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TELEMOBILE UNITS SUCCESSFUL

But NBC Sends Mobile Trucks Back to Camden

—For Some Rather Drastic Changes—

PRELIMINARY tests of NBC's telemobile units around New York City have been "very encouraging," according to O. B. Hanson, NBC vice-president and chief engineer, in reviewing the first efforts to transmit scenes from Rockefeller Plaza into Radio City over a newly-installed coaxial cable.

"The pictures were satisfactory," said Mr. Hanson, "and particularly so when you consider that this is the first mobile television station ever built in this country. Detail, contrast and overall brightness of images transmitted over the cable we have installed between the sunken plaza of Rockefeller Center and our equipment room show pretty well that we are on the right track."

He emphasized, however, that much work remained before the two motorized television units can be pressed into program service. The transmitter van has been returned to Camden for rather drastic modifications and the pick-up, or video, unit is undergoing changes in the synchronizing apparatus.

Built primarily for test purposes, the new coaxial cable will link the Plaza with the NBC television system inside Radio City. The Plaza, with its outdoor cafe, trees and picturesque fountain, will be, in effect, television's first outdoor studio, said Mr. Hanson. It is possible to extend the cables carried inside the video unit as far

as Fifth Ave. When and where the television group wanders out of reach of the cable, the transmitter van will have to be used.

Meanwhile, the NBC engineers are using the time station W2XBS is off the air to improve their studio and Empire State transmitter equipment. Synchronizing generators are being changed over to the standards recently recommended by the television standards committee of the RMA. Many other circuits are undergoing a process of simplification. At the transmitter the principal changes are concerned with the exciter stages, improvements which the NBC technicians believe will result in a considerable increase in picture detail.

Union Buys on WJR

HOMER MARTIN, president of the United Automobile Workers Union, in an effort to reach a large audience of UAW members in Michigan automotive centers, recently began a 13-week series of Tuesday afternoon broadcasts over WJR, Detroit. Covering matters of union policy in his first broadcast, President Martin followed with discussions on WPA organizational work, the Wagner Labor Act, and related subjects. During the winter UAW has broadcast nightly over WJBK, Detroit.

Union Using Radio

SAN FRANCISCO District Industrial Union Council, which is composed of all the CIO unions in the Bay area, recently contracted for 201 broadcasts on KYA, San Francisco. The program titled *Labor on the Air*, is broadcast five nights a week and consists of news of interest to everyone engrossed in the American labor situation. The account was placed through Allied Adv. Agencies, San Francisco.

Levy Sells CBS Shares

ISAAC D. LEVY, a director of CBS, on May 9 sold 1,000 shares of CBS Class A stock, reducing his holdings to 63,200 shares, according to the monthly report of the Securities & Exchange Commission. He also holds 23,465 shares of Class B stock, the SEC report shows.

HOLLIWAY CHARGES FOR FILM PREVIEW

KFI-KECA, Los Angeles, NBC Red and Blue outlets, have banned local release of all motion picture previews on a sustaining basis. The policy which puts such events on a strictly commercial basis, was announced by Harrison Holliday, general manager of the stations, on July 7. As a result station time was paid for on July 8 when the world premiere of M-G-M's Marie Antoinette, from Carthy Circle, Los Angeles, was released nationwide over NBC for one hour.

Besides the commercial aspect, Holliday cited several other reasons for the new policy, among those being the recent run-in with Paramount Pictures. He pointed out that a can of celluloid is the same as a can of beans when it concerns an hour's broadcasting time of a picture premiere on KFI or KECA.

"Film studios are no different from other business concerns and should publicize their products through the regular contracting of time," Mr. Holliday said. "Such broadcasts are propaganda build-ups for merchandise that the picture studios have to sell. It is unfair to charge one advertiser for time and not another."

The difficulty with Paramount Pictures occurred several weeks ago when KECA failed to release locally the Tropic Holiday extravaganza which went transcontinentally over the NBC-Blue network. Station gave full cooperation through Glan Heisch, program director, Holliday pointed out. A last minute clerical error caused a mixup which prevented the scheduled release.

"Then came threats through newspaper publicity of Paramount seeking possible recourse through the courts, making us look ridiculous," Mr. Holliday said. "We are not compelled to take NBC sustainers."

Starch Series in Canada

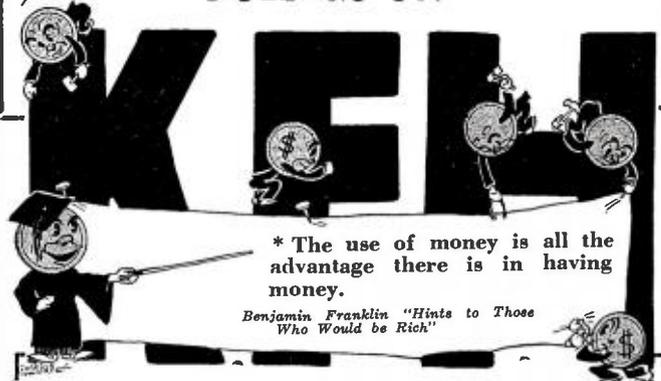
ST. LAWRENCE Starch Co., Port Credit, Ont., starts a 15-minute sports broadcast for the Atlantic Coast provinces Nov. 5 to run to April 8, 1939, according to the Canadian Broadcasting Corp. Toronto office. The program will originate at CFCF, Montreal, and be carried by CFCB, Sydney, CHNS, Halifax, CFCY, Charlottetown, CKCW, Moncton, CHSJ, St. John, CFNB, Fredericton, and CJLS, Yarmouth. The account was placed by McConnell, Baxter and Eastman, Montreal.

New Albers Product

RADIO figures as one of the major factors in introducing a new cereal product, Albers Corn Flakes, to consumers in California. Albers Bros. Milling Co., Seattle, is conducting an intensive sales drive and introductory advertising campaign. *Good Morning Tonight*, the Albers' coastwide weekly MBC program, is calling the listening public's attention to the new corn flakes. The agency is Erwin, Wasey and Company, Seattle.

DON LEE Broadcasting System, Los Angeles, has started a network announcement plan whereby sponsors can use participation in the early morning news broadcasts.

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