

they employ to promote their services, and such facilities include program advertising.

"The advertising columns of this newspaper are available for the unrestricted use of any radio station in Oklahoma City or elsewhere, at prevailing commercial rates, for the purpose of increasing or maintaining their listening audience, or to develop new sponsors, or for any other proper purpose."

The Aug. 21 edition of the *Times* carried two letters to the editor in which the new policy was criticized. "I always considered that the radio programs were one of the things I paid for when I bought the paper, and I can't see why the people who supply this information which I and many other people want should pay for it," wrote Alice M. Brues, a reader.

Another reader, Neil Tuohy, wrote that he was "shocked" and added, "I believe you are negligent in your duty, as the only daily newspaper, to supply this important information as a public service."



NEW AM transmitter for KPHO Phoenix, a Collins 21E model, was put into operation last Thursday by (l to r) George McClanathan, director of engineering for KPHO-AM-TV; Bob Martin, KPHO manager, and Dick Rawls, general manager of the Meredith stations. They examine a wire from FCC which gives go-ahead for the transmitter. Cost of transmitter and other equipment amounted to more than \$40,000.

WNBC-WNBT (TV) Billings Ahead of 1952 Figures

RADIO and TV business totals are running substantially ahead of 1952's record figures for NBC's WNBC and WNBT (TV) New York, and station executives are mapping new departures to keep the totals going up.

Outlining plans for the immediate future, station manager Ernest de la Ossa noted last week that WNBC's sales volume for the first seven months—January through July—was approximately 14% above that for the comparable period of 1952, which was the highest in the history of the station, and predicted that the full year's figures would be 20% ahead of those for last year. On the television side, he said seven-month totals for WNBT (TV) are about 28% ahead of those for 1952, with substantial selling periods yet to come.

To boost these improvements even higher, Mr. de la Ossa and his colleagues have several innovations in store. One is the "Three P's" program of operations, involving the programming, press-and-publicity, and promotion departments of the stations. Under this battle-plan the Three-P's departments work together to devise a campaign "package" to support the offerings of the sales department.

UHF's ON AIR FORGE AHEAD OF VHF's IN POST-THAW TV STATION STARTS

Uhf station debuts for fifth straight week outscore vhf starts. Latest bows are taken by uhfs, one each in Portland, Me., and Tyler, Tex., and one vhf in Abilene, Tex. Total post-thaw score: 58 uhf, 54 vhf.

FOR THE FIFTH straight week, uhf has taken the lead in station debuts.

With two more uhf stations going on the air yesterday (Sunday) and today, the number of post-thaw uhf outlets is beginning to take a significant lead over the number of post-thaw vhf stations.

During the past week only one vhf station was to begin regularly scheduled commercial programming. In the previous week only one vhf station started a commercial schedule, while another vhf station went off the air [B•T, Aug. 24]. The week before that, three uhf stations went on the air while only one vhf started [B•T, Aug. 17], and four weeks ago not one vhf began commercial programming, but a uhf station did [B•T, Aug. 10].

Today the majority of post-thaw stations on the air commercially are uhf stations. The score: 58 uhf, 54 vhf.

The two uhf stations which were to go on the air yesterday and today are the first TV outlets in their cities:

WPMT (TV) Portland, Me., uhf Ch. 53, affiliated with all four networks.

KETX (TV) Tyler, Tex., uhf Ch. 19, affiliated with all four networks.

The solo vhf also is the first in its market:

KRBC-TV Abilene, Tex., vhf Ch. 9.

Tomorrow, 16 stations expect to begin programming (see list of all those planning a start within 30 days at end of this story). Of this number, 10 are uhf and only six vhf.

Here are late reports on construction:

'First in Maine'

WPMT (TV) Portland, which began test pattern transmissions Aug. 28, was to have begun programming at 6 p.m. yesterday with CBS-TV's *Toast of the Town*. Frank S. Hoy, president and general manager, said it would be "the first live network telecast in Maine." The station is transmitting with an RCA 1 kw transmitter.

KETX (TV) Tyler, Tex., which is to begin today, reported last week it began testing Aug. 24. Affiliated with all four networks, the station is operating with an effective radiated power of 2.1 kw visual.

KRBC-TV Abilene, Tex., which was to have begun commercial telecasting on vhf Ch. 9 last night, is represented by John E. Pearson TV Inc.

Two share-time stations are planning their joint debut tomorrow (Tuesday).

WTCN-TV Minneapolis and WMIN-TV St. Paul, which will share vhf Ch. 11, reported last week they will begin with effective radiated power of 70 kw visual, which will be boosted to 316 kw as soon as more equipment is received. The stations are ABC-TV affiliates.

Another station which plans commercial operation for tomorrow is WNOK-TV Columbia, S. C., uhf Ch. 67.

The second station to receive a DuMont 5 kw transmitter with a Klystron tube, WNOK-TV will have an effective radiated power of 93.5 kw visual. Because of favorable terrain, H. Moody McElveen Jr., general manager, said he expects that the Columbia station's coverage will "equal or surpass" coverage demonstrated by WGLV (TV) Easton [B•T, Aug. 17]. Mr.

McElveen said more than 30 orders for commercial time have been received.

WTVH-TV Peoria, Ill., uhf Ch. 19, put its test pattern on the air Aug. 20, Hugh R. Norman, president, said last week. WTVH-TV also plans to begin programming tomorrow.

Joe L. Smith Jr., president of WKNA-TV Charleston, W. Va., last week took John T. Copenhaver, mayor of Charleston, on a tour of the uhf Ch. 49 station. WKNA-TV expects to start early in September with ERP of 22.5 kw visual.

A Sept. 7 opening is planned by WBES-TV Buffalo, N. Y., uhf Ch. 59. The station is building a tower atop a building in downtown Buffalo and will use an RCA transmitter.

Walter Rothschild, secretary-treasurer of the Lee Broadcasting Co. and general manager of KHQA-TV Hannibal, Mo., and WTAD Quincy, Ill., said Thursday that KHQA-TV started its test pattern at 7:30 a.m. Aug. 27, with regular programming operations planned in about two weeks. KHQA-TV is operating with interim power of 36.3 kw visual ERP, using a 12-bay antenna 96 feet above average terrain, he said. The station is affiliated with CBS-TV and DuMont and is represented by Weed Television. Mr. Rothschild claimed that KHQA-TV was the first TV station on the air in the Tri-City area.

Joe Bonansinga, general manager of WGEM-TV Quincy, Ill., told B•T the new vhf Ch. 10 station started equipment tests Thursday, Aug. 27, at 11:47 p.m. CST. Program tests will follow shortly.

KHQA-TV and WGEM-TV in neighboring cities, were shipped 5 kw DuMont transmitters on the same truck last month [AT DEADLINE, July 27], and crews raced to see which station could get on air first.

WGEM-TV is affiliated with NBC-TV and ABC-TV networks and is represented by the Walker Representation Co. The radio affiliate is WGEM-AM-FM. Stations' licensee is the Quincy Broadcasting Co., owned by the *Quincy Herald Whig*. T. C. Oakley is president.

An intensive uhf promotion campaign is going into its fourth month in Chambersburg,



PREPARING to tune in for first test patterns of share-time TV grantees KSBW-TV Salinas and KMBY-TV Monterey (Calif.), are (l to r) Salinas Broadcasting Corp. partners John Cohan, president-general manager, William Oates, commercial manager, and Lewis Terven. KSBW-TV is to start programming Sept. 11.