

The TIME  
of Your Life—  
on the

**New WJAS**  
AM & FM

\$ \$ \$  
\$ MONEY \$  
THE SLIMY SIDE  
OF THE DIAL

5000  
Watts

Serving the  
GREATER PITTSBURGH  
Metropolitan  
Area

NATIONAL REP. —  
George P. Hollingbery Co.

**JACKSON'S**  
(MISSISSIPPI)  
**1st VHF**  
TELEVISION STATION  
**WSLI-TV**

- 214,000 watts ERP
- 700-foot tower
- Modern studios
- Experienced staff

**WSLI-TV**  
CHANNEL  
**12**

MISSISSIPPI'S WEALTHIEST MARKET

Weed Television — National Representative

ft. Estimated construction cost \$236,000, first year operating cost \$76,000, revenue \$90,000. Post office address: P. O. Box 992. Legal counsel Cohn & Marks, Washington. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include President Paul H. DeClouet (25%), Vice President Thomas A. DeClouet (25%), Vice President Harold J. Delhommer (25%), and Secretary-Treasurer John W. Mitchell (25%). Granted Sept. 16.

Shreveport, La.—Interim Tv Corp., granted vhf ch. 12 (204-210 mc); ERP 30.9 kw visual, 15.5 kw aural; antenna height above average terrain 240 ft., above ground 212 ft. Estimated construction cost \$159,433.16, weekly operating cost \$4,765, weekly revenue \$6,000. Post office address P. O. Box 1222, Shreveport. Studio and transmitter location 726 Cotton St., Shreveport. Geographic coordinates 32° 30' 31" N. Lat., 93° 44' 59" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Weaver & Glassie, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. This is temporary corporation formed by competitive applicants KRMD, Shreveport Tv Co. and Southland Tv Co., each owning 1/3 interest. Each group shares in cost of construction and operation until tv permit is granted. Successful applicant will purchase from two unsuccessful applicants their interest in the temporary corporation. Principals are President Don George, representing Shreveport Tv Co., Vice President Justin R. Querbes Sr., representing Southland Tv, and Secretary-Treasurer T. B. Langford, representing KRMD [B.T., Sept. 21]. Granted Sept. 18.

APPLICATIONS

Hatfield, Ind.—Owensboro On The Air Inc. (WVJS-AM-FM) Owensboro, Ky. Vhf ch. 9 (186-192 mc); ERP 221 kw visual, 118 kw aural; antenna height above average terrain 931 ft., above ground 675 ft. Estimated construction cost \$404,506.12, first year operating cost \$412,500, revenue \$424,500. Post office address 324 Allen St., Owensboro, Ky. Studio and transmitter location to be determined. Geographic coordinates 37° 54' 08" N. Lat., 87° 13' 54" W. Long. Transmitter and antenna, GE. Legal counsel Loucks, Zias, Young and Jansky, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Principals include President V. J. Steele (69%), Vice President Malcolm Greep (11%), and Secretary-Treasurer N. A. Rhodes (19%). Filed Sept. 18.

Petersburg, Va.—Petersburg Tv Corp. Vhf ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 538 ft., above ground 574 ft. Estimated construction cost \$597,545.74, first year operating cost \$760,000, revenue \$760,000. Post office address % Thomas G. Tinsley, 6200 Broad St. Rd., Richmond, Va. Studio location 214 E. Washington St., Petersburg. Transmitter location Hundred Road, 7.5 miles E of Chester, Va. Geographic coordinates 37° 20' 33" N. Lat., 77° 18' 17" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Bingham, Collins, Porter and Kistler, Washington. Consulting engineer Robert E. L. Kennedy, Washington. Principals include President Thomas G. Tinsley Jr., president and 14% stockholder WITH-AM-FM-TV Baltimore, president and 99.6% stockholder WLEE-AM-FM Richmond; Vice President Irvin G. Abeloff (2.2%), director WLEE; Vice President H. Carter Myers Jr. (2.2%), real estate and auto dealer; Secretary Alexander Hamilton Jr. (1.1%), attorney; Treasurer Benjamin T. Kinsey (2%), attorney, and Lee Bcstg. Corp. (WLEE-AM-FM Richmond, Va.) (45%). Filed Sept. 21.

Petersburg, Va.—Southside Virginia Telecasting Corp. Vhf ch. 8 (180-186 mc); ERP 253 kw visual, 144.5 kw aural; antenna height above average terrain 405 ft., above ground 473 ft. Estimated construction cost \$455,000, first year operating cost \$425,000, revenue \$475,000. Post office address 112 W. Tabb St., Petersburg. Studio location 3d and Henry St., Petersburg. Transmitter location U. S. Hwy. #1, 4 miles N. of Petersburg. Geographic coordinates 37° 17' 43" N. Lat., 77° 24' 46" W. Long. Transmitter DuMont, antenna RCA. Legal counsel, Cohn & Marks, Washington. Consulting engineer, Craven, Lohnes and Culver, Washington. Principals include President Louis H. Petersen (51%), president and 95% stockholder WSSV Petersburg, president and owner WNOR Norfolk and owner Peterson Advertising Co., outdoor advertising; Vice President William R. Seward (6.25%), luggage manufacturer; Secretary M. Watkins Booth (0.25%), attorney, and Treasurer R. F. Burke Steele (0.75%), banker. Filed Sept. 21.

APPLICATIONS AMENDED

Ottumwa, Iowa—Lee E. Baker amends application for new am station on 1480 kc, 500 w daytime to specify transmitter location as on Blackhawk Road, 2.25 miles W of city limits of Ottumwa. Filed Sept. 18.

Topeka, Kan.—Alf M. Landon amends application for new tv station on vhf ch. 42 to change ERP to 83.4 kw visual and 41.7 kw aural; antenna height above average terrain 384 ft. Filed Sept. 8.

Portland, Me.—Murray Carpenter amends application for new tv station on vhf ch. 13 to change name of applicant to Murray Carpenter and Assoc. Filed Sept. 18.

Grand Rapids, Mich.—Music Bcstg. Co. (WGRD) amends application for new tv station on vhf ch. 23 to change studio location to Plymouth Road at Leonard St., Grand Rapids. Filed Sept. 18.

Saginaw, Mich.—Tri-City Tv Corp. amends application for new tv station on vhf ch. 51 to change ERP to 22.6 kw visual and 12.2 kw aural; antenna height above average terrain to 510 ft. Filed Sept. 18.

Lorain, Ohio—Lorain Journal Co. amends application for vhf ch. 31 to change ERP to 217 kw visual and 114 kw aural; antenna height above average terrain to 361 ft. Filed Sept. 11.

Corpus Christi, Tex. Gulf Coast Bcstg. Co. (KRIS) amends application for vhf ch 6 to change ERP to 53.5 kw visual and 32.1 kw aural. Filed Sept. 11.

Clarksburg, W. Va.—Ohio Valley Bcstg. Corp. amends application for new tv station on vhf ch. 12 to change ERP to 53 kw visual and 26.6 kw aural; antenna height above average terrain to 740 ft. Filed Sept. 18.

Charleston, W. Va.—Capital Tv Inc. amends application for new tv station on vhf ch. 8 to change antenna height above average terrain to 685 ft. Filed Sept. 11.

Madison, Wis.—Badger Tv Co. (WIBA) amends application for vhf ch. 3 to change antenna height above average terrain to 806 ft. Filed Sept. 18.

APPLICATIONS DISMISSED

San Jose, Calif.—San Jose Tv Bcstg. Co. granted dismissal of bid for new tv station on vhf ch. 11 at request of attorney. Dismissed Sept. 22.

Hartford, Conn.—Conn. Bcstg. Co. granted dismissal of bid for new tv station on vhf ch. 3 at request of attorney. Dismissed Sept. 22.

Fargo, N. D.—M. B. Rudman tr/as Rudman Tv Co. granted dismissal of bid for new tv station on vhf ch. 13 at request of attorney. Dismissed Sept. 14.

Petersburg, Va.—Lee Bcstg. Corp. granted dismissal of bid for new tv station on vhf ch. 8 at request of attorney. Dismissed Sept. 22.

Petersburg, Va.—Southside Virginia Bcstg. Corp. granted dismissal of bid for new tv station on vhf ch. 8 at request of attorney. Dismissed Sept. 22.

Existing Tv Stations . . .

ACTIONS BY FCC

KECA-TV Los Angeles, Calif.—American Bcstg.-Paramount Theatres Inc. granted modification of CP for vhf ch. 7 to change ERP to 129 kw visual and 64.6 kw aural; antenna height above average terrain 2,970 ft. Granted Sept. 18, announced Sept. 22.

KBAY-TV San Francisco, Calif. — Station KBAY-TV granted STA to operate commercially on vhf ch. 20 for the period ending Nov. 11. Granted Sept. 15; announced Sept. 22.

KLZ-TV Denver, Colo.—Aladdin Radio and Tv Inc. granted modification of CP for vhf ch. 7 to change ERP to 269 kw visual and 135 kw aural; antenna height above average terrain 1,010 ft. Granted Sept. 15; announced Sept. 22.

WIRK-TV West Palm Beach, Fla.—WIRK-TV granted STA to operate commercially on vhf ch. 21 for the period ending Dec. 13. Granted Sept. 11; announced Sept. 22.

KBOI (TV) Meridian, Idaho—Boise Valley Bcstrs. Inc. granted modification of CP for vhf ch. 2 to change ERP to 13.8 kw visual and 6.92 kw aural; antenna height above average terrain 2,540 ft. Granted Sept. 18; announced Sept. 22.

KTVH (TV) Hutchinson, Kan.—Hutchinson Tv Inc. granted modification of CP for vhf ch. 12 to change ERP to 240 kw visual and 120 kw aural; antenna height above terrain 800 ft. Granted Sept. 18; announced Sept. 22.

WEHT (TV) Henderson, Ky.—Ohio Valley Tv Co. granted STA to operate commercially on vhf ch. 50 for the period ending Dec. 3. Granted Sept. 14; announced Sept. 22.

WTAO-TV Cambridge, Mass.—Middlesex Bcstg. Corp. granted STA to operate commercially on vhf ch. 56 for the period ending Jan. 5, 1954. Granted Sept. 16; announced Sept. 22.

WOCN (TV) Atlantic City, N. J.—Matta Enterprises granted modification of CP for vhf ch. 52 to change transmitter and studio location to top of Haddon Hall Hotel; ERP to 24.5 kw visual and 13.2 kw aural; antenna height above average terrain 360 ft. Granted Sept. 14; announced Sept. 22.

KOAT-TV Albuquerque, N. M.—Alvarado Bcstg. Co. granted STA to operate commercially on vhf ch. 17 for the period ending Feb. 17, 1954. Granted Sept. 14; announced Sept. 22.

WECT (TV) Elmira, N. Y.—El-Cor Tv Inc. granted STA to operate commercially on vhf ch. 18 for the period ending Oct. 25. Granted Sept. 14; announced Sept. 22.

WTOB-TV Winston-Salem, N. C.—Winston-Salem Bcstg. Co. granted STA to operate commercially on vhf ch. 26 for the period ending March 3, 1954. Granted Sept. 18; announced Sept. 22.

WSTV-TV Steubenville, Ohio — WSTV Inc. granted STA to operate commercially on vhf ch. 9 for the period ending April 12, 1954. Granted Sept. 16; announced Sept. 22.

WILK-TV Wilkes-Barre, Pa.—Wyoming Valley Bcstg. Co. granted STA to operate commercially on vhf ch. 34 for the period ending Jan. 25, 1954. Granted Sept. 11; announced Sept. 22.

WCOS-TV Columbia, S. C.—Radio Columbia granted modification of CP for vhf ch. 25 to change ERP to 83.2 kw visual and 44.7 kw aural; antenna height above average terrain 650 ft. Granted Sept. 16; announced Sept. 22.

WTSK (TV) Knoxville, Tenn.—W. R. Tuley, et al d/b as Tv Services of Knoxville granted mod-