

Television Applications Filed at FCC

(Continued from page 47)

ft., above ground 479 ft. Estimated construction cost \$511,375, first year operating cost \$365,000, revenue \$340,000. Post Office address: Box 2171, Jackson. Studio location: Lamar Life Bldg., 315 E. Capitol St. Transmitter location: Red Hill, 3.4 mi. SE of Jackson. Geographic coordinates 32° 15' 48" N. Lat., 90° 06' 22" W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Wash. Consulting engineer A. Earl Cullum, Jr., Dallas. Applicant is owned 100% by Lamar Life Insurance Co., licensee of WJDX there. Applicant will lease physical plant from parent firm.

MERIDIAN, Miss.—Southern Television Corp. (WTOK), VHF ch. 11 (198-204 mc); ERP 29.5 kw visual, 15.9 kw aural; antenna height above average terrain 622 ft., above ground 357 ft. Estimated construction cost \$177,948, first year operating cost \$102,000, revenue \$120,000. Post Office address: Citizens National Bank Bldg., Box 1771, Meridian, Miss. Studio and transmitter location: 1.8 mi. S. of Meridian on U.S. Highway 45. Geographic coordinates 32° 19' 40" N. Lat., 88° 41' 30" W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George E. Gautney, Washington. Principals include President Robert F. Wright (25.5%), Vice President William B. Crooks (12%), Secretary Thomas Y. Minniece (8.472%), Treasurer S. A. Rosenbaum (16.945%).

JOPLIN, Mo.—Air Time Inc. (KSWM), VHF Ch. 12 (204-210 mc); ERP 10.6 kw visual, 5.3 kw aural; antenna height above average terrain 504 ft., above ground 442 ft. Estimated construction cost \$143,401, first year operating cost \$100,000, revenue \$100,000. Post Office address: 1928 W. 13th St., Joplin, Missouri. Studio and transmitter location: 1928 W. 13th Street, Joplin, Missouri. Geographic coordinates 37° 04' 45" N. Lat., 94° 32' 9.5" W. Long. Transmitter RCA, antenna RCA. Legal counsel None. Consulting engineer Austin A. Harrison, Joplin, Mo. Principals include President Austin A. Harrison (50%), Vice President Herbert Van Fleet (1.65%), Secretary-Treasurer Eleanor F. Harrison (46.7%).

ST. LOUIS, Missouri—KWK Inc. (KWK), VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 521 ft., above ground 520 ft. Estimated construction cost \$594,000, first year operating cost \$1,094,424, revenue \$1,300,000. Post Office address: 1215 Cole Street, St. Louis 6, Missouri. Studio and transmitter location: 1215 Cole Street. Geographic coordinates 38° 38' 10" N. Lat., 90° 11' 44" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President-Treasurer Robert T. Convey (45.61%), Vice President-Secretary Roy E. Dady (1.85%) and Vice President V. E. Carmichael (0.61%). St. Louis Globe-Democrat has 27.27% interest in applicant.

ST. LOUIS, Mo.—KXOK Inc. (KXOK-AM-FM), VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 547 ft., above ground 583 ft. Estimated construction cost \$533,802; first year operating cost \$700,000; revenue \$950,000. Post Office address: 800 N. Twelfth

Bldv., St. Louis 1. Studio location: 800 N. 12th St., St. Louis. Transmitter location: Boatmen's Bank Bldg., 314 N. Broadway, St. Louis. Geographic coordinates 38° 37' 40" N. Lat., 90° 11' 17" W. Long. Transmitter RCA, antenna RCA. Legal counsel: George O. Sutton, Washington. Consulting engineer: Jansky & Bailey, Washington. Principals include: President Elzey Roberts (79.25%), Vice President John C. Roberts (10.70%), Vice President-Secretary Elzey M. Roberts Jr. (0.0125%), General Manager Chester L. Thomas (0.0125%), Asst. Manager Aubrey D. Reid (0.0125%) and Isabella Wells Roberts (10%). Figures represent common stock.

LINCOLN, Neb.—Cornbelt Bestg. Corp. (KFOR), VHF Ch. 10 (192-198 mc); ERP 55 kw visual, 27.5 kw aural; antenna height above average terrain 248 ft., above ground 323 ft. Estimated construction cost \$300,781; first year operating cost \$170,000; revenue \$150,000. Post Office address: Stuart Bldg., Lincoln 8, Nebraska. Studio and transmitter location: 48th & Vine Streets. Geographic coordinates 40° 49' 30" N. Lat., 96° 39' 19" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Beghtol & Rankin, Lincoln, Nebraska. Principals include: President James Stuart, Executive Vice President George T. Bastian, Vice President George X. Smith and Secretary J. Lee Rankin.

OMAHA, Neb.—Herald Corp., VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 869 ft., above ground 949 ft. Estimated construction cost \$838,239; first year operating cost \$691,723; revenue \$811,668. Post Office address: 14th & Dodge Sts., Omaha 2. Studio location: 1318 Capitol Ave., Omaha, Neb. Transmitter location: Sec. 20, Twp. 15, Range 12, Douglas Co., Neb. Geographic coordinates 41° 15' 44" N. Lat., 96° 05' 49" W. Long. Transmitter GE, antenna GE. Legal counsel: Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer: Jansky & Bailey, Washington. Principals include: President Henry Doory, president and 4.06% owner of Omaha World-Herald and 100% owner of applicant firm; Vice President W. E. Christenson, vice president, 0.83% of World Pub.; Vice President Ben H. Cowdery, vice president, 1.25% of World Pub., and Treasurer Jewell Hargleroad, secretary-treasurer, 0.26% of World Pub.

ALBANY, New York—Hudson Valley Bestg. Co., Inc. (WROW-AM-FM), UHF Ch. 41 (632-638 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 1160 ft., above ground 323 ft. Estimated construction cost \$365,474, first year operating cost \$229,680, revenue \$250,000. Post Office address: 248 State Street, Albany. Studio location: 248 State Street, Albany. Transmitter location: Side of Mt. Helderberg, 2 miles W. of New Scotland. Geographic coordinates 42° 37' 20" N. Lat., 74° 00' 38" W. Long. Transmitter GE, antenna GE. Legal counsel: D. F. Prince, Washington. Consulting engineer: McIntosh & Inglis, Washington. Principals include President John J. Quinlan (11.5%), Treasurer Louis H. Gross (11.5%), Vice President Hyman Abrahms (7.2%), Executive Vice Presi-

dent Harry L. Goldman (11.4%) and Secretary Hyman Rosenblum (11.4%).

BINGHAMTON, N. Y.—Southern Tier Radio Service Inc. (WINR), UHF Ch. 40 (626-632 mc); ERP 138 kw visual, 98 kw aural; antenna height above average terrain 566 ft., above ground 405 ft. Estimated construction cost \$245,714, first year operating cost \$202,625, revenue \$212,000. Post Office address: 58 Exchange St., Binghamton. Studio location: 58 Exchange St., Binghamton. Transmitter location: Hiner Rd., Kirkwood, N. Y. Geographic coordinates 42° 06' 53" N. Lat., 75° 51' 16" W. Long. Transmitter GE, antenna GE. Legal counsel: Dow, Lohnes & Albertson, Washington. Consulting engineer: Craven, Lohnes & Culver, Washington. Principals include President Donald W. Kramer (10%), Vice President E. R. Vadeboncoeur (12.65%), Secretary Donald J. Duval (9.28%), Treasurer Neldon L. Kidd (12.63%), A. G. Belle Isle (6.67%), Thomas W. Rourke (6.67%), Lewis C. Ryan (9.72%), James W. Colella (5%), Samuel M. Allerton (8.57%), George R. Ives, executor of estate of Robert E. Kelly, deceased, for beneficiaries Eileen and Patricia Kelly (8.57%) and Laura A. MacClary (5.75%).

ELMIRA, N. Y.—Corning Leader Inc. UHF Ch. 18 (494-500 mc); ERP 58.3 kw visual, 32.8 kw aural; antenna height above average terrain 783 ft., above ground 324 ft. Estimated construction cost \$236,270, first year operating cost \$144,000, revenue \$192,000. Post Office address: 114 Walnut St., Corning, N. Y. Studio and transmitter location: 3.5 mi. WNW of Elmira Post Office. Geographic coordinates 42° 06' 20" N. Lat., 76° 52' 17" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President William Allen Underhill (50%), 50% of Elmira-Corning Bestg. Corp., licensee of WELM Elmira and WCLI-AM-FM Corning; Vice President Edwin Stewart Underhill III, asst. secretary of Elmira-Corning Bestg. Corp.; Secretary Matthew F. Carney Jr., Treasurer Edwin Stewart Underhill Jr. (50%), president & 50% owner of Elmira-Corning Bestg. Corp. Asst. Treasurer Mary M. King, asst. treasurer of Elmira-Corning Bestg. Corp.

ROCHESTER, N. Y.—Veterans Broadcasting Co. (WVET), UHF Ch. 10 (192-198 mc); ERP 26.2 kw visual, 13.95 kw aural; antenna height above average terrain 450 ft., above ground 325 ft. Estimated construction cost \$176,000, first year operating cost \$230,000, revenue \$315,000. Post Office address: Ervin F. Lyke, 17 Clinton Ave. South, Rochester 4. Studio location: 17 Clinton Ave. South. Transmitter location: Pineacle Hill, Brighton, N. Y. Geographic coordinates: 43° 08' 02" N. Lat., 77° 35' 02" W. Long. Transmitter GE, antenna GE. Studio equipment, GE. Legal counsel Frank U. Fletcher, Washington. Consulting engineer John Creutz, Washington. Stock is owned and subscribed by more than 100 persons, including Ervin F. Lyke, WVET general manager-chief engineer, who is president-treasurer and will be 3.1% owner after new stock is issued; Paul C. Louthier, vice president 1.54%; Grantier Neville, attorney, secretary 0.76%; and Harold Carson, 1.2% owner KCOC Hamilton and 16.66% owner in CJVI Victoria and CKWX Vancouver, 1.61%.

TROY, New York—Troy Broadcasting Co. Inc. (WTRY), UHF Ch. 23 (524-530 mc); ERP 12.0 kw visual, 7.0 kw aural; antenna height above average terrain 927 ft., above ground 189 ft. Estimated construction cost \$343,642, first year operating cost \$175,000, revenue \$110,000. Post Office address: 92 Fourth Street, Troy, New York. Studio location: 92 4th Street, Troy, New York. Transmitter location: Helderberg Mts., New Scotland Township. Geographic coordinates 42° 37' 58" N. Lat., 73° 59' 35" W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Harry C. Wilder, president; Thomas W. Rourke, Vice President; Edward M. Sleighel, Treasurer; Samuel E. Aronowitz, Secretary.

CHARLOTTE, N. C.—The Bestg. Co. of the South (WIST), VHF Ch. 9 (186-192 mc); ERP 195 kw visual, 97.5 kw aural; antenna height above average terrain 814 ft., above ground 829 ft. Estimated construction cost \$663,169, first year operating cost \$500,000, revenue \$400,000. Post Office address: 112 South Tryon Street, Charlotte, N. C. Studio location: 112 South Tryon St. Transmitter location: 0.55 mi. W. of Charlotte to Derita Rd., 6 mi. from Charlotte city limits. Geographic coordinates 35° 17' 00" N. Lat., 80° 48' 56" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson,

GENTLE APPROACH

WNMP Plugs Conservatism

WNMP Evanston, Ill., is asking its classical music audience to show appreciation for "conservative" commercials by buying WNMP sponsors' products.

To accentuate the difference between WNMP's "brief, quiet, conservative" sales approach, the station has aired fictitious "blatant, hard-driving" commercials. After showing the contrast, WNMP tells its listeners that if they approve of quiet commercials, buy our sponsors' products.

Samples of WNMP's version of blatant commercials:

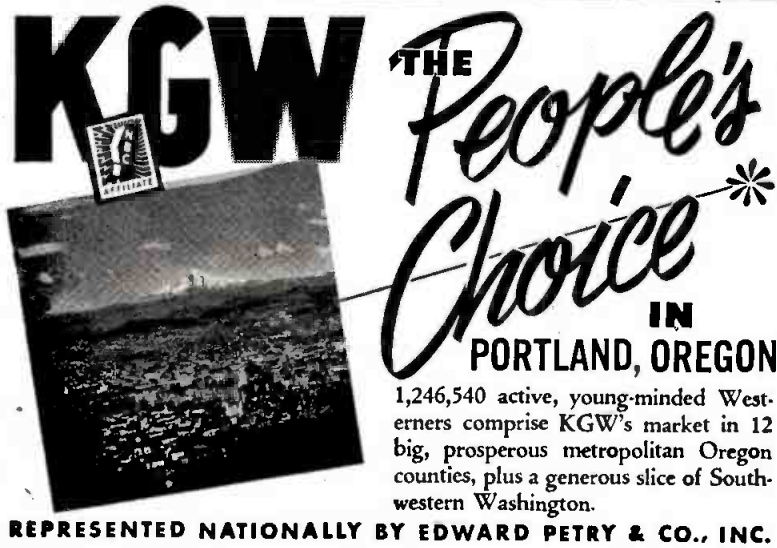
"Have-A-Time Wine is better than new—just one sip will tell you why it outsells all other wines put together in a large vat.

"Fanny Grope-Up has a new magic reducing formula that she's imported from the continental shores of Iceland. . . This wonder wafer contains everything you need for a proper day's diet—bread and water."

Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President B. Calhoun Hipp (13.6%), Vice President-Treasurer F. M. Hipp (13.6%), Vice President H. N. Hipp (13.6%), and Vice President G. Richard Shatto (1.2%).

DURHAM, N. C.—Dutram Broadcasting Enterprises Inc. (WTIK), VHF Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 523 ft., above ground 500 ft. Estimated construction cost \$436,000, first year operating cost \$240,000, revenue \$350,000. Post Office address: P. O. Box 2009, Durham. Studio location: W. Chapel Hill and Duke St. Transmitter location: W. Chapel Hill and Duke St. Geographic coordinates 35° 59' 40" N. Lat., 78° 54' 35" W. Long. Transmitter DuMont, antenna DuMont. Studio equipment DuMont. Legal counsel: Frank U. Fletcher, Washington. Consulting engineer: Craven, Lohnes & Culver, Washington. Principals include Harmon L. Duncan, president-treasurer (25%), Virginia D. Duncan, assistant treasurer (25%), J. Floyd Fletcher, vice president - secretary (49.99%), and Mildred M. Fletcher, assistant secretary (0.01%). If TV is granted, stockholders will be increased to about 70, with present group retaining about 60% interest. Mr. Duncan is sole owner of WHIT New Bern, N. C.

WINSTON-SALEM, N. C.—Mary Pickford Rogers, VHF Ch. 12 (204-210 mc); ERP 117 kw visual, 58.5 kw aural; antenna height above average terrain 660 ft., above ground 574 ft. Estimated construction cost \$372,778, first year operating cost \$200,000, revenue \$250,000. Post Office address: 1143 Summit Drive,



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