



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 44

NEW YORK, WEDNESDAY, DECEMBER 7, 1949

TEN CENTS

RADIO RECEIVER SHORTAGE REPORTED

WINS Employees Hit Pope Language Plan

Washington Bureau of RADIO DAILY
Washington—Attacking the whole idea of turning a major-powered station to foreign-language broadcasting, former FCC chairman James Lawrence Fly yesterday called upon the Commission to withhold approval of the recently completed purchase of WINS, New York, by Generoso Pope, New York publisher and present licensee of WHOM, New York. The Fly petition was filed on behalf of employes of WINS, which
(Continued on Page 6)

Jordan Re-elected Pres. Of Texas AP Broadcasters

Charles B. Jordan, vice president of KFJZ of Fort Worth, has been reelected president of the Texas Associated Press Broadcasters Association. The election was conducted by mail ballot pursuant to a decision at the Association's annual meeting at Dallas, October 2.

Others elected are: Pat Flaherty, KPRC, Houston, vice president succeeding Joe Leonard, Jr., KGAF, Gainesville, and Jim Alderman WRR, Dallas, reelected secretary-treasurer.

Standard Oil Sponsors The Cleveland Symphony

Cleveland, Ohio—WTAM will originate a series of ten weekly broadcasts of the Cleveland Symphony Orchestra. The ten twilight concerts, under the sponsorship of the Standard Oil Company of Ohio, will be fed to a network of nine other Ohio radio stations. The first broadcast will be aired Sunday,
(Continued on Page 2)

For Top Vets

The Disabled American Veterans are making available to all stations, without charge, a third series of six five-minute platters lauding individual disabled veterans who have had outstanding rehabilitation experiences. Transcriptions star Cornel Wilde and David M. Brown, DAV national commander and the organ music of Hank Sylvan.

Catty Affair

Radio personalities will have entries in the Empire Cat Club show which opens Thursday at the McAlpin Hotel in New York City. Among those showing cats are John Reed King, Allen Prescott, Lyle Van, William Gargan and Bob Poole. June Havoc is flying her Persians here from Hollywood and Jim O'Bryon, publicity director of Mutual, will serve as custodian of the movie-land felines. The cat show is being staged as a benefit for the Police Athletic League.

Oil Co. Sponsors Basketball Sked

Philadelphia — Atlantic Refining Company will sponsor, via AM or TV, a total of 77 college basketball games in four cities between now and next March, it was announced yesterday. Full scale local promotion of the broadcasts and telecasts will support the oil company's campaign.

Richard Borden, Atlantic advertising manager, said that games would be sponsored in Philadelphia, Syracuse, Newark, N. J., and Buffalo;
(Continued on Page 8)

Novik Signs A.F.L. Show On Coast Starting Jan. 2

West Coast Bureau of RADIO DAILY
Hollywood—Morris S. Novik has arranged with Don Lee for an A. F. of L. program starting January 2nd, to be heard at 10:15 p.m.
(Continued on Page 2)

Radio Goes To Bow-Wows; Dog Hits Big Gaines Jackpot

One of the wackiest promotional-publicity stunts in a dog's age kicks off tomorrow morning when a reception committee composed entirely of dogs (canines) "representing various city and state officials and celebrities of the entertainment and society world" turns out at La Guardia airport to greet "Konrad von Wesdell," Daschund winner of Gaines Dog Food "Lucky Dog" contest, when he arrives, with his

Major Set Mfrs. Misjudge Demand For Christmas Gift Sets; Dealers Unable To Fill Orders

14th Dist. Members Convene At Salt Lake

Salt Lake City—With 125 broadcasters in attendance the 14th District NAB session got under way at the Hotel Utah on Monday with Hugh Terry, manager of KLZ, Denver, and district director, presiding. Highlighting the three-day session are many unusual activities which are being used to focus attention on both radio and television. These include address by Maurice Mitchell, director of Broadcast Advertising Bureau, before the Salt Lake ad
(Continued on Page 6)

Fulton Lewis Interviewed At New York Conference

Fulton Lewis, Jr., Mutual commentator, came to New York yesterday for a press conference at the offices of the American Pacific Industrial Corp., which was attended
(Continued on Page 2)

Newell-Emmett Dissolve; Form New Agency

Newell-Emmett Co. will dissolve its partnership on December 31, it was announced on Monday. However, the business will be carried on
(Continued on Page 2)

An unexpected holiday demand for radio receivers has caught many large radio manufacturers unprepared, a RADIO DAILY survey revealed yesterday. Leading companies converted a large part of their production facilities to building television sets in anticipation of a reduced demand
(Continued on Page 5)

Cities Covered By TV Linked In ABC Web

ABC has set aside a special 57-station radio network covering the cities in the country with video stations now in operation and is offering this line-up to TV receiver manufacturers for advertising purposes, it was announced yesterday. In a letter to TV set manufacturers and their agencies, ABC, the first net to offer such a specialized TV set market points out that with
(Continued on Page 6)

Three Jersey Stations Plan Anniversaries

Three New Jersey radio stations will celebrate anniversaries with special programs this week. WVNJ in Newark will mark its first year on the air with a one-hour broadcast today from 5 to 6 p.m.;
(Continued on Page 2)

Documentary

"Punishment without Crime," a hard-hitting documentary scripted by Lou Hazam, will highlight racial and religious intolerance in the United States next Sunday over NBC's "Living—1949." Program will show how best to contend with "hate" organizations, prejudice and discrimination by recounting a series of eight case histories.

owners, from Nashville, Tenn., to claim his prizes. 'Konrad' was selected "top dog" over 105 other canine winners in a contest that satires every give-away program ever conceived. Masterminded by Benton & Bowles, the promotion stunt calls for having the dog met at the airfield by his own Crosley station wagon and two lavender-liveried
(Continued on Page 8)



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

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WEST COAST OFFICES
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WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonga Rd.
Phone: Wisconsin 3271

CHICAGO BUREAU
Hal Tate, Manager,
612 N. Michigan Ave.
Phone: Superior 7-1044

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(December 6)

NEW YORK STOCK EXCHANGE			
ABC	75 3/8	73 3/8
Admiral Corp.	29 7/8	29 3/4	29 3/4
Am. Tel. & Tel.	148 3/4	148	148 1/4 + 1/4
CBS A	25 3/8	25 1/8	25 1/4
CBS B	25 3/8	25 1/8	25 1/4
Philco	29 3/4	29 1/2	29 1/2 - 1/8
Philco pfd.	82	82	82 - 1 1/2
RCA Common	12 7/8	12 3/4	12 3/4
RCA 1st pfd.	73	73	73
Stewart-Warner	12 1/4	12 1/8	12 1/4 + 1/8
Westinghouse	30	29 3/8	29 7/8 + 1/8
Westinghouse pfd.	101 1/2	101 1/4	101 1/2 + 1/4
Zenith Radio	31 1/4	30 1/4	31 1/8 + 3/4

NEW YORK CURB EXCHANGE			
Hazeltine Corp.	17	16 7/8	16 7/8 - 1/8
Nat. Union Radio	2 5/8	2 1/2	2 1/2 - 1/8

OVER THE COUNTER			
	Bid	Asked	
DuMont Lab.	14	15	
Stromberg-Carlson	12	13 1/4	

KIT Joining NBC

KIT, Yakima, Wash., will be affiliated with NBC's sound broadcasting network effective Jan. 1, 1950, Easton C. Woolley, director of Stations Department for the network announced yesterday.

KIT, which becomes the 172nd member of the NBC's radio network, is owned by Carl E. Haymond. The power of the station is 5,000 watts during the day and 1,000 watts at night.

THIS IS KGW'S BANNER YEAR

PORTLAND, OREGON
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY CO., INC.

★ COMING AND GOING ★

A. E. JOSCELYN, director of operations for CBS in Hollywood, has returned to the film capital after having attended the meeting of the 16th District, NAB, which was held in Phoenix, Ariz.

CRIS RASHBAUM, Eastern sales representative of KTLA, Paramount's station in Los Angeles, is expected back in New York today following a 10-day visit to the West Coast station.

J. B. FUQUA, owner and manager of WJBF, Augusta, Ga., was in conference yesterday with Norman Cash, of the station relations department at NBC.

MILTON SHREDNICK, director of music for KOA, Denver affiliate of NBC, is spending ten days in New York. This is his home town, but he hasn't been here since before Radio City was built.

LES MITCHEL, producer-director of "Sippy Hollywood Theater" on CBS, is back in the film capital following a short business trip to San Francisco.

ALLEN A. WALSH, audio-video installation engineer for NBC, has returned from Chicago, where during the past nine months he was assigned to the construction and installation of TV facilities.

WILLIAM S. PIRIE, JR., director of national sales for WFBR, Baltimore, arrived in New York yesterday on a short business trip.

SAUL HAAS, owner of KIRO, Seattle, Wash., is now in Gotham. He was welcomed yesterday at the headquarters of CBS, with which the station is affiliated.

HOWARD WORRALL, general manager of KGMB, Honolulu outlet of CBS, has arrived from Hawaii on station business.

JOHN EDWARDS, American network commentator, today will leave Washington for Florida, where he will replace Bryson Rash, special features director of WMAL, who is covering President Truman's vacation. Edwards will remain in Key West for the duration of Mr. Truman's trip.

Newell-Emmett Dissolve; Form New Agency

(Continued from Page 1)
by a new corporation, Cunningham & Walsh, Inc.

Clarence D. Newell, who founded the agency in 1919, and Clifford S. Walsh, an original associate, will retire from the agency and have no financial or other interest in the new company. John P. Cunningham, George S. Fowler, William Reydel, Richard L. Strobbridge, Fred H. Walsh, present Newell-Emmett partners, and Earl H. Ellis, G. Everett Hoyt, and Robert R. Newell will be stockholders in the new agency.

Thomas J. Maloney, who merged his agency with Newell-Emmett in 1942, says he will not be part of the new company, but will announce new plans soon.

Radio accounts handled by the agency include Liggett & Myers Tobacco Co., Sherwin Williams, and Electrical Auto-Lite Co., International Silver Co., Sylvania Electric Co., and Liggett & Myers are among their television accounts.

Standard Oil Sponsors The Cleveland Symphony

(Continued from Page 1)
January 8th at 4:30-5:30. The concerts will be under the direction of Rudolph Ringwall, associate conductor of the Cleveland Orchestra. Other stations carrying the concerts are: WSPD, Toledo; WCOL, Columbus; WKRC, Cincinnati; WLK, Lima; WKBN, Youngstown; WHIO, Dayton and WIZE, Springfield.

Fulton Lewis Interviewed At New York Conference

(Continued from Page 1)
by 100 press, radio and television representatives. The conference was called in connection with Lewis' atomic expose and present with him was Major G. Racey Jordan, former Air Force Officer, who disclosed wartime traffic in atomic materials to Russia on the commentator's program last week.

Three Jersey Stations Plan Anniversaries

(Continued from Page 1)
Rep. Franklin D. Roosevelt, Jr., Theodore Streibert, president of WOR, and singer Fran Warren will give special recorded messages. Ivan B. Newman, v-p and general manager of the station will discuss the growth and future plans of the 5 kw outlet.

WMTR To Celebrate
WMTR in Morristown will also celebrate a first anniversary with a program to be heard this Sunday, December 11, from 1:05 to 1:45 p.m. The past year's activities and programs will be reviewed and greetings will be given by various local officials.

The third anniversary of WCTC in New Brunswick will be observed on the same day with a special broadcast in which WMTR will be saluted.

Novik Signs A.F.L. Show On Coast Starting Jan. 2

(Continued from Page 1)
and has set Frank Edwards as commentator. Edwards in the past, enjoyed top hooper rating in Indianapolis as commentator. Novik also arranged to have the program carried live at 7 p.m. by the garment workers radio station, KWIK and KFMV-FM, Burbank, Calif.

The I.L.G.W.U. has an application before the Commission to purchase KWIK.

Don Lee network arrangements were handled through Mort Inghram.

Novik left last night and will stop off in Chicago to complete similar arrangements in the Windy City area.

Isaac Braunfeld

Isaac Braunfeld, father of Archibald Braunfeld, radio and TV public accountant, died Monday in New York. Funeral services will be at 2 p.m., today at Service Park West chapel, 115 West 79th Street.



Problem Solved

This little lion cub got deserted by its mother in the zoo. So the female boxer is playing foster mother, and solving all the baby lion's problems.

Advertisers are facing some pretty tough problems these days as the competition gets stiffer in the rich markets. There's an easy way to solve them in Baltimore—you buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. That means you can get BIG results with LITTLE money on W-I-T-H.

So if you're looking for low-cost results from radio in Baltimore, call in your Headley-Reed man and get the W-I-T-H story.

AM FM

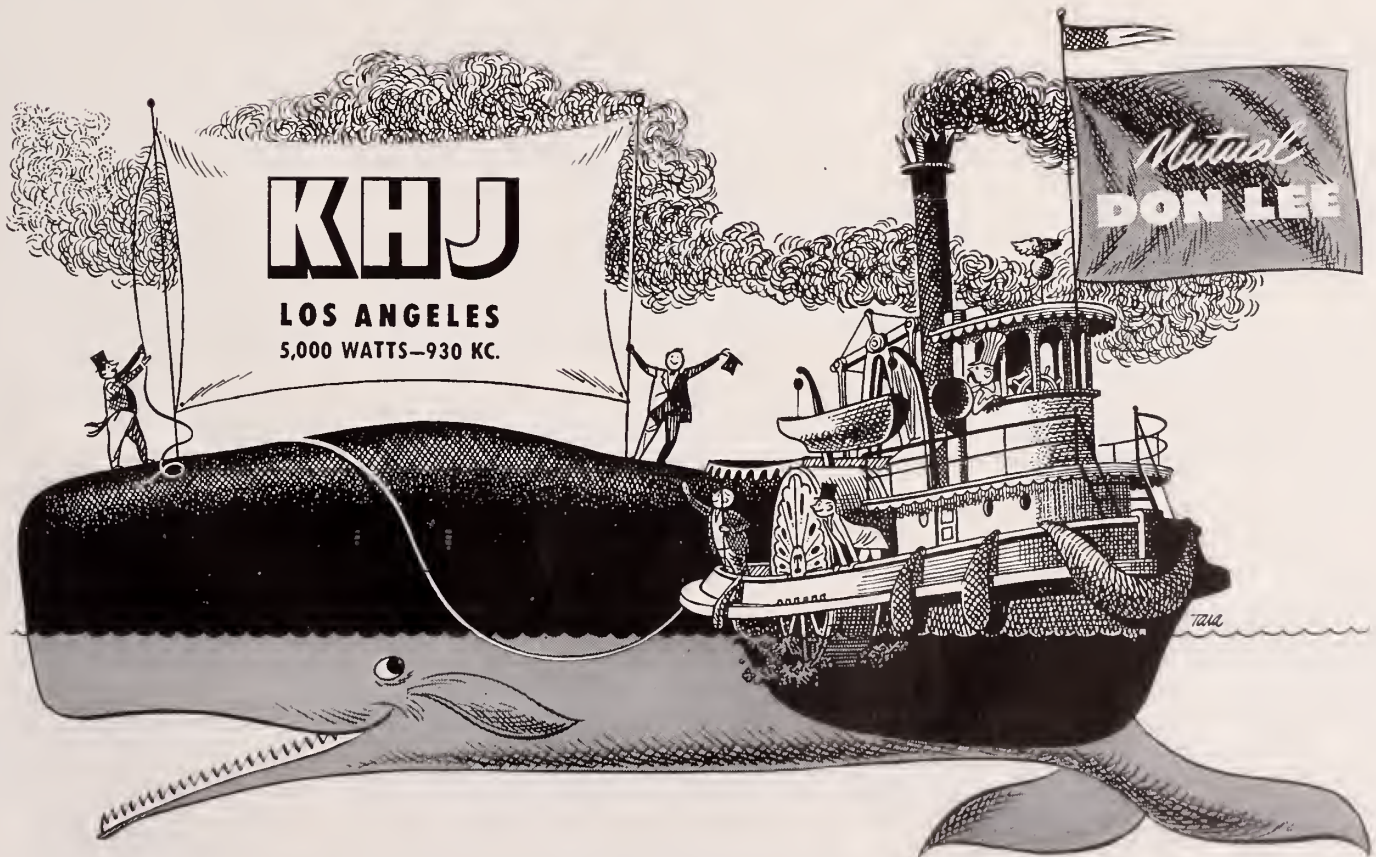
WIT

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed



FOR A WHALE of a sales job in the 2 biggest markets in the West, buy KFRC, San Francisco and KHJ, Los Angeles...Economy, Complete Coverage, 25 Years of Successful Selling—All Yours with these Key Stations of DON LEE—the Nation's Greatest Regional Network.



Represented Nationally by JOHN BLAIR & Co.

LOS ANGELES

By ALLEN KUSHNER

JIMMY WAKELY is substantiating his title of America's No. 1 folk singer by attracting record-breaking audiences to the Hotel Thunderbird, Las Vegas. Wakely is scoring with a number of old tunes and has recorded for Capitol and also sung on personal appearance tours, featuring "Slipping Around," "Lucky Old Sun" and "Cool, Clear Water." The Las Vegas press unanimously raved over Wakely's performance.

Bob Hawk, the CBS quizman, takes off for Hawaii from San Francisco via S.S. Lurline on Dec. 22, returns to Los Angeles Jan. 3, putting him at sea for both Christmas and New Year's. His mother will accompany him. The trip necessitates couple of extra recording sessions to get the Lemac show ahead.

Gene Autry is an all-Columbia man. He does his Western radio show on Columbia, films for Columbia Pictures, records for Columbia Records.

Will Ragan, editor of the "Alka-Seltzer Newspaper of the Air," who teaches a journalism class at Los Angeles City College, invited 30 members of this class to the Don Lee studios the other evening to have look at Glenn Hardy newscast.

Jack Meakin, orchestra leader of "The Great Gildersleeve" radio program on NBC, will emcee a weekly TV half-hour variety show on KTVV.

Thomas To Be Starred On American Album Show

Thomas L. Thomas, famed baritone of the radio and concert field, joins "The American Album of Familiar Music" as a starred vocalist beginning with the broadcast of Dec. 18. The program, produced by Frank Hummert, is heard Sundays at 9:30-10 p.m. over NBC.

The other regulars on the program are Donald Dame, tenor; Margaret Daum, soprano; Virginia MacWaters, coloratura soprano (singing for Jean Dickenson, who just gave birth to a baby girl at Doctors Hospital, New York); Bertrand Hirsch, violinist; Arden and Arden, duo-pianists; The Buckingham Choir and Gustave Haenschen's orchestra.

NO HEAD?

Some managers are just two-fisted salesmen with no head. My specialty is the product: a large, receptive audience that any salesman can sell. I am an ammunition expert: programs, news, promotion. My kind of station is well run, well liked, well listened to, well heeded. I stake my youth, education, executive experience, and part earnings on the profits. For story and references, write Box 290, RADIO DAILY, 1501 Broadway, New York City.



Man About Manhattan . . .

● ● ● **AROUND TOWN:** Both the FCC and the Dep't of Justice deny that investigation of the radio nets under anti-trust regulations is going on. . . . Film star Gene Raymond and Bernard Scubert are putting their ABC radio show, "The Amazing Mr. Malone," on film and will offer it as a combo AM-TV presentation. . . . Amos 'n' Andy having one tough time trying to locate a good video performer to play "Kingfish." . . . Ken Roberts is the latest air personality to turn disc jockey. His platter session starts next week on WMGM. . . . Columbia Pictures negotiating with Kathi Norris for a script writer's contract. . . . Mickey Alpert doing a great job on the "Martin Kane, Private Eye" show. (A former top bandsman, he's now casting director for Kudner agency). . . . With the male contingent of the Washington correspondents off to the Gridiron Dinner this Sat., "Meet the Press" will carry an all-femme show, with Mrs. India Edwards as the guest-victim. . . . Dolly Dawn packing them in nitely at the Cafe Society Downtown in the Village. . . . John Tillman lectures today at N. Y. U. on television production. . . . An uptown plastic surgeon has been getting so much television actors' business that he had to engage three assistants and is working and operating every day in the week.

☆ ☆ ☆ ☆

● ● ● Sometimes we underestimate the power of radio and its personalities. In this particular instance, it took a church social at Pleasantville, N. Y., to mirror the medium's effectiveness. Last week such personalities as Jack Sterling, of WCBS; Ed and Pegeen Fitzgerald and Walter Kiernan, of WJZ; John Gambling and Bruce Elliot, of WOR and Norman Brokenshire, of WNBC, projected in their respective styles a simple announcement about a benefit card party at Holy Innocents Church. The results: despite heavy snowfall and hazards of driving, the party Friday nite netted more than \$1,000.

☆ ☆ ☆ ☆

● ● ● Still think that television is getting ready to kayo radio? Then listen to Jack Gould, of the N. Y. Times, who dashed off some mighty interesting facts and figures in his Sunday pillar. Even by the very figures to which they always attach so much importance, says Jack, the broadcasters are much too hasty in writing off radio. If since the war the number of TV sets has increased 3 million-odd, the number of homes equipped with radio has risen since 1940 by 10 million. In the first ten months of this year, there were some 1,703,000 video sets manufactured. By comparison, there were more than 5,650,000 radio sets made. Yet to all intents and purposes the broadcasting industry is acting as though it had decided to disenfranchise the 39,000,000 in favor of the 3,000,000. Gould, however, sounded a note of warning to the networks. While TV won't kayo radio, latter is doing its own spectacular job of committing hari-kari. The current season very well may be the most uninspired in its history. Less than a dozen of the 115 sponsored evening shows on the four major nets are fresh attractions being heard for the first time this fall—and not one can lay any real claim to originality.

☆ ☆ ☆ ☆

● ● ● A dissenting vote to Gould's confidence in radio's survival, however, comes from one of his conferers, the Herald-Trib's hatchet man, John Crosby. Monday nite he took time off from a busy schedule to lecture at N. Y. U.'s Radio Club on television's effect on radio. His long range outlook: Video will eventually dominate with radio relegated to certain types of programs. So far as we personally are concerned, there's nothing wrong with radio that good programs can't cure.

☆ ☆ ☆ ☆

SOUTHWEST

DUE to the quick thinking of Brown A. Clopton, chief engineer of KLYN, CBS outlet for Amarillo, Texas, the notorious Rader twins and James Farris are back behind the bars and have learned a lesson: "Never hold up a radio station unless you want the whole town to know about it." The Rader twins and Farris had escaped from the County jail in Amarillo and had been the objects of an intensive search by the police department, sheriff department and the Texas Rangers. They entered the transmitter building of KLYN, tore out all the telephone lines so that Clopton could not call the police, stole his automobile and headed for town. In a matter of minutes Clopton broke into the network show, Borden's "County Fair," and said that he had been robbed, his car stolen and gave information as to which way the car was headed. The dramatic search for the trio began shortly after Clopton's message was flashed over KLYN and the Rader twins and James Farris were captured in downtown Amarillo shortly thereafter. Soon after the broadcast of Clopton's plea, the studios, police station and the sheriff's office was flooded with hundreds of telephone calls wanting to relay the message.

KLYN Personnel: Bill Mac, newscaster, recently joined the staff of Radio Station KLYN, CBS outlet, Amarillo, Texas. Before joining the staff of KLYN, he was associated with Station KEVA, Shamrock, Texas.

Dallas: Latest radio craze to sweep this part of the country is "Musical Bingo," recently launched by Liberty Broadcasting System, as a "winter replacement" for the high-Hoopered major league baseball games. Gordon McLendon, prexy of the Liberty net thinks he has found the answer to his problem of sustaining his high audience ratings in this new feature he has developed in a two-hour afternoon show available on a co-op basis to the entire Liberty Chain. Popularity of the program is adding new stations almost daily and has forced Western Union to install special wires in the originating studios of KLIF in Dallas, to handle the daily average of over 700 telegrams of listeners who think they have "bingoed."

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

NEW BUSINESS

WGN, Chicago: Wieboldt Stores, Inc., Chicago, sponsors "The Cinnamon Bear," 4:45-5:00 p.m., Monday thru Friday. Needham, Louis and Brorby, Inc., Chicago, is the agency. Chicago Bible Academy of Air, Chicago, sponsors "Your Bible Speaks," Sunday, 8:00-8:25 a.m., for 13 weeks. The program started October 30. Louis A. Smith Company, Chicago, handles the account. Lamont-Corliss Co., New York, for "Nestle's Chocolate Bars," sponsors two weekly spot announcements and a participating announcement in the following programs: "Today's the Day," 8:45-9:00 a.m. "The Temptones," 11:30-11:45 a.m. and "Novelty Show," 10:00-10:15 a.m., on Saturday for 13 weeks. Cecil & Presbrey, New York, is the agency. Luden's, Inc., Reading, Pennsylvania, has contracted for two weekly station break announcements for 21 weeks. J. M. Mathes, Inc., N. Y.,

WENR-TV, Chicago: The Sales Department reports the following new business: Chrysler Sales Division through Ruthrauff & Ryan, three spot announcements weekly for four weeks. Best Foods, Nucoa Margarine, through Benton & Bowles, one spot announcement weekly for nine weeks. Amuro Products Company through Jones Frankel Agency, two spot announcements weekly for thirteen weeks. Chicago Wheel and Manufacturing Company for Handi Tools, through Charles L. McShayne, one spot announcement weekly for four weeks. United Airlines through N. W. Ayer, two spot announcements weekly for 26 weeks. Goldenrod Ice Cream Company, through Goodkind, Joice & Morgan Agency, five spot announcements weekly for 26 weeks. Hamilton Watch Company, through Batten, Barton, Durstine & Osborne, have ordered a five-minute program from 9:00 to 9:05 p.m. each Friday. The contract is for four weeks. International Bakeries, Inc., the Schultze Baking Company Division for Butternut Bread, through Calkins & Holden, have ordered the sponsorship of the Hopalong-Cassidy films for a period of nineteen weeks. two spots weekly, 13 weeks; thru

Two More Take Brito Show

"A Date With Music," starring Phil Brito, motion picture and night-club entertainer, — series of transcribed broadcasts, has been scheduled for two additional markets. They are: KTTS, Springfield, Mo., and WWPB, Miami, Fla. Both are on a five-per-week basis, under sponsorship of Blackstone Washing Machines.

WILL ERECT BUILDING

of Approx. 5000 Sq. Ft.
— Adjoining —
A.B.C. and W.O.R.
Television Center
Suitable Allied Interests
CALL A. N. ROEMER, EN-2-3333
50 West 72nd St., New York

Xmas Radio Set Demand Exceeds '49 Production

(Continued from Page 1)

for radio receivers. The conversion has left them unable to supply retail market requests at this time. The survey showed that the condition was prevalent nationally as well as in the metropolitan New York area.

Radio-phonograph combos were reported selling especially well with console sets sold out in many places. The increased demand began in the early Fall and has continued to be heavy.

RCA Reports Heavy Sales

Dave Wagman, sales manager for Bruno-N. Y., Inc., RCA distributors in the New York area, said the demand is "out of this world as far as RCA Victor is concerned." He added that the market was far greater than anticipated though not as heavy as last year.

The general manager for Philco Distributors, Inc., J. J. Harris, said "We haven't got enough goods to satisfy consumer demand in the New York area." He reported that the demand was as heavy as last year with a large number of requests for consoles.

Console sets of Stromberg-Carlson were reported "sold out" by Robert Gross of Gross Distributors, Inc. He said the factory had stopped making the larger sets a few weeks ago, not anticipating the market, with the result that the factory and distributors had none available. However, table models were still in the stores, Gross said.

Westinghouse Caught Short

Westinghouse was listed as being short on all types of radio sets by R. H. McMann, district manager. Not enough receivers were in stock to go around to all dealers, the official added. McCann said the requests were also heavy nationally.

A spokesman for Emerson distributors in New York City said the "demand is tremendous." He went on to say that estimates for the year in radio were only half of last year with the result that radio manufacturing facilities were converted to TV production.

Charles Robbins, v-p in charge of sales for Emerson, said his company had spotted the demand for sets and was able to fill orders. He said the

shortage of receivers was due to the low production by manufacturers and not necessarily an excessive demand for radio sets.

Zenith sales manager for New York City and parts of New Jersey, George Hart, said his company had stopped taking orders from dealers. Combination radio and phonographs were in special demand. Hart reported. In his opinion, national sales were also strong.

Crosley Stocks Ample

Certain models of Crosley sets were in demand, David Cole, local sales manager said. He estimated that the market was about as heavy as last year though the company was not caught short.

Jule Smith, v-p in charge of purchasing for Davega stores in New York, gave the dealers point of view. He said the market was heavy in the larger sets with smaller ones readily available.

A spokesman for Vim stores said they had concentrated on television and carried smaller stocks of radios. Sales of radio receivers were reported fair.

Distributors and sales managers would not hazard a guess as to whether the demand would continue in the coming year.

The Mailbag

Thanks, Mr. Alampi

"Many thanks for your splendid generosity in publicizing our National Association of Radio Farm Directors' annual meeting last weekend. We appreciate your fine cooperation."

Sincerely yours,
Phil Alampi
WJZ Radio Farm Director

Radio Theater Leads Top 15 In Nov. Ratings

In November 15-21 Hooperatings, "Radio Theater," Jack Benny, and Walter Winchell took the top three positions among the "First Fifteen" evening programs. The Average Evening Broadcast Audience Index is up 1.2 over the last release to 33.1 and the Average Evening Rating holds even at 10.1.

The "First Fifteen" evening programs are: "Radio Theater," 25.8; Jack Benny, 23.5; Walter Winchell, 20.9; "My Friend Irma," 20.8; "Arthur Godfrey's Talent Scouts," 19.3; "Fibber McGee and Molly," 18.3; Groucho Marx, 16.6; Bob Hope, 16.4; "Charlie McCarthy," 16.4; Bing Crosby, 16.3; "Mr. Keen," 15.3; "Crime Photographer," 15.3; Dennis Day, 15.1; "People Are Funny," 15.0; and Bob Hawk, 15.0.

Doughnut

Keep your eyes upon the doughnut as well as on Fort Wayne! Remember that there's a lot more to WOWO-land than Fort Wayne, the prosperous city at its center. WOWO gives you dominant coverage of a 59-county BMB area in the heart of the rich Midwest market. Net effective income of this area is \$1½ billion.. four times the income of Fort Wayne itself! For details and availabilities, check WOWO or Free & Peters.

FORT WAYNE
ABC NETWORK
AFFILIATE

WOWO

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

Sleeping Pills Expose Scheduled For WOR

A documentary program on sleeping pills, Name Your Poison, will be aired by WOR on Saturday, December 10, from 9 to 9:30 p.m. The dangers of the drug and the illegal trading will be dramatized on the show from actual medical and criminal cases. Dr. Paul P. Dunbar, Commissioner of the Federal Food and Drugs Administration, Dr. Lewis I. Sharp, director of the Psychiatric Division of Bellevue Hospital, and Jerome Trichter will deliver addresses.

WINS Employees Hit Pope Language Plan

(Continued from Page 1)

is owned by the Crosley Radio Corp. Fly declared that the proposed change in emphasis to foreign-language programming "would necessitate the dismissal of practically all of the present employees of the station and the substitution of personnel adapted to foreign-language broadcasting."

A sharp retort by counsel for Pope was in the offing, as attorney Marcus Cohen declared that he had been informed by Pope that the publisher has never met with any representatives of the WINS employe group, nor been asked for any meeting. Fly's petition said that Pope "has personally told the committee of petitioners that the assignee could do no more than absorb a few of the present employees, and assignee's staff plans, as elaborately set forth in the pending application, indicate that assignee already has in mind a completely new staff geared to its proposed foreign-language operation."

Claims Pope Wouldn't Confer

Cohn said Pope flatly denied every meeting with the employe group or with any representative.

It was certain, too, that Fly's statements concerning foreign-language broadcasting would bring on a furious controversy. Holding that the change in programming would not be in the public interest, he wrote, referring to the controversial Pilgrim broadcasting decision last month by FCC examiner Hugh Hutcheson, that "the very principle of foreign-language broadcasting is a questionable one. Its only public interest, or justification, is in terms of radio service to foreign-born persons who are presumed to be so unfamiliar with the English language and so unassimilated into the general stream of American life that a specialized approach is required if the various benefits of radio are to be accessible to them. Necessarily, as time goes by, this justification becomes less and less persuasive because the number of such unassimilated foreign-born is continuously being reduced. Their children, though only first generation native Americans, are nevertheless literate, schooled in American schools and raised in the enveloping culture of our society. The justification for foreign-language broadcasting undeniably does not apply to them and, in fact, such broadcasting may be affirmatively harmful."

Fly pointed to a decline in the foreign-born population of New York, and added that many of the foreign born have been learning

★ AGENCY NEWSCAST ★

WILLIAM H. THOMAS has replaced Winnifred Steil as time buyer for J. Walter Thompson. Thomas has been with the agency as an assistant in the time buying department since 1947.

GANELES-LENGER WINE CORP. has named Parkin-Wilbur, Inc. to handle a newspaper, radio, and television campaign for its Kosher wines. The drive will start in January and continue through March.

JACK HAMMANN, former manager of daytime sales for the Dumont Television Network and prior to that an account executive with ABC, has taken a position as account executive with Special Purpose Films, Inc., producers of film for screen and television.

WALTER KANER ASSOCIATES, New York, have been named to handle publicity and promotion for Herbert Charles & Co., realty sales and management firm, also the "Schwab House," big apartment house being erected on the site of the former Schwab mansion. . . . Marty Horstman, formerly publicity director of the Hotel Commodore and previously with Wayne Varnum Associates, has joined the publicity firm of Walter Kaner Associates, New York.

MAIL POUCH TOBACCO CO. has named the Charles W. Hoyt Co., Inc. The company in Wheeling, W. Va. has used radio and television advertising.

SIDNEY A. JOFFEE has been elected vice-president in charge of merchandising of Pathe Television Corp., J. A. Stobbe, president has announced. Joffee resigned as general sales manager of Philharmonic Radio Corp. on December 1 to join Pathe.

HARRY SERWER, INC. will handle the advertising of Textron drapery fabrics. Account executive is James Serwer. Merchandising Consultants, Inc. have been appointed merchandising counselor for the division of Textron, Inc.

ELIZABETH ARDEN, INC. has placed all domestic advertising with Grey Advertising Agency, Inc.

CHAMBERS MANUFACTURING CO., watch band makers, to DuFine-Kaufman, Inc. Account executive is Stuart Cooper.

GNOME BAKERIES, INC. has named Lester L. Wolff, Inc. for newspaper, radio, television and trade paper advertising.

AUTOMATIC BURNER CORP., oil burner manufacturer, has named Olian Advertising Company, Chicago.

HERBERT E. BROWN has been appointed advertising manager for the Crosley Distributing Corp. in greater New York.

DOROTHY DOSTAL has become an account executive for Russell-Anderson. She was formerly with Textron, Inc.

Cities Covered By TV Linked Up In ABC Net

(Continued from Page 1)

in a 40-mile radius of these cities are more than three million TV homes. The letter stated that video itself is an "inefficient medium for the sale of TV receivers' since most viewers are already set owners.

ABC premises its special offer on the belief that the more than twenty million radio homes in the TV city areas offer the best market for immediate TV purchaser prospects.

English and need no longer rely upon foreign-language service. "Whatever need may still remain for foreign-language broadcasting is more than satisfied by four stations which presently offer such programming: WEVD, WBNX, WHOM and WOV." Fly wrote.

Pointing to difficult employment conditions in New York radio, Fly said if his clients "are forced to leave their positions at WINS, they will experience great difficulty in finding other positions in the industry. They and their families have their homes and friends in the New York area; they are not mobile labor that can move to and fro across the country seeking the positions.

Revlon Will Use Video To Advertise New Line

Revlon Products Corp. will use television extensively in a \$2,000,000 advertising campaign in 1950 to feature new products. Martin Revson, v-p in charge of sales for the company says that it is the largest expansion program in the history of the company.

Introduced Individually

The new products will be introduced individually beginning in January with Aquamarine soap. Others will follow in February and March.

TV will be used in the Spring and Fall, according to the account executive for the William H. Weintraub & Co. agency, Norman B. Norman.

Wedding Bells

Larry Holcomb, assistant to the vice-president in charge of radio and television at Lennen & Mitchell, was married Nov. 29 to Alice McCaffery, radio and television copy supervisor at Kenyon & Eckhardt. The ceremony was performed at the Community Church of New York.

14th Dist. Members Convene At Salt Lake

(Continued from Page 1)

club today and a speech by Justin Miller, president of NAB, before the Kiwanas Club on Thursday. In addition TV demonstrations added to the convention interest. On Monday night, Judge Miller, and Ralph Hardy of NAB together with District Director Terry were interviewed on KSL-TV. A similar interview type of program was presented last night on KDYL-TV.

"This is our most productive district meeting to date," Terry said last night. "We have not alone got down to the serious business of discussing our broadcasting problems but we have carried the message of radio and television to the general public of the Utah area through the special addresses of Judge Miller and Mitchell."

Follows Pattern

Monday's session followed pretty closely the procedure of other district meetings. Richard Doherty of NAB discussed station operations costs; Judge Miller reviewed NAB activities and Carl Haverlin, president of Broadcast Music, Inc., also was heard. Haverlin thanked the broadcasters for making use of BMI music and thus creating new hits from the grass roots areas. He called attention to BMI's new slogan—"Fifty Fifty by Fifty Nine." This obviously means that fifty per cent of the music to be used will be furnished by BMI by 1959 when ASCAP contracts come up for renewal again.

Kolin Hager, as spokesman for SESAC, told of the company's plan to extend their catalogue to include tunes in the popular and folk music field. He indicated that SESAC did not contemplate meeting with the radio committee on the subject of licensing procedures.

William Kemp, KVER, Albuquerque, extended an invitation to the 14th district to hold their next meeting in New Mexico.

The resolutions committee was scheduled to meet last night and today the broadcasters will devote the sessions to the discussion of problems on the local level.

Gimbels Buys Time

Gimbels New York department store will sponsor 21 quarter-hour periods and 42 spot announcements weekly over WVNJ, Newark. The business is for an indefinite period and calls for daily musical programs and spots. The Levy Advertising Agency in Newark is handling the account. The presentations will begin at once.

WANTED

If you are a thorough reporter and able to write a stylized integrated newscast packed full of news and in fresh vernacular style. In first letter write references, salary, experience and if possible include samples to Box 291. Samples will be returned. RADIO DAILY, 1501 Broadway, New York City.

 * For Quality
 * **TV SPOTS**
 * Call
 * **KISSINGER**
 * **PRODUCTIONS**
 * JU 6-5572 1650 B'way, N. Y. C.

TELEVISION DAILY

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FORD, CHEVY IN VIDEO BATTLE

TELE TOPICS

THE ONLY APPARENT REASON for the recent network debuts, on NBC, of "Chicago Jazz" and "Studs' Place" is economic. The former is 15-minutes of uninterrupted music—Dixieland by a group of house men called the Tailgate Seven, and wonderful songs by Connie Russell. Darn good listening, but nothing to see. Even the charms of the beautiful Miss R. can't sustain a show all alone and the stanza was not helped any by the unimaginative direction. Finally, if they don't want to alienate jazz purists, they'd better get rid of the sheet music that was lying around the place. . . . The direction in which "Studs' Place" is headed is not quite clear at this juncture. Set in a customer-less bar, it appears to be a mood piece and bears a resemblance to some of Saroyan's work. There are the proprietor, Studs Terkel, pianist-singer Fletcher Butler and a moocher known only as "Horse Player" (Norman Gottschalk). It's mostly talk, with a little music thrown in. With sharper delineation of characters and improved scripting it could be fairly interesting, but in its present state it's all kind of empty.

LES HAFNER and Chuck Vetter yesterday began shooting at their Motion Picture Stages Inc. on a new three-reel United Nations film titled "Our Town, The World." Shooting sked runs eight days. Written by Joseph Moncure March and starring Dorothy Peterson, film will get TV and theatrical release. Helen Van Dongen and Kevin Smith represent UN at the studio. . . . DuMont and Whelan drug stores will supply the entertainment at the Ad C'ub's Christmas party next Tuesday at the Astor. Titled "Cavalcade of Stars," show will be presented by Stanton B. Fisher agency and produced by Milton Douglas. Stage will be a 50 by 20-foot scale replica of a DuM receiver. . . . According to Look mag, nearly \$10,000,000 will be spent this year on Howdy Doodly merchandise.

ON READING in Newsweek that Berle and Wynn may go bi-weekly next year, flack Jack Perlis wrote the mag suggesting that the stars be paid in alternating currency and the cue-tossers in direct currency. Yesterday he received a letter from the editors of the book stating: "We probably would have printed your comment . . . but it would only have been stolen by Berle." . . . The Paramount Theater this week is screening recorded highlights of UN sessions as a regular part of its evening fare. Students of Columbia University, who are studying the effectiveness of the TV cover, are scattered throughout the house to observe reactions of the audience to the presentation.

Drug Chains Contract For Second DuM Show

Drug Store Television Productions, comprised of 14 major retail drug chains, yesterday signed with DuMont for a million-dollar hour-long variety show to be aired Tuesday nights, 9 p.m., over 18 stations beginning Jan. 17.

The group, represented by Stanton B. Fisher agency, also bankrolls "Cavalcade of Stars" on the web. Appropriations for the two stanzas will total \$2,000,000 next year, it was said.

Milton Douglas to Supervise

Program will be supervised by Milton Douglas, producer of "Cavalcade" for Fisher. Title, format and talent have not yet been selected.

Cities and participating stores are: New York, Whelan; Philadelphia, Sun Ray; Baltimore, Read; Washington, Peoples; Pittsburgh, Sun; Cleveland, Gray; Detroit, Cunningham; Chicago, Walgreen; Dayton, Gallaher; Cincinnati, Dow; Columbus, Grey; Boston, Liggett; Richmond, Peoples; Atlanta, Jacobs; Minneapolis and Louisville, Walgreen; Rochester, Daws. and Los Angeles, Owl-Rexall.

Interstate Bakeries Sign For "Cisco Kid" Series

Interstate Bakeries has signed for the Cisco Kid TV film series for airing in California and Mid-West markets. Films will be produced, in 16mm. Kodachrome by Philip N.

NBC Rear Projection System For Backgrounds Announced

Completion of a new rear projection system said to offer an adequately lighted picture without flicker was announced yesterday by NBC engineering veepee O. B. Hanson.

The system will be used for the first time on "One Man's Family" in the near future.

Developed by NBC's engineering development group under the direction of Hanson, and by G. M. Nixon, manager of the development group, with assistance from Roland A. Lynn, staff engineer, and Edward P. Bertero, the new unit was constructed according to NBC specifications by the Holmes Projection Co. under supervision of

Tele Crime Shows Hit By Coast Listener Unit

Washington Bureau of RADIO DAILY

Washington — A stiff protest against the crime shows on six of the seven Los Angeles video stations has been filed by the FCC for consideration when it gets around to granting initial licenses. The stations are not formally licensed yet.

Chairman Wayne Coy yesterday circulated through the Commission the protests received from the Southern California Association for better Radio and Television. The group, in letters signed by President Clara S. Logan, called upon the stations for improvement in programming, and enclosed copies of a survey of crime shows during the week of November 1.

Statement By Mrs. Logan

"Our association is protesting the type of program as listed on this report," Mrs. Logan wrote; "television comes into the home, and many children are looking at these programs. We believe that without too much effort your station could substitute acceptable programs which would be suitable for family viewing and listening. We offer you our fullest support and co-operation, and will do all we can to promote the good programs on your station."

Krasne at the rate of 52 a year for ten years. Radio rights to the stories are controlled by Frederic Ziv Co. Dan B. Miner is the agency for Interstate.

Combined Budgets For '50 Near \$4,000,000

Two giants in the low-priced automobile field—Ford and Chevrolet—have locked horns in an advertising battle that probably will bring about \$4,000,000 into TV's coffers next year.

Operations of the two manufacturers in video have been completely dissimilar. Chevrolet began using the medium experimentally three years ago, tried many different types of programs and now bankrolls two network shows with various dealer groups sponsoring local promotions.

Ford, on the other hand, is a relative newcomer, with the bulk of its expenditures going into two shows, "Ford Theater," on CBS, and Kay Kyser on NBC. The former, with cost estimated at \$25,000, is now a bi-weekly feature, but may be aired every week after the first of the year. The Kyser stanza, which bowed last week, is said to cost \$23,000 for production, exclusive of time.

Earlier Show Folded

"Ford Theater" is a promotion of the home office, handled by Kenyon & Eckhardt, while Kyser is a Ford Dealer Show, produced by J. Walter Thompson. An earlier dealer show, "Through The Crystal Ball," folded after about six airings last season.

Both Chevrolet web shows are handled out of the home office. They are "Inside USA With Chevrolet," a bi-weekly on CBS with production budget of \$20,000, and "Chevrolet Tele Theater" on NBC, cost about \$6,500 exclusive of time. In addition, Chevy probably will repeat Notre Dame football coverage, aired this year over DuMont at a cost estimated between \$100,000 and \$150,000.

Midwest Theater Assn. Files For TV Channels

Washington Bureau of RADIO DAILY

Washington—Advancing the argument that many in the Kansas-Missouri area will not be able to afford home video sets for years to come, the Kansas-Missouri Theater Owners Association yesterday petitioned the FCC for a rule-making procedure to provide for theater TV channels. The Commission is reported preparing an announcement of such a hearing.

The petition, filed yesterday by attorney Marcus Cohn, did not differ substantially from similar petitions filed by other exhibitor groups within the past few weeks.

Von Wesdell (Pooch) Hits Gaines Jackpot

(Continued from Page 1)

footmen. From there 'Konrad' will be whisked to Manhattan's Plaza Hotel for a press reception which, according to the agency, will be covered by radio, newspapers, television, and newsreels.

'Konrad's' prizes include a five-day stay at the Plaza, the station wagon, a two-room kennel, a custom built private swimming pool with ramp, a television set (to watch, says B&B, "man fights"), a custom tailored fur-lined dog jacket, a \$500 gift certificate for use in one of New York's swank shops, dog perfume, and, of course, a private fire hydrant.

B&B have arranged personal appearances for 'Konrad' on a variety of radio and TV shows, and magazine and newspaper feature writers are expected to lead a dog's life for the next five days.

The "Lucky Dog" contest was promoted via the "Juvenile Jury" program, sponsored by General Foods in behalf of Gaines Dog Foods over the Mutual web.

New Service Announced By Cardinal Package Firm

Hollywood—The Cardinal Co., radio-television production firm, has offered to distribute unreleased program series for radio packagers.

Joseph F. Mac Caughtry, president, says his company is searching for transcribed shows to release through their set-up. Cardinal has found the demand for new shows exceeding their supply, he says.

The policy will help Cardinal expand its available transcribed programs and at the same time, offer independent producers a means of getting a national release. Cardinal now does business with more than 500 radio stations throughout the country.

The pattern has been used with success by the motion picture industry in which a producer not only makes films, but arranges for releases by independents.

A survey, Mac Caughtry indicated, was being conducted to determine the possibility of a similar project for television films.

Other programs now handled by Cardinal include Sleepy Joe, The Anderson Family, Adventures by Morse, and Marvin Miller—Storyteller.

Greyhound-Florida On ABC

Florida Greyhound Lines are sponsoring ABC broadcasts of Elmer Davis three days a week over five Florida radio stations. It began Monday, December 5, for 13 weeks. The Lines will sponsor on Monday, Wednesday and Friday over WQAM, Miami; WMFJ, Daytona Beach; WSUN, St. Petersburg; WPDQ, Jacksonville and WHOO, Orlando. Besmont and Hohman of Atlanta, Ga., is the agency.

COAST-TO-COAST

Will Air Rally

Norwalk, Conn. — WNLK will broadcast the Citizens Rally to discuss the school building program and its financing on December 9th from 8:30 to 9:00 p.m. The rally, which will be held at the High School here, is being sponsored by the Central Council of PTA, Board of Education, League of Women Voters of Norwalk, the AAUW, Teachers' Association and the Central Labor Union.

Gets Promotion Award

Charlotte, N. C. — Crady Cole, WBT commentator and farm editor, was awarded a scroll of appreciation by the Retail Grocers Association at the conclusion of that group's annual Exposition and Food Show held here. Cole broadcasted daily about the Food Show and was present in his WBT booth there to hand out samples of the many products featured in his broadcast.

Ambassador Speaks On KFH

Wichita, Kans.—George V. Allen, formerly Assistant Secretary of State, now newly appointed U. S. Ambassador to Yugoslavia, was heard over KFH and KFH-FM. Friday evening, December 2nd. Allen, who appeared here as the highlights of the third annual conference of the Kansas Commission on UNESCO, broadcast directly from the First Methodist Church.

WRGB All Star Banquet

Schenectady, N. Y. — Bob Bender, sportscaster of WRGB and WGY, selected an all-star scholastic football team with the assistance of twenty-two coaches of High and Parochial schools in the WRGB signal area. Coaches and the members of the all-star team were guests of WRGB at a banquet Nov. 28th and later appeared on Bender's sports show.

Sponsoring Series

Los Angeles, Calif.—The General Electric Company is sponsoring Monday, Wednesday and Friday participations on the KNX "Sunrise Salute" series and eight additional weekly spot announcements on KNX. The series began November 29. The agency for the order is Batton, Barton, Durstine and Osborn in New York.

Last Streetcar Ceremony

Richmond, Va.—The running of the last electric streetcars in this city took place November 25. To cover the event, WMBG and WCOD remote equipment was on hand and recorded interviews with the oldest streetcar operator in the city as he made the last seven mile run to the junk pile. This was incorporated into a coast to coast feed to the NBC radio network on the News of the World program the same evening.

WDRS Aids Celebration

Hartford, Conn.—The 100th anniversary celebration at Teacher's college at New Britain, will take place on January 22, 1950. Long range planners at the college already have arranged with WDRS for a half-hour's broadcast time at 4:30 p.m. for that day. The broadcast will originate directly from the college.

Cole Named By N. C. Governor

Charlotte, N. C.—Grady Cole, commentator and farm editor of WBT, has been appointed by Governor Kerr Scott as one of seven members of the N. C. Communications Study Commission, which was brought into being by legislative act during the last session of that body.

"Fun With Music" Moves

Silver Spring, Md.—"Fun With Music" and disc jockey Bob Falcon moved from the studios of WGAY-FM to Holiday House on December 2. The "House," a white frame building in the Silver Spring shopping center, will house the show from then until Xmas. Falcon, who usually takes telephone requests, will change the format to allow the records to be spun from the studio.

Oil Co. Sponsors Basketball Sked

(Continued from Page 1)

in Philadelphia, the company will televise five twin-bill contests in which the University of Pennsylvania and Villanova will meet opposing squads and two single games on the Penn schedule. Sponsorship of the Penn. telecasts by Atlantic will enter its third consecutive year this season. Byrum Saam and Claude Haring will do the play-by-play.

Bob Hendrechson will announce twenty-five games scheduled by Syracuse University over WAGE, Syracuse; Bill Moore will cover twenty-one Seton Hall games over WNJR, Newark; and Bill Mazer, aired by WKBW, Buffalo, will describe nineteen between Canisius College hooplas. All colleges covered are strong basketball schools with heavy followings among the local populace.

N. W. Ayer & Son, since 1936 Atlantic's representative, handled.

WHLI Sets Ski Program

News of ski club activities and special events and reports on skiing conditions in the New York and New England area will be broadcast every Thursday from 7:50 to 8 p.m. over WHLI-FM in Hempstead, Long Island. Bob Barry, ski columnist for the Long Island Press and Ski Magazine, will be featured.

RADIO EXECUTIVES CLUB OF NEW YORK

LUNCHEON-MEETING

THURSDAY, DEC. 8

HOTEL ROOSEVELT

AT 12:30 P. M.

GUEST SPEAKER—Lowell Thomas, Jr., son of the famed CBS newscaster, who will discuss the recent Tibet expedition made by him and his father in addition to showing films made during the journey.

ADMISSION: \$3 for members, \$3.75 for non-members.

RESERVATIONS: Claude Barrere, MU 6-0238.