

Sixties," a 22-minute slide and film show, to advertisers and agency people in New York last week. The presentation, with Emily Banks as "Miss CBS Radio" and Garry Moore as narrator, emphasized the network's recent audience gains . . . a four-and-one-half hour jump in listening hours per week per radio home from the winter of 1962-63 to last winter. CBS Radio expects to show the slide-film to 2,500 advertising men this year.

Work recognized ■ WBTV(TV) Charlotte, N. C., received the Governor's Trophy for Highway Safety at the North Carolina Association of Broadcasters convention for its work in this area during 1963-64. The trophy, established in 1960, is given annually to the state's TV station which does the best job of promoting highway safety.

News award ■ KAUZ-TV Wichita Falls, Tex., has been awarded the "Best on the Scene News Coverage" award by the Texas Association of Broadcasters for its coverage before, after and during the tornado which struck Wichita Falls on

April 3. The judging for the award was done by the radio and TV department of the University of Texas.

Coming in loud ■ The entry of a third child in the home of Julius and Lorraine Barnathan produced a different type birth announcement. Mr. Barnathan is

WDAD-TV (JULIE)
KMOM-TV (LORRAINE)
KJOY-TV (JOYCE)
WDAN-TV (DANIEL)
WISH TO ANNOUNCE A NEW AFFILIATE
KXIS-TV
JACQUELINE FRANCES BARNATHAN
POWER: 6LB-100Z.
ANTENNA HEIGHT: 18 INCHES
CONSTRUCTION PERMIT GRANTED: OCTOBER 12, 1964
AUTHORITY: FCC (FINE CHILDREN COMMISSION)

vice president and general manager of ABC-TV and a vice president of its parent company, American Broadcasting-Paramount Theaters.

More grants ■ WBAL-TV Baltimore has presented three students with scholarships to continue their studies at the

Peabody Conservatory of Music, that city. The scholarships were established by the station in 1963.

Anything's fair ■ WTAR-TV Norfolk, Va., a CBS-TV affiliate, used the *World Series* on NBC-TV as a gambit to draw agency and advertising executives at its station promotion conference. Each day the station served a buffet lunch in the theater auditorium at the studio and let the executives watch the games.

Winning calls ■ Channel 17 Philadelphia, formerly WPCA-TV, will be known as WPHL-TV when the station goes on the air next summer (BROADCASTING, Aug. 31). A contest to choose calls for the station was conducted by the permittee, Philadelphia Television Broadcasting Co., among members of the Philadelphia Television and Radio Advertising Club. Of the 121 entrants, most chose WPHL-TV. Three \$100 prizes were presented to members whose entries had the earliest postmark. PHL is the international designation for Philadelphia.

FINANCIAL REPORTS

Teleprompter earnings set record pace

Teleprompter Corp. earnings continued at a record pace through the first nine months of 1964, the New York communications company reported last week. Third-quarter profits were \$47,709, equal to six cents a share, compared to \$7,841, or one cent a share, in the third quarter of 1963.

Irving B. Kahn, chairman and president of Teleprompter, said the corporation appears headed for its most successful year. The corporation acquired community antenna TV systems in Horseheads, N. Y., and Tuscaloosa, Ala., during the third quarter, bringing its total

of owned-and-operated CATV's to 16. Nine months ended Sept. 30:

	1964	1963
Earnings per share	\$0.31	\$—
Gross income	3,375,929	3,919,070 ^a
Net income ^b	228,198	(65,529) ^c

a—Includes operation through Aug. 31 of Cherry Hills Division.
b—No tax provision required due to availability of operating loss carry-forward.
c—Loss; not including special credit of \$142,594 from sale of properties.

Avco OK's stock-swap deal

Avco Corp., large manufacturer that owns Crosley Broadcasting Corp., has approved a \$60 million stock-swap plan to gain control of Delta Acceptance Corp., Toronto, finance company.

The deal will go through if holders of 80% of Delta stock agree to trade for

Avco shares by an initial exchange deadline of Dec. 11. The U. S. Treasury has ruled 80% is the level at which the transaction would be tax free.

Crowell-Collier up 58 cents a share

Crowell-Collier Publishing Co., a New York-based publishing firm with broadcast interests, has reported improved revenues and income for the nine months ended Sept. 30 over the comparable period last year. Pre-share stock earnings jumped 58 cents in the same period.

Nine months ended Sept. 30:

	1964	1963
Earnings per share	\$1.63	\$1.05
Sales and revenues	85,111,000	79,814,000
Income before taxes	10,995,000	7,432,000
Net income	5,603,000	3,564,000
Shares outstanding	3,431,050	3,390,125

Financial notes . . .

■ The board of directors of Paramount Pictures Corp., New York, voted a quarterly dividend of 50 cents per share on common stock payable Dec. 14, to stockholders of record Nov. 27.

■ Storer Broadcasting Co.'s board of directors has declared the firm's 44th consecutive quarterly dividend, payable Dec. 9 to stockholders of record Nov. 20. The dividend will be 50 cents per share on common stock and 25 cents per share on class B common stock.

