

## KAFY-TV TO BRING TV TOTAL TO 209; 11 OUTLETS PLAN DEBUTS BY AUG. 20.

KAFY-TV is to begin in sizable Bakersfield, Calif., market, and will bring total TV stations to 209, 100 post-thaw. Seven stations went on the air Aug. 1-2 and 11 more plan to begin by Aug. 20.

KAFY-TV Bakersfield, Calif., is due to begin operations on uhf Ch. 29 today (Monday), according to Sheldon Anderson, owner and general manager of the station, who said last week there are 20,000 uhf receivers in the trade area.

J. Walter Thompson Co. ranks the area 163d in the U. S. *Sales Management* ranks the area 173d, and says the population of Kern County is 257,000 with 1952 retail sales of \$292,646,000. Per capita income is \$1,776, or \$6,023 per

family, the figures indicate.

KAFY-TV brings total operating TV stations to 209, all but one commercial outlets.

On Aug. 1 and 2 seven stations began telecasting [B•T, Aug. 3]; only KTVE (TV) Longview, Tex., which had hoped for an Aug. 1 debut, failed to meet its target.

These stations began Aug. 1-2.

KBES-TV Medford, Ore., vhf Ch. 5, Aug. 1.  
KMBC-TV Kansas City, Mo., share-time on vhf Ch. 9, Aug. 2.

WHB-TV Kansas City, Mo., share-time on vhf Ch. 9, Aug. 2.

KMO-TV Tacoma, Wash., vhf Ch. 13, Aug. 2.  
WGV (TV) Greenville, S. C., uhf Ch. 23, Aug. 1.

WKJF-TV Pittsburgh, Pa., uhf Ch. 53, Aug. 1.  
WISE-TV Asheville, N. C., uhf Ch. 62, Aug. 2.  
WTVU (TV) Scranton, Pa., uhf Ch. 73, Aug. 2.

Vhf outlets now total 159; post-thaw vhf 52; post-thaw uhf 48; commercial post-thaw stations 100.

Within 10 days 11 more stations plan to begin (see list at end of story).

Richard W. Hubbell, assistant to the president of Easton Pub. Co., permittee of uhf Ch. 57 WGLV (TV) Easton, Pa., said that WGLV test patterns are received in New York City with better quality than those of any New York or Philadelphia station received in Easton.

WGLV was the only uhf station he could pick up on an all-channel vhf-uhf receiver in New York, Mr. Hubbell said. WGLV plans to start programming on Aug. 14. It is affiliated with ABC-TV and DuMont and will broadcast from 7-11 p.m. daily, 6-11 p.m. weekends. The station started test patterns June 26 and test programming July 30. Mr. Hubbell said the outlet transmits with an effective radiated power of 100 kw visual using DuMont's first high-power uhf transmitter.

KCMC-TV Texarkana, Tex., expects to begin commercial telecasting operations on Aug. 16, General Manager Frank O. Myers reported last week. The station, which will operate on vhf Ch. 6, is owned and operated by KCMC Inc., licensee of KCMC-AM Texarkana.

KMMT (TV) Austin, Minn., vhf Ch. 6, turned on its test pattern July 27, L. L. McCurnin, manager, said last week. Programming will start Aug. 17, he reported.

Mr. McCurnin said a survey and the RETMA set count indicates 49,986 TV sets in the area. The station is affiliated with ABC-TV, CBS-TV and DuMont.

### Has Own Radio Relay

First test patterns of WATR-TV Waterbury were to be broadcast last Saturday, according to plans announced last week by Sam Elman, manager of the station. He said that WATR-TV, which will be an ABC-TV and DuMont affiliate, will maintain its own micro-relay station at Oxford, Conn., and will not be dependent upon cable facilities for programming from New York.

Glenn G. Griswold, commercial manager of KFEQ-TV St. Joseph, Mo., said the station will start telecasting early in September on vhf Ch. 2 with 52 kw from an 810-ft. tower. KFEQ-TV, affiliated with CBS-TV and DuMont, will serve 48,459 TV homes, he said. He said St. Joseph is the third largest market in Missouri.

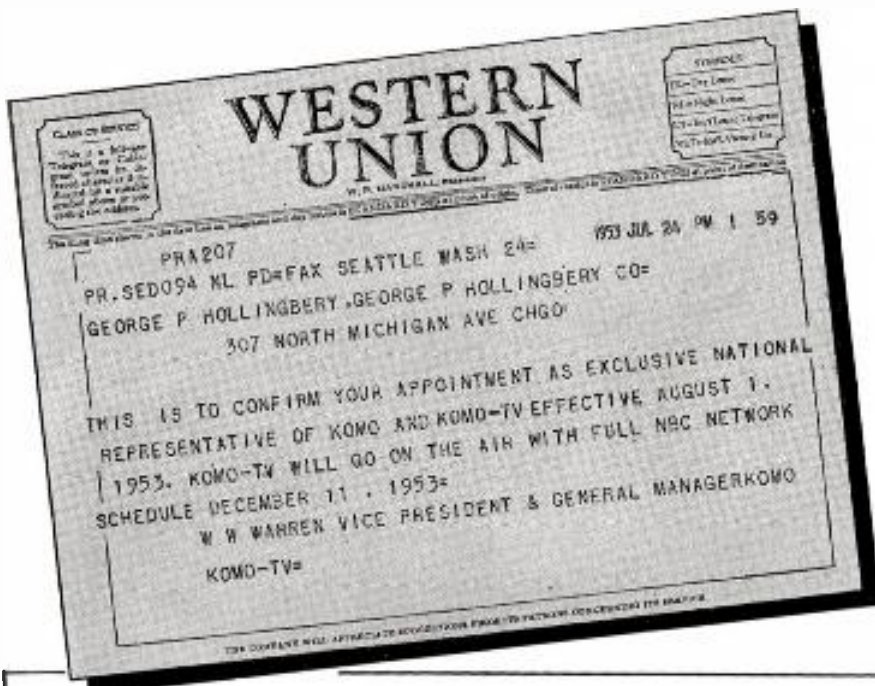
KVOA-TV Tucson, vhf Ch. 4, indicates the NBC-TV affiliate will begin Sept. 15.

KCOK-TV Tulare-Fresno, Calif., uhf Ch. 27, begins Sept. 15, Sheldon Anderson, owner and general manager, said last week. Mr. Anderson, who also owns KAFY-TV (see foregoing), said a survey shows 40,000 uhf sets in the primary service area.

Boston's third TV station, WTAO-TV on uhf Ch. 56, begins test programming Aug. 31, Frederic S. Bailey, general manager, said last week. He said formal opening will be Sept. 28.

An RCA transmitter, needed before KJEO-TV Fresno can begin, now has been shipped, J. E. O'Neill, president of the uhf Ch. 47 outlet, reported. The transmitter will be installed atop Bald Mountain, 29 miles northeast of Fresno. Test broadcasting is set for September,

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