trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-9-45

February 3, 1953

TWO SPONSORS SIGN FOR 'DING DONG SCHOOL'

Two sponsors have been signed for DING DONG SCHOOL, NBC's outstanding television program for pre-school children. The Scott Paper Co. will sponsor the show each Thursday beginning Feb. 5, and General Mills will sponsor the Friday telecasts of the show starting March 6.

Advertising agency for Scott is J. Walter Thompson Co., and for General Mills, Tatham-Laird.

"Ding Dong School" (Mondays through Fridays, 10:00-10:30 a.m., EST) originates from NBC's Chicago studios. It features Dr. Frances Horwich, prominent children's educator. Designed to appeal specifically to pre-school age children, the program has been praised by mothers, teachers and critics for its inventiveness and freshness of approach.

-----o-----

February 3, 1953

TWO SPONSORS SIGN FOR 'DING DONG SCHOOL'

Two sponsors have signed for DING DONG SCHOOL, NBC's outstanding television program for pre-school children. The Scott Paper Co. will sponsor the show each Thursday beginning Feb. 5, and General Mills will sponsor the Friday telecasts of the show starting March 6.

Advertising agency for Scott is J. Walter Thompson Co., and for General Mills, Tatham-Laird.

"Ding Dong School" (Mondays through Fridays, 10:00-10:30 a.m., EST) originates from NBC's Chicago studios. It features Dr. Frances Horwich, prominent children's educator. Designed to appeal specifically to pre-school age children, the program has been praised by mothers, teachers and critics for its inventiveness and freshness of approach.

-----0-----

ROBERT ALAN AURTHUR, NOTED WRITER, JOINS STAFF OF 'TELEVISION PLAYHOUSE' AND 'MR. PEEPERS'

Robert Alan Aurthur, noted television and magazine writer, has joined NBC-TV producer Fred Coe's staff as literary director on the "Television Playhouse" (Sundays, 9:00 p.m., EST) and script editor for "Mr. Peepers" (Sundays, 7:30 p.m., EST).

Aurthur's stories have appeared in leading magazines, including the New Yorker, Harper's, Saturday Evening Post, Collier's and the American Magazine. He will replace Julian Claman, a representative of Talent Associates, who will leave on an extended business and vacation trip to Europe.

A frequent contributor of scripts to the TV Playhouse, Aurthur's credits have included "The Basket Weaver," "A Man's Game," "Winter of the Dog," "A Medal in the Family" and many others. His first novel, "The Glorification of Al Toolum," will be published by Rinehart on April 16 and has been chosen as the Family Reading Club Selection for July.

An alumnus of the University of Pennsylvania, where he graduated with highest honors in Journalism, Aurthur served 4½ years in the Marine Corps as an infantry officer during World War II and, immediately after the war, was in charge of the Armed Forces Radio in North China, and also wrote the History of the Third Marine Division which was published by the Infantry Journal Press.

Mr. and Mrs. Aurthur and their three children live in New York City and have a Summer home at East Hampton, L.I.

-----o-----

NBC-New York, 2/3/53

ROBERT ALAN AURTHUR, NOTED WRITER, JOINS STAFF OF 'TELEVISION PLAYHOUSE' AND 'MR. PEEPERS'

Robert Alan Aurthur, noted television and magazine writer, has joined NBC-TV producer Fred Coe's staff as literary director on the "Television Playhouse" (Sundays, 9:00 p.m., EST) and script editor for "Mr. Peepers" (Sundays, 7:30 p.m., EST).

Aurthur's stories have appeared in leading magazines, including the New Yorker, Harper's, Saturday Evening Post, Collier's and the American Magazine. He will replace Julian Olamen, a representative of Talent Associates, who will leave on an extended business and vacation trip to Europe.

A frequent contributor of scripts to the TV Playhouse, Aurthur's credits have included "The Basket Weaver," "A Man's Game," "Winter of the Dog," "A Medal in the Family" and many others. His first novel, "The Glorification of Al Toolum," will be published by Linehart on April 16 and has been chosen as the Family Reading Club selection for July.

An alumnus of the University of Pennsylvania, where he graduated with highest honors in Journalism, Aurthur served 4½ years in the Marine Corps as an infantry officer during World War II and, immediately after the war, was in charge of the Armed Forces Radio in North China, and also wrote the History of the Third Marine Division which was published by the Infantry Journal Press.

Mr. and Mrs. Aurthur and their three children live in New York City and have a Summer home at East Hampton, L.I.

-----o-----

trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-9-45

February 4, 1953

'TODAY' STAR DAVE GARROWAY SIGNS FULL-YEAR CONTRACT FOR 1953 ON SHOW'S FIRST ANNIVERSARY

Dave Garroway, star of NBC-TV's successful early morning news show, TODAY, was signed to a full year contract for the 1953 season of the program on the occasion of its first anniversary, Wednesday, Jan. 14.

Under the terms of the new contract, Garroway will continue to headline "Today" each weekday morning during 1953, and also will make a number of guest appearances on other NBC programs during the year. The contract also includes an option on Garroway's services for years beyond 1953.

Garroway's contract renewal was coincidental with the signing of nine new sponsors to the roster of "Today's" advertisers as the show began its second year on the network. These nine new clients purchased a total of 176 five-minute segments of the program, ranging from five segments for one advertiser to 65 for another. They were in addition to the 44 national advertisers who utilized the show's proven sales effectiveness in reaching millions of viewers in their homes during the early morning hours of 1952.

(more)

February 4, 1953

TODAY' STAR DAVE GARROWAY SIGNS FULL-YEAR CONTRACT FOR 1953 ON SHOW'S FIRST ANNIVERSARY

Dave Garroway, star of NBC-TV's successful early-morning news show, TODAY, was signed to a full year contract for the 1953 season of the program on the occasion of its first anniversary, Wednesday, Jan. 14.

Under the terms of the new contract, Garroway will continue to headline "Today" each weekday morning during 1953; and also will make a number of guest appearances on other NBC programs during the year. The contract also includes an option on Garroway's services for years beyond 1953.

Garroway's contract renewal was coincidental with the signing of nine new sponsors to the roster of "Today's" advertisers as the show began its second year on the network. These nine new clients purchased a total of 1/5 five-minute segments of the program, varying from five segments for one advertiser to 55 for another. They were in addition to the 44 national advertisers who utilized the show's proven sales effectiveness in reaching millions of viewers in their homes during the early morning hours of 1952.

(more)

During its first year on the air, "Today" revolutionized the morning listening and viewing habits of some 2,000,000 people in 40 key cities throughout the East and Midwest. As an integral part of the program, Garroway was seen on the screens of the nation's viewing homes during 1952 more than any other TV star. It has been calculated that he spent a total of 720 working hours before the NBC-TV cameras, bringing news, special events and features embracing every field of human endeavor to the "Today" audience.

As a pioneer effort in the sphere of early morning TV programming, "Today" opened wide the whole field of morning TV programs. Its impact on the viewing public has been attested to by the flood of mail in response to a request by Garroway that members of the audience let him know in which part of the house they watched the program and what they did during the time they watched. A total of over 9,000 letters and postcards detailing the information requested has been received since the initial announcement by Garroway in mid-November of 1952.

The conception of the program as "a daily television newspaper" appearing simultaneously in 40 cities, coupled with its low cost in terms of audience reached, has resulted in the program's acceptance by national advertisers as a powerful, economical selling tool. The sales results achieved by sponsors of "Today" during its first year prompted still more advertisers to invest in the show as it began its second. Almost $1,500,000 worth of advertising billings have already signed for the show for 1953, with $250,000 in new business in the month of January alone.

(more)

During its first year on the air, "Today" revolutionized the morning listening and viewing habits of some 2,000,000 people in 40 key cities throughout the East and Midwest. As an integral part of the program, Garroway was seen on the screens of the nation's viewing homes during 1952 more than any other TV star. It has been calculated that he spent a total of 720 working hours before the NBC-TV cameras, bringing news, special events and features embracing every field of human endeavor to the "Today" audience.

As a pioneer effort in the sphere of early morning TV programming, "Today" opened wide the whole field of morning TV programs. Its impact on the viewing public has been attested to by the flood of mail in response to a request by Garroway that members of the audience let him know in which part of the house they watched the program and what they did during the time they watched. A total of over 9,000 letters and postcards detailing the information requested has been received since the initial announcement by Garroway in mid-November of 1952.

The conception of the program as "a daily television newspaper" appearing simultaneously in 40 cities, coupled with its low cost in terms of audience reached, has resulted in the program's acceptance by national advertisers as a powerful, economical selling tool. The sales results achieved by sponsors of "Today" during its first year prompted still more advertisers to invest in the show as it began its second. Almost $1,500,000 worth of advertising billings have already signed for the show for 1953, with $250,000 in new business in the month of January alone.

(more)

The nine new sponsors who joined "Today" as it began its second year included:

International Cellucotton Products Co. for Kleenex (Foote, Cone & Belding, Inc.); General Motors (Kudner Agency); C.H. Masland & Sons (Anderson & Cairns, Inc.); Willys-Overland Motors, Inc. (Canady, Ewell & Thurber, Inc.); Buick Motor Division (Kudner Agency); Sterling Division of International Silver Co. (Young & Rubicam, Inc.); Bendix Home Appliances (Earl Ludgen, Inc.); Anson Jewelry (Grey Advertising); and Glamorene Rug Cleaner (Ruthrauff & Ryan, Inc.).

"Today" is seen over the NBC television network Mondays through Fridays, 7:00-9:00 a.m., EST and CST.

-----o-----

NBC-New York, 2/4/53

'DING DONG SCHOOL' IS CHOSEN AS 'SHOW-OF-THE-MONTH' BY NATIONAL TELEVISION BOARD OF REVIEW

NBC's high-rating new TV nursery school program, DING DONG SCHOOL, has been selected as the "show-of-the-month" by members of the National Television Board of Review. The board is composed of Chicago educators, clergymen, civic leaders and representatives of TV Forecast Magazine in Chicago.

Frances Horwich, "Miss Frances" to the pre-school fans of the program, was honored for "contributing wholesome and outstanding entertainment and advancing the standards of television programming for the entire industry."

Citations were presented yesterday to Dr. Horwich, to producer-director Reinald Werrenrath, Jr., and to Judith Waller and George Heinemann, NBC Chicago officials connected with the program series.

"Ding Dong School" is televised Mondays through Fridays from 10:00 to 10:30 a.m., EST.

-----o-----

trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-9-45

February 5, 1953

7 NEW PARTICIPATING SPONSORS FOR 'TODAY'

Seven new advertisers, representing well over $250,000 in billings, have signed as participating sponsors of NBC's early morning news program, TODAY, starring Dave Garroway, Mondays through Fridays, 7:00-9:00 a.m., EST and CST.

The Trailer Coach Manufacturers Assn., through J. Walter Thompson Co., will sponsor one five-minute segment a week each Wednesday for 52 weeks beginning April 1. The "Today" campaign, the first of its kind undertaken by the TCMA, will spearhead an intensive program of local dealer promotional tie-ins in TV markets where the program is seen.

John Morrell and Co., through N.W. Ayer & Son, Inc., will advertise its Red Heart Dog Food on five-minute segments of the program two days a week, Thursday and Friday, for 13 weeks beginning March 5.

The Liberty Mutual Fire Insurance Co., through Batten, Barton, Durstine & Osborn, Inc., will sponsor one five-minute segment a week for 13 weeks starting in mid-February.

The Polaroid Land Camera Co., through Batten, Barton, Durstine & Osborn, Inc., has purchased one five-minute segment a week for six weeks beginning in mid-February.

(more)

Bymart, Inc., through Ruthrauff & Ryan, is advertising Tintair on five five-minute segments of "Today," spread over four weeks, starting Wednesday, Feb. 4, and for four consecutive Fridays thereafter.

The Nash-Kelvinator Corp., Nash Motors Division, through Geyer Advertising Co., has purchased three five-minute segments in one week on three consecutive days beginning Wednesday, March 4.

Food Specialties, Inc., through Chambers & Wiswell, Inc., will advertise its Appian Way Pizza Pie on one five-minute segment for two weeks, effective Friday, Feb. 13.

-----o-----

NBC-New York, 2/5/53

21,234,100 TELEVISION SETS IN USE AS OF JAN. 1--A GAIN OF 800,000 IN MONTH--NBC RESEARCH HEAD REPORTS

Television sets in use in the U.S. totaled 21,234,100 as of Jan. 1, 1953 according to an announcement today by H.M. Beville, Jr., NBC director of Research and Planning. This new total reflects an increase of nearly 800,000 set installations since Dec. 1, the largest monthly gain since October, 1950.

The estimate represents an increase of nearly 5,500,000 sets during the year 1952, a greater gain than occurred in 1951. The current figure indicates that more than 46 per cent of all homes in the country are now TV-equipped compared with 35 per cent a year ago.

The lifting of the "freeze" brought NBC television to seven new markets during the year, bringing the total NBC markets to 71. New markets affilated with NBC during 1952 were Denver, Colo; Portland, Ore.; Austin, Tex.; Roanoke, Va.; Spokane, Wash.; Atlantic City, N.J.; and Wilkes-Barre, Pa.

Stations in five other markets also came on the air in 1952. These were Lubbock and El Paso, Tex.; South Bend, Ind.; York, Pa., and Colorado Springs, Colo.

According to these estimates, there are 3,290,000 sets in the New York area, 1,375,000 in Los Angeles, 1,360,000 in Chicago and 1,181,000 in Philadelphia.

-----o-----

NBC-New York, 2/5/53

February 5, 1953

ALBEN W. BARKLEY'S WEEKLY 'MEET THE VEEP' PROGRAM
ADDED TO NBC RADIO--AS WELL AS TV--SCHEDULE

Former Vice President Alben W. Barkley will add NBC radio listeners to his weekly television audiences who MEET THE VEEP.

Barkley's informal conversations with Earl Godwin, veteran Washington correspondent, will be aired on NBC radio each Sunday afternoon at 6:15 p.m., EST, starting Feb. 8. The television program is presented Sundays at 5:30 p.m., EST.

When Barkley announced the beginning of his NBC-TV series (which started Feb. 1), he said: "I am glad to have the opportunity to sit down with my friends, the American public, to discuss various matters that are of interest to all of us. I shall try to draw on the experience and knowledge accumulated in my 40 years of service in Washington to serve the nation further in my new role."

Barkley's non-partisan talks on current history view the present from his vantage-point as a life-time public figure.

Joseph Meyers will supervise the radio version of "Meet the Veep."

-----o-----

trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-9-45

February 6, 1953

DURANTE, 'MONTGOMERY PRESENTS,' 'DRAGNET' AND 'SHOW OF SHOWS' WIN 'EMMYS' FOR NBC IN TV ACADEMY AWARDS ON WEST COAST

The National Broadcasting Company and its Hollywood TV Station KNBH won more awards than any other network or organization tonight at the fifth annual "Emmy" awards dinner of Academy of Television Arts and Sciences, in Hollywood.

National "Emmy" awards for 1952 went to the following NBC television shows and personalities:

JIMMY DURANTE, star of NBC's ALL STAR REVUE for Best Comedian.

YOUR SHOW OF SHOWS for Best Variety Program.

DRAGNET for Best Mystery, Action or Adventure Program.

ROBERT MONTGOMERY PRESENTS for Best Dramatic Program.

John K. West, vice president in charge of NBC's Western Division, accepted awards for "Your Show of Shows" and "Robert Montgomery Presents," both produced in New York. Jack Webb, star and director of "Dragnet," received that program's "Emmy."

Sam Fuller, executive producer of both "All Star Revue" and "Colgate Comedy Hour," accepted the award in behalf of Jimmy Durante who was in Florida.

(more)

In addition to the four national awards won by NBC, the network's West Coast flagship station, KNBH, in Hollywood, won two awards.

KNBH's coverage of Florence Chadwick's courageous first attempt to swim the channel between Catalina Island and the California mainland won the "Hollywood Achievement Award" as Best Special Events Program. KNBH manager Don Norman accepted the gold statuette on behalf of the station and NBC-TV's News and Special Events Department.

The second "Hollywood Achievement Award" for KNBH went to the station's "Peanut Circus," which tied with another local program. as Best Children's Show.

The Academy polled more than 440 TV editors throughout the country to select five nominees in each of twelve categories for national awards. Nominees for each of six "Hollywood Achievement Awards" were selected by Southern California TV editors. More than 400 members of the Academy then voted by secret mailed ballot for the Best Program or Personality in each category.

The "Emmy," television's answer to moviedom's "Oscar," is a large golden statuette simulating a goddess of the airways. Its name, "Emmy," was derived from the contraction "Immy," an engineering term relating to television's image orthicon camera.

-----o-----

NBC-New York, 2/6/53

trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-9-45

February 6, 1953

WILLIAM H. FINESHRIBER, JR., AND DAVID C. ADAMS
ARE ELECTED AS VICE PRESIDENTS OF NBC

FOR RELEASE MONDAY MORNING, FEB. 9

The election of William H. Fineshriber, Jr., and David C. Adams as vice presidents of the National Broadcasting Company, at the regular meeting of the company's board of directors on Friday, Feb. 6, was announced today by Frank White, NBC president.

Both Fineshriber and Adams will report to John K. Herbert, vice president in charge of the NBC radio and television networks. Mr. Herbert stated that Mr. Fineshriber will be vice president and general manager of the networks, and that Mr. Adams will be vice president for administration. In commenting upon the appointments, Mr. Herbert said:

"Mr. Fineshriber brings to his new position the practical experience of more than 20 years in network operations. He is widely recognized in the industry for his ability and for his contributions to the advancement of broadcasting. Because of Bill's demonstrated talents in that field, I am particularly pleased to have his assistance in the management of our two networks.

(more)

"The election of Mr. Adams as vice president recognizes his outstanding ability in handling administrative projects. His talents, too, will now be used on a broader basis in our network operations."

Fineshriber, who comes to NBC on March 2, recently resigned as executive vice president and a member of the Board of Directors of the Mutual Broadcasting System and as vice president and a director of General Teleradio, Inc., to accept the NBC post.

Fineshriber joined the Mutual Broadcasting System as vice president in charge of programs in July, 1949, and was appointed executive vice president Dec. 13, 1951.

He entered the broadcasting business following graduation with highest honors and a Phi Beta Kappa key from Princeton University in 1931. After a course of advanced study at the Sorbonne, in Paris, he joined the Columbia Broadcasting System as a member of the publicity staff. In October, 1934, he left CBS to manage Carnegie Hall in New York City. He returned to CBS in 1937, where he served in a series of important positions, and was general manager of the CBS program department when he left to join Mutual in 1949.

Fineshriber is a member of the Board of Directors of the National Association of Radio and Television Broadcasters and a member of the Executive Committee of the Board of Directors of the Broadcast Advertising Bureau. He has held chairmanships in the radio campaigns of many national charitable, educational and philanthropic organizations.

He was born Nov. 4, 1909 in Davenport, Iowa. His family later moved to Memphis, Tenn., where he attended the Maury Grammar School, and then to Philadelphia, where he was graduated from West Philadelphia High S hool. He is married to the former Clotilde Heller

(more)

of Philadelphia. They have two children, Joy, 16, and William, 13, and live in New York City.

Adams is currently director of Special Projects for the NBC networks. He left the Federal Communications Commission to join NBC as assistant general counsel in December, 1947. He was named vice president and general attorney of RCA Communications, Inc., in July, 1948, but returned to NBC in January, 1949 as assistant to the executive vice president.

Adams joined the FCC in September, 1941, serving successively as chief of the International Legal Section, assistant chief of the Common Carrier Division and assistant to the general counsel. His FCC career was interrupted for two years of military service, first with an anti-aircraft battalion and later as a second lieutenant in Military Intelligence. During his service with the FCC he was a member of the Cable and Radio Committees of the Board of War Communications.

Adams was a member of the United States delegation at the Atlantic City Radio, Telecommunications and High Frequency Conferences from May 12 to Oct. 4, 1947. He was chief assistant to Charles R. Denny, now an NBC vice president but at that time chairman of the three conferences. He was a member of the U.S. delegation to the Moscow Five-Power Telecommunications Conference and a U.S. observer at the London meeting of the International Telegraph Consultative Committee, both in 1946.

Adams was born on March 5, 1913, in Buffalo, N.Y. He is a graduate of the University of Buffalo and its law school, class of 1937. He practiced law in Buffalo from 1937 to 1941. He is married to the former May M. Grelick of New York City. They reside with their two sons, Donald J., 7, and Jonathan, 3, at Croton, N.Y.

-----o-----

NBC-New York, 2/6/53

trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-9-45

February 9, 1953

60,000,000 PERSONS IN U.S.A. SAW INAUGURATION ON TV; NBC HAD BIGGER AUDIENCE THAN OTHER NETS COMBINED

An estimated 60,000,000 persons in the United States saw the Jan. 20 inauguration of President Dwight D. Eisenhower on television, Hugh M. Beville, Jr., director of Research and Planning for the National Broadcasting Company, announced today. This represents a total of 18,000,000 TV homes, he explained, adding that a total of 85 per cent of the nation's sets were tuned to the inaugural proceedings at sometime during the five hours between 11:00 a.m. and 4:00 p.m.

These estimates, taking into account audience turnover, are based on special Trendex average-minute coincidental figures representing 10 major television markets with maximum network competition.

According to these figures, there were more TV sets in use during the inaugural proceedings than have ever been turned on for any other televised daytime event of major importance. This includes General MacArthur's farewell speech before Congress in April, 1951; the 1952 World Series, and the Senate Crime Investigation Hearings in New York in July, 1951. A peak set-usage of 59 per cent was registered for the 12:00 noon to 1:00 p.m., portion of the TV inaugural coverage, when the actual administration of the oath of office and President

(more)

2 - Inauguration

Eisenhower's inaugural speech took place. Comparing the peak viewing periods of the previous major daytime events with the inauguration shows the following results:

	Average per cent of home viewing each event at peak period
INAUGURATION.	59%
MAC ARTHUR SPEECH...	44% (New York rating)
WORLD SERIES (Sunday game).	42%
CRIME HEARINGS.	30% (New York rating)

Even the average of sets in use for the entire five hours of the inauguration proceedings, 47 per cent, exceeds the peak of any of the previous major daytime TV events.

On a competitive basis, NBC-TV led all other networks in every reckoning. Over half the total viewing of the inauguration was on NBC stations:

	11:00 a.m. - 4:00 p.m. Averages Trendex Share of Audience
NBC	51.1%
Network B	36.2%
Network C	9.1%
Network D	2.3%
All Other	1.3%
	100.0%

NBC also led all others in each rated hour, and achieved a ful 52 per cent share of audience during the peak inaugural viewing period, 12:00 noon to 1:00 p.m., when the coverage of the oath-taking and inaugural speech was virtually identical on all networks.

It is estimated that on a national basis, for every 100 homes reached by NBC-TV, the other three networks together reached only 61.

-----o-----

NBC-New York, 2/9/53

CHARLES A. HENDERSON AND JAY H. SMOLIN ARE APPOINTED TO POSTS IN NBC-TV FILM DIVISION

Personnel additions in the NBC-TV Film Division were announced today by Robert W. Sarnoff, vice president in charge of the division, with the naming of Charles A. Henderson to the post of director of publicity and of Jay H. Smolin as supervisor of advertising and promotion, for TV Film Sales.

Henderson, who will report to Sarnoff, for the past year has directed publicity and public relations for NBC-TV's widely-acclaimed, award-winning "Victory at Sea" series. In his new position he will be responsible for publicity and exploitation of the various film programs syndicated by the NBC Film Division.

Henderson came to NBC from his position as manager of the Atwater Kent Foundation in Hollywood where, among other duties, he organized auditions for thousands of aspiring singers and handled public relations and other important functions with the philanthropic organization, with which he had been associated since 1946.

Born in Cleveland, Ohio, and brought up in Roswell, N.M., Henderson attended New Mexico Military Institute and was graduated from George Washington University in 1937. He served as administrative assistant to Rep. (now Senator) Lyndon B. Johnson from 1936-42.

Henderson enlisted in the Army in 1942, was commissioned a second lieutenant, and in November, 1943, was ordered to the General Staff Corps assigned to the Information Branch which controlled Yank, the Armed Forces Radio Service, Army News Service and Army Information Films. He left the Army in 1946 to join the Atwater Kent Foundation.

(more)

Smolin, for the past year director of advertising and promotion for WNBC-WNBT, will report to John B. Cron, national sales manager of the NBC-TV Film Programs.

Smolin was born in New York City, graduated in 1940 from Columbia with a B.S. in business administration, and was subsequently associated with Grey Advertising agency and N.W. Ayer, Inc., for whose radio-TV department he wrote on the Army Recruiting account just before he went into the Army, in 1946, to do substantially the same work.

Upon his discharge the following year, Smolin joined Schenley Distillers as advertising and promotion manager for five of that firm's brands. He had his own advertising business for a year and a half, and in 1952 joined WNBC-WNBT as director of advertising and promotion.

-----o-----

NBC-New York, 2/9/53

February 9, 1953

CITIES SERVICE PROGRAM -- OLDEST SPONSORED NETWORK SERIES -- OBSERVES 26TH ANNIVERSARY WITH BROADCAST OF FEB. 16

- - -

Paul Lavalle and Band of America Play March Honoring Sponsor

In celebration of the 26th anniversary of the Cities Service Company on radio, Paul Lavalle will conduct the CITIES SERVICE BAND OF AMERICA in his own composition, "The Cities Service Triumphal March," on Monday, Feb. 16 (NBC radio, 9:30 p.m., EST).

The performance will mark the 1,350th radio program in the Cities Service series -- the oldest sponsored continuous radio program on any network. The first broadcast of the series took place in Carnegie Hall, New York, on Feb. 18, 1927, and it has been heard over NBC ever since.

The first cycle of Cities Service broadcasts featured Edwin Franko Goldman and his famous band in 1927. Later that year, Rosario Bourdon assumed the podium and the Cavaliers Quartet were added as an extra feature. In succeeding seasons, such names as Jessica Dragonette, the famed Revelers Quartet (featuring James Melton and Frank Parker), Lucille Manners, Grantland Rice, Ford Bond and Dr. Frank Black were associated with the program. Paul Lavalle and the Cities Service Band of America joined the series in October, 1944.

(more)

The anniversary concert of Feb. 16 will open with the familiar march, "Sound Off." "The Carnival of Venice" will follow, featuring the trumpet of James Burke. "On the Square" will be played after Lavalle's commemorative march.

As a musical salute to the famous New Orleans and Mobile (Ala.) Mardi Gras, the band and the Green and White Quartet will perform "Skip To My Lou," "Waitin' for the Robert E. Lee" and "Mardi Gras" from Ferde Grofe's melodic "The Mississippi Suite." As a final selection the band and quartet will be heard in Lavalle's own "Land of Our Fathers," commemorating George Washington's birthday on Feb. 22.

-----o-----

NBC-New York, 2/9/53

NBC'S TOP-RATED 'CAMEL NEWS CARAVAN' OBSERVES 5TH ANNIVERSARY FEB. 16; SERIES USES COMPREHENSIVE WORLD-WIDE FACILITIES

The "Camel News Caravan," with John Cameron Swayze as commentator, celebrates its fifth anniversary on the NBC-TV network Monday, Feb. 16 (7:45 p.m., EST).

The "News Caravan" has the highest rating of any Monday-through-Friday news telecast, the largest audience, and has won the most honors of any TV news program on the air.

Started as the "Camel Newsreel Theatre" five years ago on four NBC television stations along the East Coast, the "Camel News Caravan" is now a nightly feature on 54 NBC-TV stations. The program went coast-to-coast for the first time on June 30, 1952.

Three other major innovations marked "News Caravan" activity this past year. A new studio headquarters was built in Radio City, New York. A Camel "Newsliner" airplane, first chartered to fly films of the Presidential campaign coverage, has been used ever since to speed the picture story of "today's news today" from remote parts of the land to the nearest NBC-TV station for transmission to the nation. A private TV link five miles long between NBC film laboratories uptown in New York and the "News Caravan" headquarters in mid-Manhattan, was installed to speed production of the nightly news program; "Caravan" editors use it to screen and edit films.

The best of facilities and 24-hour-a-day operation schedule throughout the year keep the series rating highest. Producer Francis

(more)

C. McCall, Ralph Peterson, the director, and writer Reuven Frank move about the country as required by major news events. When the "Caravan" went coast-to-coast, the production team moved their headquarters temporarily to Los Angeles and San Francisco for a week. During the Chicago political conventions, the program originated from NBC-TV studios at Convention Hall. At times, the "Caravan" treks to Washington for headline events.

The city of origination, serves as the control center for the night's program which may switch to as many as 10 other cities in 15 minutes. The effortless technique of electronic switching across hundreds of miles in a flash was developed by the "News Caravan" and made available to the television industry.

The nightly news telecast is crammed full of news and feature stories from all points on the globe. NBC maintains a staff of 65 overseas correspondents and 20 cameramen stationed in 20 foreign countries, in addition to the 40 newsmen and 40 cameramen located in key cities of the United States. All of them contribute the latest news in their areas to the "Camel News Caravan." TV mobile units are available in many cities of the country for "live" pickups of important speeches, disasters and special events. The "Caravan" draws on the resources of six NBC newsrooms in New York, Washington, Cleveland, Chicago, Los Angeles and San Francisco, and on the newsrooms of NBC-TV affiliate stations too.

The "Caravan" laboratory edits thousands of feet of film daily for the program. Last year 50 miles of 16mm and 35mm newsfilms were shown on the air. The vast amount of news footage shot by NBC-TV

(more)

cameramen for the "News Caravan" helps make NBC the country's largest consumer of motion picture film. A "hot" developer that processes films three times as fast as ordinary methods, moves from New York to the place where the important news story is breaking.

John Cameron Swayze, who has won 35 awards for the excellence of his commentary, ties the "News Caravan" together with his terse summaries of the headlines and his genial manner of reporting." David Brinkley in Washington, Jack Angell in Chicago, and Roy Neal in Los Angeles report the headlines in their regions directly to the nationwide "News Caravan" audience. Clint Youle, the "Chicago Weatherman," is a weekly feature of the news telecast.

The split-second precision of the program plus its thorough world-wide coverage of the news, has given the "Camel News Caravan" at least twice the audience rating of any other news telecast.

R.J. Reynolds Tobacco Company has sponsored the program since its inception. William Esty Company is the advertising agency.

-----o-----

NBC-New York, 2/9/53

NBC-TV ADVENTURE FILM SERIES, 'DANGEROUS ASSIGNMENT,' SOLD IN 80 U.S. AND FOREIGN MARKETS

- - -

'Douglas Fairbanks Presents' Now in 43 Markets

The "Dangerous Assignment" television adventure film series, starring Brian Donlevy, has been sold in 80 U.S. and foreign markets, John B. Cron, national sales manager of NBC-TV Film Programs, announced today.

Cron also said that the "Douglas Fairbanks Presents" series has been sold in 43 U.S. markets, the most recent being Binghamton, N.Y., and Atlantic City, N.J., for sponsorship by the Liebmann Breweries through Foote, Cone and Belding; and Bangor, Me., for sponsorship by the Haffenreffer Brewing Co., through the H.B. Humphrey, Alley & Richards Co. of Boston.

The Fairbanks series also has been sold to stations KDZA-TV, Pueblo, Colo.; KRDO-TV, Colorado Springs, and KVOA-TV, Tucson, Ariz.

Latest sales of "Dangerous Assignment" include stations KSWO-TV, Lawton, Okla.; KELO-TV, Sioux Falls, S.D.; KOLN-TV, Lincoln, Neb., and the following markets: Peoria, Ill., for sponsorship by Manor House Coffee, through the Earle Ludgin Agency, Chicago; Charleston, W.Va., for sponsorship by the S.A. Myers Jewelry Co., through Freedman and Rich agency, Pittsburgh; and both Raleigh N.C., and Columbia, S.C., for sponsorship by Eckerd's Drug Stores, through the Walter J. Klein agency of Charlotte, N.C.

-----o-----

NBC-New York, 2/9/53

trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-9-45

February 10, 1953

FIRST TV-AND-RADIO COVERAGE OF ACADEMY AWARDS PRESENTATION IN HOLLYWOOD TO BE SPONSORED ON NBC NETWORKS BY RCA VICTOR MARCH 19

For the first time in history, millions of movie fans throughout the nation will be able to look in upon Hollywood's biggest night of the year -- the exciting Academy Awards presentation -- when the 1952 "Oscars" are distributed on Thursday, March 19.

The 25th annual presentation ceremony, to be held at the RKO Pantages Theatre in Hollywood, will be carried over the combined radio and television networks of the National Broadcasting Company, it was announced today by Charles Brackett, president of the Academy of Motion Picture Arts and Sciences, and John K. West, a vice president of NBC. Radio and TV rights to the event were obtained by NBC for $100,000.

The program will be sponsored by the RCA Victor Division of the Radio Corporation of America.

(more)

The format of the awards ceremony will follow that of previou years, as the elite of the motion picture colony gather to await the opening of sealed envelopes containing the names of winners. Awards will be made by stars and others who won "Oscars" last year.

The Academy of Motion Picture Arts and Sciences was founded in 1927, and the first stars to receive its coveted awards were Janet Gaynor and Emil Jannings. The awards ceremony has since become the highpoint of the year in the motion picture business. The nation has listened in by radio since 1930, but television will now give fans their first opportunity to see their favorites as they are honored.

-----o-----

NBC-New York, 2/10/53

February 10, 1953

'YOUR CHALLENGE,' 9-WEEK DOCUMENTARY SERIES ON PRISON CONDITIONS IN U.S.A., SCHEDULED FOR NBC RADIO NETWORK

- - -

Walter and Peg McGraw Will Co-Produce Programs Based on Extensive Research and First-Hand Interviews

PREMIERE

NBC radio will present a nine-week series surveying prison conditions in the United States, entitled YOUR CHALLENGE, starting Friday, Feb. 20, from 9:00 to 10:00 p.m., EST.

Walter and Peg McGraw, who were co-producers of NBC's exciting "Wanted" series, produced this study of prison life, penitentiary riots and convict personality after four months of tape-recorded research on both sides of the bars.

They found that 95 per cent of all inmates return to civilian life after serving their time behind prison walls. "Your Challenge" shows the stark forces that mold men who temporarily are prisoners. The radio documentary marshals facts gained at 10 different prisons in New Jersey, Pennsylvania, Indiana, Michigan and Illinois. "Your Challenge" does not editorialize.

The McGraws talked with convicts, guards, prison officials, state and federal penal authorities. They talked with ex-convicts and

(more)

with men still behind the bars, with parole boards and with penologists Three state prison commissioners -- Ernest Brooks of Michigan, Sanford Bates of New Jersey and Michael Seyfrit of Illinois -- and James V. Bennett, of the Federal Bureau of Prisons, gave full cooperation to NBC's fact-finding team. Tape recorders were set up inside the prisons Prisoners in "solitary" were permitted to talk to the McGraws. Stories never told before were brought to light.

"Your Challenge" is adult listening and radio as a documentary force at its best. Walter McGraw directed the nine full-hour programs. Peg McGraw wrote the narration. John Cleary supervised production of "Your Challenge" for NBC.

Program titles and dates follow:

Feb. 20: Trenton.-The Anatomy of a Riot.

Feb. 27: The Federal Penitentiary -- Penology on Trial.

March 6: Inside Michigan Prisons, part I.

March 13: Inside Michigan Prisons, part II.

March 20: A Riot Leader's Personality.

March 27: Menard Penitentiary -- Illinois' Headache.

April 3: What Makes a Convict?

April 10: "No Money for Nothin'" -- The Ohio State Penitentiary at Columbus.

April 17: The Prison of Tomorrow - The road to Reformation.

-----o-----

NBC-New York, 2/10/53

BOSTON PRESS CLUB TO HONOR SID CAESAR AND IMOGENE COCA AS TOP TV COMEDIANS AT AWARDS DINNER FEB. 16

Sid Caesar and Imogene Coca, stars of NBC-TV's YOUR SHOW OF SHOWS, have been voted TV's top comedians by the Boston Press Club and will receive citations at the club's annual Awards Dinner Monday, Feb. 16 at the Sheraton Plaza Hotel in Boston.

In previous years, the Amasa Howe Award, given to a Boston newspaperman, was the only citation awarded by the Press Club. It was decided to make an exception this year, however, in order to pay tribute to the TV contributions of "Your Show of Shows" stars.

Caesar and Miss Coca will receive individual citations which state that each, "by singular skill and good taste has brought pleasure to millions, and has helped to establish an impressive standard of wholesome comic entertainment in the newest of the communication arts, television."

Hal Janis, associate production supervisor of "Your Show of Shows" for NBC, will make the trip with the stars. "Your Show of Shows" is seen over NBC-TV every Saturday (9:00-10:30 p.m., EST).

-----o-----

NBC-New York, 2/10/53

BOSTON PRESS TUNES TO HONOR GIL GARGAT AND INGLEWOOD GOON

AS TOP TV COMEDIANS AT AWARDS DINNER FEB. 10

Gil Gargat and Ingleme Goon, stars of NBC-TV's "You Show OF SHOWS", have been voted TV's top comedians by the Boston Press Club and will receive citations at the club's annual Awards Dinner Monday, Feb. 10 at the Sheraton Plaza Hotel in Boston.

In previous years, the Amana Hum Award, given to a Boston newspaperman, was the only citation awarded by the Press Club. It was decided to make an exception this year. However, in order to pay tribute to the TV contributions of "Your Show of Shows" stars,

Gargat and Miss Goon will receive individual citations which state that each, "by singular skill and pure force has brought laughter to millions, and has helped to establish an impressive standard of wholesome comic entertainment in the fields of the communication arts, television."

Hal Janis, associate production supervisor of "Your Show of Shows" for NBC, will make the trip with the stars. "Your Show of Shows" is seen over NBC-TV every Saturday (9:00-10:30 p.m., EST).

NBC TRADE NEWS

RESERVE OFFICERS TO HONOR 'TODAY' FOR 'BUILDING MORALE' OF GIs IN KOREA THROUGH SPECIAL NEWS FILMS

TODAY, NBC-TV network early morning news and special events show, will receive an award from the National Reserve Officers' Association "for building the morale" of GIs in Korea through its "splendid news presentations" of special films from that area.

Capt. Robert Granville Burke, president of the N.R.O.A., will present the certificate -- one of five or less given annually -- to Dave Garroway on the "Today" show Thursday, Feb. 12, that date marking the beginning of National Defense Week.

Throughout the past year "Today" has shown special films on the Korean War -- front-line news, rear-area features on new food and clothing developments, and even an exclusive behind-the-scenes movie of President Eisenhower's Korean trip. Thus families of GIs stationed in Korea have been given a better understanding of the conditions under which the UN forces are living and fighting.

"Today" is seen on the NBC-TV network, Mondays through Fridays, 7:00-9:00 a.m., EST and CST.

-----o-----

NBC-New York, 2/10/53

trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-9-45

February 11, 1953

NBC'S RESEARCH AND PLANNING, ADVERTISING AND PROMOTION, AND DEVELOPMENT DEPARTMENTS ARE REALIGNED

A change in alignment of the Research and Planning, Advertising and Promotion, and Development Departments of the National Broadcasting Company to realize the maximum effectiveness from their operations was announced today by John K. Herbert, vice president in charge of networks.

Under the new organizational structure, Hugh M.Beville, Jr., director of Research and Planning, will function on a staff level, reporting directly to Herbert, and all research activities on behalf of NBC's radio and television networks will be centralized in his department. Jacob.A. Evans, director of Advertising and Promotion, and Robert W. McFadyen, who has been appointed director of Sales Development, will report to Walter D. Scott, Administrative Sales manager. Stephen A. Flynn, formerly station contact representative, has been appointed manager of Sales Services, also reporting to Scott. Flynn succeeds Frank Reed, who has resigned.

In announcing the changes, effective immediately, Herbert said:

"The establishment of the Research and Planning Department as a staff function reporting directly to network management reflects

(more)

the importance of this activity in the development of our plans and policies for serving our advertisers and their agencies, our affiliated radio and television stations and our listening and viewing audiences.

"The Sales Development group under Mr. McFadyen will work directly with the network sales staff and will assist our sales units in all problems of sales development in both radio and television. By bringing the Sales Development function and our Advertising and Promotion Department within the structure of the Sales Department, we feel that we can strengthen and supplement our sales operation and increase the value of our services to our advertisers and their agencies."

The new alignment followed the resignation of Ruddick C. Lawrence, director of Promotion, Planning and Development.

Lawrence joined NBC in 1950 as director of Sales Development for the television network. Besides directing the Sales Planning and Research and the Advertising and Promotion Departments, he handled special projects such as the development of sales for the "Kate Smith Hour," which was sold out to 14 advertisers, and quickly became the most commercially successful afternoon television program in industry history. In expanding the sales staff, Lawrence opened NBC sales offices in Detroit and Hollywood. In 1951, Lawrence was given the additional assignment of handling Program Sales for all of NBC's television packages and of managing the network's out-of-town sales staffs.

With the integration of the radio and television networks last July, he was promoted to director of Promotion, Planning and Development for both networks. In this capacity, he managed Research and Planning, Advertising and Promotion, and Development, including

(more)

such projects as the recent study on "How to Increase the Effectiveness of Television Commercials;" the NBC plan for producing and testing rough commercials for advertisers at cost, new commercial sponsorship plans, sales and audience promotion techniques, and sales effectiveness studies.

Hugh M. Beville, Jr., joined NBC in 1930 to assist in the formation of the network's Statistical Department. He was appointed chief statistician in 1935. He was later named research manager and was credited with developing the first nationwide study of daytime audience listening habits, and the first comprehensive analysis of Summer versus Winter listening habits.

He returned to NBC as director of Research in October 1945, following his discharge from the U.S. Army as a lieutenant colonel, after three years of service. His Army career included service as part of the planning group which worked out details of the Normandy invasion. Later, as chief of counter-intelligence for the First Army, he directed the apprehension of enemy agents and officials in First Army areas.

A native of Washington, D.C., Beville is a graduate of Syracuse University. He is currently president of the Market Research Council of New York, a member and past president of the Radio and Television Research Council, and also a member of the committee in charge of the Radio-TV Ratings Methods Study of the Advertising Research Foundation. He has served the New York Chapter of the AMA as secretary-treasurer, as vice president, and as director.

Beville was named to his current position as director of Research and Planning in August, 1952.

(more)

Jacob A. Evans, director of Advertising and Promotion, assumed his current duties in August, 1952, when the separate radio and TV advertising and promotion departments were unified. He had previously served as manager of Radio Advertising and Promotion for one year, and as manager of Sales Development, Advertising and Promotion for NBC National Spot Sales for three years. He came to NBC in New York in 1946 as a sales promotion writer, and in 1947 was named manager of Audience Promotion, a position he held till joining Spot Sales in 1948.

Prior to coming to NBC, Evans spent a year at Station WJR Extension Studios, Ann Arbor, Mich., and in 1946 was sales manager of KSTT, Davenport, Iowa. During World War II, he served in the U.S. Air Force, from 1942 to 1946, including service overseas in the Marianas Islands.

A native of Birmingham, Ala., Evans holds a B.S. degree from Western Kentucky College, Bowling Green, Ky., and a master's degree in music from the University of Michigan.

Robert W. McFadyen, appointed director of Development in August, 1952, began his NBC career as a page in the Guest Relations Department in August, 1939. In 1940 he was transferred to the Research Department's Circulation Division. In 1947, he was named Research Associate in charge of the Management Division of the Research Department.

During World War II, McFadyen served with the U.S. Navy in the Pacific as a lieutenant (jg.). He attended the University of Michigan and Columbia University.

(more)

5 - Realignment

Stephen A. Flynn has been with NBC since September, 1947, when he joined the network as promotion manager of the Co-op Program Division. He continued in this capacity until his appointment as a station contact representative in the Station Relations Department in 1948. It is this latter position which he leaves to assume duties as manager of Sales Service.

A native New Yorker, Flynn is a graduate of Dartmouth College He served four and one-half years during World War II as captain of a Navy tugboat in the Philippine Islands.

-----o-----

NBC-New York, 2/11/53

trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-2-45

February 13, 1953

20,000 KATE SMITH WEEK KITS -- MORE THAN DOUBLE EXPECTED DEMAND -- DISTRIBUTED IN NBC-TV MERCHANDISING CAMPAIGN

With an unprecedented demand for promotion kits for Kate Smith Week far exceeding the available supply, the Merchandising Department of the National Broadcasting Company regretfully has had to refuse additional requests, Fred N. Dodge, merchandising director, announced today.

The salute to the grocers of America to be given on "The Kate Smith Hour" during the week beginning Feb. 26 has received such enthusiastic approval from chain and independent food stores that close to 20,000 kits have been mailed to participants. The original number anticipated by NBC was 10,000. Additional kits were assembled hurriedly when it became apparent that the grocers were anxious to cooperate with the large scale merchandising scheme, until the approach of the deadline made it impossible to fill more requests.

Point-of-sale material for the stores, special promotion material on local stations and the network and local participation in promotion and advertising in trade and retail papers spurred food outlets to take advantage of the big campaign. Exploitation, publicity and special programming of the variety show are also included in

(more)

the comprehensive merchandising effort -- largest of its kind ever offered by a major network.

Dealers were offered the opportunity to participate in the promotion in an effort to take advantage of the following built up over the years by Kate Smith among the housewives of America, Dodge explained.

"Judging from the spectacular response," Dodge stated, "the grocers of America are thoroughly convinced of Kate Smith's abilities as a saleswoman. They seem to be pleased, too, at the fact that Kate Smith Week is designed as a salute to them for their service to housewives throughout the years."

-----o-----

NBC-New York, 2/13/53

NBC TRADE NEWS

RAYMOND KNIGHT, CREATOR OF FAMOUS 'CUCKOO HOUR,' DIES IN N.Y.;
WRITER-ACTOR HAD BEEN WORKING ON 'BOB AND RAY' SCRIPTS

Raymond Knight, creator of radio's "Cuckoo Hour" of early network days, died Thursday, Feb. 12 of a chronic ailment in New York City's Columbus Hospital.

Knight was currently writing scripts for NBC's "Bob and Ray" programs on radio and television. He had enjoyed a long and successful career as author, playwright, radio and television actor, director and producer. Such programs as the "Wheatenaville Sketches" the "Cuckoo Hour," "Good Morning, It's Knight" and "The Joke's On You" made Knight's name and his zany brand of humor household words. His "Cuckoo Hour," satirizing early radio via mythical Station KUKU, won him widespread fame. He was the author of several Broadway plays and musical comedies, including "At Home Abroad," which starred Beatrice Lillie, and "Mr. Smith."

Knight was born in Salem, Mass., on Feb. 12, 1899. He attended public schools and Boston University where he earned a law degree in 1920. After practicing for two years, he decided to further his interest in drama by attending Professor Baker's 47 Workshop at Harvard. He went with Baker when the Workshop moved to Yale. Then Knight launched his career in the lively arts. He first joined NBC as a member of the continuity department in 1928.

Knight is survived by his widow, Lee, and two children, Colony and Shannon.

Services will be held at the William B. Cooke Funeral Home 180 East 85th Street, New York, Saturday, Feb. 14, at 2:00 p.m.

-----o-----

NBC-New York, 2/13/53

ALFRED KNIGHT, CREATOR OF FAMOUS 'GOODEE HOUR,' DIES IN N.Y.;

STORE-AGENT HAS BEEN WORKING ON 'BOB AND KAY' SERIES

Alfred Knight, creator of radio's "Goodee Hour" of early [illegible] days, died Thursday, Feb. 10 of a cerebral ailment in New York [illegible] Columbia Hospital.

Knight was currently writing scripts for NBC's "Bob and [illegible]" programs on radio and television. He had enjoyed a long and [illegible] successful career as author, playwright, radio and television actor, [illegible] director and producer. Such programs as the "Weatherwax Life Drama" [illegible] "Goodee Hour," "Good Morning, Life's Knight" and "The Jones's On [illegible]" made Knight's name and his zany brand of humor household words. [illegible] "Goodee Hour," exhibiting early radio via experimental Station WGY, [illegible] widespread fame. He was the author of several Broadway plays [illegible] musical comedies, including "As Some Abroad" which starred Bernard [illegible] Lille and "Mr. Smith."

Knight was born in Salem, Mass., on Feb. 12, 1890. He [illegible] attended public schools and Boston University where he earned a law [illegible] in 1920. After practicing for two years, he decided to follow [illegible] interest in drama by attending Professor Baker's 47 Workshop at [illegible]. He went with Baker when the Workshop moved to Yale. Shortly [illegible] launched his career in the Lively arts. He first joined NBC [illegible] a member of the continuity department in 1929.

Knight is survived by his widow, Ione, and two children, [illegible] and Dianne.

Services will be held at the William B. Cooke Funeral Home, [illegible] 86th Street, New York, Saturday, Feb. 14, at 2:00 p.m.

trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-9-45

February 16, 1953

THOMAS W. PHIPPS, ONE OF TV'S MOST PROLIFIC WRITERS, SIGNED BY NBC TO WRITE 12 ORIGINAL PLAYS WITHIN YEAR

The National Broadcasting Company has signed Thomas W. Phipps to a writing contract calling for 12 original hour-long dramas for network use within the space of a year.

"It is ready evidence," said Charles C. Barry, NBC vice president in charge of radio and TV programming, "that NBC is cognizant of the pressing need for good writers and is willing to underwrite their efforts for a term period. The recent signing of Robert E. Sherwood, new to the field of television, was dramatic evidence of our desire to move into this vital field.

"Our deal with Tommy Phipps, who has virtually grown up with video and whose greatest success as a writer has come from working in this medium, is indication of our desire to work as well with talent that has matured within the medium, itself."

The John Gibbs Agency handled negotiations for the writer with the network.

Phipps' contract is the first in video requiring the writing of a dozen original 60-minute scripts, with adaptations strictly excluded. He admits it's a challenge, but with some 50 TV plays already

(more)

to his credit -- 90 per cent of which were an hour long and at least 20 of which were originals -- he expects no formidable difficulties. The average hour-long script takes him about nine days to write.

"The 'staring period' is what takes longest," says Phipps. "There's no end to that." His contract stipulates that six of his plays will be repeated by NBC within a three-year period.

Most of Phipps' previous hour-long scripts have appeared on "Robert Montgomery Presents" (NBC-TV, Monday, 9:30 p.m., EST) and Fred Coe's production of "Television Playhouse" (NBC-TV, Sundays, 9:00 p.m., EST). His future scripts will continue to be used on these shows, as well as any other dramatic hours that NBC may designate. He wrote the first original script to be used on the Montgomery show -- "Top Secret," which also marked the dramatic debut of Montgomery's daughter, Elizabeth, playing opposite her famous producer-actor father. Phipps also has written television plays expressly for the talents of such other acting stars as Helen Hayes, David Niven, Ezio Pinza, Edna Best, Sidney Blackmer, Robert Cummings and Joan Bennett.

Phipps does most of his writing in his Manhattan apartment, often working on two scripts at a time. He likes the speed with which television brings his work alive, sometimes within a fortnight of completion. Source material of his plots can be anything, anywhere. He observed enough during a trip to Europe last Summer to come up with a half dozen original scripts. He avoids complicated story invention, preferring to concentrate on character and mood. Colleagues credit him with being a master stylist of the light romantic tale, which, though very popular, is not the simplest to write successfully.

(more)

(more)

The handsome, six-foot, blue-eyed writer, who could easily pass for a successful leading man, was born in New York on Nov. 30, 1913. He was educated at Eton in England and spent a great part of his youth shuttling between the two continents. He entered the U.S. Army in 1942, saw service here and in Europe and was discharged with the rank of major in 1946.

Before the war, he was briefly employed by the advertising department of the New York Times and subsequently was named an associate editor of Vanity Fair magazine. Next, Warner Brothers, then Fox, hired him to write scenarios for their British studios. In 1940, MGM called him to Hollywood, where he helped write the Mickey Rooney film, "A Yank at Eton" and the musical, "Broadway Melody," among others. His fiction has appeared in such leading periodicals as Collier's and Cosmopolitan. He began writing for television as soon as it became commercially practical and has found his greatest success and satisfaction in this field. In 1951, he was signed by the John Gibbs Agency.

Phipps is married and the father of a 16-year-old son.

-----o-----

NBC-New York, 2/16/53

SOUNDS OF RIFLE SHOT OR CANNON FIRE PRODUCED BY FLICK OF SWITCH ON NEW ELECTRONIC EFFECTS GENERATOR

An electronic unit that will produce authentic sound effects, from the crack of a small-bore rifle to the rumble of distant cannon fire, has been developed by NBC's Engineering Development Group in conjunction with the network's Special Effects Unit.

Called the Electronic Shot Effects Generator, this versatile, manually-operated unit is no bigger than a suitcase. Merely by turning the unit's switch to the desired effect, then pushing a button, a sound effects man operating the device can bring about such sound effects as pistol shots, light or heavy artillery, rifle fire, bazooka fire, mortar fire, any type of machine gun fire, bomb explosions, the ricochet of a bullet and the roar of surf.

If a killer is taking pot shots at NBC-TV's "Martin Kane," for instance, the sound effects man need only watch the actor with the gun, push the Shot Effects Generator button when the actor squeezes the gun trigger, and a realistic pistol shot will resound from the electronic unit.

The device was constructed by J.L. Hathaway, assistant manager of NBC's Engineering Development Group, and NBC engineer Raymond E. Lafferty. There are seven of the devices now in use at NBC in New York.

-----o-----

NBC-New York, 2/16/53

from NBC PRESS DEPARTMENT · New York

FRIARS CLUB TESTIMONIAL TO BOB HOPE WILL BE ATTENDED BY NOTABLES; EVENT WILL AID CEREBRAL PALSY FUND

Bob Hope's 15th year as an NBC radio entertainer will be marked Friday, Feb. 27 when he will be feted by the Friars Club at its annual testimonial dinner, to be held at New York's Waldorf-Astoria hotel.

Among the 1,300 persons who will honor Bob Hope will be the $50-per-plate banquet will be great names of show business and public life. Proceeds of the affair will be contributed to the United Cerebral Palsy Fund, one of the comedian's favorite charaities.

George Jessel will perform his usual function as toast-master. Occupants of the dais, all of whom will address the assembly, will include NBC president Frank White, Bernard Baruch, Milton Berle, RCA president Frank Folsom, Fred Allen, Eric A. Johnston, Jack Benny, Adolph Zukor, Danny Kaye, Senator W. Stuart Symington, Major General Emmett ("Rosy") O'Donnell of the Army Air Force, Louis P. Seltzer, publisher, the Cleveland Press; Jesse Block of the comedy team of Block and Sully, and Harry Delf, dean of The Friars.

The entertainment program will be headed by Bea Lillie, Danny Kaye, Eddie Fisher and dancers Darvas and Julia, and will include a special choral salute to Hope by all voices.

Hope, who began his first regular radio series on NBC in 1938, is currently presented on the network in a 15-minute Monday-through-Friday (11:45 a.m., EST) series, and a half-hour weekly program on Wednesdays (10:00 p.m., EST). Both shows are sponsored by Jell-O. In addition, he is a rotating star of NBC-TV's "Colgate Comedy Hour" (Sundays, 8:00 p.m., EST), and is busy with film commitments and personal appearances.

(more)

The comedian started his career in his "adopted" Cleveland, Ohio, where the Hope family settled after arrival from their native England. After a variety of small jobs, Hope and a young friend broke into vaudeville. The pair were soon on the road with a musical show in which Hope danced, sang and performed various odd jobs.

When the act broke up, Hope continued as a single performer and after some lean days in Chicago accepted a date as emcee of a holiday show. He was a hit and soon had bookings into vaudeville houses. Hope hit the big-time in New York and got the lead in the Broadway hit, "Roberta."

From then on the breaks came his way. Shortly after the start of his NBC radio show he made his first film success in "The Big Broadcast of 1938," from which he got his theme song, "Thanks For The Memory " -- his trademark that endears him to millions of people.

Since the start of World War II Hope has spent countless hours entertaining service men and women all over the world. The comedian received many awards for his service benefits, including the Medal of Merit, presented on behalf of the United States Government by General Dwight D. Eisenhower; the Variety title of "America's No. 1 Soldier in Greasepaint" and a scroll presented by President Harry S. Truman in October, 1952, signed by thousands of GIs and generals of all the commands of the U.S. Armed Forces in appreciation of Hope's unparalleled record of entertaining servicemen all over the world.

-----o-----

NBC-New York, 2/16/53

trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-9-45

February 17, 1953

'HOPALONG' RENEWED IN 23 MARKETS BY GENERAL BAKING;
OTHER NBC FILM SYNDICATE SALES ARE ANNOUNCED

The new "Hopalong Cassidy" TV film series has been renewed in 23 markets by the General Baking Co. through the advertising agency of BBD&O, John B. Cron, national sales manager for NBC-TV Film Programs, announced today, noting that this move marks the largest single-sponsor renewal of the new series to date.

Other recent sales of NBC film properties, according to Cron, include that of the "Lilli Palmer Show" in the Seattle market for sponsorship by Conti Castile Shampoo through Bermingham, Castleman and Pierce.

"Douglas Fairbanks Presents," already sold in Boston and Bangor (Me.) for sponsorship by the Haffenreffer Brewing Co. through H.B. Humphrey, Alley and Richards, has been sold to that sponsor in two additional markets: Springfield, Mass., and New Britain, Conn.

-----o-----

NBC TELEVISION NEWS

Press Department New York

February 17, 1953

JANE PICKENS TO STAR IN 'THE CITY,' SPECIAL TV DRAMA OF A SALVATION ARMY WORKER'S ACTIVITIES

- - -

Meredith Willson And Orchestra To Be Featured

Jane Pickens, NBC singing star, will play the leading role in a special dramatic show for The Salvation Army Sunday, March 8 on NBC-TV (3:30-4:00 p.m.,EST).

A generous contributor of her time and energies to worthwhile charitable causes, Miss Pickens is currently assistant to the general chairman of The Salvation Army Appeal for Greater New York.

The special program will be called "The City," and will detail the activities of a typical Salvation Army worker during a one-day span, outlining her problems, her successes and the underlying conviction that stimulates all her efforts. Miss Pickens will portray the role of the Salvation Army worker.

Meredith Willson and his orchestra will be featured. Dee Engelbach will produce and direct.

"The City" will be seen immediately following "Victory at Sea," NBC-TV's award-winning public service series, and will replace "Juvenile Jury" for this date only.

-----o-----

February 17, 1953

'GI JOE,' DOCUMENTARY SERIES ON SERVICEMEN IN ACTION AND BEHIND-THE-LINES, STARTS ON NBC RADIO FEB. 22

PREMIERE

"GI Joe," a new half-hour adventure documentary series built around the drama of the GI "in and out of battle," will have its premiere on NBC radio Sunday, Feb. 22 (4:00 to 4:30 p.m., EST) and will continue each Sunday thereafter.

Founded on a realistic awareness that the nation is on a military footing affecting a large part of its population, the series will give families back home a dramatic picture of what is happening to their sons and sweethearts in the service.

Sound effects to be used in the series were recorded in Korea and will underscore the action of the GI in combat. But, in addition, the full flavor of Army life, the laughter, the loneliness, the horseplay, the griping, the undying friendships will be projected.

Based upon the widely circulated publication of the same name, the series will be produced by William B. Ziff with Frank Willson as associate producer and writer.

The first presentation, titled "That's the Way the Ball Bounces," finds Jimmy Brent, a new replacement, joining a company of seasoned infantrymen in Korea. To the indignation of the

(more)

veterans, Jimmy immediately puts in for a pass to see a beautiful blonde entertainer visiting the area.

Instead of getting his pass, Jimmy is selected to join a patrol into enemy territory. If there was any question of his courage his action when the patrol encounters enemy tanks and infantrymen provides positive answer and he is accepted by the veterans as an old hand. A personal commendation by President Eisenhower during his visit to the Korean battlefront is a highlight of the drama that finds Jimmy getting his just reward in a precious pass, not only for himself but for all the members of the patrol to meet the beautiful entertainer.

Lawson Zerbe and Jack Arthur play leading roles in the drama. Special music was devised by Phoebe Crosby. Sound settings are by Mannie Segal and John Powers.

"GI Joe" takes the time spot of "The Chase," which has been rescheduled to 5:00 to 5:30 p.m., EST, Sundays, effective February, 22.

-----o-----

NBC-New York, 2/17/53

NBC-TV NEWS

W.R. McANDREW, NBC NEWS EXECUTIVE, ADDRESSES REPUBLICAN BUSINESS WOMEN ON INAUGURATION COVERAGE

William R. McAndrew, manager of NBC's combined TV-radio news department, told the Business Women's Republican Club, Tuesday night, Feb. 17, that radio television coverage of President Eisenhower's Inauguration was prepared during the six months prior to Inaugural Day.

McAndrew described NBC's "traveling eye," the $62,000 mobile unit Cadillac, as a "surprise sensation" of the day's events covered on NBC under sponsorship of General Motors.

He told how veteran Washington newsmen and officials as well as secret service men crowded round the "traveling eye" and wanted to ride on it. "There was so much equipment packed inside there was barely room for the five-man crew," McAndrew said.

NBC's news manager spoke at a dinner given by the Business Women's Republican Club held at the Women's National Republican Club, 3 West 51st Street, New York City.

-----o-----

NBC-New York, 2/17/53

trade news
RCA BUILDING · RADIO CITY · NEW YORK

NBC TO RECEIVE 'DISTINGUISHED SERVICE AWARD'

AT FREEDOMS FOUNDATION CEREMONY

- - -

Network Also Honored for Convention and Election Coverage; Five NBC Programs Win Awards

FOR RELEASE TO A.M. PAPERS SUNDAY, FEB. 22

The National Broadcasting Company will be signally honored today by the Freedoms Foundation with a "Distinguished Service Award" for "continuing meritorious service to the ideals of American freedom."

Announcement of the award will be made today at Valley Forge, Pa., by Kenneth D. Wells, president of Freedoms Foundation, who will note that the network -- the only network to be so honored -- has won it as a consequence of taking the top award in the radio program field for four consecutive years.

The single "Top Award" in the radio program field this year goes to Robert Montgomery for his NBC radio broadcast series, "A Citizen Views the News."

Vice President Richard M. Nixon will present the principal awards in special Washington's Birthday ceremonies this afternoon at Valley Forge, national headquarters of Freedoms Foundation. Awards are to be made to American organizations and individuals for "outstanding contributions to a better understanding of the American Way of Life during 1952."

NBC also will receive a "Special Award" for its radio and television coverage of the Presidential convention and election, its broadcasts being cited as "comprehensive programs of extraordinary merit."

(more)

Four "Honor Medal Awards" go to NBC programs, three on television and one on radio.

The TV winners are:

"Victory at Sea," a 26-part film-and-music dramatic history of Naval operations during World War II. The series is produced by NBC in association with the United States Navy.

"Meet the Press," a press conference of the air.

Theodore Granik's "Youth Wants to Know," a program series giving young people an opportunity to ask provocative questions of leaders in national life.

The radio medal winner is:

Earl Godwin, in the "national single broadcasts" category, for his NBC radio news commentary on Oct. 18, 1952.

The presentation of the Freedoms Foundation awards at Valley Forge will be broadcast by the NBC radio network today (Sunday, Feb. 22) from 11:30 to 12:00 mid., EST, the program being recorded earlier in the day for broadcast at that time.

Freedoms Foundation is a non-profit, non-political, non-sectarian awards organization chartered in 1949 for the specific purpose of annually making awards of cash and medals to Americans who make outstanding contributions to a better understanding of freedom by the things which they write, do or say. The board of directors of the Foundation is composed of outstanding men and women from business, education, the judiciary, the professions and the clergy.

-----o-----

NBC-New York, 2/18/53

trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-9-45

February 18, 1953

NESCAFE CORONATION TRIP CONTEST WINNERS WILL BE NAMED ON 'KATE SMITH HOUR' ON OR ABOUT MAY 1

Announcement of the winners of the Nescafe Coronation Trip Contest, being sponsored currently by the Nestle Company, will be made on or about May 1 on the NBC-TV KATE SMITH HOUR, (Mondays through Fridays, 4:00 p.m., EST).

The contest, which was announced initially by Kate Smith on her program Feb. 11, offers 10 couples an opportunity to attend the Coronation festivities in England and to spend three days in Paris.

A teaser campaign for the contest was conducted for two weeks before Feb. 11 on "The Kate Smith Hour." Miss Smith will continue to promote the contest until it closes March 25, 1953. The television portion of the contest promotion is being carried solely on "The Kate Smith Hour," with the remainder of the promotion distributed among other media.

-----o-----

NBC-New York, 2/18/53

NBC TELEVISION NEWS

Press Department New York

February 18, 1953

PUCCINI'S 'SISTER ANGELICA' TO BE PRESENTED IN ENGLISH BY NBC TELEVISION OPERA THEATER ON MARCH 7

Puccini's one-act opera, "Sister Angelica," will be the next offering of the NBC Television Opera Theatre on Saturday, March 7 (NBC-TV, 5:00 p.m., EST). The opera will be offered in English in a translation prepared by the NBC Opera Department. Peter Herman Adler will conduct.

The title role in this opera will be sung by Elizabeth Doubleday, soprano. Miss Doubleday is a newcomer to television, and in fact has never appeared anywhere in an opera or a professional concert. She was the first pupil of the noted Rosa Ponselle and studied also at the Curtis Institute.

Other principal parts will be taken by Winifred Heidt as the Princess, Ruth Kobart as the Mistress of the Novices, Sandra Warfield as the Monitor, Joan Moynagh as Sister Genevieve and Virginia Viney as the Abbess. Others in the all-girl cast will be Carol O'Hara, Florence Forsberg, Alice Fraser, Arleen Frank, Jean Ray, Dina Soresi, Jacqueline Langee, Rosalie Moresca, Helen Spina, Elsa Rosner, Jean Cacciola, Margaret Tynes, Frances Paige, Ethel Green, Katherine Bunn, and Joyce Jones.

(more)

"Sister Angelica" is one of three operas that Puccini wrote as a triptych to be performed in a single evening. The others are "Gianni Schicchi" and "The Cloak," both of which have been given by the NBC Television Opera Theatre.

This opera takes place in a convent where Sister Angelica has been for seven years. She at last receives a visit from her aunt, the Princess, and learns that her child is dead. Sister Angelicia, in a moment of madness, kills herself to join her lost child, but realizes before her death that she has committed a mortal sin. However, she is miraculously forgiven and ascends to heaven.

This opera has not often been given in this country. While Puccini was composing it, he often visited his own sister in a convent and he would sing some of the opera for the nuns.

Samuel Chotzinoff, NBC's general music director, is producer of the opera and Peter Herman Adler is music and artistic director. Kirk Browning will direct the opera, assisted by John Bloch. The settings will be by William Molyneux and the costumes by Liz Gillelan. Charles Polacheck is associate producer and Leo Meuller is assistant conductor.

This will be NBC's fifth opera production in the 1952-53 season.

-----o-----

NBC-New York, 2/18/53

NBC-TV TO RESUME COVERAGE OF UNITED NATIONS GENERAL ASSEMBLY SESSIONS FEB. 25

Coverage of the important activities of the United Nations General Assembly, which has been a feature of the National Broadcasting Company's News and Special Events Department every year since creation of the world organization, will be resumed on Wednesday, Feb. 25 (network including WNBT, 11:00 a.m.-12:00 noon).

Charles C. Barry, vice president in charge of radio and television programs, announced that each day, Monday through Friday at the same hour, that the General Assembly is considering the Formosa issue or other especially newsworthy problems on its agenda, NBC television cameras will report the deliberations to a nationwide audience. On those days that the General Assembly is occupied with organizational matters and less significant business, the regular morning features, "Ask Washington" (network except WNBT, Monday through Friday, 11:00-11:30 a.m., EST) and "Mrs. USA" (network except WNBT, Monday through Friday, 11:30 a.m.-12:00 noon, EST) will be seen.

Henry Cassidy, noted correspondent, will give commentary on diplomatic procedure and on the issues under consideration by the General Assembly. NBC-TV coverage of the UN General Assembly will be under supervision of William R. McAndrew, manager of news and special events.

NBC-TV pioneered in United Nations coverage in 1946 and has brought the public the exciting debates in the years since that time. NBC-TV cameras were on hand for the General Assembly sessions in 1946, 1947, 1949 and 1950 at Flushing, L.I. In 1951, NBC-TV, in cooperation with the Ford Foundation, carried weekly summaries of the UN General Assembly in Paris.

-----o-----

NBC-New York, 2/18/53

CREDITS FOR 'GI JOE' ON NBC RADIO

TIME:	NBC radio, Sundays, 4:00 p.m., EST (Starting Feb. 22).
FORMAT:	Adventure-documentary of GIs in and out of battle
PRODUCER:	William B. Ziff
ASSOCIATE PRODUCER-WRITER:	Frank Willson
DIRECTOR:	Marx B. Loeb
MUSIC DIRECTOR:	Phoebe Crosby
SOUND SETTINGS:	Mannie Segal and John Powers
ORIGINATION:	New York (with tape recordings, many made in Korea).

-----o-----

NBC-New York, 2/18/53

trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-2-45

February 19, 1953

NBC PROGRAM HEAD TELLS OF EXTENSIVE FIRST-HAND DATA ON 'CHALLENGE OF THE PRISONS' SERIES

Charles C. Barry, vice president in charge of networks programs, is the man responsible for NBC radio's new dramatic series, "The Challenge of the Prisons." Barry sent out Walter and Peg McGraw together with technicians and tape-recorders to report the full story of prison conditions in America four months ago. The first installment of the tense story brought back from behind the bars opened with these words by Barry:

"In 1949 the National Broadcasting Company asked Walter McGraw, one of radio's top documentary producers, to do a series of programs under the title of 'Wanted,' a study of the unbelievable number of criminals still at large in this country.

"Last March, immediately after the brutal killing of Arnold Schuster in New York, we asked Mr. McGraw to investigate the conditions surrounding this tragic case and presented a four-part study of the attempts by the police and public to solve this crime.

"In the late months of 1952, a wave of riots swept the penal institutions of our country. It became quickly obvious that there were

(more)

serious reasons behind these outbreaks, and as a result of our concern in the public interest, NBC once again called upon Walter McGraw to do another on-the-spot documentary study, this time on the challenge of our prisons. I said to Mr. McGraw: "Make a full report on your findings. We want the entire story, not a whitewash."

"What you're about to hear is the first chapter in a nine-part study of this vital problem."

"The Challenge of the Prisons" will be aired every Friday night for a full hour, 9:00 to 10:00 p.m., EST, from Friday, Feb. 20, through Friday, April 17. Walter McGraw is directing, Peg McGraw writing the series which features tape-recorded views and interviews from both sides of the bars."

-----o-----

NBC-New York, 2/19/53

trade news
ICA BUILDING · RADIO CITY · NEW YORK
PR-17A-2-45

February 19, 1953

HIGHLIGHTS OF FRIARS CLUB TESTIMONIAL TO BOB HOPE
WILL BE BROADCAST; MANY CELEBRITIES AT EVENT

Highlights of the festivities at the Friars Club testimonial dinner to Bob Hope will be broadcast on the NBC radio network Saturday, Feb. 28 (10:30-11:00 p.m., EST).

The $50-per-plate banquet to mark Hope's 15th year as an NBC radio entertainer, will be held the preceeding night at New York's Waldorf-Astoria Hotel. Proceeds of the affair will be contributed to the United Cerebral Palsy Fund, one of Hope's favorite charities.

Hope and several of the following great names of show business and public life who will gather to honor him will be heard during the recorded broadcast: former Vice President Alben W. Barkley, NBC president Frank White, Bernard Baruch, Milton Berle, RCA president Frank Folsom, Fred Allen, Eric A. Johnston, Jack Benny, Adolph Zukor, Danny Kaye, Senator W. Stuart Symington, Major General Emmett ("Rosy") O'Donnell of the Army Air Force, Louis P. Seltzer, publisher of the Cleveland Press; Jesse Block of the comedy team of Block and Sully, Harry Delf, dean of The Friars, and George Jessel, who will serve as toastmaster of the affair.

(more)

Hope began his first regular radio series on NBC in 1938. He is currently presented on the network in a 15-minute Monday-through-Friday (11:45 a.m., EST) series, and a half-hour weekly program on Wednesdays (10:00 p.m., EST). He is also a rotating star of NBC-TV's "Colgate Comedy Hour" on which he will appear Sunday, March 1 (8:00 p.m., EST). The busy comic also will make a guest appearance on the NBC-TV "All Star Revue" with George Jessel Saturday, Feb. 28 (8:00 p.m., EST).

-----o-----

NBC-New York, 2/19/53

R.A.R. PINKHAM, 'TODAY' EXECUTIVE PRODUCER, TELLS AD MEN HOW SERIES ENLIGHTENS AND INFORMS PUBLIC

The people who put together NBC's early morning television news show, TODAY, "have a real sense of being present at and party to an important crusade," Richard A.R. Pinkham, the show's executive producer, told the Metropolitan Advertising Men in an informal talk about the program at an MAM meeting in the Hotel Bedford in New York City, Wednesday evening, Feb. 18.

Pinkham told the assemblage that the program represented "a crusade that can force new and better techniques in television news; that can get more and more people interested in the world they live in and, consequently, help to educate them into becoming a more enlightened electorate.

"There appears to be an existing need for visual news at breakfast," Pinkham continued, "and the fundamental objective of 'Today' is to provide people with a television newspaper.

"This is considerably more important in the rest of America than it is here in New York. We are spoiled. We have our choice of four good newspapers each morning. But look at Akron, Ohio, for example. There is no morning newspaper in Akron, and the same thing is true in a remarkable number of other fairly large cities. 'Today' can never replace the morning newspaper in areas where the morning newspaper is well edited and provides thorough coverage. We can merely supplement such a newspaper by showing the news in exciting motion pictures and by featuring the personalities who emerge from the news for a first-hand evaluation by the audience."

(more)

Speaking of the audience impact of the program, Pinkham told the group:

"Even if we wanted to, we couldn't make 'Today' dull. It will always have vitality because the news will always have vitality. And 'Today's' audience will continue to grow because we subscribe to a fundamental and successful theory of building circulation...taking editorial aim at community leaders, programming on an adult level to make these most articulate and influential people our ardent fans, and thus building an effective word-of-mouth publicity campaign that cannot be bought with mere money."

In concluding, Pinkham said:

"We have an opportunity to contribute enormously to the accelerated enlightenment of the American public. If we can discharge this obligation faithfully and with a real sense of responsibility... as we intend to...we can create an ever more informed electorate and thereby a stronger and more invincible America.

"If nothing else, this would make it worthwhile to get up before dawn on a February morning."

-----o-----

NBC-New York, 2/19/53

NBC RADIO-TV COVERAGE OF McCARTHY HEARINGS BRINGS ENTHUSIASTIC PUBLIC RESPONSE

NBC television gave the country full coverage of the Senate Investigating Subcommittee hearings in Washington for the second successive day today (Thursday, Feb. 19 from 10:30 a.m., network only; WNBT and network from 11:00 a.m., until noon). NBC radio carried a direct pickup of highlights from the committee room from 12:05 p.m., until 12:55 p.m., EST, under the title "Hearing Time."

Reaction to NBC coverage of the McCarthy hearings was immediate and favorable. The network in Washington received more than 100 telegrams immediately after the close of Wednesday's program and twice as many phone calls. Typical of the telegram texts was: "Congratulations on this morning's telecast; may we have many more of the same."

-----o-----

KEEVER NAMED SALES MANAGER OF NBC FILM DIVISION'S CENTRAL OFFICE IN CHICAGO

H. Weller Keever, for the past two years a sales representative for the NBC Film Division, has been named to the post of sales manager of the Central Division of the NBC Film Division with headquarters in Chicago, John B. Cron, national sales manager, announced today.

Keever replaces Richard G. Cahill, who has left NBC to accept a position with another network.

Born in Chicago on Jan. 29, 1927, Keever attended Choate School, Wallingford, Conn., and Yale University, from which he graduated with a B.S. degree in economics. During World War II he served in the Navy.

-----o-----

NBC-New York, 2/19/53

MR. MUGGS' OPTION PICKED UP -- HE'LL BE SEEN ON 'TODAY'
NEXT 13 WEEKS; HE'S BUOYED UP BY FAN MAIL, TOO

Mr. Muggs, newest and youngest star in the NBC constellation, has proven such an asset to the TODAY program that his option has been picked up for the next 13 weeks.

This rapid rise to success on network television is all the more remarkable when one considers that Muggs is only 11 months old. Oh, yes, he's also a chimpanzee.

Muggs was signed originally for one month with options for five years. His appearance on the "Today" show and his cavorting with Dave Garroway and Jack Lescoulie was an instantaneous hit. He has received more than 1,000 letters from fans, mostly children.

On Valentine's Day, he received hundreds of these missives of love from feminine admirers. Asked how he felt about this distaff adoration, Muggs said: "I like it. I like it. After all, I'm only animal."

"Today" is seen on the NBC-TV network, Mondays through Fridays, 7:00-9:00 a.m., EST and CST.

-----o-----

NBC-New York, 2/19/53

trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-2-45

February 20, 1953

STARS OF NBC RADIO LONG-RUN DAYTIME SERIALS GET
INTERVIEW SPOTLIGHT ON NBC-TV'S 'TODAY' SERIES

Long-time fans of NBC radio's daytime serial dramas will have a special treat awaiting them on TV when TODAY, the NBC-TV early morning news and special events show brings the stars of "Just Plain Bill," "Young Widder Brown," "Front Page Farrell," "Stella Dallas," and "Lorenzo Jones" before the TV cameras.

On Tuesday, Feb. 24, Arthur Hughes and Florence Freeman, of the first two shows listed above, will be spotlighted. On Tuesday, March 3, Staats Cotsworth ("Front Page Farrell"), Anne Elstner ("Stella Dallas") and the two "Lorenzo Jones" stars, Karl Swenson and Lucille Wall, will be presented.

(continued on page 2)

EDITORS:

The NBC Daily News Report will not be published Feb. 23 (Washington's Birthday observance). Publication will be resumed Tuesday, Feb. 24.

These personalities will be interviewed concerning the length of time they have played their roles and how the parts have affected them. They will relate interesting experiences which have occurred over the years as a result of their services with the daytime dramas.

"Today" is seen Monday through Friday over NBC-TV, 7:00-9:00 a.m., EST and CST.

-----o-----

LOUISVILLE STUDENTS ARRIVE AT HIGH SCHOOL EARLY TO WATCH 'TODAY'; INCIDENT WILL BE FILMED AND SHOWN ON THE SERIES

Dave Garroway's NBC-TV TODAY show is combating tardiness among school children, and he's going to show movies to prove it.

Garroway received a column written by Sherley Uhl of the Louisville (Ky.) Times on the fact that principal Roselyn Loewenstein of the Ellen Semple School has invited pupils to report earlier to watch "Today" on a TV set in the school gym. Civics teachers use the program as a source for that day's current events discussion.

Principal Loewenstein says that it isn't unusual to see as many as 100 pupils who have arrived early sitting on the gym floor watching the elevated 21-inch set as that day's news and stories, and people behind the news are brought into their school.

NBC has decided to send a movie crew to Louisville to film this group as they watch the show and will present the film on a future "Today" program.

"Today" is seen on the NBC-TV network, Mondays through Fridays, 7:00-9:00 a.m., EST and CST.

-----o-----

NBC-New York, 2/20/53

"Today"

Some researchers will be interviewed concerning the
Lewis-Martin case they have played throughout and one has people move
differed them. They will relive incredibly experiences which have
changed over the years as a result of their involvement with the Martin
Lewis.

"Today" is seen Monday through Friday over NBC-TV, 7:00-9:00
P.M., EST and CST.

LOS ANGELES (Universal) Actress Jo Ann Pflug's hands shaked to Nation
"TODAY": INCIDENT WILL BE FILMED AND SHOWN ON THE SERIES

Dave Garroway's NBC-TV TODAY show is conducting interviews
school children, and he's going to show movies to prove it.

Garroway recently a column written by Shelley Uhl of
Louisville (Ky.) Times on the fact that principal Bernstein Bernstein
of the Hilton Sample School has invited people to report conflicts
with "Today" on a TV set in the school room. Twice teachers are
invited as a source for that day's current events broadcast.

Principal Bernstein says that in Ann's research to be
more in 100 people who have survived early mitting, on the gym floor
watching the elevated 21-inch set on that day's news and weather, are
people behind the news are younger than their school.

We have decided to send a movie crew to Louisville to film
the group as they watch the show and will present the film on a future
"Today" program.

"Today" is seen on the NBC-TV network, Monday through
Friday, 7:00-9:00 A.M., EST and CST.

NBC-New York, 9/20/62

trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-9-45

February 24, 1953

NBC-TV AND RADIO AUDIENCES WILL SEE AND HEAR CINEMA'S ELITE ATTENDING ACADEMY CEREMONIES FEATURING 'OSCAR' AWARDS

- - -

NBC Will Carry Event Exclusively; Proceedings on TV First Time

Public interest in the annual ceremonies of the Academy of Motion Picture Arts and Sciences and the award of the 1952 "Oscars" has been mounting ever since NBC and the academy announced the event would be telecast for the first time. NBC obtained TV and radio rights to the industry's awards ceremony for $100,000, according to a joint statement made by Charles Brackett, president of the academy, and John K. West, a vice president of NBC.

The RCA Victor Division of Radio Corporation of America is sponsoring the program on both radio and television from 10:30 to 11:30 p.m., EST, on Thursday, March 19.

NBC televiewers and radio listeners will see and hear the winners of "Oscar" statuettes for: best production, best performance by an actress, best performance by a supporting actress, and other categories.

Nominations for the various categories were drawn from a list of 435 feature pictures declared elegible on the basis of seven consecutive days of playing time in Los Angeles. The five nominations in each group are:

(more)

Best production: "The Greatest Show on Earth" (DeMille-Paramount); "High Noon" (Stanley Kramer-United Artists); "Ivanhoe" (MGM); "Moulin Rouge" (Romolus Films-United Artists); "Quiet Man" (Argosy-Republic).

Best performance by an actor: Marlon Brando in "Viva Zapata" (20th Century-Fox); Gary Cooper in "High Noon"; Kirk Douglas in "The Bad and the Beautiful" (MGM); Jose Ferrer in "Moulin Rouge"; Alec Guiness in "The Lavender Hill Mob" (Rank-UI).

Best performance by a supporting actor: Richard Burton in "My Cousin Rachel" (20th Century-Fox); Arthur Hunnicutt in "The Big Sky," (Winchester-RKO); Victor McLaglen in "The Quiet Man"; Jack Palance in "Sudden Fear" (Joseph Kaufman-RKO); Anthony Quinn in "Viva Zapata."

Best performance by an actress: Shirley Booth in "Come Back, Little Sheba" (Wallis-Paramount); Joan Crawford in "Sudden Fear"; Bette Davis in "The Star" (Bert Friedlob-20th Century); Julie Harris in "The Member of the Wedding" (Stanley Kramer-Columbia); Susan Hayward in "With a Song in my Heart" (20th Century-Fox).

Best performance by a supporting actress: Gloria Grahame in "The Bad and the Beautiful"; Jean Hagen in "Singin' in the Rain" (MGM); Colette Marchand in "Moulin Rouge"; Terry Moore in "Come Back, Little Sheba"; Thelma Ritter in "With a Song in my Heart."

Televiewers and radio listeners will join the elite of the motion picture world at the RKO Pantages Theatre in Hollywood as the sealed envelopes containing the name of the winner in each category is drawn from a sealed envelope. The "Oscar" award ceremonies have been broadcast since 1930, but this will be the first year televiewers can watch the awards.

-----o-----

NBC-New York, 2/24/53

BOB HOPE, IN N.Y. FOR FRIARS TESTIMONIAL AND TWO TELECASTS, ALMOST MOBBED BY AIRPORT SIGHTSEERS ON HOLIDAY ARRIVAL

Bob Hope, who will be honored for his 15 years as an NBC radio star at the Friars Club Waldorf-Astoria testimonial dinner Friday, Feb. 27, almost was mobbed by sightseers when he arrived at New York's LaGuardia Field yesterday (23).

Due to the holiday, hundreds of children and their parents were on hand to watch routine plane arrivals and takeoffs. When the crowd spied Hope descending from his plane, they exploded and rushed to the field gate through which he was to pass.

Among viewers at the field was a contingent of Junior Marines, the Queens Nautical Cadets, resplendent in dress attire. The captain of the group volunteered to have the young men stand escort guard for Hope as he left the field. The help was warmly accepted and Hope, flanked by the lads, went through the crowd and into a waiting car to take him to his hotel.

The $50-per-plate Friars banquet will be attended by 1,300 persons including great names in showbusiness and public life. Proceeds of the affair will be contributed to the United Cerebral Palsy Fund, one of Hope's favorite charities. Portions of the festivities will be broadcast on the NBC radio network Saturday, Feb. 28 (10:30 p.m., EST).

While in New York Hope will make a guest appearance with George Jessel on the NBC-TV "All Star Revue" Saturday, Feb. 28 (8:00 p.m., EST), and will produce and star on the NBC-TV "Colgate Comedy Hour" Sunday, March 1 (8:00 p.m., EST).

-----o-----

NBC-New York, 2/24/53

February 24, 1953

'GRAND OLE OPRY' TROUPE TO TOUR KOREAN COMBAT AREA; LETTER FROM OLD BALDY PROMPTED TRANS-PACIFIC TREK

A group of entertainers from NBC's GRAND OLE OPRY program (Saturdays, 9:30 p.m., EST) will leave Nashville, Tenn., on March 1 en route to Korea, where they will entertain troops in small groups throughout the combat area wherever they can be assembled.

In the party, each with their own entertainers, will be Hank Snow, Ernest Tubb and Lew Childre. Ott Devine, chief announcer and assistant program director of WSM, Nashville, and William R. McDaniel, the station's public relations head, also will accompany the contingent.

The trip was planned after Governor Gordon Browning of Tennessee received a letter last November from soldiers of the Ninth Infantry Regiment, postmarked Old Baldy, Korea, requesting more entertainment from the "Grand Ole Opry" performers.

Making brief stops in Hawaii and Wake Island en route to Tokyo and then South Japan where they will give shows, the "Opry" performers will fly to Korea. There they will split into two groups to tour the combat areas. After two weeks, they will return to Japan and thence back to the United States with brief stops at Wake Island and Hawaii. The entire trip is calculated to take 28 days.

-----o-----

MURRAY HEILWEIL IS PROMOTED TO POST OF MANAGER OF NBC MERCHANDISING DEPARTMENT

Murray Heilweil, formerly assistant manager, has been appointed manager of the NBC Merchandising Department, Fred N. Dodge, director of the department, announced today.

Heilweil came to NBC in January, 1952, coincident with the organization of NBC's Merchandising Department. As assistant manager, he was one of two men responsible for the direct supervision of all departmental activities, including the work of the district supervisors.

For six years prior to joining NBC, Heilweil was with the American Weekly, where he served as assistant to the merchandising director. He served four years with the U.S. Air Force during World War II. Prior to that time, Heilweil had experience in executive and sales capacities in the food, automotive, resort and paper products fields.

Heilweil resides in Port Chester, N.Y., with his wife and three children. He is a member of the New York State bar.

-----o-----

NBC-New York, 2/24/53

DRAMATIZED 'MODERN ROMANCES' TO BE SATURDAY FEATURE

NEW SERIES

MODERN ROMANCES, a new drama series, will be heard weekly over the NBC radio network beginning Saturday, Feb. 28 (11:30 a.m.-12:00 noon, EST).

Featuring adult stories based on emotional problems within the experience of most listeners, the dramas depicted on "Modern Romances" will be adapted from stories appearing in the popular magazine of the same name. Kathi Norris, radio and television star, will be hostess and story editor of the series.

An NBC production, "Modern Romances" will be directed by Fred Weihe and written by the NBC Script Division.

-----o-----

trade news
ICA BUILDING · RADIO CITY · NEW YORK
PR-17A-9-45

February 25, 1953

FRIARS CLUB TRIBUTE TO BOB HOPE WILL HIGHLIGHT STAR'S REMARKABLE RECORD OF SHOWMANSHIP AND AID TO CHARITABLE CAUSES

Bob Hope's amazing record of showmanship and humanitarianism will be reviewed by notable guests when the Friars Club salutes him for his 15th year as an NBC radio entertainer at its annual testimonial dinner at New York's Waldorf-Astoria Hotel Friday, Feb. 27. Portions of the proceedings will be broadcast on the NBC radio network Saturday, Feb. 28 (10:30 p.m., EST).

Hope has received numerous honors since he began his radio and film career in 1938. He reached the top in both mediums and also achieved noteworthy success in personal appearances, benefit performances and more recently in television.

Rating survey records during the past 15 years show him leading the radio field many times and always among the most popular of comedy shows on the air. Box-office figures prove Hope has been often the No. 1 screen attraction. His personal appearance dates are sold out as soon as announced. His television shows have proved among the most popular since his TV debut on Easter Sunday, 1950.

Despite the time and hard work involved to reach success in his many activities, Hope has devoted considerable time to benefit performances for worthy causes. Last year he offered one of television's

(more)

most dramatic marathons when he performed for more than 14 hours to raise funds for the U.S. Olympic team. He also conducted a West Coast TV marathon for the benefit of the United Cerebral Palsy Funds, one of his favorite charities, which will receive part of the proceeds of the $50-per-plate Friars Club banquet.

Hope's efforts to entertain American service personnel are outstanding. He started on the same day the first draft number was selected, and has traveled more than 1,000,000 miles to entertain more than 10,000,000 GIs all over the world and in all the 48 states.

During the 15 years, numerous popularity polls have acclaimed Hope "favorite entertainer" and "favorite comedian" and "comedian of the year." A few of the other honors accorded Hope include his selection as "sportsman of the year" by radio broadcasters, "funniest comedian" by a "commanding ratio of two-and-a-half to one" according to an Institute of Public Opinion poll directed by George Gallup, and many more.

Hope and his film "road partner," Bing Crosby, were the only entertainers to be selected among the first ten "Favorite Americans" in the 35th poll of the Woman's Home Companion. The NBC comedian is particularly proud of a spontaneous salute given on the air by NBC's "Fibber McGee and Molly" (Jim and Marian Jordan) when they honored him with their "first, last and only 'Fibber McGee and Molly Annual Award' for services far and beyond the call of duty."

He has received many citations for his service personnel shows, including the Medal of Merit, presented by General Eisenhower; the Variety title of "America's No. 1 Soldier in Greasepaint," and a

(more)

scroll presented last year by former President Truman and signed by generals and thousands of GIs all over the world for Hope's unparalleled record of entertaining service men at home and in every theatre of war. He was selected as the only representative of the show world to have his statue in "The Living Hall of Washington, 1944," a historical collection of statues of notable public men of wartime placed in the Smithsonian Institution, Washington, D.C.

For relaxation, Hope plays golf for pleasure and also to benefit worthy causes.

Hope is currently starred on NBC radio Mondays-through-Fridays (11:45 a.m., EST) and on Wednesday evenings (10:00 p.m., EST). He also is a star of the NBC-TV Colgate "Comedy Hour" (Sundays, 8:00 p.m., EST).

-----o-----

NBC-New York, 2/25/53

DEAN MARTIN AND JERRY LEWIS WIN REDBOOK'S SILVER CUP MOVIE AWARD AS 'BEST YOUNG COMEDIANS'

Seven of Hollywood's brightest personalities, including the stars of NBC radio's DEAN MARTIN AND JERRY LEWIS SHOW, were cited for top honors by Redbook Magazine Tuesday, Feb. 24, in ceremonies on the "Martin and Lewis Show" (9:00 p.m., EST).

Announced as winners of the magazine's 14th Annual Silver Cup Movie Award were:

Martin and Lewis: "best young comedians"; Marilyn Monroe: "best young box office personality"; Leslie Caron: "best young foreign actress"; Marge and Gower Champion: "best young dance team," and Julie Harris: "best young actress."

The Redbook Silver Cup Trophy is given each year in recognition of "distinguished contribution to the art of the motion picture." On hand at the "Martin and Lewis Show" in Hollywood to receive their awards from Wade Nichols, Redbook editor, were all the stars except Miss Harris, who was on tour. Miss Harris spoke her acknowledgement from Cleveland, Ohio.

-----o-----

NBC-New York, 2/25/53

NEW SET FOR TOBACCO SHOP ON 'MARTIN KANE' SHOW

Hap McMann still is doing business at the same old address, if not the same old stand.

Commercials for the United States Tobacco Company, sponsor of the NBC-TV MARTIN KANE, PRIVATE EYE, have been delivered by Hap from the same tobacco shop set ever since the show began about four years ago. Recently it was decided to streamline the shop, and the new set, complete with all the latest gimmicks in store equipment design, is on view during commercials in the weekly telecast (Thursdays, 10:00 p.m., EST).

-----o-----

trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-9-45

February 26, 1953

KATE SMITH WEEK IS LAUNCHED WITH GALA GUEST STAR LINEUP AND BIG MERCHANDISING AND PUBLICITY PUSH

Kate Smith Week, the National Broadcasting Company's comprehensive merchandising effort to highlight the effect of multi-sponsored network television programs, was kicked off today on THE KATE SMITH HOUR (NBC-TV, Monday through Friday, 4:00 p.m., EST).

The salute to the grocers of America was initiated by NBC's "first lady of song" on the afternoon variety show, as cooperating food stores in 70 cities began using extensive display material and promotion of the food products advertised on the Kate Smith Hour.

Miss Smith, who has been termed "America's Number One Saleswoman" had as special program events on the initial day of the promotion, Wally "Mr. Peepers" Cox, Borah Minnevitch and his Harmonica Rascals and the Five DeMarco Sisters. The remainder of the week will feature guest appearances by other major stars such as Ezio Pinza, Margaret Truman, Paul Douglas, Kukla, Fran and Ollie, Andre Eglevsky and Melissa Hayden, and Ted Lewis.

(more)

Special services by every department of the network have been made available to the current food sponsors of "The Kate Smith Hour" during the week which honors simultaneously "the grocers of America for their services to the housewives throughout the years" and Miss Smith for her influence on American women.

In addition to special programming, sponsors participating in Kate Smith Week have received both network and local on-the-air promotion, exploitation, newspaper and trade paper advertising, and publicity. Special ad mats have been provided for both NBC affiliated stations and cooperating food stores, as well as "telops" and slides for station use. Miss Smith also made special tape recordings for use in each city.

Clients participating in the promotion which is the pilot effort in a special merchandising service to be used in connection with other multi-sponsored NBC programs in the future, are: Gerber's Baby Foods, Simoniz Co. (Simoniz Floor Wax), Procter and Gamble (Oxydol, Dreft, Ivory Snow and Prell), Nestle Co. (Nescafe), Minute Maid Corporation (Minute Maid Frozen Orange Juice), Doeskin Company (Doeskin Tissues) and Block Drug Co. (Ammi-dent Toothpaste).

-----o-----

NBC-New York, 2/26/53

Special services by every department of the network have been made available to the current food sponsors of "The Kate Smith Hour" during the week which honors similarly "the groups of women for their services to the homemaker throughout the years" and Miss Smith for her influence on American women.

In addition to special programming, sponsors participating in Kate Smith Week have received both network and local on-the-air promotion, exploitation, newspaper and trade paper advertising, and publicity. Special ad mats have been provided for both NBC affiliated stations and cooperating food stores, as well as "telops" and slides for station use. Miss Smith also made special tape recordings for use in each city.

Clients participating in the promotion which is the pilot effort in a special merchandising service to be used in connection with other multi-sponsored NBC programs in the future, are: Gerber's Baby Foods, Simonis Co. (Simonis Floor Wax), Procter and Gamble (Oxydol, Ivory Snow and Crest), Nestle Co. (Nescafe), Minute Maid Corporation (Minute Maid Frozen Orange Juice), Doeskin Company (Doeskin Tissues) and Block Drug Co. (Amm-Ten Toothpaste).

NBC-New York, 2/20/53

LEWIS R. TOWER NAMED A UNION RELATIONS COORDINATOR FOR NBC

Lewis R. Tower has been appointed a union relations coordinator for the National Broadcasting Company, effective March 16, Joseph A. McDonald, NBC treasurer, announced today. Tower will be one of three coordinators, reporting directly to McDonald.

Tower comes to NBC from the Mutual Broadcasting System, where he had served in the engineering and administrative departments since 1944. Prior to that he was with the engineering department of Station WOR for nine years. He left there as an engineering supervisor to join MBS.

Following his graduation from Cornell University in 1928, with an A.B. degree, Tower worked for three years in the commercial department of the New Jersey Bell Telephone Company. He later attended the RCA Institutes, where he studied radio broadcasting as a prelude to entering the industry in 1935 with WOR.

Tower resides with his wife and two children in Maplewood, N.J.

-----o-----

NBC-New York, 2/26/53

trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-9-45

February 27, 1953

DINAH SHORE SIGNED FOR MONDAY AND FRIDAY RADIO SERIES
ON NBC STARTING MARCH 23 UNDER CHEVROLET SPONSORSHIP

- - -

With Extension of TV Series for Same Sponsor, Songstress
Will Appear on NBC Networks 4 Nights Each Week

FOR RELEASE MONDAY A.M., MARCH 2

The Chevrolet Motor Division, General Motors Corp., and the Chevrolet Dealers will sponsor songstress Dinah Shore in a new program series on the full NBC radio network, beginning March 23, John K. Herbert, vice president in charge of Networks, announced today.

Miss Shore will be heard Mondays and Fridays, 10:00 to 10:15 p.m., EST.

At the same time, Herbert announced that Chevrolet's sponsorship of the current NBC Television Network DINAH SHORE SHOW (Tuesdays and Thursdays, 7:30 - 7:45 p.m., EST) has been extended for six additional weeks, through July 2.

The new radio series will run for 15 weeks, through July 3. Thus, Dinah will be heard on NBC radio two nights a week, Monday and Friday and she will be seen on NBC-TV twice each week, on Tuesday and Thursday.

(more)

The new radio program, like its TV counterpart, will advertise Chevrolet automobiles, trucks, parts and service. Advertising agency is the Campbell-Ewald Co.

A star of many years' standing in virtually all entertainment media, Dinah Shore has had a meteoric rise in broadcasting. She started with NBC in 1940 and soon rose to a position of eminence in radio. Since then she has become one of the top recording artists in America, and has starred in many motion pictures. She made her debut in her own NBC-TV show on Nov. 27, 1951, and has been sponsored on television by Chevrolet for the past two seasons.

-----o-----

NBC-New York, 2/27/53

trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-9-45

February 27, 1953

BOB HOPE CHOSEN AS EMCEE OF 25TH ANNUAL ACADEMY AWARDS PRESENTATION; BIG MOVIE EVENT ON NBC NETWORKS MARCH 19

Bob Hope, one of the show world's top headliners, will be the master of ceremonies for the 25th annual Academy Awards presentation program, it was announced today by Johnny Green, general director of the awards presentation ceremonies.

The event, to be held at the RKO Pantages Theater in Hollywood, will be broadcast and televised over the combined facilities of the National Broadcasting Company on Thursday, March 19, starting at 10:30 p.m., EST. The RCA Victor division of the Radio Corporation of America is sponsoring the program.

In obtaining Hope for the program, the Academy will have the services of one of the first motion picture stars to claim added fame in television, Green pointed out. Hope has been appearing regularly on NBC television for the past three years.

Hope is a veteran at emceeing Academy Awards presentations, having acted in that capacity for the 1939, 1944 and 1945 awards. In 1940 he was given a special award by the Academy for his unselfish service to the motion picture industry, and in 1944 he was granted a life membership in the Academy for his many services to the organization.

Hope is currently in New York, where he will be honored by the Friars Club for his 15 years as an outstanding NBC radio performer at a testimonial banquet Friday night, Feb. 27, at the Waldorf-Astoria.

-----o-----

trade news
RCA BUILDING · RADIO CITY · NEW YORK
PR-17A-9-45

February 27, 1953

MOST NOMINEES FOR TOP ACTING ACADEMY AWARD HONORS
HAD APPEARED ON NBC RADIO AND TELEVISION SHOWS

- - -

Familiar Voices and Faces Will Be In NBC Coverage of Ceremonies

NBC is televising the awards ceremony of the Academy of Motion Picture Arts and Sciences in Hollywood for the first time in history on Thursday, March 19, but nearly all the nominees for top-acting honors are old friends of the network. All five candidates for "best actress" award plus three of the five "best actor" nominees have appeared many times on NBC television or radio programs.

Shirley Booth, nominated for her movie role in "Come Back, Little Sheba," also played the role on NBC radio's "Theatre Guild of the Air" in 1951. She starred in an NBC radio comedy series in 1940 -- "Strictly Business" -- as well as portraying Duffy's daughter in "Duffy's Tavern." She was starred in several other "Theatre Guild of the Air" productions, a guest on Fred Allen's radio show, on Rudy Vallee's Variety Hour and on many other popular programs.

Bette Davis has appeared on NBC radio programs since 1934, and on NBC television shows during the past year. After she won an "Oscar" in 1938, she appeared on the "Chase and Sanborn Hour." Previously she had been a starred guest on Rudy Vallee's program and on

(more)

Al Jolson's "Shell Chateau." Last year Miss Davis scored a hilarious appearance with Jimmy Durante on NBC-TV's "All-Star Revue."

Joan Crawford returned to the NBC airwaves in 1949 after a 10-year intermission to star in a production of "Dark Victory" by the "Screen Guild Players." Previously she had been a star of the "MGM Theatre of the Air," Arch Oboler's "Everyman's Theatre," and the "Shell Chateau."

Julie Harris, nominated for an "Oscar" award because of her performance in the screen version of "The Member of the Wedding," appeared on NBC's "Television Playhouse" in 1951 as the star of "October Story."

Susan Hayward appeared as a guest of Charlie McCarthy during and immediately after World War II on NBC radio. In 1947 she and seven other young Hollywood newcomers appeared on a program entitled "Hollywood Star Preview." The title proved prophetic in Miss Hayward's case.

Among the nominees for "best actor," Gary Cooper has been a frequent star of NBC radio. He appeared on "The Big Show" and co-starred with Shirley Booth in the "Theatre Guild of the Air" production of "Come Back, Little Sheba" in 1951.

Kirk Douglas has been heard over NBC radio many times during the past few years. He starred on "Screen Guild Players," "Theatre Guild of the Air," "Screen Directors Playhouse"(where he portrayed the movie role of "The Champion") and he has been the guest of Eddie Cantor and other leading programs.

(more)

3 - Academy Awards

Jose Ferrer has been an NBC attraction for more than a decade. He first appeared on the network in radio mystery plays in 1942. Later appearances made him known to NBC audiences tuned to "Cavalcade of America," "The Big Show," and then to television audiences watching "Television Playhouse" and "Your Show of Shows."

The two other nominees for "best actor" Academy awards are Marlon Brando for his role in "Viva Zapata," and Alec Guinness for "The Lavender Hill Mob."

NBC will telecast and broadcast the "Oscar" presentation ceremonies from the RKO Pantages Theatre in Hollywood starting at 10:30 p.m., EST, on Thursday, March 19.

-----o-----

NBC-New York, 2/27/53

NBC'S 'VICTORY AT SEA' NOW SEEN IN CUBA,
FOURTH NATION SCHEDULING EPIC SERIES

FOR RELEASE SUNDAY, MARCH 1

With its debut today (March 1) over station CMQ-TV, Havana, Cuba, "Victory at Sea," NBC's award-winning naval-history film series, becomes the first television program to run simultaneously in four countries.

Already a resounding success in the United States, Great Britain and Canada, "Victory at Sea" will be shown every Sunday over the Havana television station for its entire 26-week run.

"Victory at Sea" is produced for NBC by Henry Salomon, and coordinated by Robert W. Sarnoff, vice president in charge of the NBC Film Division. Richard Rodgers wrote an original musical score for the series. The music is arranged by Robert Russell Bennett, who conducts the NBC Symphony in its performance.

-----o-----

NBC-New York, 2/27/53

NBC'S 'VICTORY AT SEA' NOW SEEN IN CUBA,

Seven Lucky Episodes Vie Sunday

FOR RELEASE SUNDAY, MARCH 1

With its seventh lucky episode of "Victory at Sea" in Cuba, "Victory at Sea," NBC's award-winning naval-history film series, becomes the first television program to run simultaneously in four languages.

Already a resounding success in the United States, Great Britain and Canada, "Victory at Sea" will be shown every Sunday over Cuba's television station for the entire 26-week run.

"Victory at Sea" is produced for NBC by Henry Salomon, and coordinated by Robert W. Sarnoff, vice president in charge of the film division. Richard Rodgers wrote the musical score for the series. The music is arranged by Robert Russell Bennett, who conducts the NBC Symphony in its performance.

-- --

'THE DOCTOR,' NBC-TV DRAMA FILM SERIES, TO BE SYNDICATED AS 'THE VISITOR'

The NBC Film Division has concluded special arrangements with Procter & Gamble, sponsors of THE DOCTOR drama film series on the NBC television network, to syndicate the series of half-hour films in all markets under the new title of THE VISITOR, Robert W. Sarnoff, vice-president in charge of the Division, announced today.

The film series, produced by Marion Parsonnet, is offered for local sponsorship in line with the NBC Film Division's belief that a popular film program should remain available to the general public and to new television markets.

Arrangements for syndicating the series were completed through the advertising agency of Benton & Bowles.

-----o-----

NBC-New York, 2/27/53

DAVID H. HEDLEY NAMED MANAGER OF SALES PRESENTATIONS IN NBC ADVERTISING AND PROMOTION DEPARTMENT

FOR RELEASE MONDAY A.M., MARCH 2

David H. Hedley has been appointed manager of sales presentations in the NBC Advertising and Promotion Department, effective immediately, Jacob A. Evans, director of the department, announced today. Hedley reports directly to Evans.

Hedley comes to NBC from the position of advertising promotion manager of Cosmopolitan magazine, where he has been since 1947. His business history includes four years in charge of advertising and promotion for the Philadelphia Record, and a year as promotion copy chief for the New York Sun. Prior to that, from 1938 to 1943, he was engaged in space sales and promotion for Cue magazine. From 1936 to 1938 he was publisher and advertising manager of Jersey Life.

A graduate of Haverford College, Haverford, Pa., Hedley, lives in Mountain Lakes, N.J., with his wife and four children.

-----o-----

NBC-New York, 2/27/53

DAVID H. HEDLEY NAMED MANAGER OF SALES PRESENTATIONS IN NBC ADVERTISING AND PROMOTION DEPARTMENT

FOR RELEASE MONDAY A.M., MARCH 2

David H. Hedley has been appointed manager of sales presentations in the NBC Advertising and Promotion Department, effective immediately, Jacob A. Evans, director of the department, announced today. Hedley reports directly to Evans.

Hedley comes to NBC from the position of advertising promotion manager of Cosmopolitan magazine, where he has been since 1947. His business history includes four years in charge of advertising and promotion for the Philadelphia Record, and a year as promotion copy chief for the New York Sun. Prior to that, from 1938 to 1943, he was engaged in space sales and promotion for Cue magazine. From 1936 to 1938 he was publisher and advertising manager of Jersey Life.

A graduate of Haverford College, Haverford, Pa., Hedley lives in Mountain Lakes, N.J., with his wife and four children.

-----0-----

CREDITS FOR 'MODERN ROMANCES'

TITLE:	"Modern Romances"
TIME:	NBC radio, Saturdays, 11:30-12:00 noon, EST
ORIGINATION:	New York
STARTING DATE:	Saturday, Feb. 28, 1953
FORMAT:	Dramatic program featuring adult stories based on emotional problems within the experience of most listeners. Dramas freely adapted from stories appearing in the magazine, "Modern Romances."
DIRECTOR:	Fred Weihe
WRITERS:	NBC Script Division

-----o-----

NBC-New York, 2/27/53

CREDITS FOR 'MODERN ROMANCES'

TITLE:	"Modern Romances"
TIME:	NBC radio, Saturdays, 11:30-12:00 noon, EST
ORIGINATION:	New York
STARTING DATE:	Saturday, Feb. 28, 1953
FORMAT:	Dramatic program featuring adult stories based on emotional problems within the experience of most listeners. Dramas freely adapted from stories appearing in the magazine, "Modern Romances."
DIRECTOR:	Fred Weihe
WRITERS:	NBC Script Division

-----o-----