

Television Applications Filed at FCC

(Continued from page 77)

ter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President Edgar T. Shepard Jr. (66 2/3%), 51% owner Rossmoyne Processing Corp., Camp Hill, Pa. (animal feed supplements); Vice President Edgar K. Smith (33 1/3%), 1/3 owner, vice president and general manager, WCMB Lemoyne, Pa., licensed by applicant; Secretary-Treasurer David H. Young, secretary-treasurer of Rossmoyne Processing Corp.

LEBANON, Pa.—Lebanon Television Corp. UHF Ch. 15 (476-482 mc); ERP 96.6 kw visual, 55 kw aural; antenna height above average terrain 328 ft., above ground 253 ft. Estimated construction cost \$211,000, first year operating cost \$98,000, revenue \$84,000. Post Office address: Lester P. Etter, 8th and Cumberland Sts., Lebanon. Studio location 8th and Cumberland Sts. Transmitter location about 2 mi. N. of city. Geographic coordinates 40° 22' 07" N. Lat., 76° 25' 33" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include Lebanon Bcstg. Co. (87.5%), licensee WLBR there; Julian F. Skinnell (5%), WLBR operations manager; Phillip J. Reilly (2.5%), WLBR commercial manager; W. Leonard Savage (5%), WLBR chief engineer; President H. Raymond Stadium; Secretary-Treasurer Lester P. Etter, and Vice President Eugene Silverstein. Later three are co-owners of WLBR.

LOCK HAVEN, Pa.—Lock Haven Bcstg. Co. (WBPZ), UHF Ch. 32 (578-584); ERP 92.6 kw visual, 46.3 kw aural; antenna height above average terrain 315 ft., above ground 344 ft. Estimated construction cost, operating cost and revenue not given. Post Office address: 132 1/2 E. Main St., Lock Haven, Pa. Studio location: 132 1/2 E. Main St. Transmitter location: Glen Rd., near Lock Haven. Geographic coordinates 41° 08' 43" N. Lat., 77° 29' 18" W. Long. Transmitter DuMont, antenna RCA. Consulting engineer George C. Davis, Washington. Principals include President Donald C. Welch (10%), Vice President Harry Shaffer (5%), Treasurer Paul Breon (3%), Secretary-Manager Harris Lipetz (8%), A. H. Lipetz (10%).

PITTSBURGH, Pa.—WWSW Inc. (WWSW-AM-FM), VHF Ch. 11 (198-204 mc); ERP 308 kw visual, 154 kw aural; antenna height above average terrain 855 ft., above ground 700 ft. Estimated construction cost \$547,000, first year operating cost \$620,000, revenue \$850,000. Post Office address: Hotel Sheraton, Pittsburgh. Studio and transmitter location: 341 Rising Main St., Pittsburgh. Geographic coordinates 40° 27' 47" N. Lat., 80° 00' 17" W. Long. Transmitter RCA, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer WWSW Inc., Pittsburgh. Principals include President Oscar M. Schloss, Vice President William Block, Secretary-Treasurer Paul Bauman. Sole owner of applicant is P-G Pub. Co., Pittsburgh, which in turn is wholly owned by the Toledo Blade Co., Toledo, Ohio.

READING, Pa.—Hawley Bcstg. Co. (WEU-AM-FM), UHF Ch. 61 (752-758 mc); ERP 222 kw visual, aural ERP not given; antenna height above average terrain 1,035 ft., above ground 400 ft. Estimated construction cost \$440,922, first year operating cost \$200,000, revenue \$150,000. Post Office address: 433 Penn St., Reading. Studio location: 433 Penn St. Transmitter location: 2 mi. NE of Reading atop Mt. Penn. Geographic coordinates: 40° 21' 08" N. Lat., 75° 53' 55" W. Long. Transmitter GE, antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Hawley Quier, Executive Vice-President James E. Keller, Vice-President Harrison F. Flippin, Secretary William J. Rohn, General Manager Thomas E. Martin. Reading Eagle Co. owns 99% of stock which is voted by Mr. Quier.

SCRANTON, Pa.—Scranton Bcstrs. Inc. (WGBI), UHF Ch. 22 (518-524 mc); ERP 285 kw visual, 150 kw aural; antenna height above average terrain 1,170 ft., above ground 150 ft. Estimated construction cost \$336,298, first year operating cost \$100,000, revenue \$75,000. Post Office address: 1000 Wyoming Ave., Scranton, Pa. Studio location: 1000 Wyoming Ave., Scranton, Pa. Transmitter location: near top of Bald Mountain. Geographic coordinates 41° 25' 38" N. Lat., 75° 44' 58" W. Long. Transmitter GE, antenna GE. Legal

counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer M. E. Megargee (12%), Vice President Marcella Megargee Holcomb and Secretary K. A. Megargee (6%).

SCRANTON, Pa.—Union Bcstg. Co. (WARM), UHF Ch. 16 (482-488 mc); ERP 257 kw visual, 129 kw aural; antenna height above average terrain 1244 ft., above ground 277 ft. Estimated construction cost \$300,559, first year operating cost \$372,667, revenue \$456,040. Post Office address: Bowman Bldg., Scranton. Studio location: Bowman Bldg., Transmitter location: Mt. Dewey. Geographic coordinates: 41° 25' 59" N. Lat., 75° 43' 54" W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young and Jansky, Washington. Consulting engineer Jansky and Bailey, Washington. Principals include President Martin F. Memolo (70%), Vice President John J. Memolo (0.57%), Secretary-Treasurer William M. Dawson, William W. Scranton (28.3%) and James S. Scandale (1.13%).

CHARLESTON, S. C.—Atlantic Coast Bcstg. Co. (WTMA), VHF Ch. 2 (54-60 mc); ERP 46 kw visual, 23 kw aural; antenna height above average terrain 382 ft., above ground 433 ft. Estimated construction cost \$228,996, first year operating cost \$154,460, revenue \$160,965. Post Office address: 133 Church St., Charleston. Studio location: 135 Church St., Charleston. Transmitter location: 0.6 mi. E of Old Town Rd., near Charleston. Geographic coordinates 32° 49' 20" N. Lat., 79° 58' 44" W. Long. Transmitter RCA, antenna RCA. Legal counsel Arthur Scharfeld, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Edward Manigault (0.2%), Vice President Hall T. McGee (0.2%), Treasurer Hall T. McGee Jr. (0.2%), Evening Post Pub. Co. (99.2%).

CHARLESTON, S. C.—WCSC Inc. (WCSC-AM-FM), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 313 ft., above ground 360 ft. Estimated construction cost \$290,000, first year operating cost \$275,000, revenue \$350,000. Post Office address: Radio Station WCSC, Francis Marion Hotel, Charleston. Studio location: corner of Charlotte & E. Bay Sts., Charleston. Transmitter location: 1 mi. E of Ashley Hall plantation, St. Andrews Twp., Charleston Co. Geographic coordinates: 32° 49' 26" N. Lat., 80° 00' 08" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President-Treasurer John M. Rivers (100%), Vice President G. L. B. Rivers and Secretary Martha R. Rivers.

GREENVILLE, S. C.—Carolina TV Inc., VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1216 ft., above ground 604 ft. Estimated construction cost \$439,900, first year operating cost \$235,000, revenue \$208,000. Post Office address: Box 120, Greenville. Studio location: 300 N. Main St. Transmitter location: Paris Mt. Geographic coordinates 34° 54' 53" N. Lat., 82° 23' 44" W. Long. Transmitter RCA, antenna RCA. Legal counsel Neville Miller, Washington. Consulting engineer Millard Garrison, Washington. Principals include President Alester G. Furman Jr. (10%), 24% owner WESC Greenville; Vice President Clement F. Haynsworth Jr. (4.5%); Secretary-Treasurer Roy F. McCall (4%); Chairman of the Board Charles E. Daniel (10%).

GREENVILLE, S. C.—Textile Bcstg. Co. (WMRC), VHF Ch. 4 (66-72 mc); ERP 54 kw visual, 27 kw aural; antenna height above average terrain 1500 ft., above ground 520 ft. Estimated construction cost \$475,000, first year operating cost \$275,000, revenue \$275,000. Post Office address: R. A. Jolley, 3 College St., Greenville, S. C. Studio location: to be determined. Transmitter location: on peak of Paris Mountain. Geographic coordinates 35° 56' 28" N. Lat., 82° 24' 34" W. Long. Transmitter RCA, antenna RCA. Legal counsel Glen A. Wilkinson, Washington, D. C. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President-Treasurer and Director Robert A. Jolley (22.13%) Vice President and Director James C. Poag (10.33%).

CHATTANOOGA, Tenn.—Chattanooga TV Inc. (WMFS), UHF Ch. 49

(680-686 mc); ERP 21.4 kw visual 10.7 kw aural; antenna height above average terrain 456 ft., above ground 442 ft. Estimated construction cost \$205,320, first year operating cost \$170,050, revenue \$175,000. Post Office address: 1024 James Bldg., Chattanooga, Tenn. Studio and transmitter location: White Oak Rd., Chattanooga. Geographic coordinates 35° 05' 21.4" N. Lat., 85° 18' 10" W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President J. Glen Stone (16.7%), Vice President J. E. Summers (16.6%), Secretary C. W. Hoffman (16.7%), WMFS Inc. (50%). (WMFS Chattanooga owns 50% of stock of applicant.)

KNOXVILLE, Tenn.—Radio Station WBIR Inc. (WBIR), VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 925 ft., above ground 604 ft. Estimated construction cost \$411,483, first year operating cost \$330,000, revenue not estimated. Post Office address: 618 S. Gay St., Knoxville. Studio location: 618 S. Gay St. Transmitter location: Sharp Ridge Memorial Rd. Geographic coordinates: 36° 00' 20" N. Lat., 83° 58' 22" W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer E. Earl Cullum Jr., Dallas, Tex. Principals include Chairman of the Board J. Lindsay Nunn (23%), President Gilmore N. Nunn (52%), WKRC-AM-FM-TV Cincinnati holds 20%.

KNOXVILLE, Tenn.—Tennessee Television Inc., VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 906 ft., above ground 705 ft. Estimated construction cost \$559,720, first year operating cost \$400,000, revenue \$425,000. Post Office address: Guilford Glazer, 3341 Kenilworth Dr., Knoxville. Studio and transmitter location: Knoxville. Geographic coordinates 36° 00' 40" N. Lat., 83° 55' 52" W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring Co., Washington. Principals include President Guilford Glazer (30.83%), president and 30% owner Glazer Steel Corp., also real estate and other interests; Vice President Louis A. Glazer (25%), 25% owner Glazer Steel Corp.; Treasurer Jerome S. Glazer (25%), 25% Glazer Steel Corp.; Secretary L. B. Cohen (19.17%), 19% owner Glazer Steel Corp.

CORPUS CHRISTI, Tex.—KEYS-TV Inc. (KEYS), VHF Ch. 10 (192-198 mc); ERP 55 kw visual, 27.5 kw aural; antenna height above average terrain 464 ft., above ground 500 ft. Estimated construction cost \$320,500, first year operating cost \$195,000, revenue \$222,612. Post Office address: P. O. Box 1460, Corpus Christi, Tex. Transmitter location: Mesquite and Hughes Streets. Geographic coordinates 27° 48' 27" N. Lat., 97° 23' 46" W. Long. Transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President E. C. Hughes Jr. (33 1/3%), Vice President Sam E. Wilson Jr. (33 1/3%), Vice President Charles W. Rossi (8 1/3%), Treasurer Earl C. Dunn (8 1/3%) and Secretary H. B. Lockhart (8 1/3%).

AMARILLO, Tex.—Amarillo Bcstg. Co., VHF Ch. 10 (192-198 mc); ERP 56.4 kw visual, 30.4 kw aural; antenna height above average terrain 547 ft., above ground 465 ft. Estimated construction cost \$312,215, first year operating cost \$180,000, revenue \$210,000. Post Office address: 800 Hawkins St., Brownwood, Tex. Studio location: to be determined. Transmitter location: N. Ong St. & W. Cherry Ave. Geographic coordinates 35° 17' 33" N. Lat., 101° 50' 48" W. Long. Transmitter GE, antenna GE. Legal counsel Eugene L. Burke, Wash. Consulting engineer Commercial Radio Equipment Co., Wash. Principals include (each 25%) President Wendell Mayes, chief owner of KBWD Brownwood and KNOW Austin, Tex., and officer in Amarillo Bcstg. Corp., licensee of KFDA Amarillo; Vice President C. C. Woodson, oil, gas and publishing interests and KFDA officer; Secretary-Treasurer Charles B. Vordan, KFDA officer, vice president and assistant general manager Texas State Network and vice president of KABC San Antonio, WACO Waco, KRIO McAllen, KFJZ Ft. Worth; Director Gene L. Cagle, President and General Manager, and 34% owner Texas State Network, president-general manager, of KFJZ, KABC, WACO and KRIO; he owns 20% of KSTB Big Spring, Tex., is director of KFDA and is officer in Waco TV Corp., TV applicant at Waco.

FORT WORTH, Tex.—Lechner Television Co., VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 272.8 ft., above ground 394 ft. Estimated construction cost \$487,000, first year operating cost \$356,000, revenue \$360,000. Post Office address: Kirby Bldg., Dallas. Studio and transmitter location: The Fair Bldg., W. 7th Street & Throckmorton. Geographic coordinates: 32° 45' 10" N. Lat., 97° 19' 48" W. Long. Transmitter GE, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner is W. W. Lechner. He is engaged in oil and gas exploration and production.

SAN ANTONIO, Tex.—Bexar County Television Corp. (KABC), VHF Ch. 12 (204-210 mc); ERP 226 kw visual, 113 kw aural; antenna height above average terrain 500 ft., above ground 596 ft. Estimated construction cost \$574,935, first year operating cost \$240,000, revenue \$300,000. Post Office address: c/o KABC, Milam Bldg. Studio and transmitter location: 811 E. Myrtle St. Geographic coordinates: 29° 26' 37" N. Lat., 98° 28' 58" W. Long. Transmitter RCA, antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Bill Michaels (15%), Vice President J. R. Straus (15%), Vice President L. A. Douglas (15%) and Secretary-Treasurer Alton E. Robertson (15%).

SAN ANTONIO, Tex.—Sunshine Bcstg. Co. (KTSA), VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,034 ft., above ground 1,084 ft. Estimated construction cost \$863,302, first year operating cost \$812,000, revenue \$850,000. Post Office address: Avenue E at 3d St., San Antonio, Tex. Studio location: Ave E at 3d St. Transmitter location: Near SW corner Old Seguin Rd. & Artesia Ave. Geographic coordinates 29° 28' 22" N. Lat., 98° 28' 24" W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include Board Chairman Frank G. Huntress, President-Treasurer Frank G. Huntress Jr., Vice President Mrs. Carrie S. Frost, Vice President Mrs. W. Dorsey Brown, Vice President-Secretary Leroy G. Denman Jr., all less than 1% each, and Express Pub. Co. (more than 99%).

TYLER, Tex.—Lucille Ross Buford (KGKB), VHF Ch. 7 (174-180 mc); ERP 21.25 kw visual, 10.625 kw aural; antenna height above average terrain 533 ft., above ground 470 ft. Estimated construction cost \$284,357, first year operating cost \$142,610, revenue \$130,000. Post Office address: Box 548, Tyler, Tex. Studio and transmitter location: S. Beckham & Lake Sts., Tyler. Geographic coordinates 32° 20' 08" N. Lat., 95° 17' 32" W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Lucille Ross Buford, individual owner and managing director (100%).

LYNCHBURG, Va.—Lynchburg Bcstg. Corp. (WLVA-AM-FM), VHF Ch. 13 (210-216 mc); ERP 28.8 kw visual, 14.1 kw aural; antenna height above average terrain 2092 ft., above ground 117 ft. Estimated construction cost \$161,920, first year operating cost \$90,600, revenue \$93,987. Post Office address: 925 Church St., Lynchburg, Va. Studio location: 925 Church St. Transmitter location: Tobacco Row Mountain, 11 mi. N of Lynchburg. Geographic coordinates 37° 33' 54" N. Lat., 79° 11' 31" W. Long. Transmitter DuMont, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Edward A. Allen (27.77%), Vice President-General Manager Philip P. Allen (27.77%), Secretary-Treasurer J. P. Read Jr. (4.16%).

PETERSBURG, Va.—Lee Broadcasting Corp., VHF Ch. 8 (180-186 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 538 ft., above ground 608 ft. Estimated construction cost \$363,500, first year operating cost \$250,000, revenue \$300,000. Post Office address: Broad-Grace Arcade Bldg., Richmond 19, Va. Studio location: 25 E. Washington St. Transmitter location: Hundred Rd., 7.5 mi. E. of Chester, Va. Geographic coordinates: 37° 20' 33" N. Lat., 77° 18' 17" W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principal owner is Thomas G.

(Continued on page 94)