



# at deadline

# PEOPLE...

## 51 MORE APPLICATIONS FILED FOR TELEVISION

ADDITIONAL applications for new TV stations available Thursday at FCC totaled 51, augmenting requests available earlier in week (see page 62). Applicants and channels asked:

**KPOA Honolulu, T. H., Ch. 4, ERP 54 kw, antenna 173.38 ft., construction cost \$245,224, operating cost \$300,000, revenue \$300,000.**  
**RIVERSIDE, Calif., California Telecasters, Ch. 40, ERP 21.186 kw, antenna 724.9 ft., construction cost \$136,523, operating cost \$150,000, revenue \$150,000.** General partnership Joel J. Bourdon (10%), Bernard F. Malkin (30%), Joel Prescott II (20%), Robert W. Davidson (10%), William C. Wallace (30%).  
**KSBR (FM) Stockton, Calif., Ch. 13, ERP 158 kw, antenna 3118 ft., construction cost \$405,000, operating cost \$280,000, revenue \$410,000.**  
**DENVER, Col.—Denver Television Co., Ch. 7, ERP 316 kw, antenna 791 ft., construction cost \$545,422, operating cost \$600,000, revenue \$500,000.** Principals: President John M. Wolfberg (33.96%), Vice President F. Kirk Johnson (19.62%), Treasurer Max G. Brooks.  
**WPDQ Jacksonville, Fla., Ch. 12, ERP 316 kw, antenna 623 ft., construction cost \$30,500, operating cost \$230,000, revenue \$325,000.**  
**WTOC-AM-FM Savannah, Ga., Ch. 11, ERP 228 kw, antenna 478.5 ft., construction cost \$446,757, operating cost \$188,896.**  
**WRBL, Columbus, Ga., Ch. 4, ERP 15.2 kw, antenna 442 ft., construction cost \$220,054, operating cost \$120,000, revenue \$150,000.**  
**WIND Chicago, Ill., Ch. 26, ERP 1000 kw, antenna 518 ft., construction cost \$502,197, operating cost \$935,000, revenue \$1,362,400.**  
**JOLIET, Ill.—Sanders Bros., UHF Ch. 48.**  
**WIRL Peoria, Ill., Ch. 8, ERP 92.4 kw, antenna 483 ft., construction cost \$305,000, operating cost \$305,000, revenue \$346,000.**  
**WIRE Indianapolis, Ind., Ch. 13, ERP 316 kw, antenna 694 ft., construction cost \$566,622, operating cost \$350,000, revenue \$450,000.**  
**KXEL Waterloo, Iowa, Ch. 7, ERP 24.32 kw, antenna 522 ft., construction cost \$125,769, operating cost \$120,000, revenue \$125,000.**  
**KJAY Topeka, Kan., Ch. 13, ERP 25.2 kw, antenna 534 ft., construction cost \$174,231, operating cost \$225,000, revenue \$250,000.**  
**KAKE Wichita, Kan., VHF Ch. 10, ERP 316 kw, antenna 443 ft., construction cost \$571,802, operating cost \$402,000, revenue \$405,756.**  
**KFH Wichita, Kan., Ch. 3, ERP 100 kw, antenna 939 ft., construction cost \$661,049, operating cost \$556,920, revenue \$200,000.**  
**WICHITA, Kans.—Sunflower Television Co., Ch. 3, ERP 100 kw, antenna 939 ft., construction cost \$658,500, operating cost \$444,200, revenue \$427,648.** Principals: E. W. Yingling (25%), stockholder in Yingling Chevrolet Co.; W. L. Hartman (25%), independent oil operator; Virgil S. Browne (25%), dependent oil operator; George P. Hollingbery (12½%), owner George P. Hollingbery Co., station representative; and John D. Montgomery (12½%), publisher Miami Beach Florida Sun.  
**NORTH ADAMS, Mass.—Greylock Bestg Co., UHF Ch. 15, ERP 9.24 kw, antenna 263.2 ft., construction cost \$163,000, operating cost \$160,000, revenue \$170,000.** Applicant licensee WRK Pittsfield, Mass.  
**WSPR Springfield, Mass., Ch. 61, ERP 116 kw, antenna 976 ft., construction cost \$265,000, operating cost \$250,000, revenue \$225,000.**  
**WHFB Benton Harbor, Mich., Ch. 42, ERP 17.4 kw, antenna 478 ft., construction cost \$301,204, operating cost \$240,000, revenue \$50,000.**  
**DULUTH, Minn.—Lakehead Telecasters Inc., Ch. 6, ERP 55 kw, antenna 805 ft., construction cost \$354,500, operating cost \$300,000, revenue \$300,000.** Principals: President William B. Fryberger (5%), Vice President Frank E. Mahon (7%), Secretary Arthur M. Clure (3%). Some stockholders of applicant also stockholders WREX Duluth.  
**MINNEAPOLIS, Minn.—Upper Midwest TV Co., Ch. 9, ERP 316 kw, antenna 512 ft., construction cost \$566,340, operating cost \$678,880, revenue \$797,534.** Principals: Cowles Bestg Co. (72.3%); President John Cowles; Vice President Stanley Hawks, Secretary-Treasurer Harold E. Wood.  
**WXKW Albany, N. Y., Ch. 35, ERP 26.8 kw, antenna 818 ft., costs not given.**  
**SCHENECTADY, N. Y.—Champlain Valley Bestg Corp., UHF Ch. 35, ERP 26.8 kw, antenna 818 ft.**  
**SCHENECTADY, N. Y.—Van Curler Bestg Corp., Ch. 35, ERP 12 kw, antenna 1,520 ft., construction cost \$400,000, operating cost \$300,000, revenue \$225,000.** Principals: President Simon H. Fabian (25%) president of Fabian Theatres Corp.; Vice President Samuel Rosen (25%); Vice President Eleanor Fabian Rosen (25%) and Secretary Edward L. Fabian (25%).  
**WIMA Lima Ohio, Ch. 35, ERP 101 kw, antenna 331 ft., construction cost \$227,564, operating cost \$180,000, revenue \$220,000.**  
**MANSFIELD, Ohio, Fergum Theatres Inc., Ch. 36,**

## RWG WIRES NETWORKS

RADIO WRITERS Guild sent telegrams to ABC, CBS Radio and NBC Thursday requesting broadcast time to tell their side of story to public. Union claimed networks had broadcast news of strike of radio news writers that did not give "fair and accurate" picture of issues involved (see story page 38). Networks had not replied late Thursday.

**ERP 17 kw, antenna 700 ft., construction cost \$236,360, operating cost \$200,000, revenue \$180,000.** Principals: President William N. Skirball (40.7%), theatre and retail candy interests; Vice President Jack H. Skirball (40.7%), independent motion picture producer, and Secretary-Treasurer Joseph Lissauer, general manager of applicant.  
**MANSFIELD, Ohio, Mansfield Journal Co., Ch. 36, ERP 94.0 kw, antenna 517 ft., construction cost \$350,300, operating cost \$295,000, revenue \$315,000.** Principal: President and Treasurer I. Horvitz (89.6%).  
**TOLEDO, Ohio, Toledo Blade Co., Ch. 11, ERP 316 kw, antenna 445 ft., construction cost \$400,441, first year operating cost \$620,000, revenue \$850,000.**  
**OKLAHOMA CITY, Okla., Oklahoma Television Corp., Ch. 9, ERP 316 kw, antenna 1544 ft., construction cost \$1,350,000, operating cost \$600,000, revenue \$600,000.** President Roy J. Turner (20%) oil business executive; Vice President F. E. Harper (10%) oil business executive; Secretary Henry S. Griffing; Treasurer Luther T. Dulaney (30%) appliance distributor.  
**KORE Eugene, Ore., Ch. 13, ERP 11.5 kw, antenna 555.2 ft., construction cost \$223,790, operating cost \$175,000, revenue \$185,000.**  
**KFJI Klamath Falls, Ore., Ch. 2, ERP 15.04 kw, antenna 458 ft., construction cost \$156,200, operating cost \$175,000, revenue \$175,000.**  
**WHAN Charleston, S. C., Ch. 2, ERP 54.96 kw, antenna 351.2 ft., construction cost \$224,293, operating cost \$150,000, revenue \$175,000.**  
**WSFA Spartanburg, S. C., Ch. 7, ERP 288 kw, antenna 768 ft., construction cost \$540,192, operating cost \$400,000, revenue \$250,000.**  
**WOPI-AM-FM Bristol, Tenn., Ch. 5, ERP 100 kw, antenna 807 ft., construction cost \$318,756, operating cost \$100,000, revenue \$115,000.**  
**WKPT Kingsport, Tenn., Ch. 28, ERP 22.2 kw, antenna 962 ft., construction cost \$193,200, operating cost \$100,000, revenue \$125,000.**  
**WKDA Nashville, Tenn., Ch. 5, ERP 16.40 kw, antenna 855 ft., construction cost \$407,210, operating cost \$583,668, revenue \$720,871.**  
**KFDM Beaumont, Tex., Ch. 6, ERP 100 kw, antenna 500 ft., construction cost \$317,450, operating cost \$200,000, revenue \$350,000.**  
**EL PASO, Tex.—Franklin Bestg. Co., Ch. 9, ERP 12.052 kw, antenna 1756.0 ft., construction cost \$233,785.**  
**KFJZ Ft. Worth, Tex., Ch. 10, ERP 222 kw, antenna 587 ft., construction cost \$535,935, operating cost \$375,000, revenue \$450,000.**  
**KXYZ Houston, Tex., Ch. 13, ERP 316 kw, antenna 674 ft., construction cost \$560,153, operating cost \$485,000, revenue \$600,000.**  
**HOUSTON, Tex.—Lechner Television Co., Ch. 13, ERP 316 kw, antenna 444 ft., construction cost \$542,000, operating cost \$386,000, revenue \$460,000.** W. W. Lechner, sole owner, owns 100% of W. W. Lechner Inc., Dallas, (oil and gas exploration and production), and is 50% owner of Hamack Oil Co., Dallas.  
**HOUSTON, Tex.—South Texas Television Co., Ch. 13, ERP 316 kw, antenna 500 ft., construction cost \$1,026,825, operating cost \$800,000, revenue \$1,000,000.** President John Paul Goodwin (33½%), owner, Goodwin-Dannenbaum Adv.; Vice President C. P. Simpson (33½%), senior partner Simpson-Gillman Pontiac Co. and Secretary-Treasurer Howard T. Tellepsen (33½%) president, Tellepsen Construction Co.  
**LUBBOCK, Tex., Texas Telecasting Inc., Ch. 13, ERP 31.0 kw, antenna 982 ft., construction cost \$469,676, operating cost \$180,000, revenue not estimated.** President W. D. Rogers Jr. (22.19%), Vice President Vernice Ford (23.0%), Secretary-Treasurer W. W. Conley (11.0%), Roger L. Kuykendall (23.0%).  
**KPAC Port Arthur, Tex., Ch. 4, ERP 100 kw, antenna 498 ft., construction cost \$289,128, operating cost \$250,000, revenue \$222,000.**  
**WESLACO, Tex.—Rio Grande Television Corp., Ch. 5, ERP 100 kw, antenna 804 ft., construction cost \$290,000, operating cost \$225,000, revenue \$225,000.** President and sole owner Thomas O. Payne, Secretary-Treasurer H. C. Cockburn.  
**WHYU Newport News, Va., Ch. 33, ERP 21.6 kw, antenna 303 ft., construction cost \$152,050, operating cost \$130,000, revenue \$170,000.**  
**WDBJ Roanoke, Va., Ch. 7, ERP 316 kw, antenna 1,936 ft., construction cost \$525,063, operating cost \$238,450, revenue \$191,400.**  
**WROV Roanoke, Va., Ch. 7, ERP 59 kw, antenna 670 ft., construction cost \$259,576, operating**

WILLIAM WREN, J. Walter Thompson Co., N. Y., to media staff, Dancer-Fitzgerald-Sample, that city, as timebuyer.

JAMES ROGER WOLLENBERG has been appointed by FCC to be Assistant General Counsel in Charge of Litigation [CLOSED CIRCUIT, June 30]. Mr. Wollenberg leaves Dept. of Justice where he has been Assistant Chief of the Appeals Section, Anti-Trust Div.

MEL ALLEN, sports announcer, signed by Washington Redskins pro football team, to broadcast and telecast 1952 games, succeeding Harry Wismer. Jim Gibbons continues to handle color for Redskins.

PERCEY L. SCHOENEN, executive vice president and secretary of Olympic Radio & Television Inc., set manufacturer, Long Island City, has been elected president succeeding Adolphe A. Juviler, now board chairman.

ALFRED G. DIGIOVANNI, account research manager of marketing research department of Sullivan, Stauffer, Colwell & Bayles, New York, joins CBS Television Spot Sales as assistant research manager, effective immediately.

## PARAMOUNT HEARING

THURSDAY session of Paramount hearing at FCC (one issue of which is merger of ABC with United Paramount Theatres) saw Pau Porter, ex-FCC chairman and now Paramount counsel, continue his protracted cross-examination of Arthur Levey, president of Skiatron Electronic & Television Corp. Decade ago Mr. Levey, then heading American operations for Scophony Ltd., British firm holding various TV patents including that to dark trace (Skiatron) tube, was carrying on what Mr. Porter described as "aggressive" promotion tactic [B\*T, June 30]. Last week Mr. Porter was criticized for extensive cross-examination of Mr. Levey; he replied:

... Commission counsel have undertaken to develop [that Scophony] ... was a proven type of development ... [that it] was a company that Paramount and GPE could invest in and come along and develop a competitive force in the television industry in this country.

I am merely undertaking to show here that grandiose schemes that are attempted to be shown through the Commission's case, what the reality of the situation was at that time, the fact that they were these small and minor items. ...

... there had been diligent efforts by Mr. Levey and Mr. Sagall [another representative of Scophony Ltd. in U. S.] to interest others [in investing in Scophony]. ... They [Scophony] were in desperate condition. ... Mr. Levey states that there is some kind of responsibility on the part of Paramount and GPE to continue to pour money into this development and to bring it up to a level of an international, world-wide kind of enterprise.

Mr. Porter said that ex-FCC Commissioner Ewell K. Jett would be subpoenaed to appear at the hearing.

cost \$165,504, revenue \$160,000.  
**ROANOKE, Va., Polan Industries, Ch. 10, ERP 119 kw, antenna 1,391 ft., construction cost \$290,000, operating cost \$205,000, revenue \$225,000.** Principals: Albert S. Polan, E. G. Polan, Lincoln M. Polan, Dr. Charles M. Polan, Lake Polan, each 20%.  
**WVWV Fairmont, W. Va. (Resubmitted), Ch. 35, ERP 17.4 kw, antenna 237 ft., construction cost \$176,780, operating cost \$60,000, revenue \$75,000.**  
**WHTN Huntington, W. Va., Ch. 13, ERP 242 kw, antenna 466.5 ft., construction cost \$324,806, operating cost \$260,000, revenue \$300,965.**

Editor's Note: Applications appearing on this page were delayed in processing by July 1st rush at FCC. More complete summary will appear B\*T July 14.