

## OHIO STATE PLANS TECHNICAL SESSION

PRELIMINARY plans for a broadcast engineering conference at Ohio State University next February were announced Oct. 5 by the Department of Electrical Engineering of the University. The conference would be held on the campus in Columbus.

Arrangements are being handled by Dr. W. L. Everitt of the Department of Electrical Engineering. Among the subjects on the agenda to be covered by outstanding engineers are "Broadcast Antenna Design," "High Powered Amplifiers," "Modulation and Distortion Measurements," "Studio Acoustics," and "Ultra-high Frequency Propagation."

The objective, according to Dr. Everitt, is to arrange a program that will be of interest to every broadcast station engineer who can attend. In some of the subjects preparatory lectures will be given by members of the University staff before the outside lecturers appear on the program.

Further information in connection with the conference can be procured from Dr. Everitt.

### Canadian Apple Plans

FOLLOWING the example of various associations of apple growers in the western states of the United States, apple growers of British Columbia have perfected plans for an advertising campaign in the Prairie Provinces and especially in Manitoba, spending \$10,000 on radio, newspaper and billboard advertising. The campaign will last for three months and the cost is being shared by the British Columbia Tree Fruits Board, the Okanagan shippers and the jobbers. An additional \$2,500 has been appropriated by two retail grocery chains in western Canada. A dietitian will be engaged for the broadcasts.

### J. A. Folger Resumes

J. A. FOLGER & Co., San Francisco (coffee), after a summer lay-off, on Nov. 1 will launch a 26-week campaign, using the quarter-hour transcription serial *Judy & Jane*, on four West Coast stations, KNX, KSFO, KOIN and KMJ. Series to be heard Mondays through Friday, has been used by the organization in the midwest for several years, and an extensive promotional and merchandising tie-in is planned for the West Coast. It is expected that other western stations will be added to the list. Agency is Raymond R. Morgan Co., Hollywood.

### Silver Net to Canada

INTERNATIONAL SILVER Co., Meriden, Conn., has added a Canadian Broadcasting Corp. hookup of 31 stations to the previously scheduled 46 CBS stations which now carry its *Silver Theatre* Sunday afternoon broadcasts in the interest of 1847 Rogers Bros. table silverware. The program, which originates in Hollywood, is fed to the Canadian network from one of the two CBS Canadian outlets. The Canadian business was handled by A. J. Drenne & Co. Ltd., Toronto, while the U. S. account was placed through Young & Rubicam Inc., New York.



OUTDOORS—The television camera of BBC picks up an explosion shot out of a bunker with Miss Poppy Wingate wielding the niblick.

## Seeing Television Behind Scenes

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before camera 3 . . . the senior studio engineer moves a lamp a few degrees. Then another whistle, and the red indicator registers "Sound on, Vision on." A green cue light flashes and the orchestra strikes up with "Revolving Door," the opening chorus.

Meanwhile, the producer has his hands full. Following "continuity" he has faded from the caption card to the telecine circuit for a film loop showing the bustle and excitement outside a large hotel, and is now bringing down the gain control on orchestra for the announc-

er's opening sentences. Back to full volume on orchestra, he fades out the film loop and brings in Camera 1 on the Cosmopolitan Choristers gyrating around the revolving door.

The show is on.

From the Outside

Outside broadcasts are controlled in just the same way, the only difference being that the producer is denied a direct view of what is happening, and must rely on what he sees in the monitor and on messages received by field telephone from his "studio" manager. He is, of course, in constant touch with camera and microphone squads by means of headphones. Starting cues are usually given by the camera man on instructions from the control desk.

"And that, ladies and gentlemen, concludes our television transmission for today," says the announcer at the end of the day's program. Staff and artists go home. *Hotel Cosmopolitan* and all the effort it involved will soon be forgotten, for tomorrow a fresh band of artists will arrive to give the public "something new."

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