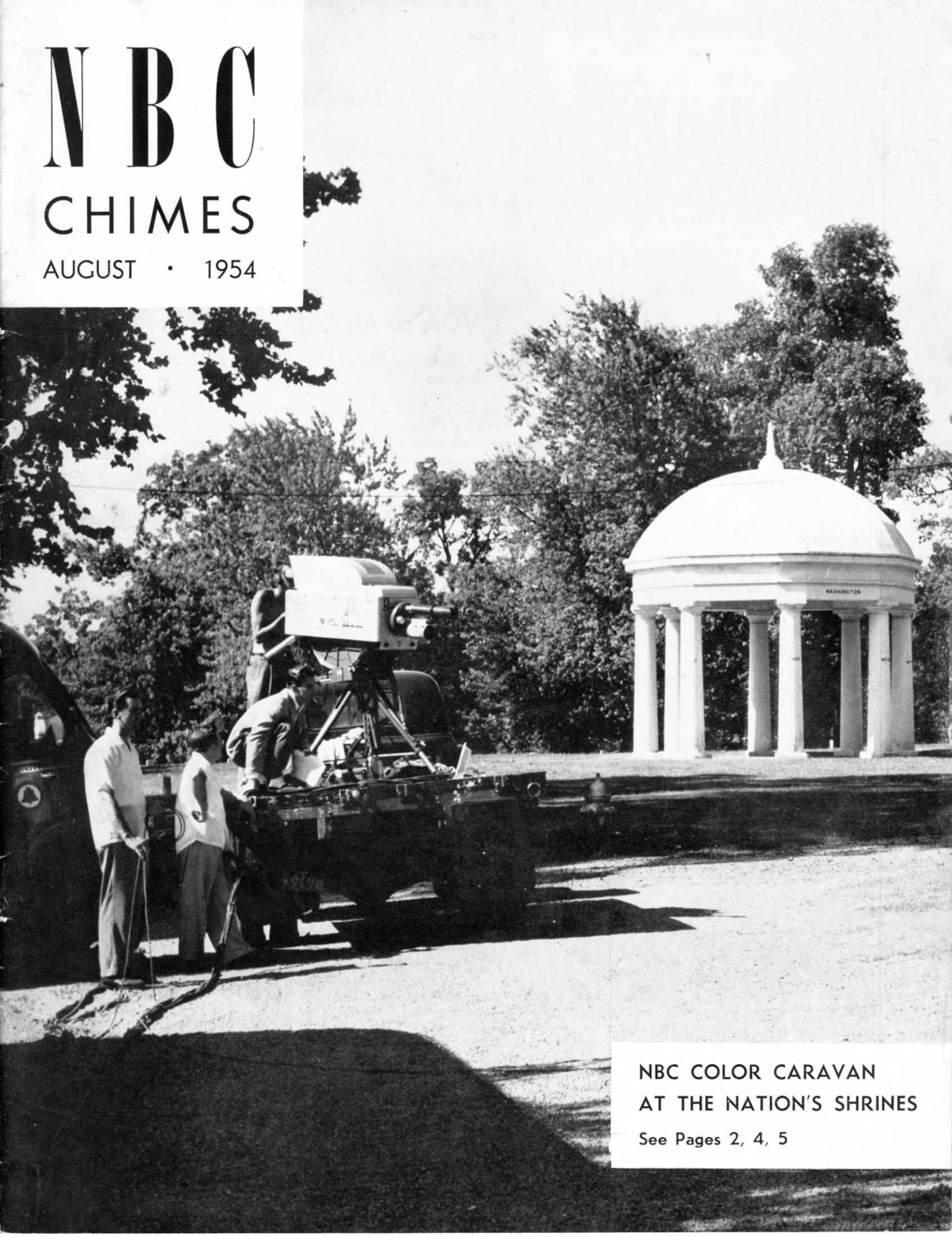


# NBC

## CHIMES

AUGUST • 1954



NBC COLOR CARAVAN  
AT THE NATION'S SHRINES

See Pages 2, 4, 5



# CHIMES

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## The Cover

On the cover of this month's issue of CHIMES is a photo taken at the stop-over made by the NBC Color Caravan at Lee Mansion in Arlington National Cemetery, just outside the Nation's Capital. On the left is one of the cameras of the two-truck color mobile unit which made the ten-week tour of the eastern and midwestern United States. The white marble structure in

the middle of the picture is the Temple of Fame, which was built in 1884-1885 for the Grand Army of the Republic as a memorial to the Union generals of the Civil War and to the assassinated President James A. Garfield. It is located on the site of the original Summer House of the Lee Mansion. For more on the NBC Color Caravan see pages four and five.

## VOA to Air 'Princeton '54'

The Voice of America, the United States Government agency which beams radio and television programs reflecting life in America to foreign countries, will telecast "Princeton '54," WNBT's educational television series presented this past spring in cooperation with Princeton University, to nations throughout the world.

A joint announcement was made recently by Jack Poppele, director of the United States Information Agency's Voice of America, and Hamilton Shea, general manager of the NBC owned station in New York, who said, "It is with sincere pride that we are able to announce that 'Princeton '54' has been chosen for showing throughout the world by the Voice of America. What our great American universities are doing in the field of seeking the truth in the areas of science, arts, literature, music and social sciences and how these institutions have played an integral part in keeping America free will

now be demonstrated throughout the world by means of the latest medium of communication, television."

According to the U. S. Information Agency, the Voice of America will utilize "Princeton '54" over local television stations in foreign countries, exclusive of the United States. "Drops, Splashes and Atoms," second program in the series and featuring Dr. Eric Rogers of Princeton University's Physics Department, will be used for local television in England and the Philippines, in the English language.

The nine half-hour television programs presented on WNBT on consecutive Saturdays starting April 17, 1954, represented the results of discussions and studies extending over a period of 18 months on the part of Princeton and WNBT. The programs explored the techniques and methods by which the resources of a university such as Princeton could best be made available to television.

## New Tower for WNBQ

The slogan — "Maximum Power From Highest Tower"—became a working reality for Station WNBQ-Channel 5 (Chicago) with the signing on of the NBC Owned & Operated outlet on Friday morning, July 2.

At that time WNBQ's new transmitter antenna, towering 747 feet over the city from its position on the Kemper (Civic Opera) Building and the highest point in the Chicago area, was put into operation, with output of the WNBQ transmitting equipment stepped up to 100,000 watts. WNBQ thus becomes the first Chicago television station to operate at its maximum authorized power under FCC regulations.

Jules Herbuveaux, WNBQ-WMAQ general manager, pointed out that "WNBQ will better serve millions of

viewers in the Chicago area with a signal unsurpassed in reception quality." The new tower is 120 feet taller than WNBQ's original antenna.

Construction of the RCA six-bay super-turnstile antenna began in mid-April. It stretches 191 feet above the ridge of the Kemper Building roof, its 35 tons of steel supported by a massive five ton structure created under the roof at the north end of the 45th floor. A rectangular steel base, 37 by 44 inches, extends 22 feet above the ridge of the roof, acting as an additional supporting collar for the 191 foot pole, which is 25 inches in diameter at its base. As the remaining sections of the pole stretch skyward, they decrease in circumference like an extended telescope.

# NBC News Roundup..

## 'Tonight,' with Steve Allen To be Launched in September

"Tonight," a new program designed to generate greater excitement in late evening television, will be launched Monday, Sept. 27. Starring the widely acclaimed young humorist, Steve Allen, "Tonight" will offer for the first time on any network a "live" late evening show of outstanding entertainment and service features. It will be seen Monday through Friday from 11:30 p.m.-1 a.m., EST, and from 11 p.m.-12 midnight, CST.

## Hazel Bishop to Sponsor Martha Raye on NBC-TV

Hazel Bishop has signed to present comedienne Martha Raye in a series of once-a-month, full hour variety shows during the 1954-5 season. It will be seen in the Tuesday 8-9 p.m. EST time spot; it begins Sept. 28 and will be seen every fourth Tuesday thereafter. Milton Berle will star in 20 other shows in that period for Buick, and Bob Hope in six for General Foods.

## 'Bob Hope,' 'Farm and Home' Renewed on NBC Radio

The American Dairy Association has renewed "The Bob Hope Show" for the 1954-55 season on the full NBC Radio Network. The new contract calls for moving the Hope night-time shows from Friday to Thursday, 8:30-9 p.m., EST, starting October 28. This will mark Hope's 17th year on the air.

The Allis-Chalmers Manufacturing Company will begin its tenth year of sponsorship of the "National Farm and Home Hour" on Saturday, September 4 (1 p.m.) EDT). The 52-week contract renewal by Allis-Chalmers is for the full NBC Radio Network.

## Hayward to Present Three Noel Coward Playlets in First Monday Color Show

Mary Martin will star in the first of Leland Hayward's Monday night color extravaganzas on NBC-TV, October 18, 8-9:30 p.m., playing the lead in three playlets of Noel Coward's "Tonight at 8:30."

David Niven, Joseph Cotton and Cyril Ritchard have been cast opposite Miss Martin in "Red Peppers," "Still Life" and "Shadow Play," the three playlets Hayward has chosen from the nine one-act plays which comprised the original "Tonight at 8:30."

## Armour and Pet Milk To Alternate as Sponsors of New George Gobel Show

Armour and Company and Pet Milk have signed as alternate week sponsors of a new NBC-TV Saturday night program starring comedian George Gobel. The show will be slotted three out of four Saturdays in the 10-10:30 p.m., EST time period starting October 2.



Ernest de la Ossa (standing) WNBC-WNBT station manager, Max Buck, director of advertising, promotion and merchandising, and Margaret McNally, the newly-crowned "Miss WNBT," launch the WNBC-WNBT driver safety-convenience campaign by pasting the first of 250,000 bumper stickers on the rear bumper of a car. The signs, which bear the message "Please dim your lights. Your bright spot is 660-WNBC," are being distributed through food markets, drugstores and service stations.

## NBC-TV's Three Series of Color 'Spectaculars' All Sold Out

NBC-TV's three series of color "spectaculars" are SRO—completely sold out weeks before the first of the widely heralded 90-minute extravaganzas takes to the air. Completion of the client roster became a fact last month with the announcement by George H. Frey, NBC Vice President in charge of Television Network Sales, that three advertisers—Hazel Bishop Inc., Reynolds Metals Company and the Sunbeam Corporation—will sponsor the Sunday night "spectaculars" to be seen every fourth Sunday from 7:30 to 9 p.m., EDT, beginning September 12. Hazel Bishop and Sunbeam each will sponsor 45 minutes of each of ten programs, while Reynolds will sponsor three complete shows.

Max Liebman, of "Your Show of Shows" fame, will produce both the Sunday night and the Saturday night series of "spectaculars." Oldsmobile is sponsoring the Saturday series. The Monday extravaganzas are produced by Leland Hayward and sponsored by the Ford Motor Company and the Radio Corporation of America.

## Pro Basketball Games on NBC-TV

A major addition to NBC-TV's lineup of sports presentations was made public last month with the announcement that we will carry National Basketball Association contests each Saturday afternoon throughout the 1954-55 season.

The weekly series will begin Saturday, October 30 and will immediately follow the telecasts of Canadian professional football through Saturday, November 27. At the conclusion of the football series, the basketball telecasts will begin at 3 p.m., EST.



# NBC Color Caravan

## Two-Truck Color Television Mobile Unit Completes Tour of East and Midwest

Last week a history-making television project came to a conclusion as the National Broadcasting Company's Color Caravan wound up its eminently successful ten-week journey through the eastern and midwestern United States. In order to bring a panoramic view of America to the television audience for the first time in color, the NBC two-truck Color Mobile Unit visited a number of major U. S. cities, televising representative outdoor scenes at each stop.

The features picked up by the Color Caravan were presented on NBC's "Today" and "Home" shows. In every city where those programs are seen, local NBC stations and RCA dealers, as well as leading department stores, were equipped with RCA color television receivers, on the screens of which the public was able to view the live pickups from the field in natural color. The colorcasts, of course, were seen in high quality black-and-white on the nation's existing monochrome sets.

The Color Caravan started off on June 9 and 10 with a visit to St. Louis and the fabulous Busch estate, which

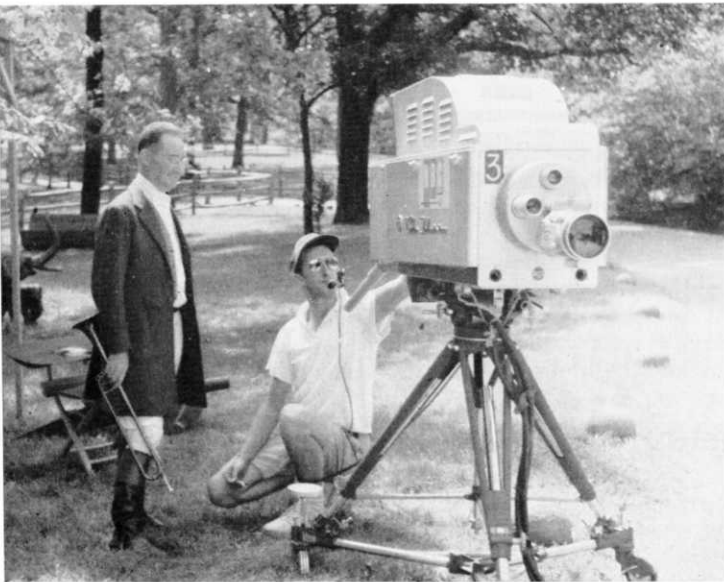
was once General Grant's farm. Seen in their natural color were the estate's storybook mansion, a lake, a deer park, and its large and unusual Old World-like stables. Next stop was Milwaukee, on June 16 and 17. The color feature there was the city's beautiful Whitnall Park, with its lagoon, herb garden, rose arbor and lily pond. As luck would have it, just before the colorcast, a driving rain smashed down the flowers. All was not lost, however, for crew members were able to shake the water out and straighten up the blooms just before air time.

In the Chicago area on June 23, the Color Caravan visited a family whose farm is one of the best and most progressive in northern Illinois. Along with the color and activity of farm life, NBC's cameras explored all of the phases which go together to make this farm a superb one. The following day the Color Caravan went to the mansion of Ohio Governor Frank Lausche at Columbus, for telecasts which were presented on "Home." The Cleveland stopover, on July 8 and 9, included among other features, a subject ideally suited for color television—

folk dances by Clevelanders of Slavic descent, dressed in their brilliantly colorful native costumes.

Then the 13-man crew packed up their mobile unit and came east. On July 15 and 16 the Caravan visited the Washington area to present scenes of two of the country's most venerated and most beautiful shrines—George Washington's home at Mount Vernon, and the Lee Mansion, located in what is now Arlington National Cemetery. On July 22, viewers saw the evolution of the railroad passenger car, when the color cameras focussed on the Baltimore & Ohio's famous collection of historical railroad cars at the roundhouse in Baltimore. On July 28 and 29 the Color Caravan was in Philadelphia, first to observe rookie firemen in a training demonstration extinguishing an actual fire, and on the second day to make a tour of the Philadelphia Art Museum.

In a spectacular topper to the whole precedent-setting ten-week journey, on August 11 the Color Caravan stopped off at Fort George G. Meade in Maryland. There, the color cameras, in the



First stop for the NBC Color Caravan was St. Louis and the fabulous Busch estate there. In left photo cameraman Dean Reed explains the workings of a color camera to one of the estate functionaries who appeared on the show. In photo on right, in a pre-telecast conference, are (L to R): August A. Busch, owner of the estate; Eve Hunter, of "Home"; Barry Wood, NBC executive producer in charge of color TV; Dick Schneider and Hal Azine, director and writer for the Color Caravan, respectively.



One of the highlights of the visit the Color Caravan paid to Cleveland was the televising, in all the natural color, of a group of Clevelanders of Slavic descent performing native dances in full costume.

last telecast of the tour, presented a color television report on the use of television in modern warfare. Participating in the demonstration were General Matthew B. Ridgway, Chief of Staff, U. S. Army; Lieut. General Floyd L. Parks, Commander, Second Army; Maj. General George I. Back, Chief Signal Officer, U. S. Army; and Brig. General David Sarnoff, Chairman of the Board of RCA and NBC. Generals Ridgway, Back and Sarnoff commented briefly on the great potentialities of the military use of television during the telecast, part of which was seen on "Home," and all of which was presented over a closed circuit to the Pentagon and the White House in Washington, and elsewhere. Viewers saw a simulated combat operation, including an assault landing, aerial attack, and how the use of the portable RCA Vidicon cameras, carried right up to the forefront of action, gives the commander a firsthand view of operations as they are happening. Thus the television audience got an advance look on what the military command post of the future will resemble.

All the operations of the Color Caravan were under the supervision of Barry Wood, NBC executive producer in charge of color television. Among the key members of the Caravan were Dick Schneider, director; Burr Smidt, color consultant; Al Cooperman, unit

(Continued on page 14)

## New Management Training Squad

Last month, five young college graduates joined the NBC Management Training Program of the National Broadcasting Company. The five successful candidates were chosen from among hundreds of applicants who were screened by the Personnel Department during the first half of the year. These new trainees now will have the opportunity to spend 6 months learning the inside story of what it takes to operate a broadcasting company and then will be assigned to a regular job in the organization.

The five selected candidates include one NBC employee, Donald D. Brown, a graduate of Columbia, who has been working in Guest Relations. The other four are James H. Rosenfield, a graduate of Dartmouth; Benjamin Rachlis, a graduate of C.C.N.Y.; Donald Heller, a graduate of Syracuse and Maxwell Graduate School, and Howard S. Neff, Jr., a graduate of Babson Institute.

During the coming months, the candidates will be trained to handle general and specific administrative responsibilities and introduced to all aspects of NBC's operations. The program is designed so that at the end of the training period, the trainees will be sufficiently developed to step into beginning-level management assignments.

## Gunman... For a Day

Anything can happen in "Hawkins Falls," NBC-TV's daily drama sent to the nation from WNBQ-Chicago Mondays through Fridays at 4:00 p.m. EDT.

As example: A scant hour before one July program, one of the featured actors failed to appear. Beating his head as he tried to think of a replacement for the part of the frightened gangster, the key to the plot of the day and absolutely indispensable, the director took a second look at Ernie Santell, "Hawkins Falls" production coordinator.

"Santell, you're it!" the director, Frank Pacelli, shouted, shoving a script into the startled Ernie's hands.

With the help of veteran actors Bernadine Flynn and Bert Bertram, who also were in the scene, and some off-camera prompting, Santell came through with flying colors.

He confessed later that none of his experiences during three-and-a-half wartime years in the Pacific terrified him as much as appearing on the coast-to-coast telecast. During the scene, when actress Flynn fed him the line, "You're the one who's frightened," Ernie confesses that he almost ad-libbed, "You are SO right!"



Ernie Santell (center), production coordinator on WNBQ's "Hawkins Falls," gets applause from veterans Bernardine Flynn and Bert Bertram, following his last-minute replacement on the TV show for a missing actor. Ernie played a frightened gangster —and he was!