

Commercial Video Stations Total 38

Nielsen To Increase Audimeters in Use

FCC Announces Six Are Operating; 32 as CPs

SIX television stations in the U. S. have licenses and are in operation, construction permits have been issued for 32 others, and applications for 40 are awaiting action by the FCC.

The 32nd outstanding construction permit was granted last Monday to William Penn Broadcasting Co. (WPEN) for a new Philadelphia station on Channel 10 (192-198 mc) with 25 kw visual and 26.4 kw aural power and antenna height of 676 feet. It is the third grant for Philadelphia, where Philco's WPTZ is on the air

on Channel 3 and the *Inquirer's* WFIL has a permit for Channel 6.

Meanwhile a report on the status of all commercial video applications, released Monday by FCC, showed that substantially more than half of the cases awaiting action are in that category because of hearings.

Present Status

Of the 40 not yet acted upon, 14 have been designated for hearing or are awaiting decisions on hearings already conducted, and 11 are awaiting disposition of hearings in related cases.

The summary showed that additional information has been requested on 10 others, and the Com-

mission said these "will be processed as the information is filed..."

The list, comparable to FCC's earlier reports on the status of AM and FM applications [BROADCASTING, Aug 19, Sept. 23], was compiled to show applicants where they stand. Copies were sent to all applicants. Similar lists, FCC said, will be prepared and released "from time to time." Errors, if any, should be reported to the Commission by letter directed to the Secretary, attention of the Television Division.

The summary was prepared as of Sept. 25 and showed 31 construction permits outstanding and six being processed. The subsequent grant to WPEN Philadelphia, whose application had been in the "being processed" group, cut that total to five and boosted the number of permittees to 32. Other figures in the summary remained unchanged.

Also Announces Promotions For Five Executives

PLANS to increase its radio research department by the addition of 600 audimeters were announced this week by the A. C. Nielsen Co., Chicago, marketing research organization.

Arthur C. Nielsen, president, said the increased number of audimeters would bring to a total of 2000 the sets used to audit each quarter hour period, but emphasized that the number did not mean the number of homes to be sampled. The additional instruments, he said, have been ordered due to favorable reception of proposals made recently to WLW, WOR and WGN, to augment the regular Nielsen Radio Index sample. Installations in other cities are contemplated after completion of the Chicago and New York pilot operations, Mr. Nielsen declared.

The company also announced a number of executive promotions, with five Nielsen officials being promoted to vice presidencies. These include A. B. Crawford, M. F. Chapman and E. A. Pettersen of the New York office, J. D. Pope of Chicago headquarters and H. Coates of the Toronto office.

J. P. Napier, president of the Nielsen Co. of Canada, has returned to the Chicago office to direct development of all new types of Nielsen research. His successor is D. M. Prather, a client executive in the Chicago office for eight years and vice president for the past three. Norwood Weaver, vice president, has been appointed assistant to the president, Mr. Nielsen said.

To Hold Ball

RADIO DIRECTORS GUILD, New York, will hold its first ball Nov. 25 at the Grand Ballroom of the Waldorf-Astoria in New York. Ed Byron, president of the guild, has appointed Theodore Gannon, director of radio for William H. Weintraub & Co., New York, as general chairman of the ball committee.

Applicant	FCC File No.
Crosley Bestg. Corp., Columbus, Ohio	B2-PCT-112
Crosley Bestg. Corp., Dayton, Ohio	B2-PCT-118
Radio Sales Corp., Seattle, Wash.	B5-PCT-95
Connecticut Television Co., Bridgeport, Conn.	B5-PCT-75
Institute Divi Thomas Foundation, Cincinnati, Ohio	B2-PCT-14
E. F. Peffer, Stockton, Calif.	B5-PCT-56
Jacksonville Bestg. Corp., Jacksonville, Fla.	B3-PCT-48
Philadelphia Daily News, Philadelphia, Pa.	B2-PCT-11
Fort Industry Co., Toledo, Ohio	B2-PCT-1

Applications Being Processed

Applicant	FCC File No.
Broadcasting Corp. of America, Riverside, Calif.	B5-PCT-30
Minnesota Bestg. Corp., Minneapolis, Minn.	B4-PCT-176
Associated Broadcasters Inc., San Francisco, Calif.	B5-PCT-46
WGN Inc., Chicago, Ill.	B4-PCT-326
Wm. H. Block Co., Indianapolis, Ind.	B4-PCT-126

Licensees and CPs as of Oct. 1, 1946

Licensee and Location	Call Letters	AM or Other Interest	Frequency (mc)	Effective Peak Power Radiated (in kilowatts)		Antenna Height Above Average Terrain (in feet)
				Aural	Visual	
A. S. Abell Co., Baltimore, Md.	WMAR	Balto. Sun	Ch. #2	17.1	17.1	397.4
Albuquerque Bestg. Co., Albuquerque, N. M.	KOB-TV	KOB	Ch. #2	8	15	18
American Bestg. Co., Chicago, Ill.	Network	54-60 Ch. #2	15	30	613
*Balaban & Katz Corp., Chicago, Ill.	WBKB	Paramount Subsidiary	Ch. #4	1.8	1.8	
Bamberger Bestg. Co., Washington, D. C.	WWBR	WOR	66-72 Ch. #9	24.5	30.25	Aur.: 473 Vis.: 453
Carter Publications Inc., Fort Worth, Tex.	KCPN	WBAP	186-192 Ch. #5	30.4	30.4	500
The Chronicle Publ. Co., San Francisco, Calif.	KCPN	S. F. Chronicle	Ch. #11	19.2	18.24	2,281
*Columbia Bestg. System Inc., New York City	WCBS-TV	WCBS	198-204 Ch. #2	1.72	1.72	Aur.: 965 Vis.: 937
Courier-Journal & Louisville Times Co., Louisville, Ky.	WHAS	54-60 Ch. #9	7.2	9.6	529
*Allen B. DuMont Labs. Inc., New York City	WABD	Equip. Mfrs.	Ch. #5	.723	1.81	626
Allen B. DuMont Labs. Inc., Washington, D. C.	WTTG	Equip. Mfrs.	76-82 Ch. #5	2.5	6.25	45
The Evening News Assn., Detroit, Mich.	WECP	WWJ	Ch. #4	17.7	17.1	588
The Evening Star Bestg. Co., Washington, D. C.	WTVW	WMAL	66-72 Ch. #7	15.2	14.25	543
*General Electric Co., Schenectady, N. Y.	WRGB	WGY	174-150 Ch. #4	21.3	40	..
Havens & Martin Inc., Richmond, Va.	WTVR	WMBG	Ch. #3	6.4	12.2	465
Hearst Radio Inc., Baltimore, Md.	WWBT	WBAL	60-66 Ch. #11	17.2	32.6	500
Intermountain Bestg. Corp., Salt Lake City, Utah	KDYL-TV	KDYL	198-204 Ch. #2	7.2	13.2	542 (negative)
Iowa State College of A & M, Ames, Iowa	School	54-60 Ch. #4	10.4	13	506
King-Trendle Bestg. Corp., Detroit, Mich.	WDLT	ABC	66-72 Ch. #5	14	16	379
KRLD Radio Corp., Dallas, Tex.	KRLD	76-82 Ch. #4	To be determined	46	519
KSTP Inc., St. Paul, Minn.	KSTP-TV	KSTP	Ch. #5	6.48	13.68	547
National Bestg. Co. Inc., Cleveland, Ohio	Network	76-82 Ch. #4	19.5	19	568
*National Bestg. Co. Inc., New York City	WNBT	Network	Ch. #4	5.75	7	1,280
National Bestg. Co. Inc., Washington, D. C.	WNBW	Network	Ch. #4	10	13.3	302
National Bestg. Co. Inc., Chicago, Ill.	Network	66-72 Ch. #5	21.8	21.8	592
Oregonian Publishing Co., Portland, Ore.	KGWG	KGW	Ch. #6	11.2	10	984
The Outlet Co., Providence, R. I.	WJAR-TV	WJAR	82-88 Ch. #11	50	50	420
The Philadelphia Inquirer, Philadelphia, Pa.	WFIL	198-204 Ch. #6	9.3	18.1	500
*Philco Tele. Bestg. Corp., Philadelphia, Pa.	WPTZ	Equip. Mfrs.	82-88 Ch. #3	2.76	2.69	340
The Pulitzer Publishing Co., St. Louis, Mo.	KCBG	KSD	60-66 Ch. #5	To be determined	18.15	524
Radio-Television of Baltimore, Baltimore, Md.	WAAN	A M Applicant	76-82 Ch. #13	20	31.65	410
Raytheon Mfg. Co., Waltham, Mass.	WRTB	Equip. Mfrs.	210-216 Ch. #2	30.7	50	373
Scripps-Howard Radio Co., Cleveland, Ohio	WEWS	AM Cincinnati	54-60 Ch. #5	37.4	40	540
WBEN Inc., Buffalo, N. Y.	WTVN	WBEN	76-82 Ch. #4	7.2	14.4	378
Westinghouse Radio Stations Inc., Boston, Mass.	WBZ	66-72 Ch. #4	7.5	10	500
Wm. Penn Bestg. Co., Philadelphia, Pa.	WPEN	66-72 Ch. #10	26.4	25	676
WJAC Inc., Johnstown, Pa.	WJAC	192-198 Ch. #13	6.8	9	971
Zenith Radio Corp., Chicago, Ill.	WTZR	Equip. Mfrs.	210-216 Ch. #2	4.5	4.5	580

*Already licensed.

Video Applications

Applications Designated for Hearing and Awaiting Decision

Applicant	FCC File No.
American Bestg. Co. Inc., Los Angeles, Calif.	B5-PCT-81
Earl C. Anthony Inc., Los Angeles, Calif.	B5-PCT-12
Hughes Productions, Los Angeles, Calif.	B5-PCT-17
Don Lee Bestg. System, Los Angeles, Calif.	B5-PCT-23
National Bestg. Co. Inc., Los Angeles, Calif.	B5-PCT-24
Television Productions Inc., Los Angeles, Calif.	B5-PCT-160
Dorothy S. Thackrey, Los Angeles, Calif.	B5-PCT-165
Times-Mirror Company, Los Angeles, Calif.	B5-PCT-92
Bremer Bestg. Corp., Newark, N. J.	B1-PCT-57
American Bestg. Co. Inc., New York, N. Y.	B1-PCT-79
Bamberger Bestg. System Inc., New York, N. Y.	B1-PCT-15
Debs Memorial Radio Fund Inc., New York, N. Y.	B1-PCT-116
New Syndicate Co. Inc., New York, N. Y.	B1-PCT-83
WLIB Inc., Brooklyn, N. Y.	B1-PCT-114

Applications Being Held Up Pending the Disposition of Hearings in Related Cases

Applicant	FCC File No.
American Bestg. Co., San Francisco, Calif.	B5-PCT-158
Don Lee Bestg. System, San Francisco, Calif.	B5-PCT-22
Hughes Tool Co., San Francisco, Calif.	B5-PCT-18
Dorothy S. Thackrey, San Francisco, Calif.	B5-PCT-164
Maison Blanche Company, New Orleans, La.	B3-PCT-78
New England Theatres Inc., Boston, Mass.	B1-PCT-140
United Detroit Theatres Corp., Detroit, Mich.	B2-PCT-50
Allen B. DuMont Labs. Inc., Cincinnati, Ohio	B2-PCT-163
Allen B. DuMont Labs. Inc., Cleveland, Ohio	B2-PCT-161
Allen B. DuMont Labs. Inc., Pittsburgh, Pa.	B2-PCT-139
Interstate Circuit Inc., Dallas, Tex.	B3-PCT-94

Applications Awaiting Information Requested by the Commission

Applicant	FCC File No.
Crosley Bestg. Corp., Cincinnati, Ohio	B2-PCT-103