



"Letter Perfect"

Without overdoing the phrase, some 634,000 North Alabamians say this about WAPI as they listen day by day to the music, wit, controversy, news, sports and special events served by personalities with a flair.

Two of these are presented here . . . attractive, articulate radio professionals responsible for WAPI's key "drive-time" and "housewife" programming.

Charlie Davis
5:30 to 9:00 A.M.

Ron Carney
9:00 A.M. to Noon
3:00 to 6:00 P.M.

Any of the research figures you choose to use point-up their popularity. And, any Henry I. Christal office will enthusiastically tell you why WAPI is "LETTER PERFECT" for your advertising message.



1070

50,000 W

BIRMINGHAM

WAPI radio represented by
Henry I. Christal Company, Inc.

a deficit of \$2,156,638 as of Aug. 31 from operation of its radio and TV stations.

The loss was listed in the application filed last week seeking FCC approval of the sale of the channel 29 Philadelphia station.

The agreement calls for Taft to purchase the 15,000 outstanding shares of WIBF Broadcasting for \$1.4 million and to assume obligations amounting to \$3.1 million.

WIBF-TV, which has been on the air since May 1965, is owned by William L. and Irwin C. Fox and Dorothy Kotin. They are retaining WIBF-FM Jenkintown, Pa. An application to assign that station's license to Fox Broadcasting Co. was filed simultaneously with the application to sell the TV station. WIBF-FM began operation in November 1960.

The FCC transfer application listed WIBF Broadcasting's total current assets as \$233,941 and total assets as \$1,357,070. Total current liabilities were \$336,005 and total long-term liabilities were \$917,757.

Taft Broadcasting Co. owns radio and TV stations in Cincinnati, Columbus, Ohio; Birmingham, Ala.; Buffalo, N. Y.; Kansas City, Mo., and Scranton, Pa. It also owns Hanna Barbera Productions, producer of TV programs, and operates King Pin Lanes. Taft also has acquired Fouad-Said Productions Inc. (BROADCASTING, Sept. 23), which is engaged in developing and renting mobile film-production units, for a maximum of \$5.1 million, with the transaction being consummated last week.

Supreme Court refuses to review Crowder case

Hope that the U. S. Supreme Court might rule on the FCC's policies on trafficking went glimmering last week when the court declined to review a seven-year-old case brought by F. L. Crowder, an applicant for a standard broadcast station in Harriman, Tenn.

Mr. Crowder, who over a 14-year period owned a station in Harriman, and also in Sweetwater and Livingston, all in Tennessee, and all of which he sold, had applied for a new daytime station in Harriman in 1961. In 1966 the commission granted the facility to Mr. Crowder. The grant was appealed by WHBT Harriman, the existing station there, and the commission's decision was reversed. Last year a hearing examiner recommended the grant of the Crowder application, but the commission in August 1967 reversed the examiner and held that Mr. Crowder had failed to reconcile inconsistencies relating to the disposal of his station.

In his petition to the Supreme Court,

Mr. Crowder charged that the FCC's decision in this case was vague and vacillating and threatened the future of all broadcasters.

FCC sets routine on cable lease-backs

Southern Bell case establishes clearances on phone-CATV service

Nearly six months ago, the FCC ruled that Section 214 of the Communications Act, which requires common carriers to seek commission approval before building or extending their lines of service, also applies to telephone companies' lease-back arrangements with CATV systems. Last week, the commission granted its first authorization to a telephone company for extended CATV service since that decision was issued.

Southern Bell Telephone and Telegraph Co. was granted authority to build, continue operating and extend CATV channel facilities furnished to its nonaffiliated customer, Rome Cable TV Co., Rome, Ga. The commission said that Southern Bell had apparently complied with all FCC rules and interim procedures for the Section 214 applications. The firm received certification for existing facilities and expansion, but the commission order added that no further service could be offered without prior authorization.

At the same time, the commission authorized its staff to handle similar applicants under delegated authority. Under existing authority delegated to the chief of the FCC's Common Carrier Bureau, he may act on Section 214 applications when the estimated construction or purchase cost is less than \$2 million. All the CATV service applications received since the landmark ruling involve less than this amount. About 50 of the applications are unopposed, and the Common Carrier chief was authorized to proceed with these.

The Southern Bell application was for continuation and extension of a 10-channel system, providing nine TV signals—all within Rome's predicted grade B contours—and one weather information channel.

The commission's order bringing such service under Section 214, issued on June 26, was hailed by CATV spokesmen as a much-needed answer to what they regarded as a regulatory vacuum. They had expressed particular concern about competition from systems built by telephone companies and operated without a franchise from local authorities. The companies had main-