

TV Grants and Applications

(Continued from page 82)

Fortas & Porter, Washington. Consulting engineer George C. Davis, Washington. Principals include general partners Raymond O. Shaffer (20%), chairman of the board and president of Welex Jet Services Inc., Fort Worth, senior partner in Texas Rail Joint Co., Fort Worth, and 25% owner of Monarch Mfg. Co. (oil well drilling); Sterling C. Holloway (20%), Fort Worth attorney and president, director and largest stockholder (although not majority) of Continental Life Insurance Co., and director and 9.8% stockholder of Denver Television Co. (applicant for new TV station in Denver, Col.); M. J. Neeley (20%), president and owner of majority of stock of Hobbs Mfg. Co. (mfr. of various types of trailers), Fort Worth; Arch Rowan (20%), chairman of the board, 6.8% common stockholder and 13% preferred stockholder of Rowan Drilling Co. (oil well drilling), Fort Worth, and president and 13% owner of Rowan Oil Co. (oil producers), Fort Worth; F. Kirk Johnson (10%), oil producer (buying oil and gas leases and royalties for purpose of producing oil and gas), and 16.92% stockholder in Denver Television Co. (applicant for new TV station in Denver, Col.), and O. P. Newberry (10%), vice president of Fort Worth National Bank, Fort Worth, Tex. City priority status: Gr. B-5, No. 205.

ODESSA, Tex.—Ector County Bcstg. Co. (KECK), vhf Ch. 7 (174-180 mc); ERP 49.5 kw visual, 24.8 kw aural; antenna height above average terrain

326 ft., above ground 429 ft. Estimated construction cost \$154,818, first year operating cost \$151,200, revenue \$165,600. Post office address P. O. Box 672, Odessa, Tex. Studio location to be determined. Transmitter location 2.5 mi. west of city limits, 0.4 mi. north of U. S. 80, at site of KECK (AM) transmitter. Geographic coordinates 31° 49' 14" N. Lat., 102° 25' 42" W. Long. Transmitter, antenna and studio equipment G.E. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer George C. Davis, Washington. Sole owner of applicant is Ben Nedow, licensee of KECK Odessa, owner (with Mrs. Ben Nedow) of Peoples Furniture Co. (furniture and appliance sales and service), owner of Peoples Furniture Co. Factory (manufacture, repair and upholstering of furniture), and purchase, sale and lease of real estate and property. City priority status: Gr. A-2, No. 172.

MILWAUKEE, Wis.—North Shore Bcstg. Co., uhf Ch. 31 (572-578 mc); ERP 23,054 kw visual, 10,369 kw aural; antenna height above average terrain 412 ft., above ground 445 ft. Estimated construction cost \$123,500, first year operating cost \$150,000, revenue \$175,000. Post office address 3514 North Oakland Ave., Shorewood, Wis. Studio and transmitter location 3514 North Oakland Ave., Milwaukee, Wis. Geographic coordinates 43° 04' 56.5" N. Lat., 87° 53' 16.3" W. Long. Transmitter DuMont, antenna G.E. Consulting engineer Claude M. Gray, Birmingham, Ala. Sole owner

of applicant is Harold R. Murphy, president, editor and 50% owner of North Shore Publishing Co. (publishers and printers of three suburban newspapers), and secretary-treasurer and 46% owner of WIGM Medford, Wis. City priority status: Gr. B-4, No. 182.

SHOREWOOD, Wis.—North Shore Bcstg. Co. See Milwaukee, Wis., application.

AMENDED APPLICATIONS

TULARE, Calif.—Sheldon Anderson, uhf Ch. 27 (548-554 mc); ERP 102 kw visual, 57.74 kw aural; antenna height above average terrain 696 ft., above ground 257 ft. Post office address % KCOK Tulare, Calif. Studio location 0.5 mi. north of Tulare-Lindsay Highway on Visalia-Moore Blvd. at site of KCOK (AM) studios. Transmitter location 6.5 mi. NE of center of Visalia, Calif., in Venice Hills, about 14.4 mi. NE of Tulare, Calif. Geographic coordinates 36° 22' 11" N. Lat., 119° 11' 00" W. Long. Transmitter DuMont, antenna G.E. Legal counsel John P. Hearne, Hollywood, Calif. Consulting engineer Ron Oakley, La Canada, Calif. [For application, see B-T, July 14.] City priority status: Gr. A-2, No. 419.

CHICAGO, Ill.—Johnson-Kennedy Radio Corp. (WIND), uhf Ch. 20. Change ERP to 1,000 kw visual, 500 kw aural; antenna height above average terrain 570 ft., above ground 602 ft. Studio and transmitter location Daily News Bldg. [For application, see B-T, July 14.] City priority status: Gr. B-2, No. 167.

CORPUS CHRISTI, Tex.—Superior Television Inc., vhf Ch. 10, ERP 222 kw visual, 111 kw aural. Principals: President J. D. Wrather Jr. (25%), Hollywood film producer and owner of 25% of voting stock in KOTV (TV) Tulsa, Okla.; Vice President and Treasurer Maria Helen Alvarez (25%), owner of 50% voting stock in KOTV (TV); Vice President Edgar M. Linkenhoger (25%), president and 55% owner of The Transport Co. of Texas (interstate transportation of bulk petroleum and chemicals); John F. Lynch (15%), president of La Gloria Corp. (oil and gas production), Corpus Christi, Tex., and Binford Arney (10%), director for La Gloria Corp. [For application, see B-T, July 28.] City priority status: Gr. A-2, No. 25.

MILWAUKEE, Wis.—Cream City Bcstg. Co. (WMIL), uhf Ch. 31, ERP 14.57 kw visual, 7.874 kw aural. Change antenna height above average terrain to 439 ft., above ground to 461 ft. [For application, see B-T, Nov. 18.] City priority status: Gr. B-4, No. 182.

L. A. Uhf Grant

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Delta Television Inc., uhf Ch. 43 grantee in Monroe, La., hopes that station may begin operation by April 1. Mr. Griffith, who owns Griffith Electric Co. (industrial radio communication equipment), reported no decision made on equipment, representation or network.

Robert J. Burrow, general manager of WDAN Danville, Ill., reported the TV station will use RCA equipment, but he does not know how soon it will be on the air. Representation will be handled by Everett-McKinney. WDAN is the first station owned by the Gannett Co. (newspaper chain) to get a TV grant.

To Use AM-FM Tower

WJLD-TV Birmingham, Ala., will use General Electric equipment, but starting date is unknown, George Johnston Jr., president of Johnston Broadcasting Co., said. The station will utilize its existing AM-FM tower for the TV tower, he reported. Network and representative are not selected yet.

Elbert H. Baker, vice president of the Tacoma (Wash.) News-Tribune, vhf Ch. 11 grantee, said the FCC's action at this time came as something of a "surprise" since they did not expect it at this early

date. He said the whole situation would be appraised promptly and plans made for inauguration of service, but so far had no target date in mind. The TV station, he declared, should serve about half of the Seattle area and about as far south as Chehalis, Wash. (about half-way between Seattle and Portland).

Carl Haymond, owner of KMO Tacoma, vhf Ch. 13 grantee, told BROADCASTING • TELECASTING that he hoped to be on the air by May 1 with a station that should effectively cover the Seattle-Tacoma market, as well as a considerable fringe area. National representative will be the Branham Co. RCA equipment has been ordered, with much of it already on hand. Transmitter delivery is expected in between 90 and 120 days, Mr. Haymond said.

In other TV developments, U. S. Court of Appeals for District of Columbia has continued until Thursday its hearing of argument on the request of WLAN Lancaster, Pa., for injunction to prevent WGAL-TV Lancaster from switching from vhf Ch. 4 to 8 pursuant to conditional grant from FCC. WLAN has petitioned for review and also an appeal of FCC's conditional grant to WGAL-TV pending before the court [B•T, Dec. 8].

Storm Trouble

WSLS-TV Roanoke, Va., new vhf Ch. 10 grantee which had hoped for commencement Dec. 1 but ran into minor technical problems, put a test pattern on the air last Wednesday at 6:02 p.m. but was knocked off the air at 7:05 p.m. by a severe electrical storm. WSLS-TV had planned to put its first program on the air at 7:30 p.m.

WSLS-TV did commence program operations Thursday night, however, carrying basically NBC programs and also CBS and DuMont. James Moore, executive vice president, reported the station is virtually sold out during evening hours.

Mr. Moore noted that despite the technical troubles, WSLS-TV got on the air from scratch 81 days after grant. Station is using interim effective radiated power of 12.6 kw from its transmitter site atop Poor Mt., 3,000 ft. above Roanoke. He said clear test pattern reception already was reported in Bristol, Va.

Milkathon on KHJ-TV

SECOND annual "Milkathon" to raise milk funds for underprivileged children will be sponsored by the local Saints and Sinners charity organization on KHJ-TV Hollywood for 24 hours. Show will start at 9 a.m. PST Dec. 20 with station time being donated by Dr. Ross Dog & Cat Food, through its agency, Rockett-Lauritzen, both Los Angeles, with the show built around 100 professional acts and 100 amateurs.



SUCCESS STORY
by
WOC-TV

Feature Film Series
SKYROCKETS
LAGGING AUTOMOBILE SALES

Around Jan. 1, auto sales lagged. To whip this lag, Bill Piggott, head of Rock Island Nash agency bearing his name, got Nash dealers in area to sponsor late Saturday night film series on WOC-TV. Program titled "Airflyte Theater" debuted Jan. 19.

By the end of January, Piggott had sold 15 new cars. Appearing on Feb. 16 program, he displayed chart showing only 3 new cars left at his agency. Told viewers to hurry if they wanted one of these. With sale of these 3 cars by 11 o'clock next morning, Piggott had moved 31 new Nashes 3 demonstrators. . . ALL WITHIN MONTH OF FIRST TELECAST.

In January 1953, "Airflyte Theater" completes 52-weeks on the air—52 weeks in which it has built sales not only for Piggott's . . . but also for its other sponsors—Davenport Nash Sales, Inc., and Blazer Auto Sales, Inc., Moline, Illinois. Proof that WOC-TV Sells . . . for further proof, get the facts from your nearest F & P man . . . or from us, direct.

FREE & PETERS, INC.
Exclusive National Representatives

The Quint Cities
COL. B. J. PALMER, President
ERNEST C. SANDERS, Resident Manager
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WOC-TV
Channel 5