

# CITRUS BUY

Set for 17 Markets

FLORIDA Citrus Commission approved purchase of a new radio program for use in 17 southern markets at a meeting Wednesday in Lakeland, Fla.

The 15-minute program, to be aired three times weekly, features a men's quartet singing folk songs, spirituals and hymns. Program's title was not disclosed.

J. H. (Jack) Forshaw, Lakeland representative of J. Walter Thompson Co., which handles the account, said the program is "wonderfully suited" for the southern area. The Commission already has authorized \$50,000, or a quarter of its budget, to the southern and south central area, which represents a quarter of its market.

The 17 markets will be at Atlanta, Augusta, Ga.; Birmingham, Jackson, Miss.; New Orleans, Shreveport, Greenville, S. C.; Charleston, S. C.; Greensboro, N. C.; Raleigh, Memphis, Knoxville, Nashville, Chattanooga, Houston, Dallas and San Antonio. Stations will be announced in about 10 days. Only six southern markets were used last year.

Don Francisco, J. Walter Thompson Co. vice president from New York, who was at the Lakeland meeting, termed the program as the best buy. David Corey, also present from the agency's New York office, said plans are under way for additional spot radio advertising east of the Mississippi.

The Commission revealed its *Happy's Party*, Saturday morning TV show for children, originating in Pittsburgh to four markets, will cost \$48,179 for its 17-week test period Nov. 6 to Dec. 27, with test and production costs \$1,000 a week.

Commission manager Robert C. Evans and Mr. Francisco said the citrus group has an option to continue the TV puppet show in 13-week periods, with production costs to rise to \$1,500 a week live or \$5,000 on film. The Commission has an option to buy the show outright before July 1, 1954, for \$350,000, Mr. Evans said.



FRANKLIN M. DOOLITTLE (l), president, WDRG-AM-FM Hartford, Conn., and Elliott M. Sanger, executive vice president, WQXR-AM-FM New York, sign agreement by which WQXR programs will be aired on WDRG-FM (see story, page 71).

# RENEWS LICENSES

'Racing' Doubt Cleared

LICENSES of a group of stations put on temporary license early this year because of horserace programs were renewed Wednesday by the FCC. The licenses were removed from the hearing docket following evidence racing programs had been discontinued or curtailed.

Stations receiving renewals were KWKW Pasadena, Calif.; KJBS and KSAN San Francisco; KVSM San Mateo, Calif.; WWPB-FM Miami, Fla.; WAAF-FM Chicago; WLAP Lexington, Ky.; WITH Baltimore; WBNX New York; WGPA Bethlehem, Pa.; WRIB Providence, R. I.

The FCC also removed from hearing and granted application by WMIE Miami, Fla., for license to cover CP. It granted petitions of KLAC-TV Los Angeles, and WPIX (TV) New York insofar as they involve removal from hearing of applications for licenses to cover CP.

Removal of the temporary license status for the 19 stations had been proposed by the FCC's Broadcast Bureau [B\*T, Sept. 1]. Stations were said to have discontinued objectionable flash or running accounts of races.

# Hills Buys 'Ashton'

HILLS BROS., San Francisco, will sponsor *Rush Ashton*, effective Sept. 22, on 22 CBS Radio Pacific Coast stations (4:40-4:45 p.m., five times weekly). N. W. Ayer & Son, New York, is the agency.

# JOINS K&E

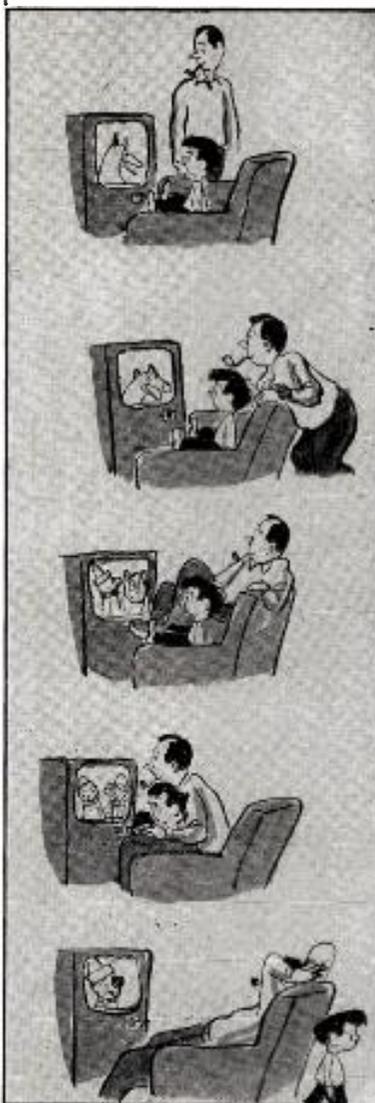
OWEN & CHAPPELL Inc., New York, will dissolve and its officers and four major accounts will join forces with Kenyon & Eckhardt, New York, effective Nov. 3. The move will mean an approximate \$3½ million worth of billing [CLOSED CIRCUIT, Sept. 8] added to Kenyon & Eckhardt's \$39

John H. Owen will become a K&E vice president and account supervisor while Charles Chappell will become a K&E consultant and vice chairman of the review board. O&C has a staff of 43 people, part of whom also will join K&E.

Effective the same date, K&E has been appointed to handle the advertising of four accounts now serviced by Owen & Chappell:

National Brewing Co. of Baltimore for National Premium and National Bohemian Beers (which spend approximately \$700,000 in television); Browne-Vintners Co., New York, for White Horse Scotch Whiskey; Frankfort Distillers Corp. of New York for Hunter & Wilson Whiskies; Renfield Importers of New York for Martini & Rossi Vermouths, Piper Heidsieck Champagnes, and Remy Martin Cognacs. Other accounts of Owen & Chappell amounting to about \$400,

# Kids' Show



Drawn for BROADCASTING • TELECASTING by Dick Wang

# Owen & Chappell To Dissolve

000 are looking for new agency associations.

At a news conference last Wednesday, Mr. Owen explained that "60 days ago" he didn't know anyone at K&E but at that time he decided to join forces with the agency because he believed that although his agency has had its best year last year, the rising costs made it important for a small agency to join a larger one to absorb the increase. Having great confidence in K&E, he said, he called Thomas D'Arcy Brophy, chairman of the board, explained his project and emphasized that he wanted a "good place for my people and clients and for me."

Mr. Brophy explained to the group that this was not a merger or a purchase and that "no money had passed" between the principals, but that the clients and personnel were simply joining K&E.

# ETHICS BOARD

NARTB Moves on Rate Cuts

NARTB took its first major step against rate-cutting practice last week with announcement by President Harold E. Fellows that a Radio Standards of Practice Committee has been named [B\*T, Aug. 25].

The committee will study revival of the broadcast standards and go into the ethical side of rate-cutting in line with a directive from the NARTB board.

Named chairman of the standards committee is John F. Meagher, KYSM Mankato, Minn. [CLOSED CIRCUIT, Sept. 1]. Other members are William B. McGrath, WHDH Boston; Carleton D. Brown, WTVL Waterville, Me.; E. R. Vadeboncoeur, WSYR Syracuse; Walter E. Wagstaff, KIDO Boise, Ida.; Clyde W. Rembert, KRLD Dallas, and William D. Pabst, KFRC San Francisco.

First meeting of the new committee will be held this autumn but no date has been announced. The session will be held prior to the NARTB Radio Board's Nov. 20-21 meeting.

The broadcast standards, adopted in 1948 following clamors from civic and educational groups, are still in effect although the charge is made now and then that radio stations are ignoring widely the provisions.

Over 90 of the 109 U. S. television stations are conforming to the TV Code that went into operation last March 1. Both member and non-member stations are eligible to subscribe. The TV Code carries a seal of approval to promote enforcement but the radio standards carry no enforcement weapon.

NARTB district meetings, now nearing the half-way point, have discussed the rate-cutting problem at length. Todd Storz, KOWH Omaha, aroused industrywide interest in a proposal that a seal plan be adopted by NARTB for stations that stick to their rates.

# NADA CAMPAIGN

Radio-TV Sales Seen

THERE may be a carload of business for broadcasters in the National Automobile Dealers Assn. "get-out-the-vote" drive, according to J. Saxton Lloyd, NADA head.

The NADA has instituted a national public service program of offering transportation to and from the polls in November.

Mr. Lloyd, himself a new car dealer in Daytona Beach, Fla., said that he has urged NADA members to use all media to make sure that the public is aware of the program.

For the benefit of dealers, the NADA has prepared promotion material, including a kit containing radio spots and video slides. Mr. Lloyd believes that broadcasters would find it worthwhile to contact local NADA branches.