



FINAL test is given to RCA's first 50 kw vhf transmitter, most powerful tv transmitter produced by the company. It will be part of the RCA exhibit at the convention.

engineering products division
Division executives of the engineering products division:

M. C. Batsel, chief engineer
A. R. Hopkins, broadcast marketing manager
J. P. Taylor, advertising manager

RadiOzark Enterprises Inc.

RADIOZARK, program production and syndication firm, using Suite 742, will feature its two principal open-end music series: *The*



MR. MAHAFFEY

MR. SIMAN

Smiley Burnette Show, and the new *Tennessee Ernie Show*. The firm's representatives will explain the advantages of tailor-made transcribed programs such as: General Mills' daily *Bill Ring Show* and International Milling Co.'s *George Morgan-Robin Hood Flour Show*. RadiOzark also will sample broadcasters' reaction to its new series featuring Red Foley, scheduled for fall release.

Personnel:

E. E. Siman Jr. and John B. Mahaffey, vice presidents
Ferd Dreher, sales representative
William K. Ermeling, manager, Chicago office

Raytheon Mfg. Co.

FEATURED in Raytheon's exhibit in Space 10 of the exposition hall and Room 857 will be a 7000 mc permanent tv relay and portable color unit, and a 26 mc audio relay for cueing and order service.

Personnel:

Harry Geist
C. W. Creaser
L. A. Rooney
D. J. Webster
Wilbur Small

G. A. Hinckley
J. F. Seeney
Edward A. Alpert
W. B. Cozzens
W. B. Taylor
E. J. Stout
D. W. Tait
W. J. Monroe
E. J. Rome
J. L. Lovett

RCA Recorded Program Services—Thesaurus

THESAURUS exhibits will be in Suite 711 and will include several programming and promotion announcements to visitors. To be exhibited are: (1) a new half-hour five-a-week variety show starring "one of the most important names on the American musical scene"; (2) *Quickie Quiz*, five - minute, 10-a-week audience participation show starring Ralph Flanagan; (3) new merchandising plan including counter and window display cards and retail store window streamers; (4) *The Melachrino Musicale*, quarter-hour, three-a-week show starring George Melachrino Orchestra and Strings; (5) "The Penthouse Purse," this year's "real live" convention event, with three big prizes; (6) "The Key Club," annual Thesaurus promotion featuring distribution of keys. Other RCA Recorded Program Services features in the syndicated radio and tv field will include a newly-acquired package of feature length films including U. S. premiere, first run and first on tv," and in radio a new packaging plan of quarter-hour daytime serials, *Aunt Mary*, *Dr. Paul* and *Betty and Bob*.

Personnel:

E. Sacks, H. Letts, J. Davis, A. Sambrook, B. Selvin, B. Rosner, F. O'Donnell, D. Axt, A. Hindle, W. Reilly, W. Gartland, G. Field, W. Cochran, H. Grauel and R. Fender.

Rust Industrial Co.

RUST Industrial Co. will demonstrate its latest remote control systems for am and fm broadcast stations, using a model transmitter. This will show on-off control of tower lighting, filaments, plate, tuning final stage, control of



RUST remote control equipment in production at the Manchester, N. H., plant.

output power, reset of breakers, etc. Rust will also demonstrate working models of Carrier Interruption (and Conelrad) Alarm Units plus new control units for both radio and television stations.

Personnel:

W. F. Rust Jr., president
William Carlisle, broadcast sales manager
T. W. Forget, plant manager

Paul Schafer Custom Eng.

PAUL Schafer will use Room 746 to exhibit his 24-circuit remote control system, which includes 40 control circuits. Also on display for the first time will be the company's new economy model remote control system, available for \$995.

Personnel:

Paul C. Shafer

Screen Gems Inc.

SCREEN GEMS is currently producing *The Ford Theatre* for the Ford Motor Co., *The Big Playback* for the Ethyl Corp. and *Father Knows Best* for P. Lorillard.

Screen Gems now has the following programs available for national and large regional sponsorship: *Johnny Nighthawk*, a half-hour adventure series; *Damon Runyon Theatre*, half-hour anthology; *Classified*, half-hour human interest drama; *The Road Ahead*, half-hour drama; *Sister Veronica*, half-hour drama; *Navy Diary*, half-hour action series.

Screen Gems currently has the following programs available for local and regional sponsorship: *Your All-Star Theatre*, currently *The Ford Theatre* on NBC network; this is a half-hour drama series available in all unsold markets on either a first-run or re-run basis. *The Big Playback*, a quarter-hour sports show, starring Bill Stern and Jimmy Powers; available in all markets on either a first-run or re-run basis. *Professor Yes 'N' No*, a fifteen-minute quiz show, starring Bill Cullen; available in all markets. *Tv Disc Jockey Films*, a library of 60 silent films for video with top pop and standard records; available in all unsold markets. *Hollywood Newsreel*, a quarter-hour program mirroring life in Hollywood, featuring biggest names in movies and tv. *Music to Remember*, a series of the most popular of the great symphonies played by the Rome Symphony Orchestra and noted conductors and soloists.

Personnel:

John H. Mitchell, vice president, sales
Robert Brahm, eastern sales manager
William T. Croley, central sales manager
Richard Dinsmore, western sales manager
Henry Gillespie, southeastern sales manager
John McCormick, midwestern sales manager
John D. Wilson, southwestern sales manager

SESAC Inc.

SESAC Inc., New York, will have its exhibit in Rooms 731-32. The exhibit will have complete playback equipment for the SESAC transcribed music, which will include two featured new attractions, Lou Stein and his Jazz Sextet and Tony Mottola's Dance Rhythms. SESAC will place emphasis on "The Highest Quality for the Lowest Priced Complete Program Service."

The SESAC memo books will be given to delegates.

Personnel:

R. C. Heinecke
Alice J. Heinecke
Evarard S. Prager, asst. to the president
Robert Stone, director, program service
Jim Meyers, director, station relations
Louis E. Tappe, director, publicity & promotion
David R. Milsten, western counsel
Harold Fitzgerald, field representative