

Today's Radio Program:

Note: (\*) Indicates program is heard on WJZ and WEL.

Table of radio programs for today, including stations like WJZ, WEL, WNBC, and various time slots from 3:00 to 11:00.

TOMORROW'S PROGRAM:

Table of radio programs for tomorrow, including stations like WJZ, WEL, WNBC, and various time slots from 6 A.M. to 11:00.

The Listening Post

Vacation Brings Video to Writer

By Rocky Clark. You'll pardon us, we hope, if we don't pass along much radio news to you in this first column since our vacation. After 15 days of being out of touch with our sources of information, it will take us a few hours of phoning, running around and opening the stack of mail on our desk to bring us up to date.

The most important news for today, we've been told, is the opening of WJZ-TV, city station of ABC's television network in New York. It goes on the air via Channel 7 tonight at 7 o'clock with a gala five-hour program highlighted by a real old-time vaudeville show from the famed Palace theater.

It will be the first television premiere that Yours Truly has had the privilege of attending in the comfort of his living room. A good part of our vacation, you see, was devoted to bringing our equipment up to date. Yes, at long last, after writing about television all these years, this radio editor has bought himself a video receiver.

Our experiences in getting television may be of interest to others who, like ourselves, have been putting it off year after year on the assumption that improvements would be made, prices would come down, etc.

Our determination to latch on to television grew strong after numerous friends obtained receivers and began boasting to us about the wonderful entertainment they were enjoying in their homes every night. We began talking to Friend Wife about it in their home.

"We can't afford such a luxury," she proclaimed. "And even if we could, there's no room in the living room for it. I'm not going to get rid of my furniture."

"Selling" Friend Wife. It seemed pretty hopeless at first. Friend wife was well satisfied with the pre-war Stromberg-Carlson radio-phonograph we were using. It brought in all the entertainment she wanted—Bob Hope, Red Skelton, "Stop the Music," "Gangbusters" and so on.

So a new strategy became necessary, and it presented itself most appropriately one called up explicitly, announcing that she and Bill had installed an RCA receiver in their home and were enjoying wonderful reception. Wouldn't we come over Tuesday night and see WNB? We would.

Friend Wife had the time of her life that night. Reception was fine. The show was great. And it became evident that we were missing something in life. Friend wife's attitude began to change. "If we could get a television set that contained a regular radio and record-player, we could dispose of our Stromberg and keep the rest of our furniture," she suddenly suggested.

That was all Yours Truly needed. He picked up the phone and ordered a combination receiver and record-player. But the story doesn't end there.

Installation Problem. The receiver was delivered. Engineers came up from Norwalk to install it. They hoisted a temporary antenna on the roof, then proceeded to tune in the set. Nothing happened—except a weak test pattern from WNB.

They shook their heads, took down the antenna and drove off. We'd hear from them, they said. A couple of days later another crew of engineers arrived. Up went another temporary antenna—a stronger one, this time. Out came a portable test receiver. One engineer began tuning it and writing down numbers on a chart while another, on the roof, twisted the antenna this way and that.

Their remarks about reception in our location were pretty discouraging, so we took them across the street to the home of a neighbor who enjoys good video reception. The neighbor switched on her receiver and showed the engineers how well her machine worked. They returned to our house, took down their equipment and drove off.

Next day we were notified by the company that our location was not suitable for television and that they could not install our set. We asked how come our neighbor across the street got good reception.

"Television is tricky," replied the boss service man. "Sometimes a distance of only five feet makes all the difference in the world."

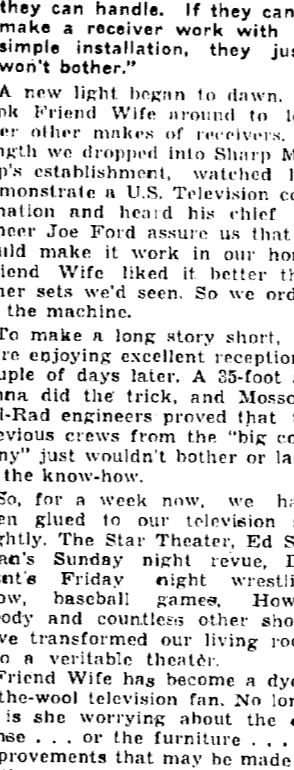
LITTLE ORPHAN ANNIE



BLONDIE



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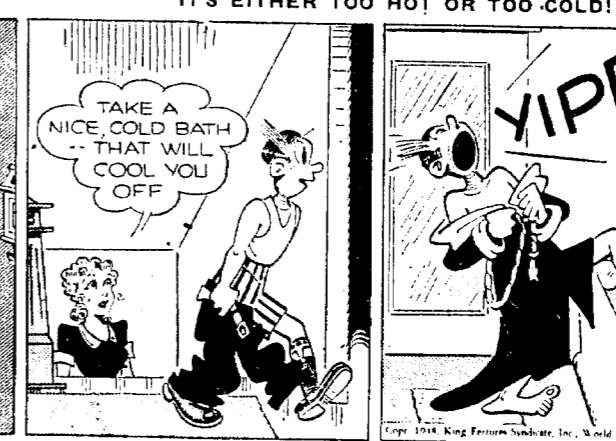
"Television is tricky," replied the boss service man. "Sometimes a distance of only five feet makes all the difference in the world."

The trouble with those big companies," we were told, "is that they have more work than

RETURNED—INSUFFICIENT POSTAGE



IT'S EITHER TOO HOT OR TOO COLD!



By HAROLD GRAY



By CHIC YOUNG

they can handle. If they can't make a receiver work with a simple installation, they just won't bother."

A new light began to dawn. We took Friend Wife around to look over other makes of receivers. At length we dropped into Sharp Mossop's establishment, watched him demonstrate a U.S. Television combination and heard his chief engineer Joe Ford assure us that he could make it work in our home. Friend Wife liked it better than other sets we've seen. So we ordered the machine.

To make a long story short, we were enjoying excellent reception a couple of days later. A 35-foot antenna did the trick, and Mossop's Tel-Rad engineers proved that the previous crews from the "big company" just wouldn't bother or lacked the know-how.

So, for a week now, we have been glued to our television set nightly. The Star Theater, Ed Sullivan's Sunday night revue, DuPont's Friday night wrestling match, baseball games, Howdy Doody and countless other shows have transformed our living room into a veritable theater.

Friend Wife has become a dyed-in-the-wool television fan. No longer is she worrying about the expense . . . or the furniture . . . or improvements that may be made in forthcoming receivers. We are well satisfied with the one we have.

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WARREN INSTITUTE SCHOOL OF BUSINESS DAY AND EVENING CLASSES IN COST ACCOUNTING Register Now For Fall Term!

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