

fm sound. Admiral recently entered hi-fi field. Twelve-page booklet may be obtained from Admiral Advertising Department, 3800 Cortland St., Chicago 47, Ill., for 10 cents.

**KLIF'S NEW MOBILE UNIT**

KLIF Dallas has recently acquired a new Ford "Courier" truck, colored bright red, in which is housed some \$3,500 worth of mobile short-wave equipment. The truck is on a 24-hour call in the Dallas area to cover any news event there. At the scene of the event the roving newsman broadcasts via shortwave to the main studios where report is piped direct to KLIF's transmitter. Gene Edwards, new news director at the station, is the man behind the wheel and the mike.

**WBZ-TV COVERS EXPLOSION**

WBZ-TV Boston claims to have scored an exclusive with the story of an explosion on board the aircraft carrier Leyte in dry-dock at the South Boston Naval Annex. The station reports to have received a tip minutes after the explosion and fire occurred. Its newsman was the first and only newsman aboard while the carrier was still burning, and it was the only station to get films of the event, the station reports. In addition to a number of newscasts on WBZ-TV which carried news of the explosion throughout the evening, the station also fed news to the NBC network.

**'NAME THE STARS' CONTEST**

TO PUBLICIZE its programs and increase listenership, CKOC Hamilton, for one week in October conducted a "Name the Stars" contest with \$500 in prizes. Newspaper advertising was used to picture 24 stars heard on CKOC, with no names, but clues under each picture. More clues were announced during the week on the station's programs, and official entry blanks were distributed to stores throughout the city. Contest made many listeners acquainted with CKOC's programs and also made newspaper advertising by station more effective with a higher readership.

**KCNI USES UNUSUAL FLOAT**

FOR the local celebration commemorating the 75th anniversary of Custer County, KCNI Broken Bow, Neb., employed a rather unique float—a manure spreader on which hung a sign reading "For the Land's Sake—It's Scott and Bud, KCNI." Its occupants, including Bud Crawford, president of the station, tossed out bits of teletype paper along the two-mile route. He reports that most of the spectators were quite impressed with the float.

**WEAU CLOSED CIRCUIT**

WEAU-TV Eau Claire, Wis., which expects to go on the air on vhf ch. 13 by Dec. 1, has completed a series of closed circuit tv demonstrations at several northern Wisconsin fairs as promotion for the advent of tv over the station and reports it will continue the showings in area department stores. The station also is holding dealer meetings throughout the area.

**INTERVIEW POLITICAL REFUGEE**

JAN CWIKLINSKI, former captain of the Polish liner Batory was heard describing conditions in Red Poland on a newscast from WABJ Adrian, Mich. He is now a political refugee in London having fled from the Batory. The feature interview was obtained from the BBC, which short-waved it from London to New York where it was recorded and shipped to Adrian. WGRO Bay City, Mich., a predominant Polish region, also used the interview.

**DEE JAY SUPPORTS LA ROSA**

MILTON Q. FORD, disc jockey at WWDC Washington, has started a nationwide campaign for all disc jockeys "opposite Godfrey" to play singer Julius La Rosa's recordings. Mr. Ford has written to all radio personalities throughout the nation with programs "opposite Godfrey" to feature records by Mr. La Rosa so that he "be rescued from oblivion." Julius La Rosa was recently fired by Arthur Godfrey publicly.



WAGA-TV Atlanta will air Yesterday's Newsreel by terms of pact being signed by (l to r): Seated, James A. Furniss, asst. v.p., Citizens & Southern Nat'l Bank, sponsor, and Ross Wilhelm, acct. exec., Burke Dowling Adams Agency, Atlanta; standing, John W. Collins Jr., sls. mgr., and Lorenzo Jones, acct. exec., both WAGA-TV, and Don Bragdon, Ziv Tv Ga. repr.



BIG BEAR STORES Inc. will sponsor Auction Antics on WLWC (TV) Columbus. Signing (l to r): James Leonard, v.p., WLWC; Jack W. Miller, pres., Harry M. Miller Inc. agency; Wayne E. Brown, pres., and E. M. Hart, adv. mgr., Big Bear Stores.



ARRANGING for colorcast of Pasadena Tournament of Roses Parade next New Year's Day are (l to r): Lewis S. Frost, NBC western div. pub. rel. dir.; Harry Hurry, Tournament of Roses Assn. pres.; Barry Wood, NBC-TV color coordinator. Sponsor is F. W. Woolworth Co.

REGAL Amber Brewing Co., S. F., is sponsoring Your Claim to Fame on ABC-TV Pacific Coast Regional Network as part of ad campaign. Previewing show at KECA-TV Hollywood are (l to r) George Fenneman, show moderator; Angelo Campodonico Jr., Regal pres., and Donn Tatum, ABC western div. tv dir.



REPRESENTATIVES of Omaha stations which participated in a simulcast for the Community Chest [B•T, Oct. 26] were (l to r): seated, Glen Harris, KMTV (TV); Todd Storz, KOWH; Harry Burke, KFAB; standing, Dick Welna, KBON; Garry Schroeder, KOIL; Frank Fogarty, WOW-AM-TV and Harold Soderlund, KFAB.