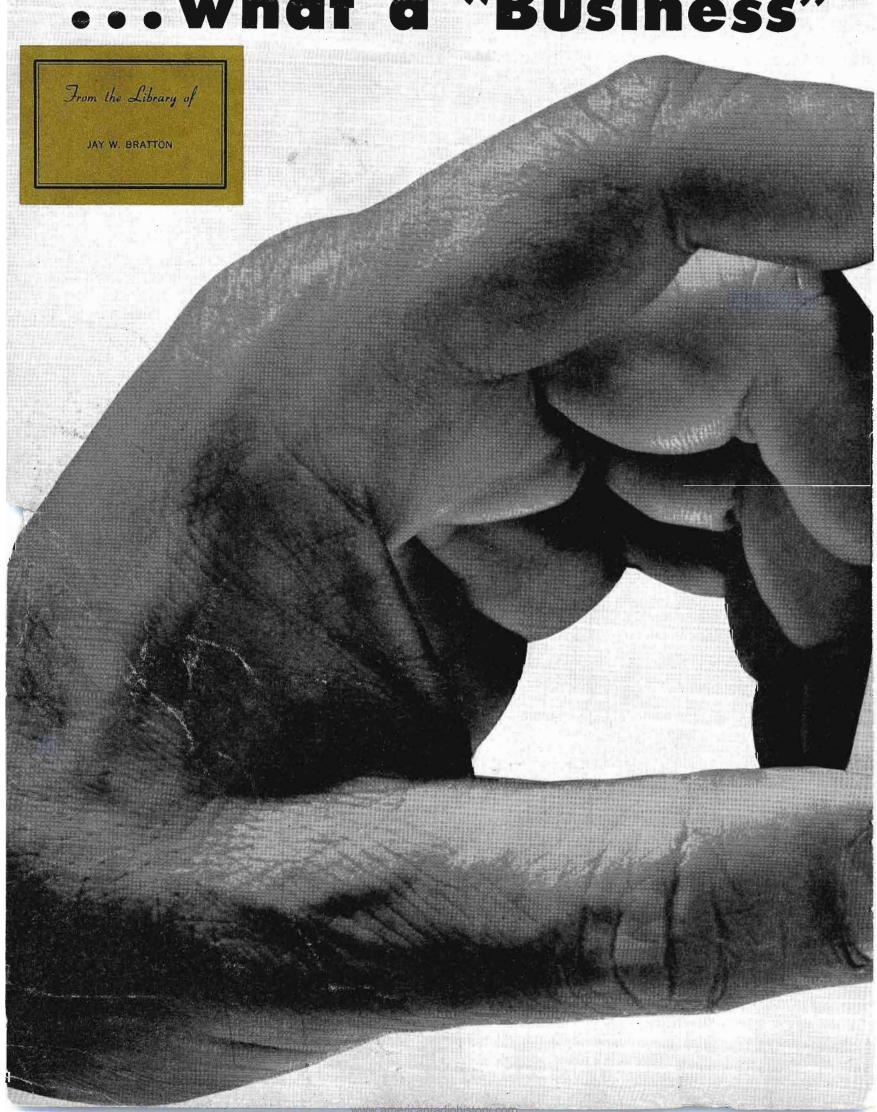


## ... what a "Business"



### 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

BYLER BROTHERS . C & H SHOE STORE . CASTLE HILL FOUNDATION ICONCERTS! ALLEN THEATRES - ALLIANCE THEATRES : ANDLERS SALES CO. ALINOLEUM & FLOOR TILE) : BEST MOTORS CO. BROOKSIDE COCA-COLA - COLLINS MOTOR COMPANY : CONRAD & CO. (WOMEN'S APPAREL) : DELAGRANGE FORD SALES - DUQUESNE LABORATORIES, INC. · BUCK LAKE RANCH · BYLER BROTHERS · C & H SHOE STORE · CASTLE HILL FOUNDATION (CONCERTS) · BEER · EAST OHIO GAS CO. (WOMEN'S APPAREL) · DELAGRANGE FORD SALES · DUQUESNE · EASTERN CO (RCA RECORDS) · BURE I FOSEL INC. BEER : EAST OHIO GAS CO.: EAST. WEST END CO. (NASH AUTOMOBILES) : DELAGRANGE FORD SALES : DUQUESNE EXETER THEATRE (MOTION PICTURE) : J. M. FIELDS DEPT. STORE : EILENE'S DEPART. BEER · EAST OHIO GAS CO. · EAST. WEST END CO. (NASH AUTOMOBILES) · EASTERN CO. (RCA RECORDS) · B & J EDSEL, INC.

MENT STORE · FORT WAYNE ENTERPRISES · FORT WAYNE NATIONAL BANK · FT. WAYNE FOOD DISTRIBUTORS · EULTON ELDORA SPEEDWAY · EMBASSY THEATRE · EXETER THEATRE (MOTION PICTURE) · J. M. FIELDS DEPT. STORE · FILENE'S DEPART.

THEATRE · GERRED EURMITURE CO · GERBER HAUS MOTOR MOTEL · GIANT TIGER MARKETS · GILCHRIST'S DEPT. STORE · FULTON MENT STORE - FORT WAYNE ENTERPRISES - FORT WAYNE NATIONAL BANK - FT. WAYNE FOOD DISTRIBUTORS - FULTON GROVER CRONIN DEPT. STORE - GUY PHILLIPS (BOOK) - HANDCHUMACHER MEAT CO - NIPPODROME

THEATRE - GERBER FURNITURE CO. - GERBER HAUS MOTOR MOTEL - GIANT TIGER MARKETS - GILCHRIST'S DEPT. STORE - GORAL HEATRE - HOLMES MEN'S STORE - GUY PHILLIPS (BOOK) - HANDCHUMACHER MEAT CO. - HIPPODROME - JOSEPH PALAIS INC. (RUGS) - JORDAN MARSH (DEPT.) PLYMOUTH, INC. GROVER CRONIN DEPT. STORE GUY PHILLIPS (BOOK) HANDCHUMACHER MEAT CO. HIPPODROME STORE) KENMORE THEATRE (MOTION PICTURE) KEYSTONE CAMERAS KRUEGER BREWING COMPANY LOEWS INC. (MOE) THEATRE HOLMES MEN'S STORES : JAY'S, INC. (WOMEN'S APPAREL) : JOSEPH PALAIS, INC. (RUGS) : JORDAN MARSH (DEPT. LYON (GARDEN SUPPLIES) : MAIL LINE DISTRIBUTORS : MAUMEE FURNITURE COMPANY : LOEWS, INC. (MO-STORE) - KENMORE THEATRE (MOTION PICTURE) - KEYSTONE CAMERAS - KRUEGER BREWING COMPANY - LOEWS, INC. (MOA. GRAVEL CO. McKINLEY SALES CO. MEIER & FRANK (DEPT. STORE) - MAUMEE FURNITURE COMPANY - MAY SAND
MAY SAND TION PICTURE) . J. D. LYON (GARDEN SUPPLIES) . MAIL LINE DISTRIBUTORS . MAUMEE FURNITURE COMPANY . MAY SAND DEALERS . MEW ENGLAND CONFECTIONERY CO . NIAGARA CO. OF FT. WAYNE : NORTHWEST AIRLINES . MORTHWEST SPORTS & GRAVEL CO. McKINLEY SALES CO. MEIER & FRANK (DEPT. STORE) - MELLON NATIONAL BANK & TRUST CO. MERCURY

OF FT. WAYNE - NORTHWEST AIRLINES - NORTHWEST SPORTS

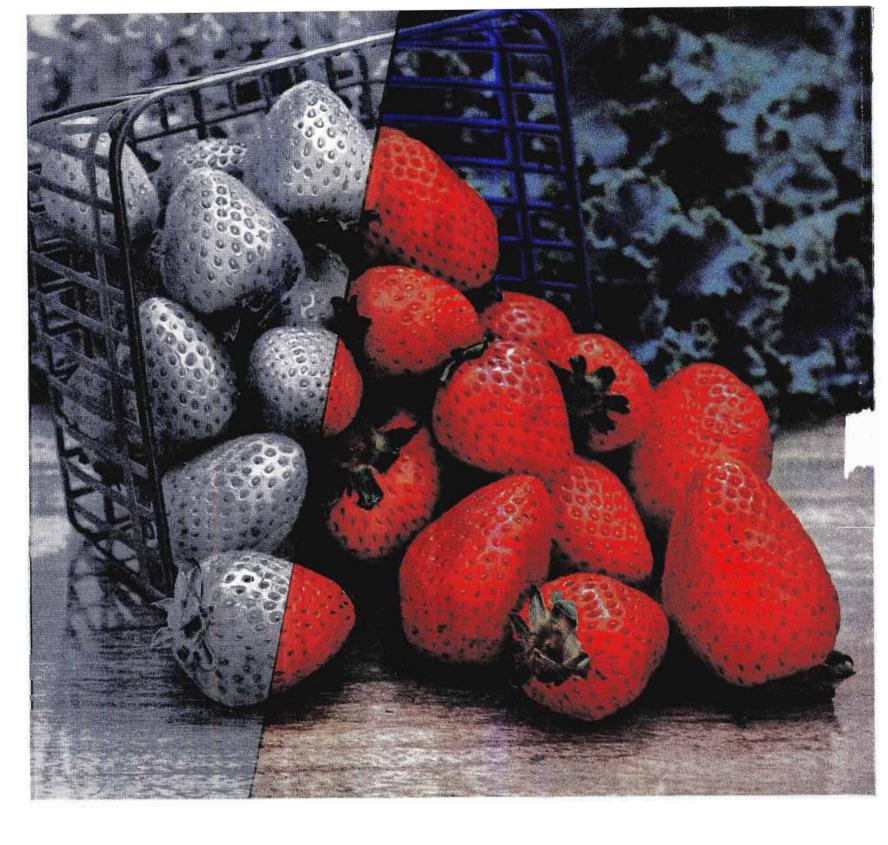
NIGHTIME ADVERTISERS ON WBC RADIO'S Program Pm OASIS CIGARETTES . PAINE FURNITURE CO. . PARAMOUNT PICTURES, INC. . PEPSI-COLA . PETRI WINE . POC BEER . QUIMBY RAYMONDS DEPT STORE . REDSTONE DRIVE-IN THEATRE . RICHMOND & GOLDBERG OASIS CIGARETTES : PAINE FURNITURE CO : PARAMOUNT PICTURES, INC. : PEPSI-COLA : PETRI WINE : POC BEER : QUIMBY BREWING CO : SEARS ROEBUCK : SEAT COVER CHARLIE : SECOND FEDERAL SAVINGS & LOAN CO : THEATRES, INC. · RALPH HOYT CHRYSLER · RAYMONDS DEPT. STORE · REDSTONE DRIVE-IN THEATRE · RICHMOND & GOLDBER SHELL OIL CO. · SEARS ROEBUCK · SEAT COVER CHARLIE · SECOND FEDERAL SAVINGS & LOAN CO. · SHOW CANNING CO. · SNOW CANNING CO. ARCHITECTS - SCHLITZ BREWING CO - SEARS ROEBUCK - SEAT COVER CHARLIE - SECOND FEDERAL SAVINGS & LOAN CO. SOUDER'S HOME CENTER - SPECK RESTAURANT - SPEEDWRITING INSTITUTE - ED STINN CHEVROLET - SNOW CANNING CO. THREE RIVERS BEVERAGE - TOWN & COUNTRY FOOD CO - TRI-STATE BUILDERS - TRI-STATE PRO-SOUDER'S HOME CENTER : SPECK RESTAURANT : SPEEDWRITING INSTITUTE : ED STINN CHEVROLET CO : SUPER 'D' STORES : MOTIONS : TRANS WORLD AIRLINES : UNITED ARTISTS PICTURES : UNIVERSAL INTERNATIONAL (MOTION PICTURE) : WARNER SURF BALLROOM · TEXACO · THREE RIVERS BEVERAGE · TOWN & COUNTRY FOOD CO. · TRI-STATE BUILDERS · TRI-STATE PROBLEM OF THE STATE PROBLEM OF THE PARADE · POLAR WATER CO. · WARNER PRESIONE MOTIONS : TRANS WORLD AIRLINES : UNITED ARTISTS PICTURES : UNIVERSAL INTERNATIONAL (MOTION PICTURE) : WARNER : LUCKY STRIKE HIT PARADE : POLAR WATER CO. PRESTONE

WESTINGHOUSE **BROADCASTING** COMPANY, INC.



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 redshirted 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. Devoe, Vice President; Dick Donnelly, Associate Editor; Arthur Simon, Adv. Mgr. Reentered as second 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.

#### Copyright 1957 by RADIO DAILY CORP., 1501 Broadway, New York 36, N. Y.

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WEST COAST OFFICES: Paul K. Devoe, Western Division Manager; Harriet Margulies, New York Representative; Ethel Rosen, Office Manager; Pat Helm, News Representative; Jerry Tidwell, Jim Powell, Advertising. 6425 Hollywood Blvd. Phone: Hollywood 9-3951.

CHICAGO BUREAU: Nat Green, Room 500, Woods Bldg., 54 West Randolph St. Phone:

DEarborn 2-6757

CANADIAN BUREAU: Jules Larochelle, Room 12, 300 Lemoyne Street, Montreal. Phone: PLateau 4952

MEXICO CITY OFFICE: B. Fernandex Aldana, Av., Morelos, 58-305, Mexico, D. F. Phone:

STAFF CORRESPONDENTS: Rome Office: John Perdicari, Ludovisi 16. Puerto Rican Bureau: Antonio Alfonse, Edifielo Ochoa, San Juan, P. R.; P.O. Box 3485; Phone: 3-2750. Far East Bureau: Glenn F. Ireton, Manager. Office: 78 Akasaka Dalmachi, Minato-ku, Tokyo. Phone 48-1366.



WBTV'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 \*

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

WBTV's dominance is durable. Ask your WBTV 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



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



#### EXPERIENCE

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.

#### AVERY-KNODEL

INCORPORATED



## OFFICE OF THE VICE PRESIDENT

October 14, 1957

 $D_{\mathsf{ear}}\ Mr.\ Alicoate:$ 

many friends in offering congratulations on the 20th Anniversary of RADIO AND TV DAILY.

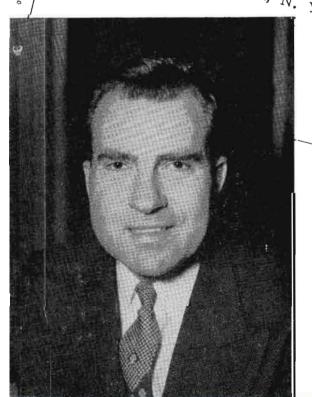
a tremendous impact on American life. Both have Contributed millions of hours of entertainment and education to make the American people the best informed in the world.

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

Best wishes to you and your staff.

 $Sin_{Cerely,}$ 

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



**ZIV DOES IT AGAIN!** 

TV's NEWEST RATIN

Starring

## 

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

G SENSATION!

ACTION-PACKED STORIES!

ON LAND, ON SEA AND UNDER THE SEA!

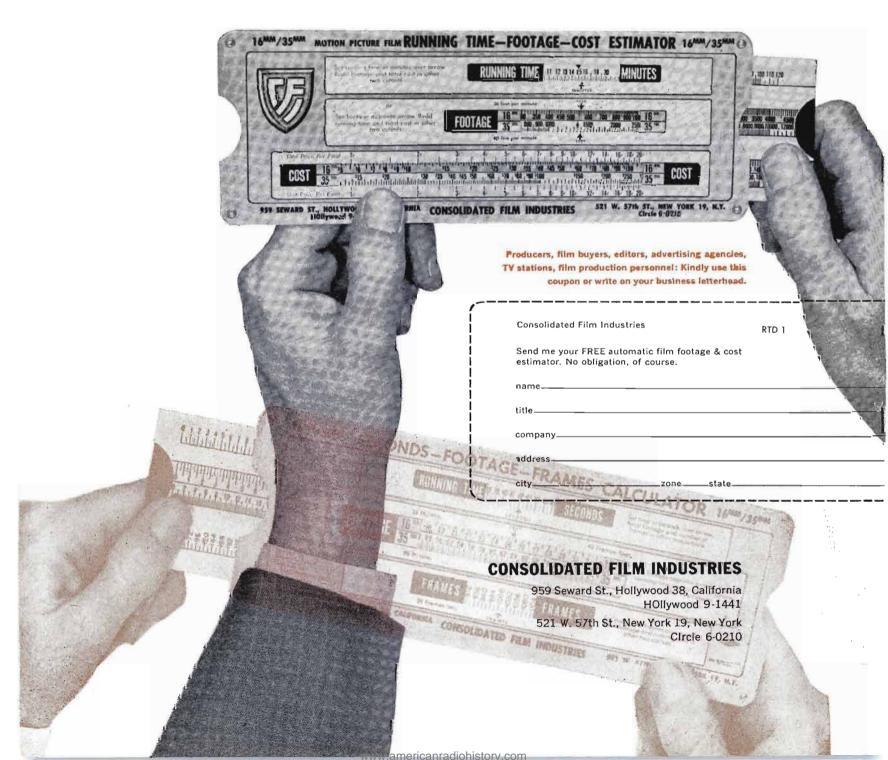
Deep-sea Drama! Underwater Thrills!
Mystery! Romance! Excitement!
Ziv's thrilling TV innovation is a
"natural" to get high ratings...wordof-mouth publicity...sales results!
And it's ready to audition now!

NEW DANGER! NEW EXCITEMENT! NEW HIGH RATINGS! Television

## AUTOMATIC COST ESTIMATOR ...YOURS WITH THE COMPLIMENTS OF



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.



#### $F_{EDERAL}$ $C_{OMMUNICATIONS}$ $C_{OMMISSION}$ 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:

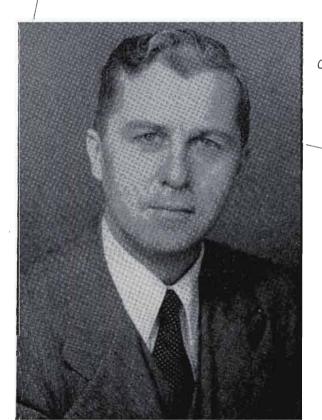
its twentieth anniversary of Radio-Television Daily on Service to American broadcasting.

its very existence to the commodity of time, it's apparais fortunate in having available a daily publication. ent that timely news is a vital necessity. The indus is fortunate in having available a daily publication.

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

Sincerely,

Clary  $\mathit{Chairman}$ 



"The Gaslight Station" · New York · New Jersey

"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"

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,
Halfullows

# 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 SER-VICE 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.

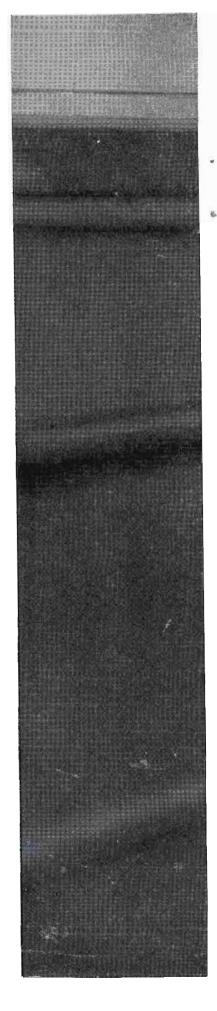
They are, in addition, contributing talent, facilities, and a total of \$1,000,000 in airtime – 200 program hours, 3,000 public service announcements.

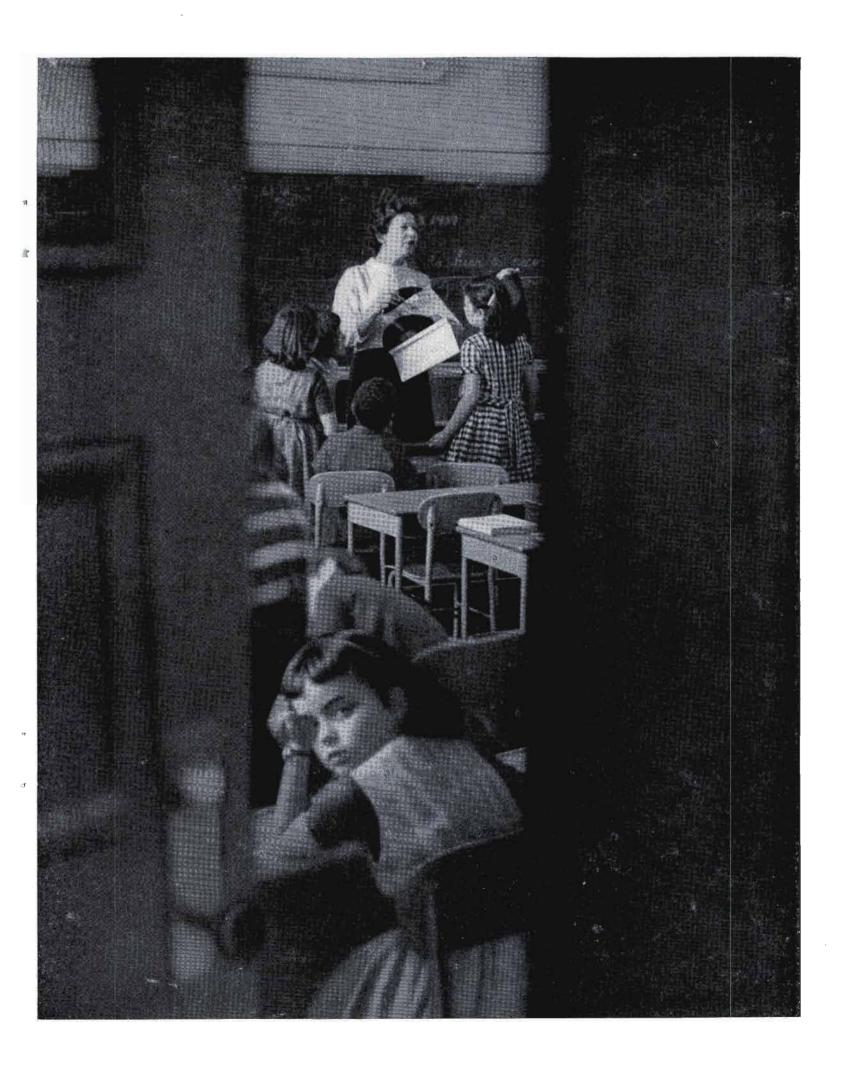
The objective, in the words of Marion B. Folsom, Secretary of Health, Education and Welfare: to stimulate "better *citizen* understanding of the schools." And, beyond that: to foster productive solutions, and to inspire concrete community action.

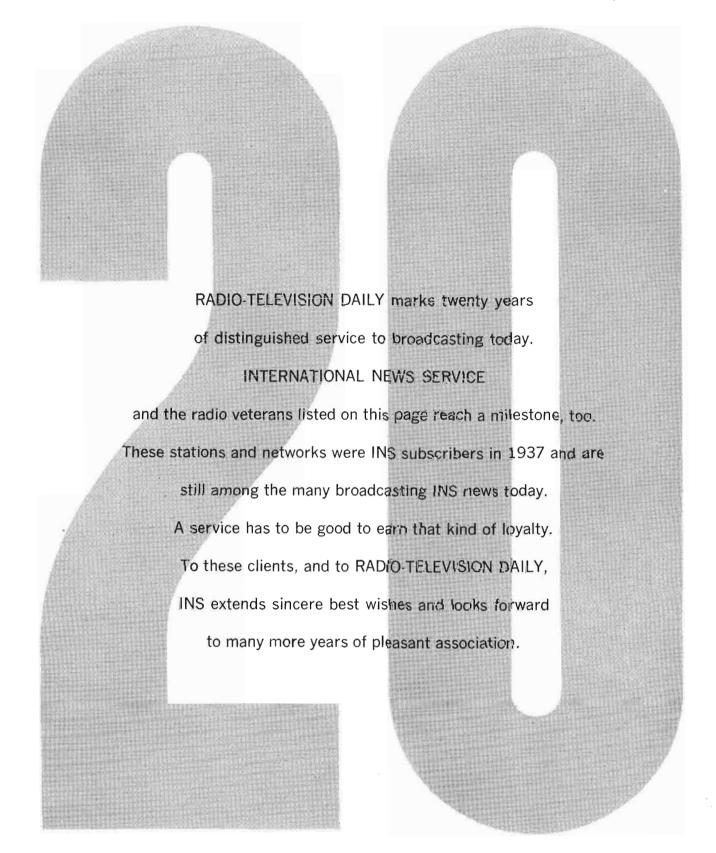
When this six-week project comes to a close during American Education Week in mid-November, NBC will make a full report, documenting the techniques employed and the results obtained. NBC hopes its KNOW YOUR SCHOOLS project will serve as a blueprint by which local stations in other communities will help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

#### NBC Owned Stations

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







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

30 ROCKEFELLER PLAZA NBW 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:

Radio TV Daily on the occasion of its 20th Anniversary.

commendable achievement.

ment is the is an expression to the effect that "achievecommendable achievement."

There is an expression to the effect that "achieveand the fact that Radio TV Daily
is indeed a our views of us would be a great deal more limited in efforts of radio, TV and newspapers.

Most of us would be a great deal more limited in the nuge mass through the combined

for the In a more specialized sense, important developments and which keep us informed about relevision and electronics. important developments and major events in field of radio, television and electronics.

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



Land James

Atlanta Beverly Hills

Boston Buffalo

Charlotte Chicago

Cincinnati Cleveland

Dallas Detroit Kansas City

Las Vegas London

Miami Minneapolis

New Orleans New York

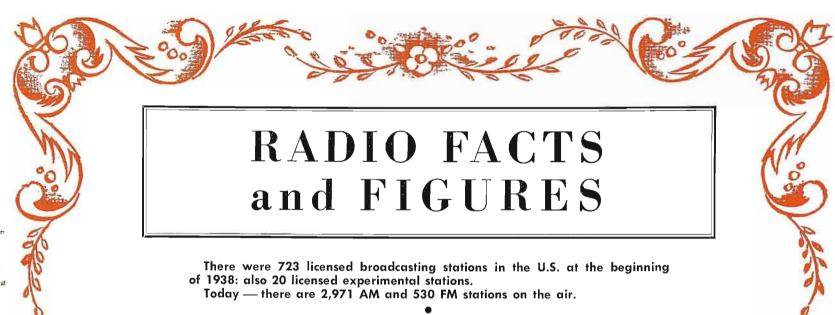
Paris Philadelphia

 $Pittsburgh \quad Rome$ 

San Francisco Seattle

St. Louis Toronto





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 \$125,00,000, 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 14,000,00 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.

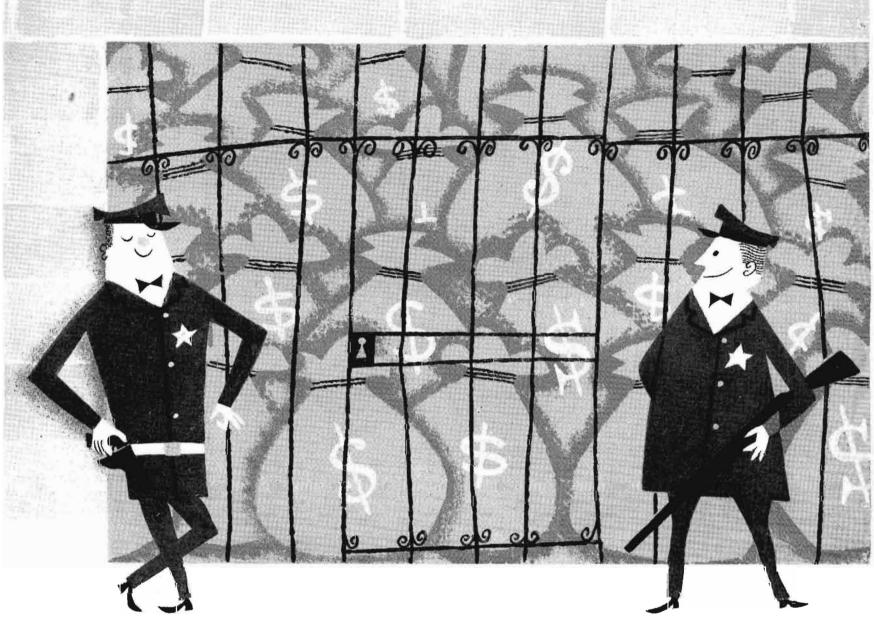
Today — 97 per cent of station programming consists of popular musical programs.

This is not a history. There is two 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"



## 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 485 MADISON AVENUE, NEW YORK 22. NEW YORK - PLAZA 1-2345

ARTHUR HULL HAYES

Dear Charlie:

October 9, 1957

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

Each and every business day your reporting has given the essential facts -- and much of the news behind them. It has been a prodi-Elous Job of Which you and your associates can be unblushingly proud. Years more.

My best to you for a continuation for twenty

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

Sincerely,

## CBS TELEVISION

A Division of Columbia Broadcasting System, Inc. ABS MADISON AVENUE, NEW YORK 22, NEW YORK, PLAZA 1.2345

October 10, 1957

MERLE 5. 10HES President

> Mr. Charles Alicoate rantor & rublisher
> The Radio-Television Daily Editor & Publisher 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 news coverage of news are well be proud. Your day-to-day coverage of develows well be proud. agency activities, the war years, and of network radio, agency activities, the war years of network radio, agency activities, the war years and of network radio, agency activities, the greatest of network broadcastings role during as the greatest opments, the emergence of television as the greatest finally, information, and entertainment medium industry sales, information, sting contribution to our industry tory, has made a lasting contribution. Again, my very best wishes on this occasion and may there be many more years of continued success.

Sincerely,

MSJ:nk



## We Sincerely Believe:

... 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."

. . . 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.

... 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.

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

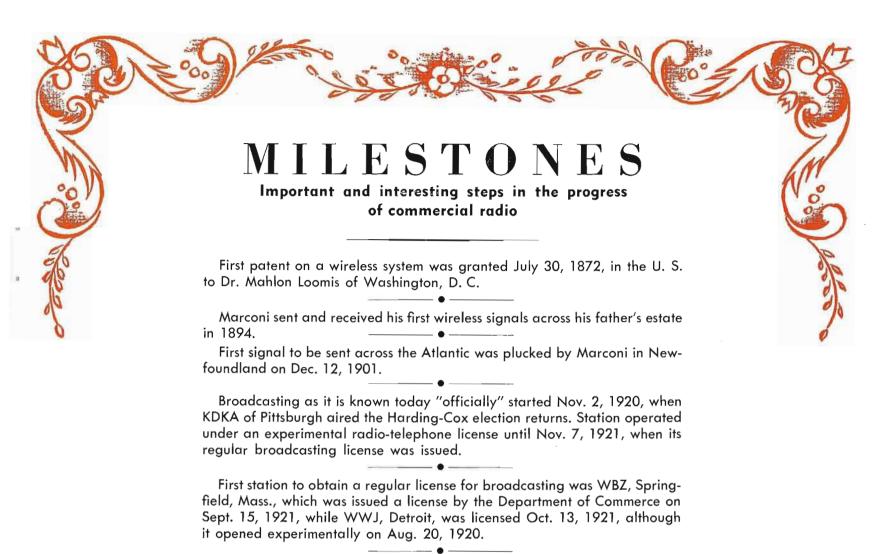
If you want to reach the BUYING members of the radio families in the Atlanta market use WSB Radio.



#### WSB/RADIO

The Voice of the South . Atlanta

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



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.



we deliver
1000
like this\*

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



Radio Station of the Newark Evening News

## NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

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

ROBERT W. SARNOFF

GIRCLE 7-8300

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

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.

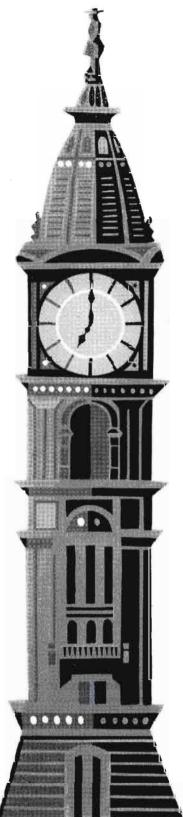
Now is the time to secure your client's
franchise in this powerful
sales period. Remember . . .

Seven days a week-at seven pm-

#### WCAU-TV

means business

in Philadelphia



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)

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)



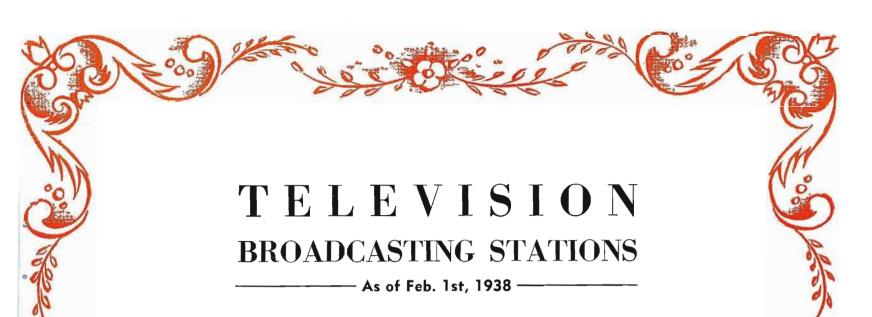
#### SUNDAY 6:30 TO 7 PM

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 . CBS IN PHILADELPHIA . Represented by CBS-TV SPOT SALES

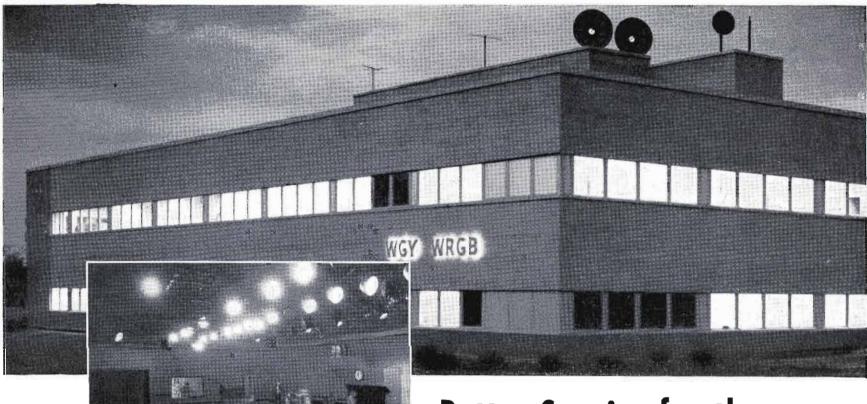


Group A—2000 to 2100 kc.; Group B—42000 to 56000 kc.; Group C—60000 to 86000 kc.; Group D—Any 6000 kc. frequency band above 110000 kc. excluding 400000 to 401000 kc.

Licensee and Location	Letters Call	Frequency (kc) or Group	PO V Visual	V E R Avral
area is a common and a common a		10		
Columbia Broadcasting System  New York, N. Y	W2XAX	В, С	50 w C.P. granted for	
			7500 w	
Oon Lee Broadcasting System				
Los Angeles, Calif	W6XAO	В, С	150 w	150 w
Springfield, Pa	W3XPF	В, С	4 kw	1 kw (C.P. only
irst National Television, Inc. Kansas City, Mo	WOXAL	В, С	300 w	150 w
		2, 0		
General Television Corp. Boston, Mass	W1XG	В, С	500 w	
he Journal Company Milwaukee, Wis	W9XD	В, С	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	В, С	12 kw	15 kw
National Broadcasting Co., Inc. New York, N. Y	W2XBT	92000, 175000- 1800)J	400 w	100 w (C.P. on
Philco Radio & Television Corp. Philadelphia, Pa	\W3YE	В, С	10 kw	10 kw
hilco Radio & Television Corp.				70 811
Philadelphia, Pa	W3XP	204000-210000	15 w	(C.P. only
Purdue University	WOYC	A	1500 w	
West Lafayette, Ind		^	1500 #	
Long Island City, N. Y	W2XDR	В, С	1 kw	500 w
Bldg. No. 8 of Camden Plant	W3XAD	D (124000 to 130000)	500 w	500 w
CA Mfg. Co., Inc. Camden, N. J	W3XEP	в, с	30 kw	30 kw
CA Mfg. Co., Inc. Portable—Mobile		В, С	50 w	
he Sparks-Withington Co.				
Jackson, Mich	W8XAN	В, С	100 w	100 w
lowa City, lowa	W9XK	Α	100 w	
lowa City, Iowa	W9XUI	В, С	100 w	
Or. George W. Young Minneapolis, Minn	14/01/47	В, С	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.

## 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 LEONARD H. GOLDENSON

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

Dear Charles:

It is something of a recurring miracle to me that every day, hits my deak It is something of a recurring miracle to me that every day with the news of broadcasting and related fields. The nres. Monday through Friday, RADIO TELEVISION DAILY hits my desk sures 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 that many of use The quality of RADIO TELEVISION DAILY, its capsule coverage of the news -- big and small -- are things that many of us things that many of us schedules.

of the news -- big and small -- are things that many of us this field need very badly with our crowded schedules. So on this your twentieth anniversary let me join the many, who will be sending von congratulations and wishes for many who will be sending you congratulations and wishes for menty times twenty more vears of service to a minimum of twenty times twenty more years of service to Best Wishes.



Sincerely, Eorcaca Leonard H. Goldenson

# FIRST GRAND SLAM IN RADIO HISTORY!

NEW YORK
SAN FRANCISCO
LOS ANGELES
BROADCASTING SYSTEM, INC.

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 PIUS 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.

Sidnesson Wolf

CHICAGO NEW Y 111 W Washington 527 Mai Sta 2-8900 El doras

NEW YORK 527 Madison Ave. Eldorado 5-3720 LOS ANGELES 3142 Wilshire Blvd DUnkirk 3-2910 SAN FRANCISCO 57 Post St. SUITER 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

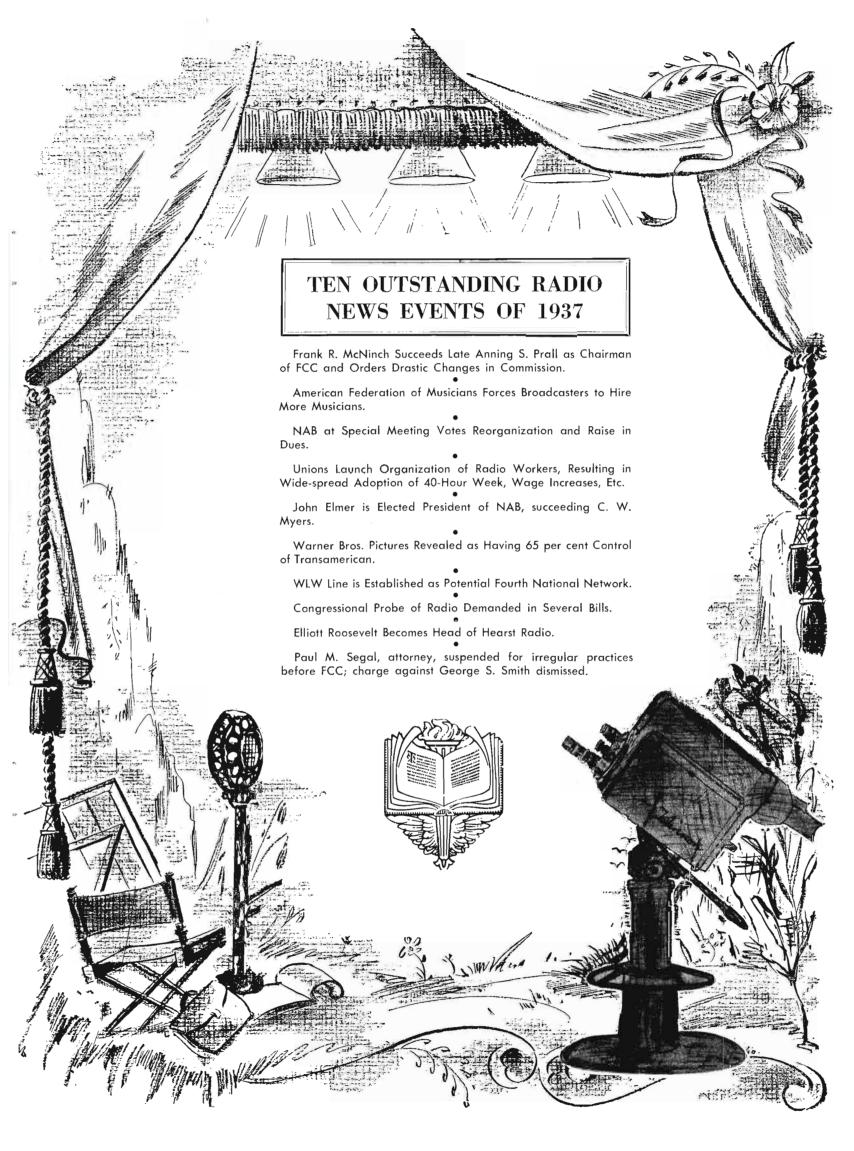
one Thousand radio stations affiliated with KEYSTONE in the soundest most flexible network available to advertising.

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.

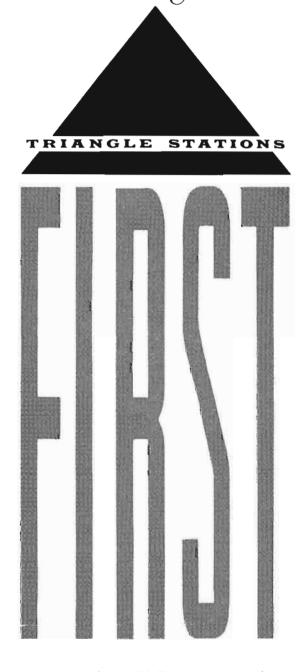
We have a hatful of case histories of signally successful advertising campaigns credited to our network. They involve advertisers whose products are household habits across the nation.

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





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 <u>combined</u> 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, Binghamfon, N.Y. / WHGB-AM, Narrisburg, Pa. WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Naven, 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 Association: WLBR-TV / The Katz Agency: WNHC-TV

### BROADCAST MUSIC, INC. 589 FIFTH AVENUE, NEW YORK 17, N.Y. PLAZA 9-1500

CARL HAVERLIN PRÉSIDENT

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

Dear Charles:

the completion of twenty years of Service to the broadcasting industry.

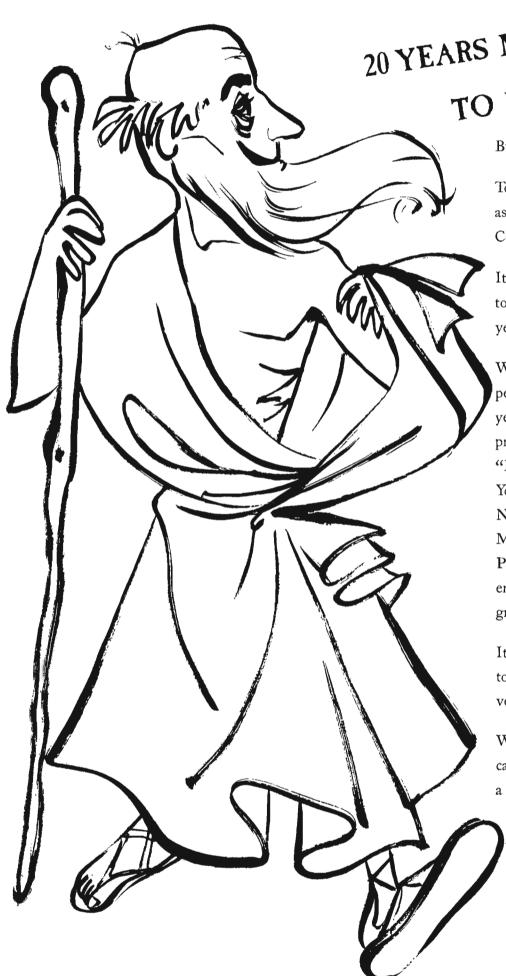
from personal knowledge how invaluable your paper has As one of your original subscribers, I realize been to me and to men and women in all phases of the Deen to me and to men and women in all phases of the industry. Your thoroughness in covering the news and Your accuracy in reporting it have made RADIO-TELEVISION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

tinued service, and my heartiest greetings to all my chart for their englatined fine work Best wishes for many, many more years of confriends on your staff for their sustained fine work.



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.

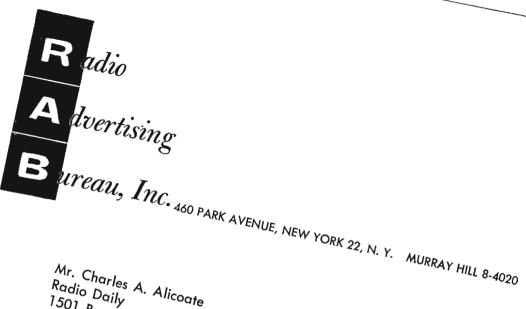
It is a great source of pride to us to note that today we are serving more listeners and advertisers than ever before in history.

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

New York

A DIVISION OF





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

Dear Mr. Alicoate:

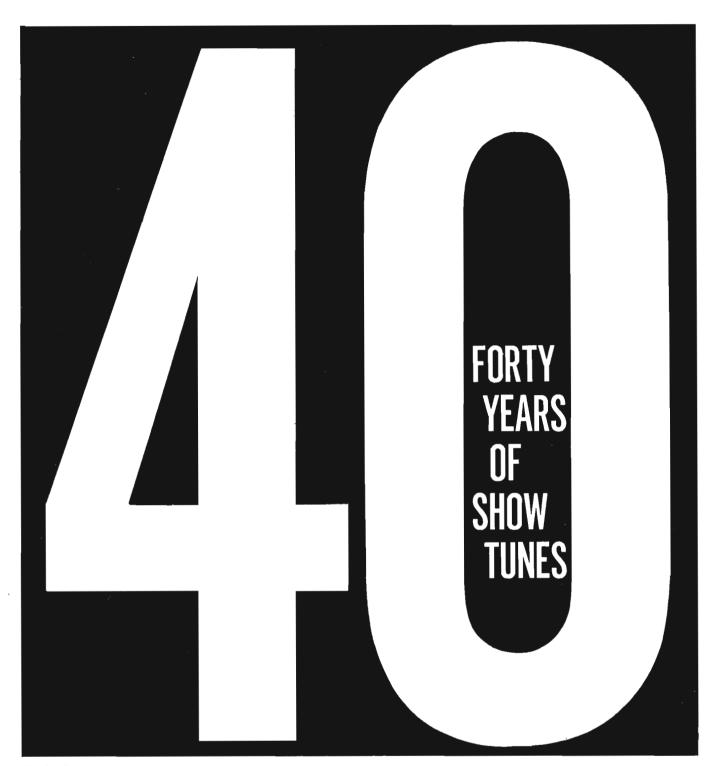
"Our congratulations on 20 years of daily service to the Radio industry During our cir vegre vall have made RAR's Radio industry. During our six years you have made RAB's easier

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

Cordially,

Mevin B. Sweeney





### 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

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 As Kadio-Television Dally marks its coin Anniversary, we of the Television Bureau of Advertising Wish to congratulate you and the members of your staff for the manner in which you you and the members of your staff for the manner in which you to work and impact, and look forward of the industry and impact.

to your continuing contributions in the best interests of the industry. In less than a decade, television has become a vital part of In less than a decade, television has become a vital part of very existence. As an advertising medium it has grown and by its has been had been had been to lift living and educational standards American life.
Very existence, As an advertising medium it has grown and by its in our country. As helped to lift living and educational standards in our country.

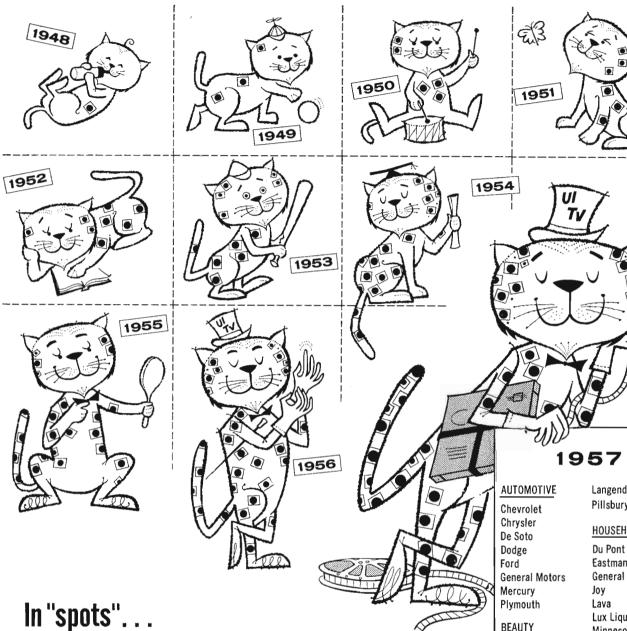
To record this dynamic drive -- keeping pace with this fast-moving, medium on a dav-hv-dav hasis. is a formidable

always changing medium on a day-by-day basis, is a formidable 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,

Roman J. Casl





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.



**BEAUTY** 

American Health Studios Camay Colgate Soap Lustre Creme Lux

BEER

Budweiser Burgermeister

CIGARETTES Hit Parade

Marlboro 0asis Parliament Philip Morris

F00D

Kellogg

Beech-Nut Baby Food Campbell Soup Foremost Dairies Langendorf Bread Pillsbury Co.

HOUSEHOLD

Eastman Kodak General Electric 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

PROFESSIONAL TOUCH

### AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS CABLE ADDRESS: ASCAP, NEW YORK

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:

You and I wish to extend my heartiest congratulations to of your 20th Anniversary. Television Daily on the occasion

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

do as fine a job in the next twenty years, as you have done in

Sincerely, AMERICAN SOCIETY OF COMPOSERS,

M. COLLINS

JMC:KMC



# "Let us raise a standard to which the wise and honest can repair"

Gyaphine ton

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

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 swing-

ing 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, ducers, sound men on five-day week-WNEW will follow, other union deals on.

20th Century-Fox to censor radio programs



Radio playing Santa to films; 545 free min-

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 audieuce 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

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

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

Television patents pooled by Farnsworth and AT & T.

New radio union setup; Actors Equity, Musi-cal Artists Guild and Screen Actors Guild financ-

cal Artists Guild and Screen Actors Guild financing radio unit with own autonomy.

NEA service enters radio field; press association affiliated with the Scripp-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 Federa-

tion 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.

Philo 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.

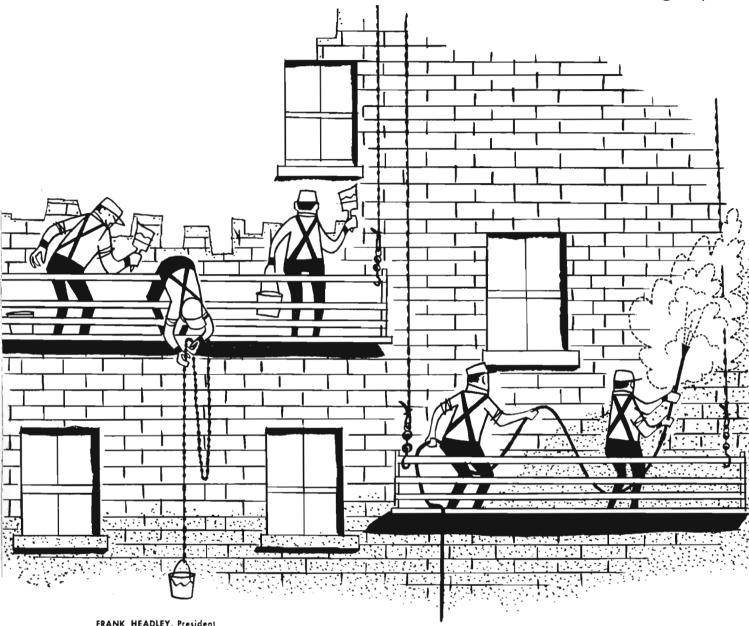
FCC merges 3 divisions; McNinch announces a board of six and himself will supplant broadcast, telephone and telegraph units.

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 Elec-

### 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

1065 Penobscot Bldg. Detroit 26, Michigan WOodward 1-4148 35 E. Wacker Drive Chicago 1, Illinois RAndolph 6-6431

101 Marietta Street Atlanta, Georgia JAckson 3-7797 6253 Hollywood Boulevard Hollywood 28, Calif. Hollywood 2-6453

520 Lovett Boulevard Room No. 1D Hauston, Texas JAckson 8-1601 155 Montgomery Street San Francisca, Calif. YUkon 2-5837

910 Royal Street Canal 3917 New Orleans, La. 416 Rio Grande Bldg. Dallas, Texas Riverside 2-5148

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.

tion 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 thea-

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-Parhe set. Resume NBC television; will start a new series

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

Music code's washout; uo U.S. law against paying artists for plugging songs says FTC; restraint of trade hint.



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

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.

rupted; 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 and

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 cra 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.

NBC television scripts ready for shooting. Wheeler bill to Senate; provides for threeman 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; Farusworth 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

New recording method; process perfected by R.C.A.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.

via ASCAP sans restrictions.

BMI operative next week; board meeting decides against delay as over \$200,000 reposes in

bank; Miller sees much more coming. FM gathering momentum; 12 experimental transmitters in use with 5 manufacturers mak-

ing receivers; investment now \$1,500,000.

Tompkins to head BM1; plans vast scope in his operations which will offer much employ-

ment 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 forsees billion dollar industry; Barbour introduces FCG bill.

## 

good wishes from

### 

... one for every watt we own!

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 fa-

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 manufacurers.

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 re-

port 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



Movies losing against radio Gallup tells RKO gathering.

Tele goes commercial; years of research and \$25,000,000 plus FCC okay takes new medium

out of the laboratory.

ANPA challenges FCC; declares commission is without power to bar newspapers from en-gaging in the broadcasting industry. Nation's leading advertisers favored radio in

budgets.

Commercial tele boom; fall outlook optimistic as sponsors indicate full co-operation; Don Lee files application for commercial CP.

Theatres eyeing tele from box office view.
Radio's defense time; more than \$8,000,000 in facilities donated by the industry during six

months ending July 1.

Emergency plans set; government to keep hands off during war but will assist stations; super web planned to cover entire country.

Grid dough hits peak; expenditures to reach \$2,500,000 mark during coming season; fuel

curb no barrier for gas sponsors. Senate okays 'no tax;' appro approves committee action killing proposed levy; way now cleared for FCC franchise plan.

Three new tele grants; Philadelphia, Milwaukee and Los Angeles set with commercial li-censes; also okay three more FM stations.

Web gross \$105,000,000; estimate for major network billings indicate increase of \$10,000,-

in the current year's total. BMI will slash rates; board approves new year blanket contract; estimated \$1,000,000 income seen next year.

Radio covers the war; all web-station programs overboard to bring public first-hand information during 24 hour schedule.

Air clients optimistic; no serious budget changes expected, say leading agency executives -also numerous sponsors.

Bolster saving drive; sponsors, agencies, stations pledge unprecedented aid of every kind to push sale of bonds-stamps.

Webs eye normal sked; will return to regular hours on air within few days unless emergency requires additional time.

Standard war practice; first large scale coordination plan set for New York territory; all official information from central source.

1942 CBS-NBC to fight suits; federal action was long expected but network officials maintain move is grave mistake.

Tele defense bond program results in tremendous sale.

Halt new-station CP's; number of standard outlets frozen at the present level, also power: to price fix receiver parts.

Webs rushing production; building strong reservoir of shows for both summer replacements and possible priority casualties.

To halt set production; manufacturers get 4 months to ready plants for war work.

Networks granted stay; Federal Court delays FCC enforcement of rulings until Supreme Court can pass on web's appeal.

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

Murrow hits U.S. censors; critizes 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 record-

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

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.

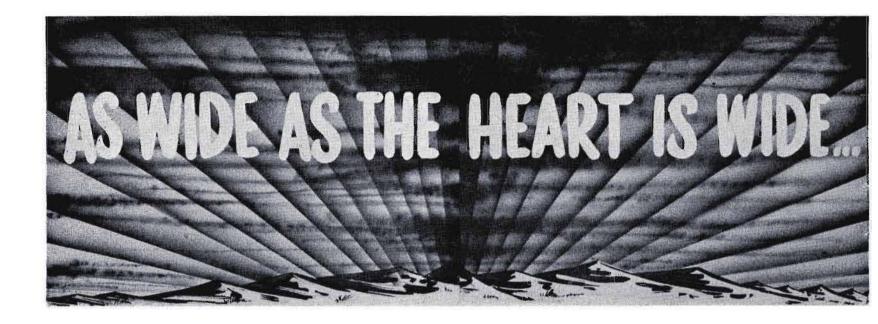
56.560,000 in U.S.A. hear Casablanca news.

600,000 disks sent overseas in first six months

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; week drive planned.

583 of 722 stations report profit for 1942. High court song ruling; hold writers can dis-

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 Com-

merce 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 sub-

ject of regulations and free speech.

Sales manager open up; condemn 5 minute commercial shows also hitch-hike announce-ments; mull 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 in-

creasing interest in planning television's future. Webs exploit war news; advance campaigns on radio coverage for invasion now being pre-

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 de-

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

Radio to help G.l. 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 sur-

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.

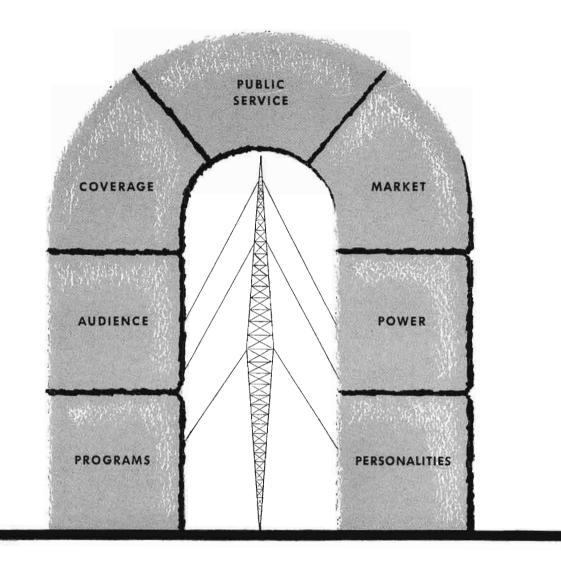
FCC budget cuts restored; Senate Committee allows \$930,000 cut voted by House; recommends State Department short wave budget.

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

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

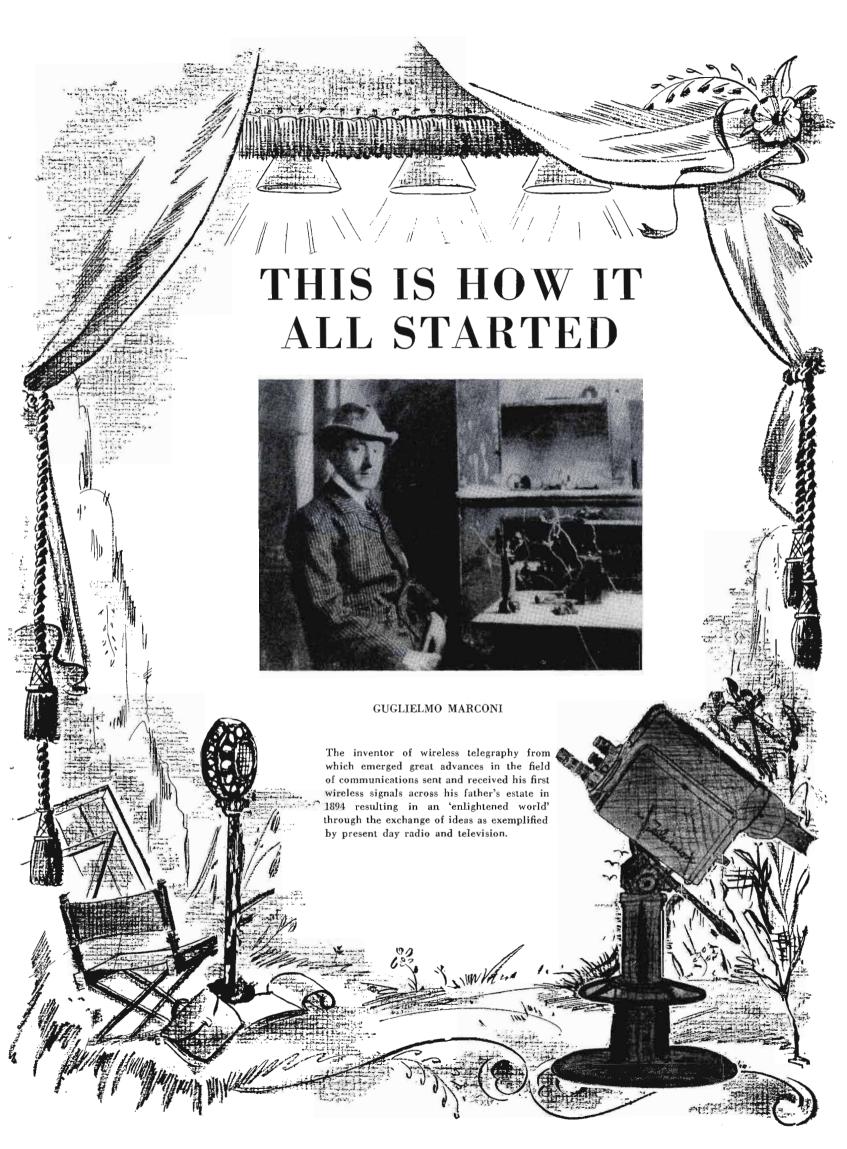
THE STATION WITH 41/2 MILLION FRIENDS IN NORTHERN OHIO

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

Represented Nationally by

THE HENRY I. CHRISTAL CO., INC.

New York • Boston • Chicago • Detroit • San Francisco





### THE BARTELL GROUP...

THE INDUSTRY'S FASTEST GROWING 10-YEAR OLD



### THE BARTELL GROUP STATIONS:



WOKY — 1st in MILWAUKEE

KCBQ -- 1st in SAN DIEGO

WAKE -- 1st in ATLANTA

KRUX --- 1st in PHOENIX

**Newest Bartell Stations:** 

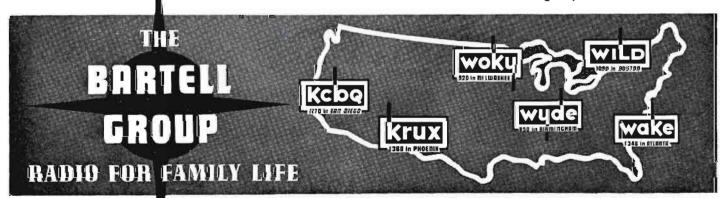
WILD, Boston and

WYDE, Birmingham . . .

gaining ground fast!

### **BARTELL IT AND SELL IT!**

National Representatives: ADAM YOUNG, INC. For WOKY: The KATZ Agency.



AMERICA'S FIRST RADIO FAMILY

SERVING 10 MILLION AMERICANS





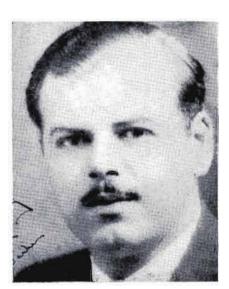
The: Radio Television Daily Family



John W. Alicoate



Charles A. Alicoate



Marvin Kirsch

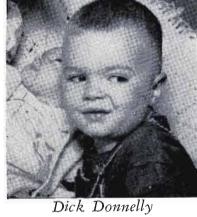




Chester B. Bahn



Arthur Simon





Paul K. Devoe



Herb Berg





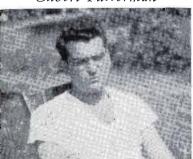
Jim Powell



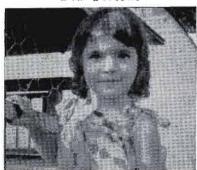
Nedra Pastor



Gilbert Futterman



Ted Persons



Betty Miller



Morris Altschuler



Ted Green



Betty McKean



Renee Rosenwasser



Jerry Tidwell



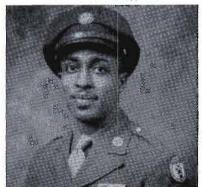
Pat Helm



Harriett Margulies



Peter W. English



Gene Morrison

# WINS CARTS AWAY OLD CONCEPTS





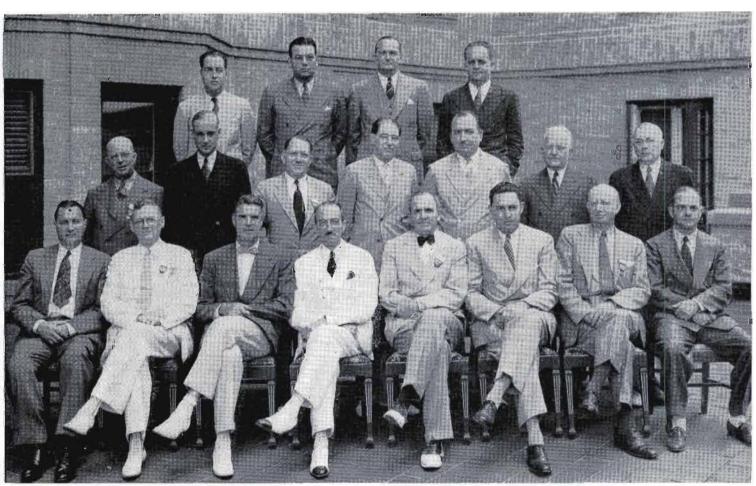
NEW YORK CITY, N. Y.



Taken in 1938, top, Art Nisson, assistant media director at Kastor 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. Halff, president of WOAI; Kern Tips, KPRC, Houston; Jim Moroney, Dallas Morning News, WFAA; Martin Campbell, WFAA and G. A. C. Halff, founder and chairman of the board of WOAI.

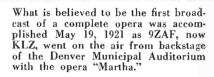


New Board of Directors of the National Association of Broadcasters taken at the adjournment of their 17th annual meeting held July, 1939 at the Ambassador Hotel in Atlantic City, N. J. Top row, left to right: Howard Lane, O. L. Taylor, Donald Thornburgh, Frank Russell. Middle row: Earl Gammons, George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

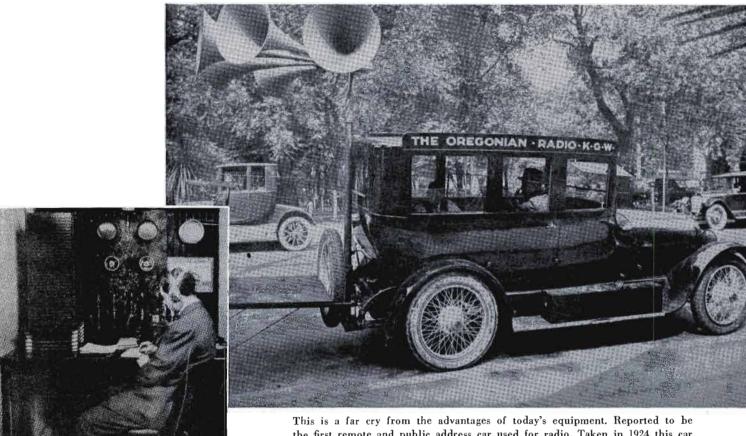




KHO5

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.

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.



General David Sarnoff on duty at the Wanamaker Radio Station in New York City, 1912.

the first remote and public address car used for radio. Taken in 1924 this car was in operation for The Oregonian Radio Station KGW in Portland, Oregon.



On May 31, 1932, Don Lee Television pioneer Harry L. Lubcke staged the first known reception of television images in an airplane. The aircraft, a Western Air Express tri-motor ship, carried representatives of the Los Angeles press and key Don Lee television executives.



### "GEE!" said the little girl in Chicago

She was watching WGN-TV at noon (along with 248,928 other boys and girls). She was thrilled by the Lunchtime Little Theatre, designed by WGN-TV to get "GEE!" reactions (A.R.B., July, 1957, 9.3%).

She had her mother buy the sponsor's product.

That's why Top Drawer Advertisers use WGN-TV.

Let our specialists fill you in on some exciting case histories, discuss your sales problems and advise you on current availabilities.

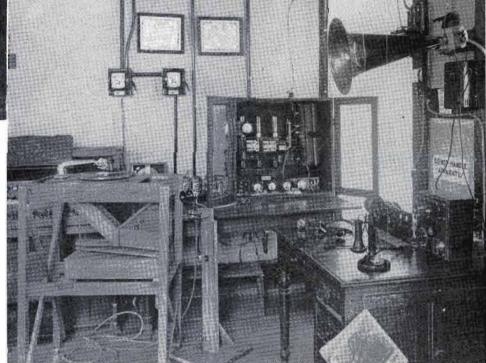
Put "GEE!" in your Chicago sales with





Below—A closeup of the transmitter panel and operator's desk at KGW in Portland, Oregon. The contrivance on the left is a home-made phonograph used for transmitting records. Music had to be picked up by mike in front of phonograph as shown in original set. This 'super power' was built by J. W. Weed in 1921.

These five men gathered to celebrate "De Forest Day" at the New York World's Fair are all famous pioneers in the field of radio. They probably did more in the development of various phases of radio and its popularization in America than any other living persons. Left to right: Dr. Lee de Forest, veteran inventor responsible for the audion tube and widely known as the 'father of radio'; Dr. Ernst F. W. Alexanderson, inventor of the Alexanderson alternator; Major Mack Horton, U.S.A. retired, who was Dr. de Forest's first chief operator and whose invention of the trailing antenna for airplanes was used by the government during the World War; Frank Conrad, of Pittsburgh, first manager of KDKA, the first commercial broadcasting station in the U. S.; and Dean Gleason L. Archer, president of Suffolk University, Boston, and author of the first history of radio.





WFBR broadcast ceremonies in Baltimore honoring the Rainbow Division veterans in 1929. Guests of honor included General Henri Gouraud, hero of the Argonne in World War I; President Herbert Hoover; Maryland Governor Albert C. Ritchie and Mayor William F. Broening.

Radio-TV Daily, 20th Anniversary Number

### DAY LETTER TELEGRAM NIGHT LETTER DOMESTIC SERVICE

## Check the class of service desired; otherwise this message will be sent as a fast relegram \$ WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

SHORE SHIP

1206 (4-55) FULL RATE Check the class of service desired otherwise the message will be sent at the full rate LETTER TELEGRAM INTERNATIONAL SERVICE

PD. OR COLL.	
CASH NO.	
CHARGE TO THE ACCOUNT OF	
TIME FILED	

Send the following message, subject to the terms on back hereof, which are hereby agreed to

WDS.-CL. OF SVC

# TO ALL TELEVISION STATION MANAGERS - U.S.A.

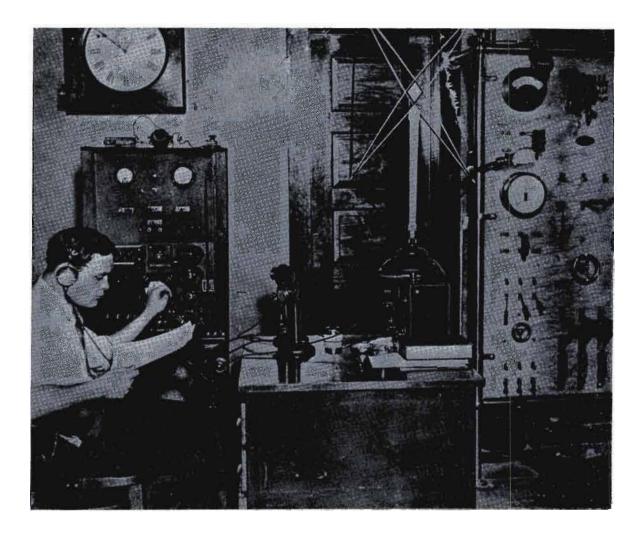
WTVJ, CHANNEL 4, MIAMI CHALLENGES ALL USA STATIONS IN THREE-NETWORK-VHF MARKETS TO SHOW A DOMINANCE SUPERIOR TO THAT OF WTVJ IN SEPTEMBER ARB JUST RELEASED, IN WHICH WTVJ CAPTURES

72.9% OF ALL QUARTER-HOUR RATING "FIRSTS".

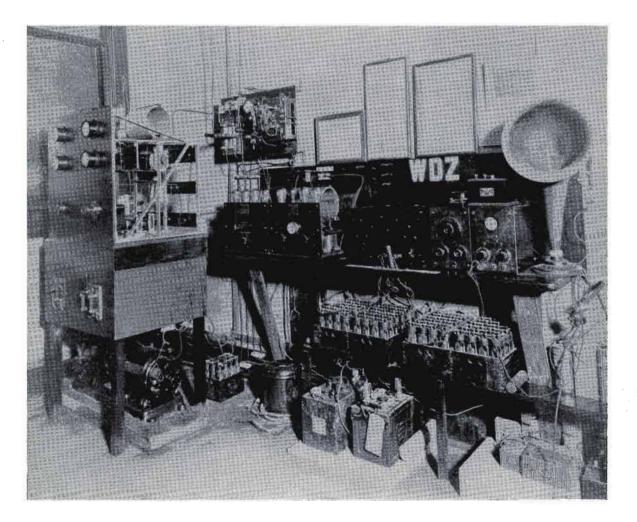
PRIZE -- FREE VACATION IN MIAMI FOR YOU AND THE COMPANION OF YOUR CHOICE. (WE TRUST SHE WILL BE THE MISSUS!)

RULES OF THE CHALLENGE -- JUST SHOW US THAT YOUR STATION CAPTURES MORE THAN 72.9% OF ALL QUARTER-HOUR RATING "FIRSTS" IN SEPTEMBER, 1957.

REPLY REQUESTED TO: VICE PRES. & GEN. MGR. WTVJ - MIAMI, FLA.



Carl J. Meyers, manager of engineering for WGN, Inc. sits at the controls of one of the WGN radio's first transmitters at Elgin, Ill. This picture, taken in 1924, shows the first Western Electric amplifier to be placed in operation in the Midwest.



First transmitter used by Station WDZ in Decatur, III. when the station began operating on March 17, 1921 in Tuscola, III. At that time the daily schedule consisted of market reports every thirty minutes preceded and followed by musical selections.

Radio-TV Daily, 20th Anniversary Number

### Happy score, Radio Daily!

As one of your oldest advertisers, we want to be one of the first to congratulate you on your 20th birth-day. You've done a great service for radio—and television as well—during those 20 years. May you continue to broadcast in print for another score of years—and another—and another.

Tom Tinsley, *President*R. C. Embry, *Vice-Pres*.
Irvin G. Abeloff, *Vice-Pres*.

### WITH WXEX-TV WLEE

Radio, Baltimore

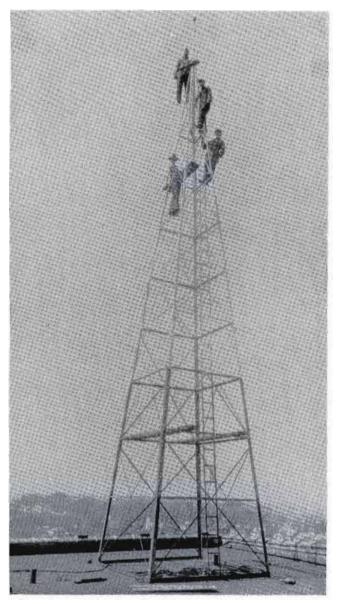
Richmond-Petersburg-Central Va.

Radio, Richmond

and Happy 20th from our national representatives, too:

Select Station Representatives in New York, Philadelphia, Baltimore, Washington. Simmons Associates in Chicago and Boston.

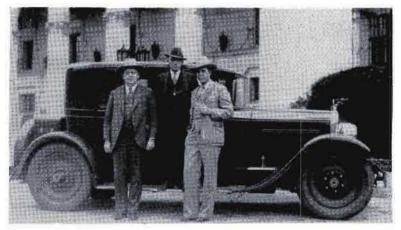
Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans. McGraven-Quinn in Seattle, San Francisco, Los Angeles.



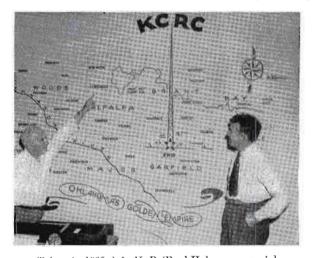
One of the two fifty foot windmill towers supporting WBTM's 'T' type antenna back in the thirties. This was a far cry from WBTM's three tower directional array of antennas as used today.



Hal Totten, formerly with WMAQ, Chicago, covering the floods in and around Evansville, Ind. in 1937.



More pioneers, left to right; George E. Chase, of WFAA, Dallas; Joe Cummings, co-founder of WOAI in 1922 and John Thorwald, of WRR, Dallas.



Taken in 1935, left, H. P. 'Pop' Hale, commercial manager of KCRC, Enid, Okla. for 21 years, with Bill B. Marshall, now program director at the same station.



C. N. 'Rosy' Layne, left, chief engineer of KVNU and now general manager at KID-TV at Idaho Falls, Ida. with Reed Bullen, general manager of KVNU from the station's inception to date.







For details call any office of AVERY-KNODEL or WKBW direct.

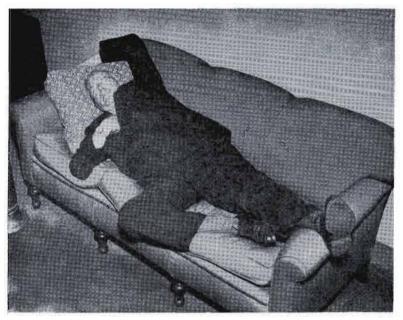


BUFFALO NEW YORK

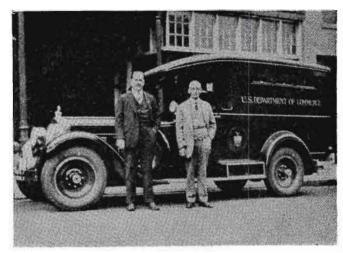
50,000 WATTS

AVERY-KNODEL, INC. National Representatives **NBC NETWORK** 

CLINTON H. CHURCHILL Founder, President and General Manager



H. V. Kaltenborn, veteran announcer, snatching forty winks during the Munich crisis broadcasts in 1938.



Major W. Van Nostrand, radio supervisor 4th District and T. G. Deiler, supervisor of the 5th District in front of an old Department of Commerce field checking car. Taken during the celebration of the first anniversary of WWNC in Asheville, N. C.



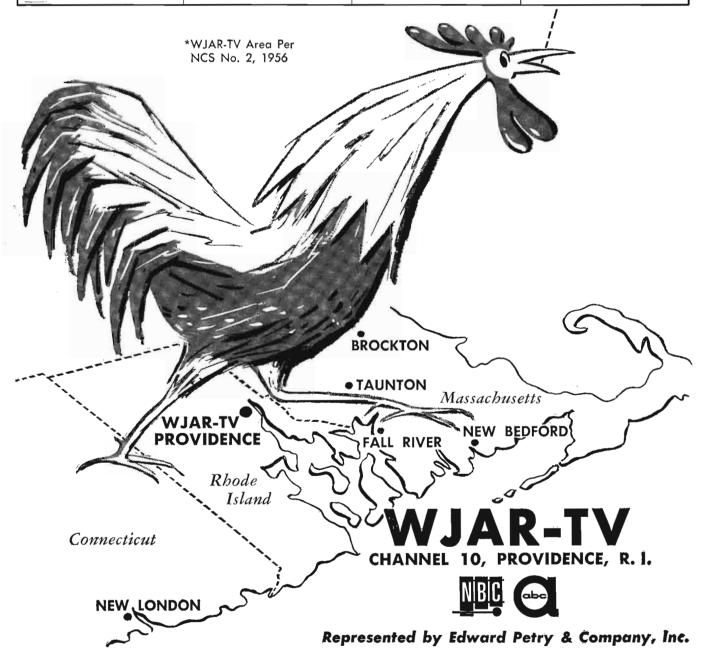
Elliott Stewart, presently executive vice president and station manager, WIBX, Utica, N. Y. pictured in felt hat conducting "Man On The Street" program in 1936.

1930 scenes of broadcasting facilities of Radio Station WSAZ in Huntington, West Virginia.

### You Can't Sell 'Em If You Don't Reach 'Em and WJAR-TV Reaches More Of 'Em in The Providence Market

### **SUMMARY DATA\***

CALL LETTERS	TELEVISION HOMES	MONTHLY COVERAGE	WEEKLY COVERAGE
WJAR-TV	1,186,410	593,890	539,130
STATION B	706,140	448,390	430,370





The dedication of the new transmitter antenna of KDKA in Pittsburgh some 20 years ago. Present are two Westinghouse vice presidents, Ralph N. Harmon, left, then headquarters engineer for Westinghouse radio stations and next to him, Joseph E. Baudino, then chief engineer for KDKA. Third from the right is the late W. C. Evans, who was president of the Westinghouse Radio Stations. Others are Westinghouse Electric Corp. executives, the gentleman fourth from the left being George Bucher, then president of Welco.

Photo taken when Norman Boggs, vice president in charge of sales for Don Lee Broadcasting System, was with WGN in Chicago. Others, left to right: Joseph Speyer; George Dieterich, James Anderson, Norman Boggs, William A. Mc-Guineas (seated at table) WGN radio sales manager; Reed Meyers; Ben Berentson (right rear with glasses), WGN, Inc. sales, N. Y.; George Harvey, manager WFLA, Tampa; Charles Coffin; Charles Gates (extreme right rear) WGN, radio sales staff.





Taken late in the 1920's the transmitter at the studio of KYW in the Congress Hotel in Chicago. Left to right: Walter Evans, Ernst Gager, D. A. Myer, H. E. Randol, Charles Heinz, John Michaels, Claude Sheets and Fred Hill. Others unidentified.

Radio-TV Daily, 20th Anniversary Number



Ralph Edwards, popular radio star, as he looked in 1937.



Lanny Ross, as he looked in 1937 during the celebration of the 5th birthday of the famous radio program "Showboat." Others, left to right: Lanny; Irene Hubbard, who played the captain's wife; Frank McIntyre, portrayed Captain Henry; Helen Hayes; Julia Sanderson, Conrad Thiebault and Frank Crummit.



Jack Steck welcomes Eddie Dowling to 'Jack's Jamboree' over WFIL in 1937.



The 1921 version of Eddie Cantor.



George and Gracie Allen as they looked in 1936.



Vincent Lopez before an early NBC mike.

Radio-TV Daily, 20th Anniversary Number



Four members of the KMOX staff in St. Louis are made Hoboes of America by Jeff Davis, King of the Hoboes. Left to right: Larry Neville, special events announcer; Jeff Davis; Jerry Hoekstra, special events director; J. Norman Green, production and Elmer Mueller, engineer.

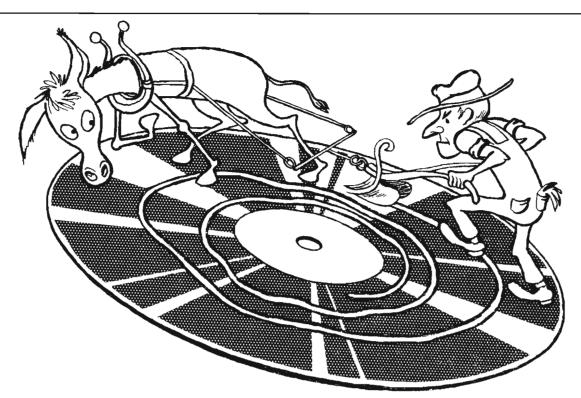


An early picture of the staff at WLVA, Lynchburg, Va., left to right, top row: James L. Howe, production manager; Tuck Young, newscaster and announcer; middle row: Elizabeth Bowers, continuity and secretarial; Dorian St. George, librarian and announcer; James Moore, program director and chief announcer; Pat Taylor, sales and announcer; bottom row: Albert E. Heiser, chief engineer; Philip P. Allen, general manager; Edward A. Allen, president and Glenn E. Jackson, sales manager. Both Allen's are still with the station.

Of these seven plant managers of Westinghouse radio stations who met in 1936 at Chicopee Falls, Mass., five are still associated with Westinghouse Broadcasting Co. Left to right: Sherman Gregory; Joseph Baudino, now WBC vice president in Washington; the late Ernst Gager; H. E. Randol, technical supervisor at the WBZ transmitter in Hull, Mass.; Dwight A. Myer, WBC technical field director; A. C. Goodnow, director of transmitter engineering, and Gordon Hawkins, educational director.



Robert E. Eastman, president of American Broadcasting network, is shown at right in 1937 when he was a member of the NBC page staff and sang in its quartet. Other members, left to right: Frank E. Egan, currently vice president of D. P. Brother & Co.; Paul Owen, now in Minneapolis in educational television and Dick Diament, whereabouts unknown.



#### **CUTTING A RECORD!**

Do it the easy way! Let Allied Record Manufacturing Company handle all of your disc problems. Allied brings you the ultimate in High-Fidelity for your transcriptions and phonograph records. Complete custom service from one source!

**PROCESSING** — modern equipment, high-precision testing every step of the way.

**PRESSING** — specially designed machines and exclusive methods assure first quality.

**TAPE DUPLICATION** — Ultra-high fidelity—used by broadcasting studios the world over.

**STORAGE** — a new convenience for you — private, confidential, safe.

**SHIPPING** — fully staffed department charged with the responsibility for meeting your deadline.

#### ALLIED RECORD

MANUFACTURING COMPANY

IN THE EAST AMERICAN SOUND CORPORATION
233 Main Street, Belleville 9, New Jersey PLymou

PLymouth 9-0700

IN THE WEST ALLIED RECORD MANUFACTURING COMPANY
1041 NORTH LAS PALMAS, HOLLYWOOD, CALIFORNIA HOllywood 9-5811



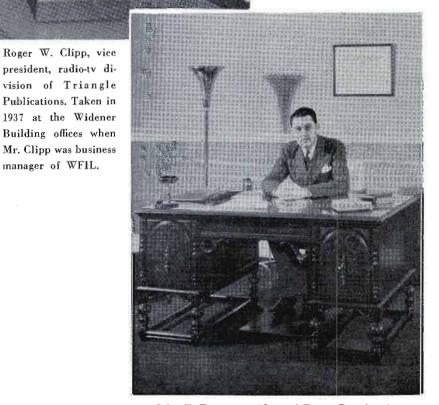
Engineers of October 1929, left to right: Felton Williams, now transmitter supervisor WBAL, Baltimore; Henry Hirlich, Jr. now chief engineer WPTF, Raleigh; Bill Newman and Andrew Massey now with the Bureau of Ships, Washington, D. C.



Herman D. Taylor, now plant manager and chief engineer at WTIC-TV-AM-FM, was chief operator for WTIC when this picture was taken in 1925 beside an amplifier rack in the station's control room. The transmitter could be operated by batteries when regular power failed.

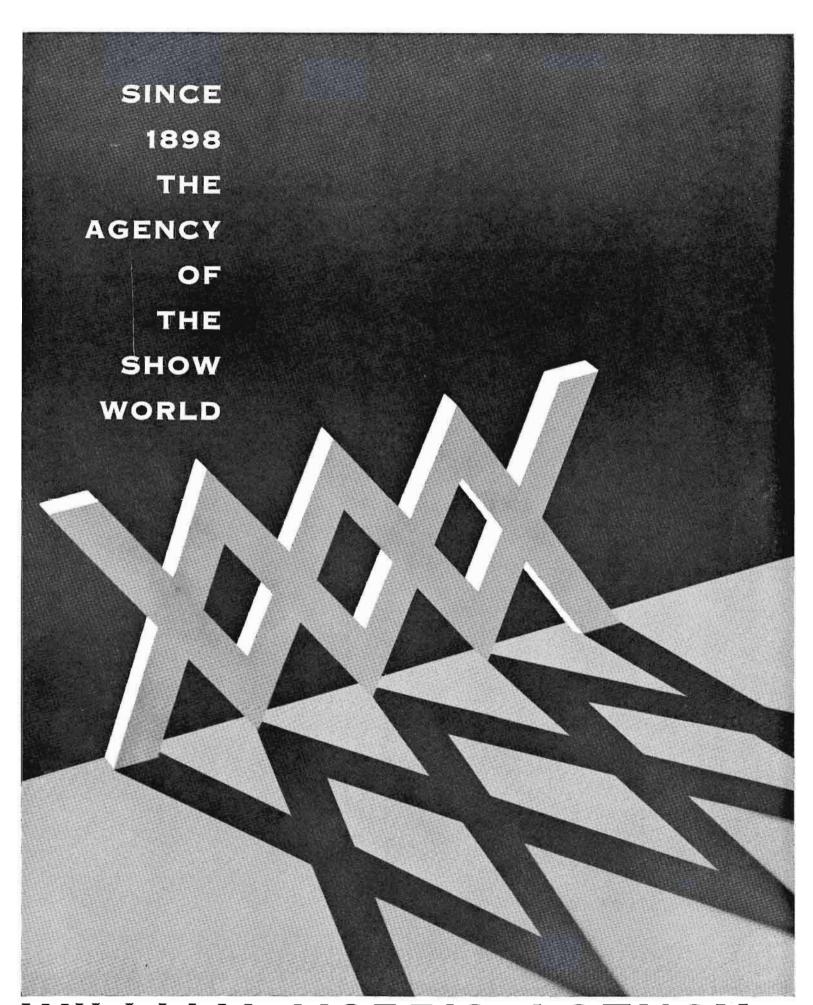


Sid Caesar in 1937



John E. Fetzer, president of Fetzer Broadcasting in his office during 1937.

71



WILLIAM MORRIS AGENCY, INC.
NEW YORK · BEVERLY HILLS · CHICAGO · LONDON · PARIS · ROME

1946 Treasury Department seeks aid of radio during 1946. Radio meets emergency; stations in Cleveland expand coverage of

news when press walkout cripples newspapers.
Stanton heads CBS web; first change in presidency in 17 years makes Paley chairman of the

ABC '45 gross sales exceeds \$40,000,000. 1091 critics choose nation's 26 favorites; Mc-

Gee and Molly lead the list of winners.

Radio pool for atom test; Navy Department informal plans include indies in radio report of bombing scheduled at Marshall Islands. Color tele demonstrated; Columbia shows im-

proved video system at series of previews conducted in N.Y. headquarters.

Revival of ABS doubtful; prospects of refinancing suspended net dwindles in New York. Recording business booming; return to capaci-

ty production heralds new era of prosperity in all branches of industry.

Plan 20 million receivers; manufacturers reporting to FCC see 60% increase over pre-war; only 9% for FM.

U.N. planning ET service; Security Council transcriptions readied as service to broadcasters and educational institutions.

FCC's approval heavy; 14 CP's granted; power jumps okayed; sale of two stations sanctioned; deep local roots important.

Dedicated Du Mont studios in John Wana-

maker N. Y. store.
WCAU sold for 6 million; purchase by the Philadelphia Record includes other considerations: Levys to remain with station.

Predict equipment boom; prospect of \$200,-000,000 business for '47 forecast for parts manufacturers at Chicago electronics meeting.

Nine tele-station grants; video outlets from Atlantic to Pacific okayed by FCC without hearings; 79 applications still on file.

FCC grants 94 renewals; commission publishes nationwide list of AM station license renewals.

Sign new copyright pact; 21 American Republics are represented in convention on authors' rights; radio, television included.

Programming clarified; definition of commercial, sustaining shows released by FCC reveals four revisions of Blue Book.

List over 700 new shows; 7th annual 'Show of Tomorrow' edition presented by Radio Daily reveals musical category tops list.

FCC approves web plans; commission okays ABC stock sale plan and gives conditional approval to King-Trendle deal.

Movies set radio skeds; survey indicates unprecedented interest in radio advertising by major firms in key cities.

Temporary permit grants; FCC put 120 stations on special basis pending inquiries and hearings on programming policies.

Commercial tele grows; tempo of video interest accelerated by fall planning of stations and radio networks.

Philco eyes 600 outlets; include spot-buys in non-ABC towns; Crosby's pact calls for 12 rating or shows will be done live.

FM allocation shakeup; FCC injects 78 additional channels covering 55 cities; withdraws 22 from 20 other markets.

CBS petitions commission for commercial color tele.

No letup in CP requests; applications pour in on commission at an unprecedented rate; South continues to increase wattage.

Show electronic color; RCA demonstrates new color television system at Princeton; Sarnoff heralds progress.

Television receiver sales total \$1,250,000 in New York.

Video rates in N.Y. vary; first rate card issued by WCBS-TV differs from quotations of NBC and Du Mont tele outlets.

Gen. 'Ike' praises radio; chief of staff of U.S. Army endorses Radio Daily Xmas show plan for hospitalized veterans.

FCC visits tele plants; commission delega-tion makes inspection of Du Mont, CBS and Radio Marine as sequel to video hearing.



1947 UN triples radio budget; appropriation for broadcasting in '47 set at \$794,000; programming in U.S. to be extended.

Tele time increased in '46; broadcast totals for 3 N.Y.C. stations estimated at 1,717 hours

of which about 35% was commercial. Video production grows; principal manufacturers reveal orders for tele transmitters in 35 cities; deliveries skedded for '47.

Foreign time sales up; American advertisers increase budgets for foreign radio stations; Latin

American stations lead list. SMPTE files tele petition; theatre video interests oppose FCC's revised frequency alloca-

tions to non-government services. FCC outlines processing plan as 'freeze' is put into effect.

Sponsors stress prestige; study shows institutional commercials favored over product advertising on major network programs.

'Your Hit Parade' off CBS, moves to NBC.

Platter business booms; 275,000,000 units, \$165,000,000 sales recorded in 1946; 1947 production may total 400,000,000 records.

Color tele loses fight; FCC rules against commercial permit for CBS color television; blackand-white leaders predict video expansion.

Treasury drops tele tax; Internal Revenue department rescinds rule requiring 20% amusement tax on bars with television sets.

Plan tele caravan tour; Allied Stores Corp. in co-op with RCA to show video coast-to-coast.

New documentary series being planned by CBS.

Apartment house tele antenna ban has little effect on sales.

FCC calls tele confab; engineering discussion on TV relays to determine best transmission for inter-city programs.

AM allocations to stand: standard broadcasting bands will not be affected by current international meet, says Denny, FCC chairman.

Against government ownership; Canadian survey of listeners reveals preference for private ownership of radio stations, networks.

Taft-Hartley bill passage may aid industry, leaders to study benefits of new labor law.

Army in new spot drive; recruitment budget is being allocated by N. W. Ayers, Inc.; will sponsor football on ABC and MBS.

Senate boosts FCC funds; appropriation committee recommends \$6,440,000 as budget for

Webs continue expansion; stations new and old being signed as power and frequencies improve; over 1,100 outlets affiliated.

Radio still topping magazines; study shows many leading advertisers continue to favor radio over magazine field.

Tele manufacturers up ad budget; major firms spurred by big market plan to spend from 7 to 10 million during coming 12 months.

Daytime programming shift; definite trend away from the serials gradual but consistent; varied entertainment coming in.

FCC studies time sales; commission warns broadcasters against sale of time to ad agencies for co-op program development.

Britain plans tele network to reach 70% of population.

Pix probe on webs, tele; Un-American Activi-

ties Committee hearing going on four major networks, also NBC and ABC video. 'Peace' network expands; United Nations web totals 57 stations with 48 of Don Lee soon to join; 12 key cities hear programs.

Tele clients increasing; sharp upturn in video advertisers noted by all stations; 50% of time is now commercial.

Repair racket exposed; investigation reveals that public duped by unscrupulous set repairers

in the Manhattan area.

First tele outlet in Milwaukee opens.

FCC revises financial form required of webs and licensees.

CBS applies to FCC for TV station in Bos-

Cov named FCC head: Washington Post executive, first broadcaster to get chair; E. K. Jett resigns to join Baltimore Sun.

1948 Storms cripple service; transmitters razed in Midwest area; N.Y. stations

issue storm reports; some service is disrupted. NBC plans coast-to-coast tele web; would span nation via regionals in '48-'49.

Television stations may double by Spring; expect 21 outlets for TV debut by Spring.

Tele station applications hit all-time high; 11 stations sought in record filing with FCC.

NBC sets long-term pact for tele films; web and coast firm in major tie-up on picture fare. FCC proposes television channel changes;

hove to prevent interference in Canada area.

Camel-20th Century-Fox set daily TV newsmove to

reel; NBC tele network to air news pictures. ABC pushes plan for tele expansion; five web

stations to make debut this year.

Theatre television plans receive setback; RKO cancels show of televised fights after protest from Mike Jacobs and NBC video officials.

California tops station list; N.Y. 4th; re-capitulation of AM-video-FM totals shows Texas 2nd and Penn. 3rd; 18 states have no television.

CBS sets studio, web expansion program; to build 2 new tele studios and will push program

Networks in drive for tele affiliates; NBC, CBS, ABC to mull tieups with TV outlets.
Webs-AFM set radio-tele agreement; live mu-

sic okayed for video shows; contract runs until

1951; co-operative spirit prevails.

A T & T to file new rate with FCC; cable charges set at \$35 per air mile.

Television set ownership up 100% since Jan-

CBS pushes web plans, adds 9 affiliates, now has twelve; Mutual to mull own TV plan.

NBC leases RKO-Pathe studios for 5 years;

contract gives net 5 tele studios in New York. ABC picks site for New York studios; '47 net is \$1.520,756.

British worry over tele race with U.S.; London paper cites Yanks' progress since war.

Talent budgets reported toppling; survey indicates agencies and sponsors are cutting talent costs for web commercial programs.

NBC to set up TV film distribution system; to

build sales unit to contact stations and affiliates. 'Videotown' to measure growth of tele; com-

munity chosen for TV study by Newell-Emmett. Canada urged to push tele development; warned U.S. video may invade Dominion.

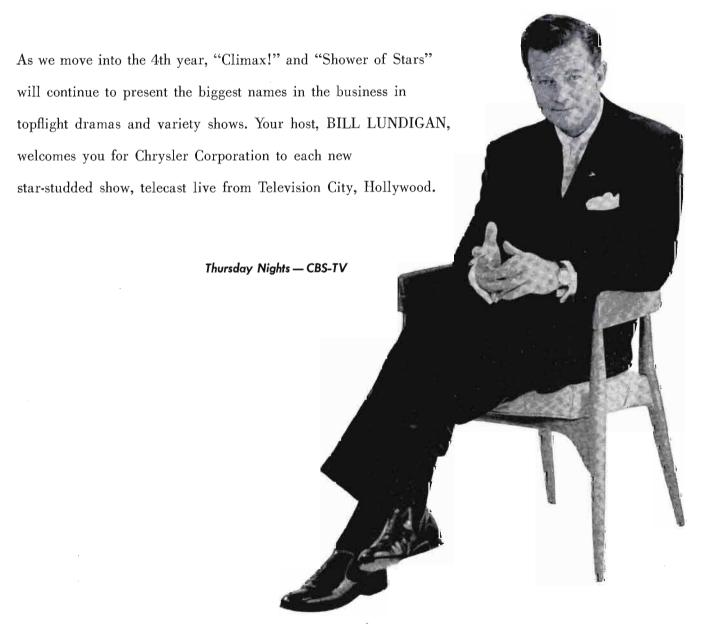
FCC radio permits total over 635,000.

Ziv buys World Broadcasting in \$1,500,000 deal; transcription firm acquires library and good-will from Decca, Inc., in expansion move.

FCC move may clear owner status; proposal may offer industry pattern for future station expansion in AM, FM and TV.

Ask FCC for 'downstairs' tele bands; TV leaders also promise continuation of effort to develop UHF service; RCA urges engineering confab.

# WELCOME TO THE FOURTH YEAR OF "CLIMAX!" AND "SHOWER OF STARS"



CHRYSLER CORPORATION THE FORWARD LOOK
PLYMOUTH . DODGE . DE SOTO . CHRYSLER . IMPERIAL

Set makers jump 300% since January; Weed study shows 75 firms make 175 models.

Election programs sold on radio-TV; revenue from commercial time sales will aggregate \$400,-

000 for AM web and tele outlets.

Coy clarifies tele 'freeze' action; FCC to discontinue processing tele applications pending revision of channel allocations.

Six million see election cover; network and indie audience sets new TV high.

Movie firm buying network stock; 20th Century-Fox reported acquiring blocks of ABC stock with TV association in prospect.

Paramount controls Du Mont, says FCC; pending TV requests of both denied; sole owne.-ship of class 'B' stock factor in unanimous decision.

1949 Broadcast operating expense rise; NAB report based on FCC's figures comparing '46-'47 shows wages taking 46 cents of

each dollar.

TV web joins East and Middle West, network tele reaches approximately one-third of U.S. via coaxial cable.

Coy sees TV 'unfrozen' by May: hopes ap-

plicants can start building this year. Realignment of NAB gets underway; committee recommends tele department and member-ship drive in AM, FM and TV field.

Theatres urging video trailers; would buy time

to hypo ailing box office.
Installment sales causes problem; radio-TV dealers disagree regarding relaxing of credit terms on new receivers.

Coy spikes TV obsolescence claims; FCC chairman tells Baltimore admen move to UHF would

not supplant present television reception. Theatre television near, SMPTE told; will supplement movies, says DuMont; Kreuzer sees RCA manufacturing cinema equipment next

Johnson flays FCC administration; head of Senate ICC says commission has failed to end exploitation; hits allocation of TV bands.

Sharp pickup in web sales noted; SEC reports

sales increase by nets during last period; gains

also reported for set manufacturers.

TBA and NAB to bettle for TV lead; two industry organizations planning drive to strengthen positions in television field.

Indies hit move to ban time-sharing; eight stations protest FCC adoption of any rule impairing their right to seek choicer assignments.

UHF and color TV forecast by FCC; lifting of 'freeze' and expansion to UHF and color TV announced by commission.

Television authority for TV talent; new organization offers united front for all 13 of the four 'A' unions; salaried czar to be hired.

TV construction totals \$7,350,000; erection of 49 new television outlets in forty cities getting underway.

Radio's '48 net hit all-time high; radio TV earnings at \$37,000,000-\$3,000,000 above last peak, Commerce Department reports.

Asks 60 bands for theatre-TV; SMPTE tells FCC service is vital to the U.S.

RCA wants full 'green light' for TV; asks FCC to lift freeze, open UHF, authorize color on every band.

Three webs sign ASCAP TV contract; NBC, CBS, ABC in 5-year agreement for blanket use of society music.

TV receiver sales reach new high; over 2 million being manufactured this year; holiday trade will exhaust dealers stock.

TV freeze to continue until Spring; action of FCC in postponing hearings on color TV until February will retard industry.

Government plans set for anti-trust suit; stage ready for action against webs; believe D. of J. will prosecute in spite of FCC's apathy.

Film industry buys more radio time; major producing companies giving radio larger spot campaigns in key cities for new feature films.

Video set market is booming, call is for larger pictures.

Coy discusses freedom and probes; FCC head says commission is eager to scan all operations; stresses broadcasters responsibilities.

High court is final; station tax ok; levy against Arkansas outlets stands; trade sees dangerous precedent; last resort measures studied.

Costs of nationwide TV estimated; Faught Co. releases video study—reports 1000-station system will cost \$1,740,352,500 annually.

Mexican TV development approved; government to permit private stations to telecast com-mercially; three outlets planned for next year. TV rights acquired to Rank pictures; Standard

gets 75, all produced since '44.

Name Kintner president of ABC web; Woods

is elected vice-president of board. Near 4,000,000 sets at year end; 98 TV stations on air in 58 markets.

TELEVISIÓN DAI

#### ISUE OF COLOR-TV STILL HANGING FIRE

pact Of Co-ax TV In New Market Exciting

TY Editors Surveyed by RADIO DAILY Report Reception of World Series as Epic Event:

Speech Today

General Series Surveyed by RADIO DAILY Report Reception of World Series as Epic Event:

Limits Series Serie The control of the co Washington—Although the FCC had virtually seen committed to recognition of the CBS color TV satisfies on a community lases of manufactures failed to acquire failed to acquire the recognition of the color of the co

1950 Don Lee completes plans for TV movie production; Dieterle engaged for big-scale production.

TV dealers slash receiver prices; unload '49

models with spirited price cuts.

Movie indies seek TV markets; producers hail TV as upping take on old films.

Empire State antenna plans; building will erect 199 foot mast for four stations.

FCC nod to Zenith Phonevision; says commission okays trial run of 'billed' TV.

TV-rating expansion forecast; Hooper envisions broader usage in TV field.

Record TV receiver sales reported; Macy

advertising pays off with heavy sales. Ford dealers resume web campaign; use four

nets as limited-time sponsors.

Justice Department rules on FCC; commission must consider history of applicants. FCC okays sales of Schiff station; commission

also okays other stations' transfers.

FCC may investigate TV film ban; Coy indicates FCC will study case of Phonevision.

CBS resigns from NAB membership; 7 net-

work stations included in withdrawal. Balaban gives insight on Paramount TV plans; refutes claim TV hurts box office of

movies.

Senator wants TV moved to UHF; Tobey urges FCC change bands of video.
Price cuts on TV sets announced by manu-

facturers; three companies display models at new prices.

Radio-TV alerted by Korean attack; webs' news staffs increase schedules and cover.

Movie men admit TV popularity; ask Senate repeal admissions tax to boost box office.

AM, FM, TV set manufacture soars, says RMA; half year TV product equals all of '49.

Telefex shown to ABC-TV executives; projection system seen first time in East.

NBC extensive promotion campaign; fall drive totals \$5.000,000 for three media.

Transient TV audience is growing; 10,000 receivers in New York hotels and clubs.

TV in play for housewife audience; day programming up for Fall and Winter.

50% expansion in TV coaxial cable announced; 14 cities added to 28-city web of sta-

CBS color-TV system okayed by FCC; full

commercial go-ahead to network.

Du Mont, Philco appeal for UHF bands;
FCC offered plan for utilizing of 476-890mc.

O'Neil interests top Don Lee offer; bid of \$12,320,000 accepted for coast web.

Radio-TV scores beat on shooting; networks report attempt on life of President Truman.

FCC enjoined in color-TV dispute: tempo-

FCC enjoined in color-TV dispute; temporary order bans any usage commercially.

TV-station-owned film syndicate planned; broadcasters pick TV committee to organize

Black market on TV sets forecast; shortage in sets expected by holidays.

Canada may use TV advertising in U.S.; pub-

licity planned to draw American travel trade.

NBC affiliates mull rate reduction proposal;

AM stations asked to slash rates in TV cities.

Congress given radio-seizure plan; would control air if necessary in emergency.

1951 Production for '51 hurt by cobalt allocation; National Production Authority dooms home color-TV, hits AM hard.

First Phonevision tests reported successful; Zenith launches test in Chicago with 300 sets used.

NPA freezes commercial building; effective at

once; radio stations are included.

TBA wants autonomy in NAB TV deal;
merger of groups may encounter opposition.

FCC authorizes rebroadcast of U.N. shortwave; domestic stations can relay U.N. programs. Progressive Broadcasting System suspends operations.

Wage freeze covers radio and TV; queries clarified by Wage Stablization Board.

AFM signs 3-year pact with webs; covers radio, TV; minimum scale jumps 15%.

Commissioner asks educational TV; FCC spokesman asks public aid of TV system.

Tele allocations nix VHF and UHF; announcement by FCC portends freeze-end.

Fellows named president of NARTB; given 5 year pact as successor to Miller.
Sen Kefauver lauds industry's public service;

medium influence good, he tells pioneers.

Affiliate group oppose rate cuts; now is not

Industry gross in '50 topped \$500,000,000; first time mark reached, says FCC report.

Experimental theatre-TV permits extended; 20th Century Fox and Paramount get FCC nod. ABC, Paramount theatres merged; Noble,

Goldenson announce new firm to join web with movie circuit; Kintner heads ABC division. Hollywood TV films exceeds theatre volume;

Fairbanks survey cites 27 weekly shows shot.
Bill aimed to regulate N.Y. TV servicemen;
City Council gets regulatory bill in New York.
TV freeze to continue indefinitely; Commission waits completion of TV hearings.

Commercial color given CBS debut; 16 spon-

sors share product plugs on first show.
Stanton confirms CBS separation of Radio and TV; three divisions created under new plan.

TV receiver installations pass 13 million in

FCC to probe UPT, DuMont, B & K, Para.; likely to hold up ABC's merger for year.

40,000,000 see coast-to-coast TV; President Truman launches new TV service.

Webs making plans for coast TV originations; several shows set for Hollywood pickups.

Pentagon defends radio recruiting budget; radio recruiting reported to be successful.

More radio-TV aid needed on blood drive; Red Cross reveals aid neccessary in Korea.

Survey reveals TV set sales up; dealers in major cities report increase.

NBC reveals new radio sales approach; uses guarantee of circulation in business bid.

TV film combine formed for program sales; Official and Roach join forces with Morris

THE FIRST NATIONAL REPRESENTATIVE TO ADVERTISE IN "RADIO DAILY" IN 1937 WAS THE PAUL H. RAYMER CO. THEN AS NOW, RAYMER SERVICE STANDS FOR QUALITY.

No policitical censorship, FCC rules in ultimatum given broadcasters.

Radio-TV participate in N.Y. air raid drill; N.Y. stations unite in successful rehearsal. N.Y. Bar group oppose TV coverage; indi-vidual rights in jeopardy bar says.

NPA denies construction permits; industry requests for remodeling turned down.

1952 Heavy FCC filings follow holidays; many stations ask rulings in new requests. \$550 million gross income reported by industry in 1950.

Local class 'A' TV time rates soar; survey in-

dicates rate hikes by TV outlets.

WOR sales to General Tire approved; deal to hinge on Bridgeport Station.

Church to spend \$750,000 on TV; Lutheran

Church will produce programs.

Paul Walker named FCC Chairman; Robert

Bartley replaces Coy.

UHF gets spotlight at Institute of Radio Engineers show; TV boom forecast as result of new

NPA approves building projects; nets and

stations are included by government.

Johnson Bill killed by committee; bill to ban

liquor advertising voted down.

Broadcasters fight radio rate cuts; affiliates committee passes resolution urging effective measure be taken to insure maintenance of

TV freeze lifted by Commission; FCC issues inomentous report ending restrictions on the expansion of VHF and UHF television.
Radio-TV revenue 700 million in '51; FCC

shows report on preliminary estimates.

Educational TV prospects surveyed; 15 groups plan applications for channels.

Liberty net suspends operations; closing reported by McLendon.

First TV clinic sponsored by BMI opens; 100 register for two-day session.

More TV examiners sought for FCC; Senate

Committee asks \$800,000 for 20 teams.

NPA okays electronic construction; approves

Projects in equipment field.

Budget cut may slow TV expansion; House and Senate economy move hits FCC.

Pace quickens in FCC TV action; four new

grants increase total authorizations. TV applications total 650 as boom gets underway.

ŔTMA asks decontrol of receivers; prices re-

ported below ceilings set by OPS.

FCC reports 92 TV outlets showed profits dur-

ing '51. Radio-TV set price controls ended; OPS chief

says items selling below ceilings.

Transcontinental theatre TV set; heavyweight bout of Walcott and Marciano marks first tele-

Radio-TV links 3,000 indie Super Markets; sales promotion gimmick set by WNBC-WNBT. Government control of TV in Canada op-

posed; Canadian stations voice opposition in resolution.

Expanding electronic market seen; 2 billion in sales held probable by 1960.

Major manufacturers report record sales; Westinghouse and RCA show new sales highs. Ten television, three AM stations authorized by Commission.

Radio-TV first with full returns; networks and stations give complete election coverage as en-tire nation hears of General's victory.

CBS Television City dedicated; gala opening includes star-studded show.

Industry employment at new high; Labor Department survey shows uptrend.

FCC approves 14 TV, 2 AM stations; video ok's since thaw now total 125.

Radio-TV to cover Ike on Korean trip; news-

men for TV to go to Korea from Japan. Republic, WCBC-TV in 104 film deal; biggest

negotiated with major company directly. FCC gives report on TV progress; 157 grants

made; 800 applicants of record.

WGN settles week-old AFTRA strike; radio-TV staffers return to post in Chicago.

FIRST TV HEARINGS SKEDDED BY FCC



1953 House Committee to continue Red probe; early resumption of hearings

New legislative proposals filed; bills affect FCC and provide for investigations. Inaugural coverage in spotlight; webs and

stations complete plans for event.

First video transmission to Canada is completed.

Twelve new TV stations okayed; total grants 209 since freeze was lifted.

Government opens case against pro football; webs win on 'giveaway' issue; FCC move to ban programs is denied.

FCC approves ABC-UPT merger; AB-PT acquires 17 station licenses; commission holds Para-

mount Pictures controls Du Mont lab.

BMI and BAB merge radio clinics; plan 42 combined meetings for broadcasters.

Growth of New York film industry attributed

largely to Video.

Record-breaking 29 TV grants; share-time basis for two outlet in Rochester.

TV sets since '46 at 21.8 million; dealer ship-

ments are reported by RTMA.

Atomic telecast in spotlight; webs will carry Arizona blast.

Time, Inc. buys KDYL radio and TV stations; Ben Larson named president of operations.

Microwave relay will bring Coronation films to U.S. TV Rosel Hyde takes over FCC chairmanship;

succeeds Walker for one year term.

Compatible 3D color TV being readied by Du Mont.

Westinghouse to sponsor NFL schedule; Du Mont web will carry 9 football games on network.

TV service cleanup reported; new survey data indicates vast improvement.

CBC-BBC score Coronation first; Canadian TV web feeds networks BBC films.

Subscription TV system demonstrated by Skiatron.

TV equipment sales run high; 75 million will be invested during '53.

FCC may okay color TV system; RCA will petition for commercial authorization.

Key NBC radio stations report 15% rise in

Community radio sales prosper; stations aiding

merchants in promotions. Students flock to TV institutes; 110 schools

giving special summer courses.

TV processing plan changed; FCC reveals new procedure on applicants.

Ten station TV grants announced; TV applicants get go ahead from commission.

UHF group seeks relief via subscription TV; petition to FCC cites monopoly by VHF.

NBC radio business hits 18 million; peak sales made in last two months.

Satellite TV operations urged; Congressmen for recognition of new service.

Radio-TV soft pedal Kinsey Report; webs and stations go lightly on sex tréatise

BAB urges stations to sell radio; kit of air spots offered to all stations.

WOV wins fight news test case; Justice Levey revokes IBC restrictions on fight reporting; al-

lows radio delayed round-by-round report.

41 video stations set for A T & T network service.

ZIV extends TV film sales to foreign markets; flying sales staff opens up new markets.

Color TV system gets approval; FCC, video moguls impressed by NBC showing of compatible color during N.Y. demonstration.

FCC adds more UHF-TV channels; 35 communities included in new list.

\$150 Million anti-trust suit filed; song writers name RMI and leaders as defendants.

name BMI and leaders as defendants.

RCA shows TV tape recording; new system gets approval at preview.

Weaver named president of NBC; Bob Sarnoff

upped to executive vice president. TV interest buy movie studios; Eagle-Lion sells coast studio to TV group headed by Bernard

Prockter. BMI plans radio program clinic; first show set for Honolulu.

1954 New pitch for free radio-TV time; test service is gimmick for air plugs. Dewey offers educational TV plan; Governor suggests use of video channels.

Increase in multiple ownership rule sought; would have FCC up number of stations.

TV hailed as business builder; Sports Commit-

tee forecast box office gains.

Time acquires Aladdin Stations; three KLZ outlets in Denver sold to magazine.

Heavy TV production planned; Roach an-

nounces coast plans for 1954.
Skiatron TV formed to take over pay-as-yousee TV system.

Supreme Court okays 'giveaways;' rules against FCC decision.

Radio-TV air Senate hearings; full covereage to McCarthy-Army controversy. FCC commission to celebrate 20th anniversary;

cheservance marks a generation of service.

UHF situation flares up again; sharp differences expressed at convention of NARTB.

20% nightime rate slash by NBC; radio net

says reduction is unavoidable.

Ziv inks Eddie Cantor in \$9 million AM-TV pact; series will star veteran comic favorite.

Confirm NARTB-TVAB merger; single TV

bureau for industry voted.

Westinghouse gears for 19 inch color sets; plans to be first in mass product market.

Bricker's probe of nets okayed; committee to

hire investigators to study industry RCA announces price of \$495 for 15 inch color

television. House asks report on commercials; will re-

quest FCC to give data on beverage advertising. Radio-TV savior against hurricane 'Carol;'

hurricane news flashed by stations
Skiatron files FCC petition; seeks to aid UHF with subscriber service.

Sweeping realignment at ABC; web consolida-tion hits all major departments.

Rank to enter British TV; new TV program company formed.

Radio or TV in 96.4% of U.S. homes; survey by Advertising Research Foundation shows number, place of sets.

President names new FCC chairman; George McConnaughey is appointed to fill post.

AP Radio-TV association formed; all station members will have equal representation.

Airborne TV relay successful; Cuban TV stations view World Series games.

Commercial TV stations plans to restrict liquor advertising.

Theatre owners launch war against subscription TV. FCC okays Storer transfer; actions involving

\$12,500,000 approved. UHF stations ask FCC relief; requests re-

ceived from 2 stations by commission.

#### 20 YEARS

is a fair average for the time put forth by W. J. German, Inc., management personnel in the Television Industry, and it is still a youthful spirit that pervades . . . a youthful spirit engendered by the happy associations with our untold number of friends whom we have been permitted to serve.

# Alferman, Inc.

Agent for the Sale and Distribution of

**EASTMAN** 

Professional Motion Picture Film

FORT LEE

CHICAGO

HOLLYWOOD

Advertising key to better TV; network top-

pers hear at special panel at ANA meet.

BAB elects, changes name; Baudino chairman of Radio Advertising Bureau.

Zenith asks FCC approval to operate subscrip-

Zenith asks FCC approval to operate subscription TV.

TV film sales reported booming; survey of major companies reveal TV programming trend toward films continue to grow.

TV service gyps become issue; seek to license repairmen in New York.

Plight of UHF stations revealed by FCC; 92

of 318 outlets have cancelled, figures show.

TVB launches membership drive; Cash new director of bureau's station relations depart-

Open war on 'gyp' advertising; seek legisla-tion to curb some 'bait' deals. Du Mont TV web realignment; greater bene-

fits to advertisers planned.

1955 New TV set lines displayed; few color models are included in Chicago show. FCC reveals growth of services; annual report covers fiscal year of 1954.

FCC approves Westinghouse Broadcasting Co. purchase of Pittsburgh Station WDTV for \$9,-750.000.

TV film re-runs hold ratings; hit higher ratings than originals in some cases.

Guild Films-MPTV conclude \$13,000,000 TV

Trans-Atlantic TV link foreseen; submarine cable predicted at American Institute of Electric Engineers meet.

TVB lists 123 charter members; many applica-

tions as membership drive ends.
Radio-TV score Malenkov scoop; airwaves first with news on USSR shift.
FCC considers toll TV requests; commission

plans investigation of services. Disney to produce hour-long series over ABC

TV network. Kefauver announces new probe; Senate unit will investigate TV crime shows.

Justice Department to investigate any charge of TV monopoly

TV monopoly.
Closed circuit TV in limelight; method is

used by business groups and educators.

ANTA closed circuit theatre TV fails at box-

office; returns indicate one sell-out in 33 theatres.

ABC confirms TV film pact with Warners

Bros.; studio preparing new TV series for ABC

Salk Report widely covered; radio-TV stations aired full text of report on vaccine.

Network talent hunt expanded; NBC to probe

new talent sources on wide scale.

NBC-WBC swap radio-TV stations; Philadelphia and Cleveland outlets are involved. CBS plans opposition to toll TV; affiliates told

system is a 'betrayal.'

General Sarnoff opposes toll TV; files NBC

brief with FCC.

Registers toll TV opposition; pay-as-you-see plan opposed by commission.

FCC closes toll TV filings; commission swamped with last minute petitions for and

#### FCC CLOSES TOLL TV FILINGS



Commission Swamped With Last Minute Petitions For And Against Pay-As-You-See TV Syste

against toll TV systems.

AB-PT launches recording company; Sam Clark names president of new firm.

TV stations in world have tripled in two year period; stations now operating number 570.

Expect color TV set sales boom; dealers believe program lack overcome.

O'Neil buys RKO from Hughes; will pay price of \$25,000,000.

Films syndicator budget hit peak; production costs estimated at \$50,000,000.

Du Mont TV network dissolving; no provision

made for continuance in new setup.

SAG, producers ratify agreement; new agreement to run for 5 years.

Aid to small TV stations urged; Senator Morse asks change in FCC regulations.

UHF committee hits antenna rule; proposal

to raise height called incredible. Two-third of U.S. homes have TV; Census

Bureau is source of new figures. FM hits recorded music policy; union publica-

tion presses drive for taxation. Mutual shakeup announced; all departments

to be affected by cuts.

Sale of indie radio station bring \$4 million; WNEW, New York is acquired by Jack Wrather.

FCC rejects 35 de-intermix bids; national solution to UHF problem proposed.

Robert Sarnoff named NBC president; Weaver upped to chairman of board.

NTA acquires coveted TV features; David Selznick features set for video distribution.

Agency program promotion booms; contest formula seen as heavy agency trend.

1956 Columbia Pictures to release 104 features to television. Rate card hike widespread; survey shows rise in both radio and

Scope of Senate probe revealed; intense study of entire industry is planned.

Committee probes advertising practices; Sena-

tor asks FTC about untrue advertising on air.

Mutual reveals new sales concept for web; plan to guarante cost-per-1000 to clients.

Closed circuit TV used in ad agency meet;

Closed circuit TV used in ad agency meet; BBD & O staffs gather in 15 cities.

Warner Bros. sells 750 film package for \$21 million to Associated Artists Productions.

TV bid for World Series may hit \$7 million; four offers made; Gillette among bidders.

TV advertising values hotly debated; ability to move durable goods argued.

RKO makes bid for TV business; Glett announces availability of studio.

Spot TV topped \$103,872,000 during last quarter of 1955.

Crowell-Collier buys seven more stations; five

Crowell-Collier buys seven more stations; five radio and 4 TV outlets bought in 2 days.

Portable TV makes heavy impact; retailers report much consumer interest.

New color system used black and white equipment; camera filter is basis of process.

Telethons: broadcasters' problem; high-powered charity drive methods analyzed in a survey of expanding solicitations in 1956.

M-G-M enters large scale TV to distribute own backlog.

FCC proposes all-UHF TV system; commission requests all comments on solution be sub-

10 Philadelphia stations indicted; radio rate fixing charged by grand jury.

\$16,250,000 for baseball package; NBC buys radio-TV rights to World Series, all-star game. Spot radio volume tops \$54 million; five month total 17.8% above 1955 level.

Charges A T & T has 'dictator' power; radio executive makes bitter attack at hearing.

FTC cites 9 radio-TV advertisers; charge promotion practices were illegal.
Radio-TV salaries second hi

salaries second highest; average earnings hit \$6,333 in 1955.

Protest ban on newsmen visit to Red China; letter asks State Department reconsider passport rule.

M-G-M, KTTV in film-ownership deal; \$5 million for pictures - 25% of station stock

M-G-M TV signs \$20 million in pacts; CBS, Triangle and King purchase library rights.

FCC calls all-industry meet to push 'crash' UHF program.

Weaver quits as NBC chairman; Frey also resigns, four new executive vice presidents appointed.

Urges 5-year license term; chairman cites benefits from longer term.

FTC sets up radio-TV probe unit; false, misleading ad claims to be investigated.

Goldenson takes over as ABC president; new organization policies at ABC planned.

20th Century-Fox buys into NTA film web; sells rights for \$30,000,000 on pre '48 pictures.

West Coast availabilities SRO; survey shows good spot time scarce on stations.

Crowell-Collier station deal off; now financing difficulties end plan.

 $Read \dots$ 

#### RADIO-TELEVISION DAILY

FOR UP-TO-THE-MINUTE NEWS!

## CONGRATULATIONS! RADIO-TELEVISION DAILY ON YOUR 20th ANNIVERSARY



**PRODUCTIONS** 



#### CREATIVE PROGRAMMING

41 East 57 Street · New York 22, N. Y. · Plaza 1-0600 449 South Beverly Drive · Beverly Hills, Calif. · Crestview 4-7357





Conducts its first annual poll of the Radio Editors and Critics for the year 1937. (Released January 14, 1938)



Programs	
Title F	Points
Chase and Sanborn	482
Jell-O	440
Royal Gelatin	296
Kraft Music Hall	287
Town Hall Tonight	260
Lux Radio Theater	188
N. Y. Philharmonic	185
Chesterfield	136
Ford Sunday Evening Hour	124
Magic Key of RCA	103
Personalities	
Jack Benny	508
Edgar Bergen-Charlie McCarthy	491
Fred Allen	361
Bing Crosby	355
George Burns-Gracie Allen	144
Nelson Eddy	138
Rudy Vallee	126
Kate Smith	111
Bob Burns	111

Orchestras	
Title Points	
Guy Lombardo	
Wayne King 292	
Benny Goodman 285	
Andre Kostelanetz 242	
Hal Kemp	
Tommy Dorsey	
Horace Heidt 143	
Paul Whiteman 127	
Shep Fields 105	
Raymond Paige 94	
News Commentators	
Edwin C. Hill 432	
Boake Carter	
Lowell Thomas	
H. V. Kaltenborn 226	
Paul Sullivan 148	
Sports Commentators	
Ted Husing 670	
Clem McCarthy	
Bill Stern 156	
Bill Slater	
Red Barber 61	
Graham McNamee	



Martin Block, of 'Make Believe Ballroom' fame poses with hand on mike while Hoagy Carmichael and Kay Kyser (seated) look on. Taken in 1937.



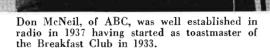
Gilda Gray, Hollywood's 'Shimmy Girl' also had a sultry voice as listeners discovered her in 1926 over WCAU.



Viola Dana and Benedict Gimbel Jr. in 1922.



Paul Douglas, stage and screen star, cut his professional eye teeth as a staff announcer at WCAU.





#### MUTUAL BROADCASTING SYSTEM, INC.

NEW YORK OFFICE: 1440 BROADWAY NEW YORK 18, N.Y.

OFFICE OF THE

October 9, 1957

Dear Charlie:

I should take you to task for reminding me that twenty years in our lives have passed. But they've passed so quickly -- it seems like only yesterday.

Probably one of the best reasons for the kaleidoscopic swiftness of the score of years has been the pace-maintaining
coverage originally of your Radio Daily and now of your combined Radio-TV Daily. It's always been "Daily" - on-thespot with its stories of a business that's noted for its rapid
turnabouts. And I found that, in order to stay in that business myself, I had to make your paper the "first read" operation each morning.

There's no doubt Radio-TV Daily has helped me immeasurably. I'm still in radio, after all these years, and I couldn't have remained in the medium if I didn't know thoroughly what was going on each and every day.

Congratulations on the anniversary. May the next score find us both as active and interested in broadcasting developments as we are today.

Sincerely,

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



₹₹ |

#### ROGERS-COWAN & JACOBS, INC.

PUBLIC RELATIONS

BEVERLY HILLS — NEW YORK — LONDON — PARIS — ROME

包



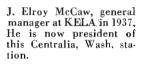
H. Dean Fitzer in 1925 when he was appointed manager of the Kansas City Star's pioneer radio station WDAF which went on the air on Feb. 16, 1922, the second newspaper-owned station in U. S. to operate under a commercial license. Today, as a member of the board of directors of the Kansas City Company, Mr. Fitzer is managing director of both radio and television facilities.



Warren Hull in 1936 was under contract to Warner Bros. making motion pictures.



Paul Luecke, of the WOWO staff in 1932. He is now transmission engineer for Voice of America.





Lester Spencer in 1932 at WOWO. He is now general manager at WKBV, Richmond and WBAT, Marion, Ind.



Jules Alberti, president of Endorsements, Inc. in 1937 left the band business to become manager for Benay Venuta, Beatrice Kay and others.



Raymond M. Beckner, as he appeared at KFUM, now KVOR in 1929 as an announcer. He is now president of KRLN, Caunon City, Colo.



Eastman 275

... a new model 16mm Television Projector for use with Vidicon chains . . . Designed to replace Model 250.

Features (Condensed for quick reading)

- 1. Mechanism: Heavy-duty for long life, low maintenance; oil reservoirs; unitized construction with isolated intermittent.
- 2. Pulldown: 8-tooth sprocket actuated by proved Geneva movement.
- **3. Light source:** (500-watt tungsten lamp.) Standby lamp in lamp house easily put into operation by external handle.
- 4. Application Time: 30% of each TV field.
- **5. Sound:** Equipped with optical sound. Includes provisions to add magnetic sound playback.
- **\*1.** Equipped for remote control.
- **\*2.** Provides facility for still-frame viewing by rotating main drive motor to open shutter. Lamp is at standby voltage during still-frame viewing.
- **\*3.** Moderate price range. For further information, consult your customary source for television station equipment or inquire direct.

#### EASTMAN KODAK COMPANY

Motion Picture Film Department Rochester 4, N. Y.

East Coast Division 342 Madison Ave., New York 17, N. Y.

**West Coast Division** 6706 Santa Monica Blvd., Hollywood 38, Calif.

**Midwest Division** 130 East Randolph Drive, Chicago 1, Ill.



Herbert Hoover in 1922 issued WCAU its first broadcast license and again spoke this year at the celebration of the station's 35th year of service to the people of Philadelphia.



G. David Gentling started his career with KROC in 1937 as commercial rep. Today he is vice president and general manager at KROC-TV in Rochester, Winn.



Arnold Hartley, vice president of programs at WOV, when he was assistant director of programs in charge of continuity at WCAU in the mid-thirties.



Clarence Wise in 1932 at WOWO. He is now transmitter engineer at WLS in Chicago.

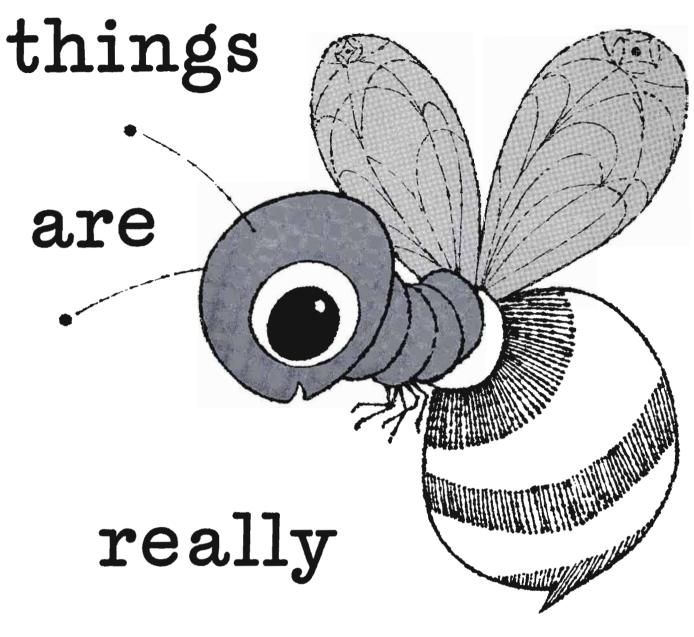


Arthur Fatt, 20 years was executive vice president at the Grey Agency. He is now president.



All of KFH—Vernon Reed, Bruce Benymer, Marcellus M. Murdock and Ben Hammond. Each has been with KFH 23 or more years in Wichita, Kan.

William P. White came to KFJB 20 years ago as an announcer and is presently manager of the station.



#### B·U·Z·Z·Z·I·N·G!

While some have been sleepy as gophers over the summer, the Young group have been "busy as bees." The result is more honey for the stations—and more stations to represent.

The new hives of activity are:

WSAI Cincinnati
WYDE Birmingham
WILD Boston

Worcester \*WORC
Topeka \*KJAY

Why not taste some honey yourself?

#### ADAM YOUNG INC.

NEW YORK • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO • BOSTON \*represented by Young Representatives Inc.



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.



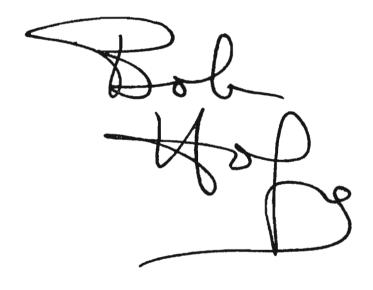
Calvin 'Cal' Smith joined the staff of KROC as manager of the Owatonna Studio in 1936. He is now station manager at KROC, Rochester, Minn.



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.



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.



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.



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.



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.



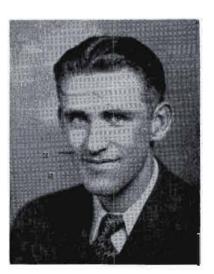
Walter Kinsella in 1937 appearing at the Lyceum in "Mrs. O'Brien Entertains." Still a popular TV performer.



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

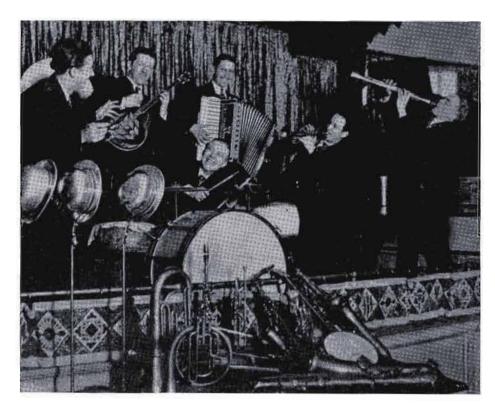


Jan Murray in 1937 at the Melody Club in Union City, N.J.



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

New York — Hollywood





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



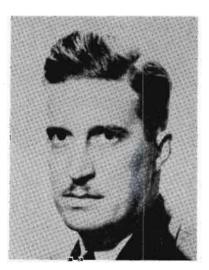
Howard Lane and Fred C. Brokaw taken in the early thirties. Lane is now managing director at KOIN-TV, Portland, Oregon and Brokaw is executive vice president at Paul H. Raymer Company in New York.



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.



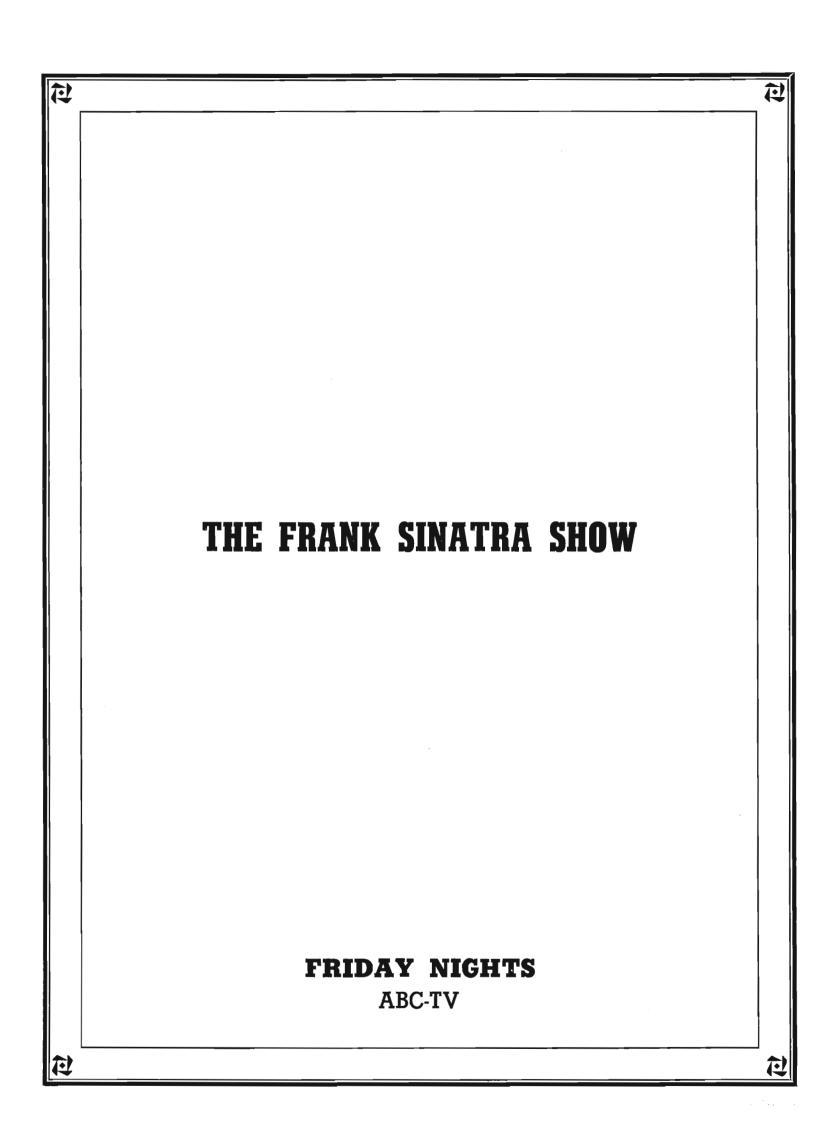
Joseph Lorin in 1937 was v.p. and director of retail sales at Grey Agency, now he holds down the post of v.p. and account supervisor.



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



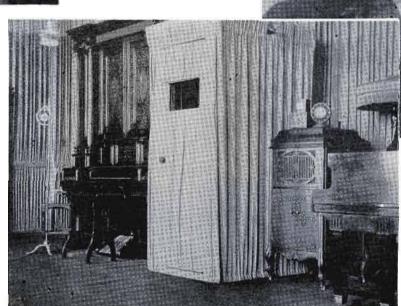
Samuel W. Townsend, president and general manager of both WKST and WKST-TV, New Castle, Pa. as he looked 20 years ago.



www.americanradiohistory.com



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.





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



A scene of the studio and booth at the General Electric Station WGY in Schenectady in 1932.

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



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

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

End Of The Rainbow
The Human Thing To Do

For Information, Contact

William Burch Ralph Edwards' Productions

1655 N. Cherokee Hollywood, Calif.



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



ager and salesman at KELA in 1937. Now he is vice president and general manager at the same station.



Joe Chytil, commercial man-



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.



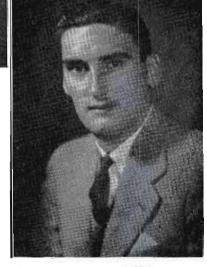
Rudy Isenberg at WOWO in 1932. He

is now transmitter supervisor at KXOK, St. Louis.

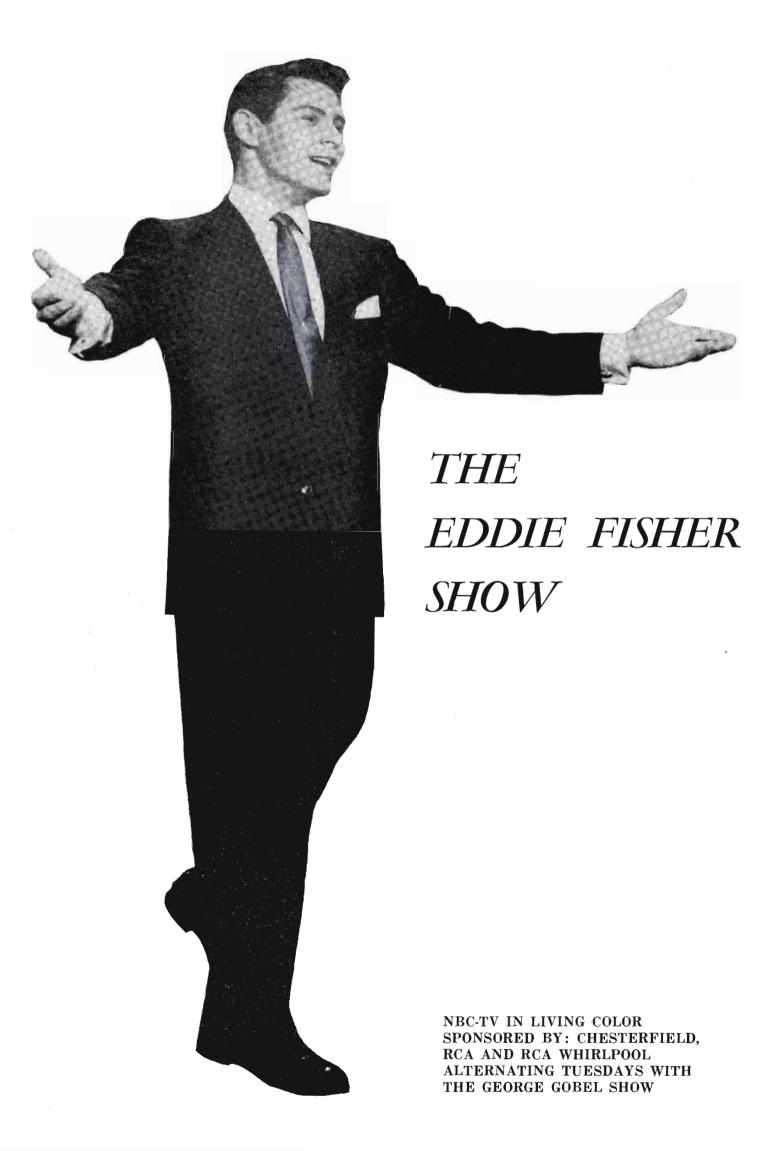
James G. Riddell, pictured about 20 years ago, has been associated with WXYZ for the past 26 years He is now president and general manager of the same station.



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.





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



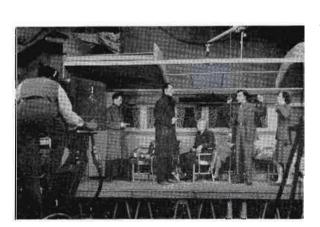
Al E. Anscombe taken about 20 years ago. He is now vice president and commercial manager at WKBW, Buffalo.



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.



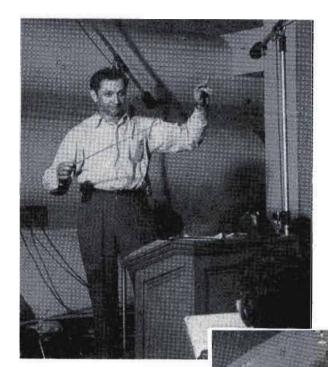
First television tests at the studios of WRGB in Schenectady during 1940. There were about four such sets in operation at the station.







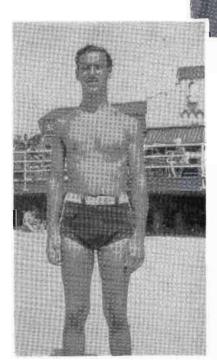
TENNESSEE ERNIE FORD



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 tv 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 transwittes.



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

#### Congratulations . . .



#### NAT "KING" COLE

NBC-TV . . . Tuesday

General Artists Corporation

Personal Management: Carlos Gastel



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."



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



James G. Fletcher, Jr. 20 years ago was employed by Bob O'Donnell's theatre chain in Amarillo as a doorman. He is now with Midnight Sun Broadcasting Co. in New York.



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



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



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



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



# MICKEY ROONEY

Personal

Management:

**RED DOFF** 

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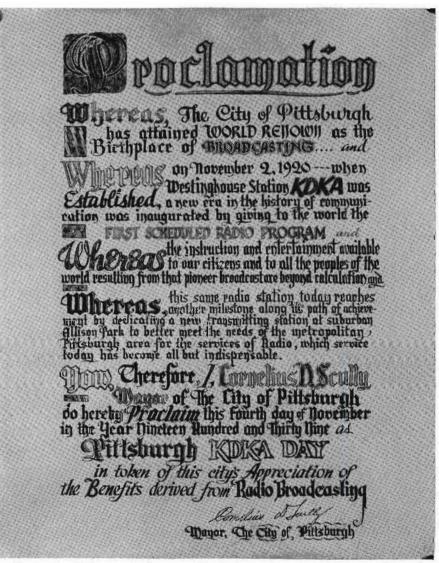
Industry leaders and trade press publishers pose for an official picture in New York at the Biltmore Hotel before they left by plane for a four-week inspection tour of ETO in August, 1945. Standing, left to right: Sol Taishoff, publisher of Broadcasting; John E. Fetzer, WKZO, Kalamazoo; Robert D. Swezey, 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, Mason Dixon Group; Martin 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.



# AMERICA'S FINEST NATIONAL ADVERTISERS

- Admiral
- Anahist
- Carter Oil
- Crisco
- Dentyne
- Hills Bros. Coffee
- Ideal Toy Corp.
- Kool Cigarettes
- Majitinge
- Maxwell House Coffee
  - Profile Bread
- Minolta Cameras
- Parliament Cigarettes
- Phillips Milk of Magnesia
- Polident
- Pontiac

Bread

Ask Blair Television Associates about one-minute availabilities in M-G-M Movie Theater.

# KTVR

550 Lincoln St.

"Station of the Stars"

# CHANNEL

Denver, Colo.



AUDIO: LITTLE GIRL: MY DADDY SAYS TO TELL YOU THAT DOHERTY, CLIFFORD, STEERS & SHENFIELD —A LONG NAME—IS NOW...



...AT 530 FIFTH AVENUE—A SHORT WALK FOR MOST OF YOU. I'VE SEEN THE BRIGHT NEW OFFICES. HOW ABOUT YOU?

DOHERTY, CUFFORD, STEERS & SHENFIELD, INC.

Advertising

530 FIFTH AVENUE, NEW YORK 36, N.Y.

YUKON 6-6500

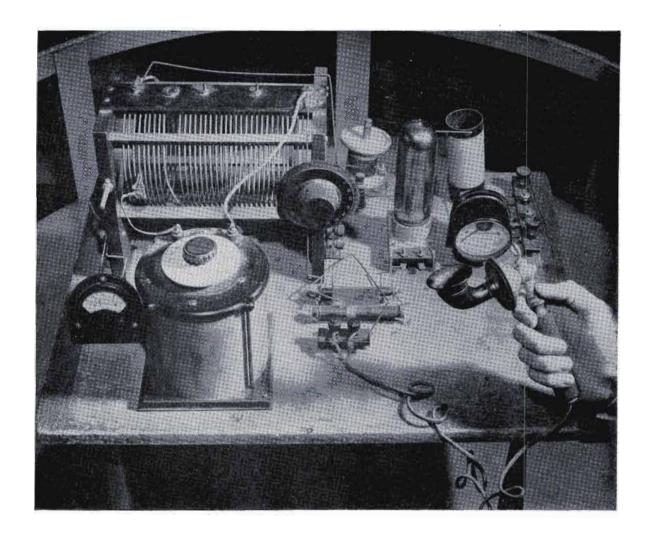
Come see us... the whole Radiot

Hal James\*
Russ Ambruster
Bob Nathe\*
Millie Jackson
Tracy Samuels
Bill Wall

Harry Bressler
Dick Strome
Davidyne Saxon\*
Bernice Brilmayer
Hal Gerhardt
Jim Lynch\*

Don Quinn Sam Vitt Bob Widholm Rita Nachem Elaine Breakstone Ruth Koehler

\* new faces this fall 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 director of WWVA, before an old style carbon microphone doing a college football broadcast in Pittsburgh during 1928.



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.

Radio-TV Daily, 20th Anniversary Number



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.



Vie 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.



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.



110

Radio-TV Daily, 20th Anniversary Number

CLEVELAND, OHIO

WESTINGHOUSE BROADCASTING COMPANY

RADIO

WINNER ..

the picture . . . . they're competent men backing . . . .

# WHAT THEY WERE DOING TWENTY YEARS AGO

Many and varied were the pursuits of the Radio Television 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-

ing Washburn College at Topeka, Kan.

\* \* 20 \* \*

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

\* \* 20 \* \*

CARL Q. ANDERSON, KFXJ-TV operations director, was a newsboy for the Albuquerque 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,

was a radio repairman.

\* \* 20 \* \*

LEONARD ANDERSON, head of Integrated
Services at NBC Chicago, was an assistant office manager.

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

\* 20 \*
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 executive 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 \* \*

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 programs 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. DATE
at KDKA Pittsburgh.

\* \* 20 \* \*

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

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

\* \* 20 \* \* CHARLES 'CHUCK' BERNARD, president of Charles Dering more City College. 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 Company, was traveling representative for the pany, was values same company.

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 committee 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.

\* \* 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 department 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 attending 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.

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

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 business manager for WFIL.

\*\* 20 \*\*

NAT COHEN, manager at WGR, was account executive at the same station.

RALPH COHN, head of Screen Gems, was a producer for Columbia Pictures in Holly-\* \* 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.

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 supervisor 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.

\* \* 20 \* \*

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. wall-lumbia Law School.

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

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

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

\* \* 20 \* \*
WILLIAM C. DOLL, sales manager KFJB,
was display advertising representative for the Post Telegram, Bridgeport, Conn.

WNBQ, was attending Lakeview High School in Chicago.



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

# K-NUZ **DOMINATES!**

NSI AREA AUDIENCE

(oo omitted)

K-NUZ -	-	-	-	-	-	-	-	-	-	114
Net. Sta. "A"	-	-	-	-	-	-	-	-	-	32
Net. Sta. "B"	-	-	-	-	-	-	-	-	-	37
Net. Sta. "C"	-	-	-	-	-	-	-	-	-	58
Net. Sta. "D"	-	-	-	-	-	-	-	-	-	44
Ind. Sta. "A"	-	-	-	-	-	-	-	-	-	19
Ind. Sta. "B"	-	-	-	-	-	_	-	-	-	30
Ind. Sta. "C"	-	-	-	-	~	-	-	-	-	15



Nielsen-Houston

STILL THE LOWEST COST PER THOUSAND BUY!

June, 1957

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: Forjoe & Co.—

New York • Chicago • Los Angeles •

San Francisco • Philadelphia • Seattle

Southern Reps.:

CLARKE BROWN CO.---

Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

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.

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.

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.

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,

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.

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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.

\* \* 20 \* \*
BOB FOREMAN, executive vice president and director at BBD & O, was trade copy

writer with the same agency.

\*\*\* 20 \*\*

\*\*\* CLAY E. FORKER, vice president and general 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-commercial 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 WBAL-TV, was a space salesman in the advertising 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.

interested in radio in Enid, Okla.

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

\* \* 20 \* \*

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

NORMAN GITTLESON, executive vice president and general manager at WMUR-TV, was nineteen, young, healthy and verile.

\* \* 20 \* \*

MAURI GOLDBERG, head of production for Certal Films Like head production to the control of the certain state.

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

\* \* 20 \* \*

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

\* \* 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.

\* \* 20 \* \* HARVEY HAAS, resident manager at KBIG, was an English teacher at John Mar-

shall 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.

 $RALPH\ L.\ HARLOW$ , vice president in charge of station service for BMI, was vice president in charge of operations for the president in Carlo Yankee network.

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 carradio spot sales. 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 Electric Specialty Co. in Stamford, Conn.

\* \* 20 \* \*

JOHN HENNINGER, chief engineer at

WIBG, was in the same spot at the same

20 JULES HERBUVEAUX, NBC vice president and general manager, was assistant production manager at NBC in Chicago.

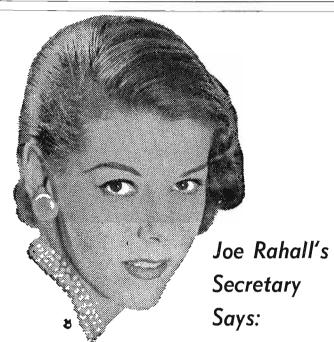
\* \* 20 \* HENRY HICKMAN, operations chief at WFBR, was an Inquiring Reporter at WFBR.

\* \* \* \* \* \* \* \* \* \*

EDWARD R. HITZ, NBC vice president in

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

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



# 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.

# wkap wfea wtsp

wnar

### . . . THEY SELL!

ALLENTOWN, PA. Five years straight, tops on Hooper & Pulse in the Allentown-

MANCHESTER, N. H.

Bethlehem markets.

5000-watts. Most powerful independent voice in the Manchester area with top personalities.

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.

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.



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

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

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

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. \* \*  $\mathbf{20}$  \* \*

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

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 general manager and sales manager for WTIC.

general manager at WTIC, was assistant general 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.

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.

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.

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 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

JAMES E. KOVACH, program manager at WBAL-TV, was attending college and singing 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

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

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

WMAQ, was attending New York U.

ALAN LISSER, program director at KBIG,

was a student at U. of Calif.

\*\*\* 20 \*\*\*

\*\*\* BEN LOCHRIDGE, national sales manager for CBS Radio, began selling space in 1937 for the advertising department of the Chicago

\* \* 20 \* \* 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 manager at NBC in San Francisco.

JERRY McCAULEY, WMGM account executive, was a student at Germantown Academy, 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 Radio, 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.

ALENE McKINNEY, music director at

KBIG, was a staff musician at KFAB, Lincoln, Neb.

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

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

(Continued on Page 121)

# HEARTIEST CONGRATULATIONS



on your

# 20th ANNIVERSARY



These Twenty Years Have Been Important Ones For Us, Too, Marking Our Emergence As

# "AMERICA'S LEADING FOREIGN LANGUAGE RADIO STATION"

# WHOM

AM - FM

**5,000 WATTS** 

**NEW YORK, N. Y.** 



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.



WE were 12 years old—a lusty young radio station with high hopes for the future.

We were a full-fledged affiliate of the Columbia Broadcasting System —and proud of it.

We believed that carefully chosen personnel, intelligent programming, consistent promotion and conscientious endeavor to please every sponsor would put us on the road to success.

We were trying mighty hard to get on top in Rochester—and stay there. We set our sights on becoming the favorite radio station of the folks in Rochester.

### . . AND TODAY:-

WE are 32 years old—a vigorous station in the prime of life with high hopes for the future.

We are still a basic CBS station—and prouder than ever of this affiliation.

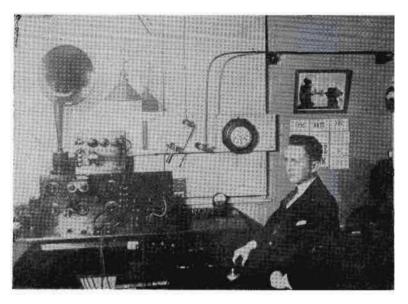
We believe that carefully chosen personnel, intelligent programming, consistent promotion and conscientious endeavor to please every sponsor is the reason for our success.

We see by the surveys that we've rated tops in Rochester ever since the first survey was made 14 years ago!



The Station LISTENERS Built!

Sharetime Operators of CHANNEL 10



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.

The Race
Harry L. Magee
WHL M

Victor G. Diehm
W A Z L

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.



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.

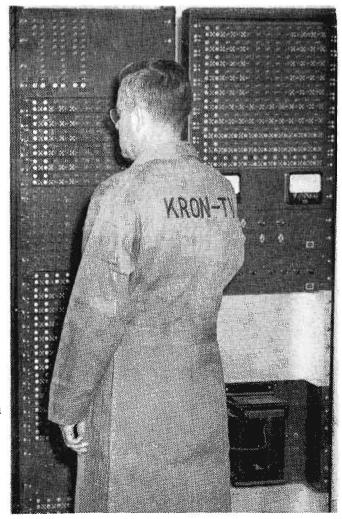
### MAKING CONNECTIONS WITH TOMORROW

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.

# KRON-TV CHANNEL 4 SAN FRANCISCO

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.



# • TALLEST TOWER • WIDEST COVERAGE

• BEST RECEPTION • GREATEST AUDIENCE

FOR FULL MARKET FACTS ON **waga**-LAND CONTACT YOUR STORER OR KATZ REPRESENTATIVE

### CONGRATULATIONS

to

Radio-Television Daily

on its

20th Anniversary

from all the folks at

**WAGA-TV** 



channel 5



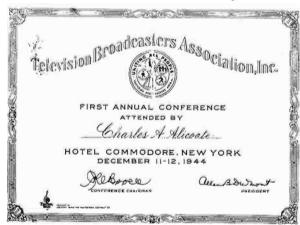
J. Harold Ryan, vice president and treasurer of Storer Broadcasting Co. taken in 1937. He is a co-founder of Storer Broadcasting and a former president of NARTB, then called NAB.



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 pene-tration in this 13-county southern Maine-eastern New Hampshire area. National and local spot advertising volume confirm

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



**NBC-TV** Affiliate

# WCSH-TV



Portland, Maine

these findings.

market.

### WHAT THEY WERE DOING 20 YEARS AGO

(Continued from Page 115)

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

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

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

WILLIAM A. MARTIN, executive vice pres-

ident at KMMJ, was with the same station.

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\*

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 general manager of WLOA, was an automobile

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 Greenville, 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.

MYRON MILLS, vice president of Screencraft Pictures, was a freshman at Union \* \* 20 \* \*

PAUL W. MORENCY, president of WTIC-AM-FM-TV, was general manager at the Alvi-rivi-riv, same station.

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

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...

# "Congratulations from one old timer\* to another!"





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.

JOHN MULHOLLAND, manager TV spot sales NBC Chicago, was attending Marquette University and working as a radio announcer

WAYNE MULLER, national sales manager at KBIG, was a student at Lake Forrest Col-

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.

PAUL A. MYERS, assistant manager director at WWVA, was staff radio announcer at tor at www.ran, 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 \* \* 20 \* \*

HARRY NOVIK, owner of WLIB, was the owner of the Rogers lady ready-to-wear store owner of the 1005 in Stamford, Conn.

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

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.

### IT'S YOUR TWENTIETH, RADIO DAILY! IT'S OUR THIRTIETH! LET'S CELEBRATE TOGETHER!

We wish you many more of these twenty-year celebrations, Radio Daily! On our part, we're celebrating —

# Day by Day DOMINANCE For THIRTY Years

### ITALIAN

9:30 AM. to 8:00 P.M.

### NEGRO

8:00 P.M. to 9:30 A.M.

WOV has won more national awards in its respective fields than any other station in America: In Italian — "For Foreign-Language Leadership." In Negro - "For Fostering Racial Goodwill and Understanding."

**New York** 

... One of America's IMPORTANT Radio Stations ...



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 member 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.

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 doing 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.

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.

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

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.

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 records for radio stations as head of the same company.

\* \* 20 \* \*

H.~E.~RANDOL was with Westinghouse radio stations.

JO RANSON, WMGM publicity and promotion director, was radio editor of the erstwhile 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.



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

# CONGRATULATIONS and BEST WISHES to

# RADIO-TELEVISION DAILY

on their

20th ANNIVERSARY

# SESAC

PAUL HEINECKE, PRESIDENT

LICENSING THE PERFORMANCE, MECHANICAL OR SYNCHRONIZATION RIGHTS IN "THE BEST MUSIC IN AMERICA" TO THE ENTIRE ENTERTAINMENT INDUSTRY, RADIO, TELEVISION, MOTION PICTURE, TRANSCRIPTION AND PHONOGRAPH RECORD COMPANIES, THEATERS, CONCERT HALLS, HOTELS, ETC. WITH

A REPERTORY OF DISTINCTION

### **OUR 26th YEAR**

Producers of The Famous

SESAC

Transcribed Library



The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.



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.

ROBERT M. RICHMOND, of the radio department 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 \* \* 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 \* \* 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 manager for Central Credit Co. \* \* 20 \*

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

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.

# CBS

AND

# SUPREMACY

IN

# CENTRAL NEW YORK

WHEN RADIO TELEVISION



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.

\* \* 20 \* \*

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.

\* \* 20 \* \*

DALE SMITH, program director at KFJB, DALE SWIIII, P. Swas in grade school.

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

\* 20 \* \*

HAROLD A. SMITH, promotion and advertising manager for NBC Chicago TV network, 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 

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 \* 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.

# Don he heile's **BREAKFAST**

ABC Radio Network,

105 WEST MADISON CHICAGO 2 **ILLINOIS** 

TELEPHONE RAndolph 6-8872

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

Dear Charlie:

Congratulations from one old timer to another. Be good to yourself.

Sincerely,



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

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,

20 HERMAN D. TAYLOR, chief engineer at WTIC, was with the same station in the same

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, Wil-

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

\* \* 20 \* \*

\*\*\*\* ROLLAND V. TOOKE, Westinghouse Broadcasting Co. vice president, was copy writer with Lavenson Bureau of Philadel-

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

HERMINIO TRAVIESAS, vice president and manager of radio-tv department at BBD

& 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.

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



Allen Wannamaker, vice president 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. 20

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.

To serve you better...

# ADVERTISING'S GREATEST MERGER

Erwin, Wasey & Co., Inc. and Ruthrauff & Ryan, Inc.

now

# ERWIN WASEY RUTHRAUFF & RYAN, INC.

Advertising

5045 Wilshire Boulevard, Los Angeles 36, California

Telephone WEbster 1-1211



CHICAGO · CINCINNATI · DALLAS · DETROIT · HOUSTON · LONDON LOS ANGELES · MINNEAPOLIS · NEW YORK · OKLAHOMA CITY · PARIS ADELPHIA · RIO DE JANEIRO · SAN FRANCISCO · SAO PAULO ST. LOUIS · ST. PAUL · STOCKHOLM · TORONTO · WASHINGTON, D. C.



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 executive, was assistant to Jacques Van Straten, controller of WHN.

20 \* \* JOHN H. WEISER, vice president of Ruthrauff & Ryan, Inc. was vice president and Los Angeles manager for Botsford, Constantine & Gardner.

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

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

WILLIAM P. WHITE had just started announcing 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 engineering 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.  $SIDNEY\ J.\ WOLF,$  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 manager of Tennessee Electric & Power Co.

\* 20 \* MEL YORK, engineer at KBIG, was a combo man at KVAN, Vancouver.



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

# **Congratulations**

# Radio Daily-Television Daily

on their

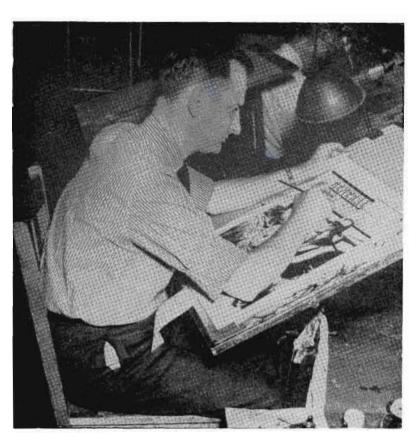
# **20th Anniversary** KBTV



TELEVISION NETWORK

**Denver's Family Station** 

Starting our 6th year of service to the families of Denver and the Rocky Mountain Region.



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.

# 'MUSICANA" UPS **NATIONAL SPOT 91%**

# **RATINGS 19% ON** WI5N-... Salesm **WISN-MILWAUKEE**

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 Ratings up	15%
Early Afternoon Ratings up	26%
Late Afternoon Ratings up	18%

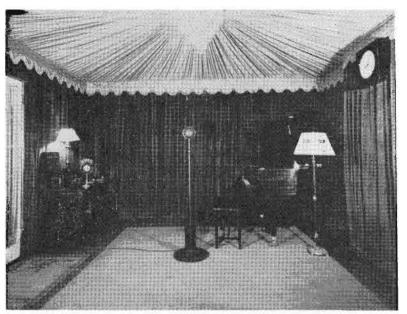
### A PAYOFF IN RATINGS ACROSS THE BOARD!

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

5000 Watts ● 1150 KC. ● Milwaukee's Musicana Station



Radio-TV Daily, 20th Anniversary Number



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.

# PUBLIC RELATION

# \*\* LOS ANGELES Fred W. Kline Verna M. Kline Edward Nathan

★ SAN FRANCISCO
Phil Boone
Forrest Williams

★ NEW YORK

Waldo Mayo

★ CHICAGO

Ken Carpenter

Dick Lewis

1436 N. Serrano HOllywood 2-6371

681 Market Street DOuglas 2-4307

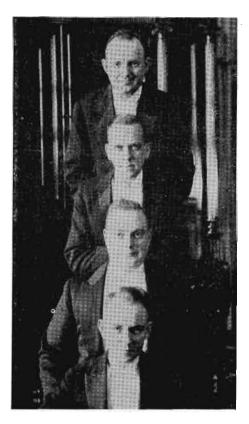
111 W. 57th Street JUdson 6-7777

360 N. Michigan Blvd. Randolph 6-5110

# WALTER E. KLINE & ASSOC., INC.



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.

CUSTOM SERVICES DEPT.

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

EPT. Capatel RECORDS

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



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.



### BARNETT INTERNATIONAL FORWARDERS, INC.

543 WEST 43rd STREET, NEW YORK 36, NEW YORK • Circle 5-6080 • Cable "BARINTFOR" EXECUTIVE OFFICES

FILM PACKING DIVISION

ACCESSORIES, EQUIPMENT & GENERAL PACKING DIVISION

AIRPORT OFFICE: AIR CARGO SERVICE BLDG. NO. 80 . N. Y. Int'l Airport, Jamaica 30, N. Y.

6364 SANTA MONICA BOULEVARD, LOS ANGELES 38, CAL. • HOllywood 4-8221

### ABROAD GOING

Whether it be for production or shipment of commercials, industrials, documentaries, a television series or features, SEE US FIRST.

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 responsibility.



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.



**HOLLYWOOD** 

**NEW YORK** 

Affiliate Offices: LONDON, PARIS, STOCKHOLM, ROME



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.

# "CONGRATULATIONS"

"It's my 20th anniversary too."

# HERBERT M. MOSS

Herbert M. Moss Productions

President

Gotham Recording Corp.

2 West 46th Street

New York 36, New York

JUdson 6-5577



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.

Congratulations to Radio-TV Daily on your Anniversary

### WE'RE CELEBRATING TOO!

### NINE YEARS OF PROGRESS IN THE TELEVISION AND MOTION PICTURE INDUSTRY!

### PRODUCTION OF SHOWS AND COMMERCIALS

Complete editing facilities and equipment—art and title services—3 film series in production.

### FORMATION OF FILMVIDEO RELEASING CORPORATION

(Successor to Miles Library-Progress Films & Advance Television)

With over six million feet of stock shots in service to several major companies, NBC & CBS network Special Projects and Network shows.

### COMPLETION AND OPENING OF THE LARGEST PREVIEW THEATRE IN THE EAST

A 210 seat theatre located at 120 West 42nd Street (Wurlitzer Building) in the heart of Times Square. Offering excellent modern facilities and equipment for projection of Cinemascope—Wide Screen—Superscope—35mm Optical and magnetic interlock.—Closed Circuit shows, etc.

# MAURICE H. ZOUARY TV-FILM PRODUCTIONS

333 West 52nd Street, New York 19

Circle 6-4821-2



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.

### CONGRATULATIONS . . .

# The

# DANNY THOMAS

# Show

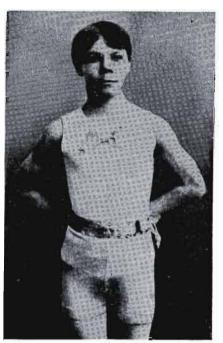
MARTERTO ENTERPRISES, INC. CBS-TV



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.

### On Your 20th Anniversary —

May you continue to "Strike

It Rich" and win "The Big Payoff"
for twenty more.

### **Walt Framer**



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 Justitute 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.

# FOLADARE-GREER

# & ASSOCIATES

Publicity • Public Relations

1741 Ivar Ave. Hollywood 28, Calif. HOllywood 9-8135

Hollywood

New York

Maury Foladare • Norman Greer • Anton Remenih



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.

# Happy 20th!

# JOHNNY MERCER



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.

Best Wishes On Your 20th Birthday

# PAT McDERMOTT

**Public Relations** 

Hollywood

New York



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.

CONGRATULATIONS . . .

"The Adventures of Ozzie & Harriet," televised

every week over the ABC-TV network



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.

#### LOEFF

&

#### McELWAINE

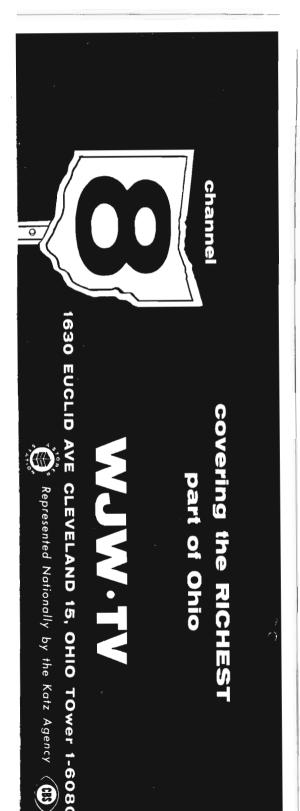
Public Relations

259 So. Beverly Drive

Beverly Hills



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.



#### STILL NUMBER

1

Still Available
Your Market!

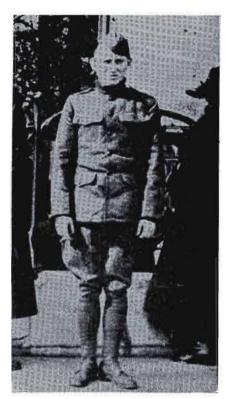
#### PULSE FILM RATINGS for March

Syndicated
 Film Comedy Shows
 AMONG CHILDREN

71110110			
Rai	Kids 100 Hot nk Show&Distrib. Tuned	mes	
1	Laurel and Hardy		
1.	(Governor)	94	
2.	Willy (Official)	46	
3	Mickey Rooney Show		
ο.	(Screencraft)	37	
4.	Amos 'n' Andy (CBS-TV)	35	

#### Governor Television Attractions, inc.

151 West 46th Street, New York JUdson 6-3675 ARTHUR KERMAN, President



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.

#### ALEX GOTTLIEB

producer-writer

#### OH! SUSANNA

starring GALE STORM

producer-writer-creator

#### JACQUES AND JILL

starring ANNE JEFFREYS and ROBERT STERLING

#### **CINDY**

starring **EVELYN RUDIE** 

#### **DEAR PHOEBE**

starring PETER LAWFORD

#### Congratulations

from



50,000 Watts Clear Channel

CALIFORNIA'S
MOST LISTENED-TO
RADIO STATION!

640 ON YOUR DIAL







Care C. anthony, Inc.



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.



667 MADISON AVENUE . NEW YORK 21, N. Y.

represented by MCS



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."



Top
programs...

TOP sponsors..

Top
results!



 First on the dial in Dixie's greatest market!



1018 W. Peachtree St., 74.W Atlanta, Georgia

represented by the Katz Agency, Inc.





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



Ed Sullivan, popular master-ofceremonies, 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!"

To Radio-Television Daily:

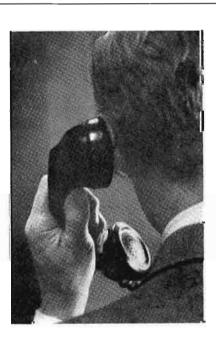
Last June you congratulated us on our 50th anniversary.

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!







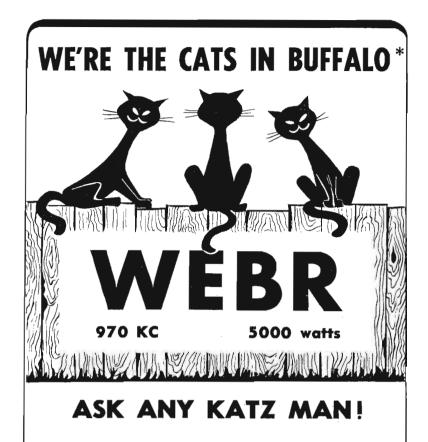
Herman Robbins, chairman of the board of National Screen Service, when he was sales manager for Fox Film Corp.



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.



Serving Western New York for 33 Years

\* the nation's 14th largest market

#### Congratulations from



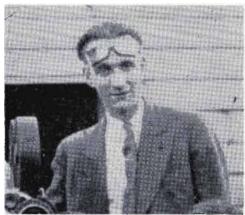
640 Fifth Avenue, New York 19, N. Y. • Tel.: Circle 7-7543

New York — Chicago — Beverly Hills — Cincinnati

Dallas — Miami Beach — London

# Congratulations to Radio-Television Daily on its 20th Anniversary





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 he was Chicago manager for Hearst Radio.



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





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.



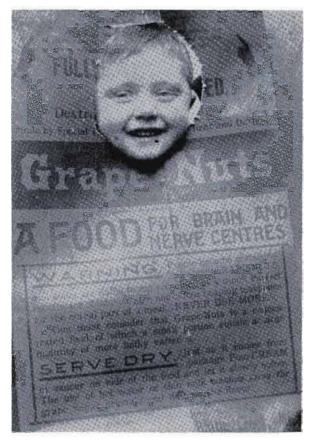
Anthony Tarell, secretarytreasurer of Atlantic Television, taken twenty years

publicity-public relations advertising

#### STEVE MILLER

SUITE 103
449 SOUTH BEVERLY DRIVE
BEVERLY HILLS, CALIF.
CRestview 6-8172 • BRadshaw 2-7650

"Planned Publicity"



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.

#### shamus culhane — Producer of

"Around the World in Eighty Days"

Award-Winning Animated Epilogue

"Hemo the Magnificent"

CBS Spectacular — Christopher Award Winner

"The Strange Case of the COSMIC RAYS"

NBC Spectacular — October 25, 1957

"Unchained Goddess"

NBC Spectacular

shamus culhane PRODUCTIONS, INC.

COMMERCIALS — 19

INDUSTRIALS —

**PUBLIC RELATIONS FILMS** 

New York

Kollywood

Chicago



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

#### **A SALUTE**

and

**BEST WISHES** 

to

#### RADIO DAILY

**FOR A GREAT JOB** OF SERVICE TO THE **BROADCASTING TRADE** 



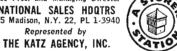
RADIO AM • FM DETROIT

MICHIGAN'S MOST POWERFUL INDEPENDENT STATION

10,000 watts days • 1,000 watts nights 1500 KC

STORER BROADCASTING COMPANY

HARRY R. LIPSON
Vice Pres. and Managing Director
NATIONAL SALES HDQTRS
625 Madison, N.Y. 22, PL 1-3940





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.

CONGRATULATIONS TO RADIO DAILY

#### WWRL

**SERVING** GREATER NEW YORK **SINCE 1926** 

#### WWRL-FM

BROADCASTING THE FINEST IN MUSIC **SINCE 1953** 

WILLIAM H. REUMAN President

EDITH DICK Station Manager



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.

#### Robert

 $\mathcal{A}$ .

#### Bories Company

"Creators of Supermarket Merchandising Since 1929"

We are proud of our clients, the wisest of America's advertisers, who sell through Radio and Television advertising, plus point of purchase merchandising.

The executive staff
of the Robert A. Bories
Company salutes
Radio Television Daily on
their 20th Anniversary
Number.

 $\begin{array}{c} Personal\ greetings\\ from \end{array}$ 

Richard O'Toole

Lucille Camp

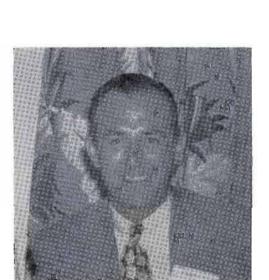
Mort Stern

John McQuade

Ray Yocom



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



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



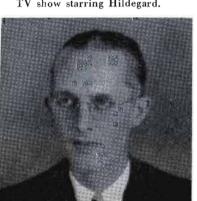
Charles Powers, supervisor in charge of live tv and radio commercials for McCann Erickson, 20 years ago we he was working in pictures on the Coast for RKO.



Radio-TV Daily, 20th Anniversary Number



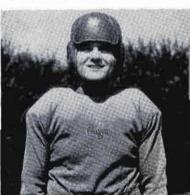
Josep's Steiner, independent producer at the age of three. He is now producing an international TV show starring Hildegard.



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



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

#### Congratulations

from

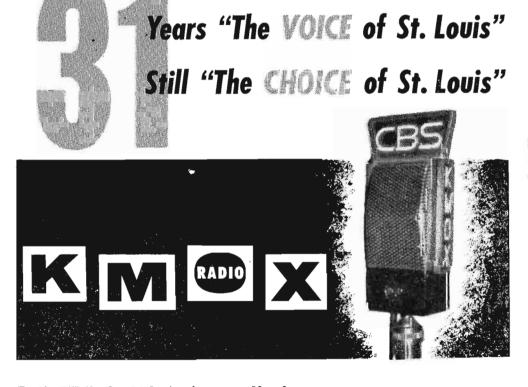
#### KIDO

Idaho's First
Licensed Station
November 5, 1928

#### KIDO-TV

Boise, Idaho

First and Finest in Radio and TV



Radio-TV Daily, 20th Anniversary Number



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.



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

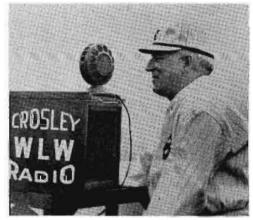
# HAPPY BIRTHDAY and CONGRATULATIONS to RADIO-TELEVISION DAILY

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



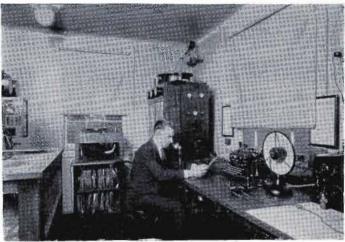
Jack Henricks, former manager of the Cincinnati Reds, talking over an early WLW mike in Cincinnati, during a baseball broadcast.

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.



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



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.



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.

#### from

Dick and the Boys

Congratulations

Δt

#### RATTAZZI

Restaurant

9 EAST 48th ST. PL. 3-5852

#### JACK MASLA

551-5th Avenue New York City

## Congratulations

your
20<sup>th</sup>
anniversary







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

#### 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-9-LUX

"Same Day Service"

INC.

Reversal Development
Negative Development
Complete Lab Service

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

JUdson 6-1880

CONGRATULATIONS AND
CONTINUED SUCCESS FROM

### ACADEMY PICTURES, INC.

49 West 45th Street New York, N. Y.

Producers of the finest animated and "live action" films for TV and Industry



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



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 Public Relations

Hollywood

New York



#### McFADDEN & EDDY ASSOCIATES PUBLIC RELATIONS

**E** 9155 Sunset Boulevard - West Hollywood 46 - California

Frank McFadden

Jim Eddy

Jack Mullen

Ann McCall

Jet Fore

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.



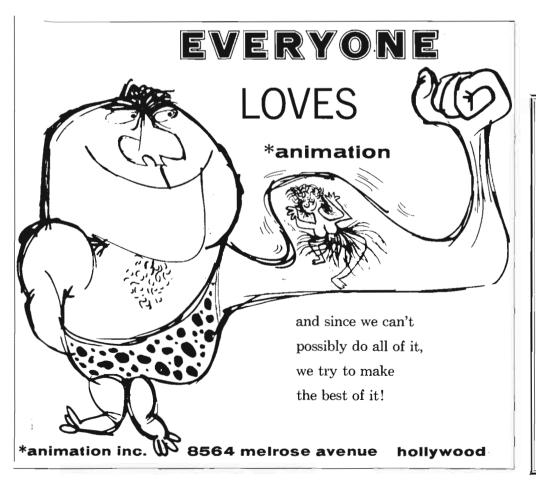
Emanuel Sacks, vice president of NBC, in an early photo with Frank Sinatra.



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.



THE LARGEST SUPPLIER OF TRANSCRIBED RADIO SERIES

OVER 50 SHOWS TO SELECT FROM

— NEW ONES IN PRODUCTION

WORLD'S LARGEST LIBRARY OF SOUND EFFECT RECORDS

Celebrating Our 20th Year

#### CHAS. MICHELSON INC.



45 West 45th Street New York City PLaza 7-0695

RADIO & TELEVISION TRANSCRIPTIONS



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.

Advertising · Publicity · Public Relations

THE MARTY WEISER COMPANY

W

259 So. Beverly Dr. · Beverly Hills · California

CRestview 4-8929



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



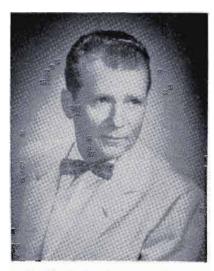
Johnny Coons, star of the Uncle Johnny Coons show on WBKB, was in radio on the west coast in 1937.

#### LEWIN/KAUFMAN AND ASSOCIATES

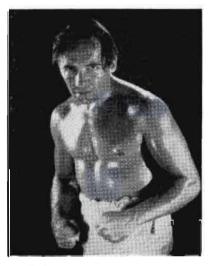
ROBERT C. LEWIN
LEONARD B. KAUFMAN
MARVIN SCHWARTZ
JANE DUFFY

Public Relations

259 South Beverly Drive Beverly Hills, California Bradshaw 20744



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.

Best Wishes On Your
20th Anniversary

#### **VAN PRAAG PRODUCTIONS**

New York

**Detroit** 

Miami

Hollywood





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.



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 PRODUCTIONS

**TELEVISION** 

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 McNeill's "Breakfast Club" since the show started in 1933.



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!

ROBERT ARMBRUSTER

Congratulations
from

**MAJOR** 

**Sound Effects** 

and

**Background TV Music** 

Thomas J. Valentino, Inc.
150 W. 46th St. New York 36, N.Y.



"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.

# Best Wishes ED REIMERS



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

#### C'MON EVERYBODY SING!



#### **ART BAKER**

Who (of all things!) came out with a community sing album called

"THAT SING THING"

(International Records)

Because

"YOU ASKED FOR IT"



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



on

Your

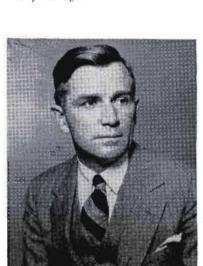
20th

**Anniversary** 

**ED & HERB WOLF** 



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.



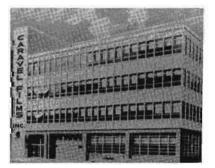
nator for radio and tv, in 1937 was an announcer at CFRC, Queens University station in Kingston, Ontario, now CKWS.



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

#### Congratulations and Best Wishes

For A Нарру 20th Birthday



To Everyone Αt RADIO-TV DAILY

from

#### CARAVEL FILMS, INC. Now In Its New Midtown Production Center

20 West End Avenue (60th St.)

New York 23, N. Y.

Phone: Cl. 7-6110



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.

Best Wishes

#### DAVID ROSE

#### HAPPY ANNIVERSARY!

Welcome to the 20 Year Club!

We have been specializing
In radio and television publicity
For more than 20 years.

DAVID O. ALBER ASSOCIATES, Inc.

44 East 53 M Street

NEW YORK 22, N. Y.

TEMPLETON 8-8300

**PUBLICITY WITH A PURPOSE** 



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.

#### COMPLETE MOTION PICTURE EQUIPMENT

#### RENTALS

#### FROM ONE SOURCE

#### **CAMERAS**

#### MITCHELL

16mm 35mm Standard 35mm Hi-Speed 35mm NC • 35mm BNC

#### BELL & HOWELL

Standard • Eyemo • Filmo

#### ARRIFLEX

16mm • 35mm

#### WALL

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

#### LIGHTING

Mole Richardson Bardwell McAlister Colortran Century

Cable Spider Box

Spider Boxes Bull Switches

Strong ARC-Trouper 10 Amps 110V AC 5000W-

2000W-750W CECO Cone Lites (shadowless lite)

Gator Clip Lites Barn Doors Diffusers

Dimmers Reflectors

ZOOMAR 35mm

#### TING EDITING

Moviolas • Rewinders Tables • Splicers

#### Viewers (CECO) GRIP EQUIPMENT

Parallels • Ladders
2 Steps • Apple Boxes
Scrims • Flags
Gobo Stands

#### Complete grip equipment SOUND EQUIPMENT

Magnasync-magnetic film Reeves Magicorder Mole Richardson Booms and Perambulators

#### Portable Mike Booms

Portable Power Supplies to operate camera and recorder

FRANK C. ZUCKER

WE SHIP VIA AIR, RAIL OR TRUCK

#### 🕟 AMERA EQUIPMENT (O.,INC.

Dept. M 315 West 43rd Street, New York 36, N. Y. JUdson 6-1420



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

Congratulations

#### ARTHUR PINE ASSOCIATES

67 West 44th Street New York City MUrrayhill 7-2680



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

Congratulations

on your

20th Anniversary

#### GEORGE DE WITT HARRY SALTER

 $\mathbf{of}$ 

"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.



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

Tel. MURRAY HILL 5-1300

Cable Address: "Guylambo N. Y."

370 LEXINGTON AVE. NEW YORK 17, N. Y.

= American Sales and Servicing Agency =

"RADIO LUXEMBOURG"

**GUY BOLAM** 

"TELE LUXEMBOURG"

for European coverage

Mr Marvin Kirsch Radio-Television Daily 1501 Broadway New York 36 NY October 2 1957

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

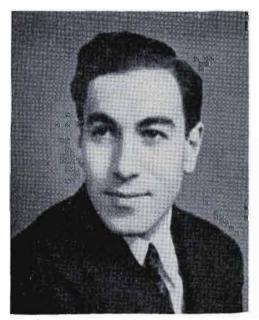
Congratulations
On Your
20th Anniversary
Carl Erbe Associates
595 Madison Ave., New York, N. Y.

#### BEST WISHES FRANK LIBERMAN

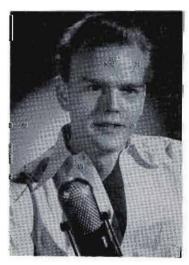
& Associates
8733 Sunset Blvd., Hollywood 46, Calif.



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.



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



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



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



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

Congratulations on your 20th anniversary and many thanks for being so kind to my office through the years.

The best for continued success in the future.

SAUL RICHFIELD

CI 7-5907 1697 Broadway New York, N. Y.



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



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



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



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.



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



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



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



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



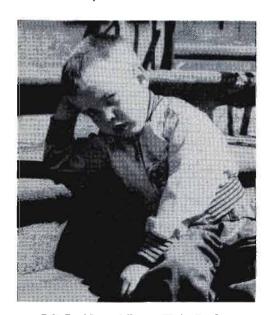
Charles Bernard, head of Charles Bernard & Co., 20 years ago was attending Baltimore City College.



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



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



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



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



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



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



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.

#### EQUIPMENT THAT MADE HISTORY



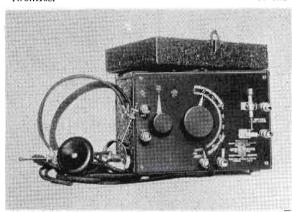
Almost all early radio sets using tubes relied on the UV-201 Radiotron for reception of the few stations operating in the early twenties.



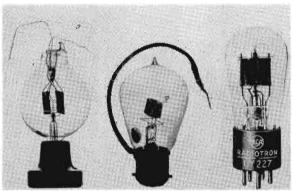
Portable receivers were popularized when RCA developed the battery operated 199 tube. Then radio sets were carried out of the homes.



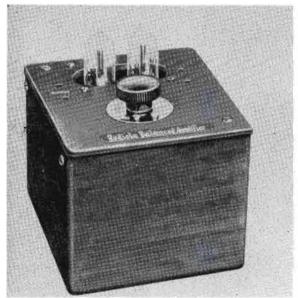
The acorn was the first successful tube for the reception and transmission of UHF signals.



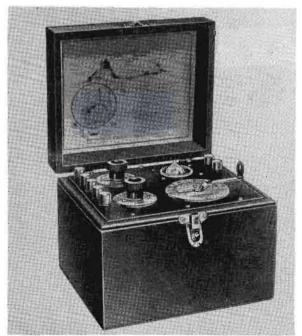
Radio broadcasting zoomed into popular acceptance through the use of crystal sets and headphones during 1920-1922.



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.



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.



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.



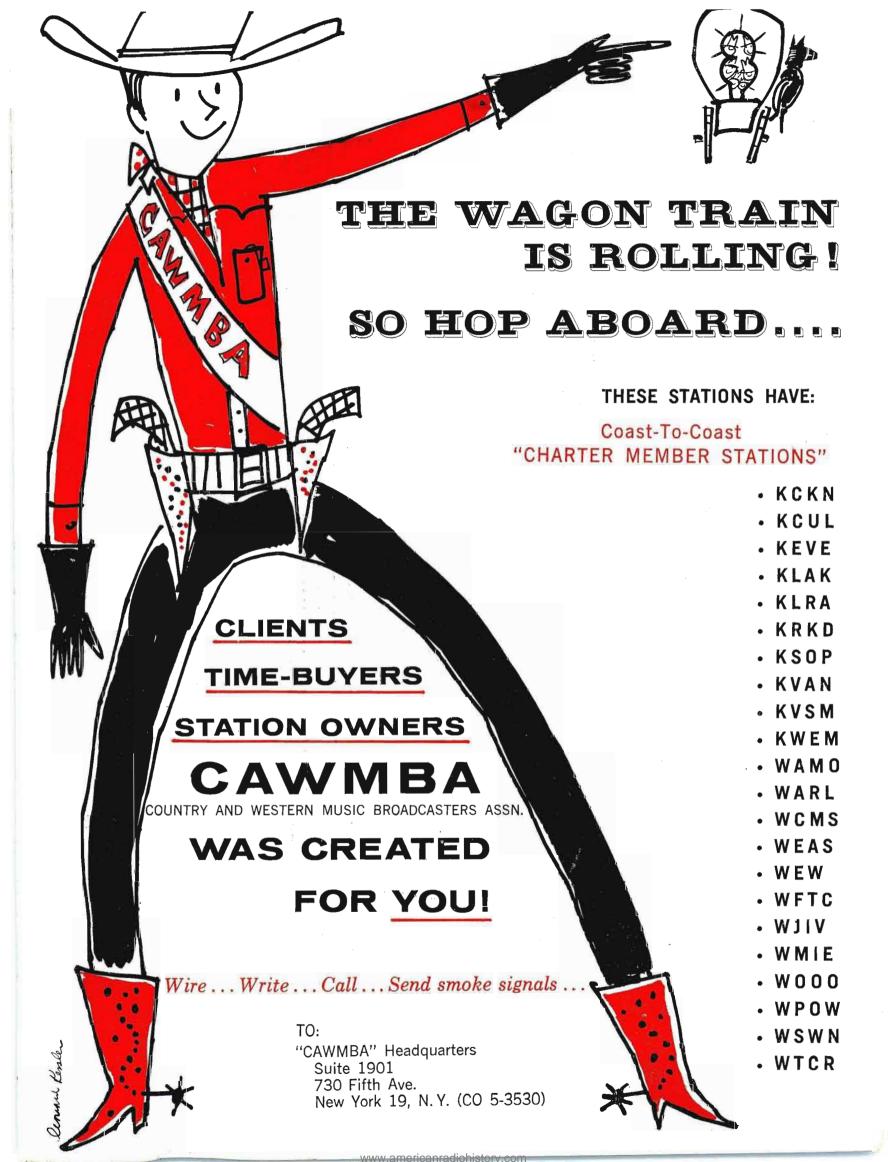
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