

some of the same principles are involved. The audio Phantom Spots are in fact consciously perceived by the listener. He knows someone is sending him a signal. The listener is able to accept or reject our message on the same basis as he can consider any audio stimulus."

WCCO will report on its PS project "within a few weeks," Mr. Haeg promises. Meanwhile, it won't be made available to advertisers, he says, "for some time to come."

FCC ANXIOUS FOR DATA ON SILENT TECHNIQUES

The FCC last week told Sen. Charles Potter, (R-Mich.), who had asked some pointed questions, what was what on SP: That there was not too much information on the subject; that the FCC was gathering as much data as was available, but that in any event it felt it had sufficient authority to control this new technique. The Commission pointed out, however, that it has no power to censor individual programs.

The Commission, it is understood, is looking forward with some eagerness to a Washington demonstration of the SP techniques. This, it is believed, is premature, since Subliminal Projection Inc. President James Vicary stated that an FCC spokesman had called regarding a demonstration and had been offered one in New York. FCC sources said that WTOP-TV Washington had offered its facilities for such a test in Washington.

So much interest has been engendered in SP that the FCC has decided to draw up a "public notice" on the subject and what it knows about its use and potential use and the Commission's authority. This will be used to answer a growing demand for information on the silent sell.

Pop Music Disc Jockey Meet Set by Storz for March 7-9

"Will Top 40 programming last?"

Todd Storz, president of the Storz Stations, who has been wondering about top tunes and other musical programming problems, announced last week he would convene the "First Annual Pop Music Disc Jockey Convention and Seminar" March 7-9 at the Muehlebach Hotel, Kansas City.

Progress made by country and western disc jockeys with their annual Nashville convention prompted Mr. Storz to announce his disc jockey roundup. He sounded out djs and program directors as well as record companies and found agreement that the idea should have been tried long ago. Of 30 disc jockeys, 26 said they would attend and three others said they would try to be there. Only one dissented.

Among questions slated for discussion: importance of commercial treatment to sales impact; how a disc jockey can best promote his station and himself; are top 40 tunes beamed only at teen-agers?, how can djs best guide future trends to better quality music?

Mr. Storz is lining up top program people for the meeting, he said. The opening night (Friday) will be set aside for registration and a reception. Business sessions will be

held Saturday, winding up with a banquet and show featuring recording stars. Sunday's program will end by mid-afternoon so delegates can be home for Monday programs. Advance registration can be made with Bill Stewart, c/o Storz Stations, 820 Kilpatrick Bldg., Omaha 2, Neb.

Storer Earnings Drop Seen in WVUE-TV Move

A drop in Storer Broadcasting Co. earnings was anticipated when the company decided to go into independent operation with a fourth tv station—WVUE-TV Wilmington-Philadelphia, the largest available market—according to a letter sent to a stockholder by President George B. Storer.

Storer earnings for the nine months ended Sept. 30 (after taxes) totaled \$5,249,942, or \$2.12 per share, including non-recurring net capital gains of \$1,962,716 (after taxes) or 79 cents per share. The 1956 nine-month earnings amounted to \$1.58 per share.

Third quarter earnings amounted to

\$820,008 or 33 cents a share, a drop from the \$1,066,019 or 43 cents in the same 1956 quarter.

Gross radio revenues were substantially higher for the nine months of 1957 but tv revenues were down, "reflecting the sale of two unprofitable uhf stations and the expected dislocation and expense of replacing WBRC-TV (Birmingham, Ala.), with WVUE-TV. As WVUE-TV achieves its expected potential, this situation should materially improve," according to the Storer nine-month earnings report.

Writing to James H. Sheppard, of Grand Rapids, Mich., who claimed to represent clients owning several thousand shares of Storer stock, Mr. Storer said the Philadelphia tv station was acquired at a favorable price because it was losing money.

Heavy investment in new facilities and programming is expected to pay off, he said, but operating profit may be off as much as 16%, which is offset by the capital gain in sale of WBRC-TV Birmingham. "I am hope-

WGY-WRGB (TV) OPENS NEW CENTER

A new radio-tv broadcast plant for WGY-WRGB (TV), General Electric Co. stations, was formally opened Thursday in suburban Schenectady, N. Y., 35 years after the first broadcast signal was put on the air.

The new radio-tv center, built at a cost of \$2.5 million, is two stories high and includes 54,000 sq. ft. of floor area. Designed by GE and Austin Co., engineers, the building is located on a 10-acre plot in Schenectady. An electrical sub-station behind the building has a capacity of 2,000 kw.

Lighting of the largest tv studio, 45x90 feet, is rated at 280 kw. Designed for color, the studio has nearly a third of the center's air-conditioning capacity of 300 tons. The second studio is 45x70 feet. A third one-man studio has glass walls for out-of-studio cameras.

Three radio studios are grouped around master controls, flanked by a recording room. The tv master control features latest GE equipment, with the signal microwaved to the main transmitter in the Helderberg Mountains. The master clock is automatically synchronized via radio from the National Bureau of Stand-

ards in Washington, and is accurate within a quarter-second. The control room uses over 4,000 electronic tubes, according to W. J. Purcell, WGY-WRGB manager of engineering, who took an active role in planning the new center.

WGY went on the air Feb. 20, 1922. It served as proving ground for the 20-kw water-cooled tube with air-tight glass and copper seal, forerunner of the present 50 kw transmitters. Other experiments included the Alexanderson multiply-tuned antenna for trans-oceanic radio, the condenser microphone and the magnetic recording pickup.

GE started practical tv experiments in 1928 with a telecast of Al Smith's acceptance of the Democratic Presidential nomination in nearby Albany. Four tv sets picked up the signal, which used mechanical scanning. Regular programming began Nov. 6, 1939. Original GE tv research started in 1926 under Dr. E. F. W. Alexanderson. Theatre tv was performed in 1930 at Proctor's Theatre, Schenectady, with use of a giant screen. A geometric pattern was telecast overseas in 1931, and was received in Germany and later in Australia.

