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CHANNEL

16

WICHITA

KANSAS

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Edward Petry & Co., Inc.**KWK-TV BEGINS;
SIX OTHERS READY**

Second vhf station in St. Louis commences less than three months after the final FCC go-ahead was given.

JUST one day short of 11 weeks since receiving its grant for ch. 4, KWK-TV St. Louis began broadcasting the second vhf signal into the market. First telecast, last Thursday, was at 7 p.m. Beginning this week, KWK-TV plans to be on the air from 5 p.m. to midnight, and by Sept. 27 will expand to a full 7 a.m. to midnight broadcast day, Robert T. Convey, president of KWK Inc., announced.

The grant was made April 21, after a merger with competing applicants Missouri Valley Broadcasting Co. (KSTP-AM-TV Minneapolis-St. Paul and St. Louis businessmen) and KXOK St. Louis. Ownership of KWK is scheduled to be revised so that previous majority owners (Mr. Convey and associates) own 28%; KSTP, 23%; *St. Louis Globe-Democrat*, previous minority owner, 23%; KXOK owners, 23%, and St. Louis residents of Missouri Valley applicant, 3% [B•T, April 12]. It also was agreed that KXOK would be purchased by Elzey M. Roberts Jr. and C. L. Thomas, president and general manager of the 5 kw, 630 kc facility.

The station began telecasting with a CBS-TV affiliation from studios in the *Globe-Democrat* Bldg. with 100 kw.

Six other tv stations, bringing the first local video outlets to five cities, are reported scheduled to begin regular programming this week.

The new stations, four vhf, are:

WMSL-TV Decatur, Ala. (ch. 23), July 15.
WTHI-TV Terre Haute, Ind. (ch. 10), July 15.
KDRO-TV Sedalia, Mo. (ch. 6), July 15.
KXJB-TV Valley City, N. D. (ch. 4), July 18.
WCET (TV) Cincinnati (ch. 48), educational, July 19.

KGEO-TV Enid, Okla. (ch. 5), July 15.

These will be the first local tv stations for all cities except Cincinnati. The start of educational WCET's programming will give that city its fourth outlet. An abbreviated summer schedule, 4-5 p.m. and 6-8 p.m., Monday through Friday, will allow WCET time to test and develop its programs for the fall, Uberto T. Neeley, general manager, said. This will be the seventh educational station to begin regular programming.

KGEO-TV began test pattern transmission last Tuesday, George Streets, general manager, reported.

WMTW (TV) Poland, Me. (Mt. Washington, N. H.), has started construction on the foundation of its transmitter building atop Mt. Washington. It will take winds of more than 231 mph, highest velocity ever recorded, to do even slight damage to the foundation, the station reported. A one-story building will be bolted to this base.

The ch. 8 station will be affiliated with CBS and ABC and expects to begin commercial operation Aug. 15. Weather forecasts will be one WMTW feature. The U. S. Weather Bureau has a station about 100 feet from WMTW's transmitting site.

The Southwestern Publishing Co., permittee of ch. 2 at Henderson, Nev., has appointed John E. Pearson Co. as representative, Donald W. Reynolds, president, has announced. The station is expected to begin programming by Christmas.

Two more stations are expected to begin regular programming by July 31: WBOC-TV Salisbury, Md. (ch. 16), and KETC (TV) St. Louis, Mo. (ch. 9), educational. (For details see TELESTATUS, page 127.)



F. R. HOUSEHOLDER (r), president of WJVA South Bend, Ind., and chairman of the Indiana Broadcasters Assn. traffic safety committee, receives a state recognition award on behalf of Indiana radio stations for promoting traffic safety. Professor Joseph Lingo, representing Gov. George N. Craig, makes the presentation.

**Draughon Sells Two-Thirds
Of WSIX-AM-TV to Local Pair**

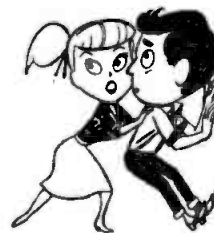
SALE of two-thirds of WSIX-AM-TV Nashville, Tenn., to two local businessmen was announced last week by Louis R. Draughon, present owner and general manager. Application for FCC approval is due to be filed this week, after auditing of station assets and real estate transfers scheduled over the past weekend.

New owners, with one-third each, are W. H. Chriswell, real estate dealer, and Robert Stanford, lumber and business supplies merchant. Mr. Draughon retains one-third interest and continues as general manager of the stations.

WSIX, with 5 kw on 980 kc, is affiliated with ABC. WSIX-TV, on ch. 8, is affiliated with CBS, ABC and DuMont. The seven-month-old outlet has been operating at a profit since the beginning of this year, it is understood.

WNCT (TV) Switches Towers

WNCT (TV) Greenville, N. C., has started telecasting from its new 878-ft. tower after going off the air for two days to make the switch from the temporary 325-ft. structure. The ch. 9 outlet programs continuously from 6:45 a.m. to 11:30 p.m. daily, with 100 kw video power and 56 kw audio. It is expected the new tower will bring improved tv service for viewers within a radius of 50 miles from Greenville.

**UMP-
TEEN LAUGHS****ZIV'S SUNNY FUNNY FAMILY****See pages
87, 88 & 89**