



Pied Piper.....  
West Texas Style

Cowboy singer Jack Huddle teams up with Agee the Clown and cartoonist Dirk West each day to corral the biggest bunch of small fry watching TV sets anywhere. It's now open for participation 4 till 5:30, Mon. thru Fri.

affiliated  DuMont

**KDUB-TV**  
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS  
GEORGE COLLIE, NAT'L. SALES MGR.

## TWO TV STATIONS BEGIN OPERATIONS

START of regular programming has been reported by two new tv stations, one of which is in Canada.

KTVX (TV) Muskogee, Okla., the first tv there, was scheduled to begin programming Saturday. The ch. 8 outlet is affiliated with ABC and DuMont and represented by Avery-Knodel Inc. After broadcasting a test pattern last Thursday KTVX said it received reports of strong signals from Fort Smith, Ark., Tulsa, Bartlesville and Eufaula, Okla., as well as Muskogee. The debut of KTVX increases to 399 the number of operating tv stations.

CKLW-TV Windsor, Ont. (Detroit, Mich.), started commercial operations last Thursday. Guest appearances by broadcasting and advertising figures highlighted the 9 p.m. dedication program. Ted Campeau, CKLW-TV president, conducted a tour of the station for the guests. The ch. 9 outlet is represented in the U. S. by Adam Young Television Corp.

Reports from other stations:

WUSN-TV Charleston, S. C., expects to begin commercial programming next Saturday affiliated with NBC and DuMont, J. Drayton Hastie, president and general manager, has reported. The station, on ch. 2, will operate with 100 kw power from an 850-ft. tower.

WINT (TV) Waterloo, Ind. (Fort Wayne), went on test patterns Sept. 12 and expects to start regular operations next Sunday, Ben K. West, promotion manager, has announced. The ch. 15 station is affiliated with CBS.

WCNY-TV Carthage-Watertown, N. Y., will begin test patterns Saturday and plans to go commercial Oct. 1, the station has reported. Rain and strong winds have held up construction the past three weeks.

WTVW (TV) Milwaukee held ground breaking ceremonies Sept. 10 for its \$1 million television plant. The station, on ch. 12, expects to begin operations Oct. 27 with a temporary tower and 217 kw, WTVW has reported. A new tower measuring 1,105 feet will be completed at the year's end when the ch. 12 station plans to boost to 316 kw. It will be affiliated with ABC and DuMont.

Two educational non-commercial outlets reported construction progress last week. KETC (TV) St. Louis, on ch. 9, began test patterns last Tuesday and expects to go on the air today (Monday) with an hour-long introductory program. WOSU-TV Columbus, Ohio State U. station on ch. 34, had the building plans for its proposed studios approved by the Board of Trustees.

## WNBW (TV) In-School Series Claims Sponsorship 'First'

TWICE-WEEKLY sponsorship of the daily *District of Columbia Public School Series*, which is broadcast as an official part of the Washington elementary school curriculum over WNBW (TV) there, has been taken by the Perpetual Building Assn. of Washington. According to Carleton D. Smith, NBC vice president and WNBW general manager, this marks the first time that an educational series designed for viewing in elementary school classrooms has been presented on tv under commercial sponsorship.

Winner of first place for in-school viewing programs in the 1953 Ohio State awards competition, the series is presented in conjunction with the studies of over 35,000 students in the third, fourth and fifth grades each weekday from 2:45-3 p.m. The programs, Monday

through Friday, respectively, are: "Science in Everyday Life"; "Freedom Tours"; "Let's Speak French"; "Behind the News," and "Let's Speak Spanish."

Edward C. Baltz, Perpetual president, said the programs will not be interrupted by commercial announcements. A short message before and after each program will point up an aspect of thrift in the lives of great Americans.



DISCUSSING PLANS for sponsorship of two programs of weekly *District of Columbia Public School Series* by Perpetual Building Assn. of Washington over WNBW (TV) there are (l to r): seated, Dr. Hobart Corning, Superintendent of District of Columbia Schools; Edward C. Baltz, Perpetual president; C. Melvin Sharpe, board of education president; standing, Harry Merrick, vice president, Kal, Ehrlich & Merrick Adv.; Dr. Carl Hanson, associate superintendent of schools, and Carleton D. Smith, WNBW general manager.

## WIS-TV Columbia Boosts To Maximum 269 Kw Power

BOOST in power to full 269 kw was reported last week by G. Richard Shafto, president of ch. 10 WIS-TV Columbia, S. C. The increase has added about 2,000 square miles to the station's coverage, Mr. Shafto said.

WIS-TV is operating from its 640-ft. tower, which was constructed last year to allow for the power increase. The station had been operating with 106.5 kw since last Nov. 7. It has a primary affiliation with NBC and also carries programs from DuMont and ABC.

## WFIL-TV Begins Color Use

WFIL-TV Philadelphia last week began color slide transmission and plans to launch color film transmission about mid-December, according to an announcement by Roger W. Clipp, general manager. WFIL-TV has offered to telecast advertisers' color commercial slides at no increase in cost over black-and-white. The ch. 6 outlet estimates there are approximately 350 color sets in use in its coverage area.



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**WWPA**  
Williamsport, Pa.

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