

television applications

Digest of Those Filed With FCC May 15 through May 22

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total*
Applications filed since April 14	21	10	32

* One applicant did not specify channel number.

Listed by States

WEST PALM BEACH, Fla.—WIRK-TV Inc., Ch. 12 (204-210 mc); antenna height above average terrain 274 ft., above ground 297 ft. Estimated construction cost \$137,023, first year operating cost \$120,000, revenue \$135,000. Studio and transmitter location on Flagler Ave., north of Lakeview Drive, 26° 42' 22" N. Lat., 80° 02' 59" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Frank U. Fletcher. Consulting engineer Vandivere, Cohen & Wearn. Principals include President Joseph S. Field Jr. (33 1/3%), 51% owner of WIRK West Palm Beach; Vice President Warren H. Brewster (33 1/3%), owner of cattle ranch, Jupiter, Fla., 1/2 owner of Carpenter Hotel, Manchester, N. H., and owner of 29% interest in WLNH Laconia, N. H., un-

til 1949 and sole owner of WEAT Lake Worth, Fla., until 1950, and Secretary Arthur M. Shandloff (33 1/3%), president and 80% owner of Star Construction Co., Miami, and secretary-treasurer and 49% owner of WIRK.

† **ATLANTIC CITY, N. J.**—Neptune Bestg. Corp., Ch. 46 (662-668 mc), ERP 19.5 kw visual; antenna height above average terrain 426 ft., above ground 448 ft. Estimated construction cost \$152,700, first year operating cost \$125,000, revenue \$140,000. Studio location Steel Pier, Atlantic City. Transmitter location Murray and Ohio Aves., 39° 22' 33" N. Lat., 74° 27' 10" W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of WFPG-AM-FM Atlantic City. Principals include: Chairman of the Board Jack N. Berkman (10%), attorney in Steubenville, Ohio, and owner of minority interest in WSTV Steubenville, WPIT Pittsburgh and WBMS Boston; President Fred Weber (30%), executive vice president of WBMS; Executive Vice President John J. Laux (10%), executive vice president of WSTV WPIT WBMS and owner of WJLL Niagara Falls, N. Y.; Vice President Louis Berkman (10%), president of Louis Berkman Co. (steel brokers, mfrs. and fabricators) and owner of minority interest in WSTV WPIT and WBMS; Vice President Myer Wiesenthal (10%), owner of Sample Furniture Co., Steubenville, and owner of minority interest in WPIT and WBMS; Treasurer Richard Teitlebaum (10%), former owner of ladies ready-to-wear shop and owner of minority interest in WSTV WPIT and WBMS; Allen H. Berkman (10%), attorney in Pittsburgh and owner of minority interest in WSTV WPIT WBMS and WJPA Washington, Pa.; Helen Teitlebaum (10%), minority owner of WPIT and WBMS, and Richard Teitlebaum (10%), assistant treasurer for Love-man, Berger & Teitlebaum Department Store, Nashville, Tenn., and minority owner of WPIT and WBMS.

† **YOUNGSTOWN, Ohio**—The Vindicator Printing Co., UHF Ch. 73 (824-830 mc), ERP 201.4 kw visual; antenna height above average terrain 956 ft., above ground 1,000 ft. [This is modification of amendment to application already on file; see B•T, May 19].

† **LAWTON, Okla.**—Oklahoma Quality Bestg. Co., Ch. 7 (174-180 mc), ERP 9.73 kw visual; antenna height above average terrain 541 ft., above ground 520 ft. Estimated construction cost \$175,000, first year operating cost \$78,000, revenue \$90,000. Studio and transmitter location four miles East of Lawton, 35° 35' 31" N. Lat., 98° 19' 08" W. Long. Transmitter RCA, antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer William D. Buford, Lawton, Okla. Applicant is licensee

of KSWO Lawton. Partners include R. H. Drewry (50%), owner of M & D Finance Co. and 45% owner of KRHD Duncan, Okla.; T. R. Warkentin (16%), partner in S. W. Stationery, Lawton, and 14% owner of KRHD; R. P. Scott (16%), partner in S. W. Stationery, Lawton, and 14% owner of KRHD; J. R. Montgomery (16%), president of City National Bank, Lawton, and 14% owner of KRHD, and Dr. G. G. Downing, M.D. (4%), 3% owner of KRHD.

PETERSBURG, Va.—Southside Virginia Bestg. Corp., Ch. 8 (180-186 mc), ERP 27.8 kw visual; antenna height above average terrain 399 ft., above ground 457 ft. Estimated construction cost \$248,283, first year operating cost \$200,000, revenue \$175,000. Studio location 112 W. Tabb St., Petersburg. Transmitter location four miles North of Petersburg on U. S. Hwy. #1, 37° 17' 43" N. Lat., 77° 24' 46" W. Long. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of WSSV Petersburg, Va. Principal stockholder is President Louis H. Peterson (95%), owner of WNOR Norfolk, Va., and owner of Peterson Adv. Agency (outdoor advertising), Petersburg. (Mary Peterson, his wife, owns remaining 5% of WSSV.)

PRO GRID GAMES

Atlantic, Miller Buy TV

ATLANTIC Refining Co., Philadelphia, which cancelled its schedule of college football broadcasts because of the NCAA ban [B•T, May 19], has joined with Miller Brewing Co., Milwaukee, to buy 1952 TV coverage of three National Professional Football League team schedules.

The contract calls for DuMont network telecasts of 52 league games involving the New York Giants, Philadelphia Eagles and Pittsburgh Steelers, plus full radio coverage by the same firms.

The schedule provides for telecasts of all 12 Giants games on seven network stations and six road games by the eighth, WABD (TV) New York, which with Newark, N. J., are to be blacked out for home contests. Six road games of the Eagles are to be carried by WFIL-TV Philadelphia, WDEL-TV Wilmington, Del. and WGAL-TV Lancaster, Pa. Steelers' six-game schedule is slated for WDTV (TV) Pittsburgh and WJAC-TV Johnstown, Pa.

Stations in Binghamton, Boston, Providence, New Haven, Schenectady, Syracuse and Utica will carry the entire Giants' slate and championship games under the "blackout" policy instituted by the league last fall.

Contract was signed in Philadelphia last week by representatives of the sponsors, their agencies, the three clubs and NPFL Comr. Bert Bell. Negotiations were handled for Atlantic by N. W. Ayer & Son, Philadelphia, and for Miller by Mathisson & Assoc. Inc., Milwaukee.



WREATH of vegetables was presented by Ted Bergmann (l), DuMont Television Network sales director, to Richard E. Jones, newly-appointed manager of DTN's key station, WABD (TV) New York. Occasion was the official separation of DTN's sales departments into local and network operations, with Mr. Jones heading the local division and Mr. Bergmann continuing as network sales chief [B•T, May 12.]

GIANTS' CLAIM

TV Cut Advance Sales 40%

LIVE telecasts were a "great influence" leading to a nearly 40% drop in advance reserved seat ticket sales for its home football games from 1946 through 1950, the New York Giants professional football club charged last Wednesday. It steered away, however, from any "complete indictment of television."

This claim was recited by John V. Mara, Giants president, in an answer to the government's anti-trust suit against the National Professional Football League and its member teams. It was filed in U. S. District Court at Philadelphia just prior to the May 21 deadline for replies to the suit.

The suit, filed by the Dept. of Justice, charges NPFL's action in limiting live telecasts of its games last fall violated the Sherman Anti-Trust Act. Federal Judge Allan K. Grim set a hearing for June 16.

Despite the government's complaint that the football "blackout" violates the law, three NPFL teams—including the Giants—completed television contracts under which all 1952 home games of each club would be blacked out in local areas (see adjoining story).

In his answer Mr. Mara explained that as the number of video receivers increased in the New York area from 1946 to 1950, the sale of reserved seats declined. In the first year, he said, there were 30,000 TV sets and advance seat sales reached 91.5% of all reserved seats. Other data: 1947, 87.5%; 1948, 86%; 1949, 73%, and 1950, 52.5%. Figures for 1951 were not made available.

The answer said in part:

We recognize that these figures in themselves do not necessarily constitute any complete indictment of television as the sole factor affecting the economics of our business.

However, it has to be recognized that television was more than a straw in the wind, and was a new and powerful . . . influence on attendance.

VIDEO CHANNELS

Four Applications Filed

NUMBER of new and amended television station applications filed with the FCC since April 14 was raised to 23 last week with total of four more requests for stations tendered.

WFMJ - AM - FM Youngstown, Ohio, which had filed an amended application seeking UHF Channel 33 [B•T, May 19], filed a modification to its request. It decided to ask for UHF Channel 73, instead, and filed new engineering data with the Commission. Chief Engineer Frank A. Dieringer said the decision to change channels was made to permit the use of a proposed site on Mabel Street in Youngstown. The station will cost nearly a million dollars, will have a 1,000 ft. antenna and an ERP of 201 kw visual.

Other applications came from West Palm Beach, Fla., Atlantic City, N. J., Lawton, Okla., and Petersburg, Va.

Southern Enterprises, Montgomery, Ala., headed by Dr. J. Randolph Penton Jr., physician, plans to amend its television application to request UHF Channel 20, it was announced last week. The company says coverage will be within a 25-mile radius with 115 kw ERP. Antenna height will be 480 ft. Woodley C. Campbell, Montgomery attorney and one of nine business and professional men associated with Dr. Penton, said there are three applications for the VHF channels in Montgomery. Since there is still another UHF channel, Mr. Campbell said the group expects to get a grant within a year—unless someone else decides to file for Channel 20. Cost of the station is estimated at \$326,000.