

# CFPL-TV

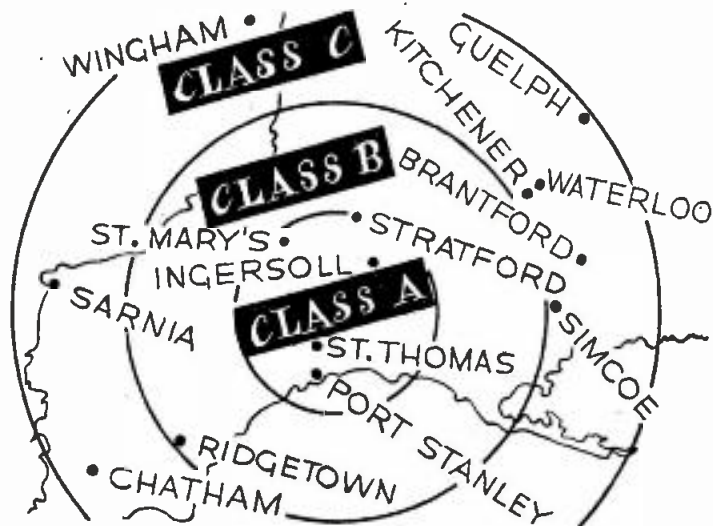
LONDON CANADA

Canada's most powerful  
TV Station

ON THE AIR

## NOVEMBER 28

Make sure your product is advertised over the only TV station completely covering the wealthy London and Western Ontario market of over ¾ million people. At present there are over 12,500 television homes in Grade A area alone, as estimated in the September 1953 Teleratings, published by Elliot-Haynes.



### MARKET DATA

Grade A area.....	350,000 population
Grade A and B areas.....	455,000 population
Grades A, B and C areas.....	837,600 population
(Grade C area — 100 microvolt per meter area)	



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### STATIONS

## TWO VHF, ONE UHF DEBUT DURING WEEK

THREE more tv stations, two vhf and a uhf, went on the air last week, bringing home video outlets to Bloomington and Champaign, Ill. Columbia, S. C., got its third station but first vhf signal in an area already covered by two uhfs.

The stations that went on the air last week were:

WBLN (TV) Bloomington, Ill., uhf ch. 15, represented by Joseph McGilvra Inc.

WCIA (TV) Champaign, Ill., vhf ch. 3, represented by George P. Hollingbery Co.

WIS-TV Columbia, S. C., vhf ch. 10 (NBC), represented by Free & Peters Inc.

Serving the twin cities of Bloomington-Normal, Ill. (combined population 50,000), WBLN Bloomington has sold enough time to begin operations "in the black" on uhf ch. 15, the station reported.

KFYR-TV Bismarck, N. D. (vhf ch. 5) has received approval from the North Dakota State Board of Administration for installation of a temporary antenna atop the 19-story State Capitol Bldg., enabling the station to start telecasts early in December, the station announced.

A delay in the arrival of its 12 kw amplifier has forced KTVU (TV) Stockton, Calif., to postpone its starting date on uhf ch. 36, Knox LaRue, general manager, reported. The station was due to begin operation Nov. 7.

KQTV (TV) Fort Dodge, Iowa (uhf ch. 21) is now on test pattern. This is the first uhf station in Iowa and expects to begin commercial programming Nov. 30, Ed Breen, president-general manager, reported.

Scheduled to begin programming Dec. 15, WWTV (TV) Cadillac, Mich. (vhf ch. 13) is sending six local "queens" to New York for a week to tell the "Northern Michigan Story" to advertising agencies there, the station announced. WWTV is a primary CBS station but is also affiliated with DuMont and ABC.

KTVQ (TV) Oklahoma City made its official commercial debut Nov. 1 on uhf ch. 25. The first uhf station in the Plains country is receiving reports of a clear signal 100 miles away, John Esau, president, reported.

Making its target date of Nov. 1, KLZ-TV Denver (vhf ch. 7) reported that strong signals, both audio and video, were received 125 miles north and 80 miles south of the station, Lewis Thomas, promotion manager, said.

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. 30.

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).

#### ILLINOIS

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.

KQTV (TV) Fort Dodge, uhf ch. 21, represented

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