

Television Grants and Applications

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ROCHESTER, N. Y.—Meredith Engineering Co., UHF Ch. 15 (476-482 mc); ERP 290 kw visual, 145 kw aural; antenna height above average terrain 435 ft., above ground 325 ft. Estimated construction cost \$571,000, first year operating cost \$499,800, revenue \$425,000. Post Office address: 1716 Locust St., Des Moines, Iowa. Studio location: to be determined. Transmitter location: Pinnacle Hill (on WHAM-TV tower, just below that station's antenna). Geographic coordinates 43° 08' 07" N. Lat., 77° 35' 02" W. Long. Transmitter GE, antenna GE. Legal counsel Halcy & Doty, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. For principals, see Minneapolis application above.

UTICA, N. Y.—U. of the State of New York, UHF Ch. #25 (536-542 mc); ERP 198 kw visual, 105 kw aural; antenna height above average terrain 563 ft., above ground 538 ft. Estimated construction cost \$251,500. Post Office address: State Education Dept., Albany, N. Y. Studio location: Institute of Applied Arts & Sciences. Transmitter location: Roscoe Conkling Park. Geographic coordinates: 43° 04' 04" N. Lat., 75° 14' 56" W. Long. Transmitter GE, antenna GE. Legal counsel Fischer, Willis & Panzer, Washington. Consulting engineer Francis E. Almstead, Albany, N. Y. Principals include the Regents and Commissioner of Education of the State of New York.

WILMINGTON, N. C.—WMFD-TV Inc. (WMFD), VHF Ch. 6 (82-88 mc); ERP 62 kw visual, 31 kw aural; antenna height above average terrain 351 ft., above ground 388 ft. Estimated construction cost \$234,827, first year operating cost \$161,568, revenue \$175,000. Post Office address: Radio Bldg., Wilmington. Studio location: 225-223 Princess Radio Bldg. Transmitter location: New River Road. Geographic coordinates 34° 13' 31" N. Lat., 77° 59' 17" W. Long. Transmitter RCA, antenna RCA. Legal counsel Stephen Tuhy Jr., Washington. Consulting engineer A. D. Ring Co., Washington. Principals include President and Treasurer R. A. Dunlea (33 1/3%), licensee and operator of WMFD-AM-FM Wilmington; Vice President D. D. Cameron (33 1/3%), 1/2 owner of the MacMillan and Cameron Co., home and auto suppliers; Secretary R. A. Dunlea Jr., and Louise G. Dunlea (33 1/3%).

TULSA, Okla.—Tulsa Television Co., UHF Ch. 17 (488-494 mc); ERP 261 kw visual, 130.5 kw aural; antenna height above average terrain 651 ft., above ground 592 ft. Estimated construction cost \$560,300, first year operating cost \$238,000, revenue \$312,364. Post Office address: 315 South Boulder, Tulsa. Studio and transmitter location: Independence and Cincinnati Avenues. Geographic coordinates 36° 10' 00" N. Lat., 95° 59' 10" W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President Edward C. Lawson (51%), president and 75% owner of the Lawson Petroleum Co., president and 50% owner of Oklahoma Airways Inc.; Vice President Richard L. Jones Jr., vice president, business manager and 20% owner of the Tulsa Tribune Co. which publishes the Tulsa Tribune and owns 24.5% of applicant and Secretary-Treasurer Rex A. Justus, vice president and 10% owner of World Publishing Co., which publishes Tulsa Daily World and owns 24.5% of applicant, and secretary-treasurer and 25% owner of Magic Empire Express Co. (common carriers).

LOCK HAVEN, Pa.—Susquehanna Valley Television Corp., UHF Ch. 32 (578-584 mc); transmitter output 5 kw (ERP not given); antenna height above average terrain and above ground not given. Estimated construction cost \$200,000. First year operating cost and revenue not estimated. Post Office address: 308 North Grove St., Lock Haven, Pa. Transmitter location: 308 North Grove St. Geographic coordinates not given. Transmitter, antenna and studio equipment make not specified. Legal counsel not indicated. Consulting engineer not indicated. Principals include V. James Caprio (13%), owner of Harper Method Beauty Shop, Philip A. Teah (13%), with Widman & Teah (drug store and real estate), Paul A. Mack (8%), insurance agent, and Richard C. Abrams (6%), owner of Keystone Tax (all principals are Lock Haven residents).

BEAUMONT, Tex.—Television Bcstrs., UHF Ch. 31 (572-578 mc); ERP 14.3 kw visual, 7.2 kw aural; antenna height above average terrain 619 ft., above ground 844 ft. Estimated construction cost \$275,000, first year operating cost \$105,000, revenue \$82,000. Post Office address: P. O. Box 1592, Beaumont, Tex. Studio location: to be determined. Transmitter location: Washington Blvd., 2.75 mi. West of Beaumont. Geographic coordinates 30° 03' 27" N. Lat., 94° 09' 45" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include partners J. A. Newborn Jr. (10%), president of Beaumont Savings & Loan Assn.; N. D. Williams (30%), president of Beech Creek Lumber Co., Warren, Tex.; Randolph C. Reed (30%), president of The Reed Co. and The Gulf-York Inc., Beaumont and New Orleans (wholesale appliances and air conditioning businesses), and Jack S. Josey (30%), independent oil producer.

CORPUS CHRISTI, Tex.—Costal Bend Television Co., UHF Ch. 22 (518-524 mc); ERP 20.5 kw visual, 10.2 kw aural; antenna height above average terrain 317 ft., above ground 324 ft. Estimated construction cost \$157,488, first year operating cost \$110,000, revenue \$124,000. Post Office address: 1111 Antelope St., Corpus Christi. Studio and transmitter location: 1118 Leopard St. Geographic coordinates: 27° 47' 46" N. Lat., 97° 24' 10" W. Long. Transmitter RCA, antenna RCA. Legal counsel Thomas Marshall, Corpus Christi. Principals include President Gabriel Lozano (10%), owner of Southwestern Beverage Co.; Vice President Aroldo O. Lerma (10%), owner of Lerma Pharmacy; Treasurer M. L. Ramirez (10%), owner of R. & R. Products (wholesale drug concern), and Secretary E. E. Mireles (10%), school supervisor for Corpus Christi Independent School District (all principals are Corpus Christi residents).

HOUSTON, Tex.—John B. Hill, UHF Ch. 29 (560-566 mc); ERP 198.4 kw visual, 99.2 kw aural; antenna height above average terrain 636 ft., above ground 700 ft. Estimated construction cost \$320,000, first year operating cost \$320,000, revenue \$280,000. Post Office address: 1720 Monroe Ave., Houston. Studio and transmitter location: Cullen Blvd. S. of Wheeler Ave. Geographic coordinates 29° 42' 53" N. Lat., 95° 20' 54" W. Long. Transmitter RCA, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer George P. Adair, Washington. Sole owner of applicant is John B. Hill, former vice president and 15% owner of Cameron Television Inc., licensee of KOTV (TV) Tulsa, Okla.

ODESSA, Tex.—Odessa Bcstg. Co. (KOSA), VHF Ch. 7 (174-180 mc); ERP 10.14 kw visual, 5.08 kw aural; antenna height above average terrain 314 ft., above ground 387 ft. Estimated construction cost \$183,300, first year operating cost \$120,000, revenue \$108,000. Post Office address: 115 W. Sixth St., Odessa. Studio location: 115 W. Sixth St. Transmitter location: South of Odessa on West side of Crane Hwy. Geographic coordinates 31° 49' 52" N. Lat., 102° 22' 09" W. Long. Transmitter RCA, antenna RCA. Consulting engineer Edward P. Talbott, El Paso, Tex. Principals include President Cecil L. Trigg (75%), Vice President Brooks L. Harman (10%), Secretary John Vacca and Treasurer Wilmer B. Stowe (10%).

TEXARKANA, Tex.—KCMC Inc. (KCMC), VHF Ch. 6 (82-88 mc); ERP 18.6 kw visual, 9.4 kw aural; antenna height above average terrain 405 ft., above ground 399 ft. Estimated construction cost \$264,130, first year operating cost \$240,000, revenue \$92,000. Post Office address: 37 Pine St., Texarkana. Studio and transmitter location: Summerhill Rd. 0.1 mi. S. of Texarkana. Geographic coordinates 33° 28' 56" N. Lat., 94° 04' 04" W. Long. Transmitter GE, antenna GE. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President C. E. Palmer (37%), Vice President W. E. Hussman (45%), Vice President Mrs. C. E. Palmer (5%) and Secretary-Treasurer J. Q. Mahaffey (4%).

PROVO, Utah—KOVO Bcstg. Co. (KOVO), VHF Ch. 11 (198-204 mc); ERP 66.2 kw visual, 33.1 kw aural; antenna height above average terrain 1,577 ft.,



HONORING Larry Storch (center) as new star of DuMont's *Cavalcade of Stars*, sponsored by Druggists of America, are (l to r) Donald H. McGannon, administrative assistant, DuMont TV Network; I. C. Kepford, merchandise manager, Liggett Drug Co.; Mr. Storch; Milton Douglas, *Cavalcade* producer and vice president of Products Adv. Corp., agency, and David Karalitz, president, Products Adv. Corp.

above ground 137 ft. Estimated construction cost \$209,000, first year operating cost \$85,000, revenue \$90,000. Post Office address: P. O. Box 99, Provo. Studio location: 108 West Center St. Transmitter location: 5 mi. N of Leni, Utah. Geographic coordinates 40° 27' 46" N. Lat., 111° 51' 09" W. Long. Transmitter RCA, antenna RCA. Legal counsel Wilkinson, Boyden & Cragun, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President Clifton A. Tolboe (74.5%), Vice President Charles E. Rowan (2.3%), Vice President Arch L. Madsen (1.7%) and Secretary-Treasurer Victor J. Bird (2.4%).

ROANOKE, Va.—Rollins Bcstg. Inc. UHF Ch. 27 (548-554 mc); ERP 17.48 kw visual, 8.74 kw aural; antenna height above average terrain 302 ft., above ground 547 ft. Estimated construction cost \$175,340, first year operating cost \$150,000, revenue \$175,000. Post Office address Moore Bldg., Rehoboth, Del. Studio and transmitter location Church Ave. between 4th and 5th Streets. Geographic coordinates 37° 16' 11" N. Lat., 79° 56' 58" W. Long. Transmitter RCA, antenna RCA. Legal counsel M. R. Barnes, Washington. Consulting engineer G. R. Chambers, Rehoboth, Del. Principals include President John W. Rollins (62.5%); Vice President and Secretary O. Wayne Rollins (33.3%), vice president and part owner of Roanoke Lincoln-Mercury Sales Corp., 50% owner Rollins Hereford Ranch, and Treasurer Katherine E. Rollins (4.2%). Applicant is licensee of WJWL-AM-FM Georgetown, Del., WFAI Fayetteville, N. C., WRAD Radford, Va., and WRAP Norfolk.

ROANOKE, Va.—Radio Roanoke Inc. (WROV) (Modification of application), UHF Ch. 27 (548-554 mc), ERP 104.7 kw visual, 62.6 kw aural; antenna height above average terrain 674 ft., above ground 249 ft. Estimated construction cost \$264,096. [For earlier application, see B.T, July 14].

PARKERSBURG, W. Va.—Polan Industries Inc. UHF Ch. 15 (476-478 mc); ERP 21.7 kw visual, 11.7 kw aural; antenna height above average terrain 496 ft., above ground 253 ft. Estimated construction cost \$193,000, first year operating cost \$150,000, revenue \$160,000. Post Office address 321 8th St., Huntington, W. Va. Studio location to be determined. Transmitter location 5.5 mi. NE of Parkersburg. Geographic coordinates 39° 21' 24" N. Lat., 81° 29' 57" W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include equal (20%) partners: Albert S. Polan, E. G. Polan (20% owner of WPVH Huntington), Lincoln M. Polan, Charles M. Polan and Lake Polan Jr. Applicant is electronic mfg. concern.

Existing Station
Change in Facilities

WTVR (TV) RICHMOND, Va.—Havens & Martin Inc., VHF Ch. 6 (82-88 mc), ERP 100 kw visual, 50 kw aural; antenna height above average terrain 840 ft., above ground 844 ft. Estimated cost of DuMont amplifier \$65,000; total cost of improvements \$80,000. Change from ERP 2.04 kw visual, 1.02 kw aural.

DENVER TIFF

Rages on TV Antenna Fee

DENVER'S new TV channel granted to KFEL-TV has brought on a dispute over the city's proposal to charge \$1 permit and inspection fee for outdoor TV antennas. McCollum-Law Corp., TV set distributors there, and set distributors and retailers in 650 other U. S. cities which have uniform building codes similar to Denver's and who might be liable to pay a similar fee, are watching the controversy.

George R. McCormack, chief city building inspector, interprets outdoor antennas as coming under the code, which specifies a graduated permit fee for any additions to buildings. Opponents maintain the fee plan is a revenue-raising device and that the city cannot inspect the thousands of outdoor antennas expected with Denver's estimated 75,000 sets by the end of 1953.

W. S. Law of McCollum-Law Corp. said his firm agrees to paying a \$25 yearly license fee and a \$1 permit fee if an antenna is over 18 ft. high. The city bases its proposal on grounds it needs a record of all antennas and needs authority to inspect all antennas for safety purposes.

CROSLY TV SETS

'Sales Up 370%'—Blees

SALE of Crosley television sets in June surpassed the previous June record by 370% and points to a "real upswing" of business during the next few months, William A. Blees, vice president of Avco Mfg. Corp. in charge of Crosley sales, said in New York Thursday.

He expressed belief after a nationwide business tour the upturn would continue into 1953 and said it reflects a "return to purchasing normalcy." He attributed it in part to "higher demand, stimulated by relaxation of controls, which has cleared away excess inventories," noting that all Crosley appliances have had "record-breaking sales."