

Broadway and Antelope St. Geographic coordinates: 27° 47' 47.5" N. Lat., 97° 23' 48" W. Long. Transmitter GE, antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include R. L. Wheelock, W. L. Pickens and H. H. Coffield, each 1/3 partner and each independent Texas oil operator. Same partners at one time each owned 1/4 of KPHO-TV Phoenix, Ariz., and each had part interest in KEYL (TV) San Antonio, Tex., aggregate of which constituted control of KEYL (TV). Same group also is applying for TV stations in New Orleans, La., Dallas and Houston, Tex.

† DALLAS, Tex.—UHF Television Co., UHF Ch. 23 (524-530 mc); ERP 222 kw visual, 116 kw aural; antenna height above average terrain 515 ft., above ground 577 ft. Estimated construction cost \$424,500, first year operating cost \$381,000, revenue \$240,000. Post Office address: 14th Floor, Magnolia Bldg., Dallas, Tex. Studio and transmitter location: Cliff Towers Hotel, Zanus Blvd. and Colorado St. Geographic coordinates: 34° 45' 29" N. Lat., 96° 49' 03" W. Long. Transmitter GE, antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include R. L. Wheelock, W. L. Pickens and H. H. Coffield, each 1/3 partner and each independent Texas oil operator. Same partners at one time each owned 1/4 of KPHO-TV Phoenix, Ariz., and each had part interest in KEYL (TV) San Antonio, Tex., aggregate of which constituted control of KEYL (TV). Same group also is applying for TV stations in New Orleans, La., Corpus Christi and Houston, Tex.

† EL PASO, Tex.—Roderick Bcstg. Corp. (KROD), VHF Ch. 4 (66-72 mc); ERP 56.3 kw visual, 28.1 kw aural; antenna height above average terrain 1,052 ft., above ground 285 ft. Estimated construction cost \$336,400, first year operating cost \$132,000, revenue \$120,000. Post Office address: Wyoming and Walnut Streets, El Paso. Studio location: 2201 Wyoming St. Transmitter location: Top of Mt. Franklin. Geographic coordinates: 31° 47' 29" N. Lat., 106° 28' 49" W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Edward P. Talbott, El Paso. Principals include Chairman of the Board Dorrance D. Roderick (78%), owner of 76% interest in *El Paso Times*, 53% owner of Southwest Network Inc. (radio time selling), and until June 1951 64% owner of KOSA Odessa, Tex., and until June 1951 owner of KSIL Silver City, N. M.; President Val Lawrence (10.1%), 52% owner of KAVE Carlsbad, N. M.; Vice President Bruce Barnard Jr. (2.5%), Secretary Kelton B. Clark (3.4%) and Treasurer Dorrance D. Roderick Jr. (3.3%).

HARLINGEN, Tex.—Rio Grande Television Corp. (KGBS) VHF Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 600 ft., above ground 634 ft. Estimated construction cost \$240,303, first year operating cost \$180,000, revenue \$240,303. Post Office address: P. O. Box 711, Harlingen, Tex. Studio location Harlingen, Tex. Transmitter location La Feria, Tex. Geographic coordinates 26° 09' 31" N. Lat., 97° 49' 45" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Loucks, Zias,

Young & Jansky, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include Pres. McHenry Tichenor (50%), Vice-Pres. J. C. Looney (40%), Secy.-Treas. Troy R. McDaniel (10%).

† HOUSTON, Tex.—UHF Television Co., UHF Ch. 23 (524-530 mc); ERP 176 kw visual, 88 kw aural; antenna height above average terrain 510 ft., above ground 540 ft. Estimated construction cost \$430,000, first year operating cost \$376,000, revenue \$300,000. Post Office address: 14th Floor, Magnolia Bldg., Dallas, Tex. Studio and transmitter location: 4600 Calhoun Road, Houston. Geographic coordinates: 29° 43' 27.2" N. Lat., 95° 20' 13.9" W. Long. Transmitter RCA, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include R. L. Wheelock, W. L. Pickens and H. H. Coffield, each 1/3 partner and each independent Texas oil operator. Same partners at one time each owned 1/4 of KPHO-TV Phoenix, Ariz., and each had part interest in KEYL (TV) San Antonio, Tex., aggregate of which constituted control of KEYL (TV). Same group also is applying for TV stations in New Orleans, La., Corpus Christi and Dallas, Tex.

† LONGVIEW, Tex.—East Texas Television Co., UHF Ch. 32 (578-584 mc); ERP 20 kw visual, 12 kw aural; antenna height above average terrain 287 ft., above ground 340 ft. Estimated construction cost \$178,873, first year operating cost \$163,500, revenue \$180,000. Post Office address: Route 3, Longview, Tex. Studio location: 6 mi. SW of Longview on State Highway 26. Transmitter location: Same as studio. Geographic coordinates: 32° 26' 37" N. Lat., 94° 49' 5.5" W. Long. Transmitter GE, antenna RCA. Legal counsel: Ross K. Prescott, Dallas, Tex. Consulting engineer: Guy C. Hutcheson, Arlington, Tex. Principals include Arlington James Henry (sole owner), owner of Henry's appliance store.

† WICHITA FALLS, Tex.—Wichtex Radio & Television Co. (KFDX), VHF Ch. 3 (60-66 mc); ERP 58 kw visual, 29 kw aural; antenna height above average terrain 510 ft., above ground 549.5 ft. Estimated construction cost \$308,493, first year operating cost \$120,000, revenue \$150,000. Post Office address: 801 Scott St., City National Bank Bldg., Wichita Falls. Studio and transmitter location: State Route 30 and Old Seymour Road. Geographic coordinates: 33° 53' 22" N. Lat., 98° 33' 26" W. Long. Transmitter RCA, antenna RCA. Legal counsel Abe Herman, Fort Worth, Tex. Consulting engineer George C. Davis, Washington. Principals include President Darrold A. Cannan (52.95%), Vice President W. P. Hood (3.33%), Vice President Howard H. Fry (6%), Secretary-Treasurer M. Kuhfuss (2.33%), Darrold A. Cannan Jr. (12%), John Adams (3.67%), Mott Johnson (3.33%) and John White (1.67%).

HARRISONBURG, Va.—Shenandoah Valley Bcstg. Corp. (WSVA), VHF Ch. 3 (60-66 mc); ERP 12.74 kw visual, 6.37 kw aural; antenna height above average terrain 1,838 ft., above ground 170 ft. Estimated construction cost \$152,952.18, first year operating cost \$179,853.76, revenue \$193,890.24. Post Office address: Rawley Pike, Harrisonburg, Va. Studio loca-

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