



at deadline

PEOPLE...

65 TV APPLICATIONS FILED WITH FCC

TOTAL of 65 TV bids filed at FCC Friday, two for changes in existing stations as required by Sixth Report (see early story page 52). New applications:

- † WSGN Birmingham, Ala., Ch. 42, ERP 1,000 kw visual, antenna height above average terrain 926 ft., construction cost \$496,500.
- † WCOV Montgomery, Ala., Ch. 20, ERP 87.7 kw, antenna 525 ft., estimated construction cost \$275,000, first year operating cost \$300,000, revenue \$360,000.
- † KTAR Phoenix, Ariz., Ch. 3, ERP 100 kw, antenna 1,586 ft., construction cost \$512,595, operating cost \$350,000, revenue \$350,000.
- † KCNA Tucson, Ariz., Ch. 9, ERP 25.4 kw, antenna 68.5 ft., construction cost \$255,000, operating cost \$160,000, revenue \$140,000.
- † KVOA Tucson, Ariz., Ch. 4, ERP 10.9 kw, antenna 224 ft., construction cost \$249,033, operating cost \$180,000, revenue \$180,000.
- † Bakersfield, Calif., Lemert Bestg. Co., Ch. 10, ERP 61.7 kw, antenna 548 ft., construction cost \$296,629, operating cost \$200,000, revenue \$180,000. Jack Benny is 8.9% owner.
- † KFRE Fresno, Calif., Ch. 12, ERP 252 kw, antenna 1,943, construction cost \$428,957, operating cost \$355,236, revenue \$415,000.
- † KCRA Sacramento, Calif., Ch. 3, ERP 100 kw, antenna 596 ft., construction cost \$517,896, operating cost \$576,000, revenue \$600,000.
- † KVEC San Luis Obispo, Calif., Ch. 6, ERP 19.8 kw, antenna 788 ft., construction cost \$131,926, operating cost \$50,000, revenue \$80,000.
- † KVOB Denver, Colo., Ch. 9, ERP 238 kw, antenna 946 ft., construction cost \$394,011, operating cost \$444,632, revenue \$400,000.
- † WDRG Hartford, Conn., Ch. 3, ERP 100 kw, antenna 1,000 ft., construction cost \$454,800, operating cost \$695,216, revenue \$766,350.
- † WHTT Hartford, Conn., Ch. 18, ERP 210 kw, antenna 805 ft., construction cost \$332,000, operating cost \$480,000, revenue \$325,000.
- † WKBN New Britain, Conn., Ch. 30, ERP 178.5 kw, antenna 919 ft., construction cost \$323,879, operating cost \$199,950, revenue not estimated.
- † WGBS Miami, Ch. 10, ERP 316 kw, antenna 836 ft., construction cost \$1,253,672, operating cost \$720,000, revenue \$720,000.
- † WWPB Palm Beach, Fla., Ch. 12, ERP 57.7 kw, antenna 233 ft., construction cost \$171,569, operating cost \$35,000-\$50,000, revenue \$35,000-\$50,000.
- † St. Petersburg, Fla., Tampa Bay Area Telecasting Corp., Ch. 8, ERP 316 kw, antenna 520 ft., construction cost \$501,305, operating cost \$437,500, revenue \$600,000. Principals: President Robert James (12.7%), real estate and building; Treasurer R. W. Evans (12.7%), truck dealer; John Trevor Adams Jr. (8.2%), general manager WJZ-TV New York; Harry W. Bennett Jr. (8.2%), vice president Sherman & Marquette, N. Y.
- † WRCK Rockford, Ill., Ch. 13, ERP 316 kw, antenna 314 ft., construction cost \$447,000, operating cost \$250,000, revenue \$300,000.
- † Urbana, Ill., Illinois Bestg. Co., Ch. 3, ERP 100 kw, antenna 525 ft., construction cost \$338,250, operating cost \$261,760, revenue \$270,890. Applicant licensee WSOY Decatur.
- † WGBF Evansville Ind., Ch. 7, ERP 105.3 kw, antenna 543 ft., construction cost \$350,000, operating cost \$190,000, revenue \$190,000.
- † WANE Ft. Wayne, Ind., Ch. 21, ERP 98.2 kw, antenna 473 ft., construction cost \$197,900, operating cost \$195,940, revenue \$229,950.
- † WHOT South Bend, Ind., Ch. 46, ERP 91.6 kw, antenna 418 ft., construction cost \$206,285, operating cost \$129,600, revenue \$221,400.
- † KCRG Cedar Rapids, Iowa, Ch. 9, ERP 35.5 kw, antenna 343 ft., construction cost \$200,049, operating cost \$190,000, revenue \$210,000.
- † KSCJ Sioux City, Iowa, Ch. 4, ERP 100 kw, antenna 577 ft., construction cost \$290,235, operating cost \$200,000, revenue \$225,000.
- † KWBW Hutchinson, Kan., Ch. 12, ERP 59 kw, antenna 295 ft., construction cost \$176,256, operating cost \$120,000, revenue \$120,000.
- † KOAM Pittsburg, Kan., Ch. 7, ERP 105 kw, antenna 540 ft., construction cost \$300,323, operating cost \$229,020, revenue \$237,890.
- † KAKE Wichita, Kan., Ch. 10, ERP 316 kw, antenna 443 ft., construction cost \$571,802, operating cost \$402,000, revenue \$405,756.
- † WOMI Owensboro, Ky., Ch. 14, ERP 184 kw, antenna 390 ft., construction cost \$279,941, operating cost \$245,000, revenue \$255,500.
- † KPLC Lake Charles, La., Ch. 7, ERP 52.7 kw, antenna 438 ft., construction cost \$250,820, operating cost \$175,000, revenue \$175,000.
- † KNOE Monroe, La. (resubmitted), Ch. 8, ERP 183 kw, antenna 739 ft., construction cost \$331,920, operating cost \$214,590, revenue \$195,260.
- † WNOE New Orleans, Ch. 4, ERP 100 kw, antenna 1,005 ft., construction cost \$636,000, operating cost \$789,080, revenue \$784,519.
- † WCHS Portland, Me., Ch. 6, ERP 100 kw, antenna 590 ft., construction cost \$275,800, operating cost \$220,560, revenue \$170,000.
- † WRBK Pittsfield, Mass., Ch. 64, ERP 1.32 kw,

THEATRE TV REPORT

INCOMPLETE tabulation of figures by Theatre Network Television (TNT) indicated Friday theatre telecast of Maxim-Robinson bout filled 90% of total capacity of 38 theatres in 24 cities. TNT said telecast was carried by movie circuits, including those of Paramount Pictures, Loew's, Warner's and RKO.

- antenna 977 ft., construction cost \$133,000, operating cost \$160,000, revenue \$170,000.
- † KROC Rochester, Minn., Ch. 10, ERP 107.3 kw, antenna 620.5 ft., construction cost \$241,162, operating cost \$115,000, revenue \$120,000.
- † WMIN St. Paul, Minn., Ch. 11, ERP 316 kw, antenna 514 ft., construction cost \$435,000, operating cost \$400,000, revenue \$450,000.
- † KXOK St. Louis, Ch. 4, ERP 100 kw, antenna 547 ft., construction cost \$553,803, operating cost \$700,000, revenue \$950,000.
- † KFOR Lincoln, Neb., Ch. 10, ERP 55 kw, antenna 248 ft., construction cost \$300,781, operating cost \$170,000, revenue \$150,000.
- † WROW Albany, N. Y., Ch. 41, ERP 200 kw, antenna 1,160 ft., construction cost \$365,474, operating cost \$229,660, revenue \$250,000.
- † Elmira, N. Y., Corning Leader Inc., Ch. 18, ERP 58.3 kw, antenna 783 ft., construction cost \$236,270, operating cost \$144,000, revenue \$192,000. Ex-licensee WCLI Corning and WELM Elmira, N. Y., applicant is owned equally by William A. Underhill and Edwin S. Underhill Jr., each 50% owner of stations.
- † WVET Rochester, N. Y., Ch. 10, ERP 26.2 kw, antenna 450 ft., construction cost \$176,000, operating cost \$230,000, revenue \$315,000.
- † WTRY Troy, N. Y., Ch. 23, ERP 261 kw, antenna 927 ft., construction cost \$343,642, operating cost \$175,000, revenue \$110,000.
- † WTIK Durham, N. C., Ch. 11, ERP 316 kw, antenna 523 ft., construction cost \$436,000, operating cost \$240,000, revenue \$350,000.
- † WSJS Winston-Salem, N. C., Ch. 12, ERP 316 kw, antenna 500 ft., construction cost \$544,553, operating cost \$400,000, revenue \$450,000.
- † WTOB Winston-Salem, N. C., Ch. 12, ERP 316 kw, antenna 363 ft., construction cost \$412,092, operating cost \$329,040, revenue \$341,120.
- † WAKR Akron, Ohio, Ch. 49, ERP 145 kw, antenna 319 ft., construction cost \$352,755, operating cost \$165,300, revenue \$175,000.
- † WSTV Steubenville, Ohio, Ch. 9, ERP 200 kw, antenna 992 ft., construction cost \$500,800, operating cost \$300,000, revenue \$400,000.
- † KTUL Muskogee, Okla., Ch. 8, ERP 316 kw, antenna 1,000 ft., construction cost \$613,265, operating cost \$394,400, revenue \$347,000.
- † KOMA Oklahoma City, Ch. 9, ERP 316 kw, antenna 887 ft., construction cost \$676,153, operating cost \$500,000, revenue \$550,000.
- † Harrisburg, Pa., Kendrick Bestg. Co., Ch. 27, ERP 20.4 kw, antenna 947 ft., construction cost \$246,730, operating cost \$250,000, revenue \$200,000. Herbert Kendrick, 50%, of WHGB Harrisburg and Triangle Publications, Inquirer Div. (WFIL-AM-FM-TV Philadelphia), 50%.
- † WBRE Wilkes-Barre, Pa., Ch. 28, ERP 1,000 kw, antenna 1,223 ft., construction cost \$438,572, operating cost \$340,000, revenue \$379,000.
- † WRAC Williamsport, Pa., Ch. 36, ERP 20.6 kw,

LUX RATING TOP

Lux Radio Theatre (CBS, Mon., 9-10 p.m. EDT) with 11.1 rating in 4,751,000 homes, was highest once-a-week evening program according to national Nielsen ratings of top network radio programs for week of May 18-24. Top rated programs in other categories included evening, multi-weekly—*One Man's Family* (NBC, 7:45-8 p.m.), 5.2 in 2,226,000 homes; week day, daily—*Romance of Helen Trent* (CBS, 12:30-45 p.m.), 8.4 in 3,595,000 homes; Sunday—*Hollywood Star Playhouse* (NBC, 5-5:30 p.m.), 4.0 in 1,712,000 homes, and Saturday—*Theatre of Today* (CBS, 12-12:30 p.m.), 6.4 in 2,739,000 homes.

HARTLEY SAMUELS, formerly responsible for retail sales at WOR New York, will join sales staff of WJZ New York tomorrow (Tuesday) as supervisor of retail sales, William (Bud) Materne announced last Thursday. He replaced Joseph Weisenberg, who will shift to ABC national spot sales department.

EDWARD W. SCUDDER JR., president of WNJR Newark, has been named Essex county chairman for 1952 Sister Elizabeth Kenny Foundation fund-raising campaign.

ROBERT H. DOLBEAR has been appointed sales engineer for instrument division, Allgr B. DuMont Labs, Clifton, N. J., according to announcement from E. G. Nichols, technical sales manager. Mr. Dolbear was formerly field service engineer for electronics division of Curtiss-Wright Corp.

JANET (JAN) GILBERT, Henry Cabot Agency, Boston, expected to join Sherman & Marquette, N. Y., as media buyer (radio-TV included), effective July 7.

TRANSISTORS BY BULOVA

BULOVA WATCH Co., New York, called television its principal advertising medium in its annual report last week. John H. Ballard, president, announced that Bulova has concluded licensing arrangement with Western Electric Co. for development and production of transistors. Report listed Bulova earnings for year ended March 31, 1952, of \$2,646,063 compared with \$3,911,195 in fiscal year.

- antenna 1,281 ft., construction cost \$137,700, operating cost \$50,000, revenue \$70,000.
- † WPRO Providence, R. I., Ch. 12, ERP 316 kw, antenna 510 ft., construction cost \$1,012,991, operating cost \$530,000, revenue \$600,000.
- † WORD Spartanburg, S. C., Ch. 7, ERP 316 kw, antenna 2,000 ft., construction cost \$376,671, operating cost \$430,470, revenue \$494,258.
- † KELO Sioux Falls, S. D., Ch. 11, ERP 57.5 kw, antenna 503 ft., construction cost \$200,500, operating cost \$240,000, revenue \$260,000.
- † WMPB Memphis, Tenn., Ch. 13, ERP 316 kw, antenna 1,026 ft., construction cost \$716,025, operating cost \$508,230, revenue \$550,000.
- † Galveston, Tex., Mirador Television-Radio Corp., Ch. 11, ERP 226 kw, antenna 500 ft., construction cost \$616,817, operating cost \$411,527, revenue \$309,136. Co-owners are D. W., R. Lee, S. E. and H. L. Kempner, having banking and cotton interests.
- † Fort Worth, Tex., Tarrant County Television Co., Ch. 20, ERP 272 kw, antenna 315.7 ft., construction cost \$402,500, operating cost \$351,000, revenue \$360,000. Principals are K. K. Kellam (30%), A. H. Lightfoot (40%) and Basil S. Roper (30%), all associated with Texas Motors, Fort Worth, Ford distributor.
- † KFYO Lubbock, Tex., Ch. 5, ERP 100 kw, antenna 750 ft., construction cost \$700,000, operating cost \$330,000, revenue \$350,000.
- † Lubbock, Tex., Bryant Radio and Television Inc., Ch. 11, ERP 93.1 kw, antenna 751 ft., construction cost \$342,100, operating cost \$312,000, revenue \$350,000. Applicant 52.5% owned by KCBF there.
- † KWTX Waco, Tex., Ch. 11, ERP 9.9 kw, antenna 590 ft., construction cost \$229,475, operating cost \$114,600, revenue \$125,000.
- † KVOS Bellingham, Wash., Ch. 12, ERP 20 kw, antenna 550 ft., construction cost \$82,500, operating cost \$140,000, revenue \$150,000.
- † KJR Seattle, Wash., Ch. 7, ERP 316 kw, antenna 1,291 ft., construction cost \$645,675, operating cost \$460,000, revenue \$500,000.
- † WWVA Wheeling, W. Va., Ch. 9, ERP 282 kw, antenna 1,041 ft., construction cost \$1,232,312, operating cost \$525,000, revenue \$360,000.
- † Madison, Wis., Television of Wisconsin Inc., Ch. 3, ERP 100 kw, antenna 712 ft., construction cost \$480,242, operating cost \$240,000, revenue \$240,000. Principals: William E. Walker, Bernhard M. Moutz and Frank A. Jones.

Existing Stations—Change in Channels

WDTV (TV) Pittsburgh, Ch. 2, ERP 100 kw visual, antenna height above average terrain 808 ft., cost of change \$166,450 (change from Ch. 3, ERP 16.6 kw visual; change required under provisions of FCC Sixth Report & Order).

WTTV (TV) Bloomington, Ind., Ch. 4, ERP 100 kw, antenna 1,000 ft., cost of change about \$275,000 (change from Ch. 10, ERP 27.2 kw; change required under provisions of FCC Sixth Report & Order)

† Indicates pre-thaw application refilled.