WLWC starts Columbus Video Outlet

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 originsations 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, planned 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 Hall, interlocutor; Swannee River Boys quartet; Bob Shreve, tenor, and Ann Ryan, singing star.

VIEWS ON AM, TV

Give Chicago TV Council CONTRASTING views on AM and TV were outlined at the Chicago Television Council's regular lunch- mon 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 investment dollars, Mr. Greenebaum added.

VIDEO A MENACE

'Medical Journal' Warns

TELEVISION may prove a "health hazard" to its fans, the Pennsylvania Medical Journal editorially last Monday (March 28). Dr. Max H. Weinberg of Pittsburgh, in a Journal' editorial, said he believes there is "no doubt" that television endangers the health 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 in 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.

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