

parel on the recruiting station's roof. Signs identify the activities on display, which range from parascuba to paramedic divers.

**Sliderule** ■ KYW-TV Cleveland has mailed a time saver to several thousand timebuyers throughout the U. S.—a sliderule rate card. The new rate card permits timebuyers to determine all spot rates, discounts, units per announcements and other information at a moment's glance.

**Sponsor contest** ■ To boost local sales, KGLA (FM) Hollywood, Calif., staged an on-the-air sales promotion in which advertisers took part by finishing the statement, "I like KGLA because. . ."

The winners were awarded several free spots for one week. Four of the nine winners eventually bought spots following results from their free ones.

**Late Christmas gift** ■ Because of a heavy snowstorm in late December, KMTV (TV) Cedar Rapids, Iowa, was forced to postpone its Christmas gift to its viewers—free tickets to an International League hockey game in that city. The station announced it has purchased all seats, except for those of season ticket holders, for the Feb. 6 match between Indianapolis and Omaha to be given away free. As part of the festivities, the station also has promised appearances by Yogi Bear, Huckleberry Hound and Quick Draw McGraw, a

community sing and a pee wee hockey game.

**Auto ad meet** ■ In launching a new 26-week advertising campaign on WNOX Knoxville, the Monroe Auto Equipment Co. invited more than 650 of its local Tennessee wholesale and retail distributors to dinner in the station's auditorium studio. Before dinner, the dealers held their annual jobber-distributor meeting, and after supper, they were entertained by m.c. Lowell Blanchard, a 27 year veteran at WNOX.

**Keystone map** ■ Keystone Broadcasting System, Chicago, has mailed to advertisers and agencies a new map locating its 1,125 stations and the markets they serve.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 18 through Jan. 24, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

**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. 3H—specified hours. CH—critical hours. \*—educational. Ann.—Announced.

#### New tv stations

##### APPLICATIONS

Walker, Minn.—Central Minnesota Tv Co. hf ch. 12 (204-210 mc); ERP 31 kw vis., 5.5 kw aur. Ant. height above average terrain 933 ft., above ground 996 ft. P. O. address box 25, Alexandria, Minn. Estimated construction cost \$278,200; first year operating cost \$170,000; revenue \$200,000. Studio and trans. location Hackensack, Minn. Geographic coordinates 46° 56' 03" N. lat., 4° 27' 25" W. long. Trans. RCA TT-2-AH; nt. RCA TW-18A-P. Legal counsel Marmet Schneider, Washington, D. C.; consulting engineer Julius Hetland, technical director applicant. Principals include Thomas K. Barnstable (26%), Julius Hetland (15%), Carl C. Reineke (10%) and others. Messrs. Barnstable, Hetland and Reineke own 19%, 7% and 10%, respectively, of KSOO-AM-TV Sioux Falls, S. D.; proposed station is to be semi-satellite of KMCT(TV) Alexandria, Minn., of which applicant is licensee. Ann. Jan. 23.

Syracuse, N. Y.—Valley Interim Tv. Corp. hf ch. 9. (186-192 mc); ERP 316 kw; ant. height above average terrain 500 ft. P. O. address 1426 Valley Drive, Syracuse 7. Estimated construction cost \$1,152,000; first year operating cost \$1,200,000; revenue \$380,000. Applicant is composed of W.R.G. Baker Radio & Tv Corp. and Salt City Cstg. Corp., two of ten applicants competing for ch. 9; requests STA to operate station using proposed transmitting facilities; Salt City and studio facilities of W.R.G. Baker. Ann. Jan. 23.

#### new am stations

##### ACTION BY FCC

Pontotoc, Miss.—Pontotoc Bcstg. Co. granted 1440 kc; 1 kw D. P. O. address Pontotoc. Estimated construction cost \$25,

154; first year operating cost \$24,000; revenue \$30,000. Lee H. Thompson, sole owner, is county agent of Quitman County, Miss. Action Jan. 23.

##### APPLICATIONS

Milford, Conn.—Milford Bcstg. Inc. 1500 kc; 250 w D. P. O. address 1322 Boston Post Rd., Milford. Estimated construction cost \$29,038; first year operating cost \$55,000; revenue \$75,000. Principals: Edward M. Hawie, Stephen Sorak (each 45%), Frank C. Suto (10%). Mr. Hawie is employe and minority stockholder of metal specialties manufacturing firm; Mr. Suto is account executive for advertising agency in Milford; Mr. Sorak owns 50% of restaurant, 25% of two realty companies, 25% of home freezer food plan business, 25% of supermarket and 25% each of two food stores. Ann. Jan. 22.

Chattahoochee, Fla.—Chattahoochee Bcstg. Co. 1580 kc; 1 kw D. P. O. address c/o Emory L. Pope, box 582, Moultrie, Ga. Estimated construction cost \$14,315; first year operating cost \$24,000; revenue \$36,000. Principals: Emory L. Pope, Ralph D. Waits Jr. (each 45%), W. F. Johnson, E. W. Scarborough (each 5%). Mr. Pope owns 40% of WMES Ashburn, Ga.; Mr. Waits is district circulation manager for Atlanta Journal; Messrs. Johnson and Scarborough own 50% each of general store; Mr. Johnson is postmaster of Chattahoochee. Ann. Jan. 24.

Bayamon, P. R.—Alfredo Beauchamp Diaz. 1600 kc; 5 kw unl. P. O. address box 245 Bayamon. Estimated construction cost \$36,444; first year operating cost \$30,000; revenue \$45,000. Mr. Diaz, sole owner, is proprietor of furniture business and jewelry business. Ann. Jan. 24.

#### Existing am stations

##### APPLICATIONS

KOBY Tucson, Ariz.—Mod. of cp. which authorized new am station, to change from

DA-1 to DA-2. Ann. Jan. 12.

KREX Grand Junction, Colo.—Cp to change frequency from 920 kc to 1100 kc, increase power from 500 w to 5 kw-LS, to 50 kw; install DA-CH and DA-N; change ant.-trans. location, install new trans. and operate trans. by remote control daytime only. Ann. Jan. 24.

WMPO Middleport-Pomeroy, Ohio—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. Jan. 24.

KPDN Pampa, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Jan. 24.

##### CALL LETTERS ASSIGNED

WMOE Mobile, Ala.—Springhill Bcstg. Inc.; changed from WEDR.

KJBS Pine Bluff, Ark.—James J. B. Scanlon.

KWHL Santa Maria, Calif.—Artistry in Radio Co.

WNEA Newnan, Ga.—Radio Newnan; changed from WANG.

WTHN Thomaston, Ga.—Alfred A. Britt. KANR Scott City, Kan.—The Bestrs. of Scott City.

WNVL Nicholasville, Ky.—Nicholasville Bcstg. Co.

WTTT Amherst, Mass.—College Radio.

WJAQ Jackson, Miss.—Radio Mississippi; changed from WMOE.

WBRL Berlin, N. H.—Good Radio Inc.

WSDC Mocksville, N. C.—Will P. Erwin.

WGLD Chardon, Ohio.—The Geauga Bcstg. Co.

WXUR Media, Pa.—Brandywine Bcstg. Corp.

KEGO Waco, Tex.—Audiocasting of Texas Inc.

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## EDWIN TORNBURG & COMPANY, INC.

**Negotiators For The Purchase And Sale Of  
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