

First or Second in

38

Quarter Hours
Between 6 a.m. and 7 p.m.

**WFBR "HOME-GROWN"
SHOWS OUTSTANDING
IN AUDIENCE AND
RESPONSE!**

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-grows"—outstanding participation shows! For instance:

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!

MELODY BALLROOM

Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW

1st in its time period!

EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!

SHOPPIN' FUN

Top locally produced show in its period!

MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952
Pulse Report

WFBR

ABC NETWORK

5000 WATTS IN BALTIMORE, MD.

'Morals' Inquiry Hears 'Drys'

(Continued from page 27)

ABC radio commentator Paul Harvey told the subcommittee. The low level of radio and TV programs is due to the fact that performers, particularly comedians, reflect the "bawdy night life" environment of Broadway and "Manhattan studio audiences," he charged.

As to newscasts, he referred to an "independent" 1944 survey of 38 radio commentators showing that only five could be considered of right wing persuasion and that only one newscast originated west of the Hudson or Potomac Rivers. He declined to discuss individual commentators, but referred to them as "night club and Greenwich Village commentators."

Mr. Harvey, who is on the ABC radio network five days a week (1-1:15 p.m.) and on Sunday nights (10-10:15 p.m.) originating in Chicago, cited *The Thin Man* series which, he said, made him blush even in front of his wife.

"The subtleties and varying degrees of purple humor," Mr. Harvey said, "are rarely sufficient in single cases to inspire a housewife in Colorado to object."

Defends Home Town

Mr. Harvey's references to the pernicious influence of New York roused Rep. Klein to a spirited defense of his native city. Most New Yorkers, he said, were as provincial, as residents of other areas, and were not steeped in, corruption and sex as intimated by Mr. Harvey. Most studio audiences are filled with people from out of town, he said. When Rep. J. Edgar Chenoweth (R-Col.) remarked that New York could not be considered part of America, he drew a heated rejoinder from Rep. Klein.

Strongest objection to beer and wine advertising was presented by Miss Smart. She documented her statement with a review of one afternoon and evening of viewing of WNBW (TV), the NBC station in Washington.

Excerpts of her comments on what she saw follow:

It started out with a rather good play at 4 p.m. . . . but the background of the story is an alleged murder . . . brings in question of mercy deaths. Then at 5:15 the "Gabby Hayes Show," a western—and most westerns deal with scenes of violence . . . followed "Howdy Doody" . . . and then "The Range Busters"—more shooting and more violence. At 6:50 there was an ad for Gunther's Dry Beer . . . "We're having a party—how about you. Yes, you can enjoy glass, after glass, after glass." Note the suggestion to drink to excess . . . "Kukia, Fran & Ollie" followed shortly. Then some very low necklines on the "Willis Conover Show," dropped almost off the shoulders. Dinah Shore and a plunging neckline. At 8:15 a repetition of "Go, Get Gunther." Some cigarette ads. Groucho Marx, in "You Bet Your Life," questioning a young woman who says she's a "skip chaser" (meaning a person who pursues delinquent debtors). He remarks, "A strip-teaser. That's fine. I'm tired of this namby-pamby stuff." At 8:30, "Treasury Men in Action" chasing and unearthing a still. At 9 o'clock some more police action uncovering a jewel robbery. Later on "Private Eye" and kidnapping. Then "Foreign Intrigue," a thriller chase . . . by Ballentine's. "If you're at your favorite tavern, order up. If you're at home get a bottle out of the refrigerator." The hero, the foreign correspondent, drinks the beer to encourage the audience to do likewise. Among other programs at which

Miss Smart pointed the finger of distaste were Pick Temple's *Cowboy Playhouse*, on WTOP-TV Washington; *Ken Murray Show* on CBS-TV (sponsored by Anheuser-Busch); *Halls of Ivy* on NBC radio (sponsored by Schlitz).

Appearing in behalf of dry forces in addition to Miss Smart, were: Dr. J. Raymond Schmidt, International Order of Good Templars and National Civic League; C. S. Longacre, National Temperance Society; Lloyd Halvorson, National Grange; Bishop Wilbur E. Hammaker, Methodist Church.

In essence, testimony of the "dry" witnesses was reminiscent of the hearings on the Johnson-Case bill held by the Senate Interstate and Foreign Commerce Committee earlier this year [B*T, Feb. 11, 4]. That bill, which would have barred liquor ads from the airwaves, was killed by a 7 to 6 committee vote. Most of the witnesses had appeared before the Senate committee in favor of the bill.

Scheduled as a witness was George Lewis, director of the National Assn. of Gagwriters, but he was not present when called. In a news release about his scheduled appearance, NAG said it was campaigning to raise the standards of humor in the U. S., declared that the probe "will focus attention on the decline of comedians and the need for training grounds for new ones."

Active in questioning of witnesses were Reps. Klein, who seemingly defended the general level of radio-TV programs; Chenoweth, who kept inquiring for details of what witnesses described as objectionable material, and Joseph P. O'Hara (R-Minn.), who questioned whether Congress could constitutionally censor programs. Other members of the seven-man subcommittee are Reps. Homer Thornberry (D-Tex.), Harnar D. Denny Jr. (R-Pa.) and F. Ertel Carlyle (D-N. C.). Mr. Carlyle was absent during last week's sessions:

Reference to the Milton Berle skit of several weeks ago where school children's oath of allegiance to the flag was alleged to have been burlesqued was characterized by Rep. Denny as "destroying the sacredness of American institutions."

In answer to an avowal of irritation by Rep. O'Hara at a large amount of advertising on the air, Rep. Gathings answered that he never felt irritated because he realized that a sponsor was necessary to bring the program into his living room. In fact, he said, he "appreciated" the fact that the sponsor was bringing his favorite programs into his living room.

Rep. Harris appeared perturbed at newspaper reports which implied a burlesque aura to the hearings. He also warned the broadcasting industry to take the hearings seriously.



MRS. JAY D. WHITHAM, chairman, Nassau County Chapter Canteen Service, American Red Cross, supervises while George Ball, public affairs director, WHLI-AM-FM Hempstead, L. I., and Paul Godofsky, WHLI president-general manager, mix cake batter. WHLI presented the cake June 5, the chapter's 35th anniversary. In addition, June 5 was WHLI "Blood-For-Korea" Day. More than 14 hours of air-time were to be devoted by WHLI Monday to the blood campaign.

**ALBERT D. LASKER
Pioneer Agency Owner Dies**

ALBERT D. LASKER, 72, retired head and principal owner of the former Lord & Thomas agency (now Foote, Cone & Belding), and co-founder with his wife of the Albert and Mary Lasker Foundation for Educational Medical Research, died in New York May 30, of cancer.

Mr. Lasker was born May 1, 1880, in Freiburg, Germany, of American parents touring Europe at the time.

In 1898 he went to work for Lord & Thomas at \$10 a week. Twelve years later he owned the agency. The period from his first employment to his retirement saw the firm's annual billings rise from \$800,000 to \$50 million.

Mr. Lasker retired in 1942 when he dissolved the firm and turned the business over to his subordinates, who continued it under the name of Foote, Cone & Belding.

The Lasker Foundation was established in 1943. One of its primary concerns has been cancer research.

Mr. Lasker was married three times. His first wife, Florence Flora Warner, died in 1936. Two years later he married actress Doris Kenyon Sills Hopkins. They were divorced in 1939. His third marriage in 1940 was to Mrs. Mary Woodard Reinhardt, who survives. Other survivors include three children by his first marriage.

Jack Parker Resigns

JACK PARKER, vice president and general manager of Saginaw Broadcasting Co., licensee of WSAM Saginaw, Mich., has resigned, according to Milton Greenebaum, president. Mr. Parker plans to enter the agency field.