

(on one team) its morning show and its farm show against a team composed of its afternoon show and the weather show, with the losers attending the dinner with Mr. Arquette as waiters.

The stunt drew more than 9,000 ties.

Dual celebration at KTAL (TV)

NBC executives and stars and government officials will be in Shreveport, La., tomorrow (Sept. 5) for a 24-hour celebration marking the affiliation of ch. 6 KTAL (TV) there with NBC-TV. The occasion also observes the station's move from Texarkana, Tex., to Shreveport. KTAL was to begin regularly scheduled NBC-TV programming yesterday.

Representing NBC will be Robert W. Sarnoff, board chairman; David C. Adams, senior executive vice president; Tom Knode, vice president, station relations, and Malcolm Laing, station relations regional manager. Rep. Oren Harris (D-Ark.), chairman of the House Interstate & Foreign Commerce Committee, and the governors of Louisiana, Texas and Arkansas have been invited to attend.

NBC stars expected at the KTAL festivities include Joe Garagiola, announcer on *Major League Baseball*; and Jack Linkletter, host of *Here's Hollywood*. The day will be climaxed by dinner with station executives, including Walter E. Hussman, president, and Walter M. Windsor, general manager.



Everyone in on the act

Radio advertising may have scored a first in Michigan with every am station in the state—103 of them—urging listeners to attend the annual State Fair in Detroit from Sept. 1-10. Veteran advertising and station representative personnel contended it was the first time in the 112 year history of the fair that all the state's am facilities were involved. The state-wide purchase was worked out between the Dick Frederick Agency (agency for the fair)

and Michigan Spot Sales, both Detroit. In the photo Dick Frederick (agency head) plays a happy tune for (l to r) Wendell Parmelle, Broadcast Time Sales; Arthur J. Underwood Jr., The Katz Agency; Dan Bowen, Gill-Perna; Larry Gentile, The Bolling Co.; Stuart Mackie, Avery-Knodel; Charles J. Sitta, Michigan Spot Sales; Christopher Gentile, Larry Gentile Assoc.; James A. Brown, Venard, Rintoul & McConnell; Bernard Pearse, Pearse Sales.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 24 through Aug. 30. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. 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. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

Existing tv stations

APPLICATION

KOAT-TV Albuquerque, N. M.—Cp to change frequency from ch. 7 (174-180 mc) to ch. 2 (54-60 mc); ERP from 73.5 kw vis., 36.8 kw aur. to 27 kw vis., 13.5 kw aur.; install new trans. (GE TT-32-A); change type ant. (GE TY-50-C); make changes in ant. system and ant. height above average terrain of 4,235 ft. (Pending action on petition for rulemaking, request waiver of Secs. 3.606 and 3.607(a)&(b) of rules.) Ann. Aug. 25.

CALL LETTERS ASSIGNED

WCCB-TV Montgomery, Ala.—First Alabama Corp.
KCHU(TV) San Bernardino, Calif.—Norman H. Rogers.

New am stations

ACTION BY BROADCAST BUREAU

Red Lodge, Mont.—Carbon County Bestrs. Inc.—Granted 1450 kc, 1 kw-D, 250 w-N. P.O. address box 464. Red Lodge, Mont. Estimated construction cost \$14,435; first year operating cost \$31,000; revenue \$40,000. Principals include Dean J. Jansma, 22.51%, Juanita H. Zaputil, 11.25%, Thomas C. Dokken, 8.65%, and 27 others. Mr. Jansma is employe of KGHL Billings, Mont. Mr. Dokken is in insurance. Action Aug. 24.

APPLICATIONS

Window Rock, Ariz.—Navajo Bible School

& Mission Inc. 630 kc; 1 kw-D. P. O. address box 158 Window Rock. Estimated construction cost \$18,861; first year operating cost \$26,400; revenue \$31,000. Applicant is non-profit corporation. Ann. Aug. 24.

Dalton, Ga.—Cherokee Bestrs. 1530 kc; 10 kw-D. P.O. address c/o Sanford J. Willis, Route 1, Rocky Face, Ga. Estimated construction cost \$37,731.50; first year operating cost \$36,000; revenue \$50,000. Principals: Sanford J. Willis, Alney H. Willis (each 50%). Mr. Sanford Willis is announcer and chief engineer for WRCD Dalton; Mr. Alney Willis owns garage. Ann. Aug. 30.

Jeannette, Pa.—Century Bestg. Corp. 1510 kc; 550 w-D. P.O. address c/o J. J. Keel, 1121 E. Capitol St., Washington, D. C. Estimated construction cost \$20,297; first year operating cost \$40,000; revenue \$50,000. Principals: John J. Keel, Henry Gladstone, Lloyd W.

EDWIN TORNBERG

& COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531