

# 6 Stations Sign For BMB Interim Report

(Continued from Page 1)

and reporting procedures used in the 1946 nationwide study. Plan was set primarily for new stations and others which may have changed power, frequency or network affiliation since Study No. 1 in March, 1946. Findings of participating stations, who will share the cost of the measurement, will be published and distributed by mid-summer.

### Participating Stations Listed

Participating stations are as follows:

WFTBF, Troy, Ala.; WFSA, Fort Smith, Ark.; KROP, Brawley, Cal.; KREO, Indio, Cal.; KPRO, Riverside, Cal.; KSDJ, San Diego, Cal.; KIST, Santa Barbara, Cal.; WLF, Leesburg, Fla.; WGBA, Columbus, Ga.; WRBL, Columbus, Ga.; WSAC, Columbus, Ga.; WRGA, Rome, Ga.; WRLD, West Point, Ga.; KIFL, Moscow, Ida.; WJBC, Huntington, Ill.

WKY, Evansville, Ind.; KCRG, Cedar Rapids, Ia.; KIOA, Des Moines, Ia.; WREN, Lawrence, Kan.; WCTT, Corbin, Ky.; WKIC, Hazard, Ky.; KLOU, Lake Charles, La.; WAM, Lewiston, Me.; WTVL, Waterville, Me.; WHOB, Gardner, Mass.; WLAW, Lawrence, Mass.; WKMH, Dearborn, Mich.; WTC, New Brunswick, N. J.; WHEC, Rochester, N. Y.; WNDR, Syracuse, N. Y.; WNC, Durham, N. C.; WDUK, Durham, N. C.; WTL, Kannapolis, N. C.; WEVO, Lumburg, N. C.; WLOE, Leaksville, N. C.; WBC, North Wilkesboro, N. C.; WBEX, Hillsboro, N. C.; WMRN, Marion, N. C.; WBSF, Spartanburg, S. C.; WJMX, Florence, S. C.; WORD, Spartanburg, S. C.; WAPO, Chattanooga, Tenn.; WKRM, Columbia, Tenn.; WJMJ, Lewisburg, Tenn.; KATL, Houston, Tex.; KEBE, Jacksonville, Tex.; K TSA, San Antonio, Tex.; KRKO, Everett, Wash.; KPS, Pullman, Wash.; KVAN, Vancouver, Wash.; WJLS, Beckley, W. Va.; WKNA, Charleston, W. Va.; WEPM, Martinsburg, W. Va.; WOAY, Oak Hill, W. Va.; WDUZ, Ocean Bay, Wis.; KQRS, Rock Springs, Wyo.

## Promoted By Columbia Network



MEIGHAN



SEWARD



DEAN

Presenting three Columbia network executives whose promotions were announced this week by Frank Stanton, president of the web. Howard S. Meighan, formerly vice-president in charge of network-owned stations, has been named a general executive of the committee in charge of several major departments. James N. Seward, director of operations, becomes vice-president in charge of operations. S. R. Dean, assistant treasurer, has been promoted to treasurer.

### Radio Servicemen To Attend Clinic

(Continued from Page 1)

night at the Bellevue Stratford Hotel. Sponsored by the Radio Parts Industry Coordinating Committee, the confab is regarded as a guinea-pig operation, although it probably will be duplicated in other cities if it proves successful. Participating in the Committee are the Radio Manufacturers Association, Electronic Parts and Equipment Manufacturers, National Electronic Distributors Association and the Sales Managers Club.

In announcing the meeting, H. W. Clough, chairman of the Committee, said, "The radio industry has been so busy growing into the electronic age that we never have paid much attention to the repairman. Now with television rapidly becoming the most important element in commercial radio, we suddenly find the technician catapulted to top position in the entire industry."

Speakers will include Max F. Balcom, president of the RMA; Donald G. Fink, editor of Electronics, and W. L. Parkinson, chairman of the RMA Service Committee.

Two types of facsimile receivers will be in operation and on display during the sessions. One will be supplied by the Inquirer's WFIL and the other by the Bulletin's WCAU.

### "Half A Radio" Stressed

A new series of 2 x 3 inch ads are appearing in the San Antonio Evening News showing half a radio. The remainder of the ad carries the message that "that's a radio without FM. Ask your dealer to show you the receiver that will bring in ALL San Antonio stations, a combination FM-AM Radio." The remainder of the ad is devoted to the station's call letters KYFM and the dial and channel setting.

### Salute To USO Shows Over NBC Web Sunday

Group of radio and screen stars will be featured on a special half-hour NBC broadcast Jan. 11, 4:30 p.m., EST, bidding farewell to USO-Camp Shows and saluting the succeeding Veterans Hospital Camp Shows, Inc., which will be founded the same day. Personalities for the program include Jack Benny, Al Jolson, Bob Hope, Eddie Cantor, Douglas Fairbanks, Jr., Marlene Dietrich and Dinah Shore, latter broadcasting from Cedars of Lebanon Hospital, Los Angeles, where she gave birth to a baby a few days ago.

Veterans Hospital Camp Shows is sponsored by 23 different groups in the entertainment industry, including the four major networks and NAB. It will continue carrying entertainment to disabled veterans where the USO leaves off.

### New Series 'Here's To Vets' Being Released In Feb.

Washington—The seventh in a series of 13 quarter-hour "Here's To Veterans" transcriptions have been recorded by the Veterans Administration and will be available to radio stations late in February, for use in March, April and May, it was announced yesterday. The transcriptions will consist of capsule versions of well-known net programs. The new list includes the following programs: "The Eddie Howard Show"; "Club Fifteen"; "My Friend Irma"; "Music America Loves Best"; "Spike Jones Spotlight Review"; "Highways in Melody"; "The Dick Haymes Show"; "The Al Jolson Show"; "Sammy Kaye Serenade"; "Abe Burrows"; "Jimmy Durante"; "The Bill Goodwin Show"; "Bob Hope."

The six series, now being aired, is aired by 1288 AM and FM stations.

# George Allen Named To Succeed Benton

(Continued from Page 1)

Marshall, will thus assume overall supervision of the Voice of America as well as other portions of the program.

The 44-year-old diplomat has been in government service since 1930.

The post to which he will be named has been vacant since Benton left in September after more than two years spent struggling to sell Congress on the idea of a permanent service.

CBS Chairman William S. Paley was one of those most carefully considered for the post before it was decided that Allen be appointed.

### Ford Radio Party

Monica Lewis and Larry Douglas will have the leading roles when "Ford Theater" presents the musical "Girl Crazy" over NBC Jan. 13 at 5 p.m., EST. Ford dealers and their friends will be invited to witness the broadcast from Studio 8-H in the RCA Building.

### Hayes Named To CYO Board

Arthur Hull Hayes, general manager of WCBS, has been elected to the board of directors of the Catholic Youth Organization of New York.

### National Spot Campaign Set For Spaghetti Products

Intensive spot announcement campaign is being readied for American Home Products Corp. to break in 48 markets on Feb. 2. Sponsor, maker of "Chef-Boy-Ar-Dee" products, will use one-minute ETs to advertise its cardboard packages and tins of spaghetti dinner.

Young & Rubicam is the agency handling the account. Campaign will run for 10 weeks and will involve 35 spot announcements per week on each station. American Home Products has used radio before but it's a new account for Y&R.

### Piano Series On WOR

Winter & Co., piano manufacturer, will sponsor a Sunday quarter-hour keyboard renditions over WOR starting Jan. 11 at 12:45 p.m. Milton Ottenberg, pianist who has made over 5,000 broadcasts during his 24 years in radio, will be featured in the series. Contract for Winter & Co. is placed by Al Paul Lefton agency.

### Claudia Pinza On WCBS

Claudia Pinza, soprano engaged this season for the Metropolitan Opera Company, and daughter of Ezio Pinza, singing basso at the "Met," will be heard tomorrow on WCBS, when she appears as guest of Margaret Arlen at 8:30 a.m.

**TALK to the SOUTH'S EAR ZONE through WDSU**

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Mousant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hoop-creating proves that honoring local institutions creates high listener loyalty.

**NEW ORLEANS WDSU ABC Affiliate**  
1280 kc 5000 Watts  
**JOHN BLAIR & CO.—Representative**