

FULL SCHEDULE

KNBH Starts Seven-Day Week on Oct. 2

NBC's Hollywood TV outlet, KNBH, hits full stride on October 2, with a daily operating schedule.

And what a schedule it is... crammed with top network shows, top network stars! KNBH will have the cream of the shows, which will appeal to a high percentage of viewers in Southern California this fall and winter!

There are still some choice times available on this schedule... including a few extraordinary adjacencies to the big name national programs. For details, consult your nearest NBC Sales office.



The National Broadcasting Company
Sunset and Vine, Hollywood 28
A Service of
Radio Corporation of America

WDAF-TV

THE CURTAIN on WDAF-TV Kansas City, Mo., plans for the future was raised early this month in a three-day pre-television show held by the station and the Kansas City Electrical Assn. at the Municipal Auditorium.

Roy A. Roberts, president of the Kansas City Star Co., which owns WDAF and WDAF-TV, announced to an audience-filled exhibition hall that the TV outlet would launch its commercial operations Oct. 16 with programs scheduled seven days a week on a four-hour basis.

Dean Fitzer, general manager of both Star stations, followed with a description of personnel staffing. Mr. Fitzer said the new project would be manned by a joint supervisory staff taken largely from veteran WDAF personnel. Already named in addition to Mr. Fitzer are: V. S. Batton, assistant manager; Bill Bates, program director; Randall Jesse, producer-director; Joseph A. Flaherty, chief engineer; Bryan Carlisle, assistant chief engineer, and Manne Russo, sales manager.

724 Feet High

WDAF-TV claims one of the highest antennas in operation. It climbs 724 feet above ground at one of the highest spots in Kansas City.

According to the station, the pre-television telecasts during the three-day period were received with unanimous enthusiasm among distributors and dealers in television equipment. Specially arranged

HOLE RESIGNS

DuMont Network Post

LEONARD HOLE has resigned as manager of network operations of the DuMont TV Network, he announced last week. His immediate plans are for a vacation trip of several months to Europe, after which he will announce his future business plans, he said.



Mr. Hole

A radio-TV veteran with 14 years at CBS before his move to DuMont in the spring of 1948, Mr. Hole presumably will continue in this field.

Commenting on Mr. Hole's resignation, Mortimer W. Loewi, director of the DuMont network, expressed regret on the part of the entire organization, but noted that the resignation resulted from "an unavoidable chain of circumstances."

"When confronted with the new economies that the DuMont Television Network is forced to institute, Mr. Hole was the first to realize that it would be unrealistic for him to remain," Mr. Loewi stated. No replacement is planned, he said, in line with a general tightening of the network's organization.

Special Show Previews October Debut

film and live shows were presented, with film originating at the station's studio building at 31st and Summitt Sts. and relayed by microwave to the auditorium for the closed circuit showing.

Reports were that thousands of people waited over two hours for the doors of the hall to open. Show officials estimated 10,000 people jammed the hall to view the exhibits of 22 distributors of television receivers. Each exhibitor had two sets in operation on the program and many of the other sets were tuned to the station's test pattern coming over regular transmission facilities.

Filed portion of the program ran in four-hour cycles interspersed with showings of square dancers, silhouette programs and audience participation programs emanating from the hall to vary the routine.

As part of the program, Mr. Roberts briefly recited the story of WDAF-TV's development to the present stage of construction. It was estimated that over 80,000 persons viewed the exhibition and salesmen reported that orders for receivers far exceeded expectations. The huge crowds made it necessary for most distributors to raise receivers above the eye level in order to accommodate the greatest number of viewers.

PHILCO RELAY

TV Shows for Toronto Exhibit

PHILCO microwave relay equipment was used to present TV programs to the two million visitors who attended the recent Canadian National Exhibit at Toronto, according to S. L. Capell, vice president and general manager of Philco Corp. of Canada Ltd. The demonstration was believed to be the first use of microwave TV relays in Canada.

Telecasts relayed to the Canadian National Exhibit included two types of programs. Principal entertainment consisted of TV shows from WBEN-TV Buffalo, N. Y., about 65 miles from Toronto. At other times, still pictures and recordings were telecast at experimental station VE9KE in the Philco factory in Toronto and relayed to the fairgrounds three miles away.

Signals from the Buffalo TV station were picked up by a special high-gain antenna mounted on the 150-foot smokestack at the local Philco-Canada plant, next fed to the input of the relay transmitter, beamed by microwave to the relay receiver at the fairgrounds, and then displayed on the screens of typical home TV sets.

Grid Simulcast

SIMULCAST origination of the opening of the U. of Minnesota football season was slated for this past Saturday (Sept. 24) by WTCN-TV Minneapolis-St. Paul as a highlight of its first week of fulltime operation. Sports-caster Rollie Johnson gave play-by-play from the radio booth while two image-orthicon cameras were to pick up the video from atop the south press box. Monitoring screens were provided to enable Mr. Johnson to key his comments to both television and AM listeners.

WORLD SERIES

38 Take DuMont TV

BOB JAMIESON, DuMont Television Network's operations chief who is coordinating television details for the World Series baseball games, announced Wednesday afternoon that two stations had definitely refused to carry the games, at least 38 had accepted and 12 have yet to be heard from.

The stations which refused were W M A L - T V Washington and W T M J - T V Milwaukee [BROADCASTING, Sept. 19]. W M A R - T V at a meeting last Monday voted not to accept the telecasts.

Those taking the games:

WBZ-TV and WNAC-TV Boston; WJAR Providence; WNHC-TV New Haven; WRGB Schenectady; W F I L - T V Philadelphia; WAAM (TV) Baltimore; W T T G (TV) and W N B W (TV) Washington; W D T V (TV) Pittsburgh; W N B K (TV) and W E W S (TV) Cleveland; W H I O - T V and W L W D (TV) Dayton; W B N S (TV), W T V N (TV) and W L W C (TV) Columbus; W L W T (TV), W C P O - T V and W K R C - T V Cincinnati; W W J - T V, W X Y Z - T V Detroit; W G N - T V, W E N R - T V and W N B Q (TV) Chicago; K S D - T V St. Louis; W L A V - T V Grand Rapids; W I C U (TV) Erie; W B E N - T V Buffalo; W H A M - T V Rochester; W H E N - T V Syracuse; W J A C - T V Johnstown; W O R - T V, W P I X (TV), W J Z - T V, W A B D (TV), W N B T (TV) and W C B S - T V New York.

N. J. Theatre TV

WILBUR SNAPER of South River, new president of the Allied Theater Owners of New Jersey, named a committee at the 30th annual convention in Atlantic City on Sept. 14 to explore the possibility of telecasting special events or their theatre screens. "We intend to make it possible for our patron to see both their favorite movie and a special television event on the same evening. We will not, however, show the regular television shows. Our plan concerns only such outstanding events as a Presidential address or other events of national interest," Mr. Snaper said.