

Twentieth



Anniversary



1937

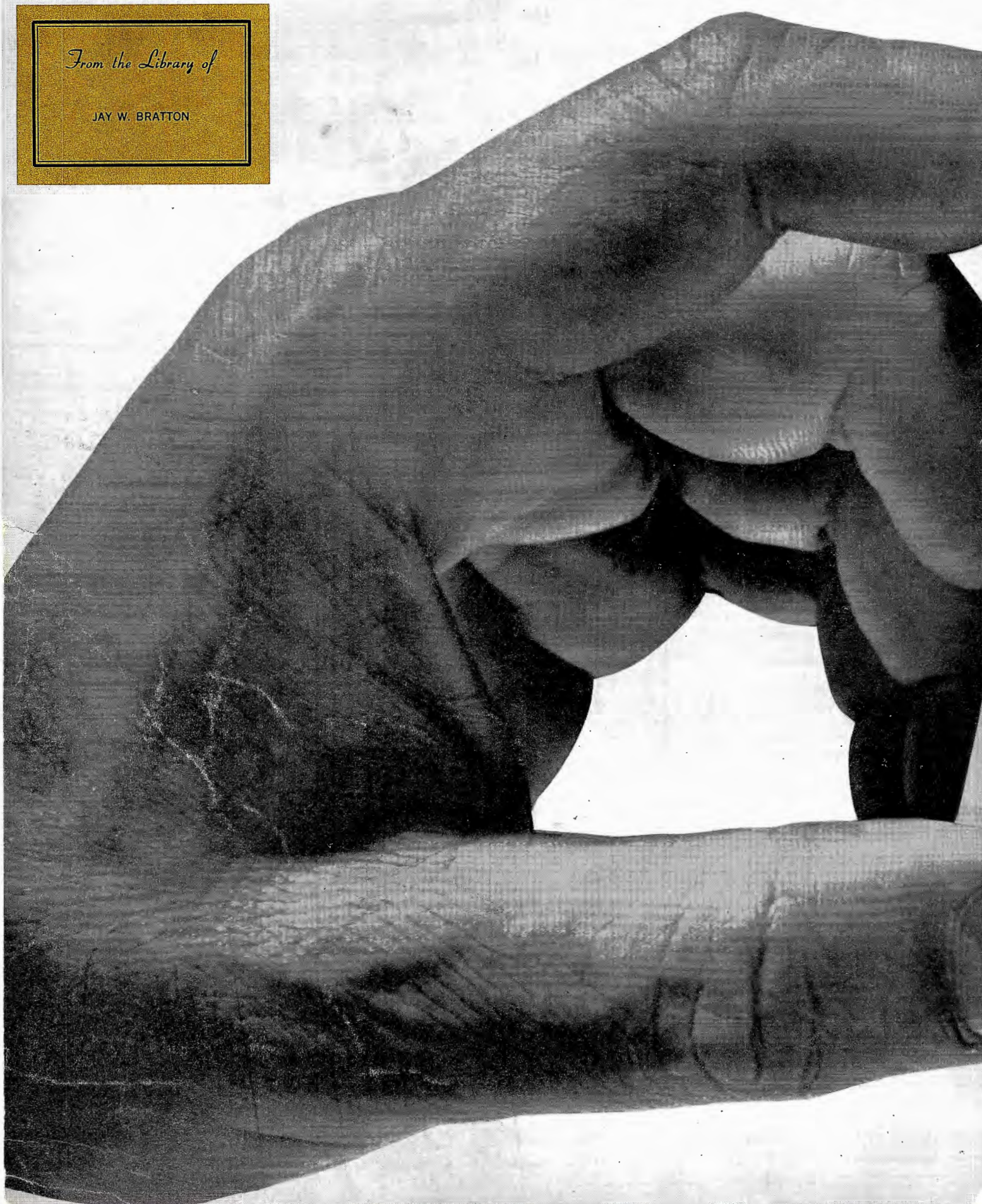
RADIO DAILY

1957

... what a "Business"

From the Library of

JAY W. BRATTON



card!

So, nighttime radio's dead, is it?

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

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

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

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

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

NIGHTTIME ADVERTISERS ON WBC RADIO'S program pm

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

**WESTINGHOUSE
BROADCASTING
COMPANY, INC.**



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



SEE THE DIFFERENCE COLOR TV MAKES

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

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

You can now enjoy thrills like this every

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



RADIO CORPORATION OF AMERICA

TWENTIETH ANNIVERSARY NUMBER



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Monday, Oct. 21, 1957

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

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ACID TEST!

WBTV's proven sales power finds its firm foundation in audience domination. The remarkable extent of that domination has just been measured.

In ARB's brand new *total area* report of television viewing in the 80 counties served by both Charlotte stations *

- **WBTV WINS 442 OUT OF 465 QUARTER-HOURS SURVEYED**
- **WBTV'S AVERAGE SHARE OF AUDIENCE FOR THE ENTIRE PERIOD IS 79.3%**
- **THE TOP 53 MOST POPULAR SHOWS ARE ON WBTV**

WBTV's dominance is durable. Ask your WBTV or CBS-TV Spot Salesman to show you the complete ARB Total Area Report.

**The Charlotte Total Coverage Area
ARB—June 25—July 1, 1957*



JEFFERSON STANDARD BROADCASTING COMPANY

RADIO-TELEVISION DAILY

on its Twentieth Anniversary

presents a

PICTORIAL CAVALCADE

of

RADIO and TELEVISION

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

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

AN APPRECIATION



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

Edited by

Chas. A. Alicoate

. . . and the radio and television industry



EXPERIENCE

Behind the brow of the pilot, knowledge won through years of experience... skill born of doing.

In our business, too, 12 years experience have given us a background that makes the time buyer's job easier... lessens the chance of costly errors.

Such experience must be earned. And there's no substitute for it.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE



OFFICE OF THE VICE PRESIDENT
WASHINGTON

October 14, 1957

Dear Mr. Alicoate:

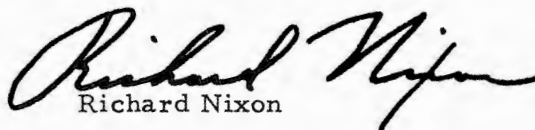
It is a pleasure to join with your many friends in offering congratulations on the 20th Anniversary of RADIO AND TV DAILY.

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

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

Best wishes to you and your staff.

Sincerely,


Richard Nixon

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



ZIV DOES IT AGAIN!

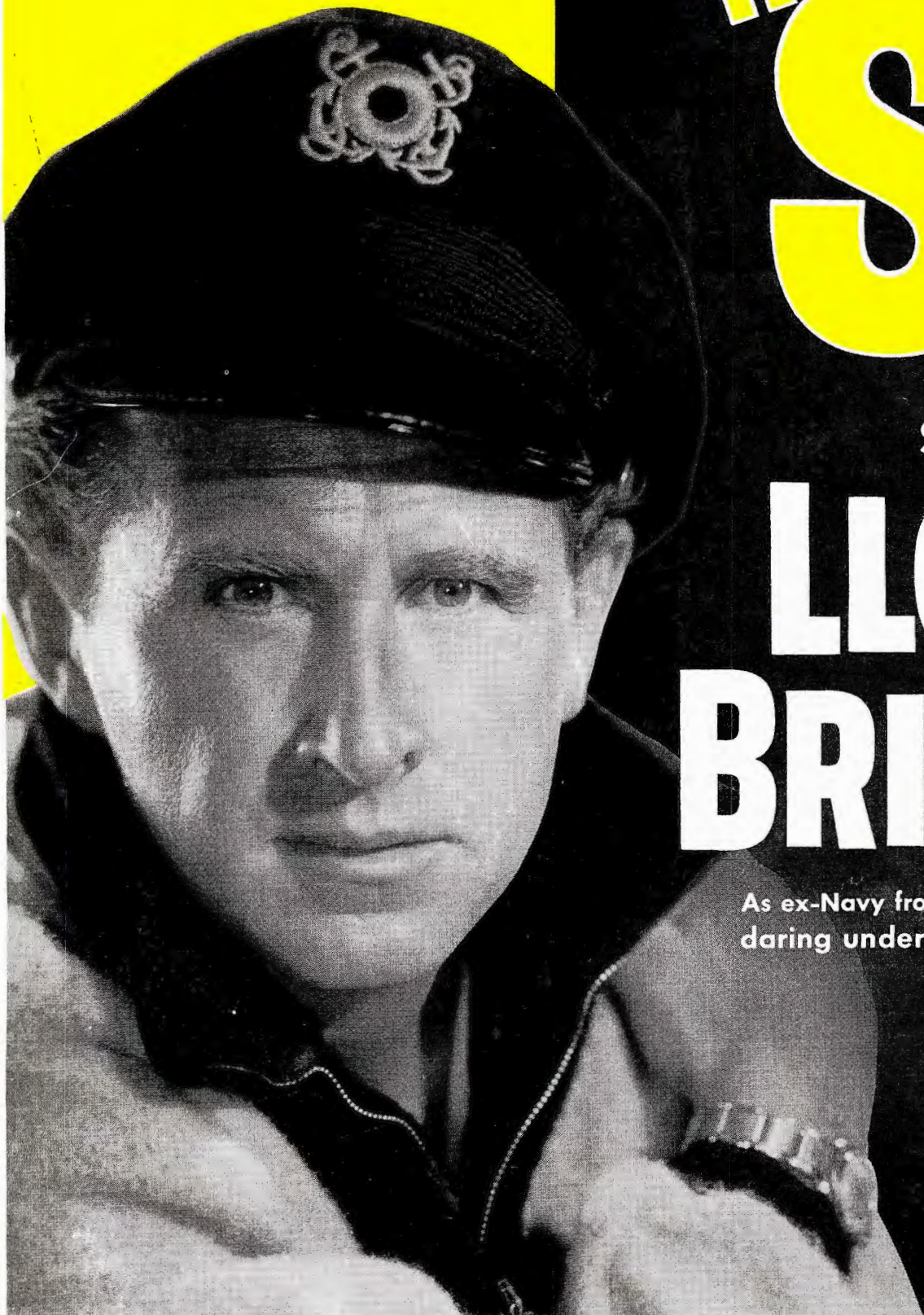
TV'S NEWEST *RATIN*

|| **Se**

Starring

**LLOYD
BRIDGE**

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



G SENSATION!

a Hunt^{II}

S

ACTION-PACKED STORIES!

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

Deep-sea Drama! Underwater Thrills!
Mystery! Romance! Excitement!
Ziv's thrilling TV innovation is a
"natural" to get high ratings...word-
of-mouth publicity...sales results!
And it's ready to audition now!

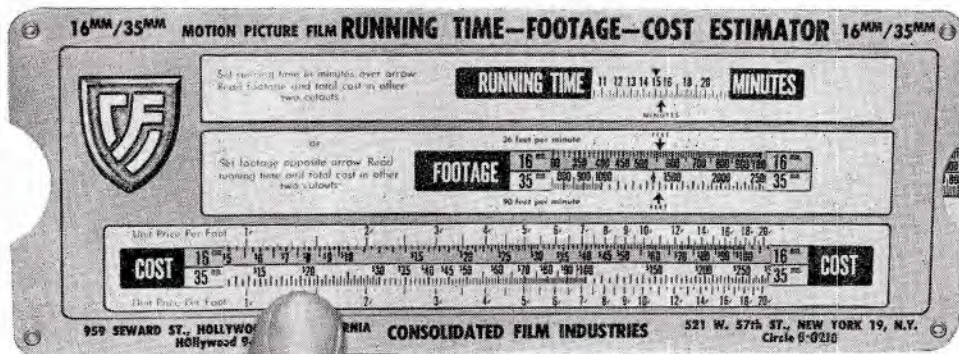
*NEW DANGER!
NEW EXCITEMENT!
NEW HIGH RATINGS!*



AUTOMATIC COST ESTIMATOR ...YOURS WITH THE COMPLIMENTS OF

CFI

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



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

Consolidated Film Industries RTD 1

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

name _____

title _____

company _____

address _____

city _____ zone _____ state _____

CONSOLIDATED FILM INDUSTRIES

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

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

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON 25, D. C.

IN REPLY REFER TO:

11100

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

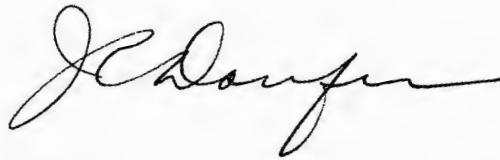
Dear Mr. Alicoate:

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

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


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

Sincerely,



Chairman





"The Gaslight Station" • New York • New Jersey

Douglas Wall, NEW YORK DAILY NEWS, speaking of

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

WPAT!

*in
the
July 30,
1957
issue**

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

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

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

HAROLD E. FELLOWS
PRESIDENT AND
CHAIRMAN OF THE BOARD

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

Dear Charlie:

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

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

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

Cordially,

Hal Fellows



What's going on in there?

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

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

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

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

They are developing special programming:

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

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

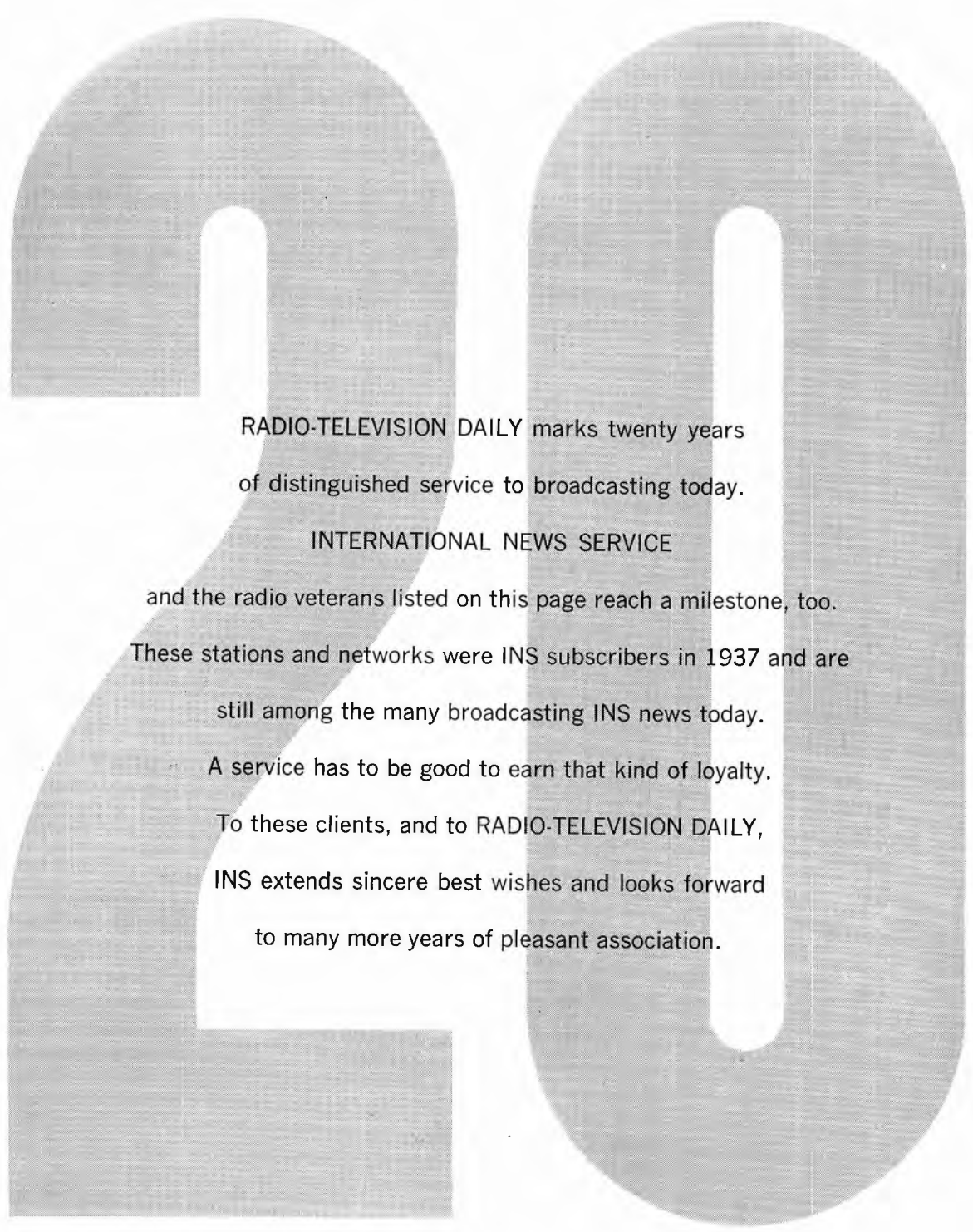
The objective, in the words of Marion B. Folsom, Secretary of Health, Education and Welfare: to stimulate "better *citizen* understanding of the schools." And, beyond that: to foster productive solutions, and to inspire concrete community action.

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

NBC Owned Stations

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





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

INTERNATIONAL NEWS SERVICE

and the radio veterans listed on this page reach a milestone, too.
These stations and networks were INS subscribers in 1937 and are
still among the many broadcasting INS news today.

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

To these clients, and to RADIO-TELEVISION DAILY,
INS extends sincere best wishes and looks forward
to many more years of pleasant association.

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

INTERNATIONAL NEWS SERVICE

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



DAVID SARNOFF
CHAIRMAN OF THE BOARD

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

Dear Mr. Alicoate:

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

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

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

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

With kindest personal regards,

Sincerely,
David Sarnoff



Atlanta Beverly Hills

Boston Buffalo

Charlotte Chicago

Cincinnati Cleveland

Dallas Detroit Kansas City

Las Vegas London

Miami Minneapolis

New Orleans New York

Paris Philadelphia

Pittsburgh Rome

San Francisco Seattle

St. Louis Toronto

mca



RADIO FACTS and FIGURES

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

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

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

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

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

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

Radio time sales in 1937 exceeded \$125,00,000, compared with \$108,000,000 in 1936; national network billings accounted for about 55 per cent of the amount.

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

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

Today — approximately \$634,000,000 was spent by the public in purchasing 14,000,00 car and home radio sets.

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

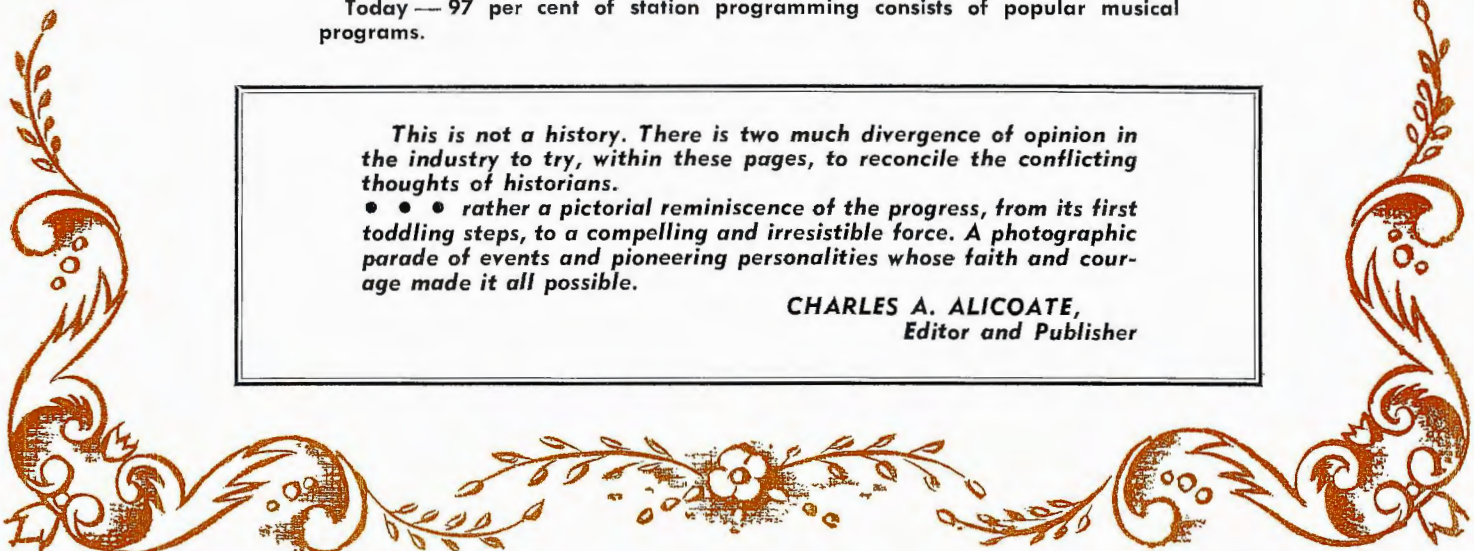
Today — an information report reveals that in a week radio reaches 87.7 per cent of all U.S. radio homes. The listening averages indicate 63.4 per cent in the evening; 76.3 per cent in the afternoon; and 78.5 per cent in the morning.

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

Today — the average is two hours and eleven minutes.

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

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



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

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

CHARLES A. ALICOATE,
Editor and Publisher

29 BILLION



Congratulations to Radio Daily on their 20th Anniversary

DOLLARS!

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

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



STORER BROADCASTING COMPANY

WSPD-TV
Toledo, Ohio

WJW-TV
Cleveland, Ohio

WJBK-TV
Detroit, Mich.

WAGA-TV
Atlanta, Ga.

WVUE-TV
Wilmington, Del.

WSPD
Toledo, Ohio

WJW
Cleveland, Ohio

WJBK
Detroit, Mich.

WAGA
Atlanta, Ga.

WIBG
Philadelphia, Pa.

WWVA
Wheeling, W. Va.

WGBS
Miami, Fla.

NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940

SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498

SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

*1957 Sales Management "Survey of Buying Power"



NAIDICH

IS FOR

BUSY

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



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

CBS RADIO

A Division of Columbia Broadcasting System, Inc.
485 MADISON AVENUE, NEW YORK 22, NEW YORK - PLAZA 1-2848

ARTHUR HULL HAYES
President



October 9, 1957

Dear Charlie:

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

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

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

Sincerely,

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

CBS TELEVISION

A Division of Columbia Broadcasting System, Inc.
485 MADISON AVENUE, NEW YORK 22, NEW YORK - PLAZA 1-2848

MARBLE S. JONES
President

October 10, 1957

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

Dear Mr. Alicoate:

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

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

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

Sincerely,

MSJ:ink



We Sincerely Believe:

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

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

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

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

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

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

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

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



WSB/RADIO

The Voice of the South • Atlanta

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



MILESTONES

Important and interesting steps in the progress
of commercial radio

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

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

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

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

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

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

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

A telephone tieup between WEAf, New York, and WNAC, Boston, on Jan. 4, 1923, was the first "chain" broadcast; first multiple station hookup took place in June of same year.

Dempsey-Carpentier fight was the first boxing match to be aired, with Major Andrew J. White as announcer, on July 2, 1921.

Opening of Congress was broadcast for the first time on Dec. 4, 1923.

First international program was rebroadcast by WJZ from Coventry via Houlton, Me., in 1924.

First coast-to-coast broadcast took place Jan. 1, 1927, when a Rose Bowl football game was aired.

First round-the-world broadcast sent from Schenectady on June 30, 1930.

President Roosevelt inaugurates "fireside chats" on March 12, 1933.

WLW in Cincinnati starts operating with 500,000 watts, first and only station with such power (experimental).

RCA starts television tests from Empire State Building, New York, on June 29, 1936.



we deliver
 1000
 like this*
 for 31c

**and her family*

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

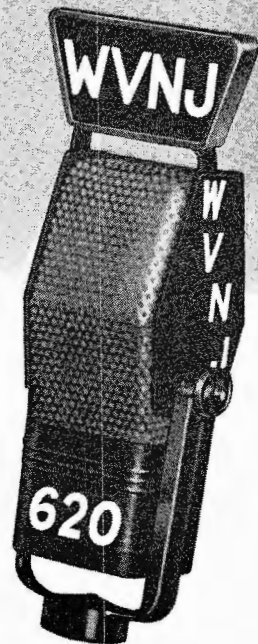
Most advertisers know that the New WVNJ has more listeners than any other radio station broadcasting from New Jersey. As a matter of fact—almost twice as many as the next 2 largest combined.*

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

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

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

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



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

WVNJ

Newark, New Jersey

Radio Station of the Newark Evening News

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

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

CIRCLE 7-8300

ROBERT W. SARNOFF
PRESIDENT

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

Dear Charles:

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

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

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

Sincerely



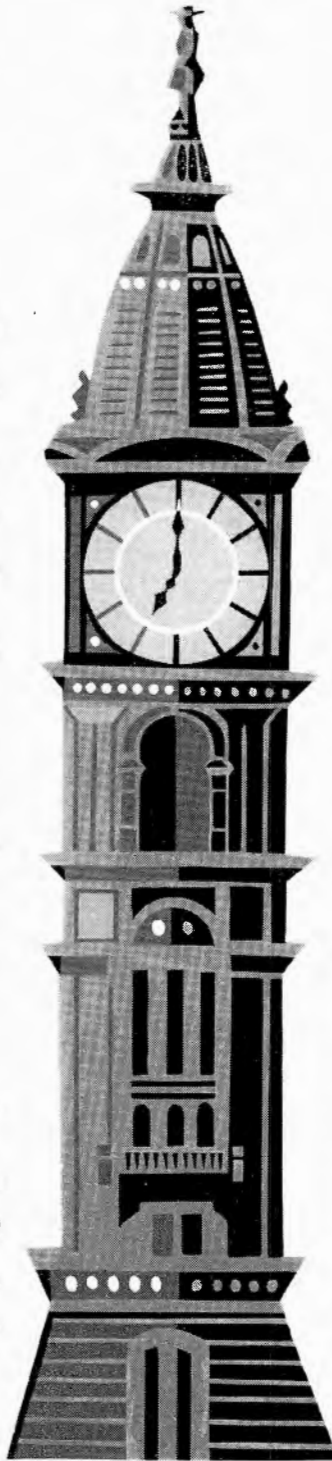
Robert W Sarnoff



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

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

**WCAU-TV
means
business
in
Philadelphia**



monday

NEW

"GRAY GHOST"

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

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

Available alternate week sponsorship after December 16th.

tuesday

NEW

"WHAT IN THE WORLD?"

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

Available full or alternate sponsorship

wednesday

"WHIRLYBIRDS"

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

(Co-sponsored by Nabisco and Sylvan Seal)

thursday

"SHERIFF OF COCHISE"

Adventure series based on the files of the sheriff's office in Arizona's Cochise County. (Sponsored by Socony Mobil Oil Company)

friday

NEW

"THE NEW ADVENTURES OF CHARLIE CHAN"

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

Available full or alternate sponsorship

saturday

"HIGHWAY PATROL"

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

(Sponsored by P. Ballantine & Sons)



special!

SUNDAY 6:30 TO 7 PM

Alternate sponsorship available on

"HARBOR COMMAND"

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

(Co-sponsor La Rosa)

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

TELEVISION BROADCASTING STATIONS

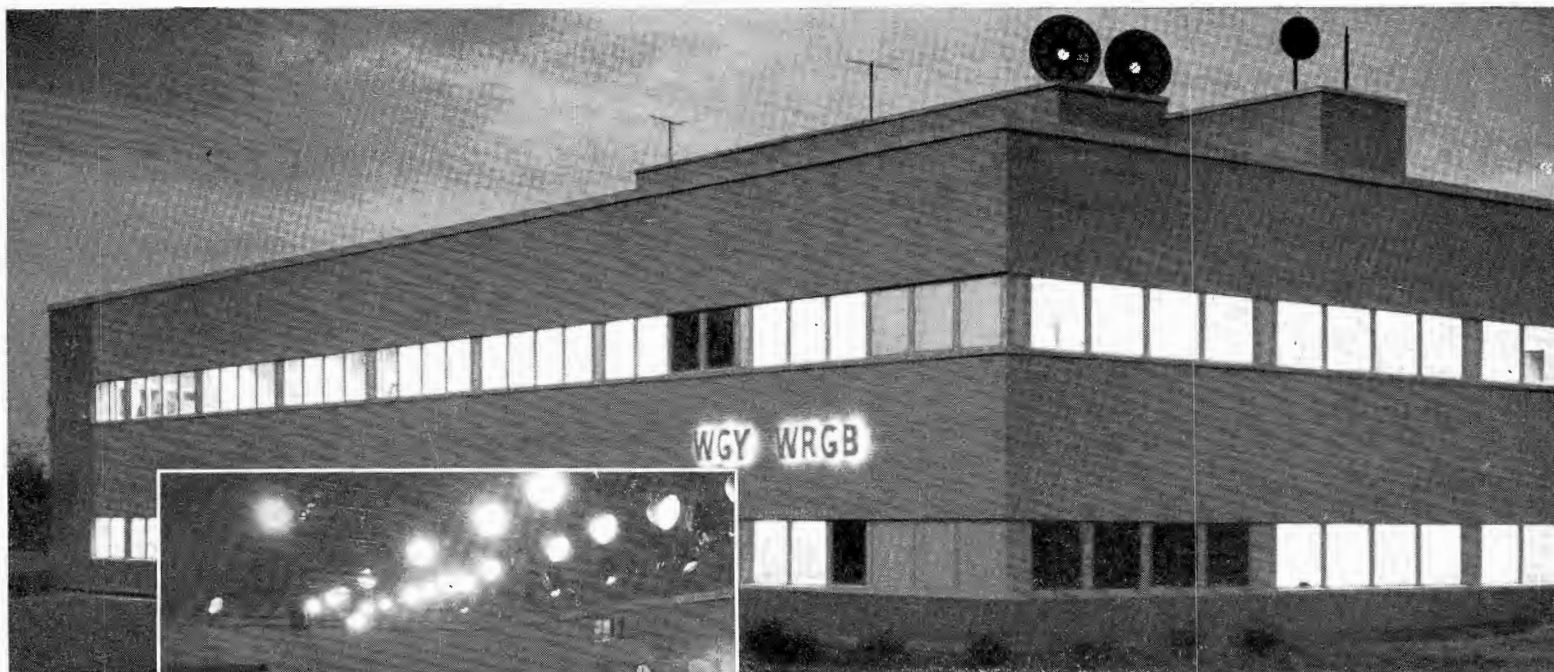
As of Feb. 1st, 1938

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

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

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

NEW General Electric Broadcasting Center



NEW

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



NEW

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

Better Service for the People of Three States

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

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

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

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

WGY Radio **WRGB** Television

American Broadcasting Company

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

LEONARD H. GOLDENSON

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

Dear Charles:

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

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

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

Best wishes.

Sincerely,

Leonard

Leonard H. Goldenson



1000

FIRST GRAND SLAM

IN RADIO HISTORY!

NEW YORK
SAN FRANCISCO
LOS ANGELES



October 1, 1957

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

Keystone Broadcasting System Adds Its Thousandth Affiliate!

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

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

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

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

TO ALL KEYSTONE AFFILIATES:

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

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

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

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

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

Sincerely,

Sidney Wolf
President



CHICAGO
111 W. Washington
Sta 2-8900

NEW YORK
527 Madison Ave.
ELderado 5-3720

LOS ANGELES
3142 Wilshire Blvd.
DUinkirk 3-2910

SAN FRANCISCO
57 Post St.
SUTter 1-7440



TEN OUTSTANDING RADIO NEWS EVENTS OF 1937

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

American Federation of Musicians Forces Broadcasters to Hire More Musicians.

NAB at Special Meeting Votes Reorganization and Raise in Dues.

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

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

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

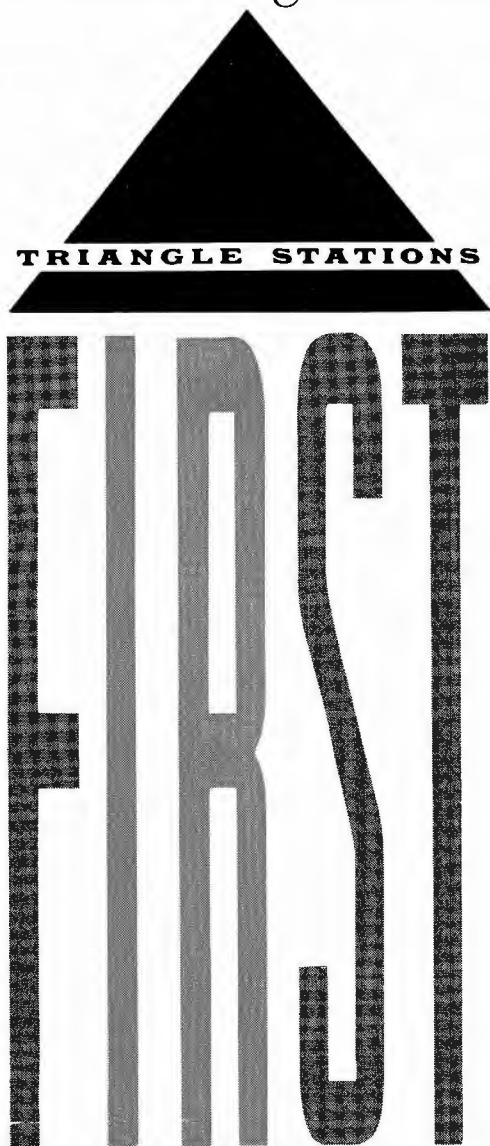
WLW Line is Established as Potential Fourth National Network.

Congressional Probe of Radio Demanded in Several Bills.

Elliott Roosevelt Becomes Head of Hearst Radio.

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

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



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

WFIL-TV

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

WNBF-TV

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

WFBG-TV

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

WNHC-TV

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

WLBR-TV

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

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

BROADCAST MUSIC, INC.
589 FIFTH AVENUE, NEW YORK 17, N.Y.
PLAZA 9-1500

CARL HAVERLIN
PRESIDENT

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

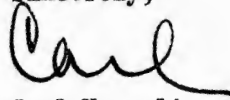
Dear Charles:

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

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

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

Sincerely,



Carl Haverlin



20 YEARS MEANT NOTHING TO METHUSELAH



But then he wasn't a Radio Daily reporter.

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

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

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

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

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

WOR RADIO

"NO SOONER DONE THAN SAID"

NEW YORK

A DIVISION OF **RKO**
RKO TELERADIO PICTURES, Inc.

Radio

Advertising

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

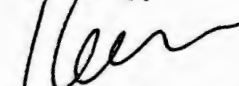
Mr. Charles A. Alicoate
Radio Daily
1501 Broadway
New York, New York

Dear Mr. Alicoate:

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

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

Cordially,



Kevin B. Sweeney



40

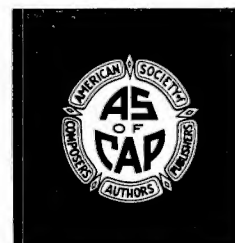
FORTY
YEARS
OF
SHOW
TUNES

ASCAP MUSIC... THE MUSIC OF SHOW BUSINESS!

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

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 Madison Avenue, New York 22, New York



TvB

TELEVISION BUREAU OF ADVERTISING, INC.

NORMAN E. CASH
President

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

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

Dear Mr. Alicoate:

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

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

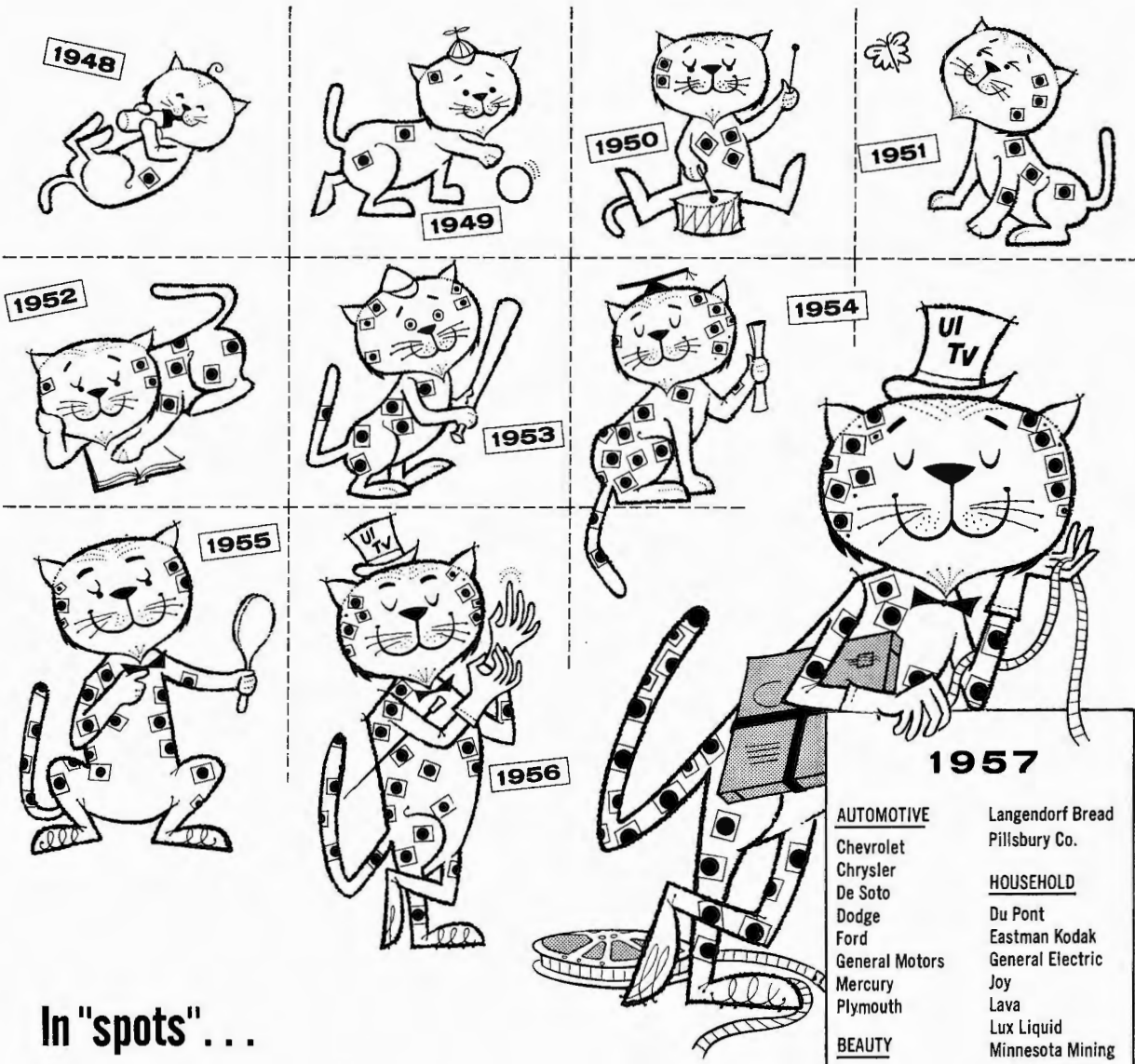
To record this dynamic drive -- keeping pace with this fast-moving, always changing medium on a day-by-day basis, is a formidable task.

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

Kindest personal regards,

Norman E. Cash





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

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

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

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

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

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

UNIVERSAL PICTURES TELEVISION DEPARTMENT

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

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

Write for free illustrated brochure.



1957

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

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



J. M. COLLINS
SALES MANAGER

October 14th, 1957

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

Dear Mr. Alicoate:

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

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

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

Best of luck,

Sincerely,

AMERICAN SOCIETY OF COMPOSERS,
AUTHORS AND PUBLISHERS.

A handwritten signature in cursive script that reads 'J. M. Collins'.

J. M. COLLINS

JMC:KMC



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

G. Washington

1787



KUDNER AGENCY, INC.

NEW YORK • DETROIT • LOS ANGELES

SAN FRANCISCO • WASHINGTON

HEADLINE HIGHLIGHTS OF TWENTY YEARS IN RADIO AND TELEVISION

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

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

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

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

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

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

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

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

Newspapers file applications for 108 new radio stations, FCC analysis reveals.

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

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

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

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

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

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

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

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

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

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

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

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

CIO moves to organize technicians in radio field.

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

President Roosevelt lauds accomplishments of radio.

Television patents pooled by Farnsworth and AT & T.

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

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

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

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

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

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

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

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

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

Philco adding stations; 30 outlets already added to original list on disk series—still more stations to be included.

AFM contract held up; standard provisions being revised as Weber warns that 200 network affiliates must accept it.

Management regulations opposed; U.S. Chamber of Commerce declares broadcast must be free to select and edit programs.

CBS-Canadian hookup; American and Canadian networks join in commercial broadcast for International Silver.

320 stations air series; record audience hears opening game in annual baseball classic—many commercial shows edged out.

Key stations and AFM agree; NBC and CBS outlets in New York, Chicago and Hollywood come to terms with musicians' union.

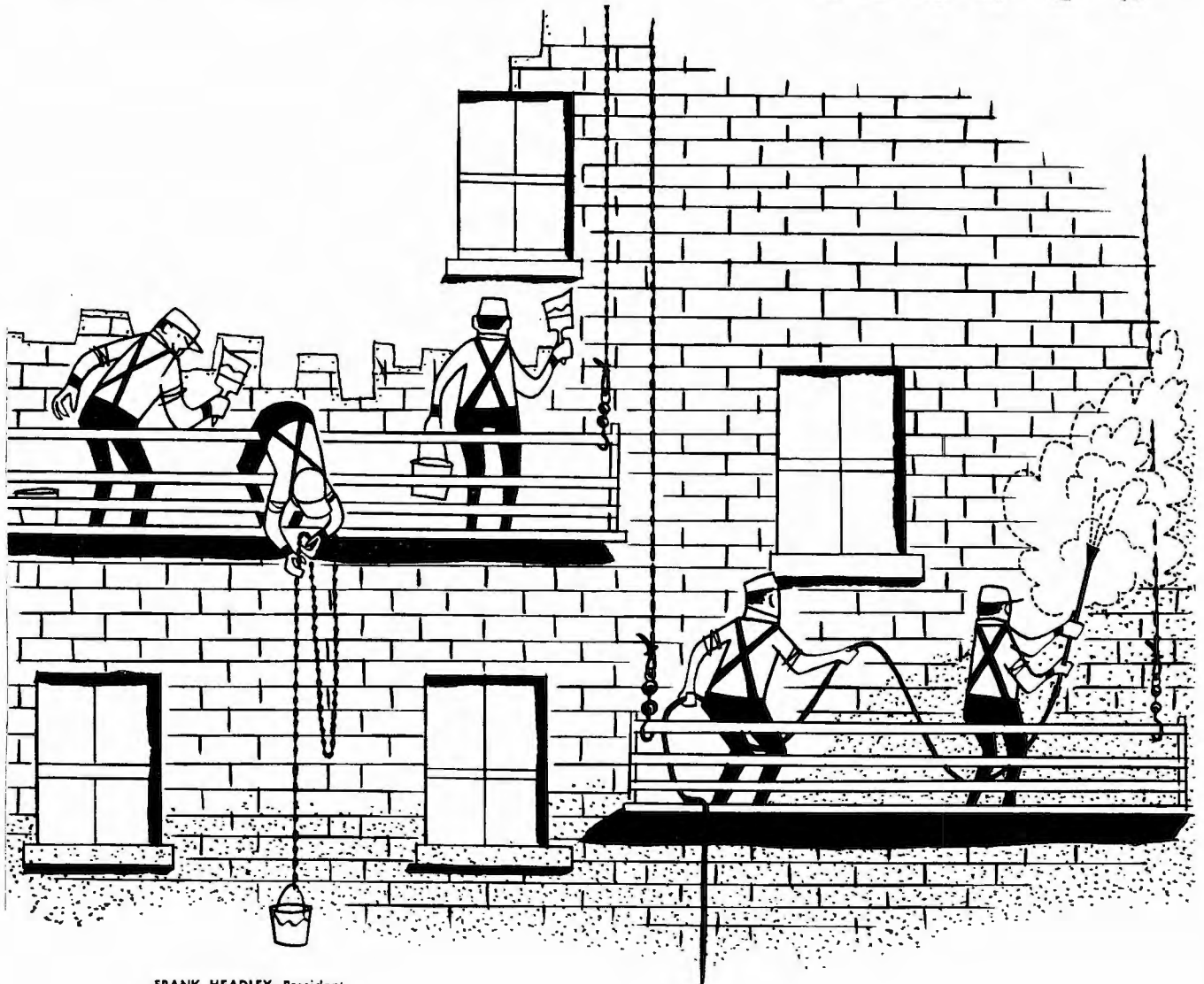
FCC merges 3 divisions; McNinch announces a board of six and himself will supplant broadcast, telephone and telegraph units.

ET men to fight edit; transcription manufacturers will fight AFM regulations—IRMA contract now acceptable to musicians' union.

Song writers and publishers in accord on ASCAP pact which runs until 1950.

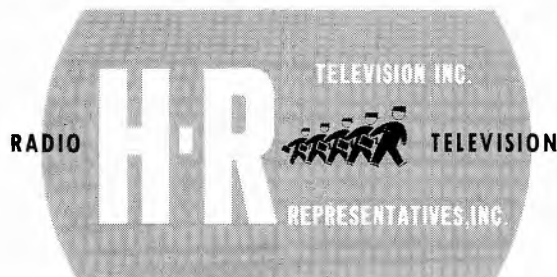
New television permit sought by General Electric.

WORKING PARTNERS



FRANK HEADLEY, President
 DWIGHT REED, Vice President
 FRANK PELLEGRIN, Vice President
 PAUL WEEKS, Vice President

We fully recognize the importance of giving *complete coverage* of all important time buying areas for *all our stations*. And this coverage is provided both by the *Working Partners* who head up H-R as well as by the members of our growing staff. All of whom, by the way, have been selected on the basis of *maturity, experience* and records of performance in this field. Today as when H-R was started, we continue to keep our promise to "always send a man to do a man's job!"



380 Madison Ave.
 New York 17, N. Y.
 OXford 7-3120

1065 Penabscot Bldg.
 Detroit 26, Michigan
 WOODward 1-4148

35 E. Wacker Drive
 Chicago 1, Illinois
 RAndolph 6-6431

101 Marietta Street
 Atlanta, Georgia
 JACkson 3-7797

6253 Hollywood Boulevard
 Hollywood 28, Calif.
 HOLLywood 2-6453

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

155 Montgomery Street
 San Francisco, Calif.
 YUKon 2-5837

910 Royal Street
 Canal 3917
 New Orleans, La.

416 Rio Grande Bldg.
 Dallas, Texas
 RIVERSide 2-5148

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

Coaxial cable test termed satisfactory.
 Radio probe being put off; Congress favors giving FCC Chairman McNinch chance to straighten things out before inquiry.
 FCC rapped at Chicago parley; freedom of broadcasting from political interference demanded at educational parley—program standards urged.
 Warners buying Muzak; expansion of wired radio music service planned by film company—seen as step toward television.
 Radio is top recreation; Fortune survey shows listeners exceed moviegoers.
 Elliott Roosevelt heads Hearst; becomes president and general manager of radio interests.
 Government control bill looms; Senate to get measure when new session begins in January.
 '37 was big—'38 to top it; billings up, networks expand, more drama, better music, unions move in, television creeps along and Hollywood splurges.

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

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

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

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

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

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

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

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

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

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

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

Farnsworth reveals new tele projector.

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

Los Angeles dailies toss out radio news and columns.

Agencies eye hockey as next season fare.

Network standbys piled up gross; increased budgets by foodstuff; soap and cigarettes are responsible for record first quarter gross.

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

Experimental television schedule back on NBC on 5 hour basis.

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

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

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

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

Newspapers still militant; strong anti-radio sentiment.

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

NAB appoints Neville Miller paid president.

Baird tele receiving sets will be sold to theatres.

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

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

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

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

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

WOXR to experiment with tape methods.

NAB wants united front; entire industry to be represented in any ASCAP discussion; basic pact will apply to all.

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

RADIO DAILY
 The National Daily Newspaper of Commercial Radio and Television
 NEW YORK, N. Y., TUESDAY, JANUARY 3, 1939
 FIVE CENTS

Radio's Greatest Year

10 Leading News Events of 1938
 1. M-13 Reorganization Completed and Neville Miller Named First Full President.
 2. Frank B. McEachin pushes through Reorganization of the FCC.
 3. Television Makes Rapid Strides With Sets Due to be Marketed Early This Year.
 4. Every Branch of the Industry Completed Negotiations With the AFM and Signed Additional Agreements.
 5. FCC Settles Its Monetary Probe With NBC the First Network to be Settled.
 6. Texas Star Network Formed With Elmer Roosevelt named President.
 7. State Power Hearings Begin Before the FCC.
 8. 1938 Organized As A Promotional Organization. Headed by Samuel R. Rosenbloom.
 9. Great Industry Drive Through Coverage of the Corporation.
 10. Citizen Treasury Four Weeks a Day.
 11. Network Salary Set At Five Week With Total Billings Reaching \$37,957,151.
 12. Broadcasting News President.
 13. Intermountain News with Claude Fisher.
 14. Mail Hearings.
 15. Owen Walter.

Billings At New High In AFM Wage Strife Outlook Bright
TELE PROGRESS
 The National Daily Newspaper of Commercial Radio and Television
 NEW YORK, N. Y., TUESDAY, JANUARY 3, 1939
 FIVE CENTS

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

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

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

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

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

Paid listing now acceptable in 237 newspapers at line rate.

Muzak starts test of new ad service.
 \$10,000,000 television setup; head of British concern confirms Scophony plan, including sets selling around \$200 each.

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

Majority of air employees unionized in past two years.

Tele talent reservoir; William Morris Agency joins forces with Du Mont-Paramount combine; events and theatre tie-up.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Live talent television tests conducted by Zenith.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

50,000

good wishes from

WMGM

... one for every watt we own!

1050

on
your
radio
dial

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

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

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

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

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

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

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

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

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

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

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

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

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

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

FDR praises industry, sees no government control.

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

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

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

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

New color tele patent hailed as workable. RCA's large screen tele; highlights two-day tour for FCC with hour-long show.

Independent movie exhibitors favor cooperation with BMI.

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

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

Buildup of smaller publishers current move of BMI staff.

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

Webs now holding off commercial tele rush.

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

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

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

BMI slashes fees as members vote to continue music fight.

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

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



Court Mulls Webs vs FCC

Web Sales Managers Set Convention Plans

Web sales managers are expected to meet in New York City on January 15-16. The convention will be held at the Waldorf-Astoria Hotel. The program will include a luncheon, a business session, and a social evening. The convention is being sponsored by the National Association of Broadcasters.

U.S. Supreme Court Decision Expected To Be Final Arbitrator As Lower Court Completes The Opening Round

The U.S. Supreme Court is expected to render a final decision on the radio network case. The lower court has completed its opening round of arguments. The case involves the rights of radio networks to broadcast over their own stations.

Five Possible Angles For Web-FCC Decision

Five possible angles for the Web-FCC decision are: 1. The right of radio networks to broadcast over their own stations. 2. The right of radio networks to broadcast over the stations of other radio networks. 3. The right of radio networks to broadcast over the stations of other radio networks. 4. The right of radio networks to broadcast over the stations of other radio networks. 5. The right of radio networks to broadcast over the stations of other radio networks.

'Able's Irish Rose' For P.&G. On Red Net

The song 'Able's Irish Rose' is being broadcast on the Red Net. The song is being performed by Able's Irish Rose. The song is being broadcast on the Red Net.

Several Suit Checkers In P. Social

Several suit checkers were present at the P. Social. The suit checkers were present at the P. Social.

WAS Shows Web Seeding For 1942 Weekly Newsweek

WAS shows web seeding for 1942 Weekly Newsweek. The seeding is being done by WAS.

Posters A Guide For Those Seeking United States

Posters are a guide for those seeking United States. The posters are being used as a guide.

Classified as 'Secret' Here

Classified as 'Secret' here. The information is classified as 'Secret'.

Several Suit Checkers In P. Social

Several suit checkers were present at the P. Social. The suit checkers were present at the P. Social.

Movies losing against radio Gallup tells RKO gathering. Tele goes commercial; years of research and \$25,000,000 plus FCC okay takes new medium out of the laboratory.

ANPA challenges FCC; declares commission is without power to bar newspapers from engaging in the broadcasting industry.

Nation's leading advertisers favored radio in budgets. Commercial tele boom; fall outlook optimistic as sponsors indicate full co-operation; Don Lee files application for commercial CP.

Theatres eyeing tele from box office view. Radio's defense time; more than \$8,000,000 in facilities donated by the industry during six months ending July 1.

Emergency plans set; government to keep hands off during war but will assist stations; super web planned to cover entire country.

Grid dough hits peak; expenditures to reach \$2,500,000 mark during coming season; fuel curb no barrier for gas sponsors.

Senate okay's 'no tax'; approves committee action killing proposed levy; way now cleared for FCC franchise plan.

Three new tele grants; Philadelphia, Milwaukee and Los Angeles set with commercial licenses; also okay three more FM stations.

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

BMI will slash rates; board approves new 8 year blanket contract; estimated \$1,000,000 income seen next year.

Radio covers the war; all web-station programs overboard to bring public first-hand information during 24 hour schedule.

Air clients optimistic; no serious budget changes expected, say leading agency executives - also numerous sponsors.

Bolster saving drive; sponsors, agencies, stations pledge unprecedented aid of every kind to push sale of bonds-stamps.

Webs eye normal sked; will return to regular hours on air within few days unless emergency requires additional time.

Standard war practice; first large scale coordination plan set for New York territory; all official information from central source.

1942 CBS-NBC to fight suits; federal action was long expected but network officials maintain move is grave mistake.

Tele defense bond program results in tremendous sale. Halt new-station CP's; number of standard outlets frozen at the present level, also power: to price fix receiver parts.

Webs rushing production; building strong reservoir of shows for both summer replacements and possible priority casualties.

To halt set production; manufacturers get 4 months to ready plants for war work.

Networks granted stay; Federal Court delays FCC enforcement of rulings until Supreme Court can pass on web's appeal.

Webs feeling war jolt; status not too bad as cancellations begin to offset newly signed business.

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

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

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

Radio's share of advertising \$225,000,000, as third media. Record audience looms; radio gaining listeners as theaters lose patronage due to tire ban; blackout tests also a factor.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

56,560,000 in U.S.A. hear Casablanca news. 600,000 disks sent overseas in first six months of war.

CBS 1942 net profit at \$4,100,000 mark. Chain rule hearings ends; U.S. Solicitor General in high court oppose plea to stay enforcement of FCC's new regulations.

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



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

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

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

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

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

New York • Chicago • Hollywood • Toronto • Montreal

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

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

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

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

583 of 722 stations report profit for 1942. High court ruling; hold writers can dispose of rights years before anticipatory benefit even if it is 'bad business.'

OPA-Treasury department laud work of radio. National spot business holds up; first quarter of 1943 showed gains over last year in active clients; 9 major groups increased time.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Radio Daily marks birthday; this issue starts eighth year.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Radio flashes first news of Germany's surrender.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Second D-Day on radio; networks on all night vigil rewarded with first break on invasion news; full coverage being continued.

Get WAC spot contracts; stations in New York accept campaign under advertising budget revised by Y & R Agency.

WAC ads in 791 outlets; regular paid basis accepted by 712 and 79 will carry as war service; others still negotiating.

CBS asks for four tele CPs; major policy decision concentrates all video effort in high channels on maximum stations allowed.

Radio's storm service; station coverage on eastern seaboard goes all-out for public service; every contingency handled.

FDR enters disc dispute; President counsels the AFM to abide by NWLB strike directive; Petrillo conferring.

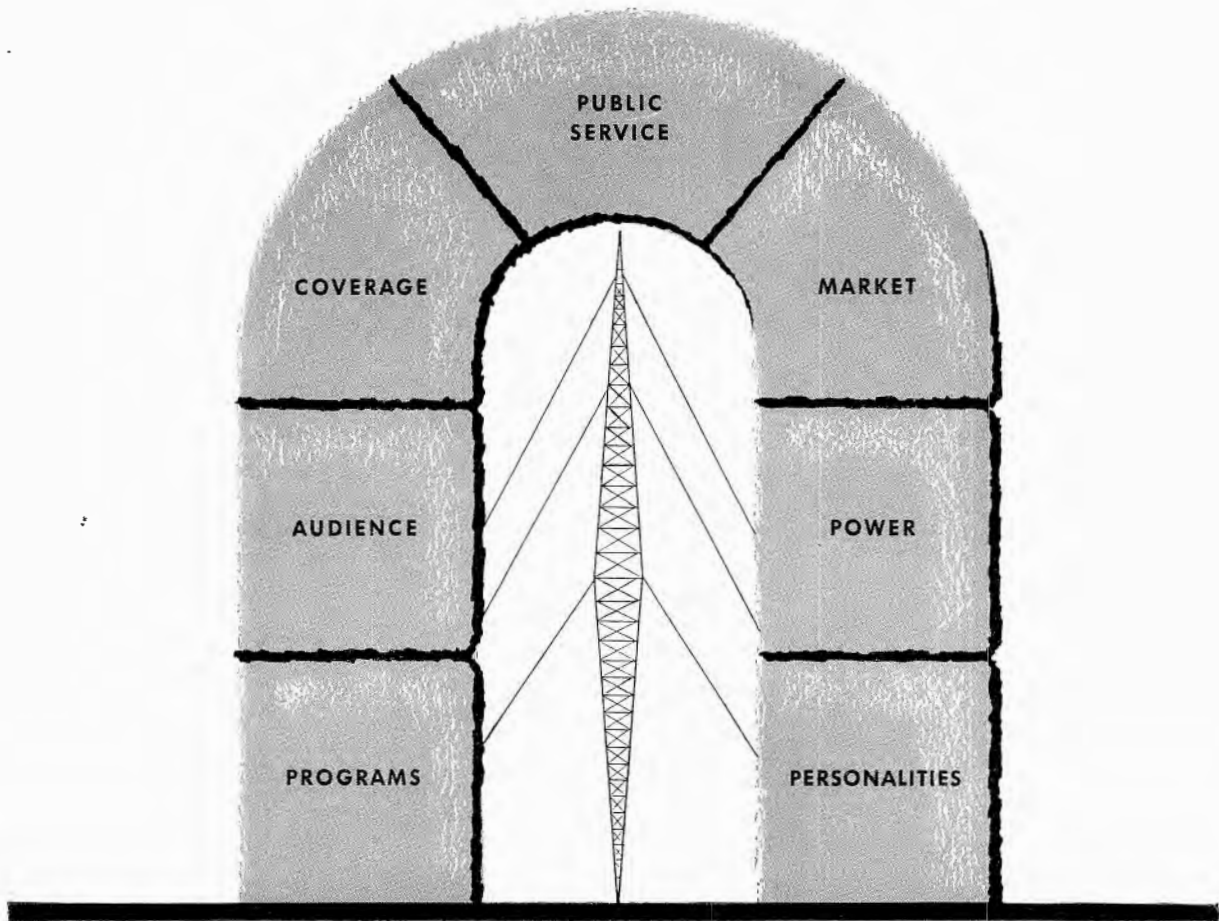
End AFM recording ban; Victor and Columbia Records sign with Petrillo on union's terms.

Porter nominated for FCC; President sends Paul Porter's name to Senate for commission post.

Radio's huge bond effort; backed up 6th War Loan campaign with over 1,675,000,000 impressions, 20% above previous high mark.

Nets acquire new outlets; both CBS and Blue network announce affiliation of additional stations; comply with FCC order.

FCC petitions are denied; refuses Cowles Broadcasting Co. plea and NBC is rejected on station matters.



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

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

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

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

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



Measure of a
Great Radio Station

WGAR

THE STATION WITH 4½ MILLION FRIENDS IN NORTHERN OHIO

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

Represented Nationally by

THE HENRY I. CRISTAL CO., INC.

New York • Boston • Chicago • Detroit • San Francisco

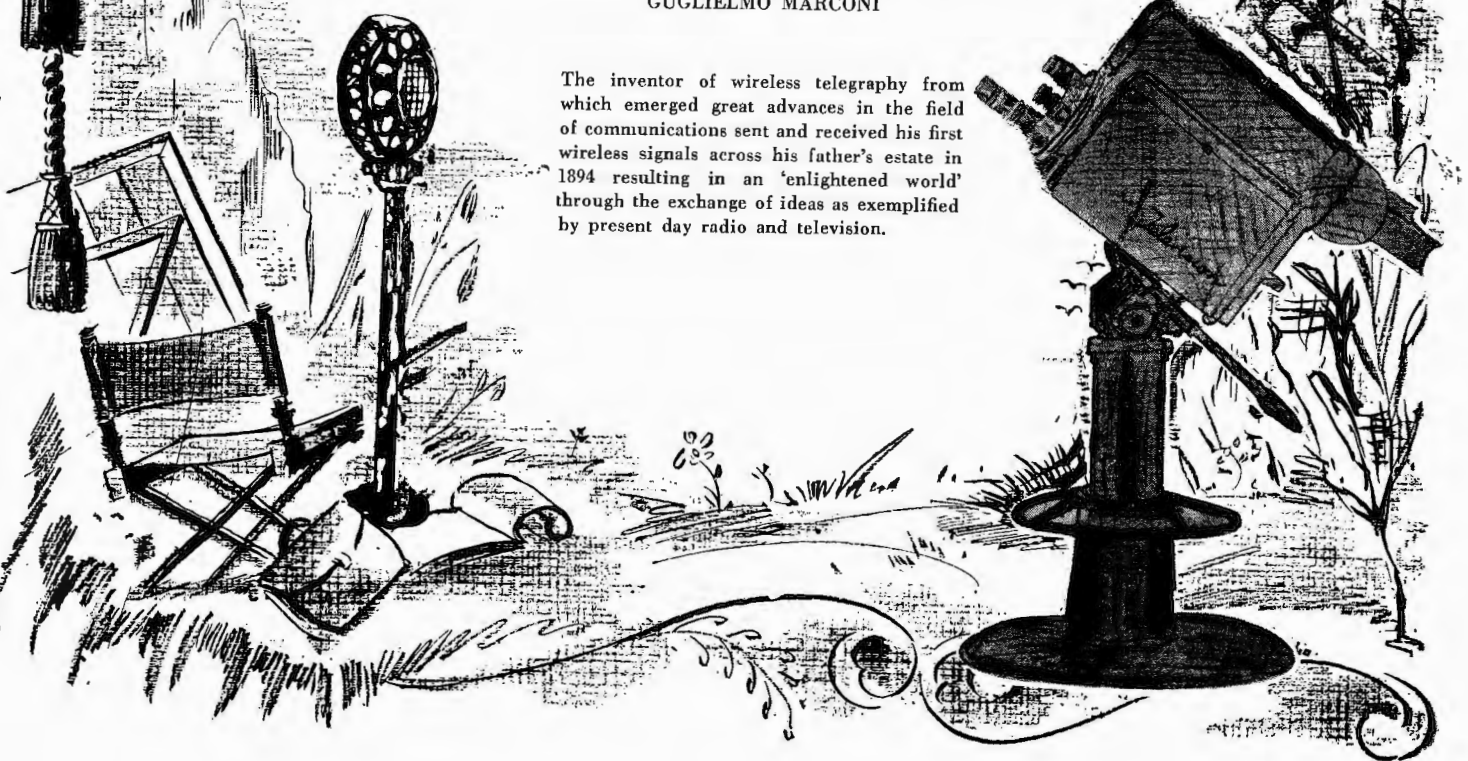


**THIS IS HOW IT
ALL STARTED**



GUGLIELMO MARCONI

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





THE BARTELL GROUP...

THE INDUSTRY'S FASTEST GROWING 10-YEAR OLD

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

THE BARTELL GROUP STATIONS:

WOKY — 1st in MILWAUKEE

KCBQ — 1st in SAN DIEGO

WAKE — 1st in ATLANTA

KRUX — 1st in PHOENIX

Newest Bartell Stations:

WILD, Boston and

WYDE, Birmingham...

gaining ground fast!



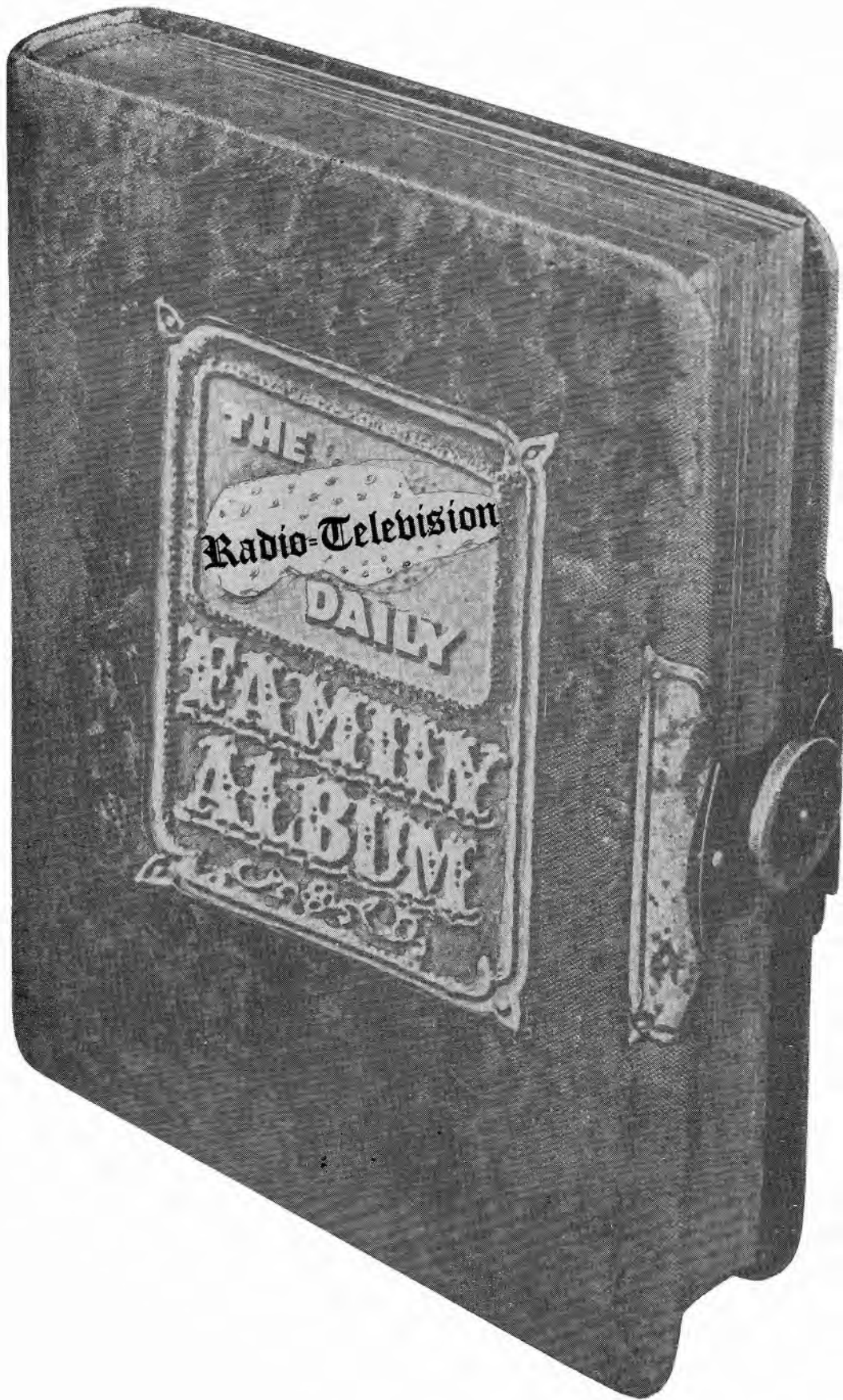
BARTELL IT AND SELL IT!

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

THE BARTELL GROUP
RADIO FOR FAMILY LIFE

AMERICA'S **FIRST** RADIO FAMILY

SERVING 10 MILLION AMERICANS



The Radio Television Daily Family



John W. Alicoate



Charles A. Alicoate



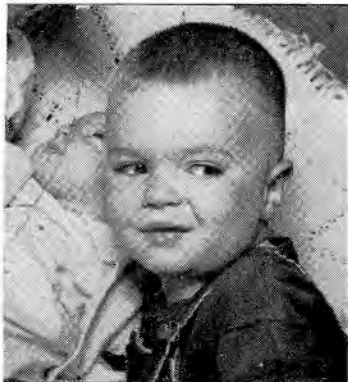
Marvin Kirsch



Joe Morris



Arthur Simon



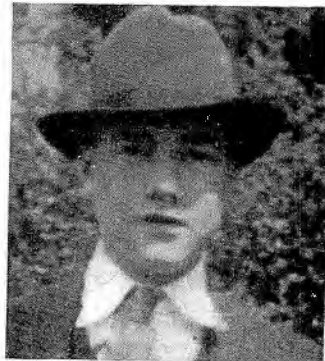
Dick Donnelly



Chester B. Babn



Ethel Rosen



Paul K. Devoe



Herb Berg



Jim Powell



Morris Altschuler



Jerry Tidwell



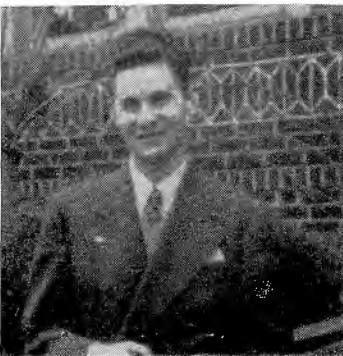
Nedra Pastor



Ted Green



Pat Helm



Gilbert Futterman



Betty McKean



Harriett Margulies



Ted Persons



Peter W. English



Betty Miller



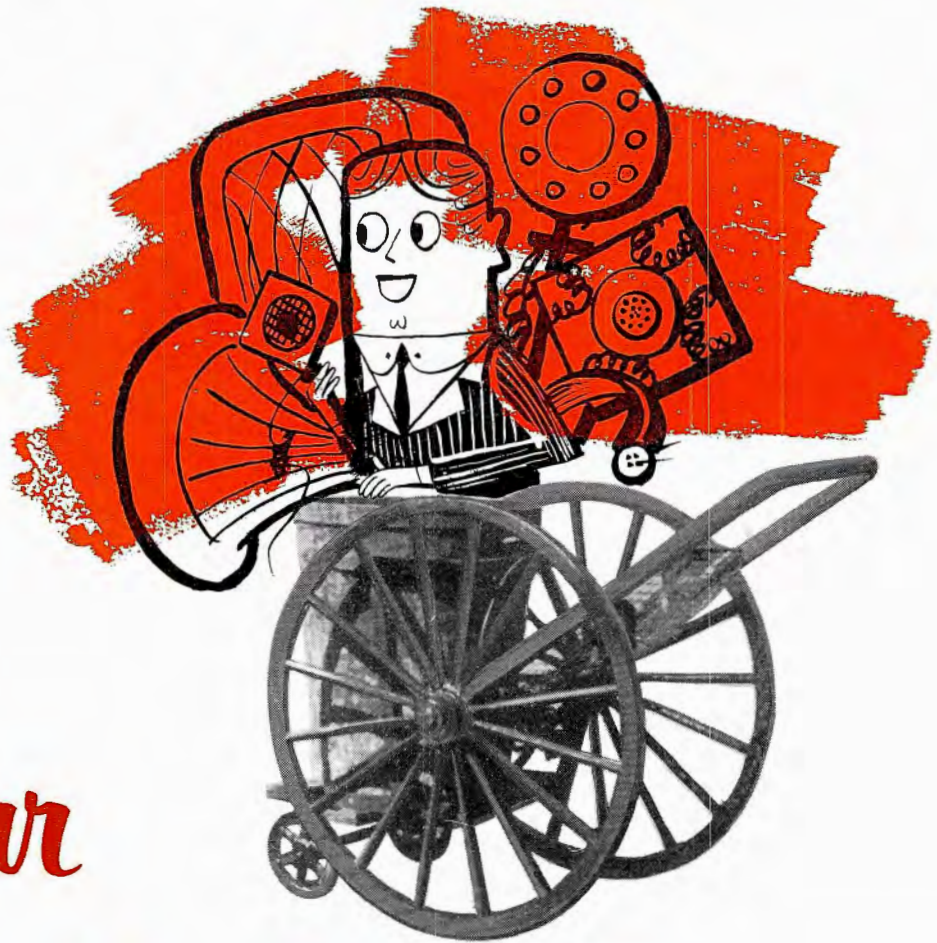
Renee Rosenwasser



Gene Morrison

WINS

**CARTS AWAY
OLD CONCEPTS**

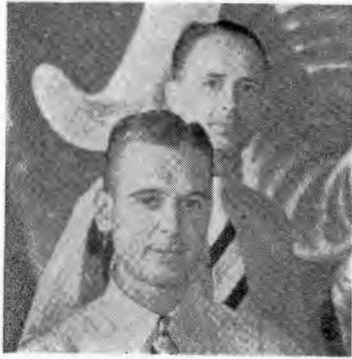


hear

WITH **I**TS **N**EW **S**OUND



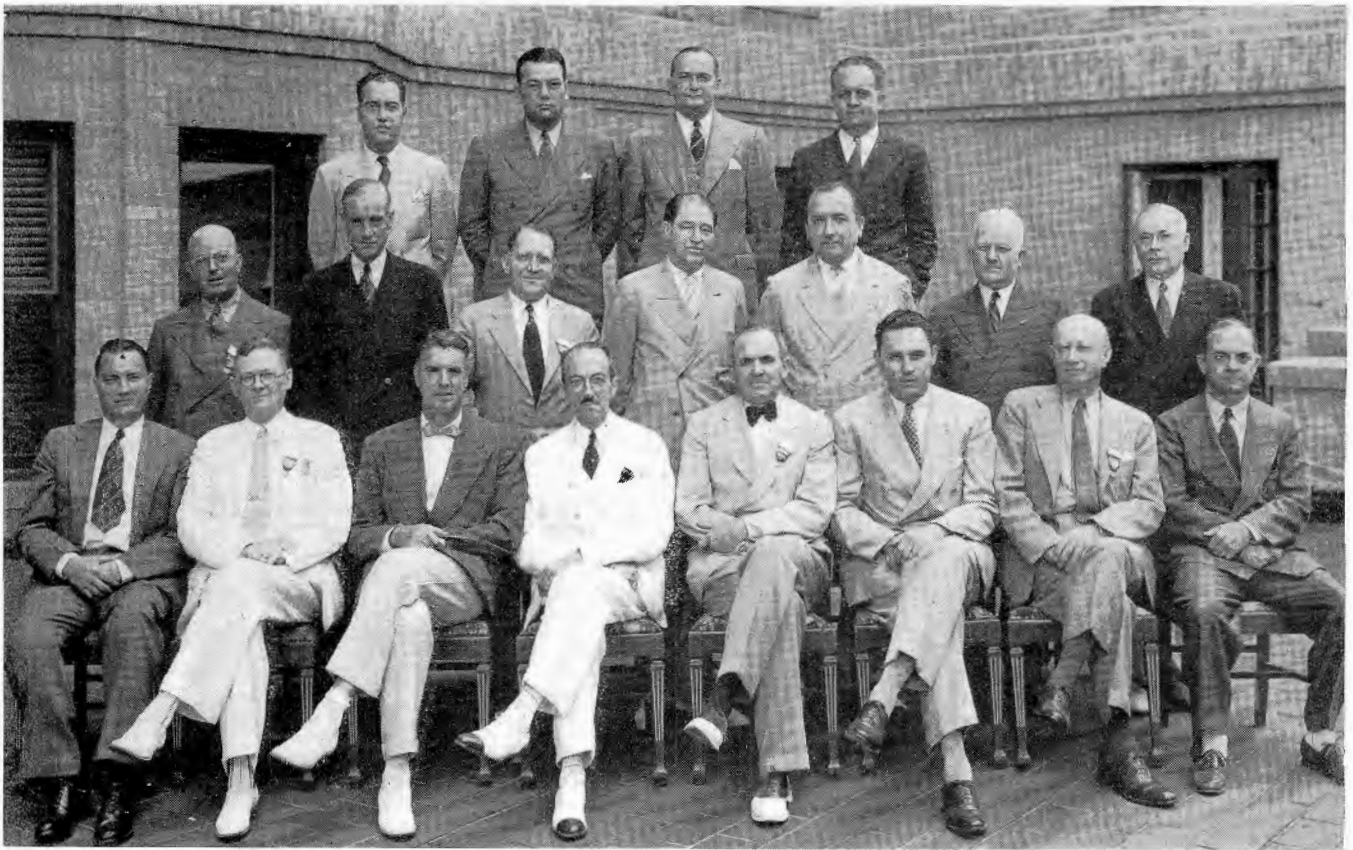
NEW YORK CITY, N. Y.



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

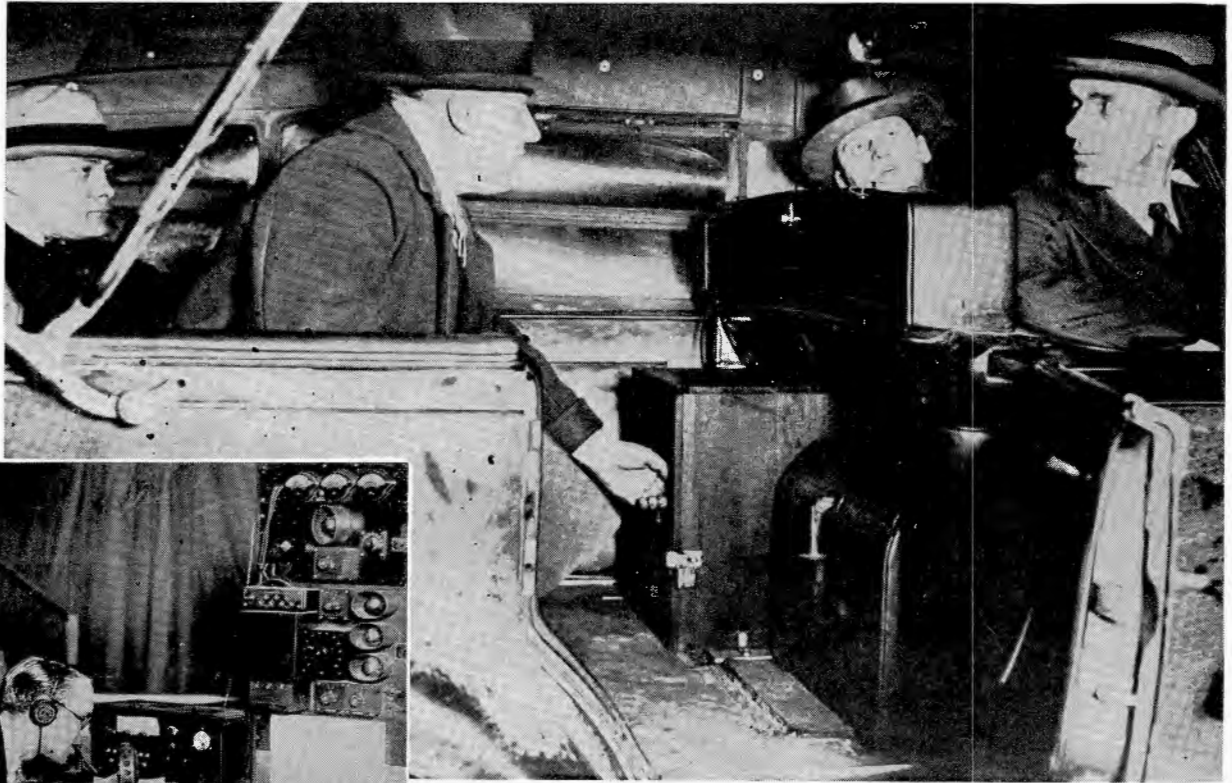


Meeting of the Texas Quality Network in the WOAI studios in San Antonio in 1938. Left to right: Alex Keese, WFAA, Dallas; Hugh A. L. Half, president of WOAI; Kern Tips, KPRC, Houston; Jim Moroney, Dallas Morning News, WFAA; Martin Campbell, WFAA and G. A. C. Half, founder and chairman of the board of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

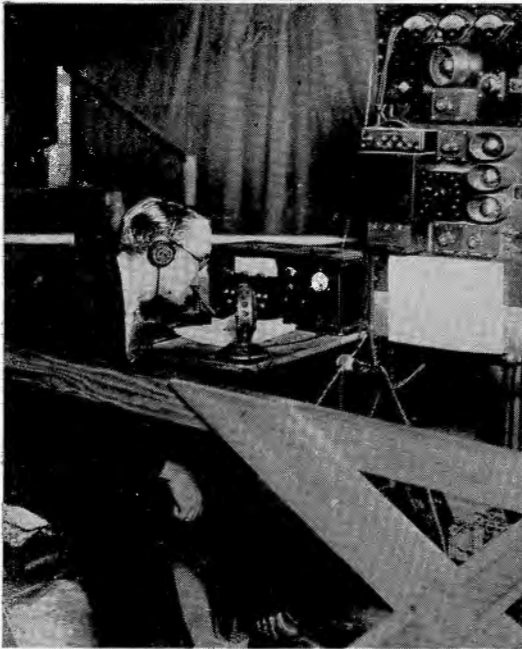


New Board of Directors of the National Association of Broadcasters taken at the adjournment of their 17th annual meeting held July, 1939 at the Ambassador Hotel in Atlantic City, N. J. Top row, left to right: Howard Lane, O. L. Taylor, Donald Thornburgh, Frank Russell. Middle row: Earl Gammons, George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

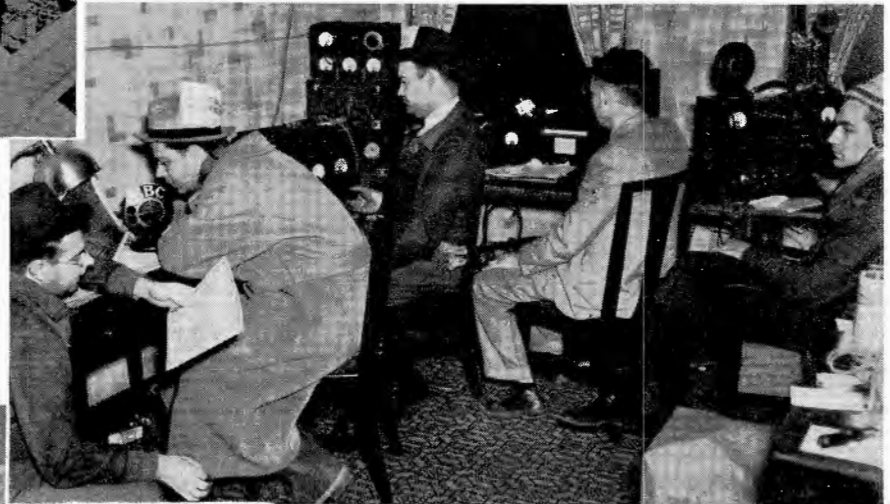
Chaffey, Chuck Myers, John A. Kennedy, Harold Ryan, Ed Spence. Seated: Paul Morency, W. Walter Tison, Herb Hollister, John Elmer, Neville Miller, John Fetzer, Don Elias, Harry C. Wilder. Missing from the above group are Gene O'Fallon, Hank Huff, Ed. W. Craig, John J. Gilliam Jr., Gene Dyer and Harry Spence.



WGN radio's idea that led to the nationwide adoption of the use of radio receivers in police squad cars was given its first test in March of 1929 when the station installed radios in the cars of the Chicago Police force. Carl J. Meyers, engineering manager for WGN, Inc. is at the extreme left.



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



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



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



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

This is a far cry from the advantages of today's equipment. Reported to be the first remote and public address car used for radio. Taken in 1924 this car was in operation for The Oregonian Radio Station KGW in Portland, Oregon.



On May 31, 1932, Don Lee Television pioneer Harry L. Lubcke staged the first known reception of television images in an airplane. The aircraft, a Western Air Express tri-motor ship, carried representatives of the Los Angeles press and key Don Lee television executives.



"GEE!" said the little girl in Chicago

She was watching WGN-TV at noon (along with 248,928 other boys and girls). She was thrilled by the Lunchtime Little Theatre, designed by WGN-TV to get "GEE!" reactions (A.R.B., July, 1957, 9.3%).

She had her mother buy the sponsor's product.

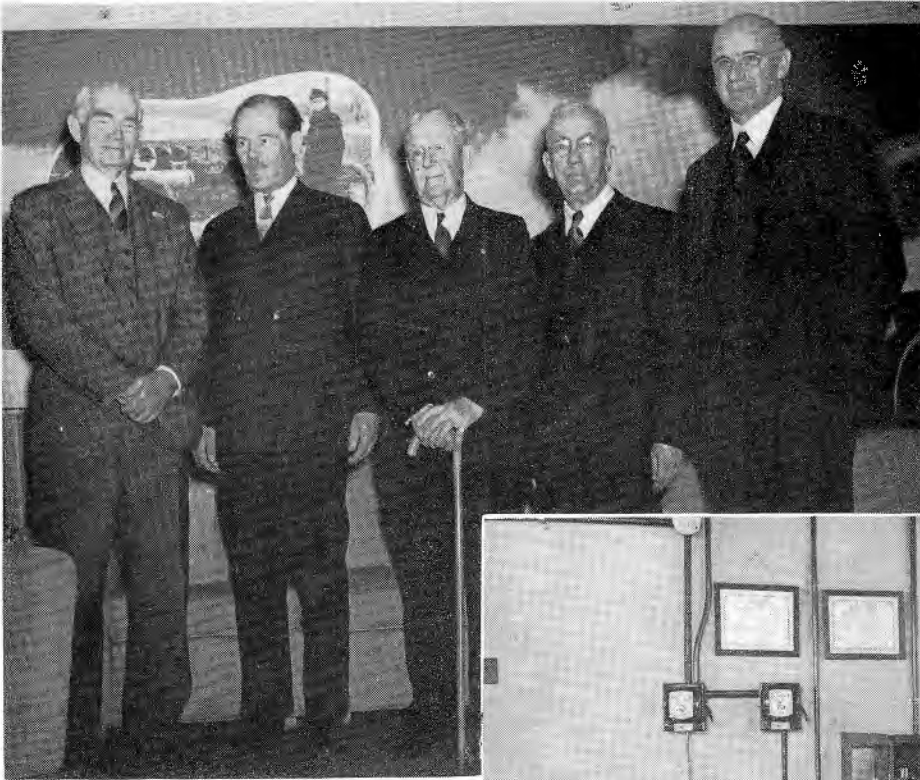
That's why Top Drawer Advertisers use WGN-TV.

Let our specialists fill you in on some exciting case histories, discuss your sales problems and advise you on current availabilities.

Put "GEE!" in your Chicago sales with

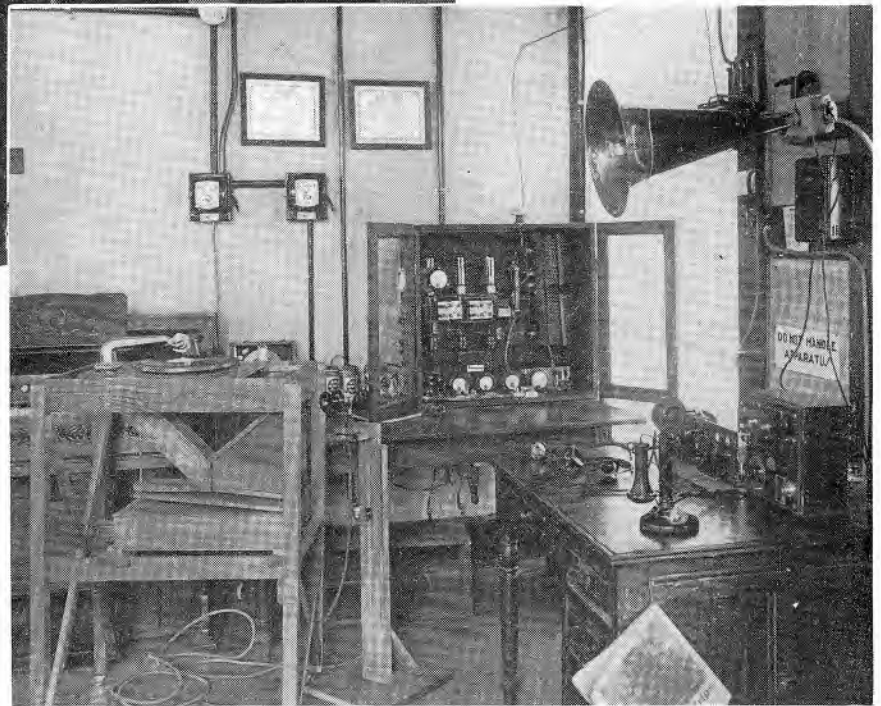
WGN-TV

CHANNEL 9—CHICAGO



These five men gathered to celebrate "De Forest Day" at the New York World's Fair are all famous pioneers in the field of radio. They probably did more in the development of various phases of radio and its popularization in America than any other living persons. Left to right: Dr. Lee de Forest, veteran inventor responsible for the audion tube and widely known as the 'father of radio'; Dr. Ernst F. W. Alexanderson, inventor of the Alexanderson alternator; Major Mack Horton, U.S.A. retired, who was Dr. de Forest's first chief operator and whose invention of the trailing antenna for airplanes was used by the government during the World War; Frank Conrad, of Pittsburgh, first manager of KDKA, the first commercial broadcasting station in the U.S.; and Dean Gleason L. Archer, president of Suffolk University, Boston, and author of the first history of radio.

Below—A closeup of the transmitter panel and operator's desk at KGW in Portland, Oregon. The contrivance on the left is a home-made phonograph used for transmitting records. Music had to be picked up by mike in front of phonograph as shown in original set. This 'super power' was built by J. W. Weed in 1921.



WFBR broadcast ceremonies in Baltimore honoring the Rainbow Division veterans in 1929. Guests of honor included General Henri Gouraud, hero of the Argonne in World War I; President Herbert Hoover; Maryland Governor Albert C. Ritchie and Mayor William F. Broening.

A CHALLENGE!

DOMESTIC SERVICE		WESTERN UNION		INTERNATIONAL SERVICE	
Check the class of service desired; otherwise this message will be sent as a fast telegram		TELEGRAM DAY LETTER NIGHT LETTER		Check the class of service desired; otherwise the message will be sent at the full rate	
TELEGRAM				FULL RATE	
DAY LETTER				LETTER TELEGRAM	
NIGHT LETTER				SHORE-SHIP	
NO. WDS.-CL. OF SVC.	P.D. OR COLL.	CASH NO.	CHANGE TO THE ACCOUNT OF		TIME FILED

W. P. MARSHALL, PRESIDENT

1206 (4-35)

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

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

WTVJ, CHANNEL 4, MIAMI CHALLENGES ALL USA STATIONS IN THREE-NETWORK-VHF MARKETS TO SHOW A DOMINANCE SUPERIOR TO THAT OF WTVJ IN SEPTEMBER ABB JUST RELEASED, IN WHICH WTVJ CAPTURES 72.9% OF ALL QUARTER-HOUR RATING "FIRSTS".

PRIZE -- FREE VACATION IN MIAMI FOR YOU AND THE COMPANION OF YOUR CHOICE. (WE TRUST SHE WILL BE THE MISSUS!)

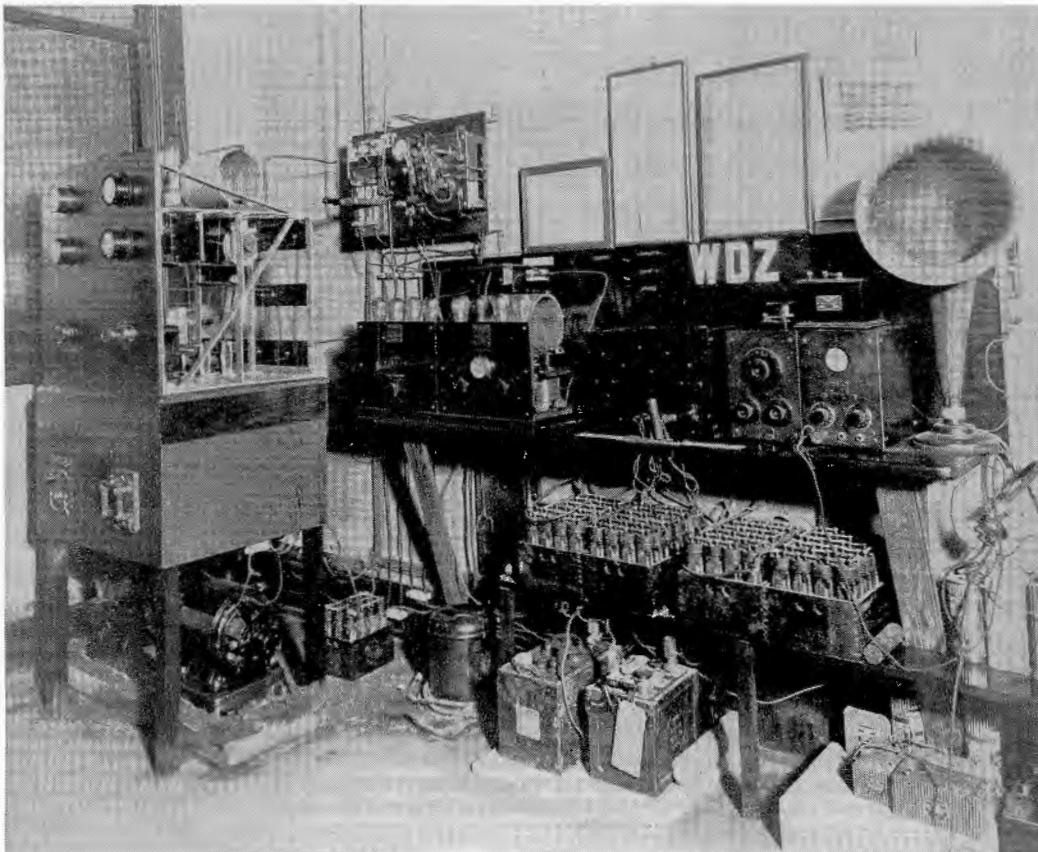
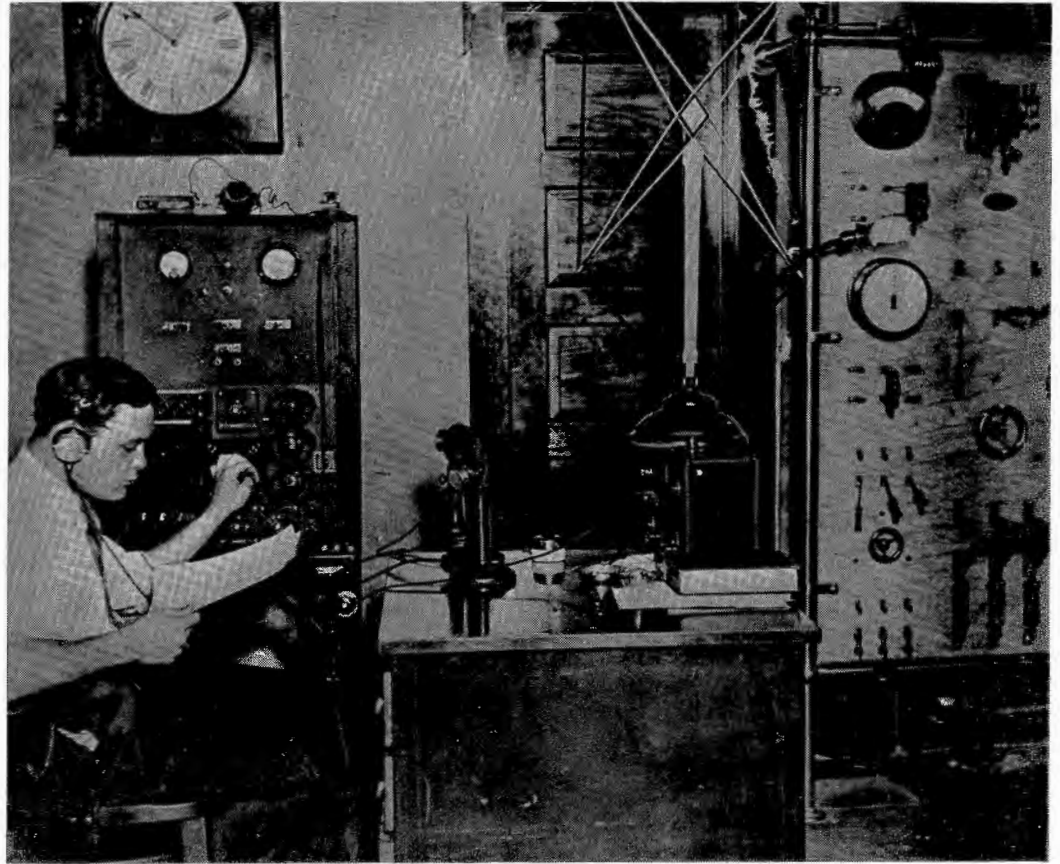
RULES OF THE CHALLENGE -- JUST SHOW US THAT YOUR STATION CAPTURES MORE THAN 72.9% OF ALL QUARTER-HOUR RATING "FIRSTS" IN SEPTEMBER, 1957.

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



Can You Top This?

Carl J. Meyers, manager of engineering for WGN, Inc. sits at the controls of one of the WGN radio's first transmitters at Elgin, Ill. This picture, taken in 1924, shows the first Western Electric amplifier to be placed in operation in the Midwest.



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

Happy score, Radio Daily!

As one of your oldest advertisers, we want to be one of the first to congratulate you on your 20th birthday. You've done a great service for radio—and television as well—during those 20 years. May you continue to broadcast in print for another score of years—and another—and another.

Tom Tinsley, *President*
R. C. Embry, *Vice-Pres.*
Irvin G. Abeloff, *Vice-Pres.*

WITH WXEX-TV WLEE

Radio, Baltimore

Richmond-Petersburg-Central Va.

Radio, Richmond

and Happy 20th from our national representatives, too:

Select Station Representatives in New York, Philadelphia, Baltimore, Washington.

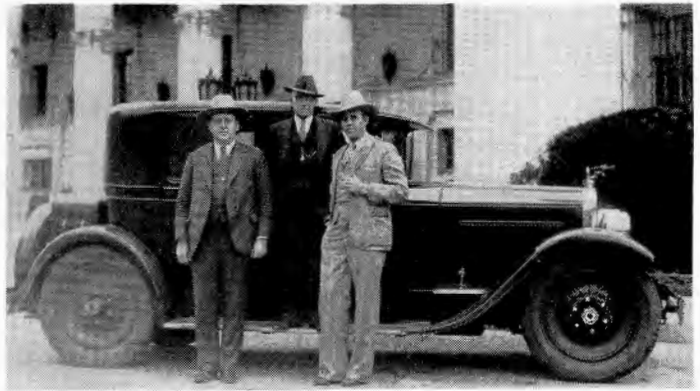
Simmons Associates in Chicago and Boston.

Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans.

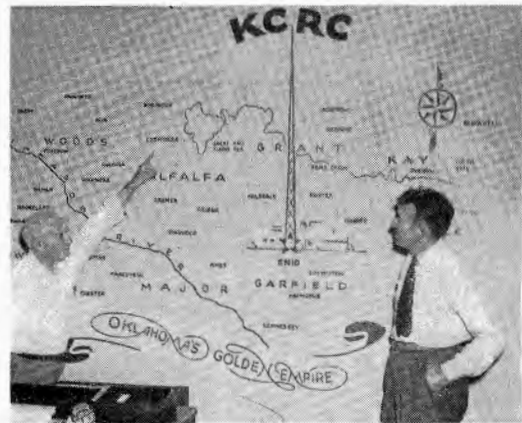
McGraven-Quinn in Seattle, San Francisco, Los Angeles.



One of the two fifty foot windmill towers supporting WBTM's 'T' type antenna back in the thirties. This was a far cry from WBTM's three tower directional array of antennas as used today.



More pioneers, left to right; George E. Chase, of WFAA, Dallas; Joe Cummings, co-founder of WOAI in 1922 and John Thorwald, of WRR, Dallas.



Taken in 1935, left, H. P. 'Pop' Hale, commercial manager of KCRC, Enid, Okla. for 21 years, with Bill B. Marshall, now program director at the same station.



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



C. N. 'Rosy' Layne, left, chief engineer of KVNU and now general manager at KID-TV at Idaho Falls, Ida. with Reed Bullen, general manager of KVNU from the station's inception to date.



The most attractive
"Package DEALS"
 in Western New York



\$100 A WEEK buys
ALL these and MORE!

THE MOST POPULAR
 "PERSONALITY PROGRAMS"
 IN THE AREA!

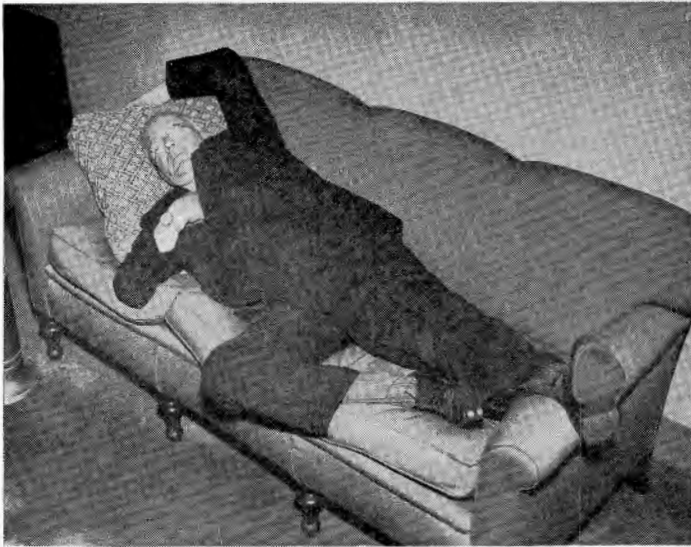


For details call any office of AVERY-KNODEL or WKBW direct.

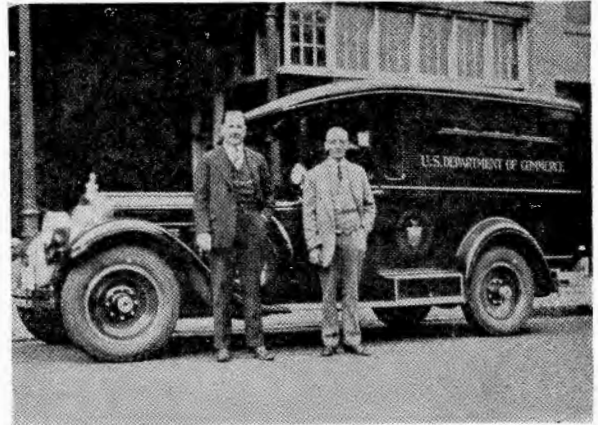
WKBW
 RADIO CENTER **BUFFALO'S MOST POWERFUL STATION** BUFFALO NEW YORK

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

NBC NETWORK
 CLINTON H. CHURCHILL
 Founder, President
 and General Manager



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



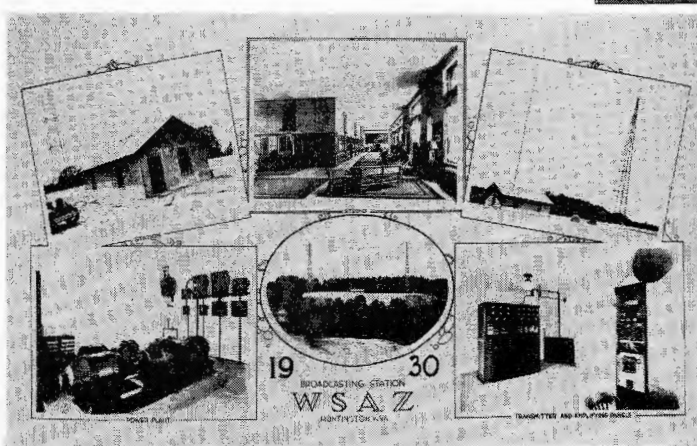
Major W. Van Nostrand, radio supervisor 4th District and T. G. Deiler, supervisor of the 5th District in front of an old Department of Commerce field checking car. Taken during the celebration of the first anniversary of WWNC in Asheville, N. C.



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



Elliott Stewart, presently executive vice president and station manager, WIBX, Utica, N. Y. pictured in felt hat conducting "Man On The Street" program in 1936.



1930 scenes of broadcasting facilities of Radio Station WSAZ in Huntington, West Virginia.

You Can't Sell 'Em If You Don't Reach 'Em and **WJAR-TV** Reaches More Of 'Em in The Providence Market

SUMMARY DATA*

CALL LETTERS	TELEVISION HOMES	MONTHLY COVERAGE	WEEKLY COVERAGE
WJAR-TV STATION B	1,186,410 706,140	593,890 448,390	539,130 430,370

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





The dedication of the new transmitter antenna of KDKA in Pittsburgh some 20 years ago. Present are two Westinghouse vice presidents, Ralph N. Harmon, left, then headquarters engineer for Westinghouse radio stations and next to him, Joseph E. Baudino, then chief engineer for KDKA. Third from the right is the late W. C. Evans, who was president of the Westinghouse Radio Stations. Others are Westinghouse Electric Corp. executives, the gentleman fourth from the left being George Bucher, then president of Welco.

Photo taken when Norman Boggs, vice president in charge of sales for Don Lee Broadcasting System, was with WGN in Chicago. Others, left to right: Joseph Speyer; George Dieterich, James Anderson, Norman Boggs, William A. McGuineas (seated at table) WGN radio sales manager; Reed Meyers; Ben Berentson (right rear with glasses), WGN, Inc. sales, N. Y.; George Harvey, manager WFLA, Tampa; Charles Coffin; Charles Gates (extreme right rear) WGN, radio sales staff.



Taken late in the 1920's the transmitter at the studio of KYW in the Congress Hotel in Chicago. Left to right: Walter Evans, Ernst Gager, D. A. Myer, H. E. Randol, Charles Heinz, John Michaels, Claude Sheets and Fred Hill. Others unidentified.



Ralph Edwards, popular radio star, as he looked in 1937.



Lanny Ross, as he looked in 1937 during the celebration of the 5th birthday of the famous radio program "Showboat." Others, left to right: Lanny; Irene Hubbard, who played the captain's wife; Frank McIntyre, portrayed Captain Henry; Helen Hayes; Julia Sanderson, Conrad Thiebault and Frank Crummit.



Jack Steck welcomes Eddie Dowling to 'Jack's Jamboree' over WFIL in 1937.



The 1921 version of Eddie Cantor.



George and Gracie Allen as they looked in 1936.



Vincent Lopez before an early NBC mike.



Four members of the KMOX staff in St. Louis are made Hoboes of America by Jeff Davis, King of the Hoboes. Left to right: Larry Neville, special events announcer; Jeff Davis; Jerry Hoekstra, special events director; J. Norman Green, production and Elmer Mueller, engineer.



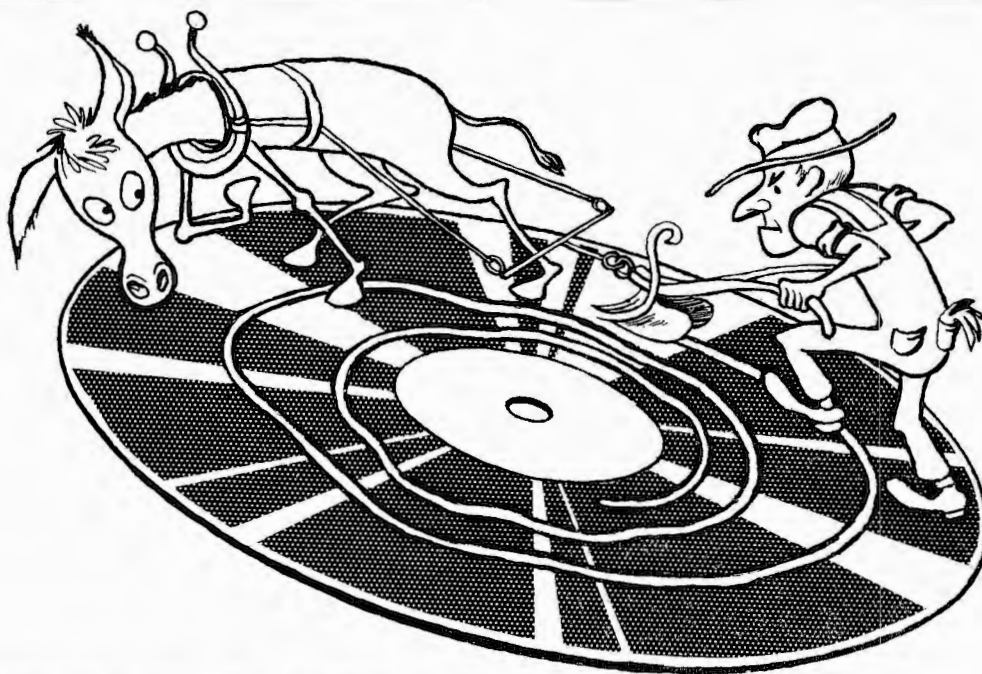
Of these seven plant managers of Westinghouse radio stations who met in 1936 at Chicopee Falls, Mass., five are still associated with Westinghouse Broadcasting Co. Left to right: Sherman Gregory; Joseph Baudino, now WBC vice president in Washington; the late Ernst Gager; H. E. Randol, technical supervisor at the WBZ transmitter in Hull, Mass.; Dwight A. Myer, WBC technical field director; A. C. Goodnow, director of transmitter engineering, and Gordon Hawkins, educational director.



An early picture of the staff at WLVA, Lynchburg, Va., left to right, top row: James L. Howe, production manager; Tuck Young, newscaster and announcer; middle row: Elizabeth Bowers, continuity and secretarial; Dorian St. George, librarian and announcer; James Moore, program director and chief announcer; Pat Taylor, sales and announcer; bottom row: Albert E. Heiser, chief engineer; Philip P. Allen, general manager; Edward A. Allen, president and Glenn E. Jackson, sales manager. Both Allen's are still with the station.



Robert E. Eastman, president of American Broadcasting network, is shown at right in 1937 when he was a member of the NBC page staff and sang in its quartet. Other members, left to right: Frank E. Egan, currently vice president of D. P. Brother & Co.; Paul Owen, now in Minneapolis in educational television and Dick Diamant, whereabouts unknown.



CUTTING A RECORD!

Do it the easy way! Let Allied Record Manufacturing Company handle all of your disc problems. Allied brings you the ultimate in High-Fidelity for your transcriptions and phonograph records. Complete custom service from one source!

PROCESSING — modern equipment, high-precision testing every step of the way.

PRESSING — specially designed machines and exclusive methods assure first quality.

TAPE DUPLICATION — Ultra-high fidelity—used by broadcasting studios the world over.

STORAGE — a new convenience for you — private, confidential, safe.

SHIPPING — fully staffed department charged with the responsibility for meeting your deadline.

ALLIED RECORD MANUFACTURING COMPANY

IN THE EAST AMERICAN SOUND CORPORATION

233 Main Street, Belleville 9, New Jersey

Plymouth 9-0700

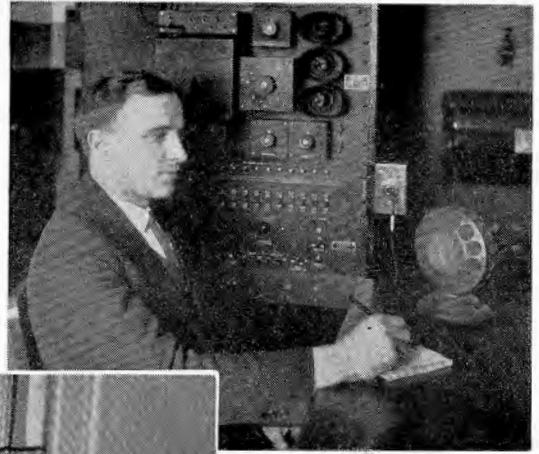
IN THE WEST ALLIED RECORD MANUFACTURING COMPANY

1041 NORTH LAS PALMAS, HOLLYWOOD, CALIFORNIA

Hollywood 9-5811



Engineers of October 1929, left to right: Felton Williams, now transmitter supervisor WBAL, Baltimore; Henry Hirllich, Jr. now chief engineer WPTF, Raleigh; Bill Newman and Andrew Massey now with the Bureau of Ships, Washington, D. C.



Herman D. Taylor, now plant manager and chief engineer at WTIC-TV-AM-FM, was chief operator for WTIC when this picture was taken in 1925 beside an amplifier rack in the station's control room. The transmitter could be operated by batteries when regular power failed.



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

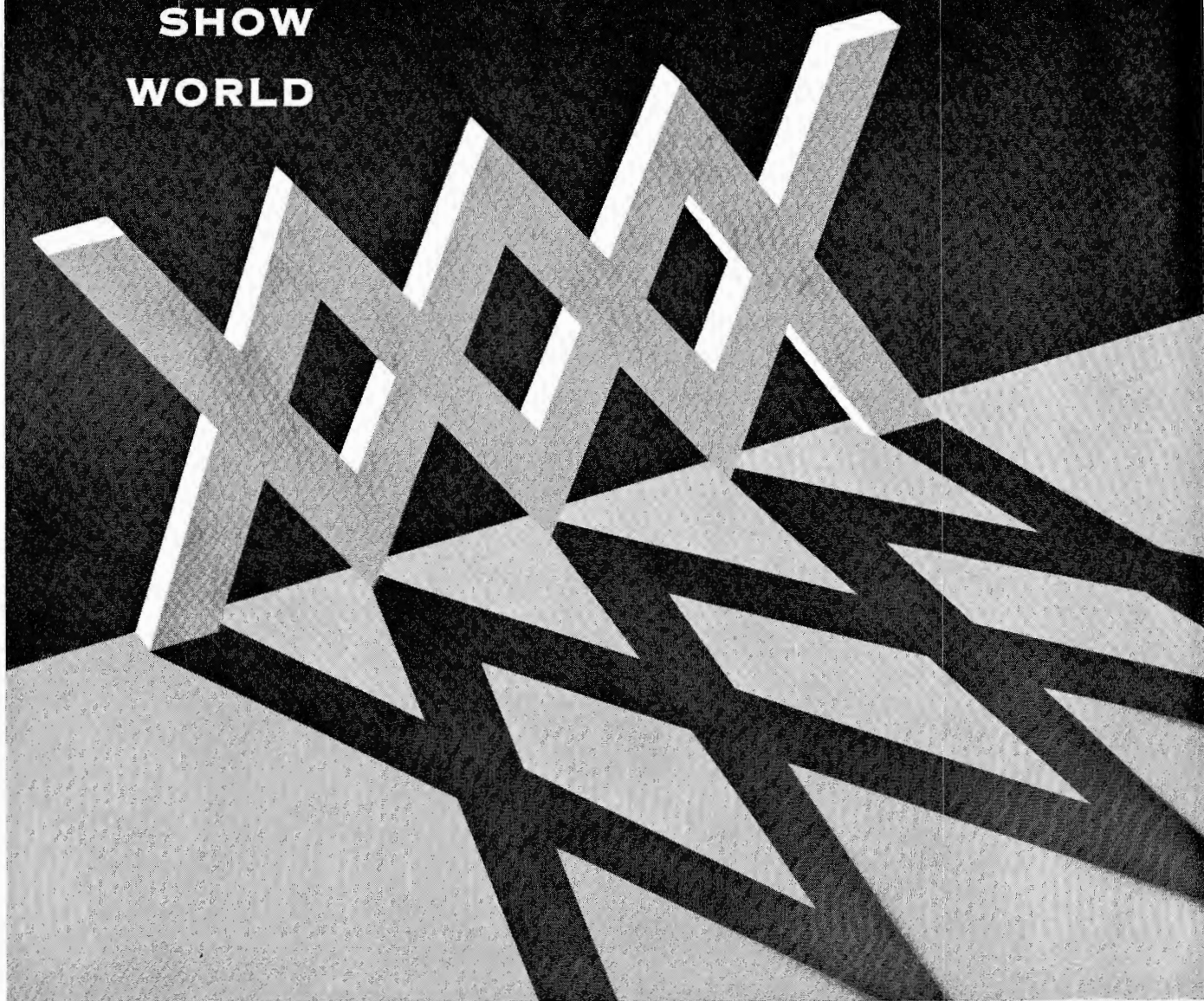


Sid Caesar in 1937



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

SINCE
1898
THE
AGENCY
OF
THE
SHOW
WORLD



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

1946 Treasury Department seeks aid of radio during 1946. Radio meets emergency; stations in Cleveland expand coverage of news when press walkout cripples newspapers.

Stanton heads CBS web; first change in presidency in 17 years makes Paley chairman of the board.

ABC '45 gross sales exceeds \$40,000,000. 1091 critics choose nation's 26 favorites; McGee and Molly lead the list of winners.

Radio pool for atom test; Navy Department informal plans include indies in radio report of bombing scheduled at Marshall Islands.

Color tele demonstrated; Columbia shows improved video system at series of previews conducted in N.Y. headquarters.

Revival of ABS doubtful; prospects of refinancing suspended net dwindles in New York.

Recording business booming; return to capacity production heralds new era of prosperity in all branches of industry.

Plan 20 million receivers; manufacturers reporting to FCC see 60% increase over pre-war; only 9% for FM.

U.N. planning ET service; Security Council transcriptions readied as service to broadcasters and educational institutions.

FCC's approval heavy; 14 CP's granted; power jumps okayed; sale of two stations sanctioned; deep local roots important.

Dedicated Du Mont studios in John Wanamaker N. Y. store.

WCAU sold for 6 million; purchase by the Philadelphia Record includes other considerations; Levys to remain with station.

Predict equipment boom; prospect of \$200,000,000 business for '47 forecast for parts manufacturers at Chicago electronics meeting.

Nine tele-station grants; video outlets from Atlantic to Pacific okayed by FCC without hearings; 79 applications still on file.

FCC grants 94 renewals; commission publishes nationwide list of AM station license renewals.

Sign new copyright pact; 21 American Republics are represented in convention on authors' rights; radio, television included.

Programming clarified; definition of commercial, sustaining shows released by FCC reveals four revisions of Blue Book.

List over 700 new shows; 7th annual 'Show of Tomorrow' edition presented by Radio Daily reveals musical category tops list.

FCC approves web plans; commission okayes ABC stock sale plan and gives conditional approval to King-Trendle deal.

Movies set radio skeds; survey indicates unprecedented interest in radio advertising by major firms in key cities.

Temporary permit grants; FCC put 120 stations on special basis pending inquiries and hearings on programming policies.

Commercial tele grows; tempo of video interest accelerated by fall planning of stations and radio networks.

Philco eyes 600 outlets; include spot-buys in non-ABC towns; Crosby's pact calls for 12 rating or shows will be done live.

FM allocation shakeup; FCC injects 78 additional channels covering 55 cities; withdraws 22 from 20 other markets.

CBS petitions commission for commercial color tele.

No letup in CP requests; applications pour in on commission at an unprecedented rate; South continues to increase wattage.

Show electronic color; RCA demonstrates new color television system at Princeton; Sarnoff heralds progress.

Television receiver sales total \$1,250,000 in New York.

Video rates in N.Y. vary; first rate card issued by WCBS-TV differs from quotations of NBC and Du Mont tele outlets.

Gen. 'Ike' praises radio; chief of staff of U.S. Army endorses Radio Daily Xmas show plan for hospitalized veterans.

FCC visits tele plants; commission delegation makes inspection of Du Mont, CBS and Radio Marine as sequel to video hearing.



BY CLARIFIES TELE 'FREEZE' ACTION

New AM Outlets To Be Commissioned
The FCC announced today that it will commission 79 new AM radio stations in the next few months. The commission said that the stations will be licensed in the next few months. The stations will be licensed in the next few months. The stations will be licensed in the next few months.

TV Without Interruption
The FCC announced today that it will allow television stations to broadcast without interruption. The FCC announced today that it will allow television stations to broadcast without interruption. The FCC announced today that it will allow television stations to broadcast without interruption.

Sponsors Seek More Merchandising Aids
Sponsors of television programs are seeking more merchandising aids from the FCC. Sponsors of television programs are seeking more merchandising aids from the FCC. Sponsors of television programs are seeking more merchandising aids from the FCC.

Lack Of Data On FM Makes Agencies Wary
The FCC is wary of providing more data on FM radio stations. The FCC is wary of providing more data on FM radio stations. The FCC is wary of providing more data on FM radio stations.

State Dept. Takes Over 'Voice' Series Today
The State Department has taken over the 'Voice' series. The State Department has taken over the 'Voice' series. The State Department has taken over the 'Voice' series.

1947 UN triples radio budget; appropriation for broadcasting in '47 set at \$794,000; programming in U.S. to be extended.

Tele time increased in '46; broadcast totals for 3 N.Y.C. stations estimated at 1,717 hours of which about 35% was commercial.

Video production grows; principal manufacturers reveal orders for tele transmitters in 35 cities; deliveries skedded for '47.

Foreign time sales up; American advertisers increase budgets for foreign radio stations; Latin American stations lead list.

SMPTA files tele petition; theatre video interests oppose FCC's revised frequency allocations to non-government services.

FCC outlines processing plan as 'freeze' is put into effect.

Sponsors stress prestige; study shows institutional commercials favored over product advertising on major network programs.

'Your Hit Parade' off CBS, moves to NBC. Platter business booms; 275,000,000 units, \$165,000,000 sales recorded in 1946; 1947 production may total 400,000,000 records.

Color tele loses fight; FCC rules against commercial permit for CBS color television; black-and-white leaders predict video expansion.

Treasury drops tele tax; Internal Revenue department rescinds rule requiring 20% amusement tax on bars with television sets.

Plan tele caravan tour; Allied Stores Corp. in co-op with RCA to show video coast-to-coast.

New documentary series being planned by CBS.

Apartment house tele antenna ban has little effect on sales.

FCC calls tele confab; engineering discussion on TV relays to determine best transmission for inter-city programs.

AM allocations to stand; standard broadcasting bands will not be affected by current international meet, says Denny, FCC chairman.

Against government ownership; Canadian survey of listeners reveals preference for private ownership of radio stations, networks.

Taft-Hartley bill passage may aid industry, leaders to study benefits of new labor law.

Army in new spot drive; recruitment budget is being allocated by N. W. Ayers, Inc.; will sponsor football on ABC and MBS.

Senate boosts FCC funds; appropriation committee recommends \$6,440,000 as budget for 1948.

Webs continue expansion; stations new and old being signed as power and frequencies improve; over 1,100 outlets affiliated.

Radio still topping magazines; study shows many leading advertisers continue to favor radio over magazine field.

Tele manufacturers up ad budget; major firms spurred by big market plan to spend from 7 to 10 million during coming 12 months.

Daytime programming shift; definite trend away from the serials gradual but consistent; varied entertainment coming in.

FCC studies time sales; commission warns broadcasters against sale of time to ad agencies for co-op program development.

Britain plans tele network to reach 70% of population.

Pix probe on webs, tele; Un-American Activities Committee hearing going on four major networks, also NBC and ABC video.

'Peace' network expands; United Nations web totals 57 stations with 48 of Don Lee soon to join; 12 key cities hear programs.

Tele clients increasing; sharp upturn in video advertisers noted by all stations; 50% of time is now commercial.

Repair racket exposed; investigation reveals that public duped by unscrupulous set repairers in the Manhattan area.

First tele outlet in Milwaukee opens. FCC revises financial form required of webs and licensees.

CBS applies to FCC for TV station in Boston. Coy named FCC head; Washington Post executive, first broadcaster to get chair; E. K. Jett resigns to join Baltimore Sun.

1948 Storms cripple service; transmitters razed in Midwest area; N.Y. stations issue storm reports; some service is disrupted.

NBC plans coast-to-coast tele web; would span nation via regionals in '48-'49.

Television stations may double by Spring; expect 21 outlets for TV debut by Spring.

Tele station applications hit all-time high; 11 stations sought in record filing with FCC.

NBC sets long-term pact for tele films; web and coast firm in major tie-up on picture fare.

FCC proposes television channel changes; move to prevent interference in Canada area.

Camel-20th Century-Fox set daily TV news-reel; NBC tele network to air news pictures.

ABC pushes plan for tele expansion; five web stations to make debut this year.

Theatre television plans receive setback; RKO cancels show of televised fights after protest from Mike Jacobs and NBC video officials.

California tops station list; N.Y. 4th; recapitulation of AM-video-FM totals shows Texas 2nd and Penn. 3rd; 18 states have no television.

CBS sets studio, web expansion program; to build 2 new tele studios and will push program expansion.

Networks in drive for tele affiliates; NBC, CBS, ABC to mull tieups with TV outlets.

Webs-AFM set radio-tele agreement; live music okayed for video shows; contract runs until 1951; co-operative spirit prevails.

A T & T to file new rate with FCC; cable charges set at \$35 per air mile.

Television set ownership up 100% since January.

CBS pushes web plans, adds 9 affiliates, now has twelve; Mutual to mull own TV plan.

NBC leases RKO-Pathé studios for 5 years; contract gives net 5 tele studios in New York.

ABC picks site for New York studios; '47 net is \$1,520,756.

British worry over tele race with U.S.; London paper cites Yanks' progress since war.

Talent budgets reported topping; survey indicates agencies and sponsors are cutting talent costs for web commercial programs.

NBC to set up TV film distribution system; to build sales unit to contact stations and affiliates.

'Videotown' to measure growth of tele; community chosen for TV study by Newell-Emmett.

Canada urged to push tele development; warned U.S. video may invade Dominion.

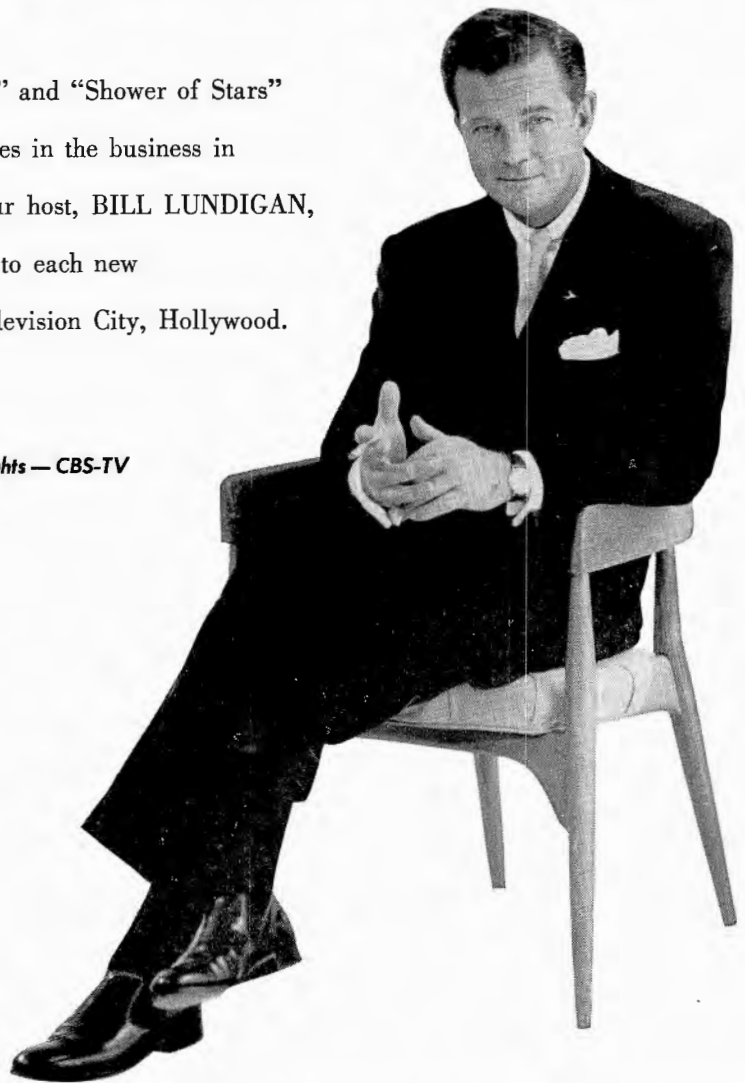
FCC radio permits total over 635,000. Ziv buys World Broadcasting in \$1,500,000 deal; transcription firm acquires library and good-will from Decca, Inc., in expansion move.

FCC move may clear owner status; proposal may offer industry pattern for future station expansion in AM, FM and TV. Ask FCC for 'downstairs' tele bands; TV leaders also promise continuation of effort to develop UHF service; RCA urges engineering confab.

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

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

Thursday Nights — CBS-TV



CHRYSLER CORPORATION  **THE FORWARD LOOK**
PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

Set makers jump 300% since January; Weed says shows 75 firms make 175 models.

Election programs sold on radio-TV; revenue from commercial time sales will aggregate \$400,000 for AM web and tele outlets.

Coy clarifies tele 'freeze' action; FCC to discontinue processing tele applications pending revision of channel allocations.

Six million see election cover; network and indie audience sets new TV high.

Movie firm buying network stock; 20th Century-Fox reported acquiring blocks of ABC stock with TV association in prospect.

Paramount controls Du Mont, says FCC; pending TV requests of both denied; sole ownership of class 'B' stock factor in unanimous decision.

1949 Broadcast operating expense rise; NAB report based on FCC's figures comparing '46-'47 shows wages taking 46 cents of each dollar.

TV web joins East and Middle West, network tele reaches approximately one-third of U.S. via coaxial cable.

Coy sees TV 'unfrozen' by May; hopes applicants can start building this year.

Realignment of NAB gets underway; committee recommends tele department and membership drive in AM, FM and TV field.

Theatres urging video trailers; would buy time to hypo ailing box office.

Installment sales causes problem; radio-TV dealers disagree regarding relaxing of credit terms on new receivers.

Coy spikes TV obsolescence claims; FCC chairman tells Baltimore admen move to UHF would not supplant present television reception.

Theatre television near, SMPTE told; will supplement movies, says DuMont; Kreuzer sees RCA manufacturing cinema equipment next year.

Johnson flays FCC administration; head of Senate ICC says commission has failed to end exploitation; hits allocation of TV bands.

Sharp pickup in web sales noted; SEC reports sales increase by nets during last period; gains also reported for set manufacturers.

TBA and NAB to battle for TV lead; two industry organizations planning drive to strengthen positions in television field.

Indies hit move to ban time-sharing; eight stations protest FCC adoption of any rule impairing their right to seek choicer assignments.

UHF and color TV forecast by FCC; lifting of 'freeze' and expansion to UHF and color TV announced by commission.

Television authority for TV talent; new organization offers united front for all 13 of the four 'A' unions; salaried czar to be hired.

TV construction totals \$7,350,000; erection of 49 new television outlets in forty cities getting underway.

Radio's '48 net hit all-time high; radio-TV earnings at \$37,000,000-\$3,000,000 above last peak, Commerce Department reports.

Asks 60 bands for theatre-TV; SMPTE tells FCC service is vital to the U.S.

RCA wants full 'green light' for TV; asks FCC to lift freeze, open UHF, authorize color on every band.

Three webs sign ASCAP TV contract; NBC, CBS, ABC in 5-year agreement for blanket use of society music.

TV receiver sales reach new high; over 2 million being manufactured this year; holiday trade will exhaust dealers stock.

TV freeze to continue until Spring; action of FCC in postponing hearings on color TV until February will retard industry.

Government plans set for anti-trust suit; stage ready for action against webs; believe D. of J. will prosecute in spite of FCC's apathy.

Film industry buys more radio time; major producing companies giving radio larger spot campaigns in key cities for new feature films.

Video set market is booming, call is for larger pictures.

Coy discusses freedom and probes; FCC head says commission is eager to scan all operations; stresses broadcasters responsibilities.

High court is final; station tax ok; levy against Arkansas outlets stands; trade sees dangerous precedent; last resort measures studied.

Costs of nationwide TV estimated; Fought Co. releases video study—reports 1000-station system will cost \$1,740,352,500 annually.

Mexican TV development approved; government to permit private stations to telecast commercially; three outlets planned for next year.

TV rights acquired to Rank pictures; Standard gets 75, all produced since '44.

Name Kintner president of ABC web; Woods is elected vice-president of board.

Near 4,000,000 sets at year end; 98 TV stations on air in 58 markets.

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

CBS color-TV system okayed by FCC; full commercial go-ahead to network.

Du Mont, Philco appeal for UHF bands; FCC offered plan for utilizing of 476-890mc.

O'Neil interests top Don Lee offer; bid of \$12,320,000 accepted for coast web.

Radio-TV scores beat on shooting; networks report attempt on life of President Truman.

FCC enjoined in color-TV dispute; temporary order bans any usage commercially.

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

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

Canada may use TV advertising in U.S.; publicity planned to draw American travel trade.

NBC affiliates mull rate reduction proposal; AM stations asked to slash rates in TV cities.

Congress given radio-seizure plan; would control air if necessary in emergency.



SUE OF COLOR-TV STILL HANGING FIRE

Impact Of Co-ax TV In New Market Exciting

TV Edition Surveyed by RADIO DAILY Report
Reception of World Series on Cable Events
Demand for TV Receivers Exceeded Supply
FCC Continues To Discuss Color Decision
NBA Freezes Commercial Building; Effective at Once
TBA Wants Autonomy in NAB TV Deal; Merger of Groups May Encounter Opposition
FCC Authorizes Rebroadcast of U.N. Shortwave; Domestic Stations Can Relay U.N. Programs
Progressive Broadcasting System Suspends Operations
Wage Freeze Covers Radio and TV; Queries Clarified by Wage Stabilization Board
AFM Signs 3-Year Pact with Webs; Covers Radio, TV; Minimum Scale Jumps 15%
Commissioner Asks Educational TV; FCC Spokesman Asks Public Aid of TV System
Tele Allocations Nix VHF and UHF; Announcement by FCC Portends Freeze-End
Fellows Named President of NARTB; Given 5 Year Pact as Successor to Miller
Sen Kefauver Lauds Industry's Public Service; Medium Influence Good, He Tells Pioneers
Affiliate Group Oppose Rate Cuts; Now is Not Time, 4 Major Webs are Told
Industry Gross in '50 Topped \$500,000,000; First Time Mark Reached, Says FCC Report
Experimental Theatre-TV Permits Extended; 20th Century Fox and Paramount Get FCC Nod
ABC, Paramount Theatres Merged; Noble, Goldenson Announce New Firm to Join Web with Movie Circuit; Kintner Heads ABC Division
Hollywood TV Films Exceeds Theatre Volume; Fairbanks Survey Cites 27 Weekly Shows Shot
Bill Aimed to Regulate N.Y. TV Servicemen; City Council Gets Regulatory Bill in New York
TV Freeze to Continue Indefinitely; Commission Waits Completion of TV Hearings
Commercial Color Given CBS Debut; 16 Sponsors Share Product Plugs on First Show
Stanton Confirms CBS Separation of Radio and TV; Three Divisions Created Under New Plan
TV Receiver Installations Pass 13 Million in U.S.
FCC to Probe UPT, DuMont, B & K, Para.; Likely to Hold up ABC's Merger for Year
40,000,000 See Coast-to-Coast TV; President Truman Launches New TV Service
Webs Making Plans for Coast TV Originations; Several Shows Set for Hollywood Pickups
Pentagon Defends Radio Recruiting Budget; Radio Recruiting Reported to be Successful
More Radio-TV Aid Needed on Blood Drive; Red Cross Reveals Aid Necessary in Korea
Survey Reveals TV Set Sales Up; Dealers in Major Cities Report Increase
NBC Reveals New Radio Sales Approach; Uses Guarantee of Circulation in Business Bid
TV Film Combine Formed for Program Sales; Official and Roach Join Forces with Morris Agency

1950 Don Lee completes plans for TV movie production; Dieterle engaged for big-scale production.

TV dealers slash receiver prices; unload '49 models with spirited price cuts.

Movie indies seek TV markets; producers hail TV as upping take on old films.

Empire State antenna plans; building will erect 199 foot mast for four stations.

FCC nod to Zenith Phoneyvision; says commission okay's trial run of 'billed' TV.

TV-rating expansion forecast; Hooper envisions broader usage in TV field.

Record TV receiver sales reported; Macy advertising pays off with heavy sales.

Ford dealers resume web campaign; use four nets as limited-time sponsors.

Justice Department rules on FCC; commission must consider history of applicants.

FCC okay's sales of Schiff station; commission also okay's other stations' transfers.

FCC may investigate TV film ban; Coy indicates FCC will study case of Phoneyvision.

CBS resigns from NAB membership; 7 network stations included in withdrawal.

Balaban gives insight on Paramount TV plans; refutes claim TV hurts box office of movies.

Senator wants TV moved to UHF; Tobey urges FCC change bands of video.

Price cuts on TV sets announced by manufacturers; three companies display models at new prices.

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

Movie men admit TV popularity; ask Senate repeal admissions tax to boost box office.

AM, FM, TV set manufacture soars, says RMA; half year TV product equals all of '49.

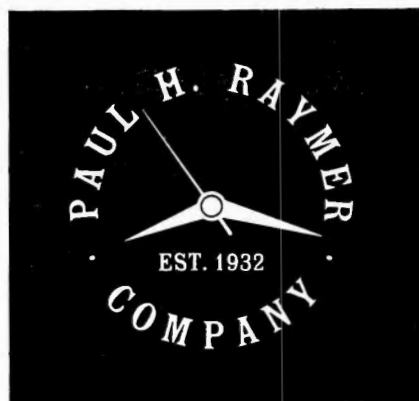
Telefax shown to ABC-TV executives; projection system seen first time in East.

NBC extensive promotion campaign; fall drive totals \$5,000,000 for three media.

Transient TV audience is growing; 10,000 receivers in New York hotels and clubs.

TV in play for housewife audience; day programming up for Fall and Winter.

THE FIRST NATIONAL
REPRESENTATIVE TO
ADVERTISE IN "RADIO
DAILY" IN 1937 WAS
THE PAUL H. RAYMER CO.
THEN AS NOW, RAYMER
SERVICE STANDS
FOR QUALITY.



No political censorship, FCC rules in ultimatum given broadcasters.

Radio-TV participate in N.Y. air raid drill; N.Y. stations unite in successful rehearsal.

N.Y. Bar group oppose TV coverage; individual rights in jeopardy bar says.

NPA denies construction permits; industry requests for remodeling turned down.

1952 Heavy FCC filings follow holidays; many stations ask rulings in new requests. \$350 million gross income reported by industry in 1950.

Local class 'A' TV time rates soar; survey indicates rate hikes by TV outlets.

WOR sales to General Tire approved; deal to hinge on Bridgeport Station.

Church to spend \$750,000 on TV; Lutheran Church will produce programs.

Paul Walker named FCC Chairman; Robert Bartley replaces Coy.

UHF gets spotlight at Institute of Radio Engineers show; TV boom forecast as result of new service.

NPA approves building projects; nets and stations are included by government.

Johnson Bill killed by committee; bill to ban liquor advertising voted down.

Broadcasters fight radio rate cuts; affiliates committee passes resolution urging effective measure be taken to insure maintenance of rates.

TV freeze lifted by Commission; FCC issues momentous report ending restrictions on the expansion of VHF and UHF television.

Radio-TV revenue 700 million in '51; FCC shows report on preliminary estimates.

Educational TV prospects surveyed; 15 groups plan applications for channels.

Liberty net suspends operations; closing reported by McLendon.

First TV clinic sponsored by BMI opens; 100 register for two-day session.

More TV examiners sought for FCC; Senate Committee asks \$800,000 for 20 teams.

NPA okays electronic construction; approves projects in equipment field.

Budget cut may slow TV expansion; House and Senate economy move hits FCC.

Pace quickens in FCC TV action; four new grants increase total authorizations.

TV applications total 650 as boom gets underway.

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

FCC reports 92 TV outlets showed profits during '51.

Radio-TV set price controls ended; OPS chief says items selling below ceilings.

Transcontinental theatre TV set; heavyweight bout of Walcott and Marciano marks first telecast.

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

Government control of TV in Canada opposed; Canadian stations voice opposition in resolution.

Expanding electronic market seen; 2 billion in sales held probable by 1960.

Major manufacturers report record sales; Westinghouse and RCA show new sales highs. Ten television, three AM stations authorized by Commission.

Radio-TV first with full returns; networks and stations give complete election coverage as entire nation hears of General's victory.

CBS Television City dedicated; gala opening includes star-studded show.

Industry employment at new high; Labor Department survey shows uptrend.

FCC approves 14 TV, 2 AM stations; video ok's since thaw now total 125.

Radio-TV to cover Ike on Korean trip; news-men for TV to go to Korea from Japan.

Republic, WCBC-TV in 104 film deal; biggest negotiated with major company directly.

FCC gives report on TV progress; 157 grants made; 800 applicants of record.

WGN settles week-old AFTRA strike; radio-TV staffers return to post in Chicago.

RADIO TELEVISION DAILY

VOL. 22, NO. 22 NEW YORK, MONDAY, AUGUST 11, 1953 TEN CENTS

FIRST TV HEARINGS SKEDDED BY FCC

NBC Announces Unification Of Departments

Lawrence Reveals New Lineup In Three Steps.
The unification of radio and TV network departments for advertising, promotion and research and planning of NBC was effected Friday with the named of executive Richard C. Law as president of promotion, research and planning.
October 1 Set For Beginning Of Processing
The unification of radio and TV network departments for advertising, promotion and research and planning of NBC was effected Friday with the named of executive Richard C. Law as president of promotion, research and planning.
Decker In New Post As CBS-Radio V. P.
Richard C. Law named vice president of promotion, research and planning of NBC.
RTMA Plans Study Of Educational TV
The Radio-Television Manufacturers Association (RTMA) plans to study the feasibility of educational television.
BMI Radio Seminar Held Successful
The BMI Radio Seminar was held successfully in New York City.

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

New legislative proposals filed; bills affect FCC and provide for investigations.

Inaugural coverage in spotlight; webs and stations complete plans for event.

First video transmission to Canada is completed.

Twelve new TV stations okayed; total grants 209 since freeze was lifted.

Government opens case against pro football; anti-trust action involves radio and TV rights.

Webs win on 'giveaway' issue; FCC move to ban programs is denied.

FCC approves ABC-UPT merger; AB-PT acquires 17 station licenses; commission holds Paramount Pictures controls Du Mont lab.

BMI and BAB merge radio clinics; plan 42 combined meetings for broadcasters.

Growth of New York film industry attributed largely to Video.

Record-breaking 29 TV grants; share-time basis for two outlet in Rochester.

TV sets since '46 at 21.8 million; dealer shipments are reported by RTMA.

Atomic telecast in spotlight; webs will carry Arizona blast.

Time, Inc. buys KDYL radio and TV stations; Ben Larson named president of operations.

Microwave relay will bring Coronation films to U.S. TV.

Rosel Hyde takes over FCC chairmanship; succeeds Walker for one year term.

Compatible 3D color TV being readied by Du Mont.

Westinghouse to sponsor NFL schedule; Du Mont web will carry 9 football games on network.

TV service cleanup reported; new survey data indicates vast improvement.

CBC-BBC score Coronation first; Canadian TV web feeds networks BBC films.

Subscription TV system demonstrated by Skiatron.

TV equipment sales run high; 75 million will be invested during '53.

FCC may okay color TV system; RCA will petition for commercial authorization.

Key NBC radio stations report 15% rise in business.

Community radio sales prosper; stations aiding merchants in promotions.

Students flock to TV institutes; 110 schools giving special summer courses.

TV processing plan changed; FCC reveals new procedure on applicants.

Ten station TV grants announced; TV applicants get go ahead from commission.

UHF group seeks relief via subscription TV; petition to FCC cites monopoly by VHF.

NBC radio business hits 18 million; peak sales made in last two months.

Satellite TV operations urged; Congressmen for recognition of new service.

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

BAB urges stations to sell radio; kit of air spots offered to all stations.

WOV wins fight news test case; Justice Levey revokes IBC restrictions on fight reporting; allows radio delayed round-by-round report.

41 video stations set for A T & T network service.

ZIV extends TV film sales to foreign markets; flying sales staff opens up new markets.

Color TV system gets approval; FCC, video moguls impressed by NBC showing of compatible color during N.Y. demonstration.

FCC adds more UHF-TV channels; 35 communities included in new list.

\$150 Million anti-trust suit filed; song writers name BMI and leaders as defendants.

RCA shows TV tape recording; new system gets approval at preview.

Weaver named president of NBC; Bob Sarnoff upped to executive vice president.

TV interest buy movie studios; Eagle-Lion sells coast studio to TV group headed by Bernard Procter.

BMI plans radio program clinic; first show set for Honolulu.

1954 New pitch for free radio-TV time; test service is gimmick for air plugs.

Dewey offers educational TV plan; Governor suggests use of video channels.

Increase in multiple ownership rule sought; would have FCC up number of stations.

TV hailed as business builder; Sports Committee forecast box office gains.

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

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

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

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

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

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

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

20% nighttime rate slash by NBC; radio net says reduction is unavoidable.

Ziv inks Eddie Cantor in \$9 million AM-TV pact; series will star veteran comic favorite.

Confirm NARTB-TVAB merger; single TV bureau for industry voted.

Westinghouse gears for 19 inch color sets; plans to be first in mass product market.

Bricker's probe of nets okayed; committee to hire investigators to study industry.

RCA announces price of \$495 for 15 inch color television.

House asks report on commercials; will request FCC to give data on beverage advertising.

Radio-TV savior against hurricane 'Carol'; hurricane news flashed by stations

Skiatron files FCC petition; seeks to aid UHF with subscriber service.

Sweeping realignment at ABC; web consolidation hits all major departments.

Rank to enter British TV; new TV program company formed.

Radio or TV in 96.4% of U.S. homes; survey by Advertising Research Foundation shows number, place of sets.

President names new FCC chairman; George McConaughy is appointed to fill post.

AP Radio-TV association formed; all station members will have equal representation.

Airborne TV relay successful; Cuban TV stations view World Series games.

Commercial TV stations plan to restrict liquor advertising.

Theatre owners launch war against subscription TV.

FCC okays Storer transfer; actions involving \$12,500,000 approved.

UHF stations ask FCC relief; requests received from 2 stations by commission.

20 YEARS

is a fair average for the time put forth by W. J. German, Inc., management personnel in the Television Industry, and it is still a youthful spirit that pervades . . . a youthful spirit engendered by the happy associations with our untold number of friends whom we have been permitted to serve.



W. J. German, Inc.

Agent for the Sale and Distribution of

EASTMAN

Professional Motion Picture Film

FORT LEE

CHICAGO

HOLLYWOOD

Advertising key to better TV; network top-pers hear at special panel at ANA meet.

BAB elects, changes name; Baudino chairman of Radio Advertising Bureau.

Zenith asks FCC approval to operate subscription TV.

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

TV service gyms become issue; seek to license repairmen in New York.

Plight of UHF stations revealed by FCC; 92 of 318 outlets have cancelled, figures show.

TVB launches membership drive; Cash new director of bureau's station relations department.

Open war on 'gyp' advertising; seek legislation to curb some 'bait' deals.

Du Mont TV web realignment; greater benefits to advertisers planned.

1955 New TV set lines displayed; few color models are included in Chicago show. FCC reveals growth of services; annual report covers fiscal year of 1954.

FCC approves Westinghouse Broadcasting Co. purchase of Pittsburgh Station WDTV for \$9,750,000.

TV film re-runs hold ratings; hit higher ratings than originals in some cases.

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

Trans-Atlantic TV link foreseen; submarine cable predicted at American Institute of Electric Engineers meet.

TVB lists 123 charter members; many applications as membership drive ends.

Radio-TV score Malenkov scoop; airwaves first with news on USSR shift.

FCC considers toll TV requests; commission plans investigation of services.

Disney to produce hour-long series over ABC TV network.

Kefauver announces new probe; Senate unit will investigate TV crime shows.

Justice Department to investigate any charge of TV monopoly.

Closed circuit TV in limelight; method is used by business groups and educators.

ANTA closed circuit theatre TV fails at box-office; returns indicate one sell-out in 33 theatres.

ABC confirms TV film pact with Warners Bros.; studio preparing new TV series for ABC web.

Salk Report widely covered; radio-TV stations aired full text of report on vaccine.

Network talent hunt expanded; NBC to probe new talent sources on wide scale.

NBC-WBC swap radio-TV stations; Philadelphia and Cleveland outlets are involved.

CBS plans opposition to toll TV; affiliates told system is a 'betrayal.'

General Sarnoff opposes toll TV; files NBC brief with FCC.

Registers toll TV opposition; pay-as-you-see plan opposed by commission.

FCC closes toll TV filings; commission swamped with last minute petitions for and

RADIO TELEVISION DAILY

The National Daily Newspaper of Commercial Radio and Television
VOL. 16, NO. 30 NEW YORK, THURSDAY, JUNE 15, 1955

FCC CLOSES TOLL TV FILINGS

Microwave TV Web Underway In Canada

At least 100 stations are expected to complete the transfer of a microwave TV network to the United States, according to a report by the Federal Communications Commission. The report says that the network will be used for the transmission of television signals from Canada to the United States.

McDonald Comments On Sarnoff Statement

E. J. McDonald, president of Radio-Television Corporation, says that the statement by General Sarnoff is "a very serious and deliberate attempt to mislead the public."

Triple Information New Sales Estimate

Chicago - Radio-Television Corporation has announced that it has received a new sales estimate for the year 1955. The estimate is based on the company's current operations and is expected to be a record for the company.

Appeals Court Upholds FCC Protest Denial

The United States Court of Appeals for the District of Columbia Circuit has upheld the Federal Communications Commission's denial of a protest by the National Association of Broadcasters.

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

Washington - The Federal Communications Commission today announced that it has received a large number of petitions for and against pay-as-you-see television systems. The commission is expected to make a decision on these petitions in the near future.

against toll TV systems.

AB-PT launches recording company; Sam Clark names president of new firm.

TV stations in world have tripled in two year period; stations now operating number 570.

Expect color TV set sales boom; dealers believe program lack overcome.

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

Films syndicator budget hit peak; production costs estimated at \$50,000,000.

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

SAG, producers ratify agreement; new agreement to run for 5 years.

Aid to small TV stations urged; Senator Morse asks change in FCC regulations.

UHF committee hits antenna rule; proposal to raise height called incredible.

Two-third of U.S. homes have TV; Census Bureau is source of new figures.

FM hits recorded music policy; union publication presses drive for taxation.

Mutual shakeup announced; all departments to be affected by cuts.

Sale of indie radio station bring \$4 million; WNEW, New York is acquired by Jack Wrather.

FCC rejects 35 de-intermix bids; national solution to UHF problem proposed.

Robert Sarnoff named NBC president; Weaver upped to chairman of board.

NTA acquires coveted TV features; David Selznick features set for video distribution.

Agency program promotion booms; contest formula seen as heavy agency trend.

1956 Columbia Pictures to release 104 features to television. Rate card hike widespread; survey shows rise in both radio and TV.

Scope of Senate probe revealed; intense study of entire industry is planned.

Committee probes advertising practices; Senator asks FTC about untrue advertising on air.

Mutual reveals new sales concept for web; plan to guarantee cost-per-1000 to clients.

Closed circuit TV used in ad agency meet; BBD & O staffs gather in 15 cities.

Warner Bros. sells 750 film package for \$21 million to Associated Artists Productions.

TV bid for World Series may hit \$7 million; four offers made; Gillette among bidders.

TV advertising values hotly debated; ability to move durable goods argued.

RKO makes bid for TV business; Glett announces availability of studio.

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

Crowell-Collier buys seven more stations; five radio and 4 TV outlets bought in 2 days.

Portable TV makes heavy impact; retailers report much consumer interest.

New color system used black and white equipment; camera filter is basis of process.

Teletrons: broadcasters' problem; high-powered charity drive methods analyzed in a survey of expanding solicitations in 1956.

M-G-M enters large scale TV to distribute own backlog.

FCC proposes all-UHF TV system; commission requests all comments on solution be submitted.

10 Philadelphia stations indicted; radio rate fixing charged by grand jury.

\$16,250,000 for baseball package; NBC buys radio-TV rights to World Series, all-star game.

Spot radio volume tops \$54 million; five month total 17.8% above 1955 level.

Charges A T & T has 'dictator' power; radio executive makes bitter attack at hearing.

FTC cites 9 radio-TV advertisers; charge promotion practices were illegal.

Radio-TV salaries second highest; average earnings hit \$6,333 in 1955.

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

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

M-G-M TV signs \$20 million in pacts; CBS, Triangle and King purchase library rights.

FCC calls all-industry meet to push 'crash' UHF program.

Weaver quits as NBC chairman; Frey also resigns, four new executive vice presidents appointed.

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

FTC sets up radio-TV probe unit; false, misleading ad claims to be investigated.

Goldenson takes over as ABC president; new organization policies at ABC planned.

20th Century-Fox buys into NTA film web; sells rights for \$30,000,000 on pre '48 pictures.

West Coast availabilities SRO; survey shows good spot time scarce on stations.


Crowell-Collier station deal off; new financing difficulties end plan.

Read.....

RADIO-TELEVISION DAILY

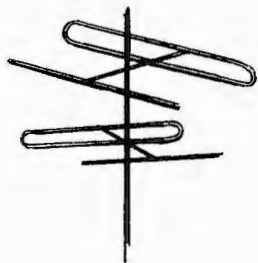
FOR UP-TO-THE-MINUTE NEWS!

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



**GOODSON
TODMAN**

PRODUCTIONS



CREATIVE PROGRAMMING

41 East 57 Street • New York 22, N. Y. • Plaza 1-0600
449 South Beverly Drive • Beverly Hills, Calif. • Crestview 4-7357



RADIO DAILY

Conducts its first annual poll of the
Radio Editors and Critics for the year 1937.
(Released January 14, 1938)



Programs

Title	Points
Chase and Sanborn	482
Jell-O	440
Royal Gelatin	296
Kraft Music Hall	287
Town Hall Tonight	260
Lux Radio Theater	188
N. Y. Philharmonic	185
Chesterfield	136
Ford Sunday Evening Hour	124
Magic Key of RCA	103

Personalities

Jack Benny	508
Edgar Bergen-Charlie McCarthy ...	491
Fred Allen	361
Bing Crosby	355
George Burns-Gracie Allen	144
Nelson Eddy	138
Rudy Vallee	126
Kate Smith	111
Bob Burns	111
Jeanette MacDonald	108

Orchestras

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

News Commentators

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

Sports Commentators

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



Martin Block, of 'Make Believe Ballroom' fame poses with hand on mike while Hoagy Carmichael and Kay Kyser (seated) look on. Taken in 1937.



Gilda Gray, Hollywood's 'Shimmy Girl' also had a sultry voice as listeners discovered her in 1926 over WCAU.



Viola Dana and Benedict Gimbel Jr. in 1922.



Paul Douglas, stage and screen star, cut his professional eye teeth as a staff announcer at WCAU.



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



MUTUAL BROADCASTING SYSTEM, INC.

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

OFFICE OF THE
PRESIDENT

October 9, 1957

Dear Charlie:

I should take you to task for reminding me that twenty years in our lives have passed. But they've passed so quickly -- it seems like only yesterday.

Probably one of the best reasons for the kaleidoscopic swiftness of the score of years has been the pace-maintaining coverage originally of your Radio Daily and now of your combined Radio-TV Daily. It's always been "Daily" - on-the-spot with its stories of a business that's noted for its rapid turnabouts. And I found that, in order to stay in that business myself, I had to make your paper the "first read" operation each morning.

There's no doubt Radio-TV Daily has helped me immeasurably. I'm still in radio, after all these years, and I couldn't have remained in the medium if I didn't know thoroughly what was going on each and every day.

Congratulations on the anniversary. May the next score find us both as active and interested in broadcasting developments as we are today.

Sincerely,



Paul Roberts

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



ROGERS-COWAN & JACOBS, INC.

PUBLIC RELATIONS

BEVERLY HILLS — NEW YORK — LONDON — PARIS — ROME



H. Dean Fitzer in 1925 when he was appointed manager of the Kansas City Star's pioneer radio station WDAF which went on the air on Feb. 16, 1922, the second newspaper-owned station in U. S. to operate under a commercial license. Today, as a member of the board of directors of the Kansas City Company, Mr. Fitzer is managing director of both radio and television facilities.



Warren Hull in 1936 was under contract to Warner Bros. making motion pictures.



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



Paul Luecke, of the WOWO staff in 1932. He is now transmission engineer for Voice of America.



Lester Spencer in 1932 at WOWO. He is now general manager at WKBV, Richmond and WBAT, Marion, Ind.



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



Jules Alberti, president of Endorsements, Inc. in 1937 left the band business to become manager for Benay Venuta, Beatrice Kay and others.



Raymond M. Beckner, as he appeared at KFUM, now KVOR in 1929 as an announcer. He is now president of KRLN, Cannon City, Colo.



Introducing the **VERY VERSATILE** Eastman 275*

... a new model 16mm Television Projector for use with Vidicon chains... Designed to replace Model 250.

Features (Condensed for quick reading)

- 1. Mechanism:** Heavy-duty for long life, low maintenance; oil reservoirs; unitized construction with isolated intermittent.
- 2. Pulldown:** 8-tooth sprocket actuated by proved Geneva movement.
- 3. Light source:** (500-watt tungsten lamp.) Standby lamp in lamp house easily put into operation by external handle.
- 4. Application Time:** 30% of each TV field.
- 5. Sound:** Equipped with optical sound. Includes provisions to add magnetic sound playback.

* 1. Equipped for remote control.

* 2. Provides facility for still-frame viewing by rotating main drive motor to open shutter. Lamp is at standby voltage during still-frame viewing.

* 3. Moderate price range.

For further information, consult your customary source for television station equipment or inquire direct.

EASTMAN KODAK COMPANY
Motion Picture Film Department
Rochester 4, N. Y.

East Coast Division
342 Madison Ave., New York 17, N. Y.

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.

Midwest Division
130 East Randolph Drive, Chicago 1, Ill.



Herbert Hoover in 1922 issued WCAU its first broadcast license and again spoke this year at the celebration of the station's 35th year of service to the people of Philadelphia.



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



G. David Gentling started his career with KROC in 1937 as commercial rep. Today he is vice president and general manager at KROC-TV in Rochester, Minn.



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



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



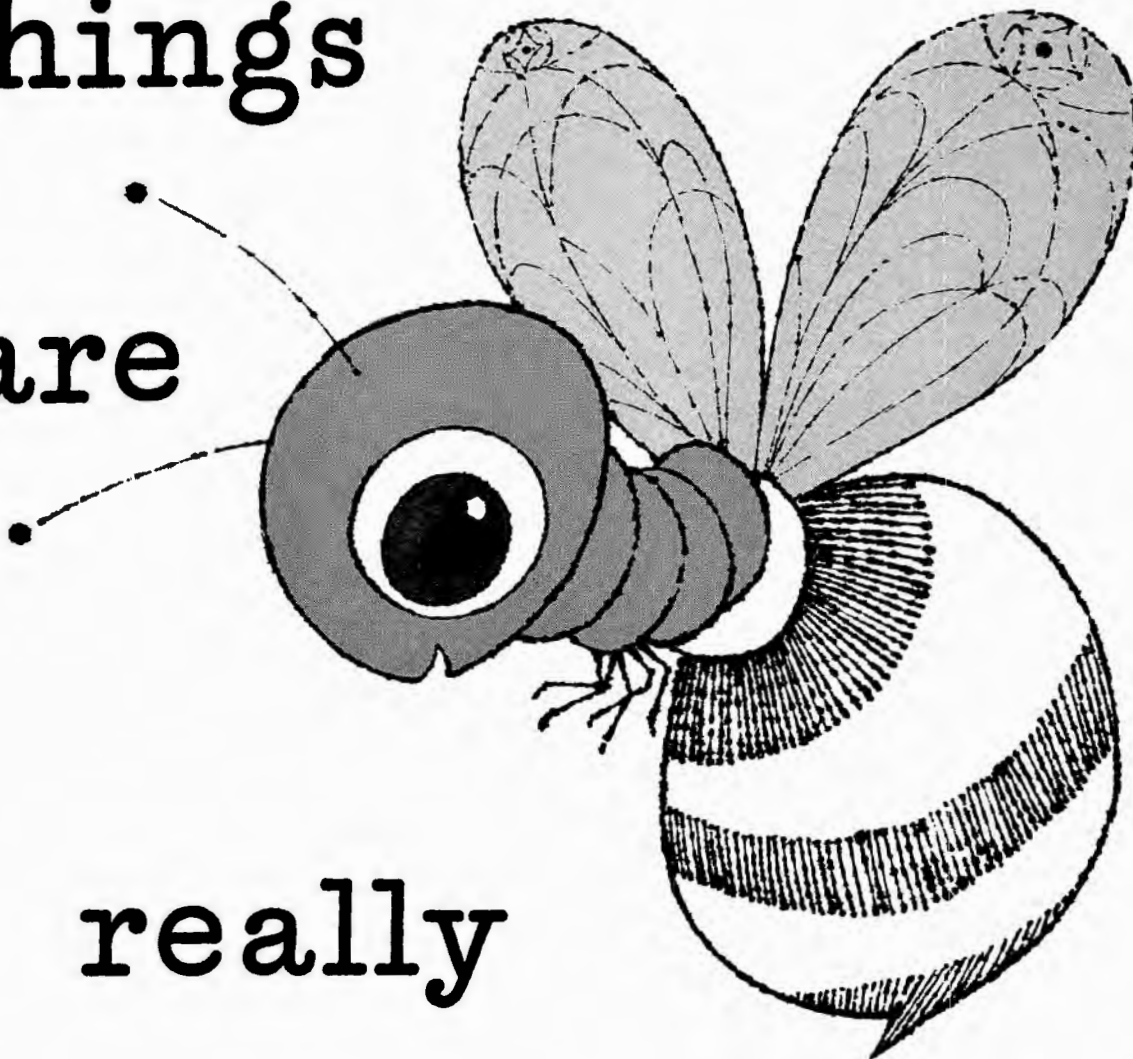
Arthur Fatt, 20 years was executive vice president at the Grey Agency. He is now president.



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

things

are



really

B·U·Z·Z·Z·I·N·G!

While some have been sleepy as gophers over the summer, the Young group have been "busy as bees." The result is more honey for the stations—and more stations to represent.

The new hives of activity are:

WSAI Cincinnati

WYDE Birmingham

WILD Boston

Worcester ***WORC**

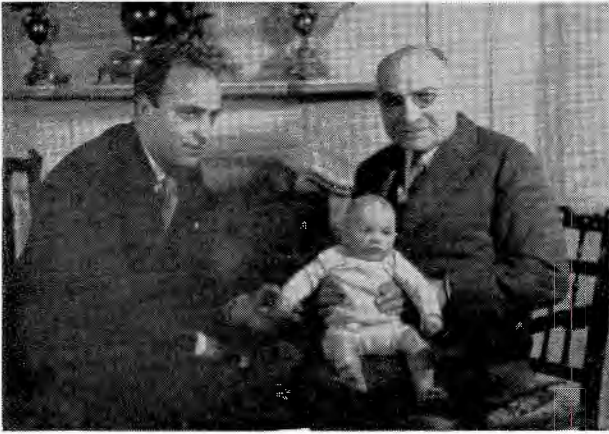
Topeka ***KJAY**

Why not taste some honey yourself?

ADAM YOUNG INC.

NEW YORK • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO • BOSTON

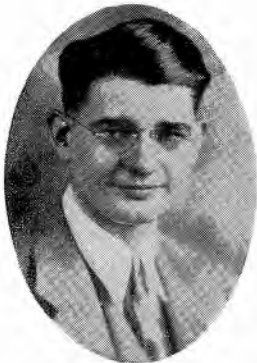
*represented by Young Representatives Inc.



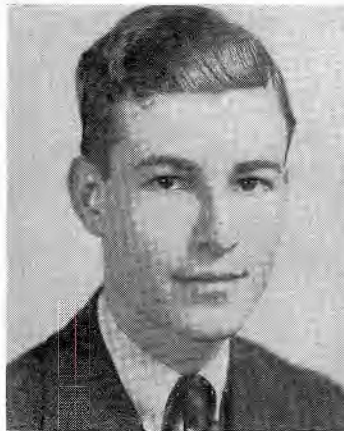
The baby, 25 years ago, is Richard B. Ullman, current vice president of Richard Ullman, Inc. with his father Richard H. and grandfather, Frederick, a lawyer and moving picture pioneer.



Jules Herbeveux, vice president of WNBQ-WMAQ, Chicago, when he was a producer at WMAQ. Charles Townsend is the engineer.



Bruce Ratts at WOWO in 1932. He is now transmitter supervisor at WBZ, Boston.



Twenty years ago Ralph Froelich was a messenger boy at the Grey Agency—now he is vice president and director of production.



Hilda Wehrmeyer at WOWO in 1932. She is still at the station as continuity supervisor.



Calvin 'Cal' Smith joined the staff of KROC as manager of the Owatonna Studio in 1936. He is now station manager at KROC, Rochester, Minn.



Dave Partridge, Westinghouse advertising and promotion director, as he looked in 1937.



John E. Pearson, of KWTO-KGBX, Springfield, Mo. among those who came up from the newspaper ranks. He's still at KWTO.

Bob
Hop
D



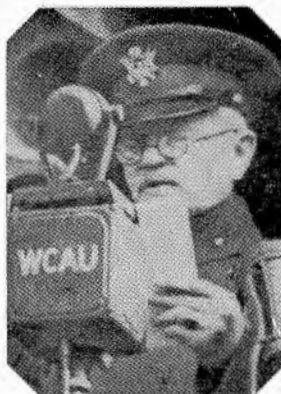
David Sarnoff, chairman of the board, Radio Corp. of America and Loyd C. Sigmon, vice president of Golden West Broadcasters (KNPC-KSFO), overlooking the English Channel prior to the Allied Invasion.



Niles Trammell and Sidney Strotz. Trammell was vice president in charge of NBC Chicago before going to New York in 1938 as president of NBC. Strotz succeeded him in Chicago.



Edward J. De Gray, vice president in charge of stations for the American Broadcasting Network, was working in the accounting department of CBS in New York in 1937.



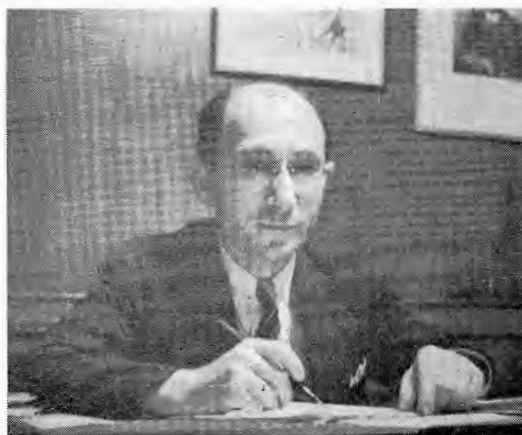
John J. Pershing dedicated the Valley Forge Chapel in 1932. This on-the-spot coverage was pioneered by WCAU.



Bob McAndrews as an announcer at KBIG in 1936. He is still with the station as promotion and publicity director.



Manny Marget started as a vocalist at KWK, St. Louis in 1928. He has been manager of KVOX, Moorhead, Minn. since the station went on the air in 1937.



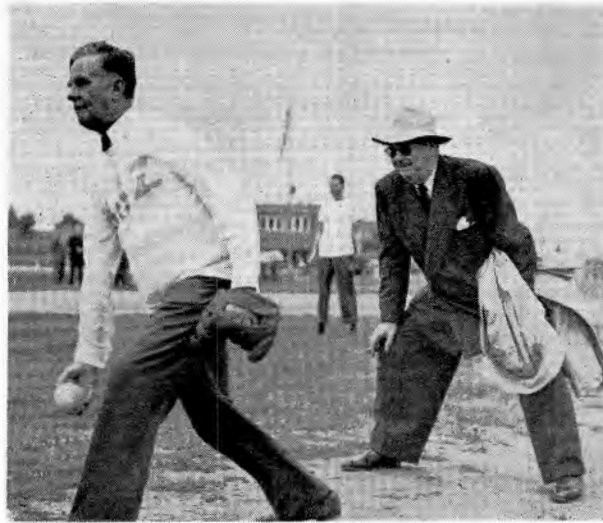
Roger Wayne, of WHLI, taken when he was station program director and staff pianist at WCNW, now WLIB.

Congratulations





Harry Flannery at WOWO in 1932. He is now the Voice of AFL-CIO, Washington, D.C.



Ed Noble pitching and Paul Whiteman 'the ump' at an industry outing in the early thirties. Noble is now president of Lifesaver Corp. and Whiteman is just as popular as ever with his band.



Howard Ackley on the staff of WOWO in 1932. Today he is traffic manager at the same station.



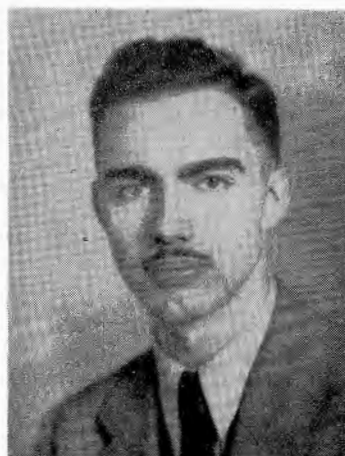
Sam Serota taken in the early thirties. He is still with WIP.



Herman Grizzard and F. C. Sowell in 1930 celebrated WLAC's fourth anniversary with an impressive cake. Sowell is now executive vice president of WLAC Radio, Inc. of Nashville.



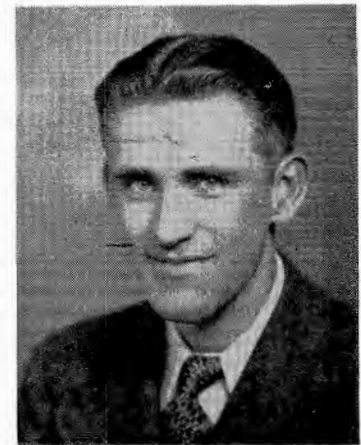
Walter Kinsella in 1937 appearing at the Lyceum in "Mrs. O'Brien Entertains." Still a popular TV performer.



Bud Morris at KELA in 1937 as operator and announcer, is now in the transcription business in Hollywood.



Jan Murray in 1937 at the Melody Club in Union City, N.J.



Sam Norin in 1937 as chief engineer at KELA, is now with KIRO in Seattle.

Happy 20th . . .



20 YEARS AGO, the Champagne Music Makers were just beginning to make a name for themselves — as the photo above illustrates.

IT HAS BEEN a long and happy experience and we look forward with enthusiasm to the years ahead in the exciting field of Television* and Radio, entertaining the American Public.

Laurence Welk

*on the ABC-TV Network twice weekly!
Saturdays, 9-10 P.M. for DODGE; Mon-
days — 9:30-10:30 P.M. for DODGE &
PLYMOUTH.

Personal Management

Gabbe, Lutz, Heller & Loeb

New York — Hollywood



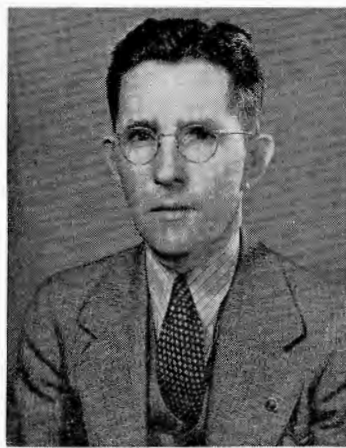
Ken C. Titus, of WCCO, Minneapolis, as he looked in 1938.



Howard Lane and Fred C. Brokaw taken in the early thirties. Lane is now managing director at KOIN-TV, Portland, Oregon and Brokaw is executive vice president at Paul H. Raymer Company in New York.



Arnold Werner in 1937 as operator and announcer at KELA, now with a television station in San Diego



Carl Vandagriff in 1937 when he was a studio announcer at WOWO, Fort Wayne, Ind. He is now general manager at the same station.



Harold P. See was with NBC in New York in the radio broadcast remote division in 1937. He is now at KRON-TV in San Francisco.



Joseph Lorin in 1937 was v.p. and director of retail sales at Grey Agency, now he holds down the post of v.p. and account supervisor.



Herb Hayworth, at WOWO in 1932. He still does a weekly program at the same station although almost totally blind.



Samuel W. Townsend, president and general manager of both WKST and WKST-TV, New Castle, Pa. as he looked 20 years ago.

THE FRANK SINATRA SHOW

FRIDAY NIGHTS
ABC-TV