

EIGHT STATIONS, 5 VHF, 3 UHF, BEGIN COMMERCIAL OPERATION

KLZ-TV Denver is third new station there. Others take the air in New Orleans, Rochester, Dayton, Oklahoma City, Johnson City, Tenn., and Temple, Tex.

KLZ-TV Denver, Colo., was to commence commercial operation yesterday (Sunday) on vhf ch. 7, to become the third outlet in the Rocky Mountain city. Telecasts have started from the station's new Radio-TV Center although considerable construction remains. Inaugural program featured appearances by Mayor Quigg Newton of Denver and other dignitaries. The CBS affiliated station received the first post freeze hearing grant after contested hearing with the Wolfberg theatre interests.

KLZ-TV is one of the eight stations, but seven signals, that went on the air last week. Among them were WHEC-TV and WVET-TV Rochester, N. Y., sharing time on vhf ch. 10. Johnson City, Tenn., and Temple, Texas, got their first home outlets.

Stations that went on the air were:

KLZ-TV Denver, Colo., vhf ch. 7 (CBS), represented by The Katz Agency.
WJMR-TV New Orleans, La., uhf ch. 61 (DuMont), represented by The Bolling Co.
WHEC-TV Rochester, N. Y., vhf ch. 10 (ABC, CBS), represented by Everett-McKinney Inc. (share time with WVET-TV).
WVET-TV Rochester, N. Y., vhf ch. 10 (ABC, CBS), represented by The Bolling Co. (share time with WHEC-TV).
WIFE (TV) Dayton, Ohio, uhf ch. 22, represented by Headley-Reed Tv Inc.
KLPR-TV Oklahoma City, Okla., uhf ch. 19 (DuMont), represented by The Bolling Co.
WJHL-TV Johnson City, Tenn., vhf ch. 11, represented by John E. Person Tv Inc.
KCEN-TV Temple, Tex., vhf ch. 6 (NBC), represented by George P. Hollingbery Co.

KCEN-TV Temple, Tex., vhf ch. 6, was to start commercial operation yesterday (Sunday) with FCC Comr. Robert Bartley and Sen Lyndon Johnson (D-Tex.) attending the opening ceremony.

WJHL-TV Uses Temporary Tower

After having its antenna tower collapse just days before it was to begin commercial programming, WJHL-TV Johnson City, Tenn., vhf ch. 11, constructed a temporary 60 ft. tower and began operations Oct. 24, the station reported.

First station for Alaska is scheduled to make its debut Nov. 15 when KFIA (TV) Anchorage begins operation on vhf ch. 2. Tests began mid-October. Delay in arrival of projection equipment postponed the debut for two weeks, reported James G. Duncan, general manager.

KTVU (TV) first video outlet for Stockton, Calif. (uhf ch. 36), expects to be on the air commercially Nov. 7, Knox LaRue, general manager, reported last week. KCAF (TV) Fresno, Calif., has leased a building adjacent to City Hall for its uhf ch. 53 operations. WBLN-TV Bloomington, Ill., uhf ch. 15, expects to be on the air commercially Nov. 8 with an 11-man staff recruited by owner Cecil W. Roberts.

WTRF-TV Wheeling, W. Va., commenced commercial operations Oct. 24 on vhf ch. 7, after failure of vital pieces of equipment to arrive threatened postponement, Robert W. Ferguson, vice president, reported. This is the first tv outlet for Wheeling. WLBR-TV Lebanon, Pa., began regular programming Oct. 25 on low-band uhf ch. 15, general manager Lester P. Etter announced. KANG-TV Waco, Tex., officially started commercial operations yesterday (Sunday) on uhf ch. 34, manager Bob Walker reported. KSTM-TV St. Louis, Mo., made its commercial debut Oct. 25 on uhf ch. 36. This station has asked the FCC

to permit it to apply for vhf ch. 11 without relinquishing its uhf authorization.

Stations due on the air in the next 30 days are:

CALIFORNIA

KBAY-TV San Francisco, uhf ch. 20, November '53 (granted STA Sept. 15).
KTVU (TV) Stockton, uhf ch. 36, represented by George P. Hollingbery Co., Nov. 7.
KCOK-TV Tulare-Fresno, uhf ch. 27 (DuMont), represented by Forjoe Tv Inc., Nov. 9.

FLORIDA

WITV (TV) Fort Lauderdale, uhf ch. 17 (DuMont), represented by O. L. Taylor Co., Nov. 30.
WJDM (TV) Panama City, vhf ch. 7 (CBS, ABC), represented by George P. Hollingbery Co., Nov. 15.

GEORGIA

WJBF-TV Augusta, vhf ch. 6 (ABC, NBC), represented by George P. Hollingbery Co., Nov. 26.
WRBL-TV Columbus, vhf ch. 4, represented by George P. Hollingbery Co., Nov. 15.
WCOV-TV Valdosta, uhf ch. 37, represented by Stars National, November '53.

IDAHO

KBOI (TV) Boise-Meridian, vhf ch. 2, Nov. 27 (granted STA Sept. 29).
KBOI (TV) Meridian-Boise, vhf ch. 2, Nov. 27 (granted STA Sept. 29).

ILLINOIS

WBLN (TV) Bloomington, uhf ch. 15, represented by Joseph McGilvra Inc., Nov. 8.
WCIA (TV) Champaign, vhf ch. 3, represented by George P. Hollingbery Co., Nov. 7.
WSIL-TV Harrisburg, uhf ch. 22, November '53.

INDIANA

WFIE (TV) Evansville, uhf ch. 62, represented by O. L. Taylor Co., Nov. 15 (granted STA Aug. 6).
WKJG-TV Fort Wayne, uhf ch. 33 (NBC), represented by Paul H. Raymer Co., Nov. 15.
WRAY-TV Princeton, uhf ch. 52, represented by Walker Representation Co., Nov. 15.

IOWA

KGTV (TV) Des Moines, uhf ch. 17, represented by George P. Hollingbery Co., Nov. 11.
KWWL-TV Waterloo, vhf ch. 7 (NBC, DuMont), represented by Headley-Reed, Nov. 26.

KANSAS

KOAM-TV Pittsburgh, vhf ch. 7 (NBC, CBS, DuMont), represented by The Katz Agency, Nov. 15.
WIBW-TV Topeka, vhf ch. 13 (CBS), represented by Capper Sales, Nov. 15 (granted STA Sept. 22).

LOUISIANA

KTAG (TV) Lake Charles, uhf ch. 25 (CBS, ABC, DuMont), represented by Adam Young Tv Inc., Nov. 15.

MASSACHUSETTS

WWOR-TV Worcester, uhf ch. 14, represented by Paul H. Raymer Co., Nov. 15.

MINNESOTA

WJON-TV St. Cloud, vhf ch. 7, represented by William G. Rambeau Co., November '53.

MISSISSIPPI

WCOC-TV Meridian, uhf ch. 30, Nov. 15 (tests due Oct. 29).

MISSOURI

KACY (TV) Festus, uhf ch. 14, November '53.

MONTANA

KOOK-TV Billings, vhf ch. 2 (CBS, DuMont), Nov. 9 (granted STA Aug. 11).
KFBB-TV Great Falls, vhf ch. 5 (CBS), represented by Weed Tv Inc., November '53.

NEBRASKA

KHOL-TV Kearney, vhf ch. 13 (CBS, DuMont), represented by Meeker Tv Inc., Nov. 13.

NEW YORK

WHCU-TV Ithaca, uhf ch. 20, Nov. 15.

NORTH CAROLINA

WAYS-TV Charlotte, uhf ch. 36 (ABC), represented by The Bolling Co., Nov. 15.
WNCT (TV) Greenville, vhf ch. 9 (CBS, DuMont), represented by John E. Pearson Tv Inc., Nov. 15.

OKLAHOMA

KCEB (TV) Tulsa, uhf ch. 23, represented by The Bolling Co., Nov. 14.

PENNSYLVANIA

WNOW-TV York, uhf ch. 49 (DuMont), represented by George P. Hollingbery Co., November '53.

SOUTH CAROLINA

WIS-TV Columbia, vhf ch. 10 (NBC), represented by Free & Peters Inc., Nov. 7 (granted STA Oct. 19).

TENNESSEE

WSIX-TV Nashville, vhf ch. 8 (CBS), repre-

Leahy Keeps Coaching

YOU can't keep a good man down—especially if he's a football coach and television is available. Thanks to the efforts of WSBT-TV South Bend, Ind., Coach Frank Leahy of Notre Dame last Tuesday was able to direct squad practice through closed circuit tv from his room in St. Joseph's hospital. Mr. Leahy was convalescing after a collapse during the Notre Dame-Georgia Tech game Oct. 24. WSBT-TV voluntarily arranged the



elaborate setup, connecting a 1,200-ft. cable with a truck-mounted camera and a microwave station atop Notre Dame Stadium. The truck camera followed practice on Cartier Field. Telecast was aired to a second microwave station atop the hospital, and a direct telephone line was made available. WSBT-TV indicated it would continue the arrangement until Coach Leahy is released from the hospital.

sented by George P. Hollingbery Co., Nov. 15 (granted STA Sept. 9).

TEXAS

KMID (TV) Midland, vhf ch. 2, Nov. 15.
KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by O. L. Taylor Co., Nov. 26.

VIRGINIA

WTOV-TV Norfolk, uhf ch. 27 (ABC, DuMont), represented by Forjoe Tv Inc., Nov. 15 (granted STA Oct. 16).

WISCONSIN

WNAM-TV Neenah, uhf ch. 42, represented by George W. Clark Inc., November '53.

ALASKA

KFIA (TV) Anchorage, vhf ch. 2 (ABC, CBS), Nov. 15.

WPMT (TV), WLAM-TV Set Combination Sales Policy

COMBINATION station time sales has been set up by WPMT (TV) Portland and WLAM-TV Lewiston, both Maine, Frank S. Hoy, general manager of both stations, has announced. WPMT has been on the air since Aug. 31; WLAM-TV is due to begin commercial operations in December. The cities are 30 airline miles apart.

The Portland rate is \$200 for Class A one hour time and that at Lewiston has been set at \$150. Both stations can be bought for \$250, Mr. Hoy explained. Grade A and B areas will cover about one-half of Maine's population, Mr. Hoy said—354,608 people. Portland covers 185,885 persons and Lewiston will embrace 168,723 persons. There are 19,200 tv sets in Portland at the present time, Mr. Hoy said. The combination has also been offered to all four networks.

In linking his stations together, Mr. Hoy reported that a high-gain receiving antenna will be installed at both Lewiston and Portland so that originations in one station will be fed to the other for simultaneous broadcast. WPMT presently is affiliated with all four networks.