

CAB Rate Boost Affects One-Third

Network Charge Will Be Decided at Later Date

RATE INCREASES for advertiser and agency members of the Co-operative Analysis of Broadcasting, which went into effect on Jan. 1, will affect only about a third of the CAB membership, George Allen, secretary and general manager, stated last week. Pointing out that only those members with two or more programs on the air are affected, he said that for this group the average increase is approximately 30%. For an agency with two programs the increase was \$25 a month, he said, from \$150 to \$175. Even with the increases, CAB rates are still well below those of other similar services, Mr. Allen declared.

Commenting on reports that the networks had been asked to double their payments to the CAB, Mr. Allen stated that no new rates have been established for the networks as yet. He explained that each of the four major networks has a representative on the CAB board and that they will participate in determining the new rates they will pay, probably at the next CAB board meeting in mid-January. Absence of the network representatives at earlier meetings prevented the setting of their rate earlier, he said, as the other board members did not want to act without them.

Increases were outlined to members in a letter from A. W. Lehman, CAB president, which pointed out that only slight increases for advertisers and agencies, ranging from 17% to 22%, had been made in April of 1944 when the CAB tripled its service, because of a reserve fund the organization had on hand. Despite a great increase in members, this and other expansions in CAB service led the board to unanimously approve the new boost in rates as of Jan. 1, the letter reported.

A 28-page presentation "This Is Your CAB for 1946," outlining the organization's activities during 1945 and its plans for the coming year, was mailed to reach members few days after New Year's.

Vitalis Back

BRISTOL-MYERS Co., New York, will start reintroducing Vitalis about Jan. 9 when the product returns to the civilian market after 18 months of sales to servicemen only. Product will be promoted on two of the Bristol-Myers shows, *Duffey's Tavern*, Fri. 8-8:30 p.m. on NBC and *Eddie Cantor Show*, Wed. 9-9:30 p.m. on NBC. Vitalis along with Ipana has been promoted on *Mr. District Attorney*, Wed. 9:30-10 p.m. on NBC throughout the war. Doherty, Clifford & Shenfield, New York, is agency.

ACTIONS OF THE FCC

DECEMBER 27 to JANUARY 3

Decisions . . .

ACTIONS BY COMMISSION
DECEMBER 28

ANNOUNCED adoption of order making its Proposed Findings of Fact and Conclusions dated 9-4-45, as mod., the Commission's Findings of Fact and Conclusions in matter of applications of KOMA Oklahoma City and KGGF Coffeyville, Kan. KOMA granted temp. authorization 1520 kc 5 kw un. until completion of DA and issuance of CP for 50 kw on same frequency. Denied without prejudice KOMA application for shift to 690 kc. Granted KGGF application for license renewal for period ending 11-1-46.

JANUARY 3

GRANTED applications for 10 new local AM stations; see table page 62.

Syndicate Theatres Inc., Columbus, Ind., and Universal Broadcasting Co. Inc., Indianapolis—Designated for consolidated hearing application of Syndicate Theatre for new AM station 1130 kc 500 w D and application of Universal Broadcasting for new AM station 1130 kc 10 kw un.

Columbia Broadcasting System Inc., New York—Granted permit under Sec. 325(b) of Communications Act to use studios and apparatus of stations owned by and affiliated with CBS in U. S. and its possession for production of programs to be transmitted to CJAD Montreal.

WRLD L. J. Duncan et al d/b Valley Broadcasting Co., West Point, Ga.—Granted license renewal for period ending 8-1-48. (Comr. Durr voted for hearing.)

WHDH Matheson Radio Co. Inc., Boston—Granted transfer of control from Alice E. Matheson and Ralph G. Matheson to Fidelity Broadcasting Corp., new corporation wholly owned by Boston Herald-Traveler Corp., by sale of not less than 90% of outstanding common stock for total consideration (based on financial position of licensee as of 6-30-45) of \$823,807, subject to adjustment as at closing date.

GRANTED 12 additional new FM stations and designated for hearing applications for 5 stations in Peoria, Ill. area. Total grants are now 241. See table page 18 for new FM stations granted.

ACTIONS ON MOTIONS

By Comr. Denny
DECEMBER 27

Muscatine Broadcasting Co., Muscatine, Ia.—Granted petition for leave to amend application for new station.

Eleanor Patterson tr/as The Times Herald, Washington, D. C.—Granted motion to dismiss without prejudice application for CP new TV station.

WNAC The Yankee Network Inc., Boston—Granted petition for leave to intervene in consolidated hearing upon applications of WLEU and Syracuse Broadcasting Corp. and issues in these proceedings were amended and enlarged.

San Bernardino Broadcasting Co. Inc., San Bernardino, Cal.—Granted petition for leave to amend application for new station so as to show changes in applicant corporation.

Fayette Associates Inc., Montgomery, W. Va.—Granted petition to take depositions in re application for new station on which hearing is set Jan. 17-18.

Radio Corp. of Cedar Rapids, Cedar Rapids, Ia.—Granted petition to take depositions in re application for new station set for hearing Feb. 11-14.

Caprock Broadcasting Co., Lubbock, Tex.—Granted petition for leave to amend application for new station so as to request 1590 kc instead of 550 kc; application was removed from hearing docket upon condition that petitioner file proposed amendment with FCC within 15 days from 12-27-45.

WSAV WSAV Inc., Savannah, Ga.—Granted petition for leave to amend application for CP; amendment filed with petition was accepted.

Permian Basin Broadcasting Co., Odessa, Tex.—Same.

New Iberia Broadcasting Co., New Iberia, La.—Granted motion insofar as petitioner seeks 30 day continuance of hearing on application for new station set 1-2-46; hearing continued to 3-6-46.

WINX WINX Broadcasting Co., Washington, D. C.—Granted petition for leave to intervene in hearing set 2-4-46

on application of Diamond State Broadcast Corp. for new station Dover, Del. WERC Presque Isle Broadcasting Co., Erie, Pa.—Granted petition for leave to intervene in consolidated hearing on applications of Syracuse Broadcasting Corp. and WLEU set 1-3-46.

United Broadcasting Co., San Jose, Cal.—Granted petition for leave to amend application for new station so as to specify 1370 kc 1 kw DN instead of 1380 kc 250 w DN; amendment accepted.

DECEMBER 29

Homer Rodeheaver, Winona Lake, Ind.—Granted petition requesting that application for new station be designated for hearing with applications of WGL WREN WSAU, Midwest Broadcasting Co. and Virginia-Carolina Broadcasting Corp. Ordered that Rodeheaver application for 1250 kc 1 kw un. be designated for hearing in consolidated proceedings set 2-21-46.

Crescent Broadcast Corp., Philadelphia—Granted petition requesting that application for new station be consolidated for hearing with applications of Camden Broadcasting Co. and Chambersburg Broadcasting Co.; ordered such application designated for hearing in consolidated proceeding.

Chesapeake Radio Corp., Annapolis, Md.—Granted motion requesting leave to amend application for new station and remove same from hearing docket.

Bremerton Broadcast Co., Bremerton, Wash.—Granted petition insofar as it requests leave to amend application for new station; accepted amendment and removed application from hearing docket. Insofar as petition requests that amendment to 1490 kc be conditional upon that frequency becoming available for use at Bremerton, petition is denied, amendment permitted being unconditional and immediately effective.

By Comr. Durr
DECEMBER 28

Old Pueblo Broadcasting Co. and Sun County Broadcasting Co., Tucson, Ariz.—Ordered that hearing set Feb. 6-7 on applications for new station be postponed to Feb. 8-9.

By Comr. Walker
JANUARY 2

Dorrance D. Roderick, Odessa, Tex.—Granted petition for leave to dismiss without prejudice application for CP; to substitute therefor application of Southeastern Broadcasting Corp., Odessa, Tex., and consolidate substituted application in proceeding now set to be held in Dallas Jan. 21-28, involving applications of Permian Basin Broadcasting Co., Odessa Broadcasting Co. and Ector County Broadcasting Co.

ADMINISTRATIVE BOARD ACTIONS

DECEMBER 27

GRANTED license renewals for relay stations KEJO WBLQ KEHT.
LICENSES for 33 relay stations were further extended on temp. basis only pending determination license renewal applications, for period ending 3-1-46.

Applications . . .

DECEMBER 27

1130 kc
WNEW Greater New York Broadcasting Corp., New York—CP increase 10 kw DA-DN to 50 kw DA-N; install new trans.

Amendments

Skyland Broadcasting Corp., Dayton, O.—CP new AM station 980 kc 1 kw D, amended to request 1 kw N 5 kw D un. change type trans., install DA-N and change trans. site.

Booth Radio Stations Inc., Lansing, Mich.—CP new AM station 1360 kc 1 kw DA-DN un. amended re change type trans.

WREN The WREN Broadcasting Co., Lawrence, Kan.—CP increase 1 kw N 5 kw D to 5 kw DN, install DA-DN, change trans. site and studio from Lawrence to Topeka, amended re change type ant.

The New Mexico Publishing Co., Santa Fe, N. M.—CP new AM station 550 kc 1 kw un. DA-DN, amended re change trans. site.

Myron E. Kluge, Earle E. Williams and C. Harvey Haas d/b Valley Broadcasting Co., Pamona, Cal.—CP new AM station 1600 kc 500 w un., amended to change name of applicant to Myron E. Kluge and Dean H. Wickstrom d/b Val-

(Continued on page 72)

630

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