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 further drastic modifications and the pickup, or video, unit is undergoing changes in the synchronization apparatus. Built primarily for test purposes, the new coaxial cable will link the two 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. and where the television group wanders out of reach of the cable, the transmitter van have to be used.

Meanwhile, the NBC engineers are using the time station WJBS is off the air to prove 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 the nation's automobile workers, has established a radio station, WJR, Detroit. Covering matters of union policy in his first broadcast, President Martin followed up discussions on WPZ organizational work, the Wagner Labor Act, and related subjects. During the winter WJR has broadcast nightly over WJBK, Detroit.

**Union Using Radio**

SAN FRANCISCO District Industrial Union Council, which is comprised 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 engaged in the American labor situation. The account was placed through Allied A&V Agencies, San Francisco.

**Levy Sells CBS Shares**

ISAAC D. LEVY, a director of CBS, on May 9 sold 1,000 shares of CBS stock, which balanced 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.

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**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. Known locally as "Morning Tomite," the Albers' coastwide weekly MBC program, is calling the listening public's attention to the new corn flakes. The agency was 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.