

# Recession?

## NOT IN TEXAS' 5th TV MARKET



Some markets may be slumping but not the big Waco-Temple Central Texas Market of 33 counties served by KCEN-TV. Here's why things are humming in this market:

### A PRINCIPAL DEFENSE ARSENAL OF THE NATION!

#### MISSILES . . .

In McGregor, 9 miles west of the KCEN tower, North American Aviation and Phillips Petroleum have established ASTRODYNE, INC., a \$6 million rocket power firm designed to expedite research, development, and manufacture of higher energy solid fuels, propellants, and devices for use in missile systems.

#### MISSILE TRAINING . . .

Units from Ft. Sill, Okla., and Ft. Bliss, Texas, recently have been transferred to neighboring Ft. Hood for special missile training. This is an increase to the present permanent mission.

#### U. S. ARMY . . .

Nearby Ft. Hood is swelling daily with the entire 2nd Armored Division returning from Europe. And retail sales are booming with Ft. Hood. This is a permanent Army Post capable of housing 2 divisions plus an Army Corps Headquarters.

#### U. S. AIR FORCE . . .

Connally AFB, just outside of Waco, is operating under full steam, adding still more to the retail sales growth of Central Texas.

#### Economic Factor Favorable INDUSTRY . . .

Alcoa's huge aluminum plant at Rockdale in our B area is going full blast.

#### WATER DEVELOPMENT . . .

New dams in KCENland are underway at Lampasas, Proctor, and Lake Waco, all pouring new money into Central Texas with a permanent water supply.

#### HIGHWAYS . . .

U. S. Interstate Highway #35 (formerly U.S. 81), part of the huge interstate system, is now under construction in this booming market.

#### AGRICULTURE . . .

A record year of rains during 1957, and this spring, has already assured Central Texas farmers of another multi-million dollar crop this year from their rich blackland soil.

Serving the Waco-Temple Market and all Central Texas

# KCEN-TV

INTERCONNECTED AFFILIATE

Temple Office: 17 S. Third St. Ph. Prospect 3-6868. Waco Office: 506 Professional Building, Ph. Plaza 6-0332. TWX: Eddy, Texas, 8486.

National Representatives:  
BLAIR TELEVISION ASSOCIATES, INC.

STATIONS CONTINUED

## CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

**ANNOUNCED** *The following sales of station interests were announced last week. All are subject to FCC approval.*

**WTVP (TV) DECATUR, ILL.** • Sold by W. L. Shellabarger and others to businessmen headed by George A. Bolas, media director, Tatham-Laird Inc. Chicago agency, for estimated \$400,000. The new group, which includes Gilbert and W. C. Swanson, is to rent land and building with option to buy. Ben K. West will continue as general manager of the station, which is on ch. 17 and is affiliated with ABC-TV.

**KENT SHREVEPORT, LA.** • Sold to Radio Shreveport by Frank H. Ford Sr. for \$110,000 plus \$50,000 to Mr. Ford plus other considerations, mainly management contracts to keep on Frank H. Ford Sr., Frank H. Ford Jr. and William Ford (last two, sons of Frank Sr.) in advisory and consultancy capacity.

Principals in Radio Shreveport Inc.: Troy A. Kaichen, president-treasurer; Troy Kaichen, vice president-secretary, a partner in Westheimer & Co., Cincinnati stockbrokers. Broker was R. C. Crisler Co. KENT operates on 1550 kc with 1 kw day, 500 w night, is affiliated with MBS.

**WAZF YAZOO CITY, MISS.** • Sold to David B. Highbaugh by E. O. Roden and Assoc., for \$125,000. Chapman Co. was the broker. Mr. Highbaugh was formerly 50% owner of WHIR Danville, Ky. WAZF operates on 1230 kc with 250 w, is affiliated with MBS.

**KTKN KETCHIKAN, ALASKA** • Sold to Midnight Sun Broadcasting Co. by Robert C. Mehan for \$50,000. Midnight Sun agrees to cease operation of its present Ketchikan outlet, KABI, if this application is granted. Other Midnight Sun stations: KFAR-AM-TV Fairbanks and KENI-AM-TV Anchorage, both Alaska. KTKN operates on 930 kc with 1 kw, is affiliated with CBS.

**KFPW FT. SMITH, ARK.** • Sold to George HERNREICH, local businessman by the Griffin Grocery Co.'s radio and tv interests for \$75,000. KFPW operates on 1230 kc with 250 w, is affiliated with CBS.

**APPROVED** *The following transfers of station interests were approved by the FCC last week. For other broadcast actions see FOR THE RECORD, page 89.*

**WATV (TV), WAAT-AM-FM-NEWARK, N. J.** • Sold to National Telefilm Assoc. Inc. by Irving R. Rosenhaus and others for \$3.5 million (see story, p. 64).

**KFBB-AM-TV GREAT FALLS, MONT.** • Sold to Cascade Service Inc. by J. P. Wilkens and others for \$600,000 on the condition that (1) the transfer not be consummated until the transfer of KXLK Great Falls, from Z Net to Pat M. Goodover, as approved by the Commission is consummated or until some other appropriate disposition

is made of the interest of Z Net in Great Falls Broadcasting Co., licensee of KXLK and (2) within 60 days after consummation of instant transfer, Z Net shall dispose of interest in note executed by Pat M. Goodover in connection with the purchase of KXLK. Cascade Service is principally owned by Z Net and Idaho Radio Corp. (each 49.98%). Z Net is composed of KXLJ Butte, KXLJ-AM-TV Helena, KXLQ Bozeman, and KXLL Missoula, all Mont. Idaho Radio is licensee of KID-AM-TV Idaho Falls. KFBB operates on 1310 kc with 5 kw. KFBB-TV is on ch. 5. The radio station is affiliated with CBS, the tv station with CBS, NBC and ABC.

**WTIX, WVEZ NEW ORLEANS, LA.** • WTIX given as a gift by Mid-Continent Broadcasting Co. (Todd Storz, president) to Orleans Parish School Board, to be utilized at reduced hours as an educational station [EDUCATION, Feb. 10]; WVEZ sold to Mid-Continent Broadcasting by WVEZ Radio for \$490,000, conditioned first to the disposal of WTIX. Mid-Continent is also licensee of WHB Kansas City, WDGY Minneapolis-St. Paul, and WQAM Miami. The WTIX facilities will be operated by the board on the existing 1450 kc with 250 w. Mid-Continent will retain the call letters WTIX on the 690 kc 5 kw facilities of WVEZ.

**WMTV (TV) MADISON, WIS.** • Sold to Forward Tele. Inc. (Lee P. Loomis, president) by WMTV Inc. for \$339,333. The stock of Forward is owned by Lee Radio Inc. (51%), licensee of KGLO-AM-FM-TV Mason City, Iowa, and Lee Broadcasting Co. Inc. (49%) licensee of WTAD Quincy, Ill., and KHQA-TV Hannibal, Mo. WMTV (TV) operates on ch. 33, is affiliated with NBC.

### Carter, Lee & Assoc. Appointed Baltimore Rep for WMAL-AM-TV

Ken Carter of Carter, Lee & Assoc., Baltimore has been appointed station relations representative in the Baltimore area for WMAL and WMAL-TV Washington, it was announced last week by Fred S. Houwink, general manager of the Washington stations.



MR. CARTER

In that capacity, Mr. Carter will be active for the stations in all phases of broadcasting, including sales. Mr. Carter, formerly vice president of WAAM (TV) Baltimore (now WJZ-TV), has been in broadcasting in that city for 15 years. Earlier he was with WBAL and WMAR-TV, both Baltimore, and served five years on the NAB board of directors. Carter, Lee & Assoc. is at 2503 St. Paul St., Baltimore.