

1953 SAW 225 MORE TV STARTS OVER U. S.

Year's last week adds 12 more stations to the total. Nearly 360 now on air. Forecast for '54: another 200.

NEW tv station debuts totaled 12 last week, while opening tv markets in seven communities. Thus the first post-thaw calendar year ended with about 225 stations, including two non-commercial outlets, beginning operations.

The number of operating stations now is near the 360 mark with the possibility of over 200 more stations going on the air in 1954, although the pace will not be as active as 1953.

The 12 stations that went on the air last week were:

WEAR-TV Pensacola, Fla., vhf ch. 3 (CBS), represented by George P. Hollingbery Co.
 WDAN-TV Danville, Ill., uhf ch. 24, represented by Everett-McKinney Inc.
 KSLA (TV) Shreveport, La., vhf ch. 12 (NBC, CBS), represented by Paul H. Raymer Co.
 WWTW (TV) Cadillac, Mich., vhf ch. 13 (CBS, ABC, DuMont), represented by Weed Tv Inc.
 WLBT (TV) Jackson, Miss., vhf ch. 3 (NBC), represented by George P. Hollingbery Co.
 WCOC-TV Meridian, Miss., uhf ch. 30.
 KHOL-TV Kearney, Neb., vhf ch. 13 (CBS, DuMont), represented by Meeker Tv Inc.
 WMFD-TV Wilmington, N. C., vhf ch. 6 (NBC), represented by Weed Tv Inc.
 WARM-TV Scranton, Pa., uhf ch. 16, represented by George P. Hollingbery Co.
 WFBC-TV Greenville, S. C., vhf ch. 4 (NBC), represented by Weed Tv Inc.
 KRGV-TV Weslaco, Tex., vhf ch. 5 (NBC), represented by Paul H. Raymer Co.
 WJPB-TV Fairmont, W. Va., uhf ch. 35, represented by Gill-Perna Inc.

Danville, Shreveport, Cadillac, Kearney, Wilmington, Weslaco and Fairmont got their first local station, four others got their second. Scranton now has three.

KSLA started test patterns a week before it began commercial operations Jan. 1 and said that excellent reception was reported in the immediate area.

Date Stalled

Technical difficulties have stalled the starting date of WMGT (TV) Adams-Pittsfield, Mass. (ch. 74), to Jan. 15. Portions of the new high gain antenna need reworking after failing to meet final tests, Leon Podolsky, president, reported. WMGT was to have begun Christmas day.

KARK-TV Little Rock, Ark. (ch. 4), announced the arrival of its antenna and 25 kw



INSPECTING RCA tv studio cameras to be used by KARK-TV Little Rock for its proposed interim operation beginning next spring on vhf ch. 4, is T. K. Barton, vice president-general manager of KARK-AM-TV. The combined am-tv facilities will be the largest of any in Arkansas, the station claims. KARK-TV will be affiliated with NBC-TV and represented by Petry.

transmitter. The station will feature NBC-TV programs and is represented by Edward Petry & Co., Carol Vinson, promotion manager, announced.

New grantee in Joplin, Mo., Air Time Inc., expects to be affiliated with CBS-TV and will use RCA for its basic equipment, according to Austin A. Harrison, president.

KATV (TV) Pine Bluff, Ark. (ch. 7), which started regular operation Dec. 19, said that fine reception was reported within a 100-mile radius.

Starting commercial operation with an experienced 10-man staff last month WRAY-TV Princeton, Ind. (ch. 52), programs from 4 p.m. to midnight every day with local live shows consisting of news, sports and variety shows, according to Robert L. Epstein, general manager.

WNCT (TV) Greenville, N. C. (ch. 9), started regular programming Dec. 22, affiliated with CBS-TV and DuMont. It is represented by John E. Pearson Tv.

The U. of Missouri's commercial station,

KOMU-TV Columbia, Mo. (ch. 8), has received wires and telephone reports indicating strong signal 85 miles northeast at Quincy, Ill., and 70 miles south at Rolla, Mo., according to a station spokesman. The station began programming Dec. 21.

WEAU-TV Eau Claire, Wis. (ch. 13), started commercial telecasting Dec. 23 with an estimated area set count of 54,230, Richard P. Kepler, manager, reported.

KTVA (TV) Anchorage, Alaska (ch. 11), began regular operations Dec. 11 with dedicatory program featuring guest appearances by civilian and top-ranking military personalities, stressing the idea that Anchorage is a two-part community.

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

CALIFORNIA

KQED (TV) Berkeley-San Francisco, vhf ch. 9, January '54.
 KBID (TV) Fresno, uhf ch. 53, represented by Meeker Tv Inc., January '54.

FLORIDA

WEAR-TV Pensacola, vhf ch. 3 (CBS), represented by George P. Hollingbery Co., Dec. 31.

ILLINOIS

WDAN-TV Danville, vhf ch. 24, represented by Everett-McKinney Inc., Dec. 27 (granted STA Dec. 16).

KENTUCKY

WLOU-TV Louisville, uhf ch. 41, January '54.

LOUISIANA

WNCO-TV New Orleans, uhf ch. 32, January '54.

KSLA (TV) Shreveport, vhf ch. 12 (NBC, CBS), represented by Paul H. Raymer, Jan. 1 (granted STA Dec. 21).

MASSACHUSETTS

WMGT (TV) Adams-Pittsfield, uhf ch. 74, represented by Walker Representation Co., Jan. 15.

MICHIGAN

WNEM-TV Bay City-Saginaw, vhf ch. 5, represented by Headley-Reed Tv Inc., Jan. 24.

WWTW (TV) Cadillac, vhf ch. 13 (CBS, ABC, DuMont), represented by Weed Tv Inc., Jan. 3 (granted STA Sept. 29).

WKAR-TV East Lansing, uhf ch. 60, Jan. 15.

MISSISSIPPI

WLBT (TV) Jackson, vhf ch. 3 (NBC), represented by George P. Hollingbery Co., Dec. 28 (granted STA Oct. 19).

WSLI-TV Jackson, vhf ch. 12 (ABC), represented by Weed Tv Inc., January '54.

WCOC-TV Meridian, uhf ch. 30, Jan. 1 (granted STA Nov. 13).

NEBRASKA

KHOL-TV Kearney, vhf ch. 13 (CBS, DuMont), represented by Meeker Tv Inc., December '53 (granted STA Oct. 29).

NEW JERSEY

WRTV (TV) Asbury Park, uhf ch. 58, Jan. 9 (granted STA Dec. 10).

NEW YORK

WKNY-TV Kingston, uhf ch. 66 (NBC, CBS, DuMont), represented by Meeker Tv Inc., January '54.

WEOK-TV Poughkeepsie, uhf ch. 21, January '54.

WTRI (TV) Schenectady, uhf ch. 35, Jan. 15.

NORTH CAROLINA

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

WMFD-TV Wilmington, vhf ch. 6 (NBC), represented by Weed Tv Inc., Dec. 31 (granted STA Dec. 11).

OKLAHOMA

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

OREGON

KPIC (TV) Salem, uhf ch. 24, January '54 (granted STA Aug. 4).

PENNSYLVANIA

WARM-TV Scranton, uhf ch. 16, represented by George P. Hollingbery Co., Jan. 1.

SOUTH CAROLINA

WACA-TV Camden, uhf ch. 15, January '54.

WFBC-TV Greenville, vhf ch. 4 (NBC), represented by Weed Tv Inc., Jan. 1.

WSCV (TV) Spartanburg, uhf ch. 17, January '54.

TENNESSEE

WLAC-TV Old Hickory (Nashville), vhf ch. 5, January '54.

TEXAS

KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by Paul H. Raymer, Jan. 1.

VIRGINIA

WBTM-TV Danville, uhf ch. 24, represented by George P. Hollingbery Co., Jan. 15.

WASHINGTON

KVAN-TV Vancouver (Wash.)-Portland (Ore.), uhf ch. 21, Jan. 15.

WEST VIRGINIA

WJPB-TV Fairmont, uhf ch. 35, represented by



OPENING night for KATV (TV) Pine Bluff, Ark., and the "Janette Davis Homecoming" program, for the Arthur Godfrey singer, were combined as the ch. 7 station went on the air Dec. 19. Attending the dedicatory program were (l to r) James P. Walker, KATV general manager; Gov. Francis Cherry of Arkansas; Miss Davis, and James C. Leake, executive vice president, Central South Sales Co., station licensee.