

McGavren-Quinn Co., Burke-Stuart Merge

East and West met last week as McGavren-Quinn Co., San Francisco and Los Angeles, absorbed Burke-Stuart Co., New York-Chicago-Detroit, bringing the combined station representative client list to 46 stations. Under terms of the agreement—which was said to involve no cash or stock exchange—a new corporation will be set up April 1 to be called McGavren-Quinn Corp. (McGavren-Quinn Co. was not incorporated).

Named chairman of the board of M-Q Corp. is attorney John Keating, who formerly served as chairman of Burke-Stuart Co. Daren McGavren assumes the presidency of the new firm, while Donald J. Quinn, partner and head of the Los Angeles office, becomes executive vice president with his office in New York. Other officers are Ralph Guild and Allan Kerr, vice presidents, and Edna Mae Elwell, secretary-treasurer.

Frank B. Sawdon, former president of Burke-Stuart, said he will "have no association" with the new company. Mr. Sawdon is vice president of sales and advertising, Robert Hall Clothes Inc. (division of United Merchants & Mfg. Co.) and president of Frank B. Sawdon Inc., advertising agency handling Robert Hall. The Burke-Stuart company reportedly gets its name from

Mr. Sawdon's middle name and that of his son.

The New York office of McGavren-Quinn will be at 60 East 56th St., New York 22 (Telephone: Plaza 1-4646), now the home of Burke Stuart. McGavren-Quinn will close its old office at 33 West 42d St., New York 36 (Bryant 9-1374).

The combined client list, reported to be effective this week, will read as follows: WCFL Chicago; WLAV Grand Rapids, Mich.; WAKR-AM-TV Akron, Ohio; WATR-AM-TV Waterbury, Conn.; WNAB Bridgeport, Conn.; KBND Bend, Ore.; WHGB Harrisburg, Pa.; WFBG Altoona, Pa.; KSET El Paso, Tex.; WNHC New Haven, Conn.; KBRV Soda Springs, Idaho; KWDM Des Moines; WSAC Radcliffe, Ky.; WPBC Minneapolis; KONE Reno; KTOO Henderson, Nev.; KRNK Kearney, Neb.; WIRY Plattsburgh, N. Y.; WALL Middletown, N. Y.; WMNI Columbus, Ohio; WLMJ Jackson, Ohio; KAIR Tucson, and the following California stations:

KAVR Apple Valley, KAFY Bakersfield, KHUM Eureka, KBIF Fresno, KWIP Merced, KTRB Modesto, KWSD Mt. Shasta, KXOA Sacramento, KSBW Salinas, KFXM San Bernardino, KSDO San Diego, KJBS San Francisco, KXRX San Jose, KVEC San Luis Obispo, KDB Santa Barbara, KCOY Santa Maria, KJOY Stockton and KVEN Ventura.

Also serviced for the West Coast only are WITH Baltimore; KHMO Hannibal, Mo.; KXL Portland, Ore.; WLEE Richmond, Va., and KJR Seattle.

Spence, KXRO President, Dies; Was NAB Director for 12 Years

Harry R. Spence, 57, president of KXRO Aberdeen, Wash., died last Tuesday after a heart attack. He was to be buried last weekend upon arrival of his son from Okinawa where he is stationed with the Navy.



MR. SPENCE

Mr. Spence for 12 years was a director of NAB and is a past president of the Washington State Assn. of Broadcasters. He started in broadcasting with KMO Tacoma in 1926 [OUR RESPECTS, Nov. 26, 1945], buying into KXRO two years later. The broadcaster was active in Aberdeen community affairs. Survivors are Mrs. Spence and a daughter Heather, 20, both at home, and a son, James, 23, in the Navy.

KMGH-TV Changes to KMSP (TV)

KMGH-TV Minneapolis, Minn., was granted a change of its call letters to KMSP (TV) last week by the FCC. The new identification for the ch. 9 outlet had been opposed by KSTP-AM-TV St. Paul. The Commission, however, saw "insufficient" likelihood of confusion by the public between the twin city stations' calls.

DATELINES Newsworthy News Coverage by Radio and Tv

ON THE SNOW FRONT—During the recent snowstorm that hit the eastern part of the country and crippled cities by destroying power lines, radio and tv again rose to the aid of the public. Broadcasters worked their staffs around the clock, relayed emergency bulletins for local, county and state officials and aired all other pertinent information to listeners and viewers.

This was pointed up in first reports to BROADCASTING last week from WCAU-AM-TV and WIP, both Philadelphia; WFBR Baltimore; WITM Trenton, WMBV Millville and WCMC Wildwood, all New Jersey, and WBCB Levittown, Pa.

In addition, WCAU-AM-TV kept listeners and viewers aware of conditions with the use of a helicopter. WCAU newsman Ken Mayer, equipped with a tape recorder, and WCAU-TV photographer Lew Clark, with his camera, boarded a Navy helicopter and toured the disaster area with Navy personnel.

WIP reports that the danger was increased with the threat of a walkout by Philadelphia Transportation Co. workers which would have halted all public transportation at the height of the storm. The station kept listeners informed of the situation with beep phone interviews from the mayor's office and from city and union officials.

When power failure silenced other area stations, WCMC used standby Gates equip-

ment for 10 hours in presenting storm news, bulletins and other services.

GRANTS—When KQUE Albuquerque, N. M., received the bulletin that Mike Todd's plane had crashed near Grants, N. M., it dispatched newsmen and mobile units to the site, 80 miles from the station, while reporters stood by in KQUE's newsroom to relay the news. Despite treacherous conditions caused by rain and snow in the mountainous area of the disaster, KQUE newsmen and rescuers reached the scene and listeners got a step-by-step report of their progress. The station in turn relayed the information to CBS; Mutual; four Storz Stations through WHB Kansas City; the Public Radio Corp. through KIOA Des Moines; KAKC Tulsa; KELP El Paso, Tex.; KFOR and KLIN Lincoln, Neb., and ABN through its Los Angeles affiliate, KABC.

CLEARWATER—When staffers of WPPA Pottsville, Pa., were in this Florida city making tape recordings of major league ball players this month, they also were able to give on-the-spot coverage to what reportedly was the most disastrous fire in Clearwater's history. They taped half-hour interviews with Mayor Homer Lewis, the chief of police, the fire chief, a newspaperman and one of the owners of a store who watched destruction of his stock

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