

Deaths



Rubicam

Raymond Rubicam, 85, co-founder in 1923 of Young & Rubicam, New York, died in his Scottsdale, Ariz., home May 8 of heart ailment. Mr. Rubicam started as copywriter with F. Wallis Co., and with N. W. Ayer & Son, both Philadelphia. With late John Orr Young, also with Ayer, he started Young & Rubicam in Philadelphia. Firm moved to New York headquarters in 1926 and Mr. Rubicam served initially as president and later as chairman until his retirement in 1944. Mr. Rubicam was chairman of American Association of Advertising

Agencies in 1935 and was named to Hall of Fame of American Advertising Federation in 1974. Y & R today leads all agencies with U.S. billings of about \$675 million and has worldwide billings of estimated \$1.1 billion, second only to J. Walter Thompson Co., New York. He is survived by his wife, former Bettina Hall; son, Steven, and daughter, Joan.

Craig Gordon Allen, producer-director at NBC-TV in New York on programs including *Today* and dramatic series and specials in late 1940's and early 1950's, died of brain tumor last Monday (May 8) at his home in Mobile, Ala. For past 10 years Dr. Allen has taught communications arts at schools including Hunter College in New York and Spring Hill College in Mobile. He is survived by wife, Virginia, five children by former marriage.

Martin Tobin, veteran radio announcer and newsmen, died April 7 in Seattle after long illness. He began his career in radio in 1938 with

WOR(AM) New York and Mutual Broadcasting there. He went to Seattle in 1953 and worked for KIRO(AM) and KIXI-FM. He is survived by his wife.

Robert A. Jellison, 55, International Communication Agency officer stationed in West Berlin, died May 4 of heart attack while on vacation in Norfolk, England. Mr. Jellison worked as reporter in Midwest, Canada and England before joining old U.S. Information Agency in 1957 as foreign service information officer. He was editor of USIA press and publications service in Washington during early 1960's and was branch public affairs officer for ICA since 1977. He is survived by his wife, Mary Ellen, and two daughters.

Tom Dunn, 48, air personality, KOB(AM) Albuquerque, N.M., died April 30 of cancer. He was 30-year broadcast veteran, spending last 11 with KOB. He is survived by his wife, Audrey, one son and three daughters.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period May 1 through May 5.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz.—kilohertz. kw.—kilowatts. MEOV—maximum expected operation value. mhz.—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New stations

TV applications

■ **North Pole (Fairbanks)**. Alaska Evangelistic Missionary Fellowship seeks VHF ch 4 (66-72 mhz); ERP 18.66 kw vis., 2.8 kw aur., HAAT 1619.8 ft.; ant. height above ground 191 ft. Address: P.O. Box "O" North Pole, Alaska 99705. Estimated construction cost \$225,087; first-year operating cost \$83,722. Principal: Applicant is non-stock, non-profit corporation for religious broadcasting headed by Gorden K. Peterson. Applicant in licensee of KJNP-AM-FM North Pole. Mr. Peterson is vice president of KCCV(AM) Independence, Mo. Ann. April 28.

■ **Aurora, Ill.** Largo Grande Television Co. seeks UHF ch 60 (746-752 mhz); ERP 2690 kw vis., 183 kw aur., HAAT 1460 ft. Address: C/o R. V. Anselmo, 250 Park Ave., New York, N.Y. 10017. Estimated construction cost \$1,060,000; first-year operating cost \$925,000; revenue \$560,000. Principals: Spanish International Communications Corp. owns 90% of Largo Grande, 14 individuals own remaining 10%. SICC's principal owners are Reynold V. Anselmo, president, with 22.97%; Lavra M. de Azcaraga, with 20%. Fouce Amusement Enterprises with 24.4%; 12 others own remainder. SICC is licensee of following UHF stations; WLTW Miami, WXTV Paterson, N.J.; KFTV Hanford, Calif.; KMEX-TV Los Angeles, KWEX-TV San Antonio, Tex. Several officers and directors also have interests in KDTV(TV) San Francisco and numerous other broadcast stations. Ann. April 21.

■ **New York, N.Y.** True Witness Ministries Inc. seeks UHF ch 31 (572-578 mhz); ERP 2300 kw vis., 465 kw aur., HAAT 1382 ft., ant. height above ground 1411 ft.

Address: 2341 Third Ave. No. 2, New York 10035. Estimated construction cost \$46,000; first-year operating cost \$109,800; revenue \$278,400. Principal is non-stock corporation operated by Thomas Streitferdt Sr., his wife Lucille and their son Thomas Jr. They also publish "The Christian Outlook" magazine and operate the Kings' Chapel Assembly, a religious educational organization. Ann. April 17.

■ **Tulsa, Okla.** David Livingstone Missionary Foundation seeks UHF ch 47 (668-674 mhz); ERP 344 kw vis., 62.7 kw aur., HAAT 638 ft.; ant. height above ground 486 ft. P.O. address: c/o Lonnie Rex, 6555 South Lewis, Tulsa 74136. Estimated construction cost \$229,000; first-year operating cost \$120,000; revenue \$150,000. Principal: A non-stock, non-profit religious corporation headed by evangelist Billy James Hargis, who is also chairman of the board of American Christian College, licensee of KBJH(AM) Tulsa, Okla. Applicant has also purchased, subject to FCC approval, KSUZ(AM) Port Nachez, Tex. Ann. April 17.

AM grant

■ **Newport, Tenn.**—Broadcast Bureau granted Newport Broadcasting Co. 1060 khz, 1 kw-D. P.O. address: Box 591, Crossville, Tenn. 38555. Estimated construction cost \$31,560; first-year operating cost \$32,600; revenue \$40,000. Format: Easy listening/MOR/C&W. Principals: Millard V. Oakley (51%) and Edward M. Johnson (49%) own WCSV(AM) Crossville, Tenn. Action April 28.

FM grants

■ ***Dodge City, Kan.**—Broadcast Bureau granted Dodge City Community College 91.9 mhz, 10 w. HAAT 73.94 ft. P.O. address: 14th and Bypass 50, Dodge City 67801. Estimated construction cost \$10,893; first-year operating cost \$19,800. Format: mixed. Principal: Applicant is state educational institution. Action April 26

■ **Marshfield, Mass.**—Broadcast Bureau granted Marshfield Broadcasting Co. 95.9 mhz, 2 kw., HAAT 365 ft. P. O. address: 19 Bolas Rd., Duxbury, Mass. 02332. Estimated construction cost \$68,203; first-year operating cost \$36,468; revenue \$60,000. Format: MOR. Principals: Edward F. Perry Jr. (84%) is broadcast consultant and has interest in applicants for AM in Middleborough Center and FM in Amherst, both Massachusetts. William C. Blackmoor (16%) is audiovisual coordinator for public school system. Action April 26.

■ **Olean, N.Y.**—Broadcast Bureau granted Great Dane Broadcasting Corp. 100.9 mhz, 1.55 kw, HAAT 405 ft. P.O. address: 344 Main St., Penn Yan, N.Y. 14527. Estimated construction cost \$11,638; first-year operating cost \$4,500; revenue \$9,000. Format: Standards. Principal: Applicant is buying, subject to FCC approval,

WMNS(AM) Olean. Principals are Robert W. Burns and Kenneth Pedersen. Mr. Burns has interest in WFSW-AM-FM Seneca Falls, N.Y. Action May 1.

■ **Pauls Valley, Okla.**—Broadcast Bureau granted Garvin County Broadcasting 97.7 mhz, 2.75 kw, HAAT 303 ft. P.O. address: Box 610, Pauls Valley 73075. Estimated construction cost \$24,400; first-year operating cost \$17,800; revenue \$45,000. Format: easy listening. Principals: Luther W. Martin (26%), Mary P. Casey (24%), Ronald R. Casey and Jeanne F. Martin (25% each). Martins (husband and wife) have printing and electronics interests and partial ownership of KALV(AM) Alva, Okla., and KVLH(AM) Pauls Valley. Caseys have ownership in KVLH. Action May 1.

■ ***Coventry, R.I.**—Broadcast Bureau granted Coventry Public Schools 91.5 mhz, 10 w. P.O. address: Reservoir Road, Coventry 01816. Estimated construction cost \$3,063; first-year operating cost \$1,000. Format: educational. Applicant is public school system; Kenneth J. Grady, faculty advisor. Action May 1.

FM applications

■ **Ruidoso, N.M.**—Triple R Broadcasting Inc. seeks 93.5 mhz, 3 kw, HAAT 6925 ft. P.O. address: Box 89, Comanche, Tex. 76442. Estimated construction cost \$45,500; first-year operating cost \$90,750; revenue \$50,000. Format: mixed. Principals: Ralph D. Copeland, president/treasurer holds 25% of stock. His mother Esther Lou, The Reverend Richard G. Copeland (his brother) and Gayle C. Atchley (his sister) 33.25% each Triple R also owns KIKZ(AM) Seminole, Tex. (CP). Ann. April 10.

■ **Augusta, Ark.**—Service Communications Inc. seeks 97.7 mhz, 3 kw, HAAT 300 ft., P.O. address: 704 North 9th, Augusta 72006. Estimated construction cost \$5,100; first-year operating cost \$10,000; revenue \$18,000. Format: C&W gospel. Principals: Gloria Ritter, Jim Singleton, Jim Ford each own 25% of applicant. Patsy, Gary and Carlton Garner are minority stockholders Ms. Ritter has banking and retail interests in Arkansas. Mr. Singleton has in theater owner, owner of Dixie Films, Memphis, Tenn. film distributors. Mr. Ford is attorney with banking and farming interests. Applicant is also owner of KMCW(AM) Augusta. Ann. April 12.

■ **Fort Myers Beach, Fla.**—Lee Broadcasting Inc. seeks 99.3 mhz, 3 kw, HAAT 300 ft. Address: P.O. Box 2121, Ft. Myers 33902. Estimated construction cost \$82,451; first-year operating cost \$75,460; revenue \$120,000. Format: Easy listening. Principals: Shawnee Broadcasting Co. owns 50.2% of applicant. Ronald E. Pierce and Helen R., his wife, own 25.1% and 24.7% respectively. Shawnee is licensee of WBEX-AM-FM Chillicothe, Ohio; 33% owner of WWAB(AM) Lakeland, Fla.; 63.75% owner of Wheeling Radio Inc.,