

Mac Wiseman, country music personality, opens Wise-O-Man Talent Agency, Hawley Building, Wheeling, W. Va.

Robert Schnee, project director, and **Martin Zeidner**, in charge of copy testing laboratory, both with Universal Marketing Research, New York, named VP's.

Victor J. Tedesco, with Tedesco Inc., St. Paul, elected to city council of St. Paul.

INTERNATIONAL

John F. Glasier, advertising manager of Ford Motor Co. of Canada Ltd., named president of Association of Canadian Advertisers. He succeeds **A. F. M. Biggs**, advertising and PR manager of Canadian Industries Ltd., Montreal.

Jiro Sugiyama, with Sumitomo Shoji Kaisha Ltd., Tokyo, appointed to new-

ly created position of assistant general manager of CBS Japan Inc., that city.

DEATHS

Mrs. Helen Dwyer Kelleher, president of Empire Broadcasting Corp., New York, sound and recording studios for radio-TV commercials, and wife of late Gerald Kelleher, former Empire president, died May 6. Surviving are four daughters.



Mr. Sandler
Miami.

Jack Sandler, 50, VP of Storz Broadcasting Co., died of heart attack May 5 in Miami Beach, Fla. He began his career in 1939 at KOWH Omaha. In 1956 he became VP and general manager of WQAM

Lee Sims, 68, pioneer radio pianist

and composer, died of cancer May 7 at his New York home. Mr. Sims, who started in radio in 1920's, had NBC program *Piano Moods*, and was guest on Rudy Vallee, Ben Bernie and Phil Baker programs, among others. He married Ilomay Bailey, with whom he replaced Eddie Cantor on Chase and Sanborn program in 1930's. He is survived by his wife.

Jack M. Nitzburg, 55, administrative assistant to sales manager of American Society of Composers, Authors & Publishers, died May 8 of heart attack at South Nassau hospital in New York. He is survived by his wife, Lucille, and daughter.

Thomas E. Maytham, 70, president of Shivell-Hall Co., New York, for past year, died May 9 at his home in Southport, Conn. He was with Maxon Inc. for 17 years and prior to that with BBDO for 15 years. Surviving are his wife, Margaret, and two sons.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 5 through May 11 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant. antenna, aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N.—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTION

*Pensacola, Fla.—Escambia County Board of Public Instruction. Granted CP new UHF on channel 23 (512-518 mc): ERP 37.7 kw vis., 20.25 kw aur. Ant. height above average terrain 485.51 feet, above ground 462.8 feet. P. O. address: 215 West Garden Street, Pensacola. Estimated construction cost \$944,186; first-year operating cost \$175,675. Studio and trans. locations both Pensacola. Geographic coordinates 30° 26' 36" north lat. 87° 4' 2.6" west long. Type trans. RCA TTU-2A, type ant. RCA TFU-24DL. Legal counsel not listed, consulting engineer W. J. Kessler, Florida ETV Commission. Principal: board of trustees. Action May 10.

APPLICATION

San Antonio, Tex.—Southwest Broadcasting Inc. UHF channel 29 (560-566 mc); ERP 149 kw vis., 109 kw aur. Ant. height above average terrain 1450 ft., above ground 1529 ft. P.O. address: c/o Norman S. Davis, 1515 National Bank of Commerce Bldg., San Antonio 78205. Studio and trans. both to be located in San Antonio. Geographic coordinates 29° 17' 27" north lat., 98° 16' 01" west long. Type trans. RCA TFU-30A(LA); type ant. RCA TFU-46K. Legal counsel Cotton & Fanelli, consulting engineers Raymond E. Roher & Associates, both Washington. Principals: Glen A. Martin (31.6%),

Norman S. Davis (21.1%), W. W. McAllister Jr., O. J. Solcher Jr., Gilbert M. Denman Jr. and Leroy G. Denman Jr. (each 10%) and others. Mr. Martin has gas and oil interests. Mr. Davis is lawyer. Mr. McAllister is in insurance and banking. Mr. Solcher is in investments. Messrs. Denman are both lawyers. Ann. May 2.

Existing TV stations

NEW CALL LETTERS ASSIGNED

WCUI(TV) Chicago—Weigel Broadcasting Co. Assigned WCUI-TV.

New AM stations

ACTION BY FCC

Calhoun, Ga.—New Echota Broadcasting Co. Granted CP for new AM on 1110 kc, 250 w, D. P. O. address: Route 2, Calhoun. Estimated construction cost \$7,590; first-year operating cost \$30,000; revenue \$52,000. Principals: William E. Stocks (60%) and Emma H. Stocks (40%). Mr. Stocks owns retail store. Action May 4.

APPLICATIONS


Louisa, Ky.—Two Rivers Broadcasting Co. 1270 kc, 1 kw, D. P. O. address: c/o Merrill S. Rice, Louisa 41230. Estimated construction cost \$21,600, first-year operating cost \$40,000, revenue \$50,000. Principals: Merrill S. Rice, John L. Burton, Paul G. Fyfe, Dr. Hershall Murray, Parker West, (all 16%) and Thomas N. Cox and James Cox (each 8½%). Messrs. Cox and Dr. Murray are all stockholders in Big Sandy Broadcasting Co., Paintsville, Ky. Ann. May 9.

Gretna, La.—West Jefferson Broadcasting Inc. 1540 kc, 500 w, D. P. O. address: c/o Ralph M. Hartwell, M.D., 600 N. Labarre Rd. Metairie, La. 70001. Estimated construction cost \$35,350; first-year operating cost \$43,600, revenue \$45,000. Principals: Ralph M. Hartwell, M.D. (31%), Cornelius E. Gorman, M.D. (25%), James M. Claravella, M.D. (16%) and others. None of the principals have broadcast interests. Ann. May 6.

Westwego, La.—Holmes Broadcasting Corp. 1540 kc, 500 w, D. P. O. address: c/o Frank J. Buescher, 819 Canal St., New Orleans 70112. Estimated construction cost \$55,500; first-year operating cost \$75,000, revenue \$50,000. Principals: D. H. Holmes Co. Ltd. (75%) and Michael W. Pfister (25%). None of the principals have other broadcast interests. Ann. May 6.

EDWIN TORNBERG

& COMPANY, INC.



**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531