



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 3

NEW YORK, WEDNESDAY, OCTOBER 5, 1949

TEN CENTS

URGES FCC TO OKAY COLOR TELE NOW

Lever Headquarters Will Move To N. Y. C.

Lever Brothers, heavy users of radio time, will move their headquarters from Cambridge, Mass., to New York City and will construct a 20-story Lever House at a cost of \$6,000,000, Charles Luckman, president, announced yesterday.

Simultaneously with the move of the parent company, the executive and general offices of the company's three subsidiaries: the Pepsodent Company, Chicago, manufacturers of dentifrices; the John F. Jelke Co. of Chicago, producers of margarine; and Harriet Hubbard Ayer, Inc., of New York, cosmetic firm, will be

(Continued on Page 8)

Carnation Show To Use Guest Stars Temporarily

West Coast Bureau, RADIO DAILY Hollywood—The Carnation Co. will use two guest soloists each week on the "Contented Hour" broadcasts as replacements for the late Buddy Clark until a permanent star is decided upon. The show, whose premiere on CBS was delayed a week after Clark was killed in a plane crash last Saturday, will start this Sunday, 10-1:30 p.m.

Margaret Whiting and another

(Continued on Page 2)

Canada Moves To Get Communications Control

Montreal—The Canadian Government has announced its intention to buy some of the assets of the Canadian Marconi Co., and the Canadian interests of Cable and Wireless Ltd., for approximately \$4,500,000, as part of a program for nationalizing Can-

(Continued on Page 2)

Good News

Pace-setters in yesterday's bullish market were radio and TV stocks, which took the lead over a wide range of listings that reached their highest average level for the year. Admiral set the pace with a gain of almost two points. Emerson, Philco and Magnavox showed about a point gain each, with Motorola failing to sustain its high for the year, but closing at up 7/8.

BMB Troubles Mount; Gov't Seeking Tax

Broadcast Measurement Bureau, which sought to establish its identity as a non-profit organization in the eyes of the Internal Revenue department at the completion of its First Study, is reported to have received an adverse ruling from the government and must pay income tax aggregating \$73,000.

In December, 1947, the government ordered BMB to file an income tax return. Later Internal Revenue agents conducted an investigation

(Continued on Page 5)

Oral Argument Nov. 4 On So. Baptist FM Web

Washington—The FCC yesterday ordered oral argument November 4 on the petition of the radio commission of the Southern Baptist Convention and the executive board of the Baptist General Convention of Texas, for a special group of low-powered, non-commercial FM broad-

(Continued on Page 5)

CBS President Declares Web Is Ready To Present Its Color Television On A Commercial Basis

A. & P. Okays Radio For Institutionals

The Atlantic & Pacific Tea Co. has authorized its seven national divisions to include radio in its anti-trust action campaign which was initiated in full-page ads in some 2,000 newspapers throughout the country last month, RADIO DAILY learned yesterday.

Several broadcasters reportedly have been under the erroneous be-

(Continued on Page 5)

Sen. Johnson To Speak At NAEB Annual Meeting

Ann Arbor, Mich.—Sen. Edwin C. Johnson, chairman of the Interstate and Foreign Commerce Committee, has accepted a bid to address the 24th annual business meeting of the National Assn. of Educational Broadcasters, to be held on the campus of

(Continued on Page 5)

Radio Theater Leads "First Fifteen" Ratings

Walter Winchell and Jack Benny returned to the air with a drop to the 7th and 8th places in the Sept. 30th "First Fifteen" Hooperatings.

The complete listing with ratings follow: 1. Radio Theater, 20.7;

(Continued on Page 2)

Washington Bureau of RADIO DAILY Washington—The CBS color system is well within the economic reach of the general public and is "ready today" for commercial use, CBS president Frank Stanton said here yesterday. Stanton was the first CBS witness to testify at the FCC hearings on color and UHF. He also urged the

(Continued on Page 7)

Movie Company Sets Mutual Web Tieup

West Coast Bureau of RADIO DAILY Hollywood—Paramount's radio department has completed a tieup with Ry Krisp for a new five-minute radio series, to be heard each Monday, Wednesday and Friday over 366 Mutual stations starting November 14.

Erskine Johnson, syndicated columnist, will interview Paramount stars, and each star will be heard

(Continued on Page 2)

Two Comedy Programs Acquired By ABC Web

Two family situation comedies, "Blondie" and "A Date With Judy," both of which were sponsored last year for abbreviated periods on NBC, have been acquired by ABC for debut as back-to-back series on

(Continued on Page 6)

U. N. Recording

A special United Nations Day recording produced by the U.N. radio department will be made available to radio stations through NAB, it was announced yesterday. The recording, scheduled for presentation on U.N. Day, October 24, is being pressed by RCA-Victor as its contribution to the special observance planned for that date.

Future Of Radio Secure, Speaker Tells Advertisers

A parallel between radio and another "Fabulous Invalid," the theater, was drawn yesterday by Louis G. Cowan, president of the package firm of that name, addressing the Radio and Television session of the 4-A Annual Eastern Conference, held at the Hotel Roosevelt, New York.

Pointing out that the death of the theater has been predicted regularly for centuries, and always pre-

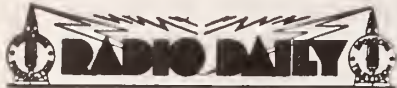
maturely, Cowan said: "Radio is a very big business which is not dying—or on the way out. Such talk is a case where the effect, because it is presumed to have taken place, can itself be the cause that produces that effect. This is a neat trick. Instead of lifting itself by the bootstraps, radio, by such talk, is pulling itself down by the hatband."

"Actually," he went on, "radio is

(Continued on Page 6)

Today's The Day

First World Series game between the Dodgers and the Yankees is scheduled to be heard over WOR-Mutual and seen through the nation's television stations today beginning at 12:45 p.m. EST. The game will actually get under way at 1 p.m., at Yankee Stadium in New York. All technical arrangements have been completed.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate, Manager,
360 No. Michigan Ave.
Phone: Randolph 6-6650
Phone: Riverside 5491
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL (October 4)

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, Philco, Philco pfd., RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER.

WHLI Weather Service
WHLI, Hempstead, Long Island, will broadcast bulletins on winter weather conditions and highway reports through a special teletype circuit linked with the U. S. Weather bureau in New York. WHLI will also keep a weather eye on the Long Island Railroad, whose movements in past winters have been a source of great interest and anxiety for suburban New Yorkers.

KGW KGW-FM PORTLAND, OREGON AFFILIATED WITH REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Added Listeners
Listener ratings on the World Series, scheduled to open at the Yankee Stadium today, will take an upturn for the Ossining, N. Y., area with the inclusion of 1,755 "extraordinary" listeners who will be "allowed" to lend an ear. The warden of Sing Sing Prison has indicated he will lift the usual afternoon restrictions for the purpose.

Virginia AP Members Hold Parley At Roanoke

Roanoke, Va.—Twenty-one broadcasters representing 11 Virginia stations attended a meeting of the Virginia Associated Press Broadcasters here Sept. 19. Jack Weldon, general manager of WWOD, Lynchburg, presided.

Junius P. Fishburn, owner of WDBJ and publisher of the Roanoke Times and Roanoke World News, traced the growth of AP service in the state during the last 30 years, and described it as one of the best state news services in the nation. Twenty-eight Virginia stations are members.

Those attending the conclave included the following: Emileigh Maxwell, W T A R, Norfolk; Jim Moore and Leigh Smith, WSL, Roanoke; Don Murray, John W. Eure, Paul E. Reynolds and Jim Walsh, WDBJ, Roanoke; Charles P. Blackley and Robert Starratt, WTON, Staunton; Maxey E. Stone, WSVS, Crewe; John W. Schultz and Maynard E. Dillaber, WMVA, Martinsville; Jack Weldon and Don Jarvis, WWOD, Lynchburg; Erick Lund, WLVA, Lynchburg; Tom Wade, WCYB, Bristol; Phil Hirsch and Milton B. Henson, WREL, Lexington; Fred L. Hart and Earl Hundley, WLPFM, Suffolk.

Movie Company Sets Mutual Web Tieup

(Continued from Page 1) on all three broadcasts during the week.

Alan Ladd will be the first to be interviewed by Johnson and he will be heard on the broadcasts of November 14, 16 and 18. "Chicago Deadline," new Ladd starrer, will be publicized.

This program will be released over the coast-to-coast Mutual network from 5:55 to 6:00 p.m. in all time zones.

Joins WSAM Sales Staff

Saginaw, Mich.—Vincent Picard has been appointed sales manager of radio station WSAM replacing Robert W. Phillips who has resigned on doctor's recommendation. Picard who has been on the sales staff of WSAM was formerly with Cooter Brokerage and R. J. Reynolds Tobacco Company. Dan Lutzeier of Detroit has been added to the sales staff.

AGVA-AFM Court Case Postponed Until Friday

The hearing for the application of the American Guild of Variety Artists for a preliminary injunction against James C. Petrillo's American Federation of Musicians, in the jurisdictional dispute between the two AFL unions, has been postponed until Friday morning in New York State Supreme Court, with Justice Samuel H. Hofstadter presiding.

AGVA has insisted that an artist who reads lines on a stage falls into the category of a performer and consequently belongs within the jurisdiction of the guild. Petrillo, on the other hand, had notified his members that they must resign from the guild on the grounds that dual membership was contrary to rules. It was this action which prompted AGVA to apply for an injunction against AFM.

Canada Moves To Get Communications Control

(Continued from Page 1) ada's external communications facilities.

According to the Minister of Transport, Hon. Lionel Chevier, who sponsored first reading of the bill in the House of Commons, the Government proposes to acquire the Canadian Marconi receiving station at Yanachiche, Que., a transmitting station at Drummondville, Que., and the Marconi building here. The purchase would not include, he emphasized, the broadcasting stations, or industrial and manufacturing facilities of Canadian Marconi.

New Incorporation Planned
The resultant body would be incorporated as the Canadian Overseas Telecommunications Corp., a chief purpose of which would be "to carry on the business of public communications by cable, radio telegraph, radio telephone or any other means of communication between Canada and any other place and between Newfoundland and any other part of Canada."

Radio Theater Leads "First 15" Ratings

(Continued from Page 1) 2. My Friend Irma, 16.4; 3. Arthur Godfrey's Talent Scouts, 16.4; 4. Bob Hope, 16.2; 5. Fibber McGee & Molly, 16.1; 6. Suspense, 16.1; 7. Walter Winchell, 15.0; 8. Jack Benny, 14.7; 9. Mr. Keen, 13.6; 10. Crime Photographer, 13.3; 11. Big Town, 12.9; 12. People Are Funny, 12.8; 13. Bing Crosby, 12.8; 14. Inner Sanctum, 12.7, and 15. Great Gildersleeve, 12.3.

Carnation Show To Use Guest Stars Temporarily

(Continued from Page 1) soloist will be featured on the first broadcast over CBS, with Dinah Shore to be spotlighted next week. Erwin, Wasey is the Carnation agency.



Who's in the doghouse?

Mr. Skunk moved in so the poor dog beat a hasty retreat out of his own house. The skunk liked the doghouse so much that it took half a day to evict him.

But most of us don't like to be in the doghouse. As a time buyer, there's an easy way for you to keep out of the doghouse as far as radio advertising in Baltimore is concerned. You just buy W-I-T-H, the BIG independent with the BIG audience.

You can't go wrong with W-I-T-H! It delivers more listeners-per-dollar than any other station in town. And that means that you can get BIG results from a LITTLE money on W-I-T-H.

So if you want to keep your clients happy about their radio advertising in Baltimore, get W-I-T-H on that schedule fast. Call in your Headley-Reed man and listen to the whole W-I-T-H story.



AM WITH FM
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed



RCA scientists develop new *direct-reading* Loran instrument which simplifies problems of navigation.

The homing pigeon goes to sea

Now science gives the navigator an improved "homing pigeon instinct," a way which—without checking the sun or the stars—he can head his ship directly home.

Already thoroughly proved, *Loran equipment* has been simplified through RCA research and engineering, so that almost anyone can learn to use it in a few minutes. Free of human error, readings appear *directly* on the instrument. A quick check gives position.

Brain of this Loran system is a circuit

developed at RCA Laboratories which splits seconds into millions of parts—and accurately measures the difference in the time it takes a pair of radio signals to travel from shore to ship.

Given this information, the navigator, hundreds of miles from shore, can determine his position quickly and accurately. Loran's simplicity adapts it to every type of vessel from merchant ship to yacht. Manufactured by Radiomarine Corporation of America, a service of RCA, it is already being installed in U. S. Coast Guard rescue ships.

The meaning of RCA research

RCA's contribution to the development of this new direct-reading Loran is another example of the continued leadership in science and engineering which adds *value beyond price* to any product or service of RCA.

* * *

The newest advances in television, radio, and electronics can be seen in action at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, N. Y. 20.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

CHICAGO

By HAL TATE

THERE has been a heavy vacation exodus in these parts. Merritt R. Schoenfeld, president of Schoenfeld, Huber & Green, and Norman C. Green, Chicago manager of Crowell-Collier Publishing Company are spending a week on a fishing trip at Walter Swanson's island in Lake of the Woods. The WBBM offices must be functioning with a skeleton staff—Marge Retzke of the continuity editing department is vacationing in Williamsburg, Va.; Ford Canfield, a staff musician is doing the same in New England; Joe Rumoro, guitar virtuoso, is off to the wilds of Wisconsin; and Bob Martin, of the WBBM-CBS sales promotion staff, has chosen Phoenix, Arizona as his two-week stamping ground.

WGN is resuming the broadcasts of two of its most popular youth programs this week, "Citizens of Tomorrow" and "Youth Looks Up." It is estimated that during the past nine years, almost 400,000 young people have been heard on these programs. The first of the new "Citizens" shows, dedicated to the high school students of America, will salute DuSable High School, and will be heard Saturday, October 8 at 10:30 a.m. The first broadcast of the "Youth Looks Up" series this year will be heard Sunday, October 9 at 8:00 a.m. Philip Maxwell will again take the roles of "Principal of the Air" in the high school broadcast, and "Visiting Superintendent" in the Sunday school program.

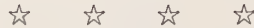
E. Sawyer (Si) Smith, a recent Northwestern University graduate, has been named assistant sales service manager at WBBM-CBS, replacing Paul Schlesinger who left the station to take over the position of time-buyer at the Tatham-Laird agency.

On October 6, Danny Kaye, noted comedian of stage, screen and radio, will transcribe several Community Fund announcements to be used on the radio during the current campaign. Kaye, who will be here to launch the 1949 drive in Chicago, will record these short features in the WBBM studios. He is appearing currently at the B&K Chicago Theater.

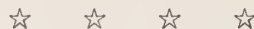


Mainly About Manhattan. . . !

● ● ● AROUND TOWN: Just to add to the rating confusion, one rumor making the rounds in New York has Nielsen buying out Hooper and another has Hooper taking over Nielsen. . . . Watch for some NAB fireworks on the organization's policy to keep district meetings "off the record." It seems that some of the eastern broadcasters are not in accord with Judge Miller's policy. . . . Now that the FCC has nixed Crosley Broadcasting's attempt to buy Louisville's WHAS, Roberto Hope may make another stab. . . . Agencies hot on the trail for Bill (County Fair) Gernannt's "Joe & Ethel Turp" TV series. It might interest the lads to know that Damon Runyon himself would never allow anyone but Gernannt to have anything to do with the Turps, altho' plenty of other producers were after it. Seems that Damon loved the 'Gernannt touch' and his understanding of the Runyon characters. . . . Dean Martin & Jerry Lewis' click in the movies will not hurt their chances of latching on to a radio sponsor. (As a matter of fact, they're about to close a deal right now.) . . . Eastern Railroads have taken an option on Ted Granik's NBC simulcast, "American Forum of the Air," skedded for an Oct. 30th preem.



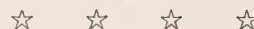
● ● ● LUX RADIO THEATRE celebrates its 15th ann'y Oct. 14th and the press dept of J. Walter Thompson, both here and on the coast, haven't been forgetting it. They've been concentrating on a magazine campaign and have come up with two or more pages in the following: Look, Seventeen, Radio Mirror, Varsity, Movie Life, Silver Screen, Screenland, Movie Pix, Photoplay and others. How about that, as our good pal, Mel Allen, would give it.



● ● ● JUST BREEZIN' ALONG: For our dough, they can call it Studio One-derful. . . . For showmanship and personality plus, we cheerfully recommend you to Al Morgan's musical series out of Chicago via DuMont. . . . With "Break the Bank" shifting to NBC tonight, director Jack Rubin was called in by the station to audition the bells for the program. Seems they want the same effect as the bells used when program was on ABC. So now, instead of auditioning people, Rubin is auditioning bells. . . . Talk about your versatility, Jim Boles and Athena Lorde (Mr. & Missus in private life) have appeared together as a young honeymoon couple—father and daughter—brother and sister—70 year old sweethearts—and a father and mother combo all in the past two weeks. . . . Frank Cooper now representing Coleman Jacoby and Arnold Rosen, a great writing combo, for radio and tele. . . . Leading Latin-American broadcasters will gather at the Waldorf next week for a board meeting of the Inter-American Ass'n of Broadcasters. Goar Mestre, of Cuba, and Don Emilio Azcarrage, of Mexico, among those expected to attend. . . .



● ● ● IN ANSWER to her ad for a sec'y, Cathy Mastice (the gal in the middle of that Berle-Kirsten rhubarb) received a reply from one applicant who concluded: "I've had 4 jobs in the past month and that proves how much in demand I am."



● ● ● WM. GARGAN is preparing a video series based on "Night Editor," which has long been a radio feature on the CBS outlet in Los Angeles. He's negotiating with Hal Burdick who owns, writes and narrates the series. To lend authenticity to the TV version, Gargan will invite night editors throughout the country to submit an outline on the most exciting story they ever worked on. Those submitting suitable stories will be invited to come to N.Y. and appear on the program, where they'll be paid for both the story and their acting (?).

SOUTHWEST

"THEATER OF THE AIR" is the first of the MGM transcriptions to find a sponsor on KXYZ, Houston. The hour-long drama, featuring a roster of MGM name talent, is slotted at 4:00 p.m. each Sunday afternoon and was placed through John Paul Goodwin Agency for South Texas National Bank.

What is probably the largest regularly scheduled western disc jockey show has made another "first" for KNUZ, Houston indie. "Rhythm Ranch" has a new approach in that it will consistently use more live recording talent than any previous Houston program. Each recording artist will emcee a 15-minute period in "Rhythm Ranch," which hits the air at 1:45 p.m. each Saturday, with chatter and news about their recent releases and bands while spinning their own records with the able assistance of KNUZ staffers Ken Grant and Buddy Covington. Already signed for "Rhythm Ranch" are Bennie Hess, Tiny Smith, Leon Payne, Ben Christian, Benny Leaders, Jimmy Short, Collie Cornpatch, Little Marge, Pete Hunter, Floyd Tillman, Hank Lochlin, Jerry Jericho, Jerry Irby, and Woody and Smitty.

Terry Lee, commercial manager of KXYZ, Houston, is off on a whirlwind tour of the New York agencies.

Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite



morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC
of Kansas City

KFRM
for Rural Kansas

1906 1949

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR

Famous French Candies

15 East 52nd St.
AIR CONDITIONED

BMB Troubles Mount; Gov't Seeking Tax

(Continued from Page 1)
of BMB operations and reported their findings to Washington.

At the time of the Internal Revenue department investigation J. Harold Ryan, chairman of the BMB board said: "BMB's cooperative, non profit nature stems directly from the fact that the job it does can only be done by that kind of an organization. BMB sprang from the oft-expressed need for advertisers, agencies and broadcasters for a tripartite, co-operative non-profit research organization. It is inconceivable that the government would ever find such an organization subject to tax."

Kenneth Baker, acting president of BMB, could not be reached for comment last night. He was reported attending the NAB district meeting and busily engaged in completing the subscription list for the Second Study which is expected to be released early next year.

A hearing on the government's claim will be heard in U. S. Tax Court, probably during the week of Oct. 24. The claim involves about \$63,000 in taxes, plus interest of about \$10,000, according to Lawrence Casey, of the law firm of Root, Ballantine, Harlan, Bushby and Palmer, counsel for BMB.

Oral Argument Nov. 4 On So. Baptist FM Web

(Continued from Page 1)
cast stations. The primary purpose of the hearing is to determine the constitutional issue as to whether the Commission may legally in view of the First Amendment to the Constitution, "establish a specific category of religious stations."

A secondary question is whether such action, if consistent with the Constitution, would be in the public interest.

Sponsoring Musical Show

Anderson Co., maker of Anco auto windshield wipers, has begun sponsorship, under a nine-week contract with WOR, of a five-minute musical show featuring songs about the weather, such as "Stormy Weather," "April Showers," et., 1:35-1:40 p.m., Saturdays.

TOP DISK JOCKEY, M. C., Narrator, Actor NOW EMPLOYED

seeks to make a change. Would be interested to hear from station managers in California, Florida, Chicago. Heard regularly on network shows since 1945.

Write Box 276
RADIO DAILY
1501 Broadway N. Y. C.

★ AGENCY NEWSCAST ★

TWENTY-SIXTH YEAR of the Advertising and Selling Course of the Advertising Club of New York, will open at the Engineering Societies Building, 29 Wset 39th Street, Monday, October 10 at 7:45 p.m. The speaker of the evening will be A. H. (Red) Motley, president, Parade Publications, Inc. Horace H. Nahm, chairman of the Advertising and Selling Course Committee, will preside.

FAUSTIN J. SOLON, vice-president of Owens-Illinois Glass Company, Toledo, Ohio, has been elected chairman of the Joint ANA-AAAA Committee on Improvement of Public Understanding of Our Economic System. Henry C. Flower, Jr., vice-president and director of J. Walter Thompson Company, New York, was elected vice-chairman of the committee. Solon succeeds Don Belding, chairman of the executive committee of Foote, Cone & Belding, Los Angeles. Belding is now president of Freedoms Foundation, Inc. As vice-chairman, Flower succeeds H. M. Shackelford, vice-president in charge of sales promotion and advertising for Johns-Manville Corporation, New York.

OSCAR J. WILE, president of Browne Vintners Company, Inc., announces the appointment of Roy S. Durstine, Inc. for the advertising of Captain Morgan Jamaica Rum which is now being introduced to this country.

Sen. Johnson To Speak At NAEB Annual Meeting

(Continued from Page 1)
the University of Michigan Oct. 15, 16, and 17.

Invitations have also been sent to Chairman Wayne Coy, and Commissioner Frieda Henneck, of the FCC. A business session centering on problems of public relations and audience building common to the 100 NAEB member groups will be led by M. S. Novik, radio consultant and part owner of WLIB, New York; Seymour Siegel, director of the New York Municipal Broadcasting System; Robert Coleman, manager of WKAR, Michigan State College; John Dunn, director of WNAD, University of Oklahoma, and others. Also on the agenda is a discussion of methods of implementing various elements of the Allerton House Report on the educational radio seminar conducted this summer under the auspices of the Rockefeller Foundation and the University of Illinois.

Others scheduled to speak during the three-day conclave are Ralph Steetle, WLSU, Louisiana State University; Dallas Smythe, Institute for Communications Research, Illinois University; Carl Wesser, consulting engineer, and C. L. McKelvie, secretary of the Junior Town Meeting League.

ANNUAL COCKTAIL PARTY of the Advertising Women of New York will be held this year in the Belvedere Room of the Hotel Astor, on October 28th. With a Halloween theme, the party is named "A Glimpse into the Future." The "Glimpse" will be provided by several palmists, graphologists, etc. Music for the party will be played by Jenó Bartal. Tickets are available at the Club office or through Mary Heeren, chairman, or members of the committee.

CAYTON, INC. has been appointed by Bond Clothing Stores for television advertising. A Bond sports show began on NBC-TV Oct. 1.

DURKEE - MOWER, INC., East Lynn, Mass., makers of Marshallow Fluff and Sweeco, have announced an expanded fall advertising campaign to include newspapers, magazines, radio (both AM and TV) and outdoor boards through Harry M. Frost Co. Inc., Boston. The campaign also includes a new "Yummy" recipe book in full color. The company has also retained Gilchrest-Spriggs & Co., also Boston, public relations counsel, to handle the opening of their new plant on the occasion of their 30th anniversary.

A. & P. Okays Radio For Institutionals

(Continued from Page 1)
lief that the A & P would not use radio in its nation-wide campaign. However, two Westinghouse stations, WBZ, Boston, and WBZA, Springfield, Mass., were among a few stations who reportedly refused to accept the A & P anti-trust commercials on the ground that the issue was controversial.

The New York headquarters of the A & P, it was understood, has authorized its seven divisions, with their 38 separate units, to buy an unrestricted amount of radio time above that budgeted for merchandising. The newspaper campaign ads, run on Sept. 20-21, and again last week, constituted substitutions for regular merchandising advertisements. The use of radio was left to the discretion of the presidents of the seven divisions.

The anti-trust complaint against the grocery chain was filed on Sept. 15 and requires a reply within 20 days.

Stork News

A son, Gary Alan, was born to the Mannie Greenfields', Sept. 27th. The father is president of Mannie Greenfield Associates, publicity.

Sensational!

COLUMBIA

MICROGROOVE

TRANSCRIPTIONS

TO COLUMBIA TRANSCRIPTIONS, N. Y. 10/5/49
 WLW, CINCINNATI -- " ... A DISTINCT TECHNICAL ADVANCE ..."
 KWTO, SPRINGFIELD -- " ALL COMMENTS FROM THE ENGINEERS... ARE OF A COMMENDATORY NATURE."
 CJOR, VANCOUVER -- " QUALITY OF THE TRANSCRIPTIONS IS EXCELLENT. BANDING ... OF IMMENSE VALUE."
 WHLN, HARLAN -- " EASILY HANDLED AND HAVE EXCELLENT QUALITY WITH A MINIMUM OF SURFACE NOISE. "

For details phone, wire or write:

COLUMBIA TRANSCRIPTIONS

A Division of Columbia Records, Inc. ©

Trade-Marks "Columbia" and Reg. U. S. Pat. Off. Marcas Registradas

LOS ANGELES NEW YORK CHICAGO

NEW BUSINESS

WNBC, New York: The Washington State Apple Commission has signed a contract for participations in the Mary Margaret McBride program on a Monday-thru-Friday basis. The order, running through March 6th, was placed through J. Walter Thompson.

The Whitehall Pharmaceutical Co. has renewed its contract for participations on Mondays, Wednesdays and Fridays in the Bob Smith program and has added spots on Tuesdays and Thursdays. The order, calling for 143 announcements, was placed through Duane Jones Co., Inc.

The Musterole Company has signed a contract for station breaks on a five-days-a-week basis. The order, running through March 31st, was placed through Erwin-Wasey & Co.

Procter and Gamble has contracted for station breaks to advertise Spic and Span. The order, running for 35 spots, was placed through the Biow Company.

"News With Charles F. McCarthy" program (7:30-7:45 a.m.) was renewed by Peter Paul, Inc. The 7:00 a.m. "News With Clyde Kittell" program was purchased by Seck & Kade, Inc.

The Peter Paul contract, calling for sponsorship for a 52-week period on Mondays, Wednesdays and Fridays, was placed through Platt Forbes, Inc. Erwin-Wasey & Co., Inc. is the agency for the Seck & Kade account, which calls for Monday, Wednesday and Friday sponsorship for a 13-week period. Charles H. Phillips represented WNBC in both sales.

KSFO, San Francisco: According to Jack Campbell, commercial manager of KSFO, both Robert Hall Clothes and The Seaboard Finance Company are including the San Francisco radio station in their Fall promotion plans. Robert Hall Clothes bought 28 quarter-hours weekly on KSFO; while The Seaboard Finance Company takes up the daily 8:00 a.m. and p.m. news periods, a total of three and one-half hours per week. Agency for Robert Hall is Frank Sawdon, for Seaboard—Smith, Bull and McCreery.

Movie Approach

Movie scenes of actual sales results obtained from radio advertising are being made by the All Radio Presentation Committee, Inc., as sequences for the industry film, "Lightning That Talks." First film takes were made recently at Cedar Rapids, Iowa, where the Me Too chain stores are heavy users of radio time. The action shots show the sales results obtained from the radio advertising which featured the merchandising of three carloads of peaches. Victor M. Ratner is producer for ARPC and the filming is being done by IMPS, Inc.

Future Of Radio Secure, Speaker Tells Advertisers

(Continued from Page 1)

in somewhat the same position as the theater—reports of its demise are apt to be exaggerated. Neither is dying as yet, and neither will die as long as they provide good entertainment."

Cowan continued: "The radio and television people can argue between themselves as to who can do what best. At the present time, and in the near foreseeable future, there is no question about radio. Basic areas, large population centers, can be covered well by television. But as of today, large portions of the country are without any television communication at all, and other areas are served by a few stations, and these on the air only for a short time. This is changing, and will continue to change. Right now, in many homes, radio is the only outside entertainment medium inside the home.

Will Survive Changes

"Even after that condition changes, even when radio and television are competing for attention inside a home, there will be a place for radio. There will be people who just want to hear music, not to look at musicians; there will be people who want to listen to a comedy or a drama while rocking the baby to sleep, or listen to dramatic shows or something else while doing housework or homework. There will, in short, be a large audience made up of people who want entertainment, but who do not, or cannot, give the time and concentration necessary for extended television viewing."

Future of TV

The future of television itself was surveyed in an earlier speech, titled "Television Caught Us Napping," by Donald W. Stewart, advertising manager of the Texas Company, which sponsors the weekly Texaco Star Theater with Milton Berle on NBC.

Stewart declared, perhaps significantly: "In the near future I don't believe that big one-hour shows will

need to be seen more than twice a month, since the impact of television is so much greater than radio and it is not necessary to expose yourself on a weekly basis. . . . If this schedule is followed, obviously more rehearsal time can be given to each program and in our show with Milton Berle, there would be less chance of his burning out too soon. . . . The other end and one of the most important reasons for going on this basis is the expense involved. It will be very hard to justify spending as much as \$75,000 every week for 39 weeks when you can accomplish the same results in 26 weeks at a saving of about \$1,000,000."

Plea for 'Adult Conscience'

Another 4-A speaker yesterday was Charles Underhill, director of television programs for CBS, who voiced a plea for an "adult conscience" in television.

"Perhaps what is most needed in television today," he said, "(is) a conscience that can temper our adolescent enthusiasm for every new talent or program approach with the reminder that this is not the be-all and end-all, not even the pattern, and certainly not the perfection that TV will some day attain."

"I merely would like to point out," Underhill said, "that the record of the last year or two is no more an indication of a pattern for the future than was the percentage of organ music in the radio picture of 1928. . . . The things that have been proven or indicated by radio are not necessarily applicable in the same degree to television. Radio is subjective. Television is objective. . . . It is my opinion that the outstanding successes of television will be closer related to the theater, and to motion pictures, than to radio despite the fact that radio geography and radio economy will tend to dictate the presentation of television."

Two Comedy Programs Acquired By ABC Web

(Continued from Page 1)

Thursdays, 8-8:30 p.m. and 8:30-9 p.m., EST, respectively.

ABC has signed for both shows for 26-week periods on sustaining basis. The net retains both radio and television rights to the two programs.

Arthur Lake will continue to star in the "Blondie" program in the role of "Dagwood." ABC officials currently are conducting a search for "a top-flight" radio actress to handle the "name" part. Johnny Green, the original writer of the program when it started in 1941, will continue that chore. Dick Woollen will direct.

"A Date With Judy," which began on the air in 1945 as a Summer replacement for Bob Hope, is written by Aleen Leslie.

Bunting Of NAM To Talk Over ABC

Chattanooga, Tenn.—NAM managing director Earl Bunting will discuss "Civic Responsibilities" on a special half-hour coast-to-coast broadcast by ABC, Oct. 18, 10 p.m., EST.

He will be introduced by Dr. David Lockmiller, president of the University of Chattanooga. Benton & Bowles, Inc., is the agency.

Simon Ackerman on WMGM

Simon Ackerman Clothes, Inc., will sponsor "Take A Tip," 15-minute football commentary, over WMGM, New York, for the third successive year. The program will precede and follow all Army and N. Y. Giants games. Erlich and Neuwirth is the agency.

PROMOTION

Celebrates Anniversary

WEEI in Boston, marked 25 years of broadcasting by an all-day open house last Thursday and a 7-foot birthday cake. The neighbors flocked to the studios, letters and telegrams of congratulation came in from Military and Naval Commandants, political bigwigs, former employes (one from as far south as Charlotte, N. C. where Jack Knell, ex-WEEI, is broadcasting), other network and independent station managers.

It was a field day for the "old hands" like E. B. Rideout, meteorologist, who came to the station but 10 months after it started broadcasting, and has remained with it ever since; Carl Dickerman, chief announcer, who has chalked up 23½ years announcing for the station; Caroline Cabot, whose 23-year-old "Shopping Service" was the first of its kind on the air.

25 per cent of WEEI's staff are members of its 15-Year Club . . . and half that number plan to secede this year to form its 20-Year Club.

KVOO Visits Fair

KVOO, Tulsa, Oklahoma NBC affiliate, rounded up its entire roster of talent, personalities and characters, to produce an almost continuous show in the KVOO tent at the Tulsa State Fair. The special tent was filled with sponsor displays, and combined with the talent—and the only free ice water available—attracted most of the 150,000 persons in attendance. The KVOO Farm Department, headed by Sam Schneider and assistant Marshall Smith, used the occasion to mark the 8th birthday of its activity. Some statistician figured that if all the farm features and interviews, handled by the department during the last eight years, were placed end to end—but with no reason as to why they should be so placed—it would total 139 broadcasting days of 18 hours each. Station personalities who co-operated in the Fair festivities included Leon McAuliffe and his Western Swing Band, Johnny Lee Wills, brother of Bob Wills, and the Boys, Sons of the Range, John Henry, Ken Miller, Bob Jones and an otherwise unidentified person named Way.

New Service

Camden, N. J.—New commercial microwave relay equipment, making possible a system of high-frequency point-to-point radio communications for such diverse users as pipe lines, gas companies, electric power utilities, trucking companies, forestry services, and fire and police departments, was announced recently by the Communications Section of the RCA Engineering Products Department.

TELEVISION DAILY

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CBS COLOR READY NOW—STANTON

TELE TOPICS

THERE IS ABSOLUTELY no entertainment to be derived from watching "Auction-Aire," the Libby, McNeill & Libby stanza that bowed on ABC last week. The program was definitely a bore from start to finish. Format, if such it can be called, is as follows: Merchandise prizes are auctioned off for labels from Libby products, with those in the studio audience shouting their bids while home viewers are allowed to bid via phone. For the home audience there is the added opportunity of a film quiz, which posed such questions as, "What are the names of the Marx Brothers?" The top bidders also get a chance at the mystery chant. This is a recorded auctioneer's chant which mentions several numbers. Contestant must offer the exact sum of the numbers to win the prize—a new car. There were one or two other gimmicks, all in the same vein. . . . Auctioneer Jack Gregson was frantically incoherent throughout, and after each bit could be seen waving his hand to ask the audience for applause. Others on the show are assistant Rebel Randall and announcer Glenn Riggs. Eddie Nugent directs, J. Walter Thompson is the agency. Program is a Masterson-Reddy-Nelson package. . . . Show was first announced Sept. 6, at which time consumers first were notified to save Libby labels. Yet when the stanza went on the air Sept. 30, some articles drew between 200 and 300 labels, and one, a gas range, was knocked down for 1,100. How was it possible for anyone to accumulate so many labels in 24 days?

AT THE PRESS PREVIEW of the Ed Wynn show yesterday, CBS program chief Charlie Underhill said the web is planning several additional coast originations following favorable response to the quality of the recording on the Wynn show. He said also that the net might make some original films in Hollywood, utilizing three cameras simultaneously as in a live pickup. . . . Another H'wood entry is the Hank McCune film series which will bow on WNBT Sunday. Directed by Harold Schuster, program will feature Arthur Q. Bryan, Sara Berner, Larry Keating, Frank Nelson and Tammy Kiper. . . . Ted Granik's "American Forum Of The Air" will become an NBC simulcast Oct. 30 in the 4:30-5 p.m. spot on Sundays.

"AUTHOR MEETS THE CRITICS" is setting up two awards for the best American books, one fiction and the other non-fiction, published since the first of the year. About 200 critics and reviewers will comprise the judging panel, with winners to be announced on the show Dec. 5, over ABC. . . . First annual tobacco bowl festival in Richmond will be filmed by MPO Productions under direction of Bernard Dudley.

Net Chief Urges Immediate Adoption Of Best System To "Bring About Stability In The Industry"; Asks Freeze Be Lifted Within Next Few Months

(Continued from Page 1)

FCC to lift the freeze "within the next few months, so that TV broadcasting, in color and/or black and white, can move ahead.

"I do not think it wise," he continued, "to extend the freeze merely for the purpose of squeezing information on color systems from reluctant participants, or to permit unnecessarily extensive field tests."

Stanton said that an affirmative decision on color "will bring about stability in the industry," and asked that the FCC approve the system that best satisfies the tests of "performance, cost, time and compatibility."

Reiterating the web's position that "We will support any color television system which best suits the problem, no matter by whom invented, no matter by whom suggested." Stanton said that in view of the RCA proposal that lower cost color receivers and converters give only two-color reproduction, the Commission would have to decide whether "two-color reproduction for great masses of the public, and three-color reproduction only for those who can afford expensive receivers, qualifies at all as a color television system and can be adopted in the public interest."

He added, "It would be completely inconsistent with the public interest to adopt a double standard—one for the rich and one for everybody else."

Stanton was the target for a number of questions concerning CBS color equipment, which he asked be directed today to Dr. Peter Goldmark, CBS technical expert. Asked about how soon home equipment for

CBS could be ready, he said Goldmark could answer but that his own emphasis has been upon the readiness of studio equipment for the CBS color system.

Stanton pointed out that "no other single organization has devoted the time, human resources or money to the development of color" that Columbia has, and that behind the CBS color system are more than 10,000 hours of color camera operation and over \$3,500,000 expended.

He revealed that in recent months CBS has been exploring the possibility of expanding its color television interests, joining with electronic manufacturing and industrial organizations "to pursue the development of color television on a broader front than Columbia feels it is equipped to do alone."

He said CBS also plans to continue its policy of licensing all responsible manufacturers under CBS patents upon payment of reasonable royalty fees.

The CBS president warned against losing sight, in a "maze of conflicting technical data," of the two basic "policy issues" confronting the Commission. He posed those issues as:

"Should there be color television promptly?"

"Which system, if any, should be adopted?"

The question of prompt service, he said, "answers itself. The public wants color service as soon as possible and certainly has a right to it if it can be made available." The cost of transition to color, for public, broadcaster, and manufacturer,

(Continued on Page 8)

Chris Witting To Head DuM Web Operations

Chris J. Witting has been appointed executive assistant to Mortimer W. Loewi, director of the DuMont web, and will be in active charge of the entire organization, Loewi announced yesterday.

Witting joined DuMont in June, 1947, and since May has served as assistant director in charge of administration and operations.

Since 1941 Witting was comptroller and an officer of USO-Camp Shows and Veterans Hospital Camp Shows. He left USO temporarily in 1943 for a year with the Maritime Service and later set up the business organization that supervised USO shows in England and on the Continent.

A native of Cranford, N. J., Witting attended New York and Columbia Universities and Fordham Law School.



WITTING

Admiral Corp. Claims TV Production Record

Chicago—First place in television production has been claimed for the Admiral Corp. by R. A. Graver, vice-president in charge of television and radio.

"While it is true," he said, "that the entire television industry has advanced at a rate rarely equalled in the history of American enterprise, Admiral's own growth has far outpaced that of the industry as a whole. For the first six months of 1949 total sales of television manufacturers . . . were 206 per cent greater than for the same period in 1948. Admiral's gain, however, was 450 per cent, more than double that of the entire reporting industry."

'Polgar' To Expand

Trimount Clothing Co., sponsors of the CBS-TV hypnotism series, "The Amazing Polgar," aired Friday, 7:45-7:55 p.m., has asked the network to find a 30-minute slot for an expanded version of the program, CBS said Friday. Wm. H. Weintraub is the Trimount agency.

Press-Time Paragraphs

NAB Asks New Channels For Auxiliary Stas.

Washington—Commenting on the proposed new FCC rules governing auxiliary TV stations, the NAB urged that the Commission provide extra pickup channels for stations in larger cities by making available the three frequencies in the 7,000 mc. band now assigned solely to common carriers. NAB urged also exemption of pickup stations from requirement of prior authorization for remote operation and elimination of limitation on use of such stations to instances "where wire service is not practicable."

NTEC Plans Film Rate Structure

National Television Film Council has begun a survey of TV market areas as preliminary to establishing a rate structure for use of films by stations. Station time charges probably will be used as the basis for the recommendations. Serving on a committee to recommend rental standardization are W. W. Black, Official Television; Paul White, International Trans-Video; Connie Lazar, Film Equities, and William Holland, Hyperion Films.

Resolve Color Issue Now, Stanton Urges

(Continued from Page 7)

he pointed out, "will be lower now than it will be as time goes along" and "the sooner we have color the more rapidly will television become established and economically self-sufficient."

Stanton urged the FCC to "resolve this issue of color television once and for all . . . on the basis of this hearing."

"I am sure," he said, "the Commission will not take precipitate action. On the other hand, I am confident that, by the end of this hearing, there can be enough information to permit of a final determination in the public interest."

On the issue of performance, first of the four criteria suggested by Mr. Stanton for picking a color system, he said the best way to judge a system is to "see it in operation . . . to see whether the end result—the picture at the receiver—is good, bad or indifferent."

"Yet it is remarkable how complicated this issue can be made to appear," he added. "There has been a tendency to get bogged down in confusion over questions of what one theoretically ought to see, instead of determining what one actually does see. I urge against over-emphasis on theoretical details when it comes to judging any operating system."

Points To Washington Tests

"The Columbia system," he pointed out, "has been producing pictures here in Washington which I understand have been highly satisfactory."

As regards an "untried" system which cannot be tested under normal operating and home-pickup conditions, he asked that there be "real assurance, based upon the most exacting scrutiny, that such a system will in fact meet all the requirements as to performance, and whatever cost, time and compatibility factors the Commission may deem necessary."

Without such "real and absolutely certain assurance," Stanton said he did not believe that the public interest would be served by rejecting an "operating system which now produces an acceptable picture in favor of waiting in the hope that something better may come along."

Such a delay, he added, would result in a double loss for the public, "in the vastly increased complexity of the transition by virtue of the fact that many more millions of black-and-white receivers lacking provision for adaptation and conversion will have been purchased," and "in the loss of color television service it would otherwise have during the interim period."

On the issue of cost, Stanton said, "If a system, no matter how well it can perform, can be enjoyed only by the comparatively few people who can buy Cadillacs . . . public interest requires its rejection."

In developing the CBS system, he

COAST-TO-COAST

"Freddie Martin Show" Adds Sponsor

It is announced by the Frederic W. Ziv Co., that their transcribed "Freddie Martin Show Time From Hollywood" program has just been signed by the St. Louis Dodge Dealers for sponsorship via St. Louis' radio station KXOK. The Ruthrauff & Ryan agency handled this deal.

"That's A Fact"

Boston, Mass.—Stan Shaw and Jim Brokaw are presenting a new five-minute program titled "That's A Fact." The program will be heard Monday through Friday at 6:30 p.m. over WCOP and WCOP-FM starting September 28.

Terl Appointed Executive

Baltimore, Md.—Appointment of Armand Terl as WFBR, Baltimore, account executive has been announced by William R. Dothard, director of local sales of that station. Terl, recently with Sponsor Magazine, was formerly commercial manager of WSID, daytime station.

KRNT Man Elected President

Des Moines, Iowa—Charles McCuen, newscaster on KRNT, was elected president of the Iowa Radio News Association at its recent big fall meeting in Des Moines. Fifty delegates attended. The group attended and covered an outdoor rally feature of the national AMVETS convention, highlight of which was the address of President Truman.

added, "it has been one of our primary objectives — an objective which I have noted RCA did not mention—to limit costs so that our system will be within the economic reach of the same general public which can buy black-and-white sets . . . We have avoided making full color television a luxury available only to a few."

The issue of time, the CBS president stressed, is "of critical significance in the choice among systems," and he told the Commission the CBS color system is "ready today" for broadcasting, as it was in 1946.

Columbia's general operating policy, he said, would be at the outset to "broadcast in color for a minimum period each day—perhaps an hour or so—regardless of how few color receivers may be in use. Within limits of ordinary economics, we will broadcast color with a view toward stimulating wider and wider manufacture and purchase of scanning adapters, color converters and complete color receivers. After that, I believe that competitive factors should control—and should be permitted to control by the Commission—the rate of broadcasting transition from black-and-white to color."

Stanton estimated that if the Commission approved color, of the 14,000,000 sets probably in the public's hands by 1952, perhaps less than 10 per cent "will have any problem of receiving black-and-white pictures from color."

TV Lessons For Students

Baltimore, Md. — The public schools now are using TV lessons as part of their regular curricula. The lessons which originate in the studios of WBAL-TV were arranged by David E. Weglein, Public Service Counselor for the station, in cooperation with the committee on audio-visual education of the School Department. TV lessons will continue once a week throughout the school year.

Bartlett To Attend Meeting

Syracuse, N. Y. — Kenneth G. Bartlett, director of Radio Center, Syracuse University, will attend the annual meeting of the N.A.E.B. at the University of Michigan, October 15 and through 17, and the School Broadcast convention in Chicago from October 18 through 20.

New Series Over WCSS

Amsterdam, N. Y.—The Bigelow Sanford Carpet Co. has contracted for a five day a week series over WCSS. The programming will come under three headings: "The Amsterdam News Wire," featuring a complete coverage of local news three times a week, "A Page in History," highlighting the history of Mohawk Valley, once a week, and "The Radio Workshop," featuring local student talent.

Lever Headquarters Will Move To N. Y. C.

(Continued from Page 1)
moved into the new centralized offices in New York.

Operation of the manufacturing units of the company and its subsidiaries will not be affected by this change.

Construction of Lever's new headquarters, an ultra-modern office building on the west side of Park Avenue between 53rd and 54th Streets, is in addition to the \$55,000,000 plant expansion program announced in July at ground-breaking ceremonies for the company's Los Angeles plant, Mr. Luckman declared.

Magnavox Co. Sales Rise, But Earnings Disappear

Fort Wayne, Ind.—Magnavox Co. sales in the four months ended June 30, 1949, were 23.6 per cent above the same period in 1948, but operating results were "unsatisfactory," according to an unaudited report issued to stockholders on Friday.

Sales totaled \$6,312,000 for the four months period, compared with \$5,107,000 in 1948. Net loss, however, amounted to \$893,057, as against net earnings of \$102,000 during the comparable period during 1948.

RADIO EXECUTIVES CLUB OF NEW YORK

First Meeting of its Eleventh Season

To Be Held Tomorrow

October 6, at 12:30 P. M.

in the Grand Ballroom of the

Hotel Roosevelt

Speakers—Donald W. Thornburgh, President and General Manager, WCAU, Philadelphia, and Philip H. Willkie, Indiana Legislator.

Admission—\$3 for members, non-members \$3.75.

Purchase tickets at the door.