individuals. This is one business that will not be taken over by the robots of automation.

"Another thing that has struck me in going over the history of broadcasting is its fabulous growth—greater than any other industry in this or any other country. . . . This expansion has come in great waves following each major technological break-through.

"Yet no matter how big the industry grows, our greatest asset will still be the people working with us. As television gets bigger, wider-reaching, more mobile, the individual in the industry will grow more important than ever. . . .

"As our staff grows to meet our new opportunities, you people . . . serve as the nucleus of our entire operation. Right now you are setting the standards of accomplishment for the entire company and you will do so to an even greater extent in the coming years. I think it is a good sign for the future that we have no fewer than 279 people who have won this 25-year award. We are counting on all of you and we hope you will count on us in the great years ahead."

Ten Year Club

CHICAGO

Lenore M. Berner
Joseph Lutzke
Dominic
Muscarello
Maurice
Streitmatter
Shirley Willer

HOLLYWOOD

William Ball
M. Eleanor
Carlson
Phyllis Gaul
Andrew C.
Gunter
Aileen Henderson
Robert T. Keouen
William Loudon
Ralph Lovell
David MacPbail
Robert R. Seal
E. Lorraine
Stern
Rouen Westcott
Earl Ziegler

NEW YORK

James Aldrich
Engene Alexy
Craig Allen
Mildred Barr
Helen Bishop
Robert W. Byloff
Wayne H.
Chappelle
Elsie Ciotti
Nicholas Cirabisi

New York (cont.)

Richard Close
Murray Compert
Catherine Deeb
Martin Dennis
Leon Dobbin
Eugene Favant
Henry J. Fereus
Robert J. Galtin
Michael Gilligan
Hugh Graham
Robert J. Hanretty
John J. Heywood
Arthur E. Holch,
Jr.
Rose Homa
Jeanette Kriendler
George Lefferts
Harry Lloyd
Lawrence
Lockwood
Adrienne Luraschi
Paul Lynch
Ray Lyon
Frank McParlan
Martin Meaney
Michael Morreale
E. Roger Muir
Arthur Nelson
Marion Noyes
Robert Potter
Peter Prinz
Edward Proctor
John H. Reber
William M. Rippe
Joseph
Rothenberger
Eleanor Rummo
William P. Ryan

BUFFALO

Charles Beris

CHICAGO

Aryl Aldred
Steven J. Roche

HOLLYWOOD

Frank D. Barton
Howard Cooley
Elaine Forbes
Floyd E.
Wetteland

Twenty Year Club

NEW YORK

Henry Albert
Angelo Bielli
William R.
Brinkmeyer
Charles Harold
Campbell
John P. Costello
Stanley Crabtree
Joan DeMott
Elmer Dustin
Phillis Farr
Raymond F.
Glendon



Hollywood: Back row (l. to r.) Ra
Joseph J. Lombardi, Paul B. Gale
C. L. Norman, Edwin C. J.

Twenty-

BUFFALO

Alfred E. Jackson

CHICAGO

Frances Clark
Charles Corliss
Dorothy P. Frundt
Edna Hoagland
Harold P. Jackson
Walter R. Lindsay
Raymond A.
Mingle
Everett Mitchell
Curtis L. Pierce
Hazel B. Seys
Gale Swift
Lillian A. Wack

HOLLYWOOD

Ray D. Ferguson
Paul B. Gale
Joseph Kay
Alfred H. Korn
Joseph J.
Lombardi
Edward Ludes
Henry C. Maas
Isabel Menden
Edwin C. Miller
C. L. Norman
Harold D. Roys
James Thornbu



Buffalo—Alfred Jackson and
Mr. Denny

Chicago: (seated l-r) Hazel Seys, Edna Hoagland, Lillian Wack, Dorothy Frundt and
anny Clark. Standing are Everett Mitchell, Walt Lindsay, Ray Mingle and Curt Pierce.
Missing are Hal Jackson, Gale Swift and Chuck Corliss.



KNBC General Manager George Fuerst
awarding wristwatch to Claire Patrick.



Edward Ludes, Alfred H. Korb,
Henry C. Maas, James Thornbury,
D. Royston, Joseph Kay.

er Club

NEW YORK	Walter L. Roe
Jack Anderson	Walter L. Roe
Fred W.	Walter L. Roe
Cammann	Walter L. Roe
Francis G.	Walter L. Roe
Connolly	Walter L. Roe
Bert W. Frey	Walter L. Roe
Thomas B.	Walter L. Roe
Cannon	Walter L. Roe
Haupt	Walter L. Roe
William S. Hedges	Walter L. Roe
Frank R.	Walter L. Roe
Heitmann	Walter L. Roe
Howard M. Lowell	Walter L. Roe



Watch.—Charles Denny presents watch to
Carleton Smith

Twenty Year Club

NEW YORK (continued)	PHILADELPHIA
Allan D. Henderson	Harry G. Koval
Ross Martindale	John J. Pearce, Jr.
Joseph Milroy	Irene T. Skilton
Morten C. Nelsen	Samuel J. Stewart
William M. Patterson	
Florence M. Peart	
Ella D. Redmond	
Maxwell F. Russell	
Augustus J. Sisko	
Gerald Trublar	
Frank L. Wright	

SAN FRANCISCO

George W. E. Shields	
WASHINGTON	
Nicolas J. Close	
Rudolph G. Coldenstroth	



Curtis Peck, Dir. of Operations,
WRCV, WRCV-TV presents watch
to John Michaels

Ten Year Club

NEW YORK (continued)	PHILADELPHIA (continued)
William V Sargent	William H. Johnson, Jr.
John Schaller	Stephen J. Kaczmar
Richard Schneider	Howard W. Kneriem
Leonie Shoenbridge	Rita W. Loftus
Frederick Smith	Ralph Lopatin
John A. Smith	George Mair
Noah Sprecher	Albert J. Mann
George Stilgenbauer	George W. Marvill, Jr.
George Sweeney	George M. Matheus
Andrew Switzer	Daniel L. Moyer, Jr.
Eduin Taffe	Walter L. Nuss
Orland Tamburri	Robert H. Paasch
Roger D. Tuttle	Harold J. Pannepacker
Walter Van Bellen	Henry H. Shaw
James Van Gaasbeck	Helen M. Sproat
Stephen H. White	Emil E. Taube
Bernard Williams	Samuel M. Tucker
Russell Willis	Karl T. Weger, Jr.
Marie Wilson	Raymond J. Wilke
Evelyn Wulff	William Zadjeika

PHILADELPHIA

Paul J. Adelberger	
James A. Brooks	
Harry H. Cramer	
Elmer J. Cummings	
Grace R. DiGiovanni	
George J. Frank	
William E. Gull	
William A. Howard	
Oscar J. Jimerson	

SAN FRANCISCO

Walter Dexheimer	
Bert A. Medar	

WASHINGTON

Walter J. Donaboe	
Joseph Kriss	
Clarence D. Boyd	

New York: Top row—J. Haupt, W. Roe, A. Frey, C. Townsend, J. Anderson,
E. E. Lowell, A. Cammann, F. Heitman. Bottom row—W. Snow, F. Connolly,
H. Watson, E. Turner, Mr. Sarnoff, E. Wamsley, G. Voutsas, W. S. Hedges,
T. Gannon.





"Chico"

National Photo Contest Winner

Harvey Fondiller, staff writer for WRCA's publicity department, was a winner of two awards in this year's annual contest sponsored by *Popular Photography Magazine*.

His two entries, "Chico" (\$100 Award), and "Scarface" (\$25 Award), were selected out of approximately 60,000 entries from all over the world. "Chico", which appears to the left, was taken one Sunday afternoon about six months ago as Harvey was taking a walk, with his ever-present Rolleiflex, through his neighborhood.

Formerly a trade magazine editor, Harvey has been with the flagship station for about a year. His interest in photography started when he was in high school and has continued ever since. He has many awards to his credit and only last year his entry in *The Saturday Review of Literature's* Travel Around the World Contest was selected to appear in their Around the World Travel Calendar. Nor has his success been limited to black and white photography, his color slides have appeared in salons of ten different countries.

For a sample of another of his talents, you might turn to page four.

Hollywood's Miss NBC

Betty Ann Heffern, newly-elected Miss NBC of Hollywood, will reign Queen For A Year — 1956-57.

She was crowned Oct. 19, with congratulations from John West and out-going Athletic Association president Dave McPhail to make it official. The lovely 21-year old, "five-foot-two, eyes of blue" lass was so tongue-tied when she first reached the microphone that she had to return later in the evening to give "a big thanks to everyone."

Betty Ann originally hails from Binghamton, N.Y., but moved to Philadelphia where she got her first job at radio station WIP. When her family moved to Hollywood two years ago, she joined NBC as Carol Ewing's secretary. She has since transferred to being secretary to Frank Gertz. She likes California but admits missing the snow of the East.

Her main interests of sports and dramatics have led her into NBC activities. Last year, she bowled with the Company league and played the ingenue role in the NBC Little Theater production of "Boy Meets Girl." She also swims and loves to dance.

The Miss NBC title carried with it a five-day all-expense-paid vacation to San Francisco plus a pocket-size transistor radio and a wristwatch. Betty Ann, who plans to marry her fiance Bill Donnelly in late January, twinkles as she speaks of arranging her honeymoon to coincide with the Golden Gate trip.

Betty Ann Heffern, Miss NBC of Hollywood (C.) is congratulated by runners-up Loretta Frye (L.) and Dona Reiner.



Gen. W. B. Smith Named to NBC Board of Directors

Election of General Walter Bedell Smith as a member of the Board of Directors of NBC was announced on Nov. 2 by David Sarnoff, Chairman of the Board of RCA.

General Smith served as Under Secretary of State from February, 1953, to October, 1954.

During World War II, General Smith was successively Secretary of the Joint Chiefs of Staffs and United States Secretary of the Combined Chiefs of Staff in Washington, Chief of Staff of the European Theater of Operations, and Chief of Staff to General Dwight D. Eisenhower. On behalf of General Eisenhower, he negotiated and signed

the instruments effecting the surrender of Italy and Germany.

General Smith was Ambassador to the Soviet Union from 1946 to 1949, when he assumed command of the United States First Army. In October, 1950, he was appointed Director of Central Intelligence, where he served until his appointment as Under Secretary of State. He retired from active service in the Army on January 31, 1953.

For service in both World Wars, Gen. Smith holds eight decorations from the United States, as well as decorations from numerous foreign countries.

RCA Fellowships

Nine university graduate students have received RCA Fellowships for advanced studies in engineering and dramatic arts during the 1956-57 academic year. These fellowships, with grants totaling \$31,500, represent one phase of RCA's aid-to-education program which is now entering its twelfth year.

Not to be confused with the David Sarnoff Fellowships which are given to RCA employees, the purpose of these fellowships is to provide assistance for graduate students, at designated universities, who display outstanding ability in the sciences and arts related to the electronics industry. More than 110 students have received the awards since 1947.

The recipients of RCA Fellowships and RCA-NBC Fellowships include graduate students enrolled at New York University, Columbia University, California Institute of Technology, Cornell University, University of Illinois, Princeton University, Rutgers University, Carnegie Institute of Technology and Yale University.

Two RCA-NBC Fellowships in dramatic arts have been awarded.

Milton B. Howarth, 37, of 2349 Central Avenue, St. Petersburg, Florida, will pursue graduate studies in the Drama Department at Carnegie Institute of Technology. Mr. Howarth was graduated from Carnegie, with honors, in 1946. Between 1947 and 1951, he attended Academie Julien and L'ecole des Beaux Arts in Paris, France. The RCA Fellow was a designer and Assistant Professor at the University of Kansas Theatre from 1954 to 1956. He served with the U. S. Army in Europe during World War II.

James L. Herlihy, 29, of 322 West 15th Street, New York, N. Y., will continue graduate studies in Drama at Yale University. He attended Black Mountain College and was graduated from the Pasadena Playhouse in 1950. Mr. Herlihy's play, "Box Seven-Of-Four" was broadcast on NBC's "Kraft Television Theatre" program in May of this year. The RCA Fellow has served in the U. S. Naval Reserve and is a member of the New Dramatists.

WRC NEWSMAN TWICE A HERO

John Connolly, the WRC, WRC-TV Newsman who intercepted the Puerto Ricans attempting to shoot some leading members of Congress in 1954, has become a hero again. On October 31, Connolly attended the DC Transit Press Conference with a tape recorder, hoping to get some news for WRC. Midway in the proceedings, Union President Bierwagon accused Mr. Chalk, President of DC Transit, of breach of confidence. A heated argument followed. It was six hours before midnight, the conference deadline. Mr. Connolly suggested playing back the tape. The replaying indicated that the accusations made had been unfounded and the talk, resumed on a friendly basis, led to a Company-Union agreement.

New Management Trainees

Charles Irwin, Jr. and Peter Thompson have been selected as the first trainees in the newly-established NBC Pacific Division's Management Training Program. Irwin came to NBC in May, 1956. Previously, he had been product planning supervisor in charge of developing new Lincoln-Mercury products for The Ford Motor Company in Detroit. He will spend the month of January at NBC, New York, to become familiar with home office operations.

Thompson, who started with NBC as a page three years ago, has most recently been a member of Engineering Scheduling. At the present time he is rotating through the various departments of the West Coast operations in order to gain a broader understanding of specific functions and the total organization.

KATHRYN HENDERSON

Kathryn Henderson, PBX operator in Hollywood, after a prolonged illness, died on Saturday, November 10. She had been with NBC for a year and a half. She is survived by her husband, Francis Henderson, her five year old son, Steven and a sister, Alyce Hawley, a PBX operator in our Hollywood location.

Help Fight TB



Buy Christmas Seals

People and Places

Administration

Controllers—*Ray Timothy*, who left us for his new position with the U. S. Army, was feted at the York in order to ease the shock.

WBUF-Buffalo is now the site of *Tony DiMinno* and his famous bowling ball and golf clubs. Also transferring are *Noel Becker* who leaves for Traffic and *Mike Pisciotta* for TV Budget.

Joining our lively, happy crew are the following brave souls: *Barbara Blanchard* who takes over as *Bob Burholt's* secretary, *John Sullivan* in TV Billing, *Cora Ballina* in Payroll, *Pat Carroll*, *Gloria Chiarizzi* in Accounts Payable, *Emanuel Zaccone* in General Accounting and *Giles Rest* in Show Cost.

Bob Sammons reports he now owns half of the Golden Gate Bridge (?) after spending two quiet (??), peaceful (???) weeks in San Francisco. *Don Amorosi* returned from a visit south with his son with a real Florida tan.

Duplicating — Duplicating is still buzzing about its 23-16 and 5-1 victories over the Mailroom.

Lou Vinci has been transferred to Plant Operations on 18th Street.

Many of the boys are busy working, not only during the day, but at night with their schoolbooks. *Bob Packett* attends Fordham University, while *Jerry Jones* and *Harold Horowitz* are at N.Y.U. and Brooklyn College, respectively. *Bob Caminiti*, *Dick Duester*, and *Bob Calahan* of Accounting took a weekend motor trip to Savoy, Mass. All three returned with severe colds but they had a good time.

Guest Relations—The day page staff welcomes *Jack Blessington*, *Lou Bradley*, and *Joseph Sissom*, who were promoted from the part-time staff. *Harold Augustus* and *James O'Grady* are now blue braid night staffers after a tour of part-time duty.

Don Segall has joined *Ziv* films in their training program; and *Gene Koskey* has moved over to CBS as a production assistant.

Mr. and Mrs. *Bob Keenan* are back from three weeks in Mexico. Bob's reaction was typical: "The place is marvelous."

The NBC Guidette staff has added to its pretty ranks four young ladies in the names of *Barbara Hood*, *Pat Gould*, *Clé Cervi*, and *Mimi Harris*.

Don Burns and *Katy Sutter* were advanced recently to cashiers, and *Walter Stark*, was promoted to the WRCA traffic department. *Paul Kennedy* is now a production assistant on the *Home* show.

Legal—Welcome to *Joe McDonald*, to *Lynn Curtis*, his secretary, both of whom transferred from Treasurers. A belated welcome to *Joan Smith*. Welcome also to *Ellen Wolper*, who is *Chuck De Bare's* new secretary. We were all sorry when *Janet O'Brien* left us to move to Albany. Good luck to *Edith Wolf* in her new job as *Ben Raub's* secretary and to *Audrey Urj*, who took over for *Edith* as *Paul Lynch's* secretary.

Harry Olsson and *Clio De Prizio* have been temporarily evacuated from 622 while the department is being re-modeled and enlarged: *Ed Burns* and *Ann Debus* have taken in our displaced persons in their 755 branch of Legal.

Personnel—*Bill Sharon* was warmly feted at a farewell cocktail party at the Warwick Hotel. His calling card now lists him as Personnel Manager for Benton & Bowles. *Ann Reed* joined us as *Milton Williams's* secretary and *Elaine Ehrlich* is taking *George Fuchs's* dictation. Permanent partnerships are the future plans of *Eileen O'Connell* and *Paul Perdick*, and *Mimi Bernstein* and *Sy Bross*. *Glenna Jones* participated in an all night "waiting on line for MY FAIR LADY standing room tickets" party — with success. *Gloria Rubin* week-ended at Syracuse for the Penn State game. *Jean Collins* was in temporary ecstasy when she was called upon to model a white beaver coat during a Business and Professional Woman's Club function for the benefit of PAL.

Stenographic—*Karen Taylor* leaves us to become a lady of leisure, while *Marylou Monahan* becomes secretary in Publicity. Another change is that of *Carmela Grande* from press typist to highly skilled Veritytypist. *Natalie Green* becomes the new messenger typist replacing *Brenda Berkowitz* who joins the ranks of non-traveling typists. Birthday honors are in vogue for *Thelmas Braine*.

Treasurer's—A lot of excitement is in the air for 1957. *Joy Siegel* is planning her Wedding for January 13, and *Joan Anderson* for May 4. The topic of conversation around our Dept. is very plain to see, especially too since *Pat Sullivan* and *Adrienne Sellitto* are going to be Maids of Honor at their Sister's Weddings. Fond Farewells were wished to *Mr. Joseph McDonald* at a luncheon given in his honor at Headquarters.

A hearty welcome was extended to *Mr. Earl Rettig* when he visited our department recently.

Corporate Relations

Station Relations—Along with the turkeys and tinsel that will be forthcoming, this must also be the season for moving. *Bob Aaron* is finally settled (well, almost) into his new home which is located in New Shrewsbury, N.J. *Jane Cuff* also reports that she and her family are in the process of relocating.

Gerry Stonebridge returned from her Fall cruise looking hale and hearty and with reports that she is quite a sailor! *Jackie Ingle* returned from her two weeks in Texas and vicinity with a delicious box of strange looking candy. The Horsey Set has claimed some members of this department. *Ela Burton*, *Miriam Lacomara* and *Bobbie Roberts* all attended the Horse Show and really enjoyed it. *Paul Rittenhouse's* sister, *Mignon Rittenhouse*, is the author of a first biography on the reporter *Nellie Bly*. The book, entitled "The Amazing *Nellie Bly*," was published by Dutton's on Oct. 9, and we might add was well received by the critics. It was good to see a former inhabitant of Room 317 back with us again, namely *Shel Hickox*, who is now out in Hollywood. Birthday greet-

ings to *Paul Rittenhouse*, *Ann Culbert* and *Gerry Stonebridge*. And a very Merry Christmas to all.

TV Network

Design & Art Operations — *Lee Stephens* of the Graphic Arts Department has been accepted by Jose Quintero in Mr. Quintero's Directors Studio. Lee is also completing his own play which he intends to direct off Broadway.

Music Services — Music Library's *Russell Christopher* can now be found at a new address and with a brand new title — husband of *Gerry*. *Peter Zaltantis* and his family arrived back home in Brooklyn safe and sound after an extensive visit to Greece. Pete claims he did not start the excitement over there. *Jane Langley* enjoyed a week in Bermuda with her husband. *Marion Murray* motored southward for her vacation and, of course, landed in the state of Florida.

Production Operations—We shuffled the desk of Broadcast Operations personnel in the past couple of months, and came up with a rematched set of names and titles. *Len Lucas* is an Associate Director, *Ray Kupiec* was promoted to Broadcast Coordination Assistant, Schedules, and *Paul Perone* is Broadcast Coordination Assistant, Routines.

We're all delighted at the return of *Dorothy Donlon* from her maternity leave, the addition of *Barbara Searles* to the AD staff, the return of *Joe Durand* to our ranks, the prospect of a new little Lockhart (to *Ann Teehan Lockhart*).

Under the knife this past month were *William Fennell* and *Grant Johnston*. Speedy recovery all around!

Anyone interested in the weather in Bermuda? Cruise information? Check with *Win Mullen* — she's added a new service to her various information dispensing functions.

Radio Network Administration—Welcome to our whole new regime in the Radio Network Administration Dept. First of all, there is *Smokey (Ethel Smoake)* who is Mr. Matthew

J. Culligan's #1 gal. Then there's *Annie (Anne MacCaman)* Mr. Culligan's #2 gal. We also want to welcome *Sully (Agnes Sullivan)* who is secretary to Mr. Jerry Danzig, and *Anne Arkenau*, secretary to Mr. Norman Livingston, Director of Radio Network Programs.

Radio Network Program — Congratulations to *Earl Hamner* and *George Voutsas* who received the Blakeslee Award from the American Heart Association for "Courage To Live", a "Biography In Sound". From the "Weekday" staff we'd like to welcome *Bert Leonard* as an Assistant Director; and *Rosemarie Ottina* and *Allen Ludden* who have come down to join Radio Production.

News from Announcers and Night Production: *Betty Loftus* replaced *Peggy McGrath Hanly*, *J. Van Gaasbeek* substituted for *John Curran* while *Johnny* was in Europe at the invitation of the Armed Forces Radio Services for announcing auditions. and *Mike Dran* has received a different sort of invitation from the Armed Forces. He has "joined" the Air Force and is doing radio programs out at Mitchell Field. *Lorraine Peters*, *Ginny Smith*, *Audrey Hanse*, and *Van Woodward* have joined the ranks of those moved to new apartments.

Late vacationers who have recently returned: *Hugh Teaney* from Bermuda, *Bob Maurer* from Miami, *George Voutsas* from New England and *Bob Sosman* who stayed home. At last hearing, *Danny Sutter* was wildly trying to give away kittens; we assume he was successful.

Radio Network Sales — *Joan Hofseth* and *Elissa Enax* are hoping for a snowy winter since they plan on mastering the sport of skiing. The underground informs us that they are planning to take a First Aid Course just in case . . . *Jean Martin Warner* deserted us to await her new arrival. A belated welcome to *Lambert Beuukes* who comes to us from Boston, Mass. *Tommi Phillips* is collecting old eye glasses and cases for "Eyes For The Needy". If anyone has an old pair of glasses, why not give Tommi a call on X 3063.

Operations

NBC Spot Sales — welcomes many new faces: Radio Secretaries *Ellen Keeler*, *Irene Maistrode* and *Lillian Langan*; TV secretaries *Dee Popp* and *Claire Griffin*; Radio Salesman *Howard MacFadden*; *Eileen McGrath*, Radio Traffic; *Herb Rothman*, *Leslie Robinson*, *Ed Meisels*, *Wilma Greene*, *Evelyn Chirello* & *Bob Spero* in Promotion. Our new office boy, *Noel Duggan*, is a recent arrival from Ireland. *Herb Watson* is back looking tanned and healthy after a vacation in Bermuda. *Betty Ancona*, lucky girl, is back after a trip to Europe. *Elna Steinmann* back from vacationing on the West Coast. The West Coast bug bit *Tommy Clancy*, too, who reports a wonderful time in the Golden State. *Don Richards* returned from Bermuda and has left for a new position with WRCA and WRCA-TV.

TV Technical Operations—*Marie Bergdahl* left us to await the arrival of her first baby. Her happiness just radiated throughout the whole office. *Patty Morrill* will replace her, which brings *Mae Gallagher* to our clan. Welcome Mae and also a belated welcome to *Kathryn "Bobbie" Larkin* who joined our Scheduling Group and made a "big hit" her first day by winning the baseball pool.

Congratulations to two new supervisors—*Charles "Corky" Corcoran* and *Stan Peck* and farewell and good wishes to *Jerry Cudlipp* who left us to join our NBC operation in California.

Tom Phelan marched down the aisle for the second time — this time to escort his lovely daughter, *Mary*, as he proudly gave her away to the lucky bridegroom.

Our color expert, *Rah Davis*, was one of four panelists interviewed on a color closed circuit going out to Chicago recently. This was the occasion for *Rah's* hurriedly purchasing a darling maroon necktie to substitute for the conservative brown one he was wearing.

KNBC, San Francisco—We have a new Merchandising Manager — *Bill Cancilla*. Bill came to us from KFRC. A real enthusiastic young man — not only about his merchandising, but also

his skiing — Bill is considered one of the kings of the slopes at Squaw Valley. Since he replaced *Dave Engles*, who has been transferred to NBC Network Sales, Dave has moved down the hall to a new office. *Gay Butler*, from KDYL, Salt Lake City, will be Dave's very competent secretary and Girl Friday.

Ed Arnow, NBC News Correspondent left for Honolulu with Mrs. Arnow for two weeks to look around Hawaii. Ed was the anchor man for radio for the seven Western States for the NBC Radio Network Election Coverage.

Speaking of the election, we're proud of our two Local Salesmen, *Bill Andreus* and *Terry Hatch* who spent many hours of their spare time working for their party.

Fran Davis was away for two weeks and the political on KNBC were loading down the board. *Joe Hanrahan*, who backstopped Fran while she was vacationing, at present needs a vacation himself.

Ed Brady has been whizzing around San Francisco on his British Motorcycle for several months. Luck has been with him until about three weeks ago. An automobile blocked his path and Ed forgot to turn. Fortunately, his injuries were not serious — a few broken ribs and an injured knee but he's able to get around again. Ed and *Jack VanWart* have an aerial photography business here in San Francisco. We've heard many wonderful comments about their aerial shots and feel proud of them. Even the Mayor requested one for his office.

Rita Abbey is our new receptionist at KNBC. Another lovely on our staff.

KRCA, Hollywood — *Beep Roberts* recently doubled his family with the addition of a mother, father and daughter whom he brought over from Germany under the Displaced Persons program.

We are sorry to lose *Marianne Phair* in the Promotion Department, who is moving out of the city. She will be replaced by *Genie Stokes*.

Bob Ogdon has purchased a new home in La Canada.

James Parks, Sales Manager, slipped while walking to the 15th tee at Lakeside and as a result is sporting a cast on his right hand.

Genie Stokes recently became a "mother-in-law". Her daughter, *Donna*, got married in September.

We are happy to welcome *Phyllis Babbitt*, *George Burke's* new secretary, and *Margaret Turbes*, in the Accounting Department. Both girls are new California residents.

Recent returnees from Las Vegas include: *Dolores Finlay*, *Jeanne Devivier* and *Jim Damon*.

Naomi Hallum has acquired a two-year old thoroughbred who will make his debut at the opening of Santa Anita Park.

Ray Ferguson, *Jim Damon* and *Marc Breslow* baby-sitting while their wives rehearse their numbers in the chorus for a benefit at the Oakmont Country Club.

Jack Kenaston is looking forward to a trip to Annapolis on a special assignment in an advisory capacity to the U. S. Navy.

Bob Pelgram won the Bob Hope Trophy at the recent NBC Golf Tournament.

Ed Chavanette has joined *Bob Henry* and *Pat Leslie* in the Operations Department.

Jim Wemply won a case of scotch and *Hugh McTernan* a gallon of bourbon as door prizes at a recent Company affair. Both, of course, are prohibitionists.

Now that the desert is cooled with the approach of winter, *George Burke* is again making weekend safari's to the Mojave — fossil hunting.

Noyes Scott exploring the caves around Catalina Island in his new underwater outfit and aqua-lung.

Gay Warren of NBC Spot Sales, leaving to make her home in Puerto Rico. She will be replaced by *Miss Pat Custer*.

Dick McGeary covered with cups and glory after winning low gross in the recent Advertiser's whing-ding Golf Tournament.

General Manager, *Tom McCray*, has been elected as a member of the Navy League Advisory Council for the 11th Naval District.

WMAQ-WNBQ, Chicago — *Marg Bellows*, TV Net Sales, has returned to work after being hospitalized. *Kay Hanses Kucik* has returned to the Newsroom following a prolonged leave of absence due to illness.

Tom Montgomery has joined the WNBQ sales staff. *Bob Reardon* is a recent addition to NBC Spot Sales. *Don Ansel*, moves from Radio Sales, (WMAQ) to TV Sales joining the WNBQ staff.

Jean Morgan, secretary to news-caster *Morgan Beatty* has moved from Washington to Chicago. *Beatty* welcomed his first grandchild just before joining the Chicago staff in October. The grandson has been named *William Morgan Beatty*.

Mary Bertacchini, WNBQ Sales, has returned from a six-month leave of absence, during which she visited Italy and Greece. *Ruth Murray*, Traffic, has returned from an eight-month leave of absence spent visiting her family in Colombia, South America.

Dave Kempkes, who joined NBC Engineering in Chicago in 1931 and left in 1946 when he became co-owner and operator of radio station KIHQ, Sioux Falls, S.D., sold the station this fall and has rejoined the Chicago Engineering staff.

The condolences of her colleagues go to *Rosemary Coryell*, PBX, whose mother died this fall.

Fred Lyons, Radio Spot Sales chief, has moved into a new house in Northbrook, Ill. Ditto *Russ Stebbins*, WMAQ-WNBQ sales director, who moved into his new home in Skokie, Ill. recently.

Hal Smith, TV Net Sales, is guiding the start of a new publication on behalf of the Ulich Children's Home of Chicago, of which he is a member of the board of managers. A quarterly publication, named *Ulich Life*, it will be circulated to about 5,000 people throughout the nation.

Irene Miksys, Continuity Acceptance, vacationed in Mexico this fall. Versatile announcer *Bill Griskey* recently recorded radio spot commercials in six different languages. Polish, German, Italian, French, Spanish and Chinese.

Marilyn Reichmann has joined Radio Spot Sales as a secretary. *Betty Ross West*, Public Affairs and Education supervisor, was one of the speakers at the Annual Dinner of the National Conference of Christians and Jews in Chicago, November 29.

Adele Hemphill, Recording Sales, is taking fencing lessons. News chief *Bill Ray* and his City Desk panel program received the Distinguished Public Service Award of the Union League Club of Chicago.

The NBC-Chicago Bowling League is in the midst of a red-hot race with eight of the 10 teams bunched within three games of each other after five weeks of team play. Defending individual champs, *Barbara Budinger*, TV Spot Sales and *Dan Hozak*, Engineering, are once again leading in the individual scoring.

WRCA, WRCA-TV, New York — *Isabel Finnie* heads the fall and winter vacationers. Her grand Grand Tour had such highlights as a tour of the BBC with *Leif Eid* and other NBC foreign correspondents taking her about in the various cities visited. *Enid Roth*, spent a glamorous and sunny two weeks on St. Thomas Island, Virgin Islands. *Oscar Campbell* vacationed in Nassau, Jamaica, Cuba and possibly Uruguay.

Dom Ferrara just got a promotion. He replaces *Vic Schwebius* as general accountant. *Vic* replaced *Herb Brotz* as Cost and Budget Accountant, and they're calling *Herbie* "Financial Analyst".

Congrats to *Kathy Klein*. She's been selected as the local test-pattern color girl.

The gent with the unfractured French is *Cean Pligne*. A management trainee from Paris, he'll be with us for three months.

John Berkebile, Broadcast Operations, is finally headed for Barbados, British West Indies, for his December wedding.

Lee Smith will move into her assistant supervisor, radio traffic job, and *Wally Stark* takes *Lee's* post.

Gwen Marle leaves TV Traffic to join the staff at Lanvin. Eventually it will be Europe and Larry for her. *Roz Sohmer* has moved into Advertising and Promotions, and a deep draw named *Barbara Eaton* has her desk currently. *Ron Kveskin* takes over *Gwen's* job, and *John Forbes* has *Ron's* broadcast services post.

Two Chucks have recently been added. *Chuck Dresser* is the new TV

local salesman with *Jean Coyle* as his secretary. *Chuck LeMieux* is radio's new local salesman and *Kathy Amny* is his right hand.

Production facilities super *Ed Burke* has given his assistant, *Joyce Alger*, leave to attend to a different kind of production, while *Carmela Musolino* takes over.

Ann Ward is the new assistant in technical operations, engineering.

Amelia Grano replaced *Diane Tosto*, who left for college. *Nancy Shaines* replaced *Nancy Heinemann*, who left 67th St. to join *Hallmark*. *Lou Collins* comes to local publicity from his editorial and publicity job with United Feature Syndicate. *Don Richards* joined local advertising and promotion as research coordinator. He came to us from Spot Sales.

Tony Kraemer has stepped into *Max Buck's* happy shoes, and he's taken *Harriet Ruch* up the ladder with him. The same hat gets tipped at *Johnny O'Keefe*, stepping into *Don Bishop's* important publicity post.

Jane Herbert is the new assistant in the local Advertising and Promotion Department.

WRCV, WRCV-TV, Philadelphia

—New Sales Department appointments announced recently by NBC Vice President and General Manager *Lloyd E. Yoder* include *Ted Walworth*, former WRCV-TV Sales Manager, to newly created post of Director of Sales, WRCV-TV; *Chet Messervey*, former WRCV radio salesman to Local Sales Manager, WRCV-TV; *Hal Waddell* has been upped from Sales Manager, WRCV, to Director of Sales, WRCV; *Bill Dallman*, Merchandising Manager, has been moved into the position of Local Sales Manager, WRCV; *Mary C. Doyle*, former Feature Foods director, fills the Merchandising Manager position.

Welcomed to the staff in recent weeks are *Phyllis Nester*, Publicity Department secretary; *Mary Skahill*, *Marilyn Feingold* and *Adria Jones* to the Accounting Dept., and *Tom Hughes*, newswriter who replaces *Bill Dean* now on military leave. *Frank Hall* has joined the staff, assigned to special projects.

"Progress", education program pre-

sented in cooperation with the New Jersey and Pennsylvania Education Associations, and directed by *Del Hostetter*, is the nation's first educational television show to be seen in color.

Executive Producer *Joe Behar* has been tapped by "Wide Wide World" to direct pickups from Philadelphia, Miami, Springfield, Mass., and Charlottesville, Va., this season

Newsmen *John Franklin* was cited by the national headquarters of the American Legion for his vigorous efforts in promoting passage of the "Ice Box Bill" in the Pennsylvania Legislature that outlawed abandoning of refrigerators and iceboxes without first rendering them harmless.

Jesse Tassencourt of the Art Department, after two years of fretting and fuming, moved into a new home, built from his own design and with his own interior decoration.

Channel 3's originations of the Penn-Cornell and Army-Navy games for network television this fall provided *Sam Stewart* of Sales Service with some wonderful reminiscing. *Sam* was one of the original crew members who inaugurated a regular schedule of home telecasts of the Penn football games back in 1940 under the experimental call letters of W3XE, a yearly telecast schedule that continued until 1951 when the NCAA restricted television plan went into effect.

Benn Squires has returned to the TV directors staff after a lengthy medical leave.

Public Relations

Continuity Acceptance—Since our last appearance in CHMES, we have welcomed two new people into Continuity Acceptance—*Valerie Diamantis* and *Oliver Flanders*. *Valerie* replaces *Riva Drechsler* as secretary to *Carl Watson* and *Percy Smith*, while *Riva* joins her husband *Michael*, who is at present in the army. *Oliver* replaces *Arden Hill*, who has departed on maternity leave.

Alys Reese spent a wonderful vacation in California, visiting our counterparts in Los Angeles and San Francisco, among other things. *Percy Smith* has taken his first airplane trip.

He flew to Peoria, Illinois, to fulfill a speaking engagement. While there, he took advantage of the offer of a ride in a private plane to visit his daughter Georgia in Mason City, Iowa.

National Advertising & Promotion

—That pleasant new voice saying "Mr. Wilkoff's Office" belongs to *Jeanne Mackay*, who joined our secretarial ranks on October 15. Happy to have you with us, Jeanne.

Ernie Hill is saying good-bye to his friends in Production to take over his new job as promotion presentation writer.

Sorry to lose our favorite fire-engine fan, *Bob Zeller*. He's going to Sales Traffic Operations to serve as sales order processor.

That efficient new secretary in the Art Department is *Helen Bader*, formerly of Macy's.

Back from a grand and glorious trip to France and Italy is *Mike Lannon*, who returned to the ranks on October 29. Mike flew both ways and loved it.

Press and Publicity — "What was that name again?" . . . Better be certain! . . . For instance, Press Department roster reads from A(grams) to Z(willinger) and includes: two Anns, two Nancys, a Syd and a Sid, two Bills, two Georges, two Arts, two Joes, and a Jo, three Jacks, three Bobs, three Charleses and four Als — plus a Jean and a Gene — all these and . . . two Browns, a Smith and a Jones. . . "Now—what was that name again?"

On Oct. 24, in commemoration of United Nations Day, the *Schola Cantorum* sang the fourth movement of Beethoven's Ninth Symphony from the U. N. General Assembly Hall; and somewhere in that wealth of voices was the rich tenor of our own *Chuck Pintchman*.

A welcome to *Marcella Hammond* who joins us as secretary to Press Department's *Today—Home—Tonight*. Marcella replaces *Jean Ferrari* who has changed desks and duties. Jean is now secretary to our column editors, succeeding *Maryann Masetti*, who has left NBC to join Sperry Gyroscope Company.

We're happy to report that *Ronnie Bennett* of Photo Files is back on the job, following an appendectomy.

Jo Abrams is back from maternity leave with a reason to be proud and happy—a special reason named *Lea Carla*. *Marge Reed*, who filled in for Jo as *Al Rylander's* secretary, is now with the *Wide Wide World* staff.

Few people know that the Mailroom's "Keep Gruntled" campaign represents a student's execution of homework under the very eyes of his instructor. NBC Mail-messenger *Ken Forrey*, one of the prime instigators of the mailroom project is a student of NBC Vice-President Syd Eiges's Columbia University course, "Television and Radio Publicity."

Merchandising—*Lattie Lee Dawson* spent several days vacation in Bermuda during the first weekend in November. Lattie came in sporting a windburn and reported not much sun, but she managed to get in her favorite sport—water skiing.

The Merchandising Department saddened by the illness of *Gordon Lane* who recently suffered another heart attack. We are all rooting for a speedy recovery.

Murray Heilweil recently had the pleasure of rooting home his son Marc who was elected President of his school's Student Organization.

Pauline Avallone recently became a landlord when she and her husband Ralph purchased a two-family home in Valley Stream. She will gladly tell you of the trials and tribulations of being a landlord. This past weekend it was a flood in the basement.

TV News Film—"All 106th Street is talking about" migrating south to 49th and 7th Ave. . . . all passports are in order and visas stamped—but the date? That is, and I quote, "a good question". *Margie Avakian* vacationed in Mexico, but returned too late to make a statement for CHIMES . . . spite work! As for other vital statistics, 106th Street has had no births—no deaths—no weddings—no engagements—no nothing—no copy!

Public Service Programs—*Dolores Blaich*, formerly in the film exchange, and returning to NBC after a visit to Germany this summer, is *Doris Corwith's* secretary. *Joan Scafarello* has

come to *Dorothy Culbertson* via *Caroline Burke's* office, and *Nancy Bock* is answering *Bill Parish's* phone these days. Nancy was formerly with *Joseph MacDonald* and the political unit. *Betty Ivory* has moved over to the *Ernie Kovac* unit and *Margo Roussin* is now sitting in her place. Margo was abroad last year studying at the Sorbonne. Although *Harold Blum* has been with us for several months, this is our formal "hello". Harold did research for the *Threescore and Five* series and has recently returned from the west coast with miles and miles of tape for the upcoming economic development series. *Westward the Land Is New!*

Sales Traffic Operations—Welcome to *Nancy Lundahl*, *Karen Lee Bradshaw*, *Jim McCollom* and *Bob Zeller*. We congratulate *Mort Dillon*, *Bill Barnes* and *Marshall Karp* on their promotions. Congratulations and good luck to *Bill Totten* who left NBC to join St. George and Keyes as an account executive.

Tim O'Keefe is celebrating his first anniversary here in America. He sailed from County Cork this time last year and plans to make his stay permanent.

Unit Managers—In this festive season, we are very happy to sit around the Yule log with all of our new family. Hearty welcome to *Marge Pesin*, *Betty Austin*, *Sue Wesely*, *Ronnie Weinstein*, *Herb Strauss*, *Roy Wilson*, *John Fisher*, *Nick Stanford*, *Jack Petry*, *Bruce Bassett*.

Dan Sullivan and *Elmer Gorry* have had their stockings filled with good cheer—promotions for both! Dan has gone to Administration and Elmer is now Unit Manager of the *Home Show*. We wish them both the best of luck.

John Herman is on his way home. He got out of Indonesia just in time.

All the girls are really smelling sweet with the perfume that came in with *Joe Cramer* on the boat.

Nick Stanford decided he would operate out of the fifth floor from now on while handling NBC News and Outlook.



CHIMES

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Charles J. Boylan, Editor

Chimes Correspondents

Administration:

Controllers, Louise Ippicco
Duplicating, Dick Duester
Facilities Administration, Mary Heller
Guest Relations, Alex Lindsay
Legal, Joan Perz
Mail and Messenger, James Amirault
Public Division, Robert Abbott
Personnel, Cathia Dindia
Purchasing, Mary Hoyt
Stenographic, Marilyn Wolfe
Treasurers, Joy Siegel
Traffic, Marge Hadley

Corporate Relations:

Station Relations, Joan Oury
Planning, Nancy Sweitzer

Operations:

Administration, Chickie Redling
Design and Art Ops., Joan Williams
Music Services, Edwin Dunham
Plant Operations, Anthony Alatis
Prod. Ops., Evangeline Hadjopoulos
Radio Network Administration, Joan DeMott
Radio Program, Cici Clarke
Radio Network Sales, Elissa Enax
Spot Sales, Elaine Simpson
Staging Services, Betty Bagshaw
TV Technical Ops., Marie Redling
AM Technical Ops., Jane Ermentraut
KNBC, Chris Argos
KRCR, Bob Pelgram
WMAQ-WNBQ, Dan Anderson
WRCR-WRCV-TV, Jay Rovent
WRCV-WRCV-TV, Ron Kwekin
WRCV-WRCV-TV, Bill Smith
WBUF, Joyce Wilson

Public Relations:

Continuity Acceptance, Kay Henderson
Nat'l. Adv. & Prom., Dorothy Brodine
Press and Publicity, Woody Bovell

TV Network Programs and Sales:

Business Affairs, Joan Bill
Merchandising, Rose De Renzis
Network Sales, Eugene Labocetta
News and Special Events, Eileen McKenna
TV News Film, Tish Lee
TV Program, Margo Stearns
Program Analysis, Connie Menninger
Program Development, Louise Pansini
Public Service Programs, Florence Reif
Sales Traffic Operations, Bob Shenton
Unit Managers, Gene Whitlock

ORGANIZATION CHANGES

Emanuel Sacks to Vice President, Television Network Programs.
Alan W. Livingston to Vice President, Television Network Programs, Pacific Division.
Richard A. R. Pinkham to Vice President, Advertising.

ADMINISTRATION

Robert H. Barnaby to Manager, Capital Budgets.
Roy A. Cheney to Manager, Personnel Administration, Pacific Division.
William H. Craig to Manager, Employment.
Frederick J. Cudlipp to Administrator, Labor Relations, Pacific Division.
Eugene J. Hayman to Administrator, Labor Relations.
Milton E. Williams to Manager, Safety.
James L. Wilson to Administrator, Audio-Video Engineering.

OPERATIONS

Robert A. Anderson to Director, Business and Administration, California National Productions, Inc.
Donald E. Bishop to Director, Publicity and Community Services, NBC Owned Stations and NBC Spot Sales.
John J. Brennan to Business Manager, NBC Owned Stations and NBC Spot Sales.
Albert L. Capstaff to Director, MONITOR and Special Programs.
Alfred W. Christopher to Supervisor, Radio Maintenance.
Gino A. Conte to Manager, Unit Managers, Pacific Division.
Robert E. Dressler to Manager, Television Programs, WMAQ, WNBQ.
Walter D. Ehrgott to Supervisor, Program Operations, Radio Network.
David A. Engles to Manager, Radio Network Sales, San Francisco.
William F. Fairbanks to Manager, Eastern Radio Network Sales.
Nicholas C. Giles to Manager, Business Affairs, Facilities Operations.

OPERATIONS (Continued)

Nicholas Gordon to Manager, Rates and Program Evaluation.
Sherman C. Hildreth to Director, Station Operations, Facilities Operations.
Richard D. Johnson to Manager, Radio Programs, WMAQ.
George C. Leifest to Supervisor, Technical Operations, WRCR-TV.
Norman S. Livingston to Director, Radio Network Programs.
William A. Louden to Manager, Radio Network Sales, Los Angeles.
Allen Luddeu to Manager, Program Planning and Development, Rad. Net.
Thomas S. O'Brien to Director, Business Affairs, NBC Owned Stations and NBC Spot Sales.
John H. O'Keefe to Director, Publicity, WRCR, WRCR-TV.
John H. Riedel to Manager, Studio Technical Operations, WRCR-TV.
Gerald M. Sellar to Director, Radio Network Operations.
Harold W. Shepard to Director, Business Development, California National Productions, Inc.
Van D. Woodward to Mgr., Script, Rad. Net.
Robert Wogan to Manager, Program Operations, Radio Network.

TELEVISION NETWORK PROGRAMS AND SALES

John W. Kiermaier to Director, Administration, Public Affairs.
Francis N. O'Shea to Manager, Business Administration.
Robert J. Steine to Manager, Promotion.
James S. Troy to Manager, Television Network Programs, Chicago.

NBC Births

To Robert Sarnoff, N.Y., a daughter, Serena Warburg
To Jim O'Brien, N.Y., a son, Sean Francis
To Zena Contos, N.Y., a daughter, Irene
To John Carsey, N.Y., a daughter, Kyre
To Brice Howard, N.Y., a daughter, Megan
To George Heinemann, N.Y., a daughter, Kim Louise
To Dom Ferrara, N.Y., a daughter, Nancy
To Milton Wyatt, N.Y., a son, Scott David
To William Brown, N.Y., a son, William III
To Dick Hollands, N.Y., a son, Stephen
To William Schmitt, N.Y., a son, John Patrick
To Ed Yasek, N.Y., a son, John Arthur
To Jack Roden, N.Y., a son, David Patrick
To James Cullen, N.Y., a daughter, Patricia Frances
To John Maury, N.Y., a daughter, Nancy
To Robert Andersen, N.Y., a son, Robert, Jr.
To Robert Abel, N.Y., a son, Robert Joseph III
To Maury Penn, N.Y., a son, Charles Steven
To Lawrence Owen, N.Y., a daughter, Robin
To Rol Reichert, Chicago, a son, Ronald Jay
To Harry Jacobs, Chicago, a son, Jeffery
To Tom Bowles, Chicago, a son, James Leonard
To Paul Robinson, Chicago, a daughter, Elizabeth
To Tom Mercen, Chicago, a daughter, Elizabeth Eleanor
To Dick Ricker, Chicago, a son, Robert
To Bill McDonald, Washington, a daughter, Karen Francis

NBC Marriages

Lalia Pleadwell, N.Y., to Richard Gardner
Frank Schneider, N.Y., to Marcia Kuyper
Vickie Casella, N.Y., to Ted McKeever
Dorothy Clarke, N.Y., to Donald Fletcher
John Sinclair, N.Y., to Peggy Varnell
Joan Lindenmayer, N.Y., to Richard F. Perz
Violet Young, N.Y., to Raymond Glendon
Patricia Dodge, N.Y., to Charles R. Coristine
Susan Gilbert, N.Y., to Milton Schwartz
Sonya Goldman, N.Y., to Bernard A. Friedman
John Cramer, N.Y., to Terry Oliva
Ray Buckler, Chicago, to Catherine Anderson
Tom Hoban, Chicago, to Primita Marcheschi
Laurie Blair, Chicago, to Al Schneider
Kieth Christie, Washington, to Nancy King
Mable Morgan, Washington, to Griffin Holland
Jane Chandler, Washington, to Martin Wiegand
Gail Henderson, Washington, to David Forward

Bargain Counter

For Sale: 2 1/4 x 3 1/4 Ann. Speed Graphic R.F., Extension flash, Speedlight, Roll film adapter, Cui film holders, Pack adapter, Best offer \$2341.
For Sale: Fireplace, imitation, white with green marble, with andirons, \$25. Bamboo drapes, 13' x 7', brand new, \$25. Van Gilt X1162.

*He's Just Beginning
to Fight*



Let's *Finish* *the Job!*

P. S. — He'll make it. His name's Mark Fight.

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