

Bankruptcy Petition Filed by KCOK Tulare

SHELDON ANDERSON, owner of KCOK Tulare, Calif., listed 367 creditors and indebtedness of \$752,985 in a bankruptcy proceeding in U. S. District Court in Fresno, Calif.

Mr. Anderson outlined assets of \$53,310 exclusive of the radio station and broadcasting license. His petition seeks to have him declared a debtor in possession of his property. If granted, Mr. Anderson would be permitted to run KCOK under supervision and eliminate his debts over a period of years.

The debts were incurred, Mr. Anderson declared, when he built and operated KCOK-TV, uhf ch. 27 in Tulare. The station, now using the call letters KVVG (TV), was taken over by a group of creditors after attempts to sell the plant failed last year.

Mr. Anderson's petition listed unsecured claims totaling \$373,964; secured claims of \$353,337; taxes due the federal government—\$23,620; wage claims of \$1,015, and local taxes due of \$1,057.

WTOP Creates News Division, Five Newsmen to Be Released

PLANS for the establishment of a news and public affairs division at WTOP-AM-TV Washington have been announced by John S. Hayes, president of WTOP Inc. WTOP and CBS News have maintained a single news operation in the Nation's Capital, but these will be separated on Oct. 30 when the station's new division commences operation.

The new division will be responsible for news gathering activities and broadcast of news and public affairs programs, with emphasis on local coverage, the station said.

Because of the creation of the new division, effective with the Oct. 30 date, the services of five news commentators will not be utilized. They are: Paul Niven, Bill Costello, Claude Mahoney, Peter Hackes and Stephen Kushing. Personnel to be assigned to the WTOP News & Public Affairs Div. will be announced shortly.

Adler Moves to WABD (TV)

APPOINTMENT of Bill Adler, former director of special projects for WRCA-AM-TV New York, as director of press and special events for WABD (TV) New York was announced last week by Ted Cott, general manager of DuMont-owned tv stations.

Mr. Adler has been with WRCA-AM-TV New York since last January, producing news and special events programming and documentaries and writing and producing the *Tex and Jinx* show.

KDUB-TV Boosts to 50 Kw

KDUB-TV Lubbock, Tex., has installed a new DuMont 50 kw transmitter, according to Jack McElrath, news director. The station's old 5 kw transmitter is being sent KDUB-TV's satellite, KPAR-TV Sweetwater, Tex., which will soon go on the air.

KTRK-TV ID's in Color

KTRK-TV Houston began televising station identification slides in color last week, according to Willard E. Walbridge, general manager. The ID slides are of familiar scenes and landmarks of the Houston area.

Beachside Radio

WJBK Detroit has been given credit for doubling the attendance at Metropolitan Beach by recreation director Robert E. Giradin. The station is operating from its new summer studio on the beach and disc m.c. Don McLeod does a daily five hour program from the water's edge.

Mr. McLeod's music and interviews of guests have become an important entertainment feature of the beach as his broadcasts are tied into the loud speaker system and can be heard over the entire area. The beach is located 22 miles northeast of the Detroit city hall.



STANDING in front of the WJBK summer studio at Metropolitan Beach, Detroit, Robert E. Giradin, beach recreational director, points out high points of the area to (l to r) Harry Lipson, WJBK managing director; Don McLeod, disc m.c., and Gar Meadowcroft, assistant managing director.

Chevrolet Buys 'Six Plan'

CHEVROLET dealers of Southern California became the first buyers of KNXT (TV) Los Angeles' new "Six Plan" according to Robert B. Wood, general sales manager for KNXT and the Columbia Television Pacific Network. Under the plan, an advertiser using six announcements each week (other than A or AA times) earns a volume discounts of 25%. Eisaman-John Agency handles the Chevrolet account.

WAKR-TV Increases Power

WAKR-TV Akron, Ohio, will increase its power from 18.2 kw to 213 kw the latter part of September, according to S. Bernard Berk, president. The ch. 49 station also will increase its daily operating schedule and has established a photographic department.

WXEX (TV) Connected to Bell

CONNECTION of WXEX (TV) Petersburg, Va., to the Bell Telephone System's nationwide network of tv facilities has been announced by the Long Lines Department of American Telephone & Telegraph Co. Addition of the outlet brings the total number of connected stations to 365 and the number of cities served to 242.

WQXR Releases Beer-Ale Survey Compiled by Pulse

RESULTS of a five-year comparative survey of beer and ale on hand in radio homes in the New York metropolitan area were released last week by WQXR New York.

The latest survey, conducted for WQXR by The Pulse in personal interviews with WQXR listening families and non-WQXR listeners, was combined with the results of four previous beer inventories to give a five-year comparison of brand preferences on hand in the home. The first five brand leaders in the 1955 survey among WQXR families were Rheingold, Ballantine, Piel's, Schaefer, and Schlitz. Leaders among the non-WQXR families were Rheingold, Ballantine, Schaefer, Piel's, and Ruppert.

WQXR's continuing study, designed to determine audience characteristics on a comparative basis, has been conducted for the station by The Pulse since 1949. Comparative studies are available at WQXR covering bread, coffee, cigarettes, mustard, banking and investments, vacations, and automobiles.

Underwood, Lochridge Promoted by Katz Agency

APPOINTMENT of Arthur J. Underwood Jr. as manager of the Detroit office of The Katz Agency, national advertising representatives, was announced last week by the company. He succeeds W. Fiske Lochridge, who becomes assistant sales manager of Katz' newspaper division in New York.

Mr. Underwood has been on the Detroit sales staff of The Katz Agency since 1946. Mr. Lochridge succeeds John L. Cross Jr., who was killed in an airplane accident earlier this month.

WGN Adds All Illini Games

A NINE-GAME schedule of all U. of Illinois Big Ten and intersectional football games will be carried by WGN Chicago starting Sept. 24, under sponsorship of Mike McCarthy Motors, the station has announced. Myron Welden will handle play-by-play. WGN previously contracted for coverage of the Chicago Bears 12-game pro football schedule, with Standard Oil Co. (of Indiana) as sponsor, starting with exhibition contests Aug. 20. The Illini Big Ten schedule runs through Nov. 19.

WSJS-TV Has New Facilities

WSJS-TV Winston-Salem, N. C., will begin using the station's new facilities, which include a power of 316 kw and tower 2,000 feet above average terrain, the first two weeks of September. The ch. 12 station will be equipped for full color transmission.

WINS Names Burke-Stuart

BURKE-STUART Co., New York, has been appointed sales representative for WINS New York, effective immediately, in Chicago, Boston, Philadelphia, Baltimore and Washington. WINS, an independent station, operates with 50 kw on 1010 kc.

Farm Bureau Changes Name

FARM BUREAU Insurance Cos., which owns the Peoples Broadcasting Co., will change its name effective Sept. 1 to Nationwide Insurance. The company operates stations WRFD Worthington, Ohio; WTTM Trenton, N. J.; WMMN Fairmont, W. Va., and WGAR-AM-FM Cleveland.