

KIEM-TV, Eureka, On Air Soon

Broadcasts from station KIEM-TV, Eureka's new television station, will begin soon, with test patterns scheduled to go on the air September 10.

Brookings-Harbor television dealers are hopeful that the Eureka station will be received well in this area.

The test patterns will give some indication as to how the station will be received in this area. However, KIEM-TV, in common with most other stations, will be on reduced power for its initial tests.

Primary purpose of such tests is to establish the viewing area of the station, with an ultimate aim to reduce the blank spots by further engineering.

Construction is not yet complete on KIEM's antenna, so the success of the initial tests here will not be a full indication of the future of television here from that direction.

Antenna Raising Ticklish Job

Antenna erections in a coastal area such as the Brookings-Harbor area are a serious problem, according to City Building Inspector O. D. Arp.

For that reason, the city of Brookings has adopted a code covering the erection of such antennas within the city.

One of the recommendations made concerning antenna installations is that the workmanship be dependable. Although the city will regulate and inspect such erections, a great deal of trouble can be avoided if television owners are sure that the erection has been made by competent workmen, fully trained.

CHANNELS EXCELLENT

The two television stations which will be receivable in the Brookings area, Medford and Eureka, occupy two of the most favorable of television channels for receivers. The two stations are on channels three and five.

CHAMBER OF COMMERCE WARNS BROOKINGS AREA AGAINST ITINERANT TELEVISION DEALERS HERE

Residents of the Brookings-Harbor area were warned this week to prepare for an influx of undependable dealers in TV sets with the advent of television here. The warning came from Clive

Medford Station To Increase Power

Medford's television station, pioneer station in Southwest Oregon, will soon be operating on greater power.

The station is now operating on one-fifth power, and will increase it by steps until full power is reached this winter.

The temporary antenna being used by the station will soon be replaced by a permanent, higher one, too.

Dealers in the Brookings-Harbor area are hopeful that the Medford station, a Columbia system affiliate, will be receivable here when full power is achieved.

Manley, president of the Brookings-Harbor Chamber of Commerce.

Manley said that the beginning of TV in every locality has always been accompanied by a horde of itinerant sellers, who descend upon the new locality with a stock of television sets which have proved valueless in localities that have TV.

The sets sold by these merchants, according to Manley, consist of obsolete sets, sets which have proven so inferior that they can't be sold in areas where television is present so they can be tested, and generally shoddy material.

A number of cities recently have had unpleasant experiences with the fly-by-night sellers. Currently going through the experience is the Medford and Grants Pass area. Opening of the station there exposed those cities to the undependable dealers there, and a number of people in that area

have bought valueless sets.

The fly-by-nighters usually work, though, on the fringe area of the television station, where they can sell sets with the explanation that they'll be perfectly good as soon as the station boosts to full power. Brookings qualifies as fringe area for two stations, Medford, which is broadcasting on one-fifth power without permanent antenna, and Eureka, which starts sending test patterns this week, although it, too, will be on reduced power initially, and its antenna is not yet fully erected.

Manley had the following recommendations to make to prospective Brookings television buyers: Buy dependable, nationally-advertised brands built by well-known concerns; don't buy any set until you have seen what it can do in your locality; and buy it from a well-established, permanent local dealer who will be here to keep its guarantee in effect.

Watch Out For Fly-By-Night Dealers

In every community where Television becomes a reality, a horde of fly-by-night peddlers has descended upon it. They bring in obsolete, old-fashioned, improperly built television sets, to unload upon the populace before the people actually are acquainted with what a television set should be.

And then they disappear. The buyer is left with a worthless television set. His guarantee is a scrap of paper, with no dealer to present it to. And the seller is off to the next community.

It isn't a small business. The Better Business Bureau of Denver estimates the fly-by-nighters milked their city of \$3,000,000 when Television began there a year ago.

And they love small cities. Since Denver's unfortunate experience, the Better Business Bureaus of the large cities have been on guard against such tactics. But the smaller ones have less protection.

There's only one remedy. When you're ready for Television here, deal with the people you know

—the merchants of Brookings who've been established for years. They'll work with you in choosing the set that meets your needs. They'll arrange your installation by competent local experts, and they'll still be here AFTER you've got your set. Deal with the people you trust, the dependable merchants of Brookings.

HENDRICKS FURNITURE

PAR'S HARDWARE

KERR HARDWARE AND ELECTRIC

CHETCO HOME AND AUTO SUPPLY

WHITE APPLIANCE

YELTON'S

EVANS ELECTRIC
Antenna Installation