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# INTRODUCTION

**A**nother milestone in the dramatic progress of communications is recorded in the pages that follow. This is the inspiring story of men, women, techniques and equipment whose creativeness has contributed to the expansion of both radio and television.

**O**ver 1,200 pages chronicle the vital statistical record of last year's achievements and tomorrow's planning. Herein can be found the story of networks expansion in AM, FM and TV; the broadening scope of station and agency activities and all-important data about sponsors, commercial programs, producers, artists and allied services.

**T**his is your volume. It represents your accomplishments and your planning. More than that it becomes a permanent record of your industry made possible through many facets of cooperation and year round research and compiling.

**T**he 1949 edition of RADIO ANNUAL is dedicated to the men and women in the progressive field of broadcasting.

JACK ALICOATE  
Editor.

1949



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**A P**

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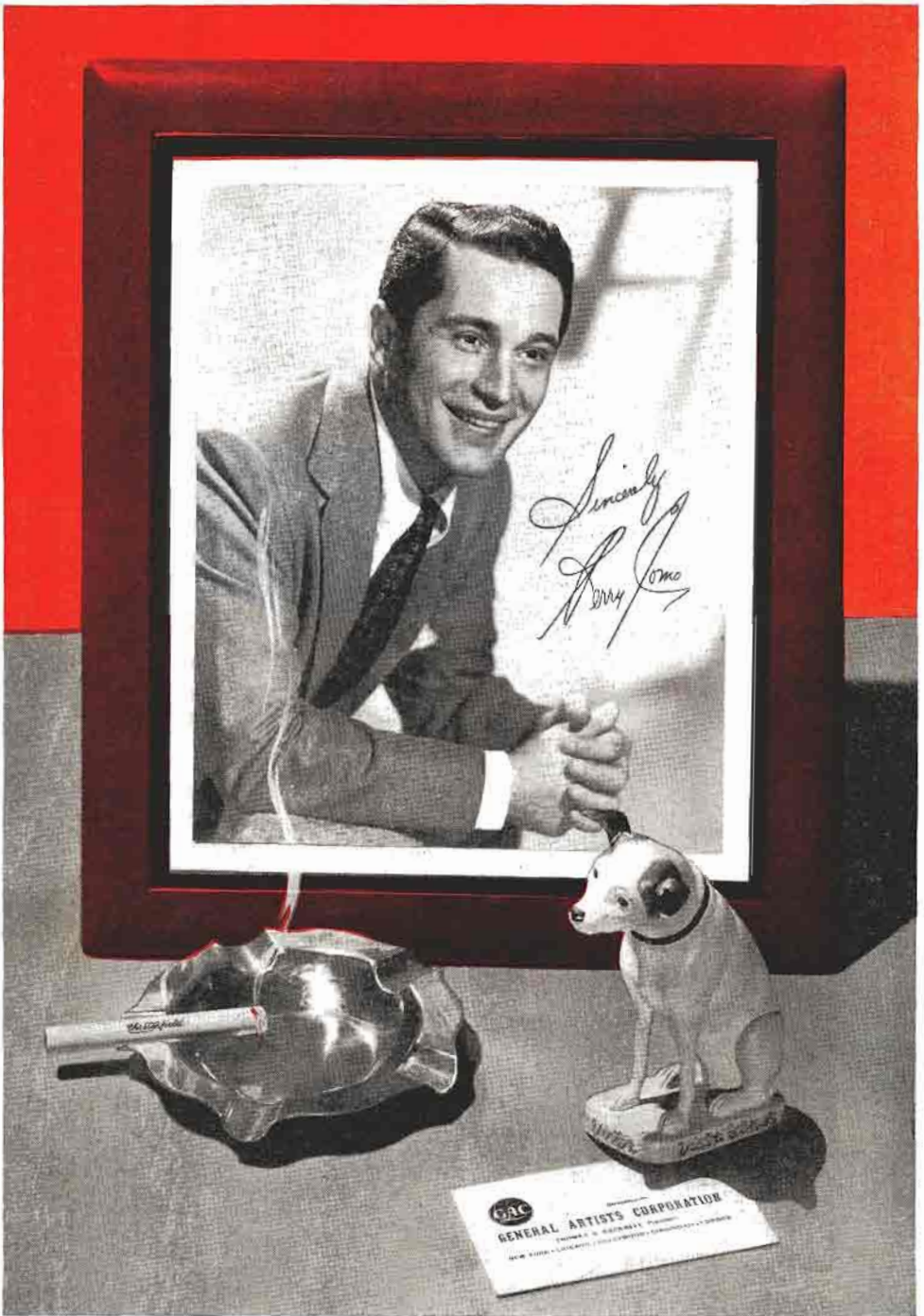
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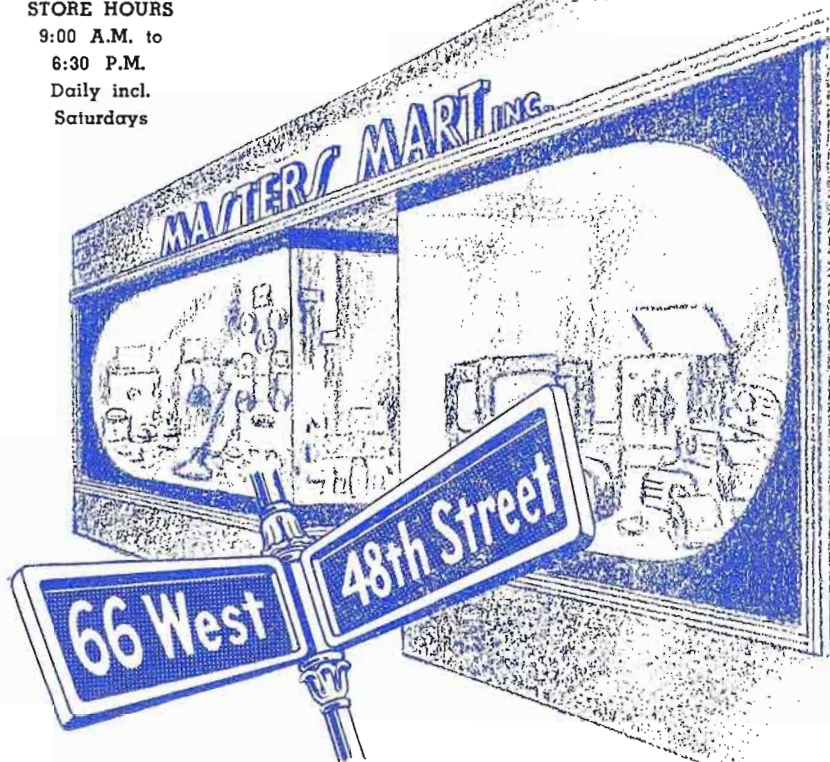
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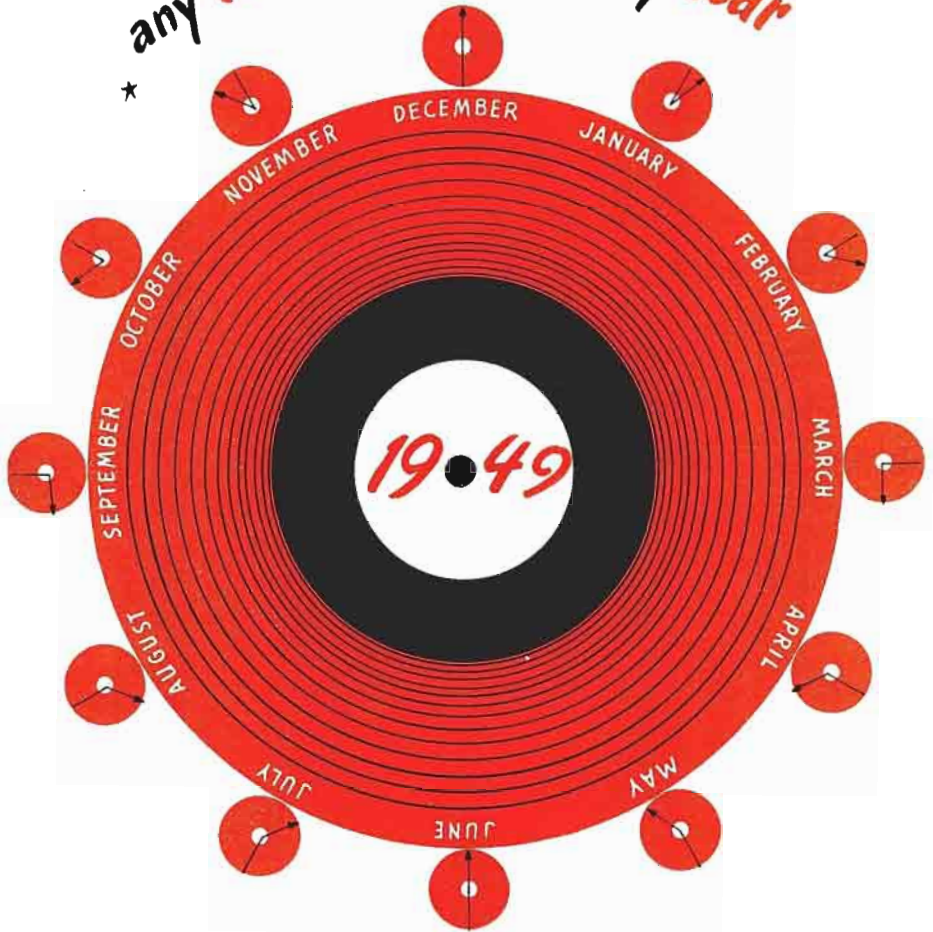
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Largest custom processing and pressing plant  
in the country...silver nitrate processing—genuine  
Vinylite brand plastic pressings. Independent producers  
can rely on us for exceptionally fast service.

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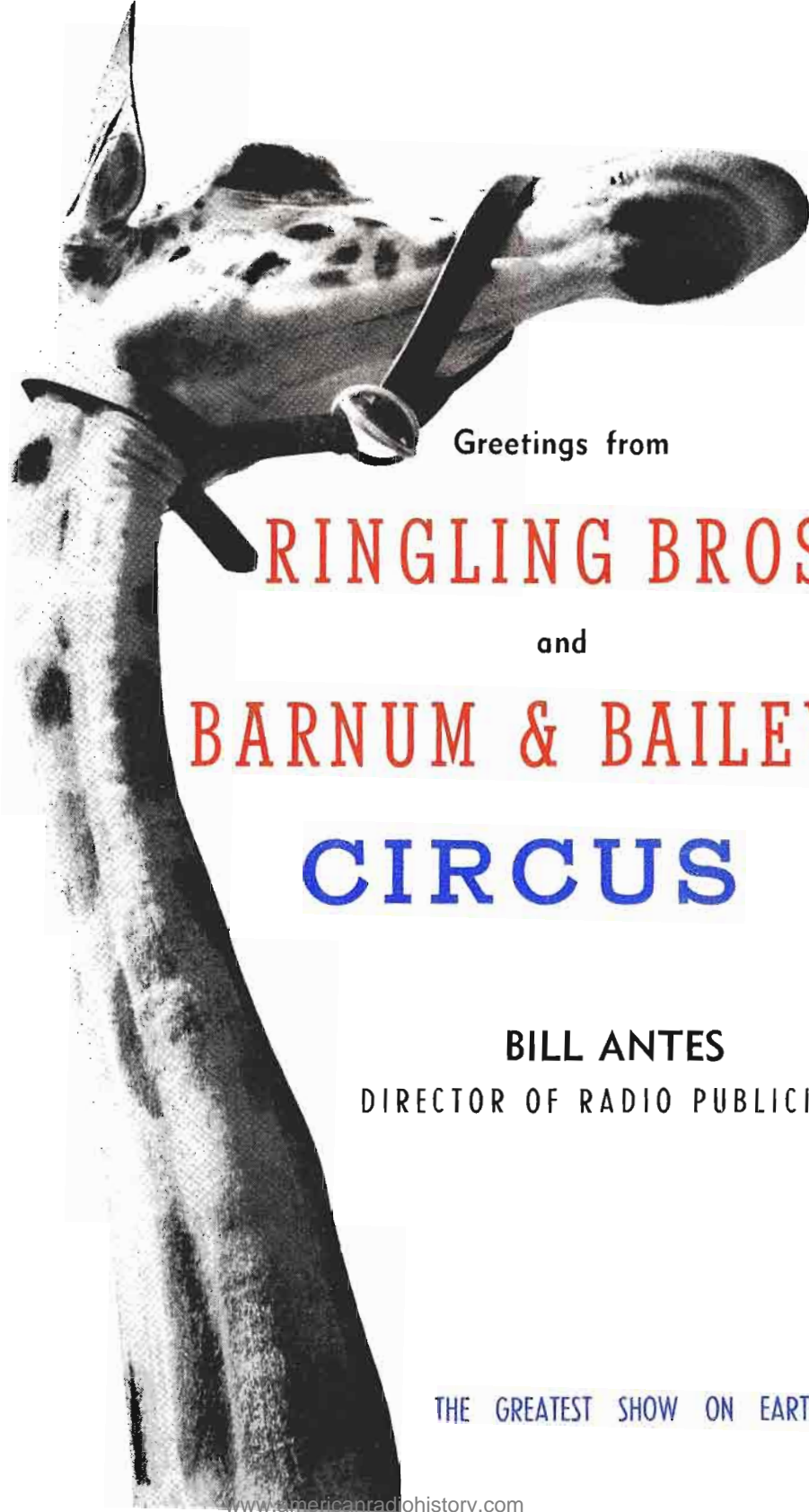
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Greetings from

**RINGLING BROS.**

and

**BARNUM & BAILEY**

**CIRCUS**

**BILL ANTES**

DIRECTOR OF RADIO PUBLICITY

THE GREATEST SHOW ON EARTH

# LAUDS INDUSTRY COOPERATION

## FCC CHAIRMAN REVIEWS ELECTRONIC PROGRESS

By **WAYNE COY**  
*Chairman*

*Federal Communications Commission*

**B**ECAUSE of its newness, technical complexity and spectacular growth, television continues to hold the spotlight amid the diverse broadcasting regulatory activities of the Federal Communications Commission.

The determination of the Commission that television shall have the benefit of alert and sound planning in the early stages of its existence is the public's best assurance of the future healthy development of this electronic marvel. Every day of searching consideration given now to shaping the future of television will pay dividends in the form of stability and enhanced service.



The Commission is grateful for the co-operation it has had from industry leaders in its studies of the possibilities of obtaining the maximum technical efficiency in television operation. This has been a splendid example of collaboration to achieve the common objective of giving the American people the finest visual broadcasting service attainable.



With more than 40 stations giving regular service, 90 under construction and 300 applications pending, I feel we can look for continued rapid progress. I hope that two years from now we will have 400 stations on the air.

While such matters as engineering standards and allocation problems are under study, we are also endeavoring to expedite the development of interconnection facilities so that the benefits of networking may be made available in the shortest possible time.



We will continue to work steadily toward our goal of delivering television service to all the people, rural as well as urban.

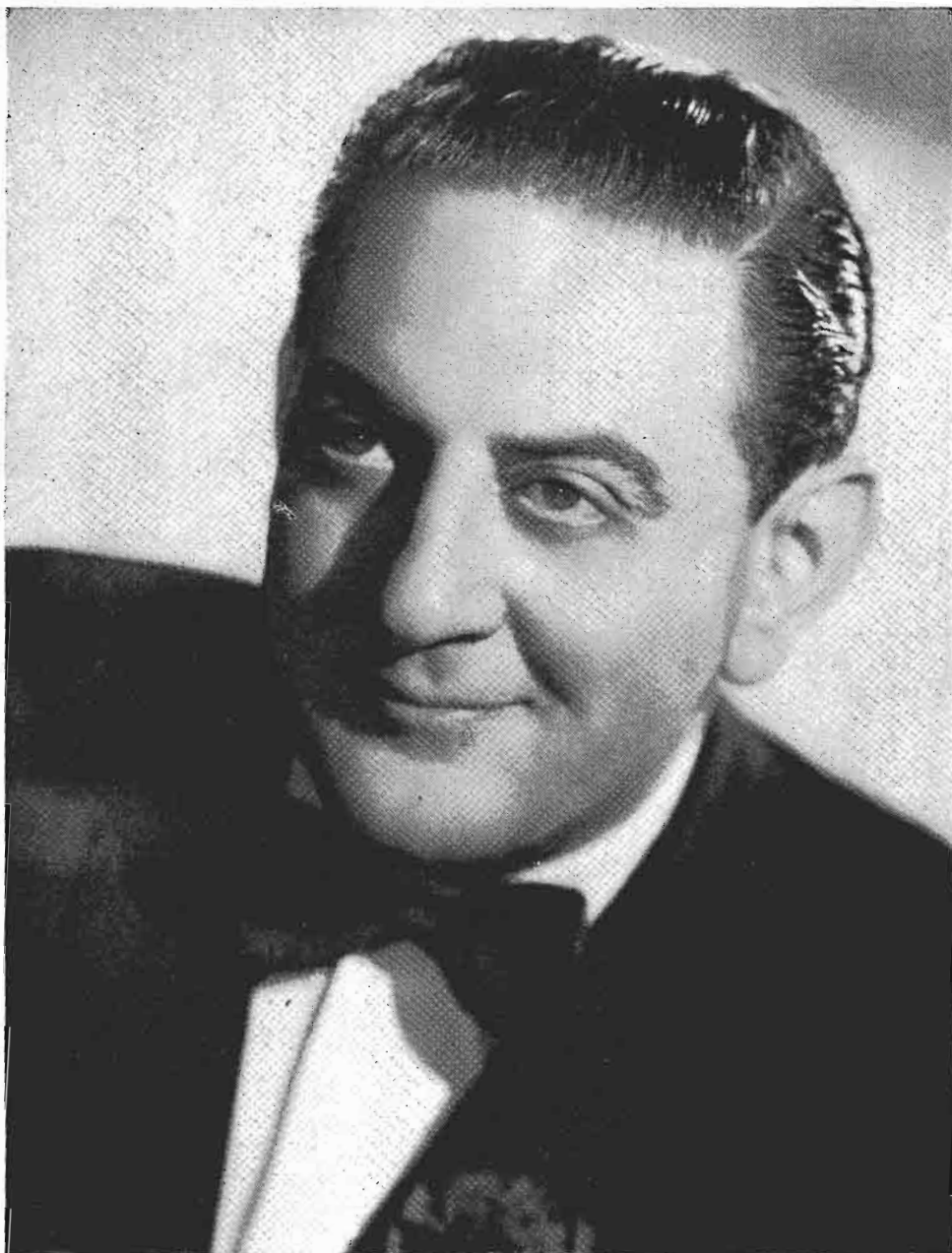
Meanwhile, the nation's aural broadcasting facilities are steadily expanding. We now have 2100 standard stations either on the air or nearing completion, this being more than double the number on the air at the close of the Second World War. In addition, some 550 applications for construction permits are pending. There are more than 1000 FM stations in operation or under construction. As the merits of FM are discovered by a growing audience and as FM reaches areas that never enjoyed any service at all before, there is every reason to expect substantial progress in that field during the coming year:

---

*For Complete List of FCC Personnel Please Turn to Page 227*

---





**GUY LOMBARDO**



PRESENTS

THE 1949  
RADIO  
ANNUAL

*Edited by*  
JACK ALICATE

Copyright, 1949, by Radio Daily Corp.  
101 Broadway, New York 18, N. Y. Wisconsin 7-6336



**Sight**  
**and**



**Sound**

*the nation's major stations*

*in the nation's major markets*

*are represented by—*

**NBC**  **Spot Sales**

*Radio Stations*

*Television Stations*

WNBC, New York  
WMAQ, Chicago  
KNBC, San Francisco  
WTAM, Cleveland  
WRC, Washington  
WGY, Schenectady  
KOA, Denver

WNBT, New York  
WNBQ, Chicago  
KNBH, Hollywood  
WPTZ, Philadelphia  
WBZ-TV, Boston  
WNBK, Cleveland  
WNBW, Washington  
WRGB, Schenectady  
WTVR, Richmond



**CHOCK-FULL OF  
MUSICAL  
SHOWMANSHIP!**

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

### **THE ROYAL CANADIANS**

Guy, Carmen, Lebert Lombardo and their 16-piece orchestra.

### **DAVID ROSS, NARRATOR**

Poet-laureate of the air, he weaves a tapestry of beauty in story and song.

### **THE TWIN PIANOS**



The magic fingers of Fred Kreitzer and Paul Rickenback at twin keyboards.

### **LOMBARDO VOCAL TRIO**



Three grand voices blend delightfully in rich harmony.

### **THE LOMBARDO MEDLEY**



Three songs, without titles. A musical quiz that listeners enjoy.

### **THE LOMBARDO VOCALISTS**



Don Rodney and Kenny Gardner sing the favorite music of the nation.

### **THE FAMOUS LOMBARDO PICTURE STORY**



Narrated by David Ross. A musical masterpiece with that famous Lombardo touch.

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**W  
ID ROSS**

*Music  
Heaven*

**FREDERIC W. ZIV COMPANY**  
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NEW YORK CHICAGO HOLLYWOOD

(Ronald Colman), WAYNE KING SHOW, BARRY WOOD SHOW, VANCE, MANHUNT, EASY ACES, FORBIDDEN DIARY, DEAREST AZINE ON THE AIR, ONE FOR THE BOOK. [www.americanradiohistory.com](http://www.americanradiohistory.com)





**"FRED ALLEN  
SHOW"**

**NBC**

**VICTOR  
RECORDS**

# THE BROADCASTERS' CREED

## INDUSTRY'S PRINCIPLES HIGHLIGHTS NEW CODE

By JUSTIN MILLER  
President

National Association of Broadcasters



**WE BELIEVE:** That American Broadcasting is a living symbol of democracy; a significant and necessary instrument for maintaining freedom of expression, as established by the First Amendment to the Constitution of the United States;

☆

That its influence in the arts, in science, in education, in commerce and upon the public welfare, generally, is of such magnitude that the only proper measure of its responsibility is the common good of the whole people;

☆

That it is our obligation to serve the people in such manner as to reflect credit upon our profession and to encourage aspiration toward a better estate for all mankind; by making available to every person in America, such programs as will perpetuate the traditional leadership of the United States in all phases of the broadcasting art;

☆

That we should make full and ingenious use of man's store of knowledge, his talents and his skills and exercise critical and discerning judgment concerning all broadcasting operations to the end that we may, intelligently and sympathetically:

☆

Observe the properties and customs of civilized society;

☆

Respect the rights and sensitivities of all people;

☆

Honor the sanctity of marriage and the home;

☆

Protect and uphold the dignity and brotherhood of all mankind;

☆

Enrich the daily life of the people through the factual reporting and analysis of the news, and through programs of education, entertainment and information;

☆

Provide for the fair discussion of matters of general public concern; engage in works directed toward the common good; and volunteer our aid and comfort in times of stress and emergency;

☆

Contribute to the economic welfare of all, by expanding the channels of trade; by encouraging the development and conservation of natural resources; and by bringing together the buyer and seller through the broadcasting of information pertaining to goods and services.

*EDITOR'S NOTE: Judge Justin Miller, president of NAB, when asked for an editorial for the 1949 Radio Annual expressed a wish that "The Broadcasters Creed" as embodied as a preamble to the Standards of Practice be used. Inasmuch as Judge Miller authored the Code's preface and stands for the principles set forth in the pronouncement, Radio Annual is happy to comply. The complete text of NAB's Standards of Practice can be found on Pages 238 to 242.*

For Complete NAB Section and Personnel Please Turn to Page 233

# JACK BENNY

# EVENTFUL YEAR IN PROSPECT

By FRANK BURKE, Editor, Radio Daily



FRANK BURKE

**T**HE year 1949 looms as an eventful one in the communications field. It will mark the first real competition between radio and television for the advertiser's dollar.

Radio—both AM and FM—have made creditable strides despite the growing strength of TV. During the past year radio's net revenue was up 7 per cent over the 1947 and the total sales passed the

\$400,000,000 mark. Television, on the other hand, operated in the red. This year, however, may see some of 50-odd TV broadcasters showing profits for the first time.

Most significant change in the commercial picture of radio is the increasing amount of local time sales. It has been estimated that 40 per cent of the net time sales the past year were local with network time sales accounting for 33 per cent of the stations' business. The answer to increased local sales is more intensified selling by community stations in highly competitive local markets.

Another sign of changing times is the report of the Radio Manufacturers Association that the manufacture of straight AM sets fell off the past year and the production of TV receivers rose to nearly 1,000,000 sets. Total production of all home receivers in 1948 was estimated at more than 16,000,000, of which RMA members produced 13,265,793. In 1947 the entire radio industry's production of radio sets exceeded 20,000,000.

During 1948, RMA members reported manufacturing 866,832 TV sets as compared with 178,571 in 1947 and 6,476 in 1946. Production by non-member manufacturers brought the total TV receiver output during 1946 to more than 975,000.

The growing competition for the listener-viewer audience was not the only battle in prospect for 1949. Talent raids on National Broadcasting Company by the Columbia Broadcasting System which began in late 1948, bore fruition in January with Jack Benny, Amos 'n' Andy, already on the CBS programming schedules and Edgar Bergen, Red Skelton, Ozzie and

Harriet and others expected to join the list comes Fall. NBC, on the other hand, is reported to have well laid plans for retaliation. Development of new talent, acceptable to both AM network radio and television, is going forward at NBC and ambitious programming plans for network television is also on the network's time table.

In industry circles the events of the past year and the prospects for tomorrow are reflected in the activities of the National Association of Broadcasters. The past year saw the broadcasters adopt a Standards of Practice calling for the regulation of commercial time periods and refinements in programming; support plans for reorganization of Broadcast Measurement Bureau and to lay the foundation for a federation of industry organizations which would include BMB, FM Broadcasters, Inc., and Television Broadcasters Association. The future of the federation plan will rest with the incoming board of directors who will take office during the April NAB convention in Chicago.

Lifting of the ban on musicians' recording by the American Federation of Musicians was a boom to the recording industry and prospects for commercial recordings are good for the year 1949. However; the outlook for the recording industry has been marred somewhat by the confusion resultant from the introduction of long playing record attachments with varying speeds and turntables. Columbia first introduced the L.P. record with a speed of 33 1/3 revolutions per minute last June and this was followed by an RCA-Victor record changer which operates at 45 revolutions per minute instead of the conventional shellac record speed of 78 revolutions per minute. Other manufacturers have also announced revolutionary record players and new types of microgroove discs.

Nineteen forty-nine will be a highly competitive and progressive year in the communications field. Radio will continue to fight the good fight to retain both sponsors and audience and television will make a determined bid to prove that sight added to sound makes TV the most desirable medium for entertainment and commercialism.



---

THANKS A MILLION . . . for the millions of Christmas Gifts you have helped make possible for the hospitalized War Veterans in the past five 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 FRIDAY WITH YOU"**

**9:00-9:30 P.M., E.S.T.—NBC**

**FOR PABST BLUE RIBBON BEER**

---

# TEN OUTSTANDING RADIO EVENTS OF 1948

---

*Poll of network and stations news directors on the 10 outstanding radio news events of the past year resulted in the following selections:*

1. The political conventions, campaigns and the election of President Truman.
2. The Berlin Crisis.
3. Communist Failure in Italy.
4. War in Palestine; Assassination of Count Bernadotte.
5. The Death of Babe Ruth.
6. Chinese War.
7. Assassination of Gandhi.
8. Approval of the Marshall Plan.
9. President Truman vs. 80th Congress.
10. Congressional Spy Investigations.

## Outstanding Broadcasts

ABC's Documentary on VD.

Mutual's "Joyful Hour" Christmas program.

NBC's "Living, 1948" Documentary Series.

CBS' "Arrows in the Dust," Documentary on American Indians.

Network Programs in the Interest of the United Nations.



# JUDY CANOVA

**"THE JUDY CANOVA SHOW"**

For

**Colgate-Palmolive-Peet**

Saturday Evenings N.B.C.

40

# TV IMPACT UNPRECEDENTED

By BRIG. GENERAL DAVID SARNOFF, *Chairman of the Board, RCA*



David Sarnoff

SO appealing is television to the American public, in all walks of life and at all ages, that the industry at the opening of 1949 was two years ahead of the dates set by the most optimistic forecasts made at the end of the war.

In 1948, television achieved such high popularity with the public that it became physically impossible to meet the demands for receiving sets and television tubes. This was true chiefly because it was not possible for the industry to obtain manufacturing machinery as rapidly as needed. This condition will continue at least through 1949.

Television set production, for the industry as a whole, in 1949, will total approximately 2,000,000 receivers. This, according to the best available studies, will be stepped up in succeeding years, and by 1953 the industry's annual television set production is expected to reach close to 5,000,000. By the end of that year the total number of sets in operation should be about 18,000,000. Also, by 1953, it is believed that a coast-to-coast television network service will have been made possible by radio relays and coaxial cables.

This accelerated progress has lifted radio and television, in combination as an industry, to a two and a half billion dollar a year enterprise. If the rate of growth continues as the market indices and public acceptance indicate it will, radio-television should rank as one of the ten foremost industries in the United States by 1953.

Radio and television now give employment to hundreds of thousands of people and bring new forms of entertainment as well as news into millions of homes. The American dependence on radio entertainment, acquired over the past 28 years, is being more deeply ingrained by television, which enables people in ever-increasing number to eye-witness events as they happen.

Many millions of Americans, in homes and schools from Boston to Richmond, along the Great Lakes and as far west as St. Louis, saw the inauguration of President Truman on January 20. This telecast marked an historic milestone in civics as well as in broadcasting. It was the first event of its kind to be televised. It is estimated that at least 10 million people eye-witnessed the Truman inauguration—more than all who saw the thirty-one presidents from Washington to Roosevelt take the oath of office. Forty stations were in the television hook-up, in contrast to the 21-station radio broadcast of the Coolidge inauguration in 1925—the first presidential inaugural broadcast.

Recently, Chairman Wayne Coy of the FCC estimated that in another two years there will be 400 television stations on the air, and 1,000 stations in seven or eight years from now. He also pointed out that nine-tenths of everything we learn comes through our eyes, and added: "Television enables us to reach the mind via electronics at the speed of light. It is costly to build and to operate a television station. But the advertisers will find it the most powerful, most effective and most profitable medium for mass merchandising yet devised."

So swift has been the scientific and engineering development of television transmitters and receivers that those responsible for the artistry and showmanship of television have found it a real challenge to keep the pace. Nevertheless, the great improvement in programs at this year-end reveals such progress that it guarantees continued advances in the development of this new art.

Scientists and research men at RCA Laboratories made outstanding progress during 1948 in the development of many new devices and in the fundamental explorations of radio and electronics. A new study of radio frequencies above 500 megacycles, as a medium for the expansion of television broadcasting, was made by RCA engineers in Washington, D. C., during the latter part of 1948. The results were made available to the industry and to the FCC, and are expected to be of invaluable as-

*(Continued on Page 53)*



# HOPE



1949

**SWAN SOAP PROGRAM  
PARAMOUNT PICTURES**

# UNITED NATIONS' ROLE IN RADIO

By **PETER AYLEN** (Canada), Director of Radio, United Nations

EDITOR'S NOTE: Because many broadcasters are unaware of the extensive radio operation of the United Nations, RADIO ANNUAL asked Mr. Aylen to by-line this article giving background information about broadcasting in the interest of 58 nations.



PETER AYLEN

**T**HE importance of radio to the United Nations can be understood only in the light of the general informational requirements of the United Nations. To say that the organization considers information important is an understatement. The international experts who laid the framework for the United Nations used these words:

"The United Nations cannot achieve the purpose for which it has been created unless the peoples of the world are fully informed of its aims and activities."

As a result, the Department of Information was incorporated as a basic and integral unit of the Secretariat and placed under an Assistant Secretary General, Mr. Benjamin A. Cohen of Chile.

Radio is, of course, a media specially suited to the needs of the United Nations providing as it does a physical link between Lake Success and individual listeners all over the world. The almost overwhelming desire of people everywhere for more information about the United Nations and the public spirited willingness of radio systems of Member States to cooperate in meeting this demand have led to the development at Lake Success of a unique international radio organization. The United Nations radio is unique in many respects: It owns no transmitters, yet broadcasts 14 hours a day to all parts of the world. It has no censorship, although its facilities are open to any accredited correspondent covering UN affairs. Its staff is truly international—more than 25 nationalities are at present represented and they have been able to provide news reports so unbiased that their impartiality has not been questioned by listeners in any part of the world. In the United States, the Division has contributed material for hundreds of network and local programs, and in addition, has been able to link over 125 individual stations directly and through regional networks for coast to coast distribution of a daily newsreel pro-

gram produced by the Division itself—a program which this year won the coveted Peabody Award.

The Division concentrates on providing material acceptable for relay over the local systems of Member States. This is the goal, of course, of many international broadcasters and a goal very difficult to achieve. It is, therefore, gratifying to be able to report that during 1948 more than 50 countries made regular use of our services during the year and 25 of these countries were rebroadcasting every day, Monday through Friday, news reports prepared by the United Nations itself, in 21 languages. The willingness of so many Member States to open their borders to news prepared by an international organization is a fact both encouraging and significant.

The response of broadcasters during the last two years have been a source of great satisfaction. However, with a small staff it is obvious we can do only a very limited amount ourselves to satisfy the fundamental informational requirements of the United Nations. We must depend in even larger measure in the future on the cooperation of the broadcasters themselves. That is why we have noted with special satisfaction the leadership given by the American radio industry in the form of the following resolution passed at the last meeting of the National Association of Broadcasters in May, 1948:

"Recognizing the momentous issues in international affairs, the public's right of free access to impartial and comprehensive information, and the increasing responsibilities of broadcasters to promote international understanding, the Board of Directors of the National Association of Broadcasters strongly urges all station managers to give adequate coverage to the activities of the United Nations, not only by means of headline news, but also with information and discussion programs which provide most appropriate means of bringing to the attention of the public the less spectacular but more important constructive work which is being done by many UN organs and agencies."

(Continued on Page 81)





**MILTON BERLE**

NEW YORK OFFICE—1650 BROADWAY

# PROGRESS IN PRODUCTION

By BOND GEDDES, Exec. V. P., Radio Manufacturers Association



*Bond Geddes*

THE radio manufacturing industry is rapidly becoming the radio-television manufacturing industry as set makers allocate more and more of their production facilities to television. This does not mean that we in the manufacturing business are expecting to see radio replaced by television, but television has opened a new market and promises to tax the industry's capacity for some years to come.

The phenomenal rise in TV set production during 1948 astonished everyone, including many manufacturers, although the radio industry has a well established reputation for adapting itself quickly to changing markets.

While final figures were not available at this writing, it seems certain that television receiver production in 1948 will exceed 800,000 sets as compared with 178,500 in 1947 and 6,476 in 1946. This would bring the total number of TV sets in homes, taverns, clubs, et cetera or on the market to about a million as of January 1, 1949.

Between January and December of 1948 the TV set monthly production rate of RMA member-companies rose about 350 per cent.

The outlook for 1949 is even more promising. The anticipated availability of Cathode Ray tubes—the heart of the television set—indicates that 2,000,000 or more TV receivers will be produced next year. That means that by the beginning of 1950 some 3,000,000 homes, taverns, and clubs will be equipped to tune in television broadcasting stations.

As television receivers normally draw many more persons—whether in the home or a club—than do the corresponding number of radio sets, it is obvious that the television audience is growing to substantial proportions.

Most of the television sets being produced today are coming from the plants of the same manufacturers who have

been making the vast majority of our radio receivers and whose brand names are well known to the public. There have been some newcomers in the field, however, with the result that about 75 companies either have entered into TV set production or have announced plans to do so.

Radio set production was far from negligent, however, in 1948, and will probably continue at a high level in 1949. With an industry output of about 15,000,000 radios or more expected in 1948, as compared with 20,000,000 in 1947, this year's output is well ahead of that of the best prewar year—1941—when 13,600,000 sets were manufactured.

FM-AM receiver production, moreover, is increasing steadily, and sales of portable and auto radios are continuing far ahead of prewar. The 1948 output of FM-AM and FM sets seemed likely at this writing to exceed 1,500,000 or about 25 per cent above that of 1947 despite a corresponding decline in overall radio production.

Television receivers are being manufactured in an increasing variety of models, with prices running from just under \$100 to over \$4,000, and are adaptable to a small apartment or a large living room or library. Television is not a rich man's toy but, like radio, is designed for family and home entertainment of every economic class.

The radio industry has invested millions of dollars in launching television and is prepared to spend millions more in bringing TV set production to a volume scale comparable to that attained in radio manufacturing. Every technical improvement will be passed along to the consumer as rapidly as it develops, but there is no danger that present TV receivers will be outmoded or made obsolete in the near future.

The radio industry is already a billion dollar industry; tomorrow the combined radio and television industry probably will be one of the largest single industries in the country. The radio industry has always been highly competitive, with benefits to the public, and the television industry will be equally competitive.



# AL JOLSON

# FUTURE OF ADVERTISING

By **FREDERIC R. GAMBLE**, *President, A. A. A. A.*



**FREDERIC R. GAMBLE**

FOR many years now the relationship between advertising agencies and broadcasters has been a productive one. There has been a steady increase in the volume of national spot radio advertising.

As we now enter 1949, it is in our mutual interest to examine that relationship for the

future. Will the joint effort of stations and agencies continue to be generally resultful and successful? Or must we now also face the prospect of more and more advertising failures?

Taking a realistic look ahead, I think we can recognize that the future may hold some difficulties.

First, our economy is still at dangerous inflation levels. Skillful use of advertising is required—along with skillful use of all the other selling tools of American business—to help ease our adjustment to normal.

Second, the buyers' market is gradually ebbing away. Carefully planned advertising will be needed to find customers for our vastly increased volume of goods and services, as more and more of them come into ready supply.

Third, there will doubtless be increased business failures, beyond the control or help of advertising. This is the usual post-war trend, now aggravated by inflation.

As a result of these factors—the demand for more skillful advertising and the rise in business failures—there is great danger that many of the marginal, the inexperienced and the ill-advised advertisers may go by the board. We can also expect that successfully advertised goods and services—with a reservoir of consumer good will, and spread over wider territories that can better absorb local shocks—may best come through this period.

Thus, advertisers will be put to the test and the advantage will go to those with skillful advertising counsel.

And skillful advertising counsel is the function of the competent advertising agency.

It is surely in the interest of broadcasters, then, to insure as high-quality performance as they can by the agencies with whom they do business. For these agencies are part of the station operation—that is the way the industry has grown. Broadcasters support the structure by which they are paid. Broadcasters decide who shall be considered an agency eligible to place business with them. Broadcasters decide this—and nobody else.

These agencies supply, subject to station approval, a large part of what the station broadcasts. They, along with the station, are responsible for the future success or failure of the advertisers they handle. Where the agencies are able, the station is strongly armed for the future. Where they are weak, it is vulnerable.

Standards of agency recognition are promoted nationally among newspapers, magazines and other publications.

It is astonishing to us—and I speak on behalf of advertising agencies—that radio has *not* taken any similar steps to develop such standards or to set up any recognition machinery, either nationally through NAB or regionally. The need becomes even greater as television burgeons into a great, new and complex medium.

Isn't the time here, now, when radio should undertake some recognition machinery? And even lacking any national machinery, couldn't radio through NAB at once agree on sound *standards* of agencies recognition and recommend them vigorously to individual member stations? Some steps have already been taken by the NAB Sales Managers Committee. Couldn't these be followed up?

In our judgment, the times are requiring action.

Let us hope that the 1950 Year Book can tell of constructive action taken.

*For Complete List of Adv. Agencies Handling Radio-TV Accounts See Page 133*



## CAMEL PROGRAM

Friday

Pacific Time 5:30 to 6:00 P.M.

Eastern Time 8:30 to 9:00 P.M.

NBC

Mgt. LOU CLAYTON



# BMB—A YEAR OF DECISION

By E. P. J. SHURICK, Promotion-Research Director, Free & Peters, Inc.



E. P. J. SHURICK

**T**HERE seems to be a strong parallel between the Broadcast Measurement Bureau and some commercial program ventures. Everybody likes the show except the sponsor's wife.

In spite of an unprecedented gold rush to new and improved broadcasting facilities, all of such actions having a direct or indirect effect upon the 1946 U. S.

Report, BMB during the past year has been put to valuable use by seller and buyer alike. What seems to be a certainty is the prediction that if an industry fostered project such as BMB can weather these hectic years since the great freeze, it should be fortified for any eventuality in normal times.

BMB in 1946 brought to time buying and station management a uniform nationwide measuring stick for determining individual station audiences. The printed media long since had their circulation figures, but in its haste to gain a sales advantage because of revenue needs, broadcasting reached beyond counting subscribers to determining specific program preferences. Actually for some dozen years, coincidental methods of audience measurement were ahead of the industry. Now the reverse is true with the Hoopers and Niensens energetically seeking a projectable rating to pyramid on top of a nationwide audience "circulation" base.

The past year has been one, not only of putting BMB into actual use, but of providing as well a period of evaluation as to what BMB has meant to the more intelligent buying and selling of broadcast advertising. What better evidence could one have that BMB is accomplishing its purpose than the country's most astute advertising agencies which have converted previously makeshift audience estimates over to the BMB standard?

From the seller's standpoint—the station and the sales representative firm alike have at their elbows a common denominator which contributes much to the betterment of sales, promotion and manage-

ment procedures. One has to grant that many of those who footed the cost of BMB have been slow to capitalize on their investment, but the data is there in unbiased, unrestricted form.

The salesman now can talk the language of the buyer. Energy and time can be saved from having to justify the authenticity of the station's own audience figures. Projections can come closer to actualities. The widely varying differences in distribution between one product and another is provided for by the full spread of BMB percentages—from highly concentrated nearby saturation to widespread, scattered acceptance. With BMB a relative measurement, competitive comparisons can be made, determining cost-per-thousand between stations on uniform base figures.

From the standpoint of station management and the representative firm—more intelligent rate considerations can be undertaken. Over the long haul this cannot help but mean standardization, not just for any one particular market, but nationwide as well. With certain limitations, promotional need can be determined for unexpected low percentage counties within the station's normal primary physical service area. Supplementary evidence of engineering effectiveness can be derived from BMB data, and a cross-check made between theoretical signal strength and practical audience acceptance.

Such heading listings of BMB uses are only the beginning of more detailed considerations, even within the limitations of the first report. While no one has the absolute answers to economically measuring listening by the quarter-hour, day or year, at least the industry has moved several steps closer to greater enlightenment. Not only has BMB shown that "station subscribers" can be counted, but through these industry-wide efforts the independent researchers have been stimulated to ever-increasing consideration of research itself.

It would be a sad commentary upon uniform audience measurement if the ungenerous sins of its fathers would have to be shouldered by an industry which is rapidly approaching competitive normalcy. It will need every acceptable sales tool at its command.

*Onward and Upward!!*

*As we go to press*

**DUFFY'S  
TAVERN**

is the

**THIRD  
RANKING  
PROGRAM**

on

**N. B. C.**

# CAB REORGANIZATION UNDERWAY

By G. A. R. RICE, Chairman, Board of Directors, CAB



G. A. R. RICE

NINETEEN FORTY-EIGHT and 1949 are years of re-organization for the Canadian Association of Broadcasters. In April of 1948, the process was begun, when the board of directors appointed Mr. T. Jim Allard, formerly public relations director of CAB, as the organization's general manager. As of January 1, 1949, Mr. Pat Freeman assumes the post of director of station

and advertiser's service. His responsibilities will be largely concentrated in the field of direct selling.

Headquarters of the Canadian Association of Broadcasters was moved to Ottawa, following the pattern established by NAB in the United States. Ottawa is the capital city of Canada, and consequently the site of most of broadcasters' problems. The service office, and Mr. Freeman, will continue to operate at 37 Bloor Street West, Toronto.

Regional meetings will continue, having proved highly successful during the 1948 year. Enlargement of this technique was planned shortly after the reorganization began, and is already well under way.

Assisted by a research and personnel expert, the new CAB manager undertook an extensive survey of CAB's operations, problems, and objectives immediately after assuming his new post. As a result of this exhaustive survey, a management report was produced, and this was adopted by the board of directors in full.

Under this new outline of policy and objective, the Canadian Association of Broadcasters will concentrate on two main objectives. First of these, is a growing battery of direct station services. Second, is a direct campaign to "sell the medium." Apart from direct selling, this will embrace study of effective techniques in research, market information, and promotion, for member stations, as part of a pattern to increase radio sales.

A special committee to handle "small

markets" problems was formed, and began functioning during 1948. It will give special attention to the sales problems of member stations located outside the major metropolitan areas.

In May, 1948, the association was successful in having lifted the ban on mention of prices in broadcast advertising that had been a feature of Canadian radio regulations for some 15 years. The use of price mention on Canadian air is regulated by a code formulated by the Association and adopted by member stations. The association was also successful in having removed the prohibition on complete sponsorship of news broadcasts.

An improvement in the association's relations with other organizations in and allied to the broadcasting field has taken place and is steadily gaining ground. Some 14 new stations came into existence in Canada during the year 1948, and most of these are now members of the Canadian Association of Broadcasters.

The financial position of the association has improved, and new techniques have been developed for keeping membership fully posted on the activities of their association. The "category" system of fee payment, parallel to that of NAB was adopted at the 1948 annual meeting, and is now in effect. 1949's annual meeting will be held during June at St. Andrews-by-the-Sea, New Brunswick.

A stepped-up public relations campaign is well under way. The association's manager has a regular schedule of addresses to service clubs, ad and sales clubs, and similar organizations. Copies of all such addresses are forwarded to station managers for local use where possible.

Regular association activities continued, such as those dealing with copyright matters, personnel problems, and the hundreds of routine details that are the lot of a trade association.

The new management report gives CAB a definite, clear cut set of objectives, and equally clear-cut channels in which to direct its energies at those targets. It is with a feeling of renewed faith, confidence, and optimism that members of the association start the year 1949.





## **Jack Carson**

**CBS—Friday Nights**

8:00 P. M. EST

8:30 P. M. PST

**Sponsored by General Foods  
Sanka Coffee**

Management  
Frank Stempel  
Hollywood, Calif.

# TV IMPACT UNPRECEDENTED

By BRIG. GENERAL DAVID SARNOFF

(Continued from Page 41)

sistance in helping to chart the future area of television's growth.

In radio and television, the electron is the new and magic force. In aviation, it is jet propulsion. In medicine, it is penicillin and streptomycin. Like the original discoveries and inventions in these fields, each is a new key to further developments which will make our present-day conceptions of science seem as crude as the first feeble wireless signal, or the first short flight of the airplane.

The years have a way of fitting inventions into our life so that they become accepted as matter of fact. We regard their social and economic impact, their performances and services, as merely commonplace. In a way, this is unfortunate, for we should not, either as a nation or as individuals, treat them in such a casual manner. Our opportunities to succeed as individuals and to advance as a nation were often found in tiny clues, hidden amid simple surroundings. The steam engine was born in a tea kettle; the airplane came out of a bicycle shop; the automobile first sputtered and moved in a small carriage factory, and broadcasting started from an amateur station in a private garage.

Each of these inventions was, at the outset, confronted by skepticism. The public was indifferent and a long period of time elapsed between their introduction and their popular acceptance. This span has been shortened greatly by the new implements of science and the modern means of exploitation.

Ultrafax, a combination of television, radio relay and photography, just emerging from the laboratory, represents another great advance in communications. Ultrafax can handle documents, letters, printed pages and messages at the rate of a million words a minute. At this speed, a 500-page book could be flashed from New York to San Francisco in half a minute. When fully developed this new method will be able to transmit coast-to-coast in a day the equivalent of forty tons

of air mail. This may lead to a radio mail system.

There is no lone inventor of Ultrafax, of Television or of Radar. These significant developments are evolutionary; they are the result of mass attack by science on a wide front over trails blazed by the pioneers who charted the first pathways into the unknown. Years of effort, by thousands of research men and engineers, have been necessary to find new knowledge, and to put it all together in a vastly improved system of communication. Nevertheless, we are only on the threshold of radio; for its possibilities are endless. Its frontiers are in the outer reaches of space, and its sphere of operations is the universe.

Inescapably, the future of the world and of civilization is linked with atomic energy. When science releases that power, and society learns how to control it properly, it will start a universal chain reaction that is bound to affect significantly the political, social and economic life of people everywhere.

Beyond today's horizon, we may see automobiles, tractors, airplanes, locomotives and ships powered by small capsules of nuclear energy. We shall have atomic propulsion. It is possible that a mere speck or radio-active material will serve as the power for radio and television receiving sets, and broadcasting stations also will take their power from this new form of energy.

Such a miniature power supply in capsule form may make possible radio receivers no larger than a wrist watch, and tiny television sets to be carried in the pocket like a camera. When this day comes, people also may carry pocket-size radiophones that will enable them to communicate with home or office, no matter where they are.

These fascinating possibilities are not "around the corner," for much remains to be done before they can be realized. Nevertheless, if the world is at peace and science is unfettered we shall see these promises fulfilled.

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*For Year Book of Television Please Turn to Page 993*

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**TRUTH**  
or  
**CONSEQUENCES**

For DUZ—NBC

Saturdays



*Ralph Edwards*



**THIS IS YOUR LIFE**

for

Philip Morris

Tuesdays—NBC



# TELEVISION—A PROGRESS REPORT

By J. R. POPPELE, President, Television Broadcasters Association, Inc.



TELEVISION in 1948 virtually "captured" the nation. In 1949 the triumph of the art of visual broadcasting will be complete. Recapping the past 12 months of television broadcasting in a capsule, one might say it was red-hot and whew!

J. R. POPPELE At the past year's end, television set ownership was moving close to the million mark and the number of operating stations approached half-a-hundred. On January 1, 1948 there were but 16 television stations on the air and a few hundred thousand television sets in the hands of the public.

As a matter of fact, 12 months ago television receiver production had barely reached 30,000 a month. Now it is in excess of 100,000 a month and still mounting. A year ago only the east coast had network television service. Now the east and mid-west are joined in a web that extends southward from Boston to Richmond and westward from Buffalo to St. Louis. Many additional extensions are contemplated this year as the inevitable march of progress continues.

Television has matured in other ways, too. Television programming, in the past confined primarily to evening hours, went on a daytime basis late in 1948 with the Du Mont Network leading the way. And the calibre of television programming soared with the growth of the industry.

Stars of stage and screen also became television personalities during 1948, pre-empting a trend toward top star billings in this new art of visual broadcasting. Among these stars were Paul Muni, Ralph Bellamy, Peggy Conklin, Raymond Massey, Virginia Gilmore, Dennis King, Bert Lytell, Frank Thomas and others.

The past year was one of tremendous importance in a news sense. It was the year of a great national election, with its attendant excitement and public interest. Television acquitted itself ad-

mirably in covering both the national political conventions and the election campaigns.

While television made impressive strides in 1948, this year will see its full flowering in virtually every large metropolitan city in the nation. The temporary halt in granting construction permits is expected to be rescinded early this year and those stations under construction at the turn of the new year are due to begin operating within the coming eight to ten months.

From a network point of view, the American Telephone & Telegraph Company expects to link Los Angeles with San Francisco during 1948 and to extend its services from existing network links to Dayton, Columbus and Cincinnati, Ohio, Indianapolis, Ind., and to Louisville, Ky. It expects to branch out to Madison, Wis. and to Rochester, N. Y., Akron, O., Youngstown, O., Johnstown, Pa., Harrisburg, Pa., York, Pa., Lancaster, Pa. and Reading, Pa., sometime between 1949 and 1950.

If all factors being considered are met, it may reasonably be expected that there will be about 134 stations on the air by the end of 1949. This estimate is based on the 50 stations operating by the end of '48 and the construction permits granted at that time. An additional hundred TV stations will be on the air by the end of 1950 and 355 stations by the end of 1951. The estimate made in November, 1948 by Mr. Wayne Coy, F.C.C. chairman, that 1,000 television stations are likely by 1955, undoubtedly will be fulfilled. This would include hundreds of "satellite" stations to "feed" the great suburban and rural sections of the nation.

The American advertiser—bulwark of radio, newspaper and magazine survival—has taken a great affection to television. By the end of 1948 there were over 450 advertisers utilizing television to sell their wares. This figure should double in 1949 as more and more receivers, and wider network service become available.

Television is fast fulfilling the predictions of its most ardent supporters, i. e., that it will be the greatest form of mass communication ever devised.



**FRED WARING**  
and his  
**PENNSYLVANIANS**

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

# ET'S BECOME BIG BUSINESS

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



*Frederic W. Ziv*

**E**LECTRICAL transcriptions have really come of age in the post-war era, and everyone gets the credit except the fellow who really deserves it.

One editor says the Bing Crosby transcribed show is responsible for the come-uppance of transcriptions. Another editor gives Ziv the credit. Another suggests that

the networks, with their delayed broadcasts via transcriptions, are responsible for the great public acclaim of transcribed radio. But the fellow who deserves the credit is the biggest business man in the world . . . the biggest spender of advertising dollars in the world . . . namely, the nation's little business men.

These little business men are not in position to use a hookup of stations. Their businesses cover only one market or one state, or perhaps a half dozen states.

How little are they? I have in mind a department store in a city of less than half a million people. In 1948, that department store did over \$40,000,000 business. In 1948, that department store spent \$1,000,000 advertising in that market. I can think of no national advertiser who spends an equal amount in a market of equal size. In another market, population under 250,000, there is a baker who spent \$100,000 for advertising. No network baker spends that much money in a market of equal size.

Yes, these little business men are, in fact, very big fish in their small puddles. They want programs calculated to dominate their markets. They are impatient with the type of talent that might happen to be in their particular markets at that particular time. They want big-time radio and they have learned that they can obtain big-time radio solely by means of electrical transcriptions.

Mr. Local Sponsor learned how high-rated transcribed shows like *Boston Blackie* and *Barry Wood* can ring the cash register. How "names" like *Ronald Col-*

*man* and *Guy Lombardo* can build enthusiasm within their sales organization. They learned that the listening public today accepts transcribed shows on a par with network shows.

Hooper ratings prove this last point beyond question of doubt. When we see ratings like 21.7 for *Boston Blackie* in Louisville, and 16.5 in Minneapolis; and 16.6 for the *Ronald Colman Favorite Story Show* in Salt Lake, and 17.5 in Los Angeles; and similar ratings for transcribed shows all over the country . . . ratings that beat network shows competing at the same time on other stations . . . rating that beat network shows that precede and follow on the same stations . . . yes, these ratings prove that the public accepts transcribed programs.

And the local sponsor knows it. He is in radio to stay . . . as long as he can get top quality shows, with big-name values, that enable him to earn high Hoopers and beat network competition.

What of tomorrow? It is always dangerous to predict. But it appears obvious that bigger and better shows will continue to be made available to local and regional sponsors via transcriptions. And what is more inviting is the fact that today's network radio advertisers appear headed towards selective local market radio advertising in the future. This is based on the predicted progress of television in major markets. As television makes still greater strides, it is expected that today's network radio advertisers will find reason to spend more and more dollars on television in major markets. This may require that they reduce their expenditure on AM network radio. It is my prediction that today's network radio advertisers will soon be dependent on television to reach their major markets and will be depending on transcribed radio shows to reach their non-television markets.

That's ET's dish! National advertisers know the value of big-name, big-time shows. So we can expect national advertisers to turn to big-name, big-time shows on transcription, and spot those transcribed shows in selected local markets.

Dear Radio Editors, Columnists and Critics:—

My warmest thanks for your having voted me the No. 1 spot for girl singers for the 8th consecutive year in your annual poll



Gratefully,

**Dinah Shore**



# IMPORTANCE OF ADVERTISING

By DICK DORRANCE, President, O'Brien & Dorrance, Inc.



DICK DORRANCE

WHEN RADIO DAILY asked for an evaluation of today's radio promotion, I warned them. But they said: "Be frank. Say what you think."

Well, if a man went out and bought a plot of ground on a well-traveled corner with well-proven sales possibilities—and then put up on it a ramshackle, ill-designed building—you wouldn't think him much of a busi-

nessman, would you?

Unfortunately, that's about the exact parallel of most radio trade paper advertising. It is jerry-built, inadequately planned, poorly executed and runs the scale from humdrum monotony to downright amateurishness. Essentially, 80 per cent of it is a waste of the good space in which it appears.

Let's face the fact. Putting down \$200 for a page in a trade journal is just the start. You have to make that blank area work for you. The paper will get you the readers (if it's any good), but it is then up to you to make them stop, read and remember as they go by. And you don't do it with some old, tired copy dashed off at the final moment and combined with a ten-buck drawing that a local schoolgirl of alleged artistic talent turned out.

Radio lives by advertising. It should have more faith in its own bread-and-butter than to sluff off in this manner what is a proven, exact science. If national advertisers operated the same way, there'd be a lot of stations playing the "Star Spangled Banner" for the last time.

The problem is heightened when you take a good breath and remember that the people to whom most radio trade advertising is addressed are advertising professionals. They *know* the good from the sad. It takes an extra spark to get their interest and hold it.

All right. What can be done? Foremost, realize that—like anything else worthwhile—radio trade advertising deserves careful *advance* planning and skillful execution. It cannot logically be left to the mailroom boy or some other unoccupied member of the staff. It calls for a

careful marshalling of all competitive sales points, evaluation by an expert in sales and promotion who has a practical knowledge of the field, and (that most important ingredient) *time*.

Good campaigns seldom pop up overnight. They have to be sweated out, and the creator must know what he's doing—particularly if the story has weaknesses (as is usually so). Actually, the *writing* of a campaign should be relatively easy—if all the plans have been made intelligently and agreed upon ahead of time.

Most radio trade advertising seems to have been contrived in reverse. Time is short . . . a few warmed-over facts are coupled together loosely . . . somebody reaches 'way out into left field for an approach . . . second-rate mechanical production happens overnight . . . and another egg is on its way to being laid.

No one has ever computed, either, the amount of money thrown away by restless advertisers. They start out with well-conceived campaigns built around themes that make sense, and begin the slow but vital imbedding of themselves in readers' minds. Then, suddenly, the advertiser—who, mind you, has mulled over every ad—decides that the time has come to "change the pitch." So the campaign veers off on another tack, loses all the gains it has fought for so hard, and steps out under a new set of whiskers to ignore the basic rule of continuity and repetition which is an advertising axiom beyond question. In military parlance, a "campaign" is a "series of coordinated operations, each reinforcing each other toward an important objective." In advertising, it is no different.

It comes down, as you can well argue, to what you want your advertising to do. If you want to fill up the space you buy with anything at all, get rid of money for tax purposes, feel you have to help support a trade paper for politic reasons, or impress yourself with what interests you—then the ideas expressed here will be of no concern to you.

But if you want your advertising to *sell*, help build your business, acquaint more people with the facts that make you better than your competition—then put a little *time*, *money* and competent *skill* into getting the most out of the space you buy. It's always the cheap suit that wears out first at the elbows.



*"Be Good To Yourself"*  
is the wish of

**DON MCNEILL**

TOASTMASTER OF THE

*Breakfast Club*

**16th YEAR**

SPONSORED COAST TO COAST  
MONDAY THROUGH FRIDAY

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

**SWIFT-PHILCO-GEN. MILLS**

# TRIBUTE TO RADIO

By **CARL HAVERLIN**, *President, Radio Executives Club of New York*

*EDITOR'S NOTE: During the observance of National Radio Week last November, Carl Haverlin, president of the Radio Executives Club of New York, paid an eloquent tribute to the radio industry at an REC luncheon held at the Hotel Roosevelt in New York City. Believing that Mr. Haverlin's remarks bear repetition, RADIO ANNUAL is privileged to reprint the text:*



**CARL HAVERLIN**  
*President, BMI*

**R**ADIO is significant. For radio, like all of man's great accomplishments, has helped to deliver him from the weight and mass of this heavy globe upon which, unaided by such accomplishments, he would still crawl within a narrow circle.

The lever, the forge, the wheel, the press, the wire, the wing — these and other inventions have loosened our bonds.

To them was added the power of the microphone and the vacuum tube. In 1921 into their clumsy interiors men spoke and others at a distance heard. Through the air—over nothing—they heard and marveled.

They did well to marvel, for in those early broadcasts were the then incredible seeds of a harvest not yet fully reaped—network broadcasting, international short-wave transmission, frequency modulation, high fidelity reproduction, television, radar, facsimile and now ultrafax and other things now only imagined, but what we in any branch of radio can imagine will be made real.

Your programs too have kept pace with your technical advances. Today they go out from thousands of towers to so many million of listeners as to stagger the imagination. And they go out and out, racing past the moon to the planets and the stars themselves, before they lose their energy in some galactic gulf . . . bearing intelligence—pregnant with communication—saying, "Here on earth is life—do you hear us?"

Yes, it may well be that somewhere the planetary symbol of the questing and eager spirit of this earth is a Bulova Time Signals or the NBC Symphony Orchestra.

Big words—some critics will say—too big, too nice and too lush for broadcasting. Broadcasting, which is vulgar, crass and commercial; advertising odd things in questionable ways. Broadcasting that blunders and falters and panders and fails to reach their ideal.

Well, I am not here to defend radio, so let me admit that sometimes radio is some, if not all, of these things. Let them be true. For they are true of all people, of life itself.

But like life itself, like people, broadcasting is also magnificent and inspiring and courageous. With its few faults and its many virtues, it fits the people it serves. If one sleeve be short—then so is arm it covers. As the body grows, the coat will be changed.

I hope that after some 25 years in radio I may, with propriety, make two suggestions to you, my betters. I've noticed that critical harpoons are thrown at us in cycles. Until they're thrown, we are negative. When thrown, we go on the defensive. I suggest we take on a renewed, a positive, yes, a fierce pride in the progress we have made in 27 years and carry it with us daily.

My second suggestion is that you do not let familiarity or boredom take the color out of broadcasting. Let not age wither nor custom stale that fine enthusiasm the pioneers had in the 1920's and '30's.

Instead, let us re-create our original sense of awe and wonder about broadcasting, whether we be network president or a youngster making early morning station breaks. Let us—like the ancient Druids who greeted the sun each morning as though they had not expected it to return—look upon radio in its true light—a continuing and renewing miracle. And remember the vital things in which you deal—intelligence, communication, laughter and music—and the power with which you work is the very staff of life itself.



## ALAN YOUNG

*Every Friday Night* — NBC — with JIMMY DURANTE

Now starring in

### "THE ALAN YOUNG SHOW"

Every Tuesday night on NBC for Tums



# RADIO REPS REVIEWED

By FRANK M. HEADLEY, President, National Association of Radio Station Representatives



FRANK M. HEADLEY

**T**HIS association has just had its second annual meeting, and I am glad to report to the radio industry regarding our progress.

Your readers will remember that the association was formed by the independent broadcasting station representatives to promote Spot radio. In the course of our first year, we published the book entitled *Spot Radio Lets YOU Decide*; we furnished to our members a kit of promotion material to follow up that booklet; and we have issued an easel presentation of Spot radio, which is beginning to make itself felt.

Advertisers, agencies and marketing schools have been very generous to us in their praise of the Spot Book. We did try to make the book factual. We did give in it a panorama of the United States, its differences in climate, sunrise and sunset times, listening habits, variation in wealth, divergencies in farming operations, and hundreds of other illustrations of the fact that there is no average radio family. Our thesis was that Spot radio was selective, easily adapted to markets, and people, and budgets, and that it well deserved its high place among advertising media. The book has been placed in the hands of all advertising agency personnel interested in Spot radio, including plan boards, account executives, media officials. We have given it a wide distribution among advertisers, large and small; sectional and national; users and non-users of Spot radio, and we have a big file of commendatory letters.

We intend to see that no person interested in Spot radio in any degree will miss having a copy of the Spot Book.

Spot representatives are now engaged in an all-member promotion campaign, with posters and stickers, and all the usual paraphernalia, to give repetition to the idea that "Spot Radio Lets YOU Decide."

A further step in strengthening our association was taken at the year end, when the members decided to incorporate it. The directors of the corporation are the officers, including the president and Adam J. Young, Jr., vice-president; F. E. Spencer, Jr., secretary, and Lewis H. Avery, treasurer, and in addition three directors elected by the members—Edward Petry, Eugene Katz and H. Preston Peters.

Early in the Fall, the association opened its office at 101 Park Avenue, where it installed T. F. Flanagan as managing director.

The association prepared and presented at the FCC hearing on station representation by networks in December, a comprehensive brief and exhibit on the history and operations of Spot Radio Representation, and a strong case was presented for FCC action to prevent concentration of too much control over station income in the hands of a few powerful organizations.

One of our actions during the coming year will in all probability be a change in the name of our organization, so that it will include both AM and TV broadcasting.

Our members have been the recipients of congratulations from many of their stations on the Spot radio volume in the past year. NAB estimates indicate that national Spot business increased 10 per cent in 1948 over 1947, local business 6 per cent, and network business 4.5 per cent. The latest published FCC figures indicate also that the independent radio stations receive more net income by approximately \$2,000,000 from National Spot time sales than from network sales.

The members of the association are: Avery-Knodel, Inc.; John Blair & Company; The Bolling Company, Inc.; The Branham Company; Everett-McKinney, Inc.; Free & Peters, Inc.; The Friedenberg Agency, Inc.; Headley-Reed Company; George P. Hollingbery Company; The Katz Agency, Inc.; Robert Meeker Associates, Inc.; John E. Pearson Company; Edward Petry & Company, Inc.; RA-TEL Representatives, Inc.; Paul H. Raymer Company, Inc.; Taylor-Borhoff & Company; The Walker Company; Weed & Company, and Adam J. Young, Jr., Inc.

For Complete List of Radio-TV Station Reps See Page 209

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# ROBERT MERRILL

METROPOLITAN  
OPERA  
COMPANY

R.C.A.  
VICTOR  
PROGRAM

The Robert Merrill Sunday program is a half hour of ingratiating, smoothly-performed renditions of classics, standards, musical comedy tunes, and arias. Here is first rate music sung first rate and the program is in the spirit of a relaxed Sunday afternoon.

Paul Denis  
New York Post



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

Olin Downes  
N. Y. Times

## 1948 AWARDS

Musical America Concert Poll

Musical America Radio Poll

Billboard Classical Singer Poll

Motion Picture Daily Award

RCA VICTOR RECORDING ARTIST

N.C.A.C. CONCERT ARTIST

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

# MERCHANDISING OUTLOOK—1949

By JOSEPH B. ELLIOTT, V.P., RCA-Victor Consumer Products



Joseph B. Elliott

IN 1949, the tenth anniversary of the introduction of commercial television receivers in the United States is being celebrated.

It was ten years ago, in mid-1939, that television first began building its audience. Television receivers were offered coincidental to RCA-NBC's pioneer public showing of television at the New York World's Fair.

Despite war stoppages, changes in broadcasting standards, and the tremendous investments required to give the service life, television's growth during those 10 years has surpassed even the most optimistic predictions.

At the end of this year, the total area served by the approximately 100 stations expected by then will be that in which nearly two-thirds of the nation's population lives. About 3,000,000 receivers are expected to be in the public's hands, 150 manufacturers will be producing receivers, and network facilities will be increased both in areas covered and the number of programs which may be carried simultaneously along existing long-line routes.

In dollars, television is expected to make an equally impressive showing during 1949. At the retail level, \$700,000,000 in receiver business seems probable. The estimated \$9,800,000 spent by advertisers on television during 1948 should be dwarfed by advertiser expenditures expected to reach \$25,000,000 in 1949. Add the cost of transmitters, added relay and network facilities and other television activities, and it will be readily apparent that television should account for over a billion dollars in this year alone.

Television's expansion to a billion-dollar, 3,000,000-receiver service at the end of 1949 from a million-receiver one at the beginning of the year is no automatic accomplishment or inevitable evolution of an industry. It is the attainable result of teamwork by a team the excellent coordination of which has already been dem-

onstrated. The broadcaster, the advertiser, and the manufacturer, distributor and retailer of receivers have combined to win success for television in its first decade.

Use of test pattern by the broadcaster through much of the day has facilitated installation of television receivers. Increased daytime programs have made it easier for the retailer to demonstrate the appeal of the service and the quality of its pictures. The retailer, in turn, has dramatized the quality, extent and variety of television's programming through ads, on-premise displays and sales presentations, using this as a device to build sales and audience at the same time. That team work is part of the merchandising necessary to fulfill the promise for television offered in 1949.

The art of merchandising must be brought back from prewar yesterday with even greater force and effectiveness. Real thought and intelligent, unstinted application will be required from every member of the team to make the predictions for 1949—based on confidence that television's team will go into action with peak power—come true.

Realization of these predictions will round out a year and a decade of almost fabulous accomplishment for a young industry. Yet, 1949 is far from television's apex. It is an important year for groundwork, in manufacturing, station operation, and network structures and operational procedures, for evolution of station and network programming, audience habit and television advertising techniques.

But to view 1949 in proper perspective, it must be considered that 1949's television dollar and growth accomplishments will be surpassed by those of 1950, barring calamities of depression or war proportions, and that 1951 will rank even higher. Eventually, it is not unlikely that the annual television receiver production rate will reach 5,000,000 units, with all that this means to audience, programming and advertising effectiveness.

Brilliant as television's accomplishments have been during its first decade, they are meager compared to those attainable in the next 10 years.

For Complete List of Television Manufacturers See Page 1169



# JO STAFFORD

*Management:*  
**MICHAEL NIDORF**

*Direction:*  
**GENERAL ARTISTS CORP.**

**CAPITOL RECORDS**



# PLATTER PRODUCERS' PLIGHT

By ERNEST E. STERN, Associate Editor, Radio Annual



Ernest E. Stern

FOR the approximate 20,000,000 U. S. record - player owners, who annually purchase between 200 and 300 million records, 1949 may well be their year of decision, just as 1948 was their year of confusion.

This confusion was brought about by two of the nation's leading manufacturers of records; Columbia Records, Inc., and RCA-Victor Div., Radio Corp. of America, with their announcements of new type records, cut at varying groove widths, and players, revolving at varying rpm.

The lid first blew off last June, when Columbia, in cooperation with the Philco Corp., announced the development of a Long-Playing Microgroove record, cut at 33 1/3 rpm and with a player for these recordings, manufactured by Philco, which was geared to revolve at like speed. These discs were publicized as playing 45-minutes of music. Actually, a single, 12-inch, unbreakable record played up to 25-minutes of uninterrupted music on a single facing, as against 5-minutes, 15-seconds playing time for one side of the conventional 12-inch, 78 rpm record.

On January 11 of this year, the lid blew off again, only higher. RCA-Victor, never to be caught with their turntables revolving at the same speed as competing manufacturers, placed the dilemma of a new record and record changer, operating at 45 rpm, before the bewildered public. So now there were three different records and record players, revolving at three different speeds, but none revolving quite as fast as the public.

RCA-Victor, being the *only* manufacturer of *both* records and players, created even greater confusion. with their announcement of a 7-inch disc, cut at 45 rpm, with a 1½-inch hole in the center for accommodation of the RCA-Victor player spindle which played for an average of 5-minutes, 15-seconds per side, and with the rapid action of their new changer, permitted up to 42-minutes of "almost continuous" music. Like the Columbia-Philco player, RCA's was easily connected to any standard radio in the home. Price

for their new player was expected to meet the \$29.95 list price, plus tax, of the Philco player, when RCA-Victor releases its player in the spring of this year.

Not allowing for a breathing spell, Columbia immediately followed RCA's announcement with the disclosure that they too were manufacturing a new 7-inch nonbreakable, microgroove disc, which, like their LP, rotates at 33 1/3 rpm.

Other manufacturers of record players were not standing idly by, and Admiral, Crosley, Farnsworth, General Electric, Magnavox, Stewart-Warner, Stromberg-Carlson, Westinghouse, Wilcox-Gay and Zenith made known that record players in their radios and radio-TV combinations would be capable of playing both the 78 rpm records as well as the Columbia LP and 7-inch, 33 1/3 discs. Sonotone Corp. announced development of a phonographic pickup, which was made available to the radio-phonograph industry, principle of which was a single pickup arm with dual side-by-side points, set in one shank, capable of playing all three type records. By end of Feb. 1949, two other manufacturers disclosed record changers in some of their console models, capable of playing all three type discs; Freed Radio Corp., manufacturers of Freed-Eisemann radio-TV phonos, incorporated two complete players in one model; one record player with a dual-speed automatic changer for 78 rpm and 33 1/3 rpm microgroove recordings and one separate changer for the wide-spindled, 45 rpm discs. Scott Radio Labs, Inc., also claimed a changer with two pickup arms, to handle all three type records.

However, herein does not lie the solution. In all fairness to the public, it would appear that a standardization of record cuttings, with players whose speed is also uniform, is in order. Such standardization by all manufacturers would inevitably result in a far greater acceptance of records and players by the public, and in turn, result in a far greater revenue to the industry, which thus far have only served to confuse the public.

This then, is the people's year of decision, concerning records and record-players. They alone will decide what they like best and desire most. The industry cannot fail to heed their decision.



# TV AND ITS PIONEERS

By LEWIS ALLEN WEISS, President, Don Lee Broadcasting System



Lewis A. Weiss

TELEVISION is the magic word from coast-to-coast and in this California Centennial the scramble for video is as exciting as those gold rush days of 1849 and . . . some of it just about as devoid of any thinking.

Even then, some prospectors started off into the wilds without any plans except a treasure map and a lot of anticipation of the luxury to

be enjoyed if any gold were discovered. Nowadays, the tenderfeet venture out into the megacycle wilderness without much idea of the length of the journey nor the cost to reach the destination. Likewise television as an industry cannot now thrive on publicity alone. It requires program substance beyond sports events and amateur drama. To score a "first" in anything now requires ingenuity and expensive planning because television is not "new" anymore, although inexperienced Magellans now and then are overcome by their own enthusiasms of discovering the already well-charted shores of videoland.

Biggest factor in television is the swing to motion picture film. Already it is the basis of the Don Lee KTSL operation on Channel 2, and we see the need for more of it as our program hours lengthen. Recently we have added Sunday night to our schedule, using the DuMont "Doorway to Fame" kinescoped series as the base of our program structure for that night. Since going on the air December 23, 1931 we have used more than fourteen million feet of motion picture film from all sources.

For a quick fill-in, here is the Don Lee television picture at the present time. We are originating most of our live and film shows from the studio at 1,700 ft. Mt. Lee overlooking Hollywood

and the San Fernando Valley. This is the first structure in the world erected exclusively for television, is 100 ft. square, two stories high and has a stage large enough to paint the boundary lines of a tennis court on it. The steel antenna is 300 ft. high, giving a sheer vertical clearance of 2,000 ft. Also, there is a large outdoor swimming pool in which aquatic events are televised. In addition, live shows, such as our Music Hall Variety show and "Song" originate in our new three million dollar television-radio studio on Vine Street in the heart of Hollywood. Images are beamed from the new plant to Mt. Lee and then disseminated on the regular channel. In the future, images from both the new Vine Street plant and Mt. Lee will be beamed to the new \$500,000 transmitter at Lee Park atop Mt. Wilson and broadcast directionally from that 5,700 ft. level. Coverage will be from Malibu to Mexico and from the Sierra Madre Mountains to Catalina Island.

Indicative of our progress in television, is the calibre of production personnel being brought into use, the fine G. E. equipment in charge of Harry R. Lubcke, our famous director of television, who put the station on the air 17 years ago. Recently we have employed E. Carlton E. Winckler as program co-ordinator, a man with lighting and technical credits on 78 Broadway shows for Billy Rose and John Murray Anderson. Then we brought in Harold Helvenston from the movie sets. Coach and designer he is best known for his creation of the working models of Snow White and the Seven Dwarfs which were built for the Walt Disney animators. Helvenston is a graduate of the famous Yale Workshop originated by George Pierce Baker.

Every year is the big year in television, from now on out, and the problem will be to keep up the momentum until television can begin to carry its own expense, and serve more than a few cities.

For Television Yearbook See Page 993



# FIBBER MCGEE AND MOLLY

N.B.C. — TUESDAYS



# BBC PROGRESS REPORT

By NORMAN COLLINS, Controller of BBC Television



Norman Collins

TO the 12,000,000 potential viewers now covered by the London television station of the BBC, 6,000,000 more will be added in the late summer of this year with the opening of a second, and higher-powered, transmitter in the Midlands at Sutton Coldfield, near Birmingham. Sutton Coldfield is second in a chain of six stations planned to serve most if not all of the country. Plant for a third station is on order, as signal strength tests are being conducted, but at the moment of writing no site has been chosen.

Midlanders will soon be sharing with London and the southeast counties the daily vision service which, inaugurated as the world's first in 1936, was resumed after a wartime break of seven years, in June, 1946. Despite setbacks traceable to lack of manpower and materials (television is not in Britain's priority supply list) the second station nears completion. With a vision transmitter of 35 kw (double that of London) and sound transmitter of 12 kw, it will relay London's programs from a 750-ft. steel mast over an officially computed radius of 50 miles, though, if London's experience is a guide, this range should be considerably exceeded.

Television enthusiasm in the provinces, where competitive forms of entertainment are fewer, is expected to reach an even higher pitch than in London, where television licenses (at 2 pounds per receiver) have trebled in number in 12 months and now stand at nearly 90,000, keeping pace with factory production. Even if the radio industry achieves its target of 250,000 receivers in the present year, prospective viewers in the Midlands are likely to start a big waiting list.

British television programs, which are aimed at the home audience (there are relatively few sets in bars and other public places) owe their growing popularity not only to the appeal of "actuality" sport and national ceremonial transmitted by the mobile units, but to the high finish of studio productions. No play is televised with less than four or five-weeks' prepa-

ration and even apparently spontaneous interviews and illustrated talks receive careful camera rehearsal before being permitted on the air.

In variety and other light entertainment, viewers have seen the pick of stars from Britain and the Continent of Europe in set shows like *Cafe Continental* and *Roof-top Rendezvous*, the complete Lido Cabaret flown over from Paris, and "musicals" such as Beverley Nichols' *Song of the Wind* and Cicely Courtneidge success, *Under the Counter*. Ballet has included a series of performances by the outstanding companies of France; in documentaries and talks features, viewers have been shown criminal investigation methods, microscopy by television, blood transfusion, new inventions, magistrates' courts at work and innumerable other highly visual subjects. *Picture Page* has brought close-up interviews with people in the news. *Kaleidoscope* has projected a viewer-participation magazine.

A weekly Children's Hour is the precursor of many more programs for young people, including a Children's Newsreel planned for the near future.

The BBC's own Television Newsreel, begun in January, 1948, runs to two weekly editions, embracing items filmed by BBC camera crews at places as far apart as Johannesburg and the Arctic Circle and incorporating pictures from a world-wide panel of agencies. Newsreels are also exchanged with the National Broadcasting Company of America.

High spot in outside broadcasts was the day-to-day coverage of the Olympic Games at Wembley, making extensive use of the new highly-sensitive "C.P.S." camera in the relatively dim light of the Empire Swimming Pool. Other televised sports have included international tennis from Wimbledon. Test Cricket, horseracing, ice hockey, amateur boxing (professional bouts are at present barred) and football, to name only a few.

As in other countries, British television faces problems in its relations with other forms of entertainment. As regards cinema television, negotiations are in progress for the televising of feature films which have completed their general release in exchange for certain items in BBC television programs which would be available for big screen projection.



*The*  
PHIL HARRIS ALICE FAYE SHOW

Presented by Rexall

Sunday Afternoons  
N.B.C.

# NEW TRENDS IN LIBRARY SERVICE

By AL SAMBROOK, Commercial Manager, World Broadcasting System



Al Sambrook

AFTER eighteen years in the transcription library business, I can say that "I haven't seen anything yet." For a new day is dawning in the transcribed library service field. A whole new concept, a series of startling innovations, an exciting new approach to the very library idea.

We at World, who have grown up in the "sustaining library" thinking, have substituted one important word in our library vocabulary. That word is "Commercial."

As competition among stations and sponsors becomes keener, the natural desire of the station is to turn sustaining time into commercial time. The natural desire of the sponsor is to find a program that is calculated to pay off at the cash register. The new deal in library service is calculated to help stations sell their sustaining time . . . to help sponsors move merchandise. How is that being done? Here is what is happening at World.

New star values are appearing. Stars with commercial appeal like Dick Haymes, David Rose, Lyn Murray, Carmen Cavallero, to mention a few. Stars that sponsors know and respect for their pulling power.

How are these stars being utilized? Definitely not in the old-fashioned way of singing a few number that could be used to fill sustaining time. Today, those stars are part of an overall program-planning operation. Complete 15-minute and 30-minute programs are planned and music is recorded accordingly. For example: if a quarter-hour series is planned, numbers are recorded to fit the format of the particular program. Perhaps bright, lively opening and closing numbers are desired. Perhaps slow ballads are slotted to change the pace. Each song is arranged and timed to fit the best overall planning of each quarter-hour or half-hour show.

And how are they timed? Today, the shows furnished in the library service are time *commercially*. The scripts are timed to permit opening and closing sponsor identifications with time for full-length commercial announcements. What is more,

production aids for the shows now being furnished include opening and closing themes, with spoken introductions and closings and voice tracks by the featured stars so that the station can put together a quarter-hour or half-hour program of music plus script plus production aids that sound practically like a custom-built show. That's what the sponsors want and that's what the sponsors are getting in the new library technique.

What is more, today's thinking in the music library field goes beyond material furnished to radio stations. It includes material furnished to sponsors to enable the sponsor to promote his library service radio program just as he would a custom-built show. Thus, newspaper ad mats, publicity stories, photographs are furnished . . . material that the sponsor can utilize in promoting his radio program in other media such as envelop stuffers, window displays, truck posters, etc.

There's also a lot that's new in the assistance given stations in selling these shows. World provides a four page brochure in color for each program, especially designed to sell the shows to sponsors. In addition each station has a set of recorded auditions and a file of case histories, success stories and ratings on the programs. Thus each is equipped with a fine sales kit to do a real sales job on their library shows.

As commercial manager of our company, I can tell you that the commercial aspect of the music library service now holds tremendous appeal to sponsors and advertising agencies. Throughout the years, the library service show has offered maximum flexibility for local station and sponsor. Now add to the desirable flexibility the advantages of proven name talent, production aids, merchandising aids, a powerful sales kit, commercial planning and commercially timed scripts and the entire idea of the music library service takes on a broad, new scope and enters upon a new era of service to the broadcasting industry. Stations who have examined this "new look" in library service are excited about the great sales possibilities. They say "we thought we wouldn't be able to afford a music library service. We find that we can't afford to be without it." The new commercial idea in library planning is money in the bank for radio stations.

NINE YEARS FOR THE SAME SPONSOR



# Quiz Kids

MILES LABORATORIES  
makers of Alka-Seltzer and  
One-A-Day Brand Vitamins  
through  
WADE ADVERTISING AGENCY

Civic Opera Building, 20 N. Wacker Dr.  
Chicago

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

CREATED AND PRODUCED BY  
LOUIS G. COWAN, INC.  
485 Madison Avenue, New York 22, N. Y.  
8 So. Michigan Avenue, Chicago 3, Ill.  
Guaranty Building, 6331 Hollywood Blvd.  
Hollywood 28, Calif.



# TRENDS IN TRANSCRIBED MUSIC

By CHARLES C. COWLEY, Executive Vice-President, Muzak Corporation



C. C. Cowley

THE essential function performed for broadcasters by transcribed music libraries can be measured in terms of the industry's expansion during the last decade. It is reliably estimated that at least 85 per cent of all radio stations at the present time rely on transcribed music as the basic component of their local programming. The main source of this transcribed music

are the six major companies producing transcribed music with libraries ranging in size from 3,000 to 5,000 selections.

The scope of this highly specialized service to the radio industry can be further emphasized by the growth of Muzak Corporation's Associated Program Service with a library of 5,000 selections vertical-cut on its distinctive cherry-red Vinylite. In the past three years, the number of APS subscribers has increased more than three and a half times.

This convincing vote of confidence from radio stations all over the country is the culmination of a broad research program undertaken several years ago. Its purpose was to determine, anticipate and provide broadcasters with a transcribed music service suitable in every respect for around-the-clock program building and strong commercial saleability. To this end, the research project took three courses: 1st, to analyze in detail the musical requirements of radio stations; 2nd, to carry out continuous product improvement to fulfill these requirements; 3rd, to plan all elements of the product package to insure its fullest possible commercial value to the client. That this intensive program of functional design has more than kept pace with the expanding needs of broadcasters is reflected by the countless markets in which locally sponsored shows are today built from the APS library and script service.

The extent of a transcribed music library service to broadcasters does not end with the mere provision of selections but should include continuity advice and program-

ming recommendations that will help the subscriber to exploit to their fullest the commercial possibilities of the library. APS, with a staff of professional script writers operating under a continuity director, concentrates on the building of musical shows for local sponsorship. Movie Time, Tune Time, Souvenir Songs, American Standard Time are just a few examples of the musical shows built around Associated's extensive library and roster of recording artists. Such shows are purposely constructed to meet the client's needs for flexibility in scheduling and ease of handling. Nothing is more indicative of the reproduction quality and public acceptance of these programs than the fact that local broadcasters receive requests for tickets for these transcribed shows.

In the final analysis, the value to broadcasters of a music library lies not only in the quality of the transcriptions and the scope of the selections but also in the rendering of expert advice and merchandising assistance on how to capitalize on the library's musical content. The full effectiveness of any functionally designed tool lies in the knowledge of how and when to use it. It is this know-how that is part and parcel of the Associated Program Service.

In addition to its transcribed library of music for radio use, Associated has developed two other libraries that fill a much-needed want. The first is a special library of transcribed musical interludes, bridges and themes for telecast programs. The second is for use by schools and colleges in conjunction with radio courses.

The high standards of musical reproduction that have become an indelible trade mark of APS transcriptions are due to quality-controlled processing by Muzak's Transcription Division.

To complete the picture of the Muzak organization and its function as a source of transcribed music, there's the Wired Music Division. Specially arranged programs of work and background music are transmitted by telephone lines from Muzak-licensed studios serving over 100 cities in the United States, Canada, Mexico and Hawaii. It is estimated that these programs are heard by a daily audience averaging 5,000,000 people.

*For Complete List of Transcription Companies See Page 761*



T E D   D A L E

# 1941—GROWTH OF STATIONS—1948

<i>AM Outlets as of:</i>	<i>Licenses</i>	<i>Construction Permits</i>	<i>Special Broadcast Stations</i>	<i>Total</i>
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
December 1948	1867	260	—	2127

\*\* This Figure includes 5 Special Broadcast Stations.



**SMILIN'  
ED McCONNELL**

**BROWN SHOE COMPANY**

7th Year

NBC

**MANTLE LAMP COMPANY**

23rd Year

ABC

27th Radio Anniversary

May 30th, 1949



# FMA STRESSES SALES FOR 1949

By WILLIAM E. WARE, *President, FM Association*



*William E. Ware*

THE job of selling FM on its superior technical advantages has been accomplished with more than adequate success.

The big job for 1949 is to sell FM as a new and vast advertising medium to reach the aural broadcasting audience that is daily overlapping into the FM audience.

Radio set production figures for 1948 and thus far for 1949 indicate unequivocally that AM listening has reached its peak and that FM audience is rapidly increasing. FM's challenge to the long established position held by AM broadcasting becomes stronger each day.

The year 1948 saw FM grow to a billion dollar industry.

Production of sets last year capable of tuning in FM programs increased 35 per cent over 1947. Production of AM-only sets decreased 28.5 per cent. Actually, these figures do not reveal the true gain of FM on AM since between 15 and 20 per cent of the TV sets manufactured last year included facilities for FM reception.

Accordingly, the FM potential audience at the close of 1948 was increased by more than 6,000,000 listeners.

And despite the fact that overall set production in January 1949 dipped below the million mark for the first time since last summer, production of FM receivers continued to increase while AM-only sets declined.

Percentage-wise, production of FM-AM and FM-only sets in January was 21 per cent greater than the average monthly production rate for 1948.

Meanwhile, AM-only receiver production for the same period dropped sharply to but 57 per cent of the average monthly rate for 1948.

As stated before, one of the jobs that the FMA is now undertaking is to sell the growing FM audience to the advertiser.

First step taken by the Association in this direction was its FM sales clinic held

in New York in April. Under the heading, "What's What in FM," advertisers, agency representatives, broadcaster, manufacturers, dealers and other interested parties were brought up-to-date on FM.

Speakers dealt with the growth as well as the listener characteristics of the FM audience. Case-history reports from individual FM station operators on audience-building programming techniques, and sales results from special cooperative campaigns with dealers, manufacturers and advertisers were highlights on the agenda.

Specifically on the above, the FMA is now engaged with several manufacturers on a joint-cooperative program to promote the sale of FM sets; thus maintaining the FM potential audience in increasing numbers.

In addition, the FMA program for 1949 will lay particular stress on "grass roots, man-to-man" effort to help those who are currently doing the most to further the transition of aural broadcasting in America to the modern and superior method of static-free, high fidelity FM broadcasting.

Pursuing this program, the FMA will concentrate on helping present as well as new FM stations with their problems of local programming, local and national sales, and cooperation with dealers.

General overall purposes of the FM Association may be summarized as follows:

1. To encourage the development of Frequency Modulation Broadcasting.
2. To publicize the superior qualities of FM as an improved broadcasting service to the public.
3. To disseminate information among the members of the Association regarding the general problems incident to FM operation.
4. To cooperate with receiver and transmitter manufacturers, and other suppliers of FM equipment and services with the objective of establishing the wide-spread operation of FM stations as rapidly as possible.
5. To act as liaison between its members, the Federal Communications Commission, and other agencies and organizations on the continuing problems affecting FM broadcasting.

*For Complete Listing of FM Association See Page 1143*

**Ben Gross—New York Daily News:**

"Today critics are hailing Jane Pickens as a mature performer in full command of her natural talents."

**Jack Gould—New York Times:**

"Jane Pickens provides as effortless listening as there is — the very simplicity of her performance being the best evidence of her craftsmanship."

**Waller Winchell—New York Daily Mirror:**

"Jane Pickens' song sessions on NBC are restful earfuls."

**Variety:** "Miss Pickens' voice has always been especially suited for radio."

↙  
"WORDS  
and  
MUSIC"  
↘



Personal Management—M. Gale

Music Corporation of America

National Concert Artists Corp.

# UNITED NATIONS' ROLE IN RADIO

By PETER AYLEN

(Continued from Page 43)

The principal task of the Division is, of course, to help existing stations and networks extend their own coverage of the United Nations. This may take the form of providing facilities or program material or, indeed, of completed programs. During 1948, in the United States, over 1,000 stations carried United Nations programs. A Monday through Friday program, *United Nations Today*, is carried by key stations across the continent and by several regional networks. The Columbia Broadcasting System began the series, *Memo From Lake Success*, in September, 1948, which is carried by about 100 affiliates. To meet a growing demand, another weekly program has been created—*Operation UN*. Numerous series and special programs were released by 800 stations last year. The U. S. section inaugurated several interesting projects during 1948, such as a radio education service to 200 education stations and centers; a transcribed series, *Status of Women*, documenting talks by 26 of the world's outstanding women and the *Little Songs About UN*, 1,000 sets of which were presented to the Radio Division by Station WNEW for distribution. 2,000 copies of a Woman's Broadcasters Bulletin are is-

sued monthly. Every day news correspondents and program executives from U. S. stations visit UN to record programs or write for background information. *UN Case Book*, United Nations first television series, has met with excellent public response.

Considerable time has already been devoted in the past by radio stations to programs dealing with the United Nations. We realize that in asking for still more, we are asking a lot—and yet, if we are to be honest with one another and true to our mission, we cannot, in all conscience, be satisfied with less than a lot, for the United Nations must demand a great deal—not only of broadcasters, but of everyone. In the words of Mr. B. Cohen, our Assistant Secretary General:

“... Through the centuries there has developed an attitude of *active* participation of individuals in the tasks of war, concurrently with a *passive* one towards peace. . . . No sacrifice is considered too great to achieve the aims of national defense, and men face the sternest realities with a determination to achieve victory; yet, peace requires no less a dynamic action than does armed conflict.”

## UNITED NATIONS RADIO DIVISION

### LAKE SUCCESS

Fieldstone 7-1100, Ext. 8364

#### OFFICERS

Benjamin Cohen	Asst. Sec. Gen., Dept. of Public Information
Tor Gjesdal	Director, Department of Public Information
Peter Aylen	Director, Radio Division
General Frank E. Stoner	Chief, Telecommunications
Carlos Garcia Palacios	Deputy Director, Radio Division
W. Gibson Parker	Chief of Production
Caesar Ortiz	Supervisor, Radio Reports Desk

#### REGIONAL SUPERVISORS

Hugh Williams	European and Middle East Services
Eugenio A. Soler	Latin American Services
Mike Peng	Trans-Pacific Services
Gerald Kean	English Language Services
Dorothy Lewis	U. S. Station Relations



**PERCY FAITH**

**"THE PAUSE THAT REFRESHES ON THE AIR"**

for

**COCA COLA**



# Radio Daily's Almanac

## of

# Holidays and Special Events

### 1949

### January

- 1: New Year's Day (In all States, Territories, District of Columbia and Possessions). Paul Revere Born (1735). Proclamation of Emancipation (1863). Blue Network organized (1927).
- 2: Georgia Admitted (1788).
- 3: Battle of Princeton (1777). William S. Paley is elected president of CBS (1929).
- 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). Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
- 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).
- 23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers proving value of Marconi apparatus in time of disaster at sea (1909).
- 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 predicts 12 months of wind and death." (Shepherd's Almanack, 1676). Scotch Poet Robert Burns Born (1759).
- 26: Michigan Admitted (1837). General Douglas MacArthur Born (1880). First A.E.F. landed in Ireland (1942). Australia Day. Public Holiday in Australia. FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
- 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). CQD is adopted as wireless distress call by Marconi Co. (1904).
- 2: Fritz Kreisler Born (1875). Ground Hog Day. Candlemas. Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
- 3: Horace Greeley Born (1811).



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*Exclusive Management*  
**ART RUSH, Inc.**  
 HOLLYWOOD

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 Hollywood

## Holidays and Special Events Almanac

- 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).
- 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.  
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).  
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).
- 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.

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### 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).



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## Holidays and Special Events Almanac

- 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).  
Marconi flashes first wireless signals across English Channel (1899).
- 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. Washington Irving Born (1783).
- 4: Adoption of the present American Flag's design (1818).
- 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).  
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).
- 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).  
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
- 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.  
S. S. Titanic disaster at sea proves value of wireless (1912).
- 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).  
Marconi transatlantic American-Europe service opened (1910).
- 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.  
Guglielmo Marconi Born (1874).
- 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).  
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
- 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).

### May

- 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.  
FCC authorized full commercial television (1941).
- 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).



## GEORGE F. PUTNAM

AMERICA'S FIRST RADIO NEWSREEL AND TELEVISION  
COMMENTATOR

HEARD REGULARLY ON THE THREE NETWORKS

CAMEL TELEVISION THEATRE — MOVIE TONEWS  
TELEVISION SCREEN MAGAZINE — NBC-TV NETWORK

## Holidays and Special Events Almanac

- Robert Browning Born (1812).  
Plans to spend \$1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).
- 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.  
WDRG-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
- 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).  
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).
- 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).
- 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.  
Regular tv schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
- 9: Feast of St. Columbia.  
Confederate Memorial Day (Petersburg, Virginia).
- 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.  
Transatlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).
- 12: John Augustus Roebling Born (1806).  
Baseball Centennial Celebration of the invitation of the game at Cooperstown, N. Y. (1939).
- 14: Hawaii organized as U. S. territory (1900).  
Harriet Beecher Stowe Born (1811).  
Flag Day.
- 15: Pioneer Day (Idaho).  
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).  
Arkansas, 25th state admitted to the Union (1836).  
Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).
- 16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
- 17: Bunker Hill Day. (In Massachusetts, Suffolk County).
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.  
King John of England signed Magna Carta (1215).
- 20: West Virginia Day.  
Father's Day, 3rd Sunday in June.
- 21: Longest Day in Year.  
New Hampshire Joined the Union (1788).  
Constitution Ratified (1788).
- 22: Bolivar Day (Canal Zone).
- 23: Penn Signs Peace Treaty With Indians.
- 24: San Juan Day (Puerto Rico).  
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).

### June

- 1: Kentucky Admitted (1792).  
Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Louisiana, Tennessee).

ZANE GREY RADIO  
AND  
TELEVISION

Steve Slesinger

Romer Grey



## Holidays and Special Events Almanac

- 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.  
Dept. of Commerce organizes a radio division to enforce wireless act of June 24, 1910 (1911).
- 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).
- 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).  
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
- 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).
- 20: Guglielmo Marconi Died (1937).
- 21: Spanish Armada Defeated by England (1588).  
Society of Jesuits Abolished by Pope Clement XIV (1773).  
First Battle of Bull Run (1861).  
CBS begins tv broadcasting from station W2XAB (1931).
- 24: Simon Bolivar Born (1783).  
Pioneer Day (Utah).  
Mormon Pioneer Day (Idaho).
- 25: Occupation Day (Puerto Rico).  
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).
- 26: George Bernard Shaw Born (1856).  
Sergei Koussevitzky Born (1874).  
New York ratified the U. S. Constitution (1788).
- 27: First Successful Atlantic Cable (1866).  
Barbosa's Birthday, in the Canal Zone.
- 28: Austria Declared War on Serbia (1914).  
Volunteers of America Founder's Day.
- 29: Booth Tarkington Born (1869).  
Benito Mussolini Born (1883).
- 30: Henry Ford Born (1863).  
First Representative Assembly in America Convened (1607).  
First patent for wireless telegraphy granted in U. S. (1872).  
Experimental television transmitter W2X8S opened by NBC in N. Y. (1930).
- 31: Feast of St. Ignatius De Loyola.

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### 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.  
Second Atomic Bomb dropped (1945) Hiroshima.
- 6: Feast of the Transfiguration.  
Westinghouse discloses Stratovision plan (1945).
- 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).  
First transatlantic cable opened (1858).
- 18: Virginia Dare Born (1587).
- 19: National Aviation Day.  
Orville Wright Born (1871).
- 20: Benjamin Harrison Born (1833).
- 21: Lincoln-Douglas debate began (1858).
- 22: Claude Debussy Born (1862).
- 23: Oliver Hazard Perry Born (1785).
- 24: British Burn White House (1814).  
St. Bartholomew's Day Massacres, France (1572).  
Festival of St. Bartholomew.
- 26: Suffrage for Women—19th Amendment (1920).
- 27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
- 28: Spanish landed at the site of St. Augustine, Fla. (1565).

- Johann Wolfgang von Goethe Born (1749).
- 29: Oliver Wendell Holmes Born (1809).
- 30: Germany Declared War on Poland (1939).  
Beginning of World War II.  
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).



### September

- 1: Germany Invaded Poland (1939).  
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)  
Labor Day.  
Eugene Field Born (1850).
- 3: First American Peace Treaty With England (1783).  
Allies Invaded Italy (1943).
- 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 Svdney Porter) Born (1862).
- 12: Henry Hudson entered the river (1609).  
Defender's Day (Maryland).
- 13: Walter Reed Born (1851).  
John J seph 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.  
Columbia Broadcasting System goes on air with basic network of 16 stations, Major J. Andrew White is president (1927).

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**KF**  
Grand Junction, Colo.

"...very pleased with the deal. We are very pleased with the volume of your subscriptions to date."

**WKNX**  
Saginaw, Mich.

"...station's money is well spent when we can secure the top notch shows you are producing. Excellent work...something radio has needed for a long, long time."



## BROADCASTERS PROGRAM SYNDICATE

Cooperative Program Syndication Plan — under direction of

**BRUCE EELLS & ASSOCIATES**

**KTAR**  
Phoenix, Arizona

Maravilla Drive - Hollywood 28, California

HOLLYWOOD 9-5

**WBBQ**  
Augusta, Ga.

**WEEC**  
Duluth, Minn.

**WRR**  
Dallas, Texas

Each member station has exclusive rights in his primary area to all Syndicate programs, for his one weekly fee. Write, wire or phone for information and audition recordings if your area is still open. Membership in the United States and Canada will be closed at 500 stations.

**EDF**

**CFRN**

**WLCS**

**WCSS**



## Holidays and Special Events Almanac

- 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).  
Bill of Rights (1789).
- 26: George Gershwin Born (1898).  
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).  
Rosh Hashonah.
- 27: American Indian Day (4th Friday).
- 28: George Eugene Benjamin Clemenceau Born (1841).
- 29: Michaelmas Day.
- 30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).
- 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.  
FCC set aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).
- 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).



### October

- 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).  
Farmers' Day (2nd Friday) (Florida).  
YMCA Founder's Day—Sir George Williams Born (1821).



### November

- 1: All Saints' Day (Louisiana).  
Liberty Day (St. Croix, Virgin Islands Only).  
National Broadcasting Co. is organized with WEAf and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
- 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).  
Static-less radio system based on FM instead of AM, is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the Institute of Radio Engineers, N. Y. (1935).
- 7: Marie Sklodowska Curie Born (1867).  
American Art Week.

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

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## Holidays and Special Events Almanac

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- 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).  
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
- 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).  
Winston Churchill Born (1874).
- 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.  
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
- 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 (1885).  
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).  
NBC establishes a permanent coast-to-coast network (1928).
- 24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.  
Reginald Fessenden transmits human voice by wireless (1906).
- 25: Washington crossed the Delaware to attack Trenton (1776).  
Christmas Day.
- 26: Battle of Trenton (1776).  
Record snow fall in New York, exceeding in depth, blizzard of 1888 (1947).
- 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).  
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of Calif. and other stations (1936).
- 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.

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### December

- 2: Promulgation of the Monroe Doctrine (1823).
- 3: Illinois Admitted (1818).  
Gilbert Stuart Born (1755).
- 5: Martin Van Buren Born (1782).  
Walt Disney Born (1901).
- 7: Pearl Harbor Attacked (1941).  
Roosevelt, Churchill, Stalin Confer at Teheran (1943).  
Delaware Day.  
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).
- 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).

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BMI has long been ready for television. Since 1940 it has granted the unrestricted right to perform its music in television broadcasting.

At present BMI is the only major performing rights organization that serves or can serve television on the same basis as audio broadcasting.

An ever increasing BMI catalog—*widely diversified from classics to be-bops*—gives television broadcasters a complete service of music for every type of program.

In the future, too, BMI pledges all of its facilities and all of its cooperation in helping television pioneers, whether broadcasters or film producers, meet every musical need on the road ahead.

*For Appropriate Television Music*

## BRIDGES • MOODS • INTERLUDES

BMI has compiled a classified and cross-indexed reference book especially designed for television programming.

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Write to BMI for your copy and for regular monthly supplements

**BROADCAST MUSIC, INC.**

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

NEW YORK • CHICAGO • HOLLYWOOD



# BMI

OFFERS

## a helpful guide in...

### SERVICE TO THE BROADCASTER

BMI continues to point the way with a wide variety of practical aids to the broadcaster.

All of these BMI helps to the industry have been used to excellent advantage by broadcasters in all parts of the country. The station manager, program director, musical director or disc jockey can avail himself of numerous time-saving and research-saving jobs by making use of such BMI special services as:

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

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

**BMI PIN UP SHEETS**—convenient and timely reference to the current pop song hits and Folk leaders...issued monthly.

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

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

**DISC DATA**—valuable reference to records and biographical data of outstanding performers.

**BMI MUSIC MEMO**—monthly informational bulletin. The radio man's guide to BMI music...contains Recordata and Pin Up Patter.

**MODEL MUSIC LIBRARY COURSE**—practical application of the station's music library operation.

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

**PRACTICAL PROGRAMS**—highly helpful as participating shows...12 full hours of record programming issued monthly.

*Other special services are introduced periodically*



For the complete story of BMI write for "Your Stake in BMI"

### FACTS AND FIGURES

**2,473\*** commercial licensees in the United States and Canada... embracing all networks and FM, Television and Short-wave broadcasters. Over 90% have renewed their BMI licenses through 1959.

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

### MUSIC FOR EVERY NEED

BMI which had enough music for the entire needs of broadcasters in 1941, has since increased its repertoire of music by more than 450%.

**COMPETITION**—BMI more than ever stands as enduring proof of the power and determination of American enterprise to create and maintain the right of free trade in a competitive market.

*\*As of Jan. 1, 1949*

## 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

WBNX	Melrose	5-0333
WCBS	Plaza	5-2000
WEVD	Plaza	7-0880
WFAS	White Plains	9-6400
WGBB	FReeport	9-2418
WHLI	Hempstead	2-8000
WHOM	Circle	6-3900
WINS	BRyant	9-6000
WJZ	TRafalgar	3-7000
WKBS	OYster Bay	6-2500
WLIB	ORegon	9-2720
WMCA	Circle	6-2200
WMGM	MURray Hill	8-1000
WNBC	Circle	7-8300
WNEW	Plaza	3-3300
WNYC	WOrth	2-5600
WOR	LOngacre	4-8000
WOV	Circle	5-7979
WQXR	Circle	5-5566
WWRL	NEwton	9-3300

## FM Radio Stations

WABF-FM	TEmpleton	8-5400
WCBS-FM	Plaza	5-2000
WFAS-FM	White Plains	9-6400
WGHF	LExington	2-4927
WGNR	New Rochelle	6-8220
WGYN	BOWling Green	9-4054
WHLI-FM	Hempstead	2-8000
WJZ-FM	TRafalgar	3-7000
WMGM-FM	MURray Hill	8-1000
WNBC-FM	Circle	7-8300
WNYC-FM	WOrth	2-5600
WOR-FM	LOngacre	4-8000
WQXR-FM	Circle	5-5566

## TV Stations

WABD	MURray Hill	8-2600
WATV	BARclay	7-8216
WCBS-TV	MURray Hill	7-8700
WJZ-TV	TRafalgar	3-7000
WOR-TV	LOngacre	4-8000
WNBT	Circle	7-8300
WPIX	MURray Hill	2-1234

## National Networks

American Broadcasting Co.	Circle	7-5700
Columbia Broadcasting System	Plaza	5-2000
Keystone Broadcasting System	Plaza	7-1460
Mutual Broadcasting System	PENnsylvania	6-9600
National Broadcasting Co.	Circle	7-8300

## Station Representatives

ABC Spot Sales	TRafalgar	3-7000
Avery-Knodel, Inc.	Plaza	3-6513
John Blair & Co.	MURray Hill	9-6084
Blair-TV, Inc.	MURray Hill	9-6084
Guy Bolam	GRamercy	5-5463
The Bolling Co., Inc.	Plaza	9-8150
The Branham Co.	MURray Hill	6-1860
Burn-Smith Co., Inc.	MURray Hill	2-3124
Thomas F. Clark Co., Inc.	MURray Hill	4-6317
Clark-Wandless Co.	ORegon	9-1575
Continental Radio Sales	LExington	2-2450
Donald Cooke, Inc.	MURray Hill	2-7270
Everett-McKinney, Inc.	Plaza	9-3747
Free & Peters, Inc.	Plaza	5-4130
The Friedenber Agency, Inc.	Plaza	7-7655
Melchor Guzman Co., Inc.	Circle	7-0644
Headley-Reed Co.	MURray Hill	3-5467
George P. Hollingbery Co.	ORegon	9-2660
Hal Holman Co.	MURray Hill	3-3421
The Katz Agency, Inc.	WIsconsin	7-8620

Joseph Hershey McGillvra, Inc.	MURray Hill	2-8755
Robert Meeker Associates, Inc.	MURray Hill	2-2170
National Bcstg. Co. (Spot-Local Sales)	Circle	7-8300
Pan American Bcstg. Co.	MURray Hill	2-0810
John E. Pearson Co.	Plaza	8-2255
John H. Perry Associates	MURray Hill	7-1647
Edward Petry & Co., Inc.	MURray Hill	2-4400
Ra-Tel Representatives, Inc.	MURray Hill	4-2549
Radio Sales (Div. of CBS)	Plaza	5-2000
William G. Rambeau Co.	LExington	2-1820
Paul H. Raymer Co., Inc.	MURray Hill	7-6540
Taylor-Borhoff & Co., Inc.	PENnsylvania	6-6857
Transit Radio, Inc.	MURray Hill	8-9254
The Walker Co.	MURray Hill	7-8288
Weed & Co.	MURray Hill	7-7772
Adam J. Young, Jr., Inc.	MURray Hill	9-0006

## Advertising Agencies

N. W. Aver & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey	Circle	7-3720
Ted Bates, Inc.	Circle	6-9700
Balten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	MURray Hill	8-1100
Birmingham, Castleman & Pierce	LExington	2-7550
The Biow Co., Inc.	Plaza	7-4100
Brooke, Smith, French & Dorrance	MURray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7660
Buchanan & Co., Inc.	LOngacre	3-3380
Calkins, & Holden	Plaza	5-6900
Campbell-Ewald Co., Inc.	MURray Hill	8-3190
Cecil & Presbrey, Inc.	Wlckersham	2-8200
Compton Advertising, Inc.	Circle	6-2800
Dancer-Fitzgerald & Sample, Inc.	Plaza	5-4200
D'Arcy Advertising Co.	Plaza	2-2600
Doherty, Clifford & Shenfield, Inc.	BRyant	9-0445
Donahue & Co., Inc.	COLumbus	5-4252
Roy S. Durstine, Inc.	Circle	2-8700
Erwin, Wasey & Co., Inc.	LExington	2-8700
William Esty & Co.	MURray Hill	5-1900
Federal Advertising Agency, Inc.	MURray Hill	8-4200
Foote, Cone & Belding	Plaza	5-6600
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COLumbus	5-2000
Geyer, Newell, & Ganger, Inc.	Plaza	2-5400
Grey Adv. Agency, Inc.	CHickering	4-3900
The M. H. Hackett Co.	Circle	6-1950
Hicks & Greist, Inc.	MURray Hill	3-9135
Hirshon-Garfield, Inc.	Plaza	7-6300
Hixson O'Donnell Adv., Inc.	BRyant	9-5950
Robert Holley & Co., Inc.	Circle	7-3822
Charles W. Hoyt Co., Inc.	MURray Hill	2-0850
Duane Jones Co., Inc.	Plaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	ORegon	9-4440
The Joseph Katz Co.	Plaza	5-2740
Kayton-Spiro Co., Inc.	LOngacre	5-5090
Kenyon & Eckhardt, Inc.	Plaza	3-0700
Kiesewetter, Wetherau & Baker, Inc.	LExington	2-0025
Abbott Kimball Co., Inc.	Plaza	3-9600
Kudner Agency, Inc.	Circle	6-3200
C. J. LaRoche & Co., Inc.	Plaza	5-7711
Al Paul Lefton Co., Inc.	VANderbilt	6-4340
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Marschalk & Pratt Co.	VANderbilt	6-2022
J. M. Mathes, Inc.	LExington	2-7450
Maxon, Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	Circle	5-7000
C. L. Miller Co.	MURray Hill	2-1010
Emil Mogul Co., Inc.	COLumbus	5-2482
Morse International, Inc.	ORegon	9-4600
Newell-Emmett Co.	MURray Hill	3-4900
Peck Adv. Agency, Inc.	Plaza	3-0900
Pedlar & Ryan, Inc.	Plaza	5-1500
Progressive Radio Adv. Co.	MELrose	5-5522
Redfield-Johnstone, Inc.	Plaza	3-6130
Fletcher R. Richards, Inc.	Circle	7-6383