

TV Applications Filed

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nates: 40° 47' 59" N. Lat., 81° 22' 36" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President Roy D. Moore (9.15%), Vice President Joseph K. Vodrey (7.4%), Vice President Thomas S. Brush (2.1%), Secretary-Treasurer William H. Vodrey (8.18%), Assistant Secretary William H. Vodrey Jr. (7.4%), William T. Moore (7.11%) and Louise Vodrey Boyd (7.4%).

ZANESVILLE, Ohio—Southeastern Ohio TV System, UHF Ch. 50 (686-692 mc); ERP 93.6 kw visual, 46.8 kw aural; antenna height above average terrain 533 ft., above ground 492 ft. Estimated construction cost \$259,994.65, first year operating cost \$200,000, revenue not estimated. Post Office address: 48-52 N. Fifth St., Zanesville, Ohio. Studio location:

Downer Ave. & Downer Rd., Zanesville. Transmitter location: Same as studio. Geographic coordinates: 39° 55' 42" N. Lat., 81° 59' 06" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Manager and General Partner Clay Littick (25%), secretary-treasurer and 48.9% owner of Zanesville Pub. Co., which owns 60% of Southeastern Ohio Bcstg. Co., licensee of WHIZ Zanesville; General Partners: Orville B. Littick (25%), and 49.3% owner of Zanesville Pub. Co.; Arthur S. Littick (25%), and 1.8% interest in Zanesville Pub. Co.; Ernest B. Graham (15%), and owns 20% interest in WHIZ licensee firm; Clarence A. Graham (10%), and owns 20% of WHIZ licensee firm.

McALESTER, Okla. — McAlester

Bcstg. Co. (KTMC), UHF Ch. 47 (668-674 mc); ERP 113.04 kw visual, 56.8 kw aural; antenna height above average terrain 450 ft., above ground 322 ft. Estimated construction cost \$142,853, first year operating cost \$60,000, revenue \$84,000. Post Office address: P. O. Box 158, McAlester, Okla. Studio and transmitter location: 2 mi. North of McAlester business district. Geographic coordinates: 95° 44' 39" N. Lat., 34° 56' 36" W. Long. Transmitter DuMont, antenna RCA. Legal counsel A. James Gordon, McAlester, Okla. Consulting engineer Leonard R. Lyon, Chickasha, Okla. Principals include President William E. Young (5%), Vice President Elmer Hale Jr. (3%), Treasurer C. L. Priddy (2%), Secretary William J. Edwards (1%), Manager James O. Wilson Jr. (5%), William A. Cornish (20%), Clovis Young (15%), Leo Goldberg (5%) and M. M. Schene (5%).

† OKLAHOMA CITY, Okla.—Oklahoma County Television & Bcstg. Co., UHF Ch. 25 (536-542 mc); ERP 17.26 kw visual, 8.65 kw aural; antenna height above average terrain 500 ft., above ground 536 ft. Estimated construction cost \$142,264, first year operating cost \$51,000, revenue \$90,000. Post Office address: KWCO Chickasha, Okla. Studio and transmitter location NW 63rd and North Harvey, Oklahoma City. Geographic coordinates: 35° 32' 24" N. Lat., 91° 31' 07" W. Long. Transmitter RCA, antenna RCA. Consulting engineer Leonard R. Lyon, Chickasha, Okla. Principals include Equal Partners Philip D. Jackson and Clarence E. Wilson, each 50% owner of KWCO Chickasha, Okla. Mr. Wilson is owner of KPUY Pullallup, Wash.

† PORTLAND, Ore. — KOIN Inc. (KOIN), VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,146 ft., above ground 594 ft. Estimated construction cost \$666,315.73, first year operating cost \$480,000, revenue \$510,000. Post Office address: New Heathman Hotel Bldg. Studio location: 1402 SW 2d Ave. Transmitter location: Barnes Rd., West of Portland City Limits. Geographic coordinates: 45° 30' 58" N. Lat., 122° 43' 59" W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President Marshall Field (.1%); Vice President C. Howard Lane (.1%); Secretary-Treasurer Carl J. Weitzel (.1%); Vice President Harry H. Buckendahl (.1%), and Vice President Arthur R. Kirkham (.0%). Field Enterprises Inc., Chicago, owns 99.4% of stock.

N. of LEBANON, Pa.—Steitz Newspapers, Inc., UHF Ch. 14 (476-482 mc); ERP 19.25 kw visual, 10.7 kw aural; antenna height above average terrain 417 ft., above ground 353 ft. Estimated construction cost \$212,600, first year operating cost \$104,000, revenue \$112,000. Post Office address: 24-26 South Eighth St., Lebanon. Studio and transmitter location: Road No. T-487, N. of Lebanon, Pa. Geographic coordinates: 76° 25' 42" N. Lat., 40° 22' 13" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President Adam S. Wilder, Secretary John Schropp, Treas-

urer Joseph Sansone. Lebanon News Publishing Co. sole stockholder.

† PHILADELPHIA, Pa.—Daily News TV Co. (WIBG), UHF Ch. 23 (524-530 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 620 ft., above ground 528 ft. Estimated construction cost \$640,815, first year operating cost \$600,000, revenue \$500,000. Post Office address: 1425 Walnut St., Philadelphia. Studio location: 13th and Market Sts., Philadelphia. Transmitter location: Vernon Rd. and Cheltenham Ave., Philadelphia. Geographic coordinates: 40° 04' 42" N. Lat., 75° 09' 46" W. Long. Transmitter DuMont, antenna GE. Legal counsel Roberts & McInnis, Washington. Consulting engineer: Craven, Lohnes & Culver, Washington. Principals include Seaboard Radio Bcstg. Corp. (84%), Philadelphia Daily News Inc. (10%), President Paul F. Harron, First Vice President Joseph Lang, Second Vice President Lemuel Schofield (3%), Secretary-Treasurer Katharine A. Harron.

† PHILADELPHIA, Pa.—Westinghouse Radio Stations Inc. (KYW-AM-FM), VHF Ch. 17 (488-494 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 536 ft., above ground 622 ft. Estimated construction cost \$440,000, first year operating cost \$1,117,000, revenue \$279,000. Post Office address: 1625 K St., NW, Washington 6, D. C. Studio location: 1619 Walnut St. Transmitter location: 17th and Sansom Streets. Geographic coordinates: 39° 57' 04" N. Lat., 75° 10' 00" W. Long. Transmitter RCA, antenna RCA. Principals include Chairman of the Board G. A. Price and Vice President J. E. Baudino. Applicant also is licensee of WBZ-AM-FM Boston, WBZA-AM-FM Springfield, Mass., KDKA-AM-FM Pittsburgh, WOWO-AM-FM Fort Wayne, Ind., and KEX-AM-FM Portland, Ore. Westinghouse Radio Stations Inc. is wholly-owned subsidiary of Westinghouse Electric Corp., Pittsburgh.

† READING, Pa.—Eastern Radio Corp. (WHUM), UHF Ch. 55 (716-722 mc); ERP 261 kw visual, 135 kw aural; antenna height above average terrain 1,784 ft., above ground 1,036 ft. Estimated construction cost \$614,339, first year operating cost \$570,000, revenue \$630,000. Post Office address: Berkshire Hotel, Reading. Studio location: Berkshire Hotel, 5th and Washington Streets, Reading. Transmitter location: 2.8 mi. S.-S.W. of Summit Station, Berks County, Pa. Geographic coordinates: 40° 31' 34" N. Lat., 76° 13' 43" W. Long. Transmitter GE, antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include President Humboldt J. Greig (32%), Vice President Richard G. Fichthorn (2%), Secretary Paul A. Flickinger (2%), Treasurer Jessie P. Greig (24%), Arthur W. Hein (10.8%) and Max O'Rell Truitt (8%).

COLUMBIA, S. C.—Radio Columbia (WCOS), UHF Ch. 25 (536-542 mc); ERP 90 kw visual, 45 kw aural; antenna height above average terrain 649 ft., above ground 548 ft. Estimated construction cost \$247,117, first year operating cost \$244,630, revenue \$355,476. Post Office address: Cornell Arms Bldg., Columbia. Studio and transmitter location: Two Notch Road and Wisteria St. Geographic coordinates: 34° 03' 22" N. Lat., 80° 58' 52"

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What is the Future of TV and Moving Pictures?

Spyros P. Skouras, president of Twentieth Century-Fox Film Corporation, gave the answer to stockholders.

In the lower right hand corner of page eleven, Printers' Ink of June 6th, is a news item that every TV official and TV salesman should read and ponder. To save you the time of looking it up in your file, here it is:

Said Mr. Skouras, at the annual meeting of his stockholders, "In my opinion, the future of both television and motion pictures will see the merging of these two mediums, to their mutual benefit. The success of home television will depend substantially on film entertainment—not the same as shown in the theatres, but, nevertheless, programs on film. The theatre, in turn, will be benefited by the introduction of the new large-screen television which, in my opinion, will be the greatest boon to theatre attendance in its history."

Thousands of our readers, buyers of advertising, most certainly read this tight, clear-cut statement made by one of the greatest authorities in the field of entertainment.

As new TV stations are opened, the fight for more local, regional and chain business will be intensified. Now, today, is the time for any TV sales staff

to start laying the foundation for future business. Of our 23,309 subscribers, more than two-thirds are buyers of advertising: sales managers, advertising managers, time buyers, top management, plus thousands of agency people who execute the orders of their clients.

Only in Printers' Ink, "The Voice of Authority" in the world of advertising for 64 years, will you find so many prospects for your station. Week after week, our editors report the happenings in the world of distribution, and tell buyers of advertising of the important changes that lie ahead.

Now, today, is the time to start your regular schedule in Printers' Ink. Tell buyers of advertising what your station can do to aid in winning new customers.

We would like to explain how Printers' Ink may help you. When may we see you?

ROBERT E. KENYON, JR.
Advertising Director



Bob Kenyon

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