

When Customers Tell Dealers . . .



**It proves your messages
have the ring of authority!**

WGAR commands the respect of a large listening audience because of authoritative news reporting, outstanding shows and special events, both local and CBS. This buying audience is yours—to ring up results in cash registers!

ADVERTISERS GET RESULTS ON WGAR

Sales results obtained through use of WGAR are reflected in the number of years both local and national advertisers have been with Cleveland's Friendly Station!

221 advertisers 3-5 years
94 advertisers 6-10 years
17 advertisers 11-15 years
16 advertisers over 16 years!

WGAR'S PLEDGE

Based on 23 years' experience, "WGAR secures from its staff and its clients, careful preparation and delivery of advertising messages to maintain high standards and good taste."

Listeners quote WGAR because they've learned to respect its voice of authority. We invite you to share the impact of this voice for your sales messages.

In Northern Ohio

WGAR

THE SPOT FOR SPOT RADIO

Cleveland
50,000 watts

CBS

Eastern Office: at
665 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

SECOND TV OUTLET BEGINS IN NASHVILLE

FIVE new tv stations were to begin regular programming last week as WSIX-TV Nashville, Tenn., second outlet for that city, and WWOR-TV Worcester, Mass., first home station there, started operation Nov. 30 and Dec. 4, respectively. Slated to go on the air yesterday (Sunday) were:

WJDM (TV) Panama City, Fla., vhf ch. 7 (CBS, ABC), represented by George P. Hollingbery Co.

KMID (TV) Midland, Tex., vhf ch. 2 (NBC), represented by O. L. Taylor Co.
WTOV-TV Norfolk, Va., uhf ch. 27 (ABC, DuMont), represented by Forjoe Tv.

WSIX-TV (ch. 8), represented by George P. Hollingbery Co., will reach into mid-Tennessee and southwestern Kentucky, says the CBS-TV affiliate, which ran a special dedicatory section Nov. 29 in the *Nashville Tennessean*, publicizing its tv operation.

WWOR-TV (ch. 14) will be affiliated with ABC and DuMont, and represented by Paul H. Raymer Co.

KMID, using RCA equipment, has announced



LOOKING over congratulatory telegrams at the Nov. 29 dedicatory program of WSIX-TV Nashville, Tenn., are (l to r) Hardin Conn, WSIX' first announcer in 1927 and now counsel for Tennessee Business Men's Assn.; Louis R. Draughon, president-general manager, and Rep. J. Percy Priest (D-Tenn.).

its rate card of \$200 an hour, Class A time, Sid Grayson, general manager, reported.

Scheduled to go on the air Dec. 13, WEAU-TV Eau Claire, Wis. (ch. 13), was to begin test patterns yesterday (Sunday). It will be affiliated with NBC, ABC, and DuMont, Richard Kepler, manager, said.

KWTV (TV) Oklahoma City (ch. 9) expects to be on the air Dec. 15, Edgar T. Bell, general manager, announced. The CBS-TV affiliate now is having final pieces of its equipment installed. Test pattern transmission is due tomorrow (Tuesday).

Slated to start test patterns today (Monday), WRTV (TV) Asbury Park, N. J. (ch. 58), has sent out reception report cards to dealers and servicemen soliciting their cooperation in reporting on WRTV signal clarity. Regular programming date has been set for early January.

WINT (TV) Waterloo, Ind. (ch. 52), reports its equipment delivery schedule will enable it to be on the air March 1. Total population in its Grade A and B is more than 3/4 of a million, R. Morris Pierce, announced.

Reports of good reception 100 miles away have been received by WITV (TV) Fort Lauderdale, Fla. (ch. 17), Wallace E. Stone, commercial manager, said. The station commenced operation Thanksgiving Day.

Another Thanksgiving starter, WJBF-TV

Augusta, Ga. (ch. 6), announced its local and national advertising rate is \$200 per hour.

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

ARKANSAS

KATV (TV) Pine Bluff, vhf ch. 7, represented by Avery-Knodel Inc., Dec. 15.

CALIFORNIA

KBID (TV) Fresno, uhf ch. 53, represented by Meeker Tv Inc., Dec. 15.

KTVU (TV) Stockton, uhf ch. 36, represented by George P. Hollingbery Co., Dec. 15.

COLORADO

KOA-TV Denver, vhf ch. 4 (NBC), represented by Edward Petry & Co., Dec. 25.

CONNECTICUT

WNLC-TV New London, uhf ch. 26, represented by Headley-Reed Tv, December '53.

FLORIDA

WINK (TV) Fort Myers, vhf ch. 11, represented by Weed Tv, December '53.

WJHF-TV Jacksonville, uhf ch. 36, represented by Perry Assoc., December '53.

WJDM (TV) Panama City, vhf ch. 7 (CBS, ABC), represented by George P. Hollingbery Co., Dec. 6.

WEAR-TV Pensacola, vhf ch. 3 (CBS), represented by George P. Hollingbery Co., Dec. 15.

IDAHO

KID-TV Idaho Falls, vhf ch. 3 (CBS, NBC), represented by Gill-Ferna, Dec. 10.

INDIANA

WRAY-TV Princeton, uhf ch. 52, represented by Walker Representation Co., Dec. 15.

KANSAS

KOAM-TV Pittsburg, vhf ch. 7 (NBC, CBS, DuMont), represented by The Katz Agency, Dec. 13.

LOUISIANA

KSLA (TV) Shreveport, vhf ch. 12 (NBC, CBS), represented by Paul H. Raymer, Dec. 15.

MAINE

WCSH-TV Portland, vhf ch. 6 (NBC), represented by Weed Tv Inc., Dec. 20.

MARYLAND

WBOC-TV Salisbury, uhf ch. 16, Dec. 25.

MASSACHUSETTS

WMGT (TV) North Adams, uhf ch. 74, represented by Walker Representation Co., Dec. 25.

MICHIGAN

WIBM-TV Jackson, uhf ch. 48, represented by Forjoe Tv, Dec. 8.

WWTV (TV) Cadillac, vhf ch. 13 (CBS, ABC, DuMont), represented by Weed Tv Inc., Dec. 13 (granted STA Sept. 29).

MISSISSIPPI

WJDT (TV) Jackson, vhf ch. 3 (NBC), represented by George P. Hollingbery Co., Dec. 15 (granted STA Oct. 19).

MISSOURI

KOMU-TV Columbia, vhf ch. 8 (ABC, CBS, DuMont, NBC), represented by H-R Tv Inc., Dec. 15.

NEBRASKA

KHOL-TV Kearney, vhf ch. 13 (CBS, DuMont), represented by Meeker Tv Inc., Dec. 10 (granted STA Oct. 29).

NEW JERSEY

WRTV (TV) Asbury Park, uhf ch. 58, January '54 (tests due Dec. 7).

NORTH CAROLINA

WAYS-TV Charlotte, uhf ch. 36 (ABC), represented by The Bolling Co., Dec. 15.

WNCT (TV) Greenville, vhf ch. 9 (CBS, DuMont), represented by John E. Pearson Tv Inc., Dec. 20.

OHIO

WSTV-TV Steubenville, vhf ch. 9 (CBS), represented by Avery-Knodel Inc., Dec. 10 (granted STA Sept. 16).

OKLAHOMA

KWTV (TV) Oklahoma City, vhf ch. 9 (CBS), represented by Avery-Knodel Inc., Dec. 15 (granted STA Nov. 13).

KCEB (TV) Tulsa, uhf ch. 23, represented by The Bolling Co., Dec. 15.

OREGON

KPIC (TV) Salem, uhf ch. 24, Dec. 15 (granted STA Aug. 4).

PENNSYLVANIA

WCMB-TV Harrisburg, uhf ch. 27, represented by Donald Cooke Inc., Dec. 15.

WARM-TV Scranton, uhf ch. 16, represented by George P. Hollingbery Co., December '53.

TEXAS

KMID (TV) Midland, vhf ch. 2 (NBC), represented by O. L. Taylor Co., Dec. 6.

KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by Paul H. Raymer, Dec. 15.

VIRGINIA

WTOV-TV Norfolk, uhf ch. 27 (ABC, DuMont), represented by Forjoe Tv Inc., Dec. 6 (granted STA Oct. 16).

WASHINGTON

KOMO-TV Seattle, vhf ch. 4 (NBC), represented by George P. Hollingbery Co., Dec. 11 (granted STA Nov. 13).

WISCONSIN

WEAU-TV Eau Claire, vhf ch. 13 (NBC, ABC,