

FCC Actions

(Continued from page 54)

Applications Cont.:

TV-66-72 mc

The Houston Post Co., Houston, Tex.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 17.1 kw, aural 9 kw and unli.

AM DELETION

AM-970 kc

Sun River Bcstrs. Inc., Great Falls, Mont.—Cancelled CP for 970 kc 5 kw unli. DA-N (KMON).

TENDERED FOR FILING

AM-1140 kc

WSIV Pekin, Ill.—Reinstatement of CP to increase power from 250 w to 1 kw, change type trans., change studio location.

Assignment of License

WCJU Columbia, Miss.—Consent to assignment of license to WCJU Inc.

January 27 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

AM-910 kc

Announced proposed decision looking toward grant of application of The New Britain Bcstg. Co. to change facilities of WKNE New Britain, Conn. from 840 kc 1 kw D to 910 kc 5 kw unli. DA-DN and denial of application of Central Connecticut Bcstg. Co. for new station for same facilities, and application of The Hartford Times Inc. to change facilities of WTHH Hartford from 1230 kc 250 w unli. to 910 kc 5 kw unli. (Comrs. Coy, Jones and Sterling dissenting).

AM-1450 kc

Adopted final order granting application of Meroco Bcstg. Co. for new station, Greeley, Col., on 1450 kc 250 w unli. subject to cond. that applicant will within 60 days from date of grant, file application for mod. of CP specifying trans. site and ant. system meeting requirements of Commission's standards.

Petition Denied

Adopted order denying petition by George Arthur Smith, applicant for new



INTENSIVE promotion plans for *Metropolitan Opera Auditions of the Air*, broadcast Sunday afternoon on ABC under Farnsworth Television & Radio Corp. sponsorship, are discussed by (l to r): Fred Thrower Jr., ABC vice president in charge of sales; D. M. Allgood, Farnsworth vice president; Tevis Huhn, director of the program; John S. Garceau, Farnsworth manager of advertising and sales promotion; J. R. Warwick, vice president of Warwick & Legler, which handles the account.

station, Jackson, Tenn. requesting Commission to vacate order of Dec. 4, 1947, setting aside decision in proceeding involved in Dockets 7487 7488 7489, and reopening record for further hearing on issues designated in that order, on ground that petitioner will resign his office as mayor upon order being vacated and final decision reinstated. Commission further ordered that issues 1 and 2 of order of Dec. 4 be amended (which deal with duties of and limitations imposed upon position of Mayor of Jackson, etc.).

AM-1470 kc

Adopted proposed decision looking toward grant of applications of Reporter Bcstg. Co. to change facilities of KRBC Abilene, Tex. from 1450 kc 250 w unli. to 1470 kc 5 kw-D, 1 kw-N DA-N and of Calcasieu Bcstg. Co. to change facilities of KPCC Lake Charles, La. from 1490 kc 250 w unli. to 1470 kc 5 kw-D 1 kw-N DA-N and denial of application of KRIC Inc. to change facilities of KRIC Beaumont, Tex. from 1450 kc

250 w unli. to 1470 kc 5 kw unlimited DA-N.

AM-1490 kc

Adopted proposed decision looking toward denial of applications of Springfield Bcstg. Co., Springfield, Mass. and Telecolor Corp., West Springfield, Mass. each seeking new station in cities named on 1490 kc 250 w unli.

AM-1490 kc

Announced final decision granting application of Rich Pub. House Inc. for new station at Midland, Mich. on 1490 kc 250 w unli. and denying application of Midland Bcstg. Co. seeking same facilities. Grant to Rich Pub. House Inc. is subject to cond. that applicant will, within 60 days, file application for mod. of permit specifying trans. site and ant. system meeting requirements of Commission's standards, and subject to further condition that it will install approved frequency monitor when such monitors are available.

AM-1230 kc

Announced order making final proposed decision and granting application of Frank R. Smith Jr. for new station at Beaver Falls, Pa., on 1230 kc 250 w unli. subject to cond. that applicant will, within 60 days, file application for mod. CP specifying trans. site and ant. system meeting requirements of Commission's standards; subject to acceptance of such interference as may be caused by grant of application of Mahoning Valley Bcstg. Corp.; and subject to further cond. that applicant will within 60 days sever his relationship with WWSW Pittsburgh.

BY THE COMMISSION

WMVA Martinsville, Va.—Granted renewal of license for period ending Feb. 1, 1951.

BY THE SECRETARY

WFIL-TV Philadelphia—Granted mod. CP to make changes in ant. system, ERP, to specify new studio location and for extension of completion date.

WAFB Baton Rouge, La.—Granted mod. CP for approval of ant. and trans. location.

Following were authorized extension of completion dates: WNIQ Uniontown, Pa., to 3-31-48; WATL-FM Atlanta, to 5-12-48; WTHI-FM Terre Haute, to 5-5-48; KDON-FM Monterey, Calif., to 8-16-48; WSLS-FM Roanoke, to 4-16-48; KSON-FM San Diego, to 5-16-48; WRC-FM Washington, D. C., to 3-15-48; WMAQ-FM Chicago, to 5-15-48; KWOS Jefferson City, Mo., to 4-1-48; KUOA-FM Sliam Springs, Ark., to 4-15-48; KRLD-FM, Dallas, to 5-16-48; WBK Chicago, to 5-14-48; WONS-FM Hartford, Conn., to 4-1-48; WDOS-FM Ocoanta, N. Y., to 2-22-48; WJLS-FM Beckley W. Va., to 5-21-48; WHOO-FM Orlando, to 5-10-48; WAFM Birmingham, to 8-3-48; KGLO-FM Mason City, Iowa, to 5-16-48; WTAR-FM Norfolk, Va., to 5-15-48; WJPF-FM Herrin, Ill., to 3-30-48; KCFM Kansas City, Mo., to 5-18-48; WEFM Chicago, to 8-24-48; KOKU Norman, Okla., to 8-1-48; WISE-FM Asheville, to 7-1-48.

WAFP McComb, Miss.—Granted mod. CP to change type trans. for approval of ant. and trans. location and to change studio location.

KSIB Creston, Iowa—Granted CP install new vertical ant. and mount FM ant. on AM tower.

Following were granted extension of completion dates, as shown: WRNL-FM Richmond, to 8-16-48; WNAV Annapolis, to 8-3-48; WVJS-FM Owensboro, Ky., to 5-1-48; WSPR-FM Springfield, Mass.,

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Crosley Cincinnati TV Station Becomes WLWT

CROSLEY Broadcasting Corp.'s Cincinnati television outlet changes its call letters and experimental status Feb. 9 when the station becomes WLWT. For a period of a few weeks thereafter WLWT will operate at the same power as its predecessor, experimental station W8XCT, and will jump to full power late this month.

Announcement of the change in call letters comes from R. E. Dunville, vice president and general manager of the Crosley Broadcasting Corp. who is directing Crosley television activities. WLWT is on Channel 4. The antenna is 571 feet above the level of the studio and transmitter site and 670 feet above average terrain. Adjusted to the standard basis for determining signal strength 500 feet above average terrain WLWT will operate with 49,000 w visual and 40,000 w aural. Until high power is adopted, however, WLWT will operate for an interim period at 500 w, the present power.

Support for Child Aid Pledged to Ad Council

THE FOUR major networks and national spot advertisers have pledged support to the "Crusade for Children" campaign launched by the Advertising Council, the Council has announced.

The Council is promoting the drive on behalf of American Overseas Aid and the United Nations Appeal for Children, which are appealing for funds to help feed underprivileged children overseas. Campaign will be held in April.

SHOW GOES ON

KBUR and WHBF-FM Cooperate

—During Storms

WHEN broken transmission lines prevented KBUR Burlington, Iowa, from continuing outside programs during recent stormy weather, WHBF-FM Rock Island, Ill., came to the rescue. This ingenious routine was used to keep the Burlington station on the air:

An FM receiver was installed in the hill-top home of G. B. McDermott, general manager of KBUR. The antenna was oriented to WHBF-FM, 90 miles away, and the output of the receiver fed into a regular remote amplifier. The home telephone line fed the programs to Burlington's telephone office and thence to KBUR control.

Despite the fact 1400 Burlington telephone lines were out of service and the city without power for several days, KBUR listeners continued to hear most of their regular programs.

MBS "Leave It To The Girls" and "Meet The Press" now originating from New York will do two broadcasts from Hollywood next month, on Feb. 13 and Feb. 20.

OFF ON A TOOT!

DULUTH, MINN.—Otto Mattick, off on a toot, isn't wetting his whistle, he's blowing it about KDAL's representative, Avery-Knodel Inc.



"Those boys must have all been firemen the way they go into action when they sniff the smoke of a new sales campaign," says Otto.

Yes, if you're looking for intelligent counsel on your next campaign Avery-Knodel is alert to give it to you. You'll learn they have facts not fiction, Hoopers not hoopla. (And be sure to get the KDAL story.)