

WELCOME IN THE SNOW

TO TAKE advantage of snow-carpeted hillsides in central Connecticut and WKNB-TV's scheduled change of call letters last Monday to WNBC (TV) West Hartford, the station invited young viewers to use stones, dirt, ashes or anything they chose to spell out "Welcome NBC" in the snow. Letters had to be at least five feet tall with prizes to be awarded for the most artistic message.

No Longer 'On Trial'

THE TITLE of NBC-TV's *On Trial* film series (NBC-TV, Fridays 9-9:30 p.m. EST), sponsored by Campbell Soup Co. and Lever Bros. Co., both through BBDO, N. Y., is being changed to *The Joseph Cotten Show - On Trial*, effective with the Feb. 1 program. Title change will be made, producer Collier Young's office said last week, because of the "increasing popularity of (host) Joseph Cotten" and "an overwhelming amount of fan mail."

Perfect Game = \$100,000

BONUS of \$100,000 to the bowler who scores a perfect game of 300 will be the lure of the new WOR-TV New York live program *East vs. West Bowling Championship*, which began last Saturday (10:30-11 p.m. EST) under the sponsorship of Kitchens of Sara Lee Inc. (bakery products), through Cunningham & Walsh, both Chicago. Competing on the program will be top professionals from east, midwest and west coasts.

NBC's 'Westward Look'

NBC RADIO was scheduled to begin a 13-week, half-hour series entitled *Westward Look* on Jan. 17. The series, presented Thursdays, 9:30-10 p.m. EST, will "newly explore" California, Oregon and Washington states. News analyst Chet Huntley will narrate the programs which will treat the culture and education in the Pacific coastal states. Alfred P. Sloan Foundation is cooperating with the network on the series.

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

January 10 through January 16

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

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—wait. mc—megacycles. D—Day. N—

night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kilocycles. SCA—subsidiary communication. authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Jan. 10

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,016	2,978	173	351	132
Fm	536	518	49	45	0

Tv Summary through Jan. 10

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	378	91	469
Noncomm. Educational	17	0	17

FCC Commercial Station Authorizations

As of December 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,971	516	265
Cps on air	37	14	246
Cps not on air	117	24	120
Total authorized	3,125	554	631
Applications in hearing	164	2	109
New station requests	291	5	59
New station bids in hearing	114	0	72
Facilities change requests	154	6	45
Total applications pending	917	86	386
Licenses deleted in December	2	0	0
Cps deleted in December	1	0	2

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Grants since July 11, 1956
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	340	320	660
Noncomm. Educational	25	21	46

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,054	337	823	567	1,391
Noncomm. Educ.	64	37	27	27	64

Total 1,118 337 860 594 1,455

- 176 cps (33 vhf, 143 uhf) have been deleted.
- 1 One educational uhf has been deleted.
- 2 One applicant did not specify channel.
- 4 Includes 44 already granted.
- 6 Includes 707 already granted.

New Tv Stations

ACTION BY FCC

Kailua, T. H.—Application of Windward Bestg. Co. Ltd. for ch. 11 (198-204 mc) dismissed 1-8-57. (Request of attorney.) Announced Jan. 10.

APPLICATIONS

Corvallis, Ore.—State of Oregon, by State Board of Higher Education, vhf ch. 7 (174-180 mc); ERP 28.8 kw vis., 2.5 kw aur.; ant. height above average terrain 1210 ft., above ground 237 ft. Estimated construction cost \$180,000, first year operating cost \$100,000, no revenue. P. O. address Box 5175, Eugene, Ore. Studio location State College campus. Trans. location 5 mi. N. of Corvallis. Geographic coordinates 44° 38' 19" N. Lat., 123° 16' 25" W. Long. Trans. and ant. RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Grant S. Feikert, Corvallis. Proposed grant is for non-commercial, educational purposes. Announced Jan. 11.

Provo, Utah—Jack A. Burnett, vhf ch. 11 (198-204 mc); ERP 1.388 kw vis., 0.656 kw aur.; ant.

height above average terrain 798 ft., above ground 184 ft. Estimated construction cost \$70,812, first year operating cost \$96,000, revenue \$110,000. P. O. address Box 1479, Honolulu. Studio and trans. location 1400 S. University. Geographic coordinates 40° 12' 50.8" N. Lat., 111° 39' 19.5" W. Long. Trans. Gates, ant. Prodellin. Consulting engineer Ronald T. Miyahira, Honolulu. Mr. Burnett, also applicant for ch. 9, Ogden, Utah, is exec. v.p.-gen. mgr.-25% owner of KULA-AM-TV Honolulu. He is former sales mgr., KUTA Salt Lake City. Announced Jan. 14.

Richmond, Va.—Winston-Salem Bestg. Co. seeks cp to replace ch. 29 cp which it held and which was deleted Dec. 20, 1956. Announced Jan. 16.

APPLICATIONS AMENDED

Amarillo, Tex.—Application of Southwest States Inc. seeking new tv amended re financial data and to substitute contract agreement for one dated 8-4-56. Announced Jan. 14.

Denton, Tex.—Application of Don Shepherd tr/as Denton Telecasting Co. seeking new tv amended to change trans. location to 331 E. Hickory St., Denton. Announced Jan. 15.

Longview, Wash.—Application of W. Gordon Allen and John Truhan, partnership d/b as Altru Bestg. Co. seeking new tv amended re financial data, partnership agreement, ant. system and geographical coordinates. Announced Jan. 15.

Existing Tv Stations

ACTIONS BY FCC

WAAB-TV Worcester, Mass.—Cp of Wilson Bestg. Co. for ch. 20 (506-512 mc) cancelled and call letters deleted (letter 1-7-57). (Request of station.) Announced Jan. 10.

CALL LETTERS ASSIGNED

WNBC (TV) New Britain, Conn.—New Britain Bestg. Co., ch. 30. Changed from WKNB-TV.

WPSD-TV Paducah, Ky.—Paducah Newspapers Inc., ch. 6. Changed from WPSD (TV).

APPLICATIONS

WBZ-TV Boston, Mass.—Seeks mod. of cp (which authorized minor change in geographical coordinates and change studio location to 250 Cedar St., Needham, Mass.) Announced Jan. 14.

KODE-TV Joplin, Mo.—Seeks mod. of cp to make changes in ant. system. Announced Jan. 16.

WJPB-TV Fairmont, W. Va.—Seeks mod. of cp to change ERP to 5.37 kw vis., 2.88 kw aur., studio location to 400 Quincy St., trans. location

Carolinas
\$42,000.00

Single station market, showing good profit. Can be financed with \$15,000 down, balance on easy terms.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	ATLANTA	SAN FRANCISCO
James W. Blackburn Jack V. Harvey Washington Bldg. Sterling 3-4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2753-8	Clifford B. Marshall Healey Bldg. Jackson 5-1576-7	William T. Stubbiefield W. R. Twining 111 Sutter St. Exbrook 2-5671-2

Midwest
\$75,000.00

Network affiliate, combined operation making some profit. Good potential in market area of 150,000. High fixed assets. \$25,000 will handle.