

at deadline

KBET-TV Sacramento to Help In Fall Earth Satellite Project

KBET-TV Sacramento, Calif., has become official "tracking station" for U. S. Navy Dept. of Research with plans to electronically follow earth satellite which scientists will launch in September. KBET-TV will begin construction, installation and operation of tracking station at its transmitter site in mountains near El Dorado. In this manner, CBS basic affiliate will determine height, position and speed of satellite as it passes over station's coverage area, which encompasses California's Central Valley. When launched, satellite is expected to pass over Sacramento area once every two hours.

"In volunteering to participate in this great project, we hope to give government scientists important data through the end of the International Geophysical Year, Dec. 31, 1958," said John H. Schacht, vice president and general manager of KBET-TV. Peter Onnigian, chief engineer, will supervise construction of project which station is undertaking at its own expense.

Orlando Ch. 9 Grant Appealed

WORZ Orlando, Fla., unsuccessful applicant for ch. 9 that city, on Friday asked U. S. Court of Appeals in Washington to reverse June 7 grant of ch. 9 to WLOF Orlando. WORZ claimed FCC did not answer all exceptions taken to examiner's initial decision (which favored grant to WORZ) and that Commission overemphasized WLOF preferences and minimized WORZ's good points. Commission granted vhf channel to WLOF largely on what it called indirect ownership in WORZ of William O. Murrell Sr.

Clyde Palmer Dies at 80

CLYDE E. PALMER, 80, broadcaster-publisher, died Thursday night at his Texarkana, Tex., home after suffering a stroke. Mr. Palmer and his wife had established Palmer Foundation to conduct educational research project, which is publishing new series of textbooks for grade schools. Palmer broadcasting interests include KCMC-AM-TV Texarkana; KWFC Hot Springs, KAMD Camden, KELD El Dorado and KFMA Magnolia, all Arkansas.

NL&B Adds Three

APPOINTMENT of Walter Daspit Jr. as business affairs manager of its radio-tv department and two other staff additions announced Friday by Needham, Louis & Brorby, Chicago. Mr. Daspit formerly was assistant radio-tv director at Ruthrauff & Ryan. Other new members are Ed McAuliff, previously vice president and creative staff member at Earle Ludgin & Co., to NL&B copy staff, and Gordon M. Keswick, U. of Illinois, to research department.

Oberfelder, Randell Buy WKIX; KUDU Purchase Filed at FCC

SALE of WKIX Raleigh, N. C. (850 kc, 10 kw) by Sir Walter Tv Co. (WNAO-TV Raleigh) to Ted Oberfelder and Lou Randell for \$168,000, subject to FCC approval, was disclosed Friday. Mr. Oberfelder is former vice president of ABC and Burke Stewart & Co., representative. Sale was handled by Blackburn & Co.

Application for FCC approval has been filed for purchase of KUDU Ventura, Calif. (1590 kc, 1 kw) by Tri-Counties Public Service Inc., Beverly Hills, Calif. for \$162,500 from William H. Haupt, president. Principal stockholders of Tri-Counties are: Mrs. Virginia Wallace, 50%; Robert and Jean Grettenberg, 30%; and William Rea Jr., 20%. Mr. Rea once owned CKNW New Westminster, B. C. Wilt Gunnzendorfer & Assoc. is broker.

Two More Dolcin Officers Fined

FINES of \$1,000 and \$750 have been levied by U. S. Court of Appeals, Washington, on Dolcin Corp. officers George Shimmerlik and Albert T. Wantz respectively. Punishment, latest court action in contempt proceedings, was levied when three-judge appeals court denied Messrs. Shimmerlik and Wantz petition for reconsideration and rehearing. Last April company and president, Victor Van Der Linde, were fined \$15,000 and \$2,500 respectively for contempt of court. Court ruled last December that firm and three executives failed to discontinue radio advertising on Dolcin pills (arthritis and rheumatism remedy) after ordered to do so by Federal Trade Commission, confirmed by appeals court.

Gray Seeks Closer Liaison

WIDER contact between government departments dealing with telecommunications matters is provided by new top-level procedure set up by Gordon Gray, director of Office of Defense Mobilization. Responsibility for work of Cabinet Committee on Telecommunications Policy & Organization now rests on ODM director, with committee being dissolved. Mr. Gray plans to consult with Telecommunications Advisory Board, whose members are at assistant secretary level. Board chairman is Maj. Gen. Jerry V. Matejka, assistant to director of ODM for telecommunications. ODM's telecommunications activity does not include radio and tv broadcasting.

UPCOMING

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.
July 10: Hearing on NARBA, U. S.-Mexico post, Senate Foreign Relations subcommittee, Washington.

PEOPLE

EDMUND F. BURYAN, formerly marketing consultant with Booz, Allen & Hamilton, management consultant firm, named vice president in charge of marketing at W. A. Sheaffer Pen Co. He will supervise sales, merchandise, advertising and market research.

FRANK HOPKINS, tv-radio copy chief, Campbell-Ewald, Detroit, to N. W. Ayer & Son, Detroit, in radio-tv department. **STEPHEN W. MEADER**, associate director of Ayer copy department in Philadelphia, retires after 30 years with agency.

WALTER L. THRIFT, formerly with Television Programs of America, appointed southern sales representative of ABC Film Syndication, headquartered in Virginia Beach, Va., and covering Virginia, West Virginia, North Carolina and South Carolina.

IRVE TUNICK, radio-tv-film writer, signed by TNT Tele-Sessions Inc., N. Y., closed-circuit tv organization, to exclusive contract.

PHILIP WISE, account coordinator, promoted to assistant account executive on Instant Chase & Sanborn coffee for Compton Adv., N. Y.

Good Gets New RCA Post

APPOINTMENT of Lowell H. Good to newly-created post of director, engineering utilization, RCA, was to be announced over weekend by D. F. Schmit, vice president, product engineering, RCA staff. For past 18 months engineering executive in RCA's defense electronic products organization, Mr. Good now assumes responsibility for developing and executing comprehensive program for effective, economical coordination and utilization of engineering manpower and resources in all areas of RCA operations. He has been with RCA product and developmental engineering activities since 1941.

WRCV-TV Gets School Bell Award

WRCV-TV Philadelphia Friday said it was first local tv station to receive School Bell Award. Award was bestowed during centennial convention of National Education Assn. at Philadelphia. Award was for station's documentary series, *Progress*, in which New Jersey Education Assn. and Pennsylvania Education Assn. presented programs dealing with current problems in education. Series, which began October 1955, currently is seen in color. Lloyd E. Yoder, NBC vice president and general manager of WRCV-TV, accepted medallion award at special ceremonies at Convention Hall.

TPA Sells in Guatemala

TELEVISION programs of America made its first sale in Guatemala with *The Count of Monte Cristo* series which will be sponsored in Spanish version by Instrumentos Musicales S. A. on RAD-TV Guatemala City effective in August.