

Six Plan Tv Start Within Fortnight

KBMT (TV) start planned next Sunday would raise tv stations operating to total of 383.

BEAUMONT, Tex., will get its first tv station May 9 when KBMT (TV) begins regular programming, according to John Rossiter, newly-appointed general manager (see story this page). The uhf ch. 31 outlet has been on test patterns since mid-April.

The debut of KBMT will raise the number of operating stations to 383. Another four outlets reported they are set to begin operations May 15; one more is set to begin May 16.

May 15 starters: WDBO-TV Orlando, Fla.; WGOV-TV Valdosta, Ga.; WKNY-TV Kingston, N. Y.; WTHT (TV) Wilmington, N. C. WGAN-TV Portland, Me., is set to begin May 16.

Reports from other stations:

WAPA-TV San Juan, P. R. (ch. 4), second tv outlet there, was to have begun network programming last Saturday, Jose Ramon Quinones, president, announced. The station is affiliated with NBC, ABC and DuMont.

WDBO-TV Orlando, Fla. (ch. 6), one of the scheduled May 15 starters, will be affiliated



AT THE CONTROLS as WKNY-TV Kingston, N. Y., began test patterns last week were (l to r): Robert D. O. Perry, program director; Robert L. Sabin, manager of tv operations, and Carl Egolf, chief engineer. The uhf ch. 66 outlet expects to start programming about May 15, serving the mid-Hudson valley.

with all four networks, Walter E. Sickles, director, reported. This will be the first tv station there. Reception is expected to extend 67 miles from the center of Orlando, he said.

WMSL-TV Decatur, Ala. (ch. 23), has set June 1 as starting target date. It will be represented by The Walker Co.

KGEO-TV Enid, Okla. (ch. 5), plans a June 15 debut as a basic ABC affiliate, Tom Belcher, commercial manager, said. John E. Pearson Co. will be its representative. The station will operate with 100 kw power from an 816-ft. tower.

WCNY-TV Carthage, N. Y. (ch. 7), has broken ground for construction of its station building. It will be located midway between Carthage and Watertown. Most of the equipment will be purchased from General Electric.

KGVO-TV Missoula, Mont. (ch. 13), first station there, expects to be on the air July 1, A. J. Mosby, president, announced. It will be affiliated with ABC and represented by Gill-Perna Inc.

The following stations have reported they

plan to begin regular programming by May 30:

KQED (TV) Berkeley, Calif. (ch. 9), educational; KFXJ-TV Grand Junction, Colo. (ch. 5); WDBO-TV Orlando, Fla. (ch. 6); WGOV-TV Valdosta, Ga. (ch. 37); WGAN-TV Portland, Me. (ch. 13); WBOC-TV Salisbury, Md. (ch. 16); WKNY-TV Kingston, N. Y. (ch. 66); WTHT (TV) Wilmington, N. C. (ch. 3); WCET (TV) Cincinnati (ch. 48), educational; KBMT (TV) Beaumont, Tex. (ch. 31); WHA-TV Madison, Wis. (ch. 21), educational.

(For details see TELESTATUS, page 103.)

WNHC Outlets Offer Time For Story of Polio Vaccine

WNHC-AM-FM-TV New Haven are offering their facilities and prime evening time "of duration sufficient to place before the public facts and opinions of qualified doctors and lay personnel, if any, on Salk polio vaccine."

The stations made the offer in telegrams to Connecticut State Department of Health, Hartford and New Haven County Medical Societies, commentator Walter Winchell and Dr. Jonas Salk.

WNHC-AM-FM-TV Manager Edward C. Obrist said parents in Connecticut, nearby Massachusetts, New York, Long Island, Rhode Island, Vermont, New Hampshire and other areas served by the stations "deserve benefits of first-hand exposure to the case for and against the Salk vaccine and the resultant opportunity to draw their own conclusions on evidence presented, since parental consent to vaccination presupposes, if not demands, complete knowledge of possible risks or benefits involved."

He said the program also will be offered to radio stations of the Connecticut State Network at no cost, and discs and kinescopes to other interested radio and tv outlets at cost.

WSTV-TV Selects Judges For Tower Slogan Contest

JUDGES have been selected by WSTV-TV Steubenville, Ohio, for its Tower Slogan Contest [B•T, March 8] which ended last Friday, according to John J. Laux, executive vice president and general manager. The judges are:

J. Richard Sonneborn, vice president and advertising director Hub Department Store, Wheeling, W. Va., and president and a founder of the Wheeling Advertising Club; William Coffman, officer in Pittsburgh Radio & Television Club and partner in Cabbot & Coffman agency, Pittsburgh, and Emerson V. (Tip) Wood, executive secretary of the Steubenville Chamber of Commerce.

Winners will be announced two weeks after closing date of the contest and will receive a total of \$1,000 in cash prizes.

WIP Sets Sales Records

WIP Philadelphia set new sales records for 1953 with business showing an overall increase of 10% above the previous year, 19% over 1951 and 36% over 1950, according to Ralf Brent, vice president and sales director. Said Benedict Gimbel Jr., president and general manager: "The most significant part of this increase . . . does not show in the figures. Over one-fourth of our advertisers have been using WIP for the past 10 to 17 years; 18% have been with us from six to nine years. I believe this is the foundation for this success."

Labor Union Buys Share In WCFM (FM) in D. C.

Other Washington unions expected to buy stock.

CENTRAL Labor Union (AFL), Washington, D. C., last week became the first labor group to join in ownership of WCFM (FM) Washington, co-op station which has amended its by-laws to include such organizations. Other Washington union groups are expected to buy stock in the station.

Other WCFM stockholder groups are Greenbelt Consumer Services, Group Health



ORGANIZED LABOR entered ownership of WCFM (FM) Washington last week. Taking part in the first purchase of stock in the co-op station were Wallace J. Campbell (seated l), WCFM vice president, who hands the certificate to J. C. Turner, vice president of Central Labor Union. Standing (l to r) are F. H. McGuigan, union treasurer, and W. M. Blaisdell, WCFM general manager.

Assn., Rochdale Cooperatives, Rochdale Cooperatives of Virginia, Pleasant Plains Cooperative Fund, Workshop Center of the Arts, Group Housing Cooperative and District of Columbia Credit Union League.

F. H. McGuigan, union treasurer, said the purchase gives organized labor a chance to support WCFM's programming and to reach a wide audience. The union group comprises 104 AFL locals with membership of 155,000. WCFM's station break will now be "Washington's Co-op Labor Station." No change in staff is planned. W. M. Blaisdell continues as general manager.

Rossiter, Browne Appointed To KBMT (TV) Executive Jobs

JOHN ROSSITER has been named general manager and Frank Browne commercial manager of KBMT (TV) Beaumont, newest tv station in the Texas Gulf Coast area. Both held similar positions at WJTV (TV) Jackson, Miss., before coming to KBMT.

Mr. Rossiter is a veteran of six years in the industry, including service as sales manager of WIKK Erie, Pa., commercial manager of WICU (TV) Erie and as general manager of WTVN (TV) Columbus.

Mr. Browne, before coming to KBMT, served as commercial manager for WBGE Atlanta, as general manager of KWFC Hot Springs, Ark., and once worked for B•T at its Chicago office.