

Twentieth



Anniversary



1937

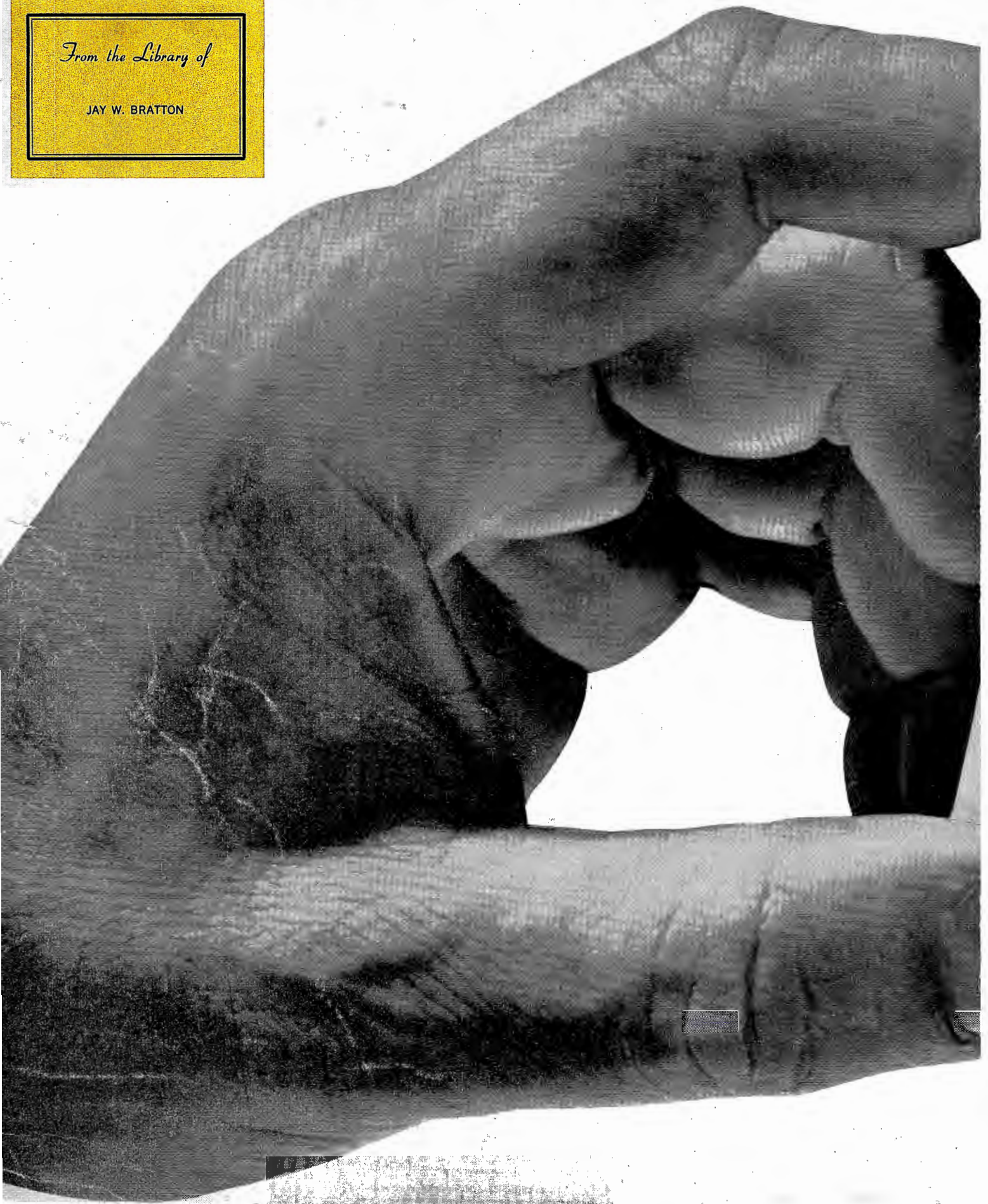
RADIO DAILY

1957

... what a "Business"

From the Library of

JAY W. BRATTON



card!

So, nighttime radio's dead, is it?

Just take a look at the 94 national, regional and local advertisers who say "it ain't so!"

They're convinced that WBC's "Program PM" can, and does, sell like crazy!

We'll admit that lots of people watch TV, but so do *lots* of people *listen* to nighttime radio . . . especially when it's "Program PM".

To get their ear, to prove that *No Selling Campaign is Complete Without the WBC Stations*, put "Program PM" to work for your product. Call A. W. "Bink" Dannenbaum, Jr., WBC VP-Sales, at MUrray Hill 7-0808 in New York, or your PGW Colonel.

ALLEN THEATRES • ALLIANCE THEATRES • ANDLERS SALES CO. (LINOLEUM & FLOOR TILE) • BEST MOTORS CO. • BROOKSIDE LABORATORIES, INC. • BUCK LAKE RANCH • BYLER BROTHERS • C & H SHOE STORE • CASTLE HILL FOUNDATION (CONCERTS) • COCA-COLA • COLLINS MOTOR COMPANY • CONRAD & CO. (WOMEN'S APPAREL) • DELAGRANGE FORD SALES • DUQUESNE BEER • EAST OHIO GAS CO. • EAST-WEST END CO. (NASH AUTOMOBILES) • EASTERN CO. (RCA RECORDS) • B & J EDEL, INC. • ELDORA SPEEDWAY • EMBASSY THEATRE • EXETER THEATRE (MOTION PICTURE) • J. M. FIELDS DEPT. STORE • FILENE'S DEPART- MENT STORE • FORT WAYNE ENTERPRISES • FORT WAYNE NATIONAL BANK • FT. WAYNE FOOD DISTRIBUTORS • FULTON THEATRE • GERBER FURNITURE CO. • GERBER HAUS MOTOR MOTEL • GIANT TIGER MARKETS • GILCHRIST'S DEPT. STORE • GORAL PLYMOUTH, INC. • GROVER CRONIN DEPT. STORE • GUY PHILLIPS (BOOK) • HANDCHUMACHER MEAT CO. • JORDAN MARSH (DEPT. STORE) • HOLMES MEN'S STORES • JAY'S, INC. (WOMEN'S APPAREL) • JOSEPH PALAIS, INC. (RUGS) • LOEWS, INC. (MO- TION PICTURE) • KENMORE THEATRE (MOTION PICTURE) • KEYSTONE CAMERAS • KRUEGER BREWING COMPANY • MAY SAND & GRAVEL CO. • J. D. LYON (GARDEN SUPPLIES) • MAIL LINE DISTRIBUTORS • MAUMEE FURNITURE COMPANY • MERCURY DEALERS • MCKINLEY SALES CO. • MEIER & FRANK (DEPT. STORE) • MELLON NATIONAL BANK & TRUST CO. • NORTHWEST AIRLINES • NORTHWEST SPORTS • NIAGARA CO. OF FT. WAYNE • NORTHWEST AIRLINES • NORTHWEST SPORTS

NIGHTTIME ADVERTISERS ON WBC RADIO'S program pm

OASIS CIGARETTES • PAINE FURNITURE CO. • PARAMOUNT PICTURES, INC. • PEPSI-COLA • PETRI WINE • POC BEER • QUIMBY THEATRES, INC. • RALPH HOYT CHRYSLER • RAYMONDS DEPT. STORE • REDSTONE DRIVE-IN THEATRE • RICHMOND & GOLDBERG ARCHITECTS • SCHLITZ BREWING CO. • SEARS ROEBUCK • SEAT COVER CHARLIE • SECOND FEDERAL SAVINGS & LOAN CO. • SHELL OIL CO. • JACK SKEELS MOTOR CO. (CHRYSLER-PLYMOUTH) • A. B. SMITH CHEVROLET • SNOW CANNING CO. • SOUDER'S HOME CENTER • SPECK RESTAURANT • SPEEDWRITING INSTITUTE • ED STINN CHEVROLET • TRI-STATE BUILDERS • TRI-STATE PRO- SURF BALLROOM • TEXACO • THREE RIVERS BEVERAGE • TOWN & COUNTRY FOOD CO. • TRI-STATE BUILDERS • TRI-STATE PRO- MOTIONS • TRANS WORLD AIRLINES • UNITED ARTISTS PICTURES • UNIVERSAL INTERNATIONAL (MOTION PICTURE) • WARNER BROS. (MOTION PICTURE) • R. H. WHITE'S DEPT. STORE • LUCKY STRIKE-HIT PARADE • POLAR WATER CO. • PRESTONE

**WESTINGHOUSE
BROADCASTING
COMPANY, INC.**



RADIO
BOSTON, WBZ-WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WOWO
CHICAGO, WIND
PORTLAND, KEX
TELEVISION
BOSTON, WBZ-TV
BALTIMORE, WJZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPIX

WIND represented by AM Radio Sales
WJZ-TV represented by Blair-TV
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by
Peters, Griffin, Woodward, Inc.
MURRAY HILL 7-0808, NEW YORK



SEE THE DIFFERENCE COLOR TV MAKES

Food looks so real, you more than see the difference—you almost taste it.

Sports *come alive*. Watch the red-shirted halfback blaze into that big blue line. And look at the heroine in tonight's play. No longer a study in gray, she's a dazzling redhead in a golden dress. And what a difference!

You can now enjoy thrills like this every

single day because RCA believed in Color TV from the very first and put its skills and a fortune behind this belief. The result—reasonably priced Color TV that is *performance-proved*—created a new dimension in home entertainment. And it has given you one more good reason to depend on RCA for the first and best in electronics—today, and tomorrow, too.



RADIO CORPORATION OF AMERICA



TWENTIETH ANNIVERSARY NUMBER



Established Feb. 9, 1937

Vol. 80 No. 15—Section 2

\$2.50

Monday, Oct. 21, 1957

JOHN W. ALICOATE : : : : : President
CHAS. A. ALICOATE : : : : : Edit. & Publ.
MARVIN KIRSCH : : : : : Assoc. Publ.-Gen. Mgr.
JOE MORRIS : : : : : Managing Editor

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36) N. Y., by Radio Daily Corp., John W. Alicoate, President; Chas. A. Alicoate, Secretary-Treasurer; Marvin Kirsch, Vice President; Chester B. Bahn, Vice President; Paul K. Devoc, Vice President; Dick Donnelly, Associate Editor; Arthur Simon, Adv. Mgr. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States \$15.00 one year. Foreign, \$20.00. Address all communications to Radio-Television Daily, 1501 Broadway, New York (36) N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

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RADIO DAILY CORP., 1501 Broadway, New York 36, N. Y.

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ACID TEST!

WBTB's proven sales power finds its firm foundation in audience domination. The remarkable extent of that domination has just been measured.

In ARB's brand new *total area* report of television viewing in the 80 counties served by both Charlotte stations *

- WBTB WINS 442 OUT OF 465 QUARTER-HOURS SURVEYED
- WBTB'S AVERAGE SHARE OF AUDIENCE FOR THE ENTIRE PERIOD IS 79.3%
- THE TOP 53 MOST POPULAR SHOWS ARE ON WBTB

WBTB's dominance is durable. Ask your WBTB or CBS-TV Spot Salesman to show you the complete ARB Total Area Report.

**The Charlotte Total Coverage Area
ARB—June 25—July 1, 1957*



JEFFERSON STANDARD BROADCASTING COMPANY

RADIO-TELEVISION DAILY

*on its Twentieth Anniversary
presents a*

PICTORIAL CAVALCADE

of

RADIO and TELEVISION

... reflecting the romantic and colorful days in which radio and television were pioneered, perfected and predestined to become the finest and most powerful medium for communication and for clean, wholesome and inexpensive amusement the world has ever known.

...backed by a twenty year record that speaks for itself, Radio-Television Daily is modestly proud of the minor role it has played in the progress of this great industry.

AN APPRECIATION



To its legion of friends, all over the world, who have sent congratulatory messages on this, its twentieth anniversary, and to the many whose contributions and labors are reflected in the pages that follow, Radio-Television Daily returns its sincere thanks and deep appreciation.

Edited by

Chas. A. Alicoate

... and the radio and television industry



E X P E R I E N C E

Behind the brow of the pilot, knowledge won through years of experience...skill born of doing.

In our business, too, 12 years experience have given us a background that makes the time buyer's job easier...lessens the chance of costly errors.

Such experience must be earned. And there's no substitute for it.

A V E R Y - K N O D E L
I N C O R P O R A T E D

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE



OFFICE OF THE VICE PRESIDENT
WASHINGTON

October 14, 1957

Dear Mr. Alicoate:

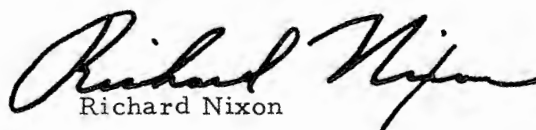
It is a pleasure to join with your many friends in offering congratulations on the 20th Anniversary of RADIO AND TV DAILY.

Both radio and television have had a tremendous impact on American life. Both have contributed millions of hours of entertainment and education to make the American people the best informed in the world.

RADIO AND TV DAILY has performed a valuable service to this important industry.

Best wishes to you and your staff.

Sincerely,


Richard Nixon

Mr. Charles Alicoate, Publisher
RADIO AND TV DAILY
Paramount Building
1501 Broadway
New York, N. Y.



ZIV DOES IT AGAIN!

TV's NEWEST *RATIN*

"Se

Starring

**LLOYD
BRIDGE**

As ex-Navy frogman MIKE NELSON...
daring underwater criminologist!



G SENSATION!

a Hunt^{II}

S

ACTION-PACKED STORIES!

**ON LAND, ON SEA AND
UNDER THE SEA!**

Deep-sea Drama! Underwater Thrills!
Mystery! Romance! Excitement!

Ziv's thrilling TV innovation is a
"natural" to get high ratings...word-
of-mouth publicity...sales results!

And it's ready to audition now!

*NEW DANGER!
NEW EXCITEMENT!
NEW HIGH RATINGS!*

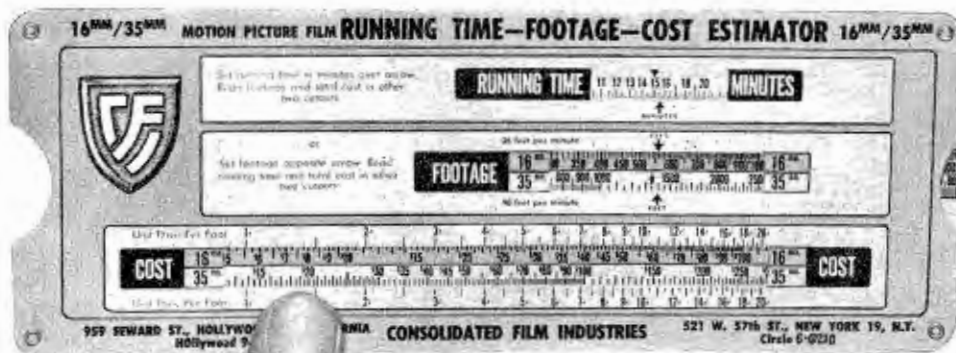


AUTOMATIC COST ESTIMATOR

...YOURS WITH THE COMPLIMENTS OF

CFI

If you produce, buy, sell, or use films, you'll appreciate this automatic film footage & cost estimator. It's a "slide rule" for the film industry... a fast, easy way to figure footage, frames, running time, and processing costs for 16 mm or 35 mm film. The "estimator" and instructions are yours **without cost or obligation**.



Producers, film buyers, editors, advertising agencies,
TV stations, film production personnel: Kindly use this
coupon or write on your business letterhead.

Consolidated Film Industries

RTD 1

Send me your FREE automatic film footage & cost
estimator. No obligation, of course.

name _____

title _____

company _____

address _____

city _____ zone _____ state _____

CONSOLIDATED FILM INDUSTRIES

959 Seward St., Hollywood 38, California
Hollywood 9-1441

521 W. 57th St., New York 19, New York
Circle 6-0210

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON 25, D. C.

IN REPLY REFER TO:

11100

Mr. Chas. A. Alicoate
Editor and Publisher
Television Daily
1501 Broadway
New York 36, New York

Dear Mr. Alicoate:

Congratulations to Radio-Television Daily on its twentieth anniversary of service to American broadcasting.

In an industry which lives by the clock and owes its very existence to the commodity of time, it's apparent that timely news is a vital necessity. The industry is fortunate in having available a daily publication.

A knowledge of the different views of industry problems is essential to intelligent regulation. I consider Radio-Television Daily to be a distinct aid in obtaining a proper perspective of the past, present and future position regarding all phases of broadcast problems.

Sincerely,



Chairman





"The Gaslight Station" • New York • New Jersey



Douglas Wall, NEW YORK DAILY NEWS, speaking of

*"When I want to hear the kind of light music
I like on the air, I tune in **WPAT**, a
radio station that has become increasingly
popular with New Yorkers in recent years"*

WPAT!



*in
the
July 30,
1957
issue**

** And this is substantiated by the June 1957 New York Hooper Report which, compared with the Jan.-Feb. 1957 New York Hooper Report, shows a 44.4% increase in total share of audience in the five hour period 7 A.M. to 12 Noon (Monday thru Friday) and an increase of 14.3% in the total rated time periods throughout the broadcast day. National business, too, has increased 45% in the past seven months (compared with the same period in 1956).*

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

1771 N STREET, N. W., WASHINGTON 6, D. C.

HAROLD E. FELLOWS
PRESIDENT AND
CHAIRMAN OF THE BOARD

Mr. Chas. A. Alicoate
Editor and Publisher
RADIO-TELEVISION DAILY
1501 Broadway
New York 36, New York

Dear Charlie:

I am sure you know the pleasure it gives me to send you our congratulations on this, the 20th, Anniversary of RADIO-TELEVISION DAILY.

For many years the National Association of Radio and Television Broadcasters has had the benefits of your publication's day-by-day reporting of important events in the field of broadcasting. In this vast, complex, and rapidly developing industry, RADIO-TELEVISION DAILY is fulfilling a vital need; and I am sure you and your staff must derive great satisfaction in looking back upon your accomplishments and from the knowledge that you are performing such an important service to broadcasters.

Once again, as you observe your 20th year of publication please accept on behalf of the members of NARTB my sincerest best wishes for continued success.

Cordially,

Hal Fellows



What's going on in there?

"Just about the most important business in America . . . the education of the future citizen."
—United States Department of Health, Education and Welfare

The NBC Owned Radio and Television Stations are now engaged in a 6-week KNOW YOUR SCHOOLS project, exploring on an unprecedented scale the educational needs of their home communities.

Essentially a *local* level operation, with active support from school boards, Parent-Teacher Associations, colleges, and other local organizations, KNOW YOUR SCHOOLS is also receiving full cooperation from the U.S. Department of Health, Education and Welfare, the U.S. Office of Education, the National Education Association, and other national groups.

The NBC Owned Stations are using their highly successful IMPACT PUBLIC SERVICE technique to probe problems like: overcrowded schools, underpaid teachers, inadequate financing, deficient curricula.

They are developing special programming:

panel shows, interviews, talks, feature events, contests, and documentary dramas.

They are, in addition, contributing talent, facilities, and a total of \$1,000,000 in air-time — 200 program hours, 3,000 public service announcements.

The objective, in the words of Marion B. Folsom, Secretary of Health, Education and Welfare: to stimulate "better *citizen* understanding of the schools." And, beyond that: to foster productive solutions, and to inspire concrete community action.

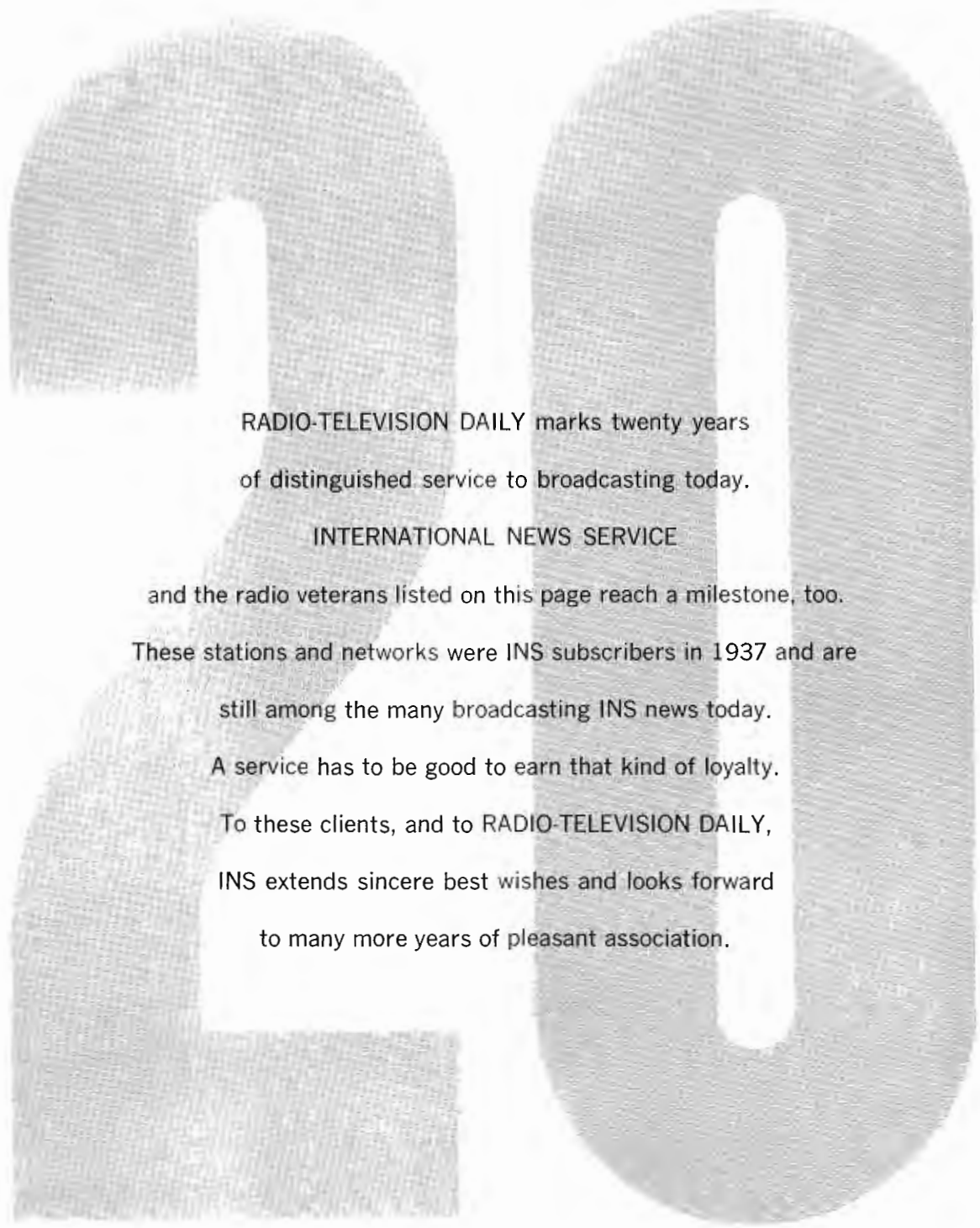
When this six-week project comes to a close during American Education Week in mid-November, NBC will make a full report, documenting the techniques employed and the results obtained. NBC hopes its KNOW YOUR SCHOOLS project will serve as a blueprint by which local stations in other communities will help solve one of America's most fundamental problems.

NBC Owned Stations

WRCA, WRCA-TV, NEW YORK • WRCV, WRCV-TV, PHILADELPHIA • WRC, WRC-TV, WASHINGTON • WNBC, WKNB, HARTFORD-NEW BRITAIN • WMAQ, WNBQ, CHICAGO • WBUF, BUFFALO • KRCA, LOS ANGELES • KNBC, SAN FRANCISCO







RADIO-TELEVISION DAILY marks twenty years
of distinguished service to broadcasting today.

INTERNATIONAL NEWS SERVICE

and the radio veterans listed on this page reach a milestone, too.

These stations and networks were INS subscribers in 1937 and are
still among the many broadcasting INS news today.

A service has to be good to earn that kind of loyalty.

To these clients, and to RADIO-TELEVISION DAILY,

INS extends sincere best wishes and looks forward

to many more years of pleasant association.

WBAL, Baltimore • **WCBM**, Baltimore • **Yankee Network**, Boston • **WBBM**, Chicago
American Broadcasting Co. (then the Blue Network) • **WLW**, Cincinnati
KLZ, Denver • **WJR**, Detroit • **WFBM**, Indianapolis • **WIOD**, Miami
Columbia Broadcasting System • **KOIL**, Omaha • **WCAE**, Pittsburgh
KEX, Portland • **National Broadcasting Co.** • **KGO**, San Francisco
KVOO, Tulsa • **WOAI**, San Antonio • **WGAR**, Cleveland

INTERNATIONAL NEWS SERVICE

RADIO CORPORATION OF AMERICA
RCA BUILDING
30 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

DAVID SARNOFF
CHAIRMAN OF THE BOARD



Mr. Charles A. Alicoate
Editor and Publisher
Radio TV Daily
1501 Broadway
New York, New York

Dear Mr. Alicoate:

May I extend my heartiest congratulations to Radio TV Daily on the occasion of its 20th Anniversary. There is an expression to the effect that "achievement is its own reward," and the fact that Radio TV Daily is the industry's oldest daily trade paper is indeed a commendable achievement.

Most of us would be a great deal more limited in our views and outlook on life were it not for the huge mass of information made available to us daily through the combined efforts of radio, TV and newspapers.

In a more specialized sense, the same holds true for the trade publications which keep us informed about important developments and major events in the fast moving field of radio, television and electronics.

I salute you and your staff on the job you are doing, and extend my warmest good wishes for your continued success.

With kindest personal regards,

Sincerely,
David Sarnoff



Atlanta Beverly Hills

Boston Buffalo

Charlotte Chicago

Cincinnati Cleveland

Dallas Detroit Kansas City

Las Vegas London

Miami Minneapolis

New Orleans New York

Paris Philadelphia

Pittsburgh Rome

San Francisco Seattle

St. Louis Toronto

mca

RADIO FACTS and FIGURES

There were 723 licensed broadcasting stations in the U.S. at the beginning of 1938: also 20 licensed experimental stations.

Today — there are 2,971 AM and 530 FM stations on the air.

Number of network stations as of Feb. 1, 1938 were: NBC, 143; CBS, 115; Mutual, 76.

Today — the figures are NBC, 192; CBS, 215; Mutual, 465, ABC, 310.

Out of some 31,500,000 American families, more than 25,000,000 have radio sets; 4,500,000 homes have two or three sets and there are in excess of 5,000,000 radio-equipped autos.

Today — out of 49,500,000 families, more than 47,700,000 have radio sets; 22,900,000 homes have two or three sets, and there are in excess of 35,000,000 radio-equipped autos.

Radio time sales in 1937 exceeded \$125,000,000, compared with \$108,000,000 in 1936; national network billings accounted for about 55 per cent of the amount.

Today — gross radio times sales are estimated at \$599,000,000; with networks accounting for 14 per cent and local and spot sales accounting for the rest.

Approximately \$500,000,000 was spent by the public in purchasing 8,000,000 radio receiving sets in 1937, against 8,248,755 sets sold in 1936, when the all-time record was set.

Today — approximately \$634,000,000 was spent by the public in purchasing 14,000,000 car and home radio sets.

A survey by Fortune Magazine in 1937 on favorite pastimes gave radio first place with 18.3 per cent; movies 17.3 per cent; magazine-books 13.8 per cent; hunting-fishing 11 per cent; watching sporting events 10.4 per cent; newspapers 7.1 per cent.

Today — an information report reveals that in a week radio reaches 87.7 per cent of all U.S. radio homes. The listening averages indicate 63.4 per cent in the evening; 76.3 per cent in the afternoon; and 78.5 per cent in the morning.

The average home radio set is in use a total of four hours daily.

Today — the average is two hours and eleven minutes.

Music averages about 62 per cent of total program hours on U.S. stations.

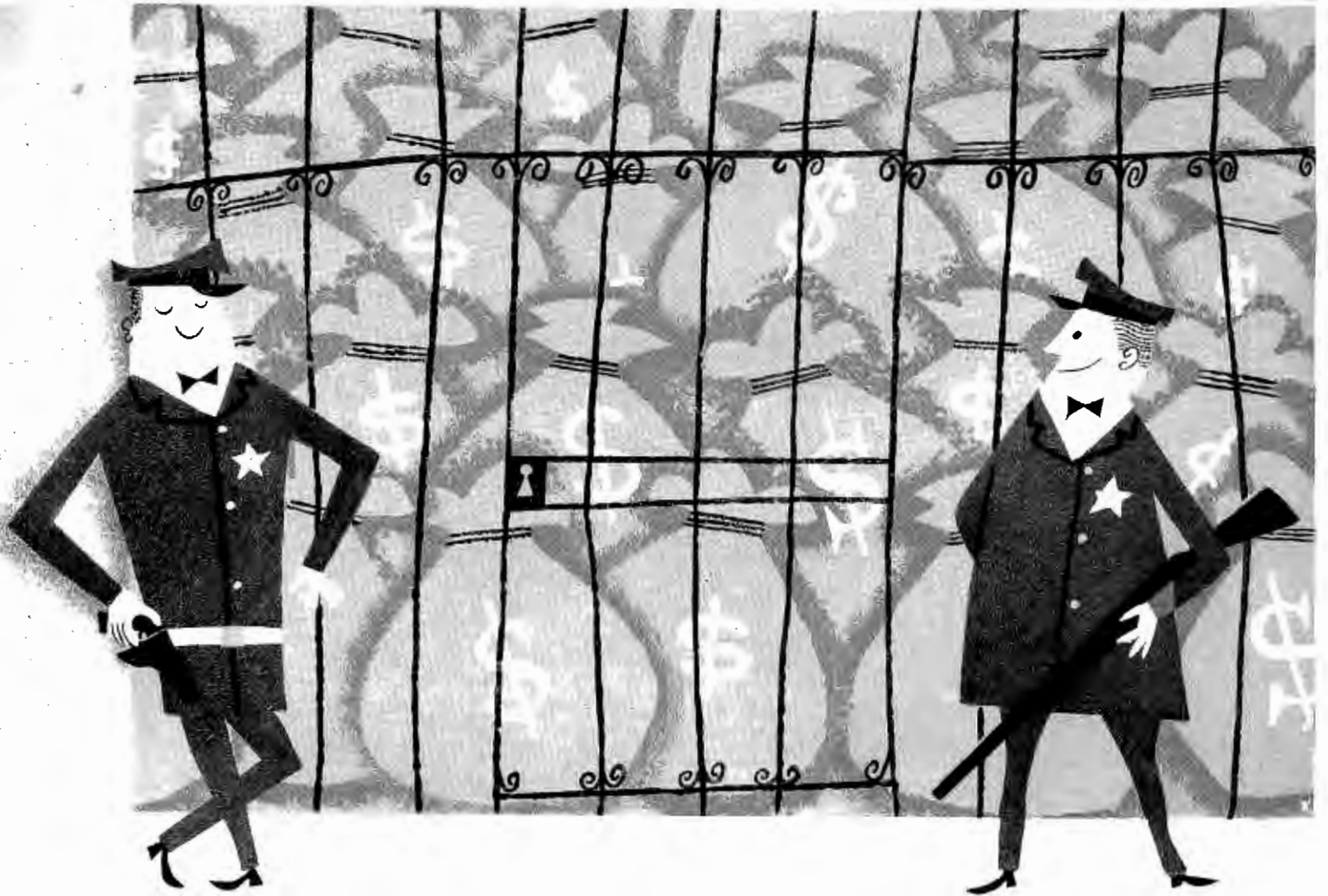
Today — 97 per cent of station programming consists of popular musical programs.

This is not a history. There is too much divergence of opinion in the industry to try, within these pages, to reconcile the conflicting thoughts of historians.

• • • rather a pictorial reminiscence of the progress, from its first toddling steps, to a compelling and irresistible force. A photographic parade of events and pioneering personalities whose faith and courage made it all possible.

CHARLES A. ALICOATE,
Editor and Publisher

29 BILLION



Congratulations to Radio Daily on their 20th Anniversary

DOLLARS!

**SPENT
IN STORER MARKETS
IN RETAIL SALES
IN 1956***

Retail sales of 29 billion . . .
and so easy to influence on
radio and television stations
owned and operated by the
Storer Broadcasting Company.



STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio	WJW-TV Cleveland, Ohio	WJBK-TV Detroit, Mich.	WAGA-TV Atlanta, Ga.	WVUE-TV Wilmington, Del.		
WSPD Toledo, Ohio	WJW Cleveland, Ohio	WJBK Detroit, Mich.	WAGA Atlanta, Ga.	WIBG Philadelphia, Pa.	WWVA Wheeling, W. Va.	WGBS Miami, Fla.

NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

*1957 Sales Management "Survey of Buying Power"

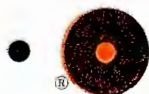


NAIDICH

IS FOR

BUSY

...and although it describes us, it doesn't distinguish us. What sets us apart from other film laboratories is the fact that we scrupulously expand our capacity at a pace that never lags behind the ever increasing demand for our services. Thus, the great volume of footage that daily flows through our tanks does not diminish our ability to render prompt and efficient service, but enhances it. Complete 16mm and 35mm services including 16mm color printing.



GENERAL FILM LABORATORIES CORP. 1546 Argyle Hollywood 28, California HOLLYWOOD 2-6171

CBS RADIO

A Division of Columbia Broadcasting System, Inc.
485 MADISON AVENUE, NEW YORK 22, NEW YORK • PLAZA 1-2345

ARTHUR HULL HAYES
President

October 9, 1957

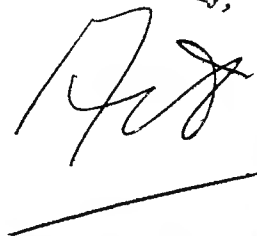
Dear Charlie:

Your twenty years of service to broadcasters and broadcast users have been uniquely useful.

Each and every business day your reporting has given the essential facts -- and much of the news behind them. It has been a prodigious job of which you and your associates can be unblushingly proud.

My best to you for a continuation for twenty years more.

Sincerely,



Mr. Charles Alicoate
Editor & Publisher
The Radio-Television Daily
1501 Broadway
New York 36, N. Y.



CBS TELEVISION

A Division of Columbia Broadcasting System, Inc.
485 MADISON AVENUE, NEW YORK 22, NEW YORK • PLAZA 1-2345

October 10, 1957

MERLE S. JONES
President

Mr. Charles Alicoate
Editor & Publisher
The Radio-Television Daily
1501 Broadway
New York 36, New York

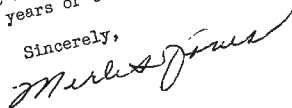
Dear Mr. Alicoate:

It is a genuine pleasure for me to extend my warmest personal congratulations on the occasion of your 20th anniversary.

This is, indeed, a mark of which you and your staff may well be proud. Your day-to-day coverage of news of network radio, agency activities, electronic developments, broadcasting's role during the war years, and finally, the emergence of television as the greatest sales, information, and entertainment medium in history, has made a lasting contribution to our industry.

Again, my very best wishes on this occasion and may there be many more years of continued success.

Sincerely,



MSJ:nk



We Sincerely Believe:

1 . . . that the vast majority of WSB Radio's hundreds of thousands of consistent listeners are old enough and mature enough to have minds of their own—

We defend our audience against the untrue theory that "the average mentality of the listening public is that of a fourteen-year old."

2 . . . and that by giving them *variety* in music, intelligent and comprehensive news coverage, interspersed with well planned local and network programs—

WSB Radio is not a juke-box-program typed station with just "the top 10-20-30-40-50 tunes" rammed into our listeners' ears day and night.

3 . . . presented to them on the air by pleasing *personalities* instead of "characters"—

We insist that our WSB Radio air staffers present themselves as guests in our listeners' homes, easily understood and liked by every member of the family from eight to eighty. All rating surveys prove our dominant acceptance in Georgia.

4 . . . results in a WSB Radio audience with a *pur-chasing* potential that dwarfs that of any other radio station in the Atlanta market.

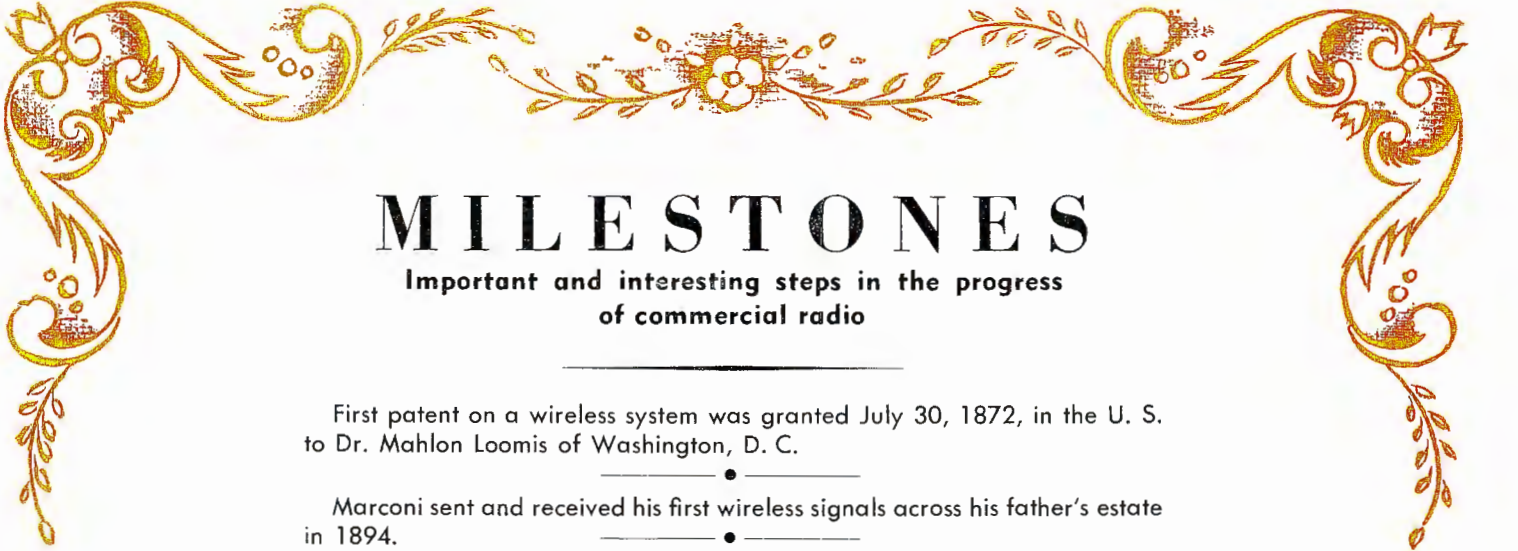
If you want to reach the BUYING members of the radio families in the Atlanta market use WSB Radio.



WSB/RADIO

The Voice of the South • Atlanta

*Affiliated with The Atlanta Journal and Constitution.
NBC affiliate. Represented by Edw. Petry & Co.*



MILESTONES

Important and interesting steps in the progress
of commercial radio

First patent on a wireless system was granted July 30, 1872, in the U. S. to Dr. Mahlon Loomis of Washington, D. C.

Marconi sent and received his first wireless signals across his father's estate in 1894.

First signal to be sent across the Atlantic was plucked by Marconi in Newfoundland on Dec. 12, 1901.

Broadcasting as it is known today "officially" started Nov. 2, 1920, when KDKA of Pittsburgh aired the Harding-Cox election returns. Station operated under an experimental radio-telephone license until Nov. 7, 1921, when its regular broadcasting license was issued.

First station to obtain a regular license for broadcasting was WBZ, Springfield, Mass., which was issued a license by the Department of Commerce on Sept. 15, 1921, while WWJ, Detroit, was licensed Oct. 13, 1921, although it opened experimentally on Aug. 20, 1920.

First radio station to broadcast a play by television was WGY, Schenectady, which transmitted "The Queen's Messenger," a one-act drama, on Sept. 11, 1928.

Warner Bros. was the first film studio to go on the air with a program—the weekly "Vitaphone Hour" over CBS in 1928.

A telephone tieup between WEAf, New York, and WNAC, Boston, on Jan. 4, 1923, was the first "chain" broadcast; first multiple station hookup took place in June of same year.

Dempsey-Carpentier fight was the first boxing match to be aired, with Major Andrew J. White as announcer, on July 2, 1921.

Opening of Congress was broadcast for the first time on Dec. 4, 1923.

First international program was rebroadcast by WJZ from Coventry via Houlton, Me., in 1924.

First coast-to-coast broadcast took place Jan. 1, 1927, when a Rose Bowl football game was aired.

First round-the-world broadcast sent from Schenectady on June 30, 1930.

President Roosevelt inaugurates "fireside chats" on March 12, 1933.

WLW in Cincinnati starts operating with 500,000 watts, first and only station with such power (experimental).

RCA starts television tests from Empire State Building, New York, on June 29, 1936.



**and her family*

we deliver
1000
like this*
for 31c

Much prettier, actually, from a sponsor's point of view, because these ladies *buy*! And at WVNJ you can talk to a thousand of them (and their families) for one minute at a cost of only 31c. Same rate for men, too.

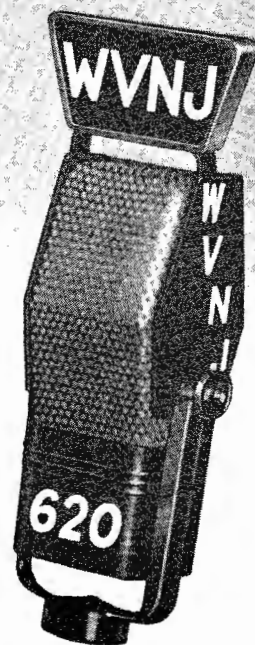
Most advertisers know that the New WVNJ has more listeners than any other radio station broadcasting from New Jersey. As a matter of fact—almost twice as many as the next 2 largest combined.*

*Source—Hooperatings Jan.—Feb.—New Jersey

Most advertisers know the quality of this audience—for the new programming concept of playing only Great Albums of Music has brought the station thousands of new and potentially better buyers than ever before.

Most advertisers know, too, that WVNJ delivers this audience at less cost per thousand than any other radio station not only in Jersey but in the entire metropolitan area as well.

That's why WVNJ is the hottest radio station in the New Jersey market—bar none. Get the facts and you'll make WVNJ part of your advertising day.



Represented by:
Broadcast Times Sales
New York OX 7-1696

WVNJ

Newark, New Jersey

Radio Station of the Newark Evening News

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

CIRCLE 7-8300

ROBERT W. SARNOFF

PRESIDENT

Mr Charles A Alicoate
Editor and Publisher
Radio-Television Daily
1501 Broadway
New York 36 New York

Dear Charles:

It's difficult to believe that Radio-Television Daily is only twenty years old. I can't visualize the time when our industry did not have Radio-TV Daily to rely on for day-to-day information about broadcasting and the people who work in it.

The news you present is accurate, complete and impartial. We like your editorials, your columns and your features. And we enjoy dealing with your entire crew.

All of NBC wishes you the best of luck as Radio-TV Daily starts its third decade.

Sincerely



Robert W Sarnoff



**7 pm
and all
is SELL
on
WCAU-TV
Philadelphia**

Seven days a week—at seven pm—
every survey ever taken shows
WCAU-TV far out in front!
This season we are adding three
outstanding new shows to
this vital time slot.
Now is the time to secure your client's
franchise in this powerful
sales period. Remember . . .

**WCAU-TV
means
business
in
Philadelphia**



special!

monday **NEW**
"GRAY GHOST"

History, adventure, excitement played out against the stirring setting of the Civil War. Legendary exploits of Confederate army guerrillas. A television first.

(Co-sponsors: Freihofer Baking Company and Venice Maid Ravioli)

Available alternate week sponsorship after December 16th.

tuesday **NEW**
"WHAT IN THE WORLD?"

The Peabody Award program that makes science a fascinating game. Now being televised in full color.

Available full or alternate sponsorship

wednesday
"WHIRLYBIRDS"

The thrilling, action-filled adventures of two free lancing Helicopter pilots. One of the highest rated film shows on television.

(Co-sponsored by Nabisco and Sylvan Seal)

thursday
"SHERIFF OF COCHISE"

Adventure series based on the files of the sheriff's office in Arizona's Cochise County.

(Sponsored by Socony Mobil Oil Company)

friday **NEW**
**"THE NEW ADVENTURES
OF CHARLIE CHAN"**

Famed character actor, J. Carrol Naish, appears as the greatest detective of them all, the beloved Charlie Chan—in a series of thrilling new mysteries.

Available full or alternate sponsorship

saturday
"HIGHWAY PATROL"

Broderick Crawford stars in this outstanding series based on the actual exploits of the state highway police.

(Sponsored by P. Ballantine & Sons)

SUNDAY 6:30 TO 7 PM

Alternate sponsorship available on

"HARBOR COMMAND"

Starring popular screen star Wendell Corey in exciting true-to-life stories of America's Harbor Police, Coast Guard Units and Port Authorities. Precedes "Lassie" and inherits the audience of "Waterfront"—the top rated syndicated show in Philadelphia for three years.

(Co-sponsor La Rosa)

CHANNEL 10 • CBS IN PHILADELPHIA • Represented by CBS-TV SPOT SALES

TELEVISION BROADCASTING STATIONS

As of Feb. 1st, 1938

Group A—2000 to 2100 kc.; Group B—42000 to 56000 kc.; Group C—60000 to 86000 kc.;
Group D—Any 6000 kc. frequency band above 110000 kc. excluding 400000 to 401000 kc.

Licensee and Location	Letters Call	Frequency (kc) or Group	P O W E R	
			Visual	Aural
Columbia Broadcasting System New York, N. Y.	W2XAX	B, C	50 w C.P. granted for 7500 w	
Don Lee Broadcasting System Los Angeles, Calif.	W6XAO	B, C	150 w	150 w
Farnsworth Television, Inc. of Pa. Springfield, Pa.	W3XPF	B, C	4 kw	1 kw (C.P. only)
First National Television, Inc. Kansas City, Mo.	W9XAL	B, C	300 w	150 w
General Television Corp. Boston, Mass.	W1XG	B, C	500 w	
The Journal Company Milwaukee, Wis.	W9XD	B, C	500 w	
Kansas State College of A. & A. S. Manhattan, Kansas	W9XAK	A	125 w	125 w
National Broadcasting Co., Inc. New York, N. Y.	W2XBS	B, C	12 kw	15 kw
National Broadcasting Co., Inc. New York, N. Y.	W2XBT	92000, 175000- 180000	400 w	100 w (C.P. only)
Philco Radio & Television Corp. Philadelphia, Pa.	W3XE	B, C	10 kw	10 kw
Philco Radio & Television Corp. Philadelphia, Pa.	W3XP	204000-210000	15 w	 (C.P. only)
Purdue University West Lafayette, Ind.	W9XG	A	1500 w	
Radio Pictures, Inc. Long Island City, N. Y.	W2XDR	B, C	1 kw	500 w
RCA Mfg. Co., Inc. (Portable) Bldg. No. 8 of Camden Plant.	W3XAD	D (124000 to 130000)	500 w	500 w
RCA Mfg. Co., Inc. Camden, N. J.	W3XEP	B, C	30 kw	30 kw
RCA Mfg. Co., Inc. Portable—Mobile	W10XX	B, C	50 w	
The Sparks-Withington Co. Jackson, Mich.	W8XAN	B, C	100 w	100 w
University of Iowa Iowa City, Iowa	W9XK	A	100 w	
University of Iowa Iowa City, Iowa	W9XUI	B, C	100 w	
Dr. George W. Young Minneapolis, Minn.	W9XAT	B, C	500 w	

C.P. denotes that an authorization has been issued to construct a television broadcast station. Upon completion of equipment tests and license application filed, Commission may grant license for television broadcast.

NEW General Electric Broadcasting Center



NEW

Hailed by engineers as the "best-equipped TV station in the world," WRGB readies for next month's dedication.



NEW

"This is WGY, Schenectady!" Old call letters of a pioneer radio station... now beaming from the new WGY-WRGB studios.

Better Service for the People of Three States

Pioneers in radio and television broadcasting, WGY and WRGB have through the years served the people of Eastern New York, Vermont, and Western Massachusetts.

WGY first put voices and music into the air in 1922, and as far back as 1928 WRGB was doing experimental live remotes, such as Gov. Al Smith accepting his nomination for President on the steps of the state capital in Albany. In 1947 WRGB continued to pioneer, becoming one of the first commercial TV stations.

In the ensuing years these stations have paced the broadcasting industry. General Electric's faith in broadcasting's future is the magnificent new home of WGY and WRGB in Schenectady, N. Y. The finest facilities of modern broadcasting are now coupled with the wisdom of experience to serve the advertisers using these stations.

Even more significant:—served also are our neighbors and friends in this vital three-state market through WGY's new sound, WRGB's new colors.

WGY Radio **WRGB** Television

American Broadcasting Company

7 WEST 66TH STREET · NEW YORK 23, N. Y.
SUSQUEHANNA 7-5000

LEONARD H. GOLDENSON

Mr. Charles A. Alicoate
Radio Television Daily
1501 Broadway
New York 36, New York

Dear Charles:

It is something of a recurring miracle to me that every day, Monday through Friday, RADIO TELEVISION DAILY hits my desk with the news of broadcasting and related fields. The pressures of time that must be upon you and your staff are something I hardly like to contemplate.

The quality of RADIO TELEVISION DAILY, its capsule coverage of the news -- big and small -- are things that many of us in this field need very badly with our crowded schedules.

So on this your twentieth anniversary let me join the many, many who will be sending you congratulations and wishes for a minimum of twenty times twenty more years of service to the industry.

Best wishes.

Sincerely,

Leonard
Leonard H. Goldenson



1000

FIRST GRAND SLAM

IN RADIO HISTORY!

NEW YORK
SAN FRANCISCO
LOS ANGELES



October 1, 1957

111 WEST WASHINGTON STREET

CHICAGO 2, ILL. • State 2-8900

TO ALL KEYSTONE AFFILIATES:

This is indeed a proud time in the history of Keystone Broadcasting System.

It is a time when we want to make special mention of our warm feelings of thanks and appreciation to every one of our THOUSAND affiliates.

We think that nowhere in advertising is there a finer or more encouraging example of complete cooperation between a network and its affiliates. As a matter of fact our network is held together -- not by electronic or mechanical means but precisely through cooperation.

Thanks too, to every one of our affiliates for their "beyond the call of duty" efforts to strengthen the effectiveness of our advertisers' campaigns through tireless and continuous PLUS MERCHANDISING assistance. We sincerely believe that no other advertising medium can match the quality and consistency of the merchandising assistance provided by our affiliates.

We look forward to continuing growth and happiness through our association with our affiliates. Believe me. It is a pleasure to be in business with you.

Sincerely,

Sidney Wolf
President

CHICAGO
111 W. Washington
Sta 2-8900

NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 Wilshire Blvd.
OLinkrik 3-2910

SAN FRANCISCO
57 Post St.
SUtter 1-7440

Keystone Broadcasting System Adds Its Thousandth Affiliate!

Hometown and Rural America was never so big—never so celebrated—never so completely covered by any advertising medium! Imagine it! For the first time in radio broadcasting history A GRAND SLAM! **ONE THOUSAND** radio stations affiliated with KEYSTONE in the soundest most flexible network available to advertising.

The wonderful thing about the KBS network is that you can buy it as you please—100 stations in "special problem areas" or 1000 stations reaching all of rich, ready and able-to-buy Hometown and Rural America.

We have a hatful of case histories of signally successful advertising campaigns credited to our network. They involve advertisers whose products are household habits across the nation.

We'd love to tell you our story! Write for our new station list and market information.





TEN OUTSTANDING RADIO NEWS EVENTS OF 1937

Frank R. McNinch Succeeds Late Anning S. Prall as Chairman of FCC and Orders Drastic Changes in Commission.

American Federation of Musicians Forces Broadcasters to Hire More Musicians.

NAB at Special Meeting Votes Reorganization and Raise in Dues.

Unions Launch Organization of Radio Workers, Resulting in Wide-spread Adoption of 40-Hour Week, Wage Increases, Etc.

John Elmer is Elected President of NAB, succeeding C. W. Myers.

Warner Bros. Pictures Revealed as Having 65 per cent Control of Transamerican.

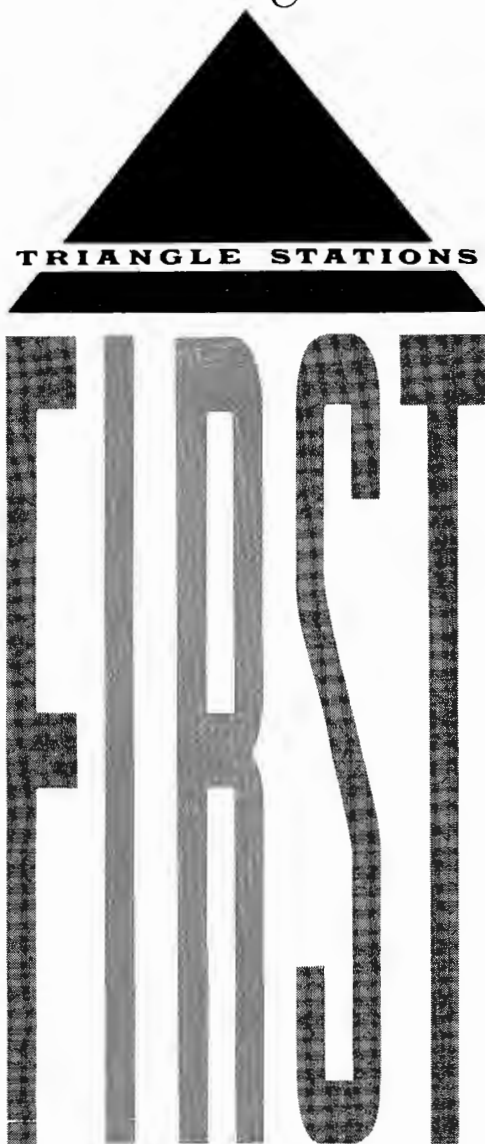
WLW Line is Established as Potential Fourth National Network.

Congressional Probe of Radio Demanded in Several Bills.

Elliott Roosevelt Becomes Head of Hearst Radio.

Paul M. Segal, attorney, suspended for irregular practices before FCC; charge against George S. Smith dismissed.

*veterans of more than
thirty-five years
broadcasting success*



Sources: ARB, Philadelphia, Sept. 1957/Telepulse, Binghamton, Baltimore, Kansas City, Houston, Nov. 1956/Television Magazine, Nov. 1956/SRDS, Mar. 1957/ARB, Altoona, June 1957/ARB, Hartford-New Haven, June 1957/Television Magazine, Sept. 1957/Trendex, Five-City Survey, Aug 1957

WFIL-TV

FIRST in Philadelphia! MORE audience, noon to sign-off, Monday-Friday, than ANY other Philadelphia station! Plus TOP THREE local daytime shows and SIX of top ten.

WNBF-TV

FIRST from Scranton to Syracuse! 48.4% average rating — SEVEN NIGHTS A WEEK — MORE audience at lower CPM than any station in Baltimore, Kansas City, Houston.

WFBG-TV

FIRST from Pittsburgh to Harrisburg! 143.4% MORE quarter-hour firsts, noon to sign-off, Monday-Friday, than nearest competitor.

WNHC-TV

FIRST from Massachusetts to Long Island! DOUBLE the combined audience of competition, SIGN-ON to SIGN-OFF, SEVEN DAYS A WEEK!

WLBR-TV

FIRST UHF station to cover entire LEBANON, LANCASTER, HARRISBURG, YORK area — America's Number 1 UHF market—and at one-sixth the cost of nearest competitor!

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York
Blair-TV: WFIL-TV • WNBF-TV • WFBG-TV / Blair Television Associates: WLBR-TV / The Katz Agency: WNHC-TV

BROADCAST MUSIC, INC.

589 FIFTH AVENUE, NEW YORK 17, N.Y.

PLAZA 9-1500

CARL HAVERLIN
PRESIDENT

Mr. Charles A. Alicoate
RADIO-TELEVISION DAILY
1501 Broadway
New York 36, New York

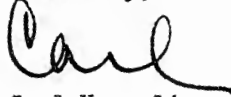
Dear Charles:

Congratulations to RADIO-TELEVISION DAILY on the completion of twenty years of service to the broadcasting industry.

As one of your original subscribers, I realize from personal knowledge how invaluable your paper has been to me and to men and women in all phases of the industry. Your thoroughness in covering the news and your accuracy in reporting it have made RADIO-TELEVISION DAILY a vital part of international broadcasting.

Best wishes for many, many more years of continued service, and my heartiest greetings to all my friends on your staff for their sustained fine work.

Sincerely,



Carl Haverlin





20 YEARS MEANT NOTHING TO METHUSELAH

But then he wasn't a Radio Daily reporter.

Today, Radio Daily celebrates its 20th year as the perceptive reporter of events radio. Congratulations on a job more than well done.

It occurs to us that we should feel old as we too celebrated an anniversary this year—35 years of leadership in radio broadcasting.

We know that today we feel as healthy, and perhaps even more vigorous than we did 20 years ago. We're constantly inaugurating new programming geared to the times, such as "Music From Studio X" and "Radio New York." And we've continued and extended New York favorites like John Gambling, The McCanns, Martha Deane and Stan Lomax. Probably most significant is our accelerated emphasis on news, the most important program category in broadcasting.

It is a great source of pride to us to note that today we are serving more listeners and advertisers than ever before in history.

When we celebrate our 9th century of broadcasting we expect that our story will still be a story of leadership.

WOR RADIO

"NO SOONER DONE THAN SAID"

NEW YORK

A DIVISION OF

RKO TELERADIO PICTURES, Inc. **RKO**

Radio

Advertising

Bureau, Inc. 460 PARK AVENUE, NEW YORK 22, N. Y. MURRAY HILL 8-4020

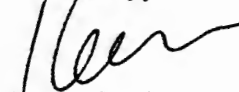
Mr. Charles A. Alicoate
Radio Daily
1501 Broadway
New York, New York

Dear Mr. Alicoate:

"Our congratulations on 20 years of daily service to the Radio industry. During our six years you have made RAB's job of disseminating quickly the new facts about Radio much easier.

"With the tempo of news constantly quickening, we look forward to an even more successful 20 years."

Cordially,



Kevin B. Sweeney



40

FORTY
YEARS
OF
SHOW
TUNES

ASCAP MUSIC... THE MUSIC OF SHOW BUSINESS!

The American Society of Composers, Authors and Publishers proudly presents a special issue of the ASCAP Program Guide entitled "40 Years of Show Tunes." Among the ASCAP membership are the men and women who have created top musicals for more than four decades. The compilation of songs in this latest Program Guide runs all the way from "Princess Pat" to "My Fair Lady." The listing includes not only the song titles with the composers, authors and publishers, but also names the performing artists and the available recordings of the hit songs of Broadway musicals from 1917 to 1957. Television and radio broadcasters, advertising agencies and all those engaged in entertaining the American public will find this Program Guide an invaluable source of program material.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 Madison Avenue, New York 22, New York



TvB

TELEVISION BUREAU OF ADVERTISING, INC.

NORMAN E. CASH
President

444 Madison Avenue • New York 22, N. Y.
MUrray Hill 8-0215

Mr. Charles A. Alicoate
Editor & Publisher
Radio-Television Daily
1501 Broadway
New York 36, New York

Dear Mr. Alicoate:

As Radio-Television Daily marks its 20th Anniversary, we of the Television Bureau of Advertising wish to congratulate you and the members of your staff for the manner in which you have maintained editorial authority and impact, and look forward to your continuing contributions in the best interests of the industry.

In less than a decade, television has become a vital part of American life. As an advertising medium it has grown and by its very existence, has helped to lift living and educational standards in our country.

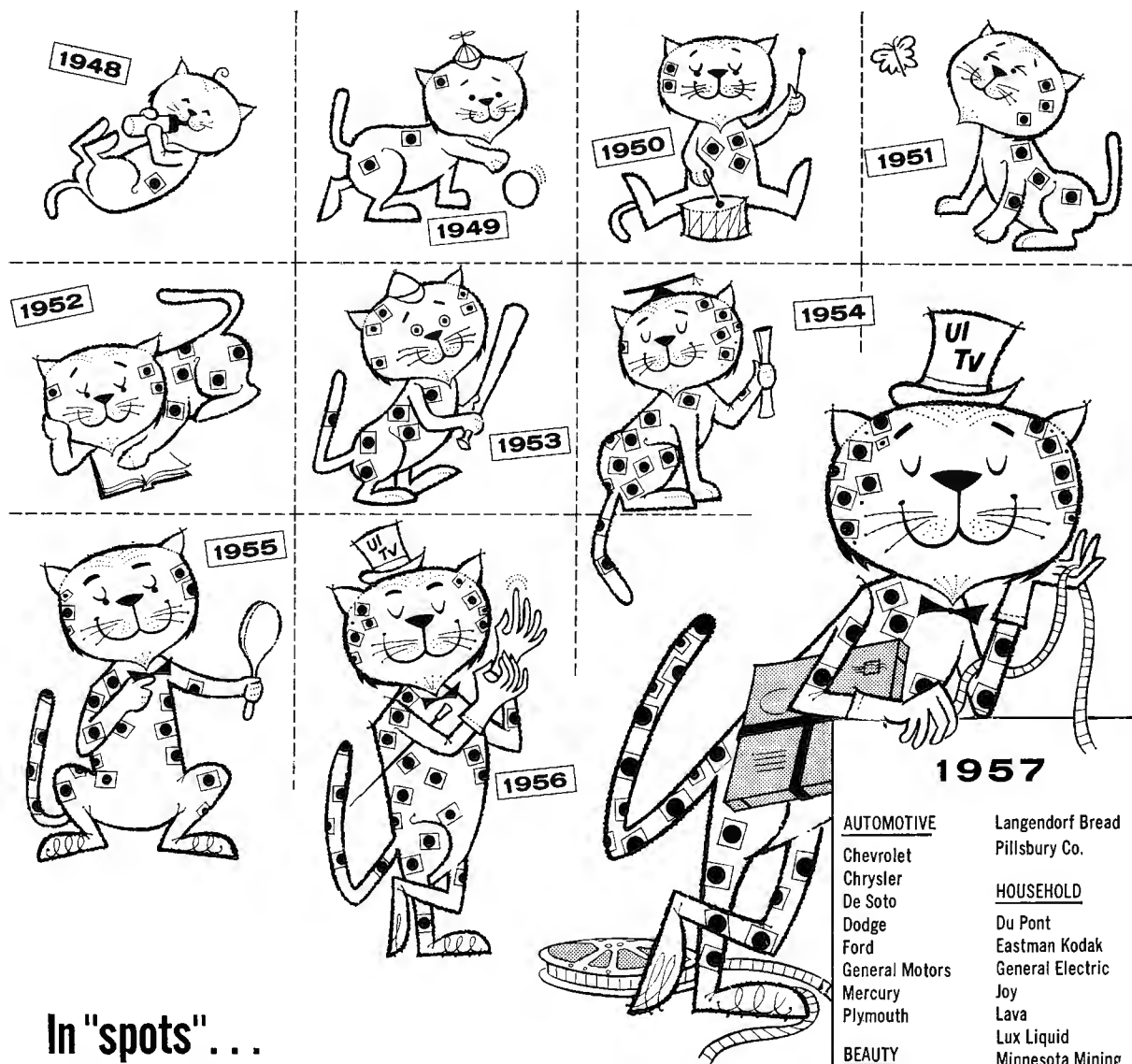
To record this dynamic drive -- keeping pace with this fast-moving, always changing medium on a day-by-day basis, is a formidable task.

To do this and yet maintain impartiality and thoroughness has earned for Radio-Television Daily the respect of the entire television industry.

Kindest personal regards,

Norman E. Cash





In "spots"...

there's no substitute for experience

Producing TV commercials *demands* expert know-how! The kind of know-how that comes only with years of experience.

In 1948 Universal-International was the first major film company to offer its vast studio and technical facilities to TV advertisers.

Since then—starting with a spot series for Lux—Universal's list of clients has grown and grown.

In addition to an entire *400 acre* movie-making city, Universal boasts a complete staff, skilled in the very special requirements of television.

But—the proof of the spot is in the viewing. What Universal-International has done for other successful advertisers, it *will* do for you! Why not see!

UNIVERSAL PICTURES TELEVISION DEPARTMENT

New York Office—445 Park Avenue
Telephone: PLaza 9-8000

Hollywood Office—Universal Studio, Universal City
George Bole in Charge of Production
Telephone: STanley 7-1211

Write for free illustrated brochure.



FOR THE
PROFESSIONAL TOUCH

AUTOMOTIVE

Chevrolet
Chrysler
De Soto
Dodge
Ford
General Motors
Mercury
Plymouth

BEAUTY

American Health
Studios
Camay
Colgate Soap
Lustre Creme
Lux

BEER

Budweiser
Burgermeister

CIGARETTES

Hit Parade
Marlboro
Oasis
Parliament
Philip Morris

FOOD

Beech-Nut Baby
Food
Campbell Soup
Foremost Dairies
Kellogg

Langendorf Bread
Pillsbury Co.

HOUSEHOLD

Du Pont
Eastman Kodak
General Electric
Joy
Lava
Lux Liquid
Minnesota Mining
S. C. Johnson Co.
Shick Electric
Razor
U. S. Steel
Products

OIL & GAS

Conoco
Union Oil

SOFT DRINKS

Coca-Cola
Pepsi Cola

INDUSTRIAL FILMS

American Stock
Exchange
Calvin Bullock,
Ltd.
Dow Chemical
U. S. Army Reserve
U. S. Natl. Guard
U. S. Navy
U. S. Steel

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE
NEW YORK 22, N.Y.

J. M. COLLINS
SALES MANAGER



October 14th, 1957

Mr. Charles A. Alicoate,
Secretary-Treasurer
Radio-Television Daily
1501 Broadway
New York, N. Y.

Dear Mr. Alicoate:

I wish to extend my heartiest congratulations to you and the staff of Radio-Television Daily on the occasion of your 20th Anniversary.

I need not tell you that Radio-Television Daily is a "must" every day as far as I am concerned. I know that if I want to find out what is going on in the industry throughout the country, I can always get the up-to-the-minute news and complete coverage on any story in the Radio-Television Daily.

I hope for your continued success and I know you will do as fine a job in the next twenty years, as you have done in the past.

Best of luck,

Sincerely,

AMERICAN SOCIETY OF COMPOSERS,
AUTHORS AND PUBLISHERS.

J. M. Collins
J. M. COLLINS

JMC:KMC



“Let us
raise a standard to which
the wise and honest
can repair”

G. Washington

1787



KUDNER AGENCY, INC.

NEW YORK • DETROIT • LOS ANGELES

SAN FRANCISCO • WASHINGTON

HEADLINE HIGHLIGHTS OF TWENTY YEARS IN RADIO AND TELEVISION

**A digest of important happenings as culled from
copies of Radio-Television Daily since the first
day when it started publication back in 1937.**

1937 Webs in building dilemma; rate card or account method discussed at conference by NBC and CBS officials.

President Roosevelt will be called upon to decide the number of channels to be allotted commercial television interests.

Defer organizing actors; hands off policy adopted for time being by American Federation of Actors toward radio talent.

Clash on Dickstein Bill; Tibbett appears for and Damrosch against measure to curb alien talent.

Music code hearing set; parley to stamp out bribery of radio talent is called by Federal Trade Commission.

AT & T seeks patent control; rights to all present and future communications development sought by phone company.

Bill asks 5 year license; Congressman Charles Anderson introduces measure for longer licensing of broadcasting stations.

Newspapers file applications for 103 new radio stations, FCC analysis reveals.

Would curb radio chains, proposed congressional probe seeking full light on expansion by network and newspapers.

INS news via short wave; special news service for the smaller stations started by Hearst subsidiary.

Re-sale of station license is attacked at house hearing.

Foreign radio going commercial; poor programs and unprofitable operations are swinging sentiment to American methods.

Radio research report; field tests now underway for data on coverage and listening habits of nationwide audience.

CBS Television site set; transmitter to be located atop Chrysler Building will be most powerful station of its kind.

Lift music restrictions; publishers loosen up on film songs used in sustaining programs, obviating title mention.

Revise setup for ASCAP; forming administrative committee headed by E. C. Mills-Paine will be general manager.

5 language news programs; service in Italian, German, Polish and Portuguese being made available by Van Cronkhite Association.

NAB seeks music refund; committee is named to retrieve money paid Warner Bros. subsidiary—copyright bills endorsed.

Radio unionizing looms; Supreme Court decision is expected to spur organization among networks and individual stations.

Two million rise in home sets seen by CBS this summer.

CIO moves to organize technicians in radio field.

Sues W.U. over baseball; WJBK, Detroit, files action to compel telegraph company to furnish scores of league games.

National Association of Performing Artists seeks to restrain radio stations from using phonograph records for sustaining or commercials.

Press-Radio is renewed; new bureau agreement is extended for another year—publishers adopt friendly station attitude.

Five day week for NBC; announcers, producers, sound men on five-day week—WNEA will follow, other union deals on.

20th Century-Fox to censor radio programs of its stars.



Radio playing Santa to films: 545 free minutes for one picture.

Hollywood NBC coast center; immediate transfer of western headquarters to movie capital is ordered by Lenox Lohr.

Radio's Hindenburg coup; disaster news is on air within a few minutes—WLS gets dramatic scoop recording on scene.

Coronation's record web: biggest radio audience on record will hear crowning ceremonies—American networks open before daylight.

Enlarge television screen; new tube enabling larger image are described by RCA men at final meeting of radio engineers.

A F of L moves to keep CIO out of radio field.

Social security headache; artists are reluctant to pay while bureaus and legal staff seek to comply with the law.

Union signs WABC-CBS: 5-year agreement with Guild includes 40-hour week and wage increase—WOR deal reported next.

CIO air campaign in fall; labor union will use radio exclusively in coast-to-coast drive employing a staff of commentators.

Radio set sales up 17%; BMA sees 9,000,000 sets sold this year—labor troubles blamed on Congress at Chicago meeting.

Civic groups want time; educational leaders in nationwide move for evening spots on three major networks—calling on FCC.

Transradio suit settled; \$1,700,000 action against NBC, CBS, AP, UP, INS et al adjusted—Transradio recognized as news agency.

AFM to push disk ban; President Weber in annual report sees national action to curb electrical transcriptions.

25% of time to education; NBC further emphasizes cultural programs in signing Dr. Angell of Yale as counsellor.

American Guild of Radio Artists seeking to organize all skilled radio employees.

CIO moves dent radio business; network in complicated situation due to strikes affecting sponsors' activities.

New probe bill is filed; resolution by Senator White calls for a sweeping investigation of the entire industry and the FCC.

Summer bugaboo licked; more major accounts riding through the warm weather—stations are doing bigger business than ever.

FCC fate again in doubt; death of Senator Robinson, sponsor of bill to preserve FCC entity, gives rise to new speculations.

New high in ET shows; no letdown in musical transcriptions this summer—heavy gains for recording laboratories.

President Roosevelt lauds accomplishments of radio.

Television patents pooled by Farnsworth and AT & T.

New radio union setup; Actors Equity, Musical Artists Guild and Screen Actors Guild financing radio unit with own autonomy.

NEA service enters radio field; press association affiliated with the Scripps-Howard group will supply program material to stations.

Webs tackle AFM job; station relations department assigned the task of lining up affiliates to meet union situation.

FTC grants music code; approves music publishers; petition for trade practice setup.

Trend to bigger networks; more extensive lists of stations being used by large time buyers on CBS—night shows average 75 outlets.

Cantor heads radio union; American Federation of Radio Artists elect officers—local charter granted New York and Los Angeles.

McNinch FCC Chairman; President drafts chairman of Power Commission to succeed Prall—Craven replaces Stewart.

Six months business up 28.7%; broadcast advertising up \$14,624,253 in first half of year—increase tops all media—seasonal drop less.

Demand web AFM help; network affiliates propose cutting sustaining program costs to pay musicians.

Philco adding stations; 30 outlets already added to original list on disk series—still more stations to be included.

AFM contract held up; standard provisions being revised as Weber warns that 200 network affiliates must accept it.

Management regulations opposed; U.S. Chamber of Commerce declares broadcast must be free to select and edit programs.

CBS-Canadian hookup; American and Canadian networks join in commercial broadcast for International Silver.

320 stations air series; record audience hears opening game in annual baseball classic—many commercial shows edged out.

Key stations and AFM agree; NBC and CBS outlets in New York, Chicago and Hollywood come to terms with musicians' union.

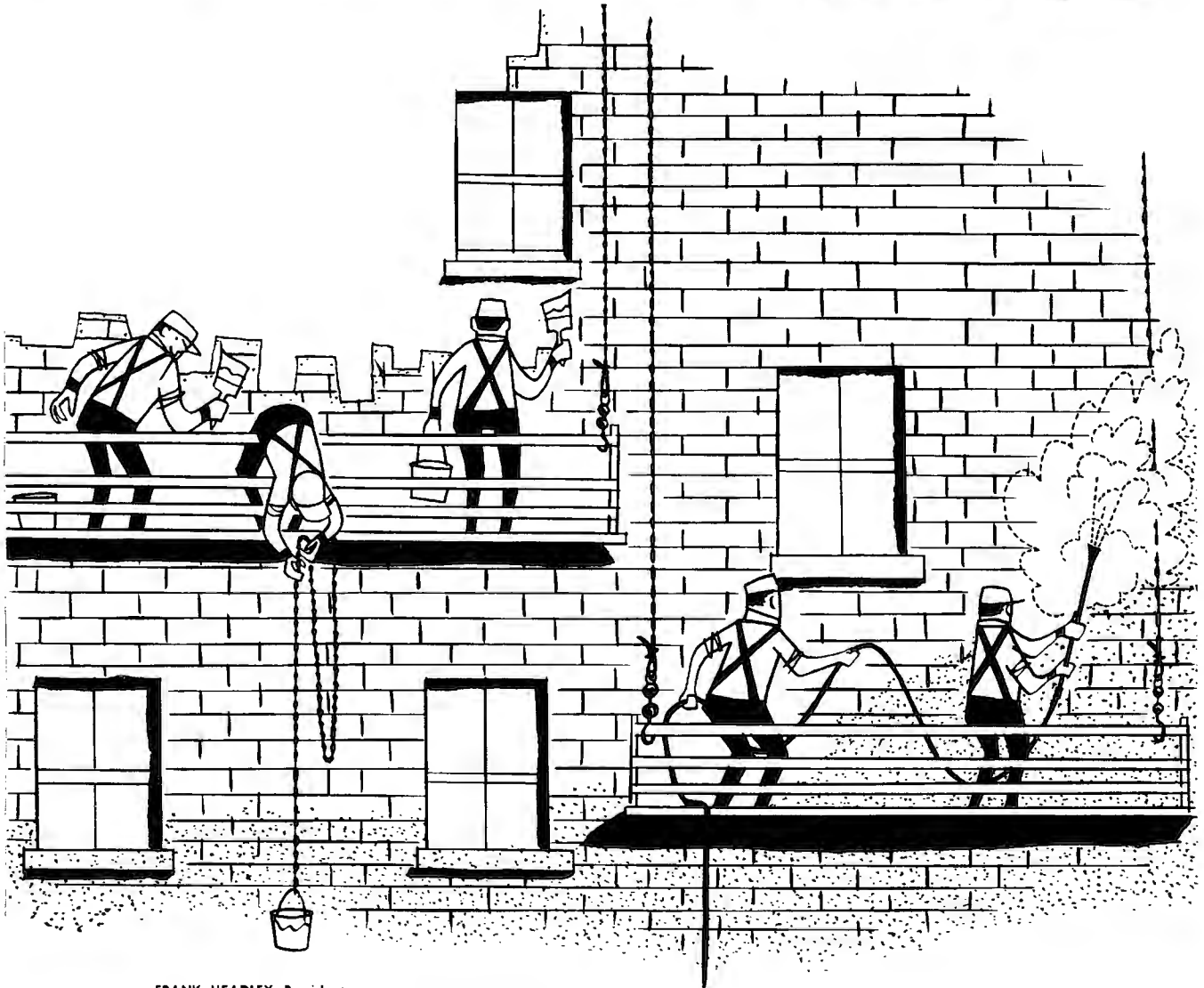
FCC merges 3 divisions; McNinch announces a board of six and himself will supplant broadcast, telephone and telegraph units.

ET men to fight edict; transcription manufacturers will fight AFM regulations—IRMA contract now acceptable to musicians' union.

Song writers and publishers in accord on ASCAP pact which runs until 1950.

New television permit sought by General Electric.

WORKING PARTNERS



FRANK HEADLEY, President
 DWIGHT REED, Vice President
 FRANK PELLEGRIN, Vice President
 PAUL WEEKS, Vice President



We fully recognize the importance of giving *complete coverage* of all important time buying areas for *all our stations*. And this coverage is provided both by the *Working Partners* who head up H-R as well as by the members of our growing staff. All of whom, by the way, have been selected on the basis of *maturity, experience* and records of performance in this field. Today as when H-R was started, we continue to keep our promise to "always send a man to do a man's job!"

380 Madison Ave.
 New York 17, N. Y.
 OXford 7-3120

35 E. Wacker Drive
 Chicago 1, Illinois
 RAndolph 6-6431

6253 Hollywood Boulevard
 Hollywood 28, Calif.
 HOllywood 2-6453

155 Montgomery Street
 San Francisco, Calif.
 YUkon 2-5837

416 Rio Grande Bldg.
 Dallas, Texas
 RIVERSIDE 2-5148

1065 Penobscot Bldg.
 Detroit 26, Michigan
 WOODward 1-4148

101 Marietta Street
 Atlanta, Georgia
 JACkson 3-7797

520 Lovett Boulevard
 Room No. 1D
 Houston, Texas
 JACkson 8-1601

910 Royal Street
 Canal 3917
 New Orleans, La.

529 Pan American Bank
 Bldg.
 Miami, Florida
 FRANKlin 3-7753

Coaxial cable test termed satisfactory.
Radio probe being put off; Congress favors giving FCC Chairman McNinch chance to straighten things out before inquiry.

FCC rapped at Chicago parley; freedom of broadcasting from political interference demanded at educational parley—program standards urged.

Warners buying Muzak; expansion of wired radio music service planned by film company—seen as step toward television.

Radio is top recreation; Fortune survey shows listeners exceed moviegoers.

Elliott Roosevelt heads Hearst; becomes president and general manager of radio interests.

Government control bill looms; Senate to get measure when new session begins in January.

'37 was big—'38 to top it; billings up, networks expand, more drama, better music, unions move in, television creeps along and Hollywood splurges.

1938 ARTA starts new drive; localized campaign is begun to sign up all stations.

FCC may ask license fee for radio; secret report made to Congress along with annual review.

90% of affiliates sign AFM deal; majority of 273 independent stations have accepted musicians' plan.

Canadian policy attacked; ex-vice chairman of radio commission raps government competition with private firms—sees 50% U.S. programs.

\$8-Million tax seen in Senate Bill; proposed measure placing radio under Public Service Commission has far-reaching authority.

400 stations in used car drive; 16 agencies cooperate in placing extensive spot campaign for auto industry.

Redrafting disk license; AFM counsel advises plainly written clauses to avoid legal kickbacks.

Coast stations crippled by flood; 12 outlets in Los Angeles are forced off the air temporarily—many western originations canceled.

748 stations in national airmail week; record network is assembled to promote event.

Sponsored records get underway; Chesterfield and Canada Dry reported first accounts using 25-word advertising announcements.

Indies will meet AFM; committee selected after stormy session, will seek best terms possible—ET firms find selves 'in the middle.'

Farnsworth reveals new tele projector.

Late-hour shows wary; song requests being carefully scanned for hidden messages after stations receive FBI leads.

Los Angeles dailies toss out radio news and columns.

Agencies eye hockey as next season fare.

Network standbys piled up gross; increased budgets by foodstuff; soap and cigarettes are responsible for record first quarter gross.

FCC rejects congress probe; by vote of 5 to 2 commission decides not to invite investigation but let Congress originate own moves.

Experimental television schedule back on NBC on 5 hour basis.

Minton berates dailies; Senator from Indiana defends radio and accuses press of 'trying to strangle the air.'

1940 airing of Olympic Games will cost \$2,000,000.

FCC hands down rules; proposes series of new regulations and okays 25 clear channel 50kw stations as rural service aid.

Unions no budget bar; leading time users planning usual next season shows despite labor troubles in industries.

Newspapers still militant; strong anti-radio sentiment.

Two tele receivers, Du Mont and Television Corp. of America, go on sale; curious public takes peek.

NAB appoints Neville Miller paid president.

Baird tele receiving sets will be sold to theatres.

House probe defeated; Connery resolution is badly whipped by vote of 234 to 101; proponents die hard, debate bitter.

Web billings at peak; major networks' cumulative total for six month period up 5.9%; \$37,957,151 gross.

Disk license accepted; ET men and AFM agree on final form to go into effect.

Philco asks permit for tele outlet.

Film company in tele field; third picture outfit gets affiliation as Paramount buys into Du Mont; Warners and RKO-Pathé set.

Resume NBC television; will start a new series with live talent and films; revision made to conform to RMA standard.

WQXR to experiment with tape methods.

NAB warns united front; entire industry to be represented in any ASCAP discussion; basic pact will apply to all.

Music code's washout; no U.S. law against paying artists for plugging songs says FTC; restraint of trade hint.



RADIO DAILY
The National Daily Newspaper of Commercial Radio and Television
NEW YORK, N. Y., TUESDAY, JANUARY 1, 1939
FIVE CENTS

Radio's Greatest Year

Our Bills On Tap In N. Y. Legislature
16 Leading News Events of 1938
MAB Reorganization Completed and Neville Miller Named First Vice President.
Frank B. McWhorter pushes through Reorganization of the FCC.
Farnsworth Makes Rapid Strides With New Deal to Be Marketed Early This Year.
Every Branch of the Industry Completed Negotiations With the AFM and Signed Additional Agreements.
FCC Begins to Hear Hearings Probe With RKO the First Network to Be Called.
Seven Star Networks Formed With Elton Bessner's support.
Super Power Hearings Begin Before the FCC.
1938 Completed As A Permanent Organization. Hosted by Samuel H. Beardsley.
Entire Industry Obeyed Through Coverage of the Congress.
Over Twenty Four States a Day.
Hearings Before the 48 Year High With Total 100,000.
Reorganization New Program.
Intensified Hearings With Elton Bessner.
Hearings Before the 48 Year High.
Over 100,000.

Billings At New High As All Weeks Grow Outlook Bright
TELE PROGRESS
The National Daily Newspaper of Commercial Radio and Television
NEW YORK, N. Y., TUESDAY, JANUARY 1, 1939
FIVE CENTS

FDR Led AM

Television standards to FCC; RMA hopes to stabilize industry if transmission changes are okayed by government experts.

Foreign accounts shaky; several ad agencies stand to lose important revenue if commercial radio is killed abroad.

Storm hits key outlets; for first time both NBC and CBS in New York schedules are disrupted; re-route commercials.

War events come first; Hitler's talk cancels commercials as climax to a heavy weekend; CBS scoop on FDR message.

Webs to remain on job; although possibility of war fades major nets not to relax vigil.

Paid listing now acceptable in 237 newspapers at line rate.

Muzak starts test of new ad service.

\$10,000,000 television setup; head of British concern confirms Scophony plan, including sets selling around \$200 each.

Radio strictly on own; expenditures by leading advertisers in past 10 years disapproves claim that air hurts other media.

Majority of air employees unionized in past two years.

Tele talent reservoir; William Morris Agency joins forces with Du Mont-Paramount combine; events and theatre tie-up.

1939 CBS begins its testimony for FCC probe committee. New radio transmission. Columbia U. professor promises new era for industry.

FCC revives web deals, digs up old stock swap with picture company.

More two-web sponsors; 34 national accounts used two or more major nets.

FDR for new FCC setup; writes two Congressmen to establish definite policies to guide clear interpretations.

Four A's holds its ground as AFRA seeks closed shop.

Chicago blizzard-bound; web schedules completely disrupted as actors and others are unable to reach stations.

AFRA-webs-agencies sign; unique pact charges AFRA and nets with maintaining the AFRA shop; settle AGRAP complications.

NBC television scripts ready for shooting.

Wheeler bill to Senate; provides for three-man commission to prevent lost motion.

Unions eye engineers; both CIO and AFL units plan drive following success of AFRA move.

Baird's television invasion; important English firm to establish giant screen projection suitable for theatre audiences.

FCC's complaint department; adopts new procedure in acting on complaints against stations—stronger discipline hinted.

Industry policies stated; strong plea against any censorship voiced by NAB board in statement favoring larger FCC.

Fort Wayne television center; Farnsworth moving entire facilities and will erect huge transmitters—to retain Philadelphia office.

Compare air-newspapers; testimony on value of two medias in leading markets highlight FCC probe hearings.

Live talent television tests conducted by Zenith.

Radio continues to improve say 61% of leading critics; editors see gains while the faults seem trivial.

Seeks juvenile standards; joint committee on children's shows headed by women groups plans wide improvement campaign.

Sarnoff makes urgent plea for radio-television-picture cooperation.

Radio salutes the Fair; networks and local stations unite in lending full cooperation to the 'World of Tomorrow.'

Network tele hopes rise; following success on 1-mile phone-wire engineers plan new tests in seeking cable substitute.

OK shortwave sponsors; FCC lifts restrictions and allows international commercial shorts.

Newspapers peace move; definite trend toward amity seen as publishers realize radio news makes public news conscious.

Form wired tele group; Otterson heads new firm planning to install wired tele system as feasible method.

Sponsors up air budgets; advertising investments on networks show 11 industries advanced billings \$3,227,739 in 6-month period.

58 shows back to nets; heavy schedule returning within 60 days on three major networks dispels fear of war hurting business.

War ups radio budget; compensation for foreign market loss being sought by increase in domestic sales.

New recording method; process perfected by RCA-NBC based on higher frequencies, eliminates all distortion, noises.

Music plan before SEC; Broadcast Music Inc. files its data for stock issue.

1940 Webs gross \$83,000,000; \$10,000,000 over previous year for three major networks.

Tele hearing gets serious; ramifications over RMA standards keep Chairman Fly on the alert; Du Mont battles 'freezing.'

Shubert music settlement; 32 suits discontinued with radio gaining access to 23 operettas via ASCAP sans restrictions.

BMI operative next week; board meeting decides against delay as over \$200,000 reposits in bank; Miller sees much more coming.

FM gathering momentum; 12 experimental transmitters in use with 5 manufacturers making receivers; investment now \$1,500,000.

Tompkins to head BMI; plans vast scope in his operations which will offer much employment to writers and arrangers.

Radio's big war-news job; on 24 hour sked, resourceful webs again bring full coverage, both for listeners and papers.

Senate hears tele story; Fly defends recent action—Sarnoff forswears billion dollar industry; Barbour introduces FCC bill.

50,000

good wishes from

WMGM

... one for every watt we own!

1050

on
your
radio
dial

The ~~**ACTION**~~ Station • 711 FIFTH AVENUE, NEW YORK

Fox Film's air budget; \$500,000 for network exploitation is first large-scale picture business; premieres to be plugged.

Super market survey; nationally distributed brands lead in sales where backed by radio; influence on housewives.

BMI seeks ANA backing; offers free service for theme songs and arranging department facilities.

Record licenses illegal; U.S. Circuit Court of Appeals voids licensing of phonograph records, also 'vested' rights of manufacturers-artists.

450 network affiliates; compare with 199 on June 1936 revealing vast coverage boost for webs in all markets.

Advertisers okay BMI; will cooperate fully with networks in music fight; membership now increased to 365 outlets.

Radio tops all media; surpasses both newspapers-magazines comparative time study shows; sponsor identification high.

Web billings at new high; \$90,000,000 year possible as major networks strangle August bogey; cumulative total soars.

CBS shows color tele; special demonstration reveals sharp, detailed transmission from films; to license receiver manufacturers.

Grant 16 power boosts; four stations involved on 890kc. while four others are on 920; directional antenna changes.

AFM bans co-op show; participating network type program hard hit by musician union's new restrictive order.

Tele election coverage; complete pictorial story to show returns-progress of candidates in elaborate NBC plan.

FM goes commercial; FCC working fast gives 15 outlets okay to sell time immediately they find it feasible.

FDR praises industry; sees no government control.

No M-G-M-ASCAP contract; performing rights pact still pends covering 3 movie-firm companies; Sam Fox another holdout.

Hotels start BMI co-op; 'nation's hosts' swing into high gear to assist broadcasters fighting ASCAP's music hold.

1941 FCC sees tele activity; six annual report covers commercial possibilities; progress seen throughout entire industry.

CBS billings rose 18.8%; cumulative 12-month total revenue is \$41,025,549; December gross reveals 8.2% increase.

New color tele patent hailed as workable. RCA's large screen tele; highlights two-day tour for FCC with hour-long show.

Independent movie exhibitors favor cooperation with BMI.

ASCAP signs U.S. decree; with crisis over, more cheerful note is in evidence as leading firms give Society confidence vote.

Aluminum ban hits ET's; manufacturers of blanks for masters see grave situation as OPM holds metal is needed for defense.

Buildup of smaller publishers current move of BMI staff.

U.S. offered FM patents; Major Armstrong extends government free use, also to any designated concern working on war orders.

Webs now holding off commercial tele rush.

Radio's biggest switch; 800 stations on new frequencies completely on sked; moving day campaign held successful.

RCA-Theatre tele plan; will market large screen apparatus but do no programming; sees need of outside producing units.

Radio opens bond drive; over 700 stations in largest hookup take FDR-other officials' talks; future programs being set.

BMI slashes fees as members vote to continue music fight.

First tele theater set; large screen going into the Rialto as part of regular entertainment is on a commercial basis.

Trammell again hits FCC; calls ordered sales of Blue 'brutal' and warns unlimited power placed in hands of commission.



Court Mulls Webs vs FCC

U.S. Supreme Court Decision Expected To Be Final Arbitrator As Lower Court Completes The Opening Round

Five Possible Angles For Web-FCC Decision

'Able's Irish Rose' For P. & G. On Red Net

Several Small Questions In P. & G. Case

Patents A Possible Bar To Some Other Stations' Plans

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Webs feeling war jolt; status not too bad as cancellations begin to offset newly signed business.

Murrow hits U.S. censors; criticizes handling of news by U.S. as 'cumbersome' and 'confusing'; no reaction from the Capital.

AFA wartime ad guide; outlines 39 points as important means toward aiding American War effort, and stabilizing nation's economy.

Expand tele in defense; big job ahead in training of workers as 50,000 complete first course; new hour dramatic series.

Radio's share of advertising \$225,000,000, as third media.

Record audience looms; radio gaining listeners as theaters lose patronage due to tire ban; blackout tests also a factor.

Courts overrule FCC; supreme tribunal approves temporary suspension of commission's ruling on duplication of frequencies.

WPB final authority; stringent curtailment of construction on projects of \$5,000 or more moves FCC out of the picture.

National talent pool; organization to aid war effort set by actor union; will centralize source of services given gratis.

Deems Taylor made ASCAP head; board action ousts Gene Buck, who served since 1923 for radio-minded musical authority.

War Department makes request; radio's key morale job is illustrated by Army's demand, sponsors add Hawaiian station to hookup.

Hit freeze-squeezers; applicants for CP's receive warning on seeking critical materials; told to save money and time.

New CBS rate structure; first important revision since 1939 has two-way discount change to encourage maximum nets.

Direct air bond sales; U.S. Treasury to appoint broadcasters as sales agents; will ship bonds on consignment basis.

List essential radiomen; BWC classifies all types of personnel needed to carry on broadcasts both standard and shortwave.

Mutual's discount plan; six point setup to encourage larger network reveals simple format geared to war-time economy.

AFM clarifies ET status; states commercial disks may be made if performed once and destroyed or deposited with union.

Talent cost going lower; higher bracket particularly hard hit as budgets are drawn tighter; web discounts pave way.

New U.S. international setup; plans vastly expanded shortwave use in psychological warfare move; government cooperating in operation.

Television holds strong; stations on both coasts still continue their operations and experiments despite drastic wartime cuts.

OWI's language plans; strong anti-axis ET's being readied in six languages; best available talent to be utilized.

Treasury okays ET firms; recognizes 17 independent disk studios which may do business with all government agencies making recordings.

Web-AFRA compromise; three networks agree to 10% increase for sustaining artists; approval is expected by the WLB.

1943 Congressmen talk radio; newly convened lower house members reveal dislike of commentators in particular, also the FCC.

Set up new AFRA scale; basic sustaining pacts in final form as okayed by the major networks; goes to WLB for approval.

\$2,000,000 phone savings; minimum estimate of industry benefit by A T & T wire-charge reductions may also aid affiliates.

36,360,000 in U.S.A. hear Casablanca news.

600,000 disks sent overseas in first six months of war.

CBS 1942 net profit at \$4,100,000 mark.

Chain rule hearings ends; U.S. Solicitor General in high court oppose plea to stay enforcement of FCC's new regulations.

FCC fund slash blocked; Speaker Rayburn defends commission as controlling influence over air; second cut move also beaten.



TODAY as never in the years before BMI came into being, the musical tastes of Americans have broadened to include music of every kind, of every style, for every taste ranging from piano blues to the concert hall. Just as the heart of our country reaches from coast to coast, so does our music come from Americans whose tastes and talents are as wide as the heart is wide . . .

From three experts in the world's folk music who introduced us to a Bahaman beauty . . . a Tennessee housewife and Sunday School teacher . . . "one of the most important names in contemporary American music" whose 11th Symphony is "a work of superb craftsmanship" through which shines "a gentleness of spirit and a human conception of philosophical values" . . . a California housewife and the Field Secretary of Boys Republic . . . the son of an Armenian father and a Scottish mother who has been hailed as "one of the greatest living composers not only in America but of the whole world" . . . an Atlanta music publisher who believes that Tin Pan Alley is found wherever the talent is . . . and a host of others who have set the heart of America to music. BMI is proud that its open door has helped to bring this new music to America.

BMI is proud that the writers of its music are in truth the sons and daughters of a nation whose music comes from the wide, wide heart.

To each of the men and women who write the music it licenses, to their publishers, indeed, to every person of talent and energy who has come through the open door and found opportunity in our being . . . to these, we of BMI, say welcome and thank you.

BROADCAST MUSIC, INC. 589 FIFTH AVENUE • NEW YORK 17, N. Y.

New York • Chicago • Hollywood • Toronto • Montreal

Set government food campaign; time will be bought in drive to induce use of unrationed commodities; expect \$100,000,000 in ads.

Agree on 10% AFRA rise; minimum scale for sponsored shows sought 19% cost-of-living boost but work out compromise.

Network program trends; first war year saw definite change in character of public's demand; news popular, drama declines.

2nd Treasury loan co-op; full industry support being offered following Morgenthau's message; three week drive planned.

583 of 722 stations report profit for 1942.

High court ruling; hold writers can dispose of rights years before anticipatory benefit even if it is 'bad business.'

OPA-Treasury department laud work of radio.

National spot business holds up; first quarter of 1943 showed gains over last year in active clients; 9 major groups increased time.

Editors hit web decision; Washington dailies take lead in citing threat to free speech in event of authority abuse by FCC.

Stress womanpower need; McNutt asks additional 2,000,000 for essential war work; radio will aid expansion campaign.

BMI's new-song preview; audition board of program managers participate in novel presentation of newly-published selections.

Radio leads advertising rise; shows sharpest increase of all media in Department of Commerce study; March billings set record.

House hears FCC attack; Representative Herbert of Louisiana hits chain rules along with Supreme Court decision; sees blow at free speech.

ET men appeal to WLB; transcription companies submit case for mediation seeking to end ban on recordings by the AFM.

Taft asks chain rule stay; wants enforcement by FCC deferred while Congress considers subject of regulations and free speech.

Sales manager open up; condemn 5 minute commercial shows also hitch-hike announcements; null revision of standard contract form.

\$500,000 AFM band tour; over 500 live concerts will be given in out-lying communities as result of Roosevelt-Petrillo confab.

Radio's bond-sale totals; U.S. Treasury reports \$80,243,968 sold by 455 stations in 12 month period—19% to New York State outlets.

Call equipment adequate; engineers of General Electric see no obsolescence resulting from war developments; FM and tele increase expected.

Cox resigns under fire; head of House FCC investigating unit dramatically bows out; was charged with taking illegal lobbying fee.

Tele networks forecast; engineer of RCA envisions television extending from Atlantic to Pacific by developing new relay outlets.

Blue network transfer completed; last cash payment for web's stock seals bargain.

Census reports on radio; figures issued for 1940 show 26,665 men and women listed in industry; advertising field total is 79,035.

Restrict dual ownership; FCC order forbids multiple control by one licensee in same service area except 'in the public interest.'

No newspaper decision; FCC still debating such ownership of stations.

1944 Radio-Pix war loan plans; Hollywood meet assures cooperation between 2 industries; advertising agencies and clients to participate again.

OWI executive praises radio; cites vital service in dissemination of war news.

Radio Daily marks birthday; this issue starts eighth year.

Radio citation awarded; National Council of Christians and Jews pays tribute to 5 radio programs for 'contribution to humanity.'

Boom in news programs; unprecedented new business revealed as survey shows all major webs running ahead of last year.

Battle on for FCC funds; Majority Leader Barkley, Senator Mead to aid in restoring extensive cut from proposed budget.

Tele plans given impetus; statements by NBC, CBS and A T & T indicate steadily increasing interest in planning television's future.

Webs exploit war news; advance campaigns on radio coverage for invasion now being prepared.

Big post-war set market; both Philco and Westinghouse executives forecast market for 25,000,000 receivers after the war.

Radio's D-Day coverage; our American system of broadcasting keeps a free people fully informed throughout the night and day.

Webs on normal schedule; regular commercial schedules held on four major networks; hot news will break in as warranted.

Invasion pool extended; major webs in agreement to continue operation indefinitely or until the broadcasts start from France.

Movies now active in tele field; Warner Bros. file FCC application for new Hollywood tele station; RKO video developments.

Films receive radio aid; broadcasters, through Treasury Department, extend assistance to theatres for 'free movie day.'

OK 3 major station sales; FCC approves 'Times' buy of WQXR, KECA's transfer to Blue network and WINX to Washington Post.

Spot business shows strength; volume for June and portion of July leads sales figures of last year's outlook for future seen bright.

Race on for tele rights; movie companies having tele interests rush to check copyright status of all literary properties.



Second D-Day on radio; networks on all night vigil rewarded with first break on invasion news; full coverage being continued.

Get WAC spot contracts; stations in New York accept campaign under advertising budget revised by Y & R Agency.

WAC ads in 791 outlets; regular paid basis accepted by 712 and 79 will carry as war service; others still negotiating.

CBS asks for four tele CPs; major policy decision concentrates all video effort in high channels on maximum stations allowed.

Radio's storm service; station coverage on eastern seaboard goes all-out for public service; every contingency handled.

FDR enters disc dispute; President counsels the AFM to abide by NWLB strike directive; Petrillo conferring.

End AFM recording ban; Victor and Columbia Records sign with Petrillo on union's terms.

Porter nominated for FCC; President sends Paul Porter's name to Senate for commission post.

Radio's huge bond effort; backed up 6th War Loan campaign with over 1,675,000,000 impressions, 20% above previous high mark.

Nets acquire new outlets; both CBS and Blue network announce affiliation of additional stations; comply with FCC order.

FCC petitions are denied; refuses Cowles Broadcasting Co. plea and NBC is rejected on station matters.

1945 OWI issues radio report; figures reveal that industry donated time and talent to the value of \$66,141,600 for '44.

Radio called 'essential'; industry gets secondary classification in revised manpower listing issued by the WMC.

Porter clarifies 'freeze'; says tele and FM permits will go to applicants deemed most deserving.

N.Y. leads FM-tele field; FCC releases up-to-date application data on FM-television interests; 29 FM, 10 tele from New York.

Radio to help G.I. get job; OWI booklet sent to stations suggests two-point policy for aiding vets to make civilian readjustment.

Educational FM growing; applications for FM stations at FCC indicate widespread interest among schools and colleges.

Show new tele receiver; RCA gives demonstration of video set producing a projected image 16 by 21 1/3 inches.

Small stations' net up 41%; FCC report on 137 out of 162 outlets shows only 2 decreases for 1944; time sales up \$5,981,160.

Truman voice gets okay; President achieves the third highest daytime rating of 32 per cent; 16,850,000 listened in.

Bell advances cable plan; expects 1,500 miles suitable for video will have been laid by end of '45 as part of five-year program.

Radio flashes first news of Germany's surrender.

Tele granted 13 channels; seven between 174 and 216 mc. definite; FCC to follow with six more; FM to get further study.

Censorship is curtailed; sweeping revisions in code made by U.S. Censor Byron Price; goes into effect immediately.

Radio greets Gen. Eisenhower; webs and indies complete plans for coverage.

Berlin coming through; network correspondent heard here in first pickups since 1941; warming up for 'big three.'

Fifth network planned; Associated Broadcasting Corp. announces plan to launch 26-station web.

Program increase shown; addition of tele and post-war features believed influential in 20% jump in 'Shows of Tomorrow.'

Radio's Oak Ridge scoop; atomic bomb news given workers at plant.

Radio airs victory details; entire nation close to receiving sets given minute-by-minute report of Japan's capitulation.

Web season starts early; four networks have 80 commercials either returning or new accounts; latter mostly on MBS-Amer.

Noble buys network stock; chairman of American web directorate purchases all securities held by Chet La Roche and Time, Inc.

FCC asks research fund; Chairman Porter requests government to foster federal research in field of communications.

Store-tele show to tour; nation's largest retail establishment to be shown RCA-Gimbel system; two-year itinerary still unset.

Okay microwave relays; FCC permits Western Union construction of 22 experimental microwave relay stations in East.

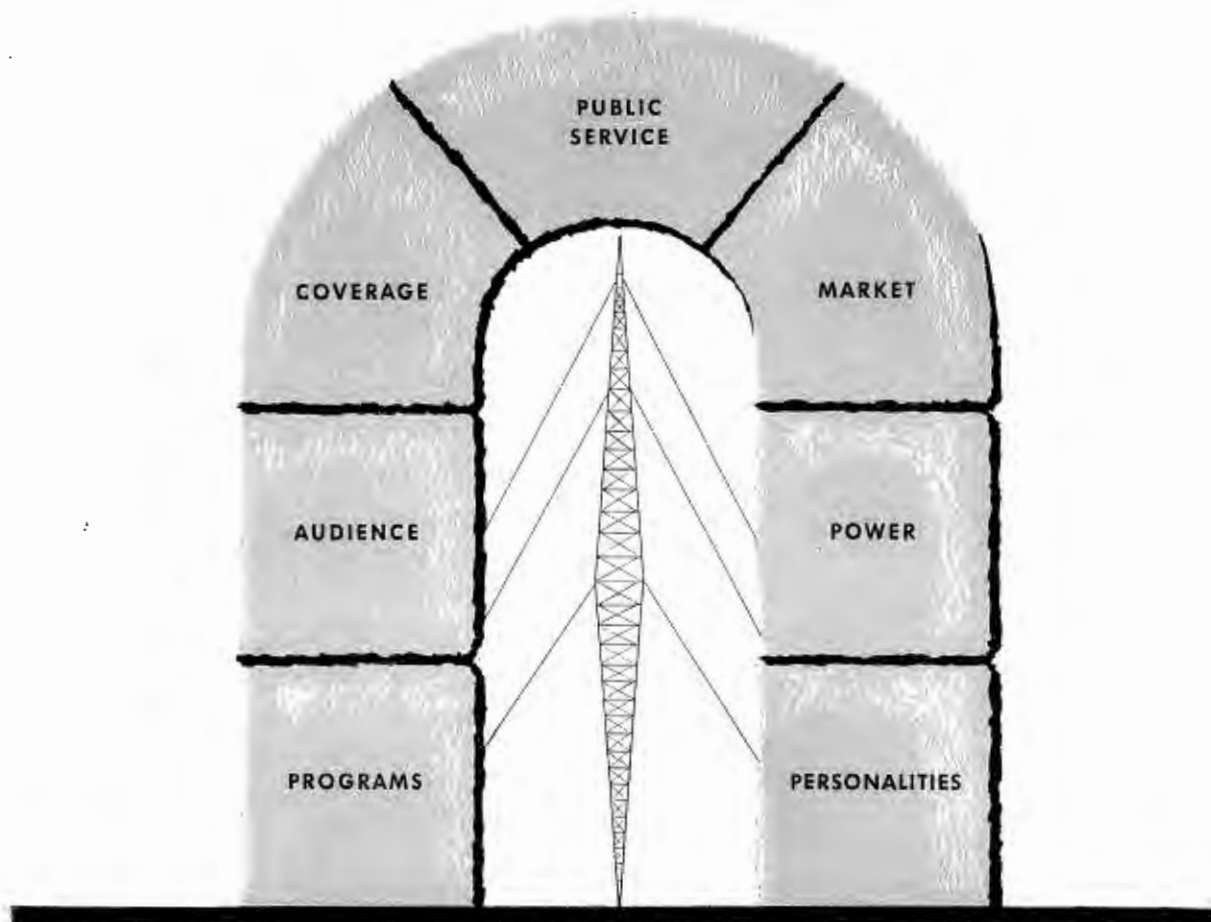
FCC budget cuts restored; Senate Committee allows \$930,000 cut voted by House; recommends State Department short wave budget.

New flood of applicants; heavy list filed with FCC for FM, tele and AM stations; press among applicants.

FCC's tele rules issued; modification of September order released; seven channels granted New York; multiple-owning ruling eased.

Survey on set situation; manufacturers and retailers announce no new receivers in prospect for Christmas season.

Midwest tele web plans; A T & T announces construction plans for video relay outlets linking Milwaukee and Chicago.



Through a carefully built structure, WGAR gets advertising results in Northern Ohio

... how WGAR affects advertising results in Northern Ohio.

We believe there is a definite relationship between a radio station's devotion to public service and listener response to advertising.

By serving our listeners better, we feel we have created a climate of believability—of listener loyalty—of dependence on WGAR—which makes our advertiser's messages more effective.

There are many concrete examples of WGAR's selling power with the adult buying audience. For evidence of WGAR's leadership in public service—and advertising results—contact a WGAR sales representative.



Measure of a
Great Radio Station

WGAR

THE STATION WITH 4½ MILLION FRIENDS IN NORTHERN OHIO

CBS • Cleveland • 50,000 Watts • The Peoples Broadcasting Corporation • Statler Hotel • Cleveland 1, Ohio • PR 1-0200

Represented Nationally by

THE HENRY I. CRISTAL CO., INC.

New York • Boston • Chicago • Detroit • San Francisco

THIS IS HOW IT ALL STARTED



GUGLIELMO MARCONI

The inventor of wireless telegraphy from which emerged great advances in the field of communications sent and received his first wireless signals across his father's estate in 1894 resulting in an 'enlightened world' through the exchange of ideas as exemplified by present day radio and television.



THE BARTELL GROUP...

THE INDUSTRY'S FASTEST GROWING 10-YEAR OLD

Congratulates **RADIO DAILY**
ON ITS 20th ANNIVERSARY!

THE BARTELL GROUP STATIONS:

WOKY — 1st in MILWAUKEE

KCBQ — 1st in SAN DIEGO

WAKE — 1st in ATLANTA

KRUX — 1st in PHOENIX

Newest Bartell Stations:

WILD, Boston and

WYDE, Birmingham...

gaining ground fast!

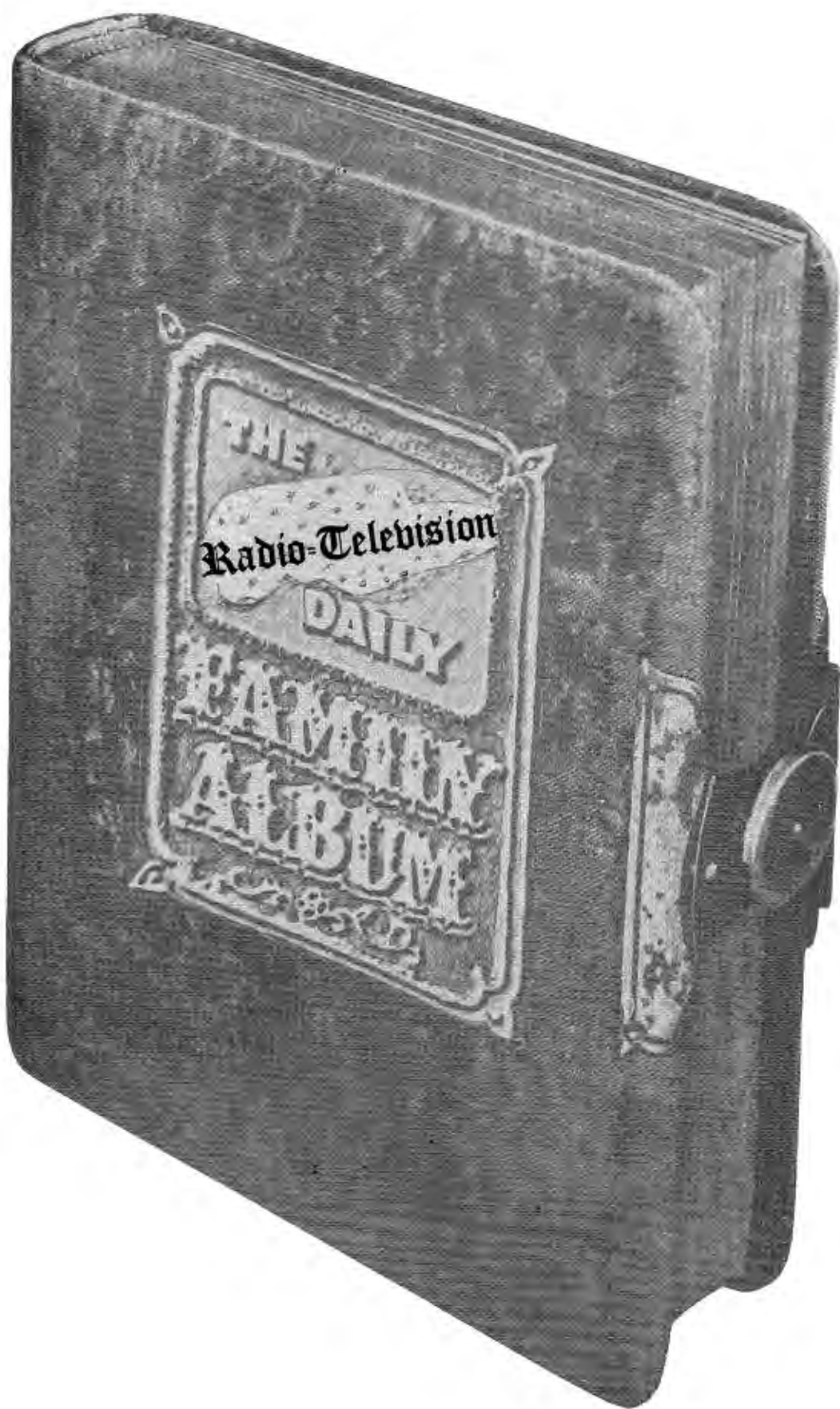
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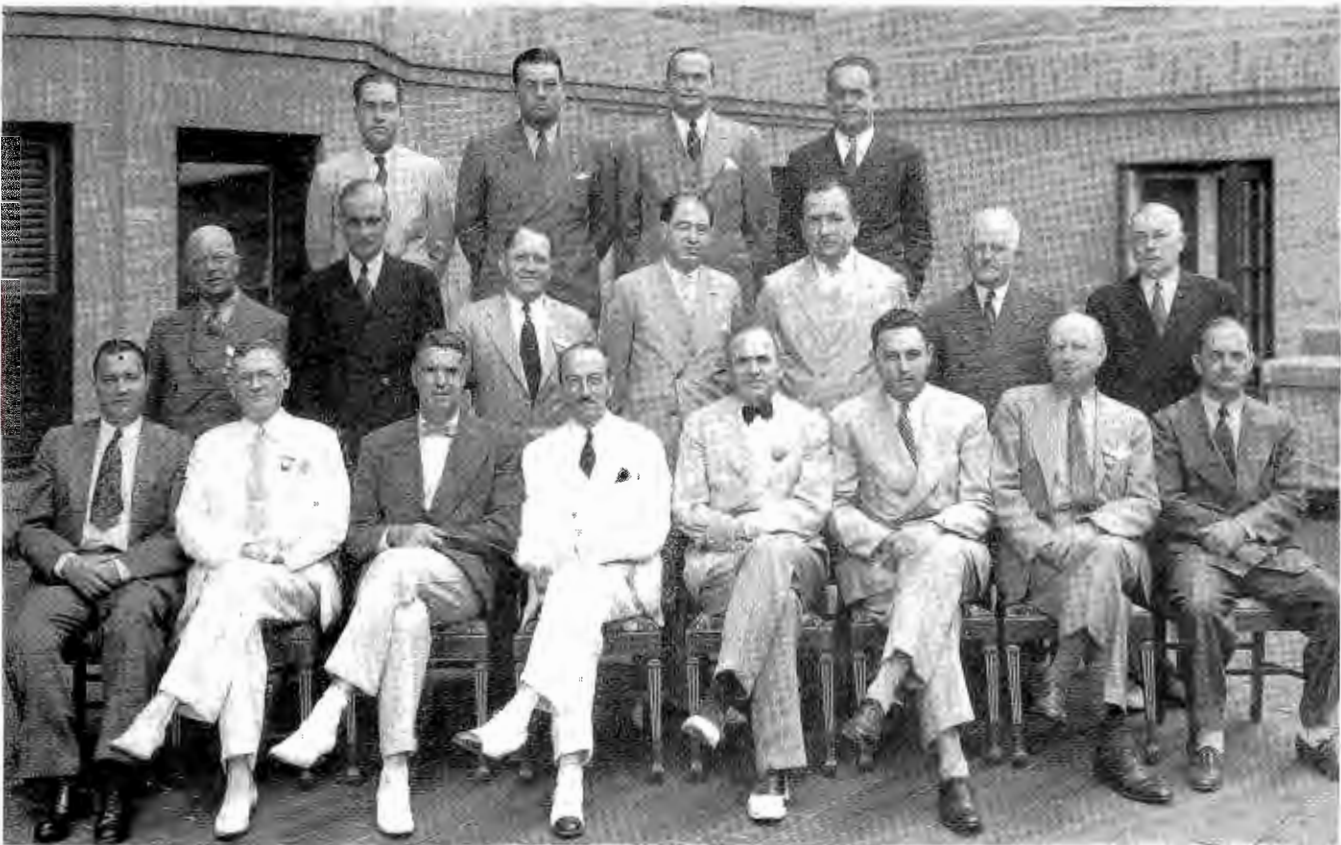
NEW YORK CITY, N. Y.



Taken in 1938, top, Art Nisson, assistant media director at Kas-tor Agency, with Bob Stewart, account executive at John H. Dunham Co.



Meeting of the Texas Quality Network in the WOAI studios in San Antonio in 1938. Left to right: Alex Keese, WFAA, Dallas; Hugh A. L. Hall, president of WOAI; Kern Tips, KPRC, Houston; Jim Moroney, Dallas Morning News, WFAA; Martin Campbell, WFAA and G. A. C. Hall, founder and chairman of the board of WOAI.



New Board of Directors of the National Association of Broadcasters taken at the adjournment of their 17th annual meeting held July, 1939 at the Ambassador Hotel in Atlantic City, N. J. Top row, left to right: Howard Lane, O. L. Taylor, Donald Thornburgh, Frank Russell. Middle row: Earl Cannons, George Norton, Jr., Clifford M.

Chaffey, Chuck Myers, John A. Kennedy, Harold Ryan, Ed Spence. Seated: Paul Morency, W. Walter Tison, Herb Hollister, John Elmer, Neville Miller, John Fetzer, Don Elias, Harry C. Wilder. Missing from the above group are Gene O'Fallon, Hank Huff, Ed. W. Craig, John J. Gilliam Jr., Gene Dyer and Harry Spence.



WGN radio's idea that led to the nationwide adoption of the use of radio receivers in police squad cars was given its first test in March of 1929 when the station installed radios in the cars of the Chicago Police force. Carl J. Meyers, engineering manager for WGN, Inc. is at the extreme left.



What is believed to be the first broadcast of a complete opera was accomplished May 19, 1921 as 9ZAF, now KLZ, went on the air from backstage of the Denver Municipal Auditorium with the opera "Martha."



Tension during the floods of January 1937, Evansville, Ind. Left to right: Ken Fry, NBC Central Division special events director; Norman Barry, announcer; E. A. MacCormack, engineer, and extreme right, R. A. Limberg, engineer. Fry is now owner of WHCC, Waynesville, N. C.; Barry is an announcer at WMAQ-WNBQ specializing in sports and Limberg is still with NBC, Chicago as maintenance engineer.



Taken 20 years ago are these two remote units belonging to the McClung Broadcasting Stations of California. These units were among the first in the area. Stations now included in the chain are KYOS, Merced; KHSL, Chico; KVCV, Redding, also KHSL-TV and KUCV radio.