

WLWC STARTS *Columbus Video Outlet* *Opened by Crosley*

WLWC (TV) Columbus was slated to begin commercial operation yesterday (April 3) on Channel 3 (60-66 mc). Opening of the station was to have marked the completion of Crosley Broadcasting Corp.'s regional video network, WLWC, WLWT Cincinnati and WLWD Dayton. Stations are linked by a microwave relay setup which permits interchange of programs [BROADCASTING, March 14].

WLWC began transmitting its test pattern March 21. Regular telecasts were delayed until completion of relay towers at Mechanicsburg, Ohio, to enable relaying of WLWT programs into Columbus for transmission on WLWC.

The Columbus video outlet plans to carry 25 to 30 hours of programming weekly, greater part of which will be originations from WLWT, according to James Leonard, WLWC station manager.

WLWC's studio building is still under construction. The WLWC mobile unit will be used in telecasting special and sports events in Columbus until studios are completed, Mr. Leonard said.

WLWC plans intensive local programming and use of Columbus area talent when the station's full telecasting facilities are completed.

WLWT MINSTREL *Endmen Give Commercials*

WLWT (TV) Cincinnati reports that a new technique in identifying the sponsor and presenting commercials on its minstrel show (Sundays, 8:30-9 p.m.) is proving successful. The program, placed by Strauchen & McKim, Cincinnati agency, is sponsored by Dodge Dealers of Greater Cincinnati.

Members of the cast use giant tambourines for sponsor identifications and commercials. "Dodge" is spelled out with five tambourines at the opening and closing of the show. The ten dealers' names, also on the tambourines, are passed before the camera in grand march style. Middle commercials, handled by the endmen, are given light treatment in keeping with the program.

The minstrel show is WLWT's largest production. Ensemble includes a 13-piece orchestra; Joe Dunlevy and Harry Hall, endmen; Bill Thall, interlocutor; Swanee River Boys quartet; Bob Shreve, tenor, and Ann Ryan, singing star.

* * *



Interlocutor and endmen demonstrate type of commercial used on show.

VIEWS ON AM, TV *Given Chicago TV Council*

CONTRASTING views on AM and TV were outlined at the Chicago Television Council's regular luncheon meeting last Wednesday. Harold Safford, program director at WLS Chicago, said AM will hold its own, while Edgar Greenebaum Jr., research director of Television Shares Management Co., insisted "there's nothing like TV."

Mr. Safford took the view that the character of TV programming will be affected by transmission limits. "Until TV is economically feasible in towns of 150,000 persons or less, AM will hold its own," he said.

Mr. Greenebaum, formerly regional advertising manager of Emerson Radio, predicted AM will lose its potency on a gradually diminishing scale because, he said, it cannot compete with TV for the same audience—and win. Manufacturers are producing more video receivers than AM sets, which portends industry expansion, and television is attracting the investor's dollars, Mr. Greenebaum added.

VIDEO A MENACE *'Medical Journal' Warns*

TELEVISION may prove a "health hazard" to its fans, the Pennsylvania *Medical Journal* stated editorially last Monday (March 28). Dr. Max H. Weinberg of Pittsburgh, in a *Journal* editorial, said he believes there is "no doubt" that television menaces the sight of its enthusiasts when fans "crowd into a small room . . . to watch performances for an hour and a half."

He urged the appointment of a professional committee, preferably of ophthalmologists, to study the effect of video on the eyes, and the minimum distances best for watching television. He also noted that the television industry itself "should be interested in this problem."

KMA-TV Joins CBS

KMA-TV Omaha becomes the 33rd affiliate of the CBS television network Sept. 1, the network announced last Wednesday. KMA-TV, to operate on Channel 3 (60-66), is owned and operated by the May Broadcasting Co., Shenandoah, Iowa. Owen Saddler is general manager.

LOOK TO ALLIED For Your Station Accessories

**EMERGENCY
DAY & NIGHT
Service**

NOW—for the first time—you can fill all your station supply needs from one single completely dependable source. ALLIED'S great in-stock resources and close contacts with all major manufacturers guarantee the fastest, most complete service ever offered the broadcast engineer. Bring your supply problems to ALLIED. Our broadcast specialists will solve them quickly and economically.

IN STOCK

Partial List of Regularly Stocked Equipment

Transmitting and TV Tubes, including 2P23, 5769, 7C24, 8D21, etc.; Test Equipment of all types; Disc and Tape Recorders and supplies; Pickups; Amplifiers; Patch Panels; Patch Cords; Tech Pads; Transformers; CAA approved Tower Lights Controls.

RCA • GE • PICKERING
ALTEC-LANSING
RADIO-MUSIC • JENSEN
UTC • THORDARSON
MAGNACORDER • PRESTO
AUDIO DEVELOPMENT
TECH • GOODELL • AUDIO

GET IT QUICK

**EXPERTS
ON THE JOB**

ALLIED'S Broadcast Division is headed by commercially licensed broadcast operators. They know your problems—and will extend complete cooperation to keep your station running at top efficiency.

Just name your need, and ALLIED'S Broadcast Division—geared for immediate service—will see to it that you get exactly what you want—when you want it. Equipment stocks are kept at high levels to assure quick shipment of your requirements. All broadcast station orders, large or small, are given preferred handling. Get rid of supply headaches—use one dependable source—ALLIED!

EMERGENCY SERVICE

Write today for complete details of ALLIED'S Day and Night station supply service. Our specialists have made many an "impossible delivery"—kept station schedules moving smoothly. It will pay you to know how this unique service works. Just drop a line addressed to "Chet" Wharfield, at ALLIED RADIO.

GET THE ALLIED CATALOG

Outstanding 180-page Buying Guide to standard radio and electronic equipment. If you haven't a copy, let us know—we'll be glad to send one.



LOOK US UP AT THE
STEVENS HOTEL AT THE
NAB CONVENTION,
CHICAGO, APRIL 6-13

ALLIED RADIO

BROADCAST DIVISION

833 W. Jackson Blvd., Chicago 7, Ill.