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 origination, includes a vidicon film-slide camera and projector, synchronizing generator, two camera chains, a special effects generator and multi-channel switches.

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 Gwyllyn 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.

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.