

be determined. Transmitter location: 1.5 mi. South of Lubbock on College Ave. Geographic coordinates: 33° 31' 35.14" N. Lat., 101° 52' 11.56" W. Long. Transmitter DuMont, antenna DuMont. Legal counsel Elliot C. Lovett, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President W. D. Rogers Jr. (22.2%), general manager of KEYL (TV) San Antonio, Tex., from February 1950 to April 1952; Vice President Vernice Ford (23%), owner of Ford Implement Co., Lubbock; Secretary-Treasurer W. W. Conley (1%), 1/3 owner of Conley-Lott-Nichols Co. (heavy machinery distributor), Lubbock, Tex.; Roger L. Kuykendall (23%), general manager and 35% owner of Kuykendall Chevrolet Co., Lubbock; and A. L. Lott (11%), vice president and 1/3 owner of Conley-Lott-Nichols Co.

† **PORT ARTHUR, Tex.**—Port Arthur College (KPAC), VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 498 ft., above ground 538 ft. Estimated construction cost \$289,128, first year operating cost \$250,000, revenue \$222,000. Post Office address: 1500 Procter St. Port Arthur. Studio location and transmitter location on Texas Highway #87, NE of Port Arthur. Geographic coordinates: 25° 57' 08" N. Lat., 93° 52' 51" W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President of the Board of Trustees of Port Arthur College J. W. Williams, Vice President G. W. Carter and Secretary W. Madison Monroe.

† **NEWPORT NEWS, Va.**—Eastern Bcstg. Corp. (WHYU), UHF Ch. 33 (584-590 mc); ERP 20.4 kw visual, 10.2 kw aural; antenna height above average terrain 315 ft., above ground 319 ft. Estimated construction cost \$152,050, first year operating cost \$130,000, revenue \$170,000. Post Office address: 114 24th St., Newport News, Va. Studio and transmitter location: 114 24th St. Geographic coordinates: 36° 58' 36" N. Lat., 76° 25' 54" W. Long. Transmitter RCA, antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer George P. Adair, Washington. Principals include President John Doley (23%), Vice President Stuart A. Smith (16%), Assistant Secretary Ralph T. Baker (2%), Assistant Treasurer Margaret S. Doley (23%), C. Archer Smith (27%), Secretary Frederick F. Clair, Charles K. Hutchens Sr. (4.5%) and L. C. Purdy (4.5%).

**ROANOKE, Va.**—Polan Industries, VHF Ch. 10 (192-198 mc); ERP 119 kw visual, 59.5 kw aural; antenna height above average terrain 1,391 ft., above ground 424 ft. Estimated construction cost \$290,000, first year operating cost \$205,000, revenue \$225,000. Post Office address: P. O. Box 1720, Huntington,



SOME of the 50 dining timebuyers attending the Intercollegiate Rowing regatta at Syracuse as guests of WSYR-AM-FM-TV Syracuse are (l to r): Vera Brennan, Scheideler, Beck & Werner; E. R. Vadeboncoeur, WSYR; Helen Thomas, Street & Finney; Arthur Pardoll, Sullivan, Stauffer, Colwell & Bayles; Gert Scanlan, BBDO, and Herbert Gruber, Cecil & Presbrey.

W. Va. Studio location to be determined. Transmitter location: 8 mi. SW of Roanoke on Twelve O'Clock Knob. Geographic coordinates: 31° 14' 49" N. Lat., 80° 05' 05" W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include Albert S. Polan, 20% owner of WPLH-AM-FM Huntington; E. G. Polan, Lincoln M. Polan, Charles M. Polan and Lake Polan Jr., all general partners and 20% owners of applicant, an electronic manufacturing concern.

† **ROANOKE, Va.**—Radio Roanoke Inc. (WROV), VHF Ch. 7 (174-180 mc); ERP 59 kw visual, 29.5 kw aural; antenna height above average terrain 670 ft., above ground 240 ft. Estimated construction cost \$259,578, first year operating cost \$165,504, revenue \$160,000. Post Office address: Frank E. Koehler, Box 1110, Mountain Trust Bldg., Roanoke. Studio location: 300 S. Jefferson St., Roanoke. Transmitter location: Mill Mt. Geographic coordinates: 37° 14' 55" N. Lat., 79° 56' 08" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President Leo F. Henebry (14%), jeweler at Roanoke, Bristol, Va., and Fayetteville, N. C.; Vice President James Kirk King (14%), 34% owner Roanoke City Mills (flour, feed); Secretary-Treasurer Ernest W. Mitchell (14%), 51% owner Mitchell Clothing Co.; Director Thomas Howard Beasley (13.3%), 56% owner Beasley Produce Exchange and Beasley Orchards; Director Wallace S. Clement (14%), food broker and warehouseman.

† **HUNTINGTON, W. Va.**—Greater Huntington Radio Corp. (WHTN), VHF Ch. 13 (210-216 mc); ERP 242 kw visual, 121 kw aural; antenna height above average terrain 466.5 ft., above ground 284 ft. Estimated construction cost \$324,806, first year operating cost \$260,000, revenue \$300,965. Post Office address: S. J. Hyman, Box 1957, Huntington. Studio location: 724 4th Ave., Huntington. Transmitter location: Near Wayne-Cabell County line, 2.5 mi. S. of its junction with Ohio-W. Va. state line. Geographic coordinates: 38° 23' 35" N. Lat., 82° 28' 24" W. Long. Transmitter and antenna RCA. Studio equipment RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Applicant is owned 99%-plus by Biggs-Long Realty Corp., in turn owned by Greater Huntington Theatre Corp. Officers of all three firms are same: A. B. Hyman, president; S. J. Hyman, first vice president and treasurer; Jack S. Hyman, second vice president; J. S. Silberstein, secretary and assistant treasurer; Hazel M. Harer, assistant secretary-treasurer.

† **MILWAUKEE, Wis.**—Milwaukee Bcstg. Co. (WEMP), VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 999 ft., above ground 1,074 ft. Estimated construction cost \$340,969, first year operating cost \$926,000, revenue \$990,000. Post Office address: 711 Empire Bldg., 710 N. Plankinton Ave., Milwaukee. Studio location: 525 W. Wells St. Transmitter location: 520 1/2 N. 13th St. Geographic coordinates: 43° 08' 41" N. Lat., 37° 55' 38" W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Chairman of the Board Robert M. LaFollette Jr. (6.3%), President Glenn D. Roberts (6.3%), Vice President Andrew M. Speeris (4.5%), Secretary John Ernest

(Continued on page 70)

## KATY IS SOLD

Purchase Price at \$30,000

SALE of KATY San Luis Obispo, Calif. for \$30,000 to a group of southern Californians incorporated as KATY Sweetheart of San Luis Obispo, was announced last week. FCC approval is necessary.

Principal stockholders in the corporation are Maynard Marquardt, West Coast sales manager of World Broadcasting System and Glenn Porter, at one-time an engineer at WCFL and WENR Chicago.

Owners selling the 250 w ABC affiliate on 1340 kc are Morden R. Buck and John R. Rider, radio-television director of Vick Knight Inc., Hollywood agency. Station is licensed to San Luis Broadcasting Co. The sale was handled by Blackburn-Hamilton Co.

## BAB Date Change

BROADCAST Advertising Bureau has changed the date of its sales clinic in Chicago from July 21—date of the opening of the Democratic national convention there—to Sept. 5. BAB Vice President Kevin B. Sweeney and Director of Local Promotions John F. Hardesty will conduct the sessions in the Sheraton Hotel.

## Miller to Olympics

CAPT. BEN MILLER of the Radio-TV Branch, Public Information Div. of the Army, left last Thursday for Helsinki where he will represent the Army in getting radio and television stories out on the participants at the 15th Olympiad. Capt. Miller is carrying a tape recorder to do stories for all services and taking a camera crew to get footage on the Army participants for use in one of the *Big Picture* TV series to be devoted to Army special services. They will not compete with any news media.

PHIL DAVIS, Musical Enterprises, N. Y., has been appointed by the Milton Biow Agency, N. Y., to create both sign-on and sign-off musical trademark for Hudson Paper Napkins.

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ARE *You* A MR. *Why Buy?*

*Why Buy*

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### SOUTHWEST VIRGINIA?

Southwest Virginia, of which Roanoke is the hub, is a complete market within itself. It represents about one-fourth of Virginia's total buying power.

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WDBJ is a 28-year-old pioneer in this rich market—a consistent leader year after year in listener loyalty, prestige, coverage, and sales results! According to 1949 BMB WDBJ's weekly coverage represents 110,590 families daytime, and 85,830 families at night. WDBJ's average share of audience in Roanoke is phenomenally high. Ask Free & Peters!

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AM • 5000 WATTS • 960 KC  
FM • 41,000 WATTS • 94.9 MC  
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