

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

April 8 through April 14

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 March 31, 1954***

	AM	FM	TV
Licensed (all on air)	2,532	530	101
CPs on air	7	25	1284
CPs not on air	129	15	190
Total on air	2,539	555	385
Total authorized	2,668	570	575
Applications in hearing	129	4	183
New station requests	163	3	72
Facilities change requests	133	19	25
Total applications pending	883	108	249
Licenses deleted in March	0	4	0
CPs deleted in March	0	0	11

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

Am and Fm Summary through April 14

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,542	2,537	134	168	129
Fm	557	532	38	5	4

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

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	232	305	537*
Educational	12	17	29

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	249	124	373
Noncommercial on air	2	2	4

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	915	337	708	525	1,234*
Educational	25		26	26	52*

Total 940 337 734 551 1,286*

* Sixty-five CPs (12 vhf, 53 uhf) have been returned.

* One applicant did not specify channel.

* Includes 29 already granted.

* Includes 560 already granted.

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Lexington, Ky.—Central Ky. Bcstg. Co. (WLEX) granted uhf ch. 18 (494-500 mc); ERP 171 kw visual, 92 kw aural; antenna height above average terrain 629 ft., above ground 651 ft. Estimated construction cost \$442,600, first year operating cost \$300,000, revenue \$300,000. Post office address 136 N. Limestone St., Lexington. Studio and transmitter location Russell Cove Pile, Lexington. Geographic coordinates 38° 03' 58" N. Lat., 84° 29' 13" W. Long. Transmitter and antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President J. D. Gay Jr. (48.6%); Secretary-Treasurer H. Gutherie Bell (48.6%); Gay-Bell Corp. (2.5%); Vice President William B. Gess (0.15%) and Assistant Secretary John G. Atchison Jr. (0.15%). Grant was made possible by the withdrawal of the competitive bid of WVLC Lexington. Granted April 13.

Buffalo, N. Y.—Niagara Frontier Amusement Corp., granted vhf ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 920 ft., above ground 959 ft. Estimated construction cost \$599,882.88, first year operating cost \$1,150,000, revenue \$1,325,000. Post office address 70 Niagara St., Buffalo. Studio location 184 Barton St. Transmitter location Staley Road. Geographic coordinates 43° 00' 36" N. Lat., 79° 00' 47" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Principals include President George F. Goodyear (10%), director of Marine Trust Co. of Western N. Y.; Vice President Myron Kirk (10.66%), vice president and 6% stockholder of Kudner Inc., advertising agency; Treasurer Paul A. Schoellkopf Jr. (10%), director Marine Trust Co. of Western N. Y., real estate and investment broker; Secretary Jacob Frederick Schoellkopf IV (10%), investment banker, and ex-U. S. Sen. Herbert R. O'Connor (1.33%), stockholder in WCAO-AM-FM Baltimore, Md. Grant was made possible through merger agreement whereby WGR Buffalo is sold to permittee for \$1.4 million and option is given to former competitors Victory Tv Corp. and WHLD to purchase part ownership in new tv venture. WHLD will be disposed. Granted April 8.

Fayetteville, N. C.—Fayetteville Bcstrs. Inc. (WFLB), granted uhf ch. 18 (494-500 mc); ERP 94 kw visual, 53.2 kw aural; antenna height above average terrain 319 ft., above ground 365 ft. Estimated construction cost \$185,213, first year operating cost \$73,620, revenue \$70,000. Post office address P. O. Box 512, Fayetteville, N. C. Studio and transmitter location on Bragg Blvd., near Westmont Drive, at WFLB (AM) transmitter site. Geographic coordinates 35° 04' 06" N. Lat., 78° 54' 10" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Bernard Koteen, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Harry B. Stein (12½%), Vice President Neill A. Currie Jr. (12½%), Secretary-Treasurer W. M. K. Bender (12½%), John W. Hensdale (12½%), John D. Curtis (12½%), R. B. Minges (12½%), T. D. Hatcher (12½%) and J. B. Stein (12½%). Granted April 13.

Muskogee, Okla.—Tulsa Bcstg. Co., granted vhf ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,020 ft., above ground 707 ft. Estimated construction cost \$613,265, first year operating cost \$294,400, revenue \$347,000. Post office address 1850 South Boulder, Tulsa. Studio location 2900 block of Gibson St., Muskogee. Transmitter location Stone Bluff Twp., Wagoner Co., Okla. Geographic coordinates 35° 51' 43" N. Lat., 95° 46' 01" W. Long. Transmitter GE, antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President John T. Griffin (56.5%), president, 49% common stock of Griffin Grocery Co., Muskogee; president, 49.5% common stock of Griffin Grocery Co. of Arkansas; president, 48% common stock of Denison Peanut Co., Muskogee; president, 54.5% common stock of Western Hardware Corp., Muskogee; president of applicant, licensee of KTUL-AM-FM Tulsa and KFPW-AM and KFPW-FM Fort Smith, Ark.; president, 57½% of common stock KOMA Inc., licensee of KOMA-AM-FM Oklahoma City; president, 53.58% common stock of Griffin Investment Co., Muskogee; president Griffin Foundation, a benevolent and charitable corporation, noncapitalized. Marjory Griffin (39-45%), holds average of 39-40% of common stock in each of above-mentioned firms. Grant was made possible by dismissal of competitive bids of KBIX Muskogee and Ashley L. Robinson. Latter receives \$6,000 for expenses incurred. Granted April 8.

BOOMS
Out the Hour
That Still
BOOMS
SALES

22 YEARS
5780 CONSECUTIVE
PROGRAMS ON WHAM

LOUISE WILSON,
director of Tower Clock
Time for the past 10 years.

When Silbey's Tower Clock Time strikes the morning hour on WHAM, it is as familiar to listening women in Rochester and Western New York as the boom of Big Ben is to Londoners. Although Tower Clock Time has been on WHAM radio 15 minutes a day, five days a week for 22 years, it is still booming sales.

This huge department store, largest between New York City and Cleveland, has often gained national recognition for the outstanding merchandising job it has done through this mid-morning radio program.

The duration of Sibley's program is unique in the entire country, and WHAM points with pride to many other similar success stories of clients using its radio facilities continuously for almost as many years.

Clients' sales results throughout WHAM's Western New York coverage area attest the effectiveness of its appeal.

50,000 WATT CLEAR CHANNEL

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM • NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.

**SELLING WESTERN NEW YORK,
NOT JUST ROCHESTER**