

The baby, 25 years ago, is Richard B. Ullman, current vice president of Richard Ullman, Inc. with his father Richard H. and grandfather, Frederick, a lawyer and moving picture pioneer.



Jules Herbuveaux, vice president of WNBQ-WMAQ, Chicago, when he was a producer at WMAQ. Charles Townsend is the engineer.



Bruce Ratts at WOWO in 1932. He is now transmitter supervisor at WBZ, Boston.



Twenty years ago Ralph Froelich was a messenger boy at the Grey Agency—now he is vice president and director of production.



Hilda Wehrmeyer at WOWO in 1932. She is still at the station as continuity supervisor.



Calvin 'Cal' Smith joined the staff of KROC as manager of the Owatonna Studio in 1936. He is now station manager at KROC, Rochester, Minn.



Dave Partridge, Westinghouse advertising and promotion director, as he looked in 1937.



John E. Pearson, of KWTO-KGBX, Springfield, Mo. among those who came up from the newspaper ranks. He's still at KWTO.





David Sarnoff, chairman of the board, Radio Corp. of America and Loyd C. Sigmon, vice president of Golden West Broadcasters (KNPC-KSFO), overlooking the English Channel prior to the Allied Invasion.



Niles Trammell and Sidney Strotz. Trammell was vice president in charge of NBC Chicago before going to New York in 1938 as president of NBC. Strotz succeeded him in Chicago.



Edward J. De Gray, vice president in charge of stations for the American Broadcasting Network, was working in the accounting department of CBS in New York in 1937.



Manny Marget started as a vocalist at KWK, St. Louis in 1928, He has been manager of KVOX, Moorhead, Minn. since the station went on the air in 1937.



John J. Pershing dedicated the Valley Forge Chapel in 1932. This on-the-spot coverage was pioneered by WCAU.



Bob McAndrews as an announcer at KBIG in 1936. He is still with the station as promotion and publicity director.



Roger Wayne, of WHLI, taken when he was station program director and staff pianist at WCNW, now WLIB.

Congratulations





Harry Flannery at WOWO in 1932. He is now the Voice of AFL-CIO, Washington, D.C.



Ed Noble pitching and Paul Whiteman 'the ump' at an industry outing in the early thirties. Noble is now president of Lifesaver Corp. and Whiteman is just as popular as ever with his band.



Howard Ackley on the staff of WOWO in 1932. Today he is traffic manager at the same station.



Sam Serota taken in the early thirties. He is still with WIP.



Bud Morris at KELA in 1937 as operator and announcer, is now in the transcription business in Hollywood.

4



Herman Grizzard and F. C. Sowell in 1930 celebrated WLAC's fourth anniversary with an impressive cake. Sowell is now executive vice president of WLAC Radio, Inc. of Nashville.



Jan Murray in 1937 at the Melody Club in Union City, N.J.



Walter Kinsella in 1937 appearing at the Lyceum in "Mrs. O'Brien Entertains." Still a popular TV performer.



Sam Norin in 1937 as chief engineer at KELA, is now with KIRO in Seattle.

Happy 20th . . .



20 YEARS AGO, the Champagne Music Makers were just beginning to make a name for themselves — as the photo above illustrates.

IT HAS BEEN a long and happy experience and we look forward with enthusiasm to the years ahead in the exciting field of Television* and Radio, entertaining the American Public.

Lawrence Welk

*con the ABC-TV Network twice weekly! Saturdays, 9-10 P.M. for DODGE; Mondays — 9:30-10:30 P.M. for DODGE & PLYMOUTH.

Personal Management

Gabbe, Lutz, Heller & Loeb

www.americanradiohistory.com

New York — Hollywood



Ken. C. Titus, of WCCO, Minneapolis, as he looked in 1938.



Howard Lane and Fred C. Brokaw taken in the early thirties. Lane is now managing director at KOIN-TV, Portland, Oregon and Brokaw is executive vice president at Paul H. Raymer Company in New York.



Arnold Werner in 1937 as operator and announcer at KELA, now with a television station in San Diego



Carl Vandagrift in 1937 when he was a studio announcer at WOWO, Fort Wayne, Ind. He is now general manager at the same station.



Harold P. See was with NBC in New York in the radio broadcast remote division in 1937. He is now at KRON-TV in San Francisco.



Joseph Lorin in 1937 was v.p. and director of retail sales at Grey Agency, now he holds down the post of v.p. and account supervisor.



Herb Hayworth, at WOWO in 1932. He still does a weekly program at the same station although almost totally blind.



Samuel W. Townsend, president and general manager of both WKST and WKST-TV, New Castle, Pa. as he looked 20 years ago.





An early broadcast from WSUN taken in February 1932. The program featured Eddie Cantor and was fed to the network from St. Petersburg, Fla. Left to right: Louis J. Link, present chief engineer of WSUN and WSUN-TV, Carl Fritz, then manager of WSUN, and Eddie Cantor.



Ralph Nardella, WMGM account executive, was manager of Station WOV 20 years ago.



Arthur Weill, WMGM account executive, was assistant to Jacques Van Straten, controller of WHN 20 years ago.





Taken in March 1922, this is the first program schedule of Station WGY, Schenectady, N. Y.



Fred Mahlstedt, director of operations and production at CBS-TV Films, taken at the age of 2.

RALPH EDWARDS' PROPERTIES Now on NBC-TV

This Is Your Life Truth or Consequences It Could Be You

RALPH EDWARDS' PROPERTIES Now Available

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Oliver Treyz, vice president of ABC Television network, was attending Hamilton College in 1937.



Rudy Isenberg at WOWO in 1932. He is now transmitter supervisor at KXOK, St. Louis.



James G. Riddell, pictured about 20 years ago, has been associated with WXYZ for the past 26 years He is now president and general manager of the same station.



Joe Chytil, commercial manager and salesman at KELA in 1937. Now he is vice president and general manager at the same station.



Lowell Thomas in 1937 when he reported the Coronation in London. Today he is president of Odyssey Productions.



Chuck Sprague, in 1932 at WOWO, now is co-owner and general manager at WMAX, Grand Rapids.



Taken in 1936 at WHA, University of Wisconsin station, are two members of the Bartell Group, who have built from a single daytimer to owneroperators of independent radio stations in San Diego, Phoenix, Milwaukee, Birmingham, Atlanta and Boston. Left to right: Aleen Anderson, Mel Bartell, Jerry Bartell, Eloise Kummer, now of Chicago radio and tv and Vic Perrin, veteran Hollywood radio and television star.



Lowell H. MacMillan, 20 years ago was doing sports at WHAM. Today he is assistant general manager at WHEC, Rochester.



NBC-TV IN LIVING COLOR SPONSORED BY: CHESTERFIELD, RCA AND RCA WHIRLPOOL ALTERNATING TUESDAYS WITH THE GEORGE GOBEL SHOW

w.americanradiohistory.com



Dr. C. H. Churchill taken in 1937. Today he is president and owner of WKBW in Buffalo, N. Y.



Dr. H. Steinmetz, one of radio's great pioneers, before an early mike at Station WGY in Schenectady in 1922.



Dan Enright, of Barry-Enright Productions, taken 20 years ago



Al E. Anscombe taken about 20 years ago. He is now vice president and conimercial manager at WKBW, Buffalo.



Paul Taubman, 20 years ago when he was just finishing at the Julliard Music School. Today he is an independent musical director, and owner of the Penthouse Club in N Y. C.



Taken 20 years ago—Raymond Katz, center, WMGM associate director of programming, was traffic manager at WHN, now WMGM. George Nobbs, left, was writer-producer of the WHN Movie Club and Radie Harris was Hollywood commentator for the popular Movie Club.



First television tests at the studios of WRGB in Schenectady during 1940. There were about four such sets in operation at the station.



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Jack Shaindlin, musical director in 1937, conducting an NBC broadcast. Today he is an independent musical director for major companies.





Paul H. Raymer taken in 1937. Today he heads Paul H. Raymer Company, national radio and ty representatives



Frank Schwartz, WMGM controller, was a salesman for the Amsterdam Paper Co. 20 years ago.

Left to right: Doc Webb, who has made nationwide stories with his unique "Webb's City" in St. Petersburg; Don McNeill of ABC's Breakfast Club and "Tennessee Slim" Beavers, of St. Petersburg, longtime rival of Webb's as operator of the littlest store. McNeill made his Breakfast Club broadcast from St. Petersburg in 1952 as an official dedication of WSUN's new transmitter.



Mileage chart used by Station KIDO to bring NBC network into Boise, Idaho. 776 miles of copper wire had to be installed to bring the first network to Idaho. Line was completed and network programming began in Sept. 1937.



Robert A. Bories, pioneer in radio since the days of the crystal sets. Taken in 1923. Today he is president of American Institute of Food Products, Inc





WSUN, St. Petersburg, Fla. staff group picture taken in 1930. L. J. Link is seated in center at table on left, and Nadine Blesser, first girl on the left at table is now secretary to the Mayor of St. Petersburg. Standing third from left is Monroe Dedrick, Chairman of the Chamber of Commerce Radio Control Board, on his left is Carl Fritz, WSUN manager, and continuing Chick Owens, whose wife Patsy is now in charge of WSUN radio continuity.



Happy Felton, 20 years ago when he had an orchestra at the Biltmore Hotel. Happy is now a popular broadcaster with the "Dodger's Knothole Gang."



Charles Delaney, taken in 1936 when he first joined the staff of WFBL in Syracuse as an announcer.



O'Donnell's theatre chain in Amarillo as a doorman. He is now with Midnight

Sun Broadcasting Co.

in New York.

Michael M. Sillerman, executive vice president of Television Programs of America, in 1937 when he was president of Keystone Broadcasting.



Art Rekart of WOWO in 1932. He is now chief engineer at KXOK, St. Louis.



WEEL, Boston, engineering staff taken during World War II. Left to right: Warren Stevens, chief engineer; Norman Young, Walter Lennon, John Kelly, Ed Philbrack. Stevens is still with the station, others whereabouts unknown



Vern Hendrickson, WMGM assistant director of sales, was an expeditor for the Electric Specialty Co. in Stanford, Conn. 20 years ago.



Industry leaders and trade press publishers pose for an official picture in New York at the Biltmore Hotel before they left by plane for a four-week inspection tour of ETO in August, 1945. Standing, left to right: Sol Taishoff, publisher of Broadcasting; John E. Fetzer, WKZO, Kalamazoo; Robert D. Swezey, vice president of Mutual; Joseph H. Ream, vice president of CBS; J. Leonard Reinsch, managing director of the Cox Radio Stations and radio advisor to President Truman; Clair R McCullough, managing director, Wartin S. Campbell, managing director, WFAA, Dallas; Morris Novik, manager of WNYC, New York City; Joe Csida, business manager of Billboard; and John W. Alicoate, publisher of Radio-TV Daily.



Seated, left to right: Col. Harry S. Wilder, president, WSYR, Syracuse; Col. Ed. Kirby, chief, radio branch, Army Public Relations; Wm. Hedges, vice president of NBC; Justice Justin Miller, president-elect of NAB; Mark Woods, president of ABC and Abel Green, publisher of Variety.



Clair R. McCollough, general manager of the Steinman Stations, in 1937 was president of WEST and WAZL.



Pittsburgh KDKA Day In honoring Westinghouse Station, which was established on November 2, 1920, Mayor Cornelius D Scully issued this special proclamation claiming Nov. 4, 1939 "Pittsburgh KDKA Day" in appreciation of the benefits derived from Radio Broadcasting.



Radio Station KFI is reported to have created history on April 16, 1922 when it went on the air with this 5-watt transmitter. Since then the station claims it has been responsible for many 'firsts' in radio broadcasts.





Paul J. Miller, managing diretcor of WWVA, before an old style carbon microphone doing a college football broadcast in Pittsburgh during 1928.

Radio-TV Daily, 20th Anniversary Number



How early sound effects were created for radio-a demonstration during a broadcast from Radio Station WGY.



The year, 1937, left to right: Keith Kiggins, then vice president of the Blue network, now vice president and administrative assistant to President G. B. Storer of Storer Broadcasting Co.; Mark Woods, president of the Blue, and Edgar Kobak, then vice president of the Blue chain.



Red Barber, behind the WLW mike doing a broadcast over Mutual when he worked for the station in 1937.



Gerald Maulsby, CBS manager of network broadcasts, taken 20 years ago.



Ben Lochridge, national sales manager for CBS radio, as he looked 20 years ago.



Vic Seydel, vice president in charge of radio and television, and a member of the board of directors of Anderson & Cairns, Inc., as he looked 20 years ago.



Pierre Weis, general manager of Ecoomee TV, in 1937 was traveling to U.S. from France.

FUTURE



In 1937 Rolland V. Tooke was a copy writer for the Lavinson Bureau of Philadelphia where he prepared many a radio ad; Gordon Davis was then a student at the University of Illinois where he gained his first radio experience with station WILL as an announcer, writer and director. Meanwhile, back in Philadelphia, Ed Wallis, was producing several mystery stories and an on-the-air gossip column for WIP where he was Production Manager.

Present

Tooke, Wallis and Davis "assume position" for an on-the-job shot at KYW in Cleveland where they hold jobs as Vice President, Sales Manager and General Manager respectively.

Like the KYW coffers, Messers Davis, front; Tooke, second row left; and Wallis, second row right, have fattened according to this artist's concept of their appearance, circuit 1977. Of course, no matter what year, 1937, 1957 or 1977 you get the picture they're competent men backing

A WINNER...



WHAT THEY WERE DOING TWENTY YEARS AGO

Many and varied were the pursuits of the Radio Jelevision Family 20 Years ago. Here, briefly, are chronicled the former activities of some of today's well-knowns.

ROY ADAMSON, secretary-treasurer of Western Slope Broadcasting Co., was attend-

PAUL ALLEY, of Paul Alley Productions, was covering the bombing of the Panay.

CARL Q. ANDERSON, KFXJ-TV operations director, was a newsboy for the Al-buquerque Tribune and a fifth grade pupil.

DON ANDERSON, program director at KFH, was in school in Minneapolis. * 20 * * *H. G. ANDERSON*, chief engineer at KFJB,

H. G. ANDERSON, there engineer as an only was a radio repairman. * 20 * * LEONARD ANDERSON, head of Integrated Services at NBC Chicago, was an assistant office manager. * * 20 * *

DOUG ARTHUR, director of programs at WIBG, was a senior at Edneysville High School in Edneysville, N. C. FRANK ATWOOD, farm program director

at WTIC, was assistant state editor and political writer for the Hartford Courant. 20

MILLER N. BABCOCK, vice president of Storer Broadcasting Co., was an account ex-ecutive for the Miami Herald.

JIM BACHUS, now doing shows for ABC-TV and radio, was an announcer for CBS.

DAVE BADER, vice president of Atlantic TV Corp., was selling radio scripts to BBC in London.

CARL BAILEY, announcer at KBIG, was a disc jockey at KGFJ, Los Angeles.

BUD BAKER, announcer at KBIG, was a high school student. * * 20 * *

WILLIAM A. BANKS, president of WHAT-AM-FM, was affiliated with WIP in Philadelphia.

* * 20 * * WILLIAM C. BAREHAM SR., chief engi-neer at WBAL radio-tv, was transmitter technician at WBAL-AM. * * 20 * * FRED BARRETT, vice president in charge

of media and a director of BBD & O, was an account executive on Chrysler with Lee Anderson Adv. Agency.

JERRY BARTELL, of the Bartell Group of Madison, Wisc, was producing dramatic pro-grams for the University of Wisconsin School of the Air.

* 20 * * MEL BARTELL was associated with his brother, Jerry, at the University of Wisconsin producing dramatic shows.

THOMAS P. BASHAW, general manager at KFH, was with NBC Chicago in the production department.

HARRY A. BATTEN, board chairman and chief executive at N. W. Ayers & Son, was rounding out his first year as president of the agency.

JOSEPH E. BAUDINO was chief engineer JOSEPH E. DALL at KDKA Pittsburgh. * * 20 * *

WOODROW BENOIT, tv group head at J. Walter Thompson, was a page boy at Bankers Trust Co.

• • **20** • •

EDWARD BERKSON, president of Screencraft Pictures, was a booker for Republic Pictures. * * 20 * *

CHARLES 'CHUCK' BERNARD, president of Charles Bernard more City College. * * 20 * * of Charles Bernard Co., was attending Balti-

LARRY BERRILL, news director at KBIG, was a student at P. S. 198 in New York City. * * 20 * *

GUY BIDDICK, of Walter Biddick Com-pany, was traveling representative for the same company. * * 20 * *

F. DAVID BINNS served as WLAC's chief engineer and is still at the same station.

* * 20 * * WILLIAM BIRCH, manager of NBC-TV newsreel, was with Fox Movietone News in

E. G. BLACKMAN, sales manager at WLAC, was selling advertising space for a Nashville newspaper.

GEORGE BOWE, program manager at WTIC, was a member of the WTIC announcing staff.

* * 20 * * CHARLES H. BROWER, general manager and vice chairman of the executive commit-tee at BBD & O, was a member of the creative

board at the same agency. * * 20 * * DICK BROWN, commercial manager at KTRB, was an auditor for the New York State Mortgage Commission. * * 20 * *

HAL BROWN, owner of KBIS and KBVM, was in sales and an announcer at KMJ in Fresno.

Fresno. *** 20 * *** GEORGE BROWN was general manager at KDAY, Hollywood. *** 20 * ***

ROBERT E. BUCHANAN, tv group head at J. Walter Thompson, was a student at Northwestern U. * 20 * *

W. W. BULLOCK, manager album depart-ment RCA Victor records, was an accountant for RCA, Camden, N. J.

JOHN Y. BURGESS JR., manager RCA Victor single records department, was a senior at University of Pennsylvania.

AL BURK, sales manager at WBAL, was a puddler (hot metal man) in an iron foundry.

CHESTER M. CAMPBELL, manager WMBQ-WMAQ press department, was at-tending University of Illinois.

LES CAMPBELL, chief engineer at KFH, was in school in Missouri.

FREEMAN CARDALL, business manager at WBAL radio-tv, was in the Illinois Masonic Hospital. * * 20 * *

RICHARD CARLTON, vice president charge of sales for Trans-Lux Television, was president with Columbia Pictures Corp.

JOE D. CARROLL, manager at KMYC, was a combination operator-announcer at KFJI in Klamath Falls, Oregon.

PEARL E. CARTER, office manager at

PEARL E. CARTER, omce manager at KFJB, was working in the order department at Fisher Governor Co. in Marshalltown, Ia. * 20 * * *ROGER W. CLIPP*, of radio and television division of Triangle Publications, was busi-ness manager for WFIL. * 20 * *

NAT COHEN, manager at WGR, was ac-count executive at the same station.

RALPH COHN, head of Screen Gems, was a producer for Columbia Pictures in Hollywood.

* * 20 * * JEAN COLBERT, director of women's activities at WTIC, was a radio actress playing with the Lux Radio Theatre and First Night-

* * 20 * * HOWARD COLEMAN, manager at WMAQ, was attending Austin High School in Chicago and playing tenor sax in a strip joint on and playing ... Wilson Avenue. * * 20 * *

BILL CONRAN, promotion manager at WIBG, was a freshman at Northeast High School in Philadelphia.

* * 20 * * LOU CORBIN, news editor at WFBR, was a sophomore at University of Pittsburgh. * * 20 * *

IRWIN C. COWPER, general sales manager at WTIC-TV, was continuity editor for WTIC.

* * 20 * * GEORGE CRANSTON, of WBAP-AM-FM-TV, was busy with two stations—WBAP-820 and WBAP-570. * * 20 * * ROBERT W. CROSS, chief engineer at

KROC, was assistant engineer at the same station. * * 20 * *

SANDY CUMMINGS, manager Television Network Programs in Hollywood, was with Benton & Bowles in their radio department.

* * 20 * • BEULL H. DALTON, engineering super-visor at KBIG, was an instructor in radio at the U. S. Naval Station in Seattle. * * 20 * *

ERIC DANIELSON, supervisor traffic department NBC Chicago, was working in transportation.

ALEXANDER W. DANNENBAUM was commercial manager of WDAS, Philadelphia. * * 20 * *

JAMES DAVIS, operations manager RCA Victor records division, was a junior accountant for Ernst & Ernst in Philadelphia.

OOGIE DAVIES, general manager at WKAP, was playing guitar with the Johnny Long Band.

* * 20 * * GORDON DAVIS, general manager for KYW, was attending school and seeing the country.

20 WALT DAVISON, manager western spot sales for NBC, was promoting Radio City tours for NBC in New York City.

NAY DEINES had been a salesman at KMMJ and is still at the same station.

JOHN DEVINE, administrator radio-tv department at J. Walter Thompson, was at Copartment at J. Watter lumbia Law School. * * 20

GEORGE DIEFENDERFER, manager radio network sales NBC Chicago, was with Paul Raymer Co. in Chicago.

VIC G. DIEHM, president of Via Diehm radio group, was general manager at WAZL, Hazelton, Pa. which he now owns and operates

SAM COOK DIGGES, general manager WCBS-TV, was selling theatre, night club and retail advertising and writing a night club column for the Washington (D. C.) Daily News

* 20 * * WILLIAM C. DOLL, sales manager KFJB, was display advertising representative for

was display advertising representative for the Post Telegram, Bridgeport, Conn. * 20 * * JOE DRILING, vice president and general manager KJEO-TV, was trying to graduate from high school while playing baseball and leading a heavy social life. * 20 * * ROBERT DRESSLER, program manager at WNBQ was attending Lakeview High School

WNBQ, was attending Lakeview High School in Chicago.



George B. Storer, president of Storer Broadcasting Co. was president of the company in 1936.

JULES DUNDES, vice president in charge of station administration for CBS Radio, was a staff member of CBS Radio's promotion department.

* * 20 * * ROBERT E. DUNVILLE, president of Crosley Broadcasting Corp., was with WLW.

* * 20 * * ROBERT E. EASTMAN was a member of the NBC page staff and sang in its quartet.

* **20** * * THOMAS EATON, news director at WTIC, was New England manager for Trans-Radio Press.

Radio Press. **20** * * GRADY EDNEY, program manager at WIBG, was a senior at Edneysville High School in Edneysville, N. C.

School in Edneysville, N. C. * 20 * * DOTY EDOUARDE, Hollywood manager NBC radio spot sales, was sales manager for a commercial movie firm in New York. SYDNEY H. EIGES, vice president in

charge of press NBC, was at the University of Pittsburgh. 20

JAKE EMBRY, general manager at WITH, was a salesman for WBAL. * 20 HUDSON FAUSETTE was working as a

free-lance actor in Hollywood and is still before the cameras.

SAMUEL FAUST, WMGM director of sales,

SAMUEL FAUST, WMGM director of sales, was an account executive at WHN. * * 20 * * JACK FELDMAN, general manager at KRKD, was a page boy at KSFO. * * 20 * * JOCK FIRNHEAD, general manager at WINS, was a page boy at NBC Hollywood. * * 20 * * JERRY FITCH, executive vice president and manager at KGLN was with United

and manager at KGLN, was with United Press in Omaha.

JAMES C. FLETCHER JR., of Midnight Sun Broadcasting, was a theatre doorman in Amarillo, Tex.

BOB FOREMAN, executive vice president and director at BBD & O, was trade copy

writer with the same agency. * 20 * * 20 * CLAY E. FORKER, vice president and gen-eral manager Paul H. Raymer's Chicago office,was regional account executive, Chevrolet Motor division, Campbell-Ewald, Inc.



Herminio Traviesas, vice president and manager of the television-radio depart-ment at BBD & O, was typing continuity scripts for radio operas at NBC.

BOB FRANKLIN, national sales manager at KGW, just started in radio at non-commer-cial KBPS in Portland. * 20 * * C. H. FRAZIER, managing director and vice president of WAGA, was sales manager for WROL.

20 WILLIS K. FRIERT, TV sales manager at WBLL-TV, was a space salesman in the ad-vertising department of A. S. Abell Co. * 20 * * JOHN D. GALE, manager Paul H. Ray-

mer's Hollywood office, was a salesman for KFAC in Los Angeles then joined Chas. H.

Mayne Co. as account executive. * 20 * * *MILTON B. GARBER*, president of KCRC, was editor of the local newspaper and interested in radio in Enid, Okla.

G. DAVID GENTLING, vice president and general manager at KROC-TV, was commer-cial representative for KROC.

CLIFF GILL was a news writer at KPMC in Bakersfield, Calif. * * 20 * *

NORMAN GITTLESON, executive vice president and general manager at WMUR-TV, was nineteen, young, healthy and verile. * 20 * * MAURI GOLDBERG, head of production for Cornel Films Inc. has been with the

for Carval Films Inc., has been with the same company since 1927. * * 20 * *

SIMON GOLDMAN, president of James Broadcasting Co., was sales manager for WJTN.

* * 20 * * LESTER L. GOULD, president and general manager at KFMA, was working for a law firm in Chicago.

GORDON B. GREB, of KSJO, participated as a child actor on 'Rusty, The Boy Aviator' programs over KTAB. 20

SHERMAN GREGORY was with Westinghouse radio stations.

* * 20 * * CHARLES W. GRIM, of the TV department at Paul Raymer's Chicago office, was in advertising sales for Reuben H. Donnelly Corp. in Chicago.

* * 20 * * HARVEY HAAS, resident manager at KBIG, was an English teacher at John Marshall High School in Los Angeles.

H. P. 'POP' HALE, now retired, was with KCRC, Enid, Okla.

JAMES E. HANNA, vice president of N. W. Ayer & Son, was copy supervisor at the company's Detroit office.

Radio-TV Daily, 20th Anniversary Number

RALPH L. HARLOW, vice president in charge of station service for BMI, was vice president in charge of operations for the president in Charles Yankee network. * * 20 * *

DON HARRINGTON, account executive at KBIG, was an advertising writer at Denver Dry Goods Co., Denver. * * 20 * * THOMAS HAWLEY, of Paul H. Raymer

Co., was northwest merchandising manager of This Week Magazine in Portland, Oreg.

* 20 * ARTHUR HULL HAYES, president of CBS Radio, was can radio spot sales. * * 20 * * Radio, was eastern sales manager of CBS

STORRS HAYNES, tv group head at J. Walter Thompson, was manager radio department of Berg-Allenberg Agency.

VERN HENDRICKSON, WMGM assistant

sales director, was an expeditor for the Elec-tric Specialty Co. in Stamford, Conn. * * 20 * * JOHN HENNINGER, chief engineer at

WIBG, was in the same spot at the same station. 20

JULES HERBUVEAUX, NBC vice presi-dent and general manager, was assistant production manager at NBC in Chicago. * * 20 *

HENRY HICKMAN, operations chief at WFBR, was an Inquiring Reporter at WFBR. * 20 * * EDWARD R. HITZ, NBC vice president in

charge of TV network sales for Central Division, was in charge of NBC's Philadelphia office. 20 *

WILLIAM HOOS, chief engineer at WFBR, was in radio communications at Maryland State Forestry Department.



Secretary

Says:

Just LOVE "You'all"!

from one South'n Belle to all you "Damn Yankees" at RADIO DAILY in New York

HAPPY "20th"

More and more National and Local accounts are using the RAHALL Stations.

. . . THEY SELL! wkap ALLENTOWN, PA. Five years straight, tops on Hooper & Pulse in the Allentown-Bethlehem markets. wfea MANCHESTER, N. H. 5000-watts. Most powerful independent voice in the Manchester area with top personalities. wtsp ST. PETERSBURG, FLA. Best buy in the St. Petersburg-Tampa markets according to July-August 1957 Pulse. wwnr BECKLEY, W. VA. First on Hooper more than 2 to 1, morning, noon and night in the heart of the soft coal fields. NORRISTOWN, PA. wnar First on Pulse in the ultra-rich Montgomery County and Main Line Fringe areas. For the Facts — Call WEED & CO. RAHALL GROUP . . . "Joe" Rahall, President "Oggie" Davies, Gen. Mgr.

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Ralph M. Cohn, vice president and general manager of Screen Gems, was a producer for Columbia Pictures.

REX HOWELL, president and general man-ager of KREX, was running KFXJ as manager, doing sales, announcing and all news editing. * * 20 *

WARREN HULL, of "Strike It Rich," was making motion pictures for Warner Bros. * 20 *

WALLY HUTCHINSON, account executive at KBIG, was a student at the Piedmont High School, Piedmont, Calif.

HENRY HULICK, chief engineer at WPTF, held the same spot at the same station. * * 20 * *

ROBERT L. HUTTON, promotion director at Edward Petry Co., was copywriter and assistant account executive at BBD & O. * * 20 * *

JOHN D. HYMES, of Gordon, Hymes & Staff, San Francisco, was radio time buyer for Lord & Thomas in New York. 20

RICHARD JOHNSON, program manager at WMAQ, was attending school in Columbia, Mo. 20

WALTER C. JOHNSON, vice president and general manager at WTIC, was assistant gen-

general manager at WIIC, was assistant gen-eral manager and sales manager for WTIC. * * 20 * * ROBERT B. JONES, vice president and general manager WFBR, was a sophomore majoring in sociology at Dartmouth College. * * 20 * *

KERMIT KAHN, director of advertising at National Telefilm Assoc., was a reporter for The New Yorker.

JOHN KAROL, vice president in charge of network sales for CBS radio, occupied the office of director of market research for CBS radio.

* * 20 * * RAYMOND KATZ, WMGM associate director of programming, was traffic manager at WHN.

* 20 ALAN KAYES, classified artists and repertoire at RCA Victor records was doing publicity and promotion for Metropolitan Opera House.

* * 20 * * MARSHALL KEELING, of Paul H. Raymer Co., was doing advertising for McCormick & Co. in Baltimore.

* * 20 ALEX KEESE, of WFAA, was sales manager at the same station in Dallas.



E. E. Krebsbach, general manager at KGCX, before an early mike in October 1926.

KEITH KERBY, account executive at KWKW, was chief announcer and assistant program director at CBS-KSFO. * * 20 * *

ARTHUR KERMAN, general manager of Governor TV, was a student at East School, Long Beach, N. Y. * *

20 * *

CRIE KERWOOD, of KMMJ, was a staff announcer with the same station. * * 20 *

JOHN KEYS, advertising and promotion manager at WNBQ-WMAQ, was on the editorial staff of the Post-Tribune at Gary, Ind.





Valenstein, chairman of the Lawrence board at Grey Agency, was president of the company.

H. SCOTT KILLGORE, of Tele-Broadcasters, was an engineer with the Yankee network in Boston.

C. H. KINSLEY JR., manager at KHSL, was a student at University of Calif.

BARBARA KIRK, of Paul H. Raymer Co., was with NBC as a secretary.

GEORGE KISTER, farm specialist at KMMJ, was on the staff of the same station.

ANNE KOLLER, now vice president of Roger Wade Productions, was Anne Louise

DANIEL W. KOPS, of WAVZ, was a junior at Cornell.

JAMES E. KOVACH, program manager at WBAL-TV, was attending college and sing-ing over WBNC, Columbus, O.

C. HOWARD LANE, vice president and managing director of KOIN-TV, was business manager at McClatchy Broadcasting Co. EDWARD LAMB, owner of WICU-TV and WICO

WIKK, Erie, Pa. and WHOO, Orlando, Fla., was an attorney.

20 JOHN J. LAUX, executive vice president and general manager of WSTV, was station manager at KQV, Pittsburgh.

ALFRED LEWIS, business manager WNBQ-WMAQ, was attending New York U.

20 ALAN LISSER, program director at KBIG,

was a student at U. of Calif. BEN LOCHRIDGE, national sales manager for CBS Radio, began selling space in 1937 for the advertising department of the Chicago Tribune.

RUSSEL L. LOWE, promotion manager at KFH, was director of the KFH staff orchestra.

HOWARD LUTTGENS, chief engineer NBC, was NBC Central Division engineer.

c. P. MacGREGOR, of Sound Studios, was trying to sell radio broadcasting and has been for the last 25 years.

ROBERT J. McARTHUR, vice president at KBIG, was advertising and promotion man-ager at NBC in San Francisco.

JERRY McCAULEY, WMGM account executive, was a student at Germantown Acad-emy, Philadelphia.

MRS. HUGH McCLUNG, president and general manager at KHSL, was associated with newspaper and radio management.

** 20 * * H. BART McHUGH*, assoc. director radio-tv department at J. Walter Thompson, was an



Sam Slate, general manager of WCBS Ra-dio, was a script writer for "Gangbusters."

MCA talent agent in the radio dept.

CALHOUN McKEAN, vice president in charge of TV for Carval Films, was on the Washington, D. C. staff of Prentice Hall.

KBIG, was a staff musician at KFAB, Lin-coln, Neb. 20

ROBERT McKINSEY, program manager at WBAL, was in college as program director college radio services and played piano in a dance band at Oklahoma. 20

FRANK McLAURIN, general manager at KSRO, was attending 8th grade school at Pierre, So. Dakota.

(Continued on Page 121)





Governor Joseph B. Ely firing the 'shot heard around the world' in 1932 from General Electric's shortwave radio station WGY in Schnectady.



In 1938 NBC proudly displayed in Rockefeller Plaza, New York, the nation's first television remote unit.



The young fellow in the center is Bob Carlisle, vice president in charge of production, Wondsel, Carlisle & Dunphy, Inc., in his first exposure to the motion picture business. Taken in the early 20's.





William H. Reuman, president of WWRL, seated at the transmitter of the station when it went on the air August 26, 1926.



Sydney H. Eiges, vice president in charge of press at NBC, as a student at the University of Pittsburgh.

These Two Leaders in the Radio Broadcasting Industry SALUTE RADIO DAILY

on its Two Decades of devotion to this great American industry of communication, and wish you many more years of continuous publication.

WHLM . . . Bloomsburg, Pa. has achieved so many FIRSTS in its first decade of operation that space does not permit their listing. Here are a few: First on the Dial at 550... First Bloomsburg area "full-time station"...First with two news services AP & UP ...First with every community enterprise. WHLM has so many "firsts", but let "VIC" tell you something about . . .

WAZL . . . Hazleton, Pa. now celebrating its 25th Year of Service to a metropolitan buying population of 127,000, who spend more than \$180,000,000 a year, and is the top listened to station in its primary coverage of 4-counties . . . tops in secondary coverage of 7-counties with an all over coverage of 69% of the Radio listening audience.

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Radio-TV Daily, 20th Anniversary Number

Victor G. Diehm WAZL

Harry L. Magee



William L. Putnam, president of WWLP, Springfield, Mass. Picture was taken in 1936.



Lee Ruwitch, executive vice president and general manager of WTVJ, as he appeared in 1935.



Edward P. Curtis, vice president of Eastman Kodak Company, taken during his days at the front.

MAKING CONNECTIONS WITH TOMORROW

KRON-TV engineers are used to working with equipment that is still in the dream stage. It has been that way since the station was a set of blueprints. Today's connections with tomorrow are concentrated in the areas of automation (pictured), video tape recording (the first in the market) and planning a new tower that will radiate the Channel 4 signal from a height of 2049 feet (698 feet higher than any other San Francisco-Oakland antenna).

Our yesterdays are filled with such achievements as being the first with maximum power and complete compatible color facilities in Northern California. Each step has meant better service for 4 million viewers, better results for clients. Keeping connections with tomorrow means continuation of this leadership.



Automation equipment by meCHron Time & Video Devices, San Francisco



Radio-TV Daily, 20th Anniversary Number



Taken in 1922, the original six WGY announcers — left to right, Edward Smith, now general manager at WCMB; William Fay, now general manager at WHAM; A. O. Coggeshall, Robert Weidow, Kolin Hager and Carl Jester.



William J. German, president of W. J. German, Inc. taken when he was with Eastman Kodak in Rochester.



Radio-TV Daily, 20th Anniversary Number



J. Harold Ryan, vice president and treasurer of Storer Broadcasting Co. taken in 1937. He is a co-founder of Storer Broadcasting and a former president of NARTB, then called NAB.



Ralph N. Weil, executive vice president and general manager of WOV, when he was in the armed forces.



Final details on scripts and production at WAZL, left to right: Thomas Tito, national sales manager; Don Murray, program director; Jolly Jack Robel, musical director of 'Coal Call;' Kitty Kahler, administrative assistant to V. G. Diehm and sitting, Vic Diehm.





Yes . . . Six Appeal is what motivates viewers and buyers alike in the WCSH-TV Market!

It's the right blend of production—network, film and live programming—alert news telecasting, public service with a purpose and customer relations, all administered by veterans—and it works.

Surveys repeatedly place WCSH-TV first in viewer preference and in homes penetration in this 13-county southern Maineeastern New Hampshire area. National and local spot advertising volume confirm these findings.

Let your Weed-Television man fill you in on the best TV buy in this **billion dollar market.**



WHAT THEY WERE DOING 20 YEARS AGO

(Continued from Page 115)

JOHN McVEIGH, treasurer of WFBR, was a sophomore at Temple University.

a sophomore at Temple University. * 20 * * HARRY K. McWILLIAMS, independent TV producer, was producing 'Your Marriage Club' on CBS radio for Ted Bates, Inc. * 20 * * JOHN R. MAHONEY, sales manager at WDD First Archiver at Eddystone High

WIBG, was a freshman at Eddystone High School, Eddystone, N. C. * 20 * * M. MANNY MARGET, manager of KVOX,

has been manager of the same station since 1937

GLENN MARSHALL JR., president of WMBR-AM-FM-TV, was secretary-treasurer of WMBR-AM.

WILLIAM A. MARTIN, executive vice pres-

eral manager at WPTF, was general manager at the same station.

GEORGE R. MAREK, vice president and general manager of RCA Victor record division, was an account executive for J. D. Tarcher & Co.

* **20** * * CHESTER MATSON, manager Edward Petry's Los Angeles office, was in the process of opening the first office of the Petry Co. from which he has just retired.



Rex Howell, president and general manager of KREX, was in radio.

WILLIAM G. MATTA, president and gen-eral manager of WLOA, was an automobile 20

GERALD F. MAULSBY, manager of net-work broadcasts for CBS Radio, was a staff member of the network operations division. ** 20

ROY MEACHUM, promotion manager at WBAL radio-tv, was playing football at Holy Cross College in New Orleans.

ROBERT D. C. MEEKER, president of The Meeker Co., was account executive at Pedlar & Ryan in New York.

KURT A. MEER, general manager at KCUL, was attending high school in Green-ville, Texas. * * 20 * *

HOWARD S. MEIGHAN, vice president western services of CBS television, was selling spot radio time for Radio Sales. * 20

JOHN MERRELL, sales manager at KFH, was attending school in Wichita. * * 20 *

R. P. MERRIDEW, managing director at WJW, was with WKOK. * * 20 * *

BILL MICHAELS, managing director of WJBK-TV, was attending San Antonio University and working as assistant sports editor on the San Antonio Express at night. * * 20 * *

PAUL J. MILLER, manager director at WWVA, was production manager for the same station.

* * 20 * *

MYRON MILLS, vice president of Screen-craft Pictures, was a freshman at Union College. * * 20 * *

PAUL W. MORENCY, president of WTIC-AM-FM-TV, was general manager at the

ane station.

DAVID H. MORRIS, general manager at KNUZ, was working for the American-Stateman in Austin, Tex.

* * 20 JOHN MOSMAN, manager radio-tv department for J. Walter Thompson in Chicago, was mc of Benny Goodman radio show.

To everyone at Radio Daily from the gang at WFAA-Dallas...





Radio-TV Daily, 20th Anniversary Number



Leonard H. Goldenson, president of AB Paramount Theatres, was assistant to the executive in charge of theatre operations for Paramount Pictures, Inc.

JACK MOYS, program director at KGW, was doing network free lance acting on Scattergood Baines series.

** * 20 * ** JOHN MULHOLLAND, manager TV spot sales NBC Chicago, was attending Marquette University and working as a radio announcer at WTMJ.

* * 20 * * WAYNE MULLER, national sales manager at KBIG, was a student at Lake Forrest College.

BERNARD L. MULLINS, vice president in charge of public relations at WTIC, was a member of the WTIC announcing staff. * * 20 * * MARCELLUS M. MURDOCK, executive vice president at KFH, held the same spot at the same station

at the same station.

EUGENE MURIATY, promotion manager at WTIC, was a student at Boston U.

* * 20 *

PAT MURPHY, general manager at KCRC, was appearing in his high school radio play contest which won first place in the state. * 20 *

DWIGHT A. MYER was with Westinghouse radio stations. * * 20 * *

PAUL A. MYERS, assistant manager direc-tor at WWVA, was staff radio announcer at tor at www.ra, the same station.

RALPH NARDELLA, WMGM account executive, was sales manager at WOV. * * 20 *

RUDI NEUBAUER, sales manager at WMAQ, was a cashier at NBC Chicago. * * 20 *

PAUL G. NORRIS, general manager at KFJB, was city editor of a newspaper. * * 20 * *

HENRY NORTON, production manager at KGW, was special writer for KGW's dramatic shows.

* * 20 * *

HARRY NOVIK, owner of WLIB, was the owner of the Rogers lady ready-to-wear store owner of the two in Stamford, Conn.

MORRIS NOVIK, president of WOV, was director of WEVD. * * 20 * *

HARLAN G. OAKES, of Harlan G. Oakes & Assoc., had just opened the first rep office in California for Jos. H. McGillvra.



Harry A. Steensen, treasurer of Storer Broadcasting Co., was a certified public accountant in Toledo.

PETER R. ODENS, of KOCS, Ontario, was in advertising in Shanghai, China. * 20 * * PAUL OLIPHANT graduated from a uke-

lele-picking singer to full time announcer at WLAC and is still active at the station.

ALAN OWEN, program manager at WMID, was trying to sound older in Detroit high school dramatic shows over WWJ.





Robert S. Maslin Jr., president of WFBR, manned the controls at the station's old studio in St. Paul.

LEONARD J. PATRICELLI, vice president in charge of programs for WTIC, was a mem-ber of the WTIC production staff. * * 20 * *

LESLIE J. PEARD JR., vice president of WBAL radio-tv, was wearing a gray-flannel suit as radio sales manager at WBAL. * * 20 * *

FRANK E. PELLEGRIN, of H-R Tele Inc., was sales manager for Central State Broadcasting System in Omaha and Lincoln, Neb. * 20 * *

EARL PETERSON, chief engineer KGW, was special events engineer for KGW and KEX.

20 EDWIN R. PETERSON, senior vice president of Keystone Broadcasting Co., was do-ing a weekly broadcast over WMAQ for the Chicago Better Business Bureau.

* * 20 * * IRVING C. PHILLIPS, general manager at KYA, was attending high school in New Orleans.

20 * * RALPH PHILLIPS, program director at WFBR, was a junior at Providence, R. I. high school and played trumpet at Club Rendevouz in Taunton, Mass. * * 20 *

DAVID I. PINCUS, president of Carvel Films, Inc., was an organizer with the late Robert McKean of the present company. * * 20 * *

JOSEPH A. PINNA, station manager at WVSJ, was attending school.

JOHN POOLE, president of KBIG, was a radio operator on various American merchant ships.

* 20 * RUSSELL POPE, supervisor of engineers at KHSL, was chief engineer at KYOS, Merced.

* * 20 * * J. R. POPPELE, of Santa Land, Vt., was vice president of WOR.

20 GRAHAM B. POYNER, vice president and program director at WPTF, was production manager at the same station.

* 20 * D. L. 'TONY' PROVOST, vice president and general manager of radio-tv division of Hearst Corp., was treasurer of J. V. Grombach, Inc. * * 20 *

ROBERT I. QUEEN, radio-tv director of Greater New York Fund, was a free lance at WJZ radio.

20 * MILTON R. RACKMIL, president of Decca Records and its subsidiary Universal Pictures, was treasurer and one of the directors of Decca Records.

ROBERT B. RAINS, manager of Paul Raymer's Detroit office, was Detroit manager for Kelly-Smith Co. radio division.

* * 20 *

WILLIAM G. RAMBEAU, president of William G. Rambeau, was hanging up sales rec-ords for radio stations as head of the same company.

* 20 * *

H. E. RANDOL was with Westinghouse radio stations.

* * 20 * *

JO RANSON, WMGM publicity and promotion director, was radio editor of the erst-while Brooklyn Daily Eagle. * * 20 * *

WILLIAM RAY, manager of WMAQ-WNBQ news and special events, was manager of NBC Chicago press department. * * 20 *

ROLLAND REICHERT, manager of production facilities NBC Chicago, was working in the NBC communications department.

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Stanton P. Kettler, vice president of operations, Storer Broadcasting Co., was in radio.





Dick Haller, first KGW announcer and manager.

L. RAY RHODES, vice president and manager Paul Raymer Co. in San Francisco, was salesman for Sterling Engraving Co. in New York. * * 20

ROBERT M. RICHMOND, of the radio de-partment of Paul Raymer's Chicago office, was advertising manager, Strawbridge & Clothier, Philadelphia.

* 20 RICHARD RICKER, sales manager WBQN, was attending Sewickley High School and ushering in a movie theatre during the summer.

* * 20 * * JAMES G. RIDDELL, president and general manager of WXYZ, was associated with the same station.

JOHN RIGBY, president of KFH, was also president of the same station twenty years ago.

* * 20 * *

WILLIAM E. RINE, general manager of WWVA, was a salesman at the same station. * * 20 *

FRANK RIORDAN, of KPTV, was mail room boy at NBC Chicago.

* * 20 *

HAL ROACH JR., head of Hal Roach Studios, was producing Laurel & Hardy, Charlie Chase and the Topper comedies.

* * 20 * * ROBINSON, operation director at J. L. ROBINSON, operation director at KREX-TV, was manager of the Timberline Lodge at Mount Hood, Oreg. * 20 *

J. HAROLD RYAN, vice president and treasurer of Storer Broadcasting Co. held the same spot 20 years ago.

* 20

LEONARD W. SCHNEIDER, executive vice president and a director of Decca Records, was general sales manager of American Record Corporation, manufacturers of Brunswick and Columbia records.

* **20** *

WILLIAM A. SCHUDT JR., vice president CBS radio station relations, was general manager of WBT, Charlotte, then owned by CBS. * 20 *

FRANK SCHWARTZ, WMGM controller, was a salesman for the Amsterdam Paper Co.

* * 20 * * MAURICE SCOPP, vice president of the Big 3 Music Corp., was executive head of Air Features.

* * 20 * *

JOE SEIDEMAN was a student at Hibbard Grammar School in Chicago.

* * 20 *

JACK SEMPLE, head of estimation department of Carval Films, was with the same organization.



Frank Walker, general manager of M-G-M Records, was vice president of Radio Corp. of America.

J. MILTON SEROPAN, of Paul Raymer's San Francisco office, was advertising mana-ger for Central Credit Co. * * 20 *

JAMES M. SEWARD, executive vice president of CBS Radio, was assistant treasurer of CBS Radio. * * 20 * *

VICTOR SEYDEL, vice president of Anderson & Cairns Inc., was producing Junior League Revues coast-to-coast. * * 20

WARNER SHELLY, president of N. W. Ayer & Son, was second-in-command of the New York office.




R. P. Merridew, managing director of WJW, was staff announcer and vocalist at WKOK.

MORRIS SHER, business manager at WMGM, was office boy at Loew's Inc. * 20 * * STEVE SHOLES, manager popular single

records for RCA Victor, was in the company's sales department.

JAMES D. SHOUSE, chairman of the board and executive officer of Crosley Broadcasting Corp., was vice president in charge of broadcasting for Crosley Broadcasting Corp.

GEORGE T. SHUPERT, president of ABC Film Syndication Inc., was in investment banking.

LOYD C. SIGMON, vice president of Golden West Broadcasters, was chief engineer at

en West Broadcasters, Was chief engineer at KCMO, Kansas City, Mo. * 20 * * *ARTHUR SIMON*, advertising manager of RADIO-TV DAILY, was general manager of WPEN, Philadelphia and WOV, New York. * 20 * DODY SINCLAIR, of WJAR-TV, was in

high school.

HENRY T. SJOGREN, assistant general manager at WNBQ-WMAQ, was assistant controller for Deering Miliken Corp.

SAM SLATE was script writer for the radio program 'Gangbusters.'

20 CALVIN SMITH, station manager at KROC,

was manager of the Owatonna Studios in Owatonna, Minn.

DALE SMITH, program director at KFJB, DALE SIMILIA, Free was in grade school.

JOE L. SMITH, general manager at WJLS, was getting ready for a hearing looking to-ward a CP for WJLS.

HAROLD A. SMITH, promotion and advertising manager for NBC Chicago TV net-work, was editor of a motion picture fan magazine.

* * 20 * * F. C. SOWELL, executive vice president at WLAC, was managing the operations at the same station.

* * 20 * * HARRY W. SPENCER was an engineer at WBTM and is still at the same station. * * 20 * *

PAT STANTON, president of WJMJ, was vice president and general manager of WDAS, Philadelphia.



Keith Kiggins, vice president and administrative assistant to George B. Storer, Storer Broadcasting Co., was station re-lation manager of NBC.

BUDDY STARCHER, manager of KCUL, was with WPAY, Portsmouth, O. * * 20 *

HOWARD F. STARK, radio-tv broker, was waiting for television to arrive so he could sell stations for a million dollar figure 20 years later. * 20 *

RUSSELL STEBBINS, director of sales WNBQ, graduated from Proviso High School and went to Elmhurst College, Elmhurst, Ill. * * 20 *

PEGGY STONE, president of Radio TV Representatives, was vice president of Hearst Radio Inc.





Sam Cook Diggs, general manager of WCBS-TV, was writing a night club column for the Washington (D.C.) Daily News.

FRED STRATMAN, manager of ABC Film Syndication Inc., San Francisco office, was in investment banking.

MALCOLM STUART, of Paul Raymer Co., was director of outdoor advertising for Campbell-Ewald. F. M. STUELPNAGEL, manager of KVCV radio, was with a radio station in Long Beach, Calif.

* * 20 * *

HERMAN D. TAYLOR, chief engineer at WTIC, was with the same station in the same capacity. * * 20 * * DONALD H. TELFORD, vice president of

California-Oregon TV, was a senior at Oregon State College.

DUDLEY TICHENOR, director of sales for WFBR, was a salesman for KVOR.

THOMAS TINSLEY, president of WITH, was an account executive for WILM, Wilmington.

* * 20 * * ARTHUR TOLCHIN, vice president and director at WMGM, was an account executive for WHN.

for WHN. * * 20 * * ROLLAND V. TOOKE, Westinghouse Broadcasting Co. vice president, was copy writer with Lavenson Bureau of Philadelphia.

SAMUEL W. TOWNSEND, president and general manager of WKST-TV, was shore communications officer for the USNR radio station NID.

* **20** * * *HERMINIO TRAVIESAS*, vice president and manager of radio-tv department at BBD & O, was typing continuity scripts for radio soap operas at NBC.

& O, was typing continuity scripts for radio soap operas at NBC. * * 20 * * HARRY TRIGG, director of programs at WNBQ-WMAQ, was attending grammar school in Ottumwa, La. * * 20 * *

JAMES TROY, network program manager for NBC in Chicago, was attending Polytechnic School in Pasadena, Calif.



Allen Wannamaker, vice president and general manager WBIG, was in radio.

HAAN TYLER, owner of Haan Tyler & Associates, was an account executive and media director at the John H. Dunham Co. in Chicago.

RICHARD H. ULLMAN, president of Richard H. Ullman, Inc., was sales manager of the Buffalo Broadcasting Corp.

* * 20 * *

LAWRENCE VALENSTEIN was president of the Grey Agency.



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Fred Barrett, vice president in charge of media and a director of BBD & O, was account executive on Chrysler with Lee Anderson Advertising Co.

CARL VANDAGRIFT, manager at WOWO, was studio announcer at the same station. * * 20 * *

FRANK B. WALKER, of M-G-M Records, was vice president of Radio Corp. of America. * * 20 *

EDWARD WALLIS, sales promotion and publicity manager at KYW, had been production manager at WIP.

* * 20 * * HARRY WARD, manager WMAQ-WNBQ continuity acceptance department, was a senior at East Denver High School,

* 20 *

J. TRUMAN WARD began his second year as sole owner of WLAC and is still active as a member of the board at the same station. * 20 * * ARTHUR WEILL, WMGM account execu-tive, was assistant to Jacques Van Straten, controller of WHN.

20 * * JOHN H. WEISER, vice president of Ruth-rauff & Ryan, Inc. was vice president and Los Angeles manager for Botsford, Constan-Los Angeles ... tine & Gardner. * * 20 * *

BETTY ROSS WEST, supervisor public af-fairs and education at WNBQ-WMAQ, was attending Grinnell College.

JOHN WHALLEY, director of operations WMAQ-WNBQ, was auditor and office man-ager at NBC in Chicago.

WILLIAM P. WHITE had just started an-nouncing at KFJB—now he is manager at the same station.

* * 20 * * GEORGE WHITNEY, vice president and general manager at Wrather-Alvarez Broadcasting Inc., was a musician with Meredith Willson at NBC and Don Lee in San Francisco and Los Angeles.

* * 20 * WILLIAM WILGUS, production supervisor of J. Walter Thompson Hollywood office, was an NBC producer.

* * 20 * JOHN WILNER, vice president for engi-neering at WBAL-AM-FM, was working at CBS laboratory in New York City to see if television was practical.

* 20 STU WILSON, special events director at KBIG, was staff announcer at KHJ.

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SIDNEY J. WOLF, president of Keystone Broadcasting System, was a lawyer.

* * 20 * * M. F. WOODLING, manager at KHSL, was manager for KYOS radio.

* * 20 *

DUTCH WOODWARD, farm service director at KMMJ, was with the same station. * * 20 +

RUSSELL WOODWARD, executive vice president of Peters, Griffin, Woodward, Inc., was selling radio advertising for Free & Peters now known as Peters, Griffin, Woodward, Inc.

* * 20 * R. W. YOUNGSTEADT, sales manager at WPTF, was assistant to the advertising man-ager of Tennessee Electric & Power Co. * 20 *

MEL YORK, engineer at KBIG, was a com-bo man at KVAN, Vancouver.

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Donald K. Clifford, chairman of the board of Doherty, Clifford, Steers and Shenfield, was vice president of Pedlar & Ryan.





Art Schofield, vice president for advertising and sales promotion for the Storer Broadcasting Co. when he was an artist on the Philadelphia Inquirer.



Paul W. Morency, president of the Travelers Broadcasting Service Corp., came to station WTIC as general manager in 1929. Prior to that he had been field manager for the National Association of Broadcasters.

THE ASSOCIATED PRESS Serving More Than 2,000 Radio and Television Stations in the United States CONGRATULATES RADIO-TELEVISION DAILY on its Twentieth Anniversary



Back in 1937 folks at WWRL found time to celebrate Edith Dick's birthday. Seated left to right: Percy Mead, radio operator; Lou Cole, program director; W. H. Reuman, owner; Charles Brock, announcer; Standing left to right: Henry Backs, announcer; F. Clark, sales; Max Wessels, producer; Edith Dick, secretary; Carl Watson, announcer; Dolph Gobel, organist. Edith Dick, Lou Cole and Henry Backs are still with the same organization.



Bing Crosby, of films, radio and television, as he appeared during his college days.



Memo to: All Petry Salesmen From: Jim Eshleman, Radio Sales Manager Re: WISN Sales Increases

If you were told that a Milwaukee radio station showed a 91% increase in national spot sales in the twelve month period ending July 31, 1957, would you be able to guess which one it was?

You're doggone right you would! And so, we believe, would every alert media expert in the agency business; for this period marks the end of the first year of "Musicana" at WISN, Milwaukee.

Our success has been based primarily on our contention that our respectable, if not spectacular, audience levels are more purely of the optimum age and income groups most advertisers are seeking. We have logically taken the position that no advertiser should, and few advertisers do, go into Milwaukee without earmarking at least a portion of the budget for the dependable, effective selling medium, "Musicana on WISN."

Morning Ratingsup	15%
Early Afternoon Ratings	26%
Late Afternoon Ratings	18%

A PAYOFF IN RATINGS ACROSS THE BOARD!

A consistent rating climb across the board is PROOF that "MUSICANA" programming has been the prime factor in delivering *results* for the advertiser!





One of the studios at Radio Station WWRL in New York as it looked in 1926 when the station was first established.



Lee B. Wailes, executive vice president of Storer Broadcasting Co. taken in 1937 when he was manager of the owned and operated stations for NBC.





Radio phone used at the Yale Bowl during the Yale-Harvard game, November 25, 1922. Station WGY was responsible for the hookup. At left is William J. Purcell, chief engineer, and members of press.



The Radio Four of WGY, Schenectady. A. O. Coggeshall, Ellsworth Page, Kolin Hager and William Fry taken in 1923.

CAPITOL RECORDS, INC.

Complete Recording and production facilities in Hollywood and New York.

The finest in studio recording—from spots to film scoring.

Quality in processing.

Pressing facilities convenient to both coasts—all sizes and speeds of records, shipped anywhere.

SPEED, QUALITY, SERVICE

George R. Jones, Gen. Mgr. The Capitol Tower HOllywood 2-6252 Herbert I. Sachs, National Sales Mgr. 151 W. 46th St., N.Y. COlumbus 5-4758

Capitol Records, Inc., extends best wishes to Radio-Television Daily on their twentieth anniversary.



Joseph A. Pinna, station manager at WUSJ, as he looked when attending school twenty years ago.



Edward Slattery, co-ordinator of professional activity of the Big 3 Music Corp. with Jane Pickens, when they were doing the Melody Hour.



Martin Roberts, director of promotion and sales service for National Telefilm and NTA network, was attending school.



Saul Jeffee, president of Movielab Film Lab, as he looked in 1937, seven years after founding of his present company.



With our EXPERIENCE, our

AGENTS ABROAD and our NEW YORK and HOLLY-WOOD OFFICES, we have all the facilities for doing export and customs work quickly, efficiently and with



Walter Johnson, vice president and general manager of the Travelers Broadcasting Service Corp., was WTIC's first announcer. This picture was taken in 1925.



George B. Storer Jr., vice president in charge of television for Storer Broadcasting Co., taken 25 years ago.





Glenn C. Jackson, managing director of WAGA-TV, when he was announcing for WHIO in 1937.



Harry Lipsen, managing director of WJBK, at Catalina Island in 1937.



William J. Purcell taken in 1922 when he was with WGY, Schenectady. Today he is chief engineer at the same station and its oldest employee.



Lionel F. Baxter, vice president of Storer Broadcasting Co. and managing director of WIBG, in 1937 when he was an announcer for WAPI.



ww.americanradiohistory.com



Elmer Fryer, performer, taken on the Warner Bros. lot in 1936. He is still appearing before the cameras.



John H. Poole, president and general manager of KBIG, taken about 20 years ago when he was a radio operator on a tuna clipper.



Spyros P. Skouras, president of 20th Century - Fox Television Productions, Inc. taken when he was an air cadet in the U. S. Army.





Tom Dunphy, vice president and director of television for Wondsel, Carlisle & Dunphy, Inc. taken in 1938 while shooting a National Youth film.



William Van Praag, president and executive producer for Van Praag Productions, in 1937 when he was doing motion picture production and editing.



Dave Bader, vice president of Atlantic TV Corp. in 1937 was a talent and literary scout.



Daniel W. Kops, executive vice president and station manager of WAVZ, as he looked in 1938.





David H. Morris, general manager of KNUZ, taken in 1937 when he was working at the American-Statesman newspaper in Austin, Tex.



William E. Rhine, taken in 1936 when he was a salesman for WWVA. He is now vice president in charge of radio operations at WJW.



Joe E. Brown, popular film and television star, taken during his early vaudeville days.





Jo Ranson, WMGM publicity, promotion and public service director, was editor of the Brooklyn Daily Eagle twenty years ago.



Clyde McClymonds, manager of special services Storer Broadcasting Co. in 1937 when he was a student at Capital Radio Engineering Institute in Washington, D.C.



Mitchell Wolfson, president of WTVJ in Miami, taken during 1938.



Charles C. Caley, president and general manager of WMBD-TV, taken in 1934 when he first joined the station.



Radio-TV Daily, 20th Anniversary Number



Frank C. Zukor, A.S.C., president of Camera Equipment Co., when he was working for the late B. K. Blake.



Paul A. Myers, assistant managing director at WWVA, twenty years ago was a staff radio announcer with the same station.



Jack Warner taken in the early days of Hollywood on the Warner Bros. picture lot. Today he is president of the company.





Harry Algus, public relations director for National Telefilm Associates, was assistant radio editor of the N. Y. American.



Bill Wylie, associate director of the radio-television service department at McCann-Erickson, as he appeared in 1937 just entering Columbia U.



Carl E. George, station manager at WGAR, was a war correspondent.





Milton A. Gordon, president of Television Programs of America, in 1937 was a lawyer in Chicago.



Paul Alley, of Paul Alley Productions, after scoring a best for M-G-M News of the Day on newsreel story of bombing of the U.S. Panay in 1937.



William G. Rambeau, of the William G. Rambeau Co. Inc. was among the first station reps and is still station representative.



Radio-TV Daily, 20th Anniversary Number



Kermit Kahn, director of advertising for National Telefilm, was a reporter for The New Yorker magazine.



Adam Young, president of Adam Young Companies, 20 years ago was radio and research director of H. M. Kiesewetter Agency.



Norman Cash, president of Television Bureau of Advertising, taken about twenty years ago.



Arthur Tolchin, vice president and director of WMGM, was an account executive for WHN.



GORDON MacRAE



Alan E. Freedman, president of DeLuxe Film Lab. taken during the early war days.



Maurice Beck, head of Texas Rasslin when he was South Dallas Kiwanis president.



Leonard J. Patricelli, WTIC-TV vice president in charge of programs, is shown in action as he directed WTIC's "Men of Song" and "Modern Symphonic Choir" in the early thirties.



Radio-TV Daily, 20th Anniversary Number



Emanuel Kandel, vice president of Bonded Film Storage, taken about 20 years ago when he did free lance work for General Film Library.





Haan Tyler in 1938 when he was media director and account executive for John H. Dunham Co. in Chicago.



Nat Cohen, manager of WGR radio, twenty years ago was an account executive for WGR radio.



Carla De Angelo, independent producer for radio and television, taken about twenty years ago when he was director of radio for the Compton Advertising Agency.



M-G-M's Leo The Lion who now roars just as loud on television.



Radio-TV Daily, 20th Anniversary Number



Dave Epstein, coast publicist, was a member of the AEF.



Donald W. Thornburgh, president and general manager at WCAU.



Paul S. Wilson, vice president for New York operations, Young Representatives Inc., was a radio salesman for CBS in Chicago.



Walt Disney, producer of television fare, when he first started his picture producing career in Hollywood.



Radio-TV Daily, 20th Anniversary Number





Dave Kimbal, Grey Agency account executive on NBC account, 20 years ago when he attended high school in Chicago.



William E. Steers, president of Doherty, Clifford, Steers & Shenfield, Inc. twenty years ago was with the Pedlar & Ryan Advertising Agency.



Radio-TV Daily, 20th Anniversary Number



Louis De Rochemont, independent film and television producer, during one of his many trips abroad.



Harry S. Goodman, general manager, Harry S. Goodman Productions, twenty years ago when he was plugging his own show "Voice of Yesterday."



Radio-TV Daily, 20th Anniversary Number







Phil Silvers, one of television's favorite comedians, taken about 20 tears ago.



Ed Sullivan, popular master-of-ceremonies, as he appeared about twenty years ago.



Gene Fromherz in 1938 when he was a spot time buyer at J. Walter Thompson.





"The same to you!"

Last June you congratulated us on our 50th anniversary.

Now, as you turn 20, we'd like to say, "The same to you!"

You've come a long way since you started run your circulation up from a little over 3900 to around 11,000.

We've made headway, too - added more than 1800 radio news clients to the 100 or so we had in 1937. It's been a great 20 years for both of us.

Here's to another 20 like them, from the service with the latest news for radio to the paper with the latest news about radio!





Herman Robbins, chairman of the board of National Screen Service, when he was sales manager for Fox Film Corp.



Fred Bellin, president of Atlantic Television Corp. as he appeared twenty years ago.



Simon Goldman, president and general station manager of WJTN of Jamestown, N.Y. taken in 1937.



Radio-TV Daily, 20th Anniversary Number





Harold E. Wondsel, president of Sound Masters, Inc., taken in 1926 on the Paramount Astoria lot during filming of D. W. Griffith's "That Royal Girl."



Naylor Rogers, taken in 1938 when be was Chicago manager for Hearst Radio.



Mortimer D. Sackett, president of Commonwealth Film & Television, Inc. when he was an independent film distributor.



Radio-TV Daily, 20th Anniversary Number



Ralph L. Harlow, BMI vice president in charge of station service, 20 years ago when he was vice president in charge of operations for the Yankee network.



Anthony Tarell, secretarytreasurer of Atlantic Television, taken twenty years ago.





Guy Bolam, of American Sales & Service Agency 'Radio Luxenhourg,' at the age of six taken from a Grape Nut poster for its introduction in Europe. Guy's father, Austin, was manager of the Postum General Company headquartering in London.



Radio-TV Daily, 20th Anniversary Number



Frank Avery in 1938 when he was media director for the Mc-Junkin Ad Agency in Chicago.





Angelo W. Fiorani, president and general manager of WPTS and his wife taken 20 years ago when they were on the Blue network.



The Rahall group taken in 1937. Left to right: seated: N. J. Rahall Sr.; Farris, vice president of the group; Sam, secretary-treasurer; Deem. deceased; and N. Joe Rahall, president of the Rahall group.



Radio-TV Daily, 20th Anniversary Number



Fortune Pope, president of Progress Broadcasting Corp. which operates WHOM, as he looked in 1937 entering his junior year at Columbia University.





C. H. Frazier, vice president and general manager at WAGA, when he was sales manager for WROL.



Radio-TV Daily, 20th Anniversary Number



Hank Hudson, in 1938 as media director for the Kastor Agency.





Charles Michelson, president of Charles Michelson Inc. taken a few years after his firm was organized.



J. R. Ritenour, president of Modern Teleservice, Inc., when he was secretary-treasurer for John P. Lieberman & Co.



Bob Foreman, executive vice president and director of BBD&O, was a trade copy writer for the same company twenty years ago.



Charles Powers, supervisor in charge of live tv and radio commercials for McCann Erickson, 20 years ago w n he was working in pictures on the Coast for RKO.



Radio-TV Daily, 20th Anniversary Number



Josep': Steiner, independent producer at the age of three. He is now producing an international TV show starring Hildegard.



Miller N. Babcock, vice president of Storer Broadcasting Company and managing director of WGBS, in 1937 was an account executive for the Miami Herald.



Nelson Case, 20 years ago when he was a radio announcer for a station in Los Angeles.



Stephen A. Machcinski, Jr., vice president and general manager of Adam Young Inc. as he looked playing football for Columbia 20 years ago.

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Radio-TV Daily, 20th Anniversary Number



Cliff Peterson first joined the "Breakfast Club" in Chicago in 1936 and is still with it.





Jules M. Collins, sales manager of ASCAP, in 1937 joined the performing right society as manager of the radio department in charge of licensing stations.



Richard Carlton, vice president in charge of sales for Trans-Lux Television, in the early thirties started his career with Columbia Pictures.

Harry Wismer, popular sportscaster, as he looked twenty years ago.





Paul Roberts, president of Mutual, 20 years ago was a publisher in the trade journal business in Atlantic City, N. J.

HAPPY BIRTHDAY and CONGRATULATIONS

to RADIO-TELEVISION DAILY

For an Honest Job of News Reporting Over the Past 20 Years

May The Next 20 Years Be Bigger and Better

WILLIAM G. RAMBEAU COMPANY, INC.

First Exclusive National Station Representative

www.americanradiohistory.com



Jack Henricks, former manager of the Cincinnati Reds, talking over an early WLW mike in Cincinnati, during a baseball broadcast.

Please Accept our Sincerest Best Wishes to Radio-Television Daily for the Many Successful Years Ahead.

Alfred Davidson Assocs., Inc. 38 East 57th St. New York 22, N. Y.





Warner S. Shelly, president of N. W. Ayer & Son, is shown in a 1937 photo when he was an executive of Ayer's N. Y. service staff.

Raymond Guy taken in October 1921 when he was both announcer and engineer at WJZ in Newark, N. J.



Edward Berkson, president of Screencraft Pictures, when he was working as a booker for Republic Pictures in Buffalo.



Maurice H. Zouary, head of Maurice H. Zouary, twenty years ago when he was an interior decorator in Brooklyn.



Dwight S. Reed, vice president of H-R Reps. in 1937 was manager of Headley-Reed station representatives.







Radio-TV Daily, 20th Anniversary Number



Eddie Ballentine, orchestra leader on the Don McNeill's "Breakfast Club," has been with the show since opening in 1933.



Jerry Lyons, eastern sales manager for Weed & Co. has been with the company for the past twenty years.



Harry A. Batten, chairman of the board and chief executive officer of N. W. Ayer & Son, pictured at his desk in Philadelphia at the Ayer office in 1937 one year after he had been elected Ayer's third president.



J. M. Lang, general manager General Electric broadcasting station operations, in 1935 during the Admiral Byrd broadcasts.



Radio-TV Daily, 20th Anniversary Number

Congratulations

Jack Shaindlin

A trade name is significant of public acceptance. Twenty-six years of operation have established the basis for the significance of

KIN-Ø-LUX

"Same Day Service"

Reversal Development Negative Development Complete Lab Service

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INC.

JUdson 6-1880

17 W. 45th St., New York 36, N.Y.



Jack Sterling, producer, taken in 1937 when he was staff announcer and director of dramatic programs at WMBD in Peoria, 111.



Chuck Goldstein, president of Goldswan Productions, was one of the original "Modernnaires" with "Pops" Whiteman.



John J. Karol, CBS vice president in charge of network sales, as he appeared 20 years ago.



Alfred L. Mendelsohn, assistant sales manager Universal Picture TV department, when he was attending Townsend Harris High in N. Y. C.



David I. Pincus, president at Caravel Films, 20 years ago was with Caravel which was formed in 1921.

LEN SIMPSON & ASSOCIATES

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Hollywood

New York

McFADDEN & EDDY ASSOCIATES PUBLIC RELATIONS

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Frank McFadden

Jim Eddy

Jack Mullen

Jet Fore

Ann McCall

Cliff Brown

Clyde Tussey



Fred Stratman, manager of San Francisco Office and George Shupert, president of ABC Film Syndication, as they were in 1937 when both were in investment banking.



Emanuel Sacks, vice president of NBC, in an early photo with Frank Sinatra.



William R. Goodheart, Jr., vice president television network sales for NBC, in 1937 when he was with MCA.



Harper Carraine, director of research for CBS radio, 20 years ago was a senior at Temple University.






Jim and Marian Jordan better known to millions of radio fans as "Fibber McGee and Molly" as they appeared in a 1932 broadcast.

A few veterans of 40 years want to say Congratulations on your 20th Anniversary. You have made a fine contribution to our segment of the TV Industry.

Wondsel, Carlisle & Dunphy, Inc.

Producers of the Finest in Film

1600 Broadway, New York 19, N. Y. Tel.: CI 7-1600



Engineering and designing group making final inspection of the new KOA transmitter. Left to right; Arthur Lucas Jones, manager General Electric in Rocky Mt. district; R. H. Owen, engineer in charge of NBC technical operations, in Denver; Raymond Guy, NBC radio facilities engineer; William S. Hedges, general manager of NBC operated stations; R. C. Jensen, General Electric installation engineer; Walter Simons, architect; A. E. Nelson, manager KOA.



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Norman E. Gluck, general sales manager Universal Pictures TV department, in 1937 opened the Teaneck Theatre in Teaneck, N. J.



Johnny Coons, star of the Uncle Johnny Coons show on WBKB, was in radio on the west coast in 1937.

LEWIN/KAUFMAN AND ASSOCIATES

ROBERT C. LEWIN LEONARD B. KAUFMAN MARVIN SCHWARTZ JANE DUFFY

Public Relations

259 South Beverly Drive Beverly Hills, California Bradshaw 20744

Best Wishes On Your 20th Anniversary

VAN PRAAG PRODUCTIONS

New York

Miami

Detroit

Hollywood



Buddy E. Starcher, general station manager at KCUL, 20 years ago was with WPAY in Portsmouth, Ohio.



Hudson Faussett, radio and television performer, in 1937 was in Hollywood working as a free lance actor.

Modern . Teleservice,



Stan Burns, of WINS, flashing his first week's pay after working as an usher at the Edgemere Theatre on the boardwalk 20 years ago.



Myron Mills, vice president of Screencraft Pictures, 20 years ago was a freshman at Union College.

UNCOMMON * VALOR * SAGA OF THE SAGA OF THE MARINES IN ACTION * 26 SPINE-TINGLING * EPISODES! Contact us today for this great sales builder and prestige 1/2-hour series: ATLANTIC TELEVISION CORP. 130 West 46th Street New York 36, N. Y. JUdson 2-1288 Frank Pellegrin, vice president of H-R Reps., in 1937 was general sales manager for Central States Broadcasting Corp.



CHARLES

POMERANTZ

Public Relations



20 Years . . .

Writing and Producing motion pictures for Paramount, M-G-M, NBC-Television and national advertisers. Just Released: *"The Mayflower Story"*. 25 min. Color!

MOTION PICTURES PAUL ALLEY TELEVISION PRODUCTIONS 619 West 54th St., New York 19, N. Y. JUdson 6-2393-4



Robert E. Dunville, president of Crosley Broadcasting Corp. in 1937 joined the executive staff of WLW.



Bill Krenz, pianist on Don Mc-Neill's "Breakfast Club" since the show started in 1933.



Taken in the early thirties, Ed Sullivan, Jack Benny, Mary Livingston and Herb Moss.



The present members of the board of directors of Barnett International Forwarders. international shippers of motion pictures and TV, as they looked 20 years ago. Left to right: Alan Barnett, treasurer; his father, William president, and his brother, Norman, vice president. The firm was founded in 1887.

	Congratulations from
Congratulations! ROBERT ARMBRUSTER	MAJOR Sound Effects and Background TV Music
	Thomas J. Valentino, Inc. 150 W. 46th St. New York 36, N.Y.

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Radio-TV Daily, 20th Anniversary Number



"One Man's Family" the original cast and crew of 1932 left to right: Kathleen Wilson, Barton Yarborough, William Andrews, announcer; Edward Ludes, sound effects engineer; Bernice Berwin, Michael Raffetto, Minetta Ellen, Page Gilman, J. Anthony Smythe.



Bob Swanson, vice president of Goldswan Productions, 20 years ago served in the armed forces and attended N. Y. U.



Paul R. Weeks, vice president of H-R Reps, 20 years ago was battling a tuna off Montauk Point.

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Barry Wood, popular entertainer, as he looked 20 years ago.



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Sidney J. Wolf, president of Keystone Broadcasting System, and his daughter, taken in 1937. At the time he was a lawyer.



Joseph J. Weed, manager of radio and tv at Weed & Co. as he looked 20 years ago.



Homer Hogan, as he looked in 1938 when he was midwest manager for Hearst radio in Chicago.



Thomas Warner, program co-ordinator for radio and tv, in 1937 was an announcer at CFRC, Queens University station in Kingston, Ontario, now CKWS.



Sam Cowling, joined the "Breakfast Club" in 1937 and is still with the show.



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Edwin R. Peterson, senior vice president of Keystone Broadcasting, in 1937 had a weekly broadcast over WMAQ.



Arthur Hayes, president of CBS radio division, as he looked 20 years ago.



Zel de Cyr, tv-radio actress and announcer, as she looked 20 years ago. At the time she was doing children's radio shows on WOR.



Pat Barnes, WISN-TV farm director, 20 years ago was an announcer at WOR.



Walt Framer, television producer, 20 years ago was with WWSW in Pittsburgh as m.c. from stage of Enright Theatre.

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HAPPY ANNIVERSARY! Welcome to the 20 Year Club!

We have been specializing In radio and television publicity For <u>more</u> than 20 years.



|| DAVID ROSE

Best Wishes



Taken in 1930, Dr. Lee de Forest confers with Carl Haverlin, now president of Broadcast Music Inc.



Shortly after CBS leased WEEI-Boston, Harold E. Fellows, then general manager of the station, with Lewis S. Whitcomb, assistant manager. Fellows is now president of NARTB.



(shadowless lite)

Gator Clip Lites

ZOOMAR 35mm

Barn Doors

Diffusers

Dimmers

Reflectors

35mm single system

ECLAIR CAMERETTE 35mm • 16/35mm Combination

AURICONS all models single system Cine Kodak Special Maurer • Bolex Blimps • Tripods

DOLLIES Fearless Panoram Mc Alister Crab Platform • Western 3 Wheel Portable SOUND EQUIPMENT Magnasync-magnetic film Reeves Magicorder Mole Richardson Booms and Perambulators

Portable Mike Booms Portable Power Supplies to operate camera and recorder

WE SHIP VIA AIR, RAIL OR TRUCK





Caesar Petrillo, musical director, in 1937 joined WBBM as a trombonist.





Jim Backus, now doing the Jim Backus show, in 1937 was a CBS announcer.



Davidson Taylor, of NBC, taken in 1937 during a script conference.

COLLECTIONS For the Industry ALL OVER THE WORLD TV-Radio Film and Media Accounts Receivable No Collections—No Commissions STANDARD ACTUARIAL WARRANTY CO. 220 West 42 St., N. Y. 36, N. Y. LO 5-5990

Congratulations to the Bible of the Industry George Schreier Assocs., Publicity 400 Madison Ave. New York 17, N.Y. PL. 3-6640





Harry Novik, owner of WLIB, in 1937 was owner of Rogers, lady ready-towear store in Stamford, Conn.



Paul Cunningham, president of ASCAP, taken 20 years ago when he was a vaudeville headliner with his wife as Cunningham and Bennett.



Fran Allison, of the Don Mc-Neill's 'Breakfast Club" show, got her start at WEXL in Waterloo, Ia. in 1934.



James M. Seward, administrative vice president at CBS radio division, as he looked 20 years ago.

Congratulations

on your

20th Anniversary

GEORGE DE WITT HARRY SALTER

of

"NAME THAT TUNE" CBS-TV



M. H. Shapiro, currently with BMI, 20 years ago was associate editor of RADIO DAILY.



Matthew J. Culligan, of NBC, as he looked 20 years ago.



Roland V. Tooke, vice president at KYW, 20 years ago was a copy writer for the Lavinson Bureau of Philadelphia where he prepared radio ads.



Jock Fernhead, general manager of WINS, in 1937 was a page boy at NBC Hollywood.



Maurice Scopp, vice president of The Big 3 Music Corp. 20 years ago was executive head of Air Features.

Tel. MURRAY HILL 5-1300

GUY BOLAM

370 LEXINGTON AVE. NEW YORK 17, N. Y. = American Sales and Servicing Agency = **"TELE LUXEMBOURG"**

October 2 1957

Cable Address: "Guylambo N. Y."

"RADIO LUXEMBOURG" for European coverage

Mr Marvin Kirsch Radio-Television Daily 1501 Broadway New York 36 NY

Dear Marvin

After 28 years in the business, I feel in good shape to send you my Hearty Congratulations . . . and Best Wishes for another hundred and 20 years of Good Reportage, Good Reader Service and (I hope) Good Profits!

And if you know of anyone who wants to BUY AIR TIME ON TELE-RADIO LUXEMBOURG, please tell them that the 'phone number is MUrray Hill 5-1300

RADIO LUXEMBOURG

EXCLUSIVE AGENCY FOR THE U S A is: GUY BOLAM, American Sales & Servicing Agency 370 Lexington Avenue NY 17 NY

Yours sincerely, GUY



Shamus Culhane, president of Shamus Culhane Prductions, in 1937 was with Walt Disney working on "Snow White."

> **Congratulations On Your**

20th Anniversary **Carl Erbe Associates**

595 Madison Ave., New York, N. Y.



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Ed Wallis, sales manager at KYW, 20 years ago was producing several mystery stories and an on-the-air gossip column for WIP where he was production manager.



Jules Dundes, vice president in charge of station administration for CBS radio, as he looked 20 years ago.



Paul Harvey, newscaster over ABC network from WBKB, in 1933 was with KVOO in Tulsa, Okla.

Frank Silvernail, manager station relations BBD & O. in 1937 was a time buyer at the same agency.

Joseph Katz, chairman of the board Joseph Katz Co., as he looked 20

years ago.



Alvin Ungar, vice president in charge of Midwestern division for Ziv TV, in 1937 was a salesman for A. J. Lehman Corp.



James D. Shouse, chairman of the board and chief executive officer 'of Crosley Broadcasting Corp., as he looked in 1937 when he joined the company as vice president in charge of broadcasting.



Jake Embry, general manager at WITH, 20 years ago when he was a salesman for station WBAL.

Congratulations and thanks! Buddy Basch Promotion for the top music business people 17 East 45th St., New York 17, N. Y. MUrray Hill 7-8351

Best wishes on your 20th anniversary.

Mario Trombone Associates 250 W. 43rd St., NYC



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Bill Michaels, managing director at WJBK-TV, taken 20 years ago when he was assistant editor of the San Antonio Express.



Peggy Stone, president of Radio TV Reps. Inc. ass he looked when she held the position of vice president of Hearst Radio Inc. in 1937.



Morris Novik, president of WOV, in 1937 was a director of WEVD.



William A. Schudt, Jr., CBS vice president in charge of station relations, as he looked 20 years ago.



Gordon Davis, general manager at KYW, 20 years ago was a student at University of Ellinois where he gained his first radio experience with station WILL.

3



Tom Tinsley, president of WITH, as he looked 20 years ago.



Ward L. Quaal, vice president and general manager of WGN, in 1936 giving a news broadcast over WDMJ.



John Harrington, who handles four daily news shows on WBBM, joined the station in 1936.



Charles Bernard, head of Charles Bernard & Co., 20 years ago was attending Baltimore City College.



Seymour N. Siegel, director of radio communications for City of New York, WNYC, as he appeared 20 years ago during Naval Reserve duty.

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Edward Lamb, owner of WICU-TV, WIKK and WHOO, 20 years ago was an attorney.



Red Buttons, 20 years ago when he was working in burlesque.



Taken in 1937 at the Don Lee TV studio in Los Angeles, Bobby Breen, then child movie star and Lee Cooley, then a newscaster in radio, and production director at station W6XAO.



Frank M. Headley, president of H-R Reps, 20 years ago was crime fighting for the FBI.



Anne Koller, vice president of Roger Wade Prod., 20 years ago when she was Anne Louise Hesse.



Bill Buckley, of Roger Wade Productions, as he was 20 years ago.

Neal Weed, of Weed & Co. as he appeared 20 years ago.



Ulmer Turner, newscaster over WBKB, was a news analysts for WENR.

EQUIPMENT THAT MADE HISTORY



Almost all early radio sets using tubes relied on the UV-201 Radiotron for reception of the few stations operating in the early twenties.



Portable receivers were popularized when RCA developed the battery operated 199 tube. Then radio sets were carried out of the homes.



The acorn was the first successful tube for the reception and transmission of UHF signals.



Radio broadcasting zoomed into popular acceptance through the use of crystal sets and headphones during 1920-1922.



Development of this battery-operated two-tube amplifier in the early twenties made it possible to add a loudspeaker to the tuner so that the entire family could enjoy programs without headphones.



In 1906 Dr. De Forest patented the Audion (left) in which for the first time a third element called a grid was added to the two-element Fleming valve, grand-daddy of all vacuum tubes. The first tube to operate direct from alternating current in the home was the 227. This tube relegated the messy storage battery to the automobile.



Radio took a man's size step forward in the early twenties when the Aeriola Senior, a one tube set using the WD-11 tube, was placed on the market. This receiver ended the reign of the crystal receiver.



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