

sociated for 17 years until 1958 with New York radio stations including WEAf (now WNBC), WNEw and WMGM (now WHN) and more recently had been writer with trade publications and with National Tuberculosis Association, which he joined in 1963.

Lester M. Malitz, 58, president of Lester M. Malitz Inc., New York advertising agency, and formerly VP at

Leo Burnett & Co., Chicago, died July 24. He is survived by his wife, Marguerite, daughter and son.

Thomas A. Wright, 52, formerly associated with Young & Rubicam, New York, and ABC, died July 26 at his home in Santa Monica, Calif.

A. Vance Hallack, 50, television consultant for Encyclopaedia Britannica

Inc., Chicago, died July 16 in Memorial hospital, Chicago, following stomach operation. Before joining Encyclopaedia Britannica six months ago, Mr. Hallack was, for four years, Department of State television consultant in Iraq, Iran, Nigeria and Sierra Leone. Previous to that he managed NBC-TV's color division. He is survived by his wife, Bernice.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 22 through July 28 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N—night, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter.

New TV stations

ACTION BY FCC

Phoenix—Spanish Language Television of Arizona Inc. Granted CP for new TV on UHF channel 21 (512-518 mc); ERP 19.85 kw vis., 3.96 kw aur. Ant. height above average terrain 1,540 feet, above ground 92 feet. P.O. address 2873 Sky Harbor Boulevard, Phoenix. Estimated construction cost \$165,800; first year operating cost \$145,000; revenue \$275,000. Studio and trans. locations both Phoenix. Geographic coordinates 33° 20' 03" north latitude, 112° 03' 42.5" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-30J. Legal counsel Philipson, Lyon & Chase; consulting engineer Jansky & Bailey, both Washington. Principals: E Pluribus Unum Enterprises Inc. (16.67%), Donald B. Thomson (13.89%), George W. Soderquist (16.67%), Arnold R. Sabel (8.33%), T. Richard Gregory (8.33%), Leonard M. Calderon Jr. (13.89%), Harvey M. Ross (8.33%), Edward Panosian (5.55%), Elmer Green (5.55%) and Herb Linder (2.79%). Mr. Thomson owns E Pluribus Unum Enterprises, Phoenix advertising agency. Mr. Linder is Phoenix city councilman and others have business interests in Phoenix and vicinity. Commissioner Cox abstained from voting. Action July 23.

APPLICATIONS

Little Rock, Ark.—Victor Broadcasting Inc. UHF channel 16 (482-488 mc); ERP 32.38 kw vis., 6.48 kw aur. Ant. height above average terrain 393 feet, above ground 508.4 feet. P.O. address 4015 West Capitol Street, Little Rock. Estimated construction cost \$263,660; first year operating cost \$280,000; revenue \$280,000. Studio and trans. locations both Little Rock. Geographic coordinates 34° 45' 57" north latitude, 92° 17' 39" west longitude. Type trans. RCA TTU-2A, type ant. RCA TFU-24DL. Legal counsel Fly, Shuebruk, Blume and Gaguine; consulting engineer Silliman, Moffet & Kowalski, both Washington. Principal: Victor Muscat (100%). Mr. Muscat owns KMYO Little Rock, and KIKS Sulphur, La. Ann. July 19.

Atlanta — Rice Broadcasting Inc. UHF channel 46 (662-668 mc); ERP 570 kw vis., 110 kw aur. Ant. height above average terrain 1,097 feet, above ground 1,054.25 feet. P.O. address 3091 Arden Road, N.W., Atlanta. Estimated construction cost \$390,000; first year operating cost \$450,000; revenue \$300,000. Studio and trans. locations both Atlanta. Geographic coordinates 33° 45' 34" north

latitude, 84° 20' 04" west longitude. Type trans. GE TT-57A, type ant. GE TY-25E. Legal counsel Cohn & Marks; consulting engineer Gautney and Jones, both Washington. Principal: Jack M. Rice. Mr. Rice owns Atlanta Telemeter Inc. and Home Theaters of Georgia Inc., both Atlanta pay-TV firms. Ann. July 20.

Louisville—Consolidated Broadcasting Co. UHF channel 41 (632-638 mc); ERP 176 kw vis., 17.6 kw aur. Ant. height above average terrain 675 feet, above ground 395 feet. P.O. address 1713 Calhoun Street, Chillicothe, Mo. Estimated construction cost \$384,200; first year operating cost \$270,000; revenue \$300,000. Studio location Louisville; trans. location New Albany, Ind. Geographic coordinates 38° 20' 50" north latitude, 85° 51' 29" west longitude. Type trans. RCA TTU-10A, type ant. RCA TFU-30J. Legal counsel Welch and Morgan; consulting engineer George C. Davis, both Washington. Principals: Ed Wolter, Edgerton Welch, F. A. Lionberger, Arlie L. Howard and J. P. Morgan (each 20%). Mr. Wolter owns lending and finance firm. Principals each have 5% interest in applicant for new TV in Kansas City, Mo., for channel 25. Consolidated Broadcasting is also an applicant for UHF channel 16 in Wichita, Kan. Ann. July 16.

Lake Charles, La.—Victor Radio Inc. UHF channel 29 (536-542 mc); ERP 176.8 kw vis., 35.35 kw aur. Ant. height above average terrain 278 feet, above ground 300.25 feet. P.O. address Box 324, Lake Charles. Estimated construction cost \$350,210; first year operating cost \$280,000; revenue \$280,000. Studio location, Lake Charles; trans. location Sulphur, La. Geographic coordinates 30° 12' 36" north latitude, 93° 22' 36" west longitude. Type trans. RCA TTU-10A, type ant. RCA TFU-24 DL. Legal counsel Fly, Shuebruk, Blume & Gaguine; consulting engineer Silliman, Moffet and Kowalski, both Washington. Principal: Victor Muscat (100%). Victor Radio owns KMYO Little Rock, Ark., and KIKS Sulphur. Ann. July 16.

Kettering, Ohio—Kittyhawk Broadcasting Corp. UHF channel 16 (482-488 mc); ERP 250 kw vis., 25 kw aur. Ant. height above average terrain 187 feet, above ground 356 feet. P.O. address Box 2263, Kettering. Estimated construction cost \$318,200; first year operating cost \$295,500; revenue \$400,000. Studio location Kettering, trans. location Moraine, Ohio. Geographic coordinates 39° 43' 11" north latitude, 84° 13' 20" west

longitude. Type trans. RCA TTU-10A, type ant. RCA TFU-30J. Legal counsel Welch and Morgan, Washington; consulting engineer Serge Bergen, Fairfax, Va. Principals: John A. Kemper (32%), E. Raymond Arn, Kenneth D. Caywood, Robert Frame (each 17%), John H. Pearce (9%) and Victor J. Cassane (8%). Kittyhawk Broadcasting is applicant for new AM in Kettering. Messrs. Pearce and Cassane each have 200 shares of stock in Cox Broadcasting Corp. Mr. Arn is president and has 80% interest in Film Associates Inc., Dayton, Ohio, production and lab service film firm. Ann. July 20.

New AM stations

ACTION BY FCC

Saratoga Springs, N. Y.—Community Radio of Saratoga Springs, N. Y., Inc. Granted CP for new AM on 900 kc, 250 w, daytime. P.O. address Kent E. Jones, 71 West Avenue, Saratoga Springs. Estimated construction cost \$1,000; first year operating cost \$42,000; revenue \$60,000. Principals: Kent E. (29.9%) and Francis P. Jones (29.2%), Paul R. Rouillard, Larric G. Suttiff, Iona W. Robertson (each 11.7%), James E. Cudney and James M. Burke (each 2.9%). Messrs. Rouillard and Cudney are area businessmen; Mr. Burke is attorney; Mrs. Jones and Mrs. Robertson are housewives; Messrs. Jones and Suttiff are employees of WSPN Saratoga Springs. Applicant proposes to use facilities of WSPN, which suspended operations Feb. 9. Action July 27.

APPLICATIONS

Red Oak, Iowa—Mid-American Publishing Corp. 1080 kc, 250 w, D. P.O. address Box 130, Shenandoah, Iowa. Estimated construction cost \$28,114.07; first year operating cost \$24,000; revenue \$24,000. Principals: David E. Archie (12%), W. D. Archie (5%), Mrs. John P. Tinley (3%), Ardon E. Bowman (5%), Joseph P. Rosenfield (3%), Ruan Leasing Co. (3%) and others. Mid-American is publisher of Charles City (Iowa) Press, Cedar Valley Times, Vinton, Iowa, Marion (Iowa) Sentinel, and Clear Lake (Iowa) Mirror-Reporter. Messrs. Tinley and Archie are publisher and president, respectively, of Shenandoah (Iowa) Sentinel. Ann. July 23.

Brandon, Miss.—Wilbur J. Martin Sr. 970 kc, 1 kw, D. P.O. address Box 507, Waynesboro, Miss. Estimated construction cost \$62,034; first year operating cost \$28,000; revenue \$35,000. Mr. Martin owns WABO Waynesboro. Ann. July 21.

EDWIN TORNBERG

& COMPANY, INC.

Negotiators For The Purchase And Sale Of

Radio And TV Stations • CATV

Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242

West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164

Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531