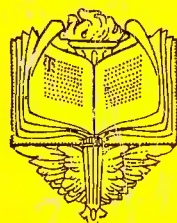


*Twentieth*



*Anniversary*

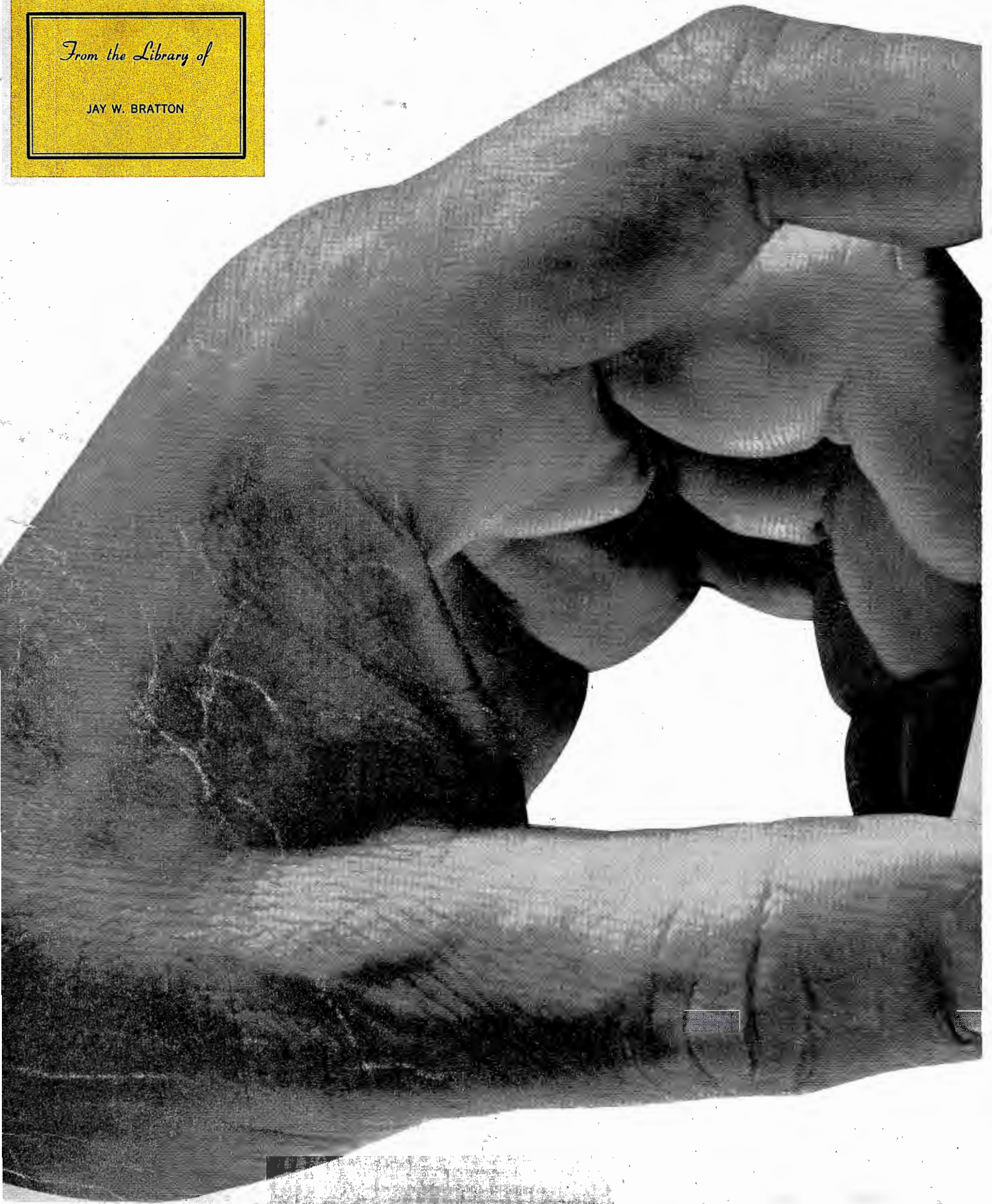


**1937** **TELEVISION DAILY** **1957**

# ... what a "Business"

*From the Library of*

JAY W. BRATTON



# card!

So, nighttime radio's dead, is it?

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

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

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

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

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

## NIGHTTIME ADVERTISERS ON WBC RADIO'S program pm

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

**WESTINGHOUSE  
BROADCASTING  
COMPANY, INC.**



RADIO  
BOSTON, WBZ-WBZA  
PITTSBURGH, KDKA  
CLEVELAND, KYW  
FORT WAYNE, WOWO  
CHICAGO, WIND  
PORTLAND, KEX  
TELEVISION  
BOSTON, WBZ-TV  
BALTIMORE, WJZ-TV  
PITTSBURGH, KDKA-TV  
CLEVELAND, KYW-TV  
SAN FRANCISCO, KPIX  
WIND represented by AM Radio Sales  
WJZ-TV represented by Blair-TV  
KPIX represented by The Katz Agency, Inc.  
All other WBC stations represented by  
Peters, Griffin, Woodward, Inc.  
MURRAY HILL 7-0808, NEW YORK



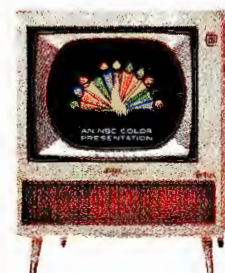
## SEE THE DIFFERENCE COLOR TV MAKES

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

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

You can now enjoy thrills like this every

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



**RADIO CORPORATION OF AMERICA**

*TWENTIETH  
ANNIVERSARY NUMBER*



Established Feb. 9, 1937

Vol. 80 No. 15—Section 2

\$2.50

Monday, Oct. 21, 1957

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

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# ACID TEST!

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

# RADIO-TELEVISION DAILY

*on its Twentieth Anniversary*

*presents a*

## PICTORIAL CAVALCADE

*of*

### RADIO and TELEVISION

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

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

### AN APPRECIATION



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

*Edited by*

*Chas. A. Alicoate*

*... and the radio and television industry*

★  
1  
9  
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★  
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7



## **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

NEW YORK   ATLANTA   DALLAS   DETROIT   SAN FRANCISCO   LOS ANGELES   CHICAGO   SEATTLE





OFFICE OF THE VICE PRESIDENT  
WASHINGTON

October 14, 1957

Dear Mr. Alicoate:

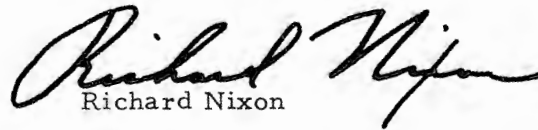
It is a pleasure to join with your many friends in offering congratulations on the 20th Anniversary of RADIO AND TV DAILY.

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

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

Best wishes to you and your staff.

Sincerely,

  
Richard Nixon

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



**ZIV DOES IT AGAIN!**

TV'S NEWEST *RATIN*

II  
**Se**

Starring

**LLOYD  
BRIDGE**

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



*G SENSATION!*

# a Hunt<sup>!!</sup>

S

*ACTION-PACKED STORIES!*

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

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

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

And it's ready to audition now!

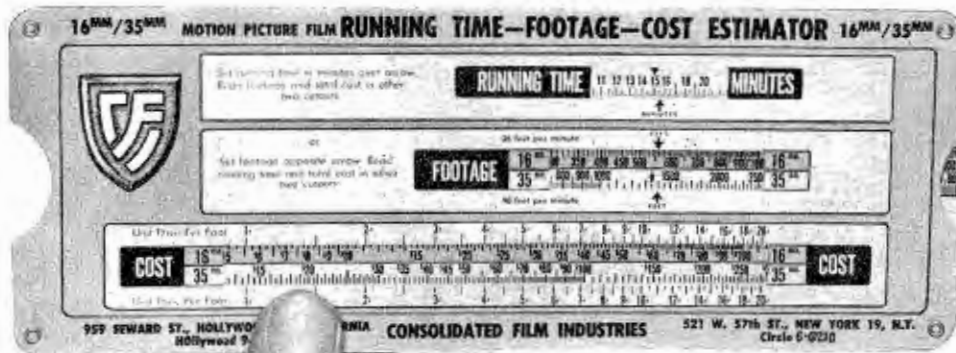
*NEW DANGER!  
NEW EXCITEMENT!  
NEW HIGH RATINGS!*



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

# CFI

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



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

Consolidated Film Industries RTD 1

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

name \_\_\_\_\_

title \_\_\_\_\_

company \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_

## CONSOLIDATED FILM INDUSTRIES

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

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

FEDERAL COMMUNICATIONS COMMISSION  
WASHINGTON 25, D. C.

IN REPLY REFER TO:

11100

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

Dear Mr. Alicoate:

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

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

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

Sincerely,



Chairman





*"The Gaslight Station" • New York • New Jersey*

*Douglas Wall, NEW YORK DAILY NEWS, speaking of*

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

**WPAT!**

*in  
the  
July 30,  
1957  
issue\**

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

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

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

HAROLD E. FELLOWS  
PRESIDENT AND  
CHAIRMAN OF THE BOARD

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

Dear Charlie:

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

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

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

Cordially,

*Hal Fellows*



# What's going on in there?

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

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

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

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

They are developing special programming:

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

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

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

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

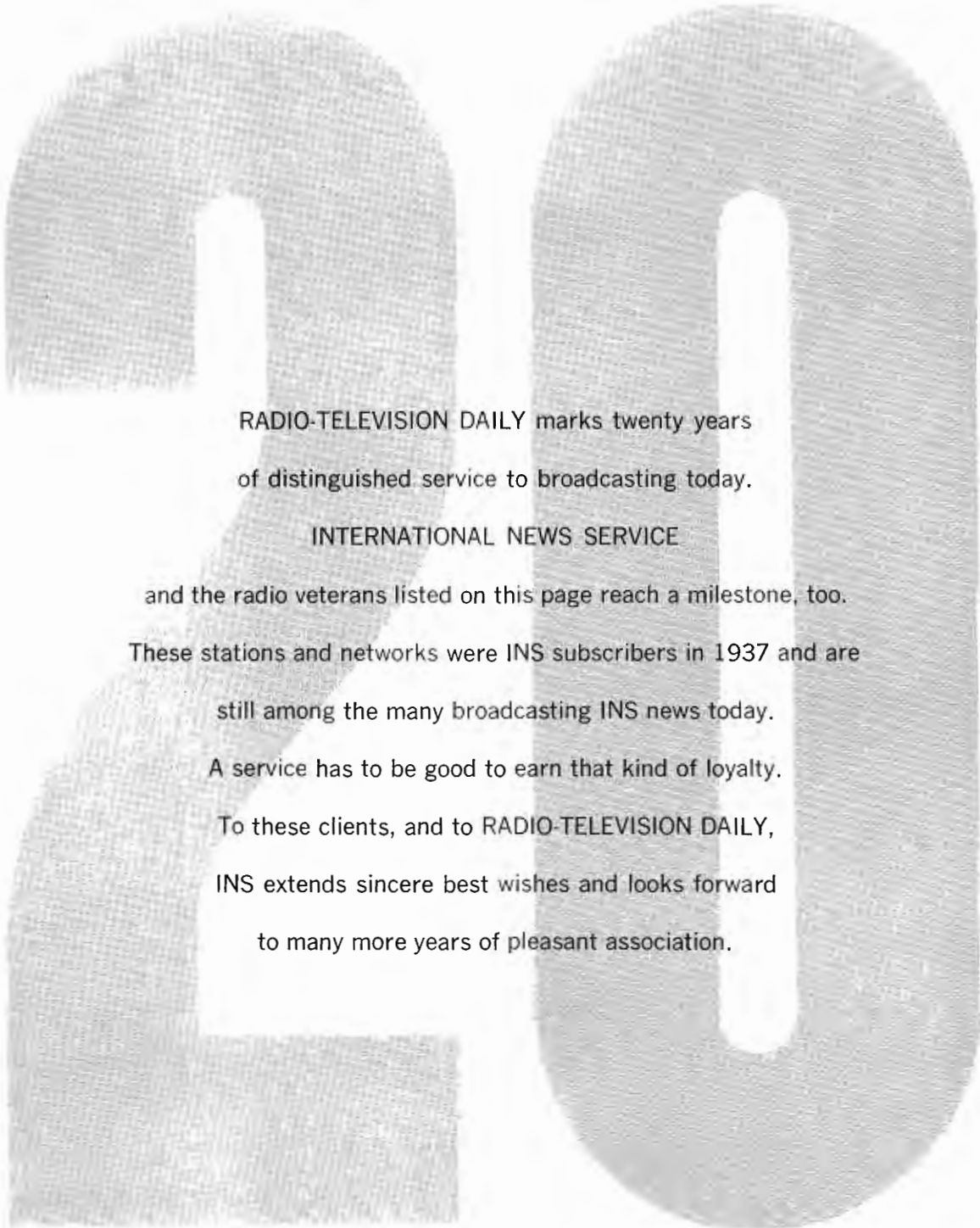
## NBC Owned Stations

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









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

**INTERNATIONAL NEWS SERVICE**

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

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

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

To these clients, and to RADIO-TELEVISION DAILY,

INS extends sincere best wishes and looks forward

to many more years of pleasant association.

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

**INTERNATIONAL NEWS SERVICE**

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



**DAVID SARNOFF**  
CHAIRMAN OF THE BOARD

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

Dear Mr. Alicoate:

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

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

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

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

With kindest personal regards,

Sincerely,

*David Sarnoff*



*Atlanta Beverly Hills*

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*Boston Buffalo*

---

*Charlotte Chicago*

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*Cincinnati Cleveland*

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*Dallas Detroit Kansas City*

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*Las Vegas London*

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*Miami Minneapolis*

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*New Orleans New York*

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*Paris Philadelphia*

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*Pittsburgh Rome*

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*San Francisco Seattle*

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*St. Louis Toronto*

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**mca**

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# RADIO FACTS and FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

Today — the average is two hours and eleven minutes.

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

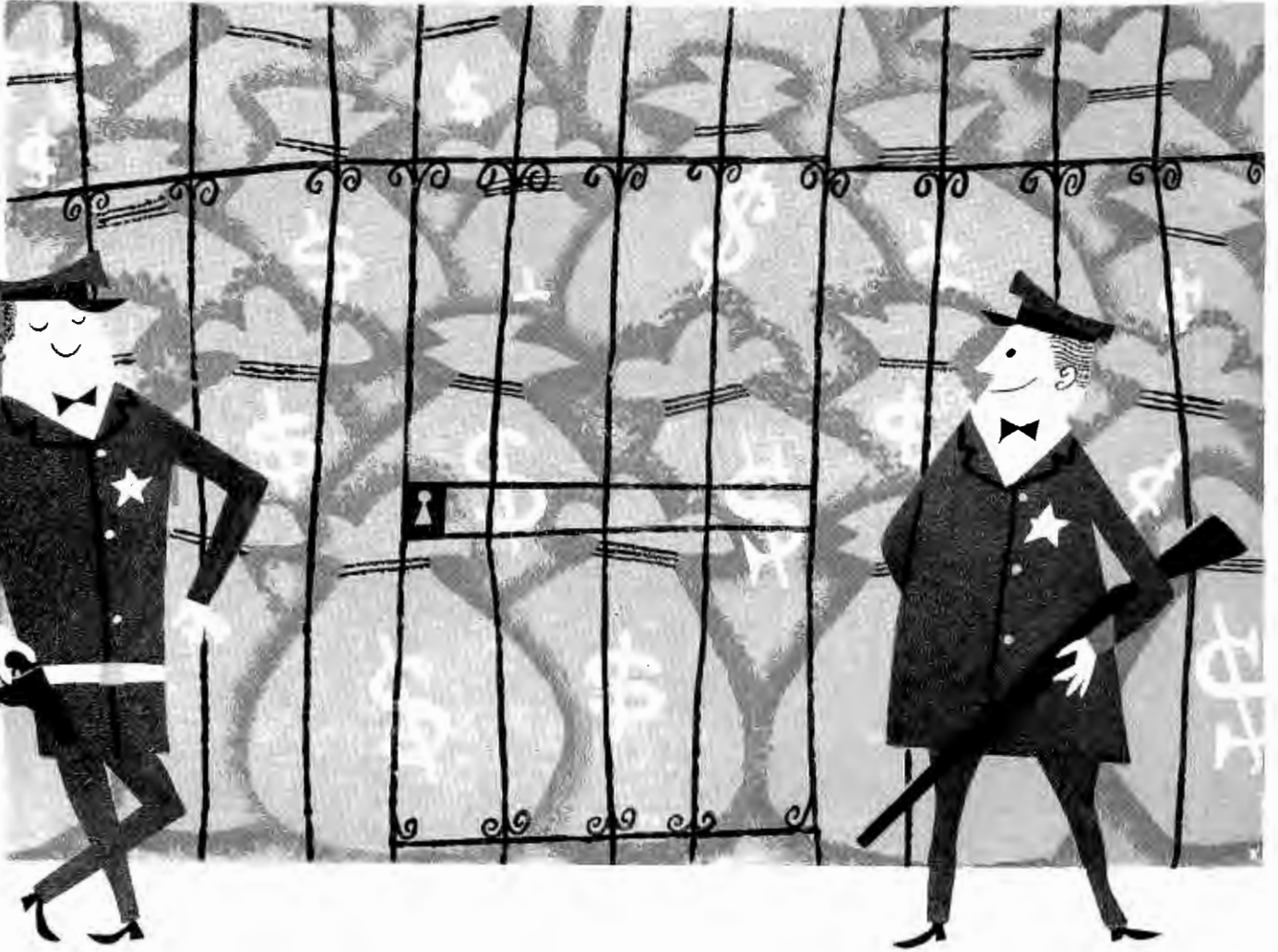
Today — 97 per cent of station programming consists of popular musical programs.

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

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

CHARLES A. ALICOATE,  
Editor and Publisher

# 29 BILLION



*Congratulations to Radio Daily on their 20th Anniversary*

# DOLLARS!

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

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



## **STORER BROADCASTING COMPANY**

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

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

\*1957 Sales Management "Survey of Buying Power"

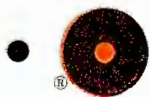


NAIDICH

IS FOR

**BUSY**

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



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



# CBS RADIO

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

ARTHUR HULL HAYES  
President



October 9, 1957

Dear Charlie:

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

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

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

Sincerely,

A handwritten signature in dark ink, appearing to read "A. Hayes".

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

# CBS TELEVISION

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

October 10, 1957

MERLE S. JONES  
President

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

Dear Mr. Alicoate:

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

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

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

Sincerely,

A handwritten signature in dark ink, appearing to read "Merle S. Jones".

MSJ:nk



# We Sincerely Believe:

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

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

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

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

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

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

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

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



## WSB/RADIO

**The Voice of the South • Atlanta**

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



# MILESTONES

Important and interesting steps in the progress  
of commercial radio

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

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

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

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

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

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

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

A telephone tieup between WEAJ, 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\*  
 for 31c

\*and her family

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

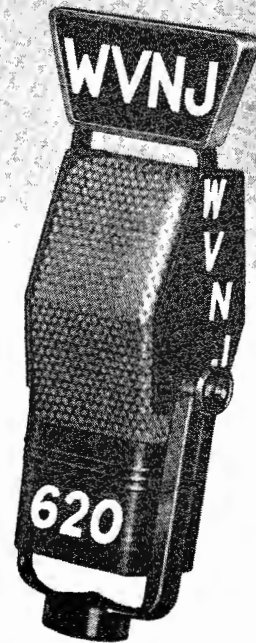
Most advertisers know that the New WVNJ has more listeners than any other radio station broadcasting from New Jersey. As a matter of fact—almost twice as many as the next 2 largest combined.\*

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

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

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

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



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

**WVNJ**

Newark, New Jersey

**Radio Station of the Newark Evening News**

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

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

CIRCLE 7-8300

ROBERT W. SARNOFF  
PRESIDENT

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

Dear Charles:

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

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

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

Sincerely



Robert W Sarnoff



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

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

**WCAU-TV**  
**means**  
**business**  
**in**  
**Philadelphia**



monday **NEW**

**"GRAY GHOST"**

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

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

Available alternate week sponsorship after December 16th.

tuesday **NEW**

**"WHAT IN THE WORLD?"**

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

Available full or alternate sponsorship

wednesday

**"WHIRLYBIRDS"**

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

(Co-sponsored by Nabisco and Sylvan Seal)

thursday

**"SHERIFF OF COCHISE"**

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

(Sponsored by Socony Mobil Oil Company)

friday **NEW**

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

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

Available full or alternate sponsorship

saturday

**"HIGHWAY PATROL"**

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

(Sponsored by P. Ballantine & Sons)



**special!**

**SUNDAY 6:30 TO 7 PM**

Alternate sponsorship available on

**"HARBOR COMMAND"**

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

(Co-sponsor La Rosa)

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

# TELEVISION BROADCASTING STATIONS

As of Feb. 1st, 1938

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

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

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

# NEW General Electric Broadcasting Center



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



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

## Better Service for the People of Three States

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

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

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

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

**WGY** Radio **WRGB** Television



*American Broadcasting Company*

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

LEONARD H. GOLDENSON

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

Dear Charles:

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

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

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

Best wishes.

Sincerely,

*Leonard*

Leonard H. Goldenson



# 10000

## FIRST GRAND SLAM IN RADIO HISTORY!

October 1, 1957

NEW YORK  
SAN FRANCISCO  
LOS ANGELES



111 WEST WASHINGTON STREET  
CHICAGO 2, ILL. · State 2-8900

TO ALL KEYSTONE AFFILIATES:

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

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

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

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

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

Sincerely,

*Sidney Wolf*  
President

CHICAGO  
111 W. Washington  
Sta 2-8900

NEW YORK  
527 Madison Ave.  
Eldorado 5-3720

LOS ANGELES  
3142 Wilshire Blvd.  
DUnlink 3-2910

SAN FRANCISCO  
57 Post St.  
SUNter 1-7440



### Keystone Broadcasting System Adds Its Thousandth Affiliate!

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

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

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

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



## TEN OUTSTANDING RADIO NEWS EVENTS OF 1937

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

American Federation of Musicians Forces Broadcasters to Hire More Musicians.

NAB at Special Meeting Votes Reorganization and Raise in Dues.

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

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

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

WLW Line is Established as Potential Fourth National Network.

Congressional Probe of Radio Demanded in Several Bills.

Elliott Roosevelt Becomes Head of Hearst Radio.

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

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



**FIRST**

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

## **WFIL-TV**

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

## **WNBF-TV**

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

## **WFBG-TV**

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

## **WNHC-TV**

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

## **WLBR-TV**

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

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

**BROADCAST MUSIC, INC.**

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

PLAZA 9-1500

CARL HAVERLIN  
PRESIDENT

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

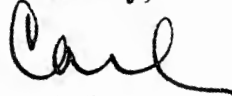
Dear Charles:

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

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

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

Sincerely,



Carl Haverlin



# 20 YEARS MEANT NOTHING TO METHUSELAH



But then he wasn't a Radio Daily reporter.

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

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

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

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

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

## WOR RADIO

"NO SOONER DONE THAN SAID"

NEW YORK

A DIVISION OF

RKO TELERADIO PICTURES, Inc. 

**R**adio

**A**dvertising

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


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

Dear Mr. Alicoate:

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

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

Cordially,



Kevin B. Sweeney



# 40

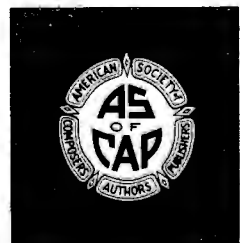
FORTY  
YEARS  
OF  
SHOW  
TUNES

## ASCAP MUSIC... THE MUSIC OF SHOW BUSINESS!

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

**AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS**

575 Madison Avenue, New York 22, New York





# TvB

TELEVISION BUREAU OF ADVERTISING, INC.

NORMAN E. CASH  
President

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

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

Dear Mr. Alicoate:

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

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

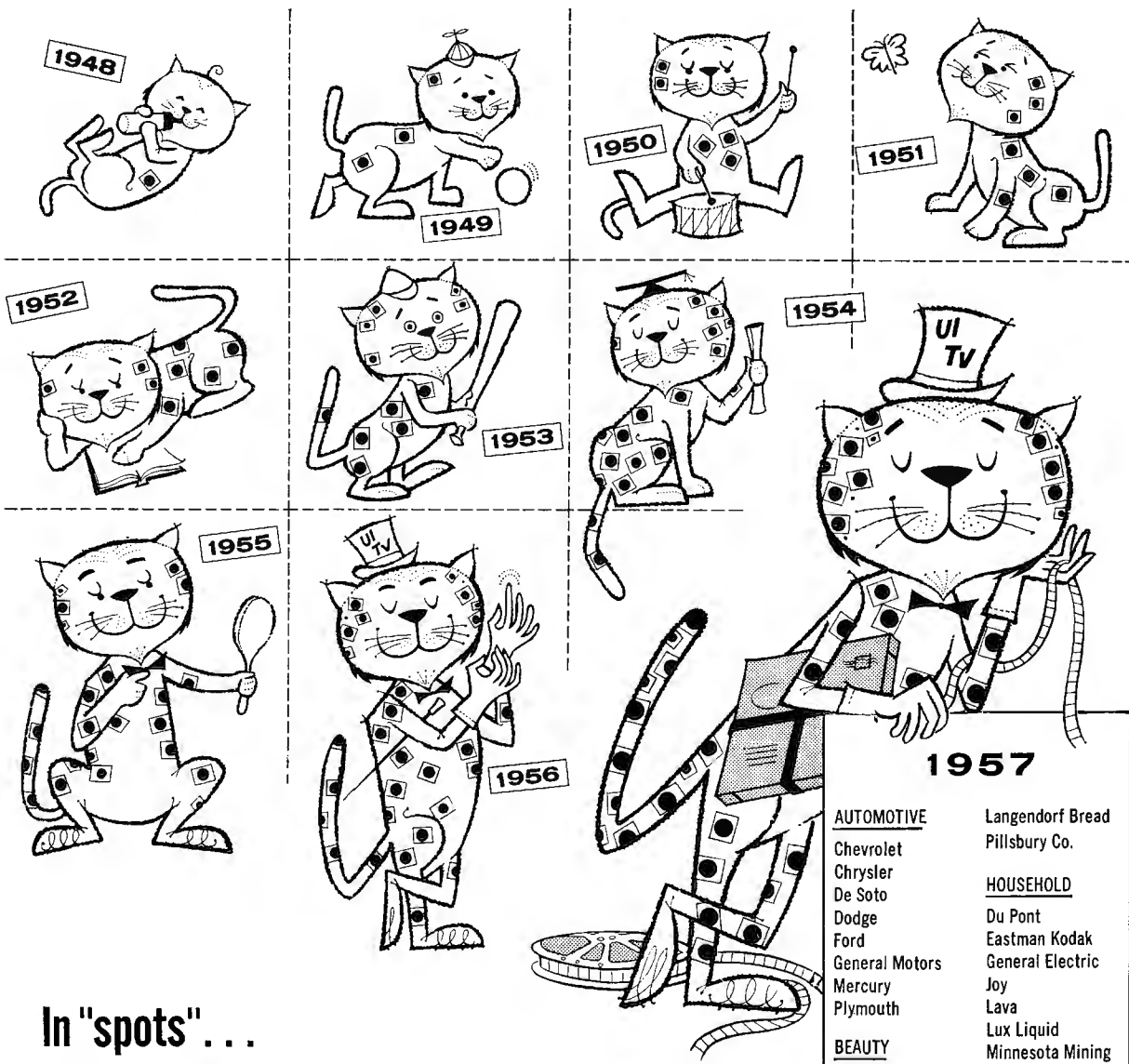
To record this dynamic drive -- keeping pace with this fast-moving, always changing medium on a day-by-day basis, is a formidable task.

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

Kindest personal regards,

*Norman E. Cash*





In "spots" . . .  
**there's no substitute for experience**

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

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

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

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

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

**UNIVERSAL PICTURES TELEVISION DEPARTMENT**

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

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

Write for free illustrated brochure.



**1957**

<b>AUTOMOTIVE</b>	Langendorf Bread Pillsbury Co.
Chevrolet	
Chrysler	
De Soto	<b>HOUSEHOLD</b>
Dodge	Du Pont
Ford	Eastman Kodak
General Motors	General Electric
Mercury	Joy
Plymouth	Lava
	Lux Liquid
<b>BEAUTY</b>	Minnesota Mining
American Health Studios	S. C. Johnson Co.
Camay	Shick Electric
Colgate Soap	Razor
Lustre Creme	U. S. Steel Products
Lux	
	<b>OIL &amp; GAS</b>
<b>BEER</b>	Conoco
Budweiser	Union Oil
Burgermeister	
	<b>SOFT DRINKS</b>
<b>CIGARETTES</b>	Coca-Cola
Hit Parade	Pepsi Cola
Marlboro	
Oasis	<b>INDUSTRIAL FILMS</b>
Parliament	American Stock Exchange
Philip Morris	Calvin Bullock, Ltd.
	<b>FOOD</b>
Beech-Nut Baby Food	Dow Chemical
Campbell Soup	U. S. Army Reserve
Foremost Dairies	U. S. Natl. Guard
Kellogg	U. S. Navy
	U. S. Steel

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

J. M. COLLINS  
SALES MANAGER



October 14th, 1957

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

Dear Mr. Alicoate:

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

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

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

Best of luck,

Sincerely,

AMERICAN SOCIETY OF COMPOSERS,  
AUTHORS AND PUBLISHERS.

Handwritten signature of J. M. Collins in cursive script.  
J. M. COLLINS

JMC:KMC



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

*G. Washington*

1787



KUDNER AGENCY, INC.

NEW YORK • DETROIT • LOS ANGELES

SAN FRANCISCO • WASHINGTON

# HEADLINE HIGHLIGHTS OF TWENTY YEARS IN RADIO AND TELEVISION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

CIO moves to organize technicians in radio field.

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

President Roosevelt lauds accomplishments of radio.

Television patents pooled by Farnsworth and AT & T.

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

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

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

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

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

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

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

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

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

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.

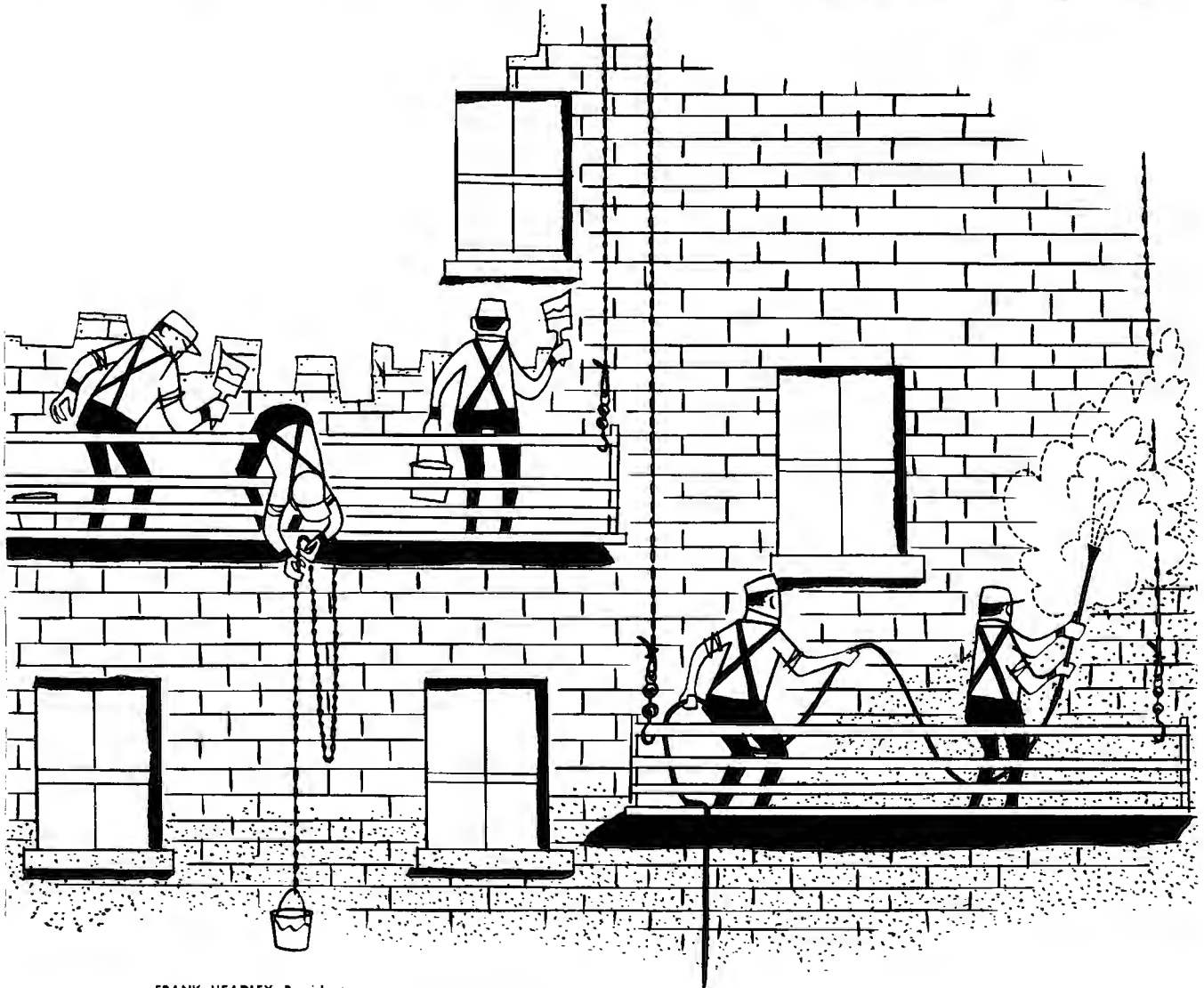
FCC merges 3 divisions; McNinch announces a board of six and himself will supplant broadcast, telephone and telegraph units.

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 Electric.

# WORKING PARTNERS



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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!"



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 RIVERSIDE 2-5148

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

101 Marietta Street  
 Atlanta, Georgia  
 JACkson 3-7797

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

910 Royal Street  
 Canal 3917  
 New Orleans, La.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Los Angeles dailies toss out radio news and columns.

Agencies eye hockey as next season fare. Network standbys piled up gross; increased budgets by foodstuff; soap and cigarettes are responsible for record first quarter gross.

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

Experimental television schedule back on NBC on 5 hour basis.

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

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

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

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

Newspapers still militant; strong anti-radio sentiment.

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

NAB appoints Neville Miller paid president. Baird tele receiving sets will be sold to theatres.

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

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

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

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

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

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

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



## Radio's Greatest Year

**10 Leading News Events of 1938**  
MFA Reorganization Completed and Neville Miller Named First Vice President.  
Frank B. Rowland pushes through Reorganization of the FCC.  
Farnsworth Makes Rapid Sales: With Seven Due to be Marketed Early This Year.  
Every Branch of the Industry Completed Negotiations With the AFM and Signed Additional Machines.  
FCC Settles Its Monthly Probe With NBC: The First Network to be Cited.  
Texas Star Network Formed With Ellen Westcott named President.  
Super Power Hearings Begin Before the FCC.  
1938 Organized As A Permanent Organization. Headed by Samuel B. Rosenblum.  
Event Industry Opens Through: Coverage of the European Crisis. Twenty Four Weeks in 1938.  
Newspapers Reduce All Year Long: With Total 1938 Receipts \$1,000,000,000.  
Broadcasting New Program.  
Idemanson Plans "With Cities Federated."  
Hearst, Hearst.  
Owen, Wilson.

**Billings At New High As All-Web Group Outlook Bright**  
**TELE PROGRESS**  
The radio industry has made a record year in billings, according to a report by the National Association of Broadcasters. Total billings for the year were \$37,957,151, an increase of 5.9% over the \$35,840,000 reported for 1937. The report also shows that the radio industry has made a record year in advertising, with a total of \$1,000,000,000 in billings for the year.

**Our Bills On Tap In N. Y. Legislature**  
The New York State Legislature has introduced a number of bills which will have a profound effect on the radio industry. These bills include a measure which would give the Public Service Commission authority over the radio industry, a bill which would give the FCC authority to regulate the radio industry, and a bill which would give the FCC authority to regulate the radio industry.

**Qui! Pressures Merged Come Into Effect Today**  
The AFM and the RCA have merged their efforts to bring about a settlement of the long-standing dispute between them. This settlement will have a profound effect on the radio industry.

**We Need Competition Says RCA Inspector**  
The RCA has expressed its desire for more competition in the radio industry. This desire is based on the fact that the RCA has a monopoly in the radio industry.

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

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

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

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

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

Paid listing now acceptable in 237 newspapers at line rate. Muzak starts test of new ad service.

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

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

Majority of air employees unionized in past two years. Tele talent reservoir; William Morris Agency joins forces with Du Mont-Paramount combine; events and theatre tie-up.

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

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

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

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

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

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

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

NBC television scripts ready for shooting. Wheeler bill to Senate; provides for three-month commission to prevent lost motion.

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

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

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

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

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

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

Live talent television tests conducted by Zenith.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

50,000

**good wishes from**

WMGM

**... one for every watt we own!**

1050

on  
your  
radio  
dial

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



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

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

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

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

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

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

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

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

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

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

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

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

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

FDR praises industry, sees no government control.

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

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

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

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

New color tele patent hailed as workable.

RCA's large screen tele; highlights two-day tour for FCC with hour-long show.

Independent movie exhibitors favor cooperation with BMI.

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

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

Buildup of smaller publishers current move of BMI staff.

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

Webs now holding off commercial tele rush.

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

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

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

BMI slashes fees as members vote to continue music fight.

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

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



# Court Mulls Webs vs FCC

**Supreme Court Decision Expected To Be Final Arbitrator As Lower Court Completes The Opening Round**

**Five Possible Angles** Round one of the three-year legal litigation centers between the major networks and the Federal Communications Commission (FCC) and the Department of Justice is now under way. The FCC has filed suit against the networks in the District Court of Columbia, and the Department of Justice has filed suit against the FCC in the Supreme Court. The FCC's suit is based on the grounds that the networks have violated the Communications Act of 1934, which requires that all interstate communications be carried by common carriers. The networks argue that they are not common carriers and that the FCC has no jurisdiction over them. The Supreme Court's decision is expected to be final, as the lower courts have completed their opening round of arguments.

**For P. & G. On Red Net** The Supreme Court has granted certiorari in the case of *Radio-Television Newsreels, Inc. v. Federal Communications Commission*, which involves the FCC's order requiring the networks to carry news programs. The networks have argued that this order is an unconstitutional taking of property without compensation. The Supreme Court's decision is expected to be final, as the lower courts have completed their opening round of arguments.

**FM Shows Bob Sealley** The FCC has granted licenses to 15 new FM stations, including one in New York City. The stations are to be operated by a group of independent producers, including Bob Sealley. The FCC's decision is based on the grounds that the FM band is underutilized and that the new stations will provide a valuable service to the public. The networks have argued that the new stations will compete unfairly with their own stations. The Supreme Court's decision is expected to be final, as the lower courts have completed their opening round of arguments.

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 engaging 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 okay's 'no tax'; 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 licenses; also okay three more FM stations.

Web gross \$105,000,000; estimate for major network billings indicate increase of \$10,000,000 in the current year's total.

BMI will slash rates; board approves new 8 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 business.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

New York • Chicago • Hollywood • Toronto • Montreal

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

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

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

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

583 of 722 stations report profit for 1942.

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

OPA-Treasury department laud work of radio.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Radio Daily marks birthday; this issue starts eighth year.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Radio flashes first news of Germany's surrender.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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 N.W.L.B. strike directive; Petrillo conferring.

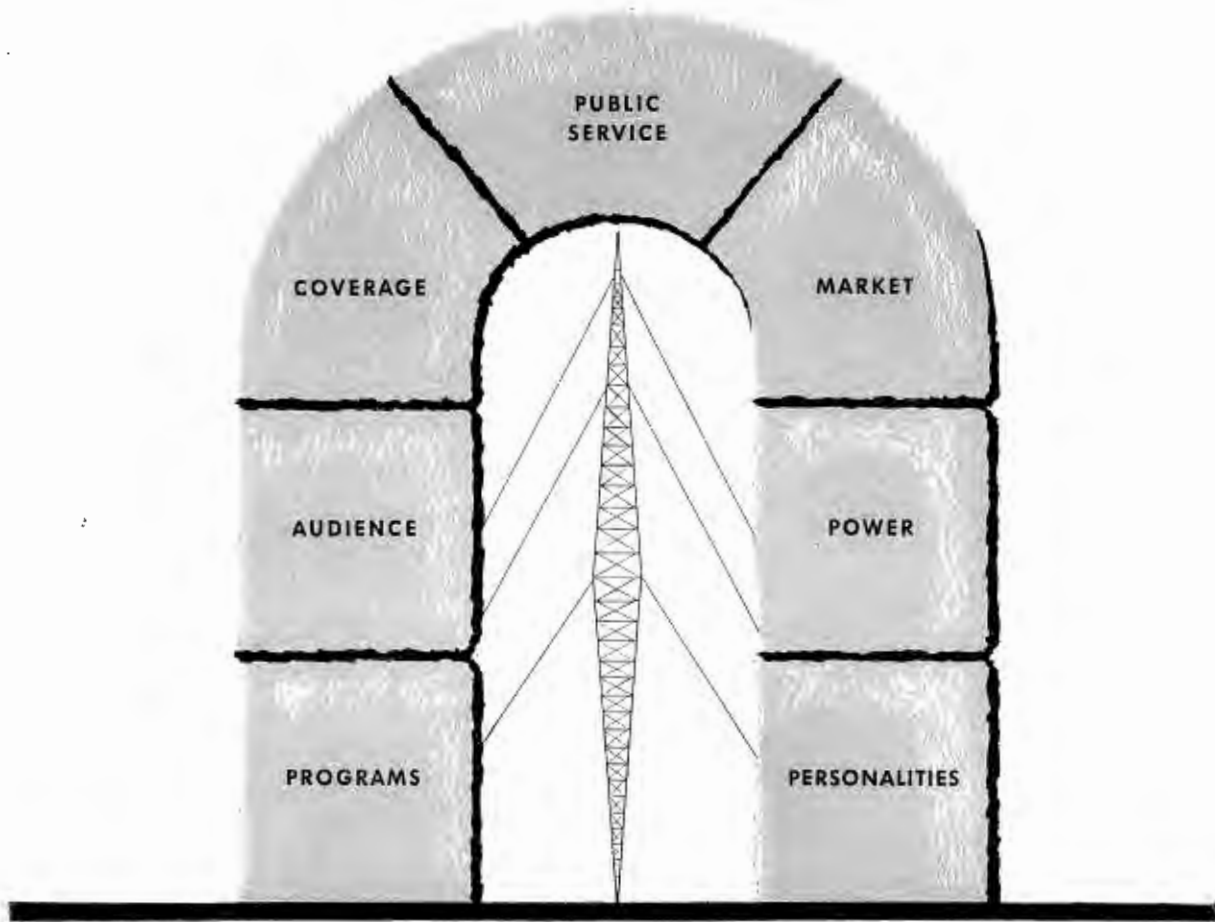
End AFM recording ban; Victor and Columbia Records sign with Petrillo on union's terms.

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.



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

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

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

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

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



Measure of a  
Great Radio Station

# WGAR

THE STATION WITH 4½ MILLION FRIENDS IN NORTHERN OHIO

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

Represented Nationally by

**THE HENRY I. CRISTAL CO., INC.**

New York • Boston • Chicago • Detroit • San Francisco



# THIS IS HOW IT ALL STARTED



GUGLIELMO MARCONI

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



# THE BARTELL GROUP...

THE INDUSTRY'S FASTEST GROWING 10-YEAR OLD

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

## THE BARTELL GROUP STATIONS:

**WOKY** — 1st in MILWAUKEE

**KCBQ** — 1st in SAN DIEGO

**WAKE** — 1st in ATLANTA

**KRUX** — 1st in PHOENIX

### *Newest Bartell Stations:*

**WILD**, Boston and

**WYDE**, Birmingham . . .

*gaining ground fast!*

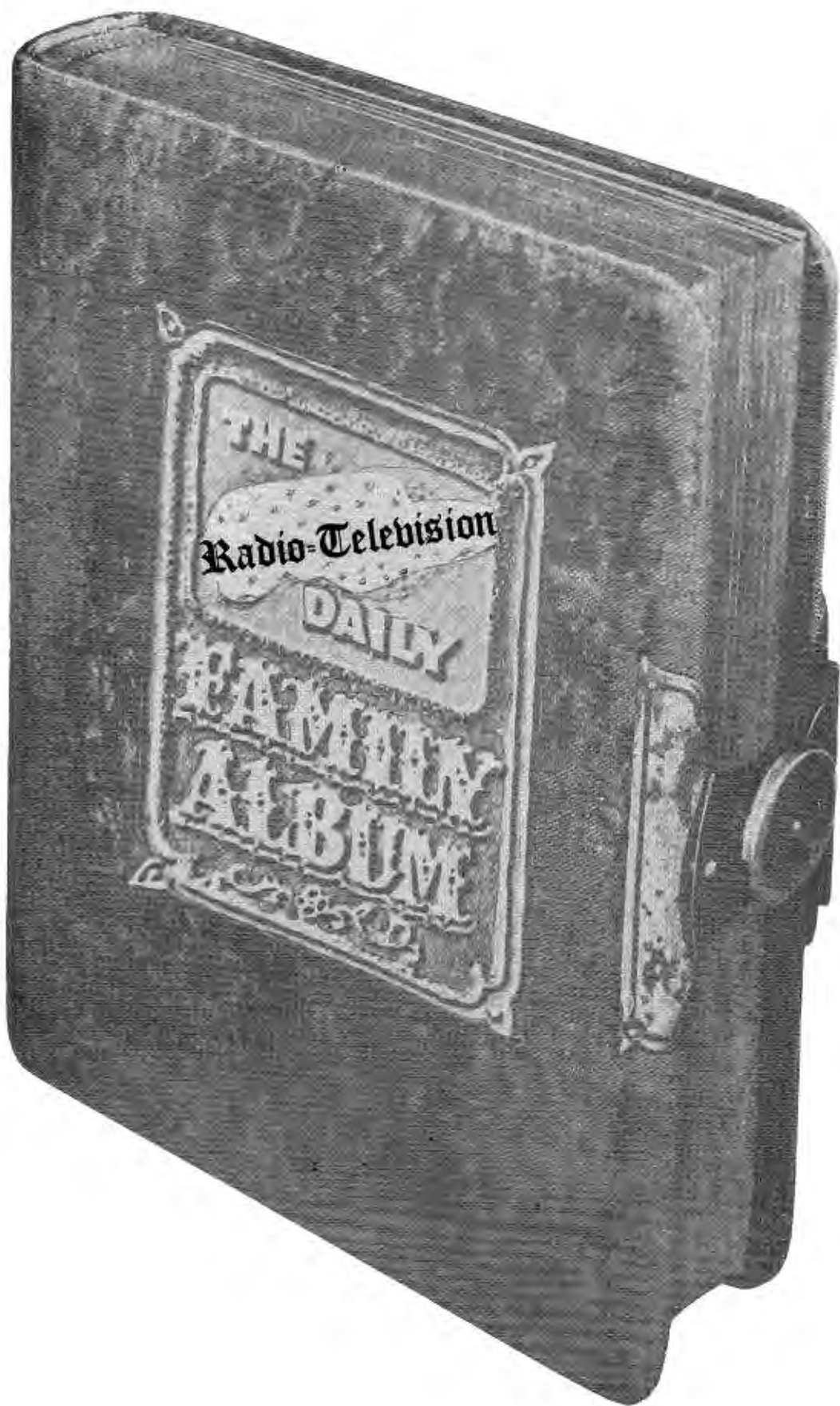


**BARTELL IT AND SELL IT!**

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

**THE BARTELL GROUP**  
**RADIO FOR FAMILY LIFE**

AMERICA'S **FIRST** RADIO FAMILY  
SERVING 10 MILLION AMERICANS



# The Radio Television Daily Family



*John W. Alicoate*



*Joe Morris*



*Charles A. Alicoate*



*Marvin Kirsch*



*Dick Donnelly*



*Chester B. Babn*



*Arthur Simon*



*Ethel Rosen*



*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



hear

W I T H I T S N E W S O U N D



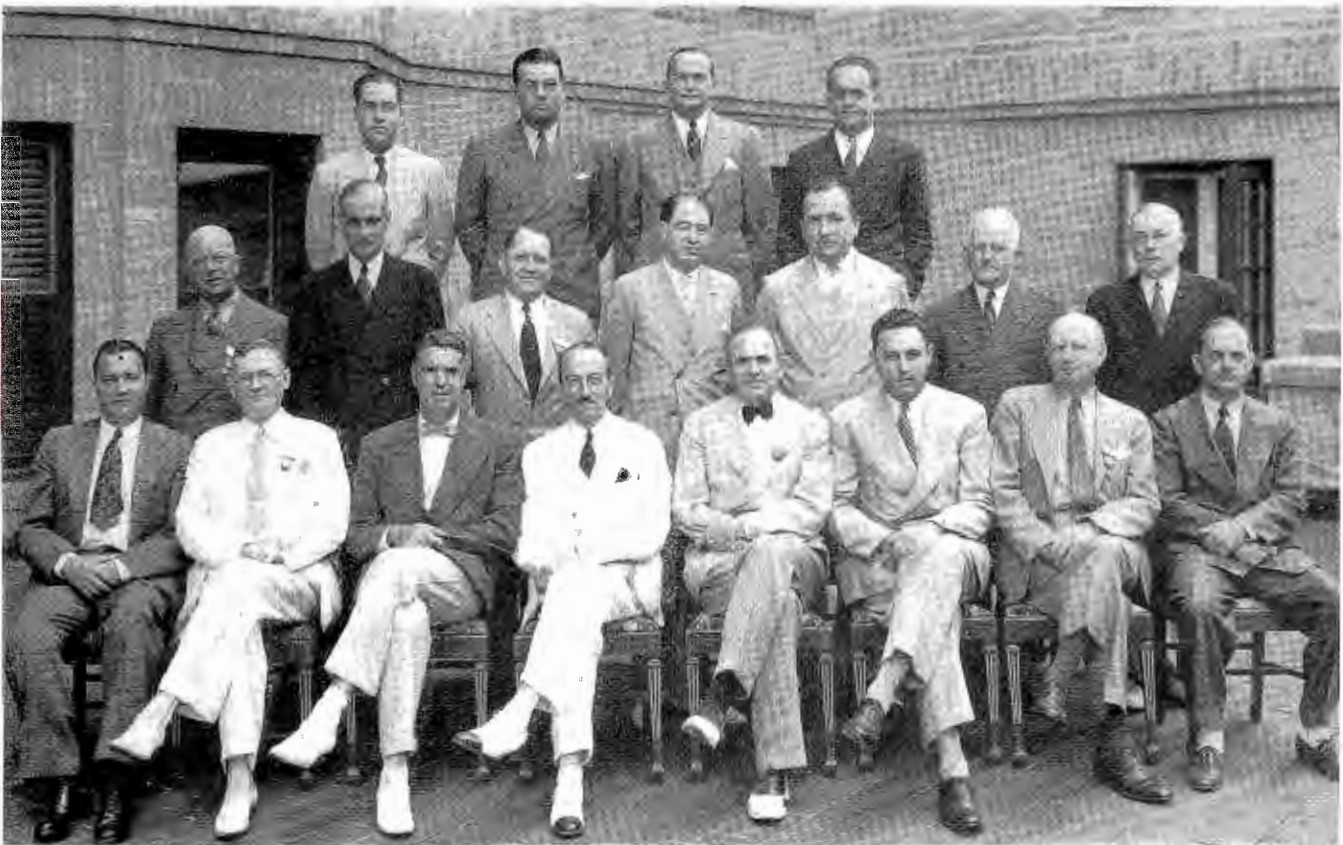
NEW YORK CITY, N. Y.



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



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



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



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



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



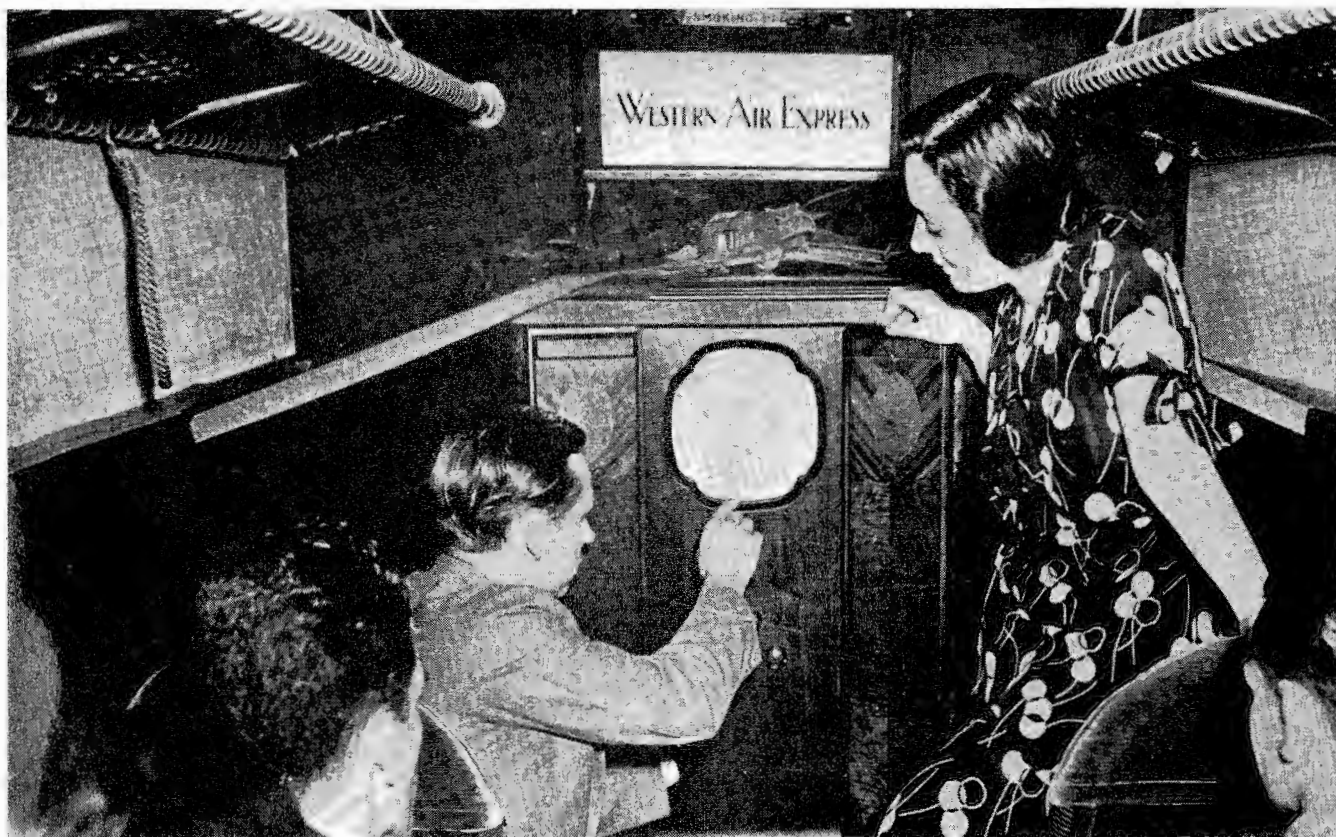
Taken 20 years ago are these two remote units belonging to the McClung Broadcasting Stations of California. These units were among the first in the area. Stations now included in the chain are KYOS, Merced; KHSL, Chico; KVCV, Redding, also KHSL-TV and KUCV radio.



This is a far cry from the advantages of today's equipment. Reported to be 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.



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



On May 31, 1932, Don Lee Television pioneer Harry L. Lubeke 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.

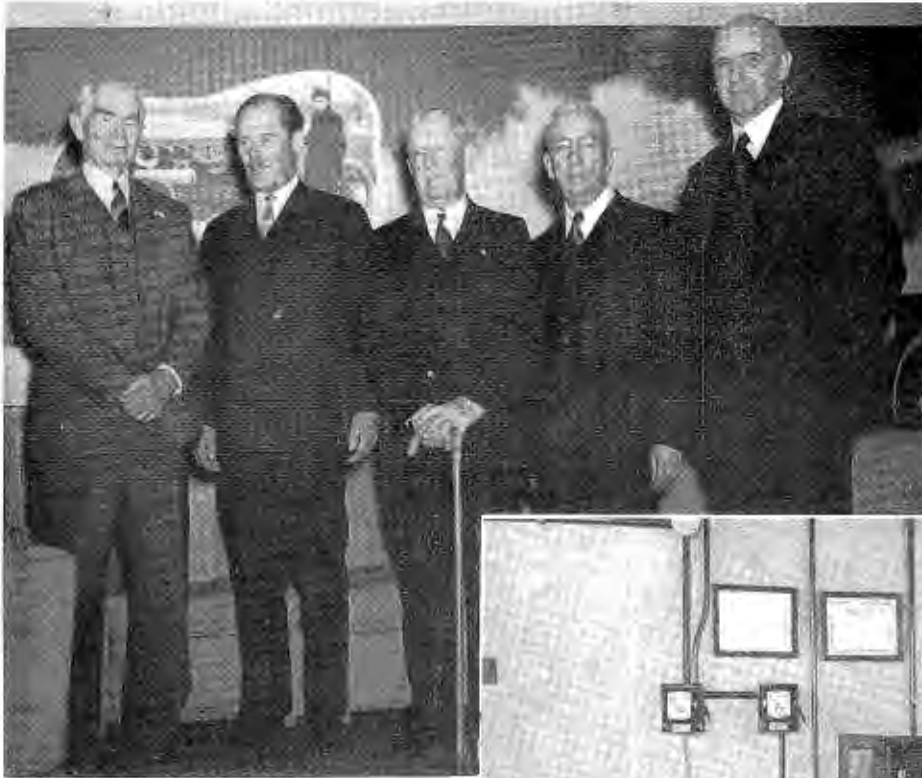
**That's why Top Drawer Advertisers use WGN-TV.**

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

**WGN-TV**

CHANNEL 9—CHICAGO



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.

# A CHALLENGE!

<b>DOMESTIC SERVICE</b> Check the class of service desired; otherwise this message will be sent as a fast telegram		<b>INTERNATIONAL SERVICE</b> Check the class of service desired; otherwise the message will be sent at the full rate	
TELEGRAM	<input type="checkbox"/>	TELEGRAM	<input type="checkbox"/>
DAY LETTER	<input type="checkbox"/>	LETTER TELEGRAM	<input type="checkbox"/>
NIGHT LETTER	<input type="checkbox"/>	SHORE-SHIP	<input type="checkbox"/>
NO. WDS. - CL. OF SVC.		CHARGE TO THE ACCOUNT OF	
P.O. OR COLL.		TIME FILED	
CASH NO.		1206 (4-55)	

**WESTERN UNION TELEGRAM**

W. P. MARSHALL, PRESIDENT

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

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

WTWJ, CHANNEL 4, MIAMI CHALLENGES ALL USA STATIONS IN THREE-NETWORK-VHF MARKETS TO SHOW A DOMINANCE SUPERIOR TO THAT OF WTVJ IN SEPTEMBER ABB 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!) )

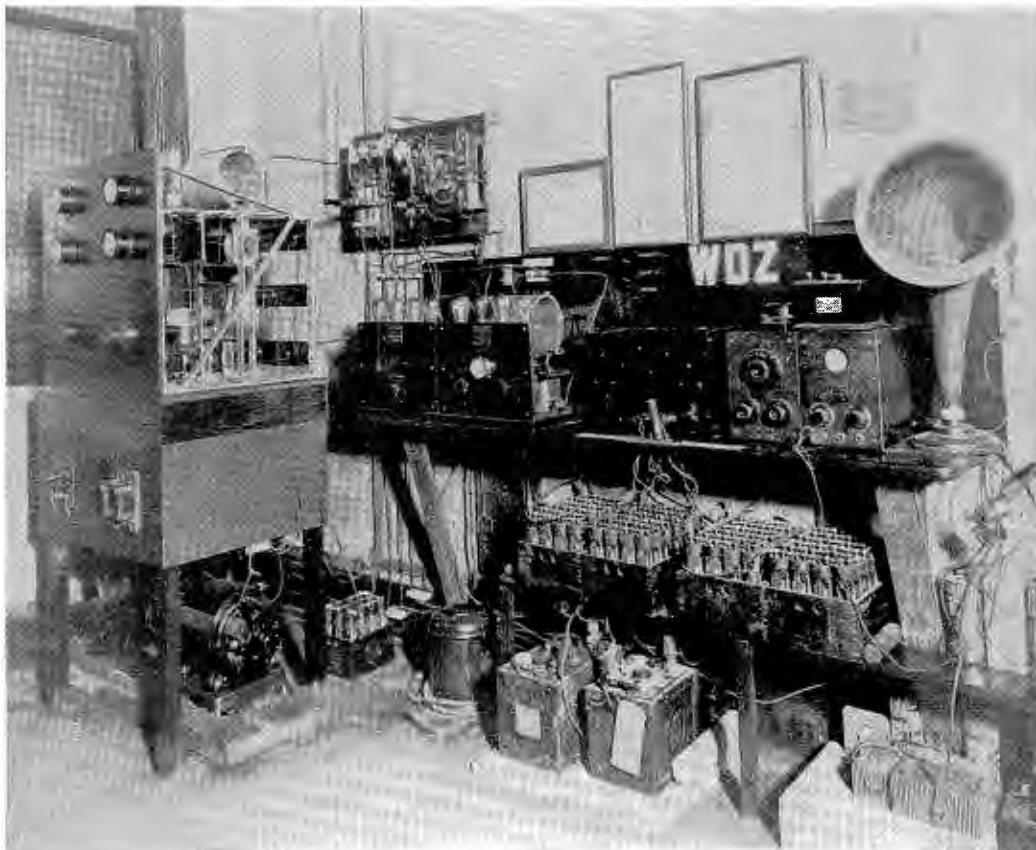
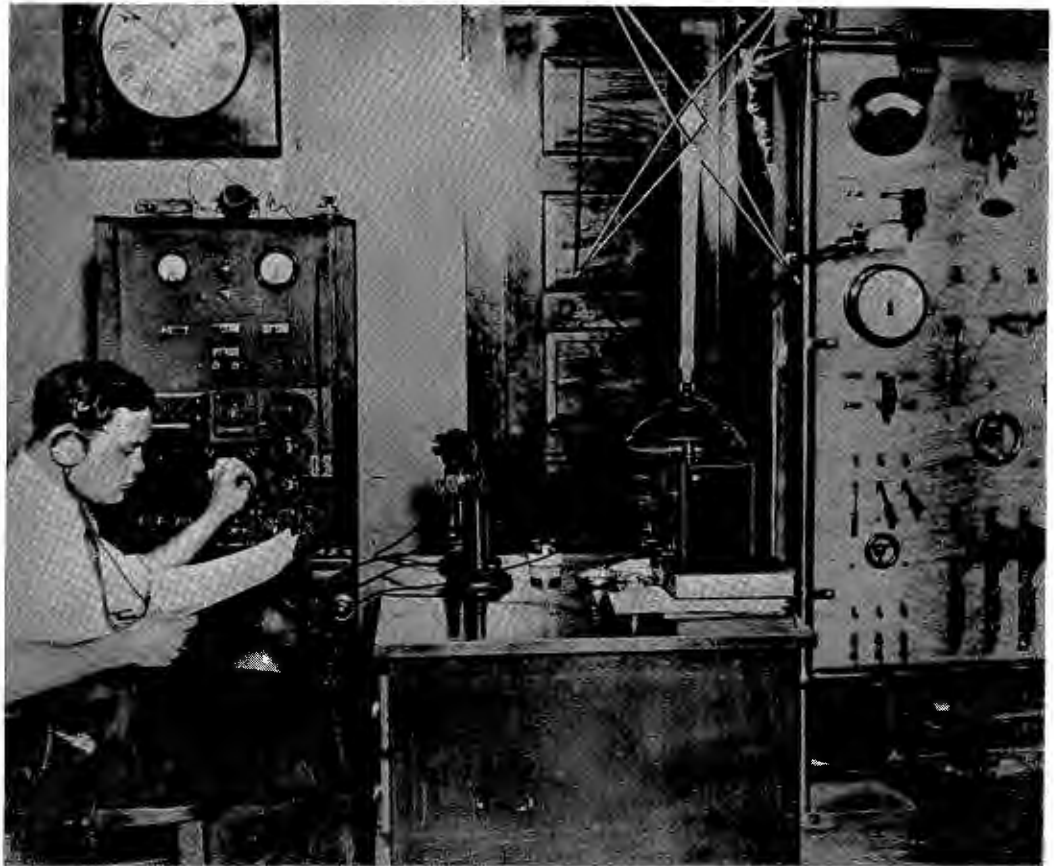
RULES OF THE CHALLENGE -- JUST SHOW US THAT YOUR STATION CAPTURES MORE THAN 72.9% OF ALL QUARTER-HOUR RATING "FIRSTS" IN SEPTEMBER, 1957.

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

# Can You Top This?



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, Ill. when the station began operating on March 17, 1921 in Tuscola, Ill. At that time the daily schedule consisted of market reports every thirty minutes preceded and followed by musical selections.

# *Happy score,* Radio Daily!

As one of your oldest advertisers, we want to be one of the first to congratulate you on your 20th birthday. 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.



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.



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



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.



The most attractive  
**"Package DEALS"**  
 in Western New York



**\$100 A WEEK** buys  
**ALL these and MORE!**

THE MOST POPULAR  
 "PERSONALITY PROGRAMS"  
 IN THE AREA!



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

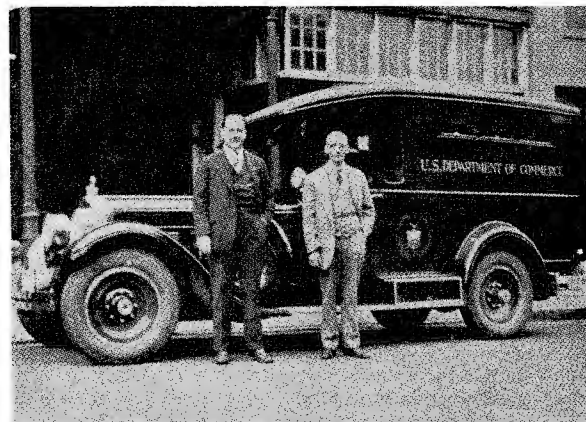
**WKBW**  
 RADIO CENTER **BUFFALO'S MOST POWERFUL STATION** BUFFALO NEW YORK

**50,000 WATTS**  
 AVERY-KNODEL, INC.  
 National Representatives

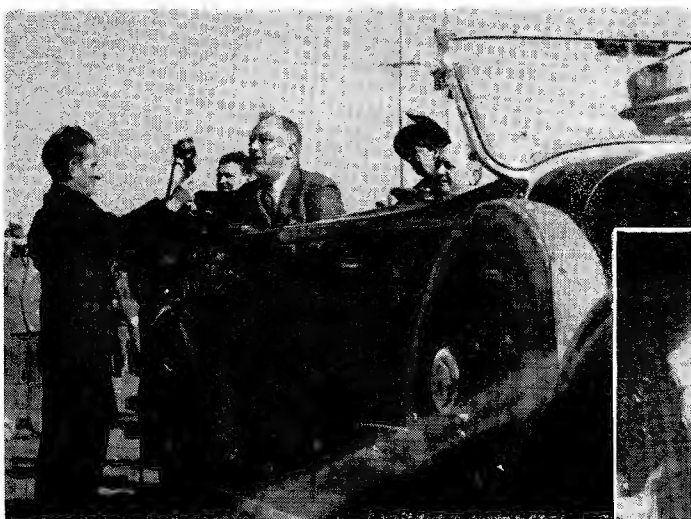
**NBC NETWORK**  
 CLINTON M. CHURCHILL  
 Founder, President  
 and General Manager



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



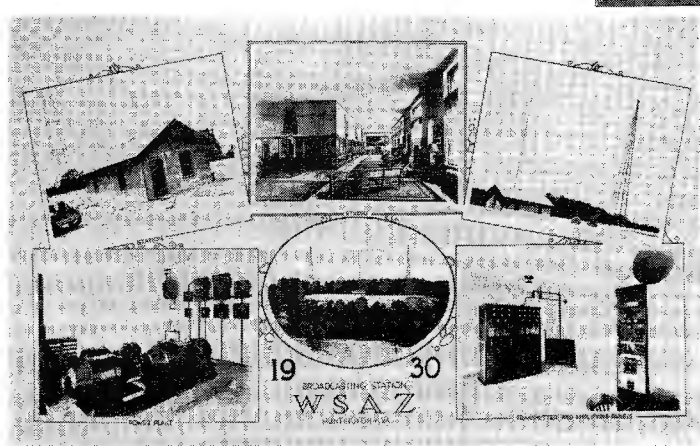
Major W. Van Nostrand, radio supervisor 4th District and T. G. Deiler, supervisor of the 5th District in front of an old Department of Commerce field checking car. Taken during the celebration of the first anniversary of WWNC in Asheville, N. C.



Russel L. Lowe, of KFH with the late President Roosevelt, Mrs. Roosevelt, the then Democratic Senator from Kansas George Magill and driving Neil Anderson, of the Wichita Police Department. Taken in 1936 two weeks before election.



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
<b>WJAR-TV</b> STATION B	<b>1,186,410</b> 706,140	<b>593,890</b> 448,390	<b>539,130</b> 430,370

\*WJAR-TV Area Per  
NCS No. 2, 1956



**WJAR-TV**  
CHANNEL 10, PROVIDENCE, R. I.



Represented by Edward Petry & Company, Inc.



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. McGuineas (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.



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.





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.



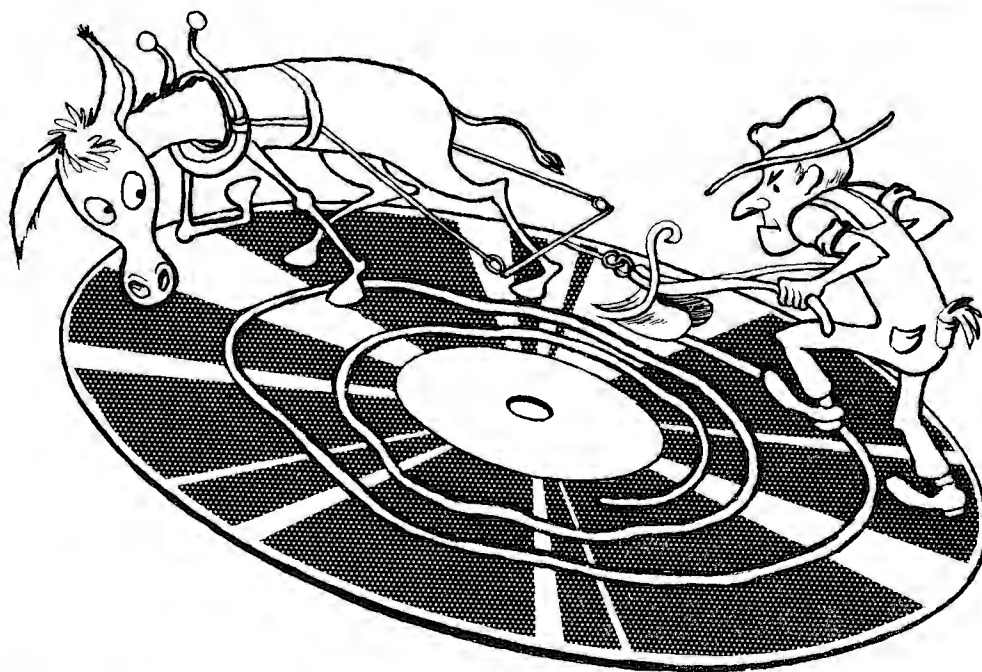
Of these seven plant managers of Westinghouse radio stations who met in 1936 at Chicopee Falls, Mass., five are still associated with Westinghouse Broadcasting Co. Left to right: Sherman Gregory; Joseph Baudino, now WBC vice president in Washington; the late Ernst Gager; H. E. Randol, technical supervisor 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.



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.



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 Diamant, 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

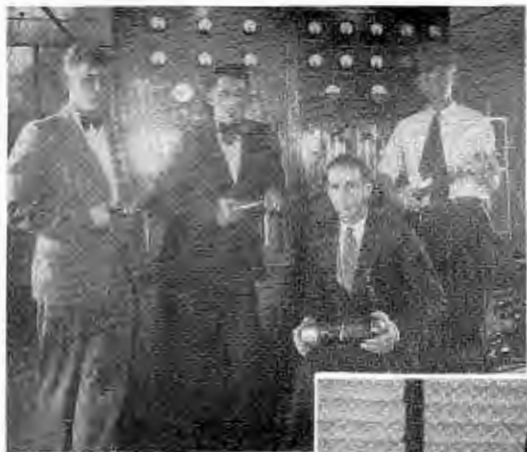
233 Main Street, Belleville 9, New Jersey

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 Hirllich, 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.



Roger W. Clipp, vice president, radio-tv division of Triangle Publications. Taken in 1937 at the Widener Building offices when Mr. Clipp was business manager of WFIL.



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

Sid Caesar in 1937

SINCE  
1898  
THE  
AGENCY  
OF  
THE  
SHOW  
WORLD



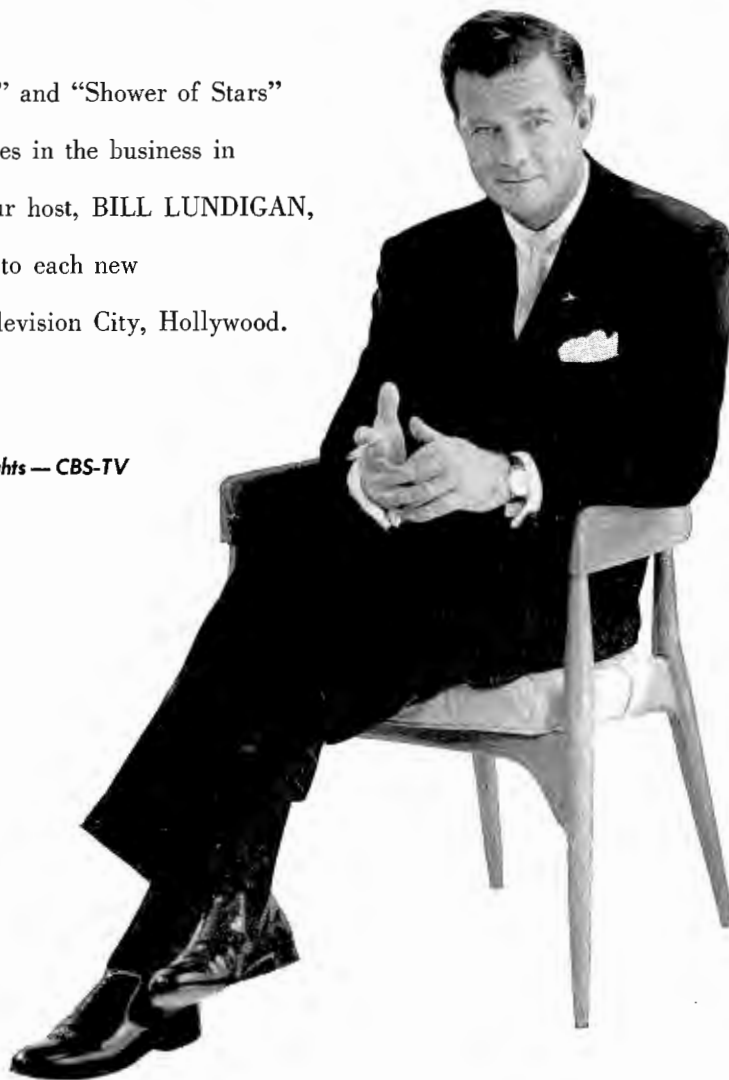
**WILLIAM MORRIS AGENCY, INC.**  
NEW YORK • BEVERLY HILLS • CHICAGO • LONDON • PARIS • ROME



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

As we move into the 4th year, “Climax!” and “Shower of Stars” will continue to present the biggest names in the business in topflight dramas and variety shows. Your host, BILL LUNDIGAN, welcomes you for Chrysler Corporation to each new star-studded show, telecast live from Television City, Hollywood.

*Thursday Nights — CBS-TV*



**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 ownership 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 applicants can start building this year.

Realignment of NAB gets underway; committee recommends tele department and membership 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 spells 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 year.

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 battle 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 commercially; 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.

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

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; temporary order bans any usage commercially.

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

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

Canada may use TV advertising in U.S.; publicity 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.



**SUE OF COLOR-TV STILL HANGING FIRE**

**Impact Of Co-ax TV In New Market Exciting**

TV Edition Surveyed by RADIO DAILY Report Reception of World Series on Epic Event Demand for TV Receivers Exceeds Supply

**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 Phoneyvision; 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 Phoneyvision.

CBS resigns from NAB membership; 7 network 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 manufacturers; three companies display models at new prices.

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

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

First Phoneyvision 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. short-wave; domestic stations can relay U.N. programs.

Progressive Broadcasting System suspends operations.

Wage freeze covers radio and TV; queries clarified by Wage Stabilization 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 six 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 time, 4 major webs are told.

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 sponsors 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 U.S.

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 necessary 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 Agency.

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 political 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; individual rights in jeopardy bar says.  
 NPA denies construction permits; industry requests for remodeling turned down.

# RADIO TELEVISION DAILY

VOL. 46, NO. 33 NEW YORK, MONDAY, AUGUST 11, 1953 TEN CENTS

## FIRST TV HEARINGS SKEDDED BY FCC

### NBC Announces Unification Of Departments

**Lawrence Reveals New Steps In Three Depts.**  
 NBC announced today that it will unify its three departments for advertising promotion and research and planning of NBC-TV network programs.  
 NBC-TV network programs for advertising promotion and research and planning of NBC-TV network programs.

**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 indicates 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 service.

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 rates.

TV freeze lifted by Commission; FCC issues momentous 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.

RTMA asks decontrol of receivers; prices reported below ceilings set by OPS.

FCC reports 92 TV outlets showed profits during '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 telecast.

Radio-TV links 3,000 indie Super Markets; sales promotion gimmick set by WNBC-WNBT.

Government control of TV in Canada opposed; 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 entire 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; newsmen 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.

**Becker in New Post** RTMA Plans Study Of Educational TV  
**BMI Radio Seminar** Held Successful

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

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; anti-trust action involves radio and TV rights.

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 Paramount 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 shipments 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 business.

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.

Radio-TV soft pedal Kinsey Report; webs and stations go lightly on sex treatise.  
 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; all-roads 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 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 Procter.

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 Committee forecast box office gains.

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

Heavy TV production planned; Roach announces coast plans for 1954.

Skiatron TV formed to take over pay-as-you-see TV system.

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

Radio-TV air Senate hearings; full coverage to McCarthy-Army controversy.

FCC commission to celebrate 20th anniversary; observance marks a generation of service.

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

20% nighttime 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 request 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 consolidation 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 McConaughy 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 received 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.



*W. J. German, 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-  
tion TV.

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

TV service gyms become issue; seek to license  
reparmen 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-  
ment.

Open war on 'gyp' advertising; seek legisla-  
tion to curb some 'bait' deals.

Du Mont TV web realignment; greater bene-  
fits to advertisers planned.

# TELEVISION DAILY

The National Daily Newspaper of Commercial Radio and Television  
VOL. 16, NO. 36 NEW YORK, FRIDAY, JUNE 16, 1955 17¢ CENTS

## FCC CLOSES TOLL TV FILINGS

### Microwave TV Web Underway in Canada

Major Canadian stations are starting to consider the feasibility of toll TV service, according to a report by the Young & Rubicam group, publisher of the *Radio-Television Digest*. The report says that toll TV service is expected to start in 1956.

### Triple Stations

Four radio stations in Chicago—WGN, WFLD, WBBM and WLS—will be operating on the same frequency as of July 1, 1955. The stations will be WGN, WFLD, WBBM and WLS.

### Commission Swamped With Last Minute Petitions For Pay-As-You-See TV Systems

Washington—Big push for and against toll-TV boomed yesterday as the FCC closed their files for accepting petitions on the subject of subscription television. Among the leaders who made known their stand were Columbia Broadcasting System, American Broadcasting Company, Zenith Corp., (Phonetic), National Association of Radio and Television Broadcasters and International Television Corporation. There were others who had not come on the subject of toll-TV and these included UHF broadcasters, TV viewers and some newspapers. The FCC's failure to accept the petitions is only the first step in the FCC's long task of evaluating the information at hand. The commission's division of State and Standards must first catalogue and analyze the petitions and possibly will make recommendations to the FCC.

### McDonald Comments On Sarnoff Statement

Robert Sarnoff, president of NBC, yesterday said that the commission's decision to close its files on toll-TV petitions was a "disappointment" and that he would continue to fight for toll-TV service.

### Approach Court Upheld

FCC Protest Denied

### General To Appear

RETMA

**1955** New TV set lines displayed; few col-  
or 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 rat-  
ings than originals in some cases.

Guild Films-MPTV conclude \$13,000,000 TV  
film deal.

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.

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  
web.

Salk Report widely covered; radio-TV sta-  
tions 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; Philadel-  
phia 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

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 be-  
lieve program lack overcome.

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

Films syndicator budget hit peak; produc-  
tion costs estimated at \$50,000,000.

Du Mont TV network dissolving; no provision  
made for continuance in new setup.

SAG, producers ratify agreement; new agree-  
ment 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 \$5 de-intermix bids; national solu-  
tion 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 fea-  
tures to television. Rate card hike  
widespread; survey shows rise in both radio and  
TV.

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 guarantee cost-per-1000 to clients.

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 an-  
nounces availability of studio.

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

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 equip-  
ment; camera filter is basis of process.

Teletons: broadcasters' problem; high-pow-  
ered 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; commis-  
sion requests all comments on solution be sub-  
mitted.

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

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

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

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 ap-  
pointed.

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

FTC sets up radio-TV probe unit; false, mis-  
leading 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; new financing  
difficulties end plan.

Read.....

# RADIO-TELEVISION DAILY

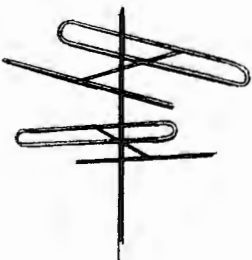
FOR UP-TO-THE-MINUTE NEWS!

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



**GOODSON  
TODMAN**

**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



# RADIO DAILY

*Conducts its first annual poll of the  
Radio Editors and Critics for the year 1937.*

*(Released January 14, 1938)*



## **Programs**

<i>Title</i>	<i>Points</i>
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
Fard 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
Jeanette MacDonald .....	108

## **Orchestras**

<i>Title</i>	<i>Points</i>
Guy Lombardo .....	387
Wayne King .....	292
Benny Goodman .....	285
Andre Kostelanetz .....	242
Hal Kemp .....	187
Tommy Dorsey .....	160
Horace Heidt .....	143
Paul Whiteman .....	127
Shep Fields .....	105
Raymond Paige .....	94

## **News Commentators**

Edwin C. Hill .....	432
Boake Carter .....	412
Lowell Thomas .....	326
H. V. Kaltenborn .....	226
Paul Sullivan .....	148

## **Sports Commentators**

Ted Husing .....	670
Clem McCarthy .....	259
Bill Stern .....	156
Bill Slater .....	108
Red Barber .....	61
Graham McNamee .....	61



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.



Don McNeil, of ABC, was well established in radio in 1937 having started as toastmaster of the Breakfast Club in 1933.



## MUTUAL BROADCASTING SYSTEM, INC.

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

OFFICE OF THE  
PRESIDENT

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-the-spot 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,



Paul Roberts

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**





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.



J. Elroy McCaw, general manager at KELA in 1937. He is now president of this Centralia, Wash. station.



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.



James L. Caddigan, vice president and treasurer of Lowell Thomas' Odyssey Productions—twenty years ago had gone from Paramount News into the production and direction of business films.



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, Cannon City, Colo.



# Introducing the **VERY VERSATILE** 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.



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



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, Minn.



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



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



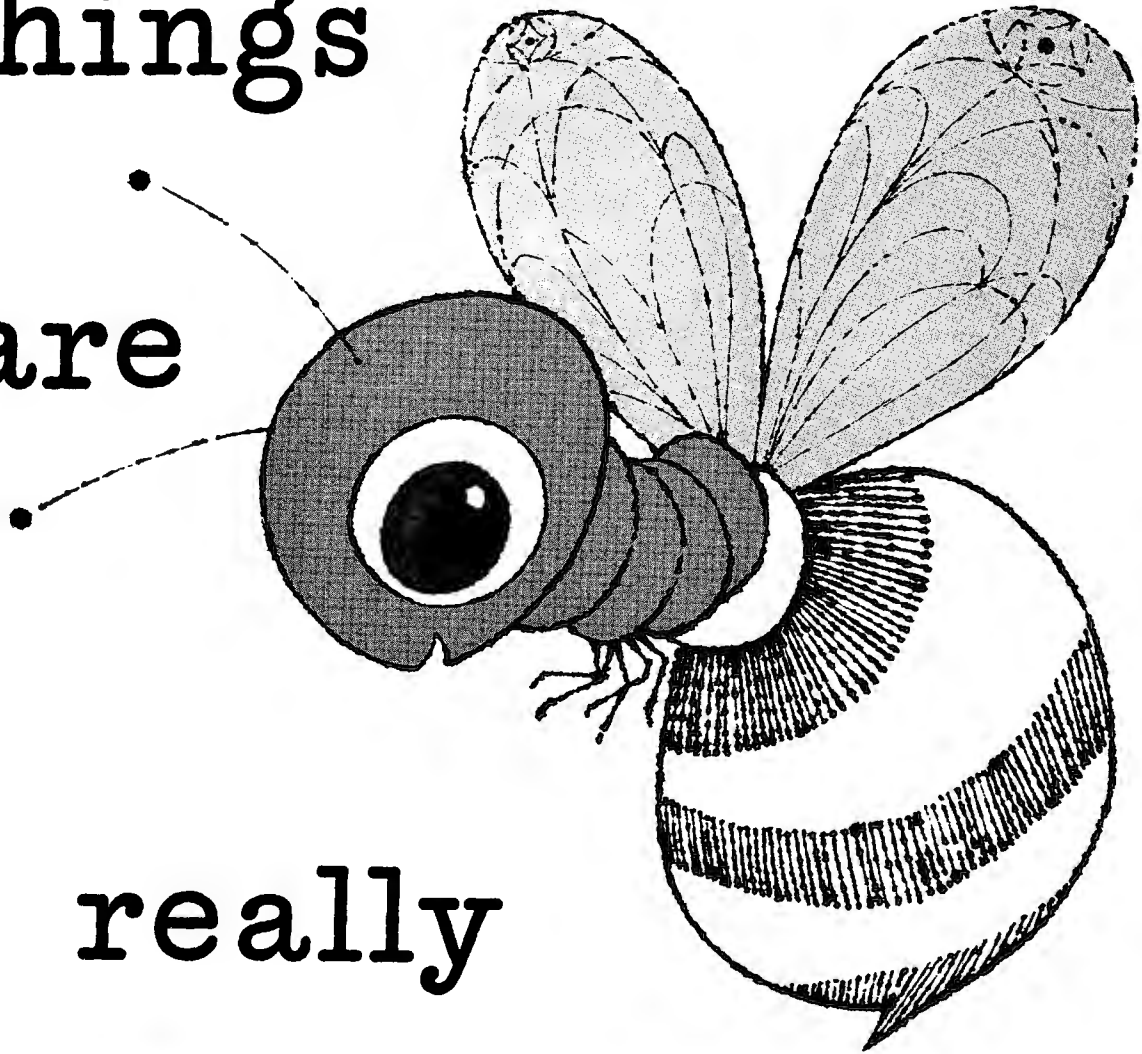
Arthur Fatt, 20 years was executive vice president at the Grey Agency. He is now president.



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

things

are



really

**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:

<b>WSAI</b> Cincinnati	Worcester * <b>WORC</b>
<b>WYDE</b> Birmingham	Topeka * <b>KJAY</b>
<b>WILD</b> Boston	

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.

Bob  
Hop  
D



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*

\*on the ABC-TV Network twice weekly!  
Saturdays, 9-10 P.M. for DODGE; Mon-  
days — 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 Vandagriff 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.

**THE FRANK SINATRA SHOW**

**FRIDAY NIGHTS**

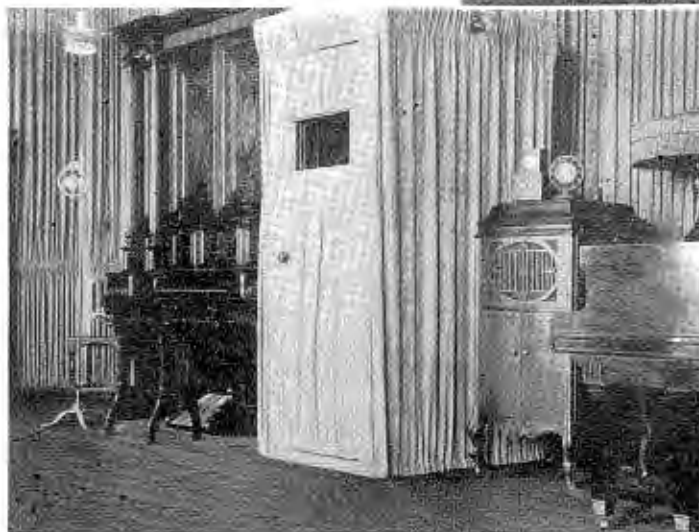
ABC-TV



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



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



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



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

**RADIO BROADCASTING STATION**

**WGY**      GENERAL ELECTRIC COMPANY

WE thank you for your communication regarding our radio broadcasting and we will welcome any further suggestions relative to our programmes. We regret that we cannot give you advance information, as we have not adopted a definite broadcasting schedule. However, during March, we shall probably have programmes Tuesday, Thursday and Friday nights, beginning usually at 7:45 o'clock eastern time.

**GENERAL ELECTRIC COMPANY**  
SCHENECTADY, N. Y., U. S. A.

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



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

**RALPH EDWARDS' PROPERTIES  
NOW ON NBC-TV**

*This Is Your Life*  
*Truth or Consequences*  
*It Could Be You*

---

◆

**RALPH EDWARDS' PROPERTIES  
NOW AVAILABLE**

*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.



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



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



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



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



Taken in 1936 at WHA, University of Wisconsin station, are two members of the Bartell Group, who have built from a single daytimer to owner-operators 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.



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.



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



*THE  
EDDIE FISHER  
SHOW*

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





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 Juilliard 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



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



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



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.



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 Philbrick. Stevens is still with the station, others whereabouts unknown



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



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



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**

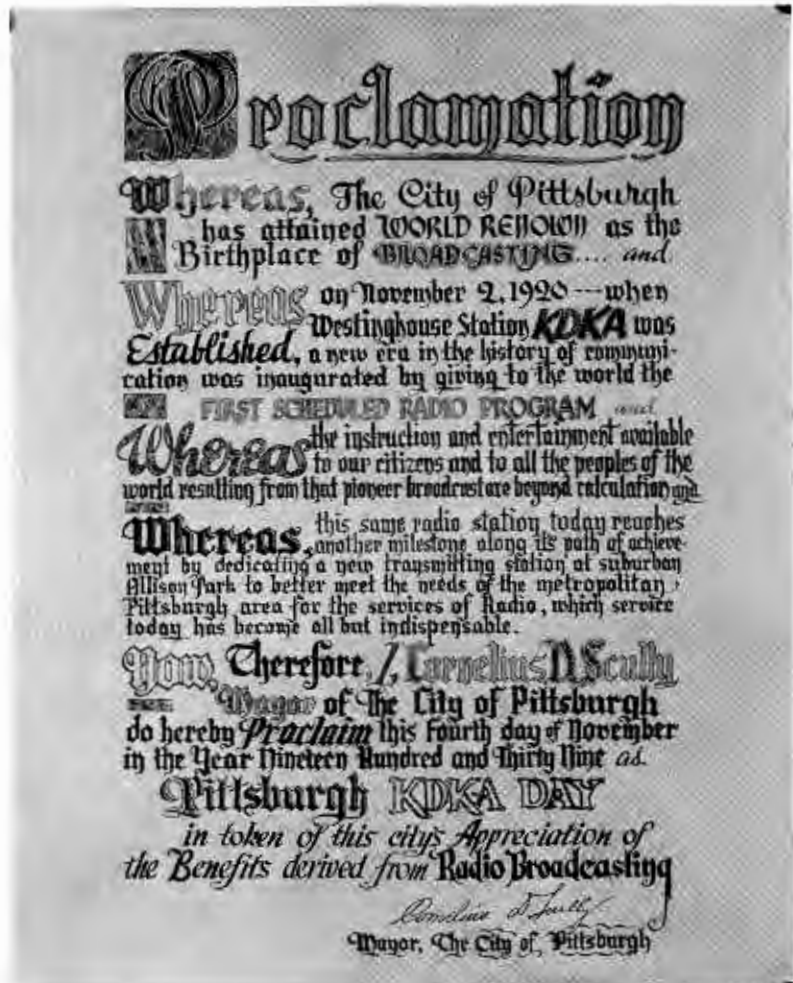
Industry leaders and trade press publishers pose for an official picture in New York at the Biltmore Hotel before they left by plane for a four-week inspection tour of ETO in August, 1945. Standing, left to right: Sol Taishoff, publisher of Broadcasting; John E. Fetzer, WKZO, Kalamazoo; Robert D. Swezey,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

**2**'s company...

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

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

**KTVR** "Station of the Stars" **2**  
**CHANNEL**  
 550 Lincoln St.      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, CLIFFORD, STEERS & SHENFIELD, INC.**  
 Advertising

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

YUKON 6-6500

*Come see us...  
the whole Radio  
TV gang!*

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

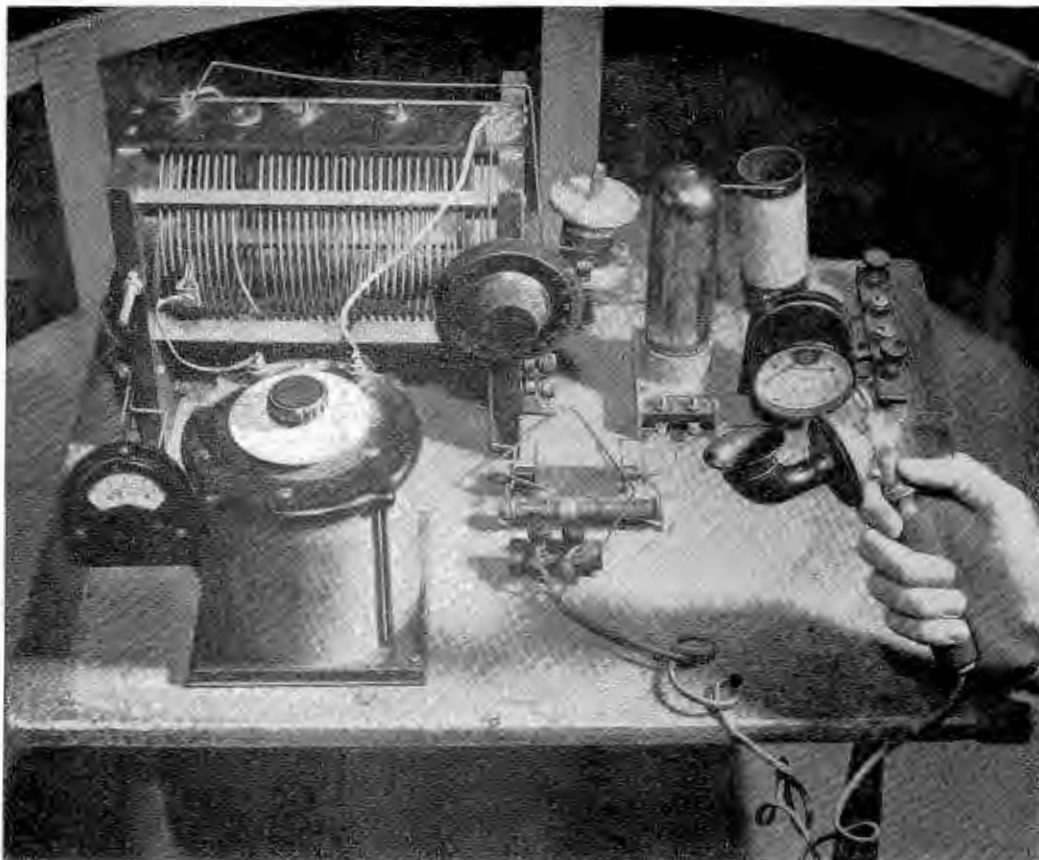
Harry Bressler  
 Dick Strome  
 Davidyne Saxon\*  
 Bernice Brilmayer  
 Hal Gerhardt  
 Jim Lynch\*

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 C. B. Storer of Storer Broadcasting Co.; Mark Woods, president of the Blue, and Edgar Kobak, then vice president of the Blue chain.



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



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



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



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



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

**PAST**

**Present**

**FUTURE**

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

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

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

**A WINNER . . .**

**KYW** RADIO  
CLEVELAND, OHIO  
WESTINGHOUSE BROADCASTING COMPANY

# 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 attending Washburn College at Topeka, Kan.

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

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

DON ANDERSON, program director at KFJ, was in school in Minneapolis.

H. G. ANDERSON, chief engineer at KFJB, was a radio repairman.

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.

FRANK ATWOOD, farm program director at WTIC, was assistant state editor and political writer for the Hartford Courant.

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.

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

WILLIAM C. BAREHAM SR., chief engineer at WBAL radio-tv, was transmitter technician at WBAL-AM.

FRED BARRETT, vice president in charge of media and a director of BBD & O, was an account executive on Chrysler with Lee Anderson Adv. Agency.

JERRY BARTELL, of the Bartell Group of Madison, Wis., was producing dramatic programs for the University of Wisconsin School of the Air.

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

THOMAS P. BASHAW, general manager at KFJ, 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 at KDKA Pittsburgh.

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

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

CHARLES 'CHUCK' BERNARD, president of Charles Bernard Co., was attending Baltimore City College.

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

GUY BIDDICK, of Walter Biddick Company, was traveling representative for the same company.

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

WILLIAM BIRCH, manager of NBC-TV newsreel, was with Fox Movietone News in Chicago.

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.

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.

DICK BROWN, commercial manager at KTRB, was an auditor for the New York State Mortgage Commission.

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

GEORGE BROWN was general manager at KDAY, Hollywood.

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

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 KFJ, 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 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.

ROGER W. CLIPP, of radio and television division of Triangle Publications, was business manager for WFIL.

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 Hollywood.

JEAN COLBERT, director of women's activities at WTIC, was a radio actress playing with the Lux Radio Theatre and First Nighters.

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

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

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

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

GEORGE CRANSTON, of WBAP-AM-FM-TV, was busy with two stations—WBAP-820 and WBAP-570.

ROBERT W. CROSS, chief engineer at KROC, was assistant engineer at the same station.

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

BEULL H. DALTON, engineering supervisor at KBIG, was an instructor in radio at the U. S. Naval Station in Seattle.

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

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

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.

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

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 Columbia Law School.

GEORGE DIFENDERFER, 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 operates.

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

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

JOE DRILING, vice president and general manager KJEO-TV, was trying to graduate from high school while playing baseball and leading a heavy social life.

ROBERT DRESSLER, program manager at WNBQ, was attending Lakeview High School in Chicago.



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

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

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.

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

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

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.

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.

JACK FELDMAN, general manager at KRKD, was a page boy at KSFO.

JOCK FIRNHEAD, general manager at WINS, was a page boy at NBC Hollywood.

JERRY FITCH, executive vice president and manager at KGLN, was with United Press in Omaha.

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

BOB FOREMAN, executive vice president and director at BBD & O, was trade copy writer with the same agency.

CLAY E. FORKER, vice president and general manager Paul H. Raymer's Chicago office, was regional account executive, Chevrolet Motor division, Campbell-Ewald, Inc.

# K-NUZ DOMINATES!

## NSI AREA AUDIENCE

(oo omitted)

<b>K-NUZ</b>	- - - - -	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  
June, 1957



STILL THE  
LOWEST COST  
PER THOUSAND  
BUY!

# K-NUZ

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



**Herminio Traviesas, vice president and manager of the television-radio department 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.

**C. H. FRAZIER**, managing director and vice president of WAGA, was sales manager for WROL.

**WILLIS K. FRIERT**, TV sales manager at WBAL-TV, was a space salesman in the advertising department of A. S. Abell Co.

**JOHN D. GALE**, manager Paul H. Raymer's Hollywood office, was a salesman for KFAC in Los Angeles then joined Chas. H. Mayne Co. as account executive.

**MILTON B. GARBER**, president of KCRC, was editor of the local newspaper and interested in radio in Enid, Okla.

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

**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.

**MAURI GOLDBERG**, head of production for Carval Films Inc., has been with the same company since 1927.

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

**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.

**SHERMAN GREGORY** was with Westinghouse radio stations.

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

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

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

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

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

**DON HARRINGTON**, account executive at KBIG, was an advertising writer at Denver Dry Goods Co., Denver.

**THOMAS HAWLEY**, of Paul H. Raymer Co., was northwest merchandising manager of This Week Magazine in Portland, Oreg.

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

**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.

**JOHN HENNINGER**, chief engineer at WIBG, was in the same spot at the same station.

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

**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 office.

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



*Joe Rahall's  
Secretary  
Says:*

**I 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  
wwnr  
wnar

- THEY SELL!**
- ALLENTOWN, PA.**  
Five years straight, tops on Hooper & Pulse in the Allentown-Bethlehem markets.
  - MANCHESTER, N. H.**  
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.
  - 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.

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

**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.

**WALTER C. JOHNSON**, vice president and general manager at WTIC, was assistant general manager and sales manager for WTIC.

**ROBERT B. JONES**, vice president and general manager WFBR, was a sophomore majoring in sociology at Dartmouth College.

**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.

**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.

**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.

**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.

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

**A LEADER**  
AM and FM · 24 Hours Daily

**KfAC** *The Music Station for Southern California*

PRUDENTIAL SQUARE • LOS ANGELES



Lawrence Valenstein, chairman of the 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 Hesse.

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

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.

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

ALAN LISSER, program director at KBIG, was a student at U. of Calif.

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

RUSSEL L. LOWE, promotion manager at KFTH, was director of the KFTH 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.

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"

# W H O M

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 Schenectady.



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.



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

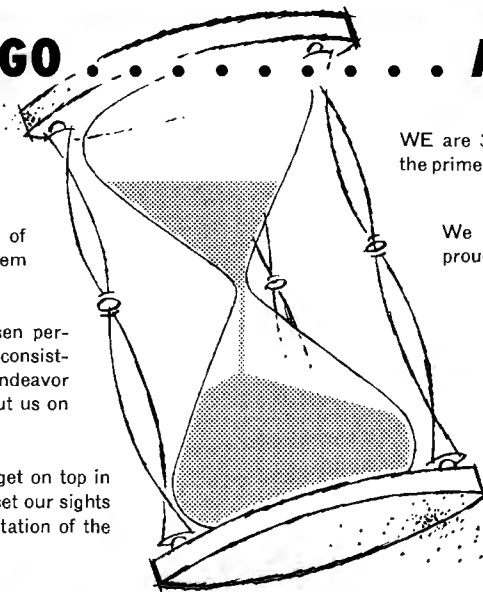
## 20 YEARS AGO . . . . . AND TODAY:—

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.



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

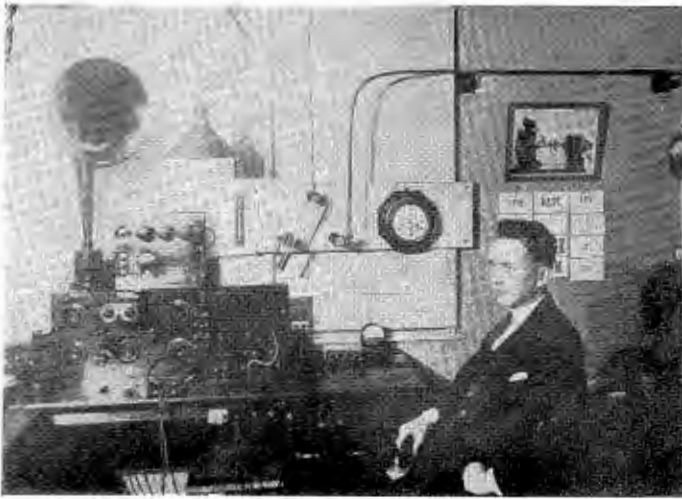
We are still a basic CBS station—and prouder than ever of this affiliation.

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!

**WHEC** INC. **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.

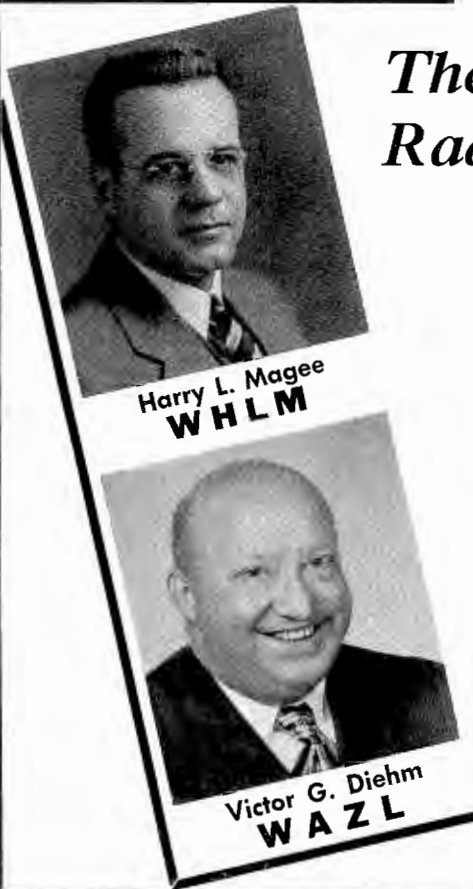
## *These Two Leaders in the Radio Broadcasting Industry*

# 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.

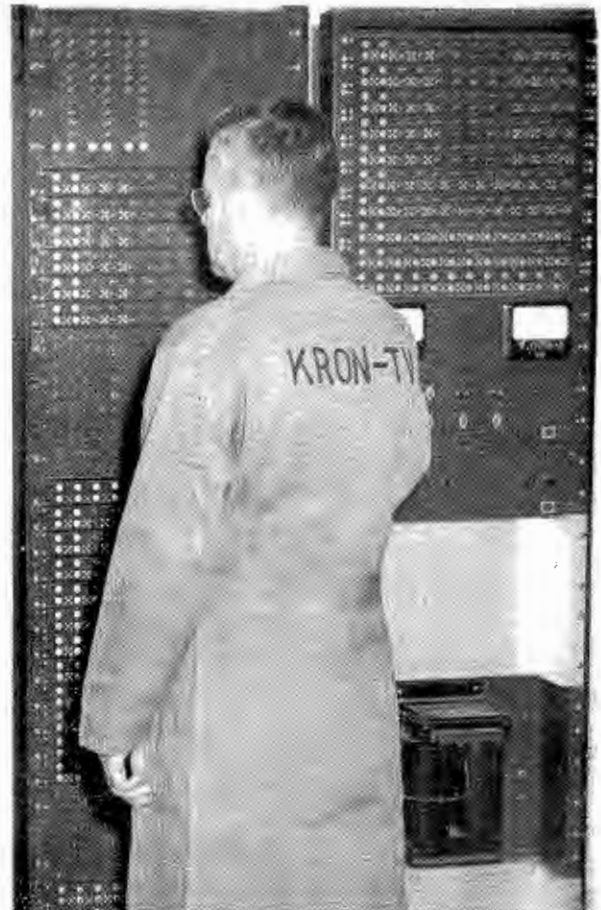
### MAKING CONNECTIONS WITH TOMORROW

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.

**tops** IN ATLANTA

**waga-tv**



- 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**  
100,000 watts



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 WOY, 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.



# SIX APPEAL...



NBC-TV Affiliate

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

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

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

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

**WCSH-TV**  
Portland, Maine



## WHAT THEY WERE DOING 20 YEARS AGO

(Continued from Page 115)

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

HARRY K. McWILLIAMS, independent TV producer, was producing 'Your Marriage Club' on CBS radio for Ted Bates, Inc.

JOHN R. MAHONEY, sales manager at WIBG, was a freshman at Eddystone High School, Eddystone, N. C.

M. MANNY MARGET, manager of KVOX, has been manager of the same station since 1937.

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

WILLIAM A. MARTIN, executive vice president at KMMJ, was with the same station.

ROBERT S. MASLIN, president of WFBR, was publicity director at WFBR.

RICHARD H. MASON, president and general 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.

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 dealer.

GERALD F. MAULSBY, manager of network broadcasts for CBS Radio, was a staff member of the network operations division.

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.

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

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

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

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.

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

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

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

DAVID H. MORRIS, general manager at KNUZ, was working for the American-State-man 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 Scat-tergood Baines series.

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

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

BERNARD L. MULLINS, vice president in charge of public relations at WTIC, was a member of the WTIC announcing staff.

MARCELLUS M. MURDOCK, executive vice president at KFJH, held the same spot at the same station.

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

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

DWIGHT A. MYER was with Westinghouse radio stations.

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

RALPH NARDELLA, WMGM account ex-ecutive, was sales manager at WOV.

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

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

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

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

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 celebra-tions, 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."

**WOV**  
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.**

**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.

\* \* 20 \* \*

**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.**

**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.

\* \* 20 \* \*

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

\* \* 20 \* \*

**EDWIN R. PETERSON**, senior vice president of Keystone Broadcasting Co., was 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 Rendezvous in Taunton, Mass.

\* \* 20 \* \*

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

\* \* 20 \* \*

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

\* \* 20 \* \*

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

\* \* 20 \* \*

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

\* \* 20 \* \*

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

\* \* 20 \* \*

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

\* \* 20 \* \*

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

\* \* 20 \* \*

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

\* \* 20 \* \*

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

**CONGRATULATIONS**  
and  
**BEST WISHES**  
to  
**RADIO-TELEVISION**  
**DAILY**  
on their  
**20th ANNIVERSARY**  
from  
**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 a salesman for Sterling Engraving Co. in New York.

\* \* 20 \* \*

*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 summer.

\* \* 20 \* \*

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

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

\* \* 20 \* \*

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

\* \* 20 \* \*

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

\* \* 20 \* \*

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

\* \* 20 \* \*

*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.

\* \* 20 \* \*

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

\* \* 20 \* \*

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

**C B S**  
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.

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 KCMO, Kansas City, Mo.

ARTHUR SIMON, advertising manager of RADIO-TV DAILY, was general manager of WPEN, Philadelphia and WOV, New York.

DODY SINCLAIR, of WJAR-TV, was in high school.

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

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

CALVIN SMITH, station manager at KROC, was manager of the Owatonna Studios in Owatonna, Minn.

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

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

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

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

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

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 relation manager of NBC.

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

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

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

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

*Don McNeill's*  
**BREAKFAST CLUB**

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,

*Don McNeill*



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

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

\* \* 20 \* \*

MALCOLM STUART, of Paul Raymer Co., was director of outdoor advertising for Campbell-Ewald.

F. M. STUELPNAGEL, manager of KVCV radio, was with a radio station in Long Beach, Calif.

\* \* 20 \* \*

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

\* \* 20 \* \*

DONALD H. TELFORD, vice president of California-Oregon TV, was a senior at Oregon State College.

\* \* 20 \* \*

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

\* \* 20 \* \*

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

\* \* 20 \* \*

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

\* \* 20 \* \*

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

\* \* 20 \* \*

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

\* \* 20 \* \*

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

\* \* 20 \* \*

HARRY TRIGG, director of programs at WNBQ-WMAQ, was attending grammar school in Ottumwa, La.

\* \* 20 \* \*

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



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

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

\* \* 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  
PHILADELPHIA · 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.

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

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

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

**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.

**ARTHUR WEILL**, WMGM account executive, was assistant to Jacques Van Straten, controller of WHN.

**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.

**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.

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

**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.

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

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

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

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

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

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

**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

to

# Radio Daily-Television Daily

on their

# 20th Anniversary

# K B T V

**abc** Channel 9

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  
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!

**See Petry for the  
Complete WISN  
Musicana Story**

**WISN radio 1150**

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



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 RELATIONS**

**PUBLICITY**

**MERCHANDISING**

★ **LOS ANGELES**

Fred W. Kline  
Verna M. Kline  
Edward Nathan

1436 N. Serrano  
HOLLYWOOD 2-6371

★ **SAN FRANCISCO**

Phil Boone  
Forrest Williams

681 Market Street  
DOUGLAS 2-4307

★ **NEW YORK**

Waldo Mayo

111 W. 57th Street  
JUDSON 6-7777

★ **CHICAGO**

Ken Carpenter  
Dick Lewis

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



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



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



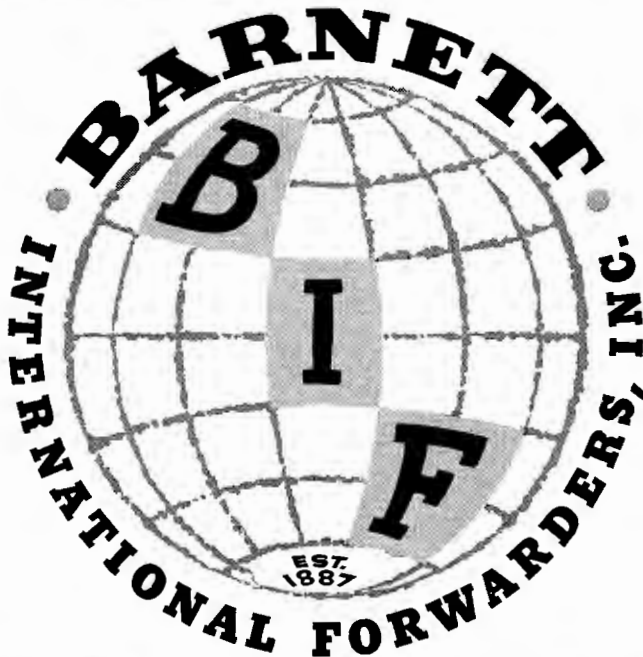
Edward Slattery, co-ordinator of professional activity of the Big 3 Music Corp. with Jane Pickens, when they were doing the Melody Hour.



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



Saul Jeffee, president of Movielaab 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

**GOING ABROAD**



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 HOLLYWOOD 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.

**CLEARY - STRAUSS & IRWIN**  
*Public Relations*

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.



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



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.

## “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 Institute in Washington, D.C.



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



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

# 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 Albus, 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  
&  
McELWAIN E

*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.



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



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.



## STILL NUMBER

# 1

Still Available  
Your Market!

### PULSE FILM RATINGS for March

• *Syndicated  
Film Comedy Shows*  
**AMONG CHILDREN**

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Laurel and Hardy (Governor) .....	94
2.	Willy (Official) .....	46
3.	Mickey Rooney Show (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



channel

covering the RICHEST  
part of Ohio

# WJW-TV

1630 EUCLID AVE CLEVELAND 15, OHIO TOWER 1-6080

Represented Nationally by the Katz Agency





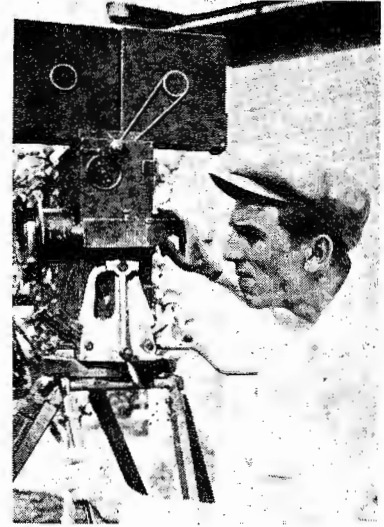
Dave Epstein, coast publicist, was a member of the AEF.



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 LAW FORD**

*Congratulations*

*from*

**KFI**

**50,000 Watts  
Clear Channel**

**CALIFORNIA'S  
MOST LISTENED-TO  
RADIO STATION!**

**640 ON YOUR DIAL**



REPRESENTED  
NATIONALLY BY  
HENRY I. CHRISTAL CO.

**KFI**

50,000 Watts  
Clear Channel

**NBC**  
for Los Angeles

*Barclay 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.

**JACK BARRY  
DAN ENRIGHT**

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

represented by **mca**



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."

*the*  
**new**  
**WJW** RADIO  
CLEVELAND

900 1000 1100 K.C.  
850

Serving the HEART  
of the BUYER-RICH  
GREATER CLEVELAND  
and Northeastern Ohio  
Market

ASHTABULA  
ELYRIA  
WARREN  
YOUNGSTOWN  
CANTON  
MANSFIELD  
AKRON

**WJW RADIO 1630 EUCLID AVE. • CLEVELAND 15, OHIO**  
Tower 1-6080

*Represented Nationally by the Katz Agency*

**Top**  
programs ...

**Top**  
sponsors ...

**Top**  
results!



- *First on the dial in Dixie's greatest market!*



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

represented by The Katz Agency, Inc.

in the East  
it's...  
**MOVIELAB**  
for

**KODACHROME**

16mm-35mm **EASTMAN COLOR**  
negative-positive processing.

Plus — exclusive **ADDITIVE**  
scene to scene—color balanced  
**KODACHROME** printing.



MOVIELAB COLOR CORPORATION  
MOVIELAB BUILDING  
619 W. 54th ST., NEW YORK 19, N. Y.  
JUdson 6-0360



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



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



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

**“The same to you!”**

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 radiol!



**United Press**  
U.P. NEWS PRODUCES





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.

**WE'RE THE CATS IN BUFFALO\***

**WE BR**

**970 KC                      5000 watts**

**ASK ANY KATZ MAN!**

**Serving Western New York for 33 Years**

\* the nation's 14th largest market

*Congratulations from*

**GAC T.V. INC.**

Affiliate of  
General Artists Corporation

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**

**WV  
L  
I  
B**

**1190 on the dial**

WLIB has more Negro listeners than any other New York radio station—network or independent.

WLIB is the only station with studios in Harlem.

**HARLEM RADIO CENTER**

2090 Seventh Avenue, New York 27  
MONument 6-1800



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.'



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



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

happy **20** TH!  
RADIO-TELEVISION DAILY  
.....  
when your first issue appeared  
we had already **15** YEARS!  
been on the air

**WIP / 610**  
PHILADELPHIA

Celebrating our 35th Anniversary this year



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, secretary-treasurer of Atlantic Television, taken twenty years ago.



Guy Bolam, of American Sales & Service Agency 'Radio Luxembourg,' 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.

*publicity - public relations  
advertising*

**STEVE MILLER**

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

*"Planned Publicity"*

**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 — INDUSTRIALS — PUBLIC RELATIONS FILMS

New York

Hollywood

Chicago



Frank Avery in 1938 when he was media director for the McJunkin Ad Agency in Chicago.



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



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

**A SALUTE**  
and  
**BEST WISHES**  
to  
**RADIO DAILY**

FOR A GREAT JOB  
OF SERVICE TO THE  
BROADCASTING TRADE

**WJBK**  
**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  
Represented by  
**THE KATZ AGENCY, INC.**



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.

**WHAT**  
Real 1340  
now broadcasting  
**SIDEWALK INTERVIEWS**  
with  
**LLOYD PATRICK**

...talking to more negroes  
than any station south of **NEW YORK CITY**

Call our rep, STARK NATIONAL INC. (Please B-0523) and learn why more National and Local accounts hold on WHAT over all other media for the lucrative PHILADELPHIA NEGRO MARKET.

**WHAT AM FM** Philadelphia 31 Pa. TRINITY B-1500

**IN NEW HAVEN  
24 HOURS A DAY**

**FIRST IN PULSE**

**FIRST IN NATIONAL ADVERTISING**

**FIRST IN ADVERTISING RESULTS**

Daniel W. Kops  
Executive Vice President  
and General Manager

Richard J. Monahan  
Vice President and  
Commercial Manager

Rep: National, Hollingbery Co.  
New England, Kettell-Carter

**WAVZ** 12 HOURS A DAY  
1000 WATTS  
NEW HAVEN, CONN.



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



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



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

Robert  
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.*

*Personal greetings from*

**Richard O'Toole**  
General Manager

**Lucille Camp**

**Mort Stern**

**John McQuade**

**Ray Yocom**



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



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

**"Texas Rasslin" will Score with Your Audience Every Time**

You too will have the highest <sup>ratings</sup> ~~score~~ for "TEXAS RASSLIN" is in the "TOP TEN" and we again admit **IT IS GREATER THAN EVER**

For realistic prices and auditions—phone, wire or write.  
MAURICE (MAURY) BECK  
Riverside 8-2083  
Riverside 8-3261  
**"TEXAS RASSLIN"** Cadiz and Industrial Blvd.  
Dallas 7, Texas

"Way ahead of all others"



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



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



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



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



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

**Congratulations**

**from**

**KIDO**

**Idaho's First**

**Licensed Station**

**November 5, 1928**

**KIDO-TV**

**Boise, Idaho**

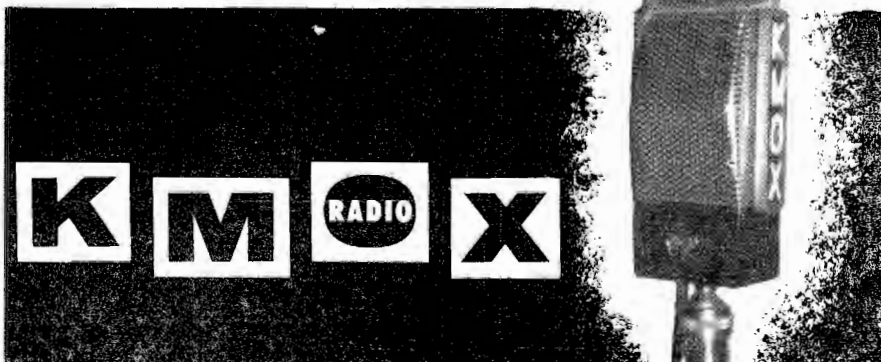
**First and Finest**

**in Radio and TV**

**31**

**Years "The VOICE of St. Louis"**

**Still "The CHOICE of St. Louis"**





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.



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



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.

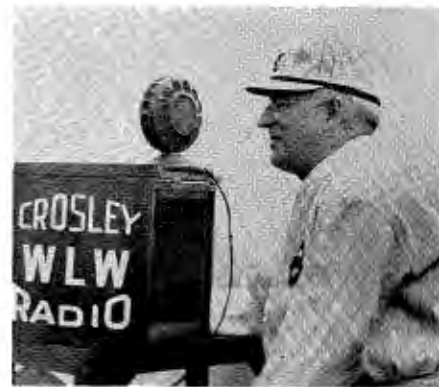
**HAPPY BIRTHDAY and CONGRATULATIONS**  
to  
**RADIO-TELEVISION DAILY**

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.

*Congratulations*

on  
your  
**20<sup>th</sup>**  
anniversary



Congratulations

from

Dick and the Boys

At

**RATTAZZI**

Restaurant

9 EAST 48th ST.

PL. 3-5852

**JACK MASLA**

551-5th Avenue

New York City

Congratulations — Good Wishes



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.

## Congratulations

*Jack Shaindlin*



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

*A trade name is significant of public acceptance.*

*Twenty-six years of operation have established*

*the basis for the significance of*

# KIN-O-LUX

INC.

*"Same Day Service"*

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, Ill.



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.



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



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

LEN SIMPSON  
&  
ASSOCIATES  
Public Relations

Hollywood

New York

**M** 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.

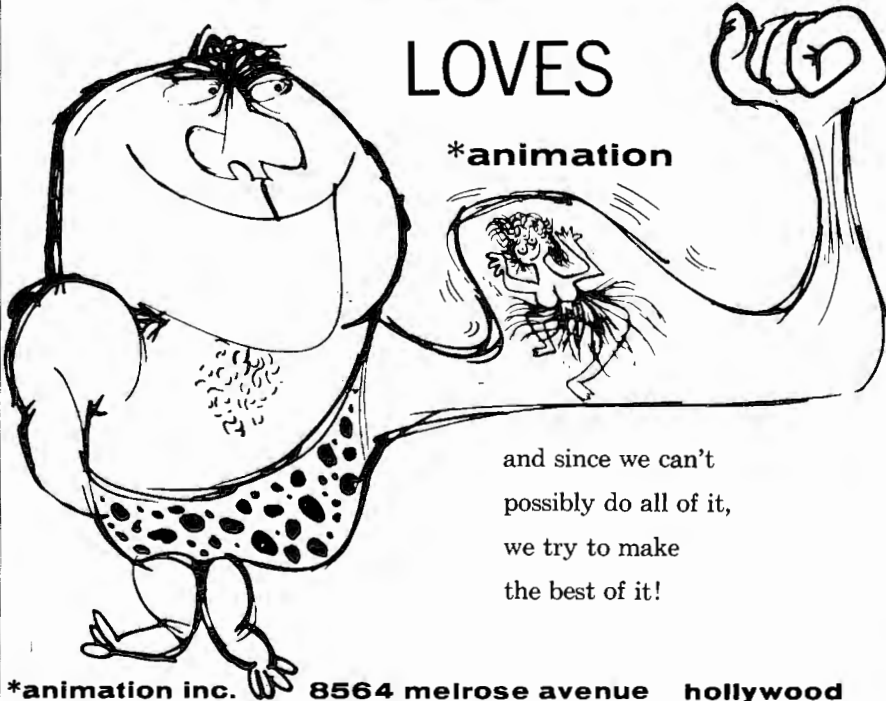


Harper Carraine, director of research for CBS radio, 20 years ago was a senior at Temple University.

# EVERYONE

LOVES

\*animation



and since we can't possibly do all of it, we try to make the best of it!

\*animation inc. 8564 melrose avenue hollywood

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

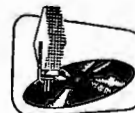
Celebrating Our 20th Year

**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



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.



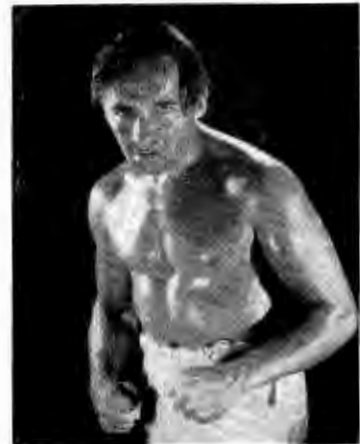
Buddy E. Starcher, general station manager at KCUL, 20 years ago was with WPAY in Portsmouth, Ohio.

### 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

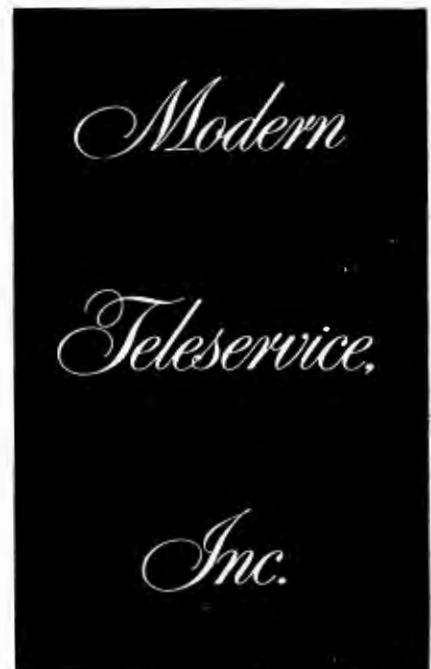


Hudson Faussett, radio and television performer, in 1937 was in Hollywood working as a free lance actor.

*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 Repts., in 1937 was general sales manager for Central States Broadcasting Corp.



# CHARLES POMERANTZ

Public Relations

**UNCOMMON  
★ VALOR ★  
SAGA OF THE  
MARINES IN ACTION**

★ 26 SPINE-TINGLING ★  
EPISODES!

Contact us today  
for this great  
sales builder and  
prestige 1/2-hour series:

**ATLANTIC  
TELEVISION CORP.**

130 West 46th Street  
New York 36, N. Y.

JUDSON 2-1288

*20 Years . . .*

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

MOTION PICTURES **PAUL ALLEY** TELEVISION  
PRODUCTIONS

619 West 54th St., New York 19, N. Y.

JUDSON 6-2393-4



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



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



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.



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



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.

**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"**

*Best Wishes*

**ED REIMERS**



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



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



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



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



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

## Congratulations

on

Your

20th

Anniversary

**ED & HERB WOLF**

## *Congratulations and Best Wishes*

For A  
Happy  
20th  
Birthday



To Everyone  
At  
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: CI. 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<sup>rd</sup> 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. Whitecomb, 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 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

WE SHIP VIA AIR, RAIL OR TRUCK

### EDITING

Movielas • 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



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

FRANK C. ZUCKER

**CAMERA EQUIPMENT CO., INC.**

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

*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.



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



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



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



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



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

*Congratulations*  
*on your*  
*20th Anniversary*

**GEORGE DE WITT    HARRY SALTER**

of

**“NAME THAT TUNE” CBS-TV**



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



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



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



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



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



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

Tel. MURRAY HILL 5-1300

**GUY BOLAM**

*American Sales and Servicing Agency*

**"RADIO LUXEMBOURG"**  
*for European coverage*

Cable Address: "Guyambo N. Y."

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

**"TELE LUXEMBOURG"**

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 when he was production manager.



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



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.



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



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



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



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



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

*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.



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



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.



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



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



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



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



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



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





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



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



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



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



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



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



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



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



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

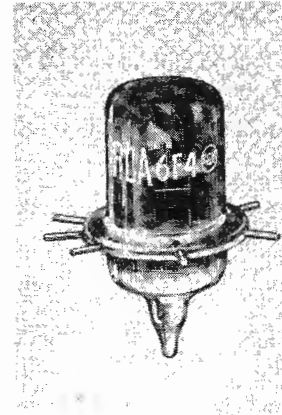
# EQUIPMENT THAT MADE HISTORY



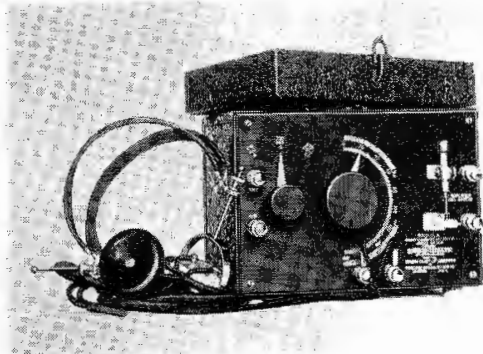
Almost all early radio sets using tubes relied on the UV-201 Radiotron for reception of the few stations operating in the early twenties.



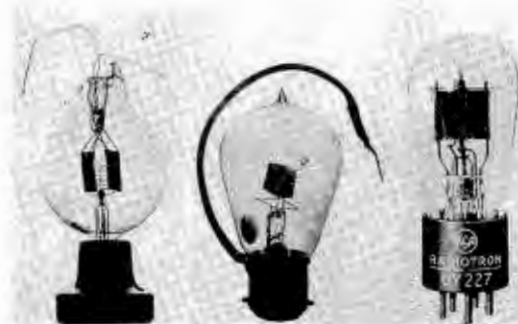
Portable receivers were popularized when RCA developed the battery operated 199 tube. Then radio sets were carried out of the homes.



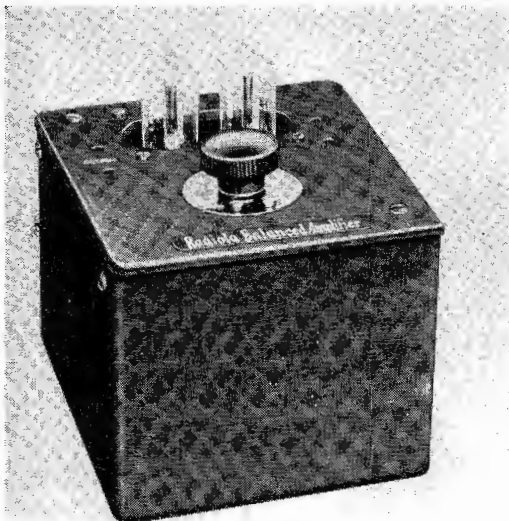
The acorn was the first successful tube for the reception and transmission of UHF signals.



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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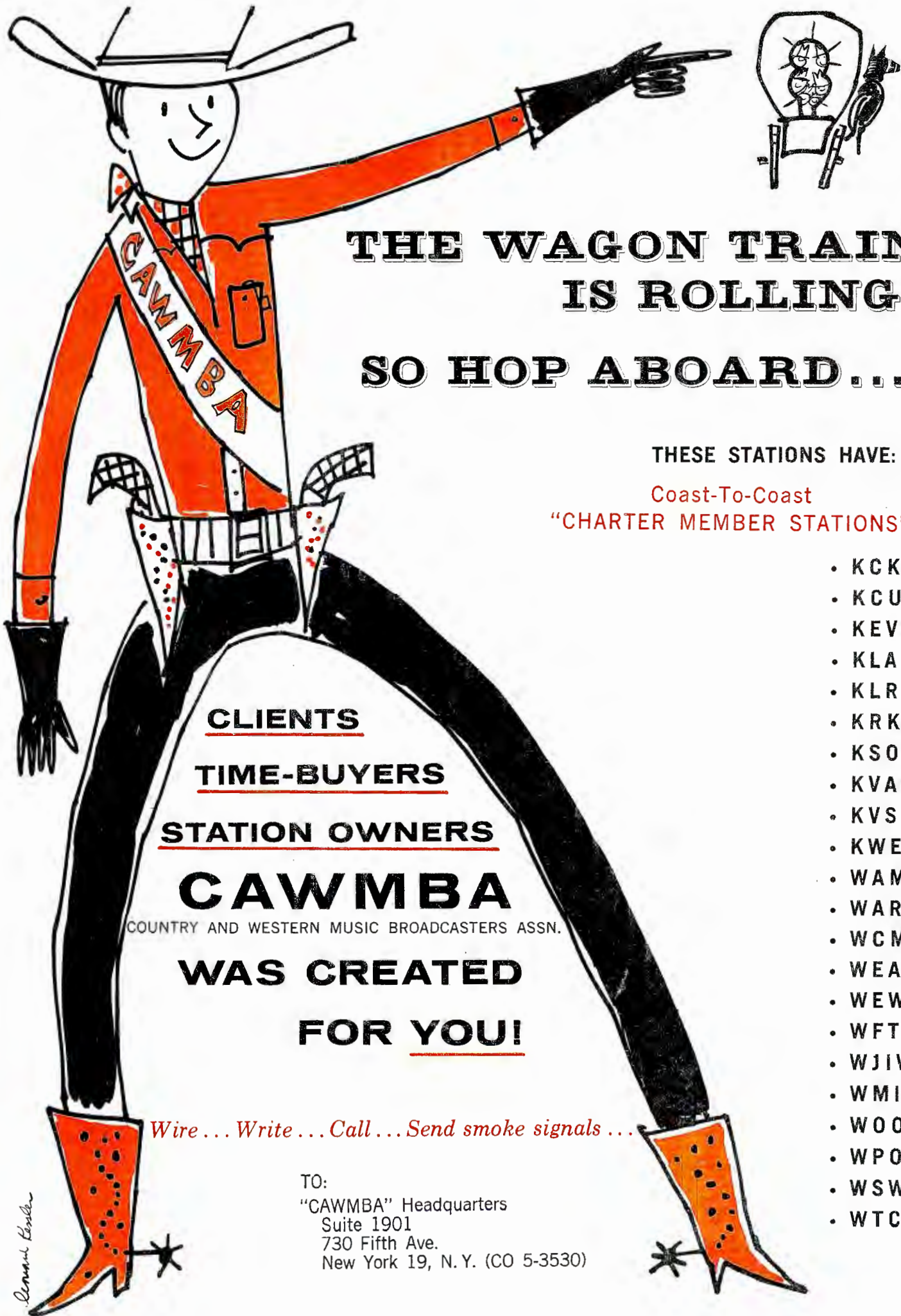
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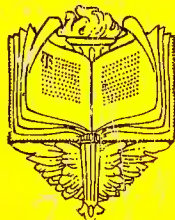
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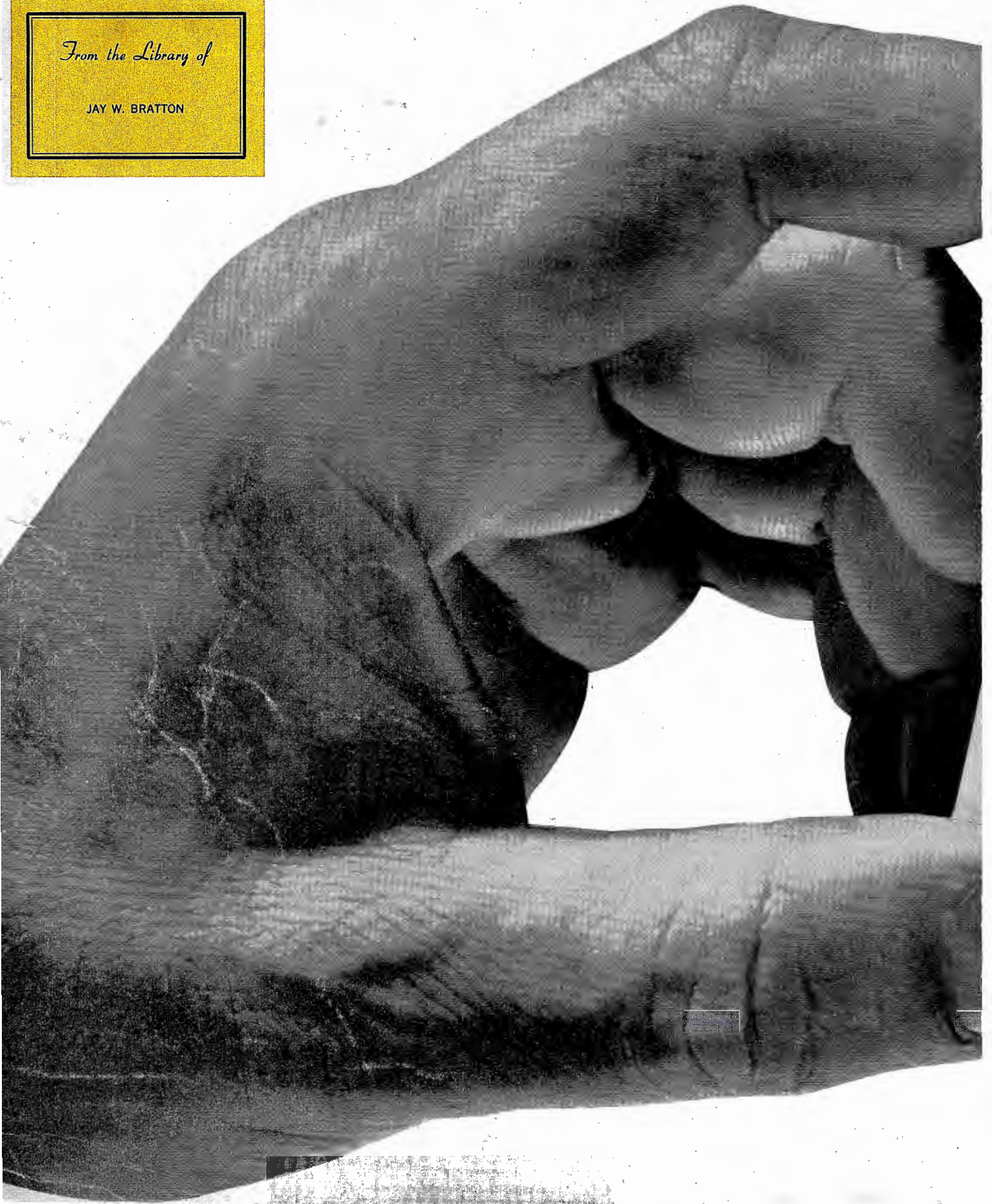
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**WESTINGHOUSE  
BROADCASTING  
COMPANY, INC.**



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PITTSBURGH, KDKA  
CLEVELAND, KYW  
FORT WAYNE, WOWO  
CHICAGO, WIND  
PORTLAND, KEX  
TELEVISION  
BOSTON, WBZ-TV  
BALTIMORE, WJZ-TV  
PITTSBURGH, KDKA-TV  
CLEVELAND, KYW-TV  
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## SEE THE DIFFERENCE COLOR TV MAKES

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

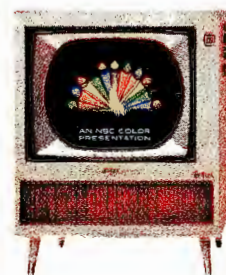
Sports *come alive*. Watch the red-shirted halfback blaze into that big blue line. And look at the heroine in tonight's play. No longer a study in gray, she's a dazzling redhead in a golden dress. And what a difference!

You can now enjoy thrills like this every

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



**RADIO CORPORATION OF AMERICA**



*TWENTIETH  
ANNIVERSARY NUMBER*



Established Feb. 9, 1937

Vol. 80 No. 15—Section 2

\$2.50

Monday, Oct. 21, 1957

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

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# ACID TEST!

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

# RADIO-TELEVISION DAILY

*on its Twentieth Anniversary*

*presents a*

## PICTORIAL CAVALCADE

*of*

## RADIO and TELEVISION

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

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

### AN APPRECIATION



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

*Edited by*

*Chas. A. Alicoate*

*... and the radio and television industry*



1

9

3

7



1

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## **E X P E R I E N C E**

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

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

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

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

NEW YORK   ATLANTA   DALLAS   DETROIT   SAN FRANCISCO   LOS ANGELES   CHICAGO   SEATTLE





OFFICE OF THE VICE PRESIDENT  
WASHINGTON

October 14, 1957

Dear Mr. Alicoate:

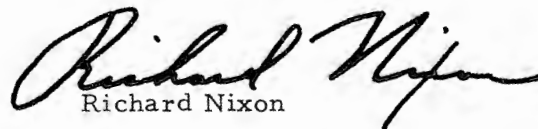
It is a pleasure to join with your many friends in offering congratulations on the 20th Anniversary of RADIO AND TV DAILY.

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

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

Best wishes to you and your staff.

Sincerely,

  
Richard Nixon

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



**ZIV DOES IT AGAIN!**

TV'S NEWEST *RATIN*

II  
**Se**

Starring

**LLOYD  
BRIDGE**

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



*G SENSATION!*

# a Hunt<sup>!!</sup>

S

*ACTION-PACKED STORIES!*

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

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

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

And it's ready to audition now!

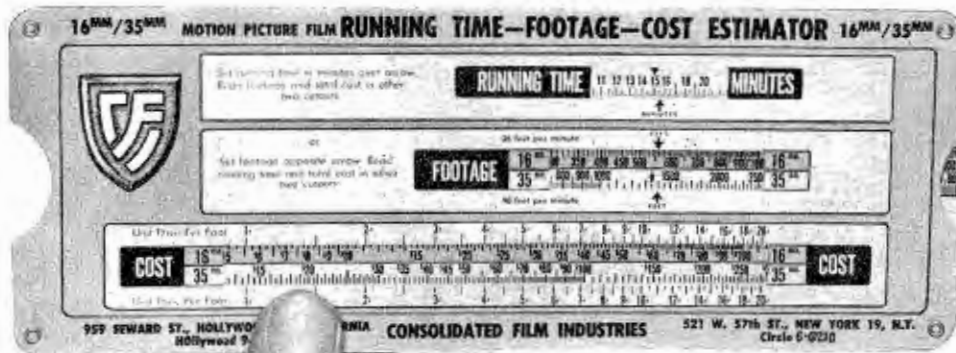
*NEW DANGER!  
NEW EXCITEMENT!  
NEW HIGH RATINGS!*



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

# CFI

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



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

Consolidated Film Industries RTD 1

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FEDERAL COMMUNICATIONS COMMISSION  
WASHINGTON 25, D. C.

IN REPLY REFER TO:

11100

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

Dear Mr. Alicoate:

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

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

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

Sincerely,



Chairman





*"The Gaslight Station" • New York • New Jersey*

*Douglas Wall, NEW YORK DAILY NEWS, speaking of*

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

**WPAT!**

*in  
the  
July 30,  
1957  
issue\**

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

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

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

HAROLD E. FELLOWS  
PRESIDENT AND  
CHAIRMAN OF THE BOARD

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

Dear Charlie:

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

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

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

Cordially,

*Hal Fellows*



# What's going on in there?

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

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

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

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

They are developing special programming:

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

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

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

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

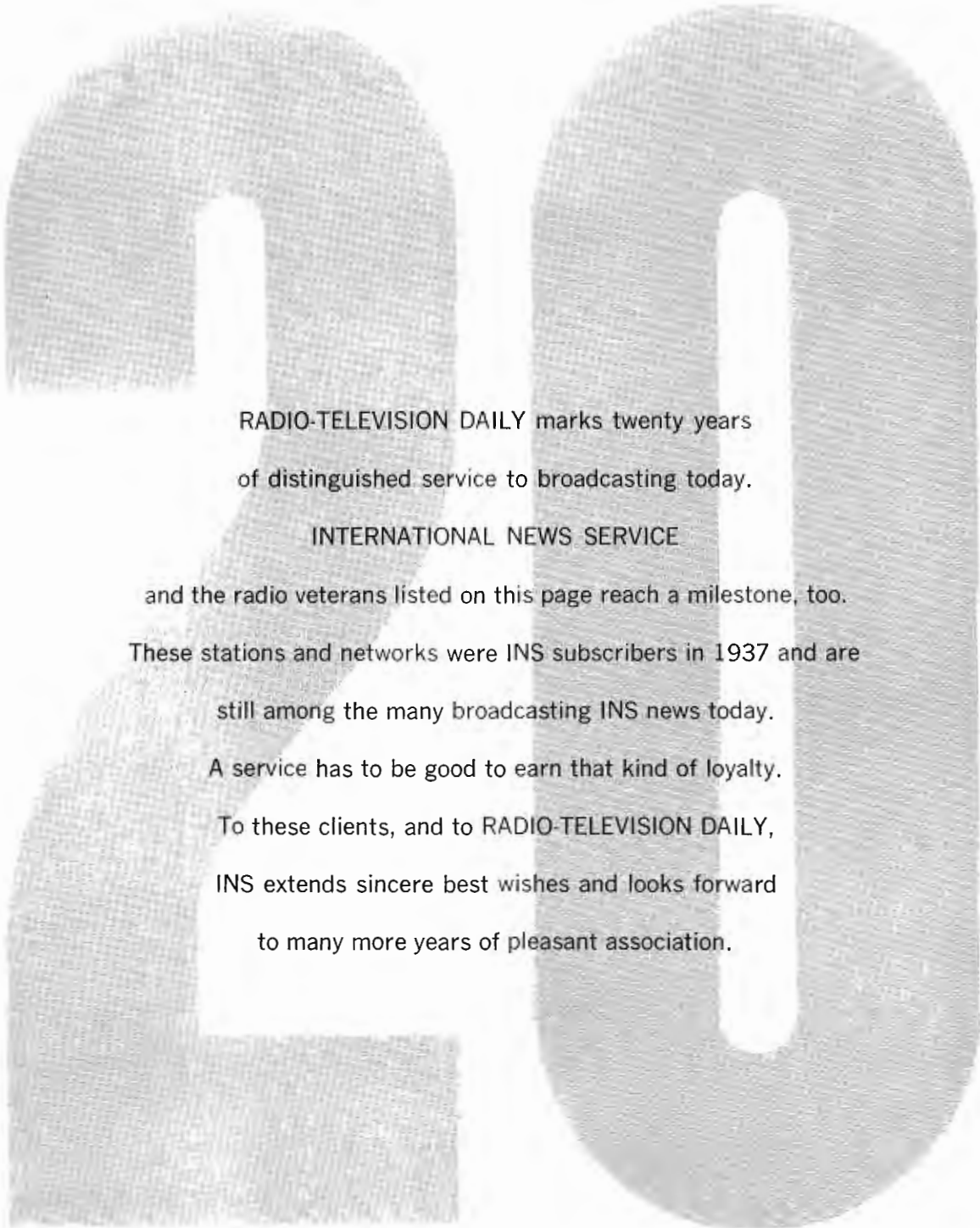
## NBC Owned Stations

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









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

**INTERNATIONAL NEWS SERVICE**

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

These stations and networks were INS subscribers in 1937 and are

still among the many broadcasting INS news today.

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

To these clients, and to RADIO-TELEVISION DAILY,

INS extends sincere best wishes and looks forward

to many more years of pleasant association.

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

**INTERNATIONAL NEWS SERVICE**

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



**DAVID SARNOFF**  
CHAIRMAN OF THE BOARD

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

Dear Mr. Alicoate:

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

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

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

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

With kindest personal regards,

Sincerely,

*David Sarnoff*



*Atlanta Beverly Hills*

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*Boston Buffalo*

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*Charlotte Chicago*

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*Cincinnati Cleveland*

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*Dallas Detroit Kansas City*

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*Las Vegas London*

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*Miami Minneapolis*

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*New Orleans New York*

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*Paris Philadelphia*

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*Pittsburgh Rome*

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*San Francisco Seattle*

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*St. Louis Toronto*

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**mca**

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# RADIO FACTS and FIGURES

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

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

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

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

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

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

Radio time sales in 1937 exceeded \$125,000,000, compared with \$108,000,000 in 1936; national network billings accounted for about 55 per cent of the amount.

Today — gross radio times sales are estimated at \$599,000,000; with networks accounting for 14 per cent and local and spot sales accounting for the rest.

Approximately \$500,000,000 was spent by the public in purchasing 8,000,000 radio receiving sets in 1937, against 8,248,755 sets sold in 1936, when the all-time record was set.

Today — approximately \$634,000,000 was spent by the public in purchasing 14,000,000 car and home radio sets.

A survey by Fortune Magazine in 1937 on favorite pastimes gave radio first place with 18.3 per cent; movies 17.3 per cent; magazine-books 13.8 per cent; hunting-fishing 11 per cent; watching sporting events 10.4 per cent; newspapers 7.1 per cent.

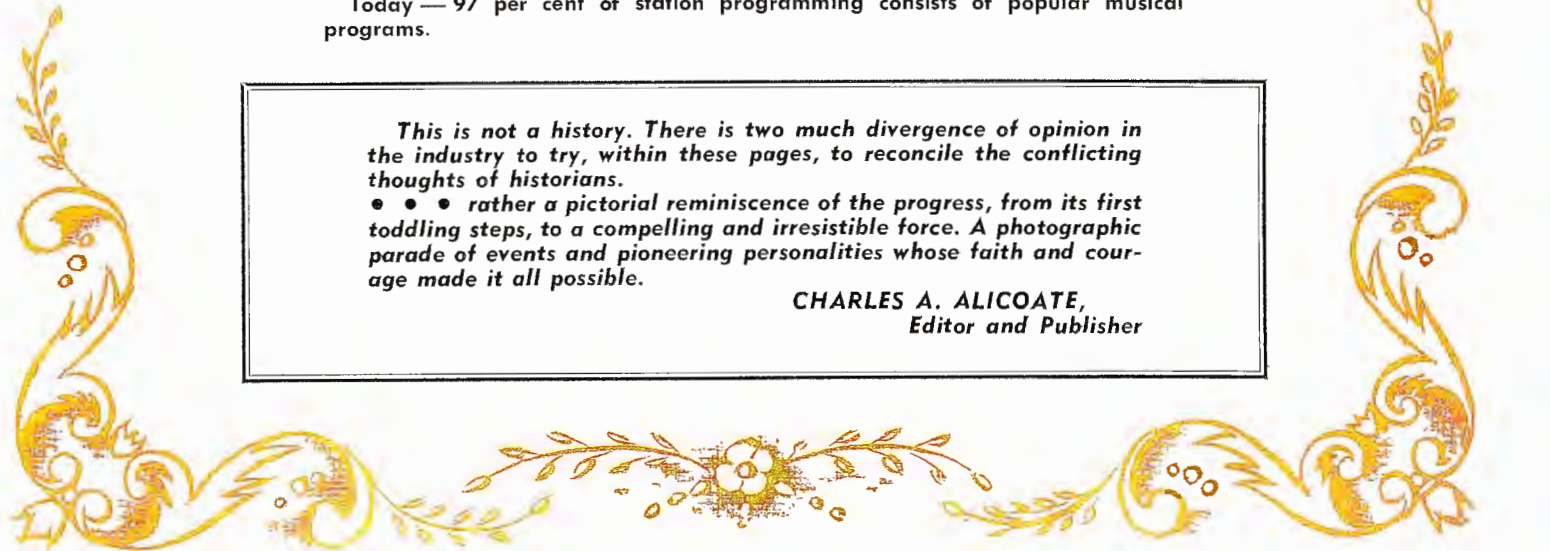
Today — an information report reveals that in a week radio reaches 87.7 per cent of all U.S. radio homes. The listening averages indicate 63.4 per cent in the evening; 76.3 per cent in the afternoon; and 78.5 per cent in the morning.

The average home radio set is in use a total of four hours daily.

Today — the average is two hours and eleven minutes.

Music averages about 62 per cent of total program hours on U.S. stations.

Today — 97 per cent of station programming consists of popular musical programs.

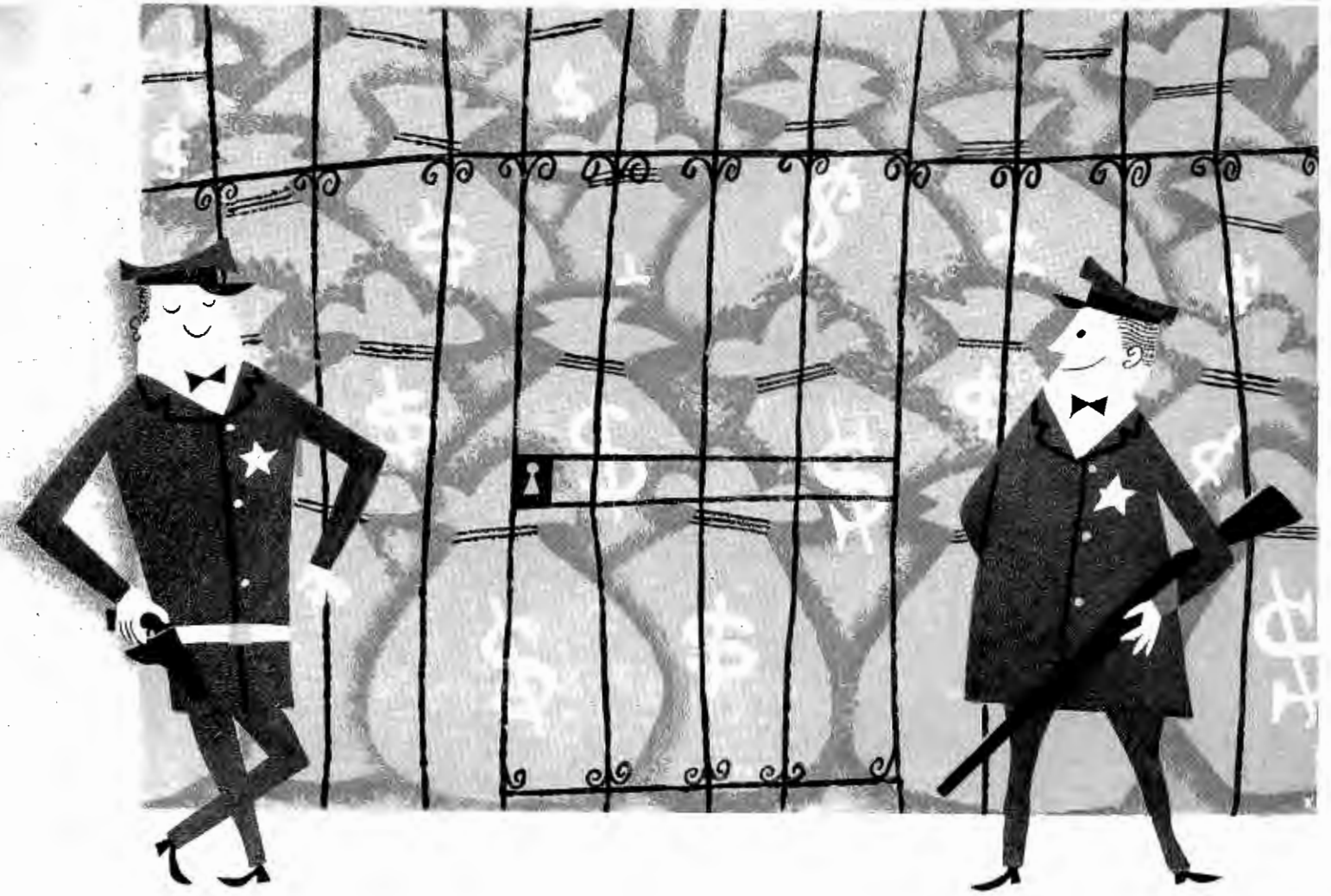


*This is not a history. There is too much divergence of opinion in the industry to try, within these pages, to reconcile the conflicting thoughts of historians.*

*• • • rather a pictorial reminiscence of the progress, from its first toddling steps, to a compelling and irresistible force. A photographic parade of events and pioneering personalities whose faith and courage made it all possible.*

CHARLES A. ALICOATE,  
Editor and Publisher

# 29 BILLION



*Congratulations to Radio Daily on their 20th Anniversary*

# DOLLARS!

**SPENT  
IN STORER MARKETS  
IN RETAIL SALES  
IN 1956\***

Retail sales of 29 billion . . .  
and so easy to influence on  
radio and television stations  
owned and operated by the  
Storer Broadcasting Company.



## **STORER BROADCASTING COMPANY**

<b>WSPD-TV</b> Toledo, Ohio	<b>WJW-TV</b> Cleveland, Ohio	<b>WJBK-TV</b> Detroit, Mich.	<b>WAGA-TV</b> Atlanta, Ga.	<b>WVUE-TV</b> Wilmington, Del.		
<b>WSPD</b> Toledo, Ohio	<b>WJW</b> Cleveland, Ohio	<b>WJBK</b> Detroit, Mich.	<b>WAGA</b> Atlanta, Ga.	<b>WIBG</b> Philadelphia, Pa.	<b>WWVA</b> Wheeling, W. Va.	<b>WGBS</b> Miami, Fla.

NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940  
SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498  
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

\*1957 Sales Management "Survey of Buying Power"

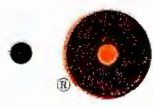


NAIDICH

IS FOR

**BUSY**

... and although it describes us, it doesn't distinguish us. What sets us apart from other film laboratories is the fact that we scrupulously expand our capacity at a pace that never lags behind the ever increasing demand for our services. Thus, the great volume of footage that daily flows through our tanks does not diminish our ability to render prompt and efficient service, but enhances it. Complete 16mm and 35mm services including 16mm color printing.



**GENERAL FILM LABORATORIES CORP.** 1546 Argyle Hollywood 28, California HOLLYWOOD 2-6171



# CBS RADIO

A Division of Columbia Broadcasting System, Inc.  
485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

ARTHUR HULL HAYES  
President



October 9, 1957

Dear Charlie:

Your twenty years of service to broadcasters and broadcast users have been uniquely useful.

Each and every business day your reporting has given the essential facts -- and much of the news behind them. It has been a prodigious job of which you and your associates can be unblushingly proud.

My best to you for a continuation for twenty years more.

Sincerely,

A handwritten signature in dark ink, appearing to read "A. Hayes", written over a horizontal line.

Mr. Charles Alicoate  
Editor & Publisher  
The Radio-Television Daily  
1501 Broadway  
New York 36, N. Y.

# CBS TELEVISION

A Division of Columbia Broadcasting System, Inc.  
485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

MERLE S. JONES  
President

October 10, 1957

Mr. Charles Alicoate  
Editor & Publisher  
The Radio-Television Daily  
1501 Broadway  
New York 36, New York

Dear Mr. Alicoate:

It is a genuine pleasure for me to extend my warmest personal congratulations on the occasion of your 20th anniversary.

This is, indeed, a mark of which you and your staff may well be proud. Your day-to-day coverage of news of network radio, agency activities, electronic developments, broadcasting's role during the war years, and finally, the emergence of television as the greatest sales, information, and entertainment medium in history, has made a lasting contribution to our industry.

Again, my very best wishes on this occasion and may there be many more years of continued success.

Sincerely,

A handwritten signature in dark ink, appearing to read "Merle S. Jones", written over a horizontal line.

MSJ:nk



# We Sincerely Believe:

1 . . . that the vast majority of WSB Radio's hundreds of thousands of consistent listeners are old enough and mature enough to have minds of their own—

*We defend our audience against the untrue theory that "the average mentality of the listening public is that of a fourteen-year old."*

2 . . . and that by giving them *variety* in music, intelligent and comprehensive news coverage, interspersed with well planned local and network programs—

*WSB Radio is not a juke-box-program typed station with just "the top 10-20-30-40-50 tunes" rammed into our listeners' ears day and night.*

3 . . . presented to them on the air by pleasing *personalities* instead of "characters"—

*We insist that our WSB Radio air staffers present themselves as guests in our listeners' homes, easily understood and liked by every member of the family from eight to eighty. All rating surveys prove our dominant acceptance in Georgia.*

4 . . . results in a WSB Radio audience with a *pur-chasing* potential that dwarfs that of any other radio station in the Atlanta market.

*If you want to reach the BUYING members of the radio families in the Atlanta market use WSB Radio.*



## WSB/RADIO

**The Voice of the South • Atlanta**

*Affiliated with The Atlanta Journal and Constitution.  
NBC affiliate. Represented by Edw. Petry & Co.*



# MILESTONES

Important and interesting steps in the progress  
of commercial radio

First patent on a wireless system was granted July 30, 1872, in the U. S. to Dr. Mahlon Loomis of Washington, D. C.

Marconi sent and received his first wireless signals across his father's estate in 1894.

First signal to be sent across the Atlantic was plucked by Marconi in Newfoundland on Dec. 12, 1901.

Broadcasting as it is known today "officially" started Nov. 2, 1920, when KDKA of Pittsburgh aired the Harding-Cox election returns. Station operated under an experimental radio-telephone license until Nov. 7, 1921, when its regular broadcasting license was issued.

First station to obtain a regular license for broadcasting was WBZ, Springfield, Mass., which was issued a license by the Department of Commerce on Sept. 15, 1921, while WWJ, Detroit, was licensed Oct. 13, 1921, although it opened experimentally on Aug. 20, 1920.

First radio station to broadcast a play by television was WGY, Schenectady, which transmitted "The Queen's Messenger," a one-act drama, on Sept. 11, 1928.

Warner Bros. was the first film studio to go on the air with a program—the weekly "Vitaphone Hour" over CBS in 1928.

A telephone tieup between WEAJ, 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\*  
 for 31c

\*and her family

**M**uch prettier, actually, from a sponsor's point of view, because these ladies *buy!* And at WVNJ you can talk to a thousand of them (and their families) for one minute at a cost of only 31c. Same rate for men, too.

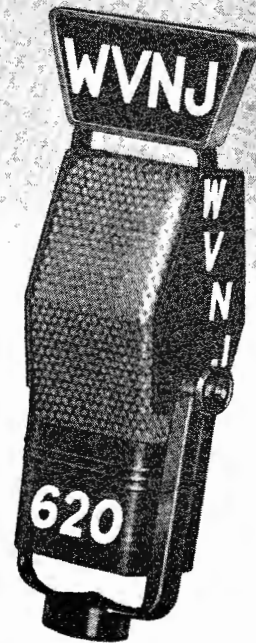
Most advertisers know that the New WVNJ has more listeners than any other radio station broadcasting from New Jersey. As a matter of fact—almost twice as many as the next 2 largest combined.\*

\*Source—Hooperatings Jan.—Feb.—New Jersey

Most advertisers know the quality of this audience—for the new programming concept of playing only Great Albums of Music has brought the station thousands of new and potentially better buyers than ever before.

Most advertisers know, too, that WVNJ delivers this audience at less cost per thousand than any other radio station not only in Jersey but in the entire metropolitan area as well.

That's why WVNJ is the hottest radio station in the New Jersey market—bar none. Get the facts and you'll make WVNJ part of your advertising day.



Represented by:  
 Broadcast Times Sales  
 New York OX 7-1696

**WVNJ**

Newark, New Jersey

**Radio Station of the Newark Evening News**

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N. Y.

CIRCLE 7-8300

ROBERT W. SARNOFF  
PRESIDENT

Mr Charles A Alicoate  
Editor and Publisher  
Radio-Television Daily  
1501 Broadway  
New York 36 New York

Dear Charles:

It's difficult to believe that Radio-Television Daily is only twenty years old. I can't visualize the time when our industry did not have Radio-TV Daily to rely on for day-to-day information about broadcasting and the people who work in it.

The news you present is accurate, complete and impartial. We like your editorials, your columns and your features. And we enjoy dealing with your entire crew.

All of NBC wishes you the best of luck as Radio-TV Daily starts its third decade.

Sincerely



Robert W Sarnoff



**7 pm  
and all  
is SELL  
on  
WCAU-TV  
Philadelphia**

Seven days a week—at seven pm—  
every survey ever taken shows  
WCAU-TV far out in front!  
This season we are adding three  
outstanding new shows to  
this vital time slot.  
Now is the time to secure your client's  
franchise in this powerful  
sales period. Remember . . .

**WCAU-TV  
means  
business  
in  
Philadelphia**



monday **NEW**

**"GRAY GHOST"**

History, adventure, excitement played out against the stirring setting of the Civil War. Legendary exploits of Confederate army guerrillas. A television first.

(Co-sponsors: Freihofer Baking Company and Venice Maid Ravioli)

Available alternate week sponsorship after December 16th.

tuesday **NEW**

**"WHAT IN THE WORLD?"**

The Peabody Award program that makes science a fascinating game. Now being televised in full color.

Available full or alternate sponsorship

wednesday

**"WHIRLYBIRDS"**

The thrilling, action-filled adventures of two free lancing Helicopter pilots. One of the highest rated film shows on television.

(Co-sponsored by Nabisco and Sylvan Seal)

thursday

**"SHERIFF OF COCHISE"**

Adventure series based on the files of the sheriff's office in Arizona's Cochise County.

(Sponsored by Socony Mobil Oil Company)

friday **NEW**

**"THE NEW ADVENTURES OF CHARLIE CHAN"**

Famed character actor, J. Carrol Naish, appears as the greatest detective of them all, the beloved Charlie Chan—in a series of thrilling new mysteries.

Available full or alternate sponsorship

saturday

**"HIGHWAY PATROL"**

Broderick Crawford stars in this outstanding series based on the actual exploits of the state highway police.

(Sponsored by P. Ballantine & Sons)



**special!**

**SUNDAY 6:30 TO 7 PM**

Alternate sponsorship available on

**"HARBOR COMMAND"**

Starring popular screen star Wendell Corey in exciting true-to-life stories of America's Harbor Police, Coast Guard Units and Port Authorities. Precedes "Lassie" and inherits the audience of "Waterfront"—the top rated syndicated show in Philadelphia for three years.

(Co-sponsor La Rosa)

CHANNEL 10 • CBS IN PHILADELPHIA • Represented by CBS-TV SPOT SALES

# TELEVISION BROADCASTING STATIONS

As of Feb. 1st, 1938

Group A—2000 to 2100 kc.; Group B—42000 to 56000 kc.; Group C—60000 to 86000 kc.;  
Group D—Any 6000 kc. frequency band above 110000 kc. excluding 400000 to 401000 kc.

Licensee and Location	Letters Call	Frequency (kc) or Group	POWER	
			Visual	Aural
Columbia Broadcasting System New York, N. Y. ....	W2XAX	B, C	50 w C.P. granted for 7500 w	
Don Lee Broadcasting System Los Angeles, Calif. ....	W6XAO	B, C	150 w	150 w
Farnsworth Television, Inc. of Pa. Springfield, Pa. ....	W3XPF	B, C	4 kw	1 kw (C.P. only)
First National Television, Inc. Kansas City, Mo. ....	W9XAL	B, C	300 w	150 w
General Television Corp. Boston, Mass. ....	W1XG	B, C	500 w	
The Journal Company Milwaukee, Wis. ....	W9XD	B, C	500 w	
Kansas State College of A. & A. S. Manhattan, Kansas ....	W9XAK	A	125 w	125 w
National Broadcasting Co., Inc. New York, N. Y. ....	W2XBS	B, C	12 kw	15 kw
National Broadcasting Co., Inc. New York, N. Y. ....	W2XBT	92000, 175000- 180000	400 w	100 w (C.P. only)
Philco Radio & Television Corp. Philadelphia, Pa. ....	W3XE	B, C	10 kw	10 kw
Philco Radio & Television Corp. Philadelphia, Pa. ....	W3XP	204000-210000	15 w	..... (C.P. only)
Purdue University West Lafayette, Ind. ....	W9XG	A	1500 w	
Radio Pictures, Inc. Long Island City, N. Y. ....	W2XDR	B, C	1 kw	500 w
RCA Mfg. Co., Inc. (Portable) Bldg. No. 8 of Camden Plant. ....	W3XAD	D (124000 to 130000)	500 w	500 w
RCA Mfg. Co., Inc. Camden, N. J. ....	W3XEP	B, C	30 kw	30 kw
RCA Mfg. Co., Inc. Portable—Mobile ....	W10XX	B, C	50 w	
The Sparks-Withington Co. Jackson, Mich. ....	W8XAN	B, C	100 w	100 w
University of Iowa Iowa City, Iowa ....	W9XK	A	100 w	
University of Iowa Iowa City, Iowa ....	W9XUI	B, C	100 w	
Dr. George W. Young Minneapolis, Minn. ....	W9XAT	B, C	500 w	

C.P. denotes that an authorization has been issued to construct a television broadcast station. Upon completion of equipment tests and license application filed, Commission may grant license for television broadcast.

# NEW General Electric Broadcasting Center



**NEW** Hailed by engineers as the "best-equipped TV station in the world," WRGB readies for next month's dedication.



**NEW** "This is WGY, Schenectady!" Old call letters of a pioneer radio station . . . now beaming from the new WGY-WRGB studios.

## Better Service for the People of Three States

Pioneers in radio and television broadcasting, WGY and WRGB have through the years served the people of Eastern New York, Vermont, and Western Massachusetts.

WGY first put voices and music into the air in 1922, and as far back as 1928 WRGB was doing experimental live remotes, such as Gov. Al Smith accepting his nomination for President on the steps of the state capital in Albany. In 1947 WRGB continued to pioneer, becoming one of the first commercial TV stations.

In the ensuing years these stations have paced the broadcasting industry. General Electric's faith in broadcasting's future is the magnificent new home of WGY and WRGB in Schenectady, N. Y. The finest facilities of modern broadcasting are now coupled with the wisdom of experience to serve the advertisers using these stations.

Even more significant:—served also are our neighbors and friends in this vital three-state market through WGY's new sound, WRGB's new colors.

**WGY** Radio **WRGB** Television



*American Broadcasting Company*

7 WEST 66TH STREET · NEW YORK 23, N. Y.  
SUSQUEHANNA 7-5000

LEONARD H. GOLDENSON

Mr. Charles A. Alicoate  
Radio Television Daily  
1501 Broadway  
New York 36, New York

Dear Charles:

It is something of a recurring miracle to me that every day, Monday through Friday, RADIO TELEVISION DAILY hits my desk with the news of broadcasting and related fields. The pressures of time that must be upon you and your staff are something I hardly like to contemplate.

The quality of RADIO TELEVISION DAILY, its capsule coverage of the news -- big and small -- are things that many of us in this field need very badly with our crowded schedules.

So on this your twentieth anniversary let me join the many, many who will be sending you congratulations and wishes for a minimum of twenty times twenty more years of service to the industry.

Best wishes.

Sincerely,

*Leonard*

Leonard H. Goldenson



# 10000

## FIRST GRAND SLAM IN RADIO HISTORY!

October 1, 1957

NEW YORK  
SAN FRANCISCO  
LOS ANGELES



111 WEST WASHINGTON STREET  
CHICAGO 2, ILL. · State 2-8900

TO ALL KEYSTONE AFFILIATES:

This is indeed a proud time in the history of Keystone Broadcasting System.

It is a time when we want to make special mention of our warm feelings of thanks and appreciation to every one of our THOUSAND affiliates.

We think that nowhere in advertising is there a finer or more encouraging example of complete cooperation between a network and its affiliates. As a matter of fact our network is held together -- not by electronic or mechanical means but precisely through cooperation.

Thanks too, to every one of our affiliates for their "beyond the call of duty" efforts to strengthen the effectiveness of our advertisers' campaigns through tireless and continuous PLUS MERCHANDISING assistance. We sincerely believe that no other advertising medium can match the quality and consistency of the merchandising assistance provided by our affiliates.

We look forward to continuing growth and happiness through our association with our affiliates. Believe me. It is a pleasure to be in business with you.

Sincerely,

*Sidney Wolf*  
President

CHICAGO  
111 W. Washington  
Sta 2-8900

NEW YORK  
527 Madison Ave.  
ELdorado 5-3720

LOS ANGELES  
3142 Wilshire Blvd.  
DUlinkk 3-2910

SAN FRANCISCO  
57 Post St.  
SUtter 1-7440



### Keystone Broadcasting System Adds Its Thousandth Affiliate!

Hometown and Rural America was never so big—never so celebrated—never so completely covered by any advertising medium! Imagine it! For the first time in radio broadcasting history A GRAND SLAM! **ONE THOUSAND** radio stations affiliated with KEYSTONE in the soundest most flexible network available to advertising.

The wonderful thing about the KBS network is that you can buy it as you please—100 stations in "special problem areas" or 1000 stations reaching all of rich, ready and able-to-buy Hometown and Rural America.

We have a haul of case histories of signally successful advertising campaigns credited to our network. They involve advertisers whose products are household habits across the nation.

We'd love to tell you our story! Write for our new station list and market information.



## TEN OUTSTANDING RADIO NEWS EVENTS OF 1937

Frank R. McNinch Succeeds Late Anning S. Prall as Chairman of FCC and Orders Drastic Changes in Commission.

American Federation of Musicians Forces Broadcasters to Hire More Musicians.

NAB at Special Meeting Votes Reorganization and Raise in Dues.

Unions Launch Organization of Radio Workers, Resulting in Wide-spread Adoption of 40-Hour Week, Wage Increases, Etc.

John Elmer is Elected President of NAB, succeeding C. W. Myers.

Warner Bros. Pictures Revealed as Having 65 per cent Control of Transamerican.

WLW Line is Established as Potential Fourth National Network.

Congressional Probe of Radio Demanded in Several Bills.

Elliott Roosevelt Becomes Head of Hearst Radio.

Paul M. Segal, attorney, suspended for irregular practices before FCC; charge against George S. Smith dismissed.

*veterans of more than  
thirty-five years  
broadcasting success*



**FIRST**

Sources: ARB, Philadelphia, Sept. 1957/Telepulse, Binghamton, Baltimore, Kansas City, Houston, Nov. 1956/Television Magazine, Nov. 1956/SRDS, Mar. 1957/ARB, Altoona, June 1957/ARB, Hartford-New Haven, June 1957/Television Magazine, Sept. 1957/Trendex, Five-City Survey, Aug 1957

## **WFIL-TV**

**FIRST** in Philadelphia! **MORE** audience, noon to sign-off, Monday-Friday, than **ANY** other Philadelphia station! Plus **TOP THREE** local daytime shows and **SIX** of top ten.

## **WNBF-TV**

**FIRST** from Scranton to Syracuse! **48.4%** average rating — **SEVEN NIGHTS A WEEK** — **MORE** audience at lower CPM than any station in Baltimore, Kansas City, Houston.

## **WFBG-TV**

**FIRST** from Pittsburgh to Harrisburg! **143.4%** **MORE** quarter-hour firsts, noon to sign-off, Monday-Friday, than nearest competitor.

## **WNHC-TV**

**FIRST** from Massachusetts to Long Island! **DOUBLE** the combined audience of competition, **SIGN-ON** to **SIGN-OFF**, **SEVEN DAYS A WEEK!**

## **WLBR-TV**

**FIRST** UHF station to cover entire **LEBANON, LANCASTER, HARRISBURG, YORK** area — **America's Number 1 UHF market**—and at one-sixth the cost of nearest competitor!

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.  
**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa.  
**WFBG-AM • TV**, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.  
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York  
**Blair-TV: WFIL-TV • WNBF-TV • WFBG-TV / Blair Television Associates: WLBR-TV / The Katz Agency: WNHC-TV**

**BROADCAST MUSIC, INC.**

589 FIFTH AVENUE, NEW YORK 17, N.Y.

PLAZA 9-1500

CARL HAVERLIN  
PRESIDENT

Mr. Charles A. Alicoate  
RADIO-TELEVISION DAILY  
1501 Broadway  
New York 36, New York

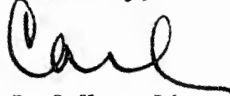
Dear Charles:

Congratulations to RADIO-TELEVISION DAILY on the completion of twenty years of service to the broadcasting industry.

As one of your original subscribers, I realize from personal knowledge how invaluable your paper has been to me and to men and women in all phases of the industry. Your thoroughness in covering the news and your accuracy in reporting it have made RADIO-TELEVISION DAILY a vital part of international broadcasting.

Best wishes for many, many more years of continued service, and my heartiest greetings to all my friends on your staff for their sustained fine work.

Sincerely,



Carl Haverlin



# 20 YEARS MEANT NOTHING TO METHUSELAH



But then he wasn't a Radio Daily reporter.

Today, Radio Daily celebrates its 20th year as the perceptive reporter of events radio. Congratulations on a job more than well done.

It occurs to us that we should feel old as we too celebrated an anniversary this year—35 years of leadership in radio broadcasting.

We know that today we feel as healthy, and perhaps even more vigorous than we did 20 years ago. We're constantly inaugurating new programming geared to the times, such as "Music From Studio X" and "Radio New York." And we've continued and extended New York favorites like John Gambling, The McCanns, Martha Deane and Stan Lomax. Probably most significant is our accelerated emphasis on news, the most important program category in broadcasting.

It is a great source of pride to us to note that today we are serving more listeners and advertisers than ever before in history.

When we celebrate our 9th century of broadcasting we expect that our story will still be a story of leadership.

## WOR RADIO

"NO SOONER DONE THAN SAID"

NEW YORK

A DIVISION OF

RKO TELERADIO PICTURES, Inc. 

**R**adio

**A**dvertising

**B**ureau, Inc. 460 PARK AVENUE, NEW YORK 22, N. Y. MURRAY HILL 8-4020


Mr. Charles A. Alicoate  
Radio Daily  
1501 Broadway  
New York, New York

Dear Mr. Alicoate:

"Our congratulations on 20 years of daily service to the Radio industry. During our six years you have made RAB's job of disseminating quickly the new facts about Radio much easier.

"With the tempo of news constantly quickening, we look forward to an even more successful 20 years."

Cordially,



Kevin B. Sweeney



# 4

# 0

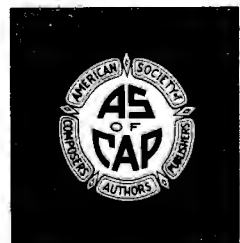
FORTY  
YEARS  
OF  
SHOW  
TUNES

## ASCAP MUSIC... THE MUSIC OF SHOW BUSINESS!

The American Society of Composers, Authors and Publishers proudly presents a special issue of the ASCAP Program Guide entitled "40 Years of Show Tunes." Among the ASCAP membership are the men and women who have created top musicals for more than four decades. The compilation of songs in this latest Program Guide runs all the way from "Princess Pat" to "My Fair Lady." The listing includes not only the song titles with the composers, authors and publishers, but also names the performing artists and the available recordings of the hit songs of Broadway musicals from 1917 to 1957. Television and radio broadcasters, advertising agencies and all those engaged in entertaining the American public will find this Program Guide an invaluable source of program material.

**AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS**

575 Madison Avenue, New York 22, New York





# TvB

TELEVISION BUREAU OF ADVERTISING, INC.

NORMAN E. CASH  
President

444 Madison Avenue • New York 22, N. Y.  
MUrray Hill 8-0215

Mr. Charles A. Alicoate  
Editor & Publisher  
Radio-Television Daily  
1501 Broadway  
New York 36, New York

Dear Mr. Alicoate:

As Radio-Television Daily marks its 20th Anniversary, we of the Television Bureau of Advertising wish to congratulate you and the members of your staff for the manner in which you have maintained editorial authority and impact, and look forward to your continuing contributions in the best interests of the industry.

In less than a decade, television has become a vital part of American life. As an advertising medium it has grown and by its very existence, has helped to lift living and educational standards in our country.

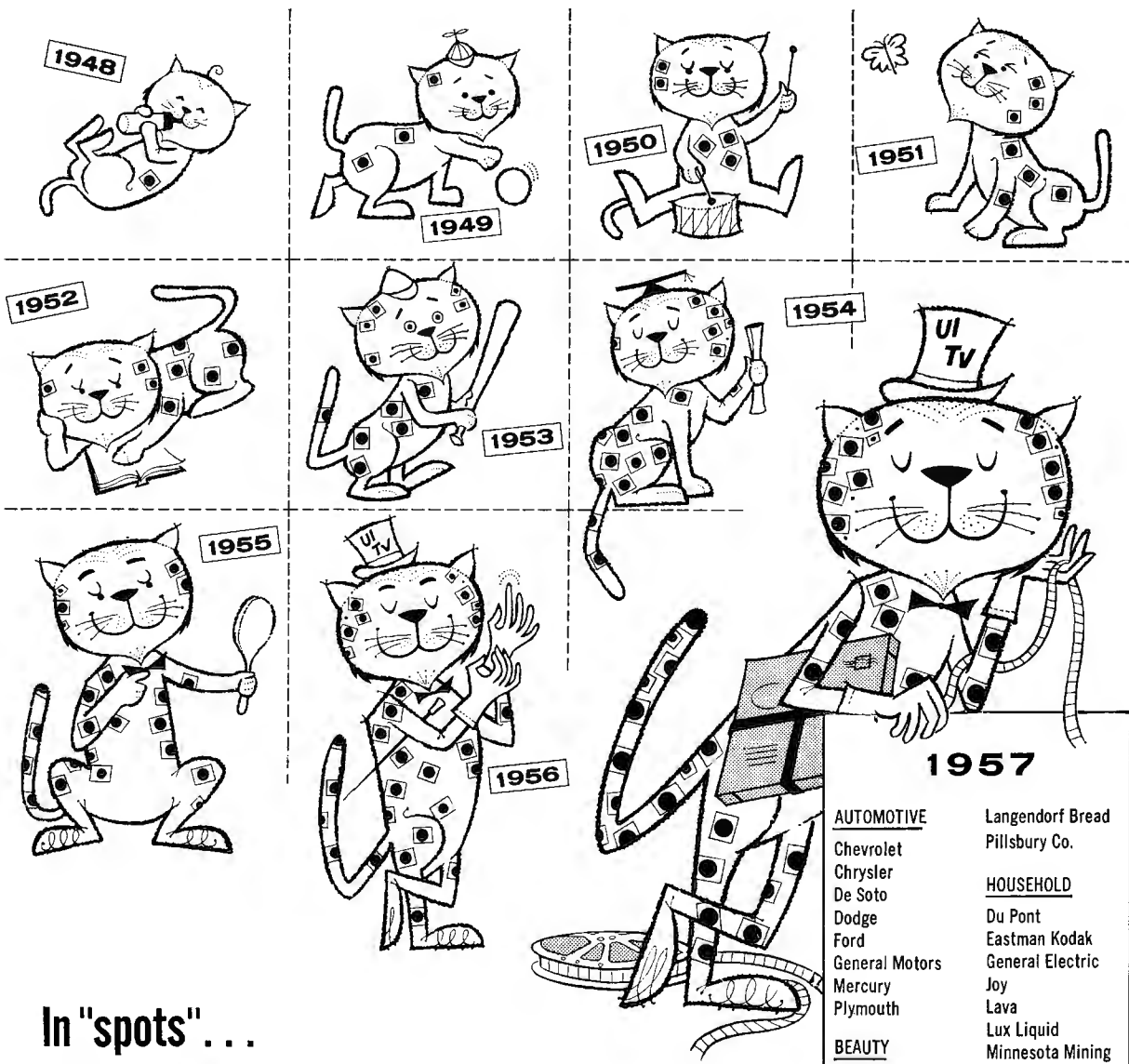
To record this dynamic drive -- keeping pace with this fast-moving, always changing medium on a day-by-day basis, is a formidable task.

To do this and yet maintain impartiality and thoroughness has earned for Radio-Television Daily the respect of the entire television industry.

Kindest personal regards,

*Norman E. Cash*





In "spots" . . .  
**there's no substitute for experience**

Producing TV commercials *demands* expert know-how! The kind of know-how that comes only with years of experience.

In 1948 Universal-International was the first major film company to offer its vast studio and technical facilities to TV advertisers.

Since then—starting with a spot series for Lux—Universal's list of clients has grown and grown.

In addition to an entire 400 acre movie-making city, Universal boasts a complete staff, skilled in the very special requirements of television.

But—the proof of the spot is in the viewing. What Universal-International has done for other successful advertisers, it *will* do for you! Why not see!

**UNIVERSAL PICTURES TELEVISION DEPARTMENT**

New York Office—445 Park Avenue  
 Telephone: PLaza 9-8000

Hollywood Office—Universal Studio, Universal City  
 George Bole in Charge of Production  
 Telephone: STanley 7-1211

Write for free illustrated brochure.



**1957**

<b>AUTOMOTIVE</b>	Langendorf Bread Pillsbury Co.
Chevrolet	
Chrysler	
De Soto	<b>HOUSEHOLD</b>
Dodge	Du Pont
Ford	Eastman Kodak
General Motors	General Electric
Mercury	Joy
Plymouth	Lava
	Lux Liquid
<b>BEAUTY</b>	Minnesota Mining
American Health Studios	S. C. Johnson Co.
Camay	Shick Electric
Colgate Soap	Razor
Lustre Creme	U. S. Steel Products
Lux	
	<b>OIL &amp; GAS</b>
<b>BEER</b>	Conoco
Budweiser	Union Oil
Burgermeister	
	<b>SOFT DRINKS</b>
<b>CIGARETTES</b>	Coca-Cola
Hit Parade	Pepsi Cola
Marlboro	
Oasis	<b>INDUSTRIAL FILMS</b>
Parliament	American Stock Exchange
Philip Morris	Calvin Bullock, Ltd.
<b>FOOD</b>	Dow Chemical
Beech-Nut Baby Food	U. S. Army Reserve
Campbell Soup	U. S. Natl. Guard
Foremost Dairies	U. S. Navy
Kellogg	U. S. Steel

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS  
575 MADISON AVENUE  
NEW YORK 22, N.Y.

J. M. COLLINS  
SALES MANAGER



October 14th, 1957

Mr. Charles A. Alicoate,  
Secretary-Treasurer  
Radio-Television Daily  
1501 Broadway  
New York, N. Y.

Dear Mr. Alicoate:

I wish to extend my heartiest congratulations to you and the staff of Radio-Television Daily on the occasion of your 20th Anniversary.

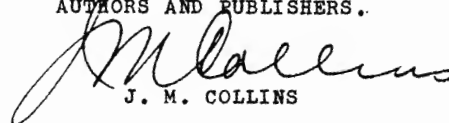
I need not tell you that Radio-Television Daily is a "must" every day as far as I am concerned. I know that if I want to find out what is going on in the industry throughout the country, I can always get the up-to-the-minute news and complete coverage on any story in the Radio-Television Daily.

I hope for your continued success and I know you will do as fine a job in the next twenty years, as you have done in the past.

Best of luck,

Sincerely,

AMERICAN SOCIETY OF COMPOSERS,  
AUTHORS AND PUBLISHERS.

  
J. M. COLLINS

JMC:KMC



“Let us  
raise a standard to which  
the wise and honest  
can repair”

*G. Washington*

1787



KUDNER AGENCY, INC.

NEW YORK • DETROIT • LOS ANGELES

SAN FRANCISCO • WASHINGTON

# HEADLINE HIGHLIGHTS OF TWENTY YEARS IN RADIO AND TELEVISION

**A digest of important happenings as culled from copies of Radio-Television Daily since the first day when it started publication back in 1937.**

**1937** Webs in building dilemma; rate card or account method discussed at conference by NBC and CBS officials.

President Roosevelt will be called upon to decide the number of channels to be allotted commercial television interests.

Defer organizing actors; hands off policy adopted for time being by American Federation of Actors toward radio talent.

Clash on Dickstein Bill; Tibbett appears for and Damrosch against measure to curb alien talent.

Music code hearing set; parley to stamp out bribery of radio talent is called by Federal Trade Commission.

AT & T seeks patent control; rights to all present and future communications development sought by phone company.

Bill asks 5 year license; Congressman Charles Anderson introduces measure for longer licensing of broadcasting stations.

Newspapers file applications for 103 new radio stations, FCC analysis reveals.

Would curb radio chains, proposed congressional probe seeking full light on expansion by network and newspapers.

INS news via short wave; special news service for the smaller stations started by Hearst subsidiary.

Re-sale of station license is attacked at house hearing.

Foreign radio going commercial; poor programs and unprofitable operations are swinging sentiment to American methods.

Radio research report; field tests now underway for data on coverage and listening habits of nationwide audience.

CBS Television site set; transmitter to be located atop Chrysler Building will be most powerful station of its kind.

Lift music restrictions; publishers loosen up on film songs used in sustaining programs, obviating title mention.

Revise setup for ASCAP; forming administrative committee headed by E. C. Mills-Paine will be general manager.

5 language news programs; service in Italian, German, Polish and Portuguese being made available by Van Cronkhite Association.

NAB seeks music refund; committee is named to retrieve money paid Warner Bros. subsidiary—copyright bills endorsed.

Radio unionizing looms; Supreme Court decision is expected to spur organization among networks and individual stations.

Two million rise in home sets seen by CBS this summer.

CIO moves to organize technicians in radio field.

Sues W.U. over baseball; WJBK, Detroit, files action to compel telegraph company to furnish scores of league games.

National Association of Performing Artists seeks to restrain radio stations from using phonograph records for sustaining or commercials.

Press-Radio is renewed; new bureau agreement is extended for another year—publishers adopt friendly station attitude.

Five day week for NBC; announcers, producers, sound men on five-day week—WNEA will follow, other union deals on.

20th Century-Fox to censor radio programs of its stars.



Radio playing Santa to films: 545 free minutes for one picture.

Hollywood NBC coast center; immediate transfer of western headquarters to movie capital is ordered by Lenox Lohr.

Radio's Hindenburg coup; disaster news is on air within a few minutes—WLS gets dramatic scoop recording on scene.

Coronation's record web: biggest radio audience on record will hear crowning ceremonies—American networks open before daylight.

Enlarge television screen; new tube enabling larger image are described by RCA men at final meeting of radio engineers.

A F of L. moves to keep CIO out of radio field.

Social security headache; artists are reluctant to pay while bureaus and legal staff seek to comply with the law.

Union signs WABC-CBS: 5-year agreement with Guild includes 40-hour week and wage increase—WOR deal reported next.

CIO air campaign in fall; labor union will use radio exclusively in coast-to-coast drive employing a staff of commentators.

Radio set sales up 17%; BMA sees 9,000,000 sets sold this year—labor troubles blamed on Congress at Chicago meeting.

Civic groups want time; educational leaders in nationwide move for evening spots on three major networks—calling on FCC.

Transradio suit settled; \$1,700,000 action against NBC, CBS, AP, UP, INS et al adjusted—Transradio recognized as news agency.

AFM to push disk ban; President Weber in annual report sees national action to curb electrical transcriptions.

25% of time to education; NBC further emphasizes cultural programs in signing Dr. Angell of Yale as counsellor.

American Guild of Radio Artists seeking to organize all skilled radio employees.

CIO moves dent radio business; network in complicated situation due to strikes affecting sponsors' activities.

New probe bill is filed; resolution by Senator White calls for a sweeping investigation of the entire industry and the FCC.

Summer bugaboo licked; more major accounts riding through the warm weather—stations are doing bigger business than ever.

FCC fate again in doubt; death of Senator Robinson, sponsor of bill to preserve FCC entity, gives rise to new speculations.

New high in ET shows; no letdown in musical transcriptions this summer—heavy gains for recording laboratories.

President Roosevelt lauds accomplishments of radio.

Television patents pooled by Farnsworth and AT & T.

New radio union setup; Actors Equity, Musical Artists Guild and Screen Actors Guild financing radio unit with own autonomy.

NEA service enters radio field; press association affiliated with the Scripps-Howard group will supply program material to stations.

Webs tackle AFM job; station relations department assigned the task of lining up affiliates to meet union situation.

FTC grants music code; approves music publishers; petition for trade practice setup.

Trend to bigger networks; more extensive lists of stations being used by large time buyers on CBS—night shows average 75 outlets.

Cantor heads radio union; American Federation of Radio Artists elect officers—local charter granted New York and Los Angeles.

McNinch FCC Chairman; President drafts chairman of Power Commission to succeed Prall—Craven replaces Stewart.

Six months business up 28.7%; broadcast advertising up \$14,624,253 in first half of year—increase tops all media—seasonal drop less.

Demand web AFM help; network affiliates propose cutting sustaining program costs to pay musicians.

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.

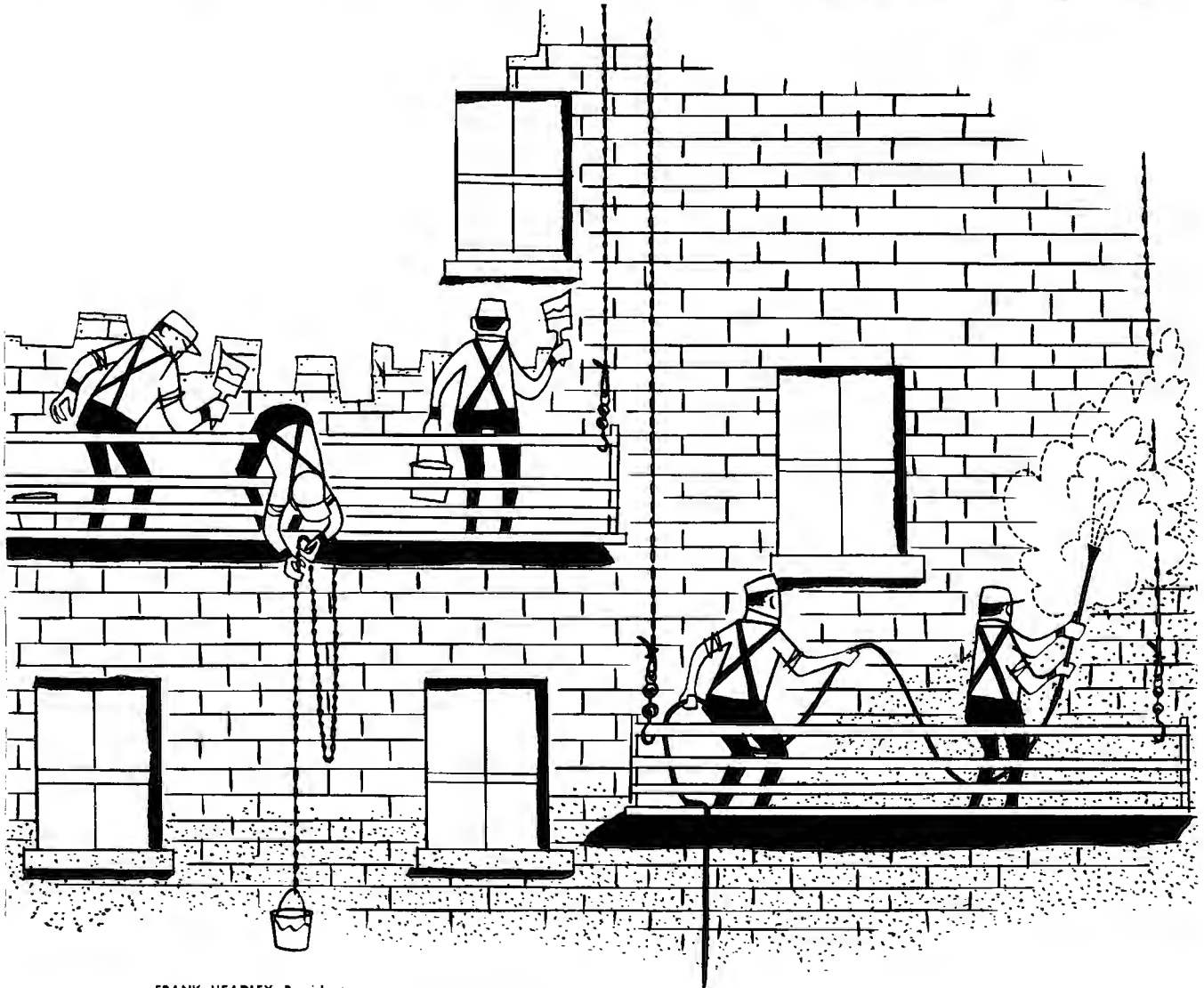
FCC merges 3 divisions; McNinch announces a board of six and himself will supplant broadcast, telephone and telegraph units.

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 Electric.

# WORKING PARTNERS



FRANK HEADLEY, President  
 DWIGHT REED, Vice President  
 FRANK PELLEGRIN, Vice President  
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We fully recognize the importance of giving *complete coverage* of all important time buying areas for *all our stations*. And this coverage is provided both by the *Working Partners* who head up H-R as well as by the members of our growing staff. All of whom, by the way, have been selected on the basis of *maturity, experience* and records of performance in this field. Today as when H-R was started, we continue to keep our promise to "always send a man to do a man's job!"



380 Madison Ave.  
 New York 17, N. Y.  
 OXford 7-3120

35 E. Wacker Drive  
 Chicago 1, Illinois  
 RAndolph 6-6431

6253 Hollywood Boulevard  
 Hollywood 28, Calif.  
 HOllywood 2-6453

155 Montgomery Street  
 San Francisco, Calif.  
 YUkon 2-5837

416 Rio Grande Bldg.  
 Dallas, Texas  
 RIVERSIDE 2-5148

1065 Penobscot Bldg.  
 Detroit 26, Michigan  
 WOODWARD 1-4148

101 Marietta Street  
 Atlanta, Georgia  
 JACkson 3-7797

520 Lovett Boulevard  
 Room No. 1D  
 Houston, Texas  
 JACkson 8-1601

910 Royal Street  
 Canal 3917  
 New Orleans, La.

529 Pan American Bank  
 Bldg.  
 Miami, Florida  
 FRANKlin 3-7753

Coaxial cable test termed satisfactory. Radio probe being put off; Congress favors giving FCC Chairman McNinch chance to straighten things out before inquiry.

FCC rapped at Chicago parley; freedom of broadcasting from political interference demanded at educational parley—program standards urged.

Warners buying Muzak; expansion of wired radio music service planned by film company—seen as step toward television.

Radio is top recreation; Fortune survey shows listeners exceed moviegoers.

Elliott Roosevelt heads Hearst; becomes president and general manager of radio interests.

Government control bill looms; Senate to get measure when new session begins in January.

'37 was big—'38 to top it; billings up, networks expand, more drama, better music, unions move in, television creeps along and Hollywood splurges.

**1938** ARTA starts new drive; localized campaign is begun to sign up all stations.

FCC may ask license fee for radio; secret report made to Congress along with annual review.

90% of affiliates sign AFM deal; majority of 273 independent stations have accepted musicians' plan.

Canadian policy attacked; ex-vice chairman of radio commission raps government competition with private firms—sees 50% U.S. programs.

\$8-Million tax seen in Senate Bill; proposed measure placing radio under Public Service Commission has far-reaching authority.

400 stations in used car drive; 16 agencies cooperate in placing extensive spot campaign for auto industry.

Redrafting disk license; AFM counsel advises plainly written clauses to avoid legal kickbacks.

Coast stations crippled by flood; 12 outlets in Los Angeles are forced off the air temporarily—many western originations canceled.

748 stations in national airmail week; record network is assembled to promote event.

Sponsored records get underway; Chesterfield and Canada Dry reported first accounts using 25-word advertising announcements.

Indies will meet AFM; committee selected after stormy session, will seek best terms possible—ET firms find selves 'in the middle.'

Farnsworth reveals new tele projector.

Late-hour shows wary; song requests being carefully scanned for hidden messages after stations receive FBI leads.

Los Angeles dailies toss out radio news and columns.

Agencies eye hockey as next season fare.

Network standbys piled up gross; increased budgets by foodstuff; soap and cigarettes are responsible for record first quarter gross.

FCC rejects congress probe; by vote of 5 to 2 commission decides not to invite investigation but let Congress originate own moves.

Experimental television schedule back on NBC on 5 hour basis.

Minton berates dailies; Senator from Indiana defends radio and accuses press of 'trying to strangle the air.'

1940 airing of Olympic Games will cost \$2,000,000.

FCC hands down rules; proposes series of new regulations and okayes 25 clear channel 50kw stations as rural service aid.

Unions no budget bar; leading time users planning usual next season shows despite labor troubles in industries.

Newspapers still militant; strong anti-radio sentiment.

Two tele receivers, Du Mont and Television Corp. of America, go on sale; curious public takes peek.

NAB appoints Neville Miller paid president.

Baird tele receiving sets will be sold to theatres.

House probe defeated; Comery resolution is badly whipped by vote of 234 to 101; proponents die hard, debate bitter.

Web billings at peak; major networks' cumulative total for six month period up 5.9%; \$37,957,151 gross.

Disk license accepted; ET men and AFM agree on final form to go into effect.

Philco asks permit for tele outlet.

Film company in tele field; third picture outfit gets affiliation as Paramount buys into Du Mont; Warners and RKO-Pathé set.

Resume NBC television; will start a new series with live talent and films; revision made to conform to RMA standard.

WQXR to experiment with tape methods.

NAB wants united front; entire industry to be represented in any ASCAP discussion; basic pact will apply to all.

Music code's washout; no U.S. law against paying artists for plugging songs says FTC; restraint of trade hint.

**RADIO DAILY**  
The National Daily Newspaper of Commercial Radio and Television  
NEW YORK, N. Y., TUESDAY, JANUARY 5, 1939  
FIVE CENTS

### Radio's Greatest Year

**10 Leading News Events of 1938**  
MFA Reorganization Completed and Neville Miller Named First President.  
Frank B. Rowland pushes through Reorganization of the FCC.  
Farnsworth Makes Rapid Sales; With Six Sets Due to be Marketed Early This Year.  
Every Branch of the Industry Completed Negotiations With the AFM and Signed Additional Machines.  
FCC Settles Its Monthly Probe With NBC; the First Network to be Cited.  
Texas Star Network Formed With Ellen Westcott named President.  
Super Power Hearings Begin Before the FCC.  
1938 Designated As A Permanent Organization. Headed by Samuel B. Rosenblum.  
Event Industry Obies Through; Coverage of the European Crisis Twenty Four Weeks a Day.  
Hearst's Bid to Buy All Ten High Wave Total Network Rejected \$10,000,000.  
Broadcasting News Program.  
Idemanson Plans "Web" Clubs Federated.  
Hearst "Herald" Over "Web".

**Billings At New High As AFM Websters Outlook Bright**  
**TELE PROGRESS**  
**FDR Led AM**

Television standards to FCC; RMA hopes to stabilize industry if transmission changes are okayed by government experts.

Foreign accounts shaky; several ad agencies stand to lose important revenue if commercial radio is killed abroad.

Storm hits key outlets; for first time both NBC and CBS in New York schedules are disrupted; re-route commercials.

War events come first; Hitler's talk cancels commercials as climax to a heavy weekend; CBS scoop on FDR message.

Webs to remain on job; although possibility of war fades major nets not to relax vigil.

Paid listing now acceptable in 237 newspapers at line rate.

Muzak starts test of new ad service. \$10,000,000 television setup; head of British concern confirms Scophony plan, including sets selling around \$200 each.

Radio strictly on own; expenditures by leading advertisers in past 10 years disapproves claim that air hurts other media.

Majority of air employees unionized in past two years.

Tele talent reservoir; William Morris Agency joins forces with Du Mont-Paramount combine; events and theatre tie-up.

**1939** CBS begins its testimony for FCC probe committee. New radio transmission. Columbia U. professor promises new era for industry.

FCC revives web deals, digs up old stock swap with picture company.

More two-web sponsors; 34 national accounts used two or more major nets.

FDR for new FCC setup; writes two Congressmen to establish definite policies to guide clear interpretations.

Four A's holds its ground as AFRA seeks closed shop.

Chicago blizzard-bound; web schedules completely disrupted as actors and others are unable to reach stations.

AFRA-webs-agencies sign; unique pact charges AFRA and nets with maintaining the AFRA shop; settle AGRAP complications.

NBC television scripts ready for shooting.

Wheeler bill to Senate; provides for three-man commission to prevent lost motion.

Unions eye engineers; both CIO and AFL units plan drive following success of AFRA move.

Baird's television invasion; important English firm to establish giant screen projection suitable for theatre audiences.

FCC's complaint department; adopts new procedure in acting on complaints against stations—stronger discipline hinted.

Industry policies stated; strong plea against any censorship voiced by NAB board in statement favoring larger FCC.

Fort Wayne television center; Farnsworth moving entire facilities and will erect huge transmitters—to retain Philadelphia office.

Compare air-newspapers; testimony on value of two medias in leading markets highlight FCC probe hearings.

Live talent television tests conducted by Zenith.

Radio continues to improve say 61% of leading critics; editors see gains while the faults seem trivial.

Seeks juvenile standards; joint committee on children's shows headed by women groups plans wide improvement campaign.

Sarnoff makes urgent plea for radio-television-picture cooperation.

Radio salutes the Fair; networks and local stations unite in lending full cooperation to the 'World of Tomorrow.'

Network tele hopes rise; following success on 1-mile phone-wire engineers plan new tests in seeking cable substitute.

OK shortwave sponsors; FCC lifts restrictions and allows international commercial shorts.

Newspapers peace move; definite trend toward amity seen as publishers realize radio news makes public news conscious.

Form wired tele group; Otterson heads new firm planning to install wired tele system as feasible method.

Sponsors up air budgets; advertising investments on networks show 11 industries advanced billings \$3,227,739 in 6-month period.

58 shows back to nets; heavy schedule returning within 60 days on three major networks dispels fear of war hurting business.

War ups radio budget; compensation for foreign market loss being sought by increase in domestic sales.

New recording method; process perfected by RCA-NBC based on higher frequencies, eliminates all distortion, noises.

Music plan before SEC; Broadcast Music Inc. files its data for stock issue.

**1940** Webs gross \$83,000,000; \$10,000,000 over previous year for three major networks.

Tele hearing gets serious; ramifications over RMA standards keep Chairman Fly on the alert; Du Mont battles 'freezing.'

Shubert music settlement; 32 suits discontinued with radio gaining access to 23 operettas via ASCAP sans restrictions.

BMI operative next week; board meeting decides against delay as over \$200,000 reposes in bank; Miller sees much more coming.

FM gathering momentum; 12 experimental transmitters in use with 5 manufacturers making receivers; investment now \$1,500,000.

Tompkins to head BMI; plans vast scope in his operations which will offer much employment to writers and arrangers.

Radio's big war-news job; on 24 hour sked, resourceful webs again bring full coverage, both for listeners and papers.

Senate hears tele story; Fly defends recent action—Sarnoff forses billion dollar industry; Barbour introduces FCC bill.

50,000

**good wishes from**

WMGM

**... one for every watt we own!**

1050

on  
your  
radio  
dial

The ~~ACTION~~ Station • 711 FIFTH AVENUE, NEW YORK



Fox Film's air budget; \$500,000 for network exploitation is first large-scale picture business; premieres to be plugged.

Super market survey; nationally distributed brands lead in sales where backed by radio; influence on housewives.

BMI seeks ANA backing; offers free service for theme songs and arranging department facilities.

Record licenses illegal; U.S. Circuit Court of Appeals voids licensing of phonograph records, also 'vested' rights of manufacturers-artists. 450 network affiliates; compare with 199 on June 1936 revealing vast coverage boost for webs in all markets.

Advertisers okay BMI; will cooperate fully with networks in music fight; membership now increased to 365 outlets.

Radio tops all media; surpasses both newspapers-magazines comparative time study shows; sponsor identification high.

Web billings at new high; \$90,000,000 year possible as major networks strangle August bogey; cumulative total soars.

CBS shows color tele; special demonstration reveals sharp, detailed transmission from films; to license receiver manufacturers.

Grant 16 power boosts; four stations involved on 890kc. while four others are on 920; directional antenna changes.

AFM bans co-op show; participating network type program hard hit by musician union's new restrictive order.

Tele election coverage; complete pictorial story to show returns-progress of candidates in elaborate NBC plan.

FM goes commercial; FCC working fast gives 15 outlets okay to sell time immediately they find it feasible.

FDR praises industry, sees no government control.

No M-G-M-ASCAP contract; performing rights pact still pending covering 3 movie-firm companies; Sam Fox another holdout.

Hotels start BMI co-op; 'nation's hosts' swing into high gear to assist broadcasters fighting ASCAP's music hold.

**1941** FCC sees tele activity; six annual report covers commercial possibilities; progress seen throughout entire industry.

CBS billings rose 18.8%; cumulative 12-month total revenue is \$41,025,549; December gross reveals 8.2% increase.

New color tele patent hailed as workable.

RCA's large screen tele; highlights two-day tour for FCC with hour-long show.

Independent movie exhibitors favor cooperation with BMI.

ASCAP signs U.S. decree; with crisis over, more cheerful note is in evidence as leading firms give Society confidence vote.

Aluminum ban hits ET's; manufacturers of blanks for masters see grave situation as OPM holds metal is needed for defense.

Buildup of smaller publishers current move of BMI staff.

U.S. offered FM patents; Major Armstrong extends government free use, also to any designated concern working on war orders.

Webs now holding off commercial tele rush.

Radio's biggest switch; 800 stations on new frequencies completely on sked; moving day campaign held successful.

RCA-Theatre tele plan; will market large screen apparatus but do no programming; sees need of outside producing units.

Radio opens bond drive; over 700 stations in largest hookup take FDR-other officials' talks; future programs being set.

BMI slashes fees as members vote to continue music fight.

First tele theater set; large screen going into the Rialto as part of regular entertainment is on a commercial basis.

Trammell again hits FCC; calls ordered sales of Blue 'brutal' and warns unlimited power placed in hands of commission.



# Court Mulls Webs vs FCC

**IAB Sales Managers Set Convention Plans**

**Staggers News**  
The National Association of Broadcasters (NAB) will hold its annual convention in New York City on Jan. 20-22. The convention will be held at the Waldorf-Astoria Hotel. The NAB is the largest and most influential organization in the radio and television industry.

**FM Shows Bob Stanley**  
The 15 Weekly News Service reports that the Federal Communications Commission (FCC) has granted a license for a new FM station in New York City. The station will be operated by Bob Stanley.

**U.S. Supreme Court Decision Expected To Be Final Arbitrator As Lower Court Completes The Opening Round**

**Five Possible Angles For Web-FCC Decision**

**'Able's Irish Rose' For P.&G. On Red Net**

**Several Small Stations In P. Connal**

The Supreme Court's decision is expected to be final, as the lower court has completed the opening round of the case. The case involves the Federal Communications Commission's (FCC) authority to regulate the radio and television industry.

Five possible angles for the Web-FCC decision are: 1) the FCC's authority to regulate the radio and television industry; 2) the FCC's authority to regulate the content of radio and television broadcasts; 3) the FCC's authority to regulate the ownership of radio and television stations; 4) the FCC's authority to regulate the advertising on radio and television; and 5) the FCC's authority to regulate the operation of radio and television stations.

'Able's Irish Rose' is a new radio program that will be broadcast on the Red Net. The program is being produced by P. & G. and will feature a variety of musical and entertainment acts.

Several small stations in P. Connal are expected to be licensed by the FCC. These stations will provide local radio and television service to the community.

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 ban newspapers from engaging 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'; 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 licenses; also okay three more FM stations.

Web gross \$105,000,000; estimate for major network billings indicate increase of \$10,000,000 in the current year's total.

BMI will slash rates; board approves new 8 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 business.

Murrow hits U.S. censors; criticizes handling of news by U.S. as 'cumbersome' and 'confusing'; no reaction from the Capital.

AFA wartime ad guide; outlines 39 points as important means toward aiding American War effort, and stabilizing nation's economy.

Expand tele in defense; big job ahead in training of workers as 50,000 complete first course; new hour dramatic series.

Radio's share of advertising \$225,000,000, as third media.

Record audience looms; radio gaining listeners as theaters lose patronage due to tire ban; blackout tests also a factor.

Courts overrule FCC; supreme tribunal approves temporary suspension of commission's ruling on duplication of frequencies.

WPB final authority; stringent curtailment of construction on projects of \$5,000 or more moves FCC out of the picture.

National talent pool; organization to aid war effort set by actor union; will centralize source of services given gratis.

Deems Taylor made ASCAP head; board action ousts Gene Buck, who served since 1923 for radio-minded musical authority.

War Department makes request; radio's key morale job is illustrated by Army's demand, sponsors add Hawaiian station to hookup.

Hit freeze-squeezers; applicants for CP's receive warning on seeking critical materials; told to save money and time.

New CBS rate structure; first important revision since 1939 has two-way discount change to encourage maximum nets.

Direct air bond sales; U.S. Treasury to appoint broadcasters as sales agents; will ship bonds on consignment basis.

List essential radiomen; BWC classifies all types of personnel needed to carry on broadcasts both standard and shortwave.

Mutual's discount plan; six point setup to encourage larger network reveals simple format geared to war-time economy.

AFM clarifies ET status; states commercial disks may be made if performed once and destroyed or deposited with union.

Talent cost going lower; higher bracket particularly hard hit as budgets are drawn tighter; web discounts pave way.

New U.S. international setup; plans vastly expanded shortwave use in psychological warfare move; government cooperating in operation.

Television holds strong; stations on both coasts still continue their operations and experiments despite drastic wartime cuts.

OWI's language plans; strong anti-axis ET's being readied in six languages; best available talent to be utilized.

Treasury okays ET firms; recognizes 17 independent disk studios which may do business with all government agencies making recordings.

Web-AFRA compromise; three networks agree to 10% increase for sustaining artists; approval is expected by the WLB.

**1943** Congressmen talk radio; newly convened lower house members reveal dislike of commentators in particular, also the FCC.

Set up new AFRA scale; basic sustaining pacts in final form as okayed by the major networks; goes to WLB for approval.

\$2,000,000 phone savings; minimum estimate of industry benefit by A T & T wire-charge reductions may also aid affiliates.

36,360,000 in U.S.A. hear Casablanca news. 600,000 disks sent overseas in first six months of war.

CBS 1942 net profit at \$4,100,000 mark.

Chain rule hearings ends; U.S. Solicitor General in high court oppose plea to stay enforcement of FCC's new regulations.

FCC fund slash blocked; Speaker Rayburn defends commission as controlling influence over air; second cut move also beaten.



**T**ODAY as never in the years before BMI came into being, the musical tastes of Americans have broadened to include music of every kind, of every style, for every taste ranging from piano blues to the concert hall. Just as the heart of our country reaches from coast to coast, so does our music come from Americans whose tastes and talents are as wide as the heart is wide . . .

From three experts in the world's folk music who introduced us to a Bahaman beauty . . . a Tennessee housewife and Sunday School teacher . . . "one of the most important names in contemporary American music" whose 11th Symphony is "a work of superb craftsmanship" through which shines "a gentleness of spirit and a human conception of philosophical values" . . . a California housewife and the Field Secretary of Boys Republic . . . the son of an Armenian father and a Scottish mother who has been hailed as "one of the greatest living composers not only in America but of the whole world" . . . an Atlanta music publisher who believes that Tin Pan Alley is found wherever the talent is . . . and a host of others who have set the heart of America to music. BMI is proud that its open door has helped to bring this new music to America.

BMI is proud that the writers of its music are in truth the sons and daughters of a nation whose music comes from the wide, wide heart.

To each of the men and women who write the music it licenses, to their publishers, indeed, to every person of talent and energy who has come through the open door and found opportunity in our being . . . to these, we of BMI, say welcome and thank you.

**BROADCAST MUSIC, INC.** 589 FIFTH AVENUE • NEW YORK 17, N. Y.

New York • Chicago • Hollywood • Toronto • Montreal

Set government food campaign; time will be bought in drive to induce use of unrationed commodities; expect \$100,000,000 in ads.

Agree on 10% AFRA rise; minimum scale for sponsored shows sought 19% cost-of-living boost but work out compromise.

Network program trends; first war year saw definite change in character of public's demand; news popular, drama declines.

2nd Treasury loan co-op; full industry support being offered following Morgenthau's message; three week drive planned.

583 of 722 stations report profit for 1942.

High court song ruling; hold writers can dispose of rights years before anticipatory benefit even if it is 'bad business.'

OPA-Treasury department laud work of radio.

National spot business holds up; first quarter of 1943 showed gains over last year in active clients; 9 major groups increased time.

Editors hit web decision; Washington dailies take lead in citing threat to free speech in event of authority abuse by FCC.

Stress womanpower need; McNutt asks additional 2,000,000 for essential war work; radio will aid expansion campaign.

BMI's new-song preview; audition board of program managers participate in novel presentation of newly-published selections.

Radio leads advertising rise; shows sharpest increase of all media in Department of Commerce study; March billings set record.

House hears FCC attack; Representative Herbert of Louisiana hits chain rules along with Supreme Court decision; sees blow at free speech.

ET men appeal to WLB; transcription companies submit case for mediation seeking to end ban on recordings by the AFM.

Taft asks chain rule stay; wants enforcement by FCC deferred while Congress considers subject of regulations and free speech.

Sales manager open up; condemn 5 minute commercial shows also hitch-hike announcements; null revision of standard contract form.

\$500,000 AFM band tour; over 500 live concerts will be given in out-lying communities as result of Roosevelt-Petrillo confab.

Radio's bond-sale totals; U.S. Treasury reports \$80,243,968 sold by 455 stations in 12 month period—19% to New York State outlets.

Call equipment adequate; engineers of General Electric see no obsolescence resulting from war developments; FM and tele increase expected.

Cox resigns under fire; head of House FCC investigating unit dramatically bows out; was charged with taking illegal lobbying fee.

Tele networks forecast; engineer of RCA envisions television extending from Atlantic to Pacific by developing new relay outlets.

Blue network transfer completed; last cash payment for web's stock seals bargain.

Census reports on radio; figures issued for 1940 show 26,665 men and women listed in industry; advertising field total is 79,035.

Restrict dual ownership; FCC order forbids multiple control by one licensee in same service area except 'in the public interest.'

No newspaper decision; FCC still debating such ownership of stations.

**1944** Radio-Pix war loan plans; Hollywood meet assures cooperation between 2 industries; advertising agencies and clients to participate again.

OWI executive praises radio; cites vital service in dissemination of war news.

Radio Daily marks birthday; this issue starts eighth year.

Radio citation awarded; National Council of Christians and Jews pays tribute to 5 radio programs for 'contribution to humanity.'

Boom in news programs; unprecedented new business revealed as survey shows all major webs running ahead of last year.

Battle on for FCC funds; Majority Leader Barkley, Senator Mead to aid in restoring extensive cut from proposed budget.

Tele plans given impetus; statements by NBC, CBS and A T & T indicate steadily increasing interest in planning television's future.

Webs exploit war news; advance campaigns on radio coverage for invasion now being prepared.

Big post-war set market; both Philco and Westinghouse executives forecast market for 25,000,000 receivers after the war.

Radio's D-Day coverage; our American system of broadcasting keeps a free people fully informed throughout the night and day.

Webs on normal schedule; regular commercial schedules held on four major networks; hot news will break in as warranted.

Invasion pool extended; major webs in agreement to continue operation indefinitely or until the broadcasts start from France.

Movies now active in tele field; Warner Bros. file FCC application for new Hollywood tele station; RKO video developments.

Films receive radio aid; broadcasters, through Treasury Department, extend assistance to theatres for 'free movie day.'

OK 3 major station sales; FCC approves 'Times' buy of WQXR, KECA's transfer to Blue network and WINX to Washington Post.

Spot business shows strength; volume for June and portion of July leads sales figures of last year's outlook for future seen bright.

Race on for tele rights; movie companies having tele interests rush to check copyright status of all literary properties.



**1945** OWI issues radio report; figures reveal that industry donated time and talent to the value of \$66,141,600 for '44.

Radio called 'essential'; industry gets secondary classification in revised manpower listing issued by the WMC.

Porter clarifies 'freeze'; says tele and FM permits will go to applicants deemed most deserving.

N.Y. leads FM-tele field; FCC releases up-to-date application data on FM-television interests; 29 FM, 10 tele from New York.

Radio to help G.I. get job; OWI booklet sent to stations suggests two-point policy for aiding vets to make civilian readjustment.

Educational FM growing; applications for FM stations at FCC indicate widespread interest among schools and colleges.

Show new tele receiver; RCA gives demonstration of video set producing a projected image 16 by 21 1/3 inches.

Small stations' net up 41%; FCC report on 137 out of 162 outlets shows only 2 decreases for 1944; time sales up \$5,981,160.

Truman voice gets okay; President achieves the third highest daytime rating of 32 per cent; 16,850,000 listened in.

Bell advances cable plan; expects 1,500 miles suitable for video will have been laid by end of '45 as part of five-year program.

Radio flashes first news of Germany's surrender.

Tele granted 13 channels; seven between 174 and 216 mc. definite; FCC to follow with six more; FM to get further study.

Censorship is curtailed; sweeping revisions in code made by U.S. Censor Byron Price; goes into effect immediately.

Radio greets Gen. Eisenhower; webs and indies complete plans for coverage.

Berlin coming through; network correspondent heard here in first pickups since 1941; warming up for 'big three.'

Fifth network planned; Associated Broadcasting Corp. announces plan to launch 26-station web.

Program increase shown; addition of tele and post-war features believed influential in 20% jump in 'Shows of Tomorrow.'

Radio's Oak Ridge scoop; atomic bomb news given workers at plant.

Radio airs victory details; entire nation close to receiving sets given minute-by-minute report of Japan's capitulation.

Web season starts early; four networks have 80 commercials either returning or new accounts; latter mostly on MBS-Amer.

Noble buys network stock; chairman of American web directorate purchases all securities held by Chet La Roche and Time, Inc.

FCC asks research fund; Chairman Porter requests government to foster federal research in field of communications.

Store-tele show to tour; nation's largest retail establishment to be shown RCA-Gimbel system; two-year itinerary still unset.

Okay microwave relays; FCC permits Western Union construction of 22 experimental microwave relay stations in East.

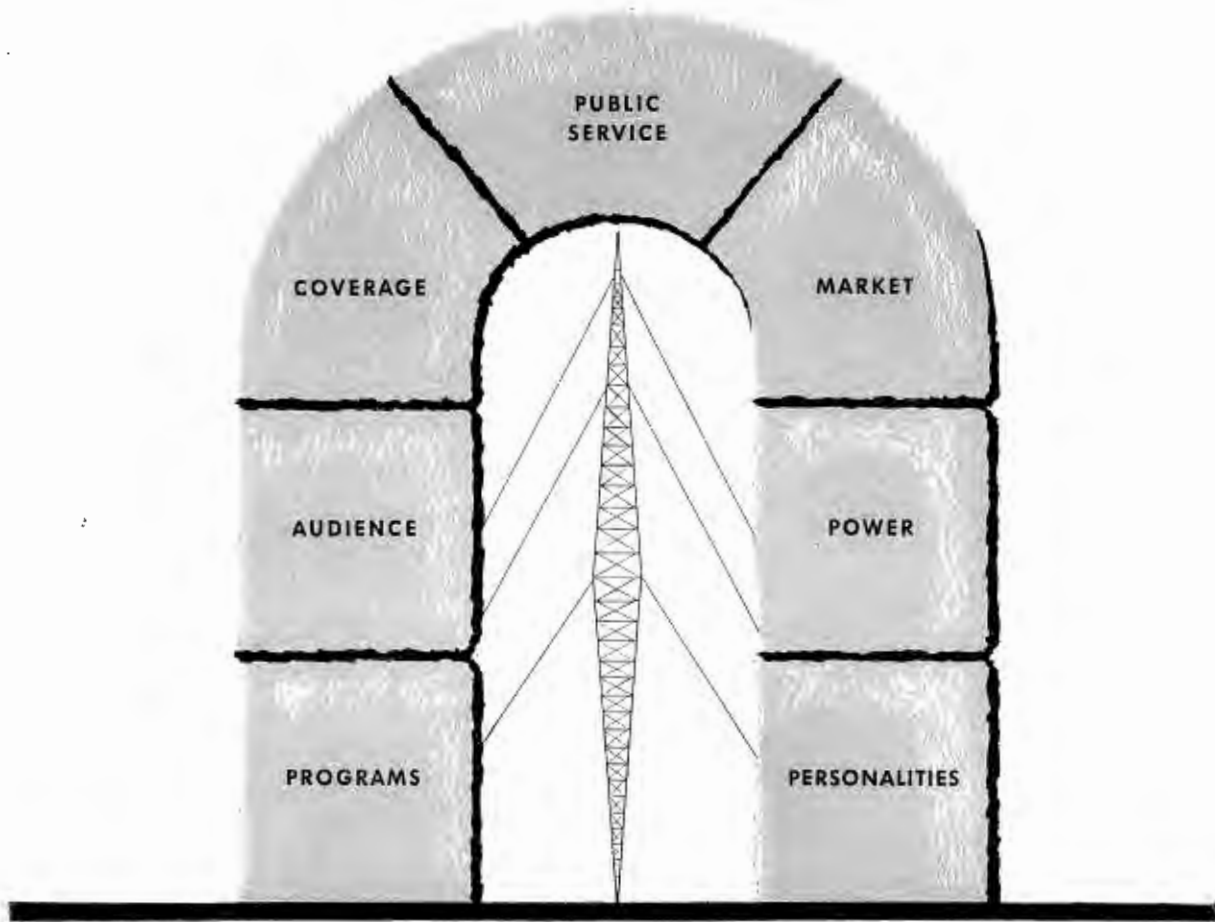
FCC budget cuts restored; Senate Committee allows \$930,000 cut voted by House; recommends State Department short wave budget.

New flood of applicants; heavy list filed with FCC for FM, tele and AM stations; press among applicants.

FCC's tele rules issued; modification of September order released; seven channels granted New York; multiple-owning ruling eased.

Survey on set situation; manufacturers and retailers announce no new receivers in prospect for Christmas season.

Midwest tele web plans; A T & T announces construction plans for video relay outlets linking Milwaukee and Chicago.



## Through a carefully built structure, **WGAR** gets advertising results in Northern Ohio

. . . how WGAR affects advertising results in Northern Ohio.

We believe there is a definite relationship between a radio station's devotion to public service and listener response to advertising.

By serving our listeners better, we feel we have created a climate of believability—of listener loyalty—of dependence on WGAR—which makes our advertiser's messages more effective.

There are many concrete examples of WGAR's selling power with the adult buying audience. For evidence of WGAR's leadership in public service—and advertising results—contact a WGAR sales representative.



Measure of a  
Great Radio Station

# WGAR

**THE STATION WITH 4½ MILLION FRIENDS IN NORTHERN OHIO**

CBS • Cleveland • 50,000 Watts • The Peoples Broadcasting Corporation • Statler Hotel • Cleveland 1, Ohio • PR 1-0200

Represented Nationally by

**THE HENRY I. CRISTAL CO., INC.**

New York • Boston • Chicago • Detroit • San Francisco



# THIS IS HOW IT ALL STARTED



GUGLIELMO MARCONI

The inventor of wireless telegraphy from which emerged great advances in the field of communications sent and received his first wireless signals across his father's estate in 1894 resulting in an 'enlightened world' through the exchange of ideas as exemplified by present day radio and television.



# THE BARTELL GROUP...

THE INDUSTRY'S FASTEST GROWING 10-YEAR OLD

*Congratulates* **RADIO DAILY**  
ON ITS 20th ANNIVERSARY!

## THE BARTELL GROUP STATIONS:

**WOKY** — 1st in MILWAUKEE

**KCBQ** — 1st in SAN DIEGO

**WAKE** — 1st in ATLANTA

**KRUX** — 1st in PHOENIX

### *Newest Bartell Stations:*

**WILD**, Boston and

**WYDE**, Birmingham . . .

*gaining ground fast!*



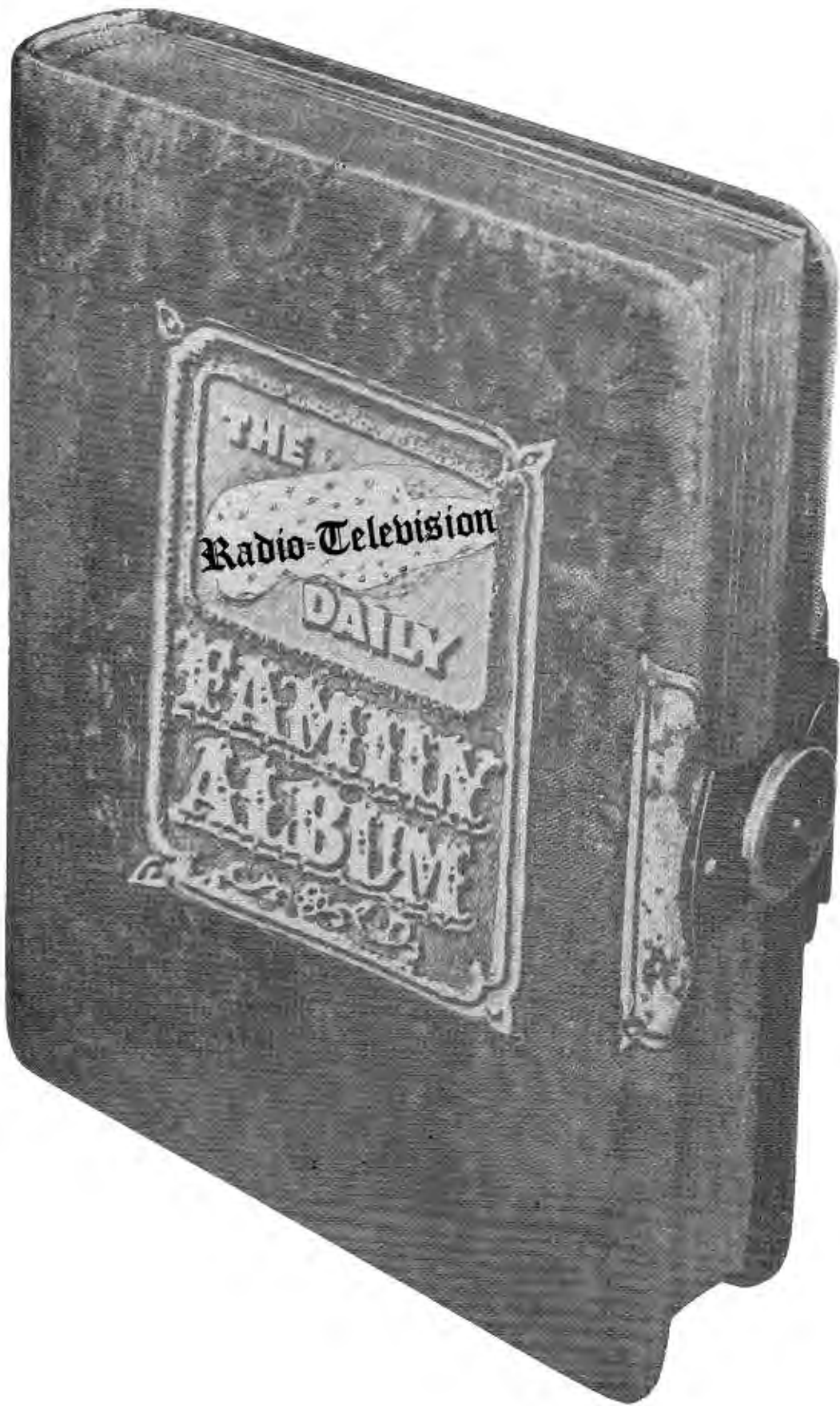
**BARTELL IT AND SELL IT!**

National Representatives: ADAM YOUNG, INC.  
For WOKY: The KATZ Agency.

**THE BARTELL GROUP**  
**RADIO FOR FAMILY LIFE**

AMERICA'S **FIRST** RADIO FAMILY

SERVING 10 MILLION AMERICANS



# The Radio Television Daily Family



*John W. Alicoate*



*Joe Morris*



*Charles A. Alicoate*



*Marvin Kirsch*



*Dick Donnelly*



*Chester B. Babn*



*Arthur Simon*



*Ethel Rosen*



*Paul K. Devoe*



*Herb Berg*





*Jim Powell*



*Morris Altschuler*



*Jerry Tidwell*



*Nedra Pastor*



*Pat Helm*



*Gilbert Futterman*



*Ted Green*



*Harriett Margulies*



*Ted Persons*



*Betty McKean*



*Peter W. English*



*Betty Miller*



*Renee Rosenwasser*



*Gene Morrison*

WINS

CARTS AWAY  
OLD CONCEPTS



hear

W I T H I T S N E W S O U N D



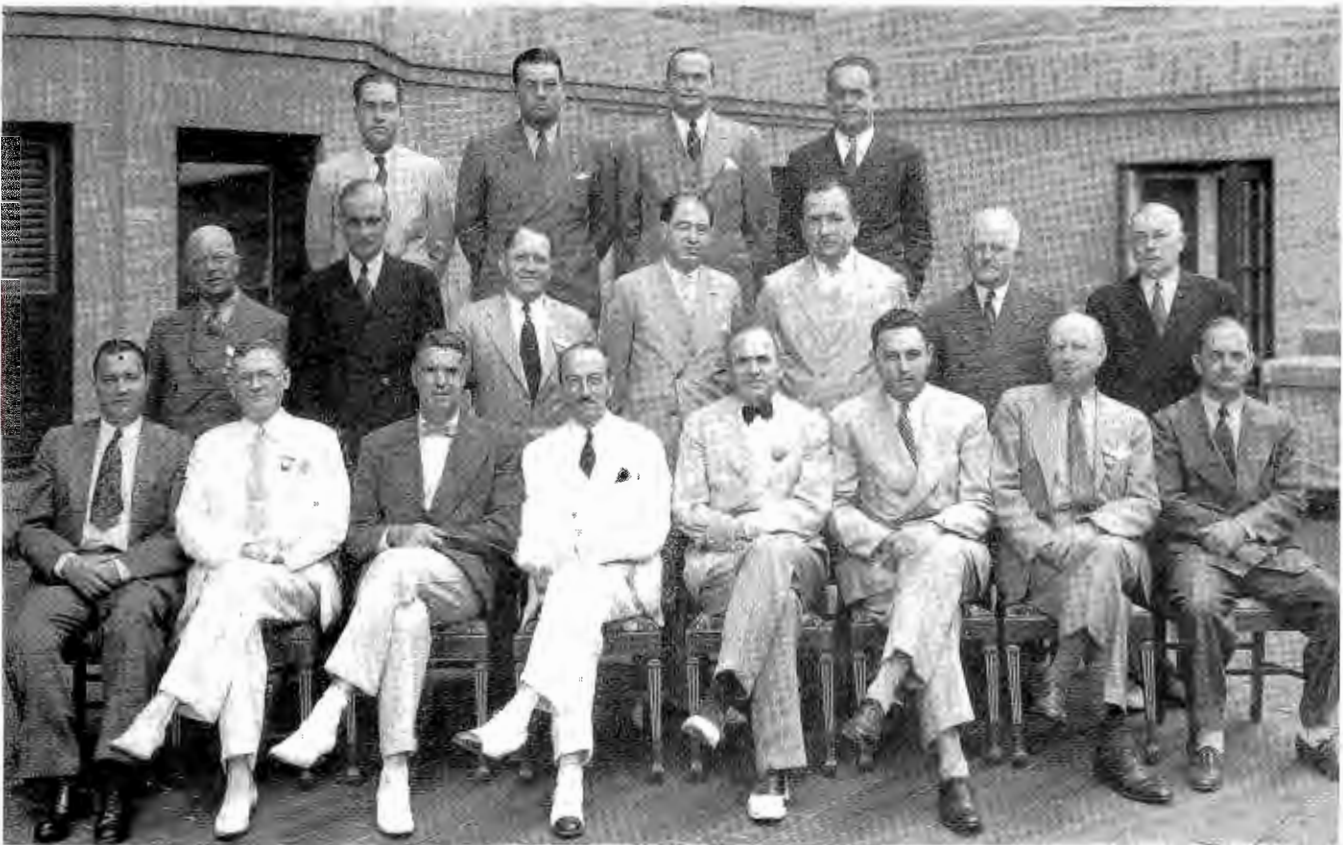
NEW YORK CITY, N. Y.



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. Hall, president of WOAI; Kern Tips, KPRC, Houston; Jim Moroney, Dallas Morning News, WFAA; Martin Campbell, WFAA and G. A. C. Hall, founder and chairman of the board of WOAI.



New Board of Directors of the National Association of Broadcasters taken at the adjournment of their 17th annual meeting held July, 1939 at the Ambassador Hotel in Atlantic City, N. J. Top row, left to right: Howard Lane, O. L. Taylor, Donald Thornburgh, Frank Russell. Middle row: Earl 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.



What is believed to be the first broadcast of a complete opera was accomplished May 19, 1921 as 9ZAF, now KLZ, went on the air from backstage of the Denver Municipal Auditorium with the opera "Martha."



Tension during the floods of January 1937, Evansville, Ind. Left to right: Ken Fry, NBC Central Division special events director; Norman Barry, announcer; E. A. MacCormack, engineer, and extreme right, R. A. Limberg, engineer. Fry is now owner of WHCC, Waynesville, N. C.; Barry is an announcer at WMAQ-WNBQ specializing in sports and Limberg is still with NBC, Chicago as maintenance engineer.



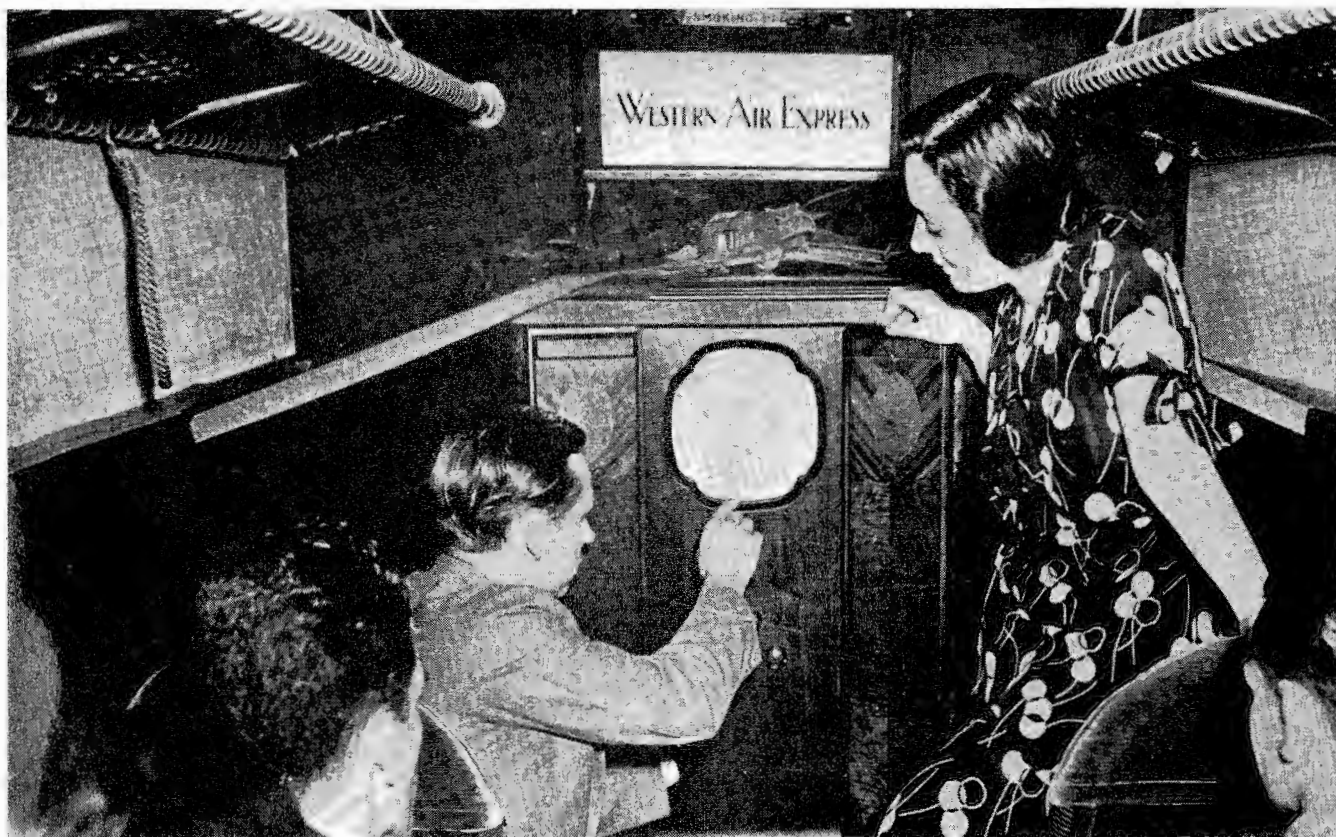
Taken 20 years ago are these two remote units belonging to the McClung Broadcasting Stations of California. These units were among the first in the area. Stations now included in the chain are KYOS, Merced; KHSL, Chico; KVCV, Redding, also KHSL-TV and KUCV radio.



This is a far cry from the advantages of today's equipment. Reported to be 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.



General David Sarnoff on duty at the Wanamaker Radio Station in New York City, 1912.



On May 31, 1932, Don Lee Television pioneer Harry L. Lubeke 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.

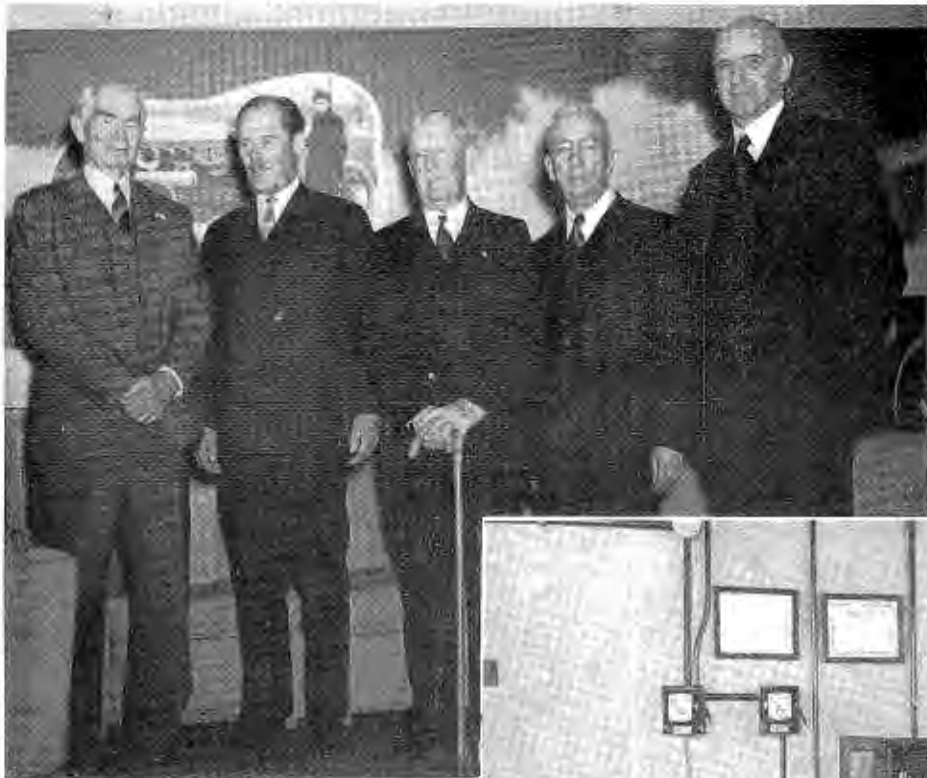
**That's why Top Drawer Advertisers use WGN-TV.**

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

**WGN-TV**

CHANNEL 9—CHICAGO



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.

# A CHALLENGE!

<b>DOMESTIC SERVICE</b> Check the class of service desired; otherwise this message will be sent as a fast telegram		<b>INTERNATIONAL SERVICE</b> Check the class of service desired; otherwise the message will be sent at the full rate	
TELEGRAM	<input type="checkbox"/>	TELEGRAM	<input type="checkbox"/>
DAY LETTER	<input type="checkbox"/>	LETTER TELEGRAM	<input type="checkbox"/>
NIGHT LETTER	<input type="checkbox"/>	SHORE-SHIP	<input type="checkbox"/>
NO. WDS. - CL. OF SVC.		CHARGE TO THE ACCOUNT OF	
P.O. OR COLL.		TIME FILED	
CASH NO.		1206 (4-55)	

## WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

Send the following message, subject to the terms on back hereof, which are hereby agreed to

**TO ALL TELEVISION STATION MANAGERS - U.S.A.**

WTWJ, CHANNEL 4, MIAMI CHALLENGES ALL USA STATIONS IN THREE-NETWORK-VHF MARKETS TO SHOW A DOMINANCE SUPERIOR TO THAT OF WTWJ IN SEPTEMBER ABB JUST RELEASED, IN WHICH WTWJ 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!)**

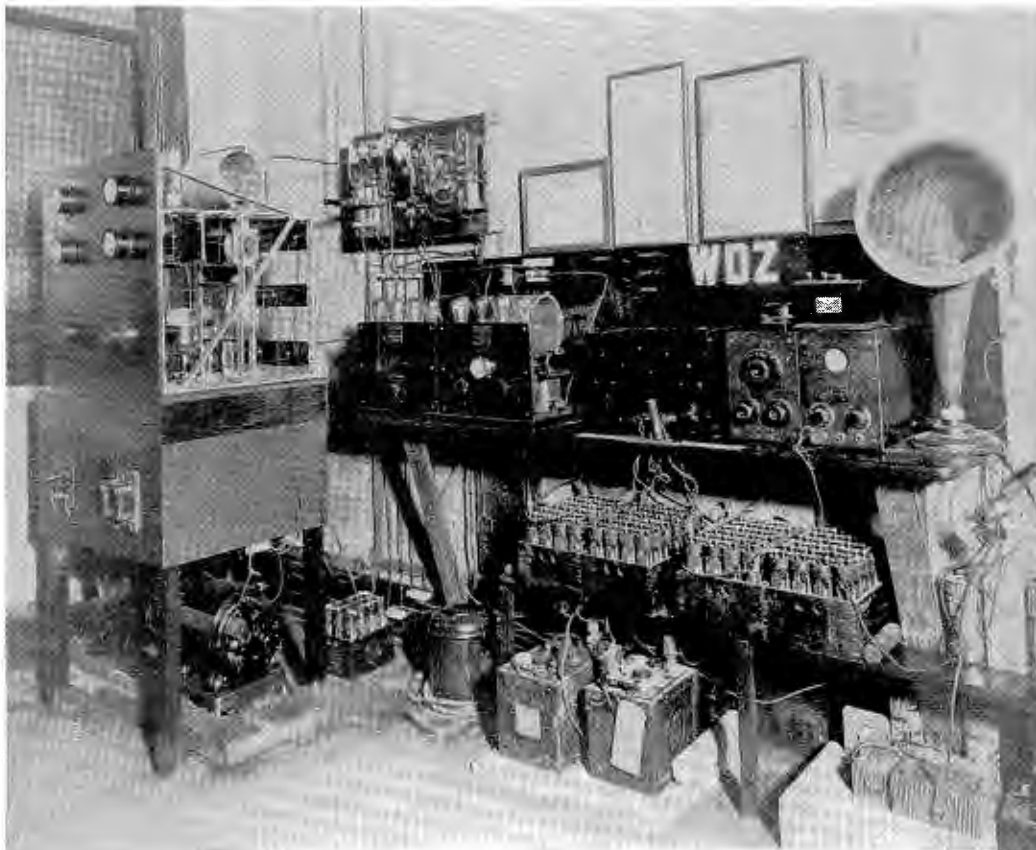
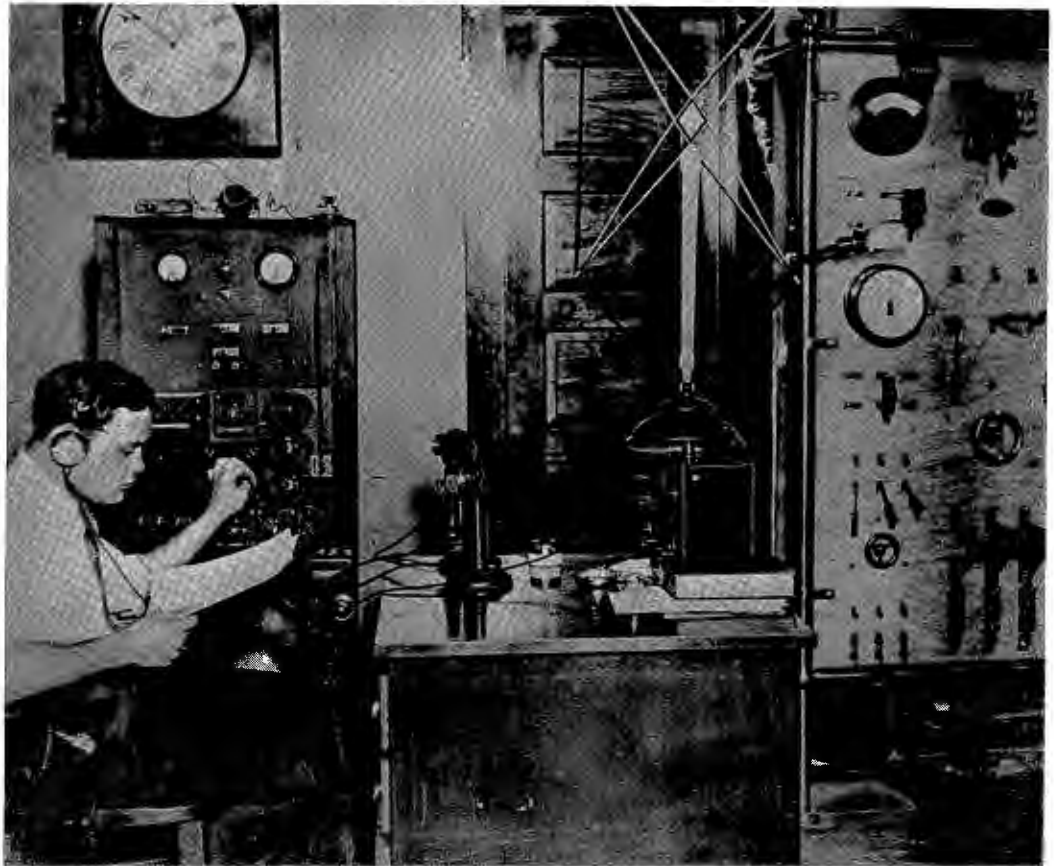
**RULES OF THE CHALLENGE -- JUST SHOW US THAT YOUR STATION CAPTURES MORE THAN 72.9% OF ALL QUARTER-HOUR RATING "FIRSTS" IN SEPTEMBER, 1957.**

REPLY REQUESTED TO: LEE RUWITCH, EXECUTIVE  
 VICE PRES. & GEN. MGR.  
 WTWJ - MIAMI, FLA.

# Can You Top This?



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, Ill. when the station began operating on March 17, 1921 in Tuscola, Ill. At that time the daily schedule consisted of market reports every thirty minutes preceded and followed by musical selections.

# *Happy score,* Radio Daily!

As one of your oldest advertisers, we want to be one of the first to congratulate you on your 20th birthday. 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.



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.



Hal Totten, formerly with WMAQ, Chicago, covering the floods in and around Evansville, Ind. in 1937.



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.



The most attractive  
**"Package DEALS"**  
 in Western New York



**\$100 A WEEK** buys  
**ALL these and MORE!**

THE MOST POPULAR  
 "PERSONALITY PROGRAMS"  
 IN THE AREA!



For details call any office of AVERY-KNODEL or WKBW direct.

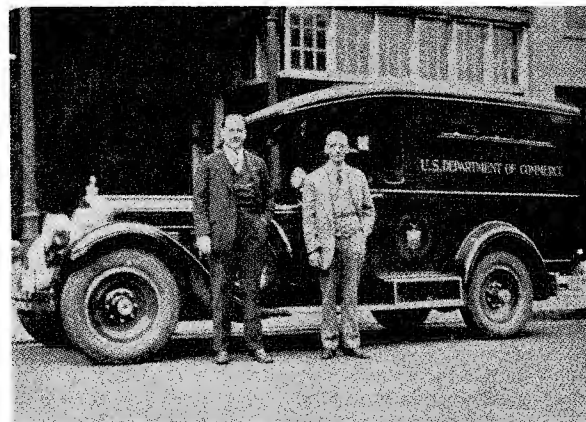
**WKBW**  
 RADIO CENTER **BUFFALO'S MOST POWERFUL STATION** BUFFALO NEW YORK

**50,000 WATTS**  
 AVERY-KNODEL, INC.  
 National Representatives

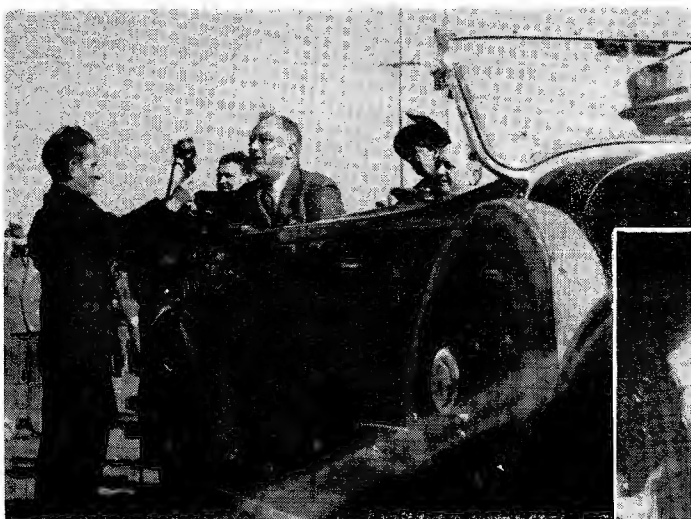
**NBC NETWORK**  
 CLINTON M. CHURCHILL  
 Founder, President  
 and General Manager



H. V. Kaltenborn, veteran announcer, snatching forty winks during the Munich crisis broadcasts in 1938.



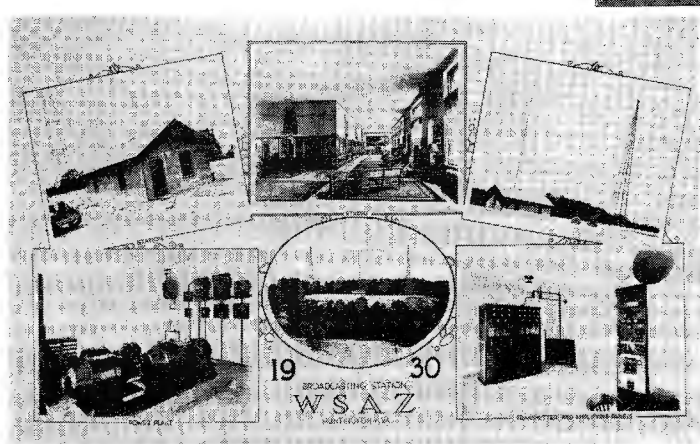
Major W. Van Nostrand, radio supervisor 4th District and T. G. Deiler, supervisor of the 5th District in front of an old Department of Commerce field checking car. Taken during the celebration of the first anniversary of WWNC in Asheville, N. C.



Russel L. Lowe, of KFH with the late President Roosevelt, Mrs. Roosevelt, the then Democratic Senator from Kansas George Magill and driving Neil Anderson, of the Wichita Police Department. Taken in 1936 two weeks before election.



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
<b>WJAR-TV STATION B</b>	<b>1,186,410 706,140</b>	<b>593,890 448,390</b>	<b>539,130 430,370</b>

\*WJAR-TV Area Per  
NCS No. 2, 1956



**WJAR-TV**  
CHANNEL 10, PROVIDENCE, R. I.



Represented by Edward Petry & Company, Inc.



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. McGuineas (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.



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.





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.



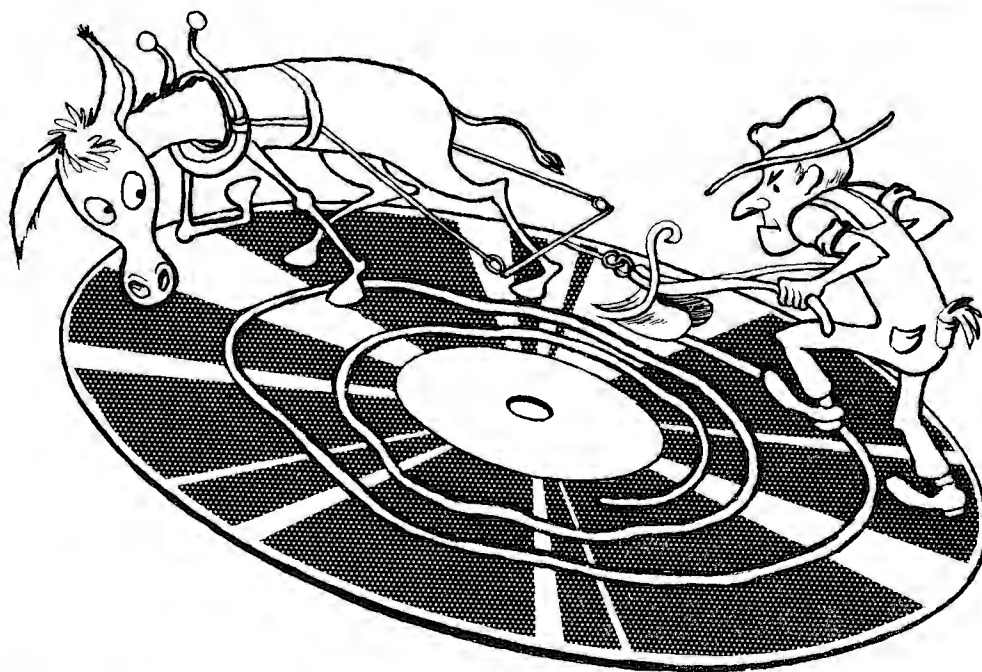
Of these seven plant managers of Westinghouse radio stations who met in 1936 at Chicopee Falls, Mass., five are still associated with Westinghouse Broadcasting Co. Left to right: Sherman Gregory; Joseph Baudino, now WBC vice president in Washington; the late Ernst Gager; H. E. Randol, technical supervisor 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.



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.



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 Diamant, 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

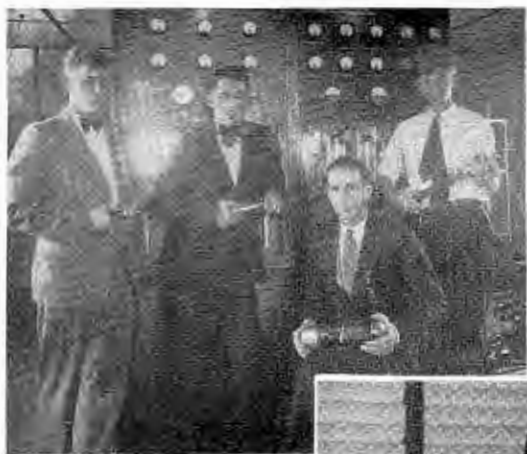
233 Main Street, Belleville 9, New Jersey

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 Hirllich, 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.



Roger W. Clipp, vice president, radio-tv division of Triangle Publications. Taken in 1937 at the Widener Building offices when Mr. Clipp was business manager of WFIL.



John E. Fetzer, president of Fetzer Broadcasting in his office during 1937.

Sid Caesar in 1937

SINCE  
1898  
THE  
AGENCY  
OF  
THE  
SHOW  
WORLD



**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 board.

ABC '45 gross sales exceeds \$40,000,000.

1091 critics choose nation's 26 favorites; McGee 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 improved 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 capacity 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 Wanamaker 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 okayes 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 delegation 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 scheduled 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 allocations 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; black-and-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 1948.

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 Activities 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 Boston.

Coy 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; move to prevent interference in Canada area.

Camel-20th Century-Fox set daily TV news-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; recapitulation 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 expansion.

Networks in drive for tele affiliates; NBC, CBS, ABC to mull tieups with TV outlets.

Webs-AFM set radio-tele agreement; live music 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 January.

CBS pushes web plans, adds 9 affiliates, now has twelve; Mutual to mull own TV plan.

NBC leases RKO-Pathé 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; community 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.

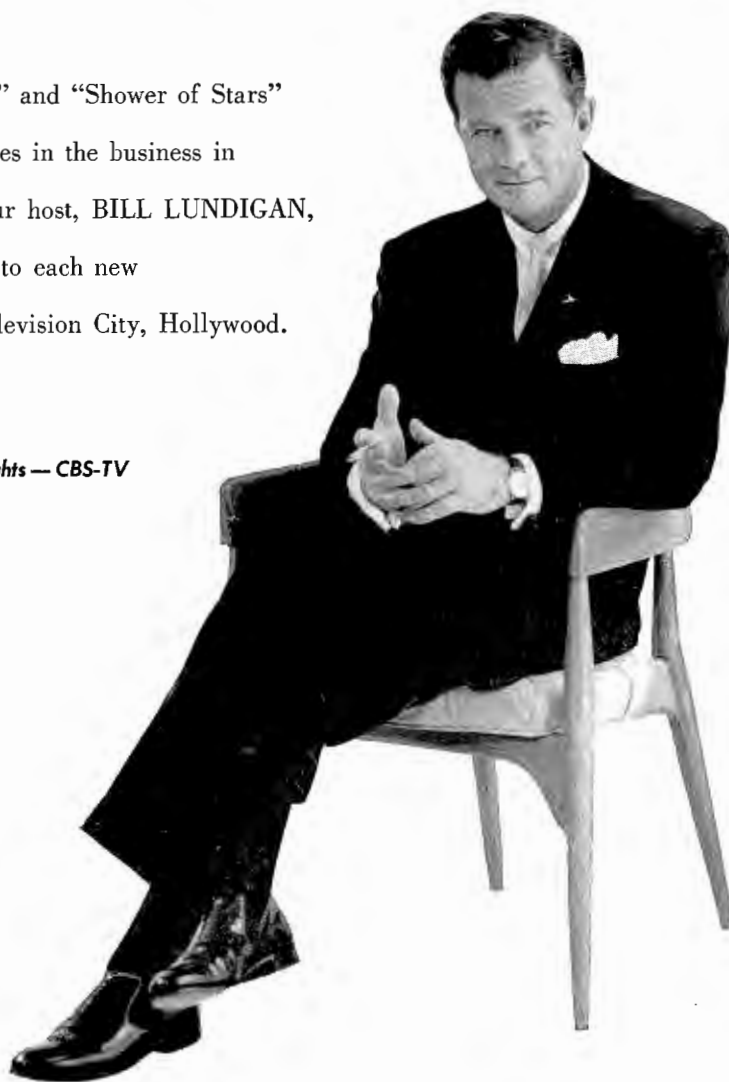
FCC move may clear owner status; proposal may offer industry pattern for future station expansion in AM, FM and TV.

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”

As we move into the 4th year, “Climax!” and “Shower of Stars” will continue to present the biggest names in the business in topflight dramas and variety shows. Your host, BILL LUNDIGAN, welcomes you for Chrysler Corporation to each new star-studded show, telecast live from Television City, Hollywood.

*Thursday Nights — CBS-TV*



**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 ownership 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 applicants can start building this year.

Realignment of NAB gets underway; committee recommends tele department and membership 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 spells 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 year.

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 battle 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 commercially; 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.

50% expansion in TV coaxial cable announced; 14 cities added to 28-city web of stations.

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; temporary order bans any usage commercially.

TV-station-owned film syndicate planned; broadcasters pick TV committee to organize group.

Black market on TV sets forecast; shortage in sets expected by holidays.

Canada may use TV advertising in U.S.; publicity 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.



**SUE OF COLOR-TV STILL HANGING FIRE**

**Impact Of Co-ax TV In New Market Exciting**

TV Edition Surveyed by RADIO DAILY Report Reception of World Series on Epic Event Demand for TV Receivers Exceeds Supply

**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 Phoneyvision; 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 Phoneyvision.

CBS resigns from NAB membership; 7 network 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 manufacturers; three companies display models at new prices.

Radio-TV alerted by Korean attack; webs' news staffs increase schedules and cover.

**1951 Production for '51 hurt by cobalt allocation; National Production Authority dooms home color-TV, hits AM hard.**

First Phoneyvision 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. short-wave; domestic stations can relay U.N. programs.

Progressive Broadcasting System suspends operations.

Wage freeze covers radio and TV; queries clarified by Wage Stabilization 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 six 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 time, 4 major webs are told.

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 sponsors 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 U.S.

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 necessary 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 Agency.

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 political 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; individual rights in jeopardy bar says.  
NPA denies construction permits; industry requests for remodeling turned down.

# RADIO TELEVISION DAILY

VOL. 46, NO. 33 NEW YORK, MONDAY, AUGUST 11, 1952 TEN CENTS

## FIRST TV HEARINGS SKEDDED BY FCC

### NBC Announces Unification Of Departments

**Lawrence Reveals New Steps In Three Depts.**  
The unification of radio and TV network departments for advertising promotion and research and planning of NBC was effected Friday, Lawrence said.  
NBC's new organizational structure will be announced in a few days.

**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 indicates 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 service.

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 rates.

TV freeze lifted by Commission; FCC issues momentous 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.

RTMA asks decontrol of receivers; prices reported below ceilings set by OPS.

FCC reports 92 TV outlets showed profits during '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 telecast.

Radio-TV links 3,000 indie Super Markets; sales promotion gimmick set by WNBC-WNBT.

Government control of TV in Canada opposed; 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 entire 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; newsmen 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.

**Becker in New Post**  
As CBS-Radio V. P.

**RTMA Plans Study Of Educational TV**

**BMI Radio Seminar Held Successful**

**October 1 Set For Beginning Of Processing**

## 1953 House Committee to continue Red probe; early resumption of hearings forecast.

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; anti-trust action involves radio and TV rights.

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 Paramount 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 shipments 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 business.

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 treatise.

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; all-roads 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 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; Dewey offers educational TV plan; Governor suggests use of video channels.

test service is gimmick for air plugs. Increase in multiple ownership rule sought; would have FCC up number of stations.

TV hailed as business builder; Sports Committee forecast box office gains.

Time acquires Aladdin Stations; three KLZ outlets in Denver sold to magazine.

Heavy TV production planned; Roach announces coast plans for 1954.

Skiatron TV formed to take over pay-as-you-see TV system.

Supreme Court okays 'giveaways'; rules against FCC decision.

Radio-TV air Senate hearings; full coverage to McCarthy-Army controversy.

FCC commission to celebrate 20th anniversary; observance marks a generation of service.

UHF situation flares up again; sharp differences expressed at convention of NARTB.

20% nighttime 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 request 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 consolidation 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 McConaughy 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 received 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.



*W. J. German, 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-  
tion TV.

TV film sales reported booming; survey of  
major companies reveal TV programming trend  
toward films continue to grow.

TV service gyms become issue; seek to license  
reparmen 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-  
ment.

Open war on 'gyp' advertising; seek legisla-  
tion to curb some 'bait' deals.

Du Mont TV web realignment; greater bene-  
fits to advertisers planned.

# RADIO TELEVISION DAILY

The National Daily Newspaper of Commercial Radio and Television  
VOL. 16, NO. 36 NEW YORK, FRIDAY, JUNE 16, 1955

## FCC CLOSES TOLL TV FILINGS

### Microwave TV Web Underway in Canada

Major Canadian stations are starting to consider the possibility of receiving a license to receive and retransmit microwave signals from the United States. The Canadian Broadcasting Corporation is expected to use 300 MHz.

### Triple Stations

Four radio stations in Chicago—WGN, WFLD, WGN-TV and WGN-AM—will be permitted to operate on the same frequency.

### Commission Swamped With Last Minute Petitions For Pay-As-You-See TV Systems

Washington—Big push for and against toll-TV boomed yesterday as the FCC closed their files for accepting petitions on the subject of subscription television. Among the leaders who made known their stand were Columbia Broadcasting System, American Broadcasting Company, Zenith Corp., (Phonetic), National Association of Radio and Television Broadcasters and International Television Corporation. There were others who had come on the subject of toll-TV and these included UHF broadcasters, TV viewers and some sponsors.

### McDonald Comments On Sarnoff Statement

Robert Sarnoff, president of NBC, said today that he was surprised by the statement of the Federal Communications Commission regarding the proposed sale of the network to the American Broadcasting Company.

### Appeals Court Upholds FCC Protest Denial

The United States Court of Appeals for the Second Circuit today upheld the Federal Communications Commission's denial of a protest by the National Association of Broadcasters against the FCC's decision to accept petitions for pay-as-you-see television systems.

### General To Appear

General Curtis LeMay will appear on the radio today on the CBS program "General's Story" at 8:30 p.m. Eastern time.

**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 film deal.

Trans-Atlantic TV link foreseen; submarine cable predicted at American Institute of Electric Engineers meet.

TVB lists 123 charter members; many applications 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.

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 web.

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

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 publication 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 \$5 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 TV.

Scope of Senate probe revealed; intense study of entire industry is planned.

Committee probes advertising practices; Senator asks FTC about untrue advertising on air.

Mutual reveals new sales concept for web; plan to guarantee cost-per-1000 to clients.

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 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 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 submitted.

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 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 bought.

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; new financing difficulties end plan.

Read.....

# RADIO-TELEVISION DAILY

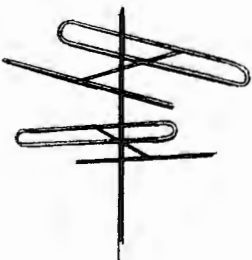
FOR UP-TO-THE-MINUTE NEWS!

**CONGRATULATIONS!  
RADIO-TELEVISION DAILY  
ON YOUR 20th ANNIVERSARY**



**GOODSON  
TODMAN**

**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



# RADIO DAILY

*Conducts its first annual poll of the  
Radio Editors and Critics for the year 1937.*

*(Released January 14, 1938)*



## **Programs**

<i>Title</i>	<i>Points</i>
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
Fard 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
Jeanette MacDonald .....	108

## **Orchestras**

<i>Title</i>	<i>Points</i>
Guy Lombardo .....	387
Wayne King .....	292
Benny Goodman .....	285
Andre Kostelanetz .....	242
Hal Kemp .....	187
Tommy Dorsey .....	160
Horace Heidt .....	143
Paul Whiteman .....	127
Shep Fields .....	105
Raymond Paige .....	94

## **News Commentators**

Edwin C. Hill .....	432
Boake Carter .....	412
Lowell Thomas .....	326
H. V. Kaltenborn .....	226
Paul Sullivan .....	148

## **Sports Commentators**

Ted Husing .....	670
Clem McCarthy .....	259
Bill Stern .....	156
Bill Slater .....	108
Red Barber .....	61
Graham McNamee .....	61



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.



Don McNeil, of ABC, was well established in radio in 1937 having started as toastmaster of the Breakfast Club in 1933.



## MUTUAL BROADCASTING SYSTEM, INC.

NEW YORK OFFICE: 1440 BROADWAY  
NEW YORK 18, N.Y.

OFFICE OF THE  
PRESIDENT

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-the-spot 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,



Paul Roberts

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**





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.



J. Elroy McCaw, general manager at KELA in 1937. He is now president of this Centralia, Wash. station.



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.



James L. Caddigan, vice president and treasurer of Lowell Thomas' Odyssey Productions—twenty years ago had gone from Paramount News into the production and direction of business films.



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, Cannon City, Colo.



# Introducing the **VERY VERSATILE** 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.



Arnold Hartley, vice president of programs at WOVB, when he was assistant director of programs in charge of continuity at WCAU in the mid-thirties.



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, Minn.



Clarence Wise in 1932 at WOWO. He is now transmitter engineer at WLS in Chicago.



William P. White came to KFJB 20 years ago as an announcer and is presently manager of the station.



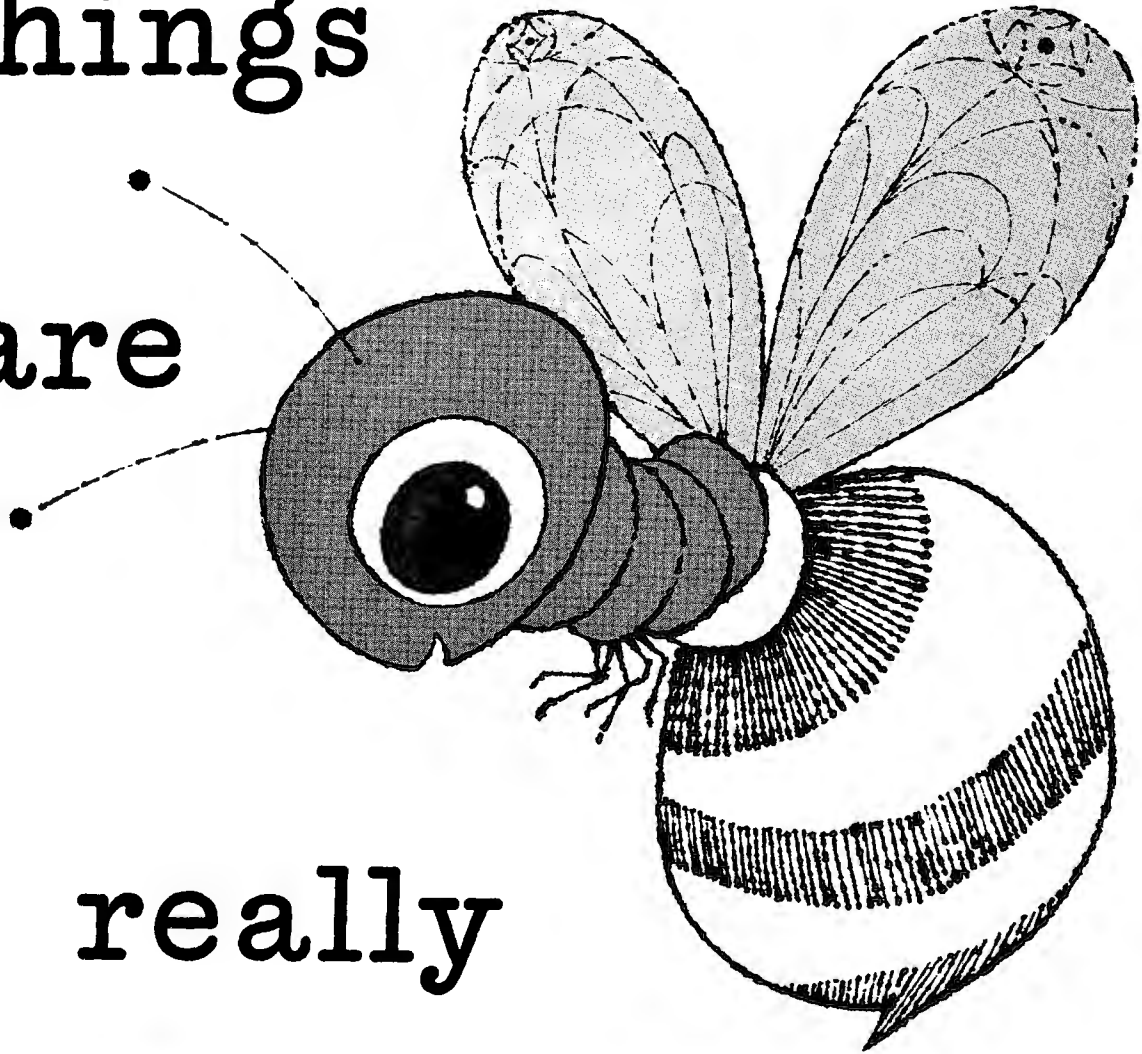
Arthur Fatt, 20 years was executive vice president at the Grey Agency. He is now president.



All of KFJH—Vernon Reed, Bruce Benymer, Marcellus M. Murdock and Ben Hammond. Each has been with KFJH 23 or more years in Wichita, Kan.

things

are



really

**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:

<b>WSAI</b> Cincinnati	Worcester * <b>WORC</b>
<b>WYDE</b> Birmingham	Topeka * <b>KJAY</b>
<b>WILD</b> Boston	

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.

Bob  
Hop  
D



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*

\*on the ABC-TV Network twice weekly!  
Saturdays, 9-10 P.M. for DODGE; Mon-  
days — 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 Vandagriff 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.

**THE FRANK SINATRA SHOW**

**FRIDAY NIGHTS**

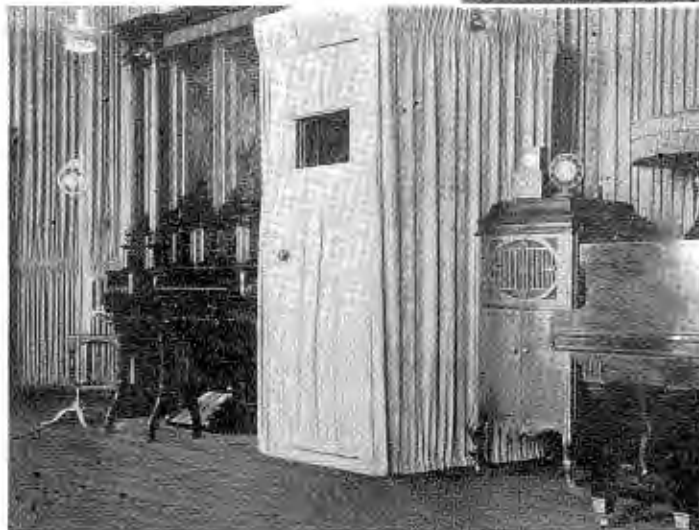
ABC-TV



An early broadcast from WSUN taken in February 1932. The program featured Eddie Cantor and was fed to the network from St. Petersburg, Fla. Left to right: Louis J. Link, present chief engineer of WSUN and WSUN-TV, Carl Fritz, then manager of WSUN, and Eddie Cantor.



Ralph Nardella, WMGM account executive, was manager of Station WOY 20 years ago.



A scene of the studio and booth at the General Electric Station WGY in Schenectady in 1932.



Arthur Weill, WMGM account executive, was assistant to Jacques Van Straten, controller of WHN 20 years ago.

**RADIO BROADCASTING STATION**

**WGY**      GENERAL ELECTRIC COMPANY

WE thank you for your communication regarding our radio broadcasting and we will welcome any further suggestions relative to our programmes. We regret that we cannot give you advance information, as we have not adopted a definite broadcasting schedule. However, during March, we shall probably have programmes Tuesday, Thursday and Friday nights, beginning usually at 7:45 o'clock eastern time.

**GENERAL ELECTRIC COMPANY**  
SCHENECTADY, N. Y., U. S. A.

Taken in March 1922, this is the first program schedule of Station WGY, Schenectady, N. Y.



Fred Mahlstedt, director of operations and production at CBS-TV Films, taken at the age of 2.

**RALPH EDWARDS' PROPERTIES  
NOW ON NBC-TV**

*This Is Your Life*  
*Truth or Consequences*  
*It Could Be You*

---

◆

**RALPH EDWARDS' PROPERTIES  
NOW AVAILABLE**

*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.



Lowell Thomas in 1937 when he reported the Coronation in London. Today he is president of Odyssey Productions.



Joe Chytil, commercial manager and salesman at KELA in 1937. Now he is vice president and general manager at the same station.



Rudy Isenberg at WOWO in 1932. He is now transmitter supervisor at KXOK, St. Louis.



Chuck Sprague, in 1932 at WOWO, now is co-owner and general manager at WMAX, Grand Rapids.



Taken in 1936 at WHA, University of Wisconsin station, are two members of the Bartell Group, who have built from a single daytimer to owner-operators 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.



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.



Lowell H. MacMillan, 20 years ago was doing sports at WHAM. Today he is assistant general manager at WHEC, Rochester.



*THE  
EDDIE FISHER  
SHOW*

NBC-TV IN LIVING COLOR  
SPONSORED BY: CHESTERFIELD,  
RCA AND RCA WHIRLPOOL  
ALTERNATING TUESDAYS WITH  
THE GEORGE GOBEL SHOW





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 Juilliard 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



Left to right: Doc Webb, who has made nationwide stories with his unique "Webb's City" in St. Petersburg; Don McNeill of ABC's Breakfast Club and "Tennessee Slim" Beavers, of St. Petersburg, longtime rival of Webb's as operator of the littlest store. McNeill made his Breakfast Club broadcast from St. Petersburg in 1952 as an official dedication of WSUN's new transmitter.



Frank Schwartz, WMGM controller, was a salesman for the Amsterdam Paper Co. 20 years ago.



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.



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 Philbrick. Stevens is still with the station, others whereabouts unknown



Happy Felton, 20 years ago when he had an orchestra at the Biltmore Hotel. Happy is now a popular broadcaster with the "Dodger's Knothole Gang."



Charles Delaney, taken in 1936 when he first joined the staff of WFBL in Syracuse as an announcer.



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**

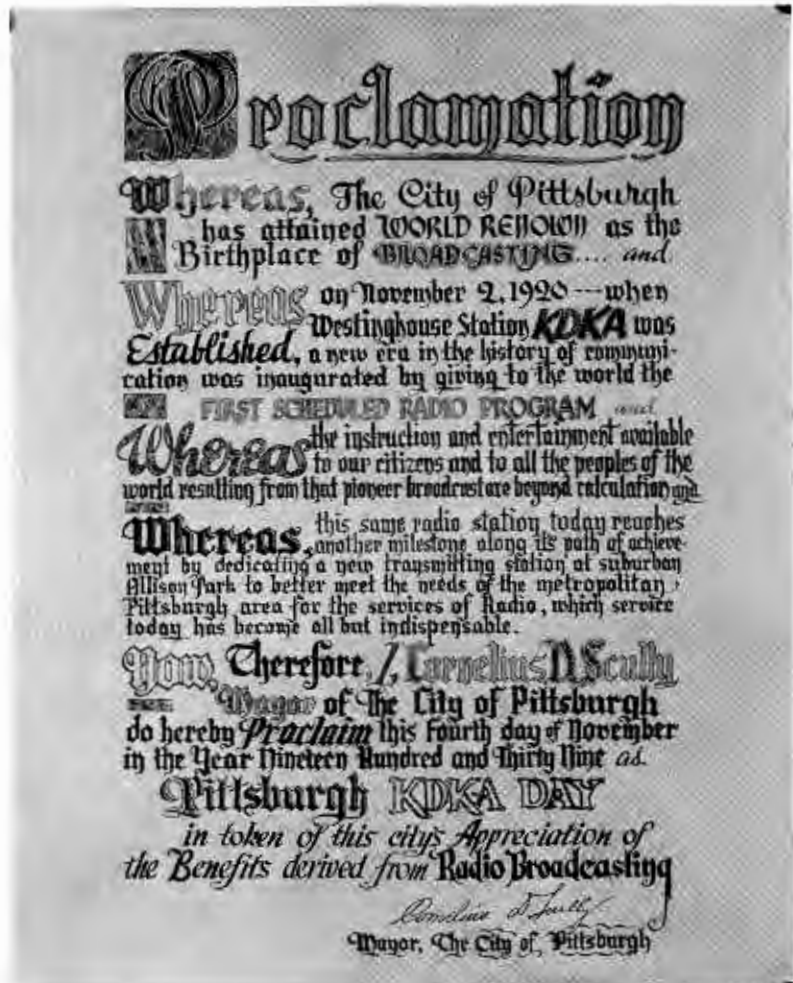
Industry leaders and trade press publishers pose for an official picture in New York at the Biltmore Hotel before they left by plane for a four-week inspection tour of ETO in August, 1945. Standing, left to right: Sol Taishoff, publisher of Broadcasting; John E. Fetzer, WKZO, Kalamazoo; Robert D. Swezey, 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. McCullough, 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.

**2**'s company...

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

Ask Blair Television Associates about one-minute availabilities in M-G-M Movie Theater.

**KTVR** "Station of the Stars" **2**  
**CHANNEL**  
 550 Lincoln St.      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, CLIFFORD, STEERS & SHENFIELD, INC.**  
 Advertising

530 FIFTH AVENUE, NEW YORK 36, N. Y.

YUKON 6-6500

*Come see us...  
the whole Radio  
TV gang!*

Hal James\*  
 Russ Ambruster  
 Bob Nathe\*  
 Millie Jackson  
 Tracy Samuels  
 Bill Wall

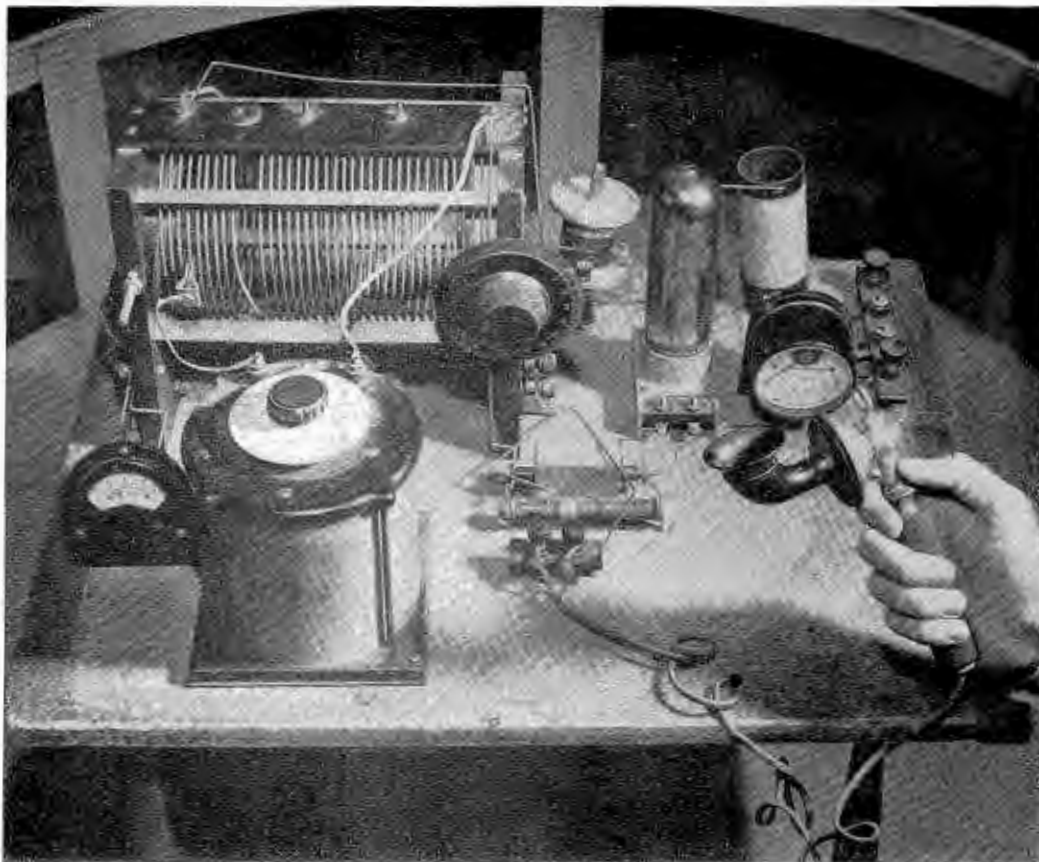
Harry Bressler  
 Dick Strome  
 Davidyne Saxon\*  
 Bernice Brilmayer  
 Hal Gerhardt  
 Jim Lynch\*

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 C. B. Storer of Storer Broadcasting Co.; Mark Woods, president of the Blue, and Edgar Kobak, then vice president of the Blue chain.



Red Barber, behind the WLW mike doing a broadcast over Mutual when he worked for the station in 1937.



Ben Lochridge, national sales manager for CBS radio, as he looked 20 years ago.



Vic Seydel, vice president in charge of radio and television, and a member of the board of directors of Anderson & Cairns, Inc., as he looked 20 years ago.



Gerald Maulsby, CBS manager of network broadcasts, taken 20 years ago.



Pierre Weis, general manager of Ecomée TV, in 1937 was traveling to U.S. from France.



**PAST**



**Present**

Tooke, Wallis and Davis "assume position" for an on-the-job shot at KYW in Cleveland where they hold jobs as Vice President, Sales Manager and General Manager respectively.



**FUTURE**

Like the KYW coffers, Messers Davis, front; Tooke, second row left; and Wallis, second row right, have fattened according to this artist's concept of their appearance, circuit 1977. Of course, no matter what year, 1937, 1957 or 1977 you get the picture . . . they're competent men backing . . .

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.

**A WINNER . . .**

**KYW** RADIO  
CLEVELAND, OHIO  
WESTINGHOUSE BROADCASTING COMPANY

# 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 attending Washburn College at Topeka, Kan.

PAUL ALLEY, of Paul Alley Productions, was covering the bombing of the Panay.

CARL Q. ANDERSON, KFXJ-TV operations director, was a newsboy for the Albuquerque Tribune and a fifth grade pupil.

DON ANDERSON, program director at KFJ, was in school in Minneapolis.

H. G. ANDERSON, chief engineer at KFJB, was a radio repairman.

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.

FRANK ATWOOD, farm program director at WTIC, was assistant state editor and political writer for the Hartford Courant.

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.

WILLIAM A. BANKS, president of WHAT-AM-FM, was affiliated with WIP in Philadelphia.

WILLIAM C. BAREHAM SR., chief engineer at WBAL radio-tv, was transmitter technician at WBAL-AM.

FRED BARRETT, vice president in charge of media and a director of BBD & O, was an account executive on Chrysler with Lee Anderson Adv. Agency.

JERRY BARTELL, of the Bartell Group of Madison, Wis., was producing dramatic programs for the University of Wisconsin School of the Air.

MEL BARTELL was associated with his brother, Jerry, at the University of Wisconsin producing dramatic shows.

THOMAS P. BASHAW, general manager at KFJ, 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 at KDKA Pittsburgh.

WOODROW BENOIT, tv group head at J. Walter Thompson, was a page boy at Bankers Trust Co.

EDWARD BERKSON, president of Screencraft Pictures, was a booker for Republic Pictures.

CHARLES 'CHUCK' BERNARD, president of Charles Bernard Co., was attending Baltimore City College.

LARRY BERRILL, news director at KBIG, was a student at P. S. 198 in New York City.

GUY BIDDICK, of Walter Biddick Company, was traveling representative for the same company.

F. DAVID BINNS served as WLAC's chief engineer and is still at the same station.

WILLIAM BIRCH, manager of NBC-TV newsreel, was with Fox Movietone News in Chicago.

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.

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.

DICK BROWN, commercial manager at KTRB, was an auditor for the New York State Mortgage Commission.

HAL BROWN, owner of KBIS and KBVM, was in sales and an announcer at KMJ in Fresno.

GEORGE BROWN was general manager at KDAY, Hollywood.

ROBERT E. BUCHANAN, tv group head at J. Walter Thompson, was a student at Northwestern U.

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 KFJ, 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 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.

ROGER W. CLIPP, of radio and television division of Triangle Publications, was business manager for WFIL.

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 Hollywood.

JEAN COLBERT, director of women's activities at WTIC, was a radio actress playing with the Lux Radio Theatre and First Nighters.

HOWARD COLEMAN, manager at WMAQ, was attending Austin High School in Chicago and playing tenor sax in a strip joint on Wilson Avenue.

BILL CONRAN, promotion manager at WIBG, was a freshman at Northeast High School in Philadelphia.

LOU CORBIN, news editor at WFBR, was a sophomore at University of Pittsburgh.

IRWIN C. COWPER, general sales manager at WTIC-TV, was continuity editor for WTIC.

GEORGE CRANSTON, of WBAP-AM-FM-TV, was busy with two stations—WBAP-820 and WBAP-570.

ROBERT W. CROSS, chief engineer at KROC, was assistant engineer at the same station.

SANDY CUMMINGS, manager Television Network Programs in Hollywood, was with Benton & Bowles in their radio department.

BEULL H. DALTON, engineering supervisor at KBIG, was an instructor in radio at the U. S. Naval Station in Seattle.

ERIC DANIELSON, supervisor traffic department NBC Chicago, was working in transportation.

ALEXANDER W. DANNENBAUM was commercial manager of WDAS, Philadelphia.

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.

GORDON DAVIS, general manager for KYW, was attending school and seeing the country.

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 Columbia Law School.

GEORGE DIFENDERFER, 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 operates.

SAM COOK DIGGES, general manager WCBS-TV, was selling theatre, night club and retail advertising and writing a night club column for the Washington (D. C.) Daily News.

WILLIAM C. DOLL, sales manager KFJB, was display advertising representative for the Post Telegram, Bridgeport, Conn.

JOE DRILING, vice president and general manager KJEO-TV, was trying to graduate from high school while playing baseball and leading a heavy social life.

ROBERT DRESSLER, program manager at WNBQ, was attending Lakeview High School in Chicago.



George B. Storer, president of Storer Broadcasting Co. was president of the company in 1936.

JULES DUNDES, vice president in charge of station administration for CBS Radio, was a staff member of CBS Radio's promotion department.

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.

N. THOMAS EATON, news director at WTIC, was New England manager for Trans-Radio Press.

GRADY EDNEY, program manager at WIBG, was a senior at Edneysville High School in Edneysville, N. C.

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.

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.

JACK FELDMAN, general manager at KRKD, was a page boy at KSFO.

JOCK FIRNHEAD, general manager at WINS, was a page boy at NBC Hollywood.

JERRY FITCH, executive vice president and manager at KGLN, was with United Press in Omaha.

JAMES C. FLETCHER JR., of Midnight Sun Broadcasting, was a theatre doorman in Amarillo, Tex.

BOB FOREMAN, executive vice president and director at BBD & O, was trade copy writer with the same agency.

CLAY E. FORKER, vice president and general manager Paul H. Raymer's Chicago office, was regional account executive, Chevrolet Motor division, Campbell-Ewald, Inc.

# K-NUZ DOMINATES! NSI AREA AUDIENCE

(oo omitted)

<b>K-NUZ</b>	- - - - -	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  
June, 1957



STILL THE  
LOWEST COST  
PER THOUSAND  
BUY!

# K-NUZ

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



**Herminio Traviesas, vice president and manager of the television-radio department 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.

**C. H. FRAZIER**, managing director and vice president of WAGA, was sales manager for WROL.

**WILLIS K. FRIERT**, TV sales manager at WBAL-TV, was a space salesman in the advertising department of A. S. Abell Co.

**JOHN D. GALE**, manager Paul H. Raymer's Hollywood office, was a salesman for KFAC in Los Angeles then joined Chas. H. Mayne Co. as account executive.

**MILTON B. GARBER**, president of KCRC, was editor of the local newspaper and interested in radio in Enid, Okla.

**G. DAVID GENTLING**, vice president and general manager at KROC-TV, was commercial representative for KROC.

**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.

**MAURI GOLDBERG**, head of production for Carval Films Inc., has been with the same company since 1927.

**SIMON GOLDMAN**, president of James Broadcasting Co., was sales manager for WJTN.

**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.

**SHERMAN GREGORY** was with Westinghouse radio stations.

**CHARLES W. GRIM**, of the TV department at Paul Raymer's Chicago office, was in advertising sales for Reuben H. Donnelly Corp. in Chicago.

**HARVEY HAAS**, resident manager at KBIG, was an English teacher at John Marshall High School in Los Angeles.

**H. P. 'POP' HALE**, now retired, was with KCRC, Enid, Okla.

**JAMES E. HANNA**, vice president of N. W. Ayer & Son, was copy supervisor at the company's Detroit office.

**RALPH L. HARLOW**, vice president in charge of station service for BMI, was vice president in charge of operations for the Yankee network.

**DON HARRINGTON**, account executive at KBIG, was an advertising writer at Denver Dry Goods Co., Denver.

**THOMAS HAWLEY**, of Paul H. Raymer Co., was northwest merchandising manager of This Week Magazine in Portland, Oreg.

**ARTHUR HULL HAYES**, president of CBS Radio, was eastern sales manager of CBS radio spot sales.

**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.

**JOHN HENNINGER**, chief engineer at WIBG, was in the same spot at the same station.

**JULES HERBUVEAUX**, NBC vice president and general manager, was assistant production manager at NBC in Chicago.

**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 office.

**WILLIAM HOOS**, chief engineer at WFBR, was in radio communications at Maryland State Forestry Department.



*Joe Rahall's  
Secretary  
Says:*

**I Just LOVE "You'all"!**

from one South'n Belle to all you "Damn Yankees" at RADIO DAILY in New York

**HAPPY "20th"**

More and more National and Local accounts are using the RAHALL Stations.

**THEY SELL!**

wkap  
wfea  
wtsp  
wwnr  
wnar

**ALLENTOWN, PA.**

Five years straight, tops on Hooper & Pulse in the Allentown-Bethlehem markets.

**MANCHESTER, N. H.**

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.

**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.

**ROBERT L. HUTTON**, promotion director at Edward Petry Co., was copywriter and assistant account executive at BBD & O.

**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.

**WALTER C. JOHNSON**, vice president and general manager at WTIC, was assistant general manager and sales manager for WTIC.

**ROBERT B. JONES**, vice president and general manager WFBR, was a sophomore majoring in sociology at Dartmouth College.

**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.

**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.

**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.

**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.

**JOHN KEYS**, advertising and promotion manager at WNBQ-WMAQ, was on the editorial staff of the Post-Tribune at Gary, Ind.

**A LEADER**  
AM and FM · 24 Hours Daily

**KfAC** *The Music Station for Southern California*

PRUDENTIAL SQUARE • LOS ANGELES



Lawrence Valenstein, chairman of the 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 Hesse.

DANIEL W. KOPS, of WAVZ, was a junior at Cornell.

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.

ALFRED LEWIS, business manager WNBQ-WMAQ, was attending New York U.

ALAN LISSER, program director at KBIG, was a student at U. of Calif.

BEN LOCHRIDGE, national sales manager for CBS Radio, began selling space in 1937 for the advertising department of the Chicago Tribune.

RUSSEL L. LOWE, promotion manager at KFJH, was director of the KFJH 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.

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"

# W H O M

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 Schenectady.



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.



In 1938 NBC proudly displayed in Rockefeller Plaza, New York, the nation's first television remote unit.

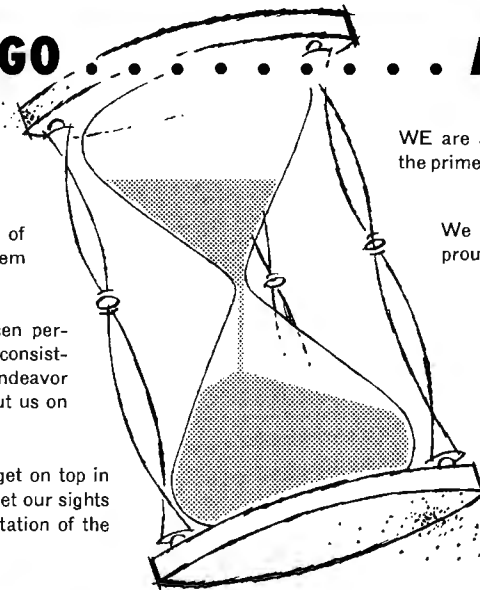
## 20 YEARS AGO . . . . . AND TODAY:—

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.



WE are 32 years old—a vigorous station in the prime of life with high hopes for the future.

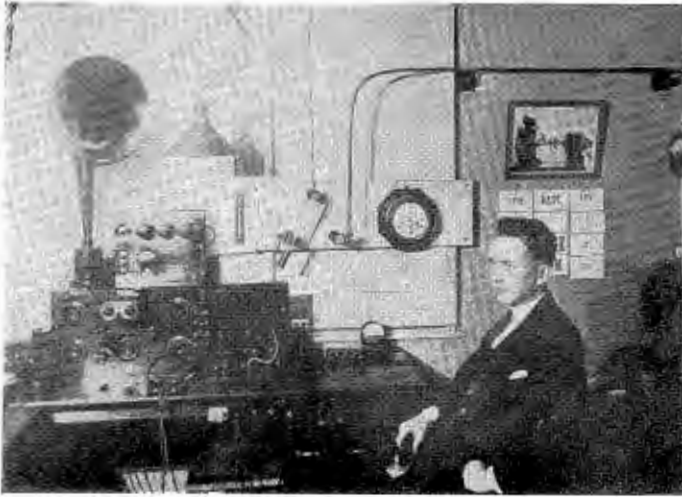
We are still a basic CBS station—and prouder than ever of this affiliation.

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!

**WHEC** INC. **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.

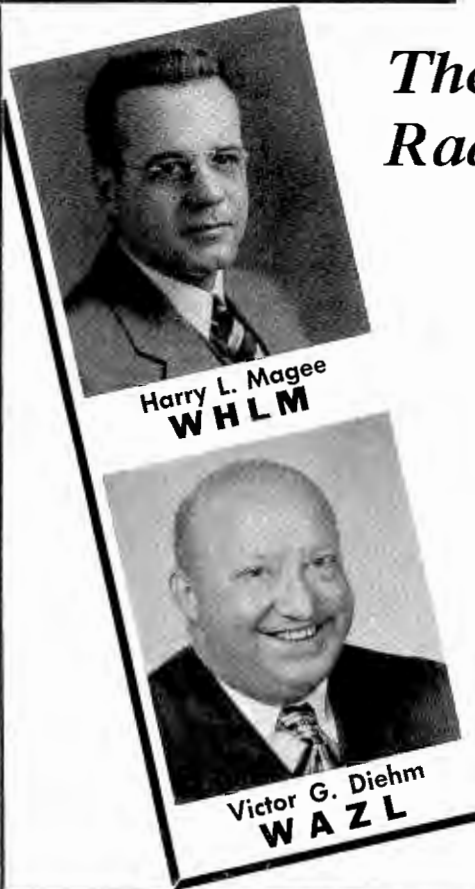
## *These Two Leaders in the Radio Broadcasting Industry*

# 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.

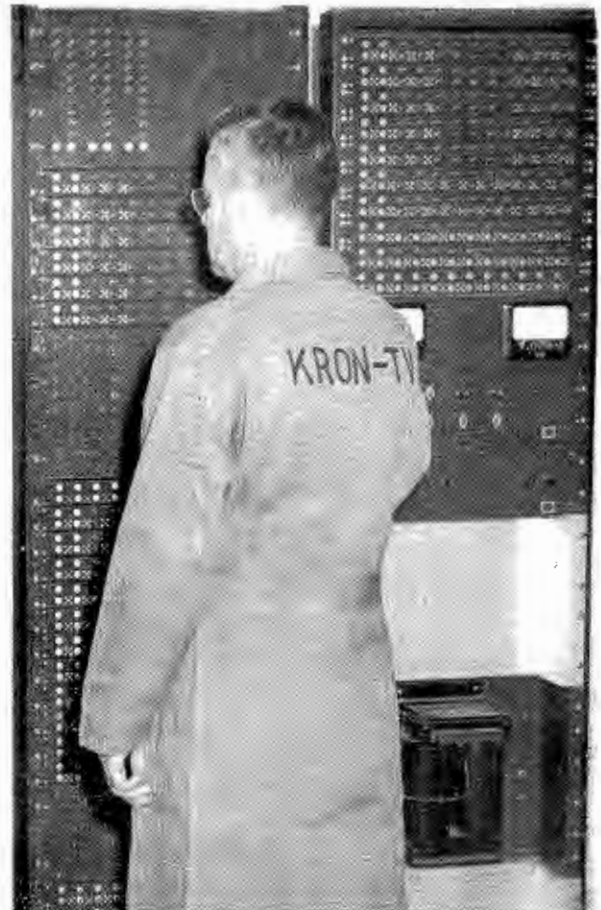
### MAKING CONNECTIONS WITH TOMORROW

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.

**tops** IN ATLANTA

**waga-tv**



- 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**  
100,000 watts



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 WOY, 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.



# SIX APPEAL...



NBC-TV Affiliate

Yes . . . Six Appeal is what motivates viewers and buyers alike in the WCSH-TV Market!

It's the right blend of production—network, film and live programming—alert news telecasting, public service with a purpose and customer relations, all administered by veterans—and it works.

Surveys repeatedly place WCSH-TV first in viewer preference and in homes penetration in this 13-county southern Maine-eastern New Hampshire area. National and local spot advertising volume confirm these findings.

Let your Weed-Television man fill you in on the best TV buy in this billion dollar market.

**WCSH-TV** **6**  
Portland, Maine

## WHAT THEY WERE DOING 20 YEARS AGO

(Continued from Page 115)

**JOHN McVEIGH**, treasurer of WFBR, was a sophomore at Temple University.

**HARRY K. McWILLIAMS**, independent TV producer, was producing 'Your Marriage Club' on CBS radio for Ted Bates, Inc.

**JOHN R. MAHONEY**, sales manager at WIBG, was a freshman at Eddystone High School, Eddystone, N. C.

**M. MANNY MARGET**, manager of KVOX, has been manager of the same station since 1937.

**GLENN MARSHALL JR.**, president of WMBR-AM-FM-TV, was secretary-treasurer of WMBR-AM.

**WILLIAM A. MARTIN**, executive vice president at KMMJ, was with the same station.

**ROBERT S. MASLIN**, president of WFBR, was publicity director at WFBR.

**RICHARD H. MASON**, president and general 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.

**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 dealer.

**GERALD F. MAULSBY**, manager of network broadcasts for CBS Radio, was a staff member of the network operations division.

**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.

**HOWARD S. MEIGHAN**, vice president western services of CBS television, was selling spot radio time for Radio Sales.

**JOHN MERRELL**, sales manager at KFH, was attending school in Wichita.

**R. P. MERRIDEW**, managing director at WJW, was with WKOK.

**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.

**PAUL J. MILLER**, manager director at WWVA, was production manager for the same station.

**MYRON MILLS**, vice president of Screen-craft Pictures, was a freshman at Union College.

**PAUL W. MORENCY**, president of WTIC-AM-FM-TV, was general manager at the same station.

**DAVID H. MORRIS**, general manager at KNUZ, was working for the American-State-man 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 Scat-tergood Baines series.

JOHN MULHOLLAND, manager TV spot sales NBC Chicago, was attending Marquette University and working as a radio announcer at WTMJ.

WAYNE MULLER, national sales manager at KBIG, was a student at Lake Forrest Col-lege.

BERNARD L. MULLINS, vice president in charge of public relations at WTIC, was a member of the WTIC announcing staff.

MARCELLUS M. MURDOCK, executive vice president at KFJH, held the same spot at the same station.

EUGENE MURLIATY, promotion manager at WTIC, was a student at Boston U.

PAT MURPHY, general manager at KCRC, was appearing in his high school radio play contest which won first place in the state.

DWIGHT A. MYER was with Westinghouse radio stations.

PAUL A. MYERS, assistant manager direc-tor at WWVA, was staff radio announcer at the same station.

RALPH NARDELLA, WMGM account ex-ecutive, was sales manager at WOV.

RUDI NEUBAUER, sales manager at WMAQ, was a cashier at NBC Chicago.

PAUL G. NORRIS, general manager at KFJB, was city editor of a newspaper.

HENRY NORTON, production manager at KGW, was special writer for KGW's dramatic shows.

HARRY NOVIK, owner of WLIB, was the owner of the Rogers lady ready-to-wear store 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.

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 celebra-tions, 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."

**WOV**  
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.**

**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.

\* \* 20 \* \*

**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.**

**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.

\* \* 20 \* \*

**EARL PETERSON**, chief engineer KGW, was special events engineer for KGW and KEX.

\* \* 20 \* \*

**EDWIN R. PETERSON**, senior vice president of Keystone Broadcasting Co., was 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 Rendezvous in Taunton, Mass.

\* \* 20 \* \*

**DAVID I. PINCUS**, president of Carvel Films, Inc., was an organizer with the late Robert McKean of the present company.

\* \* 20 \* \*

**JOSEPH A. PINNA**, station manager at WVSJ, was attending school.

\* \* 20 \* \*

**JOHN POOLE**, president of KBIG, was a radio operator on various American merchant ships.

\* \* 20 \* \*

**RUSSELL POPE**, supervisor of engineers at KHSL, was chief engineer at KYOS, Merced.

\* \* 20 \* \*

**J. R. POPPELE**, of Santa Land, Vt., was vice president of WOR.

\* \* 20 \* \*

**GRAHAM B. POYNER**, vice president and program director at WPTF, was production manager at the same station.

\* \* 20 \* \*

**D. L. 'TONY' PROVOST**, vice president and general manager of radio-tv division of Hearst Corp., was treasurer of J. V. Grombach, Inc.

\* \* 20 \* \*

**ROBERT I. QUEEN**, radio-tv director of Greater New York Fund, was a free lance at WJZ radio.

\* \* 20 \* \*

**MILTON R. RACKMIL**, president of Decca Records and its subsidiary Universal Pictures, was treasurer and one of the directors of Decca Records.

**CONGRATULATIONS**  
and  
**BEST WISHES**  
to  
**RADIO-TELEVISION**  
**DAILY**  
on their  
**20th ANNIVERSARY**  
from  
**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 a salesman for Sterling Engraving Co. in New York.

\* \* 20 \* \*

*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 summer.

\* \* 20 \* \*

*JAMES G. RIDDELL*, president and general manager of WXYZ, was associated with the same station.

*JOHN RIGBY*, president of KFH, was also president of the same station twenty years ago.

\* \* 20 \* \*

*WILLIAM E. RINE*, general manager of WWVA, was a salesman at the same station.

\* \* 20 \* \*

*FRANK RIORDAN*, of KPTV, was mail room boy at NBC Chicago.

\* \* 20 \* \*

*HAL ROACH JR.*, head of Hal Roach Studios, was producing Laurel & Hardy, Charlie Chase and the Topper comedies.

\* \* 20 \* \*

*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.

\* \* 20 \* \*

*VICTOR SEYDEL*, vice president of Anderson & Cairns Inc., was producing Junior League Revues coast-to-coast.

\* \* 20 \* \*

*WARNER SHELLY*, president of N. W. Ayer & Son, was second-in-command of the New York office.

**C B S**  
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.

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 KCMO, Kansas City, Mo.

ARTHUR SIMON, advertising manager of RADIO-TV DAILY, was general manager of WPEN, Philadelphia and WOV, New York.

DODY SINCLAIR, of WJAR-TV, was in high school.

HENRY T. SJOGREN, assistant general manager at WNBQ-WMAQ, was assistant controller for Deering Miliken Corp.

SAM SLATE was script writer for the radio program 'Gangbusters.'

CALVIN SMITH, station manager at KROC, was manager of the Owatonna Studios in Owatonna, Minn.

DALE SMITH, program director at KFJB, was in grade school.

JOE L. SMITH, general manager at WJLS, was getting ready for a hearing looking toward a CP for WJLS.

HAROLD A. SMITH, promotion and advertising manager for NBC Chicago TV network, was editor of a motion picture fan magazine.

F. C. SOWELL, executive vice president at WLAC, was managing the operations at the same station.

HARRY W. SPENCER was an engineer at WBTM and is still at the same station.

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 relation manager of NBC.

BUDDY STARCHER, manager of KCUL, was with WPAY, Portsmouth, O.

HOWARD F. STARK, radio-tv broker, was waiting for television to arrive so he could sell stations for a million dollar figure 20 years later.

RUSSELL STEBBINS, director of sales WNBQ, graduated from Proviso High School and went to Elmhurst College, Elmhurst, Ill.

PEGGY STONE, president of Radio TV Representatives, was vice president of Hearst Radio Inc.

Don McNeill's  
**BREAKFAST  
CLUB**

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,

*Don McNeill*



Sam Cook Diggs, general manager of WCBS-TV, was writing a night club column for the Washington (D.C.) Daily News.

FRED STRATMAN, manager of ABC Film Syndication Inc., San Francisco office, was in investment banking.

\* \* 20 \* \*

MALCOLM STUART, of Paul Raymer Co., was director of outdoor advertising for Campbell-Ewald.

F. M. STUELPNAGEL, manager of KVCV radio, was with a radio station in Long Beach, Calif.

\* \* 20 \* \*

HERMAN D. TAYLOR, chief engineer at WTIC, was with the same station in the same capacity.

\* \* 20 \* \*

DONALD H. TELFORD, vice president of California-Oregon TV, was a senior at Oregon State College.

\* \* 20 \* \*

DUDLEY TICHENOR, director of sales for WFBR, was a salesman for KVOR.

\* \* 20 \* \*

THOMAS TINSLEY, president of WITH, was an account executive for WILM, Wilmington.

\* \* 20 \* \*

ARTHUR TOLCHIN, vice president and director at WMGM, was an account executive for WHN.

\* \* 20 \* \*

ROLLAND V. TOOKE, Westinghouse Broadcasting Co. vice president, was copy writer with Lavenson Bureau of Philadelphia.

\* \* 20 \* \*

SAMUEL W. TOWNSEND, president and general manager of WKST-TV, was shore communications officer for the USNR radio station NID.

\* \* 20 \* \*

HERMINIO TRAVIESAS, vice president and manager of radio-tv department at BBD & O, was typing continuity scripts for radio soap operas at NBC.

\* \* 20 \* \*

HARRY TRIGG, director of programs at WNBQ-WMAQ, was attending grammar school in Ottumwa, La.

\* \* 20 \* \*

JAMES TROY, network program manager for NBC in Chicago, was attending Polytechnic School in Pasadena, Calif.



Allen Wannamaker, vice president and general manager WBIG, was in radio.

HAAN TYLER, owner of Haan Tyler & Associates, was an account executive and media director at the John H. Dunham Co. in Chicago.

\* \* 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  
PHILADELPHIA · 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.

**FRANK B. WALKER**, of M-G-M Records, was vice president of Radio Corp. of America.

**EDWARD WALLIS**, sales promotion and publicity manager at KYW, had been production manager at WIP.

**HARRY WARD**, manager WMAQ-WNBQ continuity acceptance department, was a senior at East Denver High School.

**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.

**ARTHUR WEILL**, WMGM account executive, was assistant to Jacques Van Straten, controller of WHN.

**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.

**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.

**WILLIAM WILGUS**, production supervisor of J. Walter Thompson Hollywood office, was an NBC producer.

**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.

**STU WILSON**, special events director at KBIG, was staff announcer at KHJ.

**SIDNEY J. WOLF**, president of Keystone Broadcasting System, was a lawyer.

**M. F. WOODLING**, manager at KHSL, was manager for KYOS radio.

**DUTCH WOODWARD**, farm service director at KMMJ, was with the same station.

**RUSSELL WOODWARD**, executive vice president of Peters, Griffin, Woodward, Inc., was selling radio advertising for Free & Peters now known as Peters, Griffin, Woodward, Inc.

**R. W. YOUNGSTEADT**, sales manager at WPTF, was assistant to the advertising manager of Tennessee Electric & Power Co.

**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

to

# Radio Daily-Television Daily

on their

# 20th Anniversary

# K B T V

**abc** Channel 9

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  
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!

**See Petry for the  
Complete WISN  
Musicana Story**

**WISN radio 1150**

5000 Watts • 1150 KC. • Milwaukee's Musicana Station



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 RELATIONS**

**PUBLICITY**

**MERCHANDISING**

★ **LOS ANGELES**

Fred W. Kline  
Verna M. Kline  
Edward Nathan

1436 N. Serrano  
HOLLYWOOD 2-6371

★ **SAN FRANCISCO**

Phil Boone  
Forrest Williams

681 Market Street  
DOUGLAS 2-4307

★ **NEW YORK**

Waldo Mayo

111 W. 57th Street  
JUDSON 6-7777

★ **CHICAGO**

Ken Carpenter  
Dick Lewis

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



Capitol Records, Inc., extends best wishes to Radio-Television Daily on their twentieth anniversary.



Joseph A. Pinna, station manager at WUSJ, as he looked when attending school twenty years ago.



Edward Slattery, co-ordinator of professional activity of the Big 3 Music Corp. with Jane Pickens, when they were doing the Melody Hour.



Martin Roberts, director of promotion and sales service for National Telefilm and NTA network, was attending school.



Saul Jeffee, president of Moviellab 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

**GOING ABROAD**



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 HOLLYWOOD 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.

**CLEARY - STRAUSS & IRWIN**  
*Public Relations*

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.



Lionel F. Baxter, vice president of Storer Broadcasting Co. and managing director of WIBG, in 1937 when he was an announcer for WAPI.



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.

## “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 Institute in Washington, D.C.



Mitchell Wolfson, president of WTVJ in Miami, taken during 1938.



Charles C. Caley, president and general manager of WMBD-TV, taken in 1934 when he first joined the station.

# 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 Albus, 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  
&  
McELWAIN E

*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.



M-G-M's Leo The Lion who now roars just as loud on television.



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.



## STILL NUMBER

# 1

Still Available  
Your Market!

### PULSE FILM RATINGS for March

• *Syndicated  
Film Comedy Shows*  
**AMONG CHILDREN**

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Laurel and Hardy (Governor) .....	94
2.	Willy (Official) .....	46
3.	Mickey Rooney Show (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



channel

covering the RICHEST  
part of Ohio

# WJW-TV

1630 EUCLID AVE CLEVELAND 15, OHIO TOWER 1-6080

Represented Nationally by the Katz Agency





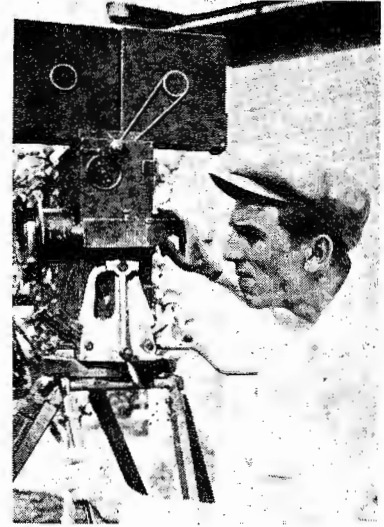
Dave Epstein, coast publicist, was a member of the AEF.



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 LAW FORD**

*Congratulations*

*from*

**KFI**

**50,000 Watts  
Clear Channel**

**CALIFORNIA'S  
MOST LISTENED-TO  
RADIO STATION!**

**640 ON YOUR DIAL**



REPRESENTED  
NATIONALLY BY  
HENRY I. CHRISTAL CO.

**KFI**

**NBC**  
for Los Angeles

50,000 Watts  
Clear Channel

*Barclay 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.

**JACK BARRY  
DAN ENRIGHT**

667 MADISON AVENUE • NEW YORK 21, N. Y.

represented by **mca**



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."

*the*  
**new**  
**WJW** RADIO  
CLEVELAND

900 1000 1100 K.C.  
850

Serving the HEART  
of the BUYER-RICH  
GREATER CLEVELAND  
and Northeastern Ohio  
Market

ASHTABULA  
ELYRIA  
WARREN  
YOUNGSTOWN  
CANTON  
MANSFIELD  
AKRON

**WJW RADIO 1630 EUCLID AVE. • CLEVELAND 15, OHIO**  
Tower 1-6080

*Represented Nationally by the Katz Agency*

**Top**  
programs ...

**Top**  
sponsors ...

**Top**  
results!



- *First on the dial in Dixie's greatest market!*



1018 W. Peachtree St., N.W.  
Atlanta, Georgia

represented by The Katz Agency, Inc.

in the East  
it's ...  
**MOVIELAB**  
for

**KODACHROME**

16mm-35mm **EASTMAN COLOR**  
negative-positive processing.

Plus — exclusive **ADDITIVE**  
scene to scene—color balanced  
**KODACHROME** printing.



MOVIELAB COLOR CORPORATION  
MOVIELAB BUILDING  
619 W. 54th ST., NEW YORK 19, N. Y.  
JUdson 6-0360



Phil Silvers, one of television's favorite comedians, taken about 20 years ago.



Ed Sullivan, popular master-of-ceremonies, as he appeared about twenty years ago.



Gene Fromherz in 1938 when he was a spot time buyer at J. Walter Thompson.

**“The same to you!”**

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!



**United Press**  
U.P. NEWS PRODUCES





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.

**WE'RE THE CATS IN BUFFALO\***

**WE BR**

**970 KC                      5000 watts**

**ASK ANY KATZ MAN!**

**Serving Western New York for 33 Years**

\* the nation's 14th largest market

*Congratulations from*

**GAC T.V. INC.**

Affiliate of  
General Artists Corporation

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**



**1190 on the dial**



**WLIB** has more Negro listeners than any other New York radio station—network or independent.

**WLIB** is the only station with studios in Harlem.

**HARLEM RADIO CENTER**

2090 Seventh Avenue, New York 27  
MONument 6-1800



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.'



Mortimer D. Sackett, president of Commonwealth Film & Television, Inc. when he was an independent film distributor.



Naylor Rogers, taken in 1938 when he was Chicago manager for Hearst Radio.

.....  
 happy **20** **TH!**  
 RADIO-TELEVISION  
 DAILY  
 .....  
 when your first  
 issue appeared  
 we had already  
 been on the air **15** YEARS!  
 .....  
**WIP / 610**  
 PHILADELPHIA  
 Celebrating our 35th Anniversary this year



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, secretary-treasurer of Atlantic Television, taken twenty years ago.



Guy Bolam, of American Sales & Service Agency 'Radio Luxembourg,' 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.

*publicity - public relations  
advertising*

**STEVE MILLER**

SUITE 103  
449 SOUTH BEVERLY DRIVE  
BEVERLY HILLS, CALIF.  
CRestview 6-8172 • BRadshaw 2-7650

*"Planned Publicity"*

**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 — INDUSTRIALS — PUBLIC RELATIONS FILMS

New York

Hollywood

Chicago



Frank Avery in 1938 when he was media director for the McJunkin Ad Agency in Chicago.



Angelo W. Fiorani, president and general manager of WPTS and his wife taken 20 years ago when they were on the Blue network.



The Rahall group taken in 1937. Left to right: seated: N. J. Rahall Sr.; Farris, vice president of the group; Sam, secretary-treasurer; Deem, deceased; and N. Joe Rahall, president of the Rahall group.

**A SALUTE**  
and  
**BEST WISHES**  
to  
**RADIO DAILY**

FOR A GREAT JOB  
OF SERVICE TO THE  
BROADCASTING TRADE

**WJBK**  
**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  
Represented by  
**THE KATZ AGENCY, INC.**



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.

**WHAT**  
Real 1340  
now broadcasting  
**SIDEWALK INTERVIEWS**  
with  
**LLOYD PATRICK**

...talking to more negroes  
than any station south of **NEW YORK CITY**

Call our rep, STARS NATIONAL INC. (Please B-0523) and learn why more National and Local accounts hold on WHAT over all other media for the lucrative PHILADELPHIA NEGRO MARKET.

**WHAT** AM FM Philadelphia 31 Pa. TRINITY B-1500

**IN NEW HAVEN  
24 HOURS A DAY**

**FIRST** IN PULSE

**FIRST** IN NATIONAL ADVERTISING

**FIRST** IN ADVERTISING RESULTS

Daniel W. Kops  
Executive Vice President  
and General Manager

Richard J. Monahan  
Vice President and  
Commercial Manager

Rep: National, Hollingbery Co.  
New England, Kettell-Carter

**WAVZ** 12 HOURS A DAY  
1000 WATTS  
NEW HAVEN, CONN.



Hank Hudson, in 1938 as media director for the Kastor Agency.



Charles Michelson, president of Charles Michelson Inc. taken a few years after his firm was organized.



Bob Foreman, executive vice president and director of BBD&O, was a trade copy writer for the same company twenty years ago.

Robert

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.*

*Personal greetings from*

**Richard O'Toole**  
General Manager

**Lucille Camp**

**Mort Stern**

**John McQuade**

**Ray Yocom**



J. R. Ritenour, president of Modern Teleservice, Inc., when he was secretary-treasurer for John P. Lieberman & Co.



Charles Powers, supervisor in charge of live tv and radio commercials for McCann Erickson, 20 years ago when he was working in pictures on the Coast for RKO.

**"Texas Rasslin" will Score with Your Audience Every Time**

You too will have the highest <sup>ratings</sup> ~~score~~ for "TEXAS RASSLIN" is in the "TOP TEN" and we again admit **IT IS GREATER THAN EVER**

For realistic prices and auditions—phone, wire or write.  
MAURICE (MAURY) BECK  
Riverside 8-2083  
Riverside 8-3261  
**"TEXAS RASSLIN"** Cadiz and Industrial Blvd.  
Dallas 7, Texas

"Way ahead of all others"



Joseph Steiner, independent producer at the age of three. He is now producing an international TV show starring Hildegard.



Nelson Case, 20 years ago when he was a radio announcer for a station in Los Angeles.



Cliff Peterson first joined the "Breakfast Club" in Chicago in 1936 and is still with it.



Miller N. Babcock, vice president of Storer Broadcasting Company and managing director of WGBS, in 1937 was an account executive for the Miami Herald.



Stephen A. Machcinski, Jr., vice president and general manager of Adam Young Inc. as he looked playing football for Columbia 20 years ago.

**Congratulations**

**from**

**KIDO**

**Idaho's First**

**Licensed Station**

**November 5, 1928**

**KIDO-TV**

**Boise, Idaho**

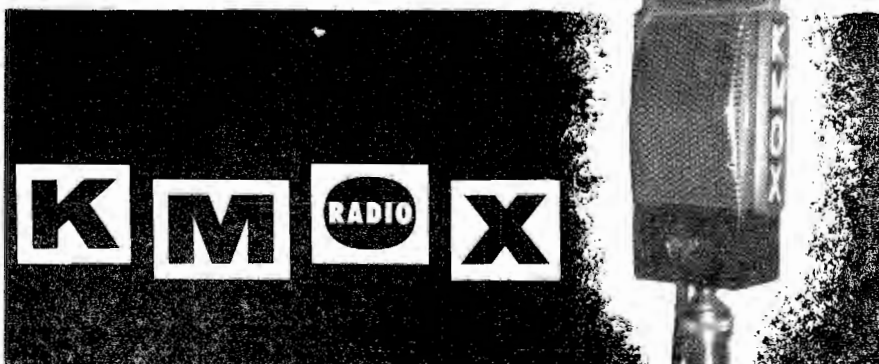
**First and Finest**

**in Radio and TV**

**31**

**Years "The VOICE of St. Louis"**

**Still "The CHOICE of St. Louis"**





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.



Harry Wismer, popular sportscaster, as he looked twenty years ago.



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.

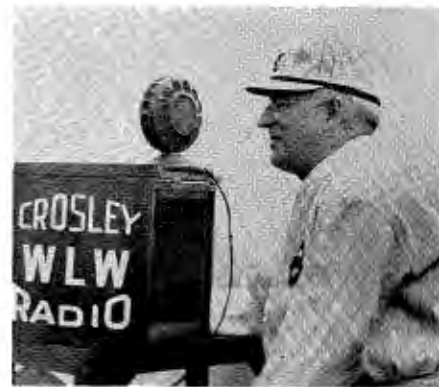
**HAPPY BIRTHDAY and CONGRATULATIONS**  
to  
**RADIO-TELEVISION DAILY**

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 Assoc., 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.

*Congratulations*

on  
your  
**20<sup>th</sup>**  
anniversary

<sup>®</sup> **DECCA**  
RECORDS

**CORAL**  
RECORDS

Congratulations

from

Dick and the Boys

At

**RATTAZZI**

Restaurant

9 EAST 48th ST.

PL. 3-5852

**JACK MASLA**

551-5th Avenue

New York City

Congratulations — Good Wishes



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.

## Congratulations

*Jack Shaindlin*



J. M. Lang, general manager General Electric broadcasting station operations, in 1935 during the Admiral Byrd broadcasts.

*A trade name is significant of public acceptance.*

*Twenty-six years of operation have established*

*the basis for the significance of*

# KIN-O-LUX

**INC.**

*"Same Day Service"*

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, Ill.



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.



Chuck Goldstein, president of Goldswan Productions, was one of the original "Modernaires" with "Pops" Whiteman.



John J. Karol, CBS vice president in charge of network sales, as he appeared 20 years ago.

# LEN SIMPSON & ASSOCIATES Public Relations

Hollywood

New York



McFADDEN & EDDY ASSOCIATES PUBLIC RELATIONS

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.

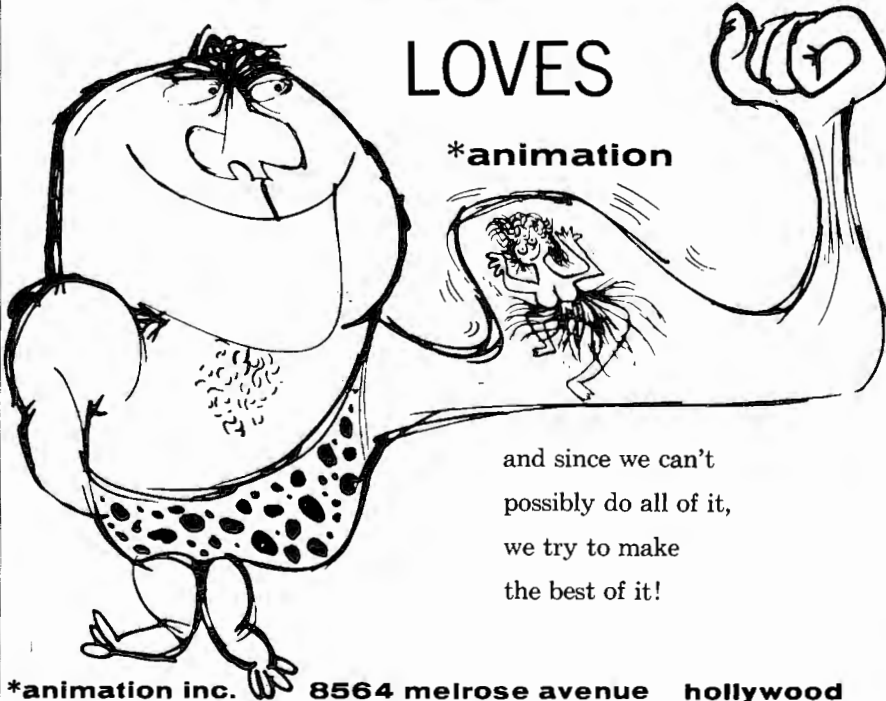


Harper Carraine, director of research for CBS radio, 20 years ago was a senior at Temple University.

# EVERYONE

LOVES

\*animation



and since we can't possibly do all of it, we try to make the best of it!

\*animation inc. 8564 melrose avenue hollywood

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

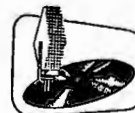
Celebrating Our 20th Year

**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

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.



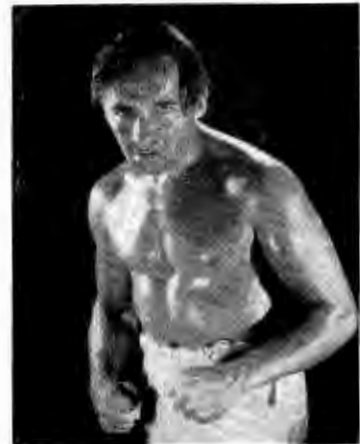
Buddy E. Starcher, general station manager at KCUL, 20 years ago was with WPAY in Portsmouth, Ohio.

## 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



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

*Modern  
Teleservice,  
Inc.*



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 Repts., in 1937 was general sales manager for Central States Broadcasting Corp.



# CHARLES POMERANTZ

Public Relations

**UNCOMMON  
★ VALOR ★  
SAGA OF THE  
MARINES IN ACTION**

★ 26 SPINE-TINGLING ★  
EPISODES!

Contact us today  
for this great  
sales builder and  
prestige 1/2-hour series:

**ATLANTIC  
TELEVISION CORP.**

130 West 46th Street  
New York 36, N. Y.  
Judson 2-1288



*20 Years . . .*

Writing and Producing motion pictures for Paramount, M-G-M, NBC-Television and national advertisers. Just Released: *"The Mayflower Story"*. 25 min. Color!



MOTION PICTURES **PAUL ALLEY** TELEVISION  
PRODUCTIONS

619 West 54th St., New York 19, N. Y.

Judson 6-2393-4





Robert E. Dunville, president of Crosley Broadcasting Corp. in 1937 joined the executive staff of WLW.



Taken in the early thirties, Ed Sullivan, Jack Benny, Mary Livingston and Herb Moss.



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.



Barry Wood, popular entertainer, as he looked 20 years ago.



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.

**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"**

*Best Wishes*

**ED REIMERS**



Sidney J. Wolf, president of Keystone Broadcasting System, and his daughter, taken in 1937. At the time he was a lawyer.



Joseph J. Weed, manager of radio and tv at Weed & Co. as he looked 20 years ago.



Thomas Warner, program co-ordinator for radio and tv, in 1937 was an announcer at CFRC, Queens University station in Kingston, Ontario, now CKWS.



Homer Hogan, as he looked in 1938 when he was midwest manager for Hearst radio in Chicago.



Sam Cowling, joined the "Breakfast Club" in 1937 and is still with the show.

## Congratulations

on  
Your  
20th  
Anniversary

**ED & HERB WOLF**

## *Congratulations and Best Wishes*

For A  
Happy  
20th  
Birthday



To Everyone  
At  
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: CI. 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<sup>rd</sup> 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. Whitecomb, 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 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

WE SHIP VIA AIR, RAIL OR TRUCK

### EDITING

Movielas • 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



Caesar Petrillo, musical director, in 1937 joined WBBM as a trombonist.

FRANK C. ZUCKER

**CAMERA EQUIPMENT CO., INC.**

Dept. M 315 West 43rd Street,  
New York 36, N. Y. JUdson 6-1420

*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.



Harry Novik, owner of WLIB, in 1937 was owner of Rogers, lady ready-to-wear store in Stamford, Conn.



Fran Allison, of the Don McNeill's "Breakfast Club" show, got her start at WEXL in Waterloo, Ia. in 1934.



Paul Cunningham, president of ASCAP, taken 20 years ago when he was a vaudeville headliner with his wife as Cunningham and Bennett.



James M. Seward, administrative vice president at CBS radio division, as he looked 20 years ago.



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

*Congratulations*  
*on your*  
*20th Anniversary*

**GEORGE DE WITT    HARRY SALTER**

of

**“NAME THAT TUNE” CBS-TV**



M. H. Shapiro, currently with BMI, 20 years ago was associate editor of RADIO DAILY.



Matthew J. Culligan, of NBC, as he looked 20 years ago.



Roland V. Tooke, vice president at KYW, 20 years ago was a copy writer for the Lavinson Bureau of Philadelphia where he prepared radio ads.



Jock Fernhead, general manager of WINS, in 1937 was a page boy at NBC Hollywood.



Maurice Scopp, vice president of The Big 3 Music Corp. 20 years ago was executive head of Air Features.



Shamus Culhane, president of Shamus Culhane Productions, in 1937 was with Walt Disney working on "Snow White."

Tel. MURRAY HILL 5-1300

**GUY BOLAM**

*American Sales and Servicing Agency*

**"RADIO LUXEMBOURG"**  
*for European coverage*

Cable Address: "Guyambo N. Y."

370 LEXINGTON AVE.  
NEW YORK 17, N. Y.

**"TELE LUXEMBOURG"**

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 when he was production manager.



Joseph Katz, chairman of the board Joseph Katz Co., as he looked 20 years ago.



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.



Jules Dundes, vice president in charge of station administration for CBS radio, as he looked 20 years ago.



Frank Silvernail, manager station relations BBD & O. in 1937 was a time buyer at the same agency.



Jake Embry, general manager at WITH, 20 years ago when he was a salesman for station WBAL.



Paul Harvey, newscaster over ABC network from WBKB, in 1933 was with KVOO in Tulsa, Okla.



Alvin Ungar, vice president in charge of Midwestern division for Ziv TV, in 1937 was a salesman for A. J. Lehman Corp.

*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.



Peggy Stone, president of Radio TV Reps. Inc. as he looked when she held the position of vice president of Hearst Radio Inc. in 1937.



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.



Morris Novik, president of WOV, in 1937 was a director of WEVD.



William A. Schudt, Jr., CBS vice president in charge of station relations, as he looked 20 years ago.



Tom Tinsley, president of WITH, as he looked 20 years ago.



Ward L. Quaak, vice president and general manager of WGN, in 1936 giving a news broadcast over WDMJ.



John Harrington, who handles four daily news shows on WBBM, joined the station in 1936.



Charles Bernard, head of Charles Bernard & Co., 20 years ago was attending Baltimore City College.





Seymour N. Siegel, director of radio communications for City of New York, WNYC, as he appeared 20 years ago during Naval Reserve duty.



Red Buttons, 20 years ago when he was working in burlesque.



Taken in 1937 at the Don Lee TV studio in Los Angeles, Bobby Breen, then child movie star and Lee Cooley, then a newscaster in radio, and production director at station W6XAO.



Edward Lamb, owner of WICU-TV, WIKK and WHOO, 20 years ago was an attorney.



Neal Weed, of Weed & Co. as he appeared 20 years ago.



Frank M. Headley, president of H-R Reps., 20 years ago was crime fighting for the FBI.



Bill Buckley, of Roger Wade Productions, as he was 20 years ago.



Ulmer Turner, newscaster over WBKB, was a news analysts for WENR.



Anne Koller, vice president of Roger Wade Prod., 20 years ago when she was Anne Louise Hesse.

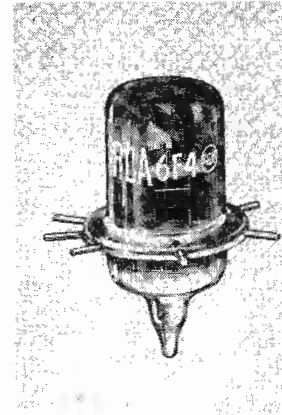
# EQUIPMENT THAT MADE HISTORY



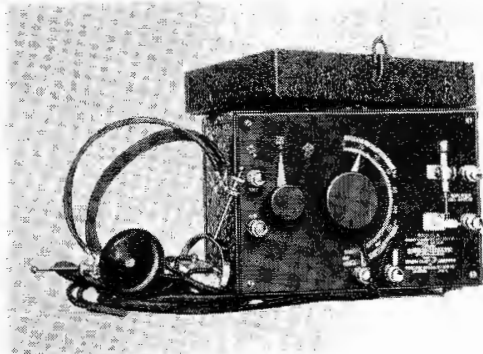
Almost all early radio sets using tubes relied on the UV-201 Radiotron for reception of the few stations operating in the early twenties.



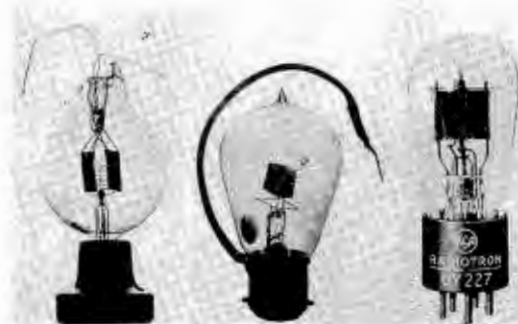
Portable receivers were popularized when RCA developed the battery operated 199 tube. Then radio sets were carried out of the homes.



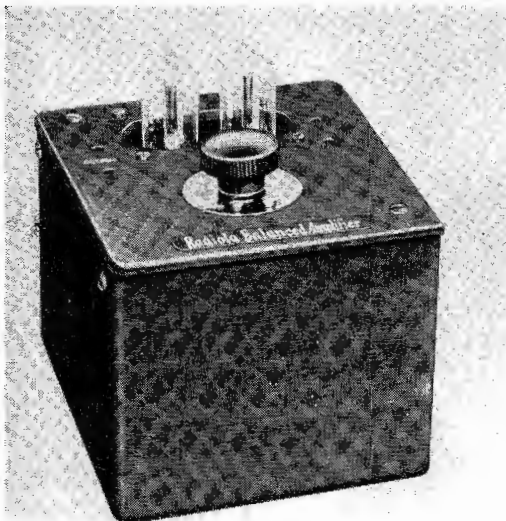
The acorn was the first successful tube for the reception and transmission of UHF signals.



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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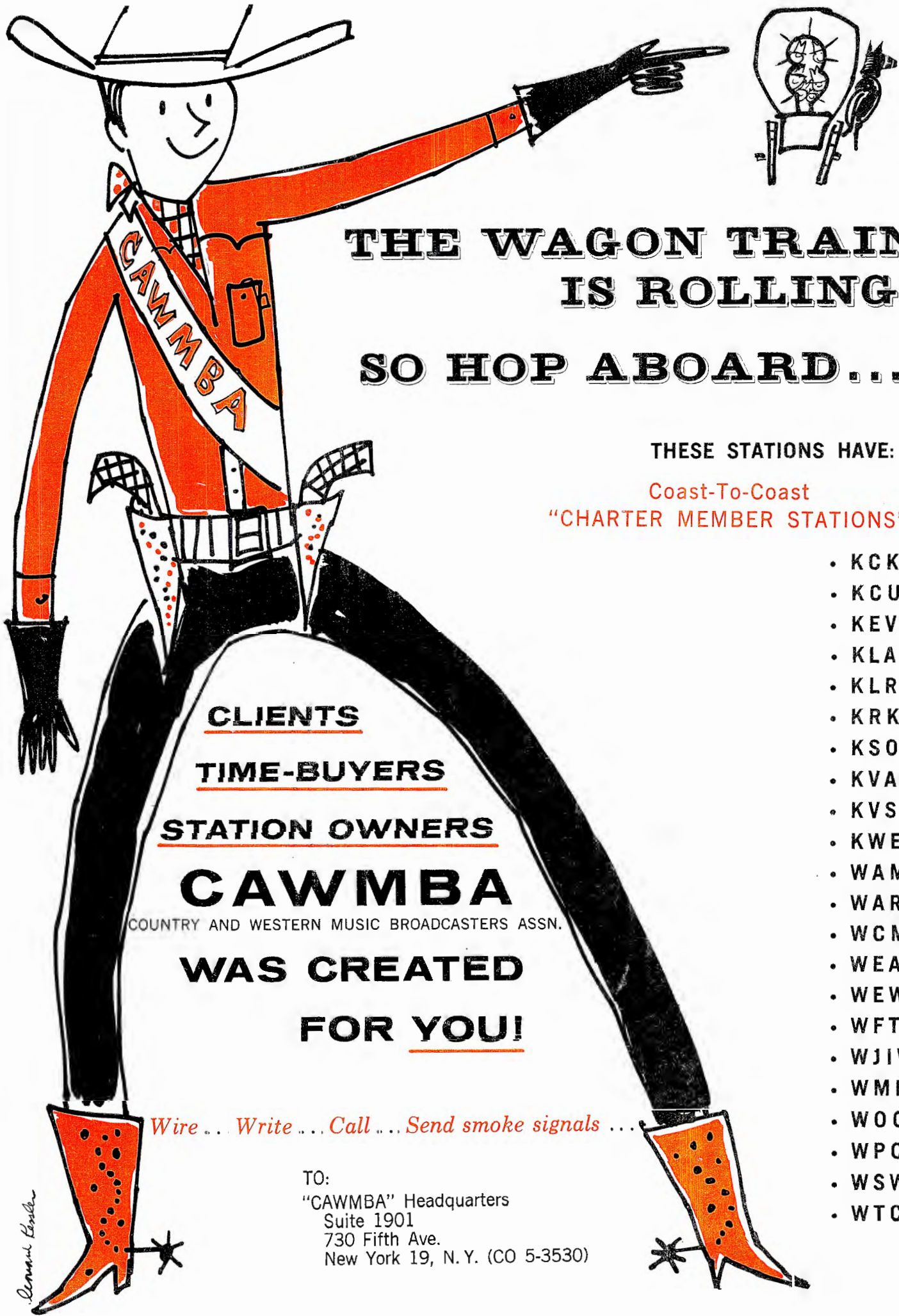
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# THE WAGON TRAIN IS ROLLING!

## SO HOP ABOARD....

THESE STATIONS HAVE:

Coast-To-Coast

"CHARTER MEMBER STATIONS"

- KCKN
- KCUL
- KEVE
- KLAK
- KLRA
- KRKD
- KSOP
- KVAN
- KVSM
- KWEM
- WAMO
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