



AT THE tape cutting ceremonies marking the formal opening of the new Television Center of WGLV (TV) Easton, Pa., are (l to r) John Reed Porterfield, general manager; Rev. George A. Creitz, local pastor who conducts a weekly program on WGLV; Tom Grant, programming and production director; J. L. Stackhouse, president of WGLV Inc. and the Easton Publishing Co.; Mayor Francis Moule of Phillipsburg, and Mayor Robert W. Morse of Easton.

1290 kc with 1 kw daytime.

In filing its application for the purchase of the CBS-affiliated ch. 30 WKNB-TV and sister WKNB New Britain for \$606,994 from Julian Gross and associates [B•T, Jan. 10], NBC reported it would spend \$668,640 in relocating the uhf station's antenna atop Mt. Higby to provide Hartford-New Britain-New Haven coverage with 1,000 kw power. Antenna will be 750 ft. above average terrain and 274 ft. above ground, the application revealed.

Purchase agreement showed that NBC proposed to pay Mr. Gross and Peter B. Kennedy \$15,000 and William H. Ray \$9,000 per year for three years to remain as executives of the stations.

Total assets of the New Britain stations, as of Oct. 31, 1954, were shown to be \$885,185, with current assets \$171,655. Current liabilities were listed as \$180,435 and earned surplus as \$49,778.

Purchase of WKNB stations, the application declared, was contingent on FCC approval of the antenna change.

The WKNB purchase is NBC's first move into commercial uhf ownership. The network owns its limit of five vhf tv stations.



E. K. HARTENBOWER, general manager of KCMO-TV Kansas City, Mo., throws a scoop of earth during ground-breaking ceremonies for the station's new tower. T. L. Evans (l), executive committee chairman, and C. E. Breazeal, assistant manager, look on.

## WGLV (TV) Dedicates New Television Center

FORMAL dedication of the new Television Center of WGLV (TV) Easton, Pa., was held Jan. 23, with an estimated 10,000 to 15,000 local citizens turning out to view the new tv plant.

WGLV, which began regular programming Aug. 14, 1953, is affiliated with ABC and DuMont. Its new tv plant is a renovated school building and houses the offices, studios, film facilities, sales, promotion and traffic departments. Before moving into the Television Center, WGLV, operating on ch. 57, originated studio programs from its transmitter site at Gaffney Hill, Williams Township.

The new equipment, purchased to improve film transmission and studio originations, includes a vidicon film-slide camera and projector, synchronizing generator, two camera chains, a special effects generator and multi-channel switchers.

## WDTV (TV) Pittsburgh Changes Call to KDKA-TV

WESTINGHOUSE Broadcasting Co.'s WDTV (TV) Pittsburgh officially becomes KDKA-TV at noon today (Monday). The changeover will be announced on the *News at Noon* show by Bill Burns, news director. Westinghouse executives who will appear on the show include Gwilyn Price, president of Westinghouse Electric Corp.; Chris J. Witting, president of WBC, and Harold Lund, general manager of KDKA-TV. Mayor David L. Lawrence will appear to officially proclaim KDKA-TV Week.

The Pittsburgh vhf was acquired from the DuMont Television Network last December.

A week of special activities will be touched off at 9 a.m. today when Mr. Witting meets with the KDKA-TV staff. At 10 a.m. a Westinghouse exhibit will be opened in the station's building. Later in the afternoon 5,000 balloons, marked with the KDKA-TV call, will be released. Some of the balloons will contain \$2 bills, representing the station's ch. 2 assignment. A helicopter will tow a KDKA-TV banner.

In the early evening there will be a reception and a fireworks display will be set off at 8 p.m. At 10 p.m. Betty Furness will salute the station on CBS-TV's *Studio One*, which is sponsored by Westinghouse Electric.

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