



# at deadline

# PEOPLE...

## FCC New TV Grants

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### Group B-1 listing:

Bridgeport, Conn.—Southern Connecticut and Long Island Television Co. (WICC), UHF Ch. 43, ERP 81 kw visual, 46 kw aural; antenna 700 ft. Estimated cost \$223,900. [B•T, July 7].

New Britain, Conn.—New Britain Bcstg. Co. (WKNB), UHF Ch. 30; ERP 180 kw visual, 90 kw aural; antenna 920 ft. Estimated cost \$323,800. [B•T, July 7].

New Bedford, Mass.—E. Anthony & Sons (WNBH), UHF Ch. 28; ERP 200 kw visual, 100 kw aural; antenna 490 ft. Estimated cost \$396,800. [B•T, July 7].

York, Pa.—Helm Coal Co. (WNOW), UHF Ch. 49; ERP 96 kw visual, 54 kw aural; antenna 470 ft. Estimated cost \$176,500. [B•T, June 23].

York, Pa.—Susquehanna Bcstg. Co. (WSBA), UHF Ch. 43; ERP 170 kw visual, 86 kw aural; antenna 530 ft. Estimated cost \$305,500. [B•T, June 9].

### Other action by Commission included:

Denver—Ordered hearing for KMYR Bcstg. Co. (KMYR) and Metropolitan Television Co. (also applicant to buy KOA, see page 25), both seeking Ch. 4; and Aladdin Radio and Television Inc. (KLZ) and Denver Television Corp., both seeking Ch. 7. Dismissed applications of Edward Lasker, Landon Television Broadcast Co., Daniels and Fisher Stores Co. and Denver Television Co. which had not been amended since Sixth Report was issued April 14.

Portland, Ore.—Ordered hearing for KOIN Inc. (KOIN), Pioneer Broadcasters Inc. (KGW) and KXL Broadcasters (KXL), all seeking Ch. 6; Westinghouse Radio Stations Inc. (KEX) and Portland Television Inc., both seeking Ch. 8; Oregon Television Inc. and Columbia Empire Telecasters Inc. (KPOJ owns 40%), all for Ch. 12; Mt. Scott Telecasters Inc. (KGO Oregon City) and Vancouver Radio Corp. (KVAN Vancouver, Wash.), both seeking Ch. 21. Dismissed unamended applications of KPOJ Inc. (KPOJ) and Edward Lasker.

Tampa-St. Petersburg, Fla.—Ordered hearing for Pinellas Bcstg. Co. (WTSP), Tampa Bay Area Telecasting Corp. and Tribune Co. (WFLA), all seeking Ch. 8; Tampa Times Co. (WDAE), Orange Television Bcstg. Co. and Tampa Bcstg. Co. (WALT), all seeking Ch. 13; Empire Coil Co. and City of St. Petersburg (WSUN), both seeking Ch. 38. Dismissed unamended application of Gulf Theatres Inc.

Springfield - Holyoke, Mass.—Dismissed unamended application of New England Television Co.

Youngstown, Ohio—Dismissed unamended application of Mansfield Radio Co.

Wichita, Kan.—Ordered hearing for Radio Station KFH Co. (KFH), Taylor Radio and Television Corp. (KANS), Sunflower Television Co., Mid-Continent Television Inc. and Wichita Television Corp., all seeking Ch. 3; WKY Radiophone Co. (WKY-AM-TV Oklahoma City) and KAKE Bcstg. Co. (KAKE), both seeking Ch. 10; Wichita Beacon Bcstg. Co. (KWBB) and KFBI Inc. (KFBI), both seeking Ch. 16. Dismissed incomplete application of The C.W.C. Co. for Ch. 16 and dismissed unamended application OkKan Television Chain Inc.

Flint, Mich.—Ordered hearing for Booth Radio and Television Stations Inc. (WBBC), Trebit Corp. (WFDF) and WJR, Goodwill Station Inc. (WJR Detroit), all seeking Ch. 12; W. S. Butterfield Theatres Inc. (WUOM), and Trendle-Campbell Bcstg. Co. (WTAC), both seeking Ch. 16. Dismissed unamended application of Advertisers Press Inc. (WAJL-FM).

Bridgeport, Conn.—Ordered dismissal of incomplete application of Empire Coil Co. for Ch. 49.

## BOSS'S BOSS

JOSEPH H. McCONNELL, NBC president, found himself ensconced as "super director of operations" of NBC's convention coverage in Chicago last week. It said so on his chair, located in master control at amphitheatre headquarters. Attending his first convention, Mr. McConnell had planned to take quick-look and go home. But he stayed until sign-off Friday. He sat beside William R. McAndrew, in charge of convention coverage.

Canton, Ohio—Ordered hearing for Brush-Moore Newspapers Inc. (WHBC) and Stark Bcstg. Co. (WCMW), both seeking Ch. 29.

Fall River, Mass.—Dismissed unamended application of New England Television Co.

Reading, Pa.—Ordered hearing for Eastern Radio Corp. (WHUM) and Hawley Bcstg. Co. (WEEU), both seeking Ch. 61.

Allentown, Pa.—Ordered dismissal of defective application of Queen City Television Co. for Ch. 39 and dismissed unamended applications of Lehigh Valley Television Inc. and Associated Broadcasters Inc. (WEST Easton).

Waterbury, Conn.—Ordered hearing for American Republican Inc. (WBRY) and WATR Inc. (WATR), both seeking Ch. 53.

Harrisburg, Pa.—Ordered hearing for Kendrick Bcstg. Co. (WHGB) and Rossmoyne Corp (WCMB Lemoyne), both seeking Ch. 27; and WABX Inc. and Harrisburg Broadcasters Inc., both seeking Ch. 71.

Jackson, Mich.—Ordered hearing for WIBM Inc. (WIBM) and Jackson Broadcasting and Television Corp. (WKHM), both seeking Ch. 48.

Beaumont-Port Arthur, Tex.—Ordered hearing for Port Arthur College (KPAC), Port Arthur, and Lufkin Amusement Co., Beaumont, both seeking Ch. 4; and Enterprise Co. (KRIC) and KTRM Inc. (KTRM), both seeking Ch. 6 at Beaumont. Dismissed unamended applications of Sabine Television Co. and Beaumont Television Co.

Duluth, Minn.-Superior, Wis.—Ordered hearing for Red River Bcstg. Co. (KDAL), Head of Lakes Bcstg. Co. (WEBC) and Lakehead Telecasters Inc. (principals with WREX), all Duluth, and Ridson Inc. (WDSM), Superior, all seeking Ch. 6.

Sacramento, Calif.—Ordered hearing for KCRA Inc. (KCRA), Sacramento Broadcasters Inc. (KXOA) and Harmco Inc. (KROY), all seeking Ch. 3; and McClatchy Bcstg. Co. (KFBK) and Sacramento Telecasters, both seeking Ch. 10.

Fort Wayne, Ind.—Ordered hearing for Northeastern Indiana Bcstg. Co. (WFTW), News-Sentinel Bcstg. Co. (WGL) and Fort Wayne Television Corp., all seeking Ch. 33. Dismissed as incomplete applications of Westinghouse Radio Stations Inc. (WOWO) and Radio Fort Wayne (WANE), both seeking Ch. 21. Dismissed unamended application of Farnsworth Radio and Television Co.

Spokane, Wash.—Dismissed unamended application of Bing Crosby as individual. See grant of KXLY-TV above.

Austin, Tex.—Dismissed unamended application of Texas Telenet System Inc.

Set manufacturers will be ready with dual-channel models as well as UHF types and converters by time new stations go on air, according to James D. Secrest, RTMA general manager. Some dual-channel receivers are already on market, he noted.

New TV application for Channel 2 granted KFEL Denver was filed at FCC 11:10 a.m. Friday, just minutes after Commission acted on Denver authorizations. It was noted, however, new bid of Knox LaRue would have been out of running even if filed earlier in morning since 24-hour rule precluded its consideration.

WILLIAM D. FISHER, radio-TV director at Gardner Adv., St. Louis, named vice president. He is former associate radio-TV director Young & Rubicam, Chicago. Other new Gardner vice presidents are WILLIAM L. SPENCER, copy chief there for six years; GEORGE HOWELL SHIELDS, formerly of Leo Burnett, Chicago, now account executive on Ralston Cereals, and PAUL LEHNER, with Gardner 17 years, account executive.

TOM TOYE, account executive WINS New York, transferred to New York sales office of WLW Cincinnati as sales representative for WLW and WINS. Both stations are owned and operated by Crosley Broadcasting Corp.

THOMAS F. McANDREWS Jr. to Ted Bates & Co., N. Y., as film producer in television commercial department. He formerly was with Kenyon & Eckhardt, CBS, and Republic Pictures Corp.

JOE SABIA, program director WHOB Gardner, Mass., to announcing staff of WKNE Keene, N. H.

ERNEST W. TURNER, executive art director, Minneapolis office, and PHELPS JOHNSTON, creative director, Chicago office, elected vice presidents of Campbell-Minthon Inc.

THOMAS R. BROWN has been named treasurer of Rand Adv., N. Y. He has been with Compton Adv. and Kudner Agency, both N. Y., and was former assistant general manager of Anahist Co.

## RADIO AND TV PUT GEN. EISENHOWER OVER

NOMINATION of Gen. Eisenhower as Republican candidate for presidency was widely applauded by broadcasters attending Chicago convention, on ground that he believes in medium, and will foster course of minimum regulation and no censorship in normal times.

Broadcasters pointed out that it was because of radio and TV that Gen. Ike was enabled in four months to overcome four years of planning and organization by his chief opponent, Sen. Robert A. Taft.

There was rancor and bitterness evident before Ike's nomination was wrapped up Friday. Broadcasters were not spared. Charges were made that 90% of radio and TV commentators on networks supported Ike and were biased. This, of course, was promptly denied, with statements generally that commentators were as objective as they could be under circumstances.

Gen. Ike is no neophyte in radio. His brother, Dr. Milton S. Eisenhower, president of Penn State, is old-timer in radio, having served as radio director and then information director of Agriculture Dept. under Secretary Jardine in Hoover administration. Gen. Ike's naval aide during World War II was Capt. Harry C. Butcher, former CBS Washington vice president and now owner of KIST Santa Barbara.

Where Taft organization was hard to get along with during convention, Eisenhower staff cooperated all down line with radio and television. There was some feeling that Taft group would be disposed to make it tough for broadcasters at next Congress.

This threat, however, appeared to evaporate following Gen. Ike's call on Sen. Taft immediately after nomination, at which Taft pledged to do everything possible to assist in Eisenhower campaign.