

RADIO
ANNUAL
1946



offers **EVERYTHING**



The Famous G-E
Circular Antenna, 2-bay



The New G-E
1-Kw FM Transmitter



The New G-E
250-Watt AM Transmitter



The New G-E
Studio Console

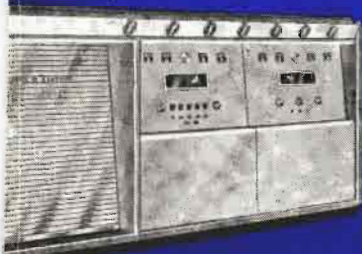


STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL  **ELECTRIC**

For BROADCASTING

FM Transmitters
 Television Transmitters
 AM Transmitters
 International Transmitters
 Complete Aural and Visual Equipment
 for Studios
 Microphones
 Measurement Equipment
 Electronic Tubes
 Studio-to-Transmitter
 Relay Apparatus
 Micro-Tel Systems
 Intra-Tel Systems
 Power Equipment and Switchgear
 Station Lighting, Heating,
 Air-Conditioning



The New G-E
Television Transmitter

GENERAL ELECTRIC offers to the broadcast industry a most comprehensive line of station equipment—FM, Television, AM, and International transmitters, complete aural and visual equipment for studios, antenna systems, electronic tubes, studio-to-transmitter relay equipment, Micro-Tel and Intra-Tel systems, station lighting, heating, air-conditioning, power equipment, and switchgear.

● Here is broadcast equipment that opens a brilliant era with new basic accomplishments in modulation quality, extended frequency response, and lower carrier noise levels. Circuits, backed by extensive research and long experience, are your guarantee of reliable operation. Complete accessibility, simplified control systems, fewer tubes, and fewer parts are your assurance of minimum supervision and lower maintenance.

● For maximum on-the-air reliability, for lower equipment cost per hour of service, specify G.E. throughout your station. You buy one standard of high quality backed by one source of responsibility. *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

Call your nearest G-E broadcast equipment sales engineer for information and help. In addition to General Electric offices in all principal cities, G-E broadcast Sales Engineers are located for your convenience in General Electric offices in the following cities:

Denver, Colo. 650 - 17th St.	New York City, N. Y. 570 Lexington Ave.	Cincinnati, Ohio 215 W. Third St.
Dallas, Texas 1801 Lamar St.	Cleveland, Ohio 4966 Woodland Ave.	
Philadelphia, Pa. 1405 Locust St.	San Francisco, Calif. 235 Montgomery St.	
Boston, Mass. 140 Federal St.	Seattle, Wash. 710 Second Avenue	
Atlanta, Ga. 187 Spring St., N.W.	Washington, D. C. 806 - 15th St., N. W.	
Kansas City, Mo. 106 W. 14th Street	Chicago, Ill. 840 S. Canal St.	
Los Angeles, Calif. 212 N. Vignes St.	Birmingham, Ala. 600 N. 18th St.	



For earliest possible delivery of your broadcast equipment, place your order now.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM

See G.E. for all three!

THE COCA-COLA BOTTLERS

of America

PRESENT

MORTON DOWNEY



For

FOURTH CONSECUTIVE YEAR

MORTON DOWNEY

Under Exclusive Management of

MUSIC CORPORATION OF AMERICA



PRESENTS

THE 1946
RADIO
ANNUAL

Edited by
JACK ALICOATE

Copyright, 1946, by the Radio Daily
1501 Broadway, New York 18, N. Y. WIsconsin 7-6336

Time Buyers!



CALL ON "Spot" FOR SUGGESTIONS

WEAF New York
 WBZ & WBZA . . . Boston, Springfield
 WGY Schenectady
 KYW Philadelphia
 WRC Washington
 KDKA Pittsburgh
 WTAM Cleveland
 WOWC Ft. Wayne
 WMAQ Chicago
 KOA Denver
 KPO San Francisco

● Looking for a time buy that's just your dish? Then give your order to "Spot." Of course, he may not always be able to serve you the exact time you were eyeing—NBC Spots go too fast for that. But you can count on "Spot" to suggest the best available period in the house—to help you select a buy that will get results—and to show you the way to results you can figure in dollars and cents.

Call on "Spot" today for suggestions on any one or every one of NBC's 11 sales-leading stations in 11 sales-leading markets. Sales-leading because: 1. They broadcast to 55% of the radio homes in the United States. 2. They are in markets where buying power is 34.2% higher than the country's average. 3. They broadcast the finest programs on the air to every corner of these rich markets.



NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
 Washington, Republic 6000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
 Bangor, Maine 6211 . . . Boston, Hancock 4239



FOREWORD

World War II is now history. . . . An explosive era has given way to the atomic opportunity of reconversion. . . . The spirit of an industry that contributed so much toward the winning of the war is again on the march.



The eleven hundred pages that follow tell a comprehensive story. . . . It is the colorful picture of radio and television, both of today and tomorrow as gathered from a thousand and one reliable sources.




RADIO ANNUAL is constantly in preparation . . . the editors live with it day by day. . . . Without the enthusiastic cooperation of every branch of electronics its timeliness would be impossible. . . . To all, our sincere appreciation.

JACK ALICOATE
Editor



FOR THE BEST IN NEWS
FOR THE BEST IN PROGRAMS BASED ON NEWS

See  YOUR **AP** STATIONS
FROM COAST TO COAST

EDITORIAL INDEX

1946

1946

A

Acoustical Society of America.....	907
Actors' Equity Association.....	907
Advertisers' Index	27

ADVERTISING:

Advertising Council, Inc., The.....	923
Advertising Federation of America.....	907
Advertising Research Foundation.....	908
Agencies, Addresses, Personnel, Etc....	167
Agency Billings by Network.....	131
American Assn. of Adv. Agencies.....	908
Billings, Network	131
Commercial Programs—Radio	865
Commercial Programs—Television	1026
Expenditures, Network	131
Agents and Managers, Talent.....	857

ALABAMA:

Chief Engineers of Stations.....	1051
Home Economic Directors of Stations...	854
Musical Directors of Stations.....	860
Radio Homes—Major Markets.....	247
Stations, Facilities, Personnel.....	311

ALASKA:

Musical Directors	863
Stations, Facilities, Personnel.....	629

ALBERTA:

Musical Directors	863
Stations, Facilities, Personnel.....	641
Alicoate, Jack, Introductions by.....	3
All American Radio Program of 1945 (RADIO DAILY POLL).....	115
American Assn. of Adv. Agencies.....	908
American Bar Assn. (Standing Committee on Communications)	908

AMERICAN BROADCASTING CO.:

Commercial Programs, 1945.....	865
Gross Billings by Agencies, 1945.....	131

Network Map	260, 261
Personnel	262
Sponsor Expenditures, 1945.....	133
Stations Owned and/or Managed by..	263
Woods, Mark, Article by.....	259
American Communications Association..	908
American Council on Education.....	908
American Federation of Musicians.....	908
American Federation of Radio Artists...	909
American Guild of Musical Artists, Inc...	909
American Marketing Association.....	909
American Newspaper Publishers Assn...	909
American Radio Relay League, Inc.....	910
American Society of Composers, Authors Publishers:	
Article by John G. Paine.....	721
Personnel	910
Publisher Members	723
American Television Society	910
Angell, James R., Article by.....	55
Announcers and Their Work, 1945.....	825
Applications, FCC Regulations Regarding Broadcasting:	
FM Station Application Granted.....	1082
Pending Applications for Commercial Television Stations	1019
Argentina, Stations of.....	946

ARIZONA:

Chief Engineers of Stations.....	1051
Home Economic Directors of Stations..	854
Musical Directors of Stations.....	860
Radio Homes—Major Markets.....	247
Stations, Facilities, Personnel.....	315
Arizona Broadcasting System.....	285
Arizona Network	285

ARKANSAS:

Chief Engineers of Stations.....	1051
Home Economic Directors of Stations..	854
Musical Directors of Stations.....	860
Radio Homes—Major Markets.....	247
Stations, Facilities, Personnel.....	318
Arrowhead Network	285



MARTIN BLOCK

21 HOURS A WEEK ON WNEW

"MAKE BELIEVE BALLROOM"

2¹/₂ HOURS A WEEK ON NBC

★ ★ ★

CHESTERFIELD SUPPER CLUB

1/2 HOUR EACH WEEK ON 200 STATIONS

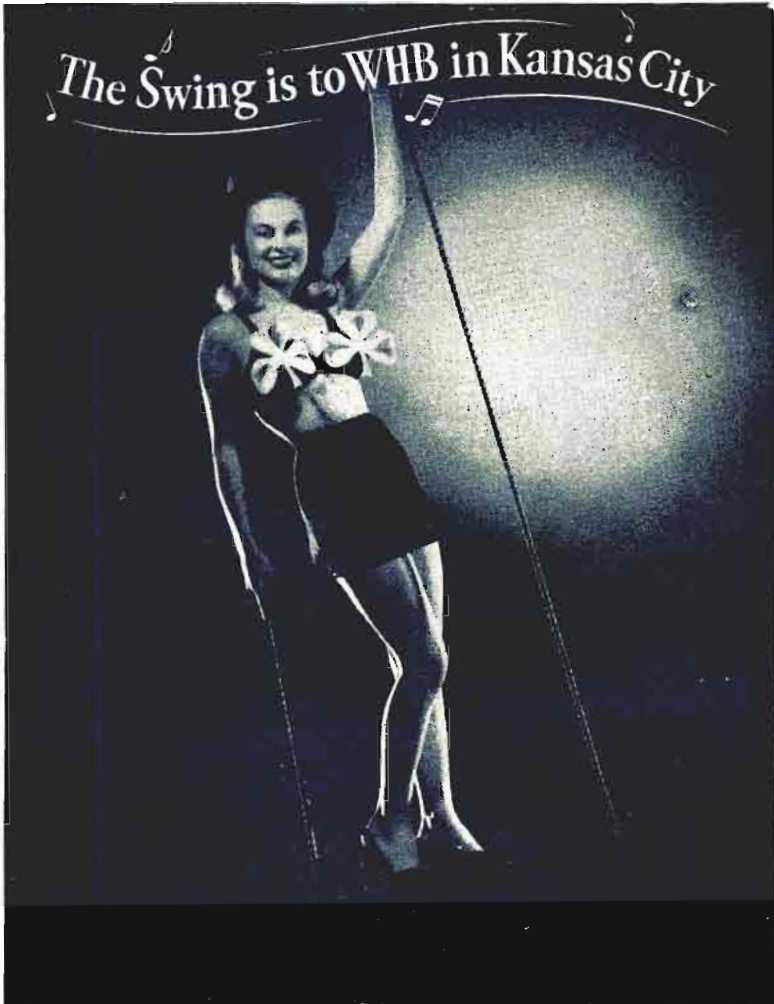
★ ★ ★

COLUMBIA RECORD SHOP

EDITORIAL INDEX

ARTICLES:

A Place in the Sun for Women in Radio, by Dorothy Lewis.....	47	Overseas Press Club in War & Peace, by W. W. Chaplin.....	83
American Broadcasting Co., by Mark Woods.....	259	Programs of 1945—A Network Picture, by M. H. Shapiro.....	41
AMP, by Gretl Urban.....	725	Proper Equipment for Television, by P. G. Caldwell.....	1037
ASCAP, by John G. Paine.....	721	Radio Expanding Rapidly on Coast, by Ralph Wilk.....	61
BMB Objective a "Yardstick," by Hugh Feltis.....	53	Radio Faces Busiest Year, by Paul Porter.....	33
BML by M. E. Tompkins.....	727	Radio from the Business Side, by M. H. Shapiro.....	129
Business Side of Radio, by M. H. Shapiro.....	129	Radio Greatest Social Force, by Justin Miller.....	35
Canadian Radio Is on the March, by T. Arthur Evans.....	67	1946 Radio Market Bigger than Ever, by William Noble.....	49
Chicago & Its Television Future, by Bill Irvin.....	997	Radio's Major Markets for 1946, by William Noble.....	246
Chicago Contends for Radio Honors, by Bill Irvin.....	65	Reconversion Is Dominant Factor, by Brig. Gen. David Sarnoff.....	45
Color Television of Tomorrow, by Dr. Peter C. Goldmark.....	973	RMA Converting to Peacetime Role, by Bond Geddes.....	1042
Columbia Broadcasting System, by Paul W. Kesten.....	265	SESAC, by Paul Heinecke.....	732
Current Era of Television, The, by J. R. Poppele.....	51	Television Acting Viewed by Expert, by Dr. John Reich.....	995
Economic Role of Advertising, The, by Frederic R. Gamble.....	57	Television Gains via Wartime Use, by D. F. Schmit.....	971
Electronic Arsenal in Peacetime Pursuits, by S. P. Taylor.....	69	Television Ready for Biggest Year, by John F. Royal.....	985
Expanded Facilities Is the 1946 By-Word, by Ralph C. Powell.....	1041	Television Sportcasting, by Bill Slater..	978
Extensive Gains in Communications, by Wes Summerfield.....	1049	Television Status in Great Britain, by H. Bishop.....	982
Forecasting Sportcasting, by Bill Slater.....	75	Television Today & Tomorrow, by Frank Burke.....	969
FM Networks for Educational Use, by George Jennings.....	1081	Uses of Radar in Peacetime, by Prof. A. M. Low.....	79
FM Position Solidified in '45, by Robert Bartley.....	1080	Value Advantages of ET Programs, by Aaron S. Bloom.....	71
Hollywood as Television Production Center, by Harry R. Lubcke.....	709	Washington Looks Toward Busy 1946, by Andrew H. Older.....	63
Industry Looks for Bright Future, by Frank Burke.....	37	Washington Natural Television Center, by Andrew H. Older.....	1005
Main Street—1945—Radio Reflections, by Sid Weiss.....	85	What FM Means to Education, by James R. Angell.....	55
Music in Radio a Powerful Factor, by Herman Pincus.....	87	Associated Actors and Artists of America.....	910
Mutual Broadcasting System, by Edgar Kobak.....	271	Associated Music Publishers, Inc.: Article by Gretl Urban.....	725
National Broadcasting Co., by Niles Trammell.....	277	Officers, Personnel.....	725
New Tubes—Circuits FM-AM '46 Feature by Meade Brunet & J. B. Elliott..	1039	Publisher Members.....	725
News-By-Radio Grows Day-By-Day, by Oliver Gramling.....	97	Assn. of Canadian Advertisers.....	911
		Assn. for Education by Radio.....	911
		Assn. of National Advertisers, Inc.....	911
		Assn. of Radio News Analysts.....	912
		Authors' League of America.....	912



For WHB Availabilities, 'phone DON DAVIS at any

ADAM YOUNG office:

New York City, 18	11 West 42nd St.	Longacre 3-1926
Chicago, 2	55 East Washington St.	ANDover 5448
San Francisco, 4	627 Mills Building	SUtter 1393
Los Angeles, 13	448 South Hill St.	Michigan 0921
Kansas City, 6	Scarritt Building	HArrison 1161

KEY STATION for the KANSAS STATE NETWORK

EDITORIAL INDEX

B

Backstage (People in Production During 1945)	808
Bartley, Robert, Article by	1080
Behind the Mike (Radio Artists and Their Work, 1945)	737
Bibliography, Television	1017

BILLINGS:

Agency Gross by Networks	131
Sponsor	133
Bishop, H., Article by	982
Bloom, Aaron S., Article by	71
BMI Canada, Ltd.	912
Bolivia, Stations of	947
Brazil, Stations of	948
British Broadcasting Corp.	912

BRITISH COLUMBIA:

Musical Directors of Stations	863
Stations, Facilities, Personnel	642
British Guiana, Stations of	950
British Honduras, Stations of	950
Broadcast Music, Inc. (BMI):	
Article by M. E. Thompkins	727
Personnel	912
Publisher Members	728
Brunet, Meade, Article by	1039
Burke, Frank, Articles by	37, 969
Business Side of Radio:	
Advertising Agencies	167
Agency and Sponsor Billings	131
Business Side of Radio	127
Federal Communications Commission	226
Federal Trade Commission	914
Major Markets—Radio Homes	247
Network Billings	131
Publications (Radio)	231
Radio from the Business Side, by M. A. Shapiro	129
Radio Homes—Major Markets	247
Radio's Weekly Payroll	110
Research Organizations	141
Section	127
Station Representatives	143

C

Calendar for Program Directory	89
Caldwell, P. G., Article by	1037

CALIFORNIA:

Chief Engineers of Stations	1051
Home Economic Directors of Stations	854
Musical Directors of Stations	860
Radio Homes—Major Markets	247
Stations, Facilities, Personnel	323

CANADA:

Article by T. Arthur Evans	67
Canadian Association of Broadcasters	913
Canadian Broadcasting Corp.	638
Musical Directors of Stations	863
Section	637
Stations, Alphabetically listed by Call Letter	639
Station Representatives in Canada	143
Catholic Actors Guild of America	913
Catholic Writers Guild of America	913
Chaplin, W. W., Article by	83
Chicago Radio Management Club	913
Chief Engineers of Stations	1051
Chile, Stations of	950
Colombia, Stations of	952

COLORADO:

Chief Engineers of Stations	1051
Home Economic Directors of Stations	854
Musical Directors of Stations	860
Radio Homes—Major Markets	248
Stations, Facilities, Personnel	342

COLUMBIA BROADCASTING SYSTEM:

Article by Paul W. Kesten	265
Commercial Programs in 1945	865
Gross Billings by Agencies, 1945	131
La Cadena de las Americas (Pan American Network) of CBS Stations, Personnel	932
Network Map	266, 267
Personnel	268
Sponsor Expenditures, 1945	133
Stations Owned and Operated by	270

Commentators:

News, and Their Work in 1945	789
Sports, and Their Work in 1945	801

Kate Smith

EDITORIAL INDEX

Commercial Programs of Networks in 1945	865
Commercial Television Programs in 1945	1026
Committee on Consumer Relations in Advertising, Inc.	913
Composers, Authors and Publishers Assn. of Canada, Ltd.	913

CONNECTICUT:

Chief Engineers of Stations	1051
Home Economic Directors of Stations	854
Musical Directors of Stations	860
Radio Homes—Major Markets	248
Stations, Facilities, Personnel	347
Connecticut State Network, Personnel	285
Consulting Engineers	1047
Costa Rica, Stations of	954
Cuba, Stations of	954

D

DELAWARE:

Chief Engineers of Stations	1051
Musical Directors of Stations	860
Radio Homes—Major Markets	248
Stations, Facilities, Personnel	351
Directors' Guild, Personnel	919

DISTRICT OF COLUMBIA:

Chief Engineers of Stations	1051
Home Economic Directors of Stations	854
Musical Directors of Stations	860
Radio Homes—Major Markets	248
Stations, Facilities, Personnel	352
Dominican Republic, Stations of	956
Don Lee Broadcasting System	285
Dramatists' Guild	914

E

Ecuador, Stations of	957
----------------------	-----

EDUCATION:

Association for Education by Radio	911
Educational Broadcast Stations, FCC Regulations for Non-Commercial	924
FM Networks for Educational Use, by George Jennings	1081
Federal Radio Education Committee	914

Institute for Education by Radio	915
National Assn. of Educational Broadcasters	917
Non-Commercial Educational Stations	924
Elliott, J. B., Article by	1039
El Salvador, Stations of	958
Engineers, Chiefs of Stations	1051
Equipment Firms, Officers, Addresses	1057
Evans, T. Arthur, Article by	67

Expenditures:

Advertising Agencies, on Networks	131
Network, by Sponsor	133

F

Federal Communications Bar Assn.	914
----------------------------------	-----

FEDERAL COMMUNICATIONS COMMISSION:

FM Broadcast Applications Granted	1082
Growth of Stations, 1941-1946	73
High Frequency (FM) Section	1079
Personnel	226
Porter, Paul A., Article by	33
Regulations, Non-Profit Stations	924, 925
Television Allocations	1007
Television, Pending Applications	1019
Federal Council of Churches of Christ in America, Dept. of National Religious Radio	914
Federal Radio Education Committee	914
Federal Trade Commission	914
Feltis, Hugh, Article by	53
First Advertising Agency Group	914

FLORIDA:

Chief Engineers of Stations	1051
Home Economic Directors of Stations	854
Musical Directors of Stations	860
Radio Homes—Major Markets	248
Stations, Facilities, Personnel	354

Frequency Modulation:

Angell, James R., Article by	55
Bartley, Robert, Article by	1080
FM Networks for Educational Use, by George Jennings	1081
FM Applications Granted	1082

GIVE YOUR NEWS PROGRAMS

Individuality!

You can do it best with the INS wire, the greatest combination of news and human-interest news features for radio.

With INS you get ALL of the news that's interesting.

You can select what is most important to your audience, giving your news programs real individuality.

INTERNATIONAL NEWS SERVICE

235 EAST 45TH STREET

NEW YORK, 17, N. Y.

EDITORIAL INDEX

G

Gamble, Frederic R., Article by.....	57
Geddes, Bond, Article by.....	1042

GEORGIA:

Chief Engineers of Stations.....	1053
Home Economic Directors of Stations...	854
Musical Directors of Stations.....	860
Radio Homes—Major Markets.....	248
Stations, Facilities, Personnel.....	365
Georgia Major Market Trio.....	287
Goldmark, Dr. Peter C., Article by.....	973
Gramling, Oliver, Article by.....	97
Growth of Stations, 1941-1945.....	73
Guatemala, Stations of.....	958
Guilds.....	897

H

Haiti, Stations of.....	958
-------------------------	-----

HAWAII:

Stations, Facilities, Personnel.....	631
Heinecke, Paul, SESAC Article by.....	732
Home Economic Directors of Stations....	854
Honduras, Stations of.....	959

I

IDAHO:

Chief Engineers of Stations.....	1053
Home Economic Directors of Stations....	854
Musical Directors of Stations.....	860
Radio Homes—Major Markets.....	249
Stations, Facilities, Personnel.....	375

ILLINOIS:

Chief Engineers of Stations.....	1053
Home Economic Directors of Stations....	854
Musical Directors of Stations.....	860
Radio Homes—Major Markets.....	249
Stations, Facilities, Personnel.....	377

INDIANA:

Chief Engineers of Stations.....	1053
Home Economic Directors of Stations....	854

Musical Directors of Stations.....	861
Radio Homes—Major Markets.....	249
Stations, Facilities, Personnel.....	389
Institute for Education by Radio.....	915
Institute of Radio Engineers, Inc.....	915
Intercollegiate Broadcasting System, Inc..	915
Interdepartment Radio Advisory Com- mittee.....	915
Intermountain Network, Officers.....	287
International Broadcast Stations, U. S....	929
International Brotherhood of Electrical Workers.....	916
International News Service.....	165
International Section.....	927
Introductions by Jack Alicoate.....	3, 967

IOWA:

Chief Engineers of Stations.....	1053
Home Economic Directors of Stations....	855
Musical Directors of Stations.....	861
Radio Homes—Major Markets.....	249
Stations, Facilities, Personnel.....	395
Irvin, Bill, Articles by.....	65, 997

J

Jennings, George, Article by.....	1081
-----------------------------------	------

K

KANSAS:

Chief Engineers of Stations.....	1053
Home Economic Directors of Stations....	855
Musical Directors of Stations.....	861
Radio Homes—Major Markets.....	249
Stations, Facilities, Personnel.....	403
Kansas State Network.....	287

KENTUCKY:

Chief Engineers of Stations.....	1053
Home Economic Directors of Stations....	855
Musical Directors of Stations.....	861
Radio Homes—Major Markets.....	250
Stations, Facilities, Personnel.....	411
Kesten, Paul W., Article by.....	265

Keystone Broadcasting System:

Personnel.....	284
Kobak, Edgar, Article by.....	271

SESAC TRANSCRIBED LIBRARY

- ~ Fastest Growing in America
- ~ Designed for Post War Programming
- ~ Built on Suggestions of Broadcasters
- ~ Recorded Under Strict NAB Standards by Columbia
- ~ It Is Tops for Melody, Artists and Short Numbers



The **PRICE** is **MODERATE**



For Full Details . . . SESAC, Inc., 475—5th Ave., New York City 17, N. Y.
Canadian Representative: Gordan V. Thompson Ltd., 193-197 Yonge St.,
Heintzman Hall, Toronto, Ontario

Foreign Representative: Charles Michelson, 67 West 44th St.,
New York City 18, N. Y.

EDITORIAL INDEX

L

Lambs, The, Officers.....	916
Latin-American Networks and Stations.....	932
Lewis, Dorothy, Article by.....	47
Lone Star Chain.....	287

LOUISIANA:

Chief Engineers of Stations.....	1053
Home Economic Directors of Stations.....	855
Musical Directors of Stations.....	861
Radio Homes—Major Markets.....	250
Stations, Facilities, Personnel.....	414
Low, Prof. A. M., Article by.....	79
Lubcke, Harry R., Article by.....	109

M

Magazines, Radio.....	231
-----------------------	-----

MAINE:

Chief Engineers of Stations.....	1053
Home Economics Director of Stations.....	855
Musical Directors of Stations.....	861
Radio Homes—Major Markets.....	250
Stations, Facilities, Personnel.....	417
Managers and Agents, Talent.....	857
Major Markets—Radio Homes: States—Counties.....	247

MANITOBA:

Stations, Facilities, Personnel.....	645
Market Research Council.....	916

MARKET STATISTICS:

By States and Counties.....	247
Growth of Stations—1941 to 1945.....	73
Noble, Wm. P., Article by.....	246
Radios Weekly Payroll.....	110

MARYLAND:

Chief Engineers of Stations.....	1053
Home Economics Directors of Stations.....	855
Musical Directors of Stations.....	861
Radio Homes—Major Markets.....	250
Stations, Facilities, Personnel.....	421
Maryland All-Home Network.....	287
Mason-Dixon Radio Group.....	287

MASSACHUSETTS:

Chief Engineers of Stations.....	250
Home Economics Directors of Stations.....	855
Musical Directors of Stations.....	861
Radio Homes—Major Markets.....	250
Stations, Facilities, Personnel.....	429
McClatchy Beeline, Officers.....	288
Mexico, Stations of.....	934, 938, 940

MICHIGAN:

Chief Engineers of Stations.....	1053
Home Economics Directors of Stations.....	855
Musical Directors of Stations.....	861
Radio Homes—Major Markets.....	250
Stations, Facilities, Personnel.....	437
Michigan Radio Network.....	287
Miller, Justin, Article by.....	35

MINNESOTA:

Chief Engineers of Stations.....	1054
Home Economics Directors of Stations.....	855
Musical Directors of Stations.....	861
Radio Homes—Major Markets.....	250
Stations, Facilities, Personnel.....	451

MISSISSIPPI:

Chief Engineers of Stations.....	1054
Home Economics Directors of Stations.....	855
Musical Directors of Stations.....	861
Radio Homes—Major Markets.....	251
Stations, Facilities, Personnel.....	455
Mississippi Valley Network.....	288

MISSOURI:

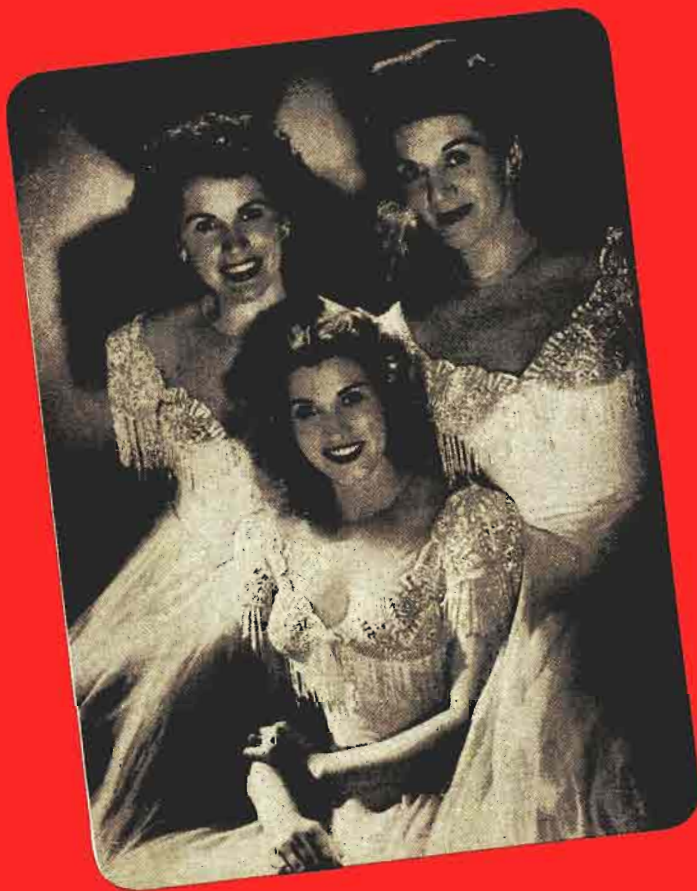
Chief Engineers of Stations.....	1054
Home Economics Directors of Stations.....	855
Musical Directors of Stations.....	861
Radio Homes—Major Markets.....	251
Stations, Facilities, Personnel.....	461

MONTANA:

Chief Engineers of Stations.....	1054
Home Economics Directors of Stations.....	855
Musical Directors of Stations.....	861
Radio Homes—Major Markets.....	251
Stations, Facilities, Personnel.....	469
Musical Conductors and Their Work.....	769
Musical Directors of Stations.....	860
Music Publishers' Protective Assn., Inc.....	916

MUSIC.....	719
Ascap.....	721
AMP.....	725
BMI.....	727
SESAC.....	732

The Andrews Sisters



MANAGEMENT
LOU LEVY
NEW YORK • HOLLYWOOD

EDITORIAL INDEX

MUTUAL BROADCASTING SYSTEM:

Commercial Programs in 1945.....	865
Gross Billings by Agencies in 1945.....	131
Kobak, Edgar, Article by.....	271
Network Map.....	272-273
Personnel.....	274
Sponsor Expenditures, 1945.....	133

N

NATIONAL ASSOCIATION OF BROADCASTERS:

Code of Fair Practice.....	904
Personnel, Directors, Committees.....	893, 916
Statement by Justin Miller.....	35
National Assn. of Educational Broadcasters Personnel.....	917
List of Member Stations.....	77
National Assn. of Performing Artists.....	916
National Better Business Bureau.....	917

NATIONAL BROADCASTING CO.:

Commercial Programs in 1945.....	865
Network Map.....	278, 279
Pan American Network of.....	936
Personnel.....	280
Stations Owned and Operated by.....	283
Trammell, Niles, Article by.....	277
National Independent Broadcasters.....	917
National Industrial Advertisers Assn., Inc.....	917
National Variety Artists, Inc.....	917

NEBRASKA:

Chief Engineers of Stations.....	1054
Home Economic Directors of Stations.....	855
Musical Directors of Stations.....	861
Radio Homes—Major Markets.....	251
Stations, Facilities, Personnel.....	472
Nebraska Broadcasters Association.....	918

NETWORKS:

Advertising Agency Gross Billings.....	131
American Broadcasting Co.....	259
Canadian Broadcasting Corp.....	638
Columbia Broadcasting System.....	265
Expenditures by Agencies and Sponsors.....	131
Keystone Broadcasting System.....	284
Mutual Broadcasting System.....	271

National Broadcasting Co.....	277
National Networks.....	257
Pan American Networks.....	932
Programs, Commercial, 1945.....	865
Regional Networks.....	285
Sponsors Network Expenditures.....	133
Weekly Payroll Chart.....	110

NEVADA:

Chief Engineers of Stations.....	1054
Radio Homes—Major Markets.....	251
Stations, Facilities, Personnel.....	475

NEW BRUNSWICK:

Musical Directors of Stations.....	863
Stations, Facilities, Personnel.....	646
New England Regional Network.....	288

NEW HAMPSHIRE:

Chief Engineers of Stations.....	1054
Home Economic Directors of Stations.....	855
Musical Directors of Stations.....	862
Radio Homes—Major Markets.....	251
Stations, Facilities, Personnel.....	476

NEW JERSEY:

Chief Engineers of Stations.....	1054
Home Economic Directors of Stations.....	855
Musical Directors of Stations.....	862
Radio Homes—Major Markets.....	252
Stations, Facilities, Personnel.....	477

NEW MEXICO:

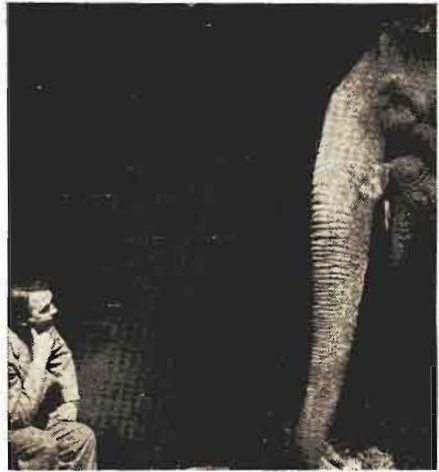
Chief Engineers of Stations.....	1054
Home Economic Directors of Stations.....	855
Musical Directors of Stations.....	862
Radio Homes—Major Markets.....	252
Stations, Facilities, Personnel.....	480
News Commentators, Their Work in 1945.....	789
News Events of 1945, Ten Outstanding Radio.....	39
News Events of 1945, Ten Outstanding Television.....	43
News Service.....	165

NEW YORK:

Chief Engineers of Stations.....	1054
Home Economic Directors of Stations.....	855
Musical Directors of Stations.....	862
Radio Homes—Major Markets.....	252
Stations, Facilities, Personnel.....	483
Nicaragua, Stations of.....	959
Noble, William, Articles by.....	49, 246



WITH BEAUTY



AND THE BEAST

ED. HERLIHY
APPEARS IN ALL KINDS OF COMPANY

Why Not YOURS?
(HEARD BUT NOT SEEN IN UNIVERSAL NEWSREEL)



WITH CHILDREN



AND EVEN TELEVISION

EDITORIAL INDEX

NORTH CAROLINA:

Chief Engineers of Stations.....	1054
Home Economic Directors of Stations...	855
Musical Directors of Stations.....	862
Radio Homes—Major Markets.....	252
Stations, Facilities, Personnel.....	513
North Central Broadcasting System, Inc..	288

NORTH DAKOTA:

Chief Engineers of Stations.....	1055
Home Economic Directors of Stations..	856
Musical Directors of Stations.....	862
Radio Homes—Major Markets.....	252
Stations, Facilities, Personnel.....	523
Northern Broadcasting & Publ., Ltd.....	288
Northern California Broadcasters Assn..	918
Northwest Network.....	288

NOVA SCOTIA:

Musical Directors of Stations.....	863
Stations, Facilities, Personnel.....	647



OHIO:

Chief Engineers of Stations.....	1055
Home Economic Directors of Stations...	856
Musical Directors of Stations.....	862
Radio Homes—Major Markets.....	252
Stations, Facilities, Personnel.....	526
Ohio Assn. of Broadcasters.....	918

OKLAHOMA:

Chief Engineers of Stations.....	1055
Home Economic Directors of Stations...	856
Musical Directors of Stations.....	862
Radio Homes—Major Markets.....	253
Stations, Facilities, Personnel.....	540
Oklahoma Metropolitan Line.....	289
Oklahoma Network.....	288
Older, Andrew H., Articles by.....	63, 1005

ONTARIO:

Musical Directors of Stations.....	863
Stations, Facilities, Personnel.....	649
Orchestra Leaders, Their Work in 1945..	769

OREGON:

Chief Engineers of Stations.....	1055
Home Economic Directors of Stations...	856
Musical Directors of Stations.....	862
Radio Homes—Major Markets.....	253
Stations, Facilities, Personnel.....	545
Organizations.....	897

P

Pacific Advertising Association.....	918
Panama, Stations of.....	959
Pan-American Networks.....	932
Paine, John G., Article by.....	721
Paraguay, Stations of.....	959

PENNSYLVANIA:

Chief Engineers of Stations.....	1055
Home Economic Directors of Stations...	856
Musical Directors of Stations.....	862
Radio Homes—Major Markets.....	253
Stations, Facilities, Personnel.....	551
Pennsylvania Broadcasters Assn.....	918
Pennsylvania Network.....	289
Peru, Stations of.....	960
Pincus, Herman, Article by.....	87
Poll (RADIO DAILY'S All American Program of 1945).....	115
Poppele, J. R., Article by.....	51
Porter, Paul A., Article by.....	33
Powell, Ralph C., Article by.....	1041
Press Association, Inc. (AP).....	165

PRINCE EDWARD ISLE:

Stations, Facilities, Personnel.....	656
--------------------------------------	-----

PRODUCTION:

Agents and Managers, Talent.....	857
Ascap, Article, Publisher Members...	721
Announcers and Their Work, 1945.....	825
BMI, Article and Publisher Members...	727
Backstage (People in Radio Production During 1945).....	808
Chief Engineers of Stations.....	1051
Home Economic Directors of Stations..	854
Managers, Agents, Talent.....	857
Musical Conductors, Their Work, 1945..	769

EDEX

THE PRIVATE WIRE SERVICE FOR EDITORS AND EXECUTIVES

It's ready! **THE MAGIC TELETYPE**

that does what no other news service can do for you. Its fivefold features include: 1. Flash coverage of Broadcast industry news for Station Executives; 2. Direct coverage from Washington for your News Editor; 3. Exclusive worldwide commentator service for your Commentator; 4. Special coverage for Sportscasters; 5. Intimate, vital forecasts of big things to come for women's programs.

EDEX Is A Product Of The NEW Transradio



TRANSRADIO

521 FIFTH AVENUE

NEW YORK 17, N. Y.

EDITORIAL INDEX

Musical Directors of Stations.....	860
News Commentators, Their Work, 1945	789
Orchestra Leaders, Their Work, 1945...	769
Programs of 1945, Network Commercial	865
Program Producers	665
Radio Artists, Their Work, 1945.....	739
Radio Directors, Their Work, 1945.....	822
SESAC, Article and Publisher Members	732
Sports Commentators, Their Work, 1945	801
Transcription Companies	703
Vocal Artists, Their Work, 1945.....	779
Writers, Radio	813
Professional Music Men, Inc.....	918
Program Directors Guide.. ..	89
Program Producers	665
Publications (Trade - Fan - Technical - General)	231

PUERTO RICO:

Stations, Facilities, Personnel.....	633
--------------------------------------	-----

Q

Quaker Network	289
----------------------	-----

QUEBEC:

Musical Directors of Stations.....	863
Stations, Facilities, Personnel.....	656

R

Radio Artists and Their Work, 1945.....	739
Radio Club of America, Inc.....	919
Radio Council—WBEZ (FM).....	919

RADIO DAILY:

All American Radio Program of 1945..	115
Television Highlights, 1945.....	999
Radio Directors' Guild.....	919
Radio Directors, Their Work in 1945.....	822
Radio Executives Club of New York.....	920
Radio Manufacturers Association:	
Personnel	920
Executive Committees	1043
Radio Manufacturers Assn. of Canada...	920
Radio Programas de Mexico.....	944
Radio Script & Transcription Exchange: ..	
Federal Radio Education Committee...	920
Radio Stations Representatives.....	143
Radio's Weekly Payroll Chart.....	110
Radio Technical Planning Board.....	920
Radio Writers' Guild of the Authors' League of America, Inc.....	920
Regional Networks	285
Research Organizations	141
Reuters	165
Riech, Dr. John, Article by.....	995

RHODE ISLAND:

Chief Engineers of Stations.....	1055
Home Economic Directors of Stations..	856
Musical Directors of Stations.....	862
Radio Homes—Major Markets.....	253
Stations, Facilities, Personnel.....	573
Rocky Mountain Radio Council.....	921
Royal, John F., Article by.....	985
Rules and Regulations, FCC:	
Allocations, Television	1007
Applications Pending, Television.....	1019
FM Broadcast Applications Granted...	1082
Non-Profit Stations	924, 925

S

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

SASKATCHEWAN:

Stations, Facilities, Personnel.....	660
--------------------------------------	-----

SESAC:

Article by Paul Heinecke.....	732
Officers, Address	921
Publisher Members	733
Schmit, D. F., Article by.....	971
Shapiro, M. H., Articles by.....	41, 129
Slater, Bill, Articles by.....	75, 978
Society of Jewish Composers, Publishers & Song Writers.....	921
Society of Motion Picture Engineers.....	921
Song Writers Protective Assn.....	921
South and Central American Stations....	946

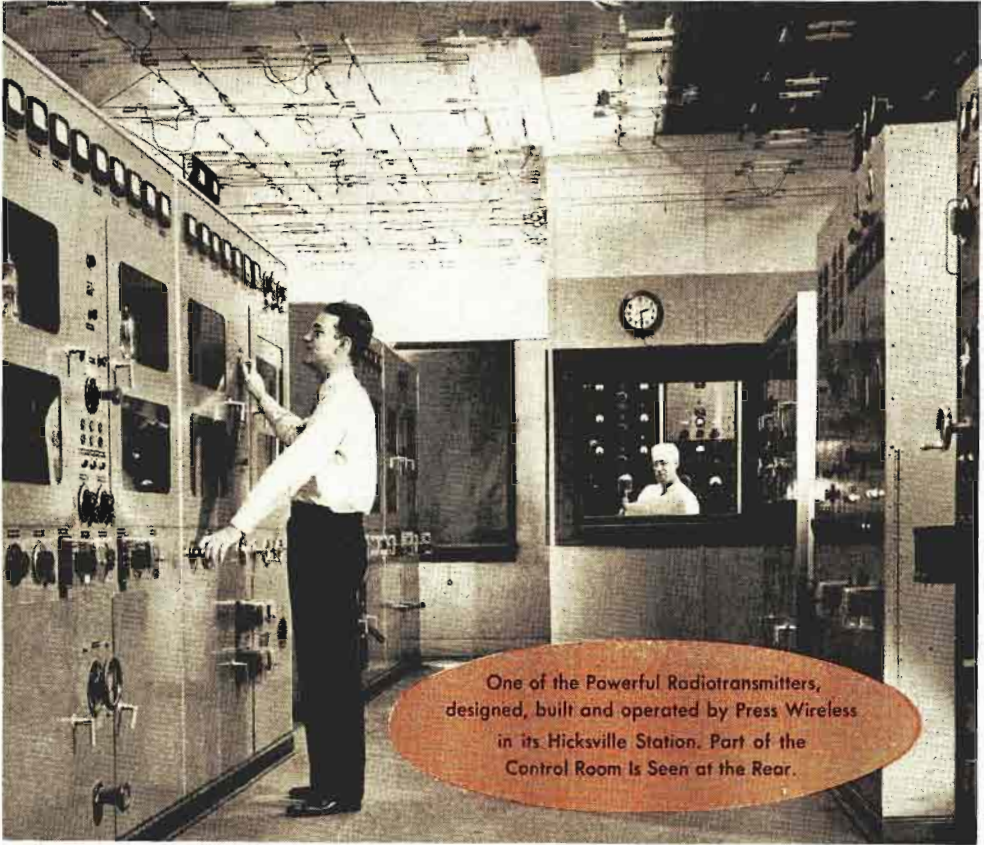
SOUTH CAROLINA:

Chief Engineers of Stations.....	1055
Home Economic Directors of Stations..	856
Musical Directors of Stations.....	862
Radio Homes—Major Markets.....	254
Stations, Facilities, Personnel.....	574
South Central Quality Network.....	289

SOUTH DAKOTA:

Chief Engineers of Stations.....	1055
Home Economic Directors of Stations..	856
Musical Directors of Stations.....	862
Radio Homes—Major Markets.....	254
Stations, Facilities, Personnel.....	578
Southern California Broadcasters Assn., Inc.	921
Southern Minnesota Network.....	289
Sponsor Network Expenditures.....	131
Sports Broadcasters' Assn. (New York Chapter)	921
Sports Commentators and Their Work, 1945	801

PROGRESS WITH PRESS WIRELESS



One of the Powerful Radiotransmitters,
designed, built and operated by Press Wireless
in its Hicksville Station. Part of the
Control Room Is Seen at the Rear.

Pioneers in battle-field radiotelephone broadcasting service
for news commentators and in other progressive advances,
Press Wireless is further amplifying its facilities to serve
the broadcasting field with increased fidelity and economy
to bring about a wider exchange of musical, news and variety
programs between America and the nations of the world.
For over fifteen years, Press Wireless has been pioneering
in telecommunications progress and is specializing in the
advancement of constantly better service for broadcasting.

PRESS WIRELESS, INC.

Executive and Sales Office: 1475 BROADWAY, NEW YORK 18

*An interesting booklet, describing
in detail Press Wireless and its
services will be sent free on request.*

PARIS - BUENOS AIRES - RIO DE JANEIRO - MONTEVIDEO - MANILA - SANTIAGO DE CHILE - SHANGHAI - CHUNGKING
BERNE - LOS ANGELES - LONDON - HAVANA - BERLIN - PRAGUE - TOKYO - FRANKFURT - NUREMBERG - MEXICO CITY

EDITORIAL INDEX

STATIONS:

- Alphabetically (U. S.) by Call Letters
With Index to Detailed Information . . . 294

CANADA:

- Alphabetically by Call Letters With
Index to Detailed Information 637
- Standard Band (Alphabetically Listed by
Call Letters) 294
- ABC, Owned and/or Managed by 263
- CBS, Stations Owned and operated by 270
- Growth of Stations, 1941-1945, Chart 73
- Home Economic, Directors of 854
- Mexican 940
- Musical Directors of 860
- National Assn. of Educational Broad-
casters 917
- NBC, Owned and Operated by 283
- Representatives 143
- South American 946
- Standard Broadcast, Detailed Informa-
tion Listed Alphabetically by States 311
- Television 1013

T

- Talent, Managers and Agents 857
- Taylor, S. P., Article by 69
- Technical Section 1035

TELEVISION:

- Television, Current Era of, By J. R.
Poppele 51
- Telephone Numbers, Important
Radio 100 to 107
- Telephone Associates, Inc. 922
- Television Broadcasters' Association,
Inc. 922
- Television Press Club of New York 922
- Ten Outstanding Television Events of
1945 43

YEAR BOOK OF TELEVISION

- 965
- Alicoate, Jack, Introduction by 967
- American Television Society Awards 994
- Applications for Commercial Broadcast
Stations, Pending 1019
- Bibliography 1017
- Broadcasting Stations 1013
- Chicago and Its Television Future, by
Bill Irvin 997
- Classification of Tele Stations and
Allocations of Frequencies 1007

- Color Television of Tomorrow, by Dr.
Peter C. Goldmark 973
- Commercial Tele Broadcast Channels 1009
- Commercial Television Programs, Agen-
cies, Sponsors 1026
- Commercial Tele Stations, Personnel,
Facilities 1014
- Highlights of 1945, Television 999
- Hollywood as Tele Production Center,
by Harry R. Lubcke 109
- Introduction, by Jack Alicoate 967
- Map, Television of Tomorrow 976, 977
- Pending Applications for Commercial
Stations 1019
- Programs, Commercial, Agencies,
Sponsors 1026
- Proper Equipment for Television, by
P. G. Caldwell 1037
- Rule Governing Tele Broadcast Sta-
tions 1022
- Stations, Commercial, Personnel,
Facilities 1014
- Tele Acting Viewed by Expert, by Dr.
John Reich 995
- Television Broadcast Stations 1013
- Tele Gains Via Wartime Use., by D.
F. Schmit 971
- Television Highlights of 1945 999
- Television of Tomorrow, Map 976, 977
- Tele Ready for Biggest Year, by John
F. Royal 985
- Television Sportcasting, by Bill Slater 978
- Television Status in Great Britain, by
H. Bishop 982
- Television Talk, A Modern Glossary 988
- Television Today and Tomorrow, by
Frank Burke 969
- Video Variations, Facts and Figures 979
- Washington Natural Tele Center, by
Andrew H. Older 1005

TENNESSEE:

- Chief Engineers of Stations 1055
- Home Economic Directors of Stations 856
- Musical Directors of Stations 863
- Radio Homes—Major Markets 254
- Stations, Facilities, Personnel 581
- Tennessee Valley Regional Network 289
- Ten Outstanding Radio News Events, 1945 39
- Ten Outstanding Television Events, 1945 43
- Territories and Possessions, Section 629

LOOK AT THE STARS

*Jack Benny, Marlene Dietrich, Luise Rainer, Phil Harris,
Mary Livingston, Don Wilson, Glenda Farrell, Allan Jones,
Ruth Chatterton, Hildegard, Rags Ragland, Margo, Henny
Youngman, Ann Rutherford, Constance Bennett, Block &
Sully, Joseph Calleia, Fay Wray, Elsa Maxwell, Gregory
Ratoff, Skippy Homeier, Neil Hamilton, Wendy Barrie,
Joseph Schildkraut, George Givot, Kay Francis, Jane
Withers, Peter Donald, Milton Berle, Richard Arlen, Guy
Kibbee, Erin O'Brien-Moore, Dick Powell, Stuart Erwin,
Walter Abel, Bonita Granville, Wesson Brothers, Peter
Lorre - - And More to Come! - -*

ALL APPEAR ON THE BIGGEST
THIRTY MINUTE TRANSCRIBED
SHOW IN RADIO HISTORY!

"HOLLYWOOD'S OPEN HOUSE"

MUSIC — COMEDY — DRAMA — SONGS

EVERY WEEK FAMOUS HOLLYWOOD STARS AND
BIG NAME COMEDIANS

AND

ENRIC MADRIGUERA AND HIS ORCHESTRA

HARRY COOL — PATRICIA GILMORE — JERRY COOPER

and our genial host

JIM AMECHE

AMAZING HOOPER RATINGS AND SUCCESS STORIES!

SECURE COMPLETE INFORMATION FROM

KERMIT-RAYMOND CORPORATION

8 East 52nd Street

ELdorado 5-5511

New York City

EDITORIAL INDEX

TEXAS:

Chief Engineers of Stations.....	1056
Home Economic Directors of Stations..	856
Musical Directors of Stations.....	863
Radio Homes—Major Markets.....	254
Stations, Facilities, Personnel.....	586
Texas Quality Network.....	290
Texas State Network.....	290
Tobacco Network.....	290
Tompkins, M. E., Article by.....	727
Trade Publications, Radio and Television	231
Trammell, Niles, Article by.....	277
Transcription Companies.....	703
Transcription Network (Keystone).....	284
Transradio Press Service.....	165
Tri-City Stations of Virginia.....	290
Twenty Year Club.....	922

U

Unions.....	897
United Press Association.....	165
U. S. Dept. of Agriculture.....	922
U. S. Dept. of Interior—Radio Section...	923
Urban, Gretl, Article by.....	725
Uruguay, Stations of.....	961

UTAH:

Chief Engineers of Stations.....	1056
Home Economic Directors of Stations..	856
Musical Directors of Stations.....	363
Radio Homes—Major Markets.....	254
Stations, Facilities, Personnel.....	621

V

Venezuela, Stations of.....	962
-----------------------------	-----

VERMONT:

Chief Engineers of Stations.....	1056
Home Economic Directors of Stations..	856
Radio Homes—Major Markets.....	254
Stations, Facilities, Personnel.....	606

VIRGINIA:

Chief Engineers of Stations.....	1056
Home Economic Directors of Stations..	856
Musical Directors of Stations.....	863
Radio Homes—Major Markets.....	254
Stations, Facilities, Personnel.....	607
Vocal Artists, Their Work, 1945.....	779

W

WASHINGTON:

Chief Engineers of Stations.....	1056
Home Economic Directors of Stations..	856
Musical Directors of Stations.....	863
Radio Homes—Major Markets.....	255
Stations, Facilities, Personnel.....	612
Washington State Assn. of Broadcasters	923
Weiss, Sid, Article by.....	85
Western Assn. of Broadcasters.....	923

WEST VIRGINIA:

Chief Engineers of Stations.....	1056
Home Economic Directors of Stations..	856
Musical Directors of Stations.....	863
Radio Homes—Major Markets.....	255
Stations, Facilities, Personnel.....	618
West Virginia Network.....	290
Wilk, Ralph, Article by.....	61

WISCONSIN:

Chief Engineers of Stations.....	1056
Home Economic Directors of Stations..	856
Musical Directors of Stations.....	863
Radio Homes—Major Markets.....	255
Stations, Facilities, Personnel.....	621
Wisconsin Network, Inc.....	290
Wolverine Network.....	291
Wcman's National Radio Committee....	923
Woods, Mark, Article by.....	259
Writers' Board, Personnel.....	923
Writers for Radio.....	813

WYOMING:

Chief Engineers of Stations.....	1056
Musical Directors of Stations.....	863
Radio Homes—Major Markets.....	255
Stations, Facilities, Personnel.....	627

Y

Yankee Network, Personnel.....	291
Year Book of Television.....	965

Z

Z Net, Personnel.....	291
-----------------------	-----



RAYMOND PAIGE

"Battle of Music"

for
RCA-VICTOR

26

ADVERTISING

1946

INDEX

1946

— A —

Abbott, Bud	50
Aces, Easy	761
Advance Tele. Pct., Inc.	1008
Advertiser, The	238
Advertising & Selling	236
Air Features, Inc.	672
Alaska Broadcasting Co.	628
Alber, David O.	767
All-Canada Radio	645
Allen, Fred	736
Allen, Rosalie	756
American B'Cast. Co. 34	104
American B'Cast. Tele.	980-981
American Inst. Food Prod.	692
Anderson, Eddie	
"Rochester"	764
Andre, Pierre	841
Andrews Sisters	16
Artists Bus. Admin. Bur.	682
ASCAP	720
Assoc. Music Pub., Inc.	718
Associated Press	4
Associated Prog. Ser.	664
Aull, Emily	635
Avery, Lewis H., Inc.	146
Ayer, N. W., Son, Inc.	126

— B —

Baker, Art	790
Baker, Jerry	783
Bargy, Roy	776
Barrett, Tony	744
Barnes Printing Co., Inc.	864
Barton, Eileen	781
Barton, Jane	758
Beasley, Irene	749
Beck, Jackson	746
Begley, Ed	756
Belli, Lido	170
Benny, Jack	38
Bergen, Edgar	46
Berle, Milton	42
Bishop, Adelaide	751
Bixby, Carl	814
Blanc, Mel	764
Block, Martin	6
BMI	98-99
Bogue, Mervyn	765
Boles, Jim	757
Breneman, Tom	84
Brooks, Joan	60
Brown, Dick	780
Bryan, Arthur Q.	754
Buchanan & Co., Inc.	166
Burns and Allen	738
Burns, Bob	744

Byron Productions, Inc.	666
-------------------------	-----

— C —

CFRB	653
CHUM	655
CKAC	657
CKLW	440
CMKS	930
Cafe Society	773
Canadian B'Cast. Corp.	636
Canova, Judy	94
Cantor, Eddie	40
"Can You Top This?"	738
Carle, Frankie	768
Carr-Stark, Inc.	978
Carson, Jack	740
Cashman, Ed	689
Cates, Opie	777
Chittison, Herman	777
Clark, Lon	758
Clarke, Phil	760
Close, Upton	791
Cohan, Phil	696
Collins Radio Co.	1038
Collyer, Bud	835
CBS	111-112-113-114
CBS Television	974-975
Columbia Transcriptions	
128, 702	
Combs, George Hamilton	792
Como, Perry	122
Connecticut State Net.	286
Costello, Lou	50
Cotsworth, Staats	758
Cott, Ted	696
Courtney, Alan	750
Cowan, Louis G., Inc.	674
Cravens, Kathryn	108

— D —

Darling, Denver	752
Davis, Joan	48
Davis, Mac	802
De Angelo, Carlo	694
Dean, Eddie	785
Denney, Dave	188
Devine, Jerry Prod.	676
Donald, Peter	759
Don Lee B'Cast. Sys.	256, 966
Douglas, Don	760
Douglas, Jack	752
Downey, Morton	
Facing Page One	
Doyle, Jim	839
Dudley, Bernard	841
DuMont, Allen B., Lab., Inc.	964
Dunham, Dick	838

Durante, Jimmy	56
----------------	----

— E —

East, Ed	763
Edwards, Joan	778
Edwards, Ralph	68
Ellington, Duk	770
Ellis, Anita	778
Ellis, Steve	804
Elman, Dave	766
Emory, Carl	762
Evans, George B.	785

— F —

Farnsworth Tele. & Radio Corp.	970
Federal Tele. and Radio Corp.	Inside Back Cover
Fenton Productions	688
Finch Tele.	Facing Page 1088
"Finders' Keepers"	697
Fischer, Carl, Inc.	714
Fitzgerald, Ed. & Pegeen	172
Flannery, Harry W.	789
Foley, Red	186
Framer, Walt	816

— G —

Gailmor, Wm. S.	792
Gale, Inc.	140
Gallop, Frank	831
Gardner, Ed (Archie)	52
Garred, Bob	793
Gart, Jon	774
Gary, Arthur	835
General Amusement	686
General Electric	
Inside Front Covers.	986-987
Gladstone, Henry	833
Gobel, Dolph	776
Godfrey, Arthur	748
Goodman, Benny	28
Girard, Leftwich, Heyward	699
Grauer, Ben	831
Green, Eddie	765
Grey, Bill	762
Griffith, Homer, Co.	152
Guedel, John, Radio Prod.	691

— H —

HHBM	926
HHCM	926
HHGM	926
HJDE	930
HJDK	930
Haley, Jack	742
Hamilton, Gene	836
Heatter, Gabriel	793



Foran

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

www.americantraditionstore.com

ADVERTISING INDEX

Henley, Arthur	815
Herlihy, Ed	18
Hersholt, Jean	78
Herman, Woody	74
Hoff, Carl	775
Hoosier Hot Shots	784
Hope, Bob	44
Howard, Lu, Prod.	693
Howard, Mary, Record-ings	698
Hudson, Tom	837
Hull, Warren	92

— I —

International News	12
--------------------	----

— J —

Jarvis, Al	64
Johnson, Parks	92
Jordan, Owen	764
Jostyn, Jay	754
Joy, Dick	832

— K —

KANS	408
KCKN	404
KCMO	462
KCOR	599
KDYL	605
KFAR	630
KFDM	587
KFEL	342
KFI	326
KFJZ	594
KFMB	335
KFQD	628
KFWB	327
KGFI	328
KGHL	470
KGW	544
KMBC	464
KMPC	330
KOY	382
KQV	563
KRLD	590
KROW	332
KSD	460
KSJB	522
KSL	602
KSO	396
KSTP	450
KSUN	382
KTUC	382
KWBW	405
KXEL	400
KXOK	466
KYA	338
KaDell, Carlton	834
Kasper-Gordon, Inc.	668
Kay, Beatrice	70
Kaye-Martin Prod., Inc.	174, 680
Keams, Joseph	760
Keel, John	1046
Kelk, Jackie	762

Kenton, Stan	124
Kermit-Raymond Corp.	24
Keystone B'Cast.	Bet. 284-285
King, John Reed	827
Knight, Raymond, Prod.	682
Kyser, Kay	54

— L —

Langevin Co., The	1040
Lee, Bert	803
Leibert, Dick	776
Lewis, R. G., & Co.	243
Lewis, Robert Q.	829
Linkletter, Art	746
Lombardo, Guy	36
Lopez, Vincent	772
Lorde, Athena	757
Lovejoy, Frank	756
Lyman, Abe, Org.	192
Lyons, A. & S., Inc.	136
Lytell, Jimmy	774

— M —

MacGregor, C. P.	710
MacQuarrie, Haven	687
Mack, Gilbert	759
Mack, Ted, Co.	698
Mahar, Wally	760
Malone, Ted	763
Manhoff, Bill	816
Mansfield, Ronny	783
Manson, Charlotte	754
Market Data Book, The	230
Marks, Edw. B.	726
Marks, Garnett	182
Marks, Larry	816
Masse, Kurt	779
McBride, Mary Margaret	740
McClatchy B'Cast. Co.	322
McConnell, Ed	750
"McGee, Fibber, and Molly"	66
McGeehan, Pat	764
McGill, Jerry	815
McGillvra, Jos., Hershey, Inc.	144-145
McIntosh, Frank H.	1033
McKeon, Jeanne	781
McNeill, Don	82
Metronome	240
Meyers, Ted	794
Michelson, Charles	712
Michigan Radio Network	264
Miller, Allan H.	690
Miller, Irving	775
Miller, Jack	773
Mogle, Bill	813
Moore, Garry	62
Moorehead, Agnes	758
Morris, William, Agency	132
Morrison, Bret	762
Morse, Carlton E., Prod.	88
Murray, Lyn	772
Music Corp. of America	134

Musical Courier	242
Mutual B'Cast. Sys., Inc.	80-81
Muzak Trans. Div.	706

— N —

NBC	(Insert) Bet. 96-97
NBC Radio-Recording Div.	704-705
NBC Spot Sales	2
National Radio Features	699
NCAC	138
Niles, Wendell	753
Nilsson, Norma Jean	116
Noble & Swars, Inc.	244
Novak, Frank	72

— O —

Oboler, Arch	814
O'Connor, Rod	837
O'Neil, Danny	782

— P —

Paige, Raymond	26
Pan American B'Cast. Co.	148
"Parkyakarkus"	748
Perry, Bill	782
Petrie, Howard	830
Philco	968
Piano Playhouse	692
Pratt, Ben	176
Press Wireless, Inc.	22
Presto Record. Corp.	1036
Prindle, Don	753
Pringle, Nelson	794
Professor Quiz	766
Putnam, George F.	180

— Q —

Quiz Kids	90
-----------	----

— R —

RCA	Back Cover
Radio Copy	141
Radio-Craft	234
Radio Deve. & Research Corp.	Facing in. Back Cover
Radio Programas De Mexico	928
Randolph, Amanda	767
Rawson, Ron	838
Ray, Garo W.	1006
Reeves Sound Studios	714
Richman-Sandford Prod.	678
Richman, Bill	678
Rickey, Al	772
Ring and Clark	1052
Ringling Bros. and B. & B.	32
Robbins, Fred	828
Rockhill Radio, Inc.	670
Rogers, Roy	120
Roy, Michael	838

— S —

Saphier, James L., Agency	130
Script Assoc.	683
SESAC	14
Seymour, Dan	840

THE ONE, THE ONLY and THE ORIGINAL!

TEL-PIC Displays and Service 362 RADIO STATIONS Coast to Coast

Each week more and more radio stations are contracting for TEL-PIC displays. Renewed contracts are our best evidence as to satisfaction. These stations range from 100 Watters to 50,000 Watters. Upon request we shall be happy to furnish names, etc.

← 17" →



TEL-PIC LEADS BECAUSE . . .

- 1—Pictures are mailed daily (not just a few a week).
- 2—100 Booklets to each subscriber gratis.
- 3—TEL-PIC displays attract attention . . . Because
- 4—Your station copy screened on glass panel in 4 colors.
- 5—Separate removable slides with your copy changed weekly or monthly for station and/or sponsor promotion.
- 6—Pictures are carefully selected for interest so as to attract more attention from passersby.
- 7—TEL-PIC owns its own printing plant.
- 8—TEL-PIC manufactures its own displays.
- 9—TEL-PIC uses Press Association (division of AP) pictures.
- 10—Most important of all . . .

TEL-PIC Originates not Imitates!

Each merchant subscriber receives 100 bound BOOKLETS for free distribution containing photos of radio personalities that appear on *your station*. Covers of booklets are imprinted with your call letters, frequency and your message.

No other news picture company offers so much radio station publicity promotion to its subscribers.

TEL-PIC SYNDICATE, Inc.

1697 Broadway

New York, N. Y.

ADVERTISING INDEX

Sharbutt, Del	830	WCAU	550	WLS	382
Shepard, Bob	832	WCBI	456	WLW	276
Shepard, Riley	184	WCBM	424	WMAQ	376
Sherman & Marquette	168	WCOA	360	WMCA	494
Shore, Dinah	58	WCOP	428	WMFJ	354
Simms, Ginny	86	WCOU	418	WMRN	534
Singleton, Penny	736	WDAS	557	WMT	258
Smith, Kate	10	WDBO	358	WNEL	632
Smith, Ray	784	WDEL	351	WNEW	496
Souvaine, Henry, Inc.	684	WDRC	346	WORK	554, 570
Spivak, Charlie	770	WDSU	415	WORL	430
Standard Radio	708	WEBR	487	WOOD	442
Standard Rate & Data	232	WELO	456	WOR	482
Stark, Richard, & Co.	694	WENR	379	WOV	498
Steel, Johannes	795	WEST	552	WPAT	479
Steele, Ted	190	WEVD	491	WPEN	562
Stein, Harold	755	WFAS	511	WPRO	572
Sterling, Len	834	WFBC	576	WPTF	518
Stern, Bill	801	WFBL	506	WQXR	292
Stewart, Jay	839	WFBM	388	WRAC	569
Styles, Hal	118	WFCI	571	WRBL	364
Swan, Bob	796	WFIL	558	WRNL	610
Swing, Raymond	795	WFPG	536	WROK	386
Sylvern, Hank	776	WGAL	554, 570	WROX	456
Syndicated Radio Prod.	697	WGBR	515	WRRF	520
— T —					
Tel-Pic Synd., Inc.	30	WGCM	457	WSB	338
Tetley, Walter	766	WGN	380	WSM	580
Texas State Network	585	WGPC	364	WSRR-WSTC	350
Thomas, Ann	756	WGST	367	WSTV	536
Transradio	20	WGY	504	WSYR	508
TransVideo Film Prod., Inc.	972	WHAM	502	WTBO	423
Tri-Penn Market	554, 570	WHAS	410	WTCM	447
Tuttle, Lurene	754	WHB	8	WTIC	348
— U —					
United Press	164	WHIO	532	WTOC	372
Universal Radio Prod.	695	WHKK	526	WTOL	537
— V —					
Van, Lyle	833	WHN	492	WTON	611
Vincent, Chick, Co.	695	WHOM	500	WTRY	508
Von Zell, Harry	825	WIAC	634	WWDC	353
Voorhees, Don	774	WIBC	391	WWJ	436
Vox Pop	92	WIBW	402	WWRL	511
— W —					
WADC	527	WIBX	510	WWSW	564
WAGA	366	WIOD	357	WXYZ	438
WAGE	505	WIP	560	Ward, Jack	766
WAKR	525	WIRE	392	Ward, Perry	840
WATL	364	WISN	624	Waring, Fred	76
WATT	447	WITH	426	Western Electric	1034
WAZL	555	WJAX	355	White, Roger, Prod., Inc.	685
WBAL	420	WJBK	439	Wilcox, Harlow	826
WBAP	592	WJEF	446	Willson, Meredith	774
WBAX	568	WJEJ	425	Wisner, Harry	800
WBIG	516	WJJD	381	Wolf, Assoc., Inc.	684
WBNX	490	WJPA	536	— Y —	
WBNY	486	WJTN	489	Yankee Network	178
WBT	512	WKBN	538	Young, Adam J., Jr.	142
WBYN	484	WKBO	554, 570	Young, Alan	742
WCAO	422	WKBZ	447, 449	Young, Victor	771
		WKLA	447	Youngman, Henny	106
		WKNY	536	YSO	930
		WKRC	529	— Z —	
		WKZO	446	Zerbe, Lawson	761
		WLAV	444	ZFY	926
		WLAW	432	Ziv, Frederic W., Co.	662
		WLIB	485		

Greetings from
THE GREATEST SHOW ON EARTH



Ringling Bros and Barnum & Bailey

RADIO

FACES BUSIEST YEAR IN 25-YEAR HISTORY

By PAUL A. PORTER

*Chairman, Federal Communications
Commission*



THE twenty-fifth anniversary year of radio has been much more than a year of ceremony commemorating the triumphs of the past. It has itself been a year of some of the most significant milestones in radio's history.

The past year saw the issuance by the Commission of its report allocating frequencies from 25 megacycles to 30,000 Mc which affords broadcasters and other operators in the communications field a blue print of the upper region of the post-war radio spectrum.

Also issued during the year was the Commission's proposed report on frequencies below 25 Mc. A final version will be issued in the near future.

Knottiest of the Commission's allocation problems was the proper location of FM, finally resolved by placing it at 88-108. Television was given the opportunity for immediate post-war development by the allocation of 13 channels below 300 Mc. The advocates of wide-channel color television were given opportunity to experiment in the 480-920 Mc band.

Other important milestones in the establishment of these services were reached when the Commission issued its rules and regulations and standards of good engineering practices for FM and television.

The wartime freeze on the construction of new radio stations was ordered lifted by the Commission on August 7, effective 60 days later.

Following its decision granting transfer of the Crosley radio interests to the Aviation Corporation, the Commission issued a proposed plan whereby all interested parties would be given an opportunity to apply for licenses of broadcast stations which are offered for sale. At the same time, the Commission announced that it will recommend that Congress consider the desirability of adopting a yardstick to measure the appropriate value of stations and also consider defining further the qualifications of licensees and particularly to determine to what extent holding companies, investment banking groups, large industrial empires and other business should be permitted to own stations.

A policy of more detailed review of broadcast station performance when passing on renewals was adopted by the Commission. In an order dismissing the UAW vs. WHKC case, the Commission stressed the duty of each station licensee to be sensitive to the problems of public concern in the community and to make sufficient time available, on a non-discriminatory basis, for full discussion thereof, without any type of censorship which would undertake to impose the views of the licensee upon the material to be broadcast.

The Commission ruled that reports of stations to the Commission showing ownership were to be open for public inspection.

There is every indication that the coming year will be even busier than the past one. The development of all forms of broadcasting will be one of the most significant elements in the nation's reconversion picture and the industry and the public can be assured that the Commission will exert every effort to expedite that growth for both the immediate and long-range benefits that can accrue to all.

For Complete FCC Personnel Please Turn to Page 225



We're trying to act our ages

It's a little difficult, sometimes. On the one hand, we pride ourselves on being a young, frisky network that puts all the energy and enthusiasm of youth into everything it does. On the other hand, we're still sporting the long beard of experience we grew during the years our network was known as "The Blue."

As *names* go, ABC is America's youngest major broadcasting company. Yet WJZ, our key station in New York, is practically as old as radio broadcasting itself—and our nearly 200 affiliates from coast to coast are rich in experience, too.

We're trying to act *both* our ages, so that the people we do business with can get the combined benefits of seasoned radio experience *and* the willingness of youth to go out and do a job.

Our plans for the future are ambitious. We expect to do big things in radio and television. But our greatest ambition is to keep all the good friends we made in the past—to enjoy the same pleasant dealings we've had with the hundreds of time-buyers, musicians, artists, salesmen and engineers who first got to know us as "The Blue" and who assisted in our rebirth as ABC.

American Broadcasting Company

A NETWORK OF 195 RADIO STATIONS SERVING AMERICA



RADIO

Greatest Social Force World Has Ever Known

By

JUSTIN MILLER

President, National Association of Broadcasters

FROM a humble beginning in the crystal set era, radio has forged steadily ahead until it is now one of the greatest social forces the world had ever known. It has done this within a brief span of time embracing only 25 years—a fleeting moment in the vast chronology of history.

Free American Radio looks with pride upon its achievements and its place in the world scene. Those achievements could have come only from this, the one broadcasting system which is not government owned, or in large part government controlled.

A prophecy of its future may be found in radio's enviable war record; a record which the industry made of its own free will, in a spirit of cooperation that found every one of more than 900 broadcasters homogenized into a purposeful war effort and lifted radio to an undisputed position as the greatest of all instruments of communication, in coordinating and sustaining the unity and morale of 140,000,000 determined minds.

Free American Radio, immeasurably richer in its own traditions, and potentially stronger through the development of new forms, returns to peacetime operation.

With the industry entering this promising phase of expansion, the National Association of Broadcasters is improving and expanding its service to its membership and the great American public which it serves. Our departments of Research and Engineering will be developed with a view toward keeping our members fully informed on engineering and other technical phases.

A carefully selected committee of exceptionally able men is planning, with a sureness born of experience and a well-rounded knowledge of the requirements, an operating program for NAB's new Employer-Employee Relations Department.

The Department of Broadcast Advertising is busily engaged in perfecting an elaborated pattern designed to cultivate new business for broadcasters, especially in the field of local retail advertising. Small market stations now have available a service tailored especially to fit their needs, and devoted exclusively to their interests. This service will be expanded constantly. An encouraging situation prevails in the legislative field, and in our relations with government.

A penetrating analysis of every aspect of public relations is energetically underway with two considerations, program service and industry self-regulation, receiving marked attention. Meetings for the purpose of discussing the problems of program managers and news editors are being held.

The American broadcaster has earned a substantial place in the community life of the Nation. It is his purpose to dedicate his services, continuously, to ever-improving operation in the public interest. With the aid of the public he serves—a traditionally insistent public demanding constant improvement—the American broadcaster is striving toward fulfillment of radio's high destiny as a social force. Minor irritations, healthy signs of warm interest, fortunately are not lacking. The very freedom of the public to criticize a system that is dependent solely on acceptance by that public has made American radio the best in the world.

For Complete NAB Section and Personnel Please Turn to Page 898

Thanks

To the radio editors of the
United States and Canada.

To my brothers, sister, and
the boys in the band.

To the Roosevelt Hotel.

To Larus & Brother Co., Inc.,
Makers of Chelsea Cigarettes
and Edgeworth Pipe Tobacco.

And to our exclusive agents
and friends, MCA.

Guy Lombardo

Industry Outlook Bright For 1946-47

By FRANK BURKE, Editor, RADIO DAILY

RADIO greets 1946 with prospects of a boom unprecedented in the history of the twenty-five-old industry.

Although beset with problems of reconversion during the past fall and winter, the backlog of orders for equipment, the applications for new stations, and the present volume of business, augurs well for the present year.

Applications for construction permits in the AM, FM and television fields continue to pour in at the headquarters of the FCC in Washington. Based on pending construction permits 1946 should see the number of stations in the United States doubled—2,000 or more stations before the end of the year.

Manufacturers of sets and equipment, hard pressed by reconversion problems in 1945, look forward to resumption of peacetime production. The OPA price regulations, strikes, shortages of materials have been among the factors which have caused delays.

In the employment field the picture has improved immeasurably since the wartime days. Trained executives and technicians needed by broadcasters and manufacturers alike have returned from services in the armed forces and many thousands more of skilled help are being recruited for industry from the ranks of the G.I. Joes.

With the selection of Judge Justin Miller as president of the National Association of Broadcasters and a revamping of NAB policies especially in the labor and public relations field, the organization looms stronger this year. Labor relations as they relate to James G. Pettrillo and the AFM have been placed on the agenda by Judge Miller and indications are that improvement will be noted in the coming months.

Allocations Settled

Most important in the technical advances has been fixing of FM and television allocations by the FCC. These decisions, while contested in some quarters, have had a stabilizing effect within the industry with both prospective broadcasters and manufacturers looking ahead

to production in 1946.

While no concrete figures are available at this time as to the actual number of new stations which will be erected this year it is possible that 50 television transmitters; 500 FM stations and 200 or more AM stations will be on the air before 1947. These installations, however, are predicated entirely on the ability of the industry to get into full production within a short time.

Coupled with the prospects of much new station equipment is the demand for radio, television and FM receivers and the urgent need for replacement parts at the transmitters. The new set market is tremendous with indications that the industry can work full time production for the next three years before they deliver the requirements of the domestic market.

In the radio production and programming field no outstanding trends are indicated. One phase of programming that is being watched closely by both agencies and clients is the commentator and news broadcasting field.

Educational Outlook

Educational radio is looking to FM in 1947 to give impetus to school broadcast development with the Radio Council of the Chicago public schools being in the foreground of this experimentation. Likewise Ohio State University is fostering development of FM in education.

In appraising the public service obligation of radio for the new year it is the consensus of broadcaster opinion that radio has a special mandate to clarify the issues still standing in the way of real peace. To this end NAB and other organizations are fostering a movement for emphasis on peace and improved racial relations during 1947.

All in all the outlook for 1946 in the electronic industry is bright. With full time production getting in stride this year the prospects for 1947 are still brighter.

LUCKY STRIKE

Presents

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

JACK BENNY

His Cast

MARY LIVINGSTONE
ROCHESTER
PHIL HARRIS
DON WILSON
LARRY STEVENS

Written by

SAM PERRIN
MILTON JOSEFSBERG
GEORGE BALZER
JOHN TACKABERRY

TEN OUTSTANDING RADIO NEWS EVENTS OF 1945

The atomic bomb announcement and news of its devastation of Jap cities.

•

The defeat of Germany—V-E Day, and resultant celebration.

•

The defeat of Japan—V-J Day, dramatic status of uncertainty.

•

The death of Franklin Delano Roosevelt. Observation for three days by webs until interment services.

•

The death or mystery of Adolf Hitler's disappearance, still a topic of conversation.

•

The establishment of the United Nations organization in San Francisco.

•

The defeat of Winston Churchill in the first British election in years.

•

Postwar developments in South America, Europe, Orient and other Asiatic points.

•

The nation's reconversion program, business situation and strikes.

•

The war criminal trials at Nuremberg and in Manila, first of their kind in history.

•

Outstanding Broadcasts:

Norman Corwin's "On A Note Of Triumph," full hour show on CBS network.

•

Baukhage coverage of the funeral services of Franklin Delano Roosevelt for ABC.

•

Exclusive broadcast by MBS of the sentencing of Yamashita, Japanese war lord.

•

Pooled broadcast by Merrill Mueller, NBC commentator, during the Japanese surrender aboard the deck of the U.S.S. Missouri, covering signing of documents.

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



EDDIE CANTOR

"I LOVE TO SPEND EACH WEDNESDAY WITH YOU"

9 P.M., E.S.T. — N B C

Broadcasting Over 127 Stations for SAL HEPATICA and TRUSHAY

Programs Of 1945

—A Network Picture

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

FOR the edification of the nation's listeners, the four major networks, American, Columbia, Mutual and National, broadcast a combined total of 28,684 program hours. Three out of the four webs broadcast music to the extent of approximately 30 per cent average, with drama and news in second or third place, depending upon the network. Here is the record:

AMERICAN

American Broadcasting Co., Inc. broadcast a total of 6,026 hours with music taking up 1,698 hours, or 28.2 per cent, devoted to various forms. News in second place, totaled 1,142 hours, accounting for 19 per cent of all programs aired. Variety moved into third from fourth place it held the year previous, with 933 hours, equalling 15.5 per cent of the year's total broadcasts. Dramatic programs gave way to news and found itself in fourth place on the network with 818 hours, or 13.6 per cent of all broadcast hours. Generally, American's time was 62 per cent sustaining and the rest commercial. Approximately 35 per cent of the total hours on the air in 1945 were under the classification of public service programs.

COLUMBIA

Picture on Columbia Broadcasting System reveals 14,990 sustaining programs of 4,611 hours duration in 1945 and 1,309 commercial shows totaling 4,038 hours of broadcast time. Drama, script serials and other forms, totaled 2,706 hours, both commercial and sustaining, but with a four to one ratio in favor of sponsorship; music however was hard by with 2,698 hours of time, greatly on the sustaining side. Of 7,381 such programs, 6,313 were sustaining and 1,068 were commercial. Popular music predominated in each case, with light and serious music following far behind, in order named. Variety was sponsored to the tune of 432 hours and 366 variety hours were heard as sustainings. There were 789 hours of news reports, of which 270 were sponsored; analyses and reports,

roundups of correspondents, built up toward a grand total of 1,398 hours of news of which total 529 were commercial. Talks, quizzes, discussions, interviews, etc., ran up 868 hours of which total 511 were commercial. These included public affairs, agriculture, household and other shows. Religious services, talks and music, hit 104 hours, but none of the 198 programs in this category was commercially sponsored.

MUTUAL

Mutual Broadcasting System dedicated approximately 32 per cent of its total programming to public service shows. This included religious, educational and special musical programs directed toward the then present war effort, news broadcasts, speeches and sports coverage. Total number of broadcast hours is estimated at 5,928. Broken down, the figures indicate: 242 hours of religious broadcasts; 99 hours devoted to educational shows; 323 hours toward the war effort; 161 to musical shows; 1,024 to news broadcasts and 127 hours to forums, making a total of 1,976 hours of non-commercial programs, excluding 151 hours devoted to special events and 53 hours to special sports shows.

NATIONAL

National Broadcasting Company's major programming was music as to the number of hours, 32 per cent of the total. Sponsored was 580 hours of this music and sustaining 2,078; former comprised classical, semi-classical and light music; latter category included 534 hours of dance music. Drama comprised 23 per cent of the total hours on the air. Of the 1,903 dramatic hours of programming, 1,730 was sponsored and 172 sustaining. News, which accounted for 21 per cent of the total, found 319 hours of news reports sponsored and 506 hours of analyses commercial. Variety, sponsored, was heavy comparatively speaking, with 603 hours commercial.

Otherwise NBC had 197 hours of quiz shows sponsored and 76 hours sustaining; making 3.4 per cent of the total.

For Complete Listing Of Commercial Programs On Major Networks See Page 865



MILTON BERLE

NEW YORK OFFICE—1650 BROADWAY

TEN OUTSTANDING TELEVISION EVENTS OF 1945

Regularly broadcast network television was begun linking New York, Philadelphia and Schenectady.

●

Long distance tele transmission was further advanced when the Bell System announced that at least 1,500 miles of coaxial cable would be laid by the year's end.

●

Philco Radio applied to the FCC for experimental relay stations in New York, Philadelphia and Washington asking for frequencies between 42 and 10,000 mc.

●

The first comprehensive experiment of classroom tele was announced by the New York Board of Education and NBC.

●

A plan for using airplanes cruising in the stratosphere for transmission of tele and FM was revealed by Westinghouse and the Glenn L. Martin Co.

●

The installation of three complete tele studios in the New York department store of John Wanamaker Co. announced by Allen B. DuMont Laboratories, Inc.

●

Successful transmission of full-color, high frequency tele across the New York skyline was announced by Paul Kesten, CBS vice-president.

●

A super-sensitive pickup tube, the image orthicon, claimed to be 100 times more sensitive than previous tubes was unveiled by RCA.

●

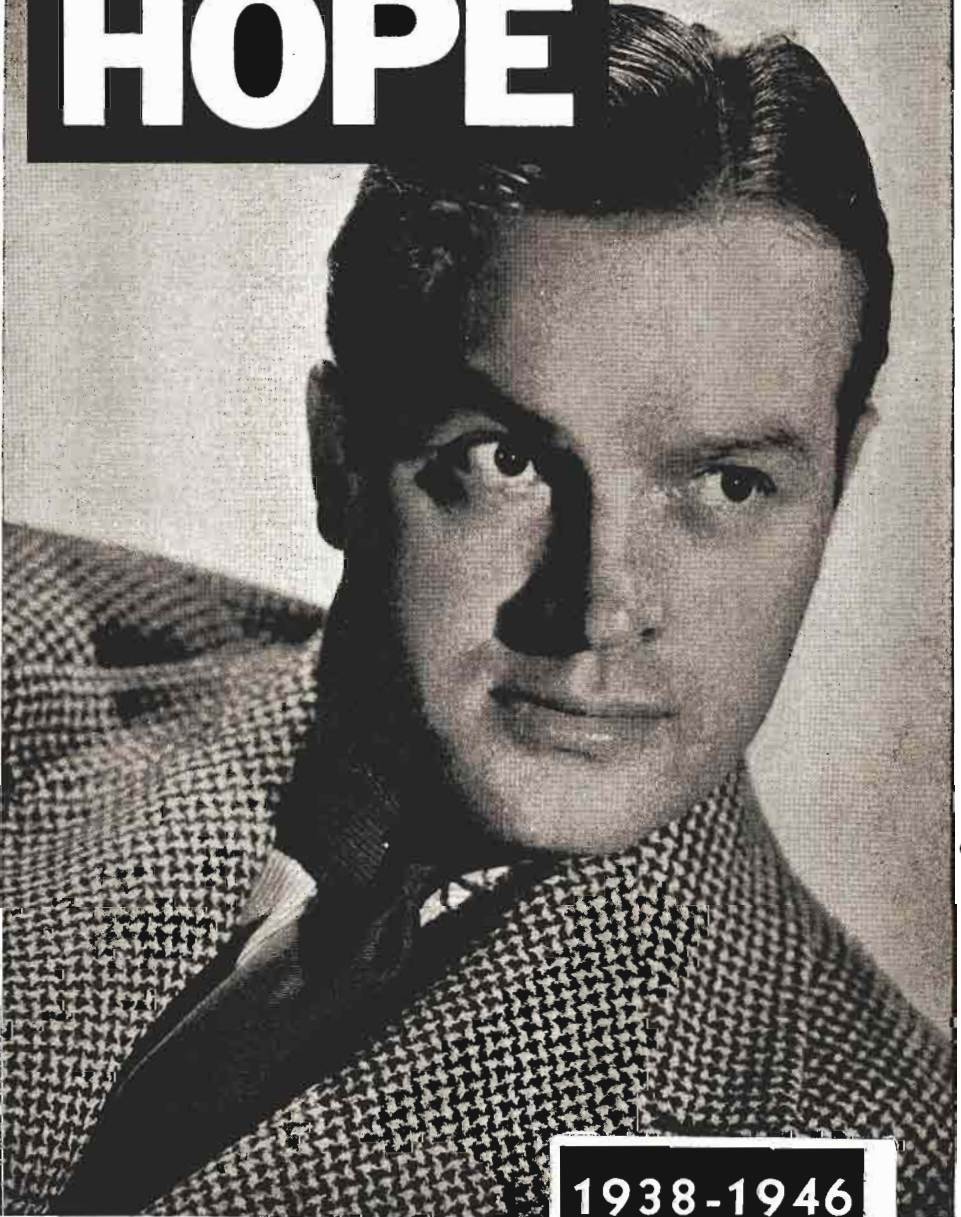
Coaxial cable between New York and Washington will be turned over to telecasters for experimental use after Jan. 1, the Bell System announced.

●

RCA demonstrated color tele, but said it would not be practical for home use for five years. Vastly improved monochrome was also shown and declared ready.

For Television Year Book—100 Pages—Please Turn To Page 965

HOPE



1938-1946

**PEPSODENT PROGRAM
PARAMOUNT PICTURES**

Reconversion Is Dominant Factor

By BRIGADIER GENERAL DAVID SARNOFF, *President RCA*

SINCE V-J Day, in August, "reconversion" has been the dominating factor in research as well as in production at Radio Corporation of America. Laboratories that devoted every effort to the war now are concentrating on peace, as are broadcasting and communication services.

Since the war, the new supersensitive television camera tube called the Image Orthicon, developed in RCA Laboratories, was demonstrated at the NBC studios, in an exhibition that showed how television has acquired an electronic eye so sensitive that it sees in candlelight, moonlight, twilight or even in darkness with the scene "illuminated" by infra-red rays. This achievement solves major problems in television programming and in outdoor pick-ups, making possible 24-hour news coverage. Here was a camera that brought new life and detail into television at the Army-Navy football game, despite the darkening shadows of a December afternoon.

Crossing New Frontiers

The demands of war led the scientists across new frontiers in the spectrum of space. In applying television techniques to radar and in mastering the radio "echo," as well as in the development of secret systems of communication, new and even shorter wavelengths have been harnessed to perform new magic. A recent demonstration by the Western Union Telegraph Company of an ultra-short wave radio relay system, developed by RCA was a revolutionary step in electric communications, destined eventually to replace thousands of telegraph and telephone poles and thousands of miles of wire from coast to coast.

As a result of wartime developments, vehicular radio, or "citizens' radio," as it is popularly called, is about to be introduced. From microwave transmitters in automobiles, trucks and buses, travelers on the highways will be able to establish contact by radio with the nearest telephone exchange so that they can talk with any telephone subscriber in the coun-

try, just as a passenger on a modern ship can telephone via a radio link to home or office.

Civilian radio production is under way. Home and automobile receivers again are coming into the market, along with the new and improved Victrola phonograph. With "the music you want when you want it," the phonograph steadily climbs in popularity. A new non-breakable record, the most revolutionary development in phonograph records in forty-five years, has been introduced by RCA Victor to mark a new milestone in the reproduction of music by the world's greatest artists.

Television Ready For The Home

Science has made television practical for the home. All elements of a satisfactory television system are available. Television networks are in prospect as automatic radio relay stations are being built to relay television from city to city. At the same time the coaxial cable, another artery of television, is being extended; already New York is linked with Washington by means of this new cable, and it is moving into the South toward Dallas, Texas. Gradually, radio relays and coaxial cables will grow out across the country to link coast with coast—and to provide a nationwide service of sight and sound.

Before nationwide television is possible, however, there must be hundreds of transmitters to supplement the nine commercial stations now on the air. These transmitters will begin to be generally available late in 1946, and by the end of 1947 considerable activity in television broadcasting may be expected.

Television will be widely utilized throughout commerce and industry. Department stores will use it so that the public may shop by television; through intra-store television, merchandise will be displayed throughout the stores at "telesite" salons. Gimbel Brothers in Philadelphia, in co-operation with RCA Victor, have demonstrated this idea with

(Please See Page 59)



**EDGAR BERGEN
and
CHARLIE McCARTHY**

The Chase and Sanborn Show
Sunday Evenings
N.B.C.

In Production . . .
Walt Disney's
"Mickey and the Beanstalk"

A Place In The Sun For Women In Radio

By DOROTHY LEWIS, Coordinator of Listener Activity, NAB

DURING 1945 the importance of women in radio increased in significance primarily through two factors: their continued participation in wartime industry operation and the rapid growth of the Association of Women Directors of the National Association of Broadcasters. While during the war emergency women filled numerous staff jobs including engineering, many will automatically take over other duties with the replacement of veterans. Permanent values have accrued from this experience, however, since an all-round knowledge of station operation constitutes a necessary asset.

As part of their wartime service women broadcasters were represented by several well-known commentators in several war theaters, notably, Dorothy Thompson, Mary Margaret McBride, Kathryn Cravens, Katherine Clark, Rhona Lloyd, Janet Flanner, Ann Stringer and Pauline Frederick (Mr. Baukage's assistant).

One woman station manager, Mrs. Scott Bowen, WIBX, Utica, had the distinction of winning the coveted Peabody Award for the program "Cross Rhoads."

Linnea Nelson, time buyer for J. Walter Thompson, continued her important service to the industry through numerous NAB and AWD committees.

The Association of Women Directors increased its membership to over 700 women on 425 stations in 270 cities. Their activities supplement and complement many of the NAB's purposes and projects.

The AWD has many Associate Members, some in other countries. These women are in official radio positions in government, advertising agency or educational fields.

AWD members have taken active part in many important drives in 1945 rendering concrete service to national groups through appeals to homemakers.

Highlighting the year was the launching of the 1945 campaign "Women of the United Nations." Not only did such

distinguished personalities as Mrs. Franklin Delano Roosevelt and Queen Wilhelmina, but thirty-five national groups and all of the United Nations officially cooperated. Material was prepared by these countries and organizations for use on women's programs throughout the country. In 70 cities, AWD women spearheaded community campaigns dedicated to interest and inform their listeners about the United Nations. In this connection several women broadcasters attended the San Francisco conference, among them Dorothy Lewis who sent back official releases to AWD members. She later rendered this same service from the Food and Agriculture Conference at Quebec. This international project of AWD won commendation from government and civic leaders. Alma Kitchell and Dorothy Lewis represented the Association at White House and State Department conferences.

Another 1945 AWD project was the celebration of radio's 25th anniversary. Special material was forwarded to members in 270 cities where special programs with tributes from prominent local leaders were featured.

Thousands of women radio chairmen and officers of women's groups numbering into the millions have served radio through national radio committees and local Radio Councils.

On January 1st, 1946, there are three announcements of special interest to women:

On March 16th AWD will launch its third campaign on the theme "Women in the Communicative Arts; Their Part in Developing an Informed Public Opinion."

A census of AWD members and a membership drive is being launched during January and February.

Baroness Marthe Boel, Presidente, Conseil International des Femmes, announced the appointment of Dorothy Lewis as Vice-Convener of Radio for this key organization in most of the United Nations.

JOAN DAVIS

Starring On The
"JOAN DAVIS SHOW"
For
"SWAN SOAP"
CBS—Every Monday Night

1946 Radio Market —Larger Than Ever

By WILLIAM NOBLE, President, Noble & Swars, Inc.

THE first full peace time year presents Radio with an opportunity to increase rapidly its great listening audience. Once again sets will be available in unlimited quantities and radio's potential listening audience should be upped substantially before the year's end without doubt.

That a new radio set stands high on the list of most desired purchases when goods become plentiful is revealed by numerous surveys made during the course of the war time years. In the case of radio it is significant to point out that the greatest increase from 1944 to 1945, in a survey conducted by the Bureau of the Census indicates that radio sets show the greatest per cent increase of six major household appliances. The Bureau estimates that well over 5,000,000 families will be in the market for a new radio set when they become available. Naturally this figure does not represent radio's new potential audience, but together with the yearly increase in number of families plus recovery of those "dead" wartime radio homes, it does indicate that radio's 1946 audience will be substantially greater than the 1945 audience.

Radio Homes figures presented in another section of RADIO ANNUAL for Major Radio Markets take all these factors into consideration. While the total United States estimate for Radio Homes declined in 1945, for the first time despite the great increase in the number of families, the 1946 Total United States Radio Homes is estimated at an all-time high of 34,398,302—a national family coverage of 91.0 per cent based upon the 1946 estimate of 37,786,000 families.

Major cities of the country—those which showed an actual gain in civilian population during the period 1940-1943—while the nation's civilian population declined as a whole—are expected to maintain their rate of growth in 1946. At the same time rural counties, many of which suffered severe losses are expected to

regain some part of these losses during the year due chiefly to the return of veterans to civilian life. All this adds up, of course, to Radio's biggest potential audience of all time.

During the war we witnessed the greatest numerical dislocation of population in our history. The drift was to the industrial cities in the main and away from rural areas. Surveys conducted during the past two years in many cities show a surprising number of persons who intend if possible to remain in their new homes. This is particularly true in Pacific Coast cities where the milder and more even climatic conditions apply. Naturally, all those who relocated will not remain, but by comparing regional, state and county civilian population figures from the 1940 Census with the subsequent releases on War Ration books, it can be clearly seen where population shifts have occurred.

Radio's national family coverage, now standing at 91.0 per cent is the greatest single market medium available to the national advertiser. When it is remembered that commercial radio only celebrated its twenty-fifth anniversary in 1945 and in that comparatively short time has reached this eminence as our leading mass medium, it reflects credit on all those who have made this possible so short a time.

Future growth of family penetration by radio will be governed principally by the single factor of yearly family increase. With the present 91.0 per cent family coverage radio has practically reached the limit of response to advertised messages or to put it another way, radio has attained nearly complete coverage of selective families. However, most forecasts on number of families show substantial gains yearly up to and through 1960 and if the present coverage percentage prevails, then nearly all new families will become "Radio Homes."

For Major Markets—Radio Homes Section Please See Page 247

Bud Lou
ABBOTT and COSTELLO



On The Air

Thursdays—NBC
For CAMEL CIGARETTES

★

On The Screen in
UNIVERSAL PICTURES

★

Exclusive Management
EDWARD SHERMAN

New York

Philadelphia

Hollywood

The Current Era Of Television

By J. R. POPPELE, Pres., TBA—V.P., Chief Engineer, WOR

MUCH has been written or said about the "promising era" of television. I hereby enter the "promising era" for good. It ceased to exist the moment the defeated Japanese military aides affixed their signatures to the surrender documents aboard the Missouri in Tokyo harbor last September.

At long last we can ditch the "promise of television" for something we've all been "promising" for years,—television for everyone is here. The year just ended marked the beginning of television's participation in our daily lives. Granted, delivery of equipment is still in the stage of expectation, but by the time these words appear in print, it shall have, to some extent, reached the market.

During the war the torrent of promises for television rolled off lips and the presses in an unending stream. Some of them were well grounded; a great many others soared in the realm of dreams and nonsense. Separating the wheat from the chaff brings these factual certainties to light:

1. Large screen television sets for home use, with improved definition and operating efficiency, have been demonstrated and put into production.

2. Flat-faced cathode ray tubes for direct viewing and projection television were manufactured and shown to be far superior to pre-war rounded-edge types.

3. The immense possibilities for television's use in news pickups was demonstrated when RCA tore away the veil of secrecy on its uncanny Image Orthicon, making possible the scanning of news events that take place in little light—or no light at all!

4. Network television on a regular operating basis was inaugurated Saturday, December 1, when the Army-Navy football game was coaxial-cabled from Philadelphia to New York City and air-relayed to Schenectady. Thus audiences in Philadelphia, New York and Schenectady watched the classic event simultaneously. The Washington-to-New York cable link

for video was scheduled to begin in January of this year.

5. Most important, the Federal Communications Commission authorized immediate commercialization of 13 channels for television operation and over 140 firms clamored for frequency assignments. An allocation plan making possible over 400 video stations in the first 140 major markets of the nation was approved by the Commission.

In addition to the foregoing, television stations operating in five major cities from coast to coast began a gradual expansion of program service to the public. At the year's end some stations were telecasting 17½ hours a week, the most ambitious programming since 1940.

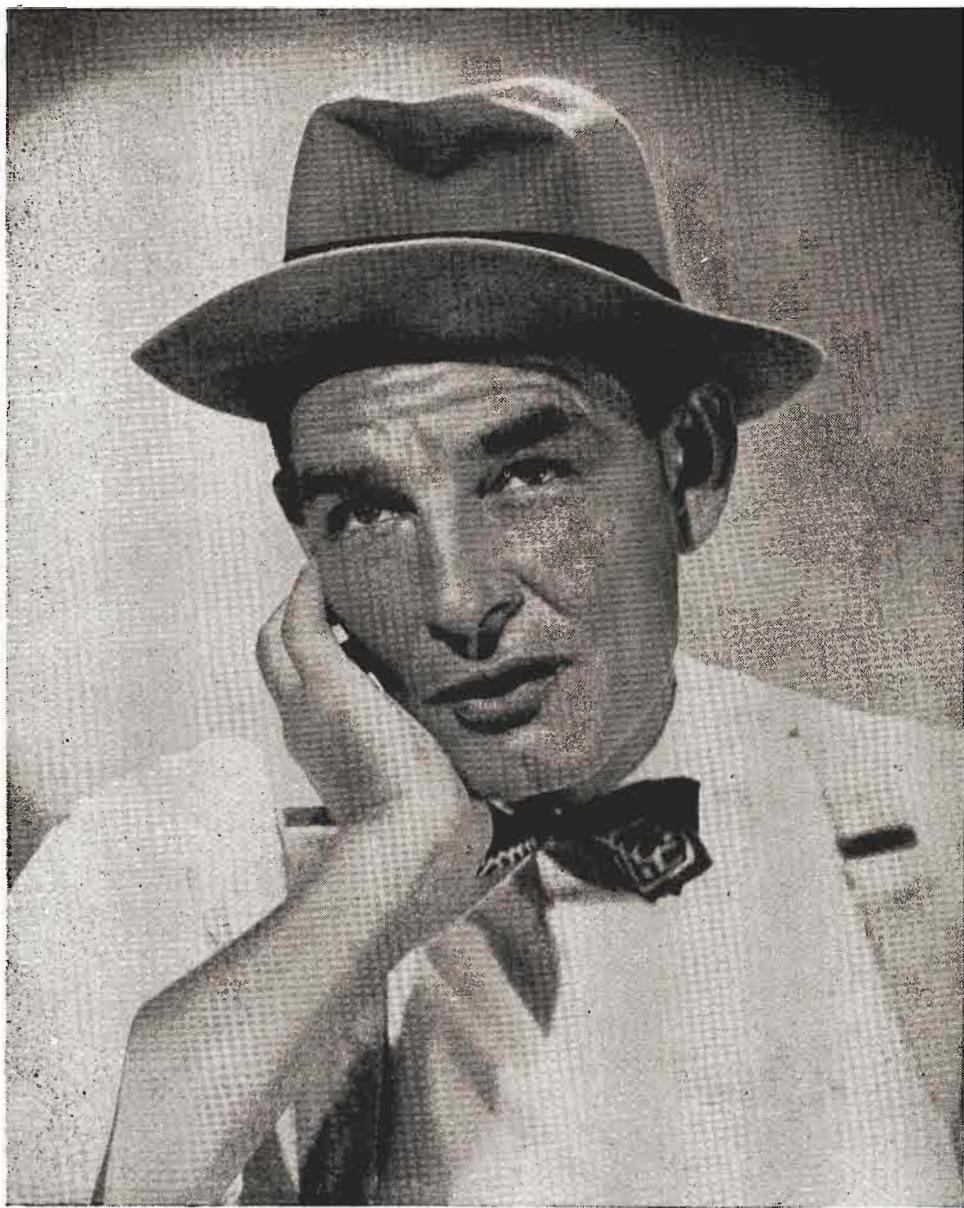
The demand for television receivers, which, up to the end of 1945 were not in general production, amazed even the most ardent enthusiasts. Program parties at homes of those possessing television receivers have been a general rule for sometime, with as many as 60 persons viewing the Army-Navy classic on receivers in some homes.

Thus it is quite apparent that the "promising era" of television has resolved itself into the "current era," and now that we have finally seen television come into its own, there is every reason to believe that it will carry to the far reaches of the nation on its own atomic momentum.

To say that television has attained the acme of perfection is to court ridicule. Men of science who probe the mysteries of our electronic world tell us they see advances which, in time, will make present perfection appear crude.

We may well assume that these future developments will bring us three-dimensional and all-electronic color images, more compact receivers in great volume at low cost and an array of other awaited improvements that will amaze the world and expand our industry.

For Television Complete—Please Turn To Page 965



Ed (Archie) Gardner

BMB Objective

A 'Yardstick'

By HUGH FELTIS, President, Broadcast Measurement Bureau

HOW many listeners have you got?
And where are they located?

These questions are fundamental in the purchase of radio time, and therefore fundamental in its sale.

The number of families who listen to a station and their location are the most basic of all radio measurements. Odd, then, that the 25th anniversary of commercial radio should be but the birth date of BMB, designed primarily to provide this measurement.

For years radio stations have used widely varying definitions of station audience, widely varying yardsticks whereby to measure it. Indeed, the growth of commercial radio has focused attention on the need for a common yardstick by which to measure station audiences and has prompted the formation of BMB to create the yardstick and measure station and network audiences by it.

The Association of National Advertisers and the American Association of Advertising Agencies as well as the National Association of Broadcasters are represented on the Board of Directors and on every committee of BMB, assurance that BMB will serve buyer and seller alike.

What Does BMB Measure?

BMB measures station listening by radio families in the continental U. S. The BMB Index of Station Audience will report the number of families who listen each week to every subscribing station—separately by day and night. The weekly standard is based on the normal radio programming cycle. The BMB measurement of total audiences establishes a true potential for the comparison of all stations.

How Does BMB Measure Listening?

In measuring station audiences BMB uses the controlled-mail ballot technique, which is a carefully designed, closely supervised procedure to assure a representative sample, active attention of each family in the sample and sufficient time so that every member in the family can participate in filling out the ballots.

Official BMB Reports are published in two forms, U. S. Area Reports and indi-

vidual Station Reports.

The Area Report shows for the entire United States, alphabetically by state, county and measured cities in those counties, the number of radio families, and for each subscribing station, its day and night audiences in the area, expressed in terms of radio families and per cent of all radio families in the area.

Where Does BMB Measure?

BMB surveys each of the 3,072 counties in the 48 states and the District of Columbia. For the 36 counties having abnormally large areas and sufficient population, 85 subdivisions are separately sampled.

Separate tabulations are made for each city in which a station is located. All cities of 50,000 population or more in heavily populated metropolitan counties and all cities outside of metropolitan counties having a population of 10,000 or more are also separately surveyed. A total of 4,500 separate places are to be measured and reported.

BMB Survey

The first nationwide study will be in the field in the spring of 1946. The huge number of replies called for by BMB's stringent standards will require the summer and early fall for tabulation. The finished reports of the first study will be in the hands of subscribers in the winter of 1946-47.

First Year's Progress

Progress in the development of the Bureau since its incorporation in January, 1945, has been rapid. The first three months of 1945 were devoted exclusively to station solicitation. With the completion of the operating staff in July, the Bureau Board and Committees, composed of Research and Advertising executives, concentrated on working out the technical details of Bureau operation. By the end of the year contracts for the coding, editing, tabulating and mailing of the first Bureau study were assigned. By January 1, 1946, 602 stations or over two thirds of all U. S. Commercial stations had subscribed. So had all four major networks.



Thinking of you

KAY KYSER

COLGATE-PALMOLIVE-PEET
NBC—WEDNESDAY NIGHTS

Exclusive Management
MUSIC CORPORATION of AMERICA

What FM Means To Education

By JAMES R. ANGELL, Public Service Counselor, National Broadcasting Company

THERE are many reasons why FM should be of peculiar value in the field of educational broadcasting and it is to be hoped that nothing will seriously interfere with the development of this relatively new technique.

The comparative freedom of FM from the interruption of noise is in and of itself an item of considerable importance where broadcasts are being brought directly into school and college classrooms. The acoustical properties of many of these rooms are inevitably none too good and when the broadcast itself is blurred by static, or other noise disturbances, the teaching value of the broadcast is often seriously impaired.

Long Term Viewpoint

Even more important, however, from the long-time point of view is the circumstance that FM, in part because of the intrinsic limitation of the primary area in which it can be effectively used, makes it both possible, and indeed necessary, to have special regard to the local peculiarities of the institutions and communities which it attempts to serve.

Broadcasts directed to the grades are not often seriously affected by school time-schedules. To be sure, the special school curricula which are to be served must be taken fully into account; but in the case of broadcasts directed to high schools there has always been the most obstinate difficulty in adjusting time-schedules to the hours at which broadcasts were offered.

A program put on over an FM station in a given locality can, with the cooperation of the school authorities, adjust itself to these local conditions in a way in

which no network program can hope regularly to do. Furthermore, an FM system, whether owned by a School Board or by some private agency, can readily repeat a program to meet the particular needs of different schools or local organizations. This procedure is also practically impossible over a network.

Network Difficulty

The same difficulty from which the networks suffer in this matter has also lessened the usefulness of educational broadcasts from powerful regional stations using the common AM system. Such a station may be clearly heard in two large cities, A and B, situated one hundred miles or more apart, and the school time-schedules in A, as well as the curricula, may differ widely from those in B.

It should, of course, be remarked that some cities have had their own school broadcasting stations, some of them operating on AM and some of them over ultra-shortwave facilities. To all such FM offers appreciable improvement in service and it can hardly be questioned that many communities which have not had their own school broadcast programs will now find it possible to enter into this extremely useful field.

Conclusion

As is well known, it is expected that through relays and other devices we shall presently have FM networks. When and if this occurs on any large scale, the improved clarity of the broadcasts would remain, but the schedule difficulty will occur again just as with the AM system in existing networks.

For Complete Section Devoted To FM Please Refer To Editorial Index



REXALL PROGRAM

Sponsored by United Drugs

Pacific Time 6:30-7:00 p.m.

Eastern Time 9:30-10:00 p.m.

Mgt. LOU CLAYTON

The Economic Role Of Advertising

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

EMPLOYMENT of 55 to 60 million people is shaping up as our post-war goal.

If income per person averages \$2,000 a year, total income payments will be 110 to 120 billion dollars. At least that much national income will be necessary annually for many years to carry our post-war budget, including our great national debt.

This means producing and distributing goods and services in greater quantities than ever before—from 30 to 50 per cent more than in any previous peacetime year. There is no question about our ability to produce. Our war experience proves that. The problem is how to distribute the increased volume.

The responsibility falls on the dynamic factors in distribution—the activities that move goods. There are only a few of these dynamic factors:

(1) Personal selling; (2) Sales promotion and merchandising; and (3) Advertising.

Of these three, advertising is the mechanized counterpart in distribution of the machine in production. Much of the responsibility for distributing this great volume of goods and services will fall on advertising—perhaps the greatest.

When national income was 56 billion dollars in 1935, advertising expenditures totaled 1.7 billion dollars, or approximately 3 per cent.

In 1943, national income, under the impetus of the war, rose to 142 billion dollars. Advertising expenditures were 2.1 billion dollars, or approximately 1.5 per cent.

If the peacetime ratio of advertising to national income prevails post-war, then advertising volume should reach 3.3 to 3.6 billion dollars annually.

All branches of advertising should, I believe, recognize this responsibility and prepare to handle a much greater vol-

ume of business. We must strive to make advertising more productive and to lessen advertising failures if we are to do our part in moving this great post-war volume of goods and services.

President Truman recently said, "The consumer must be reached and sold at the lowest possible cost. The techniques of selling and servicing need polishing up after having been laid away for more important things during the war. Circumstances this year clearly point to the need for a critical re-examination of the ways and means, and the costs of distributing goods and services from producer to consumer."

In retrospect, the contribution of broadcasting in the war effort, particularly through the work of the War Advertising Council, speaks for itself, and radio doubtless will continue its co-operation on campaigns in the public interest through the Advertising Council's peacetime program which is now getting under way. Radio advertising has shared in the greater recognition by government of the power of advertising as both a social and economic force for good, something which was not generally appreciated in Washington at the time the War Advertising Council was organized.

Because radio comes into the home and in many ways has become an intimate part of family life, radio has a special and peculiar responsibility in seeing to it that both the public interest and the good will of the listening public continues to be maintained and strengthened.

This brings up the question of the current charges in some quarters that radio is being over-commercialized. While some of the attacks on radio are without foundation, the apparent objections of some listeners to the number of consecutive commercials concentrated in the period

For List Of Advertising Agencies And Radio Accounts See Page 167



Thanks, Radio Editors, for your confidence in me, and thanks also to my new friends at Columbia Recording Corporation for making recording with them such a pleasure.

Sincerely

Dinah

of two or three minutes around the station break are understandable and worthy of examination and consideration by the radio industry.

To improve this situation is a very real problem since no one in the advertising business controls radio. Certainly the advertising agencies do not. They compete vigorously among themselves and on behalf of their clients. Scores of advertising agencies are engaged in network broadcasting, and even more scores or hundreds in spot broadcasting. Advertising agencies endeavor to make their clients' advertising successful, which is natural and understandable, since that is their job. But at the same time, most agency executives are sufficiently enlightened to realize that quick success at the expense of radio listening and public good will toward advertising itself is neither good business nor good citizenship.

The A.A.A.A. works for the improvement of advertising and recognizes that advertising agencies, along with advertisers and media, have a considerable responsibility for any elements of it that may be deemed objectionable and for working toward the improvement of these elements. Our Association, working

with the representatives of advertisers and media is actively seeking to develop ways and means to improve the content of advertising through self-regulation and to make an over-all industry approach to the improvement of radio, as well as all other forms of advertising.

Our A.A.A.A. Committee on Radio Broadcasting is constantly working in the field of radio and in 1946 figures to be even more active in working toward the goal of facilitating the use of radio as an advertising medium, improving standards and relations with other groups in the industry, and in doing everything possible to help see to it that the part agencies play in radio measures up to their responsibilities.

Our A.A.A.A. Special Committee on Television has been working for some time in the fluid field of this infant industry and while the future of T-V as a bright and shining new advertising medium is still in the process of laying its foundations, through the work of our Television Committee, the A.A.A.A. looks forward to co-operating in the development of television as an advertising medium as we have with all other media.

Radio has great opportunities and responsibilities ahead in 1946!

(Continued from Page 45)

RECONVERSION -- By Brigadier General David Sarnoff

great success and have received public acclaim for a new service and convenience.

New Uses Of Television "Eyes"

Industry too will find considerable use of radio sight as "eyes" in factories—means of co-ordinating and controlling complicated manufacturing processes, observing and directing vital operations from start to finish. Industrial television will furnish the means for looking into chemical reaction chambers and other areas of production, dangerous or inaccessible to the human eye.

War made vision a vital part of electronic communications. Airborne television perfected by RCA has been demonstrated to reveal how an "eye" in the nose of a plane scans the terrain while a small portable transmitter flashes the panorama to a distant screen on which observers see it exactly as the pilot. And now radar—a direct offspring of television—will be applied commer-

cially, especially to aviation and navigation, for it is a new all-seeing "eye" for the pilot, whether in the cockpit of a plane or on the bridge of a ship. Radar in the control towers at airports, will bring the sky, the runways, and nearby planes, into view whether the weather be thick or the night cloudy and dark, with all lights obscure.

In the field of air navigation, RCA has devised a complete system for preventing collisions, controlling traffic, performing instrument approaches and in the general navigation of aircraft. Unique in its combination of television and radar techniques, this new system is called Teleran.

The miracle of radar and the advent of postwar television, make 1945 a year to be remembered as beginning the third cycle in the evolution of radio; First, there was wireless telegraphy; second, broadcasting of the human voice and music, and now the world enters the third cycle—the era of radio sight.



Joan Brooks

C · B · S

Personal Mgr. Sam Kerner
6605 Hollywood Blvd., Hollywood 28. Cal.

Radio Expanding Rapidly On Coast

By RALPH WILK, West Coast Representative—RADIO DAILY

LOS ANGELES stations and Hollywood headquarters of national networks are preparing for a busy year in radio. Three of the webs have sites for new homes, and at this writing NBC is constructing a \$630,000 one-story addition to its Sunset and Vine building. The new NBC structure will provide two additional studios, with 340 seats each, and will conform with the architecture of the main building. NBC's Western division recording department will be moved to the basement of the addition. Thirty t.c. commercial and two t.c. sustaining shows emanate from NBC's Hollywood home, and the additional quarters will provide six audience studios in all.

Mutual-Don Lee's new home will be erected on Vine street, between Fountain and Homewood, with the structure and equipment to represent an outlay of \$1,250,000. It will contain four large audience studios, six medium-sized and six intimate studios. It will require nine months to complete the new structure. Six t.c. sponsored shows and two t.c. sustainers emanate from Mutual's Hollywood headquarters.

CBS is expected to build an addition on ground adjoining Columbia Square. At present it has five audience studios, with 29 t.c. shows emanating from its Hollywood home.

Although ABC spent a considerable sum in preparing its present quarters on Highland, near Sunset, it still is using studios at NBC and is expected to purchase a site for a new building. It airs 15 t.c. commercial programs prepared here, in addition to eight t.c. sustaining shows.

Associated Broadcasting System, which has moved to 6000-Sunset Blvd., is airing five t.c. commercial programs from the Southland, in addition to special events.

KGFJ has moved to new quarters at Sunset and Vine, while at this writing

approval is expected shortly from the FCC on the New York Post-KMTR deal. The New York Post-KYA (San Francisco) agreement was approved last year, and Don Feddersen, who manages KYA, has also been supervising KMTR pending approval of the pact.

Dick Joy and Donald C. McBain have opened their new station, KCMJ, at Palm Springs, with Clinton Jones, a Columbia Pacific executive for several years, as manager.

The Universal Broadcasting Co., which will operate the Universal network, of which KSFO, San Francisco, and KXLA, Pasadena, formerly KPAS, are the nucleus, took a long-lease on the two-story building at 6757 Hollywood Blvd., Hollywood. The cost of remodeling the structure and installing new equipment represents an outlay of \$250,000. Several years ago the structure housed the famous Montmartre cafe, which was one of Hollywood's show places.

Universal Recording Co., which will produce and sell package shows, is allied with the Universal Broadcasting Company. E. J. Broman is vice-president and general manager of the organization. Universal Sales has also been organized to represent the Universal web, which has made a deal for KXA, Seattle, subject to the approval of the FCC. The network also plans to acquire other outlets on the Pacific Coast.

W. I. Dumm, who is the head of the Universal Broadcasting Co., is the owner of KSFO, and is president of KXLA, in which he holds a large interest.

J. Frank Burke, Sr., veteran Southland broadcaster, has built a radio center building at 6000 Sunset Blvd., which recently opened. It serves as the Pacific Coast headquarters of the Associated Broadcasting System, and in addition, is the home of advertising agencies and other concerns allied with the radio industry.



GARRY MOORE

on the air for

REXALL DRUG STORES

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

CBS

Washington Looks Toward Busy 1946

By *ANDREW H. OLDER, Staff Correspondent, RADIO DAILY*

RADIO spent 1945 waiting for 1946. Although no year has seen a greater volume of historic broadcasts or a better all-around coverage of global news, broadcasters had had a glimpse of the technical promises in store for them.

The FCC, too, knew what was ahead. Just as anxiously, but with a plentiful supply of aspirin on hand, its key officials were busy trying to clear the decks for the commission's busiest year yet. More than a thousand new applications for broadcast licenses—AM, FM and tele—were on hand, with additional dozens coming in weekly.

Radio was establishing itself as one of the important factors in shaping the future. Aside from the military uses of radio, it was never clearer that what the White House, Congress and the executive agencies of government decide depends in large measure upon what the American people hear over the air. More than ever before the American people relied upon radio for their initial news, and more than ever they relied upon radio to bring them the opinion of leaders on the various national and international issues. Although this a natural development, the newsprint shortage has emphasized it.

Rarin' To Go

But what radio was waiting for was the opportunity to go ahead and take full advantage of the revolutionary technical advances perfected just before or during the war. Important improvements in AM transmission were on hand, the relatively new FM transmission, television and facsimile—as well as new equipment to improve the quality of various local programming.

Now, while newsprint is still short, broadcasters are beginning to be able to take advantage of these new developments. Deliveries on FM transmitters, new tubes and various other equipment items designed for better radio service are being made.

Washington is the center of all these

developments. All, or nearly all, pass through the FCC, with the commission responsible for authorizing and encouraging their use. FM, of course, has been most in the news, with a year-long battle over the location of the FM band finally settled by commission decision that the service should be moved to the 88-106 megacycle strata from its prewar position at 44-50 megacycles. Although the industry reaction to this decision was mixed, there was general approval for the far greater number of channels made available.

There was general agreement also that these channels will be needed, with estimates of the number of FM stations to be built ranging from two to four thousand for the next four-year period. Rather surprising has been the flood of new AM applications—which at the end of the year touched close to 500.

FCC Stiffens

Discernible during the year was a new and stiffer attitude by the FCC toward infringement of its rules. Several licenses revocations were ordered—and it is probable that the commission, which for years would not order a revocation, will refuse renewals far more frequently now that enough broadcasters will be on the air so that service is still available when offenders are cut off. Congress has still made no move to equip the FCC with any penalty other than revocation—in fact, Congress has shown no interest in amending the communications act, and there is no indication of such interest for 1946.

Truman-Miller

A surprise to most broadcasters was the failure of President Truman to reapportion to the commission former Governor Norman Case of Rhode Island, Republican veteran held in high esteem by the entire trade. His successor is Governor William R. Wills of Vermont, a businessman thus far prevented by illness from pointing to any important estimate of his capabilities.

13th Consecutive Year Presenting

THE ORIGINAL

"MAKE BELIEVE BALLROOM"



CREATED BY

AL JARVIS

MONDAY THRU SATURDAY
11:00 TO 2:30 P.M., KFWB



ANOTHER AL JARVIS ORIGINAL
"CAN YOU TIE THAT"



National Representative, WILLIAM G. RAMBEAU COMPANY
NEW YORK AND CHICAGO

Chicago Contends For Radio Honors

By *BILL IRVIN*, Staff Correspondent, *RADIO DAILY*

THE coming twelve months, the first full peacetime year since 1941, will see Chicago emerge as the important radio and television center it is potentially capable of being by virtue of its favored geographical location and because of its already great contributions to broadcasting, both in techniques and talent. The fact that already under way are several postwar projects looking to the improvement and expansion of facilities, in television as well as radio, is enough on which to base a prediction that the city, which has virtually been the hub of broadcasting for more than two decades, will make even greater contributions to radio and assume an increasingly more important place in the broadcasting picture in the months to come.

Construction Programs

NBC's \$100,000 modernization program for its Merchandise Mart studios is well advanced. When completed, the acoustical and decorative face-lifting will put the network's Chicago studios on a par with anything New York or Hollywood has to offer, both from the standpoint of acoustical engineering and streamlined splendor.

Construction also is well under way on the new six-story addition to the WGN plant which, on completion, will make possible a substantial expansion of WGN activities.

Listener interest in Chicago-originated programs showed a marked increase in 1945 over the preceding year, according to figures released by several Chicago stations having audience broadcasts. WGN, for instance, played host to more than a quarter of a million persons in 1945, most of whom viewed the opera and operetta performances of the Chicago Theater of the Air. Attendance at programs requiring tickets totaled 270,792, an increase of 31,149 over the record attendance of 1944. In addition 15,000 persons attended programs which required no tickets for admission. Approximately 149,000 persons attended the

American Broadcasting Company's Chicago-originated shows during 1945. Greatest attendance record for ABC programs was set by the Breakfast Club with 78,677 ticket requests. Runnerup was the Quiz Kids with more than 20,000 requests. A total of 124,800 persons attended the WLS National Barn Dance broadcasts at the Eighth Street theater during the year.

More Studio Audiences

With plans in the offing for the use of available legitimate theaters as radio playhouses, and with the launching of more Chicago-originated audience shows, including a possible four or five by ABC, an even greater interest in local studio audience broadcasts is expected during 1946.

The action of the FCC in allotting Chicago seven television channels, along with several other factors, makes the Windy City's tele outlook equally as promising. WBKB, the Balaban and Katz station, has taken the lead in television activity, principally with the signing of a five-year pact with the management of the Chicago Coliseum for exclusive coverage of all events taking place there, mainly sports spectacles such as basketball tourneys, ice shows, prize fights, wrestling matches and roller derbies.

Additional Tele Plans

P. K. Wrigley, owner of the Cubs, has announced plans for televising Cub games at Wrigley Field this summer if proper television equipment is available.

Summing it up, no less an authority than Paul Whiteman, who has more discoveries to his credit among the top stars of radio than probably any other individual, foresees a great future for Chicago as a radio center, if Chicago will fight for it. Himself a Chicago radio personality for many years, Whiteman recently recalled how many of the top names and programs in radio today got their start in Chicago. This development of talent and program ideas, Whiteman believes, may be expected to continue.



"Fibber McGee and Molly"

ELEVENTH YEAR FOR THE MAKERS OF JOHNSON'S WAX

Canadian Radio Is On The March

By T. ARTHUR EVANS, Secty.-Treas. Canadian Association of Broadcasters

IN ANY consideration of what is in store for Canadian broadcasting stations during 1946, Frequency Modulation must be given a top position. As in other countries, World War II delayed the development of FM in Canada but since the cessation of hostilities Canadian radio stations have turned their attention to this most important phase of radio broadcasting to find out what is wanted from FM and how best it will fit into the Dominion broadcasting scheme. All broadcasters recognize that the establishment of FM will make for better performance of broadcasting than is now obtained from the use of the Standard Broadcasting Band.

Recommendations

The Canadian Association of Broadcasters has, in cooperation with its member stations, submitted to the Canadian Broadcasting Corp. and to the Department of Transport of the Government certain recommendations regarding FM which, in its opinion, will best serve the people of Canada. Briefly these recommendations are:

1. That the same frequency band as used in the United States be adopted.
2. A treaty should be concluded with the United States to take care of border interference.
3. Present AM broadcasters should be licensed for operation on FM—others where it is shown to be in the public interest.
4. Broadcasters should be permitted but not required to broadcast the same programs over both systems.
5. The call letters should consist of 4 letters with no figures.

Undoubtedly, these recommendations will result in a method of FM broadcasting best suited to serve the Canadian public.

In 1944 permission was granted to 33 privately operated Canadian radio stations to increase power to a maximum of 5,000 watts where suitable channels were available. It was, of course, not

possible to obtain the necessary equipment during 1944 and 1945 but this difficulty has been largely overcome and a number of stations will, during 1946, increase their signal strength to the 5,000 watts allowed, with a consequent better service to the public.

Audience Main Factor

The Canadian Association of Broadcasters has long recognized that in the final analysis the listening audience is the controlling factor in the operation of any broadcasting station and that the likes and dislikes of commercial programs by the listener is of paramount importance to the broadcasting industry. With this thought in mind, the Association in 1943 authorized the formation of a joint committee to be known as the Commercial Radio Research Committee.

Spring Report

The Committee will be in a position to present a reasonably complete report to the Annual Meeting of the Canadian Association of Broadcasters in May, 1946, and its conclusions will be of interest to all who are engaged or interested in radio broadcasting both in Canada and in the United States.

Rate Schedules

The Canadian Radio Station Rate Schedules brochure, which is well known in the industry, will continue to receive the attention of the committee responsible for its production.

The Bureau of Broadcast Measurement is now firmly established and is providing accurate statistical data regarding the coverage of Canadian radio stations.

The year 1946 presents problems to Canadian broadcasters, but these problems are by no means insurmountable. The members of the Canadian Association of Broadcasters will, with the cooperation of the Canadian Broadcasting Corporation, continue to serve the public, mindful of their obligations, and conscious of the responsibilities imposed upon them by being licensed to broadcast.

For Complete Listing of Canadian Stations—See Editorial Index



Question:

Find the only three-handed
Master of Ceremonies in radio.

Answer:

Ralph Edwards—TRUTH OR CONSEQUENCES—DUZ.
In that particular "consequence" Ralph needed three
hands. He's between the Captain of the U. S. C. football
team and a Trustee of the University of Alabama.

New Developments In Electronics

By S. P. TAYLOR, Mgr.-Distributor Sales, Radio Div. Western Electric

DURING one of the most critical stages of the recent war when the shores of America were yet open to the threat of foreign invasion, Mr. F. R. Lack, Vice-President of the Western Electric Company, was called upon to address the annual meeting of the FMBI. He was asked to paint a word picture of the new developments and techniques Western would offer FM broadcasters in the postwar world. Worthy of repetition are the following words Mr. Lack used as he summed up industry's responsibility to a nation at war by stating Western's policy, "I am happy to say that we have nothing new to show you and nothing new to talk about. I am happy because I do not have to tell a soldier named Joe, who needed a radio very badly last month, that we could not deliver because we diverted some engineers and shop people to building the model of a new superdooper FM equipment to show you and thus strengthen our postwar position. I am sorry that I can't tell you when we will be able to talk. But, no one can tell me when the war will be over."

Knowledge and experience gained as a pioneer in research, development, and production in all phases of communications, including radio broadcasting and sound transmission, particularly qualified Western to undertake the gigantic task of developing a multitude of complex devices required to wage modern war.

When the thunder of war finally ceased with V-J Day in 1945, the Western Electric Company, as manufacturing and supply unit of the Bell System, then concentrated its full resources on the production of telephones and associated equipment to relieve the shortage accumulated during nearly four years of war.

A complete line of AM transmitters ranging from 250 watts to 50 kilowatts is currently in production and now being delivered. Also designed and in produc-

tion to take care of all directional antenna array requirements for AM broadcasting are line branching, phase shifting, phase monitoring, and antenna coupling equipments. By the end of 1945 designs were well under way and production had already begun on FM equipment to serve the needs of FM broadcasters. When the FCC assigned the new higher frequency FM allocations, Western promptly proceeded with conversion of customers equipment purchased for operation in the old 42-50 megacycle band to operate in the new 88-108 megacycle portion of the frequency spectrum.


New techniques in modern broadcasting have imposed more exacting requirements on that vitally important portion of the broadcasting plant—Speech Input equipment.

In the peace of today as in the war of yesterday the telephone still represents the indispensable symbol of speedy and efficient communications for linking together the world's common interests whether they are afloat, in the air, on the highways, or in the quiet of a rural community. For ship to shore through established shore stations, or ship to ship, Western Electric's Marine Radio Telephone Equipment has for years provided instant and dependable two-way communications.

"In conjunction with Bell System Mobile Service, Western's recently announced 238A Mobile Radio Telephone will make contact from any equipped vehicle to any telephone connected to Bell Telephone lines."

In addition, with many new and improved products—some, the outgrowth of developments made during the war, such as the Primary Frequency Standard, Thermistors, Silicon and Germanium rectifiers, and a host of new vacuum tubes—Western Electric confidently faces the future better equipped than ever to master any communications problem.

For Complete Equipment Section Please Turn to Page 1037



"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.

Exclusively on
**COLUMBIA
RECORDS**

Advantages Of ET Programs

By AARON S. BLOOM, Treasurer and Director, Kasper-Gordon, Inc.

THE old adage that "you can't teach an old dog new tricks" has been blasted as thoroughly and effectively as were two Japanese cities by the atomic bomb. For plenty of long-time advertisers have discovered the practicability of the transcribed program—the custom-built transcription series built specifically for their use, as well as the open-end syndicated recorded program series.

There are advantages to the transcribed program which no network or regional network show can compete with, and legion are the advertisers who now know the worth and value of the e.t. program.

For example, can't you clear time on a network? Don't let that bother you. Put the show on transcriptions, and select the best available time in the markets you wish to cover. Or perhaps you can't buy a split network. You must buy some cities you don't want, or where you don't need coverage. Just put the program on transcriptions and choose the markets you wish. Then again, maybe you'd like to use a different station in some markets, than the network affiliates in those cities. Don't pull your hair out by the roots. Disc the show and buy time on the stations you want.

Product-Test

Suppose you don't want to build an expensive custom tailored show to test a product in a certain market, or group of markets. In that case, there are many good open-end transcribed syndicated shows to use—shows which cost a lot of money to produce, but which the individual sponsor in a market may purchase (lease) to make the test — shows which range from gospel songs to variety, from sports programs to mystery drama, from musical to juvenile strip programs. There are shows with well-known names at a fraction of the expense a custom-built show would cost — shows without "big names" but which have a proven record of success in building and holding audiences, and selling merchandise. Actually,

many such shows without those "big names" have pulled greater results per dollar of expenditure for time and program than some of the more costly shows with the so-called "stars." The payoff isn't always in the "big name," or even in the ratings. It's in the jingle of the sponsor's cash register.

Safe For Small Markets

In many instances, the syndicated transcribed show is safer for sponsors to use than some locally produced "live" talent programs—as far as smaller markets are concerned. Aside from the cost to the advertiser being less, usually, there is no worry about the talent doing the job—no worry about rehearsals, timing, script, production. That is all done. The sponsor knows in advance what the 15th or 50th program in a series will sound like, for it's all there on disc for him to hear. Reputable producers are as careful of the production that goes into their packages as (as a rule) are network producers. The syndicated program producer depends upon the success of a series for a sponsor to be able to sign station, agency, and sponsor again on a continuation of the series, its use in other markets, or for a new show.

Producer Is Important

That's why it's important to know the producer you are doing business with, how long they have been in business, their experience, etc. If they offer a series of programs, the reputable producer willingly offers the chance to select any program in the series for audition. That way, you know you are not being offered only the best program in the series, the sample they want you to hear.

The advantages of the syndicated transcribed program, are making themselves felt more and more. The results may not be as sensational and as sudden as was the atomic bomb. But who wants to break down sales resistance and destroy the customer at the same time?

A decorative border of musical notation in 4/4 time surrounds the central text. The notation includes treble clefs, stems, and various note values (quarter, eighth, and sixteenth notes) on five-line staves.

ONE LIT-TLE TWO LIT-TLE THREE LIT-TLE

Musicommercials by *Novak*

CUSTOM-BILT MUSICAL
SPOT-ANNOUNCEMENTS FROM
10 SECONDS TO FIVE MINUTES.

A Few Outstanding Musicommercial Gems:

SUPER-SUDS

ST. JOSEPH ASPIRIN

PENETRO NOSE DROPS

HI-SPOT (Canada Dry)

PALL MALL CIGARETTES

LIFE-BUOY

PIEL'S BEER

FRAM OIL FILTERS

*FOR CLEVER, HARD-HITTING MUSICAL
RADIO SPOTS THAT GET RESULTS —*

CALL

FRANK NOVAK

TRAFALGAR 4-1999

SEVEN EIGHT NINE AND TEN LIT-TLE

MINUTE SPOTS BRING HOME THE BA-CON TO YOUR SPON-SOR.
MINUTE SPOTS FOUR LIT-TLE FIVE LIT-TLE SIX LIT-TLE MIN-UTE SPOTS

1941—GROWTH OF STATIONS—1945

As of:	Licensed Stations	Construction Permits	Special Broadcast Stations	Total
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

** This figure includes 5 Special Broadcast Stations.

★ AMERICA'S MOST VERSATILE MUSICAL PERSONALITY

* 1946 Winner
ESQUIRE AWARD
DOWN BEAT POLL
METRONOME POLL

"THE OL' WOODCHOPPER HIMSELF"

Woody
Herman

AND HIS ORCHESTRA



"THE WOODY HERMAN SHOW" FOR WILDROOT CREAM OIL - ABC NETWORK, 8-8:30 P. M., EST - EVERY FRIDAY

Exclusively on COLUMBIA Records

Management Counsel —
GOLDFARB, MIRENBURG and VALLON

Bookings
General ARTISTS CORPORATION
THOMAS G. ROCEWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

Forecasting Sportscasting

By BILL SLATER, President, Sports Broadcasters Association

FEW contrasts can be made between sportscasting in Post War World II and Post War World I. True, sports broadcasting was a noteworthy part of the roaring twenties that marked our earlier postwar period. Likewise, sports reporting by air, radio or video or both, will be a part of the reconverted American life into which we are now stumbling. But the magnitude of air sportscasting will be so much greater than anything ever before known, that any possible contrast with a previous radio era fades.

Postwar Status

Sportscasting in this postwar era is starting far from scratch. It is destined to enjoy a terrific momentum born of the role sports-by-air played in the lives of the millions of men who left our shores to win the victory for freedom. The short-waving of sports events provided a strong link between home and the battle-front and returning veterans will form a large part of the coming greater audience for sportscast events. In the enlarged sports following made possible by wartime wages, many new sports radio fans were created. Over all, spreads the fact that an innately sports-minded nation beomes more so after a period of great physical combat. Too, there is the thought that sports does play a big role in evolving the psychological equivalents of war which, of necessity, become part of the life of any nation in the wake of a complete dedication to armed conflict.

Trends

Trends in sports broadcasting, initiated before the war and continued substantially through the duration, are now being accentuated and developed into broader fields. Chief among these is the increasing commercial sponsorship of athletic events. This trend is today most marked in football, boxing, and baseball but is rapidly spreading to other sports. Network sustaining coverage of athletics

has dwindled sharply in the past decade and will shrink further. Sports promoters and advertisers are aware of sports' huge listenership and now that the promoters have outgrown the fetish, clung to by some, that radio hurt the gate, the sky is the limit in the matter of deals for packaging product promotion and sport thrills.

Nor will commercial sportscasting be confined, as in the past, primarily to professional and collegiate events. A significant straw in the whirlwind is the recent move of one large advertiser, now followed by others, into broadcasting school sports. The teen age audience has become important to purveyors of products and these busy and eager gentlemen have awakened to youth's unquenchable zest for athletics. Look for bigger and better sports coverage of high school contests.

Expansion

However, the things which may happen in radio sports reporting, form only a small part of the immediate expansion of sportscasting. For that heretofore perennial infant (sometimes born of fancy and hope) has outgrown its swaddling clothes and today in its late, potent adolescence is now known, without tongue acheek, as "television." Much is said these days about the sensational future of sports caught by the tele-camera. The exact form and scope of this future is hard to predict with reasonable certainty, though it does seem safe to say that it is going to be a lusty factor in video's future.

En route to this stage, nonetheless, there are hurdles to be taken. And these hurdles are not all mechanical. The mechanics of video sports are gradually being mastered, thanks to the cooperation of sport moguls who have been willing to have a hand in the early experimentation. The possibility is great that we shall soon know more about how to telecast sports than we know about the profitable way to do it.



FRED WARING
and his
PENNSYLVANIANS

NBC - MONDAY THRU FRIDAY - 11 A.M., EST

National Association Of Ed'c'l Broadcasters

<i>Call</i>	<i>Institution</i>	<i>Frequency</i>	<i>Power</i>	<i>Licensed Hours</i>
<i>KFJM</i>	University of North Dakota....	1440	1 kw-LS; 500 w N	SH-KILO
<i>KFKU</i>	University of Kansas.....	1250	5 kw-LS; 1 kw-N	ST-WREN
<i>KOAC</i>	Oregon State College.....	550	5 kw-LS; 1 kw-N	Unlimited
<i>KUOM</i>	University of Minnesota.....	770	5 kw-D	ST-WCAL(Daytime)
<i>KUSD</i>	University of South Dakota....	920	500 w	ST-KFNF
<i>KWLC</i>	Luther College.....	1240	250 w-D	Daytime
<i>KWSC</i>	State College of Washington....	1250	5 kw	ST-KTW
<i>WBAA</i>	Purdue University.....	920	5 kw-D; 1 kw-N	Unlimited
<i>WBEZ</i>	Chicago Board of Education....	42100	1 kw	(FM) Unlimited
<i>WCAL</i>	St. Olaf College.....	770	5 kw-D	ST-WLB (Daytime)
<i>WHA</i>	University of Wisconsin.....	970	5 kw-D	Daytime
<i>WHAZ</i>	Rensselaer Poly. Tech.....	1330	1 kw	St-WBBR, WEVD
<i>WILL</i>	University of Illinois.....	580	5 kw-D	Daytime
<i>WKAR</i>	Michigan State College.....	870	5 kw-D	Daytime
<i>WNAD</i>	University of Oklahoma.....	640	1 kw-D	Daytime
<i>WHCU</i>	Cornell University.....	870	1 w	L-WWL (Daytime)
<i>WNYC</i>	Municipal Broadcasting System..	830	1 kw	L-WCCO, SA-SH-N
<i>WOI</i>	Iowa State College.....	640	5 kw-D	Daytime
<i>WOSU</i>	Ohio State University.....	820	5 kw	L-LS-Dallas
<i>WRUF</i>	University of Florida.....	850	5 kw-LS; 100 w-N	Unlimited
<i>WRUL</i>	World Wide Broadcasting Found. *	*	50 kw	Unlimited
<i>WSAJ</i>	Grove City College.....	1340	100 w	SH
<i>WSUI</i>	State University of Iowa.....	910	5 kw	Unlimited
<i>WTAW</i>	Texas A & M.....	1150	1 kw-D	Daytime

Columbia University.....FM—CP Facilities to be assigned.
 Indiana University
 University of Kentucky
 University of Michigan...FM—CP Facilities to be assigned.
 University of Southern California

ASSOCIATE MEMBERS

Western State Teachers College. Depends on commercial radio facilities.
 Miss Pearl RooserDepends on commercial radio facilities.
 Drake UniversityDepends on commercial radio facilities.

D-Day; N-Night; ST-Shares Time; SH-Specified Hours; SA-Special Authorization; L-Limited time with Dominant Station; LS-Local Sunset

**International shortwave frequencies*



By Howard Chandler Christy

J E A N H E R S H O L T

9th YEAR

"Dr. Christian"

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

Uses Of Radar In Peacetime

By PROF. A. M. LOW, *English Scientist, Inventor, Author*

THE full story has now been told of the development of radar before and during the war. This spectacular invention played as important a part in gaining victory as the atom bomb. If it had not in the first place been prepared by British scientists for the detection of enemy aircraft the key device that made thousand bomber raids possible in any weather would never have been discovered either. The question now arises as to what use radar will be in peace. For the ten years of its past existence there has been complete concentration on its military applications. A great deal of the apparatus will be scrapped never to be used again, but the knowledge gained and the skill developed by many thousands of scientists and technicians in Britain will not be wasted.

Advances in Electronics

Their research has resulted in great advances in the new science of electronics—the harnessing of electrons for control and communications. The effect on television will be far-reaching. A thousand devices for the automatic control of intricate factory operations for chemical and physical analysis of samples and for the testing of finished products will be the indirect result of radar research. It has even taken us a considerable step towards the economic transmission of power by radio.

One day we may need no wires to carry electricity to our homes for light and heat. We may have lamps that require no wire connecting them to a plug in the wall. Such a lamp would be put down anywhere and switched on, the power being received by its own minute aerial. Ultimately we might even have transport vehicles drawing their motive power from the ether or at least by induction cables laid underground as in some Russian factories today.

Peacetime Needs

In the more immediate future many radar devices will be directly adapted to peacetime needs. The apparatus which enables a ship to be picked up with great accuracy in pitch darkness or in the thickest fog will enable great liners to

travel at full speed in the worst conditions with perfect safety.

It is worth recalling that when Mr. Churchill was aboard the "Renown" after signing the Atlantic Charter, the battleship was able to steam at twenty-seven knots in a thick fog thanks to its radar installations. Collisions in fogs or danger of running ashore—fruitful causes of shipwreck in pre-war days—will be largely eliminated when all ships are radar equipped.

Adaptations of military radar installations will be equally useful in the air.

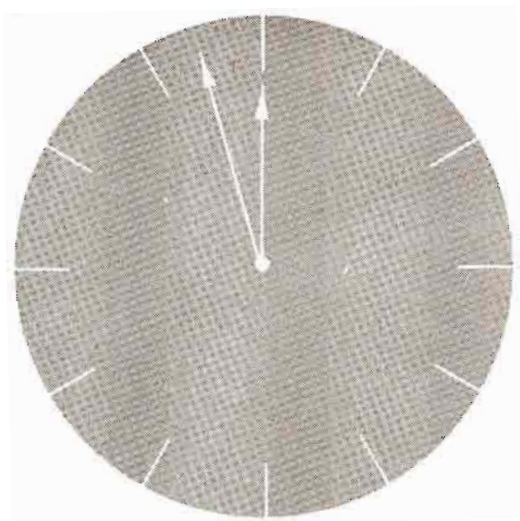
Saver of Time

Radar devices will also reduce the number of hours during which an airfield is "fog bound." Time lost from this cause has done much in the past to rob commercial aviation of its full advantage of speed. At present it is not always possible for an aircraft to make a completely blind landing, but radar will bring an aircraft to the runway with an error of only about forty feet and it is almost certain that research in a few years will result in eliminating even this margin of error.

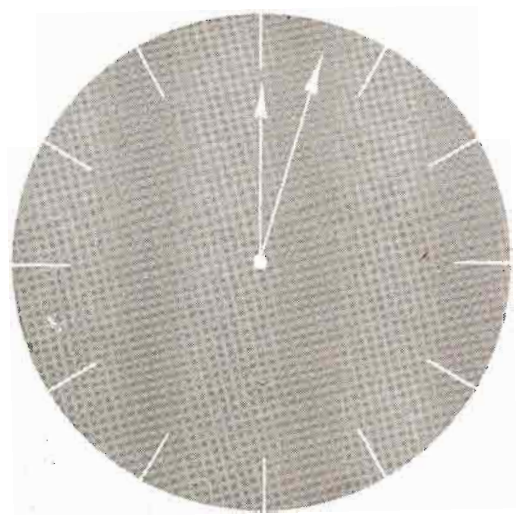
The possibilities of using radar to assist the blind are being tested. It is hoped that in time a device may be developed which gives the blind person a picture in sound of his surroundings. The picture will be crude as is the picture given by H.2s of the ground below, a simple distinction being made between houses, land and water. But even this would be of immense value to a blind person particularly in conjunction with the special sensitivity to sound which the blind develop. Sound and touch reading from ordinary books have both formed the subject of many experiments.

Many Uses

As an example of the unexpected developments of radar we may quote its experimental use for the rapid finding of the queen in a hive of bees. A technician has found that a minute speck of radio-active substance inserted under the wings of the queen enables her to be found instantly at any future time with a comparatively simple amplifier.



year out... **year in**



MUTUAL

1945 IS OUT...

Let us give it no further thought than this: constant intelligent effort has brought Mutual a year nearer to recognition as a leader among networks.

This recognition is based upon bold programming which has multiplied listeners...upon increased value to advertisers which has attracted many new sponsors, including 5 of the Top Ten radio advertisers...upon improved service to stations which has won us new affiliates and expanded coverage...upon a policy and a philosophy of doing business which have created an increasingly favorable opinion of the Mutual Network.

1946 IS IN...

All our thoughts and efforts will be directed toward making this an even better Mutual year for listeners, advertisers, and stations.

The things we did last year, we shall do better this year: to present more instructive, more popular programs for more millions of listeners...to enhance the value of Mutual as an advertising medium for more old and new sponsors...to broaden our service to affiliates...to accept and meet new challenges—to live up to our full responsibilities to the American people.

**Building a network is a job that goes on 24 hours a day—52 weeks a year:
we are working at it steadily, year in . . . year out.**

BROADCASTING SYSTEM, INC.



DON

McNEIL

*Extends his sincere thanks to the 1091
newspapermen and women who voted
"BREAKFAST CLUB" Favorite Daytime
Variety Program in Radio Daily's 1945
"All-American Radio Program" Poll.*

BREAKFAST CLUB
Monday to Friday, Incl.

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

Overseas Press Club In War And Peace

By W. W. CHAPLIN, President, Overseas Press Club of America

THE Overseas Press Club of America was founded in 1939 to furnish some meeting place for Americans who had worked abroad for American newspapers and magazines.

Radio was not included in the club's name, or in the thinking of its founders, because up to that time radio from abroad consisted largely of an occasional pickup of Big Ben or the Sistine Choir. It still had to make its grand entry into the newsfield.

When the war clouds began rolling across Europe, radio entered with flourishes and voices like Ed Murrow's and Bill Shirer's were eagerly listened for in every American home. Since then of course radio has come into its own in the overseas news field and now has an established position which only the confirmed pessimists believe will dwindle in the post-war years.

As the radio foreign and war correspondent took his place beside his colleagues of the press it was only natural that the membership of the Overseas Press Club began to include a large number of radio news men.

The record now shows that of the club's 7 (seven) Presidents two have already been radio men, Lowell Thomas and myself, and several others have been officers or committee chairmen, like H. V. Kaltenborn, Bill Downs, Larry Leseuer, and Morgan Beatty. At present the club's membership includes 30 radio reporters.

When the club was first founded its chief purpose was a haven for men and women who had served as foreign correspondents and then returned to the domestic field. They all had similar interests and the club gave them a good meeting place for discussion of past experiences. Long before the war started, however, the scope of the club was changing. Already the field of foreign correspondence was expanding and the ex-correspondents were soon out-numbered by men and women who were virtually commuting between America and innumerable points East and West. During the war the chief

difficulty has been to select officers who with some degree of certainty would remain in the country long enough to do their club chores. I, for instance, was informed of my election as President when I was covering the German surrender at Gen. Eisenhower's headquarters in France.

Right now our members are covering the war criminal trials at Neurnberg, the UNO meeting in London, the developments in Japan, and in a dozen capitals throughout the world. Among those are a goodly percentage of radio men.

The Overseas Press Club is not a club in the same sense as the National Press Club in Washington, with restaurants and lounges and bar. Our only space is a one-room office in the Lotos Club building at 110 West 57th Street, though there is hope of larger quarters as soon as there is any easing of the hotel situation.

Requirements for active membership are at least one continuous year of foreign news work or two years total made up of shorter assignments. Associate members are eligible with six months foreign service.

End of the war has brought a rapid growth in the Overseas Press Club, as was inevitable because of the large number of reporters who became eligible through service as press and radio war correspondents in every theater. During the club year now drawing to a close the organization has welcomed 54 new members, all of them men and women who covered the war in some foreign field.

It is expected that the membership will continue to increase rapidly as eligibility has been extended to foreign correspondents who were attached to service organizations, like Yank and the seven Stars and Stripes, and to combat correspondents who were actually members of the armed services.

One important feature of the Overseas Press Club is its Correspondents' Fund, founded by H. V. Kaltenborn.



TOM BRENEMAN'S Hollywood Restaurant
Home Base of the radio program

"BREAKFAST IN HOLLYWOOD"



SOON TO BE RELEASED THROUGH UNITED ARTISTS—the movie,

"BREAKFAST IN HOLLYWOOD"

Main Street--1945

Radio Reflections

By SID WEISS, Staff Writer, RADIO DAILY

● ● ● Any annual record of the activity of an industry usually offers as its pet theme: "Our Industry—Whither Is It Heading?"

We have no quarrel with economic specialists who anticipate trends via intricate charts—but, somehow, in the entertainment business, there is seldom so violent a change that it can be noted in advance.

Unless we're very much mistaken, a situation by no means new, radio 1946 will be the same as radio 1945 . . . and '44. Quiz shows, which insiders freely predicted were doomed to an early demise, will continue to have their listeners and their points. The latter applies to their ratings. In back of their success are many reasons—not the least of which is the fact that something is given away for free. In short, give 'em and you'll get 'em.

There will continue to be "good music" programs and sponsors who are satisfied with a minor rating and a high cultural rep. Mystery shows will continue in favor, flavor and sameness. Only in comedy is there a move afoot for reformation.

The trend in comedy is toward "story" ideas. Variety shows will continue to be popular, but the musical comedy formula, with slight story line, situation jokes and music by the people in the cast seems to constitute the over-all for the comedy shows now being readied.

It's a pretty smooth step in what might very easily be the right direction, for the straight variety musicals have seen their best days and their best jokes.



● ● ● Time Capsule, 1946: We have selected the following as worthy of inclusion in our Time Capsule of 1946. Come 2046, if a gent is digging in the ruins of today's civilization, we want him to know the radioddities and kilocycle trivia of the Atomic Age.

First, we'd include that character without any—Sen. Claghorn, Fred Allen's Allen's Ally. The good Sen. is today's version of Will Rogers, spoofing the greats and reducing the inflated egos of the lawmakers to kin's size.

For good-natured joshing, we'd include reference to the "I Can't Stand Jack Benny" contest, a new and much needed departure in radio sell-ebating.

Singing commercials would get a place—but we still think they've got more c-rime than reason.

Bob Hope's one-man war effort gets a 21-gun salute. Robert kept his nose to the grindstone and as Bing has said, it sure looks it.

The theme song of half a dozen sponsors, Kraft included, was "It Might As Well Be Bing."

The high I.Q. of radio's "Information, Please"—intelligentertainment.

Wooden-headed Charlie McCarthy, who proved that a member of the male sex can get someplace by sitting on the boss' lap, too.

Walter Winchell, one of radio's best excuses for being, who tells off the nuts who are off theirs.



● ● ● The oddity that is Fiorello (the Little Flower who became a clinging vine to radio). Mayor of a town, he read the comics on the air to get himself a spot in the pages of history.

Eddie Cantor, the pop-eyedol of the airwaves, who's entertained more generations than he has daughters.

And we'd include the fact that DeMille, earning millions via the mike, left the air and gave a radio career the air because of a one-dollar dispute . . . And a nod to the first brain that ever invented quizzes, paving the way for a million Phil Bakeractors who discovered that success was theirs for the "asking" . . . We'd fill some space with the Uncle Don's—the men with a million nephews and nieces—and that much in the bank from their various sponsors . . . And the "Truth or Consequences" incident wherein one prize-winner, guessing the name of an identified Mr. Hush, went home with \$3,500 in prizes. . . .

Nickle, Nickle, Nickle, There's Good News Tonite—this then was radio back in 1945-6 and the American public got it all for nothing. And, verily, that's what much of it was worth.

Ginny Simms



THE GINNY SIMMS SHOW (CBS)
"NIGHT AND DAY" — A R A RECORDS
(Warner Bros.)

Music In Radio— A Powerful Factor

By HERMAN PINCUS, Staff Writer, RADIO DAILY

EVER since the "crystal set days" of radio when the earphones dimly reproduced sound, much of that sound was music. One of the pioneers in the transmission of radio programs was a singer, Vaughn de Leath, heard on station KDKA, Pittsburgh's great gift to radio. In the time elapsed, radio has grown to maturity, bringing into the home the story of the earth's events as they happen and often at the points of origination. In like manner music has kept pace, its expansion and increased importance in radio, a substantiation of the theory that "music is the international language." It's a far cry from the tinny, scratchy and static-filled reception of the songs of the "early twenties" to the currently beamed programs of today; the superb concerts broadcast by the symphony orchestras of America; the matchless programs of the world's most famous operas and operettas direct from the stage of the famed Metropolitan Opera House in New York. Nevertheless the transition was effected and the music and affiliated industries are to be congratulated for their invaluable efforts which played so prominent a role in the advancement of radio.

Transcending by far its achievements for world art, was the successful completion of the great task which confronted America on that fateful day Dec. 7, 1941. The task of transforming a nation at peace into an aroused nation at war. It was "later than most people thought" and any delay in the instantaneous accomplishment of this transformation might have been catastrophic. The situation called for speed and action.

Radio cleared the desks for action, assuming the role of "sounding the alarm" for the Government. The music industry likewise shouldered its great responsibility. Within twenty-four hours music publishers and songwriters delivered to radio stations throughout the country thousands of martial airs and patriotic songs. Orchestra leaders and singers hopped aboard the bandwagon and programmed stirring music. A sol-

emn people, stunned by the infamous sneak attack at Pearl Harbor, found in their saddened hearts, responsive chords to the "American Marseillaise"—comprised of scores of inspired songs. Forgotten for the moment were the songs of "home," "mother," "baby," "love." Instead, composers both professional and amateur poured out WAR songs, fervent appeals designed to quicken the beating of men's hearts to synchronize with the staccato-like cadence of marching feet—Soldiers', Sailors', Marines' feet.

A centuries-old Chinese proverb has it that "one picture is worth 10,000 words." So with one stirring song. Radios, theaters, dance-halls, restaurants and public squares resounded the "call to arms" utilizing songs like "Praise the Lord and Pass the Ammunition" (Famous Music), "Comin' in on a Wing and a Pray'r" (Robbins), "The Caissons Go Rolling Along," "Anchors Aweigh" (Robbins), "Halls of Montezuma" (E. B. Marks), "Army Air Corps Song" (Carl Fischer), George M. Cohan's immortal "Over There" and hundreds of official and semi-official songs dedicated to the various branches of service. Irving Berlin's "This Is the Army" and Moss Hart's "Winged Victory," not only entertained servicemen on the far-flung fronts but also raised millions of dollars for servicemen's relief societies. Music organizations, Ascap, BMI, SESAC, Associated Music Publishers, Songwriters' Protective Association and other groups, co-operated with the Music Division of the War Activities Committee (headed by Oscar Hammerstein 2nd) in collecting and forwarding songs, playets, skits and other entertainment designed to bolster and maintain the morale, military and civilian.

The American people, of all walks of life, of every denomination, representing the laborer, the farmer, the businessman and the banker, united as the "Scrubs" to back up the Varsity Team (Fighting Men). That team won victory. The music industry proved itself a powerful faction among its fellow-scrubs.

CARLTON E. MORSE PRODUCTIONS

“ONE MAN’S FAMILY”

VOTED THE NATION’S FAVORITE DRAMATIC SERIAL

1 9 4 2

1 9 4 3

1 9 4 4

1 9 4 5

Now watch: . . .

“HIS HONOR THE BARBER”

Starring

BARRY FITZGERALD

“I LOVE A MYSTERY”

“THE BENNETTS 1946”

***“ADVENTURES BY MORSE”**

. . . AND MORE TO COME

1500 VINE ST.

HOLLYWOOD 28, CALIF.

*TRANSCRIBED . . . WRITE OR WIRE FOR INFORMATION

—Program— Directors Guide

—for production—special events

1946

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).
- 4: Utah Admitted (1896).
- 6: New Mexico Admitted (1912).
- 7: Millard Fillmore, 13th President Born (1800).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 9: Connecticut Admitted (1788).
- 11: Alexander Hamilton Born (1757).
- 14: First Written Constitution Adopted at Hartford, Conn. (1639).
- 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.
- 25: Scotch Poet Robert Burns Born (1759).
- 26: Michigan Admitted (1837). General Douglas MacArthur Born (1880). First A.E.F. landed in Ireland (1942).
- 29: William McKinley Born (1843). Kansas Admitted (1861).
- 30: Franklin D. Roosevelt Born (1882).
- 31: Franz Schubert Born (1797).
- 3: Horace Greeley Born (1811).
- 4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai).
- 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).
- 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.
- 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,



FEBRUARY

- 1: Victor Herbert Born (1859).
- 2: Ground Hog Day. Candlemas.

Quiz Kids

SIX YEARS FOR THE SAME SPONSOR

MILES LABORATORIES

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

ABC Network
Sunday Nights
7:30 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.

- St. John the Baptist, East Baton Rouge), Canal Zone.
- 22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
James Russell Lowell Born (1819).
- 26: William F. Cody (Buffalo Bill) Born (1846).
- 27: Henry Wadsworth Longfellow Born (1820).



MARCH

- 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).
- 4: Pennsylvania Day.
Vermont Admitted.
- 5: Boston Massacre (1770).
- 6: Fall of the Alamo (1836).
- 7: Luther Burbank Born (1849).
- 9: Edwin Forrest Born (1806).
- 12: Girl Scout Day.
- 15: Maine Admitted (1820).
Andrew Jackson Born (1767).
- 16: James Madison Born (1751).
U. S. Military Academy at West Point, N. Y., founded (1802).
- 17: Evacuation Day. In Boston, Chelsea, Revere, Wnthrop 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).
- 25: Maryland Day.
- 29: John Tyler Born (1790).
- 30: Seward Day. Alaska (Not observed by Federal Employees).
- 31: Transfer Day. In the Virgin Islands.
- 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).
- 9: Surrender of General Lee (1865).
- 10: Salavation Army Founder's Day.
William Booth Born (1829).
- 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).
- 17: Charter granted American Academy of Arts and Letters (1916).
- 18: San Francisco Fire (1906).
- 19: Patriots' Day. (Maine, Massachusetts).
- 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).
- 30: Louisiana Purchased (1803).
Washington Became First President (1789).
Rhode Island Settled (1636).
Benito Mussolini Executed (1945).



APRIL

- 1: All Fools' Day.
- 3: Washington Irving Born (1783).
- 4: Adoption of the present American Flag's design (1818).



MAY

- 1: May Day.
Child Health Day.
Labor Day (Canal Zone).
Dewey's Victory in Manila (1898).

VOX POP

Parks Johnson and Warren Hull

(SINCE '32)

CBS Network Mondays for
BROMO SELTZER

Address: 8-3 Tuscan Court, Great Neck, N. Y.

- 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).
- 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).
- 8: V.E. Day (1945).
- 9: John Brown Born (1833).
- 10: Confederate Memorial Day (Kentucky, North
Carolina, South Carolina).
Completion of First Transcontinental Rail-
road (1869).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
- 13: Mother's Day.
- 14: Rockefeller Foundation Granted Charter
(1913).
- 17: Norwegian Independence Day (1814).
- 19: First American Confederation of United
Colonies of New England (1643).
- 20: Anniversary of the Signing of the Mecklen-
burg 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).
- 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 Ten-
nessee).
- 6: Nathan Hale Born (1756).
D-Day (1944).
- 7: Daniel Boone Day (Kentucky).
- 8: Battle of New Orleans (1815).
- 9: Feast of St. Columbia.
Confederate Memorial Day (Petersburg, Vir-
ginia).
- 10: Franklin Drew Lightning from Sky (1752).
Henry M. Stanley Born (1841).
- 11: Feast of St. Barnabas.
- 14: Harriet Beecher Stowe Born (1811).
Flag Day.
- 15: Pioneer Day (Idaho).
- 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.
- 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).
- 26: First American Troops Land in France (1917).
- 27: Hellen Keller Born (1880).
- 28: Archduke Franz Ferdinand Assassinated in
Sarajevo (1914).
- 29: St. Peter's Day.
- 30: St. Paul's Day.

JULY

- 1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
- 2: 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).
- 5: Admiral David G. Farragut Born (1801).
- 6: John Paul Jones, Founder of U. S. Navy,
Born (1802).
Republican Party Founded (1854).
- 7: Columbia University Opened (1754).



JUNE

- 1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Louisiana, Ten-
nessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida,
Mississippi, South Carolina, Texas, Virginia).



JUDY CANOVA

"THE JUDY CANOVA SHOW"
NBC—Every Saturday

Third Season for
COLGATE - PALMOLIVE - PEET

Management:
A. & S. LYONS, Inc.

94

- 8: John D. Rockefeller Born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).
- 10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).
- 11: John Quincy Adams Born (1767).
- 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).
- 17: Munoz Rivera's Birthday (Puerto Rico).
- 19: Franco-Prussian War Began (1870).
- 21: Spanish Armada Defeated by England (1588).
Society of Jesuits Abolished by Pope Clement XIV (1773).
- 24: Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
- 25: Occupation Day (Puerto Rico).
- 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.
- 30: 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).
- 3: Civic Holiday (Canada).
Germany Declared War on England and France (1914).
Columbus Sailed From Spain (1492).
- 4: Feast of St. Dominic.
- 7: First Atomic Bombings (1945).
Creation of War Department (1789).
Society of Jesuits Restored by Pope Pius VII (1814).
- 8: Charles A. Dana Born (1819).
- 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).
- 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).
- 17: Fulton's First Steamboat (Claremont) Maiden Voyage.
- 18: Virginia Dare Born (1587).
- 19: National Aviation Day.
- 20: Benjamin Harrison Born (1833).
- 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).
- 29: Oliver Wendell Holmes Born (1809).
- 30: Germany Declared War on Poland (1939).
Beginning of World War II.

SEPTEMBER

- 1: Germany Invaded Poland (1939).
- 2: Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)
- 2: Labor Day.
Eugene Field Born (1850).
- 3: First American Peace Treaty With England (1783).
Allies Invaded Italy (1943).
- 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).
- 12: Defender's Day (Maryland).
- 15: 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).
- 22: Nathan Hale Executed (1776).
First Day of Autumn.
- 25: Bill of Rights (1789).

- 26: Rosh Hashonah.
- 27: American Indian Day (4th Friday).
- 29: Michaelmas Day.



OCTOBER

- 1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).
- 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.
- 7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
James Whitcomb Riley Born (1853).
- 8: Chicago Fire (1871).
- 9: Fraternal Day (Alabama).
- 11: Farmers' Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams Born (1821).
- 12: Columbus Day.
- 18: General Tojo Appointed Premier of Japan (1941).
Alaska Day.
- 19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) Passed (1919).
John Adams Born (1735).
- 24: Pennsylvania Day.
William Penn Born (1644).
- 27: Navy Day.
Theodore Roosevelt Born (1858).
- 28: Dedication of Statue of Liberty (1866).
- 31: Hallowe'en.
Admission Day, Nevada (1864).



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).
- 4: John Philip Sousa Born (1854).
- 5: Guy Fawkes Day (English).
- 8: Montana Admitted (1889).
- 9: Great Fire in Boston (1872).
- 10: Martin Luther Born (1483).
- 11: Armistice Day, World War I.
Washington Admitted (1889).

- 13: Edwin Booth Born (1833).
- 16: Oklahoma Admitted (1907).
- 17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal Opened (1869).
- 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).



DECEMBER

- 2: Promulgation of the Monroe Doctrine (1823).
- 3: Illinois Admitted (1818).
Gilbert Stuart Born (1755).
- 5: Martin Van Buren Born (1782).
- 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)
- 13: Council of Trent (1545).
- 14: Alabama Admitted (1819).
- 15: Bill of Rights Day.
- 16: Boston Tea Party.
- 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).
- 20: First Electric Lights on Broadway (1880).
- 21: Pilgrims Landed at Plymouth Rock (1620).
- 23: George Washington Resigned Army Commission (1783).
- 25: Christmas Day.
- 28: Iowa Admitted (1848).
Woodrow Wilson Born (1856).
Irish Free State Became State of Eire (Ireland).
- 29: Texas Admitted (1845).
Andrew Johnson Born (1808).
- 31: New Year's Eve.

The National Broadcasting Company

respectfully directs

your attention to

ORANGE COUNTY, FLORIDA

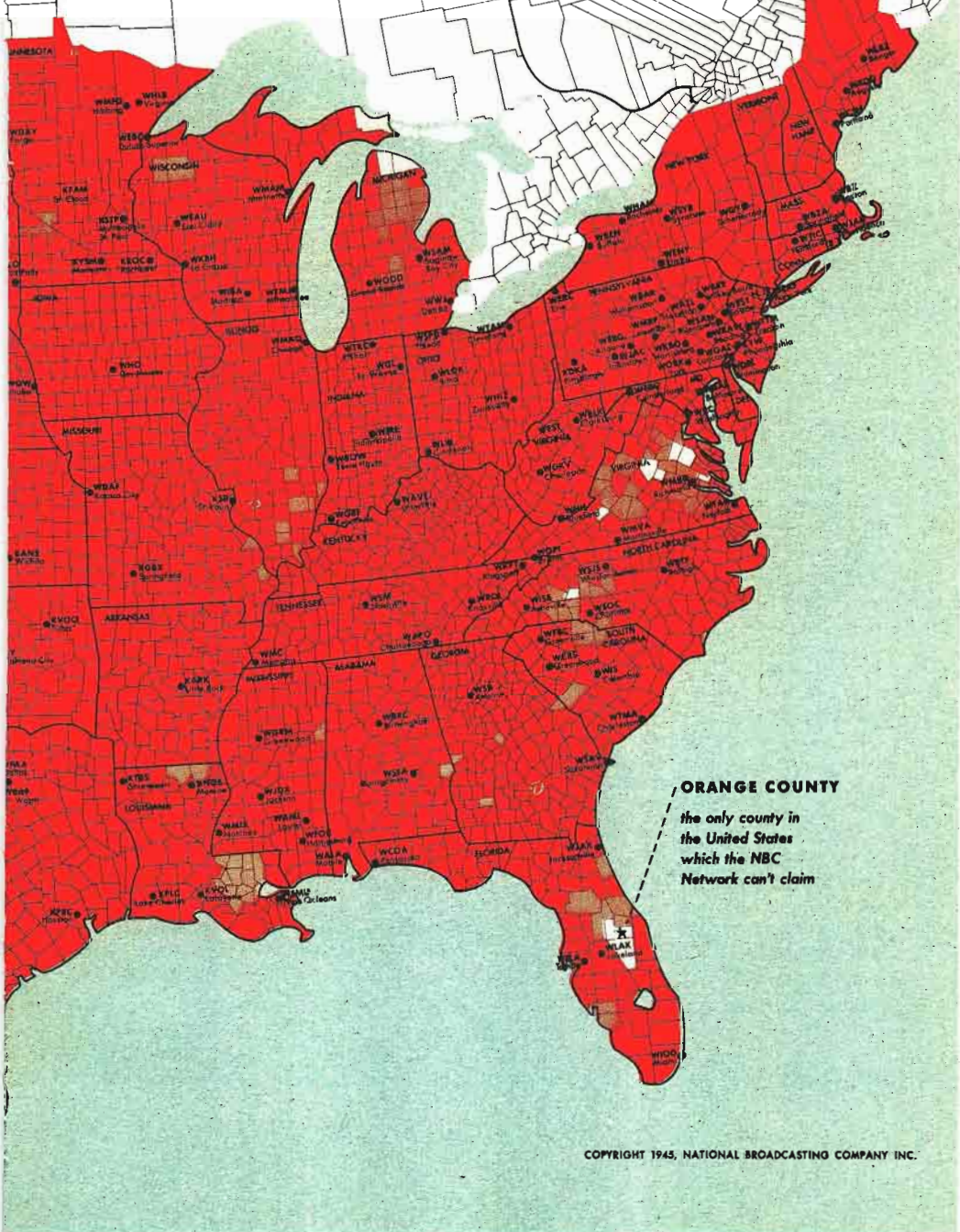
*the most unusual county
in the United States*



LISTENING" AREAS NIGHTTIME

COMPLETE NETWORK OF 147 STATIONS

Source: NBC 1944 NATIONWIDE SURVEY



ORANGE COUNTY
the only county in the United States which the NBC Network can't claim



A Service of Radio
Corporation of America

... the National Broadcasting Company

AMERICA'S NO. 1 NETWORK

- | | | | |
|-------------------------------------|--------------------------------------|--|--|
| KANS. . Wichita, Kan. | KSTP. . Minn.-St. Paul, Minn. | WENY. . Elmira, N. Y. | WMBG. . Richmond, Va. |
| KARK. . Little Rock, Ark. | KTAR. . Phoenix, Ariz. | WERC. . Erie, Pa. | WMC. . Memphis, Tenn. |
| KCRA. . Sacramento, Cal. | KTBS. . Shreveport, La. | WEST. . Easton, Pa. | WMFG. . Hibbing, Minn. |
| KDKA. . Pittsburgh, Pa. | KTFL. . Twin Falls, Ida. | WFAA. . Dallas, Tex. | WMIS. . Natchez, Miss. |
| KDYL. . Salt Lake City, Ut. | KTSM. . El Paso, Tex. | WFBC. . Greenville, S. C. | WMRF. . Lewistown, Pa. |
| KELO. . Sioux Falls, S. D. | KVOA. . Tucson, Ariz. | WFBG. . Altoona, Pa. | WMVA. . Martinsville, Va. |
| KFAM. . St. Cloud, Minn. | KVOL. . Lafayette, La. | WFLA. . Tampa, Fla. | WOAI. . San Antonio, Tex. |
| KFI. . Los Angeles, Cal. | KVOO. . Tulsa, Okla. | WFOR. . Hattiesburg, Miss. | WOOD. . Grand Rapids, Mich. |
| KFSD. . San Diego, Cal. | KWBW. . Hutchinson, Kan. | WGAL. . Lancaster, Pa. | WOPI. . Bristol, Tenn.-Va. |
| KFYR. . Bismarck, N. D. | KWJB. . Globe, Ariz. | WGBF. . Evansville, Ind. | WORK. . York, Pa. |
| KGBX. . Springfield, Mo. | KYCA. . Prescott, Ariz. | WGV. . Charleston, W. Va. | WOW. . Omaha, Neb. |
| KGHL. . Billings, Mont. | KYSM. . Mankato, Minn. | WGL. . Fort Wayne, Ind. | WPTF. . Raleigh, N. C. |
| KGIR. . Butte, Mont. | KYUM. . Yuma, Ariz. | WGRM. . Greenwood, Miss. | WRAC. . Williamsport, Pa. |
| KGLU. . Safford, Ariz. | KYW. . Philadelphia, Pa. | WGY. . Schenectady, N. Y. | WRAP. . Reading, Pa. |
| KGNC. . Amarillo, Tex. | KZRC. . Cebu, P. I. | WHAM. . Rochester, N. Y. | WRC. . Washington, D. C. |
| KGU. . Honolulu, T. H. | KZRH. . Manila, P. I. | WHIS. . Bluefield, W. Va. | WRDO. . Augusta, Me. |
| KGW. . Portland, Ore. | WALA. . Mobile, Ala. | WHIZ. . Zanesville, O. | WROL. . Knoxville, Tenn. |
| KHQ. . Spokane, Wash. | WAMI. . Laurel, Miss. | WHLE. . Virginia, Minn. | WSAM. . Saginaw-
Bay City, Mich. |
| KIDO. . Boise, Ida. | WAPO. . Chattanooga, Tenn. | WHO. . Des Moines, Ia. | WSAN. . Allentown, Pa. |
| KMED. . Medford, Ore. | WAYE. . Louisville, Ky. | WIBA. . Madison, Wis. | WSAV. . Savannah, Ga. |
| KMJ. . Fresno, Cal. | WAZL. . Hazelton, Pa. | WIOD. . Miami, Fla. | WSB. . Atlanta, Ga. |
| KNOE. . Monroe, La. | WBAL. . Baltimore, Md. | WIRE. . Indianapolis, Ind. | WSFA. . Montgomery, Ala. |
| KOA. . Denver, Colo. | WBAP. . Ft. Worth, Tex. | WIS. . Columbia, S. C. | WSJS. . Winston-Salem, N. C. |
| KOAM. . Pittsburg, Kan. | WBEN. . Buffalo, N. Y. | WISE. . Asheville, N. C. | WSM. . Nashville, Tenn. |
| KOB. . Albuquerque, N. M. | WBLK. . Clarksburg, W. Va. | WJAC. . Johnstown, Pa. | WSMB. . New Orleans, La. |
| KODY. . North Platte, Neb. | WBOW. . Terre Haute, Ind. | WJAR. . Providence, R. I. | WSOC. . Charlotte, N. C. |
| KOH. . Reno, Nev. | WBRC. . Birmingham, Ala. | WJAX. . Jacksonville, Fla. | WSPB. . Toledo, O. |
| KOMO. . Seattle, Wash. | WBRE. . Wilkes Barre, Pa. | WJDX. . Jackson, Miss. | WSVA. . Harrisonburg, Va. |
| KPFA. . Helena, Mont. | WBZ. . Boston, Mass. | WKBH. . La Crosse, Wis. | WSYR. . Syracuse, N. Y. |
| KPLC. . Lake Charles, La. | WBZA. . Springfield, Mass. | WKBO. . Harrisburg, Pa. | WTAM. . Cleveland, O. |
| KPO. . San Francisco, Cal. | WCOA. . Pensacola, Fla. | WKPT. . Kingsport, Tenn. | WTAR. . Norfolk, Va. |
| KPRC. . Houston, Tex. | WCRS. . Greenwood, S. C. | WKY. . Oklahoma City, Ok. | WTBO. . Cumberland, Md. |
| KRBM. . Bozeman, Mont. | WCSH. . Portland, Me. | WLAJ. . Lakeland, Fla. | WTIC. . Hartford, Conn. |
| KRGV. . Westlaco, Tex. | WDAF. . Kansas City, Mo. | WLBZ. . Bangor, Me. | WTMA. . Charleston, S. C. |
| KRIS. . Corpus Christi, Tex. | WDAY. . Fargo, N. D. | WLOK. . Lima, O. | WTMJ. . Milwaukee, Wis. |
| KROC. . Rochester, Minn. | WDEL. . Wilmington, Del. | WLW. . Cincinnati, O. | WTRC. . Elkhart, Ind. |
| KSD. . St. Louis, Mo. | WEAF. . New York, N. Y. | WMAM. . Marinette, Wis.
Menominee, Mich. | WTTM. . Trenton, N. J. |
| KSEI. . Pocatello, Ida. | WEAU. . Eau Claire, Wis. | WMAQ. . Chicago, Ill. | WWJ. . Detroit, Mich. |
| KSOO. . Sioux Falls, S. D. | WEBC. . Duluth-Superior, Wis. | | |

News-By-Radio Grows Day-By-Day

By OLIVER GRAMLING, Assistant General Manager, AP Radio

THE year of 1946 finds news-by-radio in a strong position, but obviously a new orientation is in the making.

In spite of the run-for-cover boys who bemoaned the quick demise of radio news interest during the late summer of 1945, surveys show that popularity is undiminished from the war-needed news of the past several years. As a matter of fact, the popularity of news-by-radio not only has been sustained, but has increased.

During the war, news was fabulous and fantastic. The slightest or least report from any battle area was exciting drama, though tragedy was the overtone. For the most part, news today does not have the adventurous, swashbuckling, heroic background of that wartime period. It is solid, meaty, thought-provoking. Yet happenings that scarcely received mention during the Blitz, or the Battle of the Bulge, or Iwo Jima, are now getting the play.

If news was vital and important during the war, it is doubly so now, and will continue to be as the world struggles through disillusionment, cynicism, and conflict between countries, peoples, classes and groups. Mankind emerged with obvious shell-shock from the climactic and terrifying events of six years of total war, gripped by new fears in a new age—the Atomic Age. In this period of readjustment, misunderstandings can quickly brew distrust, suspicion and hatred. Therein lies a challenge to all of us in radio, as far as news is concerned, because never before has the world been in such desperate need of honest, unbiased news as now.

In order to safeguard this objectivity in the news reporting of the future, we must re-evaluate news interests all along the line.

In the field of exciting, fast-breaking "spot" news, we must make sure that harum-scarum, melodramatic, boyish competition to be merely "first" does not endanger radio's position as a foremost medium of dissemination of news.

In the field of important, significant news, we first must realize that this type

of news, by all odds, is much more important and much more significant than it ever was. Although much of it may lack the drama and excitement of gains and losses on the battlefield, it is the "meat and potatoes" of the everyday existence. This is the news which, more than any other, requires supreme craftsmanship in presentation. It must be told interestingly because it requires such presentation to hold listeners. It must be told understandingly because such news is too important to be misunderstood. What the Ernie Pyles did to personalize World War II, we must do in order to report effectively this type of news.

In the field of pure human interest, we must not lose any of the color or any of the comedy of life in the reporting. On the contrary, we should find more color and better comedy. But we must never be merely interesting at the expense of accuracy, honesty or objectiveness.

On top of all this, new fields of interest are opening. Science is an example. Our job is to be constructively progressive, to lead the way in exploring these untapped sources.

Already radio is showing that it can do as good a news job, if not a better one, than it did in wartime. But the task for the future is infinitely more difficult. With the end of war, interest in domestic news is revived. But the interest in what is happening *all over the world* is intensified. The work of the "leg man" is foreign reporting is ended. Coverage of the world becomes a finer art. It requires the specialist.

So, to satisfy a public's broadened news interest, radio and the newsgatherer now have before them an all-important dual responsibility—concentrated coverage of both the domestic and world scenes. There must be an expert balance between vicinage and world news. News must satisfy the personal interest of the individual and his community. It is an interest that is more mature and more significant than it was before World War II.



B M I

More and better service to the Broadcasting Industry
is BMI's pledge for 1946

COPYRIGHT RESEARCH—thorough, up-to-the-minute information on music clearance, a complete basic catalogue, and regular supplements of newly published music provided at all times.

BMI FIELD MEN—experienced radio men, trained to aid broadcast personnel, regularly visiting all stations.

CONTINUITY SCRIPTS—wide variety of select programs that are entertaining and saleable.

DISC DATA—valuable reference to records, transcriptions and biographical data of outstanding performers. Constantly up to date.

BMI MUSIC MEMO—weekly informational bulletin. The radio man's guide to BMI music.

MUSIC DISTRIBUTION—music of every type, published by BMI and affiliated publishers, mailed to stations regularly.

BMI PIN-UP SHEET—convenient and timely reference to the current song hits and promising tunes licensed by BMI.

NEWSLETTER—personal monthly message to the BMI family. An exchange of radio and music ideas.

HOLIDAY MUSIC—suggestions of timely and appropriate music for seasonal and holiday events.

BMI, the arm of the broadcasting industry,
is at your service

BMI IS YOURS—For Radio and By Radio

REPORTS TO THE INDUSTRY

FACTS AND FIGURES . . .

99% of the dollar volume in the industry is represented by BMI licensees . . .

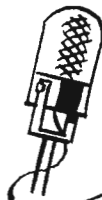
1,022* commercial licensees in the United States and Canada . . . embracing all networks and the important FM and Short-wave broadcasters.

800* music publishers, affiliated with BMI, are creating many of the nation's top songs consistently . . . BMI has the exclusive performing rights to the large catalogues of these publishers as well as of the performing rights societies of Argentina, Brazil, Chile, Cuba, Mexico and Uruguay.

760,000 selections are listed as available for use in the latest BMI catalogue . . . music which ranges from the venerable classics to the newest in boogie-woogie.

30,000* phonograph records performable under the BMI license . . . and thousands more available in the libraries of the electrical transcription companies.

*As of February 1, 1946.

The BMI logo, consisting of the letters 'B', 'M', and 'I' stacked vertically inside an oval.

BROADCAST MUSIC, INC.
NEW YORK • CHICAGO • HOLLYWOOD

IMPORTANT RADIO Telephone Numbers in NEW YORK



Radio Stations

WAAT (N. Y. Office)	Director	2-5878
WBAM	Pennsylvania	6-8600
WABD	Plaza	3-9800
WABF	Regent	4-7547
WABC	Wickersham	2-2000
WBRR	Main	4-9735
WBNX	MErose	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
WHB	Vanderbilt	6-2550
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
WNRF (N. Y. Office)	Murray Hill	2-5767
WNBT	Circle	7-8300
WNEW	Plaza	3-3300
WNYC	WOrth	2-5500
WOR	Pennsylvania	6-8600
WOV	Circle	5-7979
WPAT (N. Y. Office)	Pennsylvania	6-2945
WORR	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
Keystone 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 McGillvra	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
R. H. C. Cadena Azul	Wisconsin	7-1166
Saars & Ayer	Lexington	2-0772
Viola, J. Franklyn	CHickering	4-3254

The Walker Co.	Murray Hill	2-7986
Wood & 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 Biew Co., Inc.	Circle	6-9300
Brooks, Smith, French & Dorrance, Inc.	Murray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7661
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
Dcherly, Clifford & Shenfield, Inc.	Bryant	9-3140
Sherman K. Ellis & Co.	Plaza	5-7711
Erwin, Wasey & Co.	MOhawk	4-8700
William Esty & Co.	CAledonia	5-1900
Federal Advertising Agency, Inc.	ELdorado	5-6490
Foote, Cone & Belding	Wickersham	2-6600
Fulfer & 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
M. H. Hackett, Inc.	Circle	6-1950
Hill Advertising Agency	Plaza	3-7800
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
Kenyon & Eckhardt, Inc.	Plaza	3-0700
H. M. Kiesewetter Advertising Agency, Inc.	Lexington	2-0025
Abbott Kimball Co., Inc.	Plaza	3-9600
Knox Reeves, Advertising, Inc.	Murray Hill	4-3982
Kudner Agency	Circle	6-3200
Lennen & Mitchell, Inc.	Murray Hill	2-9170
Marschalk & Pratt, Inc.	Vanderbilt	6-2022
J. M. Mathes, Inc.	Lexington	2-7450
Maxon, Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	Circle	5-7000
McKee & Albright	COlumbus	5-2058
Emil Mogul Co., Inc.	COlumbus	5-2482
C. L. Miller Co.	Murray Hill	2-1010
Morse International, Inc.	Lexington	2-6727
Newell-Emmett Co., Inc.	ASHland	4-4900
H'xon O'Donnell Adv. Agency	Bryant	9-5950
Paris & Peart	CAledonia	5-9840
Peck Advertising Agency	Plaza	3-0900
Pedlar & Ryan & Lusk, Inc.	Plaza	5-1500
Arthur Rosenberg Co.	CHickering	4-4420
Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
Redfield-Johnstone, Inc.	Plaza	3-6120
Sherman & Marquette, Inc.	Circle	6-1550
Raymond Spector Co., Inc.	ELdorado	5-1270
Kayton Spiero Co., Inc.	Longacre	5-5090
Street & Finney	Bryant	9-2400
J. D. Tarcher Co.	Circle	6-2626
Weiss & Geller, Inc.	Plaza	3-4070
J. Walter Thompson Co.	MOhawk	4-7700