

Television Grants and Applications

(Continued from page 78)

Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President Miller C. Robertson (25%), W. A. Porter Jr. (25%), Vice President Ralph I. Richardson (25%) and Secretary-Treasurer W. B. Pratt (25%). [On June 25, 1952, FCC granted assignment of license of KEPO from Rowley-Brown Bcstg. Co. to KEPO Inc., but assignment has not yet been consummated.]

† LUFKIN, Tex.—Lufkin Amusement Co., VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 483 ft., above ground 500 ft. Estimated construction cost \$557,200, first year operating cost \$200,000, revenue \$180,000. Post Office address: Keltys, Tex. Studio location: Jefferson Theatre Bldg. Transmitter location on Old Beaumont-Orange Road, 2 mi. NE of Vidor, Tex. Geographic coordinates: 30° 08' 59" N. Lat., 93° 58' 54" W. Long. Transmitter GE, antenna GE. Legal counsel Maurice R. Barnes, Washington. Consulting engineer William L. Foss Inc., Washington. Principals include President Ernest Lynn Kurth (21.9%), president of Southland Paper Mills, Lufkin; Vice President J. H. Kurth Jr. (24.4%), president of Vernon Parish Lumber Co., Houston, Tex., and Mrs. Louise R. Henderson (38.3%), Keltys, Tex., resident.

LUBBOCK, Tex.—Lindsey Television Co., VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,086 ft., above ground 1,083 ft. Estimated construction cost \$445,700, first year operating cost \$240,000, revenue \$250,000. Post Office address: Lindsey Theatre, Lubbock, Tex. Studio location: To be determined. Transmitter location: 5 mi. E and 3 mi. South of Lubbock on Highway 835. Geographic coordinates:

33° 32' 47" N. Lat., 101° 44' 40" W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer George C. Davis, Washington. Principals include President George E. Benson (4%, president of Citizens National Bank of Lubbock, Tex.; Vice President Clyde G. Tatum (4%), 13% owner of Economy Mills, Lubbock; Treasurer John Hughes (4%), executive vice president of Citizens National Bank of Lubbock; Secretary W. F. Eisenberg (4%), executor of Ellwood Estate (ranching), Lubbock, and Edgar T. Bell (4%), general manager of KTOK Oklahoma City, Okla., until 1952. Lindsey Theatres Inc., owner of eight Lubbock theatres has 80% interest in applicant.

PORT ARTHUR, Tex.—Smith Radio Co., VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 545 ft., above ground 583 ft. Estimated construction cost \$344,500, first year operating cost \$150,000, revenue \$200,000. Post Office address: Adams Bldg., 430 Austin Ave., Port Arthur, Tex. Studio location: Adams Bldg. Transmitter location: 2.5 mi. South of Orangefield, Tex. Geographic coordinates: 30° 02' 13" N. Lat., 93° 50' 55" W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include Equal Partners Joe B. Carrigan, trustee, Wichita Falls, Tex., attorney, and James K. Smith, college student.

† WESLACO, Tex.—Rio Grande Television Corp., VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 804 ft., above ground 833 ft. Estimated construction cost \$290,000, first year operating cost \$225,000. Post Office address 711 McKelvey Blvd., Harlingen,

Tex. Transmitter location intersection of Mile 4½ and Mile 9 Roads. Geographic coordinates 26° 10' 58" N. Lat., 97° 58' 56" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Thomas O. Payne (40%), Vice President J. C. Cockburn (10%), Secretary-Treasurer H. C. Cockburn (40%), all with oil interests, and Mrs. Frances E. Payne (10%).

WICHITA FALLS, Tex.—Rowley-Brown Bcstg. Co. (KWFT), VHF Ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 500 ft., above ground 500 ft. Estimated construction cost \$343,000, first year operating cost \$250,000, revenue \$280,000. Post Office address: P. O. Box 420, Wichita Falls, Tex. Studio and transmitter location: Ninth St. at intersection with Highways 82 and 277. Geographic coordinates: 33° 54' 21" N. Lat., 98° 32' 26" W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President E. H. Rowley (20%), president of Rowley United Theatres Inc.; Vice President Kenyon Brown (20%), sole stockholder of Kenyon Brown Inc. (advertising consultant business in radio and television field); Vice President John H. Rowley (20%), vice president of Rowley United Theatres Inc., and Agnes D. Rowley (20%).

HAMPTON, Va.—Peninsula Bcstg. Corp. (WVEC), UHF Ch. 15 (476-482 mc); ERP 179 kw visual, 89.5 kw aural; antenna height above average terrain 482 ft., above ground 500 ft. Estimated construction cost \$331,454, first year operating cost \$273,714, revenue \$253,887. Post Office address: P. O. Box 481, Hampton, Va. Studio and transmitter location: On Highway 168, 1 mi. East of Highway 239. Geographic coordinates 37° 02' 20" N. Lat., 76° 18' 30" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Lynne C. Smeby, Washington. Principals include President Thomas P. Chisman (28%), Vice President Harrold A. Brauer Jr. (15%), Vice President James E. Swafford (28%) and Secretary-Treasurer Julian W. W. Chisman (28%).

SPOKANE, Wash.—Television Spokane Inc. (KNEW), VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,445 ft., above ground 604 ft. Application incomplete; construction cost, operating cost and revenue not given. Post Office address Sprague and Wall Streets, Spokane, Wash. Studio location Eagle Bldg., Sprague and Wall. Transmitter location atop Browne Mtn., 5.9 mi. SW of main post office. Geographic coordinates 47° 36' 04" N. Lat., 117° 19' 44" W. Long. Transmitter RCA, antenna RCA. Legal counsel Henry Henke, Seattle, Wash. Consulting engineer Russell P. May, Washington. Principals include President and General Manager Burl C. Hagadone, Chairman of Board Edward W. Scripps, Secretary-Treasurer James G. Sripes and Vice President Henry Henke Jr. Inland Empire Bcstg. Co., licensee of KNEW, owns 60% of applicant. The following Spokane businessmen each hold 10%: Roy L. Blair, construction company; Joseph Drumheller, owner of analytical chemical laboratory; E. C. Olson, lumber company, and Fred C. Rummel, president of Spokane International Railroad Co. [Note: Ch. 4 for Spokane has already been assigned to KXLY-TV; see AT DEADLINE, July 14.]

FAIRMONT, W. Va.—Americus Corp., UHF Ch. 35 (596-602 mc); ERP 209 kw visual, 105 kw aural; antenna height above average terrain 719 ft., above ground 219 ft. Estimated construction cost \$440,800, first year operating cost \$190,000, revenue \$235,000. Post Office address Monogahela Bldg., Morgantown, W. Va. Studio location to be determined. Transmitter location on U. S. 119, 7 mi. South of Morgantown (½ mi. South of Gum Spring School.) Geographic coordinates 39° 30' 51" N. Lat., 79° 54' 48" W. Long. Transmitter RCA, antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer Harry Hayman, Washington. Principals include President and Treasurer H. Ward Christopher (70%), owner of Christopher Fuel Corp. (coal mining), Morgantown; Vice President and General Manager James P. Davidson (10%); Secretary William E. Glasscock (10%), Morgantown attorney, and (Mrs.) LaVerne H. Christopher (10%).

WHEELING, W. Va.—WKWK Television Corp. (WKWK), VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 472 ft., above ground 206 ft.

WYNN PROMOTED

Is WABD (TV) Sales Mgr.

LAWRENCE L. WYNN has been named to the newly created post of sales manager for WABD (TV) New York, key outlet of the DuMont T V Network, Richard E. Jones, WABD's general manager, announced Wednesday.

Mr. Wynn, who joined the station's local sales department in June 1950 as an account executive, has been connected with the entertainment business since 1930 in numerous capacities including music, theatre and television operations. He entered the radio field as an account executive with WINS New York.

In 1945, Mr. Wynn was director and production manager of KFBI Wichita, Kan. He left there to become vice president of International Transvideo.

Estimated construction cost \$500,775, first year operating cost \$403,639. Post Office address 1604 Market St., Wheeling. Transmitter location 2.5 mi. North of Wheeling. Geographic coordinates 40° 05' 49" N. Lat., 80° 42' 06" W. Long. Transmitter RCA, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page Radio Consulting Engineers, Washington. News Publishing Co. has 60% interest and Executive Vice President John B. Reynolds (100% owner of WKWK) has 40% interest. News Publishing Co. owns WBLK Clarksburg and WPAR Parkersburg, W. Va., and is applicant for TV station in Clarksburg.

EAU CLAIRE, Wis.—Badger Bcstg. Co., VHF Ch. 13 (210-216 mc); ERP 11.8 kw visual, 5.9 kw aural; antenna height above average terrain 466 ft., above ground 537 ft. Estimated construction cost \$170,300, first year operating cost \$90,000, revenue \$100,000. Post Office address: 3800 Regent St., Madison 5, Wis. Studio and transmitter location at Hastings Way and Fenwick St. Geographic coordinates: 44° 48' 13" N. Lat., 91° 28' 05" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President William T. Evjue, Vice President Don Anderson, Treasurer Tom C. Bowden and Secretary H. D. Sage. The Capital Times Co., Madison, Wis., owns 66.6% of applicant and Wisconsin State Journal Co., Madison, owns 28.8%; applicant is licensee of WIBA Madison and also applicant for TV there.

HONOLULU, Hawaii—Hawaiian Bcstg. System Ltd. (KGMB), VHF Ch. 9 (186-192 mc); ERP 107 kw visual, 53.5 kw aural; antenna height above average terrain -54 ft., above ground +412 ft. Estimated construction cost \$345,000, first year operating cost \$250,000, revenue \$250,000. Post Office address 1534 Kapiolani Blvd., Honolulu, Hawaii. Studio and transmitter location 1534 Kapiolani Blvd. Geographic coordinates 21° 17' 48" N. Lat., 157° 50' 34" W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President J. Howard Worrall, Vice President Riley H. Allen, Vice President L. Porter Dickinson, Vice President E. I. Parker, Vice President Ralph E. Wolley, Vice President and Secretary Elmer R. Davis and Treasurer K. C. Wong. Stock is owned by Consolidated Amusements Co. Ltd. (56%), Honolulu Star-Bulletin Ltd. (24%) and Corporation of President of Church of Jesus Christ of Latter Day Saints (20%).



Mr. Wynn

Washington Watches Kid Shows

"LITTLE PLAYHOUSE"
12:30-1:00 p.m.
Monday through Friday

With an average daily rating of 3.3 (ARB, June, 1952), "Little Playhouse" is the highest-rated daytime show, before 5 p.m., on any of Washington's four TV stations, outranking even network programs. This half-hour series of films and stories for children, emceed by Kathy Johnson, is available for spot participation at \$65.

Watch Washington

Among all cities of over 50,000 population, Washington has climbed during the past year from tenth to eighth place in food store sales, from sixth to fifth in drug store sales and from seventh to sixth in total retail sales (SM Survey of Buying Power) . . . and you know how much the kids can influence these purchases.

**Represented by
NBC Spot Sales**