



at deadline

CLOSED CIRCUIT

IDEA of how much coverage of GOP convention cost networks in preemptions alone (early story, page 23) is given by quick poll showing at least 36 hours of regularly sponsored TV network programming alone was cancelled out by convention telecasts last week. Tentative figures Friday showed CBS-TV had had to cancel 16¼ hours of regular commercial time; NBC-TV 15 hours; DuMont 3¼, and ABC-TV 1½. Radio figures not immediately available.

WITH EISENHOWER'S victory, speculation immediately arose as to top chairmanship and make-up of FCC, should general win in November elections. Taft victory, it was thought, would have assured appointment of Robert F. Jones, fellow Ohio Republican, but an Ike victory wouldn't necessarily preclude it. Only other Republican lawyer on FCC is vice chairman Rosel H. Hyde, of Idaho, who doubtless would have substantial support.

NOW with Time Inc., as radio-TV consultant, president and 50% owner (with Time Inc.) of KOB AM-TV Albuquerque, Wayne Coy, former FCC chairman, may turn up in high status with Ford Foundation. Before his *Time* arrangement, Mr. Coy had been offered reported \$35,000 post with foundation which is interested in television development, and is now understood to be considering him for ad-

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MULLEN AND ZUGSMITH FORM BROKERAGE FIRM

NEW radio-TV station and newspaper brokerage and consulting firm formed by Albert Zugsmith and Frank E. Mullen with headquarters at 846 N. Cahuenga Blvd., Hollywood, and 121 S. Beverly Dr., Beverly Hills, Calif. Firm titled Albert Zugsmith-Frank Mullen Corp.

Mr. Zugsmith, president of new corporation, said to have financed sales of stations and newspapers totaling \$60 million in last decade. Mr. Mullen, secretary-treasurer, is former NBC vice president and later official of G. A. Richards stations and has been TV and newspaper consultant.

WGY TO CHRISTAL

GENERAL ELECTRIC CO's WGY Schenectady, 50-kw pioneer station, has appointed Henry I. Christal Co. as its national representative, effective Aug. 1, Robert B. Hanna Jr., in charge of GE broadcasting, announced Friday. Station has been represented by NBC National Spot Sales, which Mr. Hanna said will continue to represent GE's WRGB (TV) Schenectady.

CHICAGO-ST. LOUIS RELAY

AT&T Friday filed application with FCC to construct \$4 million radio relay system between Chicago and St. Louis. Planned for completion year hence, 283-mile route will augment existing coaxial cable facilities for TV program transmission as well as providing hundreds of additional telephone message circuits.

BUSINESS BRIEFLY

HUMPHREYS TO KATZ ● Humphreys Medicine Co., N. Y., appoints Joseph Katz Co., that city, to handle advertising for its Trokells throat tablets and complete line of medicated products.

GROVE BUYS SPOTS ● Grove Labs (Pfundertablets) placing one-minute radio spots six times weekly in number of markets, starting immediately for 52 weeks. Agency, Harry B. Cohen, N. Y.

HAZEL BISHOP ON NBC ● Hazel Bishop Inc., N. Y. (No-Smear lipstick and Complexion Glow), signs for 70 minutes weekly on NBC radio. Company will sponsor five-minute *Inside News from Hollywood* Mon. through Fri. (2:55-3 p.m. EDT), and Mon.-Wed.-Fri. segments of *Lorenzo Jones* (Mon. through Fri., 5:30-5:45 p.m. EDT), both effective Aug. 4. Agency, Raymond Spector Co., N. Y.

MAGAZINE SPOT TEST ● *True Story* magazine conducting test radio spot campaign this week in three cities—Peoria, Ill.; Erie, Pa.; Toledo, Ohio—which, if successful, may lead to larger use of radio in fall. Agency, Joseph Katz Co., N. Y.

DUPONT CELEBRATES ● E. I. DuPont de Nemours Co. has bought time on NBC radio Friday July 18 (3-4 p.m.) to celebrate company's 150th anniversary. Henry B. DuPont, vice president and great-great grandson of founder, will speak and program will feature dramatic prologue dealing with founding of company.

FCC Begins Granting New TV; Denver Gets Three

EIGHTEEN NEW TV stations were authorized by FCC Friday—initial post-thaw action being simultaneous grant shortly after 10 a.m. Friday of three Denver permits—and 62 applications in 14 cities were designated for hearing in 26 consolidated proceedings.

New station grants, made in special morning and late night *en banc* sessions of Chairman Paul A. Walker and Comrs. Rosel H. Hyde, George E. Sterling and Robert Bartley, officially ended freeze on new construction imposed by Commission Sept. 30, 1948, followed by lengthy reallocation proceeding, including color TV controversy.

Reallocation plan, finalized in Sixth Report and Order [B•T, April 14], assigns some 2,000 channels to more than 1,200 communities. Of 108 U. S. stations now operating, Sixth Report specified 30 must change channels. Seven changes are already authorized, six earlier in week (see story, page 69).

Grants were made in accord with temporary processing procedure and city priority lists [B•T, May 26]. In addition to three-station award to Denver, FCC made double-station grants to Springfield-Holyoke, Mass.; Youngstown, Ohio; York, Pa.; Spokane, Wash., and Austin, Tex.

Single station grants went to Portland, Ore.; Flint, Mich.; Bridgeport, Conn.; New Britain, Conn., and New Bedford, Mass.

At morning session FCC made total of 14 new station grants, two for VHF, all rest

UHF. Upon recess, staff members rushed processing of more applications.

New station authorizations for priority Group A-2 cities (no existing service) included:

Denver—Eugene P. O'Fallon Inc. (KFEL), Ch. 2; effective radiated power 56 kw visual, 28.5 kw aural; antenna height above average terrain, 780 ft. Estimated cost, \$364,500. [For details about applicant, see TV applications, B•T, June 2].

Denver—Colorado Television Corp. (KVOD), Ch. 9; ERP 240 kw visual, 120 kw aural; antenna, 954 ft. Estimated cost, \$394,000. [B•T, July 7].

Denver—Empire Coil Co., UHF Ch. 26; ERP 105 kw visual, 52 kw aural; antenna, 1,040 ft. Estimated cost \$347,000. [B•T, June 23]. Empire Coil also got UHF grant at Portland, Ore., and is licensee WXEL (TV) Cleveland.

Portland, Ore.—Empire Coil Co., UHF Ch. 27; ERP 91 kw visual, 46 kw aural; antenna, 1,300 ft. Estimated cost, \$347,000. [B•T, June 23]. See Denver grant.

Holyoke, Mass.—Hampden-Hampshire Corp. (WHYN), UHF Ch. 55; ERP 65 kw visual, 35 kw aural; antenna 990 ft. Estimated cost \$180,000. [B•T, June 23].

Springfield, Mass.—Springfield Television Bcstg. Corp., UHF Ch. 61; ERP 115, kw visual, 58 kw aural; antenna 980 ft. Estimated cost \$265,000 (See page 74). WSPR Springfield owns 19.2% of grantee.

Youngstown, Ohio—Vindicator Printing Co.

(WFMJ), UHF Ch. 73; ERP 175 kw visual, 89 kw aural; antenna 960 ft. Estimated cost \$972,000. [B•T, May 26, 19].

Youngstown, Ohio—WKBN Bcstg. Corp., UHF Ch. 27; ERP 200 kw visual, 100 kw aural; antenna 510 ft. Estimated cost \$353,000. [B•T, May 12].

Flint, Mich.—Trans-American Television Corp., UHF Ch. 28; ERP 17.5 kw visual, 8.7 kw aural; antenna 490 ft. Estimated cost \$189,400. [B•T, June 30]. Grantee also is applicant at Evansville, Ind., and Peoria, Ill. James L. Rubenstone, 100% owner, is associated with WFIL Philadelphia.

Spokane, Wash.—KXLY-TV, 315 W. Sprague, Ch. 4; ERP 100 kw visual, 54.95 kw aural; antenna 840 ft. Estimated cost \$377,000. [B•T, July 7]. Bing Crosby is 47.6% owner and KXLY is 50% owner.

Spokane, Wash.—KHQ Inc. (KHQ), Ch. 6; ERP 100 kw visual; antenna, 941 ft. Estimated cost, \$331,900. [B•T, June 9].

Austin, Tex.—Texas Bcstg. Co. (KTBC), Ch. 7; ERP 109.6 kw visual, 54.8 kw aural; antenna 485.8 ft. Estimated cost \$341,000. [B•T, June 23].

Austin, Tex.—Capital City Television Co., Ch. 18; ERP 216.5 kw visual, 108.5 kw aural; antenna 328 ft. Estimated cost \$405,500. Sole owner is Charles Henry Coffield, oil operator. [B•T, June 30].

New station applications granted in
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