

## TV Applications Filed

(Continued from page 66)

W. Long. Transmitter DuMont, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer George C. Davis, Washington. Principals include President Charles W. Pittman (71%), Executive Vice President James W. Hicks, Vice President H. W. Pittman (29%) and Secretary-Treasurer Margaret B. Pittman.

† GREENVILLE, S. C.—The Greenville News-Piedmont Co. (WFBC-AM-FM), VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,406 ft., above ground 683 ft. Estimated construction cost \$696,179, first year operating cost \$475,000, revenue \$525,000. Post Office address: News Bldg., Greenville, S. C. Studio location to be determined. Transmitter location: Paris Mountain. Geographic coordinates: 34° 55' 41" N. Lat., 82° 24' 22" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting

engineer A. D. Ring & Co., Washington. Principals include President Roger C. Peace, Vice President Charlie Peace, Secretary B. H. Peace Jr. and Treasurer J. Kelly Sisk. Laura C. Peace, Roger C. Peace and Charlie Peace, trustees of estate of B. H. Peace, control 83.9% of stock.

CHATTAHOOGA, Tenn.—Mountain City Television, Inc. (WAPO) VHF Ch. 3 (60-66 mc); ERP 16.4 kw visual, 8.2 kw aural; antenna height above average terrain 1131 ft., above ground 300 ft. Estimated construction cost \$381,962.58, first year operating cost \$290,000, revenue \$290,000. Post Office address: c/o Read House, Chattanooga, Tenn. Studio location McCallie & Lindsey Sts. Transmitter location Fairmount Road near State Highway 8, Near Chattanooga. Geographic coordinates 35° 09' 39" N. Lat., 85° 18' 53" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George E.

Gautney, Washington. Principals include Pres. Ramon G. Patterson (50%), Treas. Will Cummings (50%), Vice Pres. Helen H. Patterson, Secty. W. Tillman Grant.

CHATTAHOOGA, Tenn.—Southern Television Inc., VHF Ch. 12 (204-210 mc); ERP 63.54 kw visual, 31.77 kw aural; antenna height above average terrain 831 ft., above ground 187 ft. Estimated construction cost \$449,409, first year operating cost \$350,000, revenue \$375,000. Post Office address: 509 Cherry St., Chattanooga. Studio location: 1103 Hixon Pike. Transmitter location: East Brow Road. Geographic coordinates: 35° 09' 47" N. Lat., 85° 18' 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President Moses Lebovitz (37.5%), president of Independent Theatres Inc.; Vice President Z. Carrer Patten (12.5%), manager of property including Hotel Key Bldg.; Secretary-Treasurer J. H. Hardy, CPA; Joel W. Solomon (12.5%), secretary-treasurer of Independent Theatres Inc.; Felix Diamond (12.5%), insurance agent; Manual Ross (12.5%), Chattanooga Rock Products; William C. Hudlow Jr. (12.5%), Arrow Transfer & Storage Co.

address: 110 South Gay St., Knoxville. Studio location: 110 South Gay St. Transmitter location: Top of Sharp Ridge. Geographic coordinates: 35° 59' 57" N. Lat., 83° 56' 59" W. Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer J. B. Epperson, Cleveland 14, Ohio. Principals include Chairman of the Board Karl A. Bickel, President Jack R. Howard, Vice President R. B. Westergaard, Vice President J. C. Hanrahan and Vice President M. C. Watters. Voting rights to 100% of stock are held by The E. W. Scripps Co., Cleveland.

† AMARILLO, Tex.—Plains Radio Bcastg. Co. (KGNC), VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 767 ft., above ground 750 ft. Estimated construction cost \$700,000, first year operating cost \$314,652, revenue \$273,239. Post Office address: 8th and Harrison St., Amarillo. Studio location: 2000 N. Polk. Transmitter location: 4.5 mi. North of Amarillo city limits. Geographic coordinates: 35° 18' 52" N. Lat., 101° 50' 47" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include President B. E. Walker, Vice President Parker F. Prouty and Secretary-Treasurer Tom Kritser. Globe News Publishing Co. holds 81% of stock, which is voted by Gene A. Howe (see story, page 38); remaining 19% of stock held by Globe News Employees Pool.

† AUSTIN, Tex.—Capital City Television Co., UHF Ch. 18 (494-500 mc); ERP 216.5 kw visual, 108.5 kw aural; antenna height above average terrain 328 ft., above ground 472 ft. Estimated construction cost \$405,500, first year operating cost \$368,600, revenue \$250,000. Post Office address: Enfield Apartments, Enfield Road, Austin, Tex. Studio and transmitter location: Capital National Bank Bldg., 120 W. 7th St. Geographic coordinates: 30° 16' 10" N. Lat., 97° 44' 35" W. Long. Transmitter RCA, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner of Capital City Television Co. is Charles Henry Coffield, independent Texas oil operator and son of H. H. Coffield, who owns ½ partnership interest in firms which are applicants for TV stations in New Orleans, Corpus Christi, Dallas and Houston.

† CORPUS CHRISTI, Tex.—Corpus Christi Television Co., VHF Ch. 10 (192-198 mc); ERP 251 kw visual, 134 kw aural; antenna height above average terrain 393 ft., above ground 410 ft. Estimated construction cost \$434,000, first year operating cost \$374,000, revenue \$370,000. Post Office address: 14th Floor, Magnolia Bldg., Dallas, Tex. Studio and transmitter location: Driscoll Hotel, N

JACKSON, Tenn.—The Sun Publishing Co. (WTJS-AM-FM), VHF Ch. 9 (186-192 mc); ERP 19.2 kw visual, 9.6 kw aural; antenna height above average terrain 634 ft., above ground 564 ft. Estimated construction cost \$195,925, first year operating cost \$93,300, revenue \$100,000. Post Office address: 104-106 West Baltimore St., Jackson. Studio and transmitter location on West side of Highway 45, 2.2 mi. NW of Jackson. Geographic coordinates: 35° 38' 46" N. Lat., 88° 49' 57" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Lynne C. Smeby, Washington. Principals include President (Mrs.) Sally Person Pigford (57.5%), Chairman of the Board W. A. Caldwell (1%), Vice President and General Manager Albert A. Stone (10%), Executive Vice President Harris Brown (14%) and Dr. J. L. Cook (5%).

KNOXVILLE, Tenn.—Mountcastle Bcastg. Co. Inc. (WROL-AM-FM) VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 930 ft., above ground 585 ft. Estimated construction cost \$559,250, first year operating cost \$274,718, revenue \$335,000. Post Office address: 612 Gay St. SW., Knoxville, Tenn. Studio location 612 Gay St. SW. Transmitter location Sharps Ridge Memorial Road 0.9 mi. West of Highway 33. Geographic coordinates 36° 00' 13" N. Lat., 83° 56' 35" W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Gillett & Bergquist, Washington. Principals include President Paul Mountcastle (100%), Vice President and General Manager W. H. Linebaugh, Secretary John A. Ayres, Treasurer Paul Mountcastle Jr.

† KNOXVILLE, Tenn.—Scripps-Howard Radio Inc. (WNOX), VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 958 ft., above ground 620 ft. Estimated construction cost \$546,693, first year operating cost \$441,480, revenue \$418,600. Post Office

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