

join in a unique 40th birthday ruby hunt (ruby is the symbolic stone for 40 years). These in addition to enjoying the park's regular attractions.

Each of WABC's guests had the opportunity to draw one of seven real rubies, each valued at over \$250, that were mixed with some 100,000 imitation rubies in a huge treasure chest. A certified appraiser checked each ruby as it was pulled from the chest. Another feature: 77 free chicken dinners awarded to the holders of the lucky numbers written on badges distributed at the start of festivities. The dinner winners ate at Freedomland's Plantation House as the guests of WABC and the Brass Rail restaurant chain.

Freedomland officials said the party attracted the largest nighttime crowd in the park's two years of operation.

WNTA-TV's announcing zoo

Promotional spots on WNTA-TV New York are being delivered by a new announcing specie—talking animals. The station is using film clips of footage dealing with animals, edited to specification and with the original sound deleted. New sound track has been substituted with an English bull dog, for example, muttering: "Forget it, bud; you can't budge me from ch.

13." A silky Persian cat appears and snarls: "Skip that pussy-footing around and stay tuned to ch. 13." In all, 21 animals, ranging from jungle beasts to household pets, will be used. The more ferocious animals include an orangutan, a water buffalo, a lion and a tiger.

Drumbeats...

WRC in movies ■ WRC-TV Washington will get world-wide publicity in the movie "Advise and Consent," currently being filmed in that city. The station furnished tv cameras for scenes shot in the Caucus Room of the Old Senate Office Building.

Old tubes ■ WCKT (TV) Miami found a way to dispose of its used Orthicon, Vidicon and transmitter power tubes and at the same time performed a public service. Chief Engineer Robert Paasch and Don Fisher, promotion manager, wrote the science departments of area high schools and offered them a set of three tubes for lab display purposes on a first-come-first-served basis.

Color contest ■ WLWT (TV) Cincinnati awarded 54 prizes to winners of its coloring contest, a promotion for the younger set designed to publicize its new Fall shows. The contest was staged in conjunction with the *Cincinnati Post*

& *Times-Star* and drew 43,985 entries according to the station.

Survival kit ■ KOMO-TV Seattle, Wash., passed out a "survival kit" containing rations for seven evenings of television viewing (on KOMO-TV, that is) which contained 17 different food items. The blue and gold menu was developed by Bob Ryan, the station's manager of special projects.

Any broken teeth? ■ Cake cutters on Madison Ave. found something hard and bigger than a file inside. Cakes sent to selected media people of ABC Radio's *Flair*, a network program service that is celebrating its first-year anniversary, contained packaged transistor radios.

A "card" that was sent with the cake read: "Break out of your routine listening habits and tune in *Flair*." A parenthetical note read, "inside the cake you'll find the means to do this." The cakes were "baked around" the radios.

The winner ■ A 13-year-old Brooklyn, N. Y. boy, has been named grand prize winner of the WABC-TV *Expedition: New York* essay writing contest. Christopher Ausschnitt received a \$2,000 Savings Bond from Joseph Stamler, vice president and general manager of the station.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 12 through Oct. 18, and based on filings, authorizations and other actions of the FCC. 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 authoriza-

cost \$68,000; revenue \$85,000. P. O. address box 5345 Midland, Tex. Studio and trans. location Austin. Geographic coordinates 30° 19' 54" N. lat., 97° 46' 25" W. long. Legal counsel Loucks & Jansky, Washington, D. C.; consulting engineer Jansky & Bailey, Washington. Dalton H. Cobb, sole owner, owns 93% of KDCD-TV Midland, Tex., and is independent oil operator. Ann. Oct. 12. Dallas, Tex.—Consolidated Enterprises Inc. Uhf ch. 73 (824-830 mc); ERP 310 kw vis., 145 kw aur. Ant. height above average terrain 306.12 ft.; above ground 364 ft. Estimated construction cost \$189,565; first year operating cost \$203,000; revenue \$268,300. P. O. address Kilgore Hotel, Kilgore, Tex. Studio and trans. location Dallas. Geographic coordinates 32° 46' 42" N. lat., 96° 47' 58" W. long. Legal counsel Prescott & Prescott, Dallas; consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals: A. E. McCubbin,

G. U. Yoachum, J. Stanley McCubbin, Carol Ann Watson, F. L. Sartain (each 20%). A. E. and J. Stanley McCubbin have oil and real estate interests; Mr. Yoachum owns oil well drilling business; Mr. Sartain is president of two banks; Mrs. Watson is housewife. Ann. Oct. 12.

Existing tv stations

ACTION BY FCC

KTAL-TV Texarkana, Tex.—Granted waiver of Sec. 3.652(a) of rules to permit identification as Texarkana-Shreveport station without changing obligations to serve Texarkana as principal city. Action Oct. 11.

New am stations

ACTIONS BY FCC

Pine Bluff, Ark.—James J. B. Scanlon. Granted 1530 kc; 250 w D. P.O. address 1236 W. Perkins Rd., Memphis, Tenn. Estimated construction cost \$10,791; first year operat-

New tv stations

APPLICATIONS

Jackson, Miss.—McClendon Telecasting. Uhf ch. 25 (536-542 mc); ERP 240 kw vis., 120 kw aur. Ant. height above average terrain 163 ft., above ground 152 ft. Estimated construction cost \$12,000; first year operating cost \$186,000; revenue \$204,000. P. O. address box 197, Jackson. Studio and trans. location Jackson; geographic coordinates 32° 22' 01" N. lat., 90° 13' 26" W. long. Trans. RCA TTU-12A; ant. RCA TFU-21DL. Legal counsel Spear, Hill & Greeley, Washington, D. C.; consulting engineer Willis C. Beecher, Washington. John M. McClendon, sole owner, owns KOKY Little Rock, Ark., KOKA Shreveport, La., WENN Birmingham, Ala., and 50% of WOKJ Jackson. Ann. Oct. 12.

Austin, Tex.—Capitol Telecasting Co. Uhf ch. 24 (530-536 mc); ERP 17.3 kw vis., 9.15 kw aur. Ant. height above average terrain 416 ft.; above ground 345 ft. Estimated construction cost \$168,780; first year operating

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