

# Ernie the Whip

7:00 A.M.  
8:30 A.M.



3:30 P.M.  
5:30 P.M.

**3.2**

**2.5**

PULSERATING\*

PULSERATING\*

\*Pulse of New Orleans (May-June '53)

**BLATZ BEER Now In 4th Year . . .**

**PET MILK Now In 3rd Year . . .**

**With ERNIE THE WHIP**

Enjoy rising sales and keep good company with Gold Medal Flour, Groves Bromo Quinine, Coca Cola, Lou Ana Oil, Bayer Aspirin, Bond Bread, Calumet Baking Powder, Carnation Milk, 7 Up, Dixie Beer, Groves 4-Way, Water Maid Rice, "666", Lysol and others. The only 100% Negro programmed station, only all-colored announcing staff, WMRY does the big job in the important Greater New Orleans Negro market.

600KC "THE SEPIA STATION"

# WMRY

NEW ORLEANS, LA.

Gill-Perna, Inc.—Nat'l Rep.

NOW!

# output uniformity

with **SOUNDCRAFT**  
**PROFESSIONAL RECORDING TAPE**  
it's **micro-polished\***

Perfect reproduction — that's the reason you'll want to use Soundcraft Professional Recording Tape. Every high is crisp, clean — every low clear, full-bodied. Soundcraft Tape is *Micro-Polished*; polished, buffed and re-polished to a glossy smoothness, to produce greater output uniformity, lower distortion, improved high frequency response, better head contact and longer head life.

If you want quality second to none, be sure to ask for Soundcraft Professional Tape . . . the one and only *Micro-Polished* tape!



**REEVES  
SOUNDCRAFT  
CORP.**

Dept. N-104

10 East 52nd Street  
New York 22, N. Y.

\*PAT. APPLIED FOR

## FOR THE RECORD

\$1,639,337. Post office address 220 North Kingshighway Blvd., St. Louis. Studio location Lyn Theatre, 3631 Grand Square, St. Louis. Transmitter location Hampton Ave., between Columbia and Elizabeth Ave., St. Louis. Geographic coordinates 38° 36' 51" N. Lat., 90° 17' 07" W. Long. Transmitter and antenna RCA. Legal counsel Bernard Koteen, Washington. Consulting engineer George C. Davis, Washington. Beneficial owner of all stock is 220 North Kingshighway Inc., hotel operator and former applicant. Principals are Harold Koplar, vice president and 45% stockholder 220 North Kingshighway Inc., and Treasurer William Kopler Shenker, investments, theatre and hotel owner. Filed Oct. 12.

Near Bloomingdale, N. Y.—Great Northern Tv Inc., vhf ch. 5 (76-82 mc); ERP 3.54 kw visual, 2.48 kw aural; antenna height above average terrain 2751 ft., above ground 940 ft. Estimated construction cost \$327,793, first year operating cost \$150,000, revenue \$190,000. Post Office address 301 Cornelia St., Plattsburgh, N. Y. Studio and transmitter location Morgan Mt., 12 miles NE of Bloomingdale, N. Y. Geographic coordinates 44° 25' 56" N. Lat., 73° 50' 38" W. Long. Transmitter and antenna RCA. Legal counsel Abe L. Stein, Washington. Consulting engineer Lynne C. Smeby, Washington. Principals include President Joel H. Scheier (63%), president-general manager and 1/3 interest WIRY Plattsburgh, N. Y.; Vice President Vincent S. Jerry (33 1/3%), vice president and 30% stockholder WIRY; Secretary-Treasurer John M. Nazak (0.67%), chief engineer and 3.3% stockholder WIRY, and Robert J. Duley (20%), milk products. Filed Oct. 9.

### APPLICATIONS AMENDED

Springfield, Ill.—Sangamon Valley Tv Corp. (WTAX) amends application for vhf ch. 2 to change studio location to 217-219 South Seventh St., Springfield. Filed Sept. 30.

St. Louis, Mo.—KWK Inc., (KWK) amends application for vhf ch. 4 to change transmitter location to Rural Area, Avenue H, North of Reavis Barracks Rd., St. Louis; antenna height above average terrain to 1113 ft. Filed Oct. 13.

St. Louis, Mo.—Columbia Bcstg. System Inc. (KMOX) amends application for vhf ch. 4 to specify vhf ch. 11 (198-204 mc); ERP 316 kw visual and 190 kw aural; transmitter location 3500 ft., 79° from intersection of Gravois and Lindberg Bldvs., Sappington, Mo.; antenna height above average terrain 1050 ft. Filed Oct. 13.

Durham, N. C.—Durham Radio Corp. (WDNC) amends application for vhf ch. 11 to change antenna height above average terrain to 671 ft. and studio location to Peabody St., Durham. Filed Oct. 7.

Aiken, S. C.—Aiken Electronics Advertising Corp. (WAKN) amends application for uhf ch. 54 to change ERP to 17.4 kw visual and 9.4 kw aural; antenna height above average terrain to 351 ft. Filed Oct. 9.

Forth Worth, Tex.—R. O. Shaffer et al d/b as Fort Worth Tv Co. amends his bid for vhf ch. 10 to specify vhf ch. 11 (198-204 mc). Filed Oct. 7.

### APPLICATIONS DISMISSED

Orlando, Fla.—Central Florida Enterprises Inc. granted dismissal of bid for new tv station on vhf ch. 6 at request of applicant. Dismissed Oct. 13.

Mason City, Iowa—Twin States Tv Co. granted dismissal of bid for new tv station on vhf ch. 3 at request of attorney. Dismissed Oct. 13.

Cape Girardeau, Mo.—KWK Inc. (KWK St. Louis) granted dismissal of bid for new tv station on vhf ch. 12 at request of attorney. Dismissed Oct. 13.

St. Louis, Mo.—220 North Kingshighway Inc. granted dismissal of bid for new tv station on vhf ch. 11 at request of attorney. Dismissed Oct. 13.

Oklahoma City, Okla.—Independent School Dist. (KOKH) granted dismissal of bid for new noncommercial tv station on vhf ch. 13 at request of applicant. Dismissed Oct. 13.

## Existing Tv Stations . . .

### ACTIONS BY FCC

KOY-TV Phoenix, Ariz.—KOY Bcstg. Co. granted STA to operate commercially on vhf ch. 10 for the period ending April 27, 1954. Granted Oct. 7; announced Oct. 13.

KIVA (TV) Yuma, Ariz.—Valley Telecasting Co. granted STA to operate commercially on vhf ch. 11 for the period ending Oct. 17. Granted Oct. 7; announced Oct. 13.

KOOL-TV Phoenix, Ariz.—Maricopa Bcstrs. Inc. granted STA to operate commercially on vhf ch. 10 for the period ending April 27, 1954. Granted Oct. 7; announced Oct. 13.

KATV (TV) Pine Bluff, Ark.—Central South Sales Co. granted modification of CP for vhf ch. 7 to change studio location to 100 Williams Rd., near Pine Bluff; antenna height above average terrain 1010 ft. Granted Oct. 9; announced Oct. 13.

WTRI (TV) Schenectady, N. Y.—Van Curler Bcstg. Corp. granted modification of CP for uhf ch. 35 to change transmitter location to on Mt. Rafinesque, approximately 2 miles E of northernmost boundary of Troy, N. Y.; change ERP to 214 kw visual and 112 kw aural; antenna height above average terrain 990 ft. Granted Oct. 7; announced Oct. 13.

WIFE (TV) Dayton, Ohio—Skyland Bcstg. Corp. granted STA to operate commercially on uhf ch. 22 for the period ending Oct. 12. Granted Oct. 2; announced Oct. 13.

KNUZ-TV Houston, Tex.—KNUZ Tv Co. granted STA to operate commercially on uhf ch. 39 for the period ending Dec. 29. Granted Oct. 8; announced Oct. 13.

KFYO-TV Lubbock, Tex.—Plains Radio Bcstg. Co. granted modification of CP for vhf ch. 5 to change studio location to 908 Avenue J, Lubbock; antenna height above average terrain 850 ft. Granted Oct. 6; announced Oct. 13.

KTVE (TV) Longview, Tex.—Arlington James Henry tr/as East Texas Tv Co. granted CP to replace expired CP for new tv station on uhf ch. 32. Granted Oct. 8; announced Oct. 13.

KMID-TV Midland, Tex.—Midessa Tv Co. granted modification of CP for vhf ch. 2 to change ERP to 26.3 kw visual and 13.8 kw aural; studio location to Bldg. T-48 Midland Air Terminal; transmitter location to 1 mi. S of City on Tower Rd., Midland; antenna height above average terrain 498 ft. Granted Oct. 6; announced Oct. 13.

WACH (TV) Newport News, Va.—Eastern Bcstg. Corp. granted STA to operate commercially on uhf ch. 33 for the period ending Dec. 4. Granted Oct. 2; announced Oct. 13.

WTOP-TV Washington, D. C.—WTOP Inc. granted CP for vhf ch. 9 to change ERP to 55 kw visual and 27.5 kw aural; change description of studio and transmitter location to 4001 Brandywine St.; antenna height above average terrain 530 ft. Granted Oct. 6; announced Oct. 13.

WTAP (TV) Parkersburg, W. Va.—W. Va. Enterprises Inc. granted STA to operate commercially on uhf ch. 15 for the period ending April 1, 1954. Granted Oct. 8; announced Oct. 13.

WTAP (TV) Parkersburg, W. Va.—W. Va. Enterprises Inc. granted modification of CP for uhf ch. 15 to change ERP to 19.5 kw visual and 10.3 kw aural; studio location to 121 W. 7th St., Parkersburg; antenna height above average terrain 572 ft. Granted Oct. 6; announced Oct. 13.

### CALL LETTERS ASSIGNED

KCAF (TV) Fresno, Calif.—John Poole Bcstg. Co., uhf ch. 53.

KTHE (TV) Los Angeles, Calif.—U. of S. Cal., Allan Hancock Foundation, noncommercial educational uhf ch. 28. Changed from KUSC-TV.

WOBST-TV Jacksonville, Fla.—Southern Radio & Equipment Co., uhf ch. 30.

WJBF-TV Augusta, Ga.—Georgia - Carolina Bcstg. Co., vhf ch. 6.

WRDW-TV Augusta, Ga.—Radio Augusta Inc., vhf ch. 12.

WRBL-TV Columbus, Ga.—Columbus Bcstg. Co., vhf ch. 4.

WTLE (TV) Evanston, Ill.—Northwestern Tv Bcstg. Corp., uhf ch. 32.

KVOL-TV Lafayette, La.—Evangeline Bcstg. Co., vhf ch. 10. Share-time with KLFY-TV.

KLFY-TV Lafayette, La.—Camellia Bcstg. Co., vhf ch. 10. Share-time with KVOL-TV.

KSLA (TV) Shreveport, La.—Interim Tv Corp., vhf ch. 12.

WJDW (TV) Boston, Mass.—J. D. Wrather Jr., uhf ch. 44.

WAAB-TV Worcester, Mass.—Wilson Enterprises Inc., uhf ch. 20.

WUNC-TV Chapel Hill, N. C.—U. of N. C., noncommercial educational, vhf ch. 4.

KSLM-TV Salem, Ore.—Oregon Radio Inc., vhf ch. 3.

WAIM-TV Anderson, S. C.—Wilton E. Hall, uhf ch. 40.

WLAC-TV Old Hickory (Nashville), Tenn.—Life & Casualty Ins. Co. of Tenn., vhf ch. 5.

KVAN-TV Vancouver, Wash.—Vancouver Radio Corp., uhf ch. 21.

### APPLICATIONS

WEAR-TV Pensacola, Fla.—Gulfport Bcstg. Co. seeks modification of CP for vhf ch. 3 to change ERP to 55.4 kw visual and 33.2 kw aural; studio and transmitter location to U.S. Hwy 90, 1.3 miles SE of Belleview, Pensacola, Fla.; antenna height above average terrain 577 ft. Filed Oct. 9.

KLIX-TV Twin Falls, Idaho—Southern Idaho Bcstg. & Tv Co. seeks modification of CP for vhf ch. 11 to change ERP to 18.58 kw visual and 9.29 kw aural; antenna height above average terrain 624 ft. Filed Oct. 7.

WMAC-TV Boston, Mass.—General Teleradio Inc. seeks modification of CP for vhf ch. 7 to change ERP to 316 kw visual and 158.89 kw aural; antenna height above average terrain 480 ft. Filed Oct. 9.

WSTV-TV Steubenville, Ohio—WSTV Inc. seeks modification of CP for vhf ch. 9 to change studio location to Altamont Hill, Steubenville Twp., Ohio. Filed Oct. 9.

WMCT (TV) Memphis, Tenn.—Memphis Pub. Co. seeks modification of CP for vhf ch. 5 to change aural ERP to 60 kw; antenna height above average terrain 1013 ft. Filed Oct. 9.

KBMT (TV) Beaumont, Tex.—Tv Bcstrs. Inc. seeks modification of CP for uhf ch. 31 to change ERP to 18.5 kw visual and 10.0 kw aural; change studio and transmitter location to U. S. Hwy. 90, 1 mile W of Vidor, Tex.; antenna height above average terrain 462 ft. Filed Oct. 7.

## New Am Stations . . .

### ACTIONS BY FCC

Denver, Colo.—Francisco V. (Paco) Sanchez, granted 1220 kc, 1 kw daytime. Estimated con-