

RADIO

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in RADIO'S #1 SHOW

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SHO

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this side of*

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the GREATEST in RADIO SHO



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More than a band, here's a star-studded half hour of musical showmanship at its sensational. Now offered for local and ship.

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ARRATOR

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PIANOS

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EDLEY

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SHOW"**

NBC

**"PRUDENTIAL
FAMILY HOUR"**

CBS

**VICTOR
RECORDS**



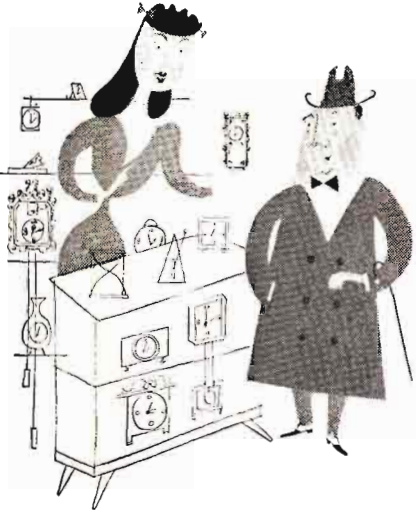
PRESENTS

THE 1948 RADIO ANNUAL

Edited by
JACK ALICOATE

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America's No. 1

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... MARKET LIST

TIME BUYERS IN THE "KNOW". . . buyers of precious minutes for the nation's most successful advertisers . . . have long recognized the NBC Spot list as *basic* for any major market campaign.

Eleven of America's great AM stations in eleven of the nation's great markets . . . markets containing 52.5% of the country's total radio audience . . . markets where 55% of the total national retail, food and drug sales are made. That's the NBC Spot story in a nutshell.

National Spot radio pays off. Wisely bought, it's advertising at a high level of economy and effectiveness. Individually or in any combination, NBC Spot stations are indisputably the No. 1 choice for 1948.

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 - WMAQ**
CHICAGO, ILLINOIS
 - WRC**
WASHINGTON, D. C.
 - WTAM**
CLEVELAND, OHIO
 - KOA**
DENVER, COLORADO
 - KNBC**
SAN FRANCISCO, CALIF.
 - WGY**
SCHENECTADY, NEW YORK
 - WBZ**
BOSTON, MASSACHUSETTS
 - KYW**
PHILADELPHIA, PENNA.
 - KDKA**
PITTSBURGH, PENNA.
 - WOWO**
FORT WAYNE, INDIANA
- Also representing KZRH,
KZMB, Manila and KZRC,
Cebu, P. I.

N B C  **S P O T S A L E S**

30 Rockefeller Plaza, New York, N. Y. • Chicago • Cleveland
Boston • Hollywood • San Francisco • Denver

PREVIEW OF 1948

RADIO is again on the march. No force in the world can match its dramatic progress during the past twelve months. January 1st saw the authorization of some two thousand AM stations. Half that many authorized FM outlets. This may be overdoing it. Time will tell. Television has moved into the picture and is destined to change the entertainment complexion of the face of the Universe. A mighty revolution is in progress over the air waves. From this the great listening audience is bound to profit. What about the Broadcaster? The strong, the progressive, the alert, will survive. The timid, the reactionary, as usual, will probably find rough going.

* * *

CONSTRUCTIVE highlights of the past year include a larger and more powerful National Association of Broadcasters under the dynamic leadership of Judge Justin Miller, a reasoning and more cooperative spirit between labor and management, a satisfactory volume of sponsor revenue and a steady climb in the number of sets in use. It is not unlikely that seventy million radio sets blanket the Nation as this is being written. With the addition of hundreds of new independent stations the Transcription industry has definitely come into its own. It is now an important team in the Radio Major League.

* * *

THE twelve hundred pages that follow represent not only the year round effort of a staff of Radio Annual editors but the intimate and enthusiastic cooperation of key men and executives from every facet of Radio and Television. Radio Annual is constantly in preparation. As the ink dries on this volume the 1949 edition will be in work. If, during the year new data, statistics or information becomes available it is yours by calling Information Department of Radio Daily. We are as close as your telephone. And now, with enthusiastic appreciation the editor respectfully dedicates this Volume to **all**, from far and wide, who have helped **JACK ALICOATE** in its preparation. **Editor.**

FOR THE BEST IN NEWS . . .

FOR THE GREATEST IN PRESTIGE . . .

A P

FOR:

AM-FM-TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

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“MAKE BELIEVE BALLROOM”

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3½ Hours Daily
Starting 14th Year

•
“CHESTERFIELD SUPPER CLUB”

N. B. C.

Starting 4th Year

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“THE MARTIN BLOCK SHOW”

Mutual Broadcasting System
1 Hour Daily

MARTIN BLOCK'S
Musical Merry-Go-Round Series
for
METRO-GOLDWYN-MAYER

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Hollywood, Calif.
MURRY LAZAR, Prof. Mgr.

MARTIN BLOCK STUDIO
Encino, Calif.
AL BROWDY, Chief Eng.

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The Swing is to WHB in Kansas City

WHB is swinging high because . . .

Throughout every period of its broadcast time, WHB is the area's highest Hooperated station.

In the vast and incredibly rich Kansas City Marketland, WHB, reaches effectively the greatest number of listeners per advertising dollar, has the lowest cost per thousand listener rate.

WHB will soon be offering greater power, a better frequency and full-time operation!

See your John Blair man today, and join the Swing to WHB in Kansas City!

10,000 WATTS IN KANSAS CITY

WHB

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PRESIDENT

JOHN T. SCHILLING
GENERAL MANAGER

Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

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You can judge a radio station by the

Clients it Keeps!

The KROGER GROCERY & BAKING COMPANY has been a consistent WHAS advertiser since 1935.



Month in, month out since 1933 WHAS spots have been used to sell BEECH-NUT CHEWING GUM.



WHAS has been telling Kentuckiana listeners about BALLARD'S OBELISK FLOUR since 1930.



WHY judge a radio station by the clients it keeps? The answer is simple. Radio advertisers keep coming back, year after year, to the same station to sell the same market because *they get results!* A growing list of consistent advertisers testifies to the practical selling power of WHAS

50,000 WATTS • 840 KILOCYCLES • 1A CLEAR CHANNEL



The only radio station reaching and selling all the rich Kentuckiana Market

REPRESENTED NATIONALLY BY EDWARD PETRY & COMPANY, Inc.

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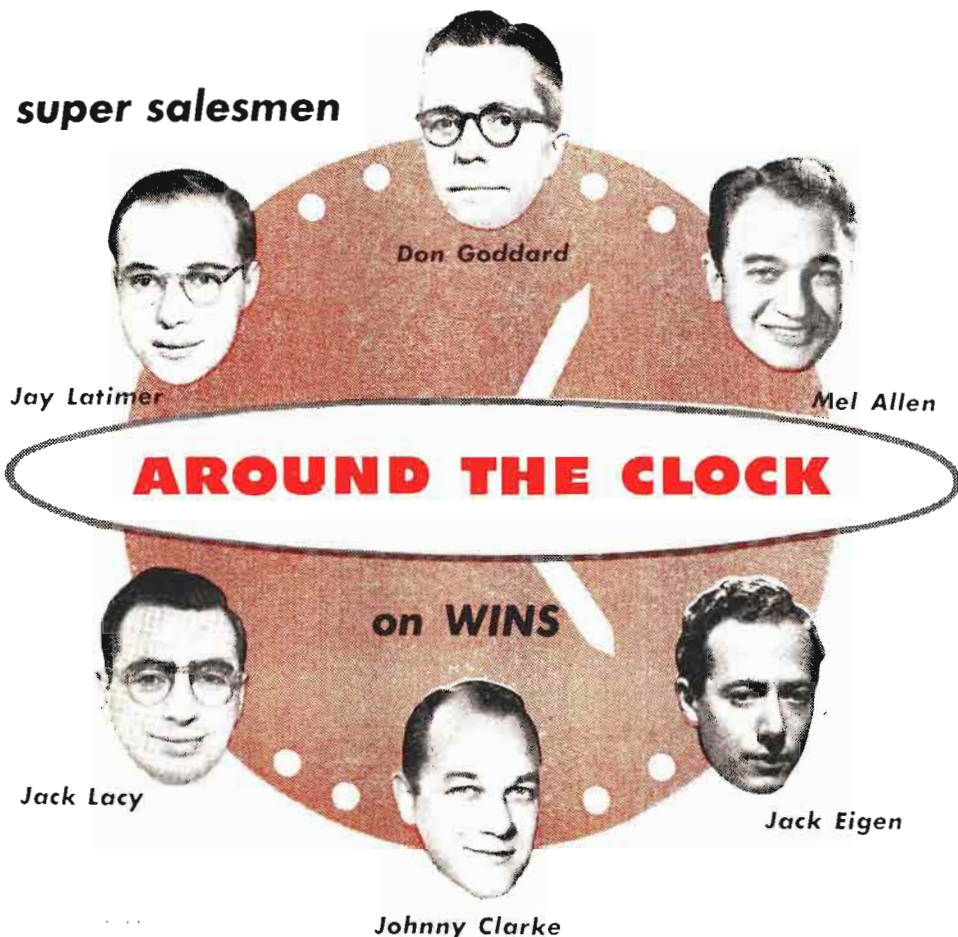
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super salesmen



Jay Latimer

Don Goddard

Mel Allen

AROUND THE CLOCK

on WINS

Jack Lacy

Jack Eigen

Johnny Clarke

Now not one but six ace personalities are taking an active part in WINS 24 hour programming, thus resulting in a winning combination all day (and night) long.

Forming these blocs of shows that mean better than ever listening are (in order of air appearance): Johnny Clarke, the wake up man who gets listeners off to work on time; Jack Lacy, the lady's man who brightens up daily chores with his recorded musical sessions; Don Goddard, the news man who twice a day—at noon and early evening—reports latest world developments; Jay Latimer, the special events man who gives New Yorkers an inside glimpse of daily events in their town; Mel Allen, the popular sportscaster who emcees a three hour

record program, the "Mel Allen Show", every afternoon; and last, but not least, Jack Eigen, the Broadway-Hollywood reporter who takes the all-night stand as he invites listeners and celebrities to "Meet Me At The Copa."

This around-the-clock spotting of live talent plus WINS stronger, clearer signal over New York proves that more than ever before WINS means business! Regardless of what time of day best suits your needs, WINS now offers you top performance morning, noon and night. But these personalities can speak for themselves. Put one—or a combination of them—to work for you and let them show you results of their salesmanship. See why more and more advertisers are finding that 1010 on the dial is the buy.

CROSLEY BROADCASTING CORPORATION



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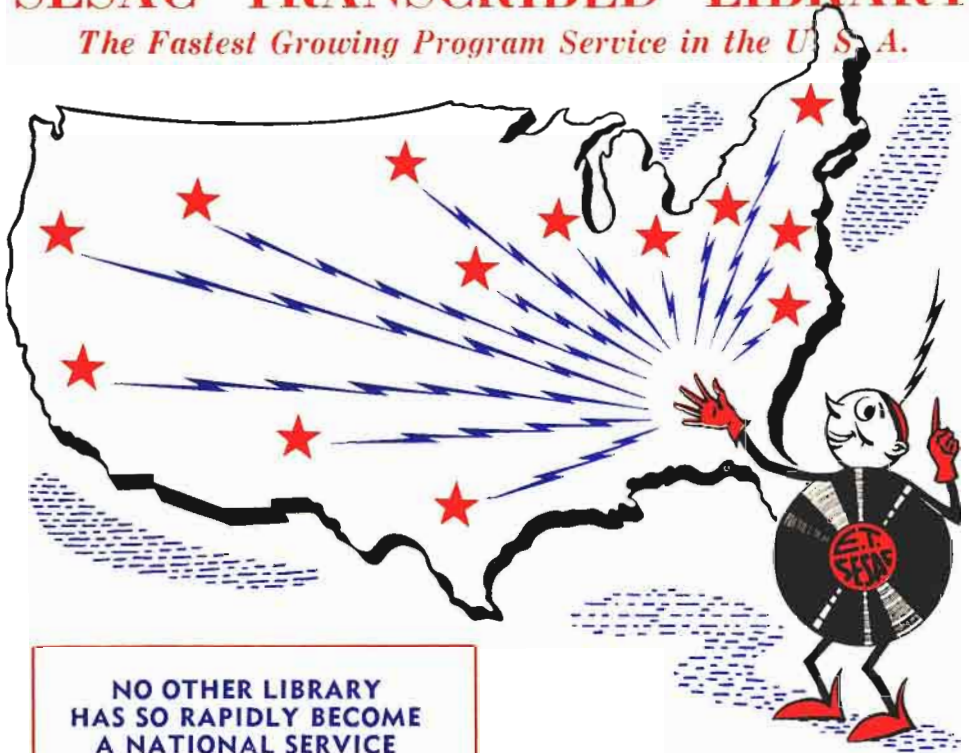
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- 4. A Service Geared for PACKAGE SHOW PRODUCTION AND SALES**
- 5. A PROGRAM GUIDE With CONTINUITY for Every Selection Plus Classified and Alphabetical Listings**
- 6. NETWORK ARTISTS Insuring Top Performances**

SESAC, Inc. 475 Fifth Avenue, New York 17, N. Y.

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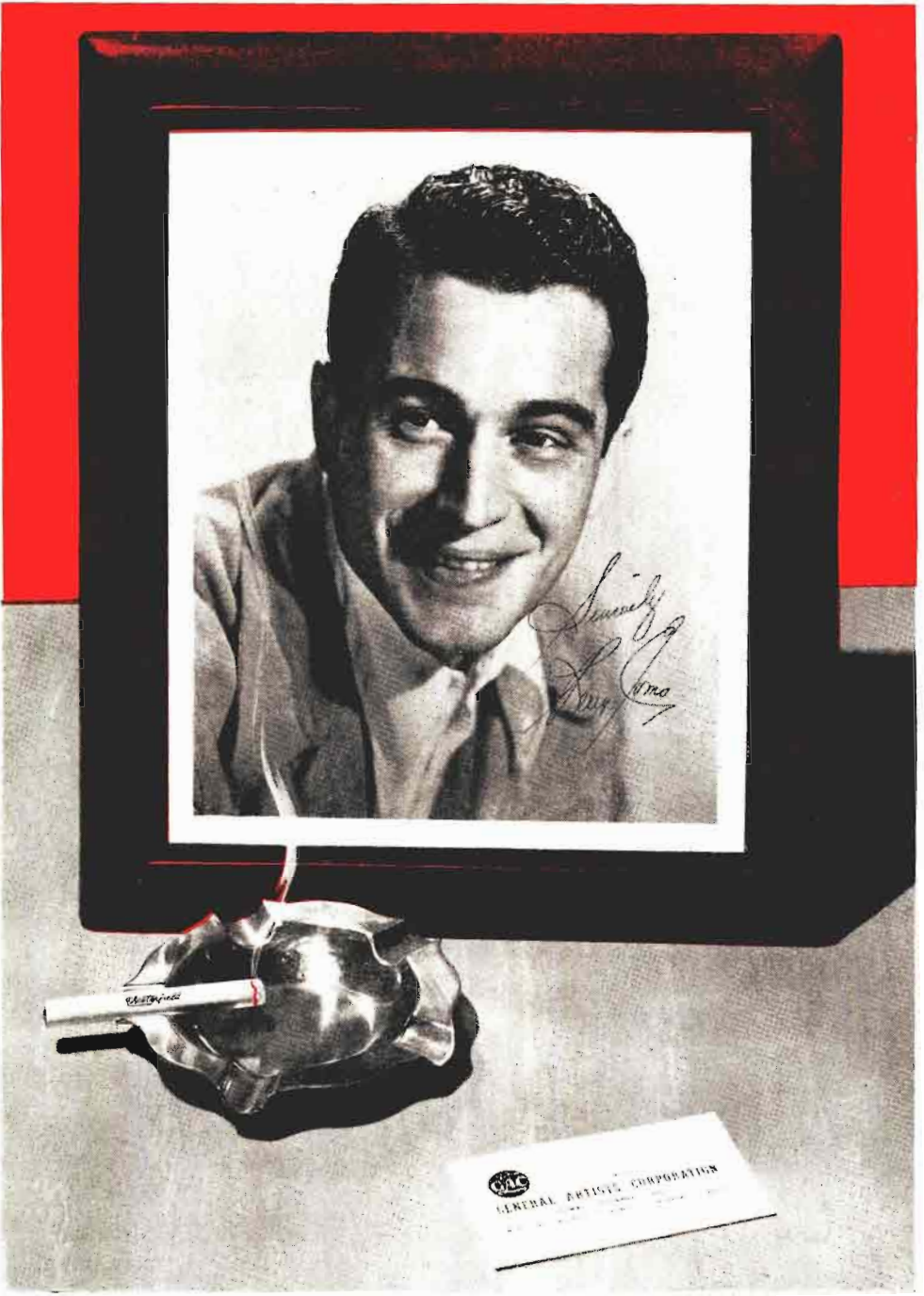
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Double Promotion With A Punch For Your Radio Station

**LARGE ILLUMINATED CLOCKS AND NEWSPICTURE
DISPLAYS AT NO COST TO YOUR STATION**

Attention Getters

ATTRACTIVE CHROME WINDOW DISPLAY, APPROXIMATELY 16 x 24

- Your Station's Call Letters, Publicity and Frequency prominently displayed in bright attractive colors.
- Large two color, clear, visible newspictures mailed directly to subscribers, three times each week.
- Each station under contract has 52-week exclusive to World Photo News Service in its city.

WORLD PHOTO NEWS DISPLAYS AND NEWSPICTURES

are placed with the merchants in your primary area. No telephones are used. The merchants are contacted personally by our representatives. These displays and illuminated clocks are a fine PROMOTIONAL MEDIUM FOR BOTH AM AND FM STATIONS. Your Station's only obligation is one short announcement each week to each subscriber to World Photo News Service.

We also have an interesting plan through which your station receives a revenue from us for each subscription sold in your area by our representatives.

• SELF ILLUMINATED CLOCKS •

A beautifully colored, illuminated time piece of unusual design, playing up the Radio motif. Your Call Letters, Publicity and Frequency are permanently displayed wherever these clocks are placed. You can secure these clocks for your radio station without cost by contracting for World Photo News Service Promotion and you may place them with whomever you desire.

IF YOU WISH FURTHER INFORMATION, WRITE, WIRE OR PHONE COLLECT, or if you wish, we will have one of our representatives call on you personally.

WORLD PHOTO NEWS SERVICE CORPORATION

354 FOURTH AVE. NEW YORK 10, N. Y. MUrray Hill 9-5347

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and BARNUM & BAILEY
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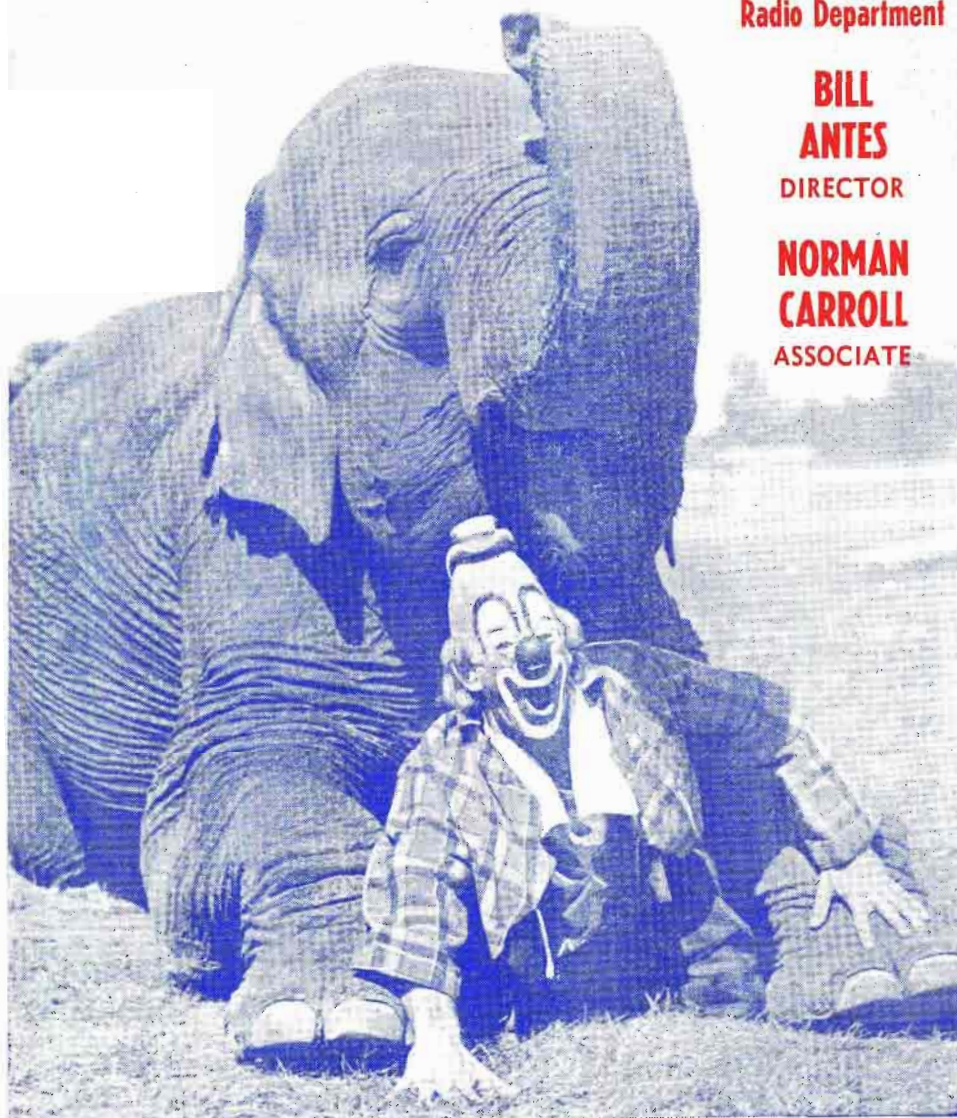
Radio Department

**BILL
ANTES**

DIRECTOR

**NORMAN
CARROLL**

ASSOCIATE



THE GREATEST SHOW ON EARTH

1948—YEAR OF GREAT PROMISE

EXPANSION FORECAST FOR ALL SERVICES

By **WAYNE COY**
Chairman

Federal Communications Commission

IF the volume of work handled by the Federal Communications Commission in 1947 is any yardstick, the new year will see radio continue its unprecedented expansion on all fronts.

As far as broadcasting is concerned, frequency modulation is setting an unabated pace. More than a thousand FM stations are now licensed or authorized. Of this number, nearly 400 are on the air and are being added to almost daily. The coming year should bring this high-fidelity and static-free service to more than 500 metropolitan and adjacent rural areas throughout the Nation.

Standard (AM) stations have topped 1,500, with nearly 500 others under construction. It is significant that most of the new stations are in small communities, many without previous local broadcast service.

Television licenses and authorizations are nearing their first 100 goal. The more than 70 television stations which have already been given the green light propose to serve over 50 cities in some 30 states. An uncertainty in that industry was removed last March when the Commission decided that color television requires further experimentation before being given commercial status.

Facsimile broadcasting is destined for commercial operation as soon as the industry resolves some difference of opinion on technical problems. This will permit the drafting of engineering standards and rules and regulations to cover regular service.

The advantages of FM transmission have given an impetus to non-commercial educational broadcasting. Two score of these stations are built or under way.

Thirty-seven international broadcast stations continue to beam their programs overseas under State Department auspices.

To facilitate these broadcast services, approximately 700 miscellaneous radio stations are in operation. These include experimental, remote pick-up and studio-transmitter links.

The broadcast industry is so busy with its own affairs that it may fail to appreciate the equally important advances being made by radio in other fields. Yet these developments are an important part of this era of communication progress. Many affect broadcasting either directly or indirectly.

It may surprise some to realize that about 115,000 non-broadcast stations are now authorized, not including many thousands of mobile transmitters. Amateur stations have increased to 75,000. Some 40,000 other stations are devoted to the protection of life and property—such as aeronautical, marine, police, fire, forestry, railroad, utility, etc. These, too, are undergoing phenomenal expansion.

On the basis of the record of the year just closed, 1948 holds great promise for the radio industry—in all its ramifications.



For Complete FCC Personnel Please Turn to Page 231



GUY LOMBARDO

YEAR OF GREAT EXPECTATIONS

PROGRESS OF CODE HIGHLIGHTS REPORT

By JUSTIN MILLER,
President
National Association of Broadcasters



NINETEEN forty-eight is a year of great expectations for broadcasting, because the pattern of past years is encouraging.

Looking back over the year just ending, the NAB finds, among others, one outstanding sign of progress. During 1947, the long awaited Standards of Practice for American broadcasters began to take shape and to move toward a final reality. Not yet completed, because a document so important and so varied

in content needs intensive study and careful drafting, nevertheless, the process of preparation and adoption of Standards is well on its way.

The proposed Standards of Practice have been debated, reviewed, and again referred for further study and revision. They will be revised again when the NAB Board of Directors meets in February. They will be returned once again to the membership for approval or suggestions, in order, thus, to pursue the most democratic procedure possible.

Considering the many years it has taken other professions to produce such Standards, progress to date is heartening. It is a symbol of a growing sense of responsibility on the part of the broadcasting industry.

In a closely related field, a possibly historic test may arise at the beginning of 1948, when the Federal Communications Commission comes to review the "Mayflower" decision. Some broadcasters, like some newspaper and magazine publishers, may not want actively to exercise the right to editorialize. But, like all Americans who value their Constitutional freedoms of speech and press, as safeguards of other basic liberties, broadcasters cannot passively accept so flagrant an abridgment of their rights.

In other fields, much remains to be done in 1948. New radio legislation will probably come before the Congress. Much of the expected progress in legislative fields went unachieved in 1947. Our decision, early in the year, to stand upon the firm ground of the Constitution's First Amendment when encroachment threatened in Congressional hearings represented real progress. The unity we achieved then will be carried over intact into 1948.

For Complete NAB Section and Personnel Please Turn to Page 237

EVERY SUNDAY ON NBC

with

MARY LIVINGSTONE
PHIL HARRIS
ROCHESTER
DENNIS DAY
and DON WILSON

writers

SAM PERRIN
MILT JOSEFSBERG
GEORGE BALZER
JOHN TACKABERRY

producer

HILLIARD MARKS

agency

FOOTE, CONE AND BELDING

sponsor

LUCKY STRIKE CIGARETTES

JACK BENNY

THE CODE TOPS 1948 AGENDA

By FRANK BURKE, Editor, RADIO DAILY

THE Code — more formally referred to as the proposed Standards of Practice — was No. 1 on the industry's agenda as 1948 loomed on the horizon.

Presented by NAB's special committee on Standards and Practice, adopted by the organization's board in convention last September at Atlantic City, the Code ran into rough going when a committee of independent broadcasters challenged the right to its adoption without consultation with their group.

Committees were appointed, including leaders among the independents, to meet with NAB officials in Washington. Meetings were held and grievances were given a thorough airing. After due deliberations it was recommended that the Code be turned over to the NAB board for further refinements at the February meeting and then submitted to the membership for final adoption at the May, 1948, convention of NAB at Los Angeles.



Burke

The section of the Code which has been the center of most criticism is that which covers "Time Limitations on Commercials." Specifically this section said: "The maximum commercial time, including station breaks, allowable in any 15 minutes of broadcast time, regardless of type of program, or sponsorship, or how such 15-minute segment is divided into program units or announcements, should not exceed three minutes."

This section was the verbal bombshell that set off the criticism of independent stations whose life blood is participation programs, disc jockeys, musical clocks and shopping guides. These programs, according to later revisions of the Code on "time limitations," were allowed additional time for commercial participation of sponsors.

On the business side 1948 shapes up as a challenging year for those who guide

the destiny of both network and independent station operations. With nearly 2,000 AM stations on the air or authorized and prospects of 1,000 FM stations being in operation by the end of 1948, the broadcasting industry presents a highly competitive picture with emphasis on local sales.

It has been estimated that broadcast advertising in 1947 totalled \$356,690,000, a new high in radio time sales. This is an increase of 7.9 per cent over 1946, and prospects are that the gross will go still higher by the end of 1948.

In governmental circles the most important development of 1947 was the resignation of Charles R. Denny, chairman of the FCC to become vice-president and general counsel of NBC. Denny's decision was made during the NAB convention in Atlantic City and took effect in December when President Truman sent the name of Wayne Coy, general manager of WINX, Washington, to the Senate as successor to Chairman Denny. Coy was confirmed, without opposition in January, and became chairman of the commission.

Television and FM holds great promise for expansion as 1948 gets underway. Already 19 television stations are operating in the United States and a well-established network carries programs to five cities on the East coast. By the end of the year 50 television stations may be in operation and the expansion of coaxial cables and relays may bring so-called network television to the middle west and possibly the west coast.

The growth of FM has been sparked by the activities of the Frequency Modulation Association which fostered negotiations with Petrillo for duplication of AM network programs on FM and the fixing of scales for FM station operators. With approximately 400 FM stations now on the air, FMA officials are predicting that the total station operations will reach the 1,000 mark before year's end.

1948 will probably go down in record as the most progressive year of the industry. The AM, FM, television and facsimile expansion, ready markets for all types of receivers, and increasing advertising budgets are signs that point to a big year.

THANKS A MILLION . . . for the ten million Christmas Gifts you have helped make possible for the hospitalized War Veterans in the past four years. We look forward to your continued support in the campaign which has won the heartfelt thanks of the nation.



EDDIE CANTOR

"I LOVE TO SPEND EACH THURSDAY WITH YOU"

10:30 P.M., E.S.T. — N B C

FOR PABST BLUE RIBBON BEER

TEN OUTSTANDING RADIO NEWS EVENTS OF 1947

Following radio news events of the past year is the consensus of opinion by network and station news directors as polled by RADIO ANNUAL:

1. **The Cold War: President Truman's Doctrine for Aid To Europe and Secretary Marshall's Plan.**
2. **Texas City Disaster.**
3. **British Royal Wedding.**
4. **Broadcasts of Congress' activities regarding Taft-Hartley Law.**
5. **War Investigation Hearings (Hughes, Meyers probe).**
6. **Congressional Investigation of Communists in Hollywood.**
7. **UN Partition of Palestine.**
8. **Florida Hurricanes and Mississippi-Missouri Floods**
9. **Communist Uprisings in France, Italy.**
10. **Foreign Ministers confabs in Moscow, London. First direct uncensored news broadcasts from Soviet Capital by NBC.**

Outstanding Broadcasts

"Fear Begins at Forty" on CBS.

ABC's "School Teacher, 1947."

NBC's Series on United Nations.

"The Joyful Hour" on Mutual.

Network Pickups of British Royal Wedding.



MILTON BERLE

NEW YORK OFFICE—1650 BROADWAY

THE TELE RECEIVER MARKET

By **OWENS**, Associate Editor, TELEVISION DAILY

PERHAPS the most inspiring of the many historic developments noted in television's second year of commercial operation was the growth of the receiver market — the veritable nucleus of the greatest communications medium known to man. Unlike many other major industries, which reached maturity in segments and with some degree of independence, television was no better than the size of its audience, since here was the source of its life blood—the buying public.



Owens

It was an auspicious beginning. Although the wheels of production had begun their long grind haltingly in the beginning of 1947, the output at the year's end was the result of a well-oiled instrument of industry. It held such promise as to provide the basis for greater expectation during this year by the nation's broadcasters—the men whose business depended completely upon the distribution of television receivers. At least a half-million new sets are predicted to reach the retailers' showrooms in 1948, and indications are that the charmed circle—1,000,000 sets in use—will be a happy reality before another winter has passed.

David Sarnoff, president of RCA, made a statement at the year-end which reflects the attitude of top industry management toward the further development of television. "By the end of 1948 television, in consumer prices, will approach a \$500,000,000 a year industry," he said. And to emphasize its present and future importance to the American public, the RCA official added: "For the first two years of commercial television, the public will spend four times as much for television sets as they did for radio receivers in 1921 and 1922, the beginning of radio broadcasting."

According to a consensus of authoritative opinion drawn from top levels in the industry, production of receivers during

1947 exceeded that of the previous year by 20-fold. Approximately 200,000 sets came off the production lines—a tremendously encouraging margin over the anemic output of the year before when only 10,000 models were placed in the hands of the public.

The production side of the picture was one which shattered precedent after precedent, and indeed assumed mushroom proportions at the year's end. According to the Radio Manufacturers Association, average monthly production throughout the year was 15,000 sets, and this trend continued its accelerated ascent through December when a total of 28,000 receivers were crated for delivery—an increase of 97 per cent! Perhaps the most significant phase of this surge was the fact that production of table model television receivers totaled nearly 120,000—twice that of straight video consoles and TV console combinations, indicating that manufacturing techniques had at last been geared to satisfy the demand for low-priced sets—America's mass market and the backbone of the future television audience.

Although its development was often referred to in terms of the nation-wide audience and its coast-to-coast network possibilities, television in 1947 continued to be a strictly local industry—with the exception of the New York-Philadelphia-Washington-Schenectady area. In the latter region it had reached major proportions during this period since "network" service had become almost a daily feature through working arrangements between stations in each of the three cities.

New York, universally considered the center of television, had somewhere between 50 to 75,000 sets in operation by the end of the year. Philadelphia and Washington were far behind numerically but not proportionately, and Chicago, with only one station on the air, achieved highly promising gains during the 12-month period.

In the light of this sweeping expansion, which render statistics obsolete as quickly as they are charted, it would appear that even the most optimistic predictions of television's importance in our way of life, in both the physical and economic sense, will be considered conservative when the industry reaches its full potential

HOPE



1938-1948

**PEPSODENT PROGRAM
PARAMOUNT PICTURES**

The Outstanding Events —In Television—1947—

TELEVISION covered an opening session of Congress for the first time in history,—the 79th Congress. Pickup also included the first telecast of a Presidential "State of the Union" Address.

Federal Communications Commission rejected a proposal of color television standards (by CBS.) Decision keynoted first all-out development of monochrome tele, including station building, set manufacture, etc.

AT&T opened a radio relay circuit between New York and Boston, thereby extending the Eastern tele network 450 miles northward. WBKB set up first mid-west network linking Chicago with South Bend, Ind.

RCA demonstrated its system of large-screen color television. Paramount Pictures unveiled its system of theater television, involving rapid processing and reproduction of films taken from a video tube.

Motion picture industry evidenced first combined interest in theater tele,—and its potential box office threat. Plans were laid to begin study of tele, including reservation of video channels for theater tele.

First nation-wide tour of television was made by RCA and Allied Stores Corp. department store association, via jeep units in 22 major cities.

New York was first city to have all TV channels (7) allocated by FCC.

Industry opposition eliminated two serious threats to development: proposed amusement tax on tele in public places, and proposed ban on erection of antennas on rooftops by landlords in New York area.

Television covered the World Series for the first time in history. Estimated 3,000,000 persons saw the classic on the Eastern web.

Philadelphia was chosen by Republicans and Democrats as '48 convention site, largely because of tele coverage available.

Newsreel organizations officially entered television via servicing of member stations with special films for video.

BBC announced plans for establishment of a network in the United Kingdom. Web would service six provinces and 70 per cent of the population.

For Year Book of Television Please Turn to Page 1041

AL JOLSON

THE FUTURE OF TELEVISION

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

In speaking of television for the past twenty-five years or so, we have been accustomed to say that "television is around the corner." I should like to bury that phrase. Television is no longer around the corner. It is beyond the doorstep; it has pushed its way through the door into the home!

The Federal Communications Commission has authorized to date a total of 69 television stations, and 16 applications are pending. This means that 85 television stations already have decided to lead the way. I believe that many more will follow. As of November 15, there were 13 stations on the air with regular television programs. In 1948, the list of stations will increase as transmitting equipment becomes available.

My estimate is that by the end of 1948 there will be approximately 50 television stations on the air in this country with regular programs. There may be more.

All kinds of figures have been mentioned about television receivers, and here is my estimate. By the end of 1948, I foresee a total of 750,000 receivers in use. This means that for 1948 our estimates are approximately 600,000 above the number that were installed at the end of last year.

Surveys have been made of the number of people within range of present television programs. Approximately 40,000,000 people lived within the areas covered by television broadcasts at the end of 1947.

Surveys indicate that seven viewers constitute the average audience at each television receiver. Therefore, if you multiply 750,000 by seven you will see that by the end of 1948 there will be a large audience for television—somewhere near 5,000,000.

The broadcaster must build his own television circulation as does a new magazine or newspaper. That is the broadcaster's job. He cannot toss that responsibility to the television set manufacturer, any more than the magazine or newspaper



Sarnoff

publisher can transfer his problem to the printer.

A newspaper or magazine spends a substantial part of its initial investment in building circulation; the job of the broadcasting stations, likewise, must be to build circulation in television.

Television programming can be started by local stations in a small way with a minimum of facilities and expanded as receiving sets and commercial sponsors increase. In the meantime, until nationwide networks are available, films of live shows and newsreels can be flown to stations throughout the country to add to their program variety.

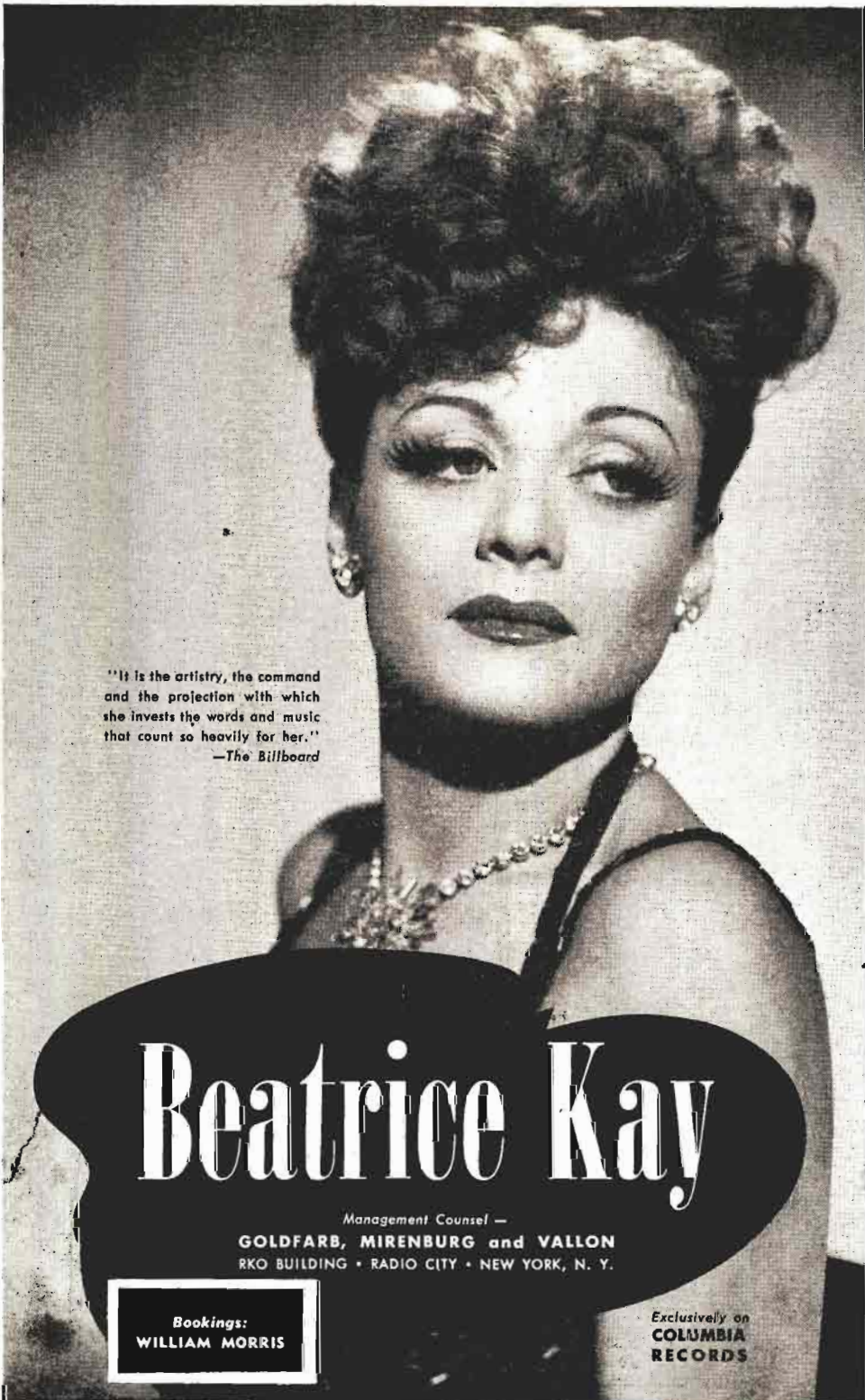
Like the many independent local broadcasting stations which are successful and profitable, television stations also can thrive upon local talent and community service. There is no end to local program possibilities, for the small town is a natural television stage. People like to see their friends and neighbors on the screen. I can foresee many uses for television in religious and educational activities. Television can be a great aid to good government in city, town and country by making citizens better acquainted with their local leaders and their work.

Local merchants will find television an effective means of advertising. Dramatic groups, county fairs and community sports events will enlarge their audiences. Often a local baseball or football game or a prizefight is as interesting to a community as a professional sports event in a distant city. Civic and fraternal organizations and women's clubs also are sources of programs for local television stations.

Imagine the interest that would be shown in a local community if, for example, one or more department stores were the scene of a shopping hour in the morning or afternoon. The television camera would show the merchandise and the shopper at home could see what each store had to offer before she left home for her marketing. This should be an interesting experiment in advertising.

Automatic relay stations, either alone or in combination with the coaxial cable, show great promise for speeding extension of television program service throughout the nation. Radio relay stations are now

(Please See Page 59)



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

—*The Billboard*

Beatrice Kay

Management Counsel —

GOLDFARB, MIRENBURG and VALLON

RKO BUILDING • RADIO CITY • NEW YORK, N. Y.

Bookings:
WILLIAM MORRIS

Exclusively on
**COLUMBIA
RECORDS**

AWB EXPANDS ACTIVITIES

By RUTH CRANE, President, Association of Women Broadcasters

HAPPY over progress made and prominence achieved in five short years of existence, the Association of Women Broadcasters of the National Association of Broadcasters looks forward to greater achievements in 1948.

The Association of Women Broadcasters was formed in 1942, its Active Membership comprised of women on the staff of, or broadcasting over radio stations that belong to the National Association of Broadcasters. Associate Members are women engaged in executive phases of radio work outside of NAB radio stations.



Crane

Objects of the Association are to promote the interests of women broadcasters and executives and to increase their opportunities for service.

National officers elected by AWB in the spring of 1947 were Frances Farmer Wilder, CBS, President; Ruth Crane, WMAL, First Vice-President; Eleanor Hanson, WHK, Third Vice-President; Ann Holden, KGO, Fourth Vice-President; Nell Daugherty, WSTC, Secretary, and Norma Richards, WSPD, Treasurer. Dorothy Lewis, Coordinator of Listener Activity of the National Association of Broadcasters, is permanent Second Vice-President of AWB. In September 1947, Frances Farmer Wilder left the radio business and resigned from AWB, and the First Vice-President was designated to succeed her as President at the AWB Jan. 1948 Convention in Washington.

Following the NAB pattern of division into seventeen districts, the AWB has held a number of regional meetings and program clinics throughout the year. Among these were District Number Two, which met at Albany, District Number 13, which met at San Antonio, District 10 convened at Kansas City, District 9 at Chicago, District 1 at Hartford, Conn. and District 16 at Los Angeles. At the San Antonio meeting Governor Jester of Texas

proclaimed Saturday, November 15th, Women Broadcasters' Day in Texas. These local meetings provide inspiration and help through an exchange of ideas for the improvement of program service, through helping the AWB member to a broader knowledge of radio's purposes and problems, and through the recognition accorded AWB by national, civic, and private agencies. The AWB members of Washington inaugurated the first of a series of Radio Institutes for Club Presidents and radio chairmen, a pattern to be used throughout the country.

Again in 1947, the Association of Women Broadcasters conducted a nationwide letter contest during National Radio Week, with outstanding response. Listeners were asked to write on the theme, "What Is Your Favorite Program and Why?" The thousands of letters will be used to analyze listener preferences and to assist broadcasters in building effective programs.

Cooperating with Women United for United Nations, Observer Group at Lake Success, New York, the AWB prepares a monthly United Nations News Bulletin for women broadcasters, reporting matters discussed at the General Assembly and providing answers to listener questions.

Our seventeen district chairmen are: District 1—Fay Clark, WBRY, Waterbury, Conn., District 2—Gertrude Grover, WHCU, Ithaca, NY, District 3—Kaye Witmer, WKBO, Harrisburg, Penn., District 4—Elinor Lee, WTOP, Washington, D. C., District 5—Dorothy Horsfall, WPDQ, Jacksonville, Fla., District 6—Marjorie Cooney, WSM, Nashville, Tenn., District 7—Katherine Fox, WLW, Cincinnati, Ohio, District 8—Mildred Grace, WELL, Battle Creek, Mich., District 9—Nancy Grey, WIMJ, Milwaukee, Wisconsin, District 10—Anne Hayes, KCMO, Kansas City, Mo., District 11—Darragh Aldrich, WCCO, Minneapolis, Minn., District 12—Julie Benell, KOMA, Oklahoma City, Okla., District 13—Violet Short, KTSA, San Antonio, Tex., District 14—Louise Hill Howe, KSL, Salt Lake City, Utah, District 15—Frances Quinn, KFRE, Fresno, Calif., District 16—Martha Gaston, KFOX, Los Angeles, Calif., District 17—Vernice Irwin, KVI, Tacoma, Wash.



REXALL PROGRAM

Sponsored by United Drugs

Wednesday

Pacific Time 7:30 to 8:00 p.m.
Eastern Time 10:30 to 11:00 p.m.

NBC

Mgt. LOU CLAYTON

BMB DATA—ONE YEAR IN USE

By HUGH FELTIS, President, Broadcast Measurement Bureau

OVER 700 subscribing stations received their BMB audience data in the fall of 1946. The following spring the Area and Network Reports were published. Since then BMB station and network audience information has been tested in the crucible of use.

Just as experiment had to precede the measurement of station and network audiences, so too did experiment have to precede the use of the resulting data by broadcasters, advertisers and agencies. 1947 was largely a year of experimental use.

Agencies with highly developed coverage estimated methods analyzed the BMB figures carefully in the light of these methods before basing time buying decisions on BMB. Other agencies and advertisers scrutinized the figures against known sales effectiveness.

Meanwhile the stations and networks compared BMB with other data, engineering and otherwise. In some instances they found a remarkable degree of correlation. Where comparisons were made with data that measured other dimensions of listening, such as average number of listeners per minute, there was often less correlation. These instances only served to point up the difference between the total number of families that listen to a station and the number who listen during the average minute. Both pieces of information are important. Neither is a substitute for the other.

All this testing and analyzing and experimenting with the BMB figures by advertisers, agencies and broadcasters led to one over-all conclusion: The BMB figures make sense.

And this conclusion in turn has led to an ever-increasing use of BMB by all three groups. More and more stations feature BMB figures in their trade press advertising, sales promotion pieces and presentations. More and more agency recommendations are based on and supported by BMB data. More and more



Feltis

advertisers are instructing their agencies to use BMB figures as an important buying tool.

What's more, BMB data are being used with increasing discrimination. They are used in specific ways to meet specific situations. BMB findings are being used in conjunction with other facts—facts about markets, distribution, station rates, competing media and other media used by the advertiser.

These buying uses have shown broadcasters that advertisers and agencies are interested not only in the stations with the biggest BMBs; they also use stations with small BMB figures just as they use smaller circulation newspapers and magazines. And they often favor BMB subscribers for the simple reason that it is easier to evaluate and justify the use of stations for which BMB figures are available.

Organizationally, 1947 marked the inauguration of a 15-point long range program based on the premise that BMB as an organization is more important than any individual project it undertakes. Broadcasters now subscribe to the Bureau rather than to a particular audience study, with full assurance that the Bureau's studies will meet the industry's needs.

The Bureau's program includes the examination and evaluation of all available radio research, the refinement and improvement of BMB's audience measurement and the investigation of other services that BMB might perform.

In March 1947 BMB conducted an Interim Station Audience Measurement, designed particularly for new stations and those which had changed power, frequency or network affiliation since the 1946 audience survey.

The next nationwide survey, in March 1949, will not only measure subscribers' total weekly audiences but will also show finer detail such as their average daily audiences.

The first year's use of BMB data has proven beyond question the value of its measurement. More important still, it has proven the value of cooperative, tripartite research in the development of radio advertising.

So how much dough
will this ad make me
if I say

"DUFFY'S TAVERN"

It's better I should
mention

TOYON BAY

ED. GARDNER
Stockholder

NATIONAL TELEVISION SERVICE

By J. R. POPPEL, *President Television Broadcasters Association, Inc.*

TELEVISION in 1948

will take on the proportions of a national giant, striding through areas heretofore untouched by the magic of the visually-inspired electron; riding the crest of millions of cycles into the homes of hundreds of thousands of families, and bouncing along a series of microwave relay stations that will hoist views of Manhattan into homes out Chicago way—and, perhaps, beyond.

Television was a strapping youngster a year ago; today it has achieved a measure of maturity which scoffers only a short time ago were ready to concede was merely a twinkle in the eye of the "fathers" of the new art.

From 5,400 post-war receivers available by December of 1946, television production soared close to 30,000 a month a year later, with the total output for 1947 reaching nearly 200,000.

From a handful of television stations catering to a limited audience 12 months ago, television was being wafted from 17 stations as 1948 was born, with the prospect of twice that many operating before 1949 arrives.

In 1946 there were very few manufacturers geared to produce television sets and only a trickle of receivers reached the market. Last year 36 companies, large and small, producing sets with screens ranging from 4 by 6 inches to 15 by 20 inches, were in full blast production; many more will be added to the roster this year.

Dollar-wise, television receivers at retail levels did not top \$3,485,000 in 1946. Last year, 1947, the figure soared to \$74,000,000 and industry leaders are convinced that by June of this year the dollar value of television receivers will exceed that of AM radio—a remarkable stride forward, considering television's status less than 18 months ago.

Is it any wonder that the former chairman of the Federal Communications Com-



Poppele

mission, Charles R. Denny, has characterized television as an industry "destined to become the greatest mass communication medium of them all."

Probably no facet of television development is as vital to television broadcasters as that of facilities for network operations. The very life of the industry—commercially and otherwise—depends upon the ability of all stations to provide high-calibre programs to an audience large enough to attract advertiser's capital.

Hence, every new link in the web of facilities available for network operations is enthusiastically accepted by broadcasters. Last year the New York to Washington network route was expanded to include Boston. This year it is hoped that Chicago, Detroit, Cleveland, Cincinnati and Milwaukee will be tied to the east coast, a prelude to wider expansion of the ultimate national television service.

Last year events such as the first telecast of a President of the U. S. addressing Congress; major league baseball games televised in New York, Philadelphia, Chicago, Detroit and St. Louis; World Series baseball televised on an extensive east coast network, helped arouse public curiosity and acceptance of the art of visual broadcasting.

This year the two greatest political events of the year—Republican and Democratic National Conventions in Philadelphia—will be televised by every station that can hook its cables onto a network along the east coast. It is to be hoped that those in the mid-west will also be able to carry the conventions on a direct pick-up basis. If not, films will be flown to these stations and others on the west coast for immediate telecasting.

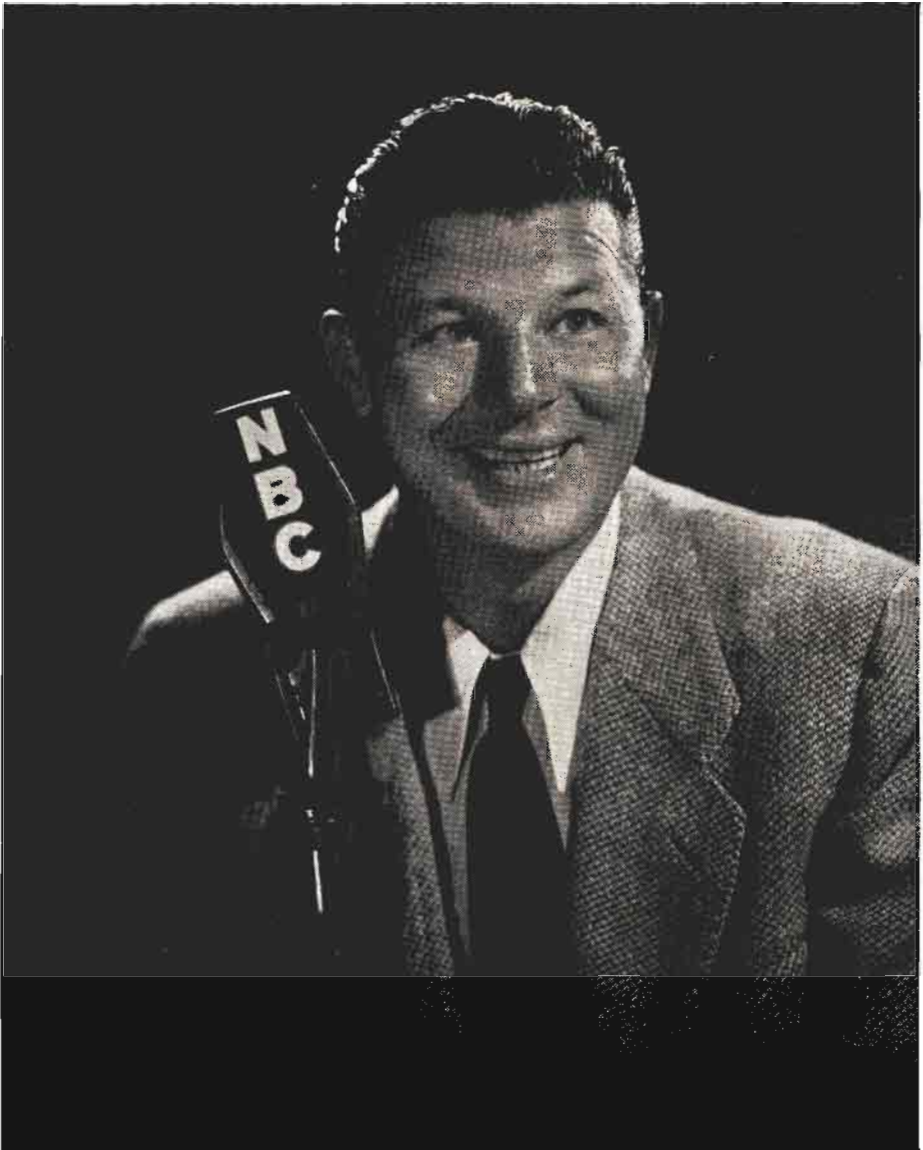
The year 1948 should see television receiver sales surpass the 750,000 mark.

The year 1948 should see network television move from the east coast into the mid-west and, perhaps, beyond.

The year 1948 should see television attain a position of prominence that will equal other forms of communication to which the public has become accustomed.

The year 1948 will bring scores of advertisers into television, particularly as the video art expands.

For Complete Television Listing Please Turn to Page 1041



Jack Carson

NBC—THURSDAY

for

SEALTEST VILLAGE STORE

6:30 Pacific Coast Time

9:30 Eastern Standard Time

Management
Stempel-Olenick
Hollywood, Calif.

BROADCASTING FOR PEACE—1948

By BENJAMIN COHEN, Ass't Sect'y Gen.—Dept. of Info., U. N.

SECRETARY General Trygve Lie has stressed in all his recent addresses that the U.N. must surmount in the coming months some of the most critical problems in the field of international relations and will require the fullest measure of support from an enlightened world public opinion.

In the already substantial experience gathered by the Department of Public Information radio appears as one of the most effective media to disseminate information, since it is not beset by newsprint shortages, transmission or transportation bottlenecks, foreign exchange scarcities, and is capable of reaching directly an audience several times larger than that served by the printed word or the projected images.



Cohen

1948 is a vital year for the peoples of the United Nations and one of untold possibilities for all who work to bring them news and opinions—principally for you, the broadcasters of the United States, speaking daily to a nation endowed with tremendous power to influence the future of international relations and wherein dwells a large fraction of the world's three hundred million radio listeners.

Has any one yet measured fully the power for good that lies in broadcasting? I doubt it. Quite beyond doubt, however, is the increasing support which U. S. radio—networks, independent stations, educational stations, broadcasters' associations, the trade press and radio councils—have given to the United Nations. Some of you, I hear, plan to do still more to bring into your communities the purposes, day-to-day work and fascinating human side of the United Nations. The Department of Public Information is ready and able to help you.

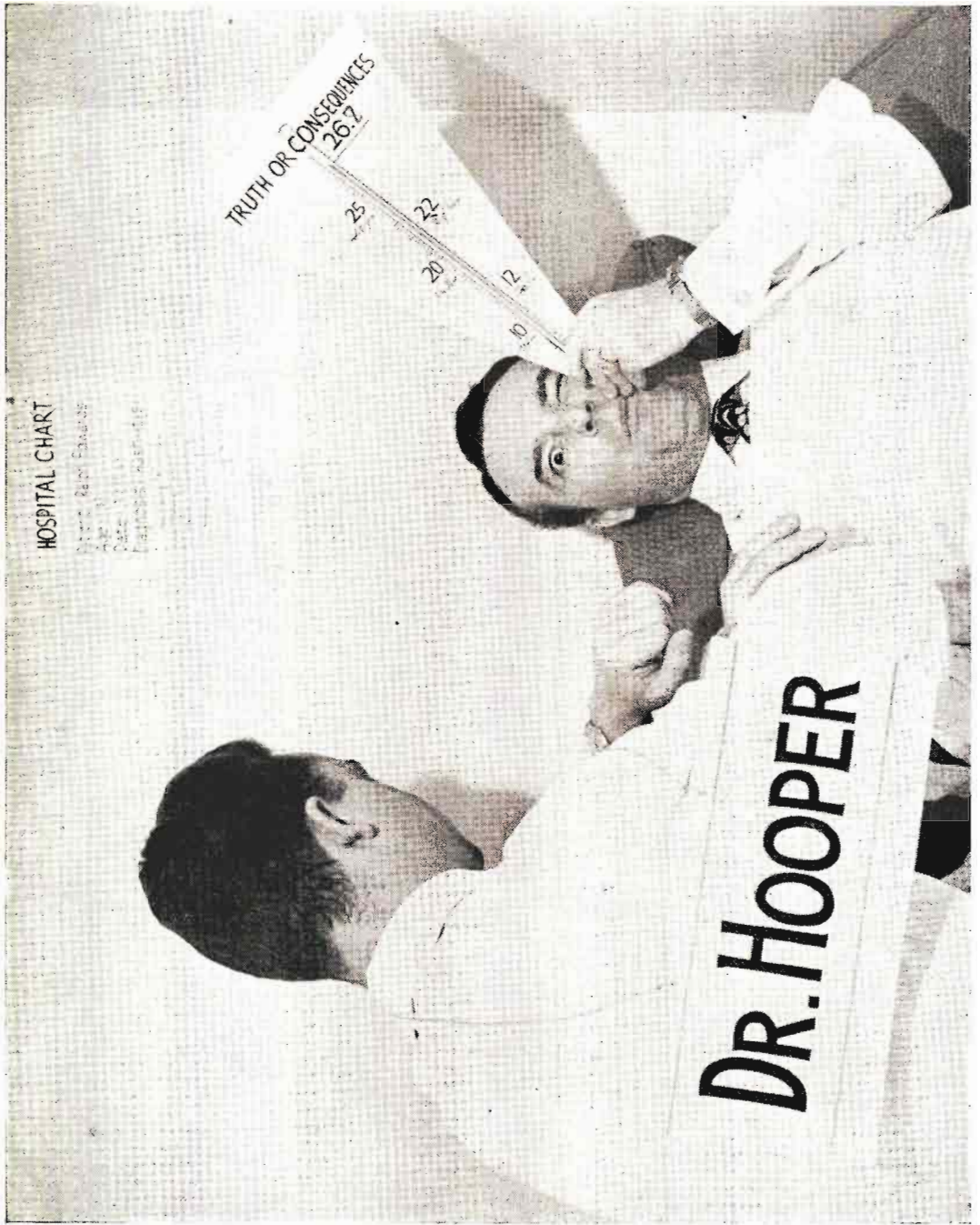
First, let me try to answer the question which Mr. Frank Burke was good enough to put: What are the plans of

the United Nations Radio Division for 1948, both here at headquarters and overseas? Briefly, the Division plans to promote, and itself to offer for relay, more programs on the work and progress of the United Nations, using more languages and acting in cooperation with still more broadcasting agencies.

Nowhere are the various kinds of assistance the Radio Division can offer better illustrated than in the case of your own United States. The good reaction to its Radio Kits, for example, (scripts, spot announcements, and perhaps a transcription) has guaranteed that this service will continue. Further, all broadcasters interested receive without charge the semi-monthly "United Nations Bulletin", background releases and other material for special programs, while the Division distributes to over one thousand women commentators a monthly U. N. newsletter prepared by women observers working with the Association of Women Broadcasters.

Why has "The United Nations Today", a Radio Division program, been taken up so rapidly by over one hundred stations, forming a coast-to-coast "Network for Peace"? Primarily because it brings listeners, Mondays through Fridays, an up-to-the minute report of all the principal activities of the United Nations. In fifteen minutes it presents with a short bridging narrative voices of delegates recorded from the day's debates or in special interviews, together with dispatches from U. N. Information Centers or Missions overseas. In 1948, for example, "The United Nations Today" will continue to provide newscasts from Havana, Salonika, Geneva, and carry special reports from Jerusalem, Seoul, and from the Autumn General Assembly in Europe.

More perhaps than any other medium, radio has the possibility—and therefore the clear responsibility—of spreading, as the General Assembly with one voice requested, information expressing "the undoubted desire of all peoples for peace." May the Year 1948 see all U. S. networks and stations bring their listeners still further news of what is, after all, everyone's United Nations.



HOSPITAL CHART

Dr. Hooper
Ailments:
Cancer
Paralysis
Hysteria

TRUTH OR CONSEQUENCES
26.7

25
20
15
10

DR. HOOPER

REPORT ON CANADIAN RADIO

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

ENCOURAGING measurable gains were made by the independent broadcasters of Canada at the 1947 sessions of the Parliamentary Radio Committee. Represented by their Canadian Association of Broadcasters, the 89 member stations asked for fundamental changes in broadcasting and radio law in Canada. Their brief was a painstaking analysis of such law and regulation, together with comments on its results, inequalities and injustices.



Sedgwick

The CAB brief pointed out that the Radio Act, written in 1902 and not amended in major respects since, still governs operations of modern-day broadcasting stations. It also pointed out that the Canadian Broadcasting Corporation, a "Crown Corporation," competes directly with the independent stations for audience and business, nationally and locally, has a monopoly of networks by its own regulations, and can place stations on or take them off those networks at will and on its own financial and other terms, writes and enforces the broadcasting regulations, and that meetings of its Board of Governors to recommend on applications for licenses and to deal with matters of regulation, were being held in camera. The brief also protested the "power-freeze" regulation holding down power of all independent stations, by which valuable actual and potential coverage was being lost to Canada, and the apparent slowness of CBC to recommend licenses for experimental and actual broadcasting in new broadcasting fields, particularly television and facsimile.

To correct this situation, the independent broadcasters asked lifting of the power freeze, and that powers of licensing and regulation be transferred to an impartial tribunal, which would hold meetings open to press and public, and be required to give reasons for its decisions. The CAB asked that this Board be responsible in large measure to the legislative arm of government, rather than so directly related to the executive branch as is the

case at present; pointing out that the CBC and the Cabinet conjointly possess the power to censor all broadcast material in advance.

For the first time, the independent broadcasters carried their case this year directly to the public, through means of special programs and announcements, speeches by station personnel to groups and organizations, a series of quarter page ads in all daily newspapers, and wide public distribution of our brief to the Parliamentary Committee.

That this policy had its effect appears obvious. Public opinion surveys (one of which was presented to the Committee) showed a marked trend of opinion toward the side of the independent broadcasters. The Canadian Daily Newspapers Association appeared officially before the Committee to press for somewhat similar action to that suggested by CAB, and support was forthcoming in large part from the Association of Canadian Advertisers and the Canadian Chamber of Commerce, who sent letters to the Committee suggesting a wide review of broadcasting legislation and practice by an impartial, non-political body appointed for the purpose.

The year witnessed an increase in the number of broadcasting stations in Canada, both independent and CBC. CBC proceeded with construction of its additional clear channel 50 Kw. stations, taking channels previously occupied by independent stations to do so, and removing several stations from its networks in the process. The state system also entered the local field, selling directly against individual stations in competitive areas. The membership of the Canadian Association of Broadcasters rose to its all-time high. The Association instituted a policy of holding regional meetings, for the first time, which have had gratifying results. Since the Committee's recommendation, the number of FM licenses applied for, and granted, has increased tremendously; and interest is being expressed now in both television and facsimile.

During the year ahead, the independent broadcasters of Canada will extend their service to the community and to the business operations that provide its lifeblood. They will also continue their struggle for treatment identical to that accorded other classes of citizens in a democracy.



FRED WARING
and his
PENNSYLVANIANS

NBC—MONDAY THRU FRIDAY—10 A.M., EST
MONDAY EVENINGS—10:30-11:00 P.M., EST

PROGRESS REPORT ON FM

By J. N. (BILL) BAILEY, Executive Director, FM Association

FM's biggest year of development will unfold during the first six months of 1948.

Having hurdled many obstacles, technically and otherwise, this improved method of broadcasting which the FCC has termed the "finest aural broadcast service attainable in the present state of the radio art," has become firmly rooted the past year.



Bailey

The FM Association, the only organization devoted to the development of FM broadcasting and to the protection of the millions of dollars invested in FM facilities, foresees this expansion on a five-point front:

1. Establishment of numerous FM regional and state networks, presaging wide use of relays for network purposes.
2. Availability of live music to FM networks.
3. Keen competition programwise.
4. Much greater set production.
5. Availability of established AM network musical programs to FM stations.

Rounding out its first year, the FMA is taking the lead to insure fruition of each of those five points.

The year 1947 saw establishment of the first major commercial FM network—the Continental. Several state and regional FM chains were organized, including the Dixie Network and Arrow Network. The year 1948 will see many more. Eventually—perhaps before another year—these regional networks will be linked to form larger chains.

Because relay and rebroadcast have proven feasible and since the AT&T has not yet delivered 15,000-cycle land lines, these FM networks will be linked almost entirely by radio. The FMA has pending before the FCC, as this is written, a

request that Television Channel No. 1 (44-50 mc) be set aside for FM relay purposes.

The FM Association's attitude towards programming of FM is reflected in a resolution adopted unanimously at our First Annual Convention, September 12-13, in New York. The resolution:

"Whereas it is believed that public acceptance of FM will be considerably facilitated by diversified program schedules carefully planned and expertly executed, be it resolved that all broadcasters strive to improve the program quality of their broadcasts and devote a greater portion of their time to live talent."

The FMA has taken an affirmative step to prevent any discrimination against FM. Pending before the FCC, as this is written, is a petition filed by the FMA asking that the Commission call a legislative hearing to determine whether a rule should be adopted denying a license to any FM or AM station which enters into an agreement with a network organization which would prevent the simultaneous broadcast of network programs over FM and AM facilities.

Popular network programs on FM would stimulate listening to the new, improved medium, more than 92% of the nation's FM broadcasters (both independent and those with AM affiliates) believe. Only a small minority think FM should be programmed entirely independent of AM, at least for the time being.

The FMA will continue to be alert, maintaining close liaison with the FCC, the Congress and other industry organizations to protect the investment in FM. The FMA is under mandate of the membership, through its by-laws, "to act as liaison between its members, the FCC and other agencies and organizations on the continuing overall problems affecting FM broadcasting."



HENNY YOUNGMAN

Exclusive Management

WILLIAM MORRIS AGENCY

New York

Chicago

London

Hollywood

THE FUTURE OF TELEVISION—By BRIG. GENERAL DAVID SARNOFF

in operation between a number of cities, and others are being erected. Eventually these microwave channels will reach out further to connect additional communities in television network service, especially cities not reached by coaxial cables.

Many broadcasters have heard about the experiments being conducted from time to time with coaxial cables and radio relays which can carry not only television, but ordinary speech, telegraphy at high speeds, and of course FM and television programs. Because these new cables and relays can handle several services simultaneously, they are likely to be completed sooner than we expect. I should not be surprised, if it is possible to have a television coast-to-coast network within the next few years.

In considering home-television, we must recognize that good programs are the master key to public acceptance of the art. Television's popularity, as well as its speed of advance, will be governed by the caliber of the shows. That is the important responsibility of the broadcaster. The success of television and the popularity of the video station will depend upon it.

The telecaster will, of course, have the problem of talent. He cannot depend solely upon the radio, motion pictures, and other established sources of entertainment for his performers. Television is a new art form that calls for new techniques and for the development and encouragement of new talent to supplement present radio entertainers. Many well-known radio artists will adapt themselves to television as successfully as the artists of the silent screen adapted themselves to the talkies.

News and sports already have proved natural drawing features for television. Films also will play an important part in the flexibility of television programming. But timeliness is the great advantage which television has over all other forms of visual entertainment. Those who watched the Davis Cup tennis matches, and big league baseball games throughout last summer, can attest to this. News associations are studying methods of television news service to supplement the service they now perform for sound broadcasting. The presidential nominations and election in 1948, with political candidates competing for public attention, will stimulate public interest in television on a widening scale.

It is an interesting fact that broadcast-

ing received its first real impetus in 1920, when the Harding-Cox election returns were broadcast and picked up by amateur stations. It was the presidential election that really put broadcasting in the news and stirred public interest. Then came the Dempsey-Carpentier fight in 1921, which gave tremendous impetus. And strangely enough, the same factors are asserting themselves in these early days of television.

Today, international television may seem far off. But let us recall that five years after sound broadcasting started as a nation-wide service, we had international broadcasting. While the technical problems of international television are more difficult to solve, nevertheless, I believe we shall achieve international television in about the same period of time. The scientific knowledge for doing the job exists. In fact, I know of no problem in international television that money cannot solve.

Television is moving forward rapidly and is destined to become one of the major industries of the United States. In addition to serving the home, television has application to the theater, the motion picture studio and entertainment film. In the manifold processes of industrial life, television also is destined to play an important role.

The possible size of the television industry is indicated by the following figures: In the first two years of sound broadcasting, that is, 1921 and 1922, the sales of receiving sets amounted to approximately \$100,000,000. In those two years, more than 500 broadcasting stations were on the air.

Now, for the first two full years of post-war television operation, namely, 1947 and 1948, with approximately only ten percent as many stations on the air, that is, 50 instead of 500, it is estimated that the public, during this two year period of television, will spend approximately \$375,000,000 for receiving sets—\$375,000,000 in television, as compared to \$100,000,000 in sound broadcasting. This does not take into account the additional expenditures on television transmitters, the cost of erecting and operating them and the cost of programs. Therefore, in round figures, within a year and a half or so from the present time, we shall approach a \$500,000,000-a-year industry in television. And that will be only the beginning.



"Be Good To Yourself"

is the wish of

DON MCNEILL

TOASTMASTER OF THE

Breakfast Club

15th YEAR

SPONSORED COAST TO COAST

MONDAY THROUGH FRIDAY

ABC, 8 to 9 a. m., C. S. T.

SWIFT-PHILCO-TONI

U. S. STATE DEPT. RADIO

By CHARLES W. THAYER, Chief, IBD, Dept. of State

INTERNATIONAL broadcasting from the United States to other nations of the world underwent rigid scrutiny and curtailment by the Congress during the calendar year of 1947.

The operations of the International Broadcasting Division of the Department of State came close to annihilation by the Congress, when the House Appropriations subcommittee, at budget hearings, eliminated funds proposed for this activity, standing on the technicality that there was no authorizing legislation. Meanwhile the so-called Mundt Bill, authorizing a world wide information and cultural service by the government, passed the House. On that basis the Senate restored funds to include a continuation of international shortwave broadcasting.



Thayer

The funds budgeted, however, forced the curtailment of broadcasting from approximately sixty-three hours per day, to approximately thirty-two hours per day. The production of transcribed programs and script material for distribution by United States missions overseas was virtually abolished. The shortwave program structure, though, was revised at the time of the curtailment into a block schedule. Thus the scattered program structure in vogue previously was changed so that the output to each area was grouped for proper balance, and scheduled to reach each area at the best possible evening listening time. The appropriations further carried the stipulation that the Department of State was authorized to broadcast only to certain strategic areas, and that the major portion of the programming was to be done by private broadcasting companies under contract to the Department.

The end of the year therefore left the International Broadcasting Division of the Department broadcasting to Russia, Poland, Czechoslovakia, the Balkans, Germany, Greece, China, and Korea. The National Broadcasting Company and Columbia Broadcasting System, under contract to the Department of State, were preparing the programming to France, Germany, Italy, Spain, Latin America, the Netherlands East Indies and Southeast Asia.

Of the total of thirty-two hours of programs being broadcast daily, the two private companies were preparing approximately 75 per cent of the output.

Before budget curtailments in June, international broadcasting was conducted as follows:

To Europe—34 Hours daily.

To Latin America—18 Hours, 45 Minutes daily.

To Far East—9 Hours, 45 Minutes daily.

These programs were in 24 languages, with approximately 55 per cent of the output prepared by the Department; NBC and CBS prepared the remainder.

After budget cuts, the daily output was as follows:

To Europe—17 Hours, 30 Minutes daily.

To Latin America—9 Hours daily.

To Far East—6 Hours daily.

The language output was curtailed to 22, with the Department preparing approximately 25 per cent of the programs; NBC and CBS preparing the remaining 75 per cent.

In addition certain portions of transmitter time, by arrangement with the Department of State, were being used by United Nations, and by the Information and Education Division of the Department of the Army for troop entertainment abroad.

The Department maintained thirty-six shortwave transmitters in the United States, and overseas relay points at Munich, Honolulu, and Manila. Programs were also being relayed by local networks and stations in Korea, China, France, the BBC in Great Britain, and other countries.

For Complete International Station Listing Please Turn to Page 1009



ALAN YOUNG

TEXACO

20th CENTURY-FOX

Management

JAMES L. SAPHIER AGENCY, INC.

MIDWEST PICTURE BRIGHT

By NAT GREEN Staff Correspondent, Radio Daily

WHILE some of Chicago's projected television plans did not mature in 1947, there was much activity in the video field and it was only because of the difficulty in obtaining materials that there still was but one television station operating regularly in Chicago at the start of 1948. The local picture will be materially changed during 1948, although the promise of seven stations before the end of the year is overly optimistic.



Green

Materials for new stations for which permits have been issued were coming through at a fair pace in January and one station, WGN's WGNA, was expected to be in operation by March 1. Some \$400,000 worth of equipment was ordered in the summer of 1947, and most of it had been delivered by January 1.

Most ambitious of the local tele station plans to date are those of NBC, which expects to have its station, WNBX, in operation about September 1. At the turn of the new year NBC was considering three separate budget plans, lowest of which involved a million dollars, while the top budget contemplated a theater in Chicago's Loop. A theatre on the roof of the Merchandise Mart also was under consideration. NBC was in a most favorable position for establishing a midwestern tele network, as its affiliates in St. Louis, Detroit and Milwaukee already had television stations in operation.

ABC's local executives, actively planning their tele station, which will have the call letters WENR-TV, have set no date for start of operation but say it will be under way some time in 1948. It seems unlikely that there will be a CBS station in Chicago in '48, and an official of Zenith Radio Corporation

stated that there was little likelihood that its experimental station would go into commercial operation, as Zenith is concerned mainly with manufacturing television sets. Zenith continues to actively promote its Phonovision, which would be a pay-as-you-see proposition. WJJD, the Marshall Field-owned station, and WIND have television applications on file, but as of January 1 no definite announcement concerning their plans for the year had been made.

Meanwhile, the Balaban & Katz station, WBKB, under the direction of Capt. Bill Eddy, continues to make rapid strides. Its Chicago-South Bend relay system has proved practicable, and by the time this is in print important innovations will have been announced. As of January 10, the Chicagoland area has over 12,000 tele sets in operation, and Capt. Eddy was confident that by February 1 more than 15,000 would be in use, and he was revising the WBKB price schedule to meet that figure. A steady improvement in the station's programs has been made during 1947 and a large number of sponsored programs is carried.

Altogether, Chicago's television picture for 1948 is bright. The television audience is increasing rapidly. Set manufacturers are conducting heavy promotional campaigns, and WBKB is making every effort to improve and diversify its programs to attract a larger clientele. With new local stations entering the field, competition undoubtedly will bring further improvements. It seems likely that, for a while, sporting events will continue to predominate. They have proved exceedingly popular and have been the mainstay of WBKB. But a large percentage of the tele audience would like more dramatic, musical and other fare, and are asking for it. Toward that end, television men are at work developing programs that can be presented in the studios on a scale that was not possible with past limitations. New equipment and new techniques of presentation are being tested, and the year will see many refinements in studio programs.

ROBERT MERRILL

METROPOLITAN
OPERA
COMPANY

R.C.A.
VICTOR
PROGRAM

Robert Merrill stopped the show with the Toreador song, a habit of his since he started his Metropolitan career.

Louis Biancolli
World
Telegram



Robert Merrill is a baritone with a beautiful voice and a real concept of bel canto.

Olin Downes
N. Y. Times

1947 AWARDS:

Musical America Concert Poll
Musical America Radio Poll
Billboard Classical Singer Poll
Recorded Music Award for
Best Operatic Recording
Motion Picture Daily Award
for Fame Magazine

RCA VICTOR RECORDING ARTIST

N.C.A.C. CONCERT ARTIST

PERSONAL MANAGEMENT GALE, INC., 48 West 48th Street, N. Y. C.

THE AGENCY'S FUTURE IN VIDEO

By RALPH B. AUSTRIAN, V.P. Chg. of Television, Foote, Cone & Belding

TELEVISION is a great challenge to the advertising agency. It is no longer a challenge of the future—it is a challenge that is here now, right on the doorstep of the agency.

Radio too was a challenge to the advertising agency. After a period of fumbling (though not too long) the agencies turned to with a will and transformed radio from a challenge to a valuable high income-producing medium.

I have no doubt that television will follow the same pattern, but the fumbling period may be a little longer. I am sure, though, that television will be a bonanza for those agencies who approach it with intelligence and who develop a real understanding of its requirements and varied problems.

I think every agency should adopt as a basic concept the fact that television is not radio with pictures added. First, last and always it should be remembered that television is a visual medium. I ask all agency people who read this to discard for the moment the question of the commercial message. Let us think only about the program—for if the program falls on its face, the commercial—no matter how good—falls with it.

To create an audience-building program which basically is visual, the agency must have in its television department people who know how to put together the three basic elements of visual entertainment: stage technique, variety technique, and motion picture technique. I think I can prove that these three elements are basically visual. Think of the last dramatic stage production you saw. If it were performed without any light in the theatre or on the stage would you have been able to understand and enjoy it? Think of the last vaudeville show you saw. Would it have been enjoyable in pitch darkness? Would you sit still for two hours or more



Austrian

if GONE WITH THE WIND was played in a movie house with the projector turned off and only the sound track functioning?

I think a pretty good test for a television program would be to turn off the picture and see if you can get some real enjoyment out of the sound alone. If you do, then I believe in most cases you can assume that what you thought was created as a television program is really a radio program. Put it on radio and save your sponsor money!

This visual appeal, therefore, is what constitutes the challenge to an agency's television department. Visual appeal encompasses stage settings, properties, costumes, lighting, actors and their photogenic qualities, memorizing of long parts, stage business, gestures, how to walk, how to sit, how to edit for the camera—in other words, the agency is going into the business of producing variety shows, legitimate stage productions, and movies. Hard? Yes, indeed. Can it be done? Yes, but not by amateurs or unqualified people. Will the agency undertake to create and produce its own shows? Yes. Will it buy network packaged shows? Yes. Will it buy independently packaged shows? Yes.

Why will it do all these things? Because if an agency had to produce all its own shows, from script to completed telecast, it would probably go broke. Some agencies have twenty or more clients using radio shows—every week for thirty-nine or more weeks a year. On the present 15 per cent commission basis I do not think an agency could possibly keep enough competent people on the payroll to produce a like number of television shows. Furthermore, I think every client now using radio will eventually use television, and many clients whose products are not suited to radio will be using television.

Those agencies who lay their foundations carefully, who employ specialists—really qualified specialists to create their program structure—will reap huge rewards. There is no longer any doubt that television has arrived. It has captured the public's fancy wherever a television picture has been shown. In 1948 we will have networks covering the whole eastern half of the country. Those who really know promise that by 1950 we will have trans-continental networks.

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www.americanradiohistory.com SPRINGS, COLORADO



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COLUMBIA RECORDS

On the Air For
PHILIP MORRIS
CBS—Fridays, 7:00 P.S.T.—10:00 E.S.T.

WEST COAST EXPANSION NOTED

By RALPH WILK, Manager of West Coast Bureau, RADIO DAILY

AS EXPECTED, the year 1947 set a record for the number of new stations that went on the air in the Southern California area. A few FM outlets started operating and it is expected several more will be broadcasting before the end of this year.

KUSN, owned by the San Diego Broadcasting Co., and affiliated with the Union-Tribune of that city, tossed its hat into the highly competitive situation there.



Wilk

Another highly competitive city is San Bernardino, which has three new stations. Carl E. Haymond, veteran Northwest broadcaster, is operating KITO, full time, 1,000 watts, while Van Newkirk, formerly of Los Angeles, is head of KRNO, full time, 250 watts. Woodrow Miller is the owner and operator of KCSB, daytime only, 500 watts. KFXM, which is affiliated with Don Lee, has had its power upped from 250 to 1,000 watts.

The American-Pacific Broadcasting Co. has established KBUC, at Corona, 500 watts, full time. Another new outlet is the Radio Sangor Company's KSGN, Centerville, day time only, 1,000 watts.

KVVC, Ventura, managed by John Swallow, veteran member of the Los Angeles radio colony, went on the air in January of this year and is operating full time, 1,000 watts. KUEN, owned by the Coast Ventura Co., is operating full time, 250 watts.

KWIK, Burbank, which went on the air in late 1947, is a full time operation, 250 watts, while KGIL, San Fernando Valley, is also operating full time, 1,000 watts. KPAS, Banning, which was also launched in late 1947, is operating day and night, 250 watts.

The Daily Report Co., Ontario, put KOCS on the air in 1947 and it is a full time operation, 250 watts. KPMO, Pomona, also started broadcasting last year and functions day and night, 500 watts.

Harry Butcher, nationally known broadcaster, is operating KIST, Santa Barbara, 250 watts. It is affiliated with NBC.

Arthur H. Croghan, former Detroit and Minneapolis broadcaster, placed KOWL in operation in Santa Monica late last year. It is a day time operation, 5,000 watts. George B. Croma established KAFY at Bakersfield. It has 250 watts, as has KWTC, Barstow, recently launched by the Mojave Broadcasting Co., as a day and night operation.

KUCB is the Broadcasting Corporation of America's newest outlet in Imperial Valley. It has 250 watts power and is on the air day and night. Les Hacker opened KPRL, Paso Robles, last year as a Don Lee affiliate. It operates day and night, 250 watts.

KVECS, San Luis Obispo, which is affiliated with Don Lee, has had its power boosted from 250 to 1,000 watts daytime and 250 to 500 nights, while KVOE, Santa Ana, another Don Lee affiliate, had its power upped from 250 to 1,000 watts.

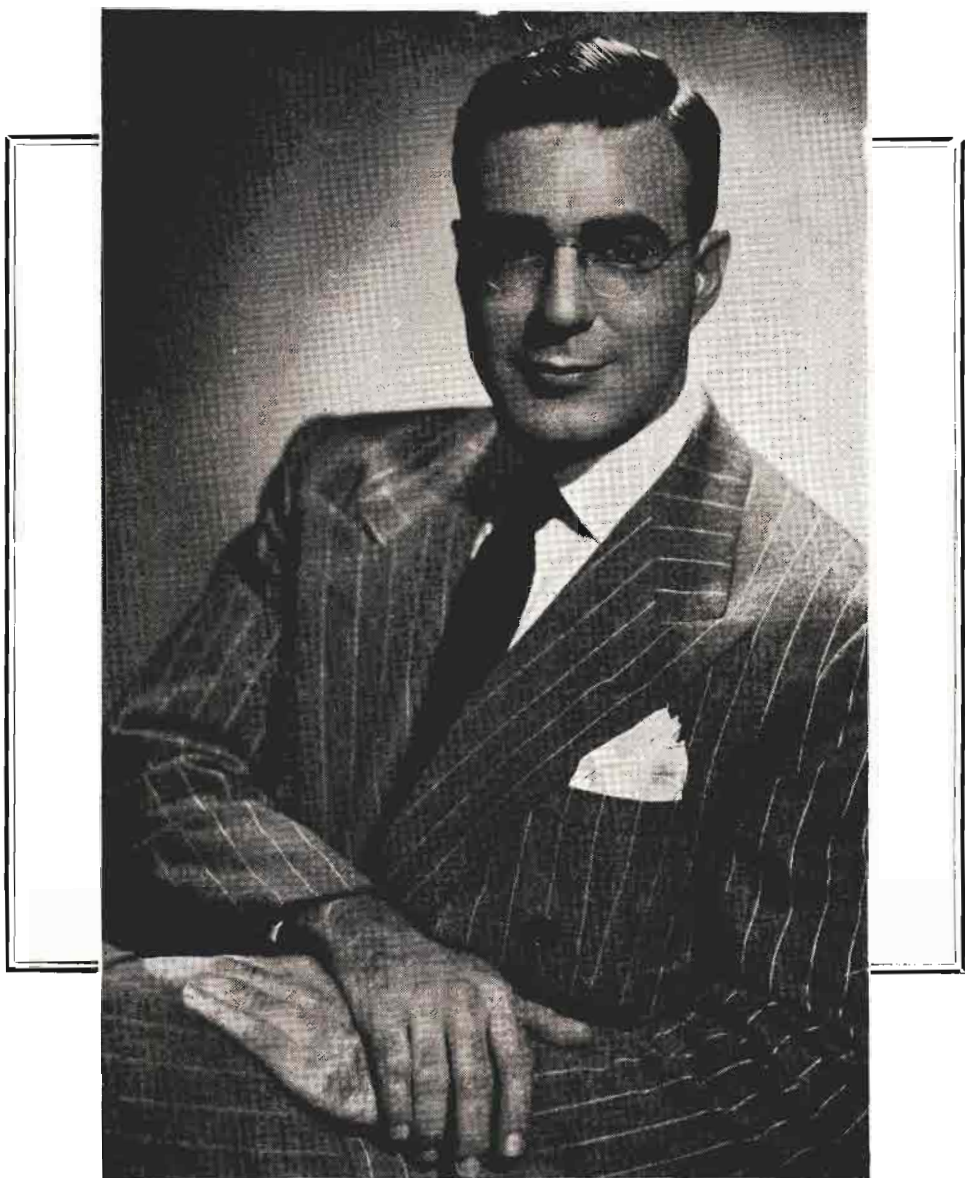
KHJ, the Don Lee station, and KFI, operated by the Erle C. Anthony Company and affiliated with NBC, are Los Angeles stations that have been providing FM programming for some time. At this writing, KNX, CBS's Los Angeles outlet, is also slated to furnish FM programs soon.

In addition to its television plans, the Los Angeles Times plans to place KTML, its FM station, on the air late this year. KMPC, Los Angeles, has been granted an FM permit, as have KFAC, KRKD, and KFSD, also of Los Angeles. FXLA and KWFM, of Pasadena, have also been granted FM permits, as have KPOR, Riverside; KOCS, Ontario; KFSD, KFMB, KSON, KSDJ, San Diego; KVOE, Santa Ana; KFXM-FM, KBMT, San Bernardino. KLAC, Los Angeles, withdrew its application for an FM permit.

The Unity Broadcasting Company of America was granted a permit to operate KUUN as an FM station and the Beverly Hills Broadcasting Company KHRB.

KGFJ, Los Angeles, has had its power boosted from 100 to 250 watts. KFVD, Los Angeles, became a 5,000 watts station in February, 1947, going from 1,000 to 5,000 watts. KMPC's power was increased from 10,000 to 50,000 watts and KFAC's from 1,000 to 5,000. KLAC's power was boosted to 5,000 watts.

TED DALE



THE N.B.C. CARNATION PROGRAM WALTER WINCHELL SAYS:

"Ted Dale's magic wand on the Carnation stanza (NBC, Monday Eve's) turns them into Mellow-cycles."

Personal Management: GALE INC., 48 West 48 St., New York City

SET PRODUCTION AT NEW HIGH

By **BOND GEDDES**, Executive Vice President, Radio Manufacturers Association

THE Radio Manufacturers Association enters 1948 better equipped than ever before in its history to serve the radio industry and to help manufacturers solve some of the post-war problems that have come with a return to normal peacetime operations.



Geddes

An expanded headquarters staff, with staff assistants for the Transmitter and Parts Divisions, enables RMA to provide all of its members with authoritative and timely information. Through its Board of Directors and many active committees, RMA is able to take prompt and effective action in behalf of the industry whenever necessary. Its statistical and other services and its engineering standards enable RMA members to keep well informed on production and industry progress.

With radio exports at a peak, RMA also is providing export managers of its member-companies with special data on American exports and reports on foreign markets for U. S. radio products.

Radio set production in 1947 appears likely at this writing to establish a new high for the industry. Indications are that the total net output will approach 17 million sets or two million more than in 1946 which in turn surpassed all prewar years. Moreover, due to a larger proportion of radio phonograph consoles, an increasing number of television receivers and proportionally fewer table models, radio set production in 1947 represents an even greater gain in dollar volume than it did in units.

Likewise, with a steady growth in FM and television broadcasting, plus an unusual expansion in AM or standard broadcasting stations, transmitter production was also at a peak in 1947 and seems likely to remain at a high level for several years at least.

RMA spent more money on merchandis-

ing sales promotion for the radio industry in 1947 than ever before in its history. Close to \$100,000 was expended in the interest of RMA members and the industry to broaden the markets for radio equipment in the home, outdoors, and in public and private schools.

"A Radio-in-Every-Room—A-Radio-for-Everyone" was the dominant theme of a continuous promotion program which reached its climax during National Radio Week, which RMA co-sponsored with the National Association of Broadcasters Oct. 26-Nov. 1. By introducing a new concept of "saturation," based on an average of four radios in every home instead of one, RMA pointed the way not only to a vastly larger potential market for radio receivers but showed broadcasters how listening audiences can be correspondingly expanded.

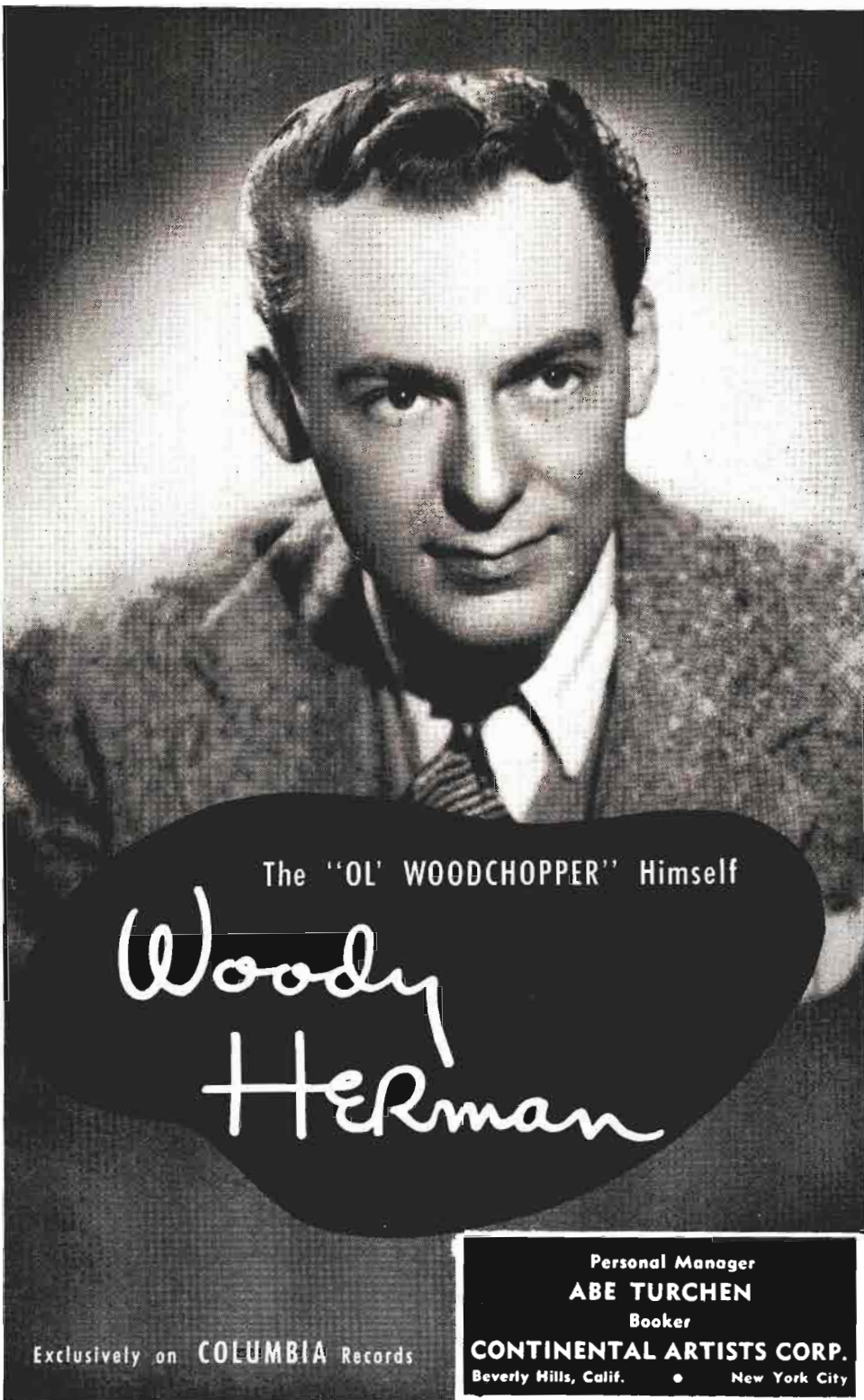
With FM and television increasing steadily in importance and coverage, RMA and its member-companies have done much to promote these new broadcasting services.

Through a special RMA-FMA Liaison Committee RMA cooperated with FM broadcasters in keeping the industry and the public informed on the progress of FM set and transmitter manufacturing and the factors limiting volume production.

Both FM and television set production, according to all indications, will establish new records in 1948. The radio industry is now geared to produce both of these types of receivers as rapidly as public demand for them is created through extension and improvement of the broadcasting services.

RMA, through its five divisions and its Engineering Department, is organized to serve all factors in the radio manufacturing industry and to keep abreast of technical and economic developments which affect the industry's current operations and its future. RMA will continue to serve the industry as it pushes further into the fields of radio-communications for individuals, as provided in the Citizens Radio Service, as well as of mobile equipment on land, in the air, and on the sea.

For Complete Listing of Equipment Manufacturers please Turn To Page 1165



The "OL' WOODCHOPPER" Himself

Woody
Herman

Exclusively on COLUMBIA Records

Personal Manager
ABE TURCHEN
Booker

CONTINENTAL ARTISTS CORP.
Beverly Hills, Calif. • New York City

SPORTSCASTERS—AN APPRAISAL

By **TED HUSING**, *President of the Sports Broadcasters' Association*

THE SBA has finally shaken loose from its pleasurable, lethargic state, and stepped into a fearless, vigorous front. For almost its entire seven years, the SBA managed to survive its regular Monday luncheon meetings (conducted through ten months of every year) which cemented the overall relations between



Husing

the sports broadcaster and the promoters of all events, as well as the friendships of the members. Since the nation's most famous mike-men are listed in its roster (Bill Stern, NBC; Harry Wismer, ABC; Red Barber, CBS; Don Dunphy; Stan Lomax, et al), this weekly get-together, with famous guests visiting the meetings to discuss sports problems in candid fashion, proved to be a boon to the sports announcer in the metropolitan area, as it furnished him with an "inside" close-up of the doings in the world of athletics.

From time to time, attempts were made to add greater value to the objectives of the organization, and these proved adrenalin-shots in keeping the SBA firmly before the public. The annual SBA award to the nation's stadia (college or club), for service, facility and comfort for the sports broadcaster assigned to do a football game, became a sought-after one, and to Notre Dame, Michigan and Princeton, have gone these coveted honors. The association cooperated with government agencies throughout the war, and in this post-war period, supplying tailor-made recordings for hospitals, army posts and battlefronts, as well as furnishing live broadcasts beamed only to army zones of combat, and flying its members, on their own time, to posts in the States where they entertained or visited hospitals. It worked closely with the Attorney-General in aiding the national fight against juvenile delinquency, and brought the Mayor's office, in New York City, to the fore in aligning all New York City boys' welfare agencies

into one big group for cooperative publicity by way of sports programs and sports participation.

The services rendered by the SBA through those seven years, earned for it innumerable awards from government and private agencies, citations from various civic groups, and plaques from a number of charitable organizations, for which the SBA group worked with great zeal.

This year, however, SBA decided to conduct an annual dinner, honoring the man who benefitted sports the most, with the First Annual Graham McNamee Memorial Award.

Branch Rickey, Mahtma of the Brooklyn Baseball Club, by majority vote of the members of the SBA, won the First Annual McNamee Award, and was gifted with the plaque by the distinguished New York Attorney, Louis Nizer, while Ex-Governor Harold Hoffman of New Jersey presided as Master of Ceremonies.

This occasion placed the SBA squarely in the nation's front rank as an organization anxious to enroll the country's sports broadcasters into a tightly knit group, available for every opportunity to benefit the world of sports, the general public and the youth of the land.

For now, in 1948 and henceforth, the national association will endeavor to improve the broadcasting of all sports, and encourage the increase, in the rank and file of men qualified to broadcast, either by radio or television, the rapid flow of all play-by-play accounts of sports events.

The SBA now branches out into a cohesive group fighting impurities in sports, seeking beneficial aids to young athletes, and crusading for better conditions for play-by-play reports. The SBA seeks the earnest cooperation of the men who place athletics before the nation's fans, and of the officials who place the broadcasts before the listening and seeing audiences.

Last year, in the **RADIO ANNUAL**, Ex-president Stan Lomax messaged the golden era of sports—1947 style. The year 1948 will demand platinum and platina—and the sports announcers anxiously want to keep apace of the wide scope of radio and television. Hence, the SBA's current race for a permanent place in the radio sun.

Quiz Kids

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MILES LABORATORIES

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Sunday Afternoons
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LOUIS G. COWAN, INC.

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Hollywood 28, Calif.

MAIN STREET MEMORIES

By SID WEISS, Staff Writer, RADIO DAILY

Radio in America—Uncle Samaritan!



Weiss

● ● ● As the year rolls around, it's always a policy of our to look back at the radio realm and make note of the good that has been done by microphobia and its people. In short, while the gagmen prattle about radio's insanities from the soap operas to the jingles of the rhyming commercials, we are one student of the mike and its activities who maintains that the good radio does is far-reaching, vital and worthy of recognition here. Only a few weeks ago, Jack Benny, one of the leaders in the Who's Hooper in our time, took his entire radio show to Denver where scads and scads of money was raised for the March of Dimes. Likewise, laughable, lovable Judy Canova, the lady who's become known as radio's rural Jenny Lind, was chosen March of Dimes girl for '48, made countless appearances on shows from the coast, in person and at hospitals—the result meant more and more do re mi in the coffers of the Infantile Paralysis Fund.



● ● ● Biggest interest raiser of the year was the "Miss Hush" goings-on which paraded another fancy figure into the charity cups. Radio, in short, like no other field of entertainment, is proving that Mr. America is Uncle Samaritan. Next time you're bored by a program which doesn't tickle your fancy, you may well ponder the thought that the program is supporting this wonderful instrument which is doing so much good in the interests of the needy. Nor does it all stop here with personal appearances, shows or stunt promotions.



● ● ● Take Peter Donald, the bright young comic whom CCNY students chose as the man who tells a story better than anyone else in radio. Because he is one of radio's busiest gents, appearing on the nets no less than 18 times per week, his mentors hit upon the plan of recording his gag telling and sending the discs to hospitals and vet institutions. At places like Halloran Hospital currently over the inside amplifying system, hospital disc jockies spin these witty platters intermingled with the latest musical renditions. Another way which radio "sets a record" as samaritan.



● ● ● In the inspirational dept, the brains behind the weekly CBS "Mr. and Mrs. North" series, a five-year-old constant air favorite, came up with a theme which will henceforth serve as an all-year-round inspiration to the men in blue. Each year in the key cities, "Mr. and Mrs. North" plaques are being awarded, with the full co-operation of local police and civic officials, to the outstanding Detectives of the Year. The value of such plans is threefold: It encourages the individual—it makes for a safer country—and it allows for radio to be used for a worthwhile cause.



● ● ● To., radio's people in their unending trips to the hospitals to entertain the still bedded vets hasn't let down in the slightest. Jimmy Savo, himself an amputee now, leaves no stone unturned in his journeys to these institutions. Jane Fronan, veteran of the Clipper crash, is another. And so it goes. The field which started with a crystal set some two decades or so ago has proven it has a heart of gold. Most of its good deeds are performed quietly because they remain deeds encouraged merely by a will to help out—with no personal gains considered. Topmost in the radio field as far as gaining help for the needy funds of our times stands the Damon Runyan Cancer Fund which will be doing widespread good long after most of us have taken a final stroll on good ol' earth. For this, not only Walter Winchell, the guiding genius behind same, rates some of his own orchids but Uncle Sam, too, gets our citation of gratitude.

Compliments of a



Friend*

*As of January 1, 1948:
479 Stations (466 in service)
29,550,000 Radio Homes (Grade I Daytime "Listenability")

DISK JOCKEYS—WRITERS' MESSIAH

By PINKY HERMAN, Staff Writer, RADIO DAILY

WHEN Jimmy Durante first gave out with his famous "Everybody Wants To Get Into The Act," he could very easily have been talking about John Q. Public's inherent propensity to write the Nation's songhits... there is probably no calling which stirs and/or whets the secret ambitions of so great a number of Americans, as that of songwriting. From all walks of life, from all parts of the country, would-be songwriters, descend yearly upon Tin Pan Alley with bulging briefcases, filled with manuscripts. However, we can safely say that 99 per cent, after heart-breaking setbacks, return to their homes, perhaps crestfallen and disillusioned but definitely undeterred, for their manuscripts still deluge Music Publishers daily.



Herman

This fact may not mean much to those thousands of disappointed songwriters, as far as encouragement to continue writing is concerned, but they might better understand the reason why their manuscripts are returned, UNOPENED, if they realize that competition today is so keen, that of the 3,000 professional songwriters, (2,000 of whom are members of the American Society of Composers, Authors and Publishers) a very small group enjoy comparative success. They read of the successful writers such as Irving Berlin, Sigmund Romberg, Richard Rodgers, Oscar Hammerstein, Johnny Mercer, Hoagy Carmichael, Johnny Burke, Jimmy Van Heusen, Frank Loesser, Ray Henderson, W. C. Handy, Jimmy McHugh and a few others, but never hear of the struggles, heartaches and disappointments of the lesser fry of Tin Pan Alley. Every year new names come to the fore, but they, too, were not overnight sensations, but in their own ways had to overcome the most difficult of obstacles. In this category we can name writers including Dave Mann and Redd Evans (There, I've Said It Again), Carl Sigman and Bob Hilliard (Civiliza-

tion), Bob Russell (Ballerina), Joan Whitney and Alex Kramer (Love, Love, Love), Sammy Gallup and Guy Wood (Shoo Fly Pie and Apple Pan Dowdy), Ross MacLean (Too Fat Polka), Sammy Mysels and Dick Sanford (Red Silk Stockings), Jack Owens (How Soon?), Francis Craig (Near You), Evans & Livingston's (To Each His Own). These fellows have been on the stem for years and have just broken through.

There, is, however, one ray of hope for the free-lance songwriter and that is, the Disk-Jockey. For years these announcer-turned-record emcees, had been making progress in the Radio firmament and, during the Second World War, finally came into prominence. Unlike orchestra leaders, who, when asked for a plug, often said, "When the song gets on the Peatman (compiled weekly lists of most played songs) or on the Hit Parade, I'll do your number," Disk Jockeys listened to recordings and if they liked a number, often plugged obscure songs to Hitdom. Kurt Webster, a DJ at WBT, Charlotte, is responsible for the revived hit, "Heartaches." Martin Block, Maurice Hart, Dick Gilbert, Johnny Olsen, Rush Hughes, Bea Wain and Andre Baruch, Sherman Feller, Graeme Zimmer and others plugged Frankie Laine's recording of "That's My Desire" onto the Hit Parade. They also were responsible for the success of Harmonicats' novel arrangements of "Peg O' My Heart," the Bullet record of "Near You," the Tower record of "How Soon" and Vaughn Monroe's Victor platter of "Ballerina."

Thus a new angle has been discovered which gives the free-lance and amateur writer a chance to move into the charmed circle. A fine recording of a new tune, if plugged enough by the Disk Jockeys, can assert itself. The Petrillo ban on the recording of new songs, however, temporarily keeps this gate shut but we are optimistic and feel that a compromise between the powers-that-be will be effected and once more the field will be wide open for those with good songs. The DJ has been responsible for many an orchestra leader playing a song which he had previously rejected. The DJ has done a great service to songwriters, publishers and recording companies and rates the gratitude of all Tin Pan Alley.



PHIL BRITO

*Monogram Pictures — Musicraft Records
Associated Transcriptions*

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CONTENTED HOUR, MGM PROGRAM, DATE WITH MUSIC, CROSLY SHOW, MARS CANDY.*

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ESsex 3-5414

1941 — GROWTH OF STATIONS — 1947

<i>AM Outlets as of:</i>	<i>Licenses</i>	<i>Construction Permits</i>	<i>Special Broad-cast Stations</i>	<i>Operating Total</i>
March 1941	831	54	5	890
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	910	2	—	912
January 1945	919	24	—	943
December 1945	1003	24	—	1027
December 1946	1062	464	—	1526
December 1947	1522	446	—	1968

** This figure includes 5 Special Broadcast Stations.



**SMILIN'
ED McCONNELL**

**NBC
BROWN SHOE CO.**

Coast-to-Coast

**26th Radio Anniversary
May 30th, 1948**

Never a sustaining program
Sponsored 26 years

TELEVISION NETWORK FACILITIES

By M. E. STRIEBY, (Staff Executive, Long Lines Department, AT&T)

TELEVISION has finally emerged as a big business and is perhaps the most rapidly growing industry in the country. With receiving sets in the hands of the public counted in six figures, and a potential viewing audience of more than 20 million people now within range of network programs, all of us connected with this new industry are faced with serious problems in meeting the demand for equipment or service.



Strieby

Television is communication. As such, it is certainly a business in which the Bell Telephone System has a real interest. Furthermore, television's requirements for network facilities and the know-how of network operation fit in as a natural by-product of the very large scale communication services which the Telephone Companies now furnish all over the country.

At the T.B.A. Conference a year ago L. G. Woodford, General Manager of the Long Lines Department of the American Telephone and Telegraph Company, told you about the television facilities which the Bell System had at that time and of their plans for future extensions. During the past year the television broadcasting industry has made notable growth and, similarly, the Bell System has made progress in providing facilities which will be needed by this new industry. I will give you a report of the progress we have made and of our further plans for providing television network facilities.

On the subject of inter-city facilities, it seems clear that the larger the audience reached the greater the value of television broadcasting. Large scale networks will not only spread the cost of program production, but will make it possible to view important events as they happen in different parts of the

country. It would appear, therefore, that inter-city networks are very important—perhaps more important to television than they are to sound broadcasting.

The Bell System plans to provide the same sort of reliable network service for the television broadcasting industry as we do now for sound broadcasting. We will make use of two kinds of facilities—coaxial cable and radio relay. Both of these types are being developed and installed between major cities to provide needed circuits for telephone, sound program, television, and other private line services.

The radio relay system between New York and Boston was officially opened for experimental purposes on November 13. The demonstration at the opening ceremonies included operation of the system for multi-channel telephone purposes and television transmission. The television demonstration consisted of a special program, arranged for broadcasting by all stations connected to the network—three stations in New York, three in Washington, two in Philadelphia, and one each in Baltimore and Schenectady, N. Y. The program started with a television pick-up in New York, was next switched by radio relay to a pick-up in Boston, and then—via coaxial cable from New York to a pick-up in Washington. The arrangement thus demonstrated the adaptability of both the radio relay and coaxial systems for network operation.

Later, the New York-Boston radio relay system was used to demonstrate television transmission before the Institute of Radio Engineers on December 3 and the Television Broadcasters Association on December 10. On these occasions transmission included two loop circuits to Boston and back, for a total distance of 900 miles. The first use of this system by commercial broadcasters occurred on December 5 when the Louis-Walcott fight was carried to Boston.



JOHN GART

TRANSCRIPTION PROGRAM TRENDS

By JOHN L. SINN, Executive Vice-President, Frederic W. Ziv Company

THERE is usually a tendency — and a not unnatural one at that — to be pontifical and/or pompously prophetic when any discussion of trends and tomorrows is aroused.

To be sure, we admit to a formidable knowledge of the transcription score, but we also own up to having been shocked on our own solid grounds during 1947. On the basis of that atomic wallop, we want to say here and now that there is no program trend worth the mention as far as E.T.'s are concerned. The only trend worth considering at all for this year of grace is the trend toward Programs with the proverbial capital "P."



Sinn

The proof? It's in the results, the most eloquent expression in any language and beyond challenge by the most astute. When we decided to create the most elaborate and costliest transcribed dramatic show, built around the extremely expensive and highly cultivated triple-A star, Ronald Colman, and supported by the very finest in cast, full-blown orchestra and technical-production-script values, all wrapped up in classical and semi-classical finery as inspired by the works of the greatest authors of all time, some of our severest critics and even some of our best friends, said that this time we had sure blown our top.

When the sponsor-station-listener response to our fabulous half-hour package proved overwhelming, our critics and friends did only a little backtracking; they said, "Oh, well, you were very lucky; the trend is toward quality drama and you came out with the product at just the right time." Or words to that effect.

We think our being lucky purely coincidental. The proof? The Colman-starring "Favorite Story" was managing to struggle along to the tune of some 300 stations, including airings in 46 of the "Top 50" cities in the country, and by many of the top-

local and regional sponsors (including a bunch of plenty smart companies who had seldom or never presented their own programs before but who could not resist the irresistible), when we decided, after the usual due consideration, upon a reverse play.

The play was Guy Lombardo—The Guy Lombardo Show—one of the two or three great names in the pop music business, and to the musical savants who know about such things, also one of the most durable. This was another dollar-dizzy adventure because we operated on the theory that if Lombardo measured 100 per cent in value, a couple of six added fillips would brand the show at least double in value. So we brought in master dictionist David Ross as narrator, the best craftsmen (writers, technicians, etc.) and the whole Lombardo crew—the Twin Pianos, Don Rodney, Kenny Gardner, The Lombardo Medley, the Vocal Trio and, for a topper, "The Famous Lombardo Picture Story" in which nostalgia joined the Muse in the building of a beautiful and tender, richly integrated narrative pattern.

Our severest critics and even some of our best friends said that this time we would fall flat on our face. They said the kilocycles were cluttered up with music—big and little orchestras, local and network disk jockeys, and all kinds of musical razzle-dazzles at a dime a dozen, some literally, others figuratively. Also, the trend was way from big name orchestras, and too expensive, anyway, for local and regional sponsorship.

It is true we fell flat on our face—after being loaded down with contracts for the Lombardo Show to the point where the man with "The Sweetest Music This Side of Heaven" was annexing better than 250 outlets and threatening Colman's crown.

Of course, two eggs don't make a full basket, a truism we cannot deny. So what about the other eggs? While Colman's Favorite Story (quality drama) and Lombardo's 30-minute confection (quality music) were acting like crazy on the sales barometer, our other packages, virtually all of them dissimilar, and all of them older than "Favorite" and the Lombardo production, were being grabbed by local and regional advertisers at a clip that made them record-breakers on our books.

BOB CROSBY

and the

"CLUB 15" Gang

The Andrews Sisters

Margaret Whiting

Jerry Gray

The Modernaires

Del Sharbutt

Murray Bolen

Carroll Carroll

Dave Gregory

Diana Bourbon

Campbell Soup's "CLUB 15" PROGRAM

CBS Network

Monday Thru Friday

7:30 P.M. E.S.T.

9:30 P.M. P.S.T.

Radio Daily's Almanac of Holidays and Special Events

1948

JANUARY

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

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

FEBRUARY

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



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- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
- 14: Valentine's Day.
Arizona Admitted (1912).
Oregon Admitted (1859).
- 15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
- 16: Katharine Cornell Born (1898).
- 18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
- 19: Ohio Admitted (1803).
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
Phonograph Patented by Edison (1878).
- 20: U. S. purchased the Danish West Indies (1917).
- 21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.
- 21: Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
- 22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
James Russell Lowell Born (1819).
- 23: Johannes Gutenberg Died (1468).
- 25: Enrico Caruso Born (1873).
John Adams appointed first Minister of U. S. to England (1785).
- 26: William F. Cody (Buffalo Bill) Born (1846).
- 27: Henry Wadsworth Longfellow Born (1820).
- 29: Leap Year. The name given to every year of 366 days.

☺☺☺
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).
Maurice Ravel Born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).
- 8: Oliver Wendell Holmes, Jr. Born (1841).
- 9: Battle of the "Monitor and Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest Born (1806).
- 10: Lillian D. Wald Born (1867).
- 11: Johnny Appleseed, properly John Chapman Died (1847).
The great blizzard in New York City and New England States (1888).
- 12: U. S. Post Office established by act of Congress (1789).
Girl Scout Day.
- 13: Standard Time established in U. S. (1884).
- 14: Albert Einstein Born (1879).
First Trans-Atlantic radio broadcast (1925).
- 15: Maine Admitted (1820).
Andrew Jackson Born (1767).
- 16: James Madison Born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).
- 17: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
- 18: Fast of Esther.
Grover Cleveland Born (1837).
- 19: William Jennings Bryan Born (1860).
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 23: Patrick Henry delivered his famous speech (1775).
- 25: The Annunciation or Lady Day.
Arturo Toscanini Born (1867).
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).
Maryland Day.
- 27: President Washington signed the act creating the U. S. Navy (1794).
- 29: John Tyler Born (1790).
- 30: Seward Day. Alaska (Not observed by Federal Employees).
- 31: Transfer Day. In the Virgin Islands.



APRIL

- 1: All Fools' Day.
- 2: Sergei Rachmaninoff Born (1873).
U. S. Mint established (1792).
- 3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West.
- 3: Washington Irving Born (1783).
- 4: Adoption of the present American Flag's design (1818).

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MAY

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



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JUNE

- 1: Kentucky Admitted (1792).
- Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Louisiana, Tennessee).
- King's Birthday (Canada).
- Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
- 6: American Marines victorious at Belleau Wood, June 6-10 (1918).
- Nathan Hale Born (1756).
- D-Day (1944).
- 7: Daniel Boone Day (Kentucky).
- 8: Battle of New Orleans (1815).
- Children's Day, second Sunday in June.
- 9: Feast of St. Columbia.
- Confederate Memorial Day (Petersburg, Virginia).
- 10: Franklin Drew Lightning from Sky (1752)
- Henry M. Stanley Born (1841).
- 11: Feast of St. Barnabas.
- The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776)
- Kamehameha Day. Celebrates the birthday of Kamehameha, first King of Hawaii. Observed in Hawaii.
- 12: John Augustus Roebing Born (1806).
- Baseball Centennial Celebration of the invitation of the game at Cooperstown, N. Y. (1939).
- 14: Hawaii organized as U. S. territory (1900).
- Harriet Beecher Stowe Born (1811).
- Flag Day.
- 15: Pioneer Day (Idaho).
- Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).
- Arkansas, 25th state admitted to the Union (1836).
- Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).
- 16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
- 17: Bunker Hill Day. (In Massachusetts, Suffolk County).
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.
- King John of England signed Magna Carta (1215).
- 20: West Virginia Day.
- Father's Day, 3rd Sunday in June.
- 21: Longest Day in Year.
- New Hampshire Joined the Union (1788).
- Constitution Ratified (1788).
- 22: Bolivarian Day (Canal Zone).
- 23: Penn Signs Peace Treaty With Indians.
- 24: San Juan Day (Puerto Rico).
- 25: Virginia Admitted (1788).
- Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
- 26: Virginia ratified the U. S. Constitution (1788).
- First American Troops Land in France (1917).
- 27: Hellen Keller Born (1880).
- 28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
- U. S. purchased rights and franchises of France in the Panama Canal (1902).
- Treaty of Versailles ending World War I signed (1919).
- 29: George Washington Goethals Born (1858).
- St. Peter's Day.
- 30: St. Paul's Day.
- Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.
- Fourth Atomic Bomb dropped (experimental overwater) Bikini (1946).



JULY

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

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- 8: John D. Rockefeller Born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).
- 9: Elias Howe Born (1819).
- 10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).
- 11: John Quincy Adams Born (1767).
- 12: Orangeman's Day.
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
- 15: St. Swithin's Day.
- 16: Mary Baker Eddy Born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).
- 17: Munoz Rivera's Birthday (Puerto Rico).
- 18: William Makepeace Thackeray Born (1811).
- 19: Franco-Prussian War Began (1870).
- 21: Spanish Armada Defeated by England (1588).
Society of Jesuits Abolished by Pope Clement XIV (1773).
First Battle of Bull Run (1861).
- 24: Simon Bolivar Born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
- 25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).
- 26: George Bernard Shaw Born (1856).
Sergei Koussevitzky Born (1874).
New York ratified the U. S. Constitution (1788).
- 27: First Successful Atlantic Cable (1866).
Bartolomeu's Birthday, in the Canal Zone.
- 28: Austria Declared War on Serbia (1914).
Volunteers of America Founder's Day.
- 29: Booth Tarkington Born (1869).
Benito Mussolini Born (1883).
- 30: Henry Ford Born (1863).
First Representative Assembly in America Convened (1607).
- 31: Feast of St. Ignatius De Loyola.
Second Atomic Bomb dropped (1945) Hiroshima.
- 6: Feast of the Transfiguration.
- 7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).
Society of Jesuits Restored by Pope Pius VII (1814).
- 8: Charles A. Dana Born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.
- 9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton Born (1593).
- 10: Herbert Clark Hoover Born (1874).
Russia Declared War Against Japan (1945).
- 11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
- 14: V-J Day.
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill.
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
- 18: Virginia Dare Born (1587).
- 19: National Aviation Day.
O'ville Wright Born (1871).
- 20: Benjamin Harrison Born (1833).
- 21: Lincoln-Douglas debate began (1858).
- 22: Claude Debussy Born (1862).
- 23: Oliver Hazard Perry Born (1785).
- 24: British Burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.
- 26: Suffrage for Women—19th Amendment (1920).
- 27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
- 28: Spanish landed at the site of St. Augustine, Fla. (1565).
Johann Wolfgang von Goethe Born (1749).
- 29: Oliver Wendell Holmes Born (1809).
- 30: Germany Declared War on Poland (1939).
Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).


AUGUST

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


SEPTEMBER

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



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OCTOBER

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

AIR FEATURES, Inc.

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NEW YORK CITY

NOVEMBER

- 1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands Only).
- 2: General Election Day.
North Dakota Admitted (1889).
South Dakota Admitted (1889).
James K. Polk Born (1795).
Warren G. Harding Born (1865).
- 3: Panama declared its independence of Colombia (1903).
- 4: John Philip Sousa Born (1854).
- 5: Guy Fawkes Day (English).
U. S. General Election Day.
- 6: John Phillip Sousa Born (1854).
- 7: Marie Sklodouska Curie Born (1867).
American Art Week.
- 8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
Montana Admitted (1889).
- 9: Great Fire in Boston (1872).
American Education Week.
- 10: Martin Luther Born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
- 11: Armistice Day, World War I.
Washington Admitted (1889).
- 13: Robert Louis Stevenson Born (1850).
Edwin Booth Born (1833).
- 14: Robert Fulton Born (1765).
Book Week.
- 15: Pikes Peak discovered (1806).
- 16: Oklahoma Admitted (1907).
- 17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal Opened (1869).
- 18: Standard Time went into effect in the U. S. (1883).
- 19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
- 19: James A. Garfield Born (1831).
- 21: North Carolina Admitted (1789).
Edison Announced Invention of Phonograph (1877).
- 23: Franklin Pierce Born (1804).
- 24: Zachary Taylor Born (1784).
- 28: Thanksgiving Day (4th Thursday).
- 29: Admiral Byrd Discovered South Pole (1929).
- 30: Samuel L. Clemens (Mark Twain) Born (1835).
Russia Invaded Finland (1939).
- 30: Winston Churchill Born (1874).
- 5: Martin Van Buren Born (1782).
Walt Disney Born (1901).
- 7: Pearl Harbor Attacked (1941).
Roosevelt, Churchill, Stalin Confer at Teheran (1943).
Delaware Day.
- 8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
- 9: Germany-Italy Declare War on U. S. (1941).
- 10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi Admitted (1817).
- 11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
- 12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787).
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
- 13: Council of Trent (1545).
- 14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
- 15: Bill of Rights Day.
- 16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
- 17: John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
- 18: New Jersey Admitted (1787).
First Sunday Paper Published (1796).
- 19: Tyrus (Ty) Cobb Born (1886).
Washington went into winter quarters at Valley Forge (1776).
- 20: First Electric Lights on Broadway (1880).
- 21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.
- 23: George Washington Resigned Army Commission (1783).
- 24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
- 25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
- 26: Battle of Trenton (1776).
- 27: Louis Pasteur Born (1822).
- 28: Iowa Admitted (1848).
Woodrow Wilson Born (1856).
Irish Free State Became State of Eire (Ireland).
- 29: Texas Admitted (1845).
Andrew Johnson Born (1808).
First American YMCA established in Boston (1851).
- 30: Rudyard Kipling Born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
- 31: New Year's Eve.



DECEMBER

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

IN THE AIR

Wherever you go by air, the chances are that your flight will be timed by a Benrus watch, for BENRUS is the official watch of famous airlines and airports!

ON THE AIR

Over 100 stations — coast to coast — broadcast BENRUS time signals that reach approximately 23,000,000 radio homes daily. A salute to these stations!

BENRUS
Official Watch of Famous Airlines

**Let those who
listen most
do the talking...**



“Original Programming: In this most important of all classifications, the Columbia Broadcasting System was far and away the leader. In a year marked by much vapid talk about lifting radio’s standards, CBS actually did something creative.”

—The New York Times



“CBS shows are...achieving a distinction all their own...”

—New York Herald Tribune



“CBS, which created that wonderful new comedy show, My Friend Irma, deserves credit for experimenting more than any other network.”

—New York Post





“CBS program department coin splurge is probably unequalled among any of the other networks or among the top agencies . . . but the web is also cognizant of one of the swiftest payoffs in network annals – “Irma” and Godfrey, both moderately-budgeted, hitting the top 15 bigtime within three months after bowing in commercially.”

—Variety



“CBS is the most imaginative of the networks . . .”

—PM

**And the new hit shows of 1948
will keep coming from CBS**

- ... because CBS has more skill *and* more manpower concentrated in producing top-flight, air-tested programs than any other network
- ... because only at CBS does top management work closely on programming
- ... because CBS shapes its shows to bring advertisers large audiences at *lowest cost*

**CBS ... the most effective
program operation
in all radio**



TELEVISION ARRIVED IN 1947

By **GEORGE L. MOSKOVICS**, *Commercial Manager, CBS Television Station WCBS-TV*

NINETEEN forty-seven can be put down as the year when television really started to turn the corner; the year when circulation in merchandiseable quantities began to emerge; the year when commercial television networking was born and the year when advertisers began to get sales in addition to "experience" and "franchises" for their television dollars.



Moskovics

To be sure, when compared with other mass media, the merchandising accomplishments of television are modest. But, television has sold all manner of products from high priced automobiles to razor blades; there has been a sound, healthy beginning. During the year the number of advertisers using television increased six-fold, from 23 in March to 139 in October. While, as was to be expected, the major schedules were run by members of the "100 largest", many much smaller advertisers, both retailers and small distributors, used television to advantage.

A noteworthy development of 1947 was the emergence of sports as the most popular program type. Because sports shows are put on by the most experienced producers (the sports promoters) in the most ideal settings (the arenas, ball parks, etc.) with the greatest casts (the country's proficient and colorful players), sports naturally achieve a peak of program excellence not yet attainable by other program forms.

It was not surprising, therefore, that in almost every survey of relative program popularity sports took first place. A striking confirmation of this popularity is found in the extent to which advertisements of television receivers show scenes on the screens of the pictured receivers.

Nor was it any less surprising that many of the country's largest and shrewdest advertisers used sports for their television programming. Whereas in 1945-6 many sports shows were carried as sus-

tainers, in 1947, sponsorship of sports events grew to the point where during the latter part of the year almost all available sports packages carried an advertiser's sales message.

1947 saw the inauguration of regular daytime television. Several daytime programs, broadcast principally between the hours of 1 and 2 p.m., directed to the interest and entertainment of housewives made their debuts. And from the enthusiasm with which they were received, it is evident that daytime programming has made a vigorous start.

Another striking note of 1947, was the marked improvement in the development of commercial techniques. The year saw a rapid growth in the recognition of the tremendous sales potentialities of the living sight and moving sound of television. Building on the earlier experience in the medium, many advertising agencies began to develop marked proficiency in devising and executing commercials of increasing effectiveness.

There was a noticeable trend away from the merely "cute" commercial to more direct and thoughtful demonstrations and other presentations of the true values of goods and services. Studies among viewers indicated a preference for informative advertising and away from the devious concealed approach.

Numerous case histories came to light during 1947. They range all the way from gratifying records for low costs per inquiry and noteworthy sales for established lines through normal dealer outlets, to successful use of the medium to obtain distribution for new products.

As a result, there is a healthy degree of interest in television marked by some competition for favorable availabilities of both time spots and programs. Tardy and lethargic advertisers, complacently comparing television with radio, are finding it increasingly difficult to satisfy their requirements in the comparatively limited field of television, certainly a wholesome situation for the medium.

All in all, 1947 has been a year of great progress for this dynamic new medium. It has learned many good lessons from its own past experience. Beyond question, it is taking on the stature and stability.

Our Job at BMI is SERVICE in MUSIC



When It's BMI... It's Yours

- Every bar of music in BMI's versatile and enormous catalogue is yours.
- Every service offered by BMI to improve music programming is yours.
- Every BMI song performed over the air is yours.
- Because, you see, BMI itself is yours. Broadcasters established BMI. Broadcasters maintain and operate BMI. It functions only to serve you and the interests of our great industry.

BMI emphasizes its *Service in Music* through a wide variety of practical aids to the broadcaster . . .

BROADCASTERS today receive regularly such special aids as CONTINUITY - COPYRIGHT RESEARCH BULLETINS - HOLIDAY MUSIC LISTS - PIN UP SHEETS - NEWSLETTER - SONGS OF THE MONTH - PIN UP PATTERN - RECORDATA - MUSIC MEMO - GRATIS MUSIC - RECORD PURCHASING ASSISTANCE. These special services are provided without cost to all BMI licensees.

MMUSIC FOR EVERY NEED - BMI which had enough music for the entire needs of broadcasters in 1941, today has increased its repertoire of performable music by more than 400%. In American folk music BMI surpasses any other licensing agency. In Latin-American music BMI is equally outstanding. In every classification - current popular songs, dance music, hot jazz, serious and semi-classical - the BMI repertoire provides sufficient music to fill every program need.

INDUSTRY OWNED AND OPERATED - BROADCAST MUSIC, INC. was established and is maintained and operated by and for the broadcasting industry. Management of BMI is directed and guided by a Board of Directors elected by the broadcasting industry, and functions solely in your interest as a broadcaster.

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD



BMI BOARD OF DIRECTORS - *Left to right:* Frank K. White, Leonard Kapner, John Elmer, Robert D. Swezey (standing), J. Leonard Rinow, Sidney M. Kaye, Justin Miller, Carl Haverlin, Joseph A. McDonald, Paul Morency, J. Harold Ryan, William S. Hedges.

BMI Reports to the Industry

From its very inception BMI has had the full support and cooperation of the broadcasting industry. As a result its growth has kept pace with the general progress of the industry as a whole.

Today, all but four of the broadcasting stations in the United States and Canada, as well as all the national and regional networks are licensees of BMI. And all of them make a very substantial use of the BMI music repertory.

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

Of the total number of BMI licensees (there were 1,966 as of January 15, 1948):

- 1,029 are stations affiliated with the national networks*
- 591 are independent stations*
- 211 are F-M, Television and Short-wave broadcasters*
- 115 are Canadian stations*
- 20 are in U. S. territorial possessions*

At the start of 1948 BMI granted licenses to 1,693 hotels, night clubs and other establishments where music is performed.

BMI's strength comes not alone from its large family of licensees. An equally great number of affiliate publishers, more than 1,000 to date, combine their catalogs to provide hundreds of thousands of selections whose radio and other performing

rights, including television rights, are held exclusively by BMI. Thousands of modern arrangements of favorite compositions in the Public Domain further enhance the BMI library.

In foreign music, the works of the composers and publishers of performing rights societies of Brazil, Chile, Columbia, Cuba, and Mexico is made available to broadcasters through BMI. In addition the BMI repertory includes important catalogs of Canada and Italy.

Through a variety of practical services to broadcasters, BMI has been accepted as indispensable to the industry. Consequently, broadcasters throughout North America are demonstrating their preference in the performance use of BMI-licensed music.

In all fields of music — popular, folk, educational and standard — BMI has opened new sources of music by having developed a vast repertoire that might never have existed. BMI has stimulated and encouraged hundreds of talented young composers and new publishers.

Through its own publishing activities, those of its newly acquired subsidiary, Associated Music Publishers, Inc. (AMP), and those of its affiliate publishers, BMI continues to expand its music library and its services so that it will continue to play a vital role in music and radio.

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

New York • Chicago • Hollywood

IMPORTANT RADIO Telephone Numbers IN NEW YORK



AM Radio Stations

WAAT (N. Y. Office)	REctor	2-5878
WABF	Rhineland	4-1647
WCAU (N. Y. Office)	Wickersham	2-2000
WCBS	Wickersham	2-2000
WBNX	Melrose	5-0333
WCAU (N. Y. Office)	Wickersham	2-2000
WEVD	Bryant	9-2360
WGN (N. Y. Office)	Murray Hill	2-3033
WHLI	Vigilant	4-0707
WHN	Bryant	9-7800
WHOM	Plaza	3-4204
WIBX (N. Y. Office)	Murray Hill	7-5341
WINS	Bryant	9-6000
WIP	Murray Hill	3-9447
WJZ	Circle	7-5700
WKNY (N. Y. Office)	Bryant	9-2927
WLIB	Murray Hill	3-6903
WLW	Circle	6-1750
WMCA	Circle	6-2200
WNBC	Circle	7-8300
WNEW	Plaza	3-3300
WNJR	Market	3-2700
WOR	Longacre	4-8000
WOV	Circle	5-7979
WPAT (N. Y. Office)	Pennsylvania	6-2945
WQXR	Circle	5-5566
WWRL	Newtown	9-3300

FM Radio Stations

WABF	Rhineland	4-1647
WBAM	Longacre	4-8000
WCBS-FM	Wickersham	2-2000
WGHF	Lexington	2-4927
WGYN	Bowling Green	9-4054
WNBC-FM	Circle	7-8300
WMGM	Bryant	9-7800
WQXQ	Circle	5-5566

Television Stations

WABD	Plaza	3-9800
WCBS-TV	Murray Hill	6-6340
WNBT	Circle	7-8300

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

Advertising Time Sales Co.	Murray Hill	6-1788
ABC Spot Sales, American Bcstg. Co.	Wisconsin	7-1737
Avery-Knodel, Inc.	Plaza	3-2622
Blair, John & Co.	Murray Hill	9-6084
Bolling Co., Inc. The	Plaza	9-8150
Branham Co., The	Murray Hill	6-1860
Burke, Kulpers & Mahoney, Inc.	MOhawk	4-9761
Burn-Smith Co., Inc.	Murray Hill	2-3124
Copper Publ., Inc.	MOhawk	4-3280
Clark Co., Inc., Thomas F.	Murray Hill	4-6317
Clark-Wandless Co.	Murray Hill	7-6958
Columbia Bcstg. System, Inc.	Wickersham	2-2000
Cooke, Donald, Inc.	Murray Hill	2-7270
Cowles Radio Stations	Plaza	3-4204
Cox & Tanz	Lexington	2-2450
DeLisser, Inc.	Murray Hill	2-1753
Fobbie & Co.	Vanderbilt	6-5080
Free & Peters, Inc.	Plaza	5-4180

The Friedenberg Agency Inc.	Longacre	3-4474
Gilman, Nicoll & Ruthman	Murray Hill	2-9049
Grant, W. S. Co., Inc.	Bryant	9-1374
Griffith, Homer Co.	Murray Hill	6-4080
Hagg, Arthur H. & Assoc. Inc.	Murray Hill	2-8865
Headley-Reed Co.	Murray Hill	3-5467
Hollingbery, George P. Co.	Murray Hill	3-9447
Holman, Hal, Co.	Murray Hill	3-3421
Katz Agency, Inc., The	Wisconsin	7-8620
Lorenzen & Thompson, Inc.	Medallion	3-1750
McGeehan & O'Mara, Inc.	Wickersham	2-0512
McGillivra, Joseph Hershey, Inc.	Murray Hill	2-8755
McKinney, J. P. & Son	Circle	7-1178
National Bcstg. Co., Inc. (Spot Sales)	Circle	7-8300
Pacific Northwest Bcstrs.	Murray Hill	2-7986
Pan-American Bcstg. Co.	Murray Hill	2-0810
Pearson, John E., Co.	Plaza	8-2255
Perry, John H. Assoc.	Murray Hill	4-1647
Petry, Edward & Co., Inc.	Murray Hill	2-4401
Meeker, Robert Assoc., Inc.	Murray Hill	2-2170
Radio Sales	Wickersham	2-2000
Rambeau, William G. Co.	Lexington	2-1820
Raymer, Paul H., Co., Inc.	Murray Hill	7-6540
Sears & Ayer, Inc.	Lexington	2-0772
Taylor-Howe-Snowden Radio Sales, Inc.	Pennsylvania	6-6857
Universal Radio Sales	Circle	6-7447
Walker Co., Inc.	Murray Hill	7-8288
Weed & Co.	Murray Hill	7-7772
Wood, Helen, & Colton	Murray Hill	7-5341
Young, Adam J., Jr., Inc.	Longacre	3-1926

Advertising Agencies

N. W. Ayer & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey, Inc.	Circle	7-3720
Ted Bates, Inc.	Circle	6-9700
Batten, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800
Benton & Bowles, Inc.	Murray Hill	8-1100
Birmingham, Castleman & Pierce, Inc.	Lexington	2-7550
The Biow Co., Inc.	Plaza	7-4100
Brooke, Smith, French & Dorrance, Inc.	Murray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7660
Buchanan & Co., Inc.	Medallion	3-3380
Calkins & Holden	Wickersham	2-6900
Campbell-Ewald Co. of N. Y., Inc.	Circle	7-6383
Cecil & Presbrey, Inc.	Wickersham	2-8200
Compton Advertising Inc.	Circle	6-2800
Dancer-Fitzgerald-Sample, Inc.	Wickersham	2-4200
D'Arcy Advertising Co.	Plaza	8-2600
Doherty, Clifford & Shenfield, Inc.	Bryant	9-0445
Donohue & Coe, Inc.	Columbus	5-4252
Erwin, Wasy & Co., Inc.	MOhawk	4-8700
William Estey & Co.	CAledonia	5-1900
Federal Advertising Agency, Inc.	Murray Hill	8-4200
Foote, Cone & Belding	Wickersham	2-6600
Fuller & Smith & Ross, Inc.	Murray Hill	6-5600
Gardner Advertising Co.	Columbus	5-2000
Geyer, Newell & Ganger, Inc.	Wickersham	2-5400
Grant Advertising, Inc.	Bryant	9-6100
The M. H. Hackett Co.	Circle	6-1950
Hixson O'Donnell Adv., Inc.	Bryant	9-5950
Robert Holley & Co., Inc.	Circle	7-3822
Charles W. Hoyt Co., Inc.	Murray Hill	2-0850
Kastor, Farrell, Chesley & Clifford, Inc.	Columbus	5-6135
The Joseph Katz Co.	Wickersham	2-2740
Kayton-Spiro Co., Inc.	Longacre	5-5090
Kenyon & Eckhardt, Inc.	Plaza	3-0700
Kiesewetter, Welterau & Baker, Inc.	Lexington	2-0025
Abbott Kimball Co., Inc.	Plaza	3-9600
Kudner Agency, Inc.	Circle	6-3200