

RADIO for PROMOTIONAL PURPOSES

Tuned only to YOUR frequency. AM and FM. Production models available 30 days After Receipt of Order.

DESCRIPTION for AM set:

Size: Pack of King Size cigarettes-Plastic Case (other shapes quoted)
 2" Loud Speaker
 Equipped with 9 volt (Battery-006P-9)
 Sensitivity warranted at .5MV/M
 Flat ferrite antenna
 Volume control, OFF/ON
 Transformers-Transistors

PRICE: \$3.00 each. Minimum order 500

Terms 30 days, FOB Forest Hills, New York
 Delivery 60 days after receipt of order
 Demonstration model \$10.00

DESCRIPTION FM set:

Size: Pack of King Size cigarettes-Plastic Case (other shapes quoted)
 2" Loud Speaker
 4 Transistors, 1 diode
 Class B, Push-Pull
 Sensitivity warranted at .5MV/M
 Output power 5MV maximum
 Battery with 9 volt (006P-type) included
 Volume control, OFF/ON

PRICE: \$7.00. Minimum order 100

Terms etc. same as above.
 Demonstration Model \$20.00

WARRANTY for both AM & FM, two years against defective workmanship and materials. The warranty cards from the owners can, if you so desire, be sent by "Business Reply" card to us in care of your station for extracting the following information and then forwarding the cards to us.

1. Name (Miss. Mrs. Mr.)
2. Address
3. Occupation
4. Merchant from whom received
5. Date acquired by owner.

Reciprocal Trade Inquiries Invited

IT WILL BE EXCLUSIVE IN YOUR AREA AND BE INSCRIBED WITH YOUR STATION CALL LETTERS AND FREQUENCY.
 ORDER YOUR DEMONSTRATION MODELS ON COUPON BELOW.

ARCOLA RADIO CO.
 P. O. Box 203, Aldie Virginia,
 Phone Area Code 703-549-3100 Alexandria, Va.

6/10

Demonstration models AM _____ @ \$10.00 total: _____
 FM _____ @ \$20.00 total: _____

We are (are not) interested in reciprocal trades: _____

Enter our order for the above set(s) _____

Check enclosed \$ _____

Please bill \$ _____

NAME _____ TITLE/POSITION _____

ADDRESS _____

CITY _____ ZONE: _____ STATE: _____

CALL LETTERS/FREQUENCY _____

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looked toward rescinding revocation order. Action May 27.

Rulemakings

AMENDED

■ By second report and order in Doc. 14769, commission amended all-channel TV broadcast receiver rules to exempt sets manufactured on or before April 30, 1968, shipped to educational institutions for use in in-school instruction, provided that shipping cartons are marked "For In-School Use Only." (Effective date of all-channel set requirement is April 30, 1964.) Comrs. Bartley, Lee and Ford dissented. Action May 29.

DENIED

■ By memorandum opinion and order, commission denied petitions for rulemaking by South Carolina officials and Palmetto Radio Corp., and Broadcasting Co. of South, licensees of WNOK-TV (ch. 19) and WIS-TV (ch. 10), in Columbia, to assign channel 8 to that city at less than minimum mileage separations to co-channel assignments at Greensboro-High Point-Winston-Salem, N. C., and Athens, Ga., and by First Carolina Corp. (WCCA-TV, ch. 25), Columbia, to additionally assign channel 5 to that city at short-spacing. Comrs. Hyde, Ford and Cox concurred in result. Action May 29.

PROPOSED

■ Commission invites comments to notice of proposed rulemaking looking toward assigning channel 44 to Dayton, Ohio, and substituting channel 57 for present channel 44 in Piqua, Ohio. This was petitioned for by Taft Broadcasting Co., licensee of WKRC-TV (ch. 12) Cincinnati. Comr. Cox dissented. Action May 29.

ADOPTED

■ Pursuant to its March 6 announcement of intention commission adopted report and order which shifts TV channel 5 from Enid to Oklahoma City and denies short-spaced VHF channels for seven other markets—Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C.—and terminates proceedings in Docs. 14231-14238. Also, as previously proposed, commission modified license of KOCO-TV, now on channel 5 in Enid, to specify operation on that channel in Oklahoma City. But station will be required to observe standard mileage separations specified in commission's rules and to maintain auxiliary studio in Enid. Comr. Minow issued concurring statement; Comrs. Hyde, Ford and Cox dissented, latter with statement. Action May 29.

■ By second report and order, commission decided that time optioning in television is not essential to networking, is both artificial restraint on access to TV station time and abdication of TV licensee responsibility, is contrary to public interest and, accordingly, is adopting rule prohibiting this practice for TV as of Sept. 10, 1963. Rule as adopted also prohibits any arrangement between stations and networks having same restraining effect. Decision does not consider legality of practice under anti-trust laws. It does not affect present rules permitting option time in radio broadcast. Comr. Lee dissented and issued statement. Action May 28.

■ By memorandum opinion and order, commission held that amended TV "incentive compensation plan" of CBS violates Sec. 3.658 (e) of commission's rules concerning right of stations to reject network programs. Commission also held that restraints imposed by sliding-scale provisions of compensation plan were violative of Sec. 3.658 (d) which prohibits any contract or arrangement providing for optioning of station's time to network or which has same effect as time optioning. Comr. Ford abstained from voting. Action May 28.

PETITIONS FOR RULEMAKING FILED

■ KWHN Fort Smith, Ark.—Requests institution of rulemaking proceeding so as to delete channel 9 from Hot Springs, Ark., and add channel 9 to Fort Smith, substituting channel 64 for channel 9 in Hot Springs; also requests that appropriate order be issued to American Television Inc., permittee of KFOY-TV (ch. 9) Hot Springs (now off air) looking toward mod. of its CP to specify channel 64 in lieu of channel 9. Received May 27.