

FCC Roundup

(Continued from page 71)

with respect to the availability to the applicant of the transmitter site proposed in the application of On the Air Inc. (WTMV). Order Oct. 17.

WALE Fall River, Mass.—Ordered WALE to file application for license renewal in 30 days; placed in pending file applications of Bay State Bestg. Co. seeking WALE facilities and that of Narragansett Bestg. Co. for transfer of WALE to Bristol Bestg. Co. pending action on renewal. Story this issue. Order Oct. 17.

WYAGW and Mayaguez Radio Corp., Mayaguez, P. R.—In memorandum opinion and order, denied joint petition to sever, remove from hearing docket and dismiss application of Electronics Corp. of Puerto Rico to change operating assignment of WECW from 1490 kc 250 w unil. to 1500 kc 1 kw unil., and also requesting that WECW application, together with entire record thereof, be incorporated by reference into record of application of Mayaguez Radio Corp. for new station 1300 kc 1 kw unil. Order Oct. 17.

Non-Docket Actions . . .

AM GRANTS

Somerset, Pa.—Somerset Bestg. Co., granted 990 kc, 250 w, daytime; estimated cost \$19,573. Co-owners: Theodore H. Oppgaard, Carl R. Lee and Kenneth E. Cooney, all flight radio officers with American Overseas Airlines. Granted Oct. 17.

Snyder, Tex.—Scurry County Bestrs., granted 1220 kc, 250 w, daytime; estimated cost \$10,500. Co-partnership: W. J. Harpole, owner KVOF Plainview, Tex., and 50% owner KVOU Uvalde, Tex., and Kermit S. Ashby, 24% owner KPET Lamesa, Tex. Granted Oct. 17.

Bozeman, Mont.—Penn Engineering Co. Inc., granted 1230 kc, 250 w, unlim.; estimated cost \$11,970. Ownership: G. Norman Penwell, engineer at KPRK Livingston, Mont., president and 50 sh.; Kenneth G. Penwell, U. S. Army (Communications), Maxwell Field, Ala., vice president, 50 sh.; Lura B. Penwell, Montana State College home demonstration agent, 50 sh.; William K. Strickfaden, insurance, 20 sh.; Gerald E. Tyo, KPRK engineer, secretary-treasurer 10 sh. Granted Oct. 17.

Oelwein, Iowa.—The Northeast Iowa Radio Corp., granted 950 kc, 300 w, daytime, directional; estimated cost \$40,987.

Principals include: Harry D. Flower partner Oelwein Livestock Exchange and in insurance business, president; Arthur G. Schneider, owner The Home Cafe, vice president; Regis A. Harrington, part owner Iowa Portable Mill Co., secretary; Thomas Smith, real estate and insurance, treasurer; Earl W. Moore, Buick-Pontiac dealer, director; Lawrence A. Liebe, Ford dealer, director; Richard E. Swan, owner Swan's Furniture Store, director. Each officer holds 7.15% interest, each director and seven others 7.14% interests. Granted Oct. 17.

Greenwood, Miss.—Greenwood Bestg. Co. granted 960 kc, 1 kw, daytime. Estimated cost \$18,000. Co-partnership: John C. Love, attorney at Kosciusko, Miss., and Cy N. Bahakel, owner WKOZ Kosciusko. Granted Oct. 17.

Boone, Iowa.—Boone Bestg. Co., granted 1590 kc, 1 kw, daytime, estimated cost \$26,512. Principals: Harold L. Fisher, in the business, president and 8.25%; Robert E. Munn, owner Riekenberg's Dept. Store, vice president 8.25%; Bert W. Miller, drug store owner, director 8.5%; Harold A. Garvey, general manager Boone News-Republican, secretary-treasurer 31.25%; Mrs. Harold A. Garvey, editor-publisher Boone News-Republican, 31.25%; Ralph H. Capps, advertising, Boone News-Republican, 10%; Dan Garretson, electrical contractor, director 2.5%. Granted Oct. 17.

Dade City, Fla.—Seminole Bestg. Co., 1310 kc, 1 kw, daytime; estimated cost \$35,000. Principals: Tom Watson Jr., president 25%; Dr. R. G. Nelson, treasurer 46.66%; Dr. S. C. Harvard, vice president 25%; Kathryn N. Watson, secretary 1.66%; Mary M. Foy, 1.66%. Granted Oct. 17.

WCNC Elizabeth City, N. C.—Granted CP to change from 1490 kc to 1240 kc, operating unlimited time with 250 w. Granted Oct. 17.

KMA Santa Maria, Calif.—Granted CP to change from 1450 kc to 1240 kc. Granted Oct. 17.

KFCB Cheyenne, Wyo.—Granted CP to change from 1240 kc 250 w unil. to 710 kc, 10 kw day, 1 kw night, directional fulltime. Granted Oct. 17.

WIMS Michigan City, Ind.—Granted CP change from 500 w day to 1 kw day, 500 w night, directional night, operating fulltime on 1420 kc. Granted Oct. 17.

KAYX Waterloo, Iowa.—Granted CP change from 1090 kc 1 kw day to 1290 kc 1 kw fulltime, directional. Granted Oct. 17.

WNAM Neenah, Wis.—Granted CP change hours from daytime to fulltime and install directional night, operating 1 kw on 1280 kc. Granted Oct. 17.

WKYB Paducah, Ky.—Granted change from 800 kc to 570 kc, operating daytime with 1 kw, directional. Granted Oct. 17.

WJMS Ironwood, Mich.—Granted modification of license to change from directional day and night to directional night. Granted Oct. 17.

FM GRANT

Louisville, Ky.—Southern Baptist Theological Seminary, granted CP new non-commercial, educational FM station, Channel 212 (90.3 mc), power 10 w; estimated cost \$12,150. Granted Oct. 14.

TRANSFER GRANTS

KSMN Mason City, Iowa.—Granted transfer of control of Mohawk Bestg. Co., licensee, from Robert M. Carson to his uncle, A. O. Carson, and aunt, Lillian Carson. No money involved. KSMN assigned 1 kw day on 1010 kc. Granted Oct. 14.

KPLT Tex.—Granted transfer of control of North Texas Bestg. Co., licensee, from A. G. Mayse and six others for \$278,000 to North Star Bestg. Co. Principals of North Star: Boyd Kelley, manager KTRN Wichita Falls, Tex., president 45%; Julian L. Hill, manager KTSW Emporia, Kan., vice president 10%; Arthur L. Oelbert, part owner KPLT El Paso and secretary KGKL San Angelo, secretary-treasurer 45%. KPLT assigned 250 w fulltime on 1490 kc. Granted Oct. 14.

WNOR Norfolk, Va.—Granted transfer of control of Norfolk Bestg. Corp., from Frank E. Brantley, president, Garrett and Nicholas C. Wright, owning total of 60%, for \$18,625 to Louis H. Peterson, already 40% owner. Mr. Peterson also has interests in WSSV Petersburg, Va., and WINZ Hollywood, Fla. WNOR assigned 250 w fulltime on 1230 kc. Granted Oct. 14.

KFRE (AM) and KRFM (FM) Fresno, Calif.—Granted voluntary acquisition of control of California Inland Bestg. Co., licensee, by J. E. Rodman, original licensee of KFRE and now 45% owner of California Inland. Mr. Rodman buys 17% interest held by Mary Elizabeth Rodman and Richard M. Hyde, executors of estate of Charles A. Whitmore, and Morely M. Maddox for \$60,000. KFRE assigned 50 kw fulltime on 940 kc, directional. Granted Oct. 14.

KPOA Honolulu.—Granted assignment of license to new partnership composed of two of three former partners. Henry C. Putnam sells 10% interest for \$5,000. John D. Keating and J. Elroy McCaw become equal owners. KPOA assigned 5 kw on 630 kc. Granted Oct. 14.

KIVY Crockett, Tex.—Granted assignment of permit from Houston County Bestg. Co. to Hamilton H. Callen and James H. Gibbs d/b as Pioneer Bestg. Co. for \$500. Equal partners, Mr. Callen chief engineer of KWED Seguin, Tex., and Mr. Gibbs is KWED announcer. KIVY assigned 500 w daytime on 1570 kc. Granted Oct. 17.

New Applications . . .

One FM and two AM authorizations deleted by FCC last week. AM dropouts since first of year total 36; FM 161; TV 10. Elections, effective dates, and reasons follow:

KOTS Deming, N. M.—Ray Birch and Robert A. Campbell, general partners, and Frank E. Cooke, limited partner, d/b as Deming Broadcasters, CP Oct. 11. Permit for 250 w, 1230 kc expired Sept. 14 and no extension request filed.

KGFM Great Falls, Mont.—Mosby's Inc. CP Oct. 19. Permit for 5 kw, 1150 kc, directional night, expired Sept. 1 and no extension request filed.

KPST-FM Preston, Idaho.—Voice of the Rockies Inc., CP Sept. 6. Failure to prosecute.

WALE Fall River, Mass.—Ordered WALE to file application for license renewal in 30 days; placed in pending file applications of Bay State Bestg. Co. seeking WALE facilities and that of Narragansett Bestg. Co. for transfer of WALE to Bristol Bestg. Co. pending action on renewal. Story this issue. Order Oct. 17.

TV APPLICATIONS

Lubbock, Tex.—Lubbock Television Co., Channel 6 (82-88 mc), ERP vis. 1.95 kw, aur. 0.97 kw, antenna height 35 ft. Estimated cost \$12,000. Partnership: Dr. Glenn Terry, 33 1/3%; Dr. Watt W. Winn, 25%; Dr. Warren E. Massey, 25%, all of Dallas, and Dave C. Edwards, owner Hillcrest Mausoleum, Dallas, 16 2/3%. Filed Oct. 14.

Amarillo, Tex.—Amarillo Television Co., Channel 3 (76-82 mc), ERP vis. 1.95 kw, aur. 0.97 kw, antenna height 442 ft. Same ownership as Lubbock Television. Filed Oct. 14.

MEAD TO FTC

FPC's Wallgren Also Okayed

IN RAPID-FIRE order the Senate last week approved President Truman's nominations of James Mead to Federal Trade Commission and Mon C. Wallgren to Federal Power Commission before Congress adjourned for the year.

Mr. Mead, a former Democratic U. S. Senator until he resigned in 1946 to run for the New York governorship, succeeds Garland Ferguson, who retires Nov. 15 to return to private practice after serving with FTC for 22 years.

Mr. Wallgren, stockholder in KIRO Seattle and former Democratic governor of Washington, was nominated earlier this year as chairman of the National Security Resources Board. His name was withdrawn by the President when the nominee was rejected in committee by 7-6 vote. NSRB chairmanship still is vacant, being handled temporarily by John R. Steelman, assistant to the President.

RADIO NOT DYING

Kintner Tells Group

RADIO is not dying, despite the experts' prophecies, Robert E. Kintner, executive vice president of ABC, told a luncheon meeting of the Advertising Women of New York, last Tuesday at the Astor Hotel in New York.

Before dooming radio, Mr. Kintner pointed out, one should give thought to the fact that during the past year as many radio sets were sold as television sets. He also said that all new media of advertising bring increased appropriations into advertising.

He cited as a proof that "radio is not dead," the fact that in the past 90 days ABC has acquired the following advertisers: Philip Morris, Pillsbury Flour, Heinz Co., Gruener-Rittner, Revere Camera Co., and Waltham Watch Co. Mr. Kintner said too, that he was sure that the other networks were making similar records.

ROY THOMPSON

W
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25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

Spot time buying made easier

"Suppose I go into a new market," says one well-known Time Buyer. "I turn first to STANDARD RATE to size up the stations in that market . . . their affiliations, their power, their rates. Then I want to know their coverage. I try to determine which would give us the most for our money."

The KMBC-KFRM Service-Ad* shown here is an example of how many stations are making that Time Buyer's job easier. They put useful additional facts before him when he's using SRDS to select stations—facts about coverage, audience, programs, station service, for example.

Listeners in Kansas City's Primary Trade Area

The KMBC-KFRM Team

Again the KMBC-KFRM Team has won top honors in a long-continued survey. This time a personal interview survey of the "primary trade area" of the Kansas City radio stations. The survey was made in the Kansas State Fair and the audience on the fair grounds and in small areas of less than 2,500 people. (Standard List respondents from 150 stations—total 1,000,000 people.) The KMBC-KFRM Team's Primary Coverage, as indicated by map response showed The Team far and away among all broadcast stations in the large Kansas City Primary Trade Area.

KMBC KFRM

NOTE TO BROADCASTERS: Study the Spot Radio Promotion Handbook for detailed help in making it easier for Buyers of Time to buy what you have to sell.

*Service-Ads are station ads that supplement listings in SRDS with useful information that helps buyers buy.

The SRDS Television Section is now published monthly in a separate volume.



Consumer Markets

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