

### 'Birds of a Feather'

IN A contest sponsored by WOL Washington, listeners will be asked to guess what disc jockey Milton Q. Ford's parrot Richard is saying. Mr. Ford has been trying to teach the bird to say a certain phrase. Part of what he says is reported clearly intelligible; but the rest isn't. Richard's remarks have been recorded and listeners are invited to send in their guesses as to what the phrase is. The person sending in the closest guess first will win a 1957 MG sports car. The parrot's actual words will be placed in a sealed envelope and deposited in a bank vault.

### NBC Plans 'Bill Goodwin Show'

NBC RADIO has signed Bill Goodwin, freelance radio-tv announcer-m.c., to star in a new 55-minute daytime series, *The Bill Goodwin Show*, starting Jan. 14. The program, which will precede a two-hour block of dramas, two of them still being worked out, will be heard Mon.-Fri., 1:05-2 p.m. EST.

### WTOP's 'Foreign Viewpoint'

SHORTWAVE news broadcasts from the various world capitals are featured in WTOP Washington's new weekly program, *Foreign Viewpoint*, which started Dec. 30. The broadcasts come from Radio Moscow and Russian satellite countries, Italy, West Germany, Sweden, the Netherlands and England.

### CBS-TV Has 'The Last Word'

A NEW program on words in the English language, *The Last Word*, was scheduled to begin on CBS-TV yesterday (Sunday, 2:30-3 p.m. EST). Host Dr. Bergen Evans appears with guests on the show and he answers questions sent in by viewers. According to the network, aim of the program is to increase viewers' word power, vocabulary and usage.

### International 'Disneyland'

WALT DISNEY's *Disneyland* program, dubbed in Spanish, is being telecast in Mexico, Venezuela, Guatemala and San Salvador. The program also has been dubbed in French, Italian and German. The *Mickey Mouse Club* now is being prepared in all four languages and will be released soon on a weekly basis.

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### HALF-HOUR WAY TO SUCCESS

SUCCESS of the half-hour news show is being told by KOMO-TV Seattle, which last month received a Sylvania Television Award for its daily 6:30-7 p.m. *Deadline* program. The KOMO-TV news show was ranked best by Sylvania in the outstanding local news and special events category [B•T, Dec. 10, 1956]. Herb Robinson, editor of *Deadline*, received the award from Washington Gov. Albert D. Rosselini at a Seattle Chamber of Commerce banquet attended by 35 state legislators early this month.

The half-hour news format, KOMO-TV points out, allows the station to provide more complete news and film coverage, particularly when stories break near air time. Equipped with two RCA color cameras, KOMO-TV telecasts *Deadline* in both black-and-white and color. All live portions of the show and certain film portions are colorcast, the latter depending on pictorial value.

The first 15 minutes of *Deadline* cover all important stories, local, national and worldwide, followed by a short weather story. The last 15 minutes cover stories in depth, unusual features, sports and a weather report.

### The Lure's for Shorthairs

IF "good" music frightens many people away, why not entice by kidding them into it? Apparently this—or something like it—is what's behind *Classical Music For People Who Hate Classical Music*, a new weekly show that goes on NBC Radio Jan. 14 (9:30-10 p.m. EST). Host will be George R. Marek, vice president of Record Albums Dept. of RCA Victor Record Div. In addition to playing classical selections, Mr. Marek will peel off humor, anecdotes and informal information about the music and composers in an effort to "break down the intellectual fence "around classical music."

### WNAC Looks Back 34 Years

THE 34th anniversary of the first network radio broadcast was noted last Friday by WNAC Boston which on Jan. 4, 1923, broadcast jointly with WEAJ (now WRCA) New York, NBC's Flagship, a musical program 7:55-8 p.m. The stations were connected by special long distance telephone wires. The program format was a saxophone solo by Nathan Glanz of "Lovelight in Your Eyes" and operatic arias and instrumental music. WNAC recalled that members of the Massachusetts Banking Assn. listened to the program as a highlight of an annual banquet held at Boston's Copley Plaza Hotel, and that "though the reception was not perfect, it satisfied listeners that there were distinct possibilities in the new idea." WNAC observed that six years later (Oct. 12, 1928), the Yankee Network—New England's first regional network—was established when WNAC and WEAN became linked via permanent telephone lines.



### AMCI TYPE 1046 Channels 7 through 13

Shown above is the five-bay array recently installed for Station WJLA, Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-1/8" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

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