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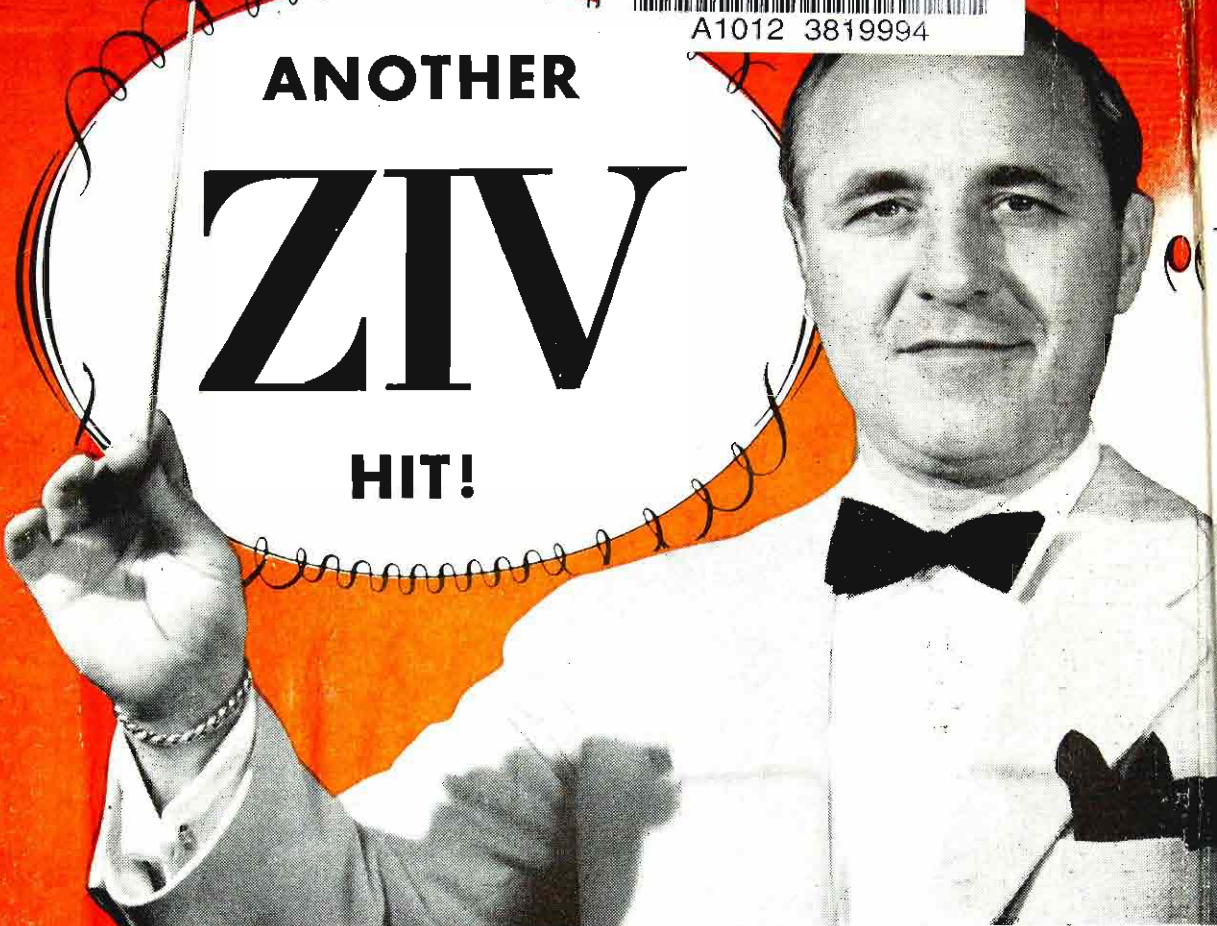
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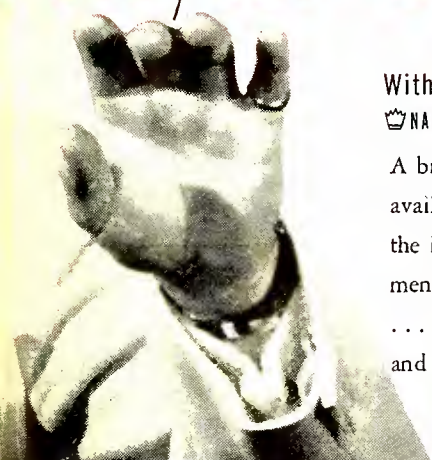
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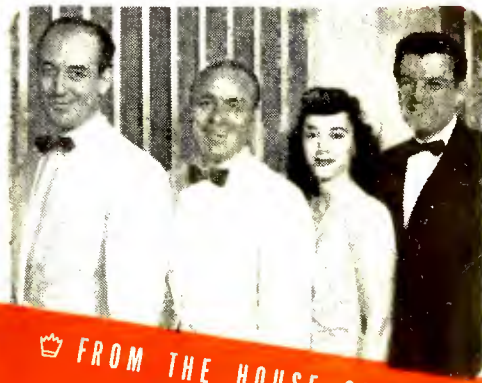
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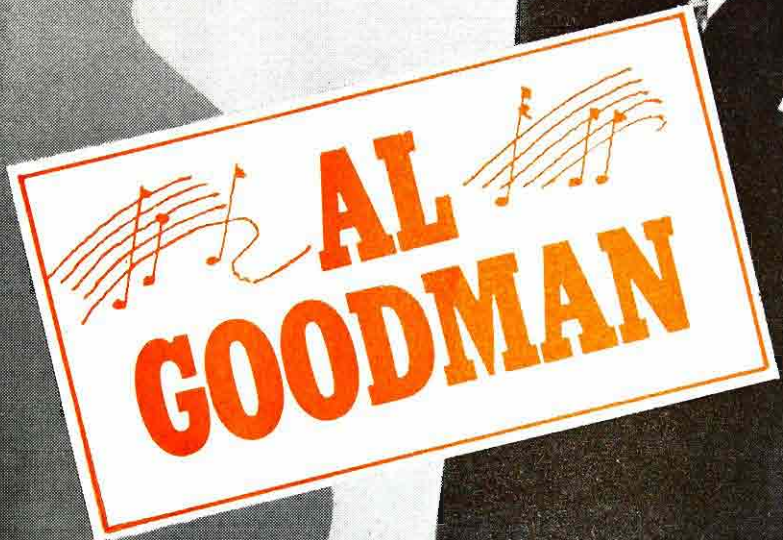
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Edited by

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FOREWORD

For Radio, the first year of peace has once again opened the dynamic door for additional unselfish contribution to the culture, entertainment and education of not only our own, but the countless millions of the entire world.



Effervescent and sparkling are bright new facets of Television and FM. The eleven hundred pages that follow, to which the entire industry has enthusiastically contributed, tell a complete story. Our sincere thanks to all.



This is the 10th anniversary of both RADIO DAILY and RADIO ANNUAL. This book is constantly in preparation. Each year, we have the opportunity of making it bigger and better. That's why we get such a kick out of doing so.

JACK ALICOATE

Editor

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FOR:

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EDITORIAL INDEX

1947

1947

A

Acoustical Society of America.....	930
Actors Equity Association.....	930
Advertisers' Index	27

ADVERTISING:

Advertising Association of the West...	930
Advertising Council, Inc., The.....	930
Advertising Federation of America....	931
Advertising Research Foundation.....	931
Agencies, Addresses, Personnel.....	169
Agency and Sponsor Network Billings..	131
Commercial Programs	897
Commercial Programs—Television....	1025
Expenditures, Network	131
Agents and Managers, Talent.....	895DD

ALABAMA:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	313
Stations, Facilities, Personnel.....	313

ALASKA:

Chief Engineers of Stations.....	1089
Stations, Facilities, Personnel.....	669

ALBERTA:

Chief Engineers	1089
Stations, Facilities, Personnel.....	683
Aldrich, Thomas B., Article By.....	1080
Alicoate, Jack, Introductions By.....	3, 987
American Assn. of Adv. Agencies (AAAA)	931

AMERICAN BROADCASTING CO.:

Commercial Programs, 1946.....	897
Gross Billings by Agencies, 1946.....	131
Network Map	260-261
Personnel	262
Sponsor Expenditures, 1946.....	131
Stations Owned and/or Managed by...	263

Woods, Mark, Article by.....	259
American Communications Assn.....	931
American Council on Education.....	932
American Federation of Musicians.....	932
American Federation of Radio Artists (AFRA)	932
American Guild of Musical Artists, Inc....	932
American Marketing Assn.....	932
American Newspaper Publishers Assn....	933
American Radio Relay League, Inc.....	933
American Society of Composers, Authors and Publishers, Personnel.....	933
Article by John G. Paine.....	764
Publisher Members	765
American Television Society.....	933
American Representatives Assn., Inc....	933
Announcers (Their work during 1946)....	887
Argentina, Stations of.....	966
Amy Forces Network, by Bill Murray..	109

ARIZONA:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State	319
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	319

ARKANSAS:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	323
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	323
Artists Representatives Association, Inc...	934
Associated Actors & Artistes of America	934
Association for Education by Radio.....	934
Association of Canadian Advertisers, Inc.	934
Associated Music Publishers, Inc., Pub- lisher Members	768
Association of National Advertisers, Inc..	934
Association of Radio News Analysts.....	935



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EDITORIAL INDEX

Association of Women Broadcasters, Article by Alma Kitchell..... 47
 Author's League of America, The..... 935

ARTICLES:

AFN—Still Building Morale, by Bill Murray 109
 Associated Music Publishers, by Gretl Urban 768
 All-Electronic Color Tele, by E. W. Engstrom 993
 A.W.S. Extends Its Influence, by Alma Kitchell 47
 Bell System Coaxial Cables, by L. G. Woodward 1006
 Better Recording Equipment, by Thomas B. Aldrich 1080
 B.M.B Complete First Study, by John K. Churchill 49
 Broadcast Equipment—1947, by Clyde E. Dickey 1079
 Broadcast Measurement Bureau, by John K. Churchill..... 49
 Broadcast Music, Inc., by M. E. Tomkins 770
 Business Side of Radio, by M. H. Shapiro 129
 Chicago Outlook for 1947, by Nat Green 65
 Coast Expansion Continues, by Ralph Wilk 67-1102
 Facsimile Broadcasting Today, by John V. L. Hogan..... 53
 FM—Future Standard System, by Roy Hofheinz 1043
 Free Radio and Free Speech, by M. H. Shapiro 41
 From the Agency Viewpoint, by Frederic R. Gamble..... 58
 Golden Era of Sportscasting, by Stan Lomax 61
 Hollywood Tele a Reality, by Ralph Wilk 1102
 Keys to Progress in 1947, by Brig. Gen. David Sarnoff 45
 Main Street-Reflections, by Sid Weiss 73
 Optimism Keynotes Chicago, by Nat Green 1001
 Producing the Package Show, by Louis G. Cowan..... 79

Production Gains Momentum, by S. P. Taylor 1077
 Progress of CBS Color Tele, by Peter C. Goldmark 997
 Radio Develops Songwriters, by Herman Pincus 75
 Radio in Canada 1946-47, by Harry Sedgwick 55
 Radio Potentialities — 1947, by Frank Burke 37
 Radio's Year of Decision, by Justin Miller 35
 Radio's Year of Expansion, by Charles R. Denny 33
 Report on the 20-Year Club, by H. V. Kaltenborn 97
 RMA Widens Its Services, by Bond Geddes 69
 Tele's First Major Year, by J. R. Poppele 51
 The FCC's Favorable FM Policy, by Manning Clagett 1045
 The Keys to Progress in 1947, by Brig. Gen. David Sarnoff..... 45
 Television—Introduction, by Jack Ali-coate 987
 Tele Is Here—Outlook Bright, by Frank Burke 989
 Tele Eyed From the Capital, by Manning Clagett 999
 Tele's First Major Year—1947, by J. R. Poppele 51
 The Tele Receiver Market, by Jim Owens 1003
 The Year in Washington, by Andrew H. Older 63
 The Year of FM — 1947, by Ira A. Hirschmann 1046
 They Are Our Songs, by Riley Shepard 817
 Transcription Status, by F. W. Ziv..... 71
 Twenty-Year Club, Report On, by H. V. Kaltenborn 97
 United Nation's Big Radio Job for 1947, by Christopher Cross..... 81
 UN's Big Radio Job for 1947, by Christopher Cross 81
 Video in Britain, by E. C. Thomson.... 1004



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Kansas City, 6.....	Scarritt Building.....	HArrison 1161

KEY STATION for the KANSAS STATE NETWORK

EDITORIAL INDEX

What's Wrong With Television?, by Leonard F. Cramer.....	121
Awards, Television, for 1946.....	998

B

Backstage (People in Network Radio Production During 1946).....	896S
Behind the Mike (Radio Artists and Their Work 1946).....	779
Better Recording Equipment, Article by Thomas B. Aldrich.....	1080
Bibliography, Television.....	1038
Bolivia, Stations of.....	967
Brazil, Stations of.....	968
British Broadcasting Co.....	935
BMI Canada, Ltd.....	935
BRITISH COLUMBIA:	
Stations, Facilities, Personnel.....	684
British Guiana, Stations of.....	970
British Honduras, Stations of.....	970
Broadcast Equipment—1947, by Clyde E. Dickey.....	1079
Broadcast Music, Inc. (BM) Personnel...	935
Article by M. E. Tompkins.....	770
Publisher Members.....	771
Burke, Frank, Articles by.....	37, 989
Business	
Advertising Agencies, Personnel.....	169
Agency and Sponsor Network Billings.	131
Business Side of Radio.....	127
Network Billings.....	131
News Services.....	167
Research Organizations.....	143
Station Representatives.....	145

C

CALIFORNIA..... 329	
Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	323
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	323
CANADA:	
Article by Harry Sedgwick.....	55
Canadian Association of Broadcasters	935

Canadian Broadcasting Corp. (Personnel).....	681
Chief Engineers of Stations.....	1089
Section.....	681
Stations, Alphabetically Listed by Call Letters.....	681
Station Representatives in Canada....	145
Catholic Actors Guild of America, Inc...	933
Catholic Writers Guild of America....	936
Central and South America, Stations of..	863
Chicago Outlook for 1947, Article by Nat Green.....	65
Chicago Radio Management Club.....	936
Chicago Important Telephone Numbers..	102
Chief Engineers.....	1089
Chile, Stations of.....	970
Churchill, John K., Article by.....	49
Clagett Manning, Articles by.....	999, 1045
Coast Expansion Continues, Article by Ralph Wilk.....	67
Coaxial Cable Program, Map.....	1008-9
Colombia, Stations of.....	972

COLORADO:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	349
Home Economic Directors of Stations..	897Z
Stations, Facilities, Personnel.....	349

COLUMBIA BROADCASTING SYSTEM:

Article by Frank Stanton.....	265
Commercial Programs in 1946.....	897
Gross Billings by Agencies, 1946.....	131
La Cadena de las Americas, Personnel	932
Network Map.....	266, 267
Personnel.....	288
Sponsor Expenditures, 1946.....	133
Stations Owned and Operated by....	270
Commercial Tele Programming, by Don McCure.....	895
Commentators:	
News, Their Work During 1946.....	861
Sports, Their Work During 1946.....	871
Commercially Sponsored Radio Programs	897
Commercially Sponsored Television Programs.....	1025

Kate Smith

EDITORIAL INDEX

Committee on Consumer Relations in Advertising, Inc.	936
Composers, Authors and Publishers Assn. of Canada, Ltd.	936

CONNECTICUT:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	355
Home Economic Directors of Stations.....	896Z
Stations, Facilities, Personnel.....	355
Connecticut State Network, Personnel...	285
Consulting Engineers	1085
Costa Rica, Stations of.....	974
Cowan, Louis G., Article by.....	79
Cramer, Leonard F., Article by.....	121
Cross, Christopher, Article by.....	81
Cuba, Stations of.....	974

D

DELAWARE:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	359
Stations, Facilities, Personnel.....	359
Denny, Charles R., Article by.....	33
Dickey, Clyde E., Article by.....	1079
Directors (Their Work During 1946).....	896W
Directors Guild, Radio.....	941

DISTRICT OF COLUMBIA.....

Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in District.....	360
Stations, Facilities, Personnel.....	360
Dramatists' Guild, The.....	936
Dominican Republic, Stations of.....	976

E

Ecuador, Stations of.....	977
Educational Outlets, Non Commercial...	123
Educational Television Outlets, Non Commercial	125
El Salvador, Stations of.....	978
Engineers, Chief	1089
Engineers, Consulting	1085
Engstrom, E. W., Article by.....	993

Federal Radio Education Committee (FREC)	937
Institute for Education by Radio.....	937
Equipment Firms, Personnel Addresses..	1101

F

Facsimile Broadcasting Today, by John V. L. Hogan.....	53
Facsimile Previewed (Photo).....	115

FEDERAL COMMUNICATIONS COMMISSION:

Article by Charles Denny.....	33
Construction Permits Granted for Commercial Television Stations.....	1032
FM Broadcast Stations in Operation...	1047
FM Applications Granted.....	1054
Growth of Stations.....	77
Members of Commission, Personnel...	230
Federal Communications Bar Assn.....	936
Federal Radio Education Committee.....	937
Federal Trade Commission	937
First Advertising Agency Group.....	937

FLORIDA:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	362
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	362
Folk Artists (Their Work During 1946)...	819

FREQUENCY MODULATION:

Authorized CP's for FM Stations.....	1054
FM Association, Personnel, Committees	1044
FM Broadcast Stations in Operation..	1047
FM—Future Standard System, by Roy Hofheinz	1043
FM News Highlights of 1946.....	1063
The FCC's Favorable FM Policy, by Manning Clagett	1045
This Is the Year of FM, by Ira A. Hirschmann	1046

G

Gamble, Frederic G., Article by.....	58
Geddes, Bond, Article by.....	69

GEORGIA:

Chief Engineers of Stations.....	1089
----------------------------------	------



There's a lot of truth to the statement that a radio station is no better than the people who man it and the policies that guide it. And WINS is no exception! With this in mind initial steps toward improvement have been made. Currently WINS personnel has been increased 21% while payroll's up 60%, thus providing a more adequate size and quality of staff. Programming too has progressed. Approximately 48% of it represents new and improved shows. Also, a 50kw transmitter is being installed. All efforts continue to improve WINS . . . to make it a better entertainment and information vehicle for listeners and an honest, resultful medium for advertisers.

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EDITORIAL INDEX

Estimated Population, Radio Homes, Stations in State.....	373
Home Economic Directors of Stations.	896Z
Stations, Facilities, Personnel.....	373
Goldmark, Peter C., Article by.....	997
Green, Nat. Articles by.....	65, 1001
Gross Billings by Agencies, 1946.....	131
Guatemala, Stations of.....	978
Guilds	929
Growth of Stations.....	77

H

Haiti, Stations of.....	978
Hawaii Stations, Facilities, Personnel....	671
Heinecke, Paul. Article by.....	775
Hirschmann, Ira A. Article by.....	1045
Hillbillies (Their Work During 1946).....	819
Hofheinz, Roy, Article by.....	1043
Hogan, John C. L., Article by.....	53
Home Economics Directors.....	896Z
Honduras, Stations of.....	973

I

IDAHO:

Chief Engineers of Stations.....	1039
Estimated Population, Radio Homes, Stations in State.....	384
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	384

ILLINOIS:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	383
Home Economic Directors of Stations.	896Z
Stations, Facilities, Personnel.....	389

INDIANA:

Estimated Population, Radio Homes, Stations in State.....	401
Chief Engineers of Stations.....	1083
Home Economic Directors of Stations.	896Z
Stations, Facilities, Personnel.....	401
Institute for Education by Radio.....	937
Institute of Radio Engineers.....	937
Intercollegiate Broadcasting System....	938
Interdepartment Radio Advisory Commit- tee (IRAC)	938

International Broadcast Stations of the United States	947
International Brotherhood of Electrical Workers	938
International News Service	167
Introductions by Alicoate, Jack.....	3, 987

IOWA:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	408
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	408

K

Kaltenborn, H. V., Article by.....	97
------------------------------------	----

KANSAS:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	415
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	415

KENTUCKY:

Chief Engineers of Stations.....	1029
Estimated Population, Radio Homes, Stations in State.....	421
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	421
Kitchell, Alma, Article by.....	47
Kobak, Edgar, Article by.....	271
Keystone Broadcasting System, Personnel	284

L

La Cadena de las Americas (Pan Ameri- can Network) of CBS, Stations, Per- sonnel	932
Lamb, The	938
Latin-American Networks, CBS	952
Latin-American Networks, NBC	956
Lomax, Stan, Article by.....	61
Los Angeles, Important Telephone Num- bers	103, 105, 107

LOUISIANA:

Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z

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EDITORIAL INDEX

Estimated Population, Radio Homes, Stations in State.....	427
Stations, Facilities, Personnel.....	427

M

Magazines, Trade-Fan-Technical-General	243
--	-----

MAINE:

Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in State.....	432
Stations, Facilities, Personnel.....	432
Main Street-Reflections, by Sid Weiss...	73
Managers and Agents (New York, Chi- cago, Los Angeles).....	896DD
Market Research Council.....	938

MARYLAND:

Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in State.....	437
Stations, Facilities, Personnel.....	437

MASSACHUSETTS:

Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in State.....	441
Stations, Facilities, Personnel.....	441
McClure, Don, Article by.....	995
Mexico, Stations of.....	962

MICHIGAN:

Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in State.....	451
Stations, Facilities, Personnel.....	451
Miller, Justin, Article by.....	35

MINNESOTA:

Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in State.....	463
Stations, Facilities, Personnel.....	463

MISSISSIPPI:

Chief Engineers of Stations.....	1089
----------------------------------	------

Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in State.....	468
Stations, Facilities, Personnel.....	468

MISSOURI:

Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in State.....	473
Stations, Facilities, Personnel.....	473

MONTANA:

Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z
Estimated Population, Radio Homes, Stations in State.....	480
Stations, Facilities, Personnel.....	480
Murray, Bill, Article by.....	109

MUSIC:

Ascap	764
AMP	768
BMI	770
SESAC	775
Musical Conductors (Their Work During 1946)	837

MUTUAL BROADCASTING SYSTEM:

Article by Edgar Kobak.....	271
Commercial Programs in 1946.....	897
Gross Billings by Agencies in 1946...	131
Network Map	272, 273
Personnel	274
Sponsor Expenditures, 1946.....	133
Music Publishers' Protective Association, Inc.	939

N

NATIONAL ASSOCIATION OF BROADCASTERS:

NAB Standards of Practice.....	239
NAB Officers, Personnel, Committees..	234
Statement by Justin Miller.....	35

NATIONAL BROADCASTING CO.:

Commercial Programs in 1946.....	897
Network Map	278, 279
Latin-American Network	956

The Andrews Sisters



MANAGEMENT
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EDITORIAL INDEX

Personnel	283	Home Economic Directors of Stations..	896Z
Stations Owned and Operated by.....	283	Stations, Facilities, Personnel.....	487
Trammel, Niles, Article by.....	277		
National Association of Educational Broadcasters	939	NEW JERSEY:	
National Better Business Bureau, Inc....	933	Chief Engineers of Stations.....	1089
National Association of Radio News Directors	933	Estimated Population, Radio Homes, Stations in State.....	489
National Industrial Advertisers Association, Inc.	939	Home Economic Directors of Stations..	896Z
National Variety Artists, Inc.....	940	Stations, Facilities, Personnel.....	483
NEBRASKA:		NEW MEXICO:	
Chief Engineers of Stations.....	1089	Chief Engineers of Stations.....	1089
Home Economic Directors of Stations..	896Z	Estimated Population, Radio Homes, Stations in State.....	433
Estimated Population, Radio Homes, Stations in State.....	483	Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	483	Stations, Facilities, Personnel.....	493
NETWORKS:		News Commentators (Their Work During 1946)	861
Advertising Agency Gross Billings...	131	News Events of 1946, Ten Outstanding..	39
American Broadcasting Co.....	259	News Services	167
Canadian Broadcasting Corp.....	681	NEW YORK:	
Columbia Broadcasting System.....	265	Chief Engineers of Stations.....	1089
Expenditures by Agencies and Sponsors	131	Estimated Population, Radio Homes, Stations in State.....	497
Keystone Broadcasting System.....	284	Home Economic Directors of Stations..	896Z
Mutual Broadcasting System.....	271	Stations, Facilities, Personnel.....	497
National Broadcasting Co.	277	New York, Important Telephone Numbers	100
National Networks	257	Nicaragua, Stations of.....	979
Regional Networks	285	Non-Commercial Educational Outlets....	123
Sponsor Network Expenditures.....	131	Non-Commercial Educational Television Outlets	125
Nebraska Broadcasters Association....	940	NORTH CAROLINA:	
NEVADA:		Chief Engineers of Stations.....	1089
Chief Engineers of Stations.....	1089	Estimated Population, Radio Homes, Stations in State.....	529
Estimated Population, Radio Homes, Stations in State.....	483	Home Economic Directors of Stations..	896Z
Home Economic Directors of Stations..	896Z	Stations, Facilities, Personnel.....	529
Stations, Facilities, Personnel.....	486	North Carolina Association of Broadcasters	940
NEW BRUNSWICK:		Northern California Broadcasters Association	940
Chief Engineers of Stations.....	1089	NORTH DAKOTA:	
Home Economic Directors of Stations..	896Z	Chief Engineers of Stations.....	1089
Stations, Facilities, Personnel.....	888	Estimated Population, Radio Homes, Stations in State.....	543
NEW HAMPSHIRE:		Home Economic Directors of Stations..	896Z
Chief Engineers of Stations.....	1089	Stations, Facilities, Personnel.....	543
Estimated Population, Radio Homes, Stations in State.....	487		



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EDITORIAL INDEX

NOVA SCOTIA:

Chief Engineers	1089
Stations, Facilities, Personnel.....	690



OHIO:

Chief Engineers of Stations.....	1083
Estimated Population, Radio Homes, Stations in State.....	547
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	547
Ohio Association of Broadcasters.....	940

OKLAHOMA:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	563
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	563
Oklahoma Network	288
Older, Andrew H. Article By.....	63

ONTARIO:

Chief Engineers	1089
Stations, Facilities, Personnel.....	693
Orchestra Leaders (Their work during 1946)	837

OREGON:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	569
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	569
Organists (Their work during 1946)....	837
Organizations	929
Outlets, Educational Non-Commercial....	123
Owens, Jim Article by.....	1033



Pacific Advertising Association.....	940
Panama, Stations of.....	979
Paine, John G. Article by.....	764
Paraguay, Stations of.....	979

PENNSYLVANIA:

Chief Engineers of Stations.....	1089
----------------------------------	------

Estimated Population, Radio Homes, Stations in State.....	577
Home Economic Directors of Stations	896Z
Stations, Facilities, Personnel.....	577
Pennsylvania Broadcasters Association..	941
Performing Rights Societies.....	763
Peru, Stations of.....	980
Pincus, Herman, Article by.....	75
Poppele, J. R., Article by.....	51
Press Associations	167
Producing the Package Show, by Louis G. Cowan.....	79

PRODUCTION:

Agents and Managers, Talent.....	896DD
Ascap, Publisher Members.....	765
Announcers (Their work during 1946).	887
BMI, Publisher Members.....	771
Backstage (People in Radio Produc- tion during 1946).....	896S
Chief Engineers of Stations.....	1089
Folk Artists—Hillbillies	819
Home Economic Directors of Stations..	896Z
Managers, Agents, Talent.....	896DD
Musical Conductors (Their work during 1946)	837
News Commentators (Their work in 1946)	861
Orchestra Leaders (Their work during 1946)	837
Programs of 1946, Network Commercial	897
Program Producers	709
Radio Artists (Their work during 1946)	781
Radio Directors (Their work during 1946)	896W
SESAC, Publisher Members.....	776
Sports Commentators. (Their work dur- ing 1946)	871
Transcription Companies	745
Vocal Artists, (Their work during 1946)	849
Writers, Radio	878
Production Gains Momentum, by S. P. Taylor	1077
Professional Music Men, Inc.....	941
Programs, Commercially Sponsored....	897
Program Directors Guide.....	83
Publications (Trade-Fan-Technical-Gen- eral)	243

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EDITORIAL INDEX

PUERTO RICO:

Stations, Facilities, Personnel..... 675



Quaker Network 239

QUEBEC:

Chief Engineers 1089

Stations, Facilities, Personnel..... 700

R

Radio Artists, (Their work, 1946)..... 781

Radio Club of America, Inc..... 941

Radio Council—WBEZ (FM) 941

Radio Develops Songwriters, by Herman

Pincus 75

Radio Directors Guild 941

Radio Executives Club of New York... 942

Radio Groups 929

Radio Manufacturers Association 942

RMA Officers and Executive Personnel

Committees 1946-1947 1081

Radio Manufacturers Association of

Canada 942

Radio Programas de Mexico, S. A..... 960

Radio Script & Transcription Exchange,

U. S. 942

Radio Technical Planning Board..... 942

Radio Writers' Guild 943

Regional Networks 285

Report on the 20-Year Club, by H. V.

Kaltenborn 97

Representatives, Stations 145

RMA Widens Its Services, by Bond

Geddes 69

Research Organization 143

RHODE ISLAND:

Chief Engineers of Stations..... 1089

Estimated Population, Radio Homes,

Stations in State..... 601

Home Economic Directors of Stations.. 895Z

Stations, Facilities, Personnel..... 601

Rocky Mountain Radio Council, Inc..... 943

S

Sarnoff, David, Article by..... 45

SASKATCHEWAN:

Chief Engineers 1089

Stations, Facilities, Personnel..... 704

SESAC:

Article by Paul Heinecke..... 775

Personnel 943

Publisher Members 776

Sedgwick, Harry, Article by..... 55

Shapiro, M. H., Articles by..... 41, 129

Shepard, Riley, Article by..... 819

Society of Jewish Composers, Publishers

and Song Writers..... 943

Society of Motion Picture Engineers..... 943

Song Writers' Protective Association (SPA) 944

SOUTH CAROLINA:

Chief Engineers or Stations..... 1089

Estimated Population, Radio Homes,

Stations in State..... 603

Home Economic Directors of Stations.. 896Z

Stations, Facilities, Personnel..... 603

South Central Quality Network..... 289

SOUTH DAKOTA:

Chief Engineers of Stations..... 1089

Estimated Population, Radio Homes,

Stations in State..... 608

Home Economic Directors of Stations.. 895Z

Stations, Facilities, Personnel..... 608

Southern California Broadcasters' Asso-

ciation, Inc. 944

Sponsor Network Expenditures..... 131

Sports Broadcasters Association (New

York Chapter) 944

Sports Commentators (Their work, 1946) 871

STATIONS:

Alphabetically (U. S.-Territories) By

Call Letters with Index to Detailed

Information 294

CANADA:

Alphabetically by Call Letters with

Index to Detailed Information..... 681

Central and South America..... 966

Stations, Growth of..... 77

Stations of Mexico..... 962

Station Representatives 145

Sponsor Network Billings..... 131

Surinam (Dutch Guiana), Stations of.... 980

Kermit-Raymond Radio Productions

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Elsa Maxwell
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Richard Arlen
Nan Wynn
Phil Regan
Adele Astaire
Bea Wain
Jackie Gleason
Romo Vincent
Milton Berle
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Pat O'Brien
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Virginia Weidler
Phil Brito
John Loder
Dick Powell
Dinning Sisters
Wesson Brothers
Stuart Erwin
Frances Faye
Danny O'Neil
Stroud Twins
Francis Lederer
Bert Lahr
Roger Pryor
Zasu Pitts
Joey Adams

Jack Benny
Mary Livingston
Phil Harris
"Rochester"
Don Wilson
Martha Scott
Lee Sullivan
Zero Mostel
Kay Francis
Faye Emerson
Ralph Morgan
Helmut Dantine
Buddy Lester
Diana Barrymore
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Yvette
Dean Jagger
Anita Louise

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EDITORIAL INDEX

T

Talent Managers and Agents.....	896DD
Taylor, S. P., Article by.....	1077
Telephone Numbers, Important	
Chicago	102
Los Angeles	103-105-107
New York	100-101
Washington, D. C.....	107

TELEVISION:

American Television Society.....	933
Non-Commercial Educational Television	
Outlets	125
Television Broadcasters' Assn., Inc.....	944
Telephone Numbers, Important.....	100-107
Ten Outstanding News Events of 1946....	43
What's Wrong with Television, Article by Leonard F. Cramer.....	121

YEAR BOOK OF TELEVISION:

Alicoate, Jack, Introduction, By.....	987
All-Electronic Color Tele, by E. W. Engstrom	993
Awards for 1946, American Television Society, Television Broadcasters, Assn.	998
Bell System Coaxial Cables by L. G. Woodward	1006
Bell System Coaxial Cable Program (map)	1008-9
Bibliography	1038
Commercial Television Broadcasting Stations	1032
Commercial Tele Programming, by Don McClure	995
Commercial Television Programs—(1946)	1025
Commercial Television Stations, Per- sonnel, Facilities	1035
Construction Permits for Television Sta- tions	1032
Facts and Figures—Tele Tempo Today	991
Glossary	1010
Highlights of 1946, Television.....	1016
Hollywood Tele a Reality, by Ralph Wilk	1102
Licenses Granted for Commercial Tele- vision Stations	1032

Optimism Keynotes Chicago, by Nat Green	1001
Progress of CBS Color Tele, by Peter C. Goldmark	997
Tele Eyed from the Capital, by Mann- ing Clagett	999
Tele's First Major Year—1947, by J. R. Poppele	51
Tele is Here—Outlook Bright, by Frank Burke	989
Television News Highlights—1946....	1016
Television, Non-Commercial Education- al Outlets	
Ten Outstanding News Events of 1946	43
Television Talk, A Modern Glossary..	1010
The Tele Receiver Market, by Jim Owens	1003
Video in Britain 1946-47, by E. C. Thomson	1004
What's Wrong with Television, Article by Leonard F. Cramer.....	121

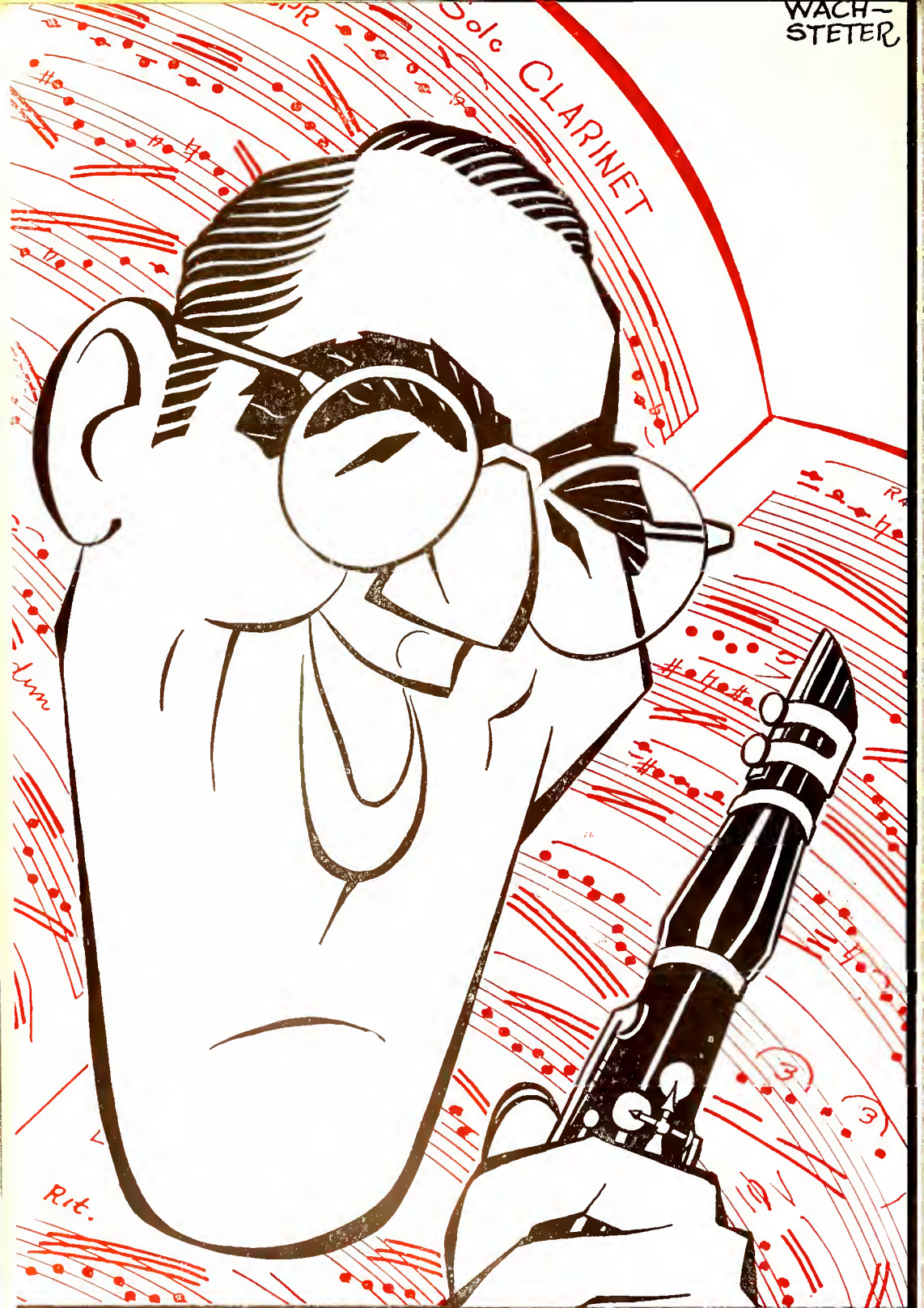
TENNESSEE:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	610
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel	610
Tennessee Valley Regional Network....	289
Ten Outstanding News Events.....	39
Ten Outstanding Television News Events	43
They Are Our Songs, by Riley Shepard	817
Tobacco Network	289
Thomson, E. C., Article by.....	1004
Tompkins, M. E., Article by.....	770
Transcription Companies	745
Territories and Possessions, Section....	669
Transcription Status, Article by Fred- eric W. Ziv.....	71

TEXAS:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	617
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	617
Texas Quality Network.....	289
Texas State Network.....	289
Trade Publications	243
Trammell, Niles, Article by.....	277

WACH-
STETER



PERSONAL MANAGEMENT: **MARK HANNA**, 654 MADISON AVE., N. Y

EDITORIAL INDEX

Transcription Companies	745
Transcription Network (Keystone).....	284
Transradio Press Service.....	165
Tri-City Stations of Virginia.....	299
Twenty-Year Club	944
Twenty-Year Club, Article by H. V. Kaltenborn	97

U

Unions	923
United Press Association.....	167
United States Department of Agriculture (Radio Service)	944
U. S. Dept. of Interior (Radio Section)....	945
United Nations, Article by Christopher Cross	81
Urban, Gretl, Article by.....	763
Uruguay, Stations of.....	581

UTAH:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	637
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	637

V

Venezuela, Stations of.....	582
-----------------------------	-----

VERMONT:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	640
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	640

VIRGINIA:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	641
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	641
Vocal Artists, Their Work.....	849

W

WASHINGTON:

Chief Engineers of Stations.....	1089
----------------------------------	------

Estimated Population, Radio Homes, Stations in State.....	648
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	648
Washington State Association of Broad- casters	945
Washington, (District of Columbia) Impor- tant Radio and Telephone Numbers	107
Weiss, Sid, Article by.....	73
Western Association of Broadcasters....	945

WEST VIRGINIA:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	655
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	655
What's Wrong with Television? By Leonard F. Cramer.....	121
Wilk, Ralph, Articles by.....	67, 1102

WISCONSIN:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	660
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	660
Wisconsin Networks, Inc.....	290
Wolverine Network	290
Woman's National Radio Committee....	945
Writers' Board	945
Woodward, L. G. Article by.....	1006

WYOMING:

Chief Engineers of Stations.....	1089
Estimated Population, Radio Homes, Stations in State.....	666
Home Economic Directors of Stations..	896Z
Stations, Facilities, Personnel.....	666

Y

Yankee Network, Personnel.....	290
Year Book of Television.....	985

Z

Ziv, Frederick W., Article by.....	71
------------------------------------	----



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ADVERTISING INDEX

1947

1947

— A —

Abbott, Bud	48
Aces, Easy	801
Advance Tele. Pct., Inc.	996
Advertiser, The	248
Advertising Age	246
Air Features, Inc.	720
All-Canada Radio	687
Allen, Fred	784
Allen, George W.	736
Allen, Rosalie	825
Allentown Record Co., Inc.	750
Allied Record Mfg. Co., Inc.	1078
Allman, Elvia	805
American B'Cast. Co.	104, 256
American Inst. of Music	762
Anderson, Eddie	814
Andre, Pierre	896B
Andrews, Cameron	810
Andrew Sisters	16
Anson, Bill	182
Arlo	845
ASCAP	761
Associated Press	4
Associated Prog. Ser.	708
Aull, Emily	677
Avery-Knodel, Inc.	148
Ayer, N. W., Son, Inc.	126
Azul, Cadena, R. H. C.	950

— B —

Backus, Jim	806
Bailey, Jack	896
Baker, Phil	786
Balsley, Clyde	178
Bargy, Roy	841
Barton, Eileen	850
Beasley, Irene	792
Beck, Jackson	794
Becker, V. S.	186
Begley, Ed	811
Belli, Lido	170
Benny, Jack	36
Benrus	122
Bergen, Edgar	44
Berle, Milton	40
Bingman, Frank	896G
Bixby, Carl	878
Blanc, Mel	86
Bloch, Ray	844
Block, Martin	6
Blue Flames, The	852
Boles, Jim	793
Borge, Victor	784
Braun, Ruth & Gilbert	880
Breneman, Tom	78

Brito, Phil	847
Britt, Elton	826
Broadcast Music, Inc.	98, 99
Broadcasters Network Studios	896D
Brown, Dick	850
Bryan, Arthur Q.	807
Burns and Allen	789
Burns, Bob	788
Byron Productions, Inc.	735

— C —

CFRB	692
CHSJ	689
CKAC	701
CKLW	454
Campbell, Cecil	827
Canadian Broadcaster	255
Canadian B'Cast. Corp.	678
Canova, Judy	786
Cantor, Eddie	38
"Can You Top This?"	788
Carle, Frankie	836
Carolina Playboys, The	821
Carson, Jack	790
Chambers & Garrison	1099
Charles, Milton	879
Chittison, Herman	845
Clark, Lon	804
Clarke, Phil	810
Close, Upton	862
Coe, Robert, Assoc.	136
Collins Radio Co.	

Facing Inside Back Cover

Collyer, Bud	896B
CBS	111, 112, 113, 114
Columbia Transcriptions	744
Combs, George Hamilton, Jr.	863
Commercial Radio Productions, Inc.	731
Como, Perry	26
Costello, Lou	48
Cotsworth, Staats	806
Cott, Ted	804
Courtney, Alan	804
Cowan, Louis G., Inc.	74, 714
Cresta Blanca Wines, Inc.	124
Cullen, Bill	809

— D —

Davis, Joan	46
Dean, Eddie	824
De Angelo, Carlo	735
Delmar, Kenny	806
Denney, Dave	819
Denver Darling	832

Devine, Jerry	712
Doif, Red	852
Donald, Peter	806
Don Lee Network	132, 133
Douglas, Don	805
Doyle, Jim	896F
DuBov, Paul	812
Dudley, Bernard	887
DuMont, Allen B., Lab.	986
Dunham, Dick	896H
Durante, Jimmy	54

— E —

Edwards, Joan	848
Edwards, Ralph	60
Eiler, Barbara	802
Ellington, Duke	838
Elliot, Win	892
Ellis, Steve	874
Emery, Bob	1005
Empire B'Cast. Corp.	754
Evans, Dale	851
Evans, George B.	813

— F —

Faith, Percy	840
Falkenburg, Jinx	795
Farnsworth Tele. & Radio Corp.	988
Faye, Alice	128
Featured Radio Programs, Inc.	30
Federal Tele. & Radio Corp.	Inside Back Cover
Felton, Verna	808
Fenwick, Ellen	804
Fischer, Carl, Inc.	755
Fitzgerald, Ed & Pegeen	80
Flannery, Harry W.	861
Foley, Red	820
Forjoe & Company	155
Framer, Walt	881
Fremantle Overseas Radio Ltd.	946

— G —

Gailmor, William S.	865
Gale, Inc.	172
Gallop, Frank	891
Gardner, Ed	50
Gardner, Paul	880
Garred, Bob	896E
Gart, John	82
Gary, Arthur	895
General Artists Corp.	727
General Electric	992
Gilmore, Art	896G
Girard, Leftwich, Heyward	737

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ADVERTISING INDEX

Glickman, Marty 872
 Gobel, Dolph 842
 Godfrey, Arthur 792
 Goodman, Al
 Facing Page one
 Goodman, Benny 24
 Goodson and Todman..... 802
 Grauer, Ben 891
 Green, Eddie 813
 Gregory, Bobby 831
 Guedel, John, Radio Prod. 729

H
 Hamilton, Gene 893
 Harrice, Cy 889
 Harrington, Bill 850
 Harris, Phil 128
 Heatter, Gabriel 863
 Henley, Arthur 737
 Herlihy, Ed 18
 Herman, Woody 84
 Hersholt, Jean 70
 Hoff, Carl 844
 Hollywood Chatterbox
 Enterprises 738
 Hope, Bob 42
 Hughes, Gordon T. 736
 Husing, Ted 791

I
 International Record. Co.,
 Inc. 756

J
 James, Hugh 896C
 Jansky & Bailey 1092
 Johnson, Cliff 896D
 Johnson, Ginger 89
 Jostyn, Jay 802
 Joy, Dick 896F

K
 KABC 632
 KCKN 417
 KCMO 474
 KDYL 639
 KENI 668
 KFAR 668
 KFEL 350
 KFJZ 624
 KFMB 342
 KFQD 670
 KFVD 335
 KFWB 332
 KGFI 333
 KGW 568
 KHOZ 324
 KINY 670
 KMBC 472
 KMLB 428
 KOY 388
 KPMO 339
 KQV 591
 KRLD 622
 KROW 338
 KSD 264

KSJB 542
 KSTP 462
 KSUM 388
 KTKN 670
 KTUC 388
 KaDell, Carlton 894
 Karl Zomar Library 732
 Kasper-Gordon, Inc. 716
 Kaufman, Irving 808
 Kay, Beatrice 62
 Kearns, Joseph 810
 Keel, John J. 1084
 Keik, Jackie 808
 Kent, Alan 88
 Kenton, Stan 94
 Kermit-Raymond Corp. . . 22
 Keystone B'Cast. . Bet. 284-285
 Kirby, Fred 823
 Knight, Raymond, Prod. . 726
 Kyser, Kay 52

L
 Lawrence, Mort 809
 Lee, Bert 872
 Levin, Sylvan 90
 Lewis, Monica 850
 Lewis, Robert Q. 800
 Lombardo, Guy 34
 Lorde, Athena 793
 Lyons, A. & S., Inc. 140
 Lytell, Jimmy 840

M
 MacGregor, C. P. 743
 Mack, Gilbert 808
 Mack, Ted, Co. 739
 MacQuarrie, Haven 728
 Makelim Associates 175
 Malone, Ted 810
 Manson, Charlotte 802
 Marks, Edw. B., Music
 Corp. 769
 Marks, Garnett 885
 Martin, Don 811
 Maxwell, Marilyn 848
 McBride, Mary Margaret. 803
 McClatchy B'Cast. Co. . . 328
 McConnell, Ed 799
 McCrary, Tex 795
 McGeehan, Pat 812
 McGill, Jerry 879
 McGillvra, Jos., Hershey,
 Inc. 146
 McIntosh, Frank H. 1085
 McKeon, Jeannie 849
 McNary & Wrathall. 1094
 McNeill, Don 72
 Merrill, Robert 172
 Metronome 250
 Michael, Roy 890
 Michelson, Charles, Inc. . 753
 Miller, Allan 724
 Miller, Irving 846
 Miller, Jack 844

Mitchel, Les, Prod., Inc. . 734
 Mogle, Bill 881
 Moore, Gary 58
 Morgan, Raymond R., Co. 174
 Morris, William, Agency. 134
 Morton Radio Productions,
 Inc. 722
 Murray, Lyn 842
 Musical Courier 252
 Music Corp. of America . . 138
 Mutual B'Cast. System,
 Inc. 106
 Muzak Trans. Div. 746

N
 NBC 116, 117, 118, 119
 NBC Spot Sales. 2
 National Radio Features. 730
 NCAC 142
 Neblett Radio Productions 722
 Nolan, Bob 829
 Novak, Frank 76

O
 Oboler, Arch 878
 O'Connor, Rod 896E
 Olsen, Johnny 796

P
 Pan American B'Cast. Co. 150
 Parker, Lew 794
 Paul, Charles 840
 Pearson, Fort 896
 Perrott, Ruth 797
 Perry, Bill 852
 Philco 990
 Piano Playhouse 734
 Pratt, Ben 176
 Press Wireless, Inc. 20
 Presto Recording Corp. . . 1076
 Price, Eugenia, Prod. 733, 757
 Pringle, Nelson 864
 Prof. Quiz 803
 Progressive Radio Advt.
 Co. 170
 Putnam, George Carson. . 120

Q
 Quiz Kids 74

R
 RCA Back Cover
 Rackin & Pittinger. 814
 Radio Consultants, Inc. . 1098
 Radio Craft 254
 Radio Productions, Inc. . 739
 Radio Programas De
 Mexico 948
 Randolph, Amanda 812
 Ray, Garo W. 1088
 Reeves Sound Studios,
 Inc. 755
 Rhay, Kingston 843
 Richman Productions . . 710
 Rickey, Al 839
 Riggs, Glenn 893
 Ring and Clark. 1090



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ADVERTISING INDEX

Ringling Bros. and B. & B.	32
RKO Television Corp.	984
Robbins, Fred	895
Rockhill Radio, Inc.	718
Rogers, Jesse	831
Rogers, Roy	818
Ross, David	896A
Ryan, Irene	796

— S —

6000 Sunset	756
Santa Fe Rangers	830
Saphier, James L.	130
Scharf, Walter	844
Schon, Kenneth	852
SESAC	14
Shaffer, Lloyd	842
Shepard, Riley	822
Sherman & Marquette	168
Shore, Dinah	56
Simms, Ginny	96
Singleton, Penn	108
Skelton, Red	790
Smith, Kate	10
Smith, Paul J.	843
Sons of the Pioneers	829
Souvaine, Henry, Inc.	725
Spivak, Charlie	838
Standard Rate & Data Service	242
Stark, Charles, Inc.	730, 994
Stark, Richard	892
Steel, Johannes	864
Steele, Ted	184
Stein, Harold	798
Sterling, Len	894
Stewart, Jay	896A
Stone, Clifford	828
Stone, Ezra	782
Styles, Hal	780
Sylvern, Hank	839

— T —

Taylor, Glenhall	738
Teleways Radio Productions, Inc.	180
Tel-Pic Synd., Inc.	28
Tel'ey, Walter	812
Texas State Network	616
Thomas, Ann	794
Thomas Family, The	830
Tide	244
Timely News Photos, Inc.	188
Trans-Lux News-Sign Corp.	Facing Pages 1120
Trendle-Campbell B'Cast Corp.	286, 728
Tuttle, Lurene	801

— U —

United Press	166
Universal Radio Sales	152
U. S. Recording Company	752

— V —

Video Television	1040
------------------	------

Von Baumann Studios	732
Von Zell, Harry	888
Voorhees, Don	840
Vox Pop	92

— W —

WADC	546
WAGE	523
WAKR	545
WAPA	676
WATL	372
WAZL	581
WBAL	436
WBAP	626
WBAX	596
WBGE	371
WBIG	534
WBNX	504
WBNY	500
WBT	530
WBYN	498
WCAU	576
WCOU	433
WDEL	359
WDSU	426
WEER	500
WEST	578
WEVD	507
WFAS	528
WFBL	522
WFCL	600
WFIL	586
WFMJ	560
WFMO	1042
WGAL	593
WGBR	533
WGN	387
WGST	375
WGY	521
WHAM	518
WHAS	420
WHB	8
WHBF	398
WHDH	445
WHIO	553
WHN	506
WHOM	508
WHWL	597
WIAC	674
WIBC	403
WIBW	414
WIBX	526
WINS	12
WIOD	366
WIP	588
WIRE	404
WISN	664
WITH	435
WJAX	364
WJBK	453
WJEF	458
WJJD	393
WJW	550

WKBN	562
WKBO	580
WKZO	458
WLAW	447
WLIB	510
WLS	388
WLW	276
WMCA	512
WMFJ	362
WMRN	554
WMT	258
WNEL	673
WNEW	514
WOR	496
WORK	599
WORL	440
WOV	516
WPAT	490
WPEN	590
WPRO	602
WPTF	538
WQXR	292
WRAK	598
WRAW	593
WRBL	372
WRNL	645
WRNY	520
WROK	399
WRR	624
WSB	374
WSRS	551
WSTC	357
WSTV	556
WTBO	438
WTIC	354
WTOL	558
WTON	647
WWDC	361
WWJ	450
WWRL	528
Ward, Jack	842
Waring, Fred	64
Weldon & Carr	1096
Western Electric	1074
Williams, Alun	896C
Wilson, Stu	896H
Wilson, Ward	872
W'smer, Harry	870
Wolf, Assoc., Inc.	726
Wonderful Smith	798

— Y —

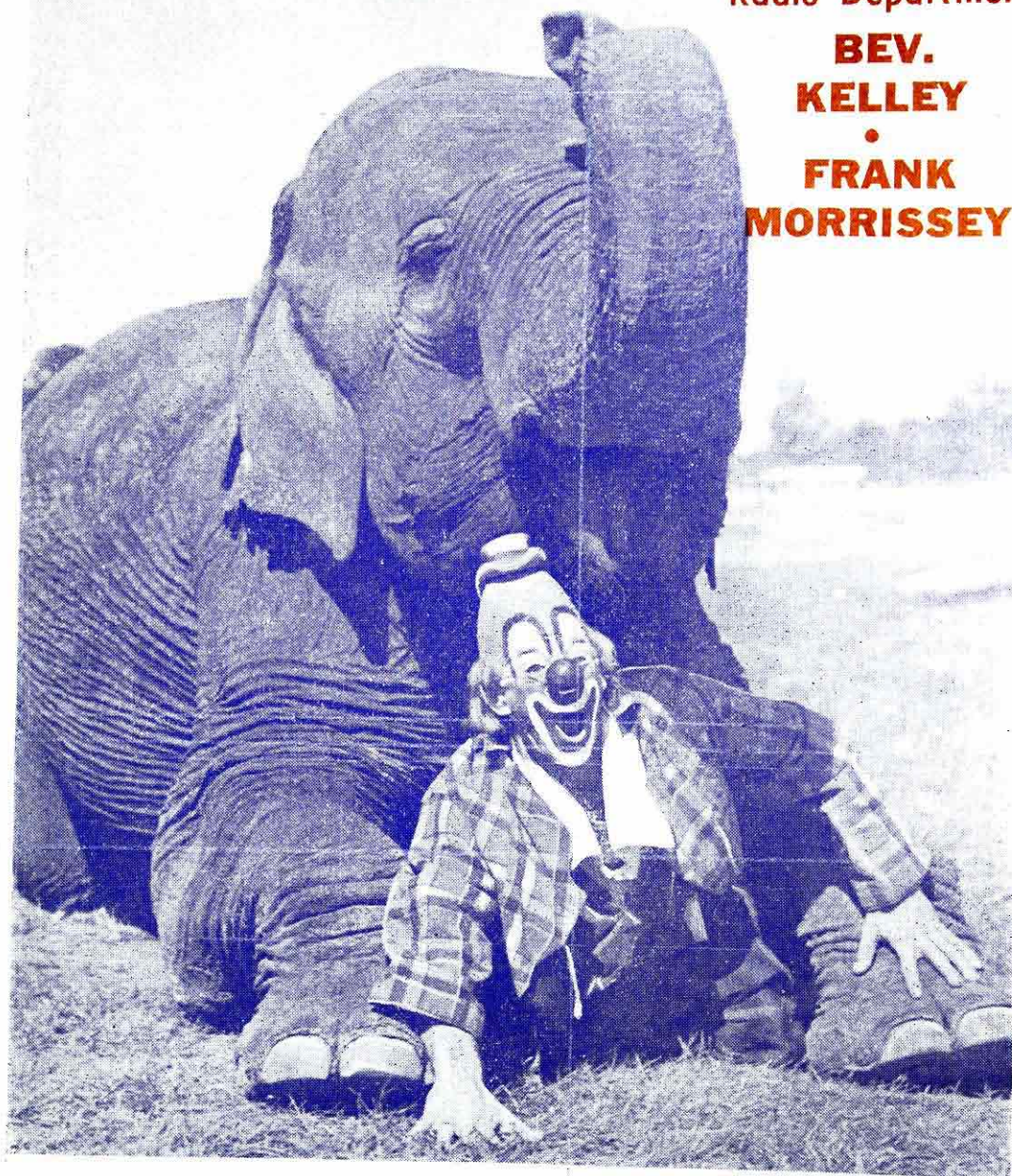
Yankee Network, Inc.	422, 443
Young, Adam, J., Jr.	144
Young, Alan	68
Young, Victor	841
Youngman, Henny	66
Yvette	851

— Z —

Zerbe, Lawson	807
Ziv, Frederic W., Co.	706, Inside Front Covers

Greetings from **RINGLING BROS.**
and BARNUM & BAILEY
CIRCUS . . .

Radio Department
BEV.
KELLEY
•
FRANK
MORRISSEY



THE GREATEST SHOW ON EARTH

RADIO'S YEAR OF EXPANSION

SETS THE 1947 PATTERN OF INCREASED MOMENTUM

By CHARLES R. DENNY

Chairman

Federal Communications Commission



WITH wartime fetters removed, radio in 1946 chalked up a year of unprecedented activity and expansion in its many phases, and 1947 gives every promise of appropriate follow-up acceleration.

The development in aural and visual broadcasting, as well as in other radio services, will provide the nation with the most extensive array of program and communications facilities in history. Established radio facilities, busy with the improvement and expansion of their outlets, were joined by hundreds of newcomers during the past twelve months.

Frequency modulation and television, newest members of the broadcast family, made significant strides as grants were issued and as station construction and set production were stepped up.

The Commission's report, "Public Service Responsibility of Broadcast Licensees," unanimously adopted last March, inaugurated a policy of a more detailed review of broadcast station performance in passing upon applications.

During 1946, the Commission began hearings incident to determining what changes, if any, should be made in the present method of allocating "clear channels" in the standard broadcast band.

The post-war impetus given to FM indicates that this new type of broadcasting will make great progress within the next few years.

Following public hearings, the Commission withheld, until June 30, 1947, the assignment of one out of every five Class B FM-channels tentatively allocated for various areas. The purpose of this reservation is to safeguard equitable distribution of FM frequencies, offer opportunities to newcomers and, at the same time, prevent monopolistic tendencies.

Television moved out of the blueprint stage and into the construction phase. A hearing was scheduled in December, 1946, to obtain information on the status and possibility of adding color to commercial television operation.

The Commission, fully conscious of its responsibility to encourage the orderly expansion of the complex radio art, looks forward to 1947 as a year in which more complete and adequate services will be available.

Broadcasting will continue to be unsurpassed in its ability to serve the American people through the dissemination of information, education, culture and entertainment. Broadcasters will continue to have a great responsibility to see that the technical resources at their disposal are matched by an awareness of the public interest, imagination and courage on the programming side.

For Complete FCC Personnel Please Turn To Page 229



GUY LOMBARDO

1947-THE YEAR OF DECISION

FOR THE INDUSTRY'S PRACTICES-PROBLEMS

By **JUSTIN MILLER**

President

National Association of Broadcasters



THE NAB looks forward to 1947 as the year of decision in many of the radio industry's practices and problems.

New legislation, a new NAB Standards of Practice and new standards of program performance, spear-headed by the establishment of the NAB's new Program Department, are the top items of a full agenda.

In the field of legislation, I have recommended (1) that renewals of licenses should be automatic except when the Commission protests that the licensee has not been performing in the public interest; (2) that revocation and renewal upon protest of the Commission should be triable in a Federal District Court with a fair hearing and the usual guarantees of a fair hearing in a Court instead of in an administrative hearing which proceeds without those guarantees and without an opportunity for appeal except on the grounds of law.

I would make the FCC a party complainant in such cases; (3) that to the extent the discretion of the licensee is withheld from him, as in political broadcasts, his liability for libel and other penalties should be removed; (4) that the scope of Judicial review of the Commission's decisions be enlarged, whether there is an aggrieved person or not, to cover the interpretations of its (the Commission's) power in cases in which decisions themselves are not adverse to anyone but in which opinions are written having the effect of regulations.

I would, also, enlarge the scope of Judicial review to permit an appeal by any citizen where freedom of speech is abridge; (5) that the scope of the free speech limitation be made explicit. If it isn't sufficiently plain in the Act as it stands, then Congress should write it in terms which no one can misunderstand. There should be an express repudiation of the "scarcity doctrine" as a limitation upon freedom of speech; and (6) that, in order to avoid any indirect attack upon freedom of speech, Congress provide expressly that the Federal Communications Commission shall have no supervision over program content or the business structure of radio stations.

With respect to the new Standards of Practice, the full membership of the NAB, at its last meeting in Chicago, cleared the way for quick and effective action by ratifying a by-law giving to the Board of Directors of NAB the power to formulate Standards of Practice and provide means for their observance. NAB's new Standards of Practice Committee has been appointed and will hold its first meeting in February or March and, working directly with the NAB Board and with headquarters staff, it will immediately begin to formulate policies which will guide the broadcaster and protect the listener. The new Program Department will seek, also, to establish even higher standards of program performance and program practices and to encourage experimentation in the limitless field of new program ideas and techniques.

For Complete NAB Section and Personnel Please Turn to Page 234

LUCKY STRIKE

Presents

Every Sunday Over NBC — 7 P. M.—E.S.T.

JACK BENNY

His Cast

MARY LIVINGSTONE
ROCHESTER
PHIL HARRIS
DENNIS DAY
DON WILSON

Written by

SAM PERRIN
MILTON JOSEFSBERG
GEORGE BALZER
JOHN TACKABERRY

1947 POTENTIALITIES GREAT

By **FRANK BURKE**, Editor, *RADIO DAILY*

RADIO can't miss in 1947 if the industry makes use of its great potentialities. Station expansion in the AM, FM and



Frank Burke

television fields, an unprecedented market for receivers and the many new sponsors in prospect for commercial radio are just a few of the signs that forecast prosperity during the new year.

In the AM—standard station field—there are 1,064 stations of record today with the Federal Communications Commission

and a total of 890 applications for new and changed stations awaiting processing. In addition, the Commission reveals, that there were 532 AM grants during the calendar year and that most of these stations are still in the process of construction. Last year at this time there were 1,027 AM stations on the air.

The FM station prospects for 1947 are bright. FCC Chairman Charles Denny predicted recently that more than 700 FM stations will be on the air before the end of the year. On Jan. 1, 136 FM stations were of record at the Commission and 500 applications were awaiting processing.

Television stations are expected to increase in number during this year. On January 1 there were nine video stations operating, 46 grants and 19 applications pending. A spokesman for the FCC predicted that construction would get under way on 100 tele stations during the new year. Among those in prospect are stations in Buffalo, Detroit, Chicago, St. Louis, St. Paul, Los Angeles, Baltimore, Boston and Philadelphia.

Other trends in the expanding electronic industry has been stepped up, production schedules in the radio, television and facsimile receiver fields. While production in radio and television receivers during 1946 were limited largely to table models the year coming will see expanding stocks of all-purpose console receivers and combinations of radio-phonographs.

Organizational Expansion

Industry organizations took on added importance as the year 1947 got under way. The National Association of Broadcasters, which in 1940 had a membership of 536 at the San Francisco convention, announced during their January board meeting on the coast that membership now totals 1,169. Another important organizational trend was the formation of the Frequency Modulation Association in Washington with a charter membership of 250 FM broadcasters interested in the development and exploitation of the FM field. The Radio Manufacturers Association is also playing a vital role in the industry expansion with stepped-up plans for manufacturing, merchandising and promotion. In New York, the Institute of Radio Engineers announced approximately 7,000 in attendance, and unprecedented buying of new equipment at their March meeting and exposition.

Webs and Stations Active

Networks and stations throughout the country have buckled down to creative selling in a market which bids fair to become highly competitive as the year progresses. One trend noted in commercial programming with the advent of the new year is the growing emphasis put on co-operative programming with the major networks as well as independents going after the business. Notable among the new co-op shows is "America's Town Meeting of the Air," on ABC; Fulton Lewis on Mutual; Red Barber's sports show on CBS and NBC's "World News Roundup." Platter spinners continued to garner local business on stations throughout the nation and the husband-and-wife gossip shows were thriving in cities such as New York, Chicago and Los Angeles.

On the labor-management front the most important developments was the AFRA-Webs negotiations for new artists' contracts, the Government's appeal of the Federal court decision favoring James C. Petrillo and AFM who were prosecuted under the Lea Act, and the settlement of strikes which involved IBEW groups in several cities.

Growing emphasis on the importance of public relations was also a development as 1947 got under way. The NAB board meeting in San Francisco, gave President Justin Miller broad powers.

*THANKS A MILLION . . . for helping us raise over
five million Christmas Gifts for disabled War Veterans.*



EDDIE CANTOR

"I LOVE TO SPEND EACH THURSDAY WITH YOU"

10:30 P.M., E.S.T. — N B C

FOR PABST BLUE RIBBON BEER

TEN OUTSTANDING RADIO NEWS EVENTS OF 1946

1. Operations Crossroads—Bikini atom bomb test by the Navy.
2. Paris Peace Conference—Secretary Byrnes-Molotov tiff.
3. UN General Assembly and Council Meetings, New York and London.
4. Wallace resigns from Cabinet—GOP victory at the polls.
5. Food, and the fight on inflation, ups and downs of the finally-defeated OPA.
6. Strikes, railroad and coal, automobile and maritime, with Government defied by John L. Lewis.
7. New war threat as Yugoslavia shoots down American planes.
8. Nuremberg war crime trials and subsequent executions.
9. Transatlantic and domestic air disasters, notably Empire State and Wall Street building crashes—Army-Navy long distance air flights.
10. Country's worst hotel fire which gutted the Winecoff Hotel, Atlanta.

Outstanding Broadcasts

Executions of Nazi war criminals—Suicide of Goering, pooled broadcast by Arthur Gaeth.

ABC's four-part broadcast of John Hersey's "Hiroshima."

Network pickups of Bikini atomic bomb explosions.

MBS' broadcast of Ickes' final press conference as Secretary of the Interior.

National Air Races from Cleveland (CBS).

Radar to the moon experiment from Belmar, N. J. (WOR).

Special Xmas Programs on 700 Stations for hospitalized veterans, sponsored by RADIO DAILY in collaboration with the Veterans Bureau.



MILTON BERLE

NEW YORK OFFICE—1650 BROADWAY

FREE RADIO AND FREE SPEECH

By M. H. SHAPIRO, *Managing Editor, RADIO DAILY*

TAKING into consideration some specific programs one heard during the past year, it begins to seem as though the

broadcasting industry is developing an Achilles heel, self-made, purely through a desire to lean backward in seeing to it that free speech remains unimpaired. Particularly pampered in this respect were those who attacked radio, its programs, and style of living, as it were.



M. H. Shapiro

Chronologically speaking, three books apparently started something. There emerged the FCC's "Blue Book"; Siepmann's "Radio's Second Chance," and Wakeman's "The Hucksters." Concurrently the press agents got busy, even organizations like the American Civil Liberties Union (and their press agent). Radio was suddenly flooded with discussions, and the regular commercial and sustaining forums brought forth authors (or vice versa), pro and con sitters-in, and the industry mostly began to take it on the chin. To the average listener, it appeared that radio from then on accepted the negative while the attackers placed themselves in the light of being on the affirmative side.

Radio's only recompense appeared to be the faint cry in the midst of these programs in question: "See, if this weren't a free country and radio wasn't free, you couldn't be on here razzing the dickens out of us. Isn't it better this way?" Which is the obvious and must be known to a great many American people by now.

What radio did during the war, and even before that, in preparing the nation for it; what it is doing now in the way of contributing millions of dollars worth of free time and energy on the part of its executives and staff; its help to the government in the reconversion task and various other contributions to governmental needs apparently is taken for

granted. There are numerous other laudable phases of radio as millions of listeners will attest.

Yet, during course of the forums et al. none of the good radio programs came up for discussion.

Next phase was the disposition of network heads to issue words of warning regarding too highly commercialized radio. At least one network series sought to analyze the situation with a view toward learned people having their say and presenting the picture from an impartial standpoint. And one might ask, who listened? Not so many of the people who squawked about radio's shortcomings. It is indicated that the so-called squawkers were listening to the commercial program on another network—at least the vast majority of the listeners preferred the commercial show to one intended to be constructive for their benefit.

So much for the good intentions of the broadcaster. He did what he thought was the right thing; John Q. Public did what he thought right—he preferred the commercial show, or which he at least considered the more entertaining. Thus John Q. contradicts himself and repudiates his champions for better and less commercial radio.

Could it be that radio suffers on many an occasion from an inferiority complex? One that stems from the fact that there is an FCC—a Government agency which licenses it. John Q. is sure he has a stake in the industry, overlooking private investment at the same time. His stake, in so far as governmental expenditure is concerned, is no greater than that invested by way of second-class post office privileges accorded newspapers and periodicals. No one would want to revoke this subsidy because fewer people could then afford newspapers and periodicals received by mail. Illiteracy would mount, something not desirable in a democracy.

Radio must and can free itself from such a complex, if that is the term. It can educate listeners to the fact that selectivity is up to themselves. Eventually his choosing will determine the future course of radio, commercial or otherwise.

For Complete Listing Of Commercial Programs On Major Networks See Page 897

HOPE



1938-1947

**PEPSODENT PROGRAM
PARAMOUNT PICTURES**

THE OUTSTANDING TELEVISION EVENTS OF 1946

Television broadcast of Louis-Conn heavyweight championship bout at Yankee Stadium. Event was aired via coaxial cable in five major Eastern cities.



Opening of the first television network on Feb. 12 and telecast of Lincoln's Birthday ceremonies from Washington to New York.



Du Mont-Wanamaker studios,—world's largest—opened on April 15 with a web broadcast between New York and Washington.



Television plays a vital role in the atom bomb tests at Bikini.



CBS demonstrates its mechanical system of color television.



Television Broadcasters Association Convention in New York points to official beginning of the industrial on a major scale.



Charles R. Denny, FCC chairman, predicts 100 video stations will be on the air by the end of 1947.



First telecast from the halls of Congress; first telecast of a Presidential address to opening joint-session of Congress.



BBC resumes television service for the first time since 1939.



Demonstration of air-borne television by RCA-U. S. Navy in Washington.



RCA demonstrates its system of all-electronic color.



Television covers first major world peace-parley—UN Security Council at Hunter College, New York City.

For Year Book of Television—100 pages—Please Turn To Page 985

EDGAR BERGEN
"CHARLIE McCARTHY"
"MORTIMER SNERD"

Beginning Their Tenth Season. . . .

THE CHASE AND SANBORN HOUR

Sundays . . . over NBC

Soon . . .

in

Walt Disney's

"FUN AND FANCY FREE"

THE KEYS TO PROGRESS IN '47

By BRIG. GENERAL DAVID SARNOFF, *President, RCA*

THE uncertainties, largely related to shortages of raw materials and other industrial deterrents, which cloud the horizon of the New Year, must be cleared without delay to avoid economic paralysis. If industrial unrest is ended and the flow of basic components is increased, 1947 holds promise of being America's first major television year, for science has equipped that great new industry to move forward as a service to the public. Furthermore, trade estimates indicate a large replacement market for radio sets and radio tubes which were in service throughout the war. In addition, a potential market for radio-phonographs and television receivers exists in the 7 to 10 million homes which may be built during the next ten years.



David Sarnoff

Television in 1947 can make big strides in taking its place alongside the older arts, and in many instances visual communication can give them new and modern import. Although the television camera already has scanned national political conventions and presidential candidates, it will be ready to play its first big role in the 1948 campaign. That year will be to television what 1924 was to broadcasting, when Coolidge, Davis, Dawes, Cox, Bryan and other orators picked up the microphone for the first time in a national campaign and marveled at its ability to reach the people. Political techniques were vastly changed in that era of the headphones and gooseneck loud-speaker horns. Similarly, in 1947, television will be studied as a new factor in politics as plans are laid for the '48 campaign of radio sound and sight. In 1948, it may be expected that in the United States there will be several hundred thousand television equipped homes.

Increased activity among the broadcasters in television programming during 1946 revealed that the showmen are prepared to present an interesting variety of

entertainment, newsreels and sports events. Their technique in the operation of new cameras has attested that they are on the mark and ready to go! They now have mobile camera-equipped television trucks to relay on-the-scene programs by short-waves to the main transmitters. New York is the television capital of the world—the center of this great new medium of entertainment, which will expand through networking across the country from city to city and from state to state—and finally nation-wide.

On October 30, RCA Laboratories demonstrated for the first time in history, clear, flickerless, all-electronic color television. And it was accomplished without moving parts. It was done all-electronically by means of electron tubes and electron beams "painting" pictures in colors. The pictures were viewed on a 15 x 20 inch screen.

The realization of this universal system of television, which transmits and receives both color and black-and-white pictures with equal quality, is as far-reaching as was the creation of an all-electronic television system which supplanted the mechanical discs used in black-and-white television when it first began.

The new RCA electronic color television system, which contributes to the television leadership of our country, will be available to the entire radio industry. The initial demonstration firmly established the basic principle; it will be followed in 1947 by the transmission and reception of color pictures in motion, then outdoor scenes and finally, in 1948, electronic color television on large-size theatre screens.

Sensitized by wartime research and development, television's electronic eye now rivals the human eye in what it is able to see. Performance of the RCA Image Orthicon television camera during 1946 greatly advanced the art and proved that television no longer needs brilliant lighting; it can see whatever the eye can see in twilight, moonlight, candlelight, and even go a step further and see in "black light," or infra-red, to which the human eye does not respond.

(Please See Page 59)



JOAN DAVIS

Starring On The
"JOAN DAVIS SHOW"

For

"SWAN SOAP"
CBS—8:30 P.M. (E.S.T.), Every Monday Night

A. W. B. EXTENDS ITS INFLUENCE

By ALMA KITCHELL, *President, Assn. of Women Broadcasters of NAB*



Alma Kitchell

THE year 1947 finds the Association of Women Broadcasters of NAB ready and eager to meet the challenge of a new year, while reviewing a record of marked progress during the previous twelve months.

With the conclusion of the war and resumption of normal traveling facilities

which made possible district and national meetings, the women broadcasters became increasingly aware of the benefits to be derived from membership in our Association. The roll, as of January 1st, includes the names of 1026 active and associate members on approximately 500 NAB stations in 350 cities and in allied fields. With the further cooperation of station managers, that number will grow.

While the Association was originally conceived and organized by a group of women on the air, and has thus far found its greatest strength within the ranks of program directors and commentators, there is a definite indication that its scope and influence is constantly broadening. For that reason, a change of name was voted upon and passed during 1946. The present year will bring an improvement and an expansion in the benefits which will accrue to all members, both active and associate.

Patterned after the parent Association's division into seventeen districts, A.W.B. has profited by a number of regional meetings arranged by district chairmen and national officers. The practical help which such program clinics have proved to be and the recognition which several State Governors have given by their attendance insures an extension of them. It is expected that during 1947, each district will hold at least one such meeting.

Plans are well under way for the Annual Convention to be held in New York City, March 7, 8, 9, when new horizons for women in the broadcasting industry will be explored.

There are many concrete evidences of the value of the Association to its members. It has brought inspiration and help through united effort toward common objectives; through the exchange of ideas for the improvement of program service; through a broader knowledge of radio's over-all purposes and problems; through the interpretation of the changing function of the woman broadcaster; and through the recognition accorded our group by national, state, civic, and private agencies for important help rendered during the war and since.

There are also many signs of its value to the Industry. Through Dorothy Lewis, N.A.B.'s Co-ordinator of Listener Activity and Vice-President of A.W.B., important information has been channelled from N.A.B., also from Government agencies, and national women's organizations and others. It has developed patterns for the celebration of National Radio Week, and played no small part in that event by conducting a national contest via women's programs on the topic—"What I Think About Radio." It has been cited in a public ceremony at the White House by Herbert Hoover for its significant role in the success of the food emergency campaign. It has advanced in three rapidly developing areas of influence other than through the established channel of the microphone.

A.W.B., collaborating with some 125 major national organizations which total 40,000,000 members; participating in college and university conferences; and cooperating with Radio Councils wherever established, is becoming the feminine voice which serves the larger purpose.

A.W.B. is the means by which its members in the majority of radio stations in the United States may benefit from the studies, surveys and technics being developed by N.A.B. for the improvement of radio in this country. It is also the channel through which they can implement their interest, their talents, and their experience; thereby giving greater significance to their contribution to the American system of broadcasting.

Bud Lou
ABBOTT and COSTELLO



On The Air
Thursdays—NBC
For CAMEL CIGARETTES



On The Screen in
UNIVERSAL-INTERNATIONAL PICTURES



Exclusive Management
EDWARD SHERMAN

New York

Philadelphia

Hollywood

BMB COMPLETES FIRST STUDY

By JOHN K. CHURCHILL, *Director of Research, BMB.*



John K. Churchill

THE number of families that listen to a radio station—its total audience—is basic information. Yet until the formation of BMB no definition of a station's audience was universally agreed upon by the Radio Industry and naturally no measurement of that audience had ever been made on a uniform basis for all stations. BMB's first contribution to this radio research problem was a definition of a station's total audience acceptable to broadcasters, advertisers and agencies alike. Simplified and stated briefly the BMB definition is: The total number of radio families that, without undue aids to recall, report that some member of the family listens to the station at least once a week—separately for daytime (before dark) and for nighttime (after dark).

Why does BMB use "once a week" as a criterion for determining whether a family is a member of a station's total audience? Because radio uses the weekly programming cycle. True, some programs recur more frequently, but the station's complete program cycle covers an entire week.

And since a station's listeners are those who tune to specific programs, those who listen to any of the week's programs must be included in the total audience.

BMB does not imply that the average listener to one station hears as many programs on that station as the average listener to another. One station may enjoy more days per week or hours per day of listening by the average member of its audience than another station. Any definition finer than the complete cycle would require evaluation of the significance to any particular advertiser of the amount of listening. Such an evaluation enters a different field of measurement.

Having defined Station Audience BMB next determined the time of measurement. March (1946) was selected as the better of the two months in the year when the change in signal characteristics from day

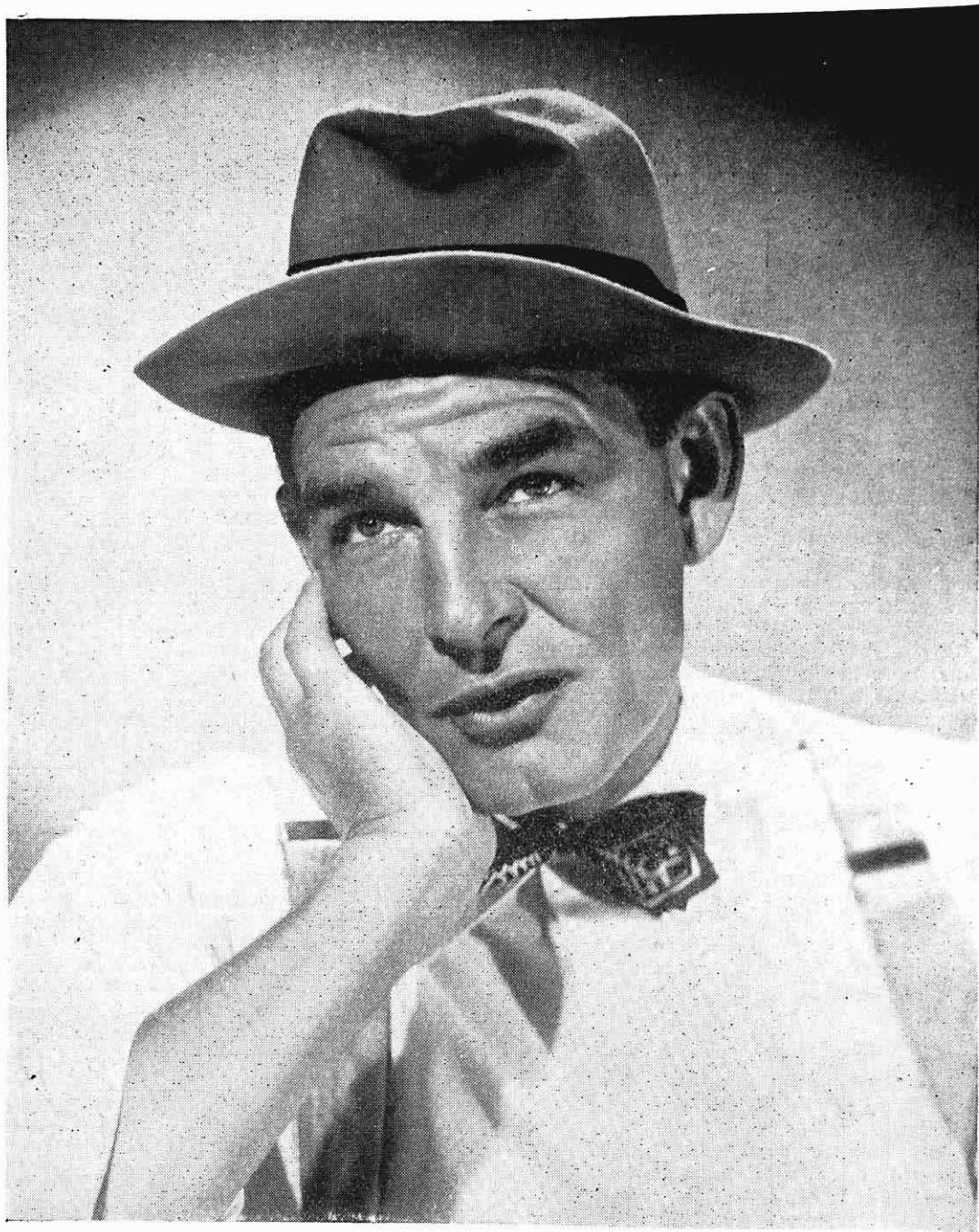
to night coincided most closely with the change from daytime to nighttime programming. Daytime and nighttime audiences were to be measured separately because station reception varies day and night and because audiences reflect differences between daytime and nighttime programming.

The method by which station audience is measured is dictated largely by the size and complexity of the required reports. The location of each station's audience is as important as the number of its listeners. In order to measure simultaneously 3,000 counties and approximately 1,000 cities, BMB used controlled mail balloting. Over a half-million radio ballots were mailed to representative families in every urban, village and farm population group in every county in the U. S. By a system of intensive follow-up and premiums, answers were received from two-thirds of the U. S. sample—nationwide—with at least 50 per cent replying in any reported group.

Because station audiences are reported for each of some 4,000 places, it is necessary to place certain statistical safeguards in the published findings. Station audiences are therefore limited to counties and measured cities in which 10 per cent or more of the radio families report listening to the nation. Fortunately this 10 per cent lower limit eliminates all "fringe" listening, yet includes all concentrations of listening of significant commercial value based on the experience to date of broadcaster, advertiser and advertiser representatives on the BMB committees. BMB has reported station audience in two forms:

For the benefit of those seeking complete audience information on particular stations, the Station Audience Reports and Reprints list the counties and cities served by the individual station alphabetically by city and county, together with the number of day and night listening families and the per cent of total radio families in each place comprising those audiences.

For the benefit of report users seeking similar information for any and all stations by market, this same information is published in the BMB Audience Area Report for over 700 subscribing stations as of publication date.



On the air Wednesday nights this year, so am available for weekend parties. Have nice social manner, dance divinely, do card tricks, carry liquor well, have my own tennis racket with accompanying blue and white striped blazer, and can double on the ukelele.

E. ARCHIBALD GARDNER

TELE'S FIRST MAJOR YEAR—1947

By J. R. POPPELE, Pres. Television Broadcasters Assn., Inc.



J. R. Poppele

IT is much easier—and certainly much less hazardous—to review a year's activity than to attempt to portend the future. This is particularly true in television where so many factors have to be considered.

Be that as it may, there is every indication currently prevailing that the television industry is about to experience its first major year of activity. The foundation for such an

assumption was laid in 1946, and unless unforeseen situations arise which might upset the applecart, television will be well on the way toward its ultimate and inevitable goal of national service in 1947.

STATIONS: During 1946, the Federal Communications Commission granted 47 construction permits for new commercial television stations in 22 of the nation's most populous states. Add to this figure the six commercial television stations now operating, as well as additional permits issued since January 1, and one realizes that potentially, at least, the television industry should be going great guns within the next 12 or 18 months.

TRANSMITTING EQUIPMENT: Bottleneck of television station expansion in 1946 was the paucity of television transmitting equipment deliveries. It has taken the television industry more time to tool up for production than other industries. The reason is simple: television manufacture is starting from scratch; there are no moulds or dies or previous know-how to make a resumption of manufacture a relatively simple procedure.

RECEIVERS: Production of television receivers during 1946 lagged for the same reason that new transmitters failed to leave production lines in appreciable quantity. During the latter quarter of 1946, three companies were beginning to step up television set production. On the basis of present information, it is safe to say that by the end of the second quarter of 1947, television receivers in large num-

bers should be moving out of at least six manufacturing plants in to the hands of the consumer. The potential market for receivers is immense. Granting normal manufacturing conditions, 250,000 to 400,000 television sets should be available before the end of this year.

PROGRAMMING: Television programming, which in the past has failed to keep pace with technical excellence of equipment, should begin to come into its own during 1947. Marked improvements in techniques were evident during the past year and the know-how of production, which comes only with experience, is definitely manifesting itself. Thanks to the wonderful image orthicon, the scope of television programming has been vastly expanded. Remote pick-ups at various scenes of activity—indoor and outdoor—were increasing during the past year and will become even more elaborate this year.

COMMERCIALS: The national advertiser's interest in television "perked up" perceptibly during the past year, this despite the fact that the number of receivers remained relatively few. The reason, of course, is obvious. Television offers the advertiser a potential service unequalled in any other media, and he wants to know more about it; be ready for the day when his television audience will equal, if not exceed, that of radio or newspaper circulation.

NETWORKS: Television's commercial success depends largely upon the ability of the industry to network programs. The Washington-to-New York coaxial cable link was set into operation by the American Telephone & Telegraph Company last year and announcement was made that the nation-wide coaxial cable program, which was expected to take five to seven years to complete, will, in fact, be compressed into a three-year period. Commercial programming between stations in New York and Philadelphia was inaugurated on a network basis last year. Surely before the end of 1947, the Boston-to-New York radio relay of A. T. & T. will be operating, providing programs between Boston and Washington, via cable and relay.

For Television Complete—Please Turn To Page 985

KAY KYSER

and His

COLLEGE of MUSICAL KNOWLEDGE

NBC WEDNESDAY EVENING

7:30 to 8 P.M. PST

FOR

COLGATE-PALMOLIVE-PEET

FACSIMILE BROADCASTING TODAY

By JOHN V. L. HOGAN, Pres. WQXR and Radio Inventions, Inc.



John V. L. Hogan

THE recent demonstrations of practical system of facsimile broadcasting to newspaper publishers, broadcasters and members of the press have resulted in so much publicity that the questions "What is facsimile?" and "What can facsimile do?" are being heard

from all directions.

Facsimile is the science of printing words and pictures by wire or radio. In its developed state facsimile can today print in your home, through your radio set, anything that appears in your daily newspaper. This includes type, photographs, cartoons and other drawings, and advertisements.

While a practical method of doing this has been successfully demonstrated to the persons who are most interested in its future, the public must understand that months of preparation face manufacturers before recording sets will be available to the home owner.

The next question that most people will ask is, "What can facsimile do that my present newspaper and my present radio set cannot do?" The prime advantage offered by fax is immediacy. Fax offers the speed of radio, and it delivers intelligence in permanently recorded form as does a newspaper.

Radio broadcasts aural speech or music; fax delivers printed words and pictures into the home with the same speed. The record left by a facsimile broadcast is permanent; it can be filed away, mailed to a friend, pasted in an album, carried to school.

The newspaper delivers words, pictures, cartoons, and advertisements in permanent form; but fax cuts the time between the newspaper plant and the reader by eliminating most of the mechanical work necessary to print a day's edition and all but a few seconds of the time consumed in distributing the printed paper from a central office to far-flung readers.

Immediacy is thus an exclusive and unique attribute of facsimile broadcasting, in the wide field of recorded communications.

How can this new medium best serve the public? Newspaper publishers see the opportunity to augment the service rendered by their standard-sized editions by printing bulletins and "flashes" in the homes of their readers as important news develops during the twenty-four hours of the day. Results of baseball games, races and other sports events will emerge from the facsimile printer as soon as the winner has been declared. Stock market reports, produce prices, and other such information when time may mean money will be instantly delivered. And equally as important, pictures will be flashed across the world and into the homes of set owners in a matter of minutes.

Broadcasters can deliver printed news and pictures while a commentator is discussing latest developments, and can augment sound programs with visual material in many ways.

To enjoy the advantages of facsimile broadcasting a person need only buy a recorder as a part of, or to be attached to, an FM radio receiver. A year or more from now, when manufacturers will place mass-produced recorders on the market, the buyer should be able to secure a fax attachment for approximately what he will have to pay for a phonograph record player.

This recorder will occupy about the same space as a record player or a portable typewriter, and will be offered as a unit to be attached to an existing FM set as well as included in larger consoles in combination with AM and FM receivers, record players and television.

Comparatively simple in operation, the recorder requires very little attention from the set owner. He will load his set with a roll of paper that will print up to 500 pages, he will replace a simple printer-bar at infrequent intervals, and he will turn the set on when he wants his facsimile program and turn it off when he doesn't.

Faxprints will emerge from the machine at the rate of four 9 by 12 inch pages per standard fifteen minute broadcast period.



REXALL PROGRAM

Sponsored by United Drugs

Friday

Pacific Time 6:30-7:00 p.m.
Eastern Time 9:30-10:00 p.m.

CBS

Mgt. LOU CLAYTON

RADIO IN CANADA 1946-1947

By HARRY SEDGWICK, Pres., CFRB and Board Chairman, CAB



Harry Sedgwick

PREPARATION for the peace was the 1946 keynote in Canadian radio. During the year, the independently owned stations worked vigorously to build a solid foundation for the years ahead. In 1946, private stations struck back for the first time at their most vocal critics. The opportunity was presented by meetings of the Special

House of Commons Committee on Radio Broadcasting. Through its Canadian Association of Broadcasters, the independent industry prepared a record of its public service activities, its development of personnel, of talent, and of information activities. The record proved a surprise even to veteran radio executives, long well aware of the shaky ground on which many of radio's critics stand. A story of proud achievement brought forth from outside sources the editorial comment: "It has never been so clearly evident that radio's chief sin is that of omission."

Also for the first time, the Committee itself included in its final report to Parliament a clear and unequivocal word of praise for activities of the independent broadcasting stations.

The Canadian Association of Broadcasters complained bitterly of the injustice in the Canadian Broadcasting Corporation having supervisory and regulatory power over all broadcasting, including its own activities and those of the independents, and it was therefore strongly recommended to the Parliamentary Committee that an independent tribunal be set up to which appeal could be made. The Committee did not take action on this point, but deferred it until the 1947 sittings. From the tone of the report, it seems apparent that the Committee was impressed with supporting arguments advanced for the Court of Appeal.

Near the year's close, a complete reorganization of the Canadian Association of Broadcasters was made, on the basis of

direct and specific service to the industry. The changes followed the pattern suggested by members at the Association's annual convention in May, 1946. The appointment was announced of Colonel K. S. Rogers, Managing Director of CFCY, Charlottetown, P.E.I., and veteran radio operator, as Honorary President of CAB. T. Arthur Evans continues as Secretary-Treasurer. Harry S. Dawson is manager and technical advisor. Mr. Douglas Scott of Toronto was appointed as Director of Broadcast Advertising, and Mr. T. Jim Allard of Ottawa as Director of Public Service.

The two latter appointments mark a new departure in policy. Mr. Scott is charged with the duties of "radio ambassador"; will keep the advantages of broadcast advertising consistently before the attention of advertisers. Mr. Allard will direct public services and public relations activities for the industry organization.

The Canadian independent radio stations must proclaim with an ever-increasing voice that successful radio commercial and industrial promotion and advertising is a proper and important part of developing and maintaining the greatest possible industrial and commercial potential in our country, that the standard of living of our public, the maintenance of the national income, the capacity of the people to pay taxes and to provide social services is directly dependent upon the greatest possible development of successful commerce and business, and that it should not only be permissible but highly desirable that there should be in Canada the most effective independently owned commercial radio service as an integral part of our business and industrial community and its activities.

The Canadian Association of Broadcasters, representing the independent radio stations of the country, must create a vigorous association between their organization and all in the business community. We must persuade the hundreds of important industrial enterprises who have a common interest with us in making use of commercialized radio, in having available to them the greatest possible opportunities for independent radio to serve their industrial needs.



DINAH SHORE



Recording Exclusively for
COLUMBIA RECORDS

On the Air
THE FORD SHOW
CBS—Wednesdays, 9:30 p.m., E.S.T.

FROM THE AGENCY VIEWPOINT

By **FREDERIC R. GAMBLE**, *President, American Assn. of Advertising Agencies*



FREDERIC R. GAMBLE

EARLY this year when our Association held its Annual Meeting in New York, we had as our convention theme "Distribution—or bust!"

Some thought this slightly undignified, others that it expressed perfectly the great effort we must make toward successful distribution in America, or die in the attempt.

Many of our California-bound progenitors did die en route, but some fought through and reached their goal.

The thought behind this theme has been pretty widely adopted among advertising people—the realization that if our factories are to produce as much as they are capable of producing, then our distribution activities must function better and still better to keep the goods flowing. Advertising, one of the most important of the few dynamic activities there are in distribution, must do more than ever before in helping sellers to sell and buyers to buy.

To help advertising agencies do their part in achieving this goal of more productive advertising, we have been working on four major aims: (1) to recruit and train better personnel, (2) to enlarge the scope and accuracy of our fact-finding, (3) to improve advertising content and (4) to gain wider and more complete understanding of the services that advertising performs.

It is gratifying to see how broadcasters have been working together with agencies in a number of these key areas.

For instance, in the area of Fact Finding, 1946 saw the first release of Station Audience Reports and Area Reports by Broadcast Measurement Bureau. This joint enterprise—whose findings are validated by representatives of broadcasters, advertisers and agencies and which is financed on such a broad and enthusiastic basis by the broadcasting industry—is a

remarkable achievement. As in most new projects, there are some things about BMB that need further exploring, but this need not detract from the substantial progress already made or the sound things that BMB is doing for the first time in broadcasting. With proper understanding and continued good judgment, BMB can move even further ahead in 1947.

In the area of Improvement, 1946 saw headway made jointly by broadcasters, advertisers and agencies toward the betterment of taste in radio advertising copy. This experimental work has yet been given no publicity. 1947, we hope, may unfold details and results.

In the area of Understanding, a significant feat is the way that broadcasters, advertisers and agencies continue to work together through the Advertising Council to spread information on projects in the public service.

As recently summarized by the Office of War Mobilization and Reconversion, radio gives to public service campaigns "344,195,000 listener impressions a week or time on 300 commercial radio shows with well established audiences. In addition to these 300 commercial programs, the Advertising Council schedules public interest subjects regularly on approximately 150 sustaining programs weekly."

We agree with Niles Trammell, President of NBC, in his statement that this is utilizing "the established structure of advertising on a scale nobody would have dreamed possible before the war." It is vastly to the credit of radio advertising and a healthy thing for our future.

These 1946 accomplishments indicate fuller realization by radio stations, advertisers and agencies of their mutual responsibilities.

In addition, 1946 saw healthy progress made toward sounder business relations between stations and agencies.

Both NAB and the AAAA approved a new Standard Order Blank for Spot Broadcasting, replacing the form in use since 1933 and revised in 1942.

Also sent out to radio stations were the new NAB Standard Rate Card recommendations, which incorporated largely the

For List Of Advertising Agencies And Radio Accounts See Editorial Index



GARRY MOORE

on the air for the 4th Year

With JIMMY DURANTE for

REXALL DRUG STORES

Friday, 9:30-10:00 p.m., E.S.T.

CBS

suggestions made by the AAAA Radio Timebuyers Committee. Two years ago, AAAA asked whether something might be done to improve the radio rate card situation by adopting a standard format, more complete information, uniform definitions as to services and copy limitations, and simplification of discounts. The NAB recommendations are a gratifying answer, and we hope they may be widely adopted.

Especially encouraging is the beginning of a trend on the part of radio stations to adopt the customary 2 per cent cash discount on national advertising, already allowed by all national radio networks and by more than 95 per cent of all magazines and 94 per cent of all daily newspapers.

There is need for much more progress in this direction.

Radio still seems to lag behind other media in realizing that the cash discount is indispensable in our present advertising structure—as necessary as the agency commission, but performing an altogether different service.

The cash discount is, of course, passed along by agencies to their clients to stimulate prompt payment, so that advertisers will consider agency bills separately from all other bills and pay them far ahead of

the ordinary commercial time of 30 to 60 days. It is this cash discount which enables agencies to collect promptly and pay media by their due dates, usually in fifteen days or less.

Hence, 1946 has provided its full share of significant developments.

What will 1947 bring?

It should bring, for one thing, progress in each of the activities already mentioned.

During 1947, also, agencies will continue to watch with interest the development of FM broadcasting and television. A number of agencies are already working in an experimental way, to be prepared for the time when enough programs are being transmitted and enough receivers have been distributed to enable FM and television to take their place among the established media.

During 1947, agencies and the AAAA will continue ready and willing to cooperate with the broadcasting industry in every way possible, in the public interest, to advance the welfare of advertising and radio as a whole.

Commercial radio should face its 27th year with boldness and imagination. They are the birthrights of broadcasting.

(Continued from page 45)

PROGRESS—By Brigadier General David Sarnoff

Radio, which gave a world-wide voice to Peace and Freedom, now gives to them the added advantages of vision through space. With the scientific revelations of 1946 as the foundation, more and more people, more and more nations will extend their radio sight in 1947 and in the years to come. Those who witnessed the dawn of all-electronic color television beheld triumphant colors of progress—a rainbow of promise that eventually will arch over a world-wide horizon.

There are countless and unbounded frontiers of radio research extending into the upper atmosphere and far beyond the orbit of the moon. As radio penetrates the secrets of outer space, it will bring back new knowledge that will open many undiscovered frontiers for other branches of science. The scientists of this planet, who are only beginning to reach upward in their conquest of Nature, continually will be challenged anew.

Those who have been working scientifically with atomic energy have been looking underneath the ground for metals such as uranium and other materials which are employed to release the power

contained within the atom. Yet, who among the scientists would be willing to say that there may not be more nuclear energy between the heavens and the earth than is within the earth? Will a way be found to release the nuclear energy of hydrogen, nitrogen, helium or other gasses that may be in space? When we seek atomic energy that may be released from cosmic rays, we may find that there are greater treasures in the emptiness of space than in the solid earth.

Broadcasting and television now are supplemented by the service of FM, or frequency modulation. RCA approached the end of the year with facilities in readiness to produce tens of thousands of FM receivers and combinations.

Broadcasting, which won the rapt attention of anxious listeners throughout the world in wartime, finds people no less anxious for news, forums and entertainment in peacetime. Ears, which for six years were tuned to theaters of war now are turned to the microphones that put UN on the air, listening in hope that the voice of Peace will grow ever stronger in every language.

"Aren't we devils!"



Happy Consequences

RALPH EDWARDS

TRUTH OR CONSEQUENCES

NBC — SATURDAYS, 8:30 P.M. (E.S.T.); 8:00 P.M. (P.S.T.)

FOR DUZ

GOLDEN ERA OF SPORTSCASTING

By STAN LOMAX, *President, Sports Broadcasters' Association*



Stan Lomax

DURING the year of 1946 — sports launched its second Golden Era.

The Jack Dempseys, the Bobby Jones, Babe Ruths, Earl Sandes and the other immortals whose deeds in the arena turned sports into a Midas touch—have not arrived as yet in this current day of S.R.O. Perhaps they will come—and perhaps they

will not. But the cash registers; at practically all sporting events have jangled an ever-merrier tune than they did in the first post-war boom.

And with the record breaking attendances in practically every phase of sports—the craft of bringing accurate, intelligent and interesting reports to the listening public also had its advancement.

To meet this unprecedented interest in sports—a far wider coverage than ever before has been developed. And with the expansion—the old law of competition has forced long strides in improvement of coverage and technique.

This past year—radio went on the road with baseball—travelling from city to city with the New York Yankees to bring the home fans the accurate and colorful picture of the team's progress. From the turn of the century, newspapers had covered a team's doings on the road—but radio—through short-sightedness and perhaps penny pinching had been satisfied with wire reconstructions. And wire reconstructions of sporting events reverse the precepts of reporting—for they depend solely upon an announcer's imagination and histrionic ability rather than reportorial accuracy.

The widespread interest in all forms of sport has spurred the quality of radio reporting. Although the development has been slow—even the front offices and agencies have finally discovered that a sound knowledge of sports is necessary—not only in the booth and studio but in the administration as well.

The Sports Broadcasters Association—

composed of men who go in front of the microphone, their assistants, spotters and sport writers of the various wire services—have been steadily driving forward. An example of progress can be seen this year in the request to the Association from three universities for plans and suggestions for radio booths in stadii to be constructed.

Although the task of furnishing the best possible facilities for radio reporting should be that of the stations, networks and agencies involved—after years of inattention—the S.B.A. stepped in three years ago to see what could be done about bettering working conditions.


Each radio booth used during the year by our members—which now number more than 300—and stretch from coast to coast and border to border—is rated by the men who use it. Location, construction, roominess, vision, service and other points are listed.

The first survey found the University of Notre Dame adjudged the tops of the nation—and a plaque commending the university was presented the acting athletic director, Ed McKeever, at a special function in New York. The second year's award went to Princeton University—with Athletic Director Ken Fairman accepting for the university.

These plaques—for excellence—and conversely the complaints lodged against impossible working conditions—are having their effect. One of the nation's most important football schools despatched a man to New York to ask our organization for recommendations. The S.B.A. has drawn up a model broadcasting booth—which four schools have incorporated into their post-war building plans.

I cite this merely as an example of progress the Sports Broadcasters Association has made in the past few years. Our code of ethics, adopted two years ago—has served to lift the sports broadcasting profession—particularly in the minds of our listeners. We firmly believe that radio sports reporting is at its highest peak of all time in accuracy, fidelity and interest.

With all sides predicting 1947 as the boom year of this Golden Era—the men who will describe and handle the description of sports are ready for another great job—bigger, and better than ever.



"It is the artistry, the command
and the projection with which
she invests the words and music
that count so heavily for her."
—The Billboard

Beatrice Kay

Management Counsel —

GOLDFARB, MIRENBURG and VALLON
RKO BUILDING • RADIO CITY • NEW YORK, N. Y.

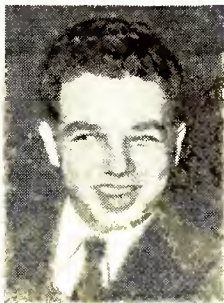
Bookings:
WILLIAM MORRIS

Exclusively on
**COLUMBIA
RECORDS**

THE YEAR IN WASHINGTON

By **ANDREW H. OLDER**, Staff Correspondent, Radio Daily

THE first postwar year turned out to be one of surprises. Completely confounding the prophets, AM broadcasting continued a tremendous expansion, with well over 1,000 stations on the air by the end of the year. Although it had been expecting to be the busiest in assigning FM frequencies and regulating that traffic, the FCC found the major part of its energies devoted to the AM field.



Andrew H. Older

Largely responsible was the slowness of receiver manufacturers in turning out FM sets in volume. Although no accurate count was possible, it was believed that well under one million FM sets were tuning in at the end of the year to the few dozen FM stations actually on the air.

At the same time, many of these stations were offering little inducement to the public to buy FM sets, since they were merely duplicating the programs of affiliated AM stations.

Result was that while nearly all leading AM licensees had FM signals on the air or planned, the major emphasis through the country and in Washington continued to be on the AM signal. Late in the year worried FCC officials began to talk vaguely of shifting their emphasis, but the cold fact was that set manufacturers were not turning out the sets to create a demand for distinctive and profitable FM programming, while only a handful of FM licensees was airing exclusive programming to stimulate the sale of FM receivers.

On the regulatory front, the FCC stirred up the greatest industry controversy since the chain broadcast rules with its publication in March of the Blue Book. Condemned by a major portion of the industry, led by NAB, the Commission's assertion of its right to demand that broadcasters live up to public service standards—particularly those they themselves set forth when seeking their licenses—drew vigorous support from a number of civic groups and the tacit approval of many legislators.

NAB President Justin Miller spearheaded the opposition to it, terming the FCC a group of "guileful" men and suggesting that "Communist" influences were at the root. Miller even accused Thurman Arnold, his former colleague on the District of Columbia Circuit Court bench, of having spoken in support of the FCC proposals without having read them. A public spat was averted when Arnold decided, "Life is too short for me to get into an argument by answering th atone."

As the year ended, the FCC policy still stood but it did not appear likely that any decision enforcing it to the hilt would be forthcoming for several months, at the least. Several renewal applications had been set for hearing, with the commission to determine whether by Blue Book standards the broadcasters had merited the withdrawal of their licenses.

Noteworthy, too, is the so-called "AVCO" policy. Although implemented and followed during the year, no major test of this policy had been posed late in the year. It represents a claim by the FCC of the authority to insist that when a station is up for sale open bidding shall be entertained for a 60-day period—with all comers permitted to match the offer of the Prospective buyer whose name appears on the transfer application. It would then be up to the FCC to choose between all comers on the basis of which would be likely to provide the greater public service.

Again, industry leaders were displeased. One thing the FCC could not help—and here the NAB reluctantly admitted that it preferred that the FCC not act—was the economically dangerous increase in new stations. Towns which had long had but a single station suddenly found two or three competitive AM stations—with FM's still to go on the air.

Here NAB ruefully admitted that the Communications Act did not permit the FCC to withhold licenses simply to protect the business of existing stations. And, NAB continued, it is better to have more competition than to have the FCC extend its authority further into broadcasters' business and program affairs.



FRED WARING
and his
PENNSYLVANIANS

NBC—MONDAY THRU FRIDAY—11 A.M., EST

CHICAGO OUTLOOK FOR 1947

By NAT GREEN, Staff Correspondent, RADIO DAILY

A DECLINE of the seller's market, due to increased production and other causes, and a consequent increase in competition faces radio this year; but indications are that a very good year is ahead, according to the predictions of local network heads. Network representatives are agreed that there is plenty of work to be done this year to assure steady progress in programming and production and also in sales of time.



Nat Green

I. E. Showerman, manager of the central division of the National Broadcasting Company, is quite optimistic over Chicago's radio outlook for 1947. "Chicago," says Showerman, "is not holding a wake for a deceased broadcasting industry. On the contrary, the fellow is up and about and doing well."

"Granted a lot of radio talent has left Chicago in the past few years, the fact remains that this talent was discovered and developed in Chicago. The feeling that this crop of departees is all there is or ever will be is about as logical as the assumption that Chicago's schools have graduated their last student."

"I believe 1947 will be an increasingly good year for radio in Chicago."

Ade Hult, vice-president in charge of Mutual's midwest operations, sees a prosperous year ahead. He told RADIO ANNUAL: "Prospects for 1947 look very promising but the big increase will come in the latter half of the year, as it looks now. Competition from other media will be more severe than has been the case for the past five years. Also, that same competition will cause advertisers to scrutinize costs of broadcasting as well as all other media."

"We should not be misled by the slowing up of activity at the opening of the year."

E. R. Borroff, vice-president in charge of the central division of American Broadcasting Company, predicts network competition will be greater in 1947 than ever before. Continuing, he says: "This coming year undoubtedly will be marked by greater production, the consequent decline of the seller's market, and resultant sharpening of competition. The last will be reflected in radio three-fold: (1) manufacturers will turn more and more to radio in competing for markets, (2) advertisers will demand programs of proved selling caliber, and (3) the comparatively new forces of television and FM will be brought into fuller play."

"The American Broadcasting Company has the distinction of being the first network to launch video programming in Chicago. Up to and including the present time, ABC is the only network which has actively engaged in telecasting in this metropolis. It has furthered the use of the medium by selling packaged television programs to such outstanding sponsors as General Mills, Inc., of Minneapolis; Henry C. Lytton, and Television Associates, of Chicago."

"The optimistic outlook for the year 1947 which currently predominates radio circles is well grounded. It is anticipated that the names of many new advertisers will be added to radio rolls during the current year and that present advertisers will widen the scope of their radio advertising."

H. Leslie Atlass, vice-president in charge of Columbia Broadcasting System's central division, sees a great year ahead. Says he: "I predict that this new year, 1947, will be the biggest in the history of WBBM-CBS both in sales revenue and in programming, production and the expansion of public service programs."

WCFL, independent labor station, looks for a good year. Maurice Lynch, general manager, stated.

Art Harre, general manager of WJJD, independent station owned by Marshall Field, says: "All indications point to a banner year for radio in 1947. The total business should equal, and possibly exceed the figures for 1946, but the net profit will be slightly less, due to increased overhead."



HENNY YOUNGMAN

Exclusive Management

WILLIAM MORRIS AGENCY

New York

Chicago

London

Hollywood

COAST EXPANSION CONTINUES

By RALPH WILK, West Coast Representative, RADIO DAILY



Ralph Wilk

IN 1946 more licenses to operate radio stations in Southern California were granted than in any other previous year and indications are that 1947 will surpass 1946 in this respect. The result will be intense competition among the outlets of the Southland. KIST started operations at Santa Barbara, with Harry

Butcher, well known broadcaster, as owner, and Fox Case, another industry veteran, as manager. The station is affiliated with NBC.

KSDJ came into being at San Diego, with Purnell Gould, a seasoned radio man, as general manager. The outlet is affiliated with CBS. KMPC, Los Angeles, was granted authority to increase its power from 10,000 watts to 50,000 watts, while KFAC, also of Los Angeles, will boost its power from 1,000 to 5,000 watts. KFVD, Los Angeles, which has been a 1,000 watts station, becomes a 5,000 watts outlet in February. KLAC, also of Los Angeles, has been granted authority to increase its power to 5,000 watts. Arthur L. Croghan, a veteran Minneapolis broadcaster, will operate a new station, KOWL, at Santa Monica. The California Broadcasting Company has also applied for a license to operate an outlet in Santa Monica.

Carl A. Haymond, pioneer Northwest operator, is invading the Southland and has applied for permits to operate stations in San Bernardino and Monrovia. He has already been granted permission to establish a 5,000 watt station in Phoenix, Arizona.

KAFY, a new Bakersfield station, has become a Don Lee affiliate, as have KCOK of Tulare-Visalia, and KPRL, Paso Robles. KHON, Honolulu, became a Don Lee affiliate in July, 1946.

The new Indio station, KREO, will be an ABC affiliate and will be a bonus station with KPRO, Riverside. KCOY, Santa Maria, which will also be affiliated

with ABC, will become a bonus outlet for KTMS, Santa Barbara.

The Burbank Broadcasters, Inc. plan to operate an FM station in Burbank, while the San Fernando Valley Broadcasting Company, of which J. G. Paltridge, formerly promotion manager for KFI, is the prime mover, plans to open an outlet in San Fernando Valley.

KERO is a new outlet in Bakersfield. KCMJ is a comparatively new station, with Palm Springs as its home.

The Hollywood Community Radio Group, headed by Alvin Wilder, newscaster, applied for a permit, but faced considerable opposition at an FCC hearing. Attorney General Robert W. Kenny is among the stockholders in the organization.

A new regional network, the California Rural network, has been launched by J. L. Gleason, owner of KPRO, Riverside. It is aimed at blanketing the Imperial Valley and will embrace area from Victorville to the Mexican border.

The new network comprises stations in Riverside - San Bernardino, Brawley - El Centro, Indio and Calexico.

Sales managers of Los Angeles independent and affiliated stations agree that billings for their outlets in 1947 should exceed that for 1946 and also agree that the business will have to be earned. Their various sales forces have been alerted and in some cases shaken up. The sales managers also point that local programming will have to be improved to win more business and that heavier exploitation and promotional expenditures will have to be made, involving individual campaigns aimed at consumers and advertising agencies.

"War babies" are dropping out of local radio and are being replaced by other sponsors, who are using radio as an addition to their sales forces. Department stores are more open-minded regarding radio than ever before and are expected to become extensive, regular users of the medium. Dealers in furniture and household appliances and accessories are resuming the use of radio time.

A heavy upturn is expected in the use of time by the food industry as a whole.



ALAN YOUNG

ON THE AIR FOR BRISTOL-MYERS

Every Friday at
8:30 P.M. E.S.T., NBC



Under Contract
20th Century-Fox
In Production "Chicken Every Sunday"

Personal Management
Frank Cooper
521 Fifth Avenue, New York City

7226 Hollywood Boulevard
Hollywood, California

RMA WIDENS ITS SERVICES

By BOND GEDDES, Executive Vice-President, RMA

IN keeping with the tremendous wartime expansion of the radio manufacturing industry and in line with the steady increase in production of radio sets and their components during 1946, the Radio Manufacturers Association has expanded its services to member-companies in industrial relations, industry statistics, public relations, and other trade association fields.



Bond Geddes

Throughout the past year RMA's most important job was to keep the industry constantly informed of developments and changes in OPA pricing regulations and to work with official OPA Industry Advisory Committees on sets, parts and tubes in obtaining industry-wide price relief and, finally in seeking price decontrol.

Not only did radio set production pass that of the greatest prewar year—1941—by early summer of 1946, but the fall and early winter months saw rapid increase in the output of FM-AM receivers and the beginning of television set production. FM transmitter production got underway on a regular schedule in the fall and was increasing steadily as the year ended.

The first RMA Industrial Relations Seminar, held May 21-22 in New York City, inaugurated a new service for members and proved so popular that a second seminar was held in Chicago on October 31 and November 1. The proceedings of the first seminar were published in the late summer and widely distributed.

Another RMA publication, even more widely distributed, was the "School Sound System" brochure, prepared by the RMA School Equipment Committee with the active assistance of the U. S. Office of Education. This brochure, for the first time, established basic commercial standards for school sound system equipment

and components. More than 30,000 copies of the brochure were distributed by the U. S. Office of Education, together with a letter from Commissioner John W. Studebaker, to public, parochial and private schools and colleges throughout the United States.

The RMA Engineering Department completed the first postwar revision of its Manual of Engineering Standards and thus brought RMA standards in line with wartime advances.

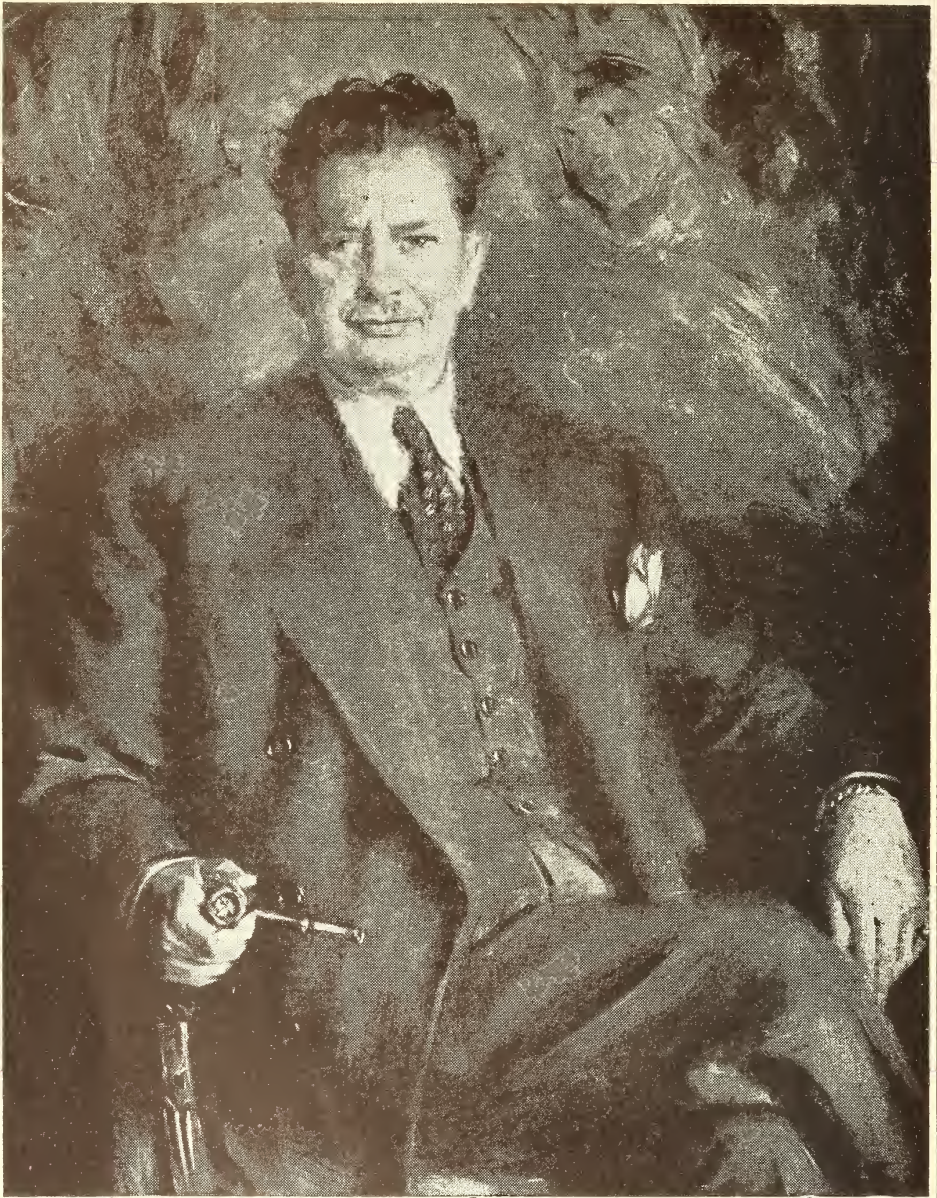
The RMA Production Source Code, which was begun in 1945, continued to expand as many suppliers of RMA member-companies registered and were assigned code numbers by RMA.

Among the various promotion projects initiated by RMA through its Advertising Committee to acquaint the public with industry advancement were National Radio Week, which was jointly sponsored by RMA and the National Association of Broadcasters, November 24-30, and a merchandising program with the theme, "A Radio in Every Room—A Radio for Every Purpose". In both of these programs RMA enlisted the active support of other trade associations, representing department, furniture and music stores, and electrical retailers.

Recognizing the expansion of the industry, the RMA Board of Directors at its June convention enlarged its membership from 34 to 42. R. C. Cosgrove, of Cincinnati, vice president of the Crosley Corporation, was "drafted" for a third term as president to direct the Association's new activities. RMA Headquarters staff was enlarged.

RMA is organized to serve all factors in the radio manufacturing field. It has five major divisions to which manufacturers of sets, tubes, parts, transmitting equipment, and amplifier and sound equipment are assigned. In addition, it has several over-all committees to handle particular industry problems, such as surplus disposal, industrial relations, excise tax legislation, exports, and traffic. A new committee to deal with growing radio amateur activities was formed during the year.

For Complete Equipment Section Please Turn to Page 1075



By Howard Chandler Christy

JEAN HERSHOLT

10th YEAR

"Dr. Christian"

SPONSORED BY VASELINE
CBS, WEDNESDAY, 8:30 P.M.

TRANSCRIPTION STATUS 1947

By **FREDERIC W. ZIV**, *Frederic W. Ziv Company*

CONDEMNED — condoned — commended! That is the history of electrical transcriptions.

Old timers recall the early days when transcriptions were called "pancakes" and "platters"; when the announcement "This program is transcribed" was the cue to turn the dial. But today, millions upon millions of radio listeners are enjoying their favorite programs via electrical transcription.

The reason for the early condemnation? Threefold: first, transcribed quality in the early days was a far cry from the transcribed perfection as we know it today; second, transcribed programs seldom featured talent in a class with the great array of talent and elaborate productions available on transcription today; third, the FCC constructed an artificial barrier requiring all electrical transcriptions to be identified, which unquestionably retarded the growth of the electrical transcription industry.

But look what has happened: first, today's transcriptions on pure vinylite are nothing short of perfection. Listeners cannot distinguish between network and transcribed. What is more important, Hooper ratings prove conclusively that listeners will tune in their favorite programs regardless whether "live" or transcribed.

Second, the biggest names in the entertainment world are today available via electrical transcription. Stars who avoided transcribed programs in the early days today clamor to be on transcription. Bing Crosby, Wayne King, Kenny Baker, Morton Downey, Burl Ives to name a few who are entirely transcribed. But in addition to these, most of the leading network shows are broadcast by transcription in many markets. For example; one of the most popular programs in Cincinnati as this is being written is Ralph Edwards' "Truth or Consequences," a Satur-



Frederic W. Ziv

day night program. But is "Truth or Consequences" broadcast in Cincinnati on Saturday night? No! It is broadcast on Sunday night via electrical transcription; and Hooper ratings prove beyond question of doubt that the listening audience tunes in "Truth or Consequences" regardless whether live or transcribed. In fact, more people tune it in at the convenient transcribed time than would tune it in at the inconvenient "live" time.

Third, the FCC's attitude seems to be changing. In its March 7, 1946 Report, the FCC recognized the role of transcriptions and enumerated "five particular advantages from their use":

- (a) transcriptions are a means of disposing of radio's most ironic anomaly—the dissipation during a single broadcast . . . of all the skill . . . of writer, director, producer, and cast.
- (b) transcriptions make possible the placing of programs at convenient hours. . . .
- (c) transcriptions make possible the sharing of programs among stations not directly connected by wire lines. . . .
- (d) transcriptions offer to the writer, director, and producer of programs the same technical advantages that the moving picture industry achieves through cutting-room techniques. . . .
- (e) portable recorders make it possible to present to the listener the event as it occurs rather than a subsequent re-creation of it. . . ."

Today, the most lavish shows are available transcribed. Not only network shows which are transcribed and broadcast at a more convenient time. Not only the Bing Crosby type of show which is broadcast by transcription on the network. But transcribed programs made available for local and regional sponsors.

To sum up: national, regional and local sponsors have all forgotten their old superstition against transcriptions for one very obvious reason: the little people who pay the bills, the final consumer, namely, Mr. & Mrs. Listener, have forgotten their old superstition against transcriptions.



**DON
M^CNEILL**

SAYS

*Thanks to everybody for making 1946
the biggest, most progressive year in
the history of the Breakfast Club.*

BREAKFAST CLUB
Monday to Friday, Incl.

ABC NETWORK
Chicago, 8 to 9 A.M., C.S.T.

MAIN STREET-REFLECTIONS

By SID WEISS, Staff Writer, RADIO DAILY



Sid Weiss

● ● ● A long time ago, a sage said that a man makes his biggest mistake when he starts taking himself and his success too seriously. Mme. Radio, the Belle of the Kilocycles, then, is coming of age and proving that she's a lady of wisdom, for in the past few annums, she has arrived at a point where she can take kidding with the greatest of ease. The humor with which the quipsters giggle about "John's Other Wife," the munificent rewards of the quizmasters, the out-landish boasts of the commercials, (i.e., the pen that writes under water themes) the Mr. Agony radio series and the constant other million and one patterns which cake the radio-lanes a corglomeration, to coin a phrase, of everything including the kitchen sink, represents to us an attitude of the grown-up lady. In a way, the good-natured kidding has a way of pointing up such parts of radio which need improvement and which must in time to come develop into better mike fare if radio, as an entertainment medium, is to continue to be as popula: as it is today. In the early days of mike-life, too many so-called "brains" behind the scenes used to hesitate to nod Yes when a Jack Benny or an Ed Wynn tried to kid a commercial. Sure, Wynn was allowed to do it—but you sort of felt that he, as one of two exceptions

(himself and Benny) was doing it with the fear of being cut from the air at any minute. Today, the attitude changeth.



● ● ● Too, when the esteemed Fred Allen sang his parodies on radio agencies, to the tune of Gilbert and Sullivan, aptly substituting "Petrillo" for "Tit-Willow," over at our hut, radio was growing up. Of course, there are still several programs which would better be replaced by static but it will be ever thus so why continue going into tantrums about 'em? The gagmen have fashioned humorous quips about the morning breakfast series—the husband-and-wife radio shows. We've laughed at their jokes. We've printed some versions of 'em. But we have come to respect the shows as really enjoyable. When we tune in for our Dorothy and Dick-tation of a morning at 8:15, we feel the warm glow of their conversation, can almost smell the toast at the breakfast table. And if you think their's is an easy assignment, try talking interestingly yourself for three-quarters of an hour some morning. We said interestingly! And the Kollmars, the Fitzgeralds (who originated the whole idea) and the Jinx-and-Tex-appealers really are interesting.



● ● ● Likewise, radio has built ta'ent such as a Mel Blanc, who, aside from any show of his own, plays 51 different radio voices—going from the parrot or the train announcer on the Jack Benny show to the happy postman on the Burns and Allen opus. Blanc is a product definitely of radio, having never played another medium. No field allows for as much experimenting as does the mike. We've heard Sinatra as a dramatic actor, Fred Allen in a non-comic role, singer Dick Powell as a sleuth, suave Carl Brisson as a mystery solver, and others. What we applaud most is the chance radio gives its children to stroll from the beaten path. Judy Canova, for years a hillbilly chanteuse, steps out of that role for her final singing number each week, performs a song straight and, brother, she's got one of us really swooning with her torrid renditions of such songs as Berlin's "Blue Skies" and the immortal "I Can't Give You Anything But Love." Similarly, cute Beatrice Kay, famed for Gay 90's tunes, has proved her adeptness at torrid and modern songs as well. Radio is not as staid as is the theater where too many customs remain life-long institutions—and drive the audiences into institutions to boot.



● ● ● We'll admit that in the over-all picture, there are many instances which bore us to death. Listening to a quizmaster ask Mrs. Housefrau where she comes from, the silly applause that follows, the idiotic queries sometimes featured on such shows, is by far a hardship on a dial-turner's ear—but the reward, the way we see it now, is that radio is growing up. It's laughing at its own commercial blurbs, its deflating pompous politicians by stuffing punch lines into their mouths, it's got the Melchior's trading jests with the Mad Russians. The little lady, Madame Radio, has come of age.

Quiz Kids

SEVEN YEARS FOR THE SAME SPONSOR

MILES LABORATORIES

makers of
Alka-Seltzer and One-A-Day Brand Vitamins
through
Wade Advertising Agency

NBC Network
Sunday Afternoons
4:00 P.M. (E.S.T.)



Exclusive Radio Representative
JAMES PARKS
330 North Michigan
Chicago, Ill.

Created and Produced By
LOUIS G. COWAN, INC.
250 W. 57th St., New York, N. Y.
8 So. Michigan, Chicago, Ill.

RADIO DEVELOPS SONGWRITERS

By HERMAN PINCUS, Staff Writer, RADIO DAILY

SEVERAL years ago an important music publisher, awed by the massive grandeur of the NBC Studios in Radio City, New York, remarked, "To think that our Music was responsible for all this."



Herman Pincus

His audible ejaculation, though an exaggeration, was likewise far from an untruth. For Music invariably was the sound heard in the early days of the crystal sets. With the passage of time, improvements both in transmission and reception were perfected until today Radio is the international medium for expression of ideas, political campaigns, educational forums, performances of Grand and Light Operas, Dramas, on-the-scene broadcasts of major sporting events, etc. The importance of music in radio kept pace with the rapid progress of Radio itself and it is estimated that at least 73 per cent of radio programs are comprised wholly or partially of music.

Thus while Music proved a vital factor in the expansion and prosperity of Radio, the latter in turn, is responsible for the increased earnings of songwriters, music publishers, arrangers, singers, orchestra leaders, coaches, contactmen (songpluggers), etc. Before Radio, publishers were obliged to maintain large offices in key cities equipped with as many as six or eight piano rooms respectively and staffed with four or five pianists, who, besides teaching vaudeville artists and singers new songs, often had to arrange their train schedules, deliver props to the theatre in time for rehearsal and even playing "nursemaid" to their children in dressing rooms. Headline Acts, in many cases, were on the payroll of major publishers, to sing and popularize songs, often requiring at least a year or two of consistent use to make a song a Hit.

Too, in those days, a major music publisher, in order to satisfy the musical requirements of vaude artists, published

several types of songs simultaneously, the catalogue generally consisting of the plug ballad, a novelty, a rhythm, an instrumental and often a comedy. Today, because a song can be "made" in three or four months, via a concentrated radio plug, music publishers publish and work on but one tune at a time.

In recent years many of the nation's outstanding hits (featured on the "Hit Parade") were products of comparative unknowns, admittedly a phenomena made possible by Radio. We'll list a group of such songs and their composers. "I Dream of You" (More Than You Dream I Do)—Marjorie Goetschius and Edna Osser; "My Dreams Are Getting Better All the Time"—Mann Curtis and Vic Mizzy; "And Then It's Heaven"—Eddie Seiler, Sol Marcus and Al Kaufman; "To Each His Own"—Jay Livingston and Ray Evans; "Love Love Love" and "Candy"—Joan Whitney, Alex Kramer and Mack David; "Oh What It Seemed to Be," "Surrender" and "Rumors Are Flying"—Bennie Benjamin and George Weiss; "There I Said It Again"—Redd Evans and Dave Mann; "Shoo Fly Pie and Apple Pan Dowdy"—Sammy Gallop and Guy Wood; "I Don't Know Enough About You"—Peggy Lee and Dave Barbour; "Laughing on the Outside, Crying on the Inside"—Bernie Wayne and Ben Raleigh; "Chickery, Chick"—Sylvia Dee and Sid Lippman; "There's An Awful Lot of Coffee in Brazil"—Bob Hilliard and Dick Miles; "Choo Choo Ch' Boogie"—Vaughn Horton, Denver Darling and Milt Gabler; "Cynthia's In Love"—Jack Owens; "Cement Mixer"—Lee Ricks and Slim Gaillard.


Radio has often been referred to as a "hungry giant"—ever on the hunt for new ideas, new material, new jokes, new personalities and new songs—songs and more songs. The preceding paragraph is proof that its quest, at least insofar as the latter is concerned, is proving fruitful. For added to the wealth of songs contributed by the newer songsters, is the constant out-pouring of music by the dependable "old-timers" including Irving Berlin, Oscar Hammerstein, Richard Rodgers, Cole Porter, Rudolf Friml, Irving Caesar, Harry Warren, Harry Ruby, Bert Kalmar, L. Wolfe Gilbert, Charlie Tobias, Sigmund Romberg and many others.

• SUPER-SUDS • ICED COFFEE • PIEL'S BEER • HI-SPOT •

RICE'S BREAD • PALL MALL • CAMEL CIGARETTES • McGRATH'S TOMATO JUICE

CHATEAU MARTIN • PENETRO NOSE DROPS • ST. JOSEPH ASPIRIN • FRAM OIL FILTERS

ENTERTAIN WHILE YOU SELL!

"FOR SPOTS THAT RING THE BELL"
MUSICOMMERCIALS  **Novak**

Looking
for Spots

that are:

AMOROUS . . .

GLAMOROUS . . .

GROOVIE OR SMOOTHIE?

Novak will cut 'em!

Just tell us what
you want to sell . . . we'll
design the spots to do it!

FRANK NOVAK

344 W. 72nd STREET, NEW YORK 23

Telephone: TR. 4-1999

• "RETURN THE EMPTY MILK BOTTLES" NATION WIDE •

1941—GROWTH OF STATIONS—1946

AM Outlets as of:	Licenses	Construction Permits	Special Broadcast Stations	Total Operating
February 1941	830	46	5	881
March 1941	831	54	5	890
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	910	2	—	912
January 1945	919	24	—	943
December 1945	1003	24	—	1027
December 1946	1526	464	—	1062

** This figure includes 5 Special Broadcast Stations.



Tom (Hats)* Breneman

* I use the term commercially since Tom Breneman Hats are now stealing the show in better millinery salons coast to coast. These creations are so beautiful that women swoon over 'em . . . except Connie Reddy, above, who works on **BREAKFAST IN HOLLYWOOD** and is swoon-proof.

I know . . . you guys are saying this is just another scheme to make money. And, brother, you're *so* right!

Unabashedly,

Breneman

PRODUCING THE PACKAGE-SHOW

By LOUIS G. COWAN, *President, Louis G. Cowan, Inc.*



Louis G. Cowan

IT IS the function of the independent package producer to bring to the microphone the best in showmanlike ideas and personalities that will attract great listening audiences. The talent agencies differ mainly from the independent package producer in that their essential strength for pack-

age sales grows out of contracts with name talent they control, rather than out of the creation of new shows as such. Thus, their own function is to create, if possible, package vehicles for their talent.

The independent package producer lives, eats, thinks Entertainment and Show Business with capital letters. His life, fortunately, is not involved with the worries of clients, time-buys, advertising copy and the many other problems that beset network, station and agency people. In addition to the shows created within their own program departments, many agencies draw upon the qualified independent package producer as a constant source of show ideas. To these they can apply their own skills and know-how. At a given point, the talents of agency and producer blend in producing the airbourne finished product.

The independent package producer is radio's counterpart to the producer in the theater or in the movies. He knows that radio is essentially Show Business, and that he must have the ingenuity to capitalize on the greatest media for audience in America today.

Unencumbered by the multitudinous problems of business management, his sole problem is to give the radio advertiser the largest possible audience before whom the advertising message can be delivered. His main self-imposed injunction is that of good taste.

The agencies, clients, stations, networks provide the facilities (or theaters). He must provide the entertainment creativeness and talent that serve as magnets for these facilities.

In developing his ideas, he can move freely into all realms of the arts seeking the greatest showmanship values, adding to them his skill and know-how in producing shows that will attract listeners. Those who use these shows or their facilities must make the greatest use of their opportunities with these audiences.

The so-called "selling" of the best of these ideas is not easy, for many reasons. But, it is also difficult in theaters to find backers, theaters, etc. And it is even harder in movies. Those independent package producers who have the creativeness, the skills of development, and the courage to persist can find great personal satisfaction by bringing great entertainment, and often enlightenment, to millions of listeners.

All of this requires courage. Financially, those producers who attempt to create only for network programming, no matter how conscientious their efforts may be, limit their financial risks to written proposals or waxed auditions. But, the independent package producer who extends his field into that of transcriptions must go even further. Because at that point he is backing his own convictions of showmanship, taste, know-how and great audience appeals with huge sums of money.

The future of radio in terms of live network shows and transcriptions look bright indeed—but it is a future that promises to envelope a new horizon of thought. From all indications, we are moving from the lush era of name stars to a period of tighter scrutiny of program budgets and extended use of AFRA talent. Evidences of this are already apparent. Here again the independent package producer comes into his own for this regime will require the development of new and fresh concepts for entertainment.

The same holds true in terms of the transcription business. This facet of the radio industry must also come of age. The needs of the individual stations parallel those of the networks. They must be provided with first-rate programs that are skillfully produced and embrace bright and stimulating radio entertainment as fresh as the New Year.

MR. and MRS.
FITZ-G-HONEY

i.e.

Ed and Pegeen Fitzgerald

UN'S BIG RADIO JOB FOR 1947

By CHRISTOPHER CROSS, In Charge U. S. Radio At UN



Christopher Cross

AMERICAN radio has a new product to sell.

It's stupendous, terrific, colossal product,—a product created to cure mankind of its greatest headache: war.

If all the merchandising experts in radio had been gathered around a

shiny conference table they could not have better timed the appearance of this product.

Following a war that took millions of lives, uprooted millions more, and razed countless cities there was conceived the Charter of the United Nations,—“to save succeeding generations from the scourge of war . . . to reaffirm our faith in fundamental human rights . . . to establish conditions under which international law can be maintained . . . to promote social progress, economic and social advancement . . . to encourage respect for human rights and for fundamental freedoms for all without distinction as to race, sex, language or religion. . . .”

This, in part, is the product. And a ready market of 1,750,000,000 people of the world are waiting to be sold.

The \$64 question of international radio is:

Will American radio harness all its skills to properly merchandise the United Nations Charter?

It wasn't so long ago that American radio had another important product to sell: World War II. It was realized that Victory could be ours only if the people *really* wanted it and supported their desire with sacrifice. The industry threw all its resources into the task of selling the war to the people.

The Battle for a Lasting Peace began almost two years ago in San Francisco with the birth of the United Nations. This battle too cannot be won without the support and sacrifice of the people. The statesmen, delegates and members of the

United Nations secretariat cannot alone win the second and complete Victory,—the Victory of Lasting Peace,—no more than the generals and statesmen could have alone defeated the Axis.

We hear altogether too many radio executives say: “Does anything special really have to be done about the United Nations? Who could possibly be against lasting peace?” Our answer always is that anyone is against lasting peace who does not actively work for it. We wonder if the many products sold by radio would actually enjoy any popularity if the sponsors and merchandisers took the position: “Our product is good, so why should anything have to be done about it.”

Who can say that the United Nations does not deserve the intensive merchandising that is given to the many products and services that are so successfully sold to the American people!

Public service is a word much used and much abused. Perhaps the one factor that will best determine if American radio is really discharging its public service responsibilities will be how well the industry helps to integrate the United Nations into the day-to-day lives of the people.

Individual stations and network have made a good beginning in trying to meet their responsibility to their listeners whose dominant wish is for a world free of war.

WLW went to the community to find out what it could do. They found that their listeners and the community organizations were interested and had plans.

In Hollywood Warner Brothers' KFVB has shown how an independent station can give leadership to a community in the fight for lasting peace.

New York City's WNYC has demonstrated that the people will listen to their on-the-spot broadcasts of United Nations sessions.

So active has NBC been in UN activities and programming that the visitor to the RCA building might get the impression that there is a United Nations annex housed there.

These are but a few examples of outstanding service and leadership; 1947, we hope, will find many more broadcasters coming into the fold.



the music
of
**JOHN
GART**
composer — conductor

WOR—MUTUAL



Gabriel Heatter's "A Brighter Tomorrow," The Carrington Playhouse

WCBS



"Columbia Workshop," "Richard Lawless"

WNBC



"Playhouse of Favorites," "The House in the Country"

WORLD TRANSCRIPTIONS



MGM, Columbia, RKO Spots

—Program— Directors Guide

—for production—special events

1947

JANUARY

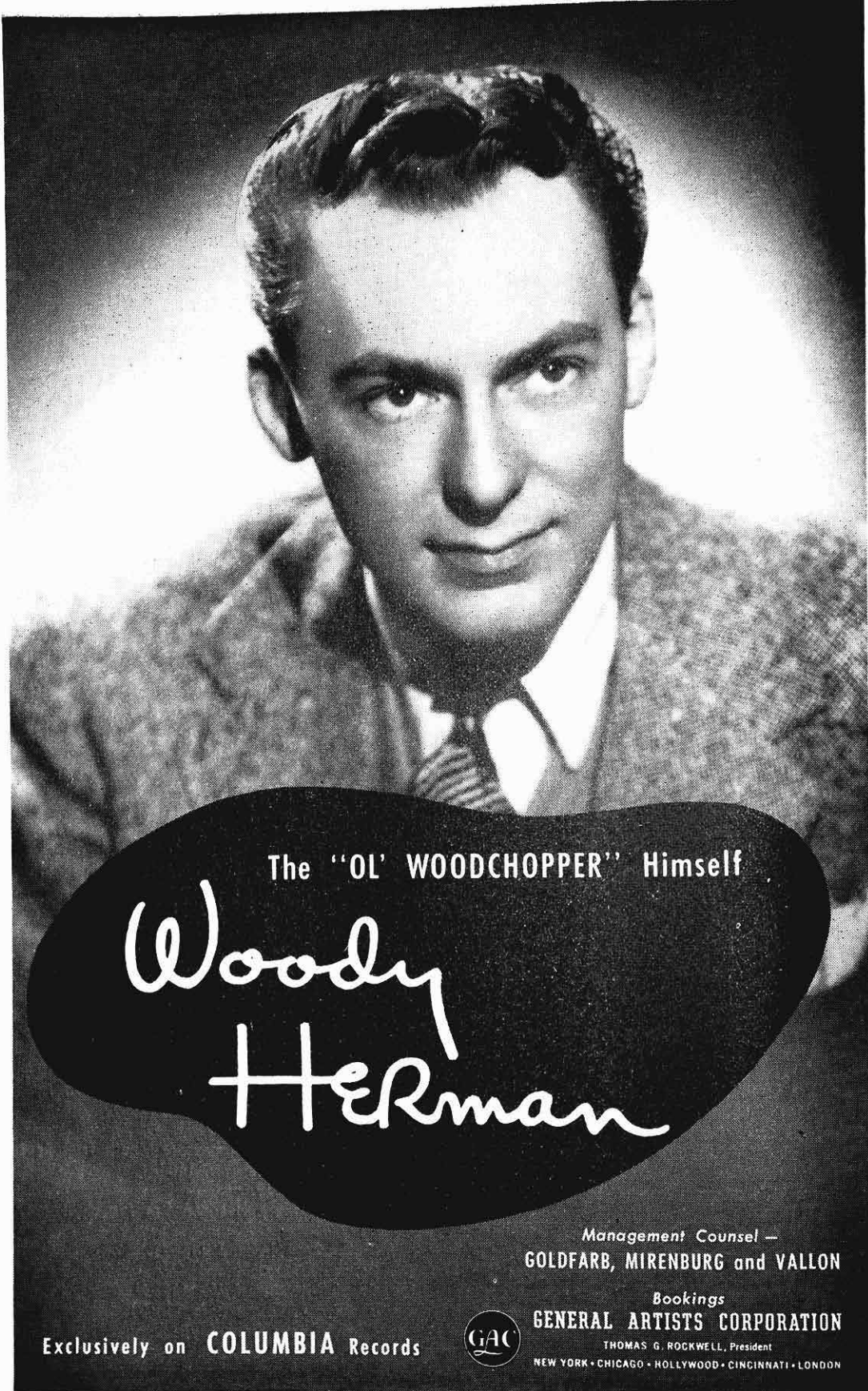
- 1: New Year's Day (In all States, Territories, District of Columbia and Possessions). Paul Revere Born (1735). Proclamation of Emancipation (1863).
- 2: Georgia Admitted (1788).
- 3: Battle of Princeton (1777).
- 4: Utah Admitted (1896).
- 5: Stephen Decatur Born (1779). George Washington Carver Died (1943). Week of Prayer, first week in January.
- 6: Carl Sandburg Born (1878). New Mexico Admitted (1912).
- 7: Millard Fillmore, 13th President Born (1800).
- 8: Anniversary of the Battle of New Orleans (Louisiana). Battle of New Orleans (1815) Holiday in Louisiana.
- 9: Connecticut Ratified the U. S. Constitution (1788). Connecticut Admitted (1788).
- 10: Ethan Allen Born (1737).
- 11: Alexander Hamilton Born (1757).
- 12: John Singer Sargent Born (1856).
- 13: Salmon Portland Chase Born (1808).
- 14: First Written Constitution Adopted at Hartford, Conn. (1639).
- 15: Mathew B. Brady Died (1896).
- 17: Benjamin Franklin Born (1706). Feast of St. Anthony.
- 18: Daniel Webster Born (1782).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia). Edgar Allen Poe Born (1809).
- 20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
- 21: Foundation Day. In the Canal Zone. Thomas Jonathan (Stonewall) Jackson Born (1824).
- 24: Gold discovered in Calif. (1848).
- 25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder pre-

- dicts 12 months of wind and death." (Shepherd's Almanack, 1676).
- Scotch Poet Robert Burns Born (1759).
- 26: Michigan Admitted (1837). General Douglas MacArthur Born (1880). First A.E.F. landed in Ireland (1942). Australia Day. Public Holiday in Australia.
- 27: Wolfgang Amadeus Mozart Born (1756). Lewis Carroll, pen name of Charles Lutwidge Dodgson Born (1832).
- 28: Thomas Edison granted patent on his incandescent light (1880).
- 29: William McKinley Born (1843). Kansas Admitted (1861).
- 30: Franklin D. Roosevelt Born (1882).
- 31: Franz Schubert Born (1797). Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.



FEBRUARY

- 1: Victor Herbert Born (1859). Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).
- 2: Fritz Kreisler Born (1875).
- 2: Ground Hog Day. Candlemas. Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
- 3: Horace Greeley Born (1811).
- 4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai). Charles Augustus Lindbergh Born (1902).
- 6: Massachusetts Admitted (1788). Aaron Burr Born (1756). American Forces Recapture Manila from Japs.
- 7: Charles Dickens Born (1812).
- 8: Boy Scout Day.
- 9: William Henry Harrison 9th President Born (1773). Nebraska Admitted (1867).
- 10: Peace Treaty Signed With Spain Ending Spanish-American War (1899).
- 11: Thomas A. Edison Born (1847). Daniel Boone Born (1734).



The "OL' WOODCHOPPER" Himself

Woody
Herman

Management Counsel —
GOLDFARB, MIRENBURG and VALLON

Bookings
GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

Exclusively on COLUMBIA Records



- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
- 14: Valentine's Day.
Arizona Admitted (1912).
Oregon Admitted (1859).
- 15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
- 16: Katharine Cornell Born (1898).
- 18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
- 19: Ohio Admitted (1803).
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
Phonograph Patented by Edison (1878).
- 20: U. S. purchased the Danish West Indies (1917).
- 21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.
- 21: Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
- 22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
James Russell Lowell Born (1819).
- 23: Johannes Gutenberg Died (1468).
- 25: Enrico Caruso Born (1873).
John Adams appointed first Minister of U. S. to England (1785).
- 26: William F. Cody (Buffalo Bill) Born (1846).
- 27: Henry Wadsworth Longfellow Born (1820).
- 29: Leap Year. The name given to every year of 366 days.
- 4: Pennsylvania Day.
Vermont Admitted.
- 5: Boston Massacre (1770).
- 6: Fall of the Alamo (1836).
- 7: Luther Burbank Born (1849).
Maurice Ravel Born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).
- 8: Oliver Wendell Holmes, Jr. Born (1841).
- 9: Battle of the "Monitor and Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest Born (1806).
- 10: Lillian D. Wald Born (1867).
- 11: Johnny Appleseed, properly John Chapman Died (1847).
The great blizzard in New York City and New England States (1888).
- 12: U. S. Post Office established by act of Congress (1789).
Girl Scout Day.
- 13: Standard Time established in U. S. (1884).
- 14: Albert Einstein Born (1879).
First Trans-Atlantic radio broadcast (1925).
- 15: Maine Admitted (1820).
Andrew Jackson Born (1767).
- 16: James Madison Born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).
- 17: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
- 18: Fast of Esther.
Grover Cleveland Born (1837).
- 19: William Jennings Bryan Born (1860).
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 23: Patrick Henry delivered his famous speech (1775).
- 25: The Annunciation or Lady Day.
Arturo Toscanini Born (1867).
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).
Maryland Day.
- 27: President Washington signed the act creating the U. S. Navy (1794).
- 29: John Tyler Born (1790).
- 30: Seward Day. Alaska (Not observed by Federal Employees).
- 31: Transfer Day. In the Virgin Islands.



APRIL

- 1: Nebraska Admitted (1867).
- 2: Texas Independence Day.
- 3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell Born (1842).
- 1: All Fools' Day.
- 2: Sergei Rachmaninoff Born (1873).
U. S. Mint established (1792).
- 3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West.
- 3: Washington Irving Born (1783).
- 4: Adoption of the present American Flag's design (1818).



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86

MAY

- 5: Elihu Yale Born (1648).
- 6: Army Day. Observed in New York and some other States by a display of flags and military parades.
Easter Sunday (1947).
- 7: Peary Discovered North Pole (1909).
Metropolitan Opera House Opened in New York (1830).
Louisiana Admitted (1812).
- 8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
- 9: Surrender of General Lee (1865).
- 10: Salvation Army Founder's Day.
William Booth Born (1829).
Joseph Pulitzer Born (1847).
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.
- 11: Charles Evans Hughes Born (1862).
- 12: Franklin Delano Roosevelt Died (1945).
Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson Born (1743).
- 14: Pan American Day.
- 15: Abraham Lincoln Assassinated (1865).
- 16: Charles Spencer Chaplin Born (1889).
- 17: Charter granted American Academy of Arts and Letters (1916).
- 18: San Francisco Fire (1906).
- 19: Patriots' Day. (Maine, Massachusetts).
- 20: Adolph Hitler Born (1889).
- 21: Easter Sunday (1946).
Anniversary of Battle of San Jacinto (Texas).
- 22: Arbor Day (Nebraska).
William Shakespeare Born (1564).
- 23: James Buchanan Born (1791).
St. George Day (English).
- 24: First Newspaper Issued in America (1704).
U. S.-Mexican War (1846).
Arbor and Bird Day (Massachusetts).
- 25: War Declared with Spain (1898).
St. Mark's Day.
- 26: Confederate Memorial Day (Florida, Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
John James Audubon Born (1785).
- 27: General U. S. Grant Born (1822).
- 28: James Monroe Born (1758).
Maryland Admitted (1788).
- 29: Sir Thomas Beecham Born (1879).
- 30: Boys and Girls Week always includes May 1.
Louisiana Purchased (1803).
Washington Became First President (1789).
Rhode Island Settled (1636).
Benito Mussolini Executed (1945).
- 1: May Day.
Child Health Day.
Labor Day (Canal Zone).
Dewey's Victory in Manila (1898).
- 2: Stonewall Jackson Fatally Wounded (1863).
National Music Week.
- 3: Shenandoah Valley Apple Blossom Festival.
- 4: Rhode Island Independence Day.
- 5: Napoleon's Death (1821).
Cinco de Mayo Celebrations (Mexico).
Arbor Day.
- 6: Corregidor Surrender (1942).
Admiral Robert E. Peary Born (1856).
- 7: Germany Surrendered to United States, England and Russia (1945).
Lusitania Torpedoed (1915).
Johannes Brahms Born (1833).
- 7: Robert Browning Born (1812).
- 8: V.E. Day (1945).
- 9: John Brown Born (1833).
Mothers-Day, second Sunday in May.
- 10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Completion of First Transcontinental Railroad (1869).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
- 13: Mother's Day.
- 14: Rockefeller Foundation Granted Charter (1913).
- 15: First regular Air Mail service in the world inaugurated by the U. S. Govt.
- 17: "I am An American Day" often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).
- 18: World Good-Will Day, formerly Peace Day.
- 19: First American Confederation of United Colonies of New England (1643).
- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
- 21: Lindbergh's Flight to Paris (1927).
- 22: National Maritime Day.
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844).
- 25: Ralph Waldo Emerson Born (1803).
- 27: Golden Gate Bridge, San Francisco opened (1937).
- 29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).
- 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
- 31: Walt Whitman Born (1819).
The Johnstown (Pa.) flood (1889).
Battle of Jutland (1916).



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JUNE

- 1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
- 6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale Born (1756).
D-Day (1944).
- 7: Daniel Boone Day (Kentucky).
- 8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
- 9: Feast of St. Columbia.
Confederate Memorial Day (Petersburg, Virginia).
- 10: Franklin Drew Lightning from Sky (1752).
Henry M. Stanley Born (1841).
- 11: Feast of St. Barnabas.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).
Kamehameha Day. Celebrates the birthday of Kamehameha, first King of Hawaii. Observed in Hawaii.
- 12: John Augustus Roebling Born (1806).
Baseball Centennial Celebration of the invitation of the game at Cooperstown, N. Y. (1939).
- 14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe Born (1811).
Flag Day.
- 15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).
- 16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
- 17: Bunker Hill Day. (In Massachusetts, Suffolk County).
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).
- 20: West Virginia Day.
Father's Day, 3rd Sunday in June.
- 21: Longest Day in Year.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).
- 22: Bolivar Day (Canal Zone).
- 23: Penn Signs Peace Treaty With Indians.
- 24: San Juan Day (Puerto Rico).
- 25: Virginia Admitted (1788).
Battle of Big Horn, Montana (1876) "Cus-

- ter's last stand," his defeat by the Sioux Indians.
- 26: Virginia ratified the U. S. Constitution (1788).
First American Troops Land in France (1917).
- 27: Hellen Keller Born (1880).
- 28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Varsailles ending World War I signed (1919).
- 29: George Washington Goethals Born (1858).
St. Peter's Day.
- 30: St. Paul's Day.
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.
Fourth Atomic Bomb dropped (experimental overwater) Bikini (1946).



JULY

- 1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
- 2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield Assassinated (1881).
- 3: Idaho Admitted (1890).
John Singleton Copley Born (1737).
- 4: Independence Day.
U. S. Military Academy at West Point Opened (1802).
Calvin Coolidge Born (1872).
Slavery Abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson Died (1826).
James Monroe Died (1831).
John Adams Died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1883).
American pilots first participated in air raids over Germany (1942).
- 5: Admiral David G. Farragut Born (1801).
- 6: Republican Party Founded (1854).
John Paul Jones Born (1747).
Columbia University Opened (1754).
- 7: U. S. annexed Hawaii (1898).



SYLVAN LEVIN

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- 8: John D. Rockefeller Born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).
- 9: Elias Howe Born (1819).
- 10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).
- 11: John Quincy Adams Born (1767).
- 12: Orangeman's Day.
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
- 15: St. Swithin's Day.
- 16: Mary Baker Eddy Born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).
- 17: Munoz Rivera's Birthday (Puerto Rico).
- 18: William Makepeace Thackeray Born (1811).
- 19: Franco-Prussian War Began (1870).
- 21: Spanish Armada Defeated by England (1588).
Society of Jesuits Abolished by Pope Clement XIV (1773).
First Battle of Bull Run (1861).
- 24: Simon Bolivar Born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
- 25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).
- 26: George Bernard Shaw Born (1856).
Sergei Koussevitzky Born (1874).
New York ratified the U. S. Constitution (1788).
- 27: First Successful Atlantic Cable (1866).
Barbosa's Birthday, in the Canal Zone.
- 28: Austria Declared War on Serbia (1914).
Volunteers of America Founder's Day.
- 29: Booth Tarkington Born (1869).
Benito Mussolini Born (1883).
- 30: Henry Ford Born (1863).
First Representative Assembly in America Convened (1607).
- 31: Feast of St. Ignatius De Loyola.



AUGUST

- 1: Colorado Day.
Beginning of World War I (1914).
- 2: Government of India Transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
- 3: Civic Holiday (Canada).
Germany Declared War on England and France (1914).
Columbus Sailed From Spain (1492).
- 4: Feast of St. Dominic.
- 5: Battle of Mobile Bay (1864) with Admiral Farragut in command.

- 6: Feast of the Transfiguration.
- 7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).
Society of Jesuits Restored by Pope Pius VII (1814).
- 8: Charles A. Dana Born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.
- 9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton Born (1593).
- 10: Herbert Clark Hoover Born (1874).
Russia Declared War Against Japan (1945).
- 11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
- 14: V-J Day.
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill.
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
- 18: Virginia Dare Born (1587).
- 19: National Aviation Day.
Orville Wright Born (1871).
- 20: Benjamin Harrison Born (1833).
- 21: Lincoln-Douglas debate began (1858).
- 22: Claude Debussy Born (1862).
- 23: Oliver Hazard Perry Born (1785).
- 24: British Burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.
- 26: Suffrage for Women—19th Amendment (1920).
- 27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
- 28: Spanish landed at the site of St. Augustine, Fla. (1565).
Johann Wolfgang von Goethe Born (1749).
- 29: Oliver Wendell Holmes Born (1809).
- 30: Germany Declared War on Poland (1939).
Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).



SEPTEMBER

- 1: Germany Invaded Poland (1939).
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)
Labor Day.
Eugene Field Born (1850).
- 3: First American Peace Treaty With England (1783).
Allies Invaded Italy (1943).

VOX POP

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OCTOBER

- 4: Henry Hudson Discovered Manhattan Island (1609).
First Electric Power Station in World in New York (1882).
- 5: First Continental Congress (1774).
- 6: Lafayette Day.
First Battle of the Marne (1914).
- 7: James Fenimore Cooper Born (1789).
- 8: Dutch Surrendered New Amsterdam (New York) to British (1664).
Italy Surrendered (1943).
Crimean War Ended (1855).
- 9: Admission Day (California—1850).
- 10: Arthur Holly Compton Born (1892).
Battle of Lake Erie (1813).
- 11: Harvest Festival.
O. Henry (pen name William Sydney Porter) Born (1862).
- 12: Henry Hudson entered the river (1609).
Defender's Day (Maryland).
- 13: Walter Reed Born (1851).
John Joseph Pershing Born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
- 14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
"The Star Spangled Banner" written by Francis Scott Key (1814).
- 15: Independence Day of the Central American Republics (1821).
William Howard Taft Born (1857).
- 16: Russians Burned Moscow (1812).
- 17: Constitution Day.
- 18: Cornerstone of U. S. Capital Laid in Washington, D. C. (1793).
N. Y. Times established (1851) when its first issue appeared.
- 19: Washington issued his farewell address to people of U. S. (1796).
- 21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
- 22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale Executed (1776).
First Day of Autumn.
- 23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
- 24: John Marshall Born (1775).
- 25: Balboa discovered the Pacific (1513).
- 25: Bill of Rights (1789).
- 26: George Gershwin Born (1898).
- 26: Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
- 26: Rosh Hashonah.
- 27: American Indian Day (4th Friday).
- 28: George Eugene Benjamin Clemenceau Born (1841).
- 29: Michaelmas Day.
- 1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).
- 2: Ferdinand Foch Born (1851).
Mohandas Gandhi Born (1869).
- 3: Religious Education Week. First full week in Oct.
- 4: Rutherford B. Hayes Born (1822).
- 5: Yom Kippur.
Wright Brothers Took First Long Distance Flight in an Airplane (1905).
Chester A. Arthur Born (1830).
- 6: Missouri Day.
National Business Women's Week, generally the second week of Oct.
- 7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
James Whitcomb Riley Born (1853).
- 8: Edward Vernon Rickenbacker Born (1890).
- 9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).
- 10: U. S. Naval Academy in Annapolis opened (1845).
- 11: Eleanor Roosevelt Born (1884).
- 11: Farmers' Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams Born (1821).
- 12: Columbus Day.
- 14: William Penn Born (1644).
- 15: First public demonstration of ether as an anesthetic, Mass. General Hospital (1846).
- 16: Noah Webster Born (1758).
- 17: Surrender of General Burgoyne at Saratoga (1777).
- 18: General Tojo Appointed Premier of Japan (1941).
Alaska Day.
- 19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) Passed (1919).
John Adams Born (1735).
- 22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
- 23: Sarah Bernhardt Born (1845).
- 24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
William Penn Born (1644).
- 26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
- 27: Navy Day.
Theodore Roosevelt Born (1858).
- 28: Dedication of Statue of Liberty (1866).
- 31: Hallowe'en.
Admission Day, Nevada (1864).

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CARLOS GASTEL

NOVEMBER

- 1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands Only).
- 2: General Election Day.
North Dakota Admitted (1889).
South Dakota Admitted (1889).
James K. Polk Born (1795).
Warren G. Harding Born (1865).
- 3: Panama declared its independence of Colombia (1903).
- 4: John Philip Sousa Born (1854).
- 5: Guy Fawkes Day (English).
U. S. General Election Day.
- 6: John Phillip Sousa Born (1854).
- 7: Marie Skladouska Curie Born (1867).
American Art Week.
- 8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
Montana Admitted (1889).
- 9: Great Fire in Boston (1872).
American Education Week.
- 10: Martin Luther Born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
- 11: Armistice Day, World War I.
Washington Admitted (1889).
- 13: Robert Louis Stevenson Born (1850).
Edwin Booth Born (1833).
- 14: Robert Fulton Born (1765).
Book Week.
- 15: Pikes Peak discovered (1806).
- 16: Oklahoma Admitted (1907).
- 17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal Opened (1869).
- 18: Standard Time went into effect in the U. S. (1883).
- 19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
- 19: James A. Garfield Born (1831).
- 21: North Carolina Admitted (1789).
Edison Announced Invention of Phonograph (1877).
- 23: Franklin Pierce Born (1804).
- 24: Zachary Taylor Born (1784).
- 28: Thanksgiving Day (4th Thursday).
- 29: Admiral Byrd Discovered South Pole (1929).
- 30: Samuel L. Clemens (Mark Twain) Born (1835).
Russia Invaded Finland (1939).
- 30: Winston Churchill Born (1874).



DECEMBER

- 2: Promulgation of the Monroe Doctrine (1823).
- 3: Illinois Admitted (1818).
Gilbert Stuart Born (1755).

- 5: Martin Van Buren Born (1782).
Walt Disney Born (1901).
- 7: Pearl Harbor Attacked (1941).
Roosevelt, Churchill, Stalin Confer at Teheran (1943).
Delaware Day.
- 8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
- 9: Germany-Italy Declare War on U. S. (1941).
- 10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi Admitted (1817).
- 11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
- 12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787)
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
- 13: Council of Trent (1545).
- 14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
- 15: Bill of Rights Day.
- 16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
- 17: John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
- 18: New Jersey Admitted (1787).
First Sunday Paper Published (1796).
- 19: Tyrus (Ty) Cobb Born (1886).
Washington went into winter quarters at Valley Forge (1776).
- 20: First Electric Lights on Broadway (1880).
- 21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.
- 23: George Washington Resigned Army Commission (1783).
- 24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
- 25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
- 26: Battle of Trenton (1776).
- 27: Louis Pasteur Born (1822).
- 28: Iowa Admitted (1848).
Woodrow Wilson Born (1856).
Irish Free State Became State of Eire (Ireland).
- 29: Texas Admitted (1845).
Andrew Johnson Born (1808).
First American YMCA established in Boston (1851).
- 30: Rudyard Kipling Born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
- 31: New Year's Eve.

Ginny Simms



THE GINNY SIMMS SHOW

Friday Nights (CBS)

REPORT ON THE 20-YEAR CLUB

By H. V. KALTENBORN, Founder, Twenty-Year Club

IT ALL began on April 4, 1942, when the National Broadcasting Company gave me a dinner to mark the 20th anniversary of my first broadcast. This seemed a suitable occasion to launch an organization of radio pioneers so, with that modesty which distinguishes so many radio personalities, I decided to become the founder of radio's only Twenty-Year Club.



H. V. Kaltenborn

Because broadcasting on a large scale began in 1922, twenty years seemed a proper period. In addition, that made it just possible for the founder to qualify for membership.

Every effort has been made to contact those who are eligible, but some people are too retiring. All a person need do to join is to write a letter to me at 167 E. 64th Street, New York City, listing chronologically his career in radio. Mention of as many names and incidents as possible is desirable. Human interest stories recalling the inevitable pioneering difficulties are particularly wanted. The prospective member's two decades in radio must be unbroken. Nineteen forty-five was set as the limit from which to "pioneers of radio broadcasting" will not measure the 20 years so that the term lose its meaning.

In order to put the information received to useful purpose, it has been my pleasure to publish a roster of the Club members which is now in its fourth edition. Earlier editions of the Twenty-Year Club Book have found their places in many reference libraries where frequent use is made of them.

Another important purpose of the roster is to enable members to keep tabs on the people with whom they shared radio's beginnings. Time has caused many old friends to lose track of each other and the Twenty-Year Club Book has enabled scores of members to relocate each other.

The book itself is a gold mine of information and unusual facts.

A sample is a record of what is perhaps the first fan letter ever received by a radio personality.

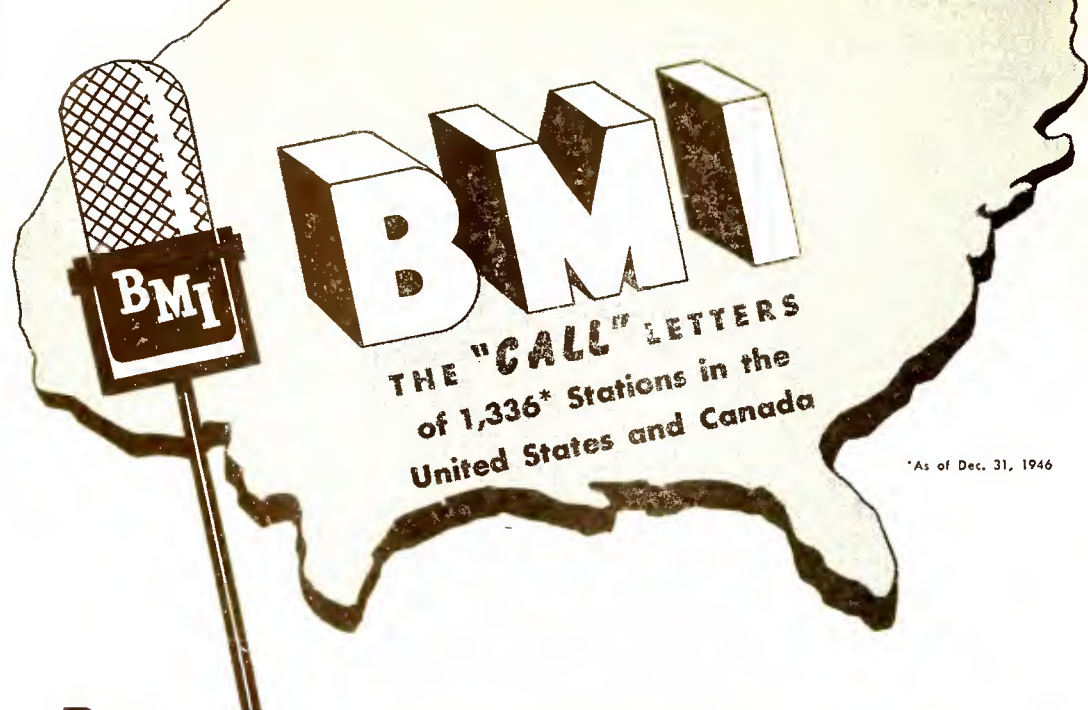
It was received by the late "first lady of radio," Vaughn De Leath, and said in part: "You have inaugurated a form of entertainment which will no doubt become very popular in the future."

During the past two years, a wealth of additional information concerning the pioneers of radio broadcasting has reached the editor. The format adopted for the Twenty-Year Club book makes it impossible, however, to present more than the bare chronological outline of the interesting radio careers of the men and women who are so largely responsible for the creation and development of radio broadcasting in the United States, Canada and the British Isles.

As a result, the Club files now contain much material which will be placed at the disposal of those who will carry forward the task of preserving the history of radio's early years. Any information or suggestions that might advance this project will be very welcome.

The editor is frank to say that he did not realize what he was letting himself in for when he so blithely announced the publication of this roster. But he has been well rewarded by the pleasure of the occupation and the friendly cooperation of his radio colleagues. Radio has done so much for him that he is happy to have performed his minor service for radio.

The founder of the Twenty-Year Club is now organizing an Executive Committee which will include some fifty outstanding members of the Club. From this Committee, Officers and Club Committees will be chosen at the Club's first meeting. This will take place on April 11, 1947. Many of the Club's 250 members will attend. The 1947 edition of the Club Book will be published in time for the meeting. Plans will be discussed for writing and publishing a history of radio broadcasting in terms of the personal experiences of radio pioneers. To recall the triumphs and mistakes of the past will help us realize the greater triumphs of tomorrow.



*As of Dec. 31, 1946

BROADER SERVICES—Each succeeding year finds BMI service to broadcasters building and expanding. Today, broadcasters receive regularly such special BMI aids as CONTINUITY—COPYRIGHT RESEARCH—DISC DATA—HOLIDAY MUSIC LISTS—PIN UP SHEET—NEWSLETTER—SONGS OF THE MONTH—MUSIC COPIES—RECORD DATA—MUSIC MEMO—RECORD PURCHASING ASSISTANCE—PERSONAL ATTENTION IN THE FIELD.

These special services are provided without cost to all BMI licensees.

MUSIC FOR EVERY PROGRAM NEED—To provide broadcasters with a large and adequate variety of every type of music has been the aim of BMI since its inception. Year by year the BMI catalogue has steadily grown in size and in value. The 1947 repertoire of BMI music is more than 400% greater than it was six years ago.

BMI's repertoire of American folk music surpasses that of any other licensing agency. In the field of Latin-American music BMI is outstanding. In every other classification of music, current popular songs, dance music, hot jazz, serious and semi-classical, the BMI repertoire provides you with sufficient music to fill every program need.

THERE'S ALWAYS A BMI HIT FOR YOUR SHOW.

INDUSTRY OWNED AND OPERATED—BROADCAST MUSIC, INC. was established and is maintained and operated by and for the broadcasting industry.

Management of BMI is directed and guided by a Board of Directors elected by the broadcasting industry, and functions solely in your interest as a broadcaster.

WHEN IT'S **BMI** IT'S YOURS

BMI

...YOURS TO BUILD—

...YOURS TO PERFORM—

HOW YOU CAN BOOST BMI PERFORMANCES

Keep your BMI Pin-Up Sheet posted conspicuously each month and perform all of the numbers it lists at least once each day.

The BMI Pin-Up Sheet is more than a colorful promotion piece. It is a carefully selected list of current popular songs chosen from the catalogues of hundreds of BMI affiliate publishers. It contains only those current numbers which are receiving all-out publisher exploitation. They are numbers of unquestioned quality and are the songs most accepted by name artists.

All BMI Pin-Up Tunes are potential hits, and they can be actual hits by the simple process of repeated radio performances. Radio has proved that it can make hit songs constantly.

HOW YOU CAN BUILD A STRONGER BMI

Thanks to the support and cooperation of the broadcasting industry, BMI is strong now — you can make it even stronger.

BMI's strength comes from its family of 1,336 affiliated commercial stations; All of the national and regional networks, the important FM, Short-wave and Television broadcasters; Exclusive performing rights to more than 850,000 copyright selections from the catalogues of publishers throughout the country and from important publishers and performing rights societies in Mexico, Cuba, Brazil, France, Canada, Holland and Greece; An ever growing storehouse of current phonograph records featuring BMI-licensed music together with thousands of titles available in all the ET libraries.

These facts and figures show our strength. But as a broadcaster you can help to build an even stronger BMI. By making use of the many services and the various programming aids furnished you by BMI, and by the consistent and frequent use of BMI-licensed music, you can increase that strength manifold.



BMI

BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK

• CHICAGO

• HOLLYWOOD

IMPORTANT RADIO Telephone Numbers in NEW YORK



Radio Stations

WAAT (N. Y. Office).....	Rector	2-5878
WBAM.....	Pennsylvania	6-8600
WABD.....	Plaza	3-9800
WABF.....	Rhineland	4-1647
WCBS.....	Wickersham	2-2000
WBBR.....	Main	4-9735
WBNX.....	MEIrose	5-0333
WBYN.....	TRiangle	5-3300
WCAU (N. Y. Office).....	Wickersham	2-2000
WCBW.....	Murray Hill	6-6340
WEAF.....	Circle	7-8300
WEVD.....	BRyant	9-2360
WGN (N. Y. Office).....	Murray Hill	2-3033
WHN.....	BRyant	9-7800
WHOM.....	Plaza	3-4204
WIBX (N. Y. Office).....	REgent	7-1154
WINS.....	BRyant	9-6000
WIP.....	Murray Hill	3-9447
WJZ.....	Circle	7-5700
WLIB.....	BUckminster	7-5900
WLW.....	Circle	6-1750
WMCA.....	Circle	6-2200
WNBF (N. Y. Office).....	Murray Hill	2-5767
WNBT.....	Circle	7-8300
WNEW.....	Plaza	3-3300
WNYC.....	Worth	2-5600
WOR.....	Pennsylvania	6-8600
WOV.....	Circle	5-7979
WPAT (N. Y. Office).....	Pennsylvania	6-2945
WQXR.....	Circle	5-5566
WRUL (N. Y. Office).....	Plaza	8-1085
WWRL.....	NEwtown	9-3300

National Networks

American Broadcasting Co.....	Circle	7-5700
Columbia Broadcasting System.....	Wickersham	2-2000
Keynote Broadcasting System.....	Longacre	3-2221
Mutual Broadcasting System.....	Pennsylvania	6-9600
National Broadcasting Co.....	Circle	7-8300

Station Representatives

Adam Young, Inc.....	Longacre	3-1926
John Blair & Co.....	Murray Hill	9-6084
Blue Network Co.....	Circle	7-5700
The Branham Co.....	Murray Hill	6-1860
British Broadcasting Corp.....	Circle	7-0656
Burn-Smith Co.....	Murray Hill	2-3124
Capper Publications, Inc.....	MOhawk	4-3280
Forjoe & Co.....	Vanderbilt	6-5080
Free & Peters, Inc.....	Plaza	5-4130
Headley-Reed Co.....	Murray Hill	3-5469
George P. Hollingsberry Co.....	Murray Hill	3-9447
The Katz Agency.....	Wisconsin	7-8620
Joseph Hershey McGilvra.....	Murray Hill	2-8755
J. P. McKinney.....	Circle	7-1178
National Broadcasting Co.....	Circle	7-8300
John H. Perry Associates.....	Murray Hill	4-1647
Edward Petry & Co.....	Murray Hill	2-4400
Pan American Broadcasting Co.....	Murray Hill	2-0810
John E. Pearson.....	Plaza	8-2255
Juan Piza.....	ELdorado	5-6788
Radio Advertising Corp.....	Murray Hill	2-2170
Radio Sales.....	Wickersham	2-2000
William G. Rambeau Co.....	LEXington	2-1820
Paul H. Raymer Co.....	Murray Hill	2-8689
Sears & Ayer.....	LEXington	2-0772
The Walker Co.....	Murray Hill	2-7986

Weed & Co.....	Vanderbilt	6-4542
Howard A. Wilson Co.....	Murray Hill	6-1230
Wood, Helen.....	REgent	7-1154

Advertising Agencies

N. W. Ayer & Son, Inc.....	Circle	6-0200
Badger & Browning & Hersey.....	Circle	7-3719
Ted Bates, Inc.....	Circle	6-9700
Batten, Barton, Durstine & Osborn, Inc.....	ELdorado	5-5800
Benton & Bowles, Inc.....	Wickersham	2-0400
Birmingham, Castleman & Pierce, Inc.....	LEXington	2-7550
The Biow Co., Inc.....	Circle	6-9300
Brooke, Smith, French & Dorrance, Inc.....	Murray Hill	6-1800
Franklin Bruck Advertising Corp.....	Circle	7-7660
Buchanan & Co.....	MEDallion	3-3380
Campbell-Ewald Co. of N. Y.....	Circle	7-6383
Calkins & Holden.....	Wickersham	2-6900
Cecil & Presbrey, Inc.....	Wickersham	2-8200
Compton Advertising Inc.....	Circle	6-2800
Dancer-Fitzgerald-Sample.....	Wickersham	2-4200
D'Arcy Advertising Co.....	Plaza	8-2600
Deherty, Clifford & Shenfield, Inc.....	BRyant	9-3140
Donohue & Coe.....
Sherman K. Ellis & Co., Inc.....	Plaza	5-7711
Erwin, Wasey & Co.....	MOhawk	4-8700
William Esty & Co.....	CAledonia	5-1900
Federal Advertising Agency, Inc.....	ELdorado	5-6400
Foote, Cone & Belding.....	Wickersham	2-6600
Fuller & Smith & Ross, Inc.....	Murray Hill	6-5600
Gardner Advertising Co.....	Columbus	5-2000
Geyer, Cornell & Newell, Inc.....	Wickersham	2-5400
Grant Advertising, Inc.....	BRyant	9-6100
Lawrence C. Gumbinner.....	Murray Hill	2-5680
The M. H. Hackett Co.....	Circle	6-1950
Hill Advertising, Inc.....	Plaza	3-7800
Hixon O'Donnell Adv., Inc.....	BRyant	9-5950
Charles W. Hoyt Co., Inc.....	Murray Hill	2-0850
Ivey & Ellington, Inc.....	Murray Hill	2-5204
Kastor, Farrell, Chesley & Clifford, Inc.....	Columbus	5-6135
Joseph Katz Co.....	Wickersham	2-2740
Kayton Soiero Co., Inc.....	Longacre	5-5090
Kenyon & Eckhardt, Inc.....	Plaza	3-0700
Kiesewetter, Wetterau & Baker, Inc.....	LEXington	2-0025
Abbott Kimball Co., Inc.....	Plaza	3-9600
Knox Reeves, Advertising, Inc.....	Murray Hill	4-3982
Kudner Agency.....	Circle	6-3200
Lenner & Mitchell, Inc.....	Murray Hill	2-9170
Marschalk & Pratt, Co.....	Vanderbilt	6-2022
J. M. Mathes, Inc.....	LEXington	2-7450
Maxon, Inc.....	ELdorado	5-2930
McCann-Erickson, Inc.....	Circle	5-7000
McKee & Albright, Inc.....	Columbus	5-205B
C. L. Miller Co.....	Murray Hill	2-1010
Emil Mogul Co., Inc.....	Columbus	5-2482
Morse International, Inc.....	LEXington	2-6727
Newell-Emmett Co.....	ASHland	4-9500
Hixon O'Donnell Adv. Agency.....	BRyant	9-4900
Paris & Peart.....	CAledonia	5-9840
Peck Advertising Agency, Inc.....	Plaza	3-0900
Pedlar & Ryan, Inc.....	Plaza	5-1500
Redfield-Johnstone, Inc.....	Plaza	3-6120
Arthur Rosenberg Co.....	CHickering	4-4420
Ruthrauff & Ryan, Inc.....	Murray Hill	6-6400
Sherman & Marquette, Inc.....	Circle	6-1550
Street & Finney.....	BRyant	9-2400
J. D. Tarcher & Co.....	Circle	6-2626
J. Walter Thompson Co.....	Murray Hill	3-2000
Weiss & Geller, N. Y., Inc.....	Plaza	3-4070