

WBKB to Run Own Production ABC Is Told at Golf Pickup

WBKB, Chicago's lone television station, does not intend to allow outside interests to control its production department.

ABC was informed of this, definitely but politely, at the start of four days of television broadcasts of the All-American Golf Tournament, July 25-28 from Chicago's Tam O'Shanter Country Club.

Publicity releases from both network and station indicated the divergence of opinion as to just who was responsible for the Tam O'Shanter broadcast. Said ABC: "With the cooperation of the United States Rubber Co., ABC will televise for the first time in video history a major golf tournament." Said WBKB: "Balaban & Katz station WBKB will make television history over the week-end beginning July 25 when the station's special events division will bring Chicago viewers their first arm-

chair glimpse of a major golf tournament."

Although ABC ordered a crew of engineers and production men from New York to supervise the broadcasts, which were sponsored jointly with the United States Rubber Co., WBKB's own production manager, Reinald Werrenrath Jr., and its engineering staff, directed the television of the tournament, with cameras located in the observation booth atop the club's newly constructed club house.

The golf tournament broadcasts were the first to be made with Orthicon scanners, on loan from RCA, following arrangements made by Capt. William C. Eddy, WBKB television director, with RCA officials in New York. WBKB also made use of RCA 0800 mc relay equipment for the first time. Results of the broadcasts were termed the finest in the station's history.

Captain Eddy, in explaining the policy of the station toward sponsorship of its television schedule, said WBKB would never permit itself to become "merely a clearing house for outside agencies."

He added that the station would gladly assist ABC or "any other sponsor" to learn television production, but that WBKB production and engineering personnel would continue to supervise and operate its cameras.

Harvey Marlowe, of ABC's production department, arrived in Chicago to produce the remotes but his activities were confined to observing the broadcasts from a video receiver and relaying instructions to WBKB's control rooms by telephone.

Writers Guild - AAAA Negotiations Resume

NEGOTIATIONS between the Radio Writers Guild and the American Assn. of Advertising Agencies looking toward establishment of an overall writers contract are scheduled to be resumed in New York July 31.

It was understood that a partial agreement, involving the rights of one-time writers, had been reached. The agreement included, it was said, the right to sell shows again for rebroadcast, for films, for the legitimate stage, etc.

The Four A's objected to announcing the terms of the one-time writers contract until an overall contract for writers is established, and it has polled its full negotiating committee for a decision as to whether the announcement should be made. The results of the poll will be revealed at the July 31 meeting.

CBS PROGRAMS CUT BY GENERAL MILLS

GENERAL MILLS, through Dancer-Fitzgerald & Sample, has notified CBS that it would discontinue sponsorship effective Aug. 23 of two of its oldest daytime serials, *Valiant Lady*, 9-9:15 a. m., and *Light of the World*, 9:15-9:30 a. m., both CDT and heard Monday through Friday with origination from WABC New York.

General Mills said the cancellation was based on company's decision to reduce its estimated \$6,407,000 radio budget because of Government restrictions on wheat and labor difficulties. Cancellation means a \$1,000,000 loss in billing for CBS. Network also must find replacements for the programs, properties of General Mills. Products advertised have been Gold Medal flour (*Valiant Lady*) and Cheerios (*Light of the World*).

Sponsors' other programs on NBC and ABC will not be affected by the economy move and the company actually hopes to restore its radio budget if future grain conditions improve.

NBC Launches Fifth Annual Promotion Campaign, Parades Stars Across Nation

NBC executives at New York headquarters last week twirled the batons to start the network's fifth and greatest annual promotion campaign, the Parade of Stars.

The executives piped the marching orders to affiliated stations in a closed circuit broadcast last Thursday. Said they, this would be the biggest, gaudiest parade yet and NBC's fall programs would be adorned with trappings so glittering that eyes would be dazzled from Martha's Vineyard to San Diego.

In the closed circuit broadcast, station managers were addressed by: Niles Trammell, NBC president; Clarence L. Menser, vice president in charge of programs; Easton C. Woolley, director of Stations Departments; Sydney H. Eiges, manager of the Press Department, and Charles P. Hammond, advertising and promotion director.

Preparations for the campaign have been extensive. Roy C. Porteous, the network's audience promotion manager, announced that a new handbox to be used as a display piece and filing cabinet for national network promotion kits would be delivered to stations before the month's end. Many of the handboxes will be sent to stations by air freight. They will replace the chipboard cabinets issued to stations during the war.

The promotion kits to be used in the handboxes are prepared for local use, each kit containing glossy pictures, mats and promotional copy for one NBC show. Mr. Porteous pointed out that the promotional material emphasizes

Raytheon Marine Sales Moved to Submarine Co.

FOLLOWING the merger of Submarine Signal Co., Boston, with Raytheon Mfg. Co., New York, H. J. W. Fay, president of Submarine Signal, announced last week that Raytheon's marine sales and service division has been transferred to Submarine Signal Co., which becomes the marine division of the parent company.

The marine division of Mackay Radio and Telegraph Co., will also continue as an agent for the distribution and maintenance of Raytheon's mariners pathfinder radar in the U. S.

I. C. Clement, vice president of Submarine Signal, is in direct charge of the company's sales activities and has named James Thompson to manage government contract services; Clark C. Rodiman, sales manager, with James J. Tynan as assistant sales manager; Kenneth V. Curtis as application engineer, and H. W. Hollis as equipment service manager.

the local station, and the only reference to the network in much of it is the appearance in prepared advertisements of a small NBC trademark. The kits will be delivered to stations by Aug. 8.

As a showcase for NBC's fall programs, the network will present two cavalcade-type programs on which most of the NBC stars will appear. The shows will be broadcast Sunday, Oct. 13 from 4 to 6 p. m. (EST) and on Monday, Oct. 14 from 10:30 p. m. to 12 midnight.

In the planning stage is a series of half-hour recorded programs to be mailed to NBC affiliates for local promotion.

As a promotion refresher to station promotion managers who may have rusted during service in the war, the network's Advertising and Promotion and Press Departments will send out copies of a booklet, "Notes to a Promotion Manager," to assist local managers to get the most out of the Parade of Stars campaign.

M. J. B., nationally known disc-jockey, is leaving KRNT to participate in the ownership of a new radio station in another city. His Hoopers have been number one for 7 of his 8 daily quarter hours. Can you fill his shoes? We want to hear from you if you can. Not a \$50,000 per year deal—but far above the average. Contact Phil Hoffman, KRNT, Des Moines, Iowa.

Available immediately, experienced staff announcer. Last position 50 kilowatt NBC affiliate. Married veteran. Please state salary. Jack Allott, 1042 Strand, Hermosa Beach, California.

Announcer—veteran. Excellent professional recommendation. Single, 25, reliable, ambitious. Will go anywhere. Albert Yuni, 762 Georgia Ave., Brooklyn 7, N. Y.

Wanted to Buy

Three-phase transformer with reactor to deliver 8000 volts rectified DC from 4 to 10 Amps. Box 568, BROADCASTING.

Two insulated, guyed or self-supporting vertical radiators 225 ft. or a little higher. Box 569, BROADCASTING.

Married couple—Long experience in radio, wish to buy for cash 250 w station in market over 25,000 or contract to manage station with option to buy stock. Write full details in confidence to Box 623, BROADCASTING.

Local radio station preferably but not necessarily with network affiliation. Replies strictly confidential. Box 626, BROADCASTING.

For Sale

Transmitter—Temco 250 watt in original crate with two sets of tubes. Converted by Kluge Radio Co. \$3,000.00. Box 365, Fort Worth, Texas.

Immediate delivery—FCC approved 250 watt transmitter—Temco 250 GBC converted for broadcast use. \$2,000 f.o.b. Huntington, West Virginia. Complete with 2 set tubes, spare parts and 2 ovens with crystal for 1450 kc. operation. Never used. Call, wire or write Huntington Broadcasting Corporation, P. O. Box 390, Huntington, West Virginia. Telephone 7097.

Recording amplifier—complete with rack, 4 channel mixer, versatile equalizer, meter panel and main amplifier. Excellent condition. \$350 f.o.b. Also one 100 watt R. C. A. horn \$95. Damon Transcription Laboratory, 1221 Baltimore, Kansas City 6, Missouri.

Two new transmitter racks—par metal, type C, with a panel space of 70 x 30 inches in original crates. Radio Station WWSR, St. Albans, Vermont.

For sale—One RCA studio console—type 76-A complete with one set of tubes. Easy to install and maintain. Also, one RCA 70-A turntable with both vertical and lateral pickup. Above equipment ideal for economically minded new C.P. holders. Package price most reasonable. Wire or write Lincoln Dellar, KXOA, Sacramento, Calif.

Miscellaneous

Disc Jockey's comedy material. Box 493, BROADCASTING.

Field Intensity Meter, RCA 308A. Will trade for RF Bridge and RF Oscillator. Box 558, BROADCASTING.