

wanna  
buy  
an-

island?



**PROBABLY YOU DON'T!**  
and we really don't have an island for sale

*But we do have*  
**the RICH,  
GROWING and  
ISOLATED  
Wabash Valley Market  
area - 70 to 175  
miles from the  
nearest major  
trading center.**

**To be Sold** - MUST BE REACHED FROM WITHIN!  
**WTHI** your **BEST BUY** in Terre Haute  
REPRESENTED BY - ROLLING CO.

FORD  
NELSON  
WDIA's  
FOLGER'S  
Salesman



**FOLGER'S**

**Renews for 4th Year  
on WDIA, Memphis**

... thus Folger's begins its 4th consecutive year of gaining completely dominating coverage of the 562,212 Negroes in WDIA's great 27-county Nielsen area. With dynamic Ford Nelson at the mike, Folger's schedule consists of five 1/4 hours weekly which blanket this 46.9% of the total area population. If you sell to Negroes a WDIA schedule is a *must* for you ... and there's a schedule to fit your budget. Join this great list of WDIA blue chip accounts: Purex, Bab-O, Taystee Bread, Blue Plate Foods, Kroger Stores, Carnation Milk, Nu Maid Margarine, and many others. Get the full WDIA story today.

**HOOPER RADIO AUDIENCE INDEX**

City:	Memphis, Tenn.	Months: Sept.-Oct. '53							
Time	WDIA	B	C	D	E	F	G	H	
T.R.T.P.	24.5	21.8	17.7	15.4	10.7	8.7	7.1	3.3	
(Note: WDIA's share Sat.: 19.0; Sun.: 25.5)									

John E. Pearson Co., Representative  
Dora-Clayton Agency, Southeast

Memphis, Tenn. **WDIA** Soon!  
50,000 Watts

**FOR THE RECORD**

**Station Authorizations, Applications**  
(As Compiled by B • T)

Nov. 25 through Dec. 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

**Abbreviations:**

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—

megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

**FCC Commercial Station Authorizations**  
As of Oct. 31, 1953\*

	AM	FM	TV
Licensed (all on air)	2,479	536	101
CPs on air	18	30	1214
CPs not on air	106	20	230
Total on air	2,479	566	1315
Total authorized	2,603	586	545
Applications in hearing	137	3	150
New station requests	187	5	285
Facilities change request	148	34	16
Total applications pending	781	113	415
Licenses deleted in Sept.	2	6	0
CPs deleted in Sept.	3	2	2

\*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

**Am and Fm Summary through Dec. 2**

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,507	2,487	126	182	137
Fm	588	541	18	6	3

**Television Station Grants and Applications**  
Since April 14, 1952

**Grants since July 11, 1952:**

	vhf	uhf	Total
Commercial	188	286	474 <sup>1</sup>
Educational	11	17	28

**Total Operating Stations in U. S.:**

	vhf	uhf	Total
Commercial on air	216	110	326
Noncommercial on air	1	1	2

**Applications filed since April 14, 1952:**

	New	Amnd.	vhf	uhf	Total
Commercial	882	337	680	519	1,200 <sup>2</sup>
Educational	51	25	26	51 <sup>3</sup>	

Total 913 337 701 544 1,251<sup>4</sup>  
<sup>1</sup> Twenty-six CPs (6 vhf, 20 uhf) have been returned.

<sup>2</sup> One applicant did not specify channel.

<sup>3</sup> Includes 28 already granted.

<sup>4</sup> Includes 502 already granted.

Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].

**ACTIONS OF FCC**

**New Tv Stations . . .**

**GRANTS**

Clearwater, Fla.—W. Frank Hobbs d/b as Pioneer Gulf Television Broadcasters, granted uhf ch. 32 (578-584 mc); ERP 93.5 kw visual, 53.7 kw aural; antenna height above average terrain 320 ft., above ground 344 ft. Estimated construction cost \$179,186, first year operating cost \$180,000, revenue \$160,000. Post office address P. O. Box 1146, Clearwater. Studio and transmitter location 3835 Gulf to Bay Blvd. Geographic coordinates 27° 57' 36" N. Lat., 82° 42' 24.5" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McCullen & Goza, Clearwater. Consulting engineer W. J. Holey, Atlanta. Mr. Hobbs, an attorney, is sole owner. Granted Dec. 2.

Miami, Fla.—WMIE Tv Inc. (WMIE), granted uhf ch. 27 (548-554 mc); ERP 200 kw visual, 107 kw aural; antenna height above average terrain 340 ft., above ground 366.5 ft. Estimated construction cost \$200,855, first year operating cost \$180,000, revenue \$216,000. Post office address Hotel Everglades, Biscayne Blvd., at 3d St., Miami. Studio location Everglades Hotel, 244 Biscayne Blvd. Transmitter location 65 S. E. 5th St. Geographic coordinates 25° 46' 09" N. Lat., 80° 11' 27" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President E. D. Rivers Sr., director in Timm Inc., licensee of WGAA-AM-FM Cedar-town, Ga., chairman of board in WLBS Inc., licensee of WLBS Birmingham, Ala., chairman of board in Southern Radio & Equip. Co., licensee of WOBS Jacksonville; Executive Vice President Curt A. Meer; Chairman of the Board A. J. Harris (25%), president and principal stockholder Mid-West Mortgage Co., real estate and financing at Miami and Louisville, Ky.; Secretary-Treasurer B. J. Harris (25%), vice president Mid-West Mortgage Co., and Sun Coast Bcstg. Co. (WMIE) (50%). Granted Dec. 2.

Traverse City, Mich.—Midwestern Bcstg. Co. (WTMC Traverse City; WATT Clam Lake Twp.; WATZ Alpena Twp.; WMBN Bear Creek Twp.; WATC Gaylord, Mich.), granted vhf ch. 7 (174-180 mc); ERP 51.3 kw visual, 30.9 kw aural; antenna height above average terrain 760 ft., above ground 462 ft. Estimated construction cost \$188,524.70, first year operating cost \$75,000, revenue \$100,000. Post office address Paul Bunyan Bldg., Traverse City. Studio and transmitter location M-72 West, 3 miles W of center of Traverse City. Geographic coordinates 44° 46' 32" N. Lat., 85° 41' 02" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Wash-

ington. Consulting engineer George C. Davis, Washington. Principals include President Les Biederman (30%), Vice President William H. Kiker (16 1/4%), Secretary-Treasurer Drew McClay (15%), Fred G. Zierle (16 1/4%) and Edward G. Biederman (22 1/2%). Granted Nov. 25.

Near Bloomingdale, N. Y.—Great Northern Tv Inc., granted vhf ch. 5 (76-82 mc); ERP 3.55 kw visual, 2.19 kw aural; antenna height above average terrain 2,750 ft., above ground 940 ft. Estimated construction cost \$327,793, first year operating cost \$150,000, revenue \$190,000. Post office address 301 Cornelia St. Plattsburgh, N. Y. Studio and transmitter location Morgan Mt., 12 miles NE of Bloomingdale, N. Y. Geographic coordinates 44° 25' 56" N. Lat., 73° 50' 38" W. Long. Transmitter and antenna RCA. Legal counsel Abe L. Stein, Washington. Consulting engineer Lynne C. Smeby, Washington. Principals include President Joel H. Scheier (63%), president-general manager and 1/2 interest WIRY Plattsburgh, N. Y.; Vice President Vincent S. Jerry (33%), vice president and 30% stockholder WIRY; Secretary-Treasurer John M. Nazak (0.67%), chief engineer and 3.3% stockholder WIRY, and Robert J. Duley (20%), milk products. Granted Dec. 2.

Cincinnati, Ohio—The Greater Cincinnati Television Educational Foundation requests reserved uhf ch. 48 (674-680 mc); ERP 19.1 kw visual and 9.55 kw aural; antenna height above average terrain 490 ft., above ground 363 ft., to be situated on tower of WLWT (TV); estimated construction cost \$136,000, first year operating cost \$100,000. Post office address 1228 Central Parkway. Studio location 1243 Elm St. Transmitter location 2222 Chickasaw St. at WLWT (TV) site. Geographic coordinates 39° 07' 28" N. Lat., 83° 31' 18" W. Long. Legal counsel Edgar W. Holtz, Cincinnati. Consulting engineer R. J. Rockwell of Crosley Bcstg. Corp. Granted Dec. 2.

Oklahoma City, Okla.—Oklahoma Educational Tv Authority, granted vhf ch. 13 (210-216 mc); ERP 316 kw visual, 191 kw aural; antenna height above average terrain 1,440 ft., above ground 1,073 ft. Estimated construction cost \$1,640,000, first year operating cost \$500,000, no revenue. Post office address Box 3241, State Capitol, Oklahoma City. Studio and transmitter location 6 mi. N of State Capitol on Lincoln Blvd. Geographic coordinates 35° 35' 00" N. Lat., 97° 26' 26" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington, D. C. Consulting engineer George Davis, Washington, D. C. Principals include Oklahoma State Regents for Higher Education. The Univ. of Oklahoma (WNAD-AM-FM) and Oklahoma A. & M. are integral parts of the Oklahoma State System of Higher Education, administered by the Regents. Granted Dec. 2.

Spartanburg, S. C.—The Spartan Radiocasting Co. (WORD), granted vhf ch. 7 (174-180 mc); ERP 316 kw visual, 204 kw aural; antenna height above average terrain 2,000 ft., above ground 205 ft. Estimated construction cost \$376,671, first year