

Leading Radio-TV Agencies

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and Rinso accounts, channelling the former to FC&B and the latter to Hewitt, Ogilvy, Benson & Mather. Earlier in 1952 the agency lost the Dodge account to Grant Adv. R & R continues to place Wrigley's *Gene Autry* radio show, the Arthur Murray TV program; Clearalls' participation on *Today* and Elaine Curtis cosmetics on *Welcome Travelers*.

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CAMPBELL - EWALD: Radio-TV billing, \$7 million; \$1.8 million in radio, \$5.2 million in TV. Radio-TV share of agency's overall billing, 25%.

Agency services the Chevrolet dealers and the parent manufacturing company, both of which place much local radio and TV. The dealers, moreover, sponsor Dinah Shore on NBC-TV for a quarter-hour twice a week.

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D'ARCY: Radio-TV billing, \$7 million; \$3.5 million in radio, \$3.5 million in TV. Radio-TV share of agency's overall billing, 25%.

Gerber Products last year took over a portion of the *Kate Smith Hour* on NBC-TV, but this gain was more than offset when the agency lost the billing on the Ken Murray show on CBS-TV following Anheuser-Bush's decision to discontinue the program. Coca-Cola, another client, sponsors *Kit Carson* on a regional basis and uses spots extensively in both radio and television.

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WARWICK & LEGLER: Radio-TV billing, \$7 million; \$3 million in radio, \$4 million in TV. Radio-TV share of agency's overall billing, 50%.

In 1952 W & L took over from the Joseph Katz Co. the Ex-Lax radio business and continued heavily with its Pabst Blue Ribbon fights schedule in TV and radio. No losses.

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WARD WHELOCK Co: Radio-TV billing, \$6 million; \$3.5 million in radio, \$2.5 million in television. Radio-TV share of agency's overall billing, 50%.

Campbell Soup Co. is this agency's major broadcast client. The firm sponsored *Club 15* on CBS Radio three times weekly, *Double or Nothing* on NBC radio five times weekly and on CBS-TV three times weekly, and the *Henry Aldrich Show* on NBC-TV.

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HARRY B. COHEN: Radio-TV billing, \$4.5 million; \$1.8 million in radio, \$2.7 million in TV. Radio-TV share of agency's overall billing, 60%.

The agency gained three new spot accounts in 1952: Airline Foods, Babbett's Glim, and Fitch Shampoo. It also placed the *Abbott & Costello* half-hour TV show for Utica Beer on a regional basis. Another Cohen client, Pearson Inc., sponsors *Hollywood Opening Night* on NBC-TV.

WILLIAM WEINTRAUB & CO.: Radio-TV billing, \$4 million; \$2 million in radio, \$2 million in TV. Radio-TV share of agency's overall billing, 40%.

Blatz Brewing continued to be this firm's principal entry in 1952, represented on CBS-TV by *Amos 'n' Andy*. Other radio-TV clients include Henry Kaiser Cars and Seeman Brothers.

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ERWIN, WASEY: Radio-TV billing, \$3.5 million; \$1.5 million in radio, \$2 million in TV. Radio-TV share of agency's overall billing, 11%.

Last year Erwin, Wasey placed for Admiral the sponsorship of the national political conventions on ABC radio and TV while continuing that account's *World News* show on CBS Radio. Carnation, another client, carried on with its *Burns and Allen* show on CBS-TV on alternate weeks and *Stars Over Hollywood* on CBS Radio.

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FULLER & SMITH & ROSS: Radio-TV billing, \$3.4 million; \$0.9 million in radio, \$2.5 million in television. Radio-TV share of agency's overall billing, 15%.

This agency placed Owens-Corning sponsorship of the Godfrey show on CBS Radio and a portion of *Godfrey Time* on CBS-TV for the first time during 1952. It also added the Aluminum Co. of America's sponsorship of *See It Now* on CBS-TV. During the early part of the year its International Silver account sponsored Dave Garroway and Fiberglas sponsored Garry Moore.

PULSE GRANTED

Injunction in Hooper Spat

SUPREME COURT of New York on Dec. 29 granted Pulse Inc. a temporary injunction restraining C. E. Hooper Inc. from repeating statements contained in a letter written Oct. 7, 1952, describing what allegedly happened at a meeting in San Francisco of C. E. Hooper and a group of advertising agency executives.

Specifically, according to Sydney Roslow, director of Pulse, its legal action was to dispute a statement ascribed to Mr. Hooper that the agencies present at the San Francisco meeting had agreed there should be only one broadcast audience rating service and that this service should be Hooper's. This, Pulse claims, is not the truth.

Mr. Hooper last week declared, "Actually, the letter that is the subject of the dispute stated nothing but the truth and the whole truth. According to my attorney that is a complete defense to the charges. My own affidavit to that effect has been filed with the court and is supported by affidavits taken from individuals who, like myself, were at the meeting."

Coffee & Doughnuts

TO CALL attention to the debut of the early-morning *Bobby Sherwood Show* on ABC's WJZ New York last Monday, the network's promotion department sent a hot glass jar of coffee in an insulated bag, with doughnuts, to some 500 radio timebuyers at New York agencies. An accompanying card mentioned the *Sherwood* program (Monday-Friday, 6:30-8 a.m. EST) and also plugged the newscasts of Charles F. McCarthy (at 7:30 and 8 a.m. and 12:45 p.m. EST), which also started last Monday on WJZ.

KMPC Sale Okayed

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guaranteed by Messrs. Autry and Reynolds.

KMPC reported current assets of \$337,526.78 and current liabilities of \$73,348.70 as of Sept. 30, 1952, while total assets and liabilities as of Oct. 31 were given as \$573,953.38. KMPC showed a profit, after federal income tax, of \$3,276.96 for October 1952 and \$52,436.23 for the year 1952 to Oct. 31, the transfer application disclosed. Profit, after tax, for October 1951 was \$8,235.81 and for year 1951 (to Oct. 31, 1951) was \$44,039.70. KMPC staff totals 47 persons.

Depreciated cost of tangible property devoted to broadcasting, including land and buildings, as of Dec. 31, 1951, totaled \$254,372.99, the application said. Replacement value was given as \$894,966.

Mr. Autry, in addition to his 85% holding in KOOL, is 48% owner of Old Pueblo Broadcasting Co., licensee of KOPO Tucson. Old Pueblo Broadcasting also is 100% owner of KNOG Nogales.

In the KSWB action, FCC approved the assignment following Mr. Garland's satisfactory reply to allegations made in a protest filed by Dwight Harkins, secretary of Harkins Broadcasting Co., onetime applicant for KSWB's assignment of 250 w on 1240 kc.

Harkins Broadcasting protested FCC's failure to grant comparative hearing on its new-station application and the request of KSWB for reinstatement of its permit which had expired. FCC denied the Harkins petition on the ground that the application was filed Oct. 24, 1952, the same day the Commission had approved reinstatement of the KSWB permit, hence not entitled to comparative consideration under the Commission's 24-hour rule.

In his explanation, Mr. Garland related that on last Oct. 1 he was telephoned by William Conn, manager of Yuma's Bank of Douglas, suggesting Maricopa Broadcasters might be interested in buying KSWB, then in financial straits and not yet on the air. Conversations were held but when it was learned the permit had expired, Maricopa filed its own application for the channel, withdrawing it within a few days when it was learned

KSWB had asked reinstatement. Mr. Garland related Maricopa took an option to purchase KSWB and offered advice and limited financial aid, but never took part in station management nor prepared any part of the reinstatement request, which did not mention the option upon the advice of a local attorney. The KOOL manager emphasized that Maricopa was conscious of Communications Act requirements concerning transfers and had informed KSWB that all agreements would have to be subject to FCC approval. He also informed the KSWB principals that the permit could be acquired only at cost, the letter explained.

The KSWB files at FCC disclosed that Mr. Darwin has filed with a local court a damage suit for nearly \$100,000 against Dwight Harkins Amusement Enterprises Inc. in which he charges that failure by defendant to consummate a transfer approved by FCC and involving KCLF Clifton, Ariz. [B•T, June 16, 1952], as well as certain other matters, resulted in financial difficulties preventing his completion of KSWB's construction.

Mr. Darwin and Dwight Harkins Amusement Enterprises Inc. were each to hold 50% in KCLF through Saguro Broadcasting Co.

Mr. Darwin further contended he was unjustly dismissed last September as KCLF general manager. The defendant's reply to the suit asserted Mr. Darwin was fired because he devoted time when he should have been at KCLF to his Yuma interest and alleged Mr. Darwin used KCLF employes and fixtures for KSWB.

NARTB DIRECTORS

Election Forms Readied

THIRTEEN vacancies on the NARTB Radio Board of Directors will be filled under election procedure that gets underway this week. Nominating forms, along with a list of broadcasters eligible to run, will be mailed next Friday to member stations.

Vacancies will occur in 1953 in the nine odd-numbered districts. One each of the four at-large directorates (large, medium and small stations, and FM) will become vacant at the same time, with all newly elected directors taking office at the time of the annual convention April 29-May 1.

Nominations for the vacancies must be returned to NARTB headquarters by Jan. 26. Those nominated will be notified Jan. 27 and given until Feb. 3 to accept or decline, or to select which post to run for if nominated for more than one. Final election ballots will be mailed Feb. 6, returnable Feb. 23. Results will be given Feb. 26.

Currently NARTB members are voting by referendum on the revised by-laws unanimously approved by the full board last Dec. 3 [B•T, Dec. 8, 1952]. Ballots are due Jan. 16. If revision is approved, new by-laws go into effect Feb. 1.