

TV Finds Haven

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nomic influence on the town. Yale, unlike the city's newspapers, takes a friendly view of television.

A special seminar in video production has been included for several years as an extra course in Yale's famed dramatic school. This year about 25 selected students will enroll in the course, which is directed by Edward C. Cole, associate professor.

Mr. Cole hopes that when WNHC-TV begins its own studio operations, the Yale school may do actual television shows. The televising of other Yale attractions, like athletics and musical performances, which WNHC, the AM station, already carries, also await the completion of the television station's local facilities.

Mr. Cole reports that a notable increase in television interest has occurred recently among his students. Television sets have been installed in several fraternity houses and clubs on the campus, and, of course, they abound in pubs which Yalermen have been known to visit. Mory's, the most famous of all Yale saloons, still depends upon beer-drenched quartets for its entertainment, but television has it surrounded and is moving in.

The men who are directing New Haven's first television station are the officers of the Elm City Broadcasting Corp.: Patrick J. Goode, president; Garo W. Ray, vice president; Aldo De Dominicis, secretary-treasurer; James T. Milne, stations manager, and Vincent De Laurentis, chief engineer.

Look to Future

All have ambitious plans for television's future, but the plans, they are quick to point out, depend upon the completion of facilities.

By year's end, the station hopes to receive an RCA radio relay link, which will connect the downtown studios at 1110 Chapel St. with the transmitter at Mt. Carmel, and an RCA remote unit to permit out-of-studio pickups. When this equipment is installed, the station will be in position to undertake programming of its own.

By the time the remote and relay equipment is in place and the station is in business with not only tailor-made programs from the DuMont network but also shows of its own, a total of \$225,000 will have been spent, according to Mr. De Dominicis.

The company is figuring a 10% annual depreciation on facilities. Based on that figure and on current running expenses, the station is now operating in the black. Mr. De Dominicis thinks, however, it may—as video stations almost everywhere else have found—slip into deficit operations when it takes on local programming and the attendant additional expense.

Mr. De Dominicis, a veteran

of many years of radio in New Haven, believes that local advertisers can provide WNHC-TV with the biggest part of its income.

New Haven is a busy town; jam-packed with small industries. Local advertisers have provided a healthy chunk of business for the AM station of the company, and Mr. De Dominicis believes that even more of them will be attracted to TV.

As is always the problem in cities where television is in early stages, the scarcity of sets and hence limitations of audience are a current sales headache. WNHC estimates that there are 2500 sets in New Haven proper and perhaps 6000 in the station's coverage

area. Sets are selling as fast as the dealers get them.

Although the population of New Haven is only 175,000, WNHC-TV asserts that more than 2,500,000 people live within its total area.

Educators To Meet

TWENTY-THIRD annual meeting of the National Assn. of Educational Broadcasters will be held Oct. 10-12 at the U. of Illinois, operator of WILL and WIUC (FM) and home of the new Institute for Communications Research. The discussions at Urbana will center on Washington representation, neglect of public service programs and TV.

New Business

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LEWIS FOOD Co., Los Angeles (Dr. Ross Dog & Cat Food), Sept. 8, extended sponsorship of KNX Hollywood *Free For All* to 13 other CBS stations in California, Oregon, Washington and Arizona for 52 weeks. Program heard Wednesdays 7-7:30 p.m. (PDST). Agency: Lennen and Mitchell Inc., Los Angeles.

RCA VICTOR and its Twin Cities dealers, and Ford Motor Co. and its dealers will co-sponsor telecasts of U. of Minnesota home games starting Oct. 2 on KSTP-TV Minneapolis. Sponsors will share honors equally on each telecast.

GLOBE PIPE & TOBACCO Co., Oakland, Calif., and Lo-Fare Cab Co., northern California chain, appoint Ad Fried Agency, same city, to handle their advertising. Radio will be used on both accounts.

E. E. FISHER & ASSOC., San Francisco, appointed to handle advertising for Gunther's Beer, Baltimore.

NEW ENGLAND CONFECTIONERY Co. started, Sept. 19, a spot radio campaign in 13 key cities to promote their "Bolster" bar. Campaign will run through June 1948. Agency: C. J. LaRoche, New York and Chicago.

Network Accounts • • •

WESTERN AUTO SUPPLY Co., Kansas City, Mo., renews *Circle Arrow Show* on NBC for 52 weeks from Oct. 3, through Bruce B. Brewer and Co., Kansas City. Cincinnati-originated program is aired on 57-station regional network, and stars Ann Ryan and Rome Johnson, vocalists, Swanee River Boys and Buccaneers.

PROCTER & GAMBLE'S *Joyce Jordan, M.D.*, heard daily 10:45-11 a.m. on ABC, will be replaced on Oct. 11 by new P&G daytime serial which has not yet been titled. New program will be produced by Show Productions, Dancer-Fitzgerald-Sample, Chicago, radio producing subsidiary.

STANDARD OIL Co. of Calif., San Francisco (petroleum products), has renewed sponsorship of *Let George Do It* on full Don Lee network plus nine intermountain stations, three Arizona affiliates, KCKY Coolidge; KWOL Phoenix; KCNA Tucson, and the Aloha Island Group (four stations), Mon. 8-8:30 p.m. (PDST). Contract is for 52 weeks. Agency: BBDO, Hollywood.

LIGGETT & MYERS TOBACCO Co. expands its current spot announcement campaign for Chesterfield Cigarettes to include Paramount TV stations WBKB Chicago and KTLA Los Angeles. Contract is for 26 weeks. Newell-Emmett Co., New York is agency.

LEVER BROS. Ltd., Toronto (Pepsodent), plan to start about Sept. 22 *My Friend Irma* till end of 1948, on Canadian network. Net and time of delayed program have not yet been decided. Agency: Ruthrauff & Ryan, Toronto.

HARTZ MOUNTAIN PRODUCTS Co., New York (bird food), has ordered 15-minute transcribed *Canary Pet Show* for 39 and 52 weeks effective Sept. 26 on 59 coast-to-coast stations, including Don Lee Network. Only 13-week contract was signed for WMAQ Chicago. Agency: George H. Hartman Co., Chicago.



DIRECTORS of the AP Rocky Mountain Broadcasters Assn. are (l to r) Mr. Kahle, Mr. Hardy and Mr. Robischon.

Stations Form AP Group In Rocky Mountain Area

AP member stations in five West-ern states formed The AP Rocky Mountain Broadcasters Assn. during the NAB District 14 meeting at Yellowstone Park. The group is designed to bring about more effective radio participation in the cooperative's news service.

Three directors will study news reports filed on three circuits which serve Colorado, Wyoming, Utah, Idaho and Montana. Douglas Kahle KCOL Fort Collins, is director of the Colorado-Wyoming area; Ralph Hardy, KSL Salt Lake City, directs the Utah-Idaho circuit, and Franz Robischon, KBMY Billings, is director for Montana.

The directors elected Mr. Hardy as overall chairman of the association. Each director will be assisted by two or three member representatives in his area. Next meeting will be held when NAB District 14 meets again.

Wrong Approach!

A DISCOURAGING note has been sounded for any would-be Don Juan radio attorney who might have been contemplating a show of charm or attentiveness to influence decisions of the FCC's Lady Commissioner. An article in the Sept. 5 edition of *The American Weekly* throws cold water on such enterprising thoughts with the assertion that Miss Frieda B. Hennock has never during her 22-year career "mixed business and social life—never has she found a man who interested her as much as her work." "The wives of clients who don't understand career women have cost me a fortune," the author quotes Miss Hennock as saying. According to the author, "she's been so busy, in fact, that she's never found time for romance."

ZETKA TELEVISION TUBES Inc., Clifton, N. J., is expanding its facilities for producing 12-inch and 15-inch receiver viewing tubes and is offering its common stock to public at \$1 dollar a share to finance expansion. Willis E. Burnside & Co., New York, is underwriter. Zetka expects soon to achieve production schedule of 2,000 tubes a month.