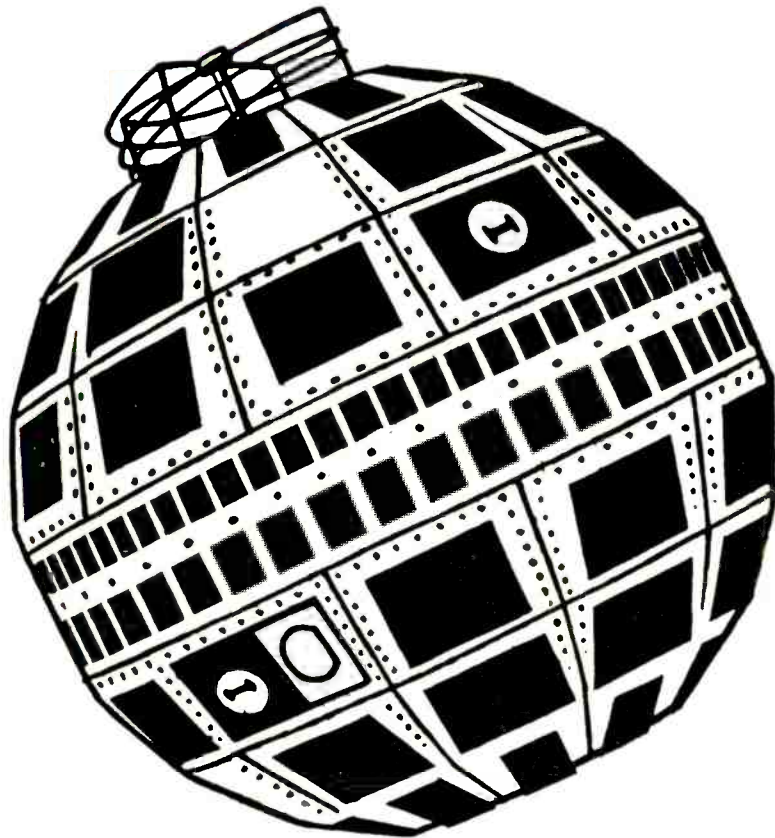


25TH ANNIVERSARY

RADIO TELEVISION DAILY

*See pg 126
Jo RANSON*

1937



1962



WHAT MAKES



THE BEGINNING by J. Minton from the Bettmann Archives

LOS ANGELES
KGBS

PHILADELPHIA
WIBG

CLEVELAND
WJW

NEW YORK
WHN

TOLEDO
WSPD

MIAMI
WGBS

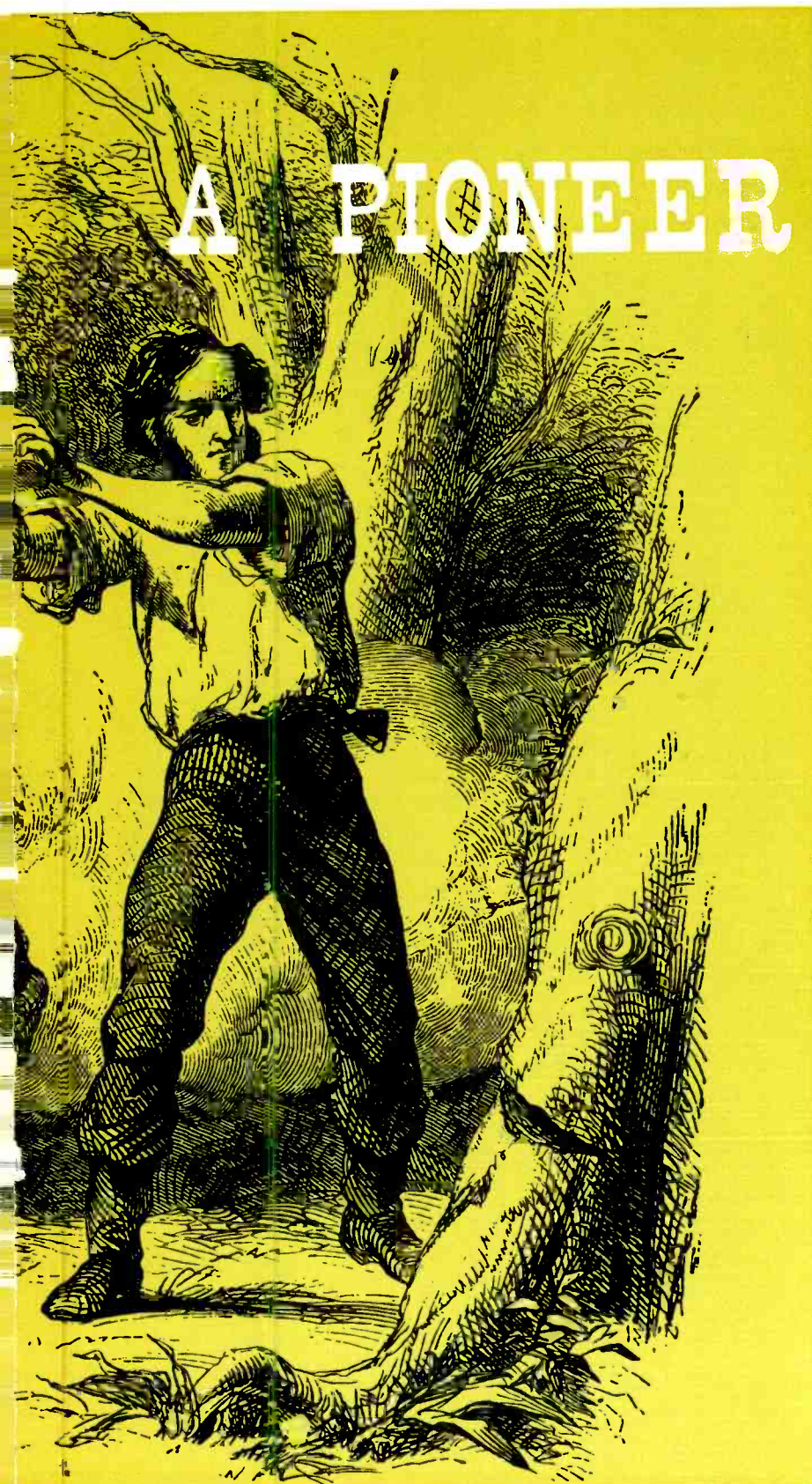
MILWAUKEE
WITI-TV

CLEVELAND
WJW-TV

ATLANTA
WAGA-TV

TOLEDO
WSPD-TV

A PIONEER



PIONEER?

A pioneer pioneers to get out of a rut. To explore. To open frontiers. To bring about new concepts. It's not the easiest calling. Everything must be learned the hard way. The risks are large and incessant.

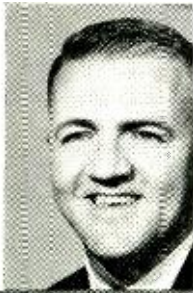
There were few broadcasting guideposts when we started out 35 years ago. What have we learned from it all? This:

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John E. McArdle, Vice President and General Manager, WNEW-TV, New York, N. Y.



"... a beautiful show, a magnificent show, a cultural blending into our entire program format."

Donn R. Colee, Vice President and General Manager, WTTG, Washington, D. C.



"A particularly well-produced show of high quality. A worthwhile adjunct to our programming."

Van Beuren W. DeVries, Vice President and General Manager, WGR-TV, Buffalo, New York



"For the first time the viewers in our area will have the opportunity to view on a regular basis a symphony orchestra. The filming is excellent."

Robert Lunquist, Sales Manager, WICU-TV, Erie, Pa.



"It's the kind of program balance we were looking for. An extremely well-produced series."

Robert C. Wiegand, General Manager, WTVN-TV, Columbus, Ohio



"It looked too good to turn down. It's the best good music program I've seen."

Irving Waugh, Vice President and General Manager, WSM, Nashville, Tenn.

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CAVALCADE**

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9
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2

of

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... 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-five year record that speaks for itself, Radio - Television Daily is modestly proud of the 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 twenty-fifth 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



More than half are BMI

58 of the 101 perennial singles hits recommended by **BILLBOARD** as standards for year-round programming by radio stations are licensed for performance by BMI

Billboard Music Week this year published a list of recorded compositions in steady demand which should form the nucleus of any Old Standards library

BMI

*

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BILLBOARD MUSIC WEEK

101 Perennial Singles Hits

For year-round programming by juke box operators and radio stations, we present below a catalog of standards that can provide consistent earnings for operators and a wealth of material for discussion by Broadcasters. This list of 101 hits—contains the hard core of these perennially popular songs. Limitations prohibit publication of all standards which could be programmed on a year-round basis. These should form the nucleus of any Old Standards selection panel or library.

Records are listed alphabetically by title, with artist and label designated. Many of these titles are available on other labels and by other artists. We have selected what we think are the recordings most suitable for juke box programming. Although some were originally released a number of years ago, all are kept in constant supply due to steady demands.

TITLE, Artist, Label & Number	TITLE, Artist, Label & Number	TITLE, Artist, Label & Number
ACROSS THE ALLEY FROM THE ALAMO/DON'T BE A BABY, BABY—The Mills Brothers (Decca 25516)	I CAN DREAM, CAN'T I/THE WEDDING OF LILI MARLENE—Andrews Sisters (Decca 24705)	SEPTEMBER SONG/LOST IN THE STARS—Walter Hylton (Decca 40001)
ALLA EN EL RANCHO GRANDE/AMOR—Bing Crosby (Decca 23914)	IF I DIDN'T CARE/WHISPERING GRASS—Ink Spots (Decca 23637)	SHEDDY/EARTH ANGEL—The Crew Cuts (Mercury C-30048)
AMAPOLA/MARIA ELENA—Jimmy Dorsey (Decca 25120)	IF I KNEW YOU WERE COMIN' I'D'VE BAKED A CAKE/WHEN LOVE HAPPENS TO YOU—Eileen Barton (MGM K12758)	SIGNED, SEALED & DELIVERED/FILIPPO BABY—Lowboy Lopes (Starday 550)
ANYWAY YOU WANT ME/LOVE ME TENDER—Elvis Presley (RCA Victor 447-0616)	I'LL BE SEEING YOU/I LOVE YOU—Bing Crosby (Decca 24256)	SITIM! IN THE BALCONY/HALLELUJAH, I LOVE HER SO—Eddie Cochran (Liberty 54502)
APRIL SHOWERS/SWANEE—Al Jolson (Decca 23470)	IN A SHANTY IN OLD SHANTY TOWN/BLUE SKIES—Johnny Long (Decca 23622)	SOFT SUMMER BREEZE/TENDERLY—Eddie Heywood (Mercury C-30038)
ARE YOU SINCERE/BE MINE TONIGHT—Andy Williams (Cadence Cad 1340)	IT HAPPENED IN HAWAII/TANGERINE—Jimmy Dorsey (Decca 25255)	THE SONG FROM MOULIN ROUGE/THE THEME FROM "A SUMMER PLACE"—Percy Faith (Columbia 3-33007)
BANANA BOAT (Day O)/JAMAICA FAREWELL—Harry Belafonte (RCA Victor 477-0324)	IT WASN'T GOD WHO MADE HONKY TONK ANGELS/DON'T WANT YOUR MONEY: I WANT YOUR TIME—Kitty Wells (Decca 28232)	SONNY BOY/MY MAMMY—Al Jolson (Decca DL 23614)
BELLE OF THE BALL/BLUE TANGO—Leroy Anderson (Decca 27875)	IT'S JUST A MATTER OF TIME/HURTIN' MISSIE—Brook Benton (Mercury C-30079)	SUGAR BLUES/I'VE FOUND A NEW BABY—Decca 25014)
BEYOND THE SUNSET/HE—Red Foley (Decca 25539)	I'VE GOT MY LOVE TO KEEP ME WARM/NEW MEXICAN HAT DANCE—Les Brown (Decca 65500)	T.O.'S BOOGIE WOOGIE/POPUS TWO—Tommy Dorsey (Decca 27211)
THE BILBAO SONG/HOW WONDERFUL TO KNOW—Andy Williams (Cadence Cad 1398)	JERSEY BOUNCE/DON'T BE THAT WAY—Benny Goodman (Decca 25545)	THAT LUCKY OLD SUN/SHINE—Frankie Laine (Mercury C-30017)
BYE BYE LOVE/WAKE UP LITTLE SUSIE—The Everly Brothers (Cadence Cad 1609)	KISS OF FIRE/BALLIN' THE JACK—Georgia Gibbs (Mercury C-36011)	THAT'S MY DESIRE/RIVER SAINTE MARIE—Frankie Laine (Mercury C-30019)
CALCUTTA/MY GRANDFATHER'S CLOCK—Lawrence Welk (Dot 16222)	LONG TALL SALL/SLEPPIN' AND SLIDIN'—Little Richard (Specialty 572)	THERE MUST BE A WAY/SORRY FOR MYSELF!—Joni James (MGM K12746)
CARELESS/RAGTIME COWBOY JOE—Eddy Howard (Mercury C-30058)	LOVE IS A MANY SPLENDOROUS THING/SHINE ON HARVEST MOON—Four Aces (Decca 29625)	THE 3RD MAN THEME/THE CAFE MOZART WALTZ—Guy Lombardo (Decca 24839)
C. C. RIDER—Chuck Willis (Atlantic 1130)	A LOVER'S QUESTION—Clyde McPhatter (Atlantic 1199)	THIRTEEN WOMEN/ROCK AROUND THE CLOCK Bill Haley (Decca 29124)
CHERRY PINK AND APPLE BLOSSOM WHITE/ST. LOUIS BLUES/HAMBRO—Perez Prado (RCA Victor 447-0217)	LOVING YOU/TEDDY BEAR—Elvis Presley (RCA Victor) 447-0620)	TILL I WALTZ AGAIN WITH YOU/PRIORCOCHET—Teresa Brewer (Jorl 65503)
COLD, COLD HEART/BECAUSE OF YOU—Tony Bennett (Columbia 3-33003)	MACK THE KNIFE—Bobby Darin (Atlantic 6187)	TO EACH HIS OWN/IT'S NO SIN—Eddy Howard (Mercury C-30015)
COME SOFTLY TO ME/MR. BLUE—The Fleetwoods (Dot 15415)	MAMA, TEDDY—Connie Francis (MGM K12878)	TONIGHT YOU BELONG TO ME/GOMMA GET ALONG WITHOUT YOU NOW—Patience and Prudence (Liberty 54501)
COOL WATER/TUMBLING TUMBLEWEEDS—Sons of the Pioneers (RCA Victor 447-0565)	MELODY OF LOVE/LA GOLONDRINA—David Carroll (Mercury C-30004)	TUTTI FRUTTI—Little Richard (Specialty 564)
CRY ME A RIVER/MON A MY HOUSE—Julie London (Liberty 54500)	MELODY OF LOVE/NONE BUT THE LONELY HEART—Wayne King (RCA Victor 447-0183)	TWEEDLEE DEE—LaVern Baker (Atlantic 1047)
DO I WORRY?/AVA JIVE—Ink Spots (Decca 23643)	MR. SANDMAN/BORN TO BE WITH YOU—The Chordettes (Cadence Cad 1602)	UNCHAINED MELODY/DAYBREAK—Al Hibbler (Decca 29441)
FEVER LETTER FROM MY DARLING—Little Willie John (King 4935)	MISTY/EXACTLY LIKE YOU—Eroll Garner (Mercury C-30037)	VENUS/I'M BROKE—Frankie Avalon (Chancellor C-1031)
FOUR WALLS/SHIMBO—Jim Reeves (RCA Victor 447-0413)	MY HAPPINESS/NEVER BEFORE—Connie Francis (MGM K12738)	WALK, DON'T RUN/RAMBLIN' SHUSH—The Ventures (Dot 15418)
GOD BLESS AMERICA/AMONG MY SOUVENIRS—Connie Francis (MGM K12841)	NEAR YOU/BEG YOUR PARDON—Francis Craig (Dot 15807)	WALKING THE FLOOR OVER YOU/I'LL ALWAYS BE GLAD TO TAKE YOU BACK—Ernest Tubbs (Decca 46006)
GOT A DATE WITH AN ANGEL/SCATTERBRAIN—Skinnay Ennis (Mercury C-30082)	NEL BLU DIPINTO DI BLU (VOLARE)/MARI TI MI CITTA—Domenico Modugno (Decca 30677)	THE WALTZ YOU SAVED FOR ME/I LOVE YOU TRULY—Wayne King (RCA Victor 447-0182)
THE GREEN DOOR/LITTLE MAN IN CHINATOWN—Jim Lowe (Dot 15486)	OH LONESOME ME/BLUE BLUE DAY—Don Gibson (RCA Victor 447-0582)	WHAT'D I SAY: PARTS ONE & TWO—Ray Charles (Atlantic 2031)
GREEN EYES/THE BREEZE AND I—Jimmy Dorsey (Decca 25119)	ON THE STREET WHERE YOU LIVE/GIGI—Vic Damone (Columbia 3-33014)	WHERE THE BOYS ARE/NO ONE—Connie Francis (MGM K12971)
HAWAIIAN WEDDING SONG/LONELY STREET—Andy Williams (Cadence Cad 1610)	PAPER DOLL/I'LL BE AROUND—Mills Brothers (Decca 27157)	WITHOUT YOU/CUTIE PIE—Johnny Tillotson (Cadence Cad 1404)
HEARTACHES/WHI MONAH—Ted Weems (Decca 25017)	PEACE IN THE VALLEY/SAY A LITTLE PRAYER—Red Foley (Decca 27856)	YAKETY YAK—The Coasters (Atlantic 6116)
HEARTBREAK HOTEL/I WAS THE ONE—Elvis Presley (RCA Victor 447-0605)	PEG O' MY HEART/CHARMAINE—The Harmonicats (Mercury C-30034)	YOU ALWAYS HURT THE ONE YOU LOVE/TILL THEN—Mills Brothers (Decca 23930)
HEARTS OF STONE/BLESS YOUR HEART—The Fontane Sisters (Dot 15265)	PETITE FLEUR—Chris Barber (Laurie 3022)	YOU ARE MY SUNSHINE/NOBODY'S DARLIN' BUT MINE—Bing Crosby (Decca 29634)
HONKY TONK (PARTS I AND II)—Bill Doggett (King 4950)	PLEASE MR. SUN/THE MORNING SIDE OF THE MOUNTAIN—Tommy Edwards (MGM K12757)	YOU BELONG TO ME/I NEED YOU NOW—Joni James (MGM K12885)
HOT LIPS/THE WANG WANG BLUES—Henry Busse (Decca 25015)	PLEADING MY LOVE—Johnny Ace (Duke)	'DEAR MR. GABLE YOU MADE ME LOVE YOU/OVER THE RAINBOW—Judy Garland (Decca 25493)
ROUND DOG/DON'T BE CRUEL—Elvis Presley (RCA Victor 447-0608)	QUIET VILLAGE/ENCHANTED SEA—Martin Denny (Liberty 54507)	YOURS/ALWAYS IN MY HEART—Jimmy Dorsey (Decca 25121)
ALMOST LOST MY MIND/FRIENDLY PERSUASION—Pal Boone (Dot 16033)		

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MARVIN KIRSCH : : : : : Assoc. Publ.-Gen. Mgr.
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WASHINGTON BUREAU: Harry Lando, Office: 1126 National Press Building, Phone: Executive 3-1808.

WEST COAST OFFICES: Harold Hilderbrand, Editor, West Coast Bureau; John Sparling, Fritz Blocki; 6425 Hollywood Blvd. Phone: Hollywood 9-3951.

CHICAGO BUREAU: Jack Russell, 203 North Wabash Ave. Phone: 312-782-2818.

CANADIAN BUREAU: Jules Larochelle, Room 311, Belmont St., Montreal.

LONDON BUREAU: Peter C. Davalle, 6 Romany Gardens, Sutton, Surrey, England.

MEXICO CITY OFFICE: Pedro Mario Amaro, Apartado 540, Cuernavaca, Moreles, Mexico.

ROME OFFICE: John Perdicari, Via Monte delle Gioie 9. PUERTO RICAN Bureau: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3185; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Ireton, Manager, Office: 58 Kamiyama-Cho, Shibuya-Ku, Tokyo; Telephone: 46-4324. MADRID OFFICE: Bobby Deglane, Edificio Espana, Grupo 4, Planta 14.



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November 30, 1962

LEROY COLLINS
PRESIDENT

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

Dear Mr. Alicoate:

It is a pleasure indeed to extend to you on
RADIO-TELEVISION DAILY's 25th Anniversary our
heartiest congratulations and our sincere best wishes
for continued success.

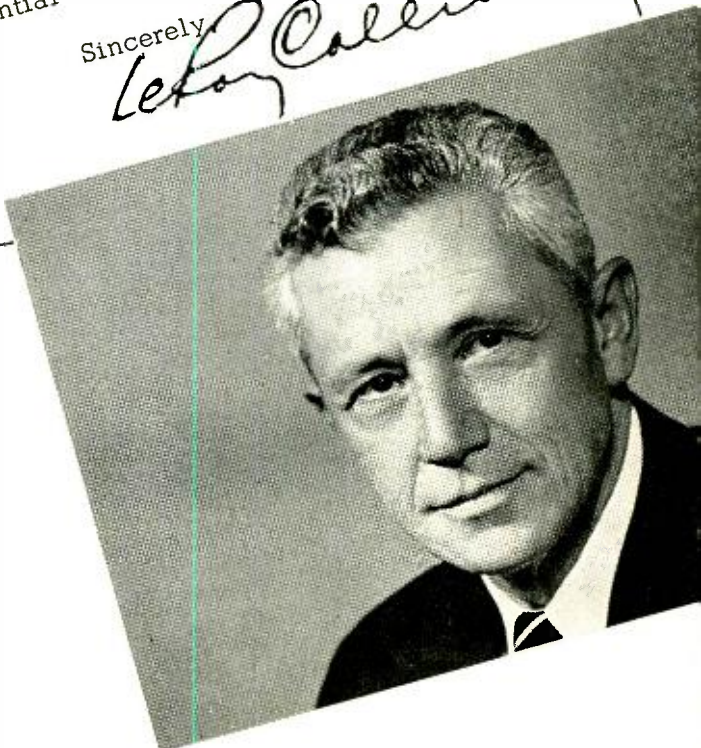
RADIO-TELEVISION DAILY fulfills a need vital
to our industry by providing prompt and accurate day-
to-day coverage of important events in the field of
broadcasting.

The National Association of Broadcasters and
its radio and television members for many years have
benefitted from this service and look forward to its
continuation in the future.

I am certain that you and your staff, as you
observe this 25th year of publication, derive deep
satisfaction from your past accomplishments and from
the knowledge that your contributions to the progress
of broadcasting are substantial and highly meaningful.

Sincerely,

Leroy Collins



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a national event...
whether it is
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or the flight
of an astronaut
or a Telstar broadcast
or a president's
report on a crisis.**

**The reason?
NBC News leads
in bringing world news
to the nation
rapidly, accurately,
responsibly. **



A Chronicle of Growth

TV's Past Indicates a Boundless Future

By **WALTER D. SCOTT**

Executive Vice President, NBC Television Network

THE major eras of television are chronicled in the twenty-five years of Radio Television Daily logotypes.

When radio ruled the airwaves, and television was still in its experimental stage, the daily newspaper of broadcasting began—on February 9, 1937 — as RADIO DAILY.

After World War II, the dramatic, though limited, expansion of home television was accompanied by a significant change in the newspaper. The front page logotype remained RADIO DAILY, but a special inside section which first appeared January 5, 1948, was headed TELEVISION DAILY. Two years later there were only one million television sets in American homes, but the abundant evidence of spectacular growth to come resulted in the logotype we know today, RADIO-TELEVISION DAILY.

One more change has been made as the newspaper has kept abreast of the rapid advancement of the medium. Even before the first trans-Atlantic television broadcast via Telstar, the sub-logotype was supplemented to read "The International Newspaper of Radio and Television."

As the pages of RADIO-TELEVISION DAILY have reported, television's expansion in little more than a decade surpasses any other modern industry—whether automobiles, plastics or frozen foods. The medium's possibilities are limitless, and its plans for the years immediately ahead are already on the drawing boards.

Providing a New Service

The impetus for television's initial growth was the providing of a new service; adapting that service to the changing needs and desires of our viewers and advertisers was the motivating factor in building television into the most powerful communications force in history. Service is the key to the continuous upward curve of more people watching and more advertisers placing more money than ever before into television.

We are in two businesses: we provide information and entertainment to our viewers, and provide a sales vehicle for our advertisers. We must anticipate needs and set trends to meet rapidly changing patterns in

Walter D. Scott was with Hearst Radio, Inc., in 1937, as a national spot radio salesman. The following year he joined the National Broadcasting Company as a spot sales account executive. He was named eastern sales manager in 1949, and two years later was promoted to New York radio network national sales manager. Mr. Scott was appointed to the new post of administrative sales manager for the radio and TV networks in 1952. He held this position until he was elected vice president and national sales manager, television network, in 1955, and was named vice president of TV network sales in 1958. He assumed his current position of executive vice president, television network, the following year and was elected to the board of directors of NBC in 1960.

both these areas.

Flexibility has long been a part of the NBC Television Network service. As pioneers in such areas as participating programs, color and specials, we have successfully opened new horizons. To viewers we bring a schedule of balance and diversity, to advertisers we bring a flexibility which permits them to use network television as it fits their needs.

Developments for the Future

Here are some developments that visionary men of the industry foresee or that are in fact already in motion:

Future television sets will retain only a basic relationship to today's models. Most—and eventually all—will be color. To keep pace with an increasingly mobile society, portable, transistorized sets will become as commonplace as pocket radios are now.

In the home, the current picture tube will give way to a flat, wall screen—up to wall size if desired—and the viewer will operate it with remote controls at his side.

Home tape equipment will permit recording of programs, even, through the use of a timing device, when the set owner is absent.

Live broadcasts of the Olympic games, the pageantry of the Papal court, bullfights in Spain, mountain climbing in Switzerland, World Fairs, United Nations meetings—already signaled by Telstar—will be broadcast to the entire world.

Even interplanetary television is within the industry's realm of possibilities, and one day the people of the earth may be as familiar with the dark side of the moon as they are with their own country's landscape.

As more channels become available it may be possible to obtain on television a basic four-year college education at home.

International television can play a major role in formal education. Students in England may hear lectures in American History from a professor standing at a rostrum in Harvard, and Shakespeare courses may originate on the banks of the Avon.

A Force in the Nation's Economy

Historians looking back years hence may find America's thriving 1960's as antiquated as a pre-industrialized America of the 18th century seems now. Many of the best-selling products and services of the future will be things now unknown, as were stereophonic sound, aluminum wrap, fluoridated toothpaste and hair sprays a dozen years ago. Television's role as a powerful catalyst in the nation's economy will continue to grow, and mass consumption will stimulate mass production in the continuum in which television serves as a unifying force.

The future for television is boundless. The giant steps the medium has made in so short a time will be surpassed by strides of much greater proportion. No one can be positive in identifying the next major development, but whatever its nature it will serve, as the medium has served since its inception, to increase man's familiarity with the dynamic, complex world in which he lives.

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heartiest congratulations

to

TELEVISION DAILY

The
INTERNATIONAL
NEWSPAPER
OF
RADIO & TELEVISION



on

its

Silver Anniversary



Television Circles the Globe

A '37 Experiment is Today's Byword

By **MERLE S. JONES**

President, CBS Television Stations Division

IN 1937, the year RADIO-TELEVISION DAILY began publishing, the world was facing the start of the most destructive war in history. Radio was playing a prominent role in reporting the details of the crises as they developed. Newsmen stationed around the world were broadcasting reports to the anxious American listening audience.

It is interesting to note that even in those hectic days, research leading to the development of television was taking place. A year earlier CBS disclosed that it had set aside a large sum of money for experiments in television. In 1937, we ordered one of the world's most powerful television transmitters for installation atop the Chrysler Tower together with what was then the most modern electronic camera equipment for film and live transmission. This equipment was originally designed to pick up and transmit 343-line electronically produced images. While construction was still underway, we announced that it was being modified to an even higher standard television image, 441 lines. In 1941, the standard was raised to the present 525 lines.

Along with the ordering of the Chrysler transmitter 25 years ago, CBS established its television program center in the Grand Central Terminal Building to provide the first full-scale working model in this country of a complete television unit operating under conditions of actual daily production. The studio plant became a laboratory for the development of program and production techniques.

World-wide Television

Looking back to 1937, we can appreciate the dramatic growth and development television has had in a relatively short time as the most effective means of disseminating entertainment and information. With the launching of Telstar last summer, we can look beyond the confines of this country to the day when we may realize instantaneous transmission of television pictures around the globe.

Such instantaneous transmission is still in the experimental stage; however, we can observe the impact of television around the globe at the present time. By the end of this year, there will be more television sets out-

Merle S. Jones was manager of the western division office of CBS Spot Radio Sales in 1937, and later that year was appointed general manager of KMOX, St. Louis.

In October, 1944, he left KMOX to join the Cowles Broadcasting Co. as vice president and general manager of WOL, Washington, D. C., but returned to CBS in July, 1947, as general manager of WCCO, Minneapolis-St. Paul. He shifted to Los Angeles in 1949, to become general manager of KNX, and of the Columbia Pacific Network. In 1951, he assumed the additional duties of manager of KTSL (TV) (now KNXT) in Los Angeles. In July of that year, Mr. Jones was appointed vice president in charge of CBS Owned Television Stations and General Services. He became CBS Television executive vice president in 1956, and was named to his present post in March, 1958.

side the United States than within for the first time in history. Many foreign broadcasters have taken advantage of the vast experience and knowledge gained by the American broadcaster through years of experimentation. With greater frequency we observe American interests active abroad in assisting the development of the medium.

Aid to Foreign 'Casters

CBS is proud of the role it has played in assisting foreign broadcasters to establish television in their countries. With local interests, we are in partnership with production companies in Buenos Aires, Argentina, and Lima, Peru. These companies have the most modern production facilities available and produce program product for the Latin American television market. Last November the first television station to operate in Trinidad-

Tobago, in which CBS has an interest, went on the air. Our Engineering Department acted as a consulting engineer for the Trinidad-Tobago Television Company Ltd. We conducted a survey from which resulted recommendations regarding transmission standards, coverage, site location, system design and operational methods of television service for Trinidad and Tobago.

Drawing on its experience in the design of studios in the United States, the Engineering Department also provided consulting services for the construction of studio operations for the new television station. Following the initial broadcast, our services to the new station continue in order to provide the company with whatever assistance is required to maintain a high quality of television service. This is an excellent example of how we can employ our know-how abroad to increase the circulation and effectiveness of the medium.

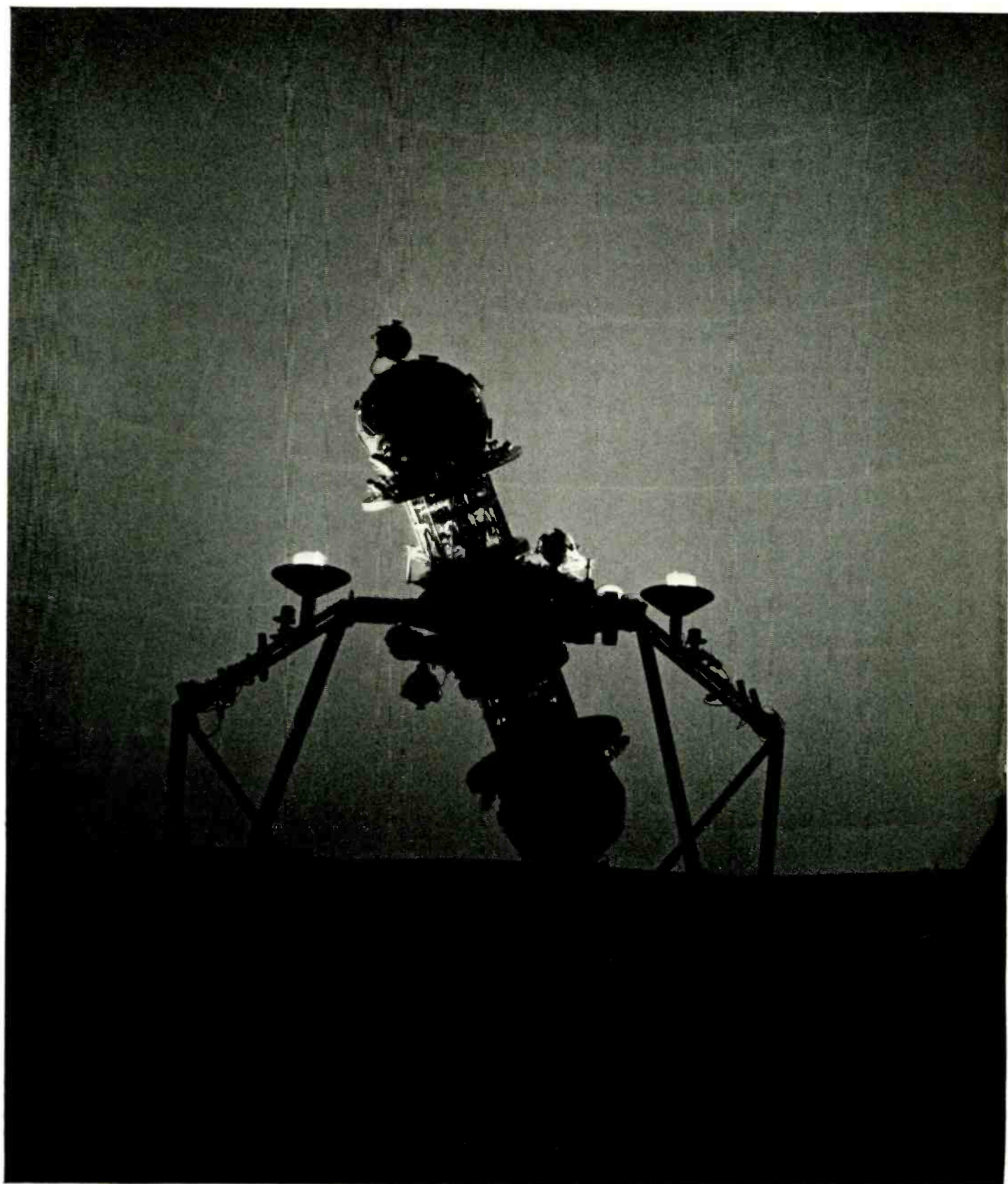
American TV Programs Abroad

American television programs licensed for broadcast abroad are among the most popular shows in various parts of the world. The International Sales Department of CBS Films currently licenses 76 program series in 61 countries. CBS Newsfilm is widely distributed throughout the world and is an important means of news dissemination during this critical period in history.

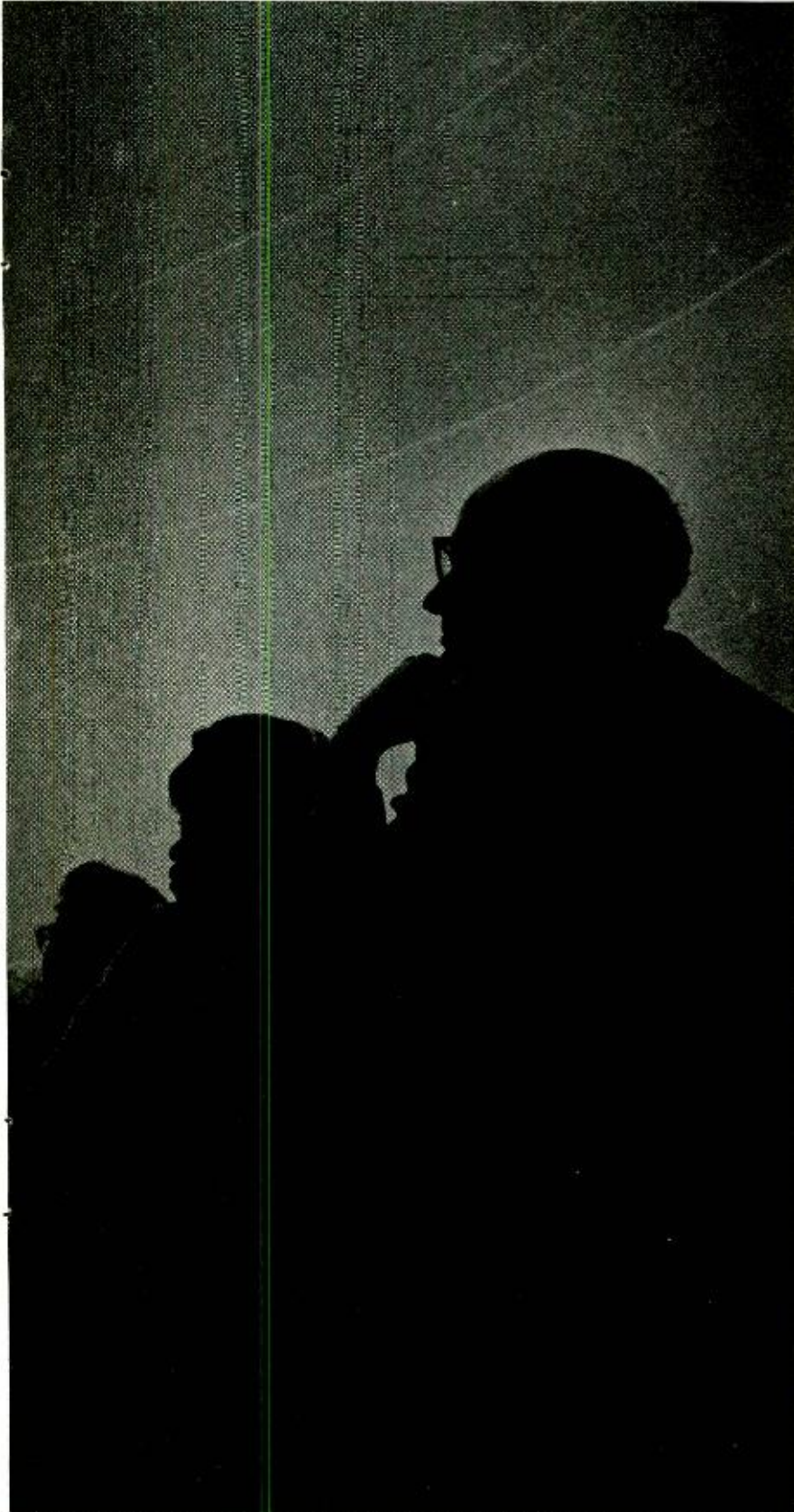
For the past two years, the CBS Owned television stations have conducted an International Program Exchange. Through this exchange, American audiences can see programs produced abroad while audiences overseas view a program produced in the United States. Plans are now being formulated for a continuation of the exchange in 1963.

I do not believe that those who were working in the laboratories 25 years ago could have predicted the result of their experiments and studies. We can be proud of our industry as it continues to grow and meet its responsibilities all over the world.

In Chicago



... the Adler Planetarium and Astronomical Museum is the first planetarium built in the Western Hemisphere and contains the world's finest collection of ancient astronomical instruments. Here, a lecturer can reproduce the majestic drama of the heavens—past, present and future—over a simulation of Chicago's famed skyline.



In Chicago
WGN
RADIO

reaches more homes and cars** than
any other Chicago radio station!*

**NCS—1961*

***Chicago Auto Radio Audience Survey—1961*



—the most respected call letters in broadcasting

WGN IS CHICAGO



“The RKO General Radio and television stations have provided over 300 accumulative years of entertainment, news, and information to over one third of America. With stations located in six of the top ten U.S. markets plus one of the South’s richest areas, RKO General operates America’s largest independent broadcast group . . .

basic to every national advertising campaign.”

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KFRC, San Francisco • WGMS, Washington, D. C. • WHBQ, Memphis • Yankee Network
TELEVISION • WOR-TV, New York • KHJ-TV, Los Angeles • WNAC-TV, Boston
CKLW-TV, Detroit-Windsor • WHBQ-TV, Memphis





Television's Rapid Maturity

An Amazing Progress with a Recent Past

By *THOMAS W. MOORE*

Vice President in Charge, ABC TV Network

THERE can be no question that in its short life span, television has matured rapidly and well. What was once the primary outlet for the propagation of groaning wrestlers and roller derbies is today the world's most powerful and effective method of communication.

If you look hard enough, and wait long enough, you can still ferret out an occasional wrestler or a derby, but it is difficult.

What you do find is a balance of informational, entertainment, sports and special programming that reflects positive achievement in television's maturing process.

The process will, of course, never cease. Television grows more each day, in accomplishment as well as stature. A by-product of accomplishment is the increased responsibility we all share.

But I wonder if we who work in the medium and who contribute to its growth are keeping pace with its growth in certain respects?

Television's Strength

I wonder if some of us, without realizing it, are prone to underestimate the continuing day-to-day stability and strength of television — especially at the start of every new season?

In certain quarters, the understandable desire for a "smash hit" seems to have beclouded practical thinking. Individual programs, complete week nights and even whole schedules have been in brief but intense conversations and, in headlines as well as in columns, written off once the first ratings were received.

Programs that were scheduled by networks and purchased by advertisers with great optimism in the spring are suddenly "also rans" in the first weeks of October.

But are they really? History proves not.

Without question the programming blockbuster of 1961-62 was "Ben Casey." Yet the very first national rating report of last season gave no indication of the tremendous eventual success of the show. That report showed "Ben Casey," with an average 30.0 share, being soundly trounced by an established show which had a 39.1 share.

The "Ben Casey" audience did not

Thomas W. Moore attended Mississippi State College and the University of Missouri, from which he received a bachelor's degree in journalism in 1939. Upon graduation he joined the Meridian Mississippi Star as classified advertising manager. In 1941, he enlisted in the U. S. Navy and served for five years as a naval aviator. After his discharge in 1945, he worked in advertising and public relations on the west coast. Mr. Moore joined CBS-TV Film Sales in March, 1952, as an account executive, and was named general sales manager, New York, in 1956. He joined ABC in November, 1957, as vice president in charge of sales and was promoted to vice president in charge of television programming in 1958. He was named to his present post in March, 1962.

emerge over night — it grew over a number of weeks to make the program one of television's most successful. For "Casey" is not just another television show. It is a dramatic anthology within a basic frame of reference. It has drama, humor, sympathy and action. But above all it has style. A continuing dramatic style that came out of creative planning.

The "overnight hit" is not the rule in television, it is the exception. "Casey" is an example of the rule, as are "77 Sunset Strip," "Dr. Kildare," "Donna Reed," "Real McCoys" and "Maverick" — all of which started at low levels and built audiences throughout the season.

Audience is the key word.

The Audience Decides

A show is really an amount of time filled with plot and characters until it is sampled by an audience. Then comes success or disappointment.

Already established viewing patterns must be changed when the new season arrives. But it takes time for the audience to establish its new patterns.

By all reason, that time is not excessive. When a show premieres in mid-September, a true picture of its appeal is evident by mid-November.

But when it is not there by one or two weeks, the panic buttons are pushed, and the "I told you so's" resound.

Trigger-fast depression on the part of those who program and who buy indicate not only a basic lack of fundamental television education but a lack of confidence in their own judgment.

Those of us who are exposed to this "first book depression" live with it. But we have not been able to understand it and hope we never adjust to accept it.

Unless you believe in a product, you should not sell it. And you certainly should not buy it. The audience will tell you if your selection was right or wrong, when it has had a chance to make up its mind. Not before.

Twenty-five years ago, when this paper was born, it was called RADIO DAILY. There was no television. Our past is recent. Our progress is amazing.

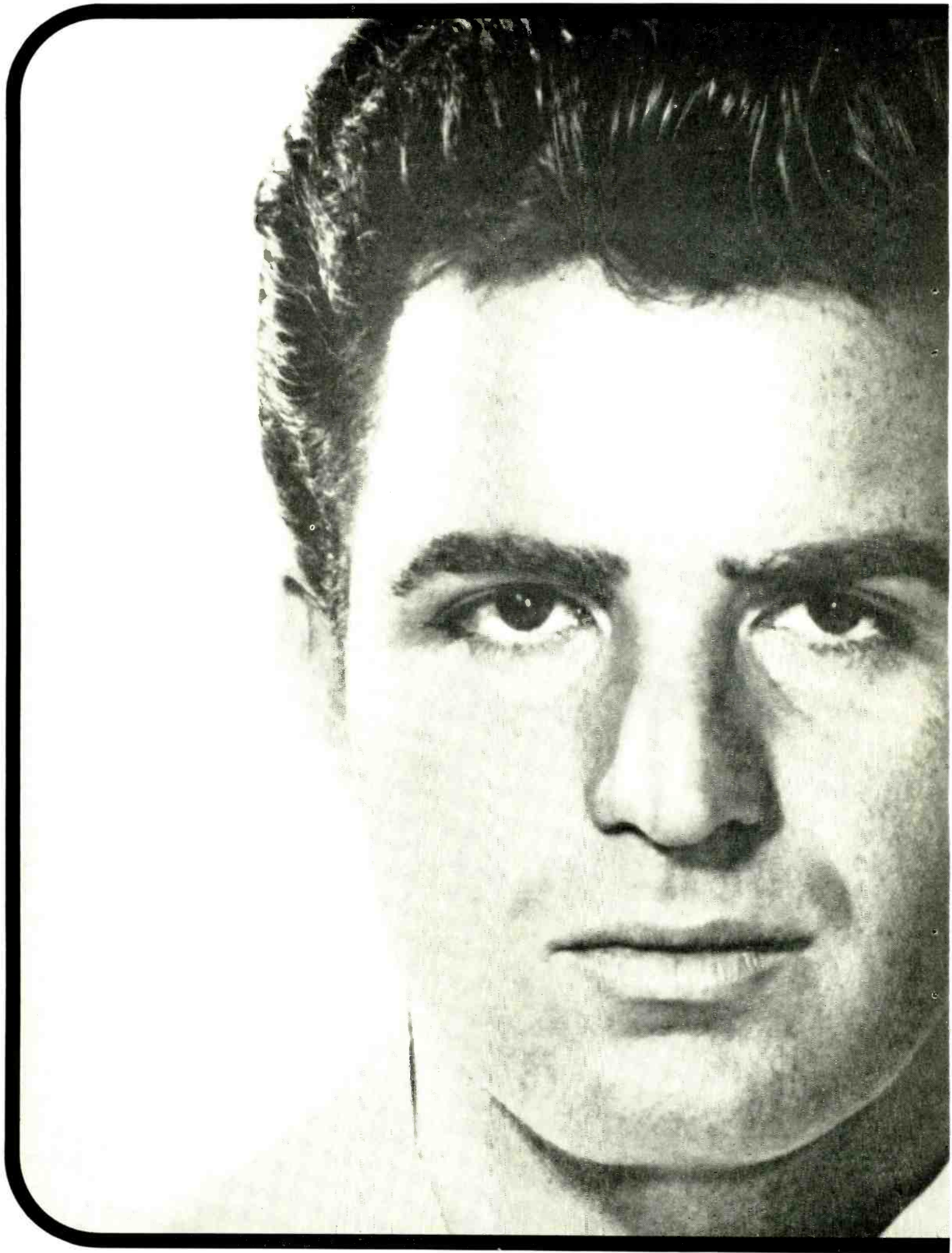
Television's Growth

Back at the start of the '50's, there were fewer than five million TV sets in the nation. The network cables had just started their coast-to-coast stretch; there were only 101 TV stations in the United States.

When the Korean War freeze on TV stations began thawing in 1953, we were able to add new affiliates. That year, we instituted new programming concepts, such as the "ABC Album" which featured outstanding talents in the entertainment world; we boosted the signal power of our owned-and-operated TV outlets to provide better reception for our viewers throughout the country, and added talent, enhancing our "know-how," which helped considerably to bring us along to our present position today.

Some believe that television's "millennium" occurred years ago. They should observe more carefully. Television is progressing and has made the American people a better informed people. It has not only increased their knowledge, it has made them vitally aware of the world they live in.

Our belief in television and in its future is unshakable; our belief in our network must be the same.





Who was Vince Edwards before he changed his name?

ABC didn't think him up. Didn't discover him. Vince Edwards was a good actor then, as now.

But unsung.

What we did was to develop a great television show with a juicy male lead. And then, find the actor for it.

You, the viewer, did the rest.

Granted when it happens once, as in the case of Casey, it could be luck. But then, what about James Garner as Bret Maverick? Clint Walker as Cheyenne? Efrem Zimbalist, Jr., as Stu Bailey?

Or, from this year's crop, Vic Morrow of "Combat!", Tim Conway of "McHale's Navy," and Marty Ingels and John Astin of "I'm Dickens... He's Fenster"?


On the evidence, it's a talent for building new talent. For creating the kinds of shows with parts that take young actors and rocket them to fame. Fast.

It's show business—with the emphasis on show.

And it's something else. Something very important. It's ABC's young, enthusiastic approach to television entertainment. A need to get away from the over-tried, the over-true. A need to strike out anew and afresh.

It's, in sum, a part of the alert, young creative ferment that characterizes ABC's entire approach to programming.

It attracts, as it must, alert audiences, responsive to change. And, by the same token, alert sponsors—responsive to the value of reaching such audiences.

ABC Television Network 

SUPERCAR
featuring Mike Mercury



THE JO STAFFORD SHOW
starring Jo Stafford



MAN OF THE WORLD
starring Craig Stevens



SIR FRANCIS DRAKE
starring Terence Morgan



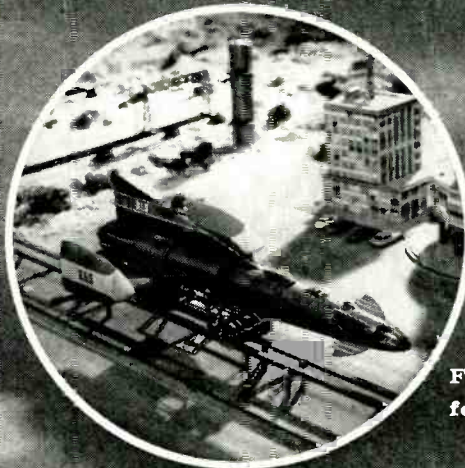
**THIS YEAR
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EVERY YEAR
ITC OFFERS EXCITING
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A Public Service Industry

Radio's Goal Remains Unchanged

By WILLIAM K. McDANIEL
Executive Vice President, NBC Radio Network

“**B**BROADCASTING represents a job of entertaining, informing and educating the nation and should, therefore, be distinctly regarded as a public service.”

That is how General David Sarnoff, speaking as RCA General Manager in 1922, saw the industry he helped create. Those words which have characterized broadcasting throughout the intervening years, never rang more true than in 1962, the year when NBC Radio devoted 79% of its regular schedule to news-informational-cultural programming.

Of course there have been changes in network radio, both in emphasis and format, since that historic night of Nov. 15, 1926, when NBC's first radio program went on the air with an array of top theatrical and concert stars over a network of 25 stations.

News and information, always an important component of our programming, have taken over an ever-larger role, keeping pace with the demands of this faster-moving, momentous age, providing listeners with up-to-the-minute knowledge of current events.

And the format of network radio formerly consisted primarily of program vehicles running from 15 minutes to an hour and more in length, of big name stars appearing in definite, fixed time slots week after week. Among the earliest stars: Eddie Cantor first appeared on NBC Radio in 1926; Fred Allen made his debut on the network in 1930; the NBC premieres of Jack Benny, Ed Wynn, Jack Pearl and Groucho Marx came in 1932; Jimmy Durante and Bob Hope in 1933.

Technological advances brought about a change in this network radio format. The American radio audience became more mobile, and had more leisure time to spend on the go. Along with this came changes in the radio set itself—car radios, portables, transistor sets supplemented the traditional living room model. And television unquestionably made inroads on the in-home leisure time.

With a large portion of the radio audience listening on a tune in—tune out basis throughout the day, single program sponsorships one time per week no longer were the best route

William K. McDaniel entered broadcasting in 1938 as a page with NBC, and the following year became a sales executive with Scripps-Howard Radio. After World War II service, he joined KMPC, Los Angeles, as an account executive. In 1948, he shifted to the sales manager post at KABC-TV in the same city, and two years later was appointed manager of the western division network sales department for ABC. Mr. McDaniel joined NBC Hollywood, as division manager of spot sales in 1951, transferred that year to KNBR, San Francisco, as sales manager, and later became general manager of the station. In 1956, he was named vice president in charge of sales for the NBC Radio Network. He became vice president of the network in 1960, and was advanced to his current post the following year.

to large national audiences. Economical and efficient network radio advertising now is achieved primarily through multiple commercial exposures spaced through the day and through the week so as to reach big audiences cumulatively.

In developing our present-day programming line-up, we were guided in large measure by these two factors, growth in the importance of news and information and heightened mobility of the radio audience.

We led the way to greater emphasis on news and information, with a series of moves beginning with the introduction in 1957 of “News on the Hour,” the industry's first series of network hourly news broadcast 17 times each weekday. Eventually, the other radio networks followed suit.

We augmented “News on the Hour” in 1960 with the addition of “Emphasis,” a series of five-minute news features and commentary aired eight times daily on weekdays by members of our news staff. It is another pro-

gramming concept emulated by the other radio networks.

Since our introduction of the revolutionary weekend program, “Monitor” (1955), we have been increasing our air news and information content. The biggest breakthrough along these lines came in 1961 with introduction of the Frank McGee segment of “Monitor” on Sunday nights. This three-hour segment acts as a “Sunday Newspaper of the Air,” presenting a comprehensive up-to-the-minute news and feature wrap-up of events around the world.

Another news breakthrough within “Monitor” came in 1961 with creation of “Ring Around the World,” featuring NBC News correspondents all over the globe reporting local reactions to key news developments.

Advertisers evidently agree that we've hit on the right approach to programming, because in 1962 we enjoyed our third consecutive year in the black. In fact, 1962 was our best year in a decade. NBC Radio in 1962 accounted for over 40% of the total time sold by the three top radio networks. We have had 75 different advertisers during the year, and, Nielsen has consistently reported that in homes reached, the top five advertisers were all on our network.

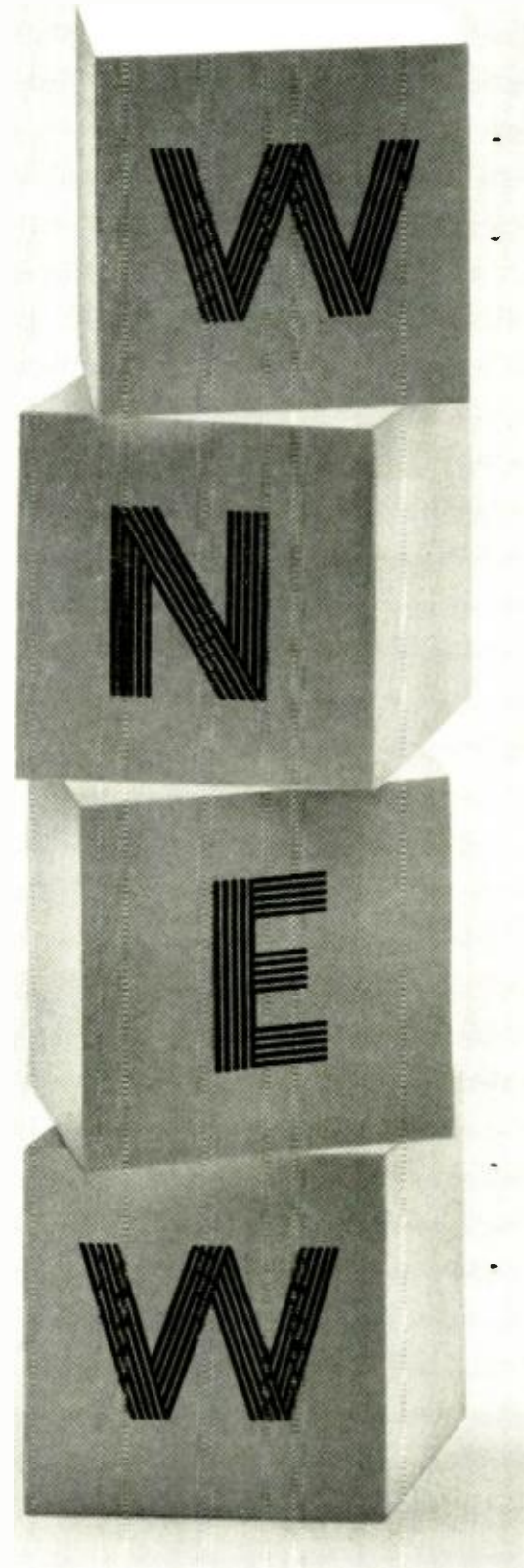
Highlighting our programming in 1962 were the award-winning “Democracy in America” series; the “Know Your FBI” series prepared in cooperation with FBI Director J. Edgar Hoover; and further refinement of the news-oriented three-hour segment of Monitor hosted by Frank McGee on Sunday nights.

Special programming is added to the regular schedule—at times as much as 50 extra hours in a month—in response to developments in current affairs. Among the special program highlights of 1962 were extensive coverage of the Cuban Crisis, events in Mississippi, U. S. Astronaut flights, and election coverage.

Our sports coverage included such events as the National League Play-offs, the World Series, the America's Cup yachting races, and several post-season football contests.

It is quite evident that network radio as a communications medium is going to play an even more significant part in the news, information, cultural and entertainment programming of the future.

Solid reasons are behind the growth and unique success of the four stations of Metropolitan Broadcasting Radio, a division of Metromedia, Inc. Individual personality. Character. Service. These are the attributes that have made our radio stations distinctive, important and honored members of their respective communities. The "quality operations" philosophy of our Radio division, also characterizes our Television and Outdoor Advertising divisions. **METROMEDIA**



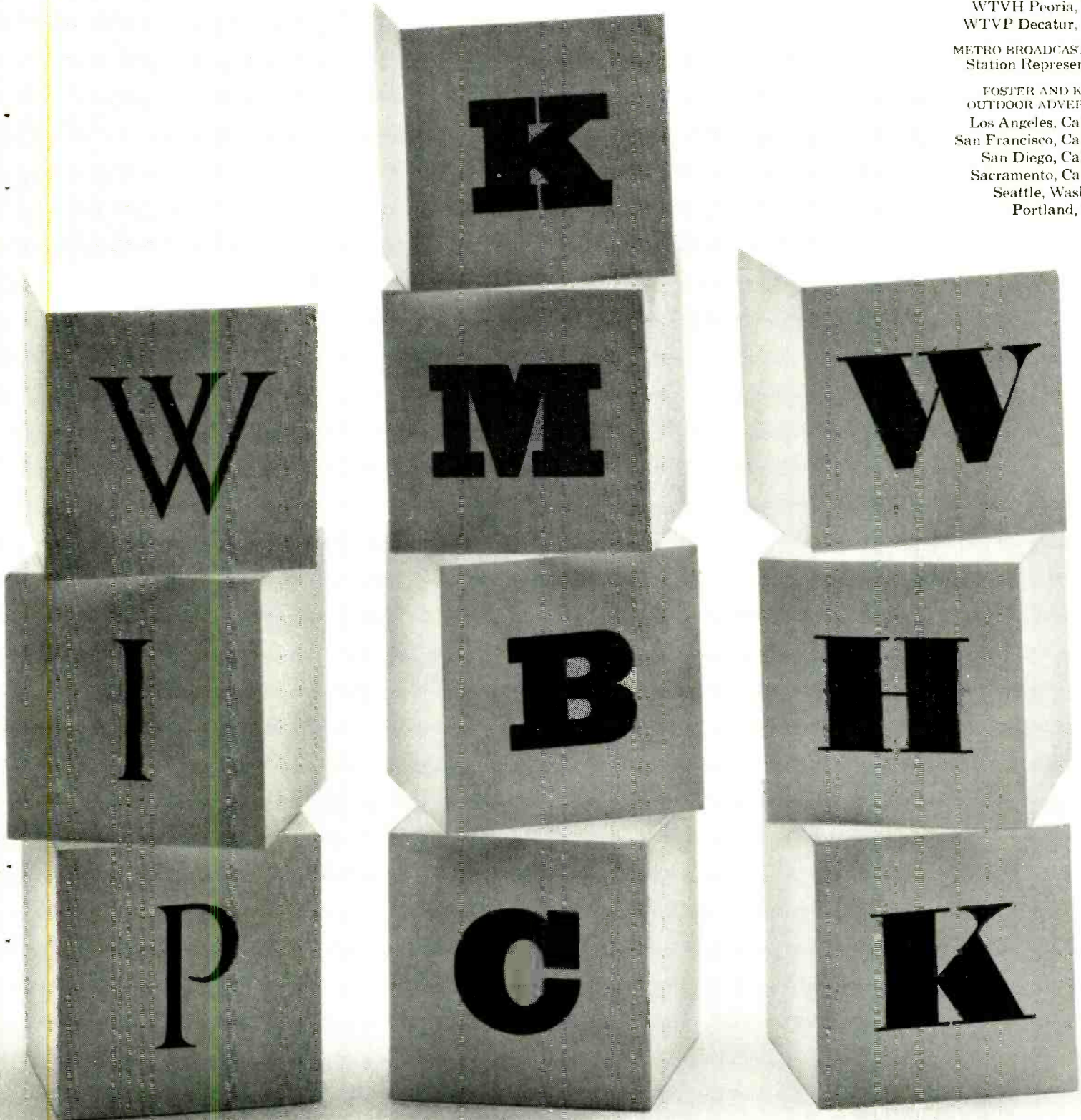
MM

METROPOLITAN
BROADCASTING RADIO
WNEW New York
WIP Philadelphia, Pa.
WHK Cleveland, Ohio
KMBC Kansas City, Mo.

METROPOLITAN
BROADCASTING TELEVISION
WNEW-TV New York
WTTG Washington, D.C.
KMBC-TV Kansas City, Mo.
KQVR Sac.-Stockton, Calif.
WTVH Peoria, Illinois
WTVP Decatur, Illinois

METRO BROADCAST SALES
Station Representatives

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OUTDOOR ADVERTISING
Los Angeles, California
San Francisco, California
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Sacramento, California
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RADIO-TELEVISION DAILY

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YOUR SILVER ANNIVERSARY
IN APPRECIATION OF YOUR 25 YEARS OF SERVICE TO THE BROADCASTING INDUSTRY FROM
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NOW CELEBRATING ITS RUBY ANNIVERSARY...
WLW RADIO'S 40th YEAR ON THE AIR.

Many happy returns to us all!



Crosley Broadcasting Corporation



Twenty-Five Years of Radio: Twenty-Five Years of Change

By **ARTHUR HULL HAYES**

President, CBS Radio

A BACKWARD look at radio over the last twenty-five years produces one perhaps unexpected conclusion. The dynamic thing about this medium is not how much it has grown but how much it has changed.

Radio's statistics of growth are familiar to everybody. And they are dramatic. But all they mean is that a medium which was extremely popular in 1937 has become much more so. Of far greater significance to those who look deeper is the fact that virtually the only thing 1962 radio has in common with 1937 radio is the use of sound itself. Beyond this, radio in 1962 is a brand new medium. It is inevitable that a change in the focus of our living should be reflected in the nation's radio programming. This is proper because we broadcast to satisfy while we inform and entertain the public.

It is a new medium of news and information, the most nearly universal there is. It is a new medium for entertainment, supplying a kind of personal companionship unique among mass media. Finally it is even a new medium in physical appearance, radio sets having changed from the console to the capsule; the latest transistors are about the size of cigarette lighters!

A New Medium of News

You really appreciate what has happened in news and information by looking at a typical 1937 schedule of sponsored network radio programs. One for December 1, 1937, shows a five-minute news strip weekday mornings, another on weekday evenings, one five-minute broadcast on Saturday and another on Sunday. There were also scattered programs of comment and discussion. But the basic news schedule totalled 60 minutes a week.

As of December 30, 1962, the CBS Radio Network will present 955 minutes of news and news analysis a week. (And every station presents abundant local news to complement national and international coverage.) Stations want news and information because of their added value in a world of Cold War and Hot Prospects. They want these services from us because (1) network radio continues to perform them best and (2) stations cannot begin to provide such coverage and background for themselves.

Today, radio alerts listeners to major events whenever and wherever

Arthur Hull Hayes was eastern sales manager for CBS Radio Spot Sales in 1937.

He graduated from the University of Detroit in 1926. After one year in the national advertising department of the Detroit News, he spent the next five years with the Campbell-Ewald Advertising Agency where he organized the radio department. He joined CBS in 1934, as an account executive for CBS Radio Spot Sales, and was appointed eastern sales manager one year later. Mr. Hayes became sales manager of WABC (now WCBS) in 1938, and subsequently was named general manager of the station. In 1949, he was appointed vice president, San Francisco, and general manager of KCBS. He was named president of CBS Radio and a member of the board of directors of CBS, Inc., in April, 1955.

they occur — around the world, and above it, in space. As recently as 1944, when an event of such magnitude as the Normandy invasion occurred late at night, many did not learn of it until the next day because radio stations could not all be alerted to the news. Today, thanks to NetALERT, this can't happen. Using this system, our network alerts its stations to major developments and special broadcasts at any hour, whether stations are on or off the air. It enables our affiliate stations to bring their communities first word of important news with a round-the-clock consistency never before possible.

More than hard news, radio now brings listeners a kind of information programming undreamed of twenty-five years ago. As of December 30, CBS Radio, for example, will present 63 five-minute "Dimension" programs a week. They cover fascinating topics, from developments in medicine to the week in space; from life behind the Iron Curtain to life inside the White House. Radio can also play a unique role in continuing the nation's cultural heritage—especially with our young people in mind—through great sym-

phonies, discussions of literature and the humanities. Such programming—and CBS Radio is by no means alone in it — gives listeners a richer background, a greater understanding of the world we live in.

A New Medium of Entertainment

In 1937, the family assembled in the living-room to hear elaborate, full-dress radio entertainment. Radio in 1962 is still busy providing entertainment but it is highly personal. Arthur Godfrey, Garry Moore and Don McNeil talk to the individual listener. Their style is informal and relaxed—as befits entertainers who know they are accompanying the housewife as she works and in her car as she shops. Radio, in short, has left the world of illusion and make-believe, and expresses itself in terms of real people, of actuality. And the success of this great change of style is reflected in the ever-increasing sale of radio sets, particularly battery and transistor portables.

A New Medium in Appearance

Popped upon the ironing-board, the work-bench and the barbecue table today are transistors. The day of the Glenn flight, I saw a policeman directing traffic with one hand and holding a tiny radio to his ear with the other. These sights are not surprising to those who have noted the astronomical sales of battery-transistor portables. Listeners have spent over one billion dollars on them in the last five years. And they are using them—as the new Nielsen studies of this listening so clearly show. According to these studies, battery-portable listening adds almost 50 per cent to plug-in listening on a yearly basis.

To conclude this brief discussion of radio then and now — and I have only skimmed the highlights of the great changes in this remarkable medium—let me borrow a sentence from Paul White, the late, celebrated head of CBS News. He used it in talking about radio's immediacy in news. But it applies to the whole history of the medium.

"The present tense," he said, "is our most exciting tense."

The present tense has always been radio's most exciting tense. And it will continue to be.



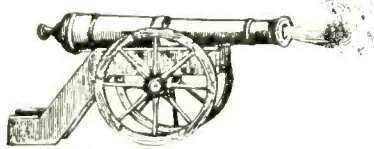
Rich, rich, southern New England loves the sounds of America
on

AMERICANA

A musical and verbal portrait of the United States, past and present

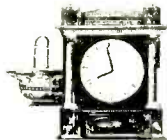
PROGRAMMING THE BEST OF

- FOLK SONGS
- COUNTRY MUSIC
- RALLYING SONGS
- DIXIELAND
- TIN PAN ALLEY HITS
- JAZZ
- SHOW TUNES
- WESTERN SONGS
- AMERICAN CLASSICS



COMMENTS BY EXPERTS ON

<i>History and Customs</i>	<i>Prose and Poetry</i>
<i>Furniture and Cookery</i>	<i>Books and Printing</i>
<i>Art and Art Objects</i>	<i>Fads and Foibles</i>



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REPRESENTED BY HENRY I. CHRISTAL CO.





Radio: THE Industry of 1937

Returns as a Major Factor in 1962

By **ROBERT R. PAULEY**
President, ABC Radio Network

WHEN the first edition of RADIO DAILY appeared on the market 25 years ago, its pages were replete with stories concerning the radio industry. For radio was THE industry of 1937. Jack Benny, Fred Allen, Bob Hope, Bing Crosby—the biggest entertainers in show business—were radio regulars.

This may come as a shock to some people, but radio—through “Flair,” “Dimension,” “Monitor”—still boasts the biggest names in show business.

If there are still people in the industry who are not aware that the likes of Dick Van Dyke, Gertrude Berg, Jack E. Leonard, Boris Karloff, Mimi Benzell and Jackie Mason can be heard regularly on network radio, then what I am about to say will be an even greater surprise.

Radio is no longer the depressed industry it was two or three years after the upsurge of television. Now, for the first time, we have facts and figures to prove that radio is very much alive and a major factor in American life.

When I was appointed head of ABC Radio two years ago, it was my firm belief that there was a place for network radio in the overall broadcasting industry. It was not my contention to compete head to head with a giant that added pictures to words. But if network radio were to have a place at all, we felt that words it presented would have to be more informative, more entertaining and more appealing to a different audience than the one that day in and day out sat glued to a television set.

The fact that we sought out a specific “young adult” market and presented this huge market with bright, fast-paced, intelligent programming is old hat to the industry. What is new is our conclusive success in achieving our goal.

We expected success more than a year ago. But the burden of proof rested on us. We had to prove that network radio was being reborn a giant to the advertiser, to his agency and, yes, to the newspaper and magazine reporters who made their living writing about radio and television. We had to prove our worth to the same sponsors whom radio helped make giants 25 years ago.

Robert R. Pauley first entered broadcasting with WKOX in Framingham, Mass., while studying at Harvard for his Master of Business Administration degree, which he received in 1951. Upon graduation, he became an account executive for WOR, New York, a post he held until August, 1953. At that time he joined the NBC Radio Network, and was with NBC until 1956. Mr. Pauley became an account executive with the ABC Radio Network in October, 1957. He was promoted to eastern sales manager in March, 1959, and was named vice president in charge of ABC Radio in April of the following year. He was elected president of the Network in September, 1961.

The proof we sought for so long was furnished us on Nov. 8. A veteran research analyst, whose system we felt offered a far more realistic evaluation of radio listening habits, announced that an average of well over 7,000,000 adults were listening to Arthur Godfrey's CBS radio program each September day; that close to 7,000,000 adults were hearing “Flair” and “Breakfast Club”; that all of network radio was being heard by three times as many people as has been estimated by any radio network ratings service in the past several years.

On the surface, it would seem easy for an outsider to scoff. Why should we believe these results rather than any other, we were asked. One of the most effective answers—and there are many—is that never before had any continuing ratings service truly measured people who were listening to sets out of their homes. Our last radio ratings service didn't even measure people—it measured homes.

This service counted its out-of-home audience only as a percentage of the in-home audience. We spent much time and money during these past 18 months trying to find out why

—when more and more radios were being purchased than ever before—ratings for radio programs remained static and frequently dipped.

We questioned the logic of these ratings figures. We soon discovered the answer. It was true that people were buying more radios. They were buying transistor radios. They were buying automobiles with radios. The makeup and listening habits of the people in these United States had been changed over the past decade, but our old ratings services had not been keeping pace with these changes.

We gradually had been changing into a mobile nation. We spend more time on the beaches, in our backyards, in our cars. Our old ratings service—when measuring plug-in sets in the house—discovered that fewer people were at home and, therefore, they reported fewer listeners. When they further applied their percentage of in-home listeners in order to measure out-of-home listeners, the results proved even more insufficient. A percentage of nothing is still nothing!

It was because of this illogical system that we turned to other sources for proper measurement of radio audiences. We chose Sindlinger & Company because this service talked with people and discovered first-hand if and where they were listening.

This new service measures who is listening, where he (or she) is listening, his age, his income, his buying habits and his buying plans.

This, then, is the first time in radio network history that a radio network advertiser can determine exactly where his dollar will be going and to whom it will be going. For the first time, he can make a realistic evaluation of radio spending in comparison with other media. For the first time, he can see that there are people listening to radio—and a great many more than some advertisers thought.

In October, Don McNeill and his “Breakfast Clubbers” left their home base in Chicago to broadcast live from LaCrosse, Wisconsin, for two days. A total of 9,600 people—standing room only crowds both days—turned out to see this show—a radio show.

For the first time, network radio can stop saying that “we're coming back.” We are back.



CAN \$1.9 BILLIONS BE WRONG?

By **ARTHUR PERLES**

Editor, RADIO-TELEVISION DAILY

IN 1916—almost a decade before this industry newspaper was born—a 25-year-old immigrant engineer, David Sarnoff, then employed by American Marconi, wrote a memorandum to his boss. It began:

"I have in mind a plan of development which would make a radio a 'household utility' in the same sense as the piano or phonograph. The idea is to bring music into the house by wireless."

A few short months ago—46 years later—the same person, now board chairman of Radio Corporation of America, stated, as his company prepared to launch its Relay satellite into outer space:

"Communications satellites are forerunners of a system that within the coming decade will provide virtually instantaneous telegraph, telephone, data, television and other forms of communications to practically any point on earth. They open a dramatic vista of unlimited range for linking the world in a common dialogue, with incalculable effect on the thinking, the understanding, the culture of all mankind. . . . By 1965, it is estimated that present international communications facilities will reach saturation in many areas. . . ."

If Gen. Sarnoff's prophecy seems a little hard to believe—even in the light of the present-day accelerated speed of spatial science, just try to imagine how "way out" his memo must have been nearly a half-century ago.

In the intervening years, legions of men and women, with the minds of giants and the American spirit of enterprise, have entered broadcasting and all its allied fields. They have helped build an industry which has led the world toward a better tomorrow.

These are the very men who inspire hope that mankind's greatest goal—to live at peace with his neighbor—may yet be realized through the sciences and arts of communication, leading to mutual understanding.

Yet, undeniably great as have been the accomplishments of American broadcasting because of the inspired industry of its executives and employees, there are those whose critical talons would tear it to pieces and render it puerile by bureaucratic dominance.

That this danger exists today was evident only three weeks ago when

Criticism of radio and television is a two-face proposition. When constructive—at least in intent—it is always welcomed as beneficial by every responsible broadcaster. Those shafts which are obviously unjustified should be discarded because, in too many cases their aim is a newspaper headline rather than the truth.

A study in contrast is offered in the following, from recent remarks by publicity-friable FCC chairman Newton N. Minow, the other by Dr. Frank Stanton, CBS Inc., president, widely regarded as an intellectual and brilliant spokesman for the industry:

Minow: "The basic trouble is that too many broadcasters underestimate the audience. I believe they think the people are not particularly bright . . ."

Stanton: "The mass media, by definition, deal with very large and inclusive groups of our population, and all of them together reach virtually all groups . . . with regard to the arts and knowledge specifically, it is the media that have brought an intensified awareness of the art or knowledge, made it more generally available and usually done both."

NBC board chairman Robert W. Sarnoff, eldest son of the broadcasting pioneer cited above, found it necessary to observe in behalf of TV that "it is a time to pause, to show our medals, to nurse our bruises, to count our blessings. . . . Ironically, when we contemplate the problems confronting us as a medium and industry, it is striking how many of them spring from the sheer power and pervasiveness of TV . . . how often the very influence and impact of this medium are presented as reasons to restrict control and shape it to special ends. However, freedom, rather than restriction, promises a free society its greatest benefits from its most powerful medium of expression."

Since so much of what I have written herein is by direct quotation, perhaps it would not be amiss at this time to recall some words of the President

of the United States. It was in 1959 when Senator John F. Kennedy (D. Mass.) said:

"The great days of the television industry are ahead. Its service in the public interest is just beginning, and in time we will look back to the present difficulties (legislative haranguing over quiz shows) as merely a misstep on a long and ultimately successful climb."

History records the first commercial broadcast on radio as of Aug. 28, 1922, when the Queensboro (N. Y.) Corporation paid \$100 to sponsor a ten-minute talk on housing for a co-op realty development. In 1961, U. S. broadcasting's total gross revenue was \$1,909 millions. That staggering figure is exclusive of the hundreds of millions of dollars produced annually by the peripheral enterprises serving both radio and TV.

Could this sizeable wedge of our nation's total gross outlay possibly represent financial profligacy on the part of businessmen who invested in air time to help sell their goods and services? Would they have chosen as vehicle for their sales message, broadcasting if it were not proper and beneficial, were unwanted and rejected by the populace? To imagine such a state certainly would be sheer madness itself.

I realize it would be wishful light-headedness to hope that logic could possibly silence those who today stalk the airwaves armed for the kill. They are still as wrong as that forgotten complainer who in the early 20's ranted about "a commercial snake with rattlers in the garden of entertainment."

If snake it is to be, then broadcasting may proudly unfurl a banner emblazoned with the motto of those early Americans of a couple of centuries ago: "Don't tread on me." They knew what they wanted when this country was created.

The people demonstrated by every honest count of radio and TV dialers that they appreciate today's broadcasting. If the opponents of commercial radio and TV have a modicum of intelligence in their warped makeup, they will cease carping and turn their energies instead to helping the industry strive toward its ultimate goals.



10 OUTSTANDING RADIO NEWS HIGHLIGHTS OF 25 YEARS AGO

Radio scoops newspapers in covering Hindenburg disaster moments after the tragedy.

★

Sweeping investigation of radio and the FCC called for in the Senate.

★

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

★

FCC merges three divisions; new board supplements broadcast, telephone and telegraph units.

★

FTC grants music code, approves music publishers; song writers and publishers in accord on ASCAP pact which runs to 1950.

★

FPC head Frank R. McNinch named chairman of the FCC.

★

Radio is top entertainment medium; Fortune Magazine survey shows listeners exceed moviegoers.

★

Largest radio audience on record hears British coronation ceremony.

★

NAB reorganizes and John Elmer succeeds C. W. Myers as president.

★

CIO moves to organize radio technicians.

1937



The road to market has to pass Main Street. **To reach Main Street U.S.A., turn at Mutual.** Main Street, U.S.A. is the big "buy-way"—the street that sells through local radio. Mutual owns Main Street, U.S.A. lock, stock and big town—with 453 listenable affiliates everywhere. If you want to sell where the buying is biggest, check the signpost and turn at Mutual. *LANDMARK: Mutual delivers 97 of the top 100 Main Streets in America.* **Mutual Radio**  A Service to Independent Stations.





RADIO'S CHRONOLOGY OF MILESTONES

— ★ —
James C. Maxwell of Cambridge University, in 1867, outlined and predicted the action of electromagnetic waves.

— ★ —
Dr. Mahlon Loomis of Washington, D.C., was granted the first patent for a wireless system, in July, 1872.

— ★ —
Marconi filed application for the first British patent for a wireless system in 1896, and flashed the first wireless signals across the English Channel in 1899.

— ★ —
The audion vacuum tube was invented in 1906 by Dr. Lee DeForest.

— ★ —
Reginald Fessenden transmitted the human voice by wireless on Dec. 24, 1906.

— ★ —
RCA was organized in 1919, and acquired the Marconi Co. and the radio activities of General Electric.

— ★ —
Operating as an experimental station, WWJ in Detroit, went on the air Aug. 20, 1920.

— ★ —
Broadcasting began "officially" with the Harding-Cox election returns aired on Nov. 2, 1920, by KDKA, Pittsburgh.

— ★ —
WBZ, Springfield, Mass., began broadcasting Sept. 27, 1921, as the first station to be regularly licensed.

— ★ —
Warren G. Harding became the first U. S. president to speak on radio with a broadcast on June 14, 1922, carried by WEAR (now WFBR), Baltimore.

— ★ —
The first two-way radio conversation was held between Dea Beach, N. J., and the S. S. America, 400 miles at sea, in 1922.

— ★ —
The first major court room battle to be aired was the Scopes trial in 1925, covered by WGN, Chicago.

— ★ —
NBC was organized in 1926, with WEA.F and WJZ in New York as key stations.

— ★ —
KFI in Los Angeles broadcast the first coast-to-coast hookup on Jan. 1, 1927, when it aired the Rose Bowl game.

— ★ —
CBS went on the air on Sept. 18, 1927, with a basic network of 16 stations.

— ★ —
Licensed for 50,000 watts regularly and 450,000 watts experimentally, WLW in Cincinnati began operation on May 1, 1934.

— ★ —
The FCC was organized on July 11, 1934, to succeed the Federal Radio Commission.

— ★ —
MBS was formed and began broadcasts in 1934, with a four-station hook up.





MEASURE OF LEADERSHIP

Broadcast leadership isn't always best measured by audience surveys. Take the case of WFIL-TV, Philadelphia. Although a consistently strong "survey" leader for more than five years, the true measure of WFIL-TV leadership is found in the station's record of community involvement.

For example, the WFIL Studio Workshop. Three production companies, organized and directed by WFIL-TV personnel, are now "on the road" in Delaware Valley, presenting community fund-raising performances for a variety of neighborhood projects at no expense to the various sponsoring organizations. The Studio Workshop presentation of "Hedda Gabler" in its television premiere in prime time on November 30 played to an audience of some 366,000 people, in competition against formidable network opposition.

WFIL-TV is the survey leader in Philadelphia. More important, WFIL-TV is the community interest leader in Philadelphia.

Represented by Blair Television





COMPARATIVE RADIO HIGHLIGHTS 1937-1962

At the end of 1937, there were 723 licensed broadcasting stations in the United States, plus 20 licensed experimental stations.

Today—there are 3,712 AM stations and 989 FM stations on the air.



On February 1, 1938, the number of network stations were: CBS, 115; Mutual, 76; NBC, 143.

Today — the network affiliate totals are ABC, 424; CBS, 189; Mutual, 502; NBC, 189.



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

Today — gross radio time sales are estimated at \$622,000,000, with networks accounting for over five per cent and local and spot sales accounting for the rest.



Out of the 31,500,000 American families in 1937, over 25,000,000 had radio sets; 4,500,000 homes had two or three sets and there were in excess of 5,000,000 radio-equipped autos.

Today — there are 53,300,000 families, and more than 52,180,000 families have radio sets; and there are in excess of 46,900,000 automobiles equipped with radios.



The public spent approximately \$500,000,000 in purchasing 8,000,000 radio sets in 1937, compared to 8,248,755 sets sold in 1936, when the all-time record was set.

Today — approximately \$765,000,000 was spent by the public in purchasing 22,500,000 car and home radio sets.



A Fortune Magazine survey in 1937 on favorite pastimes gave radio first place with 18.3 per cent; movies 17.3 per cent; magazines and books 13.8 per cent; hunting and fishing 11 per cent; spectator sports 10.4 per cent; newspapers 7.1 per cent.

Today — in an average week, radio reaches 90 per cent of all U. S. radio homes. The listening averages indicate over 60 per cent in the evening, and more than 75 per cent in the morning and afternoon.



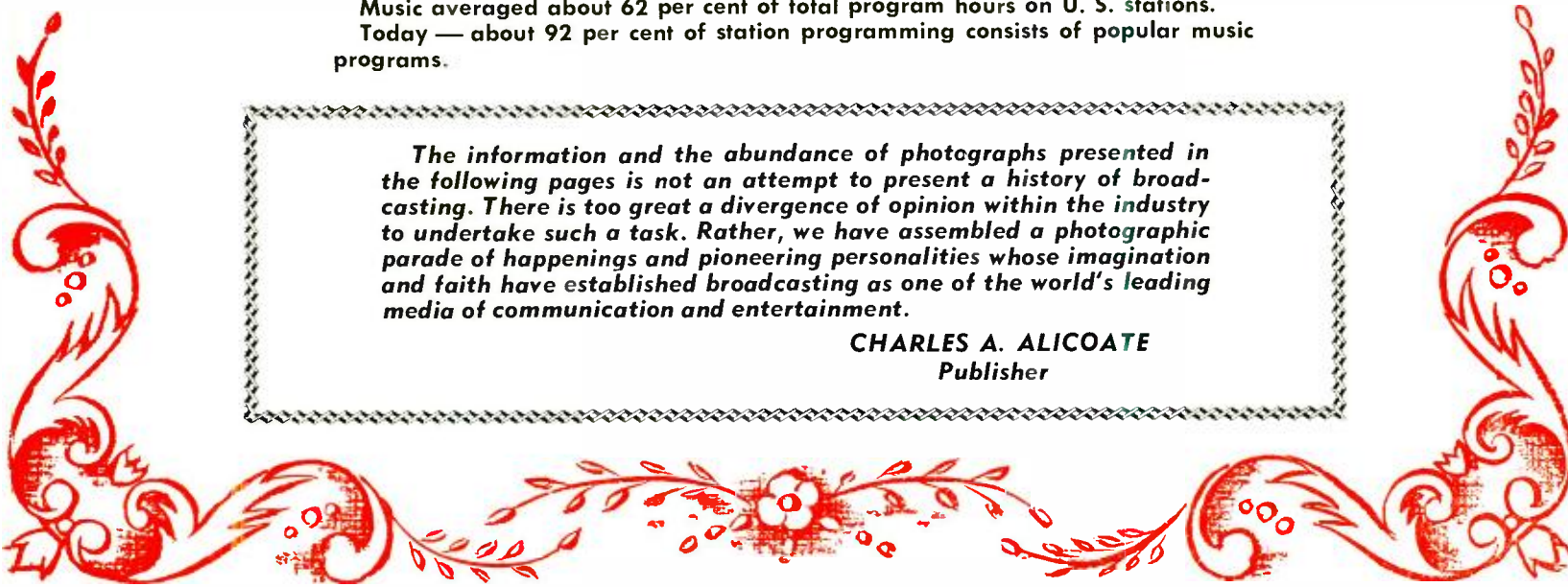
The average radio set was in use a total of four hours daily in 1937.

Today — the average is one hour and 44 minutes.



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

Today — about 92 per cent of station programming consists of popular music programs.



The information and the abundance of photographs presented in the following pages is not an attempt to present a history of broadcasting. There is too great a divergence of opinion within the industry to undertake such a task. Rather, we have assembled a photographic parade of happenings and pioneering personalities whose imagination and faith have established broadcasting as one of the world's leading media of communication and entertainment.

CHARLES A. ALICOATE
Publisher

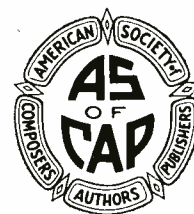
The
Symbol
of Quality

ASCAP

ASCAP — the American Society of Composers, Authors and Publishers — an unincorporated, non-profit membership association of the 8500 outstanding men and women who write and publish our nation's songs, the Society also represents the music of more than 50,000 writers of other countries

The Society, which was organized in 1914, has always served the public by encouraging musically creative talent. Its members represent every phase of musical literature: the popular songs of today, the standards of yesterday, the Broadway and motion picture hits, as well as the leading symphonic and concert works, religious, folk and country music.

**THE AMERICAN SOCIETY OF COMPOSERS,
AUTHORS AND PUBLISHERS** 575 Madison Ave., New York 22, N. Y.



TELEVISION STATIONS—1937



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 & LOCATION	CALL LETTERS	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.

Congratulations



CAPITAL CITIES BROADCASTING CORPORATION

RADIO . . .

WROW, ALBANY, N. Y.

WKBW-AM, BUFFALO, N. Y.

WPRO-AM, FM, PROVIDENCE, R. I.

WPAT-AM, FM serving metropolitan New York

TELEVISION

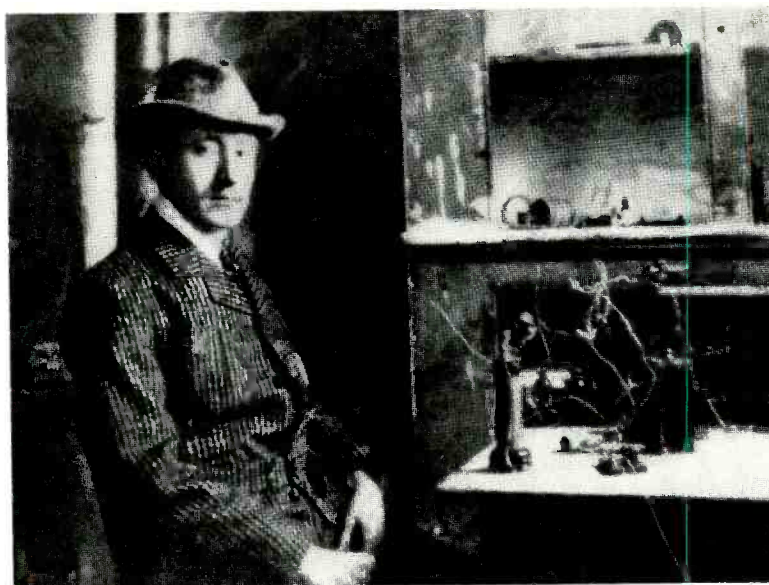
WTEN, ALBANY, N. Y.

WKBW-TV, BUFFALO, N. Y.

WPRO-TV, PROVIDENCE, R. I.

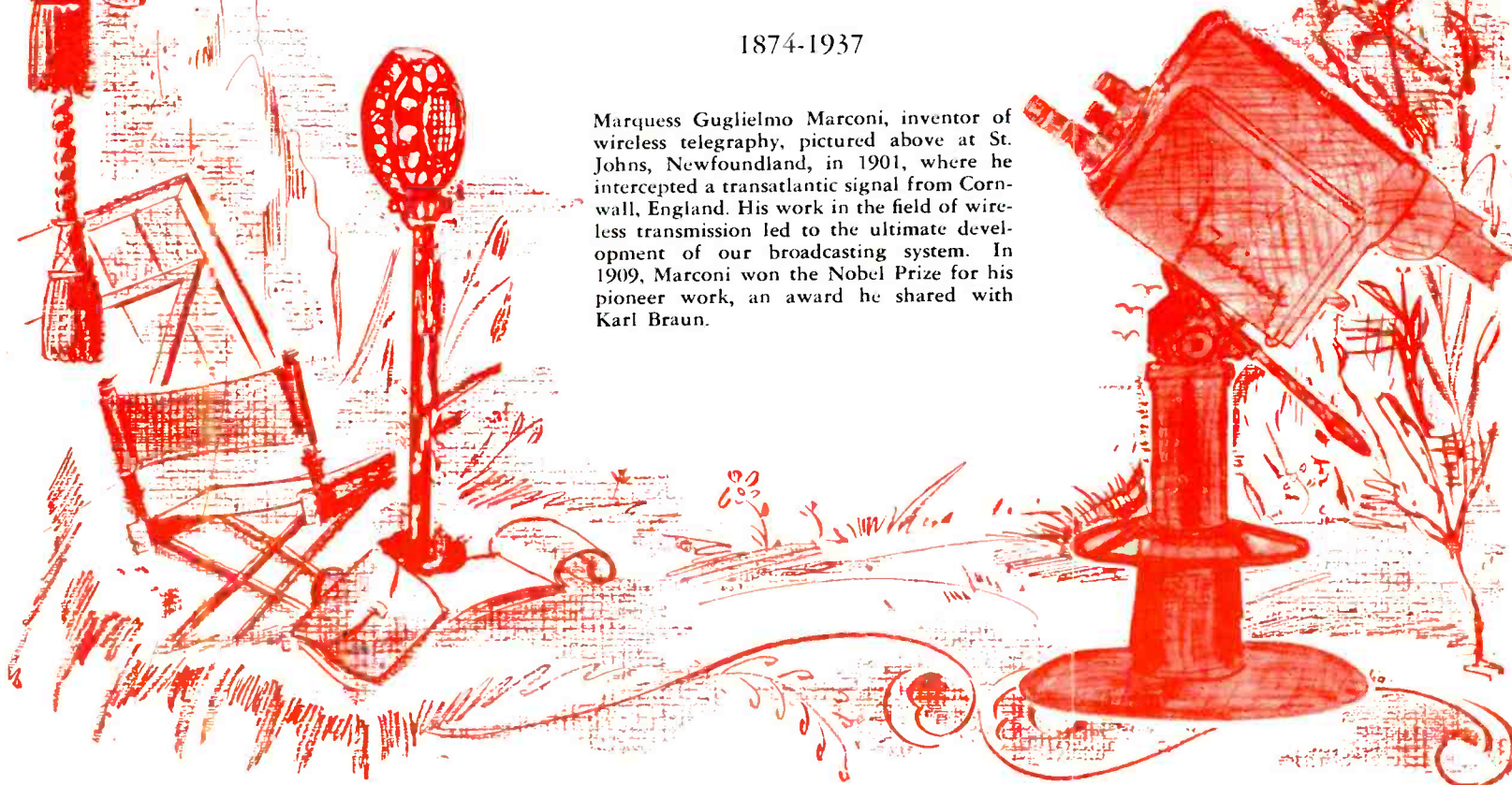
WTVD, RALEIGH-DURHAM, N. C.

GUGLIELMO MARCONI PIONEER INVENTOR



1874-1937

Marquess Guglielmo Marconi, inventor of wireless telegraphy, pictured above at St. Johns, Newfoundland, in 1901, where he intercepted a transatlantic signal from Cornwall, England. His work in the field of wireless transmission led to the ultimate development of our broadcasting system. In 1909, Marconi won the Nobel Prize for his pioneer work, an award he shared with Karl Braun.



SINCE 1898 ...THE AGENCY OF THE SHOW WORLD



WILLIAM MORRIS AGENCY, INC.

STATIONS ON AIR OVER 25 YEARS LISTED BY YEAR ESTABLISHED

1919

KQV — Pittsburgh, Pa.

1920

KDKA — Pittsburgh, Pa.
WRR — Dallas, Tex.
WKY — Oklahoma City, Okla.
KRKO — Everett, Wash.
KTW — Seattle, Wash.
KNX — Los Angeles, Calif.
WWJ — Detroit, Mich.
KLZ — Denver, Col.

1921

WJAS — Pittsburgh, Pa.
WNOX — Knoxville, Tenn.
KLYK — Spokane, Wash.
WBZ — Boston, Mass.
WSAR — Fall River, Mass.
WNBH — New Bedford, Mass.
WEW — St. Louis, Mo.
WHCU — Ithaca, N. Y.
KWG — Stockton, Calif.
KVOR — Colorado Springs, Col.
WABC — New York, N. Y.
WING — Dayton, Ohio
WSPD — Toledo, Ohio
WQAM — Miami, Fla.
WCAZ — Carthage, Ill.
WDZ — Decatur, Ill.
WSBT — South Bend, Ind.
KDIA — Oakland, Calif.
KSO — Des Moines, Iowa
KFKA — Greeley, Col.

1922

WAPI — Birmingham, Ala.
KOY — Phoenix, Ariz.
KTAR — Phoenix, Ariz.
KLCN — Blytheville, Ark.
KMJ — Fresno, Calif.
KFI — Los Angeles, Calif.
KHJ — Los Angeles, Calif.
KEWB — Oakland, Calif.
KFBK — Sacramento, Calif.
KGB — San Diego, Calif.
KNBC — San Francisco, Calif.
KSAN — San Francisco, Calif.
KIMN — Denver, Col.
WDRC — Hartford, Conn.
WDEL — Wilmington, Del.
WILM — Wilmington, Del.
WDAE — Tampa, Fla.
WMAZ — Macon, Ga.
KGU — Honolulu, Hawaii
WOC — Davenport, Iowa
KFH — Wichita, Kans.
WLAP — Lexington, Ky.
WHAS — Louisville, Ky.
WWL — New Orleans, La.
WMAQ — Chicago, Ill.
WMT — Cedar Rapids, Iowa
WCAO — Baltimore, Md.
WFBR — Baltimore, Md.
WEZE — Boston, Mass.
WNAC — Boston, Mass.
WJR — Detroit, Mich.
WDFD — Flint, Mich.
WDAF — Kansas City, Mo.
KMBC — Kansas City, Mo.
WHB — Kansas City, Mo.
KSD — St. Louis, Mo.
WHBI — Newark, N. J.

WJRZ — Newark, N. J.
KOB — Albuquerque, N. M.
WGR — Buffalo, N. Y.
WIL — St. Louis, Mo.
KFBB — Great Falls, Mont.
WJAG — Norfolk, Neb.
KMEQ — Omaha, Neb.
WLNH — Laconia, N. H.
WHAM — Rochester, N. Y.
WGY — Schenectady, N. Y.
WFBL — Syracuse, N. Y.
WMAQ — Chicago, Ill.
WAAF — Chicago, Ill.
WKRC — Cincinnati, Ohio
WLW — Cincinnati, Ohio
WHK — Cleveland, Ohio
WCOL — Columbus, Ohio
WTVN — Columbus, Ohio
WHN — New York, N. Y.
WOR — New York, N. Y.
WBT — Charlotte, N. C.
WDAY — Fargo, N. D.
KMED — Medford, Ore.
WKBO — Harrisburg, Pa.
WGAL — Lancaster, Pa.
WCAU — Philadelphia, Pa.
WDAS — Philadelphia, Pa.
WFIL — Philadelphia, Pa.
WIP — Philadelphia, Pa.
WRYT — Pittsburgh, Pa.
WRAW — Reading, Pa.
WEJL — Scranton, Pa.
WBAX — Wilkes-Barre, Pa.
WEAN — Providence, R. I.
WJAR — Providence, R. I.
WNAX — Yankton, S. D.
WREC — Memphis, Tenn.
KOL — Seattle, Wash.
KHQ — Spokane, Wash.
KXLY — Spokane, Wash.
KFIZ — Fond du Lac, Wis.
WBAY — Green Bay, Wis.
WISN — Milwaukee, Wis.
KGNC — Amarillo, Tex.
WTAW — Bryan, Tex.
WFAA — Dallas, Tex.
KFJZ — Fort Worth, Tex.
WBAP — Fort Worth, Tex.
KILE — Galveston, Tex.
K TSA — San Antonio, Tex.
WCAI — San Antonio, Tex.
WACO — Waco, Tex.
KSL — Salt Lake City, Utah
KGY — Olympia, Wash.
WKAQ — Santruce, P. R.
K GW — Portland, Ore.
WSB — Atlanta, Ga.

1923

WOW — Omaha, Neb.
WSYR — Syracuse, N. Y.
WMBO — Auburn, N. Y.
WKZO — Kalamazoo, Mich.
WEXL — Royal Oak, Mich.
WDGY — Minneapolis, Minn.
KFEQ — St. Joseph, Mo.
WHBU — Anderson, Ind.
WGBF — Evansville, Ind.
KFJB — Marshalltown, Iowa
KIRL — Wichita, Kans.
WDSU — New Orleans, La.
KEEL — Shreveport, La.
WHFC — Cicero, Ill.
WEBQ — Harrisburg, Ill.
WBEM — Chicago, Ill.
KGO — San Francisco, Calif.
KUOA — Siloam Springs, Ark.
FRE — Berkeley, Calif.

WRC — Washington, D. C.
WSAI — Cincinnati, Ohio
KYW — Cleveland, Ohio
WKBH — La Crosse, Wis.
KAGO — Klamath Falls, Ore.
WSAN — Allentown, Pa.
WTAR — Norfolk, Va.
WMC — Memphis, Tenn.
KJR — Seattle, Wash.
WSAZ — Huntington, W. Va.
KPOJ — Portland, Ore.

1924

KFQD — Anchorage, Alaska
KFHS — Little Rock, Ark.
KFOX — Long Beach, Calif.
KLAC — Los Angeles, Calif.
KFRC — San Francisco, Calif.
WCBM — Baltimore, Md.
WEEL — Boston, Mass.
WTAG — Worcester, Mass.
WCOD — Grand Rapids, Mich.
WEBC — Duluth, Minn.
WCCO — Minneapolis, Minn.
WLS — Chicago, Ill.
WGL — Ft. Wayne, Ind.
WIRE — Indianapolis, Ind.
WHO — Des Moines, Iowa
KFNF — Shenandoah, Iowa
WABI — Bangor, Maine
KOA — Denver, Col.
WOL — Washington, D. C.
WDBO — Orlando, Fla.
WFLA — Tampa, Fla.
WGST — Atlanta, Ga.
WJBC — Bloomington, Ill.
WGES — Chicago, Ill.
WGN — Chicago, Ill.
WJJD — Chicago, Ill.
KFOR — Lincoln, Neb.
KFAB — Omaha, Neb.
WOKO — Albany, N. Y.
WEBR — Buffalo, N. Y.
WGBB — Freeport, N. Y.
WBNS — Columbus, Ohio
WHIZ — Zanesville, Ohio
WJIN — Jamestown, N. Y.
WINS — New York, N. Y.
WCBS — New York, N. Y.
WFOV — New York, N. Y.
WPIF — Raleigh, N. C.
WDEJ — Roanoke, Va.
KFDM — Beaumont, Tex.
WFBG — Allentown, Pa.
WFP — Harrisburg, Pa.
WBRE — Wilkes-Barre, Pa.
WPRO — Providence, R. I.
WMPS — Memphis, Tenn.

1925

WBRC — Birmingham, Ala.
KFWB — Los Angeles, Calif.
KSFO — San Francisco, Calif.
WCSH — Portland, Maine
WBAL — Baltimore, Md.
WORC — Worcester, Mass.
WELL — Battle Creek, Mich.
WBCM — Bay City, Mich.
WJBK — Detroit, Mich.
WXYZ — Detroit, Mich.
WIBM — Jackson, Mich.
WFOR — Hattiesburg, Miss.
KFVS — Cape Girardeau, Mo.
KFRU — Columbia, Mo.
KMCX — St. Louis, Mo.
KMMJ — Grand Island, Neb.

KOIL — Omaha, Neb.
WHEC — Rochester, N. Y.
WIEK — Utica, N. Y.
WSBC — Chicago, Ill.
WSOY — Decatur, Ill.
WHBF — Rock Island, Ill.
KMA — Shenandoah, Iowa
KCKN — Kansas City, Kans.
WSMB — New Orleans, La.
WNOE — New Orleans, La.
KWKH — Shreveport, La.
KHOW — Denver, Col.
KGEK — Sterling, Col.
WTIC — Hartford, Conn.
WMAL — Washington, D. C.
WJAX — Jacksonville, Fla.
WMCA — New York, N. Y.
KBOM — Bismarck-Mandan, N. D.
KFYR — Bismarck, N. D.
WADC — Akron, Ohio
WHBC — Canton, Ohio
KVOO — Tulsa, Okla.
WTEL — Philadelphia, Pa.
WGBI — Scranton, Pa.
WDCD — Chattanooga, Tenn.
WHBQ — Memphis, Tenn.
WSM — Nashville, Tenn.
KPRC — Houston, Tex.
KLO — Ogden, Utah
WRVA — Richmond, Va.
WHBY — Appleton, Wis.
WIBA — Madison, Wis.
WIBU — Pynette, Wis.
KAST — Astoria, Ore.
WJAC — Johnstown, Pa.
WHAT — Philadelphia, Pa.
WIBG — Philadelphia, Pa.
KWJJ — Portland, Ore.
KDLR — Devils Lake, N. D.

1926

KREX — Grand Junction, Col.
WICC — Bridgeport, Conn.
WCOA — Pensacola, Fla.
KSEI — Pocatello, Idaho
WCFL — Chicago, Ill.
WCRW — Chicago, Ill.
WEDC — Chicago, Ill.
WREN — Topeka, Kans.
WJBW — New Orleans, La.
WLBZ — Bangor, Maine
WMBI — Chicago, Ill.
WJOL — Joliet, Ill.
WOWO — Ft. Wayne, Ind.
WFBM — Indianapolis, Ind.
WLBC — Muncie, Ind.
WKBV — Richmond, Ind.
KOGO — San Diego, Calif.
KYA — San Francisco, Calif.
KRAK — Sacramento, Calif.
KTUC — Tucson, Ariz.
KLRA — Little Rock, Ark.
KGER — Long Beach, Calif.
KGFJ — Los Angeles, Calif.
WWRL — Woodside, N. Y.
WJLK — Asbury Park, N. J.
WCAM — Camden, N. J.
WKBW — Buffalo, N. Y.
KGBX — Springfield, Ill.
WKNE — Keene, N. H.
WKBZ — Muskegon, Mich.
KOTE — Fergus Falls, Minn.
WCOC — Meridian, Miss.
WHDH — Boston, Mass.
WJLB — Detroit, Mich.
WJW — Cleveland, Ohio
WKBN — Youngstown, Ohio



FIRST AGAIN

as in every 7 county
Negro Pulse* taken since 1955

LATEST PULSE GIVES

WLIB

25 OUT OF 26

HALF HOUR FIRSTS

in N.Y.C. and it's tied for first in 26th.



From sign-on to sign-off this is the astonishing PULSE of WLIB. It's ahead of the other Negro station in New York City just about every single minute it's on the air. It's first for the first 25 half-hours and tied for first during the 26th.

No other radio station in New York gives you as much total coverage of this vital "specialized market" — a market that encompasses 1,600,000 people with a spendable income in excess of \$2-billion. Get the complete story today.

Pulse has just completed a socio-economic study of the Negro Community of Greater New York. It's the first of its kind made since 1952. We believe you'll find some fascinating facts to help you in your media planning. It's yours FREE. Just write to WLIB.

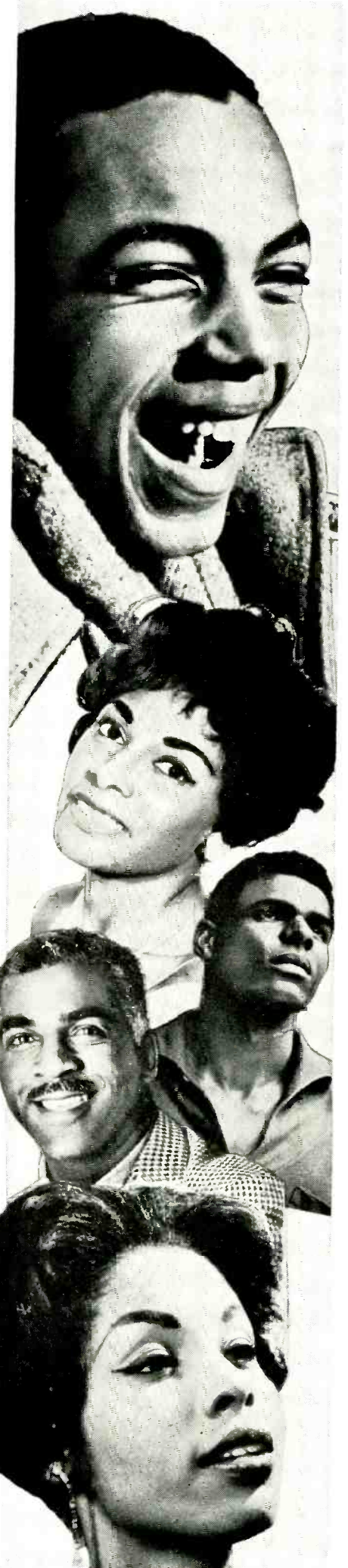
WLIB

Harlem Radio Center

310 LENOX AVE. AT 125th ST. NEW YORK 27, NEW YORK



*Oct. — 1962



STATIONS ON AIR OVER 25 YEARS, 1919-1937

WADO — New York, N. Y.
 WNBC — New York, N. Y.
 WBIG — Greensboro, N. C.
 WHBL — Sheboygan, Wis.
 KEX — Portland, Ore.
 KOIN — Portland, Ore.
 KXL — Portland, Ore.
 KGFX — Pierre, S. D.
 KSOO — Sioux Falls, S. D.
 WLAC — Nashville, Tenn.
 KAYO — Seattle, Wash.
 KIRO — Seattle, Wash.
 KXA — Seattle, Wash.
 KGA — Spokane, Wash.
 KMO — Tacoma, Wash.
 WWVA — Wheeling, W. Va.
 WOMT — Manitowoc, Wis.
 WRJN — Racine, Wis.
 KRDL — Dallas, Tex.
 KENS — San Antonio, Tex.
 KMAC — San Antonio, Tex.
 WMBG — Richmond, Va.
 KWIZ — Santa Ana, Calif.

1927

WSGN — Birmingham, Ala.
 KAJI — Little Rock, Ark.
 KXO — El Centro, Calif.
 KRKD — Los Angeles, Calif.
 WMBR — Jacksonville, Fla.
 WSUN — St. Petersburg, Fla.
 WIND — Chicago, Ill.
 WMBD — Peoria, Ill.
 WTAD — Quincy, Ill.
 WCVS — Springfield, Ill.
 WFOV — Terre Haute, Ind.
 KSCJ — Sioux City, Iowa
 WIBW — Topeka, Kans.
 KWK — St. Louis, Mo.
 KING — Seattle, Wash.
 KXRO — Aberdeen, Wash.
 KGMI — Bellingham, Wash.
 KOMO — Seattle, Wash.
 KUJ — Walla Walla, Wash.
 WCHS — Charleston, W. Va.
 WTMJ — Milwaukee, Wis.
 WCPO — Cincinnati, Ohio
 KTOK — Oklahoma City, Okla.
 KORE — Eugene, Ore.
 KGEZ — Kalispell, Mont.
 KGFV — Kearney, Neb.
 WNBZ — Saranac Lake, N. Y.
 KGFL — Roswell, N. M.
 WBNX — New York, N. Y.
 WEVD — New York, N. Y.
 WWNC — Asheville, N. C.
 WSIX — Nashville, Tenn.
 WATE — Knoxville, Tenn.
 KNOW — Austin, Tex.
 KRYS — Corpus Christi, Tex.
 KFYO — Lubbock, Tex.
 KTXL — San Angelo, Tex.
 KONO — San Antonio, Tex.
 KRGV — Weslaco, Tex.
 KCPX — Salt Lake City, Utah

1928

KARK — Little Rock, Ark.
 KMPC — Los Angeles, Calif.
 KGHF — Pueblo, Col.
 WRUF — Gainesville, Fla.
 WRBL — Columbus, Ga.
 KIDO — Boise, Idaho
 KID — Idaho Falls, Idaho
 KTFI — Twin Falls, Idaho
 WJOB — Hammond, Ind.
 KRMD — Shreveport, La.
 WTBO — Cumberland, Md.
 KSTP — St. Paul-Minneapolis, Minn.
 WGCM — Gulfport, Minn.
 WMBH — Joplin, Mo.
 WMMN — Fairmont, W. Va.
 WGH — Newport News, Va.
 KGKL — San Angelo, Tex.
 KOMO — Oklahoma City, Okla.
 KCRC — Okla. Okla.
 WBBZ — Ponca City, Okla.

KOOS — Coos Bay, Ore.
 WPEN — Philadelphia, Pa.
 WDNC — Durham, N. C.
 KGHL — Billings, Mont.
 KOH — Reno, Nev.
 WNBC — Binghamton, N. Y.

1929

WHHY — Montgomery, Ala.
 KCUB — Tucson, Ariz.
 KABC — Los Angeles, Calif.
 KFXM — San Bernardino, Calif.
 KGIW — Alamosa, Col.
 WRGA — Rome, Ga.
 WTOC — Savannah, Ga.
 WROK — Rockford, Ill.
 WHDF — Houghton, Mich.
 WJDX — Jackson, Miss.
 WSPA — Spartanburg, S. C.
 WOPI — Bristol, Tenn.
 KTSM — El Paso, Tex.
 KVI — Seattle, Wash.
 KPQ — Wenatchee, Wash.
 KIT — Yakima, Wash.
 WHIS — Bluefield, W. Va.
 KLPM — Minot, N. D.
 WCKY — Cincinnati, Ohio
 KBEK — Elk City, Okla.
 WRAC — Williamsport, Pa.
 WHDL — Olean, N. Y.
 KXLF — Butte, Mont.

1930

WALA — Mobile, Ala.
 KFPW — Fort Smith, Ark.
 KBTM — Jonesboro, Ark.
 WRDW — Augusta, Ga.
 KGMB — Honolulu, Hawaii
 KFXD — Nampa, Idaho
 WTAX — Springfield, Ill.
 KGGF — Coffeyville, Kans.
 KGNO — Dodge City, Kans.
 WPAD — Paducah, Ky.
 KMLB — Monroe, La.
 WCSC — Charleston, S. C.
 WIS — Columbia, S. C.
 KTRH — Houston, Tex.
 KGKB — Tyler, Tex.
 WSYB — Rutland, Vt.
 WCHV — Charlottesville, Va.
 WBTM — Danville, Va.
 WLVA — Lynchburg, Va.
 WCLO — Janesville, Wis.
 KTWO — Casper, Wyo.
 WGAR — Cleveland, Ohio
 KGFF — Shawnee, Okla.
 KODY — North Platte, Neb.
 KOLT — Scottsbluff, Neb.
 WBEN — Buffalo, N. Y.
 WHOM — New York, N. Y.
 WSJS — Winston Salem, N. C.

1931

WAAB — Worcester, Mass.
 WJMS — Ironwood, Mich.
 WDMJ — Marquette, Mich.
 WTCN — Minneapolis, Minn.
 WQBC — Vicksburg, Miss.
 WTRC — Elkhart, Ind.
 KFAC — Los Angeles, Calif.
 WCAX — Burlington, Vt.
 KXYZ — Houston, Tex.
 WDEV — Waterbury, Vt.
 WTJS — Jackson, Tenn.
 WEEU — Reading, Pa.

1932

WAGF — Dothan, Ala.
 KERN — Bakersfield, Calif.
 KPMC — Bakersfield, Calif.
 WBYR — Waterbury, Conn.
 WTOP — Washington, D. C.
 WMAS — Springfield, Mass.
 CKLW — Detroit, Mich.
 WAML — Laurel, Miss.

WRDO — Augusta, Maine
 WAGM — Presque Isle, Maine
 WJEJ — Hagerstown, Md.
 KCMC — Texarkana, Tex.
 WTGR — Charleston, W. Va.
 WFAS — White Plains, N. Y.
 WFEA — Manchester, N. H.
 WHEB — Portsmouth, N. Y.
 WAZL — Hazleton, Pa.
 WORK — York, Pa.
 WWSW — Pittsburgh, Pa.

1933

KWTO — Springfield, Mo.
 WDBQ — Dubuque, Iowa
 WAVE — Louisville, Ky.
 WGPC — Albany, Ga.
 WLAY — Muscle Shoals, Ala.
 KSUN — Bisbee, Ariz.
 KRED — Eureka, Calif.
 KIEV — Glendale, Calif.
 KTRB — Modesto, Calif.
 KFDA — Amarillo, Tex.
 WKOK — Sunbury, Pa.
 WFBC — Greenville, S. C.
 KVER — Clovis, N. M.
 WGNV — Newburgh, N. Y.
 WSOC — Charlotte, N. C.
 WEED — Rocky Mount, N. C.

1934

WATR — Waterbury, Conn.
 WKEU — Griffin, Ga.
 WPAX — Thomasville, Ga.
 KINY — Juneau, Alaska
 KOTN — Pine Bluff, Ark.
 XTRA — Los Angeles, Calif.
 WJBO — Baton Rouge, La.
 WMEX — Boston, Mass.
 WLLH — Lowell-Lawrence, Mass.
 WJIM — Lansing, Mich.
 WABY — Albany, N. Y.
 WNEW — New York, N. Y.
 WEAV — Plattsburgh, N. Y.
 KADA — Ada, Okla.
 KSLM — Salem, Ore.
 WHJB — Greensburg, Pa.
 KELI — Tulsa, Okla.
 KWYO — Sheridan, Wyo.
 KPAC — Port Arthur, Tex.
 KFRO — Longview, Tex.

1935

WMFG — Hibbing, Minn.
 KRCC — Rochester, Minn.
 KRNT — Des Moines, Iowa
 KIUL — Garden City, Kans.
 KWBN — Hutchinson, Kans.
 WCMI — Ashland, Ky.
 KALB — Alexandria, La.
 KVOL — Lafayette, La.
 KPLC — Lake Charles, La.
 WCOP — Boston, Mass.
 WMSL — Decatur, Ala.
 WHBB — Selma, Ala.
 KELD — El Dorado, Ark.
 KHSL — Chico, Calif.
 KDON — Salinas, Calif.
 KDB — Santa Barbara, Calif.
 KIUP — Durango, Col.
 WELI — New Haven, Conn.
 WMFJ — Daytona Beach, Fla.
 WTAL — Tallahassee, Fla.
 KRLC — Lewiston, Idaho
 WBBR — East St. Louis, Ill.
 WPAY — Portsmouth, Ohio
 KVSO — Ardmore, Okla.
 KRNR — Roseburg, Ore.
 WLEU — Erie, Pa.
 WAIM — Anderson, S. C.
 WPAR — Parkersburg, W. Va.
 WEMP — Milwaukee, Wis.
 KVSF — Sante Fe, N. M.
 WMFD — Wilmington, N. C.
 WHIO — Dayton, Ohio

KNEL — Brady, Tex.
 KCRS — Midland, Tex.
 KNET — Palestine, Tex.
 KIUN — Pecos, Tex.
 WSWA — Harrisonburg, Va.
 WMFR — High Point, N. C.

1936

WNLC — New London, Conn.
 WLAK — Lakeland, Fla.
 WFOY — St. Augustine, Fla.
 WJNO — West Palm Beach, Fla.
 WAYX — Waycross, Ga.
 KHBC — Hilo, Hawaii
 WJRD — Tuscaloosa, Ala.
 KFRE — Fresno, Calif.
 KGBS — Los Angeles, Calif.
 WEOA — Evansville, Ind.
 KGLO — Mason City, Iowa
 KLEO — Wichita, Kans.
 WAKY — Louisville, Ky.
 WFMD — Frederick, Md.
 KDAL — Duluth, Minn.
 WMIN — St. Paul, Minn.
 WHLB — Virginia, Minn.
 KCMO — Kansas City, Mo.
 WQXR — New York, N. Y.
 KSJB — Jamestown, N. D.
 KOVC — Valley Stream, N. D.
 WBNY — Buffalo, N. Y.
 WSAY — Rochester, N. Y.
 KBIX — Muskogee, Okla.
 WEST — Easton, Pa.
 WRCV — Philadelphia, Pa.
 KPLT — Paris, Tex.
 KTEM — Temple, Tex.
 KRRV — Sherman, Tex.
 KPND — Pampa, Tex.
 KOCA — Kilgore, Tex.
 KRBC — Abilene, Tex.
 WAPO — Chattanooga, Tenn.
 KOTA — Rapid City, S. D.
 KBST — Big Spring, Tex.
 KOAL — Price, Utah
 WPRB — Ponce, P. R.
 KYOS — Merced, Calif.
 WSPR — Springfield, Mass.

1937

WBHP — Huntsville, Ala.
 KVCV — Redding, Calif.
 KROY — Sacramento, Calif.
 KVEC — San Luis Obispo, Calif.
 KTMS — Santa Barbara, Calif.
 KSRO — Santa Rosa, Calif.
 KOMY — Watsonville, Calif.
 KBZZ — La Junta, Col.
 WKAT — Miami Beach, Fla.
 KOAM — Pittsburgh, Kans.
 KVGB — Great Bend, Kans.
 KSAL — Salina, Kans.
 WDWS — Champaign, Ill.
 WGIL — Galesburg, Ill.
 KATE — Albert Lea, Minn.
 KVOX — Moorhead, Minn.
 WGRM — Greenwood, Miss.
 KWOS — Jefferson City, Mo.
 WSNJ — Bridgeton, N. J.
 KAVE — Carlsbad, N. M.
 KBLI — Helena, Mont.
 WBOY — Clarksburg, W. Va.
 WEAQ — Eau Claire, Wis.
 WSAU — Wausau, Wis.
 WMBS — Uniontown, Pa.
 WOLS — Florence, S. C.
 KELO — Sioux Falls, S. D.
 KAND — Corsicana, Tex.
 WREO — Ashtabula, Ohio
 KOKL — Okmulgee, Okla.
 KSUB — Cedar City, Utah
 KELA — Centralia, Wash.
 WRNL — Richmond, Va.
 WPRM — Mayaguez, P. R.
 WGTM — Wilson, N. C.
 WAIR — Winston Salem, N. C.
 WFTC — Kinston, N. C.

PUBLIC SERVICE IN DEPTH ON WSB



Service – in depth – is traditional at WSB! Example: the station produced a complete campaign for the 1962 “Safety-Thon”. WSB Radio asked 500 area service stations to help, and gave prizes for their best efforts. Posters and a giant shopping center display were used, in addition to announcements, interviews, reports and a slogan contest.



Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

MAJOR NEWS HEADLINE FLASHES FROM 25 YEARS OF BROADCASTING

A roundup of headline highlights gathered from the pages of Radio - Television Daily since its original publication in Feb., 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.

A T & 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 measures for longer licensing of broadcasting stations.

Newspapers file applications for 103 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 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 Cramkhte 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.

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 edict; 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. 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.



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

one radio
station in
the nation's
top ten markets
surpasses all
others in
weekly penetration*

KMOX RADIO

"THE VOICE OF ST. LOUIS"

*Cumulative Pulse, 1962

*KMOX Radio is a CBS Owned station represented
nationally by CBS Radio Spot Sales*

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; Connerly 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.

WQXR 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.

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.

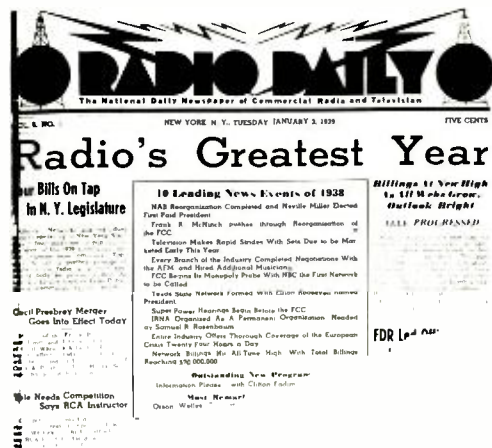
Radio strictly on own; expenditures by leading advertisers in past 10 years disapproves claim that air hurts other media.

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.

Sornoff 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 reposes 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—Sornoff foresees billion dollar industry; Barbour introduces FCC bill.

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.

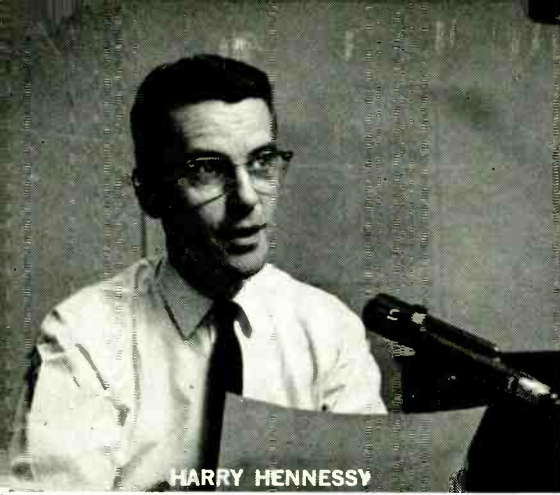
Advertisers okay BMI; will cooperate fully with networks in music fight; membership now increased to 365 outlets.

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

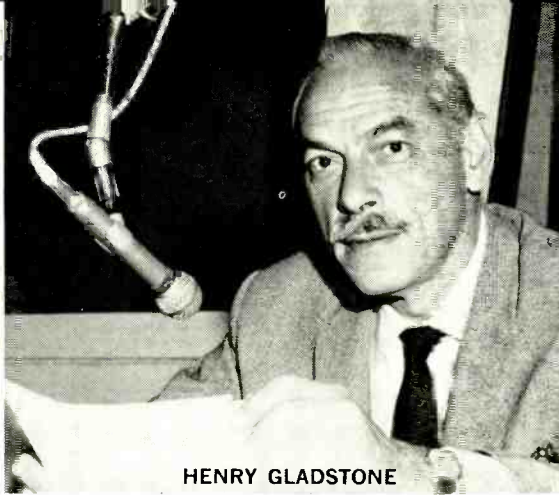
Web billings at new high; \$90,000,000 year possible as major networks strangle August bogey; cumulative total soars.

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.



HARRY HENNESSY



HENRY GLADSTONE



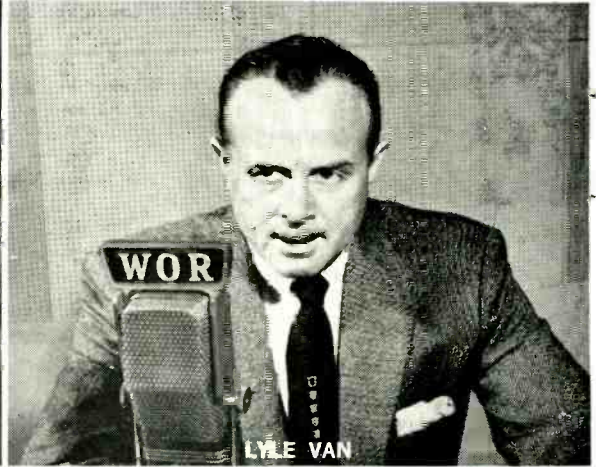
PETER ROBERTS



JOHN SCOTT



LESTER SMITH



LYLE VAN



JOHN WINGATE



WALTER KIERNAN



NEWS DIRECTOR, GEORGE BROWN

NEWS

Every day, nearly three million* people turn to these men. Their voices and their names are familiar. They report the news for WOR RADIO. ■ Only WOR broadcasts fifteen minutes of news every hour on the hour throughout the day. Only WOR moves so efficiently to cover **all** the news **everywhere** it happens — by helicopter, by mobile unit, by newswire. ■ WOR brings the news to a larger audience than any other station in America, greater by half a million than the daily circulation of the nation's most widely read newspaper. ■ When people want to know what's happening anywhere, any-time, they turn to the men who report the news for

WOR RADIO 710



Newspaper Guild of NY Page One News Award 1962 fm 98.7

*Pulse, February 1962

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; sixth 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.

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

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 7.

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 okays '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 co-ordination 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



Court Mulls Webs vs FCC

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

Five Possible Angles For Web-FCC Decision

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

Several Staff Changes In Personnel

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 okays 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.

Set government food campaign; time will be bought in drive to induce use of unrated 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 song 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

TIME

THE TRUE TEST OF GREATNESS



TELEVISION DAILY

The INTERNATIONAL



San Antonio, Texas
P.O. Box 2641
4444 Broadway
AL - 1 - 1 - 1 - 1 - 1 - 1

VOL 91, NO. 87

DEC. 10, 1962

CENTS

Radio-Television Daily 25 Years Old

TELEVISION DAILY

The INTERNATIONAL NEWSPAPER OF



San Antonio, Texas
P.O. Box 2641
4444 Broadway
AL - 1 - 1 - 1 - 1 - 1 - 1

VOL 91, NO. 86

SEPT. 25, 1962

TEN CENTS

WOAI-Radio 40 Years Old

TELEVISION DAILY

The INTERNATIONAL NEWSPAPER



RECEIVED
San Antonio, Texas
P.O. Box 2641
4444 Broadway
AL - 1 - 1 - 1 - 1 - 1 - 1

VOL 91, NO. 82

DEC. 11, 1962

CENTS

WOAI-TV 13 Years Old

We're proud to be in such distinguished company!

WOAI WOAI-TV

RADIO

Represented by



The Original Station Representative



AFFILIATE

SAN ANTONIO, TEXAS

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 bond 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; cities 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 far tele rights; movie companies having tele interests rush to check copyright status of all literary properties.

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.

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,

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-Gimble 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.

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.

1,091 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 copcity 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 transcripts 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 Wonamaker 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 okays 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



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 1/2 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.

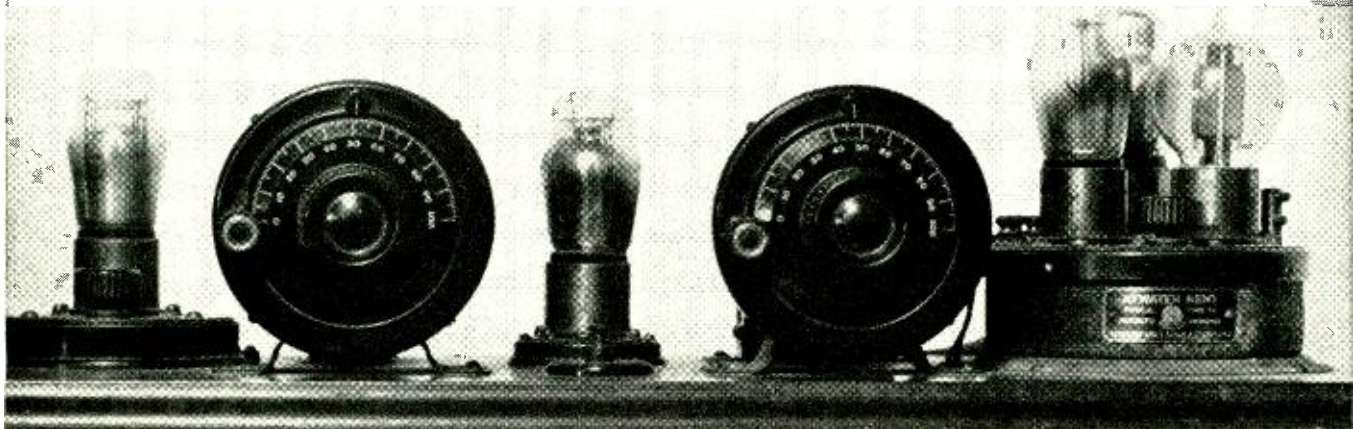
Berlin coming through; network correspondent heard here in first pickups since 1941; warming up for 'big three.'

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

**good
evening
this is
WIL
St. Louis**



Forty years of pace-setting performance — this is the heritage of Radio WIL.

From the era of crystal sets to transistorized miracles — WIL has led the way in programming alive with the sounds of the day.

Today as in 1922, WIL is synonymous with dynamic radio — indeed, in tempo with the times.

THE BALABAN STATIONS — John F. Box, Jr., Managing Director — IN TEMPO WITH THE TIMES

WIL/St. Louis

KBOX/Dallas

Represented by Robert E. Eastman & Co., Inc.

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.

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 skedged for '47.

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

SMPTE file 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 hopping 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



NEW YORK, FRIDAY, OCTOBER 1, 1948

FOY CLARIFIES TELE 'FREEZE' ACTION

Washington, D.C. (AP)—FCC Chairman William F. Foy yesterday announced that no further TV applications will be processed for a period of six weeks from a few months to a year or more pending revision of the frequency allocation tables and the allocation table. At the same time he issued the following statement:

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 newsreel; 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.

tract 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 toppling; 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.

Set makers jump 300% since January; Weed study 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

RAW WORDS ON "PROGRAM P.M."

Tonight. Ninety minutes of radio.
You will hear people talk about crime.
About sex.
Marriage.
About soap and babies.
About life.
About death.
They will make you sad.
They will make you angry.

They will make you laugh.
It's called "PROGRAM P.M."
And John Henry Faulk is the moderator.
He likes people.
He understands people.
He knows how to make people reveal themselves.
Listen.
Tonight.
And every weekday night.

***A NEW RADIO SHOW
WITH JOHN HENRY FAULK
10-11:30 P.M. MON. THRU FRI.
1010/WINS***

A WESTINGHOUSE BROADCASTING COMPANY STATION
REPRESENTED NATIONALLY BY AM RADIO SALES

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; Faught 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.

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 Phonevision; says commission okays 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 okays sales of Schiff station; commission also okays other stations' transfers.

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

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.

Telex 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.

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.

1951

Production for '51 hurt by cobalt allocation; National Production Authority dooms home color-TV, hits AM hard.

First Phonevision tests reported successful; Zenith launches test in Chicago with 300 sets used.

NPA freezes commercial building; effective at once; radio stations are included.

TBA wants autonomy in NAB TV deal; merger of groups may encounter opposition.

FCC authorizes rebroadcast of U.N. short-wave; 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%.

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.

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. \$550 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.

Pcul 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 to 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 Eisenhower'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; newsmen for TV to go to Korea from Japan.

Republic, WCBC-TV in 104 film deal; biggest negotiated with major company directly.



NEW YORK, THURSDAY, OCTOBER 5, 1950

ISSUE OF COLOR-TV STILL HANGING FIRE

Impact Of Co-ax TV In New Market Exciting

TV Editors Surveyed by RADIO DAILY Report Reception of World Series on Epic Event: National TV Receivers Exceeded Supply

Editors of RADIO DAILY sampled the opinion of radio TV editors in their own country the World Series on TV for the first time yesterday to get their impressions of the impact of color sets under the auspices of writers in Radio City, Manhattan and Memphis, Tennessee, today.

By DON HOLLAND
Radio City Staff Writer
Kansas City—World Series fever is running as high as temperature on radio in Kansas City today as it is in Philadelphia and New York.

By LILLIAN MCGEE
Memphis Commercial Appeal
Memphis, Tenn.—An estimated 100,000 sets of color TV sets were on the shelves in Memphis today as the opening game of the World Series was broadcast.

By WILHELM GILKA
Chicago Staff Writer
Chicago—The color TV sets were scarce in Chicago today as the opening game of the World Series was broadcast on the air.

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By WILHELM GILKA
Chicago Staff Writer
Chicago—The color TV sets were scarce in Chicago today as the opening game of the World Series was broadcast on the air.

Happy score,

RADIO-TELEVISION DAILY

As one of your oldest advertisers, we want to be one of the first to congratulate you on your 25th birthday. You've done a great service for radio — and television as well — during those 25 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-Virginia

Radio, Richmond

and Happy 25th from our national representatives, too:

Select Station Representatives in New York, Philadelphia, Baltimore, Washington, Chicago, Detroit and the Coast.

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.

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; shared-time basis for two outlets 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.

Forty-one 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 Sornoff upped to executive vice president.

TV interest buy movie studios; Eagle-Lion sells coast studio to TV group headed by Bernard Prockter.

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 Coast okayes '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.

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 gyps 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 against toll TV systems.

AB-PT launches recording company; Sam Clark named 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; proposed to raise height called incredible.

Two-thirds 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.



VOL. 18, NO. 18 NEW YORK, MONDAY, AUGUST 11, 1952 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-TV official Friday with the consent of executive - Budock C. Law of promotion - ment

Becker In New Post As CBS-Radio V. P.

Becker has been named vice president of CBS-Radio network. He will be in charge of radio and television operations of CBS-Radio network.

RTMA Plans Study Of Educational TV

Radio-Television Manufacturers Association (RTMA) plans to study educational television. The study will be conducted by a committee of RTMA members.

October 1 Set For Beginning Of Processing

Processing of applications for new TV stations will begin on October 1. The Commission had received 1,000 applications for new stations.

BMI Radio Seminar Held Successful

Broadcast Music Incorporated (BMI) held a successful radio seminar. The seminar was attended by radio station managers and industry executives.

Dewey Offers Educational TV Plan

Governor Dewey offers a plan for educational television. The plan would provide for the establishment of educational TV stations in New York State.

AP Radio-TV Association Formed

The American Public Radio-Television Association (APRTA) has been formed. The association will represent the interests of public radio and television stations.

Skatlon TV Formed To Take Over Pay-As-You-See System

Skatlon Television has been formed to take over the pay-as-you-see television system. The new company will be responsible for the operation of the system.

Supreme Coast Okayes 'Giveaways'

The Supreme Coast Television Network has approved 'giveaway' programs. The programs will be broadcast on the network's stations.

FCC Commission Celebrates 20th Anniversary

The Federal Communications Commission (FCC) celebrated its 20th anniversary. The commission was established in 1935 to regulate interstate and foreign communication.



“Film does the unusual”

“**BECAUSE IT'S MOISTURIZING!**” That's the selling proposition in an unusual 60-second Lux Soap television commercial.

To make customers feel the moisturizing difference, high-speed photography stops motion, captures the sparkle and brilliance of creamy, moisture-laden lather. Shooting is on Eastman film with prints on Eastman print-stock. Two steps—negative and positive. **Both Eastman!** Both of vital importance to sponsor, network, local station and viewer!

Moral: Plan carefully . . . go Eastman—all the way!
Always give the producer time to give you top-quality prints!

For further information, please get in touch with
 Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division, 342 Madison Avenue, New York 17, N.Y.

Midwest Division, 130 East Randolph Dr., Chicago 14, Ill.

West Coast Division, 6706 Santa Monica Blvd., Hollywood, Calif.

For the purchase of film, **W. J. German, Inc.** Agents for the sale and distribution of EASTMAN Professional Films for motion pictures and television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER: Lux Toilet Soap (Lever Brothers Company)
AGENCY: J. W. Thompson Co. PRODUCER: MPO Videotronics



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 7 more stations; 5 radio and 4 TV outlets bought in 2 days.

Portable TV makes heavy impact; retailers report much consumer interest.

New color system uses black and white equipment; camera filter is basis of process.

Teletons: 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.

Ten 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.

1957

FCC played in report issued by House Small Business Subcommittee; recommendations center about removal of regulatory agencies from under White House control.

Nielsen Coverage Service Report No. 2, showing listings which indicate shrinkage of radio station circulation, touches off a hot controversy in the industry.

John L. Burns elected a director and president of RCA, succeeding Frank M. Folsom.

About 76 per cent of American households now have TV sets, Census Bureau reports, in its August,

1956 survey; this compares with 73 per cent in a similar 1955 survey.

Walt Disney Productions and ABC complete negotiations on a new contract for more than \$9 million and 130 hours of TV programming in 1957-58.

President Eisenhower's second inauguration is covered by CBS and NBC with the newly developed Ampex video tape recorder, marking the first time this new system is used for covering a news event.

J. Walter Thompson introduces color telecasting via its closed circuit channel; the agency is one of the first to display great faith in color TV.

National Association of Radio and Television Broadcasters' board of directors approves proposal that its name be changed to National Association of Broadcasters.

RCA annual net profit tops \$40-million peak in 1956; NBC increases evening color programming by 500 per cent over the preceding year.

FCC Commissioners split on the question of de-intermixture, and appear to agree only that there will be no major shift of TV to UHF in a number of years, if then.

Robert F. Hurligh, director of Washington operations for Mutual, has been named national news and special events director of the radio network.

Academy of Television Arts and Sciences votes "Requiem For A Heavyweight" as best single program of the year; best new program series: "Playhouse Ninety."

Civil anti-trust action in Federal District Court in New York City against Loew's, Inc.; Justice Department action against alleged block booking of feature films to TV stations.



FCC CLOSES TOLL TV FILINGS

Micro-see TV Web Underway in Canada

Micro-see television, a new type of television service, is being developed in Canada. The service is being developed by the Canadian Broadcasting Corporation (CBC) and is expected to be launched in the near future. The service will allow viewers to watch television programs on a pay-per-view basis, similar to the micro-see service currently operating in the United States.

McDonnell Comments On San-Off Statement

McDonnell comments on the San-Off statement regarding the proposed merger of the two companies. He stated that the merger would be beneficial to both companies and to the industry as a whole.

Trade Interests Near State Chairman

Trade interests are being represented by the State Chairman in the current negotiations. The Chairman is working to ensure that the interests of the industry are protected throughout the process.

Appeals Court Upsets FCC Pre-Decision

The Appeals Court has overturned the FCC's pre-decision regarding the proposed merger. The court found that the FCC's decision was not in the public interest.

Commission Swamped With Last Minute Petitions For And Against Pay-As-You-See TV Systems

The FCC Commission is overwhelmed with last-minute petitions for and against pay-as-you-see TV systems. The petitions are being filed in large numbers, and the Commission is struggling to process them in a timely manner.

General To Appear RETMA

The General is scheduled to appear at the RETMA meeting. He will be discussing the current state of the industry and the Commission's plans for the future.

Former President Herbert Hoover receives Keynote Award at 35th annual convention of NARTB; he is cited for "encouraging the growth of radio from its infancy."

ABC Radio network formed as separate, autonomous subsidiary of American Broadcasting-Paramount Theatres, Inc.; Robert E. Eastman named president of new organization.

Two hundred fifty station and network owners and managers form Society of TV Pioneers.

A jurisdictional lighting dispute, which CBS claims is without precedent in the history of its network, prevents WCBS-TV from televising Antoinette Perry Awards.

United Artists decides to handle own TV distribution of backlog of feature films.

FCC decides it has authority to okay toll-TV; commission grants an "adequate" trial of pay-as-you-see TV.

RCA plans national color push; to use spot radio-TV.

John C. Doerfer named chairman of FCC, succeeding George C. McConaughy; Frederick W. Ford is named FCC Commissioner.

A \$15 million program of TV film production for 1958 is announced by Warner Bros.

The Mutual Broadcasting System is sold by RKO Teleradio Pictures to a group of West Coast businessmen headed by Paul Roberts, president, and Armand Hammer, board chairman.

MGM-TV's feature library is sold to 57 TV stations for a dollar total slightly under \$50 million.

NBC purchases WJAS-AM-FM, Pittsburgh, for a reported price of \$725,000.

Total television revenues in 1956 rise to \$897 million, up 20 per cent over the previous year.

FCC acts to OK toll TV test for a three-year period, after a long battle; debate over approval continues in Congress.

RKO Studios in Hollywood and Culver City, Calif., are purchased by Desilu for over \$6 million.

FCC tightens up on its approval of station sales following extensive Congressional criticism; FCC report recommends regulation of networks and calls for other strong limitations of practices, such as an end to network option time.

Baltimore passes 7 1/2% tax on advertising and on the receipts of advertising media, including radio and TV; court fight sure in a case that may set a precedent.

Electronics industry sets new record in production and dollar volume in 1957, announces James D. Secrest of the EIA.

Los Angeles OK's pay TV by narrow margin; vote passes over opponents' "ultimatum" threat to hold a public referendum on the issue.

CBS buys Philadelphia stations WCAU AM-FM-TV, and related properties for \$20 million, "largest package" deal ever.

FCC gets first pay TV request, as Philadelphia firm with idle UHF CP, files application.

1958

Barrow Report, citing examples of alleged anti-trust violations by networks, is turned over to Justice Department; Senator Magnuson plans new probe.

The Irish government decides to establish its own TV network, and will adopt the American approach with commercial advertising.

Courts throw out federal anti-trust suit against RCA-NBC over sale-trade of former NBC Cleveland stations for Westinghouse Philadelphia stations; tremendous repercussions seen, as court ruling holds approval by FCC leaves Justice Dept. powerless to act.

NAB reaffirms unanimous stand against toll TV in the broadcasting bands; also launches new assault against restrictions of Canon 35, on broadcast coverage of courtroom proceedings.

Moulder Committee probes possible White House pressures on FCC; investigations begin on alleged official misconduct by FCC Commissioners.

RCA announces gross sales for 1957 rose to over \$1.1 billion, the highest in its history.

FCC Commissioner Mack resigns under pressure in Miami channel 10 case as grand jury opens probe; Justice Dept. starts investigation of FCC.

James G. Riddell is named executive vice president of ABC and will head the radio and TV operations.

John S. Cross, State Department communications expert, is named to succeed Richard A. Mack as FCC Commissioner.

CBS Television is split into two operating divisions—CBS TV Network and CBS TV Stations. Merle S. Jones becomes president of the stations unit, and Louis G. Cowan is named network division president.

NTA purchases WATV, channel 13, Newark, N. J., and WAAT-AM-FM; call letters are changed to WNTA; NTA merges with National Theatres Inc.

Shake-ups at the American Broadcasting Radio Network, known as ABN, result in Edward J. De Gray assuming the presidency, and a name change to the ABC Radio Network.

FCC slates long-pending clear channel case meeting; proposes to force 12 leading AM stations to share their frequencies.

New foreign restrictions on film imports results in call for Film Export Association.

TV booms around the world; Japan becomes the second leading nation behind the U.S. in colorcasting.

ABC inks 5 year performer and producer pact with Bing Crosby; Jackie Gleason signs for new live CBS-TV show.

RCA produces its 10 millionth TV set.

MCA and Paramount Pictures sign \$50 million deal for release of pre-'48 features on TV.

NBC announces it will close its Buffalo, N. Y., UHF TV outlet, WBUF.

Radio and TV rating services to come under Congressional probe.

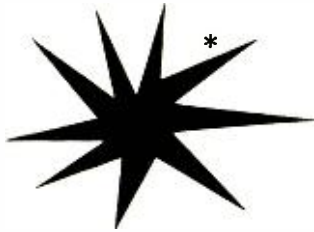
"What's My Line" is sold by Goodson-Todman to CBS for \$3 million.

Best Wishes

Paul Heinecke



PAUL HEINECKE
PRESIDENT, SESAC INC.



PRODUCERS OF
"DRUMMERS"*
SESAC® RECORDINGS
REPERTORY RECORDINGS

*trademarks

A. Davidson Dunton resigns as CBC chairman; J. Alfonse Ouimet named to post.

NBC revamps top posts: Robert W. Sarnoff, president, is named board chairman, and Robert E. Kintner assumes the presidency.

Jack Wrather announces formation of Independent Television Corp. with British firms; joint production and distribution of TV series are planned.

All TV networks telecast emergency session of UN Security Council during Lebanon crisis.

Storer Broadcasting buys WITI-TV, Milwaukee, in \$4 million plus deal.

N.Y. District Attorney Hogan probes "Dotto"; charges leveled against "Twenty-One."

Trend noted as advertisers move heavily into 60 to 120 minute-long "specials."

Mutual Broadcasting System is bought by Scranton Corp., Hal Roach is named board chairman, and Alexander L. Guterman becomes president.

ITC buys Television Programs of America for over \$1 million.

FCC turns thumbs down on daytime radio stations' bid for longer operating hours.

Federal grand jury indicts former FCC Commissioner Mack and Thurman Whiteside for conspiracy in Miami channel 10 case.

FM multiplex stereo system regulations considered by FCC.

U.S.S.R. bans all news coverage by CBS in the Soviet Union; move is retaliation for program aired by the web which portrayed Russian leaders in an unfavorable light.

House committee investigates bribe charges surrounding granting of license for channel 4, Pittsburgh; hearings end with "who did what to whom?" still unanswered.

immunity is delayed in Congress; passage would permit TV blackout of events.

MCA goes public; stock is listed on N.Y. Exchange.

Labor groups press to place foreign tag on U.S. film series produced in foreign countries.

United Artists hit with anti-trust action over acquisition of Warner Bros. and RKO Radio pre-'49 film libraries.

Television Information Office is formed; CBS Radio's Hausman named president.

Fixers admit rigged quiz shows; Van Doren confesses before House committee.

\$50 million broadcasting-publishing combo formed by John Hay Whitney; properties include Corinthian Broadcasting and Herald Tribune Radio Stations in N.Y. area.

Screen Directors Guild and Radio & TV Directors Guild merge to form Directors Guild of America.

FCC probes radio and TV programming; asks stations for "payola" data; FTC hits deceptive ad commercials on radio and TV.

Canadian decree requires 55% of all shows to be of "Canadian content."

1960

McCann-Erickson forms M-E Productions, Inc. to handle all programming needs of the agency.

ABC announces alliance with 5 TV outlets in Central America; stations will make up the Central American TV Network.

Ziv and United Artists combine to form Ziv-United Artists TV Co.; Frederic W. Ziv will be chairman and John L. Sinn president.

1959

Legislation introduced to ban subliminal advertising on TV; House probes allegedly misleading ad claims on radio-TV.

George Shupert resigns presidency of ABC Films to head MGM-TV.

TV stations overseas rise to 739 from 447 in previous year.

CBS preems two-camera system; new technique eliminates "live action" sets.

NAB adopts editorializing guide for broadcasters.

Supreme Court rules FCC approval of an action or practice is no bar to anti-trust action by Justice Dept.

CBS deals off WXIX, its UHF outlet in Milwaukee.

Kraft Foods pacts Perry Como for new series in \$25 million deal; Westinghouse-Desilu contract for '59-'60 totals \$12 million.

RCA claims breakthrough with the "Nuvisor," new electron tube which reduces size and power drain while increasing performance.

FCC Chairman Doerfer calls for scrapping Section 315; Ike tabs FCC equal time ruling in Lar Daly case "ridiculous," asks for remedial legislation.

ABC Radio takes over Don Lee Network from MBS.

American Society of Newspaper Editors capitulates and permits both radio and TV coverage of Fidel Castro's speech to editors.

Station Reps Association charges web representation of non owned stations in national spot sales field hurts competition; FCC orders CBS and NBC to halt this practice.

Zenith announces plans for initiating toll TV operations.

U.S.S.R. sets push into worldwide radio and TV equipment markets.

Edward J. DeGray upped to prexy spot at ABC Radio; CBS-TV names Robert R. Pauley executive vice president.

Ohio passes law providing that radio and TV stations will not have to reveal sources of news stories; law sets example in recognizing broadcasting as a mature news medium.

Guterman resigns as president of MBS, probes check his financial deals; web reorganizes, Hurlleigh named prexy as Real Properties Inc. takes over.

Sponsors pour \$98 million into network "specials."

Banks note their interest in TV film and program production through loans totals about \$80 million.

Ike signs measure giving broadcasters some relief from Section 315; bill overturns Lar Daly ruling.

Action on bill to grant pro sports anti-trust



THE NATIONAL DAILY NEWSPAPER OF COMMERCIAL RADIO AND TELEVISION
Published February 19, 1959
NEW YORK, MONDAY, JUNE 28, 1961
15th CENTURY

MINOW COLLINS | FCC DISDAINS CENSORSHIP

Sullivan to the Rescue
Ed Opines on TV
U.S. Senate Afloat: Repeal of Sec. 315 'Unrealistic, Unwise'

Critical of Stress On Ratings; Clash Over Pay-TV Trial

Named WBKB Sales

11 Mills to Sponsor Scouting Report

Industry mourns passing of NAB President Harold E. Fellows.

FCC Chairman John C. Doerfer resigns under storm of criticism; Frederick Ford moves up to FCC chairmanship.

ABC-TV Network and NCAA in two-year \$6 million pact.

P & G leading spot TV advertiser for 1959, with \$95.3 million.

Robert R. Pauley heads ABC Radio Network as vice president in charge, as Edgar J. DeGray resigns.

Minnesota Mining & Manufacturing buys Mutual Network.

Transcontinental Television purchases WDAF-AM-TV, Kansas City, from National Theatres and Television, Inc. for \$9,750,000.

NBC affiliates with Fuji Telecasting Co., Ltd., in Japan.

Robert E. Lee is named to a second 7-year FCC term; FCC sets up Complaints and Compliance Division to check complaints against stations and to compare station performance with programming promises made on license application.

Seven Arts Associated, headed by Louis Chesler and Eliot Hyman, starts operations in the U.S.; company represents a merger between Creative Telefilm and Artists Ltd.

Federal court judge rules that Loew's and other firms are guilty of block-booking in TV sales.

FCC sets 3-year holding period before owner can sell radio or TV station.

Cowles Broadcasting Company merges into Cowles Magazines, Inc.

FCC cancels license of Channel 10, Miami; court test seen.

Video gives all-out coverage to Demo & Republican Party conventions.

Color TV now more than \$100-million-a-year business, reveals RCA's Burns.

NTA pacts deal involving 40 post '48 20th-Fox feature films to TV.

Rome Olympic Games brought to 20 million U. S. viewers via video.

Ike inks broadcast bills setting stiff fines for violations of FCC rules and the Communications Act.

FCC axes 30 minutes from network option time.

1961

Guild Films, TV producer and distributor, files bankruptcy petition.

Former Florida Governor LeRoy Collins becomes president of the NAB.

TV brings inauguration of President Kennedy to 85 million viewers.

James C. Hagerly leaves White House press secretary spot to become ABC News Chief; Ed Murrow named to top post at USIA; Richard S. Salant replaces Sig Mickelson as CBS news division head.

Newton N. Minow named to FCC; assumes chairmanship; Kenneth A. Cox heads FCC Broadcast Bureau.

Ely Landau resigns from NTA; WNTA-TV is put up for sale.

RKO General and Zenith get pay TV go-ahead on WHCT, Hartford, Conn.

'60 spot TV gross billings rise 8% to \$617 million; billings up 50% in 5 years.

Paramount Pictures acquires 50% of Talent Associates, major indie TV program producer.

Voice of America audience in Cuba grows as Castro confiscates radio and TV stations.

RTES announces it will make own awards; drops Peabody Awards after 15 years.

President Kennedy speaks before NAB Convention; Minow rocks broadcasting with wasteland speech; legislation to regulate networks is introduced.

Capital Cities buys WKBW-AM-TV, Buffalo, N. Y. and WPAT, Paterson, N. J.

California law gives radio and TV newsmen right to withhold sources of information.

FCC favors 13 more clear channel radio outlets.

WNTA-TV, Newark, is sold to educational group; Governor Meyner threatens court action to bar sale; Crowell-Collier buy of WGMG, New York, hits FCC snag and collapses.

FCC warns stations "promise vs. performance" in programming will affect license renewals.

Courts kayo \$9 million grid deal between CBS and National Football League.

Senate probes rip TV violence, call for controls on networks; FCC revise of program log reports whips up storm.

WQXR inaugurates FM multiplex stereo in New York.

Broadcasting plays epic role in limiting loss of life and destruction caused by hurricane Carla.

Supreme Court affirms FCC cancellation of license of WPST-TV, channel 10, Miami.

Commissioner Ford says there may be too many AM stations on the air; asks for study.

CBS introduces incentive compensation plan for affiliates; FCC attacks it.

Howard K. Smith leaves CBS news over editorial differences and joins ABC.

GE and Westinghouse queried by FCC on possible anti-trust violations in station renewals.

Desilu to distribute \$30 million properties in worldwide markets.

NBC celebrates its 35th anniversary.

All-time record price of nearly \$11 million is paid by Storer for New York's WGMG.

1962

(To February 9)

FTC bans camera trickery in deceptive TV advertising.

CBS inks \$9.3 million football pact with the NFL; MGM-TV starts \$16 million production activity for '62-'63 season; 20th-Fox readies 11 pilots for upcoming season.

Top web execs appear before FCC program violence probe.

Color TV reaches \$200 million yearly rate.

**“THOSE
D_____ *
COMMER-
CIALS!”**

The reformer curses the commercial as “evil”; the pragmatist regards the commercial as a “necessary evil”; today’s economic realist hails the commercial as “necessary”. . . and in the public interest.

Advertising is public persuasion—an effort to get someone to do something—an extension of the face-to-face persuasion that is as old as Eve seeking Adam. In a complex society advertising is an indispensable substitute for this personal salesmanship. It helps create mass demand and in turn mass production, mass employment and a high standard of living.

Corinthian believes it more than coincidence that the increases in gross national product and consumer sales in the past decade have correlated so closely with the growth of television viewing and television advertising. The television commercial has become the vital ingredient of a mass production and mass consumption economy. It combines public persuasion with face-to-face personal selling.

So the next time your mother-in-law curses the commercials, remind her that **THEY SATISFY vital economic needs.**

*Demand-producing

THE ALL-AMERICAN RADIO CRITICS POLL COMPARING WINNERS IN 1937 & 1962

For 25 years, *Radio-Television Daily* has polled the radio critics and columnists writing for our nation's newspapers, to determine their favorite radio personalities and programs. The top three winners in the 1937 and 1962 polls are presented below.

Personalities

1937	1962
Jack Benny Edgar Bergen-Charlie McCarthy Fred Allen	Bing Crosby Carroll Burnett Richard Hayes, Phyllis Diller

Programs

1937	1962
Chase & Sanborn Show Jell-O Program Royal Gelatin Program	Suspense Carroll Burnett-Richard Hayes Show Bandstand USA

News Commentators

1937	1962
Edwin C. Hill Boake Carter Lowell Thomas	Paul Harvey Morgan Beatty Fulton Lewis, Jr.

Sports Commentators

1937	1962
Ted Husing Clem McCarthy Bill Stern	Lindsey Nelson Mel Allen Phil Rizzuto

Orchestras

1937	1962
Guy Lombardo Wayne King Benny Goodman	Buddy Cole Dick Hyman Russ Morgan



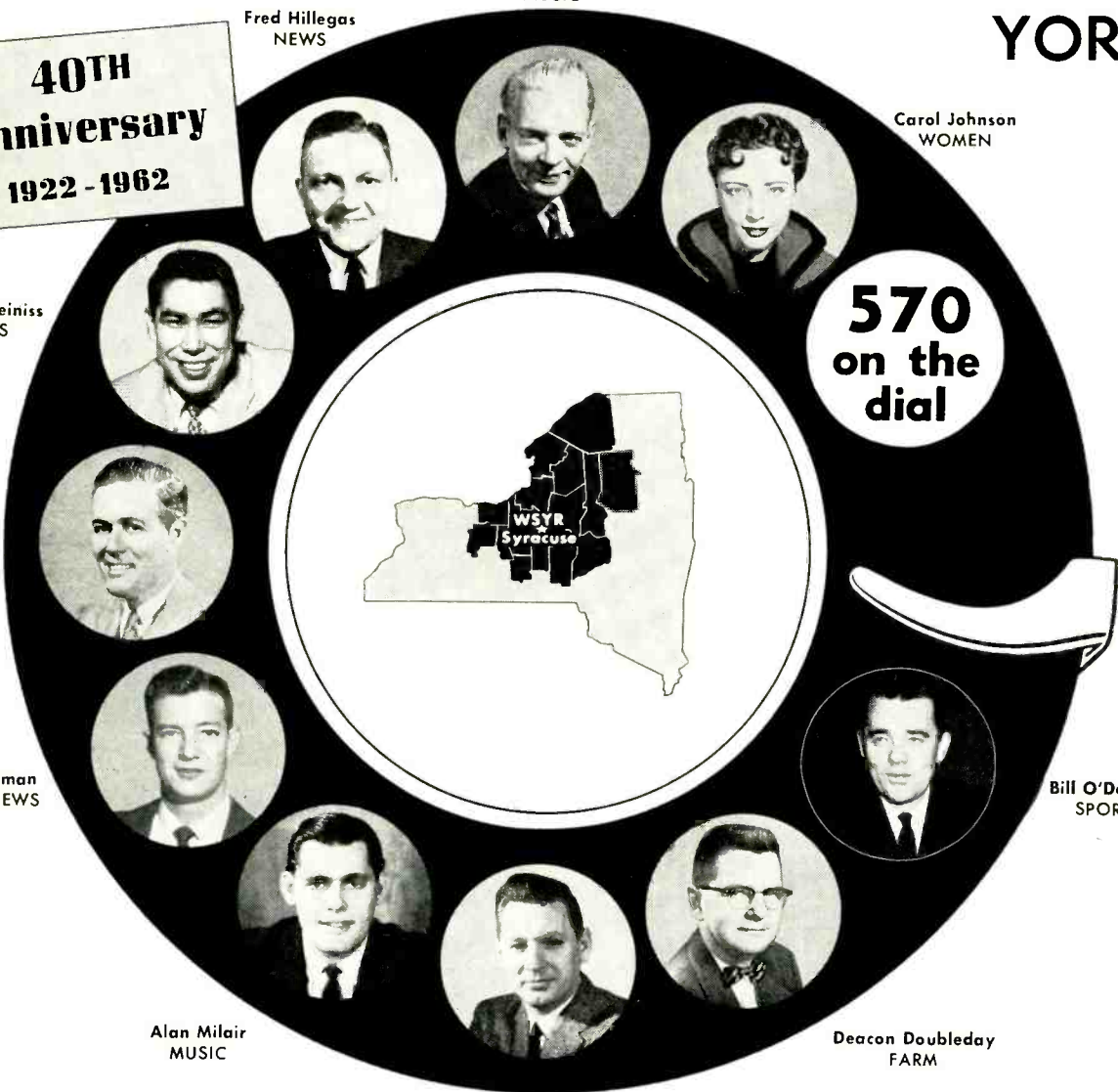
 **KHOU-TV**
HOUSTON
 **KOTV**
TULSA
 **KXTV**
SACRAMENTO
 **WANE-TV**
FORT WAYNE
 **WISH-TV**
INDIANAPOLIS
WANE-AM
FORT WAYNE
WISH-AM & FM
INDIANAPOLIS

Represented by H-R

STATIONS

The CALLMARK OF QUALITY RADIO IN CENTRAL NEW YORK

40TH Anniversary
1922 - 1962



Ed Murphy
MUSIC

Fred Hillegas
NEWS

Carol Johnson
WOMEN

Joel Mareiniss
NEWS

570
on the
dial

Elliot Gove
TIMEKEEPER

Richard Hoffman
BUSINESS NEWS

Bill O'Donnell
SPORTS

Alan Milair
MUSIC

Deacon Doubleday
FARM

John Gray
MUSIC

FIRST CHOICE IN A FIRST RATE MARKET

Top personalities, top programming, top facilities and top management combine to insure advertisers a really effective selling job in WSYR's 18-county service area. WSYR's big margin of superiority is confirmed by all recognized market coverage studies.

NBC

In Central New York

WSYR

Represented Nationally by

THE HENRY I. CRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO



5 KW • SYRACUSE, N. Y. • 570 KC

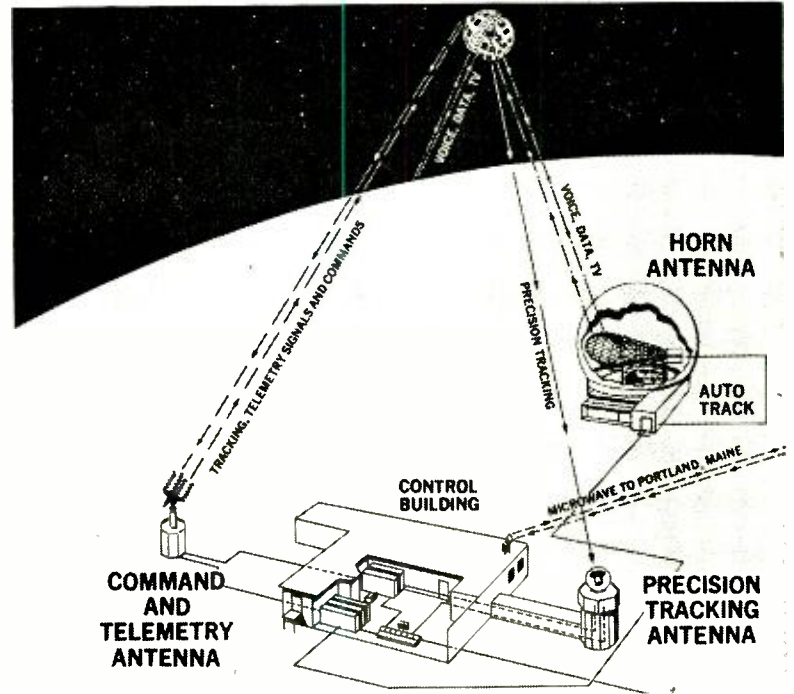
Telstar Intros the New Communications Age

World Salutes 'Old Glory' Via First Space Satellite

This is no ordinary photograph of Old Glory waving in the breeze. It is actually off the face of a TV receiver and represents the first history-making transmission via an actual communications satellite in outer space. The picture signal was bounced off AT&T's Telstar whose principal purpose was to test the reliability of active satellites for sending broad band microwave radio signals—accomplished with spectacular results. Theory gave way to proven fact as the pictures were received with excellent clarity at the Andover, Me., earth station, where it had originated, and also at Holmdel, N. J.; Goonhilly Downs, in England, and at the Pleumeur Bodou stations in France. The following night, Telstar scored again when the nation's three major networks aired the first east-west telecasts to the earth stations in France and England, across the tremendous span of the Atlantic. It was a glorious tribute to the American spirit of cooperation between business and government. This heralding of a new communications age holds undreamed possibilities for the future.



The following night, Telstar scored again when the nation's three major networks aired the first east-west telecasts to the earth stations in France and England, across the tremendous span of the Atlantic. It was a glorious tribute to the American spirit of cooperation between business and government. This heralding of a new communications age holds undreamed possibilities for the future.

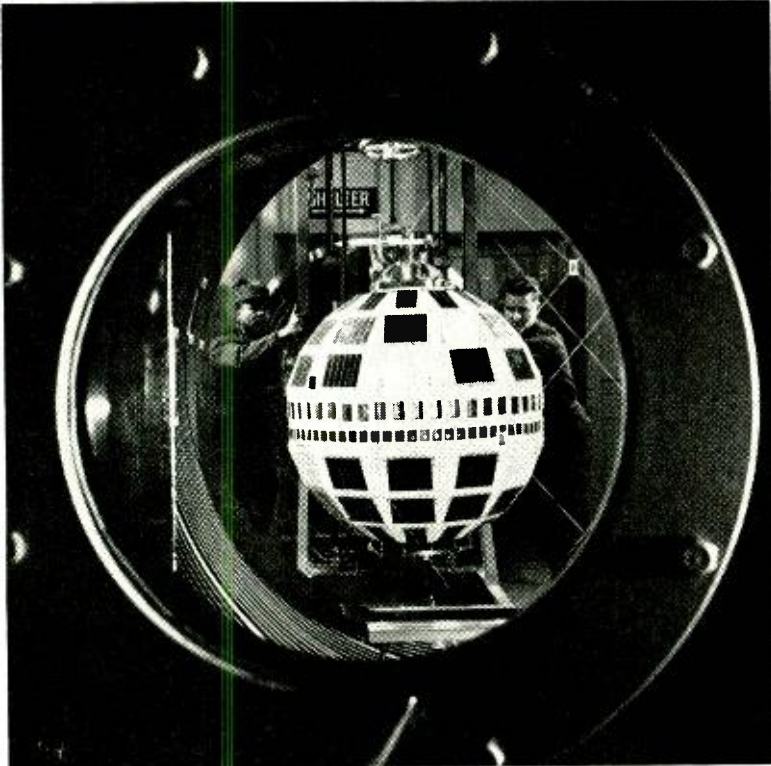


Earlier theoretical suggestions had been made that artificial "moonlets" be used for world-wide communications. But it remained for Bell Telephone Labs' Dr. John R. Pierce in 1954 to make the first concrete proposals that space satellites be used for overseas communications. This was three years before Russia's Sputnik I was orbited. In a technical paper published the following year, Dr. Pierce analyzed two methods for communicating via satellites: by reflecting signals off mirror-like "passive" satellites or by transmitting to "active" satellites which would catch and amplify the signals before retransmitting them back to earth.

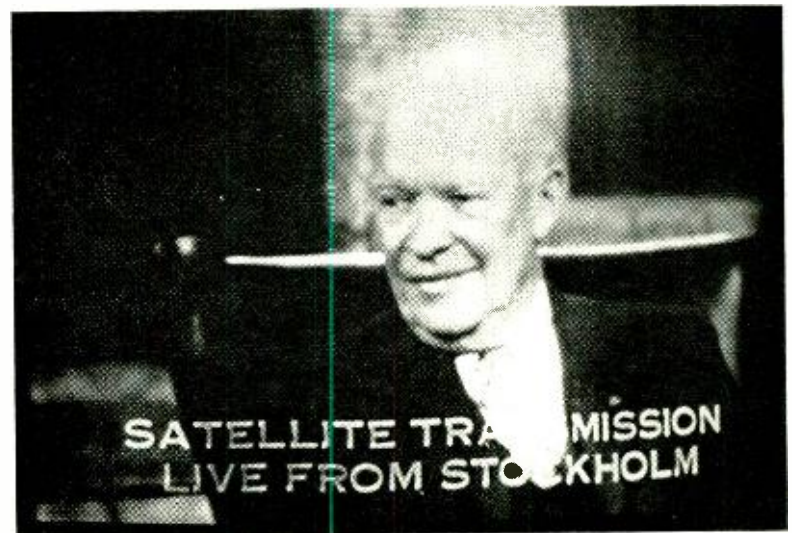
Echo 1, the National Aeronautics and Space Administration's ten-story-high reflecting balloon satellite, orbited in August 1960, proved Dr. Pierce's ideas. Voices and still photographs were "bounced" off Echo 1 in experiments in which Bell Labs and its unique Holmdel, N. J. horn antenna were major participants.

Then the Bell System launched its own experiment, Telstar, world's first satellite built and paid for by private industry. Within hours of its July 10, 1962, launching—made from Cape Canaveral by NASA, engineers had successfully sent conversations, TV and telephoto microwave transmissions from the station in Maine, up to Telstar in space—and back to earth.

It Took 400 to Produce



It took some 400 scientists, engineers and technicians at Bell Labs to develop Telstar and its associated microwave experiments. Here is one of the later steps in their mountainous labors to send world communications techniques hurtling forward. A satellite model is being put into a special thermo-vacuum chamber for tests to determine the thermal effects of sunlight on the actual 170-pound sphere, originally calculated to orbit at an altitude ranging from 500 to 3,000 nautical miles above the earth.



Here is the way American TV viewers saw former President Eisenhower in an NBC video network broadcast, via Telstar transmission, from Stockholm, Sweden.

ADAM YOUNG REPORT

NEWS
NEWS
NEWS
NEWS
NEWS
NEWS
NEWS
NEWS

“A recent experience at Adam Young Inc. documents the new role of today's representative and offers a glimpse into the future.

One of our radio stations instituted a new market concept. There was, of course, the special sales campaign alerting agencies in New York and eight other important advertising centers to the change. We prepared the sales presentation tape, evaluated programming, created the market story and produced an elaborate hard-cover promotion piece.

The "national salesman" of 20 years ago never would have believed it. Today's representative lives it. He and his stations believe in the promise of tomorrow. ”

ADAM YOUNG

INC.

STATION REPRESENTATIVE

3 East 54th Street, New York 22, N. Y. PLaza 1-4848

New York/Chicago/St. Louis/Los Angeles

San Francisco/Atlanta/Detroit/Boston/Dallas



Paul Ruhle on his way to work during the 1937 flood of the Ohio Valley. Chief announcer for WCMI, Ashland, Ky. at the time, he is now manager of WSIX, Nashville.



Robert E. Kintner, left, president, NBC, when he was a member of the New York Herald-Tribune's Washington bureau. He is shown here interviewing James M. Landis, then chairman of the Securities & Exchange Commission.



Tommy Tito, sales manager of WAZL, Hazleton, Pa., circa 1932.



J. Roy Stockton (back to camera) relays the progress of the 1921 National Amateur Golf Tournament in St. Louis. This was one of several tests of wireless equipment before KSD, St. Louis, took to the air in 1922. Stockton, now retired, was then a sports writer for the St. Louis Post-Dispatch.



Walter D. Scott, executive vice president of the NBC-TV Network, when he was a radio spot sales account executive for NBC in 1937.



George S. Dietrich, station manager of WNBC, New York, photographed in 1937.



C. Roy Hunt, when he was treasurer and general manager, KOIN, Portland, in 1931.



Eric Salline, photographed twenty-five years ago, is presently national manager, affiliate relations, for CBS Radio.



In 1937, Leonard H. Goldenson was assistant to the executive in charge of theatre operations for Paramount Pictures, Inc. He is now president of AB-Paramount Theatres and ABC.



Barry Sherman, executive vice president of WQXI, Atlanta, as he appeared twenty-five years ago.



The broadcast of the famous 1925 Scopes trial, covered exclusively by WGN, Chicago. Clarence Darrow, chief defense counsel, is at right holding fan.



President of Storer Broadcasting Co. in 1936, George B. Storer is now board chairman.

THE BRITISH BROADCASTING CORPORATION

Congratulates

RADIO – TELEVISION DAILY

on its

25 years of service to broadcasting

THE BRITISH BROADCASTING CORPORATION

is also proud of its own broadcasting service

BBC's first public sound broadcast service started 40 years ago on 14th November 1922

RADIO



1922: a musical broadcast from BBC, London



1962: a control room in Broadcasting House, London

BBC's television service, the first in the world, started regular broadcasting 26 years ago, on 2nd November 1936

TELEVISION



1936: Sophie Tucker sings before a single BBC television camera



1962: a "MAIGRET" episode is produced before six television cameras at Television Centre, London

In its 40th year the BBC provides three networks in sound radio, a national television network, and an extensive service of broadcasting to other countries. More than 25 million people look at BBC television and over 26 million people hear some BBC sound radio each day in Great Britain.

Over 14,500 hours of sound broadcasting are carried by the three networks in Britain each year.

Today the BBC broadcasts to the world outside Britain in 40 languages for some 86 hours each day.

BBC Sound Transcriptions distributed some 900 separate programmes in over 100 different countries last year.

DAILY

Of the considerable annual programme output of the BBC television network, over 85% is originated by BBC Television in its own studios or from its 27 film camera teams.

Last year BBC Television Enterprises distributed recorded programmes in 87 separate countries: the quantity involved represented an increase of 130% on the previous year's total, which was in turn an increase of 120% on the total for the year before that.

The BBC Television Film Department's annual output is equivalent to 700 full length feature films.

The Design Department of the Television Service provides scenery for 3,700 separate productions each year. One production set is completed every 20 minutes of every working day.

**CONGRATULATIONS
ON YOUR 25th ANNIVERSARY!**



**GOODSON
TODMAN**

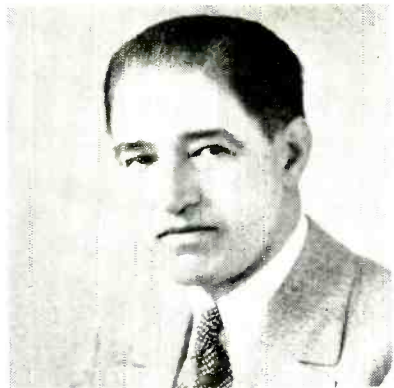
PRODUCTIONS

CREATIVE PROGRAMMING

375 Park Avenue • New York 22, N. Y. • Plaza 1-0600
9460 Wilshire Boulevard • Beverly Hills, Calif. • CRestview 4-7357



Seated, George F. Bissell, president and general manager of WEAV, and Gordon Besaw, then engineer. WEAV, Plattsburgh, N. Y., is a CBS affiliate which went on the air in 1935.



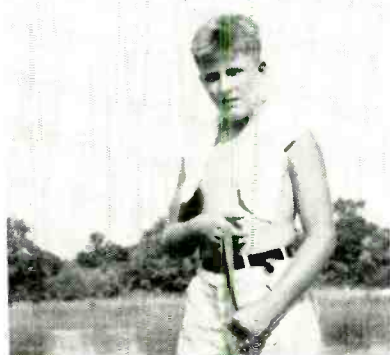
C. W. Myers, who organized KOIN, Portland, in 1926.



Bern Enterline at the microphone of WJBL in Decatur, 1938. He is now known as Rex Dale, and is with WZIP, Cincinnati.



William K. McDaniel is executive vice president, Radio Network, NBC. Photo was taken when he was a senior at Duke University.



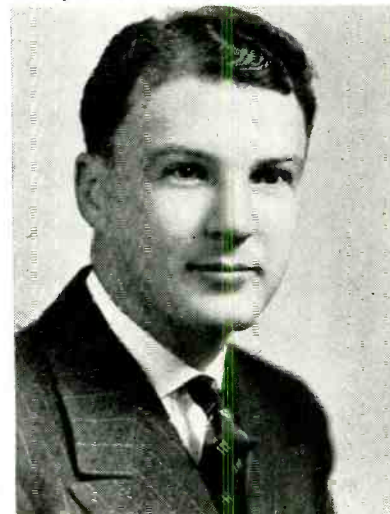
Stephen B. Labunski, photographed in 1937, is vice president and general manager of WMCA, New York.



Bob Hope and Shirley Ross in a scene from "Thanks For The Memory," a 1938 Paramount production.



W. E. Goetze, vice president of Time-Life, Inc. and KOGO-TV, San Diego, photographed twenty-five years ago.



In 1937, Clair R. McCollough was president of WEST, Easton, Pa. and WAZL, Hazleton, Pa. Today, he is general manager of the Steinman Stations.



David H. Morris, pictured when he worked on the American-Statesman newspaper in Austin twenty-five years ago, is president and general manager of KNUZ, Houston.



Sam Cook Digges was a columnist for the Washington (D. C.) Daily News twenty-five years ago. He is now administrative vice president of CBS Films.



James D. Shouse, vice president in charge of broadcasting at Crosley Broadcasting Corp. in 1937, is today chairman of the board.



In 1933, Charles H. Crutchfield, right, was master of ceremonies for a musical program by Arthur Wenige and the Ramon Brothers, on WBT, Charlotte. Today, he is executive vice president of WBT-AM-FM, WBTB, and WBTW.



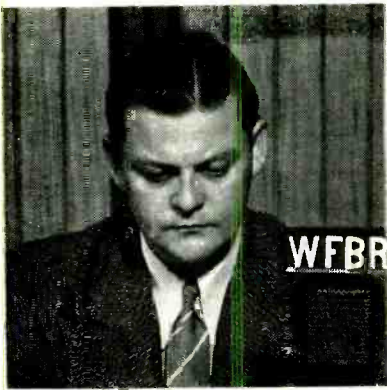
Robert K. King, (right) vice president of Capital Cities Broadcasting Corp. and general manager of WKBW-TV, Buffalo, pauses on his way to a remote broadcast from Guam in 1945 when he was assigned to Armed Forces Radio.

The lady was sitting enjoying her lunch at a Los Angeles outdoor restaurant when smoke began to billow from a nearby office building. "Fire! Call Channel 5!" she sputtered through a mouthful of chicken salad. ! But there was no need. KTLA's Telecopter and Telemobile already were on their way to the scene. Within minutes, regular programming on Channel 5 had been swept aside for live coverage of the blaze from the air and the ground. ! The lady hadn't told the Channel 5 News crew anything it didn't already know. But what was meaningful about her reaction was that she, like so many Southern Californians, no longer think of news or their city's welfare without automatically thinking of Channel 5. ! There's no wonder: Twenty-four minutes after the start of the Bel-Air fire, worst in the history of Southern California, KTLA's Telecopter-Telemobile remote broadcast phenomenon was at the scene with live coverage that lasted seventeen hours. ! It was the same with the Beachwood Canyon flood. The Hollywood Hills fire. The first Vandenburg Missile firing. The Democratic Conven-

FIRE ON 5 !

tion. The death of two Los Angeles newspapers. The visit of Nikita Khrushchev to Los Angeles. The Santa Fe Railroad disaster. The Pacoima air collision. The Kathy Fiscus tragedy. Ad infinitum. ! That's why in Los Angeles, Police and Fire Departments, in warning people to stay away from disaster areas, tell them to go home and watch it on Channel 5. ! That's why the Mayor of Los Angeles wrote to Station Vice-President and General Manager, Stretch Adler following the Hollywood Hills fire: "I stationed myself before the television and used your report as my official contact as to what was happening. ! That's why when the Southern California Radio and Television News Association handed out ten awards for excellence in Television News Coverage the night of October 4, six went to KTLA, more than had been won by a television station in a single year in the history of the Association. ! Whether you're seeking news, or sponsoring it, experience shows it pays to turn to KTLA, Paramount Television Productions, Inc. Represented Nationally by Peters, Griffin, Woodward, Inc.





Robert F. Hurleigh, president of the Mutual Broadcasting System, is shown above when he was a staff announcer in 1937 for WFBR, Baltimore.



Franklin Roosevelt and friend John Mack of Poughkeepsie, after they had just completed a broadcast on WKIP, Poughkeepsie, N. Y., in support of their candidates for local office in the early forties.



Robert Rich, vice president and general sales manager, Seven Arts Associated, when he was an undergraduate at Oberlin College in 1937.



Leonard J. Patrielli, shown directing a WTIC musical program in the early thirties, is today vice president in charge of programming for WTIC-TV, Hartford.



Walt Framer, with WWSW, Pittsburgh twenty-five years ago, is now executive producer of Walt Framer Productions.



Bernard Neary, before a CBS mike in 1927, is general manager of WGBS, Miami.



Herbert K. Landon, when he was publicity director for WOV, New York, in the late thirties. He now heads his own public relations and publicity firm.



President of Storer Broadcasting Co., George B. Storer, Jr., photographed twenty-five years ago.



During the 1940 campaign, Peter Grant, right, interviews Wendell Willkie, GOP presidential candidate, on WLW, Cincinnati. Behind Willkie is James Cassidy, then World War II correspondent and in the center is Cecil Carmichael, then head of publicity for WLW. Fred Thomas, former WLW staff newsman now associated with Cincinnati's ETV station WCET, is in far right corner.



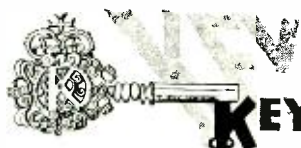
Robert E. Dunville, on the executive staff of WLW, Cincinnati, in 1937, is now president and general manager of Crosley Broadcasting Corp.



James Seiler (left), sound man, and writer Joe Brechner discuss "Detour to Happiness," a program aired on WRC, Washington, D. C., in 1940. Today, Seiler is head of ARB and Brechner is president and general manager of WLOF-TV, Orlando, Fla.



A 1927 photo of a Lakeside Park Ballroom dance, aired on WAZL, Hazleton, Pa. At center of stage is Kitty Kahler; to her right is Tommy Tito now WAZL sales manager; to the left Vic Diehm, now president and general manager of WAZL. Jack Robel, standing at Diehm's left is orchestra leader at the station.



KEY Broadcast Management, Inc.

405 Park Ave., New York 22, N. Y. Plaza 1-3366

KCOR San Antonio, Texas.
Leading Spanish station
in the southwest

WMMW Meriden, Conn.
serving Conn. from
Meriden-Wallingford

St. Louis, Mo.
Top Negro Station
in the market

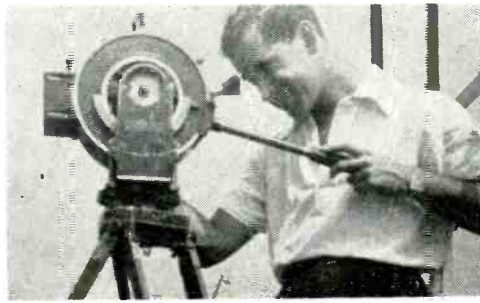
KATZ

 **KEY** Broadcast Management, Inc.

PEARSON
NATIONAL REPRESENTATIVES, INC.
JOSEPH SAVALLI, *President*
National Radio and Television Representatives
405 PARK AVENUE, NEW YORK • PLaza 1-3366
NEW YORK • CHICAGO • SAN FRANCISCO
LOS ANGELES • DALLAS • ATLANTA



Fred Mahlstedt, managing director, domestic and international operations, CBS Films, taken at the age of two.



Twenty-five years ago, Emanuel Kandell was doing freelance work for General Film Library. He is currently executive vice president of Bonded Film Storage.



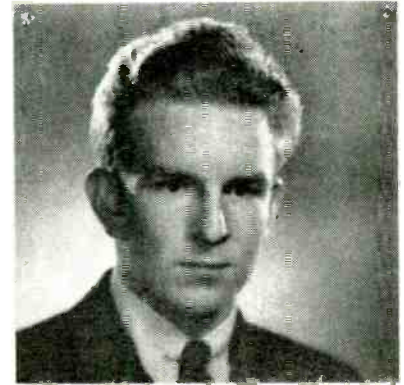
Pictured in the early '30's when he started his career with Columbia Pictures, Richard Carlton is now vice president in charge of sales for Trans-Lux Television.



Ralph N. Weil, now president of Key Broadcast Management, owner and operator of KATZ, St. Louis, KUOR, San Antonio, and WMMW, Meriden.



John B. Gambling presiding over his early morning gym class on WOR, New York, about 1925.



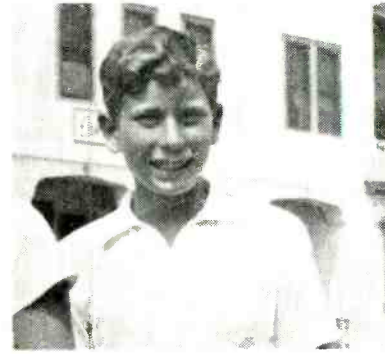
Paul Talbot, president of Fremantle International, in 1937.



William J. German when he was with Eastman Kodak Co. in Rochester. He is now president of W. J. German, Inc.



David I. Pincus, senior vice president of Transfilm-Caravel, 25 years ago was with Caravel Films.



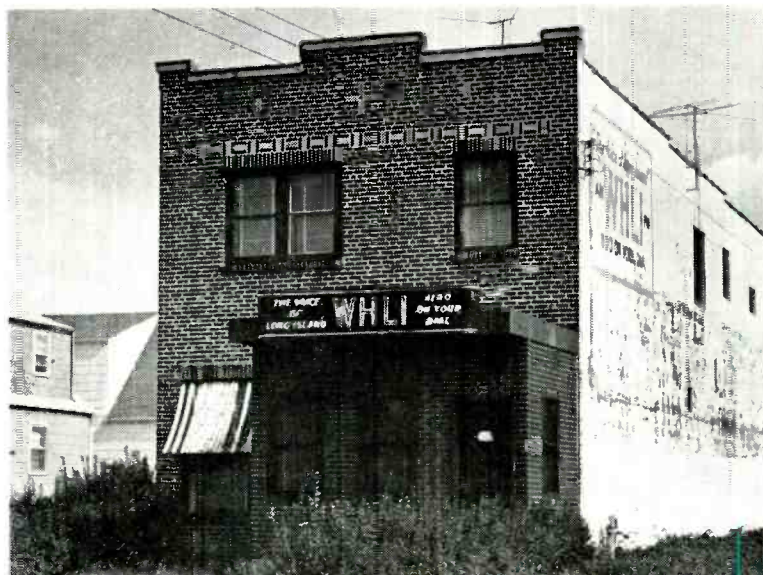
WINS sales manager Art Harrison, during summer vacation in Belle Harbour, 1937.



Frank C. Zucker, president of Camera Equipment Co., when he was working for the late B. K. Blake.



Williams B. Quarton, executive vice president, WMT, Cedar Rapids, Iowa, was a salesman for the station 25 years ago.



The original home of WHLI, shortly after the Hempstead station opened in 1947.



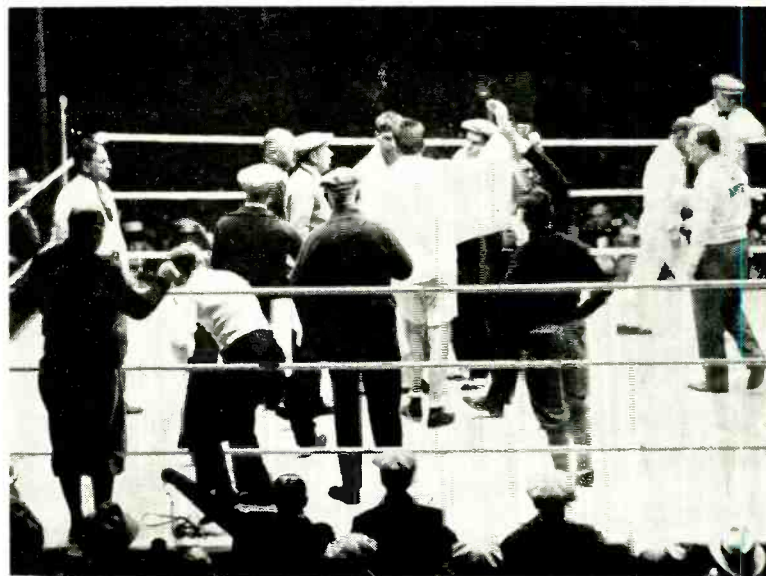
Television star Ralph Edwards, as he looked in 1937.

Bob
Hope

Hope Enterprises, Inc.
Hollywood, California



Twenty-five years ago, Herb Moss graduated from Cornell Law School and joined NBC as a producer-director. He is now president of Gotham Recording Corp.



WGN, Chicago, covered one of the most controversial incidents in ring history in 1927, at Soldier's Field, when Jack Dempsey met champ Gene Tunney in their second fight.



TV star Marty Ingels, currently Arch Fenster, of ABC-TV's "Tim Dickens ... He's Fenster."



Lester Tobias, alias Frank Leslie, created and played the part of the Italian schoolboy in Gus Edward's "School Days" with Walter Winchell and George Jessel. Today, he is booking manager at Seven Arts Associated.



Stanley Andrews dancing with Virginia Bruce in "People Will Talk," a 1935 Paramount production.



Ward L. Quaal, executive vice president and general manager of WGN, in a 1936 news broadcast on WDMJ, Marquette, Mich.



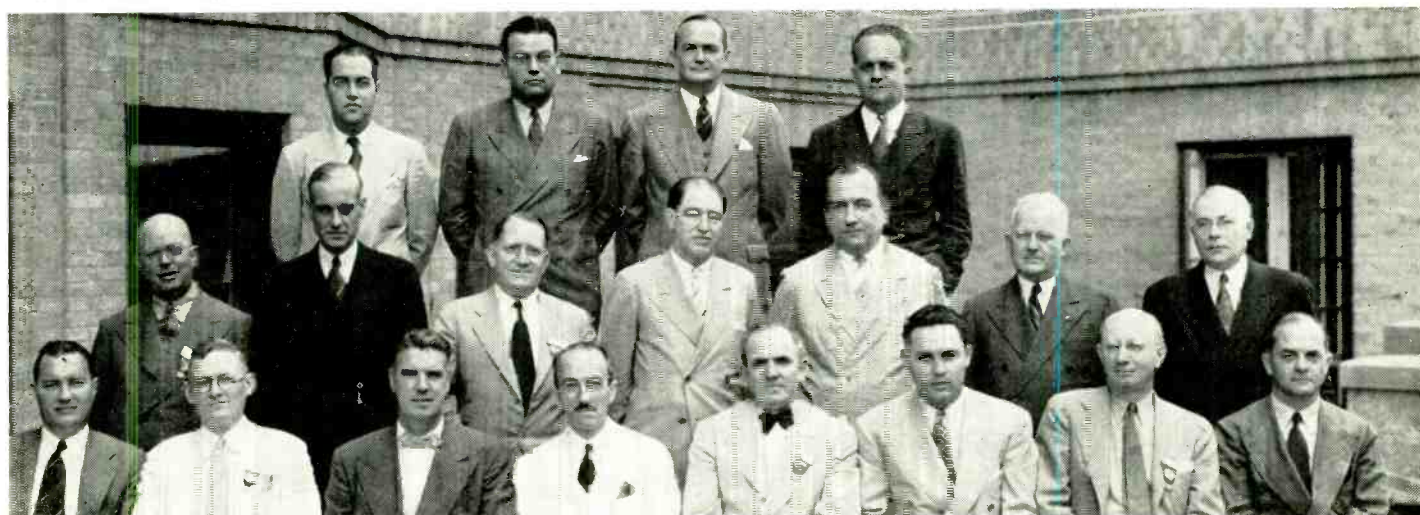
Thomas A. Edison on WOR, New York, in 1927, the 50th anniversary of his invention of the phonograph.



Bill Firman is currently assistant manager, CBS Radio Network Sales.



Preston Pumphrey, now director business affairs, for CBS Radio.

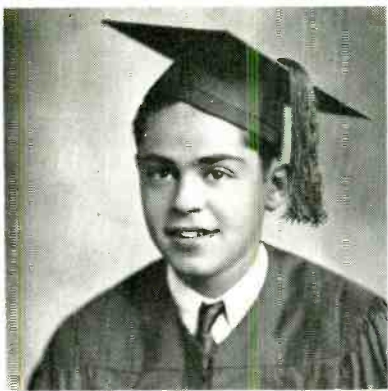


The Board of Directors of the NAB taken at their 17th annual meeting held July, 1939, in Atlantic City, N. J. Top row, left to right: Howard Lane, O. L. Taylor, Donald Thornburgh, Frank Russell. Middle row: Earl Gannons, George Norton, Jr., Clifford M. Chaffey, Chuck Myers, John A. Kennedy, Harold Ryan, 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.

ROGERS & COWAN, INC.

PUBLIC RELATIONS

BEVERLY HILLS — NEW YORK — LONDON — PARIS — ROME
TOKYO — MADRID



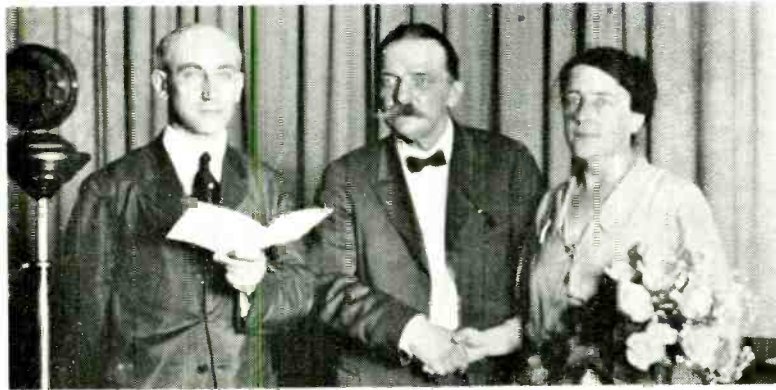
Mark Olds, WINS, New York, general manager, as he looked 25 years ago.



Michael Hyanus, president of Prime T. V. Films, Inc., with Judy Garland and Mickey Rooney, at the Capital Theatre in New York, 25 years ago.



C. Israel Lutsky, "The Jewish Philosopher," now in his 26th year on radio for Carnation Co.



One of radio's first weddings, performed on WOR, New York, by Mayor Frederick C. Briedenback of Newark, in September, 1922.



Listening to a WSB broadcast in 1922 are opera star Alma Gluck and her husband Efreim Zimbalist (right). With them is George Her, first chief engineer of the Atlanta, Ga. station.



Marvin Kirsch, Associate Publisher-General Manager of RADIO-TELEVISION DAILY, was vice president and business manager of Radio Daily in 1937.



Roger Clipp, in 1937, when he was business manager of WFIL, Philadelphia. He is now vice-president and general manager of the radio-TV division of Triangle Publications.



Arthur Simon, advertising manager of RADIO-TELEVISION DAILY, was general manager of WPEN, Philadelphia, 25 years ago.

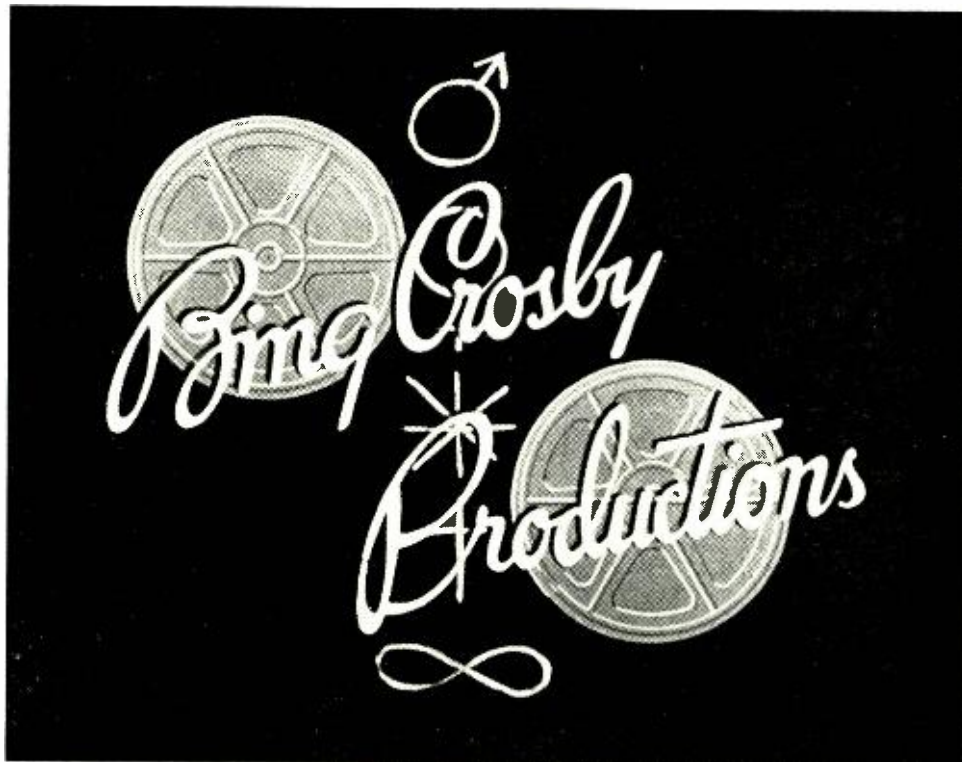


Two Pittsburgh listeners to KDKA tune in their Aeriola Jr., the first home receiver built by Westinghouse in 1921.



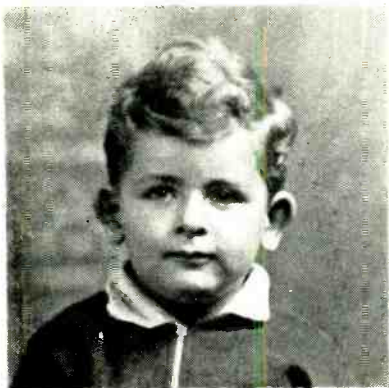
Elliott M. Sanger (left), now executive vice president of WQXR, New York, with the late John V. L. Hogan, co-founder of the station. Taken in 1940.

Creating Quality Programming



9229 Sunset Blvd. • Los Angeles 69, Calif.

CR 1-1171



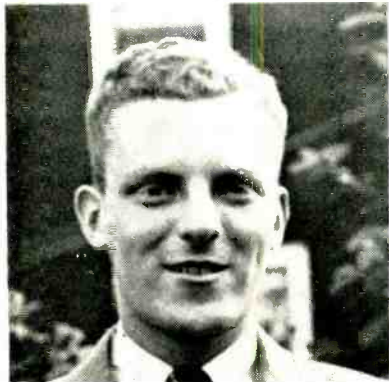
Harvey Chertok, director of advertising and publicity, Seven Arts Association, pictured at the age of three.



Gene Levy (third from right), at the Joe Louis-Max Schmeling fight in June, 1938, when Levy was a Free Lance Association cameraman. He is now vice president of Camera Equipment Corp.



William B. Gulette, president of Preview Theatres, while en route to Bermuda on his honeymoon in 1936, just prior to his founding of Preview Theatres, now in its 25th year.



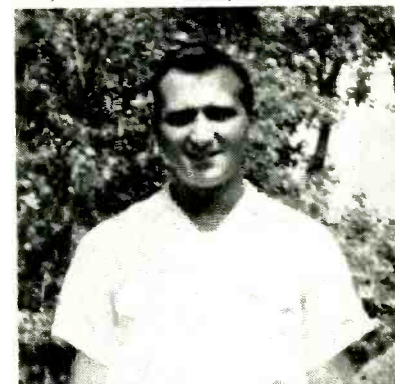
MBS' Charles King, director of station relations, as a freshman at Utica Free Academy 25 years ago.



Now president of the Straus Broadcasting Group, R. Peter Straus was attending school in 1937.



Now administrative director of MBS, Frank Miller was a high school freshman in 1937.



Norman Barnett when he attended NYU 25 years ago. He is now president of Barnett International Forwarders.



Arthur Hull Hayes when he was eastern sales manager of CBS spot radio sales in 1937. Today he is president of CBS Radio.



Neal Weed, vice president of Weed & Co., when he was v. p. in charge of the firm's Chicago branch in 1937.



Saul Jeffee, president of Movielab, Inc., as he looked in 1937, seven years after founding of his present company.



President and general manager of WLIB, New York, Harry Novik was owner of a ladies' ready-to-wear store in Stamford, Conn., in 1937.



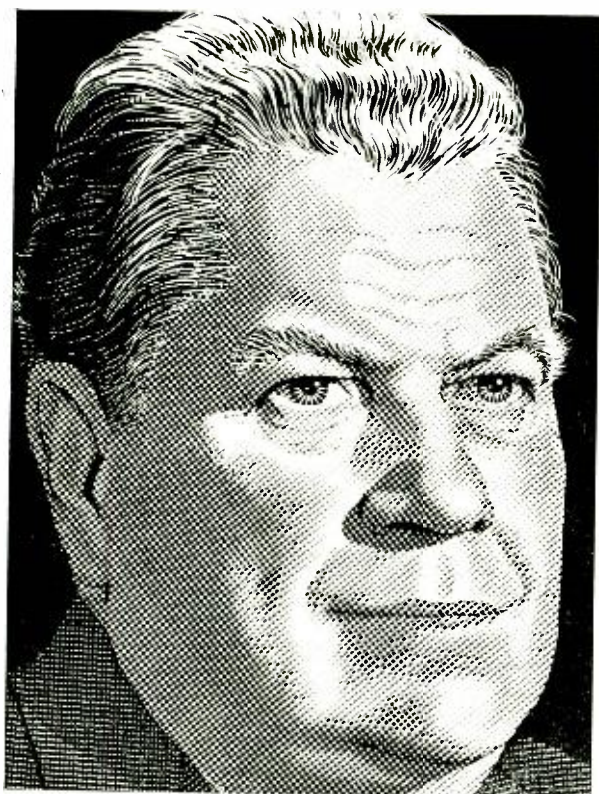
Alan E. Freedman, now president of DeLuxe Labs.



Studios of WHAT, about 1940. The Philadelphia station is now 37 years old.



Edward P. Curtis during World War I. He is now vice president of Eastman Kodak.



BRYAN MICHIE REPORTING FROM TWW

I would like to draw attention to some of the programmes produced by TWW. There are brief details below.

In addition, may I remind all TV producers that my programme purchases for TWW include the first run of many filmed series – exclusively for showing on the screens of our two and three quarter million viewers.

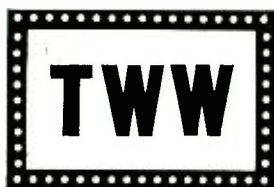
Bryan Michie

SOME 1962 TWW PROGRAMMES

- Dartmoor** A special feature on the most historic and notorious prison in Britain, including some exclusive 'inside' interviews. (half hour)
- Faces of Wales** The land of St David in 1962, specially written for TWW by the novelist Gwyn Thomas. (half hour)
- Dylan Thomas** An original film tribute to Dylan Thomas, produced by Jack Howells. (half hour)
- Land of Song** Music and song from Wales, starring Ivor Emmanuel. (45 minutes)
- Wales and the West** John Betjeman and Gwyn Thomas look at many of the interesting places in their region and give their own inimitable comments. (half hour)
- Hyperion** A sporting documentary highlighting the accomplishments of this famous racehorse, with interviews from The Duke of Norfolk, Sir Gordon Richards, Lord Derby and other distinguished figures. (half hour)

The Bath Festival is among many regional events from which special entertainments are devised. A number of TWW quiz programmes have subsequently received network production. The TWW Remote Unit has been used by CBS for special recordings in Great Britain.

Studios in Cardiff and Bristol



**INDEPENDENT TELEVISION FOR
SOUTH WALES AND THE WEST OF ENGLAND**

London Offices (visitors welcomed)

207 Sloane Street London SW1 (BELgravia 7000)



Mort D. Sackett, president of Commonwealth Film & TV, Inc., when he was an independent film producer.



Richard Hess, now assistant to the vice president, station administration, CBS Radio Network.



Les Learned when he was a staff engineer for WNYC, New York, in 1937. He currently is director of engineering at Mutual.



Fetzer Broadcasting's president, John E. Fetzer, in 1937.



Samuel H. Haims as he looked in 1937. He is now secretary-treasurer of Seven Arts Associated.



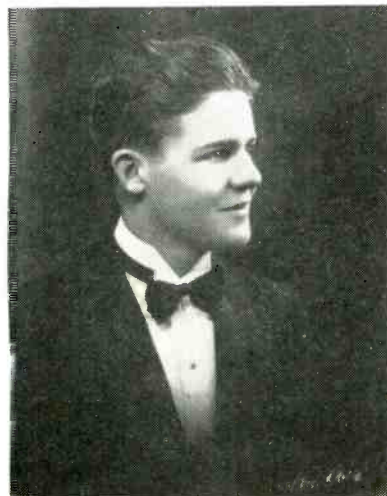
The Vatican's first radio station, HVJ, as it appeared about 1929. The station was designed and constructed by the IT&T Corp.



H. William Falk, RADIO-TV DAILY's associate editor, pictured at the age of five.



NBC television star Jack Paar, in 1937, when he was a member of the WCAF (now WRYT) announcing staff in Pittsburgh.



Matthew J. Culligan, recently named head of Curtis Publishing, as he looked 25 years ago.



John J. Karol, now vice president and director of special projects, CBS Network Sales, was director of market research.



Sam Cowling joined the "Breakfast Club" in 1937, and is still with the program.



A Prohibition debate between Clarence Darrow (left) and Wayne B. Wheeler, broadcast by WGN, Chicago, in 1925.



Thousands gathered in Detroit's Grand Circus Park in Oct. 1922, to hear a play-by-play report of the World Series over WWJ. A huge wooden loudspeaker was used to amplify the sound.



Over the years, KRON-TV has become a constant companion in most Bay Area homes. As Dr. Dichter's study proved, San Franciscans rely on KRON-TV for complete coverage of local and regional events. Are you using the best way to get your message into San Francisco Market homes?

KRON-TV 4

Affiliated with NBC/Represented by Peters, Griffin, Woodward, Inc.



Tom Tinsley, photographed twenty-five years ago. Today, he is president of WITH, Baltimore, and WLEE, Richmond, Va.



Twenty-five years ago, Red Buttons was working in burlesque.



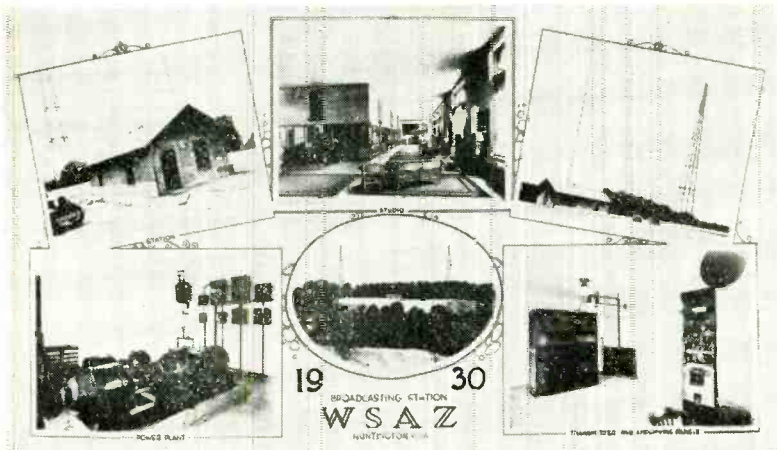
Dr. H. Stenmetz, one of radio's great pioneers, at WGY, Schenectady, N. Y. in 1922.



In 1932, Governor Joseph B. Ely fired the 'shot heard around the world' from General Electric's shortwave station WGY, Schenectady, N. Y.



Westinghouse Electric Corp. executives photographed at the dedication of the new transmitter antenna for KDKA, Pittsburgh, about twenty-five years ago. Ralph N. Harmon, extreme left, then headquarters engineer for Westinghouse radio stations and, next to him, Joseph E. Baudino, then chief engineer for KDKA, are currently Westinghouse vice presidents. The late W. C. Evans, third from the right, was president of the Westinghouse Radio Stations.



Broadcasting facilities of WSAZ, Huntington, W. Va., as they appeared in 1930.



Red Barber, broadcasting over WLW, Cincinnati, in 1937.



Robert S. Maslin, Jr., president of WFBR, Baltimore, when he was advertising and publicity director of the station in 1937.



Twenty-five years ago, Bill Michaels was assistant editor of the San Antonio Express. He is now v.p., TV operations, Storer Broadcasting.



Chuck Goldstein, president of Chuck Goldstein Productions, was one of the original "Modernaires" with Paul Whiteman.



When WWRL, New York, went on the air in 1926, this was one of its studios.

effective
NOW!

Another forward step.
We have moved.
Our building is brand,
spanking modern; our
broadcast facilities are
the ultimate of this
electronic age; and our
plumbing is all indoors.

KLAC & KLAC-FM
5828 Wilshire Blvd.
Los Angeles 36
WEBster 7-0110

KLAC
DIAL
570

KLAC FM
570



William P. White when he was an announcer at KFJB, Marshalltown, Ia., 25 years ago. He is now manager of the station.



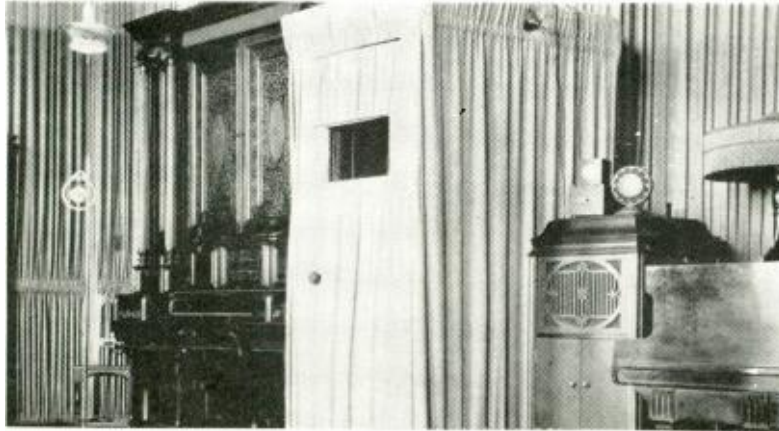
Frank Pellegrin was general sales manager for Central State Broadcasting System in Nebraska, 25 years ago. He is currently executive vice president and secretary of H-R Reps.



Frank Silvernail, now retired, was a time buyer at BBD&O.



Gerald Maulsby, CBS director of network operations, when he was a staff member of the web's operations division in 1937.



The studio and booth of General Electric's Station WGY in Schenectady, 1932.



Harry Albus, trade and business news editor for Metropolitan Broadcasting, was assistant radio editor of the N.Y. American.

Members of the Firm—

Members of the Staff ... of the Prestige RAHALL RADIO STATIONS

Offer Sincere Congratulations to

• RADIO TELEVISION DAILY •

on your 25th ANNIVERSARY



**No. 1
RADIO**
Tampa - St. Petersburg,
Florida
Sam Rahall, Manager



**No. 1
RADIO**
Allentown-Bethlehem-
Easton, Pennsylvania
"Oggie" Davies, Manager



**No. 1
RADIO**
Beckley,
West Virginia
Tony Gonzales, Manager



**No. 1
RADIO**
Norristown-Philadelphia
Area
John Banzhoff, Manager

also WQTY... our new station in Jacksonville, Florida

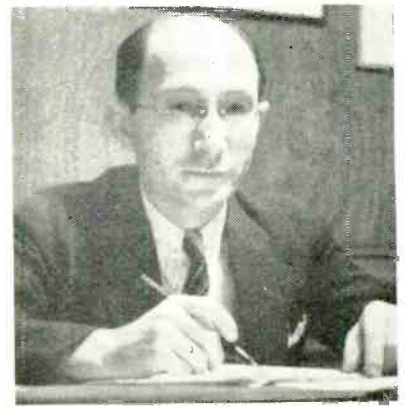
Represented Nationally by H-R, New York — WQTY represented by the BOLLING CO.
N. Joe Rahall, President — "Oggie" Davies, Gen. Mgr. — Rahall Public Service Stations



William Van Praag, president and executive producer for Van Praag Productions, in 1937 when he was doing motion picture producing and editing.



Members of the KFH staff in Wichita, Kan., 1937. Left to right: Vernon Reed, Bruce Benymer, Marcellus Murlock and Ben Hammond.



Roger Wayne of WHLI, Hempstead, when he was station program director at WCNW, now WLIB, New York.



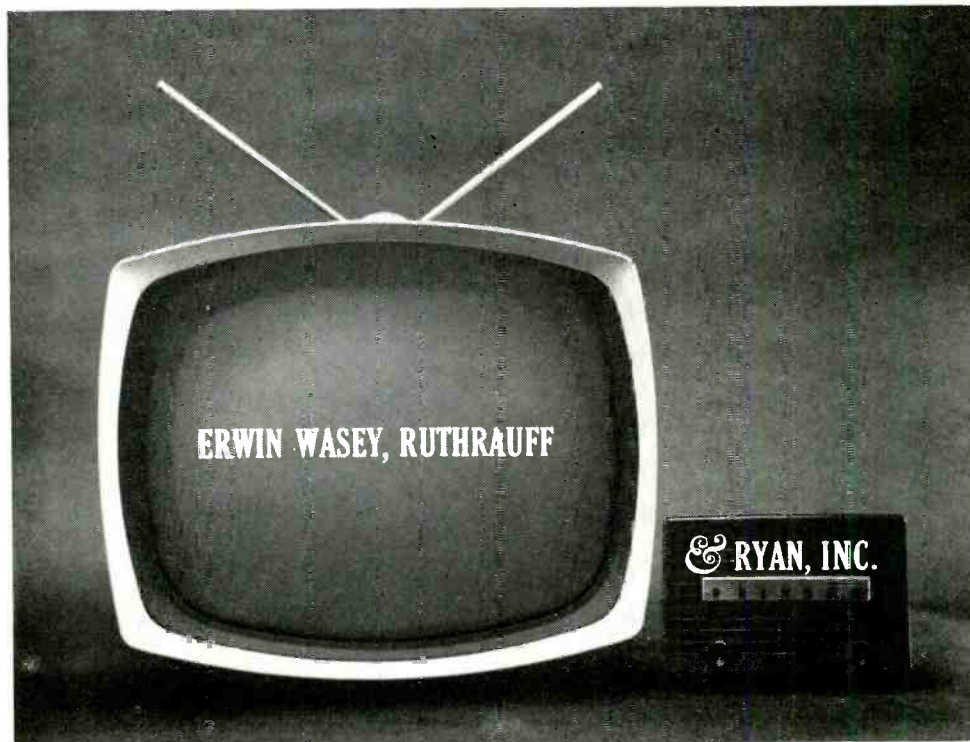
Lee Ruwitch as he appeared in 1935. Today he is general manager of WTVJ, Miami.



Martin Block of "Make Believe Ballroom" fame, with Hoagy Carmichael in 1937.



Niles Trammell (left) when he was named president of NBC, in 1938. With him is Sidney Stortz, who replaced Trammell as v.p. in charge of NBC, Chicago. Trammell is now president of WCKR & WCKT-TV, Miami.



NEW YORK • CHICAGO • LOS ANGELES • PHILADELPHIA • PITTSBURGH • HOUSTON • ST. PAUL
SAN FRANCISCO • GLASGOW • NEWCASTLE-ON-TYNE • LONDON • TORONTO • MONTREAL



When We Were Five And Twenty

(Dedicated to Radio-TV Daily on its 25th Anniversary and with a nod of thanks to A. E. Housman)

When we were five and twenty
Our happiness knew no bounds
Accounts we had aplenty
And millions liked our sounds.

When we were five and twenty
We heard many a wise man say
Even greater success is ahead for you—
Now we are six and twenty
And 'tis true, 'tis true.

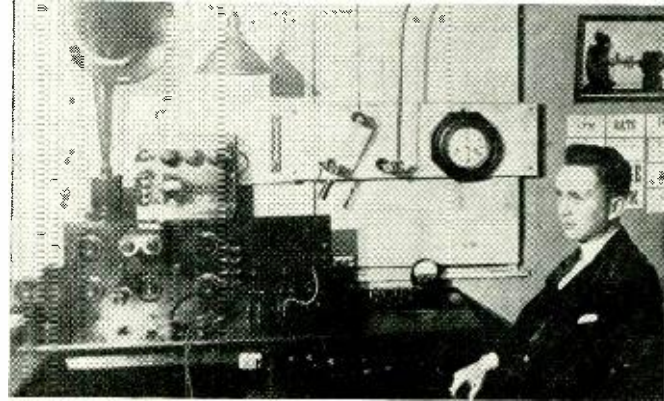
*America's No. 1
fine music station for 26 years.
Radio station of The New York Times,
229 West 43rd Street, New York 36.*



Shamus Culhane when he worked on Walt Disney's 1937 production of "Snow White." Today, he is executive producer at Culhane Film Studios.



George Burns and Gracie Allen in their 1936 radio program with Ray Noble.



William H. Reuman, president of WWRL, New York, N. Y., at the transmitter of the station when it went on the air Aug. 26, 1926.



Mitchell Wilson in 1938; he is currently president of WTVJ, Miami.



Herman Grizzard and F. C. Sowell celebrated WLAC's fourth anniversary in 1930. Sowell is now vice president and general manager of WLAC Radio, Nashville.



Dan Euright, co-owner of WGMA, Hollywood, Fla., as he appeared twenty-five years ago.



Jo Ranson, senior editor of Sponsor Magazine, was radio editor of the Brooklyn Daily Eagle twenty-five years ago.



In 1937, Lionel F. Baxter was an announcer at WAPI, Birmingham; today, he is vice president for radio operations at Storer Broadcasting Co.

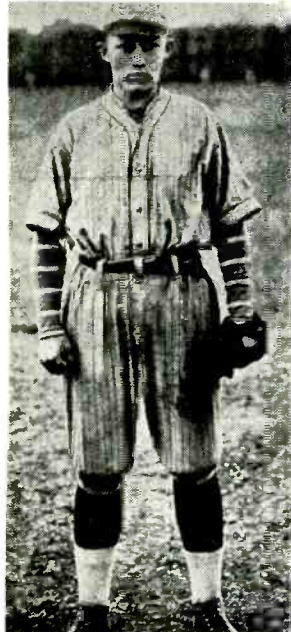
Art Nisson, top, assistant media director at Kastor Agency, with Bob Stewart, account executive at John H. Dunham Co., as they appeared in 1938.



The first six announcers at WGY, Schenectady, N. Y. in 1922. Left to right: Edward Smith, now general manager at WCMB, Harrisburg, Pa.; William Fay; A. O. Coggeshall; Robert Weidow, Kolin Hager and Carl Jester.



Sam Serota, publicity director of WPEN, Philadelphia, when he was with the station in the early thirties.



Bing Crosby, during his college days at Gonzaga University, Spokane, Wash.

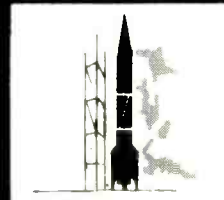


M. S. Novik, radio and TV consultant, member, U.S. Advisory Commission on Information, was a director of WEVD, New York, in 1937.



Zel de Cyr, radio and TV actress and announcer, when she was doing children's radio shows twenty-five years ago on WOR, New York.

Greetings from CENTRAL FLORIDA



MISSILES



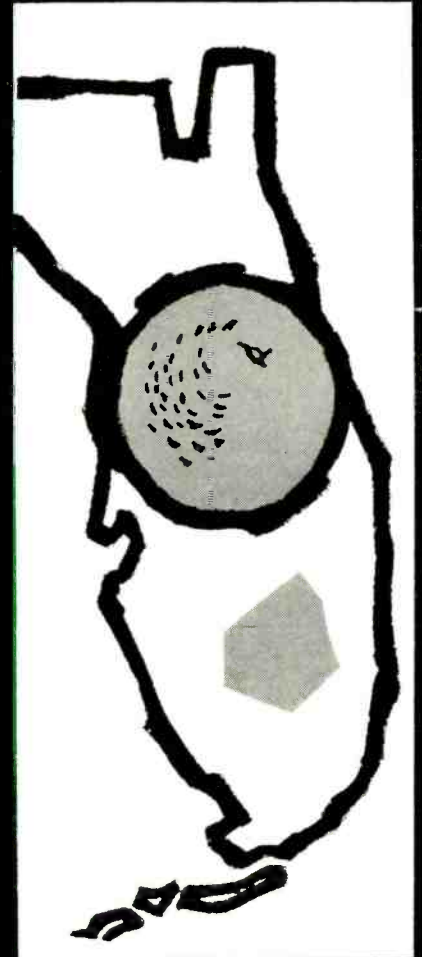
COMMERCE



AGRICULTURE



TOURISM



POWERFUL 9 WLOF-TV • abc Orlando, Florida



The first known reception of television images in an airplane, May 31, 1932, staged by Don Lee Television pioneer Harry L. Lubcke. Members of the Los Angeles press and key Don Lee executives were aboard the Western Air Express tri-motor plane.



Jules Herbuveaux, now retired, when he was a producer at WMAQ, Chicago, 25 years ago. He later became vice president of the station. At right is Charles Townsend, engineer.



Charles A. Sprague, general manager at WMAN, Grand Rapids, when he was at WOWO, Ft. Wayne, in 1932.



Two former veterans of KCRC, Enid, Okla., in 1935. H. P. Hale (left), with Bill Marshall.

Happy
25th
Anniversary



Radio-
Television
Daily

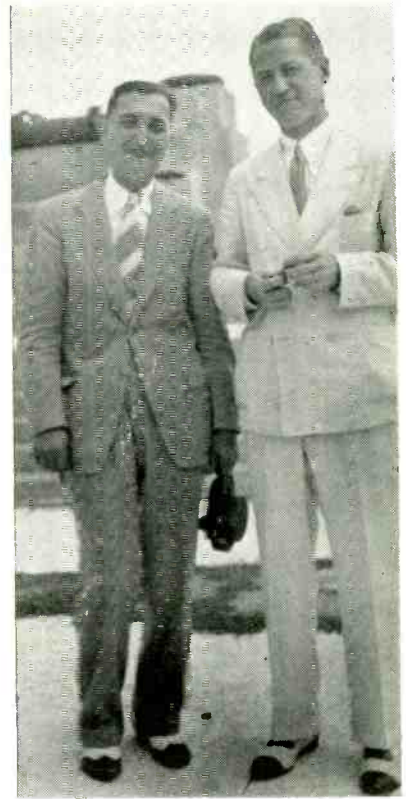
1480 KC.
LA EMISORA DEL
CORAZON LATINO



Raymond Katz in 1937, when he was associate programming director of WHN, New York, with Radie Harris, Hollywood commentator for the Movie Club.



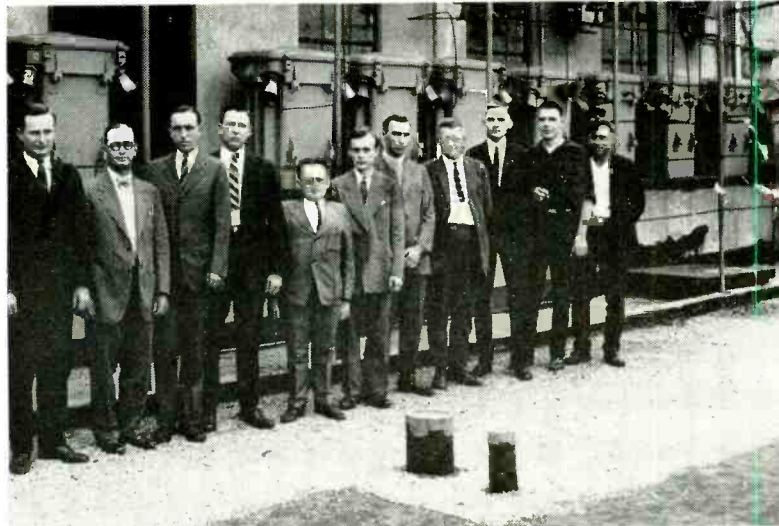
The nation's first television remote unit displayed in Rockefeller Center by the National Broadcasting Company in 1938.



George Shupert (right), with Fred Stratman in Havana, Cuba, in 1937, when both were in investment banking. Shupert is now vice president of 20th Century-Fox TV International; Stratman now lives in California in retirement.



Storer Broadcasting Co.'s treasurer Harry A. Steensen, when he was a certified public accountant in Toledo, Ohio, in 1937.



Personnel at KYW, Cleveland, in the late 1920's. Left to right: Walter Evans, Ernst Gager, D. A. Myer, H. E. Randol, Charles Heinz, John Michaels, Claude Sheets and Fred Hill. Others unidentified.

WEJL SUPPORTS "RADIO FREE EUROPE" AS A MAJOR PUBLIC SERVICE ACTIVITY

Believing that RFE represents one of America's first lines of defense against Communism . . . WEJL backs it fully with its facilities and its staff. WEJL is the only station in America to win the national competition for promotion of Radio Free Europe three times.

WE ARE PROUD, TOO, OF . . .

40 AP AWARDS FOR NEWS EXCELLENCE . . . 10 NATIONAL SAFETY COUNCIL AWARDS . . .
TWO GOVERNOR'S TRAFFIC SAFETY AWARDS . . . TWO "RADIO GETS RESULTS" AWARDS
. . . 40 YEARS OF PUBLIC SERVICE.



REPRESENTED NATIONALLY
— BY —
THE MEEKER COMPANY



SCRANTON 1, PENNSYLVANIA



Actual Communist gun tower on the border between Czechoslovakia and West Germany.

WE'RE CELEBRATING TOO!

Our 35th Year of Service to the
Important Ethnic Markets of New York

SPANISH — ITALIAN — NEGRO

WADO—The Award Winning Quality Station
—The Station With New Concepts and Ideas
Tailor-Made for Your Product to Reach a Rich
Growing Market of Nearly 5 Million Customers

WADO - 1280 K.C.

First in Coverage

First in Community Service

First in Media — Marketing — Merchandising

WADO - 1280 K.C.

444 Madison Avenue
New York, New York

A Subsidiary of Macfadden-Bartell Corporation



C. N. Layne, left, when he was chief engineer of KVNU, Logan, Utah, with Reed Bullen, general manager of KVNU since the station went on the air in 1938.



Harry A. Batten, one year after he had been elected president of N. W. Ayer & Son, Philadelphia, in 1937. Today, he is chairman of the board for the agency.



Paul S. Wilson, salesman with WINS, New York, was a radio salesman for CBS in Chicago.



These famous radio pioneers gathered at the New York World's Fair in celebration of "De Forest Day." Left to right: the late Dr. Lee de Forest, widely known as the "father of radio"; Dr. Ernst F. W. Alexanderson, inventor of the Alexanderson alternator; Major Mack Horton, Dr. de Forest's first chief operator; and Frank Conrad, first manager of KDKA, Pittsburgh.



A meeting of Westinghouse Radio Stations' plant managers in 1936 at Chicopee Falls, Mass. Left to right: Sherman Gregory; Joseph Baudino currently WBC vice president in Washington; the late Ernst Gager; H. E. Randol; Dwight A. Myer; A. C. Goodnow; and Gordon Hawkins.



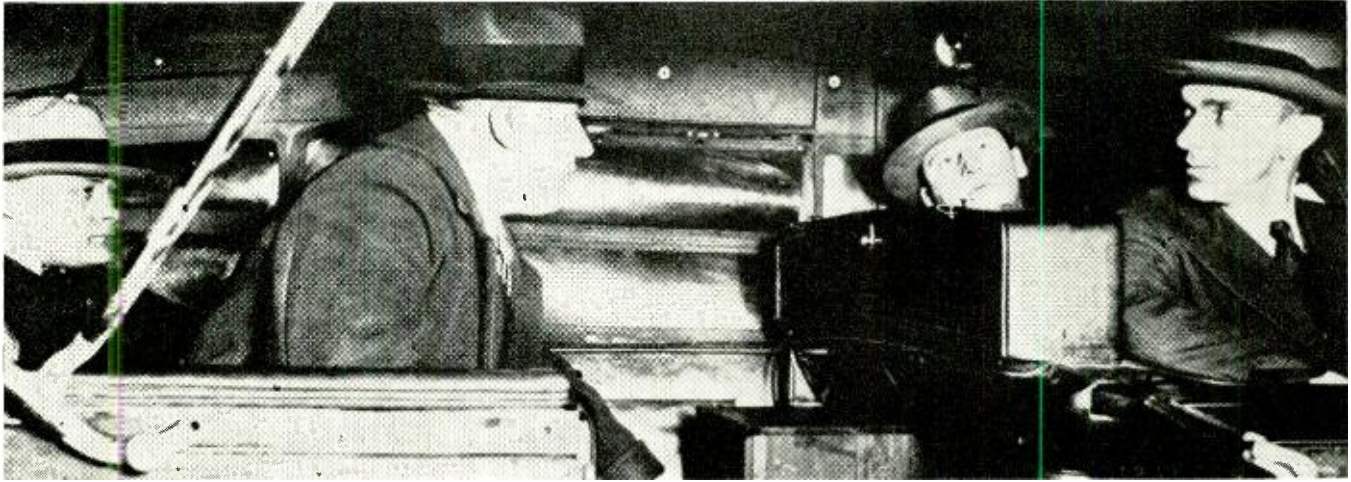
Donald W. Thornburgh, now with the Evening Bulletin in Philadelphia, was v.p. in charge of CBS Pacific office and manager of KNX, Los Angeles.



In 1921, Raymond Guy was announcer and engineer at WJZ in Newark, N. J.



Lowell Thomas, famed newscaster, in 1937 when he reported the Coronation in London.



WGN made the first test in 1929, of installing radios in the cars of the Chicago Police force. This led to the nationwide use of radio receivers in police squad cars. Carl J. Meyers, director of engineering for WGN, Inc. is at the extreme left.

Congratulations to
RADIO-TELEVISION DAILY
From
MARS BROADCASTING INC.
STAMFORD, CONN.

PRODUCERS OF

DICK CLARK RADIO SHOW

STARTESTS

MIKE WALLACE ASKS

PROMOTION OF THE MONTH CLUB

FUNTESTS

DEMAND RADIO

SCRAMBLED SING-ALONG



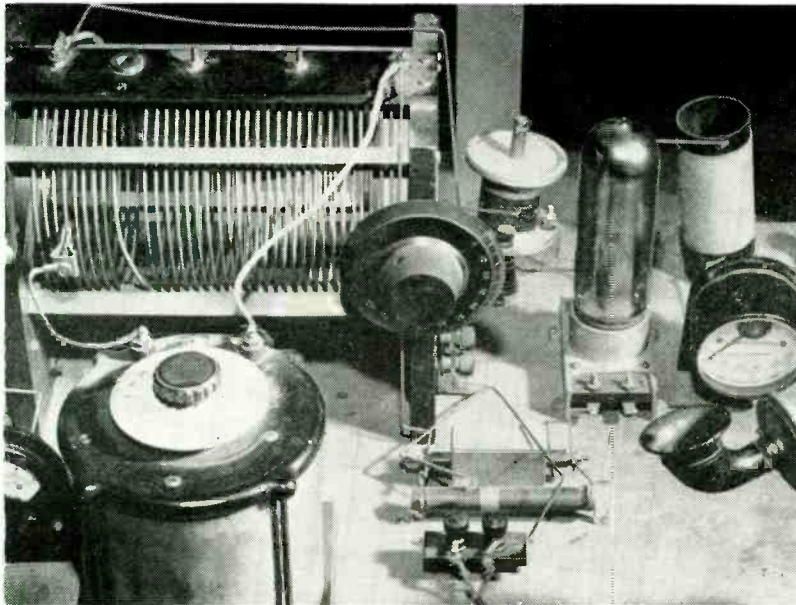
Jack Shandlin, an independent musical director, is shown conducting a 1937 NBC broadcast.



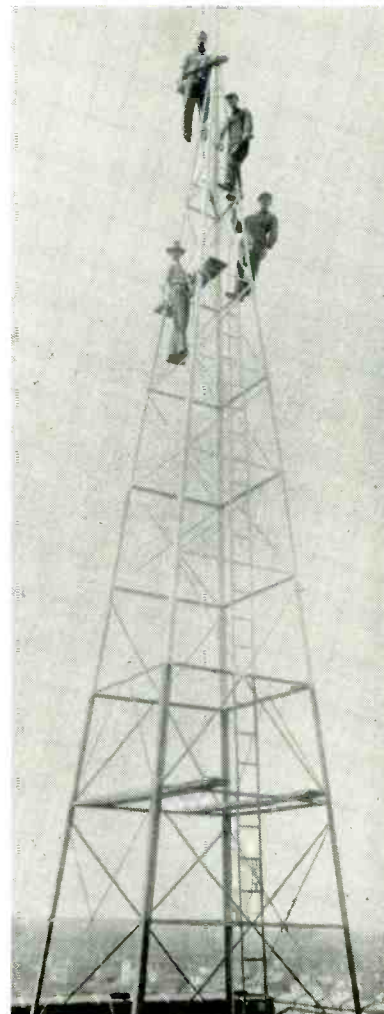
A 1936 broadcast at WHA, University of Wisconsin station in Madison. Left to right: Aleen Anderson, Mel Bartell, Jerry Bartell, Eloise Kummer, and Vic Perrin. Mel and Jerry Bartell are now members of Bartell Broadcasting Corp.



Ulmer Turner, news commentator on WBKB, Chicago, was a news analyst for WENR.



KFI, Los Angeles, went on the air April 16, 1922 with this five-watt transmitter.



In the '30's, WBTM, Danville, Va., used two 50-foot windmill towers to support 'T' type antennas. One is shown above.

SPECIAL
RELEASE
WHNB-TV
NEWS DESK

CHANNEL 30

TV - NEWS - O - GRAM

1422 New Britain Ave., West Hartford, Conn.
NBC EXCLUSIVELY IN CONNECTICUT

WHNB-TV
THE DYNAMIC
FORCE IN
CONNECTICUT
TELEVISION

MR. ARTHUR PERLES, EDITOR
RADIO - TV DAILY
1501 BROADWAY
NEW YORK, 36, N. Y.

CONGRATULATIONS. FOR TWENTY FIVE YEARS RADIO - TV
DAILY HAS DISTINGUISHED ITSELF IN ITS COVERAGE OF
THE BROADCASTING INDUSTRY. THOSE OF US HERE AT
CHANNEL 30 SALUTE YOU AND EXTEND SINCERE WISHES
FOR THE FUTURE.

ROBERT W. BRAY
VICE-PRESIDENT, GENERAL MANAGER
WHNB-TV, CHANNEL 30

1953
OUR TENTH
ANNIVERSARY
1963

CONNECTICUT'S MOST COLORFUL TV STATION



**FRIEND OF
THE FAMILY**

NBC AFFILIATE



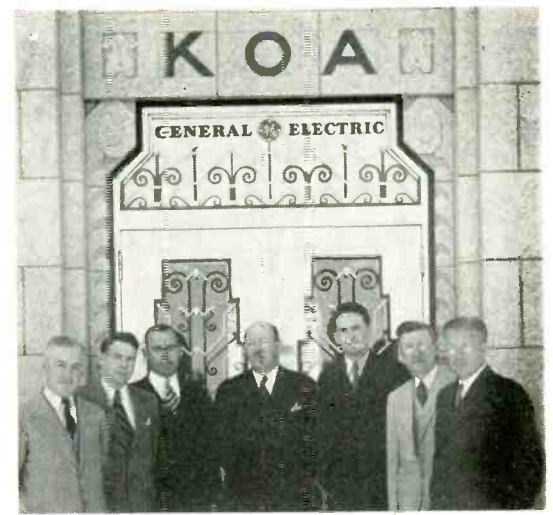
Dwight S. Reed, executive vice president of I-R Repts, in 1937 was manager of Headley-Reed.



Keystone Broadcasting's President Sidney Wolfe, when he was practicing law in 1937. Pictured with him is his daughter.



Invitation issued to Charles A. Alicoate, publisher of RADIO-TELEVISION DAILY, for the first annual conference of the Television Broadcasters Association, in 1944.



Final inspection of the new KOA, Denver, transmitter being made by an engineering & designing group. Left to right: Arthur L. Jones, G.E.; R. H. Owen, NBC; Raymond Guy, NBC; William S. Hedges, NBC; R. C. Jensen, GE; A. E. Nelson, KOA.



Herbert Hoover before the WCAU, Philadelphia, microphones. He issued the station's first broadcast license in 1922.



Robert A. Bories in 1923. Today he is president of Robert A. Bories Co., program producers.

IT'S YOUR CHOICE...IT ALWAYS WAS!

You could always buy from our **400 FEATURES** just **ONE** of your choice

you can buy **GOLDEN AGE of COMEDY** or **PIED PIPER of HAMLIN** or **ANIMAL FARM** or **ANY** of our **SPECIAL** features

Greatest expose on evils of Communism. A full-length color cartoon

all our products are individually priced.

EXCLUSIVE DISTRIBUTORS OF THE **60 LAUREL & HARDY** two reels and **13 LAUREL & HARDY** features



Prime



Films, inc.

120 West 57th Street
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MID-WEST OFFICE
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Central 6-1805

WEST COAST OFFICE
Ertlinger Associates
6000 Sunset Blvd.
Hollywood, California
Hollywood 2-6635

NORTHEAST OFFICE
Northeast Telepix Associates
Ted Swift
80 Baylston Street
Boston 16, Mass.



Jules Dundes, vice president and general manager at KCBS, San Francisco, photographed twenty-five years ago.



In 1940, WRGB, Schenectady, N. Y., ran its first television tests at its studios. There were about four such sets in operation at the station.



Donald K. Clifford was vice president of Pedlar & Ryan twenty-five years ago. He is now chairman of the board of Doherty, Clifford, Steers and Shenfield.



In 1929, WFBR, Baltimore, broadcasted ceremonies honoring the Rainbow Division veterans, a famed division of World War I. 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.



Jules M. Collins joined ASCAP in 1937 as manager of the radio department in charge of licensing stations. He is currently sales manager of the organization.

Heartiest Congratulations to
RADIO-TELEVISION DAILY

On the Occasion of Your
SILVER ANNIVERSARY

and

my sincerest thanks to

DICK POWELL

For My Two Great Roles in

"THE BIG DAY" (Dec. 25th)

and

"EVERYBODY LOVES SWEENEY"

Yours



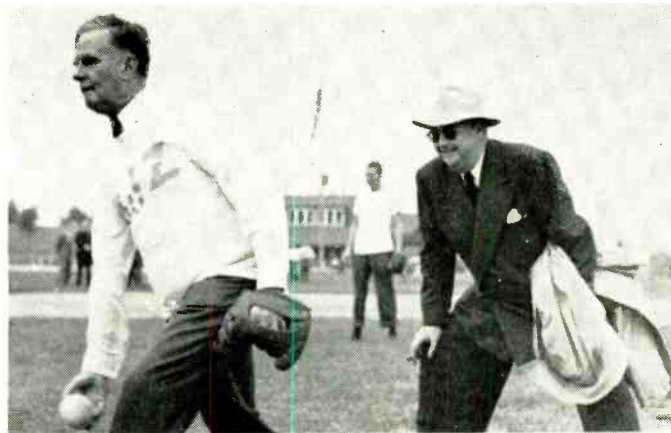
Represented by: WILLIAM MORRIS



Economee TV's v.p. & general manager Pierre Weis, when he was traveling from France to the United States in 1937.



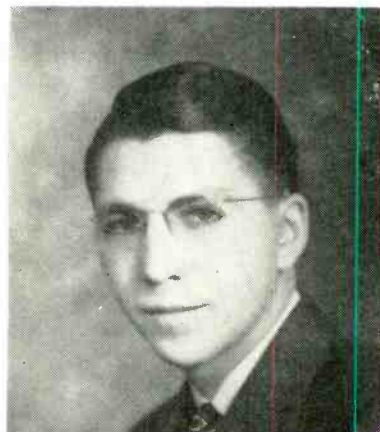
Anthony Tarell in 1937. He is now treasurer of Atlantic Television.



Paul Whiteman calls the balls and strikes at an industry outing in the early '30's. Pitching is Ed Noble, then with WJZ, who later became president of Lifesaver Corp.



Elliott Stewart (wearing hat) conducting his "Man on the Street" show at WBIX, Utica, N. Y., in 1936. He is presently executive vice president and station manager.



Now president and general manager of WJTN Jamestown, N. Y., Simon Goldman was commercial manager of the station in 1937.



J. Elroy McCaw when he was general manager at KELA, Centralia-Chelais, 25 years ago. He is now president of Gotham Broadcasting.



Jack La Forge

at the piano and Hammond organ. Backed by his exciting orchestra. Listen to his new album —

"Hawaii and I"

MONAURALP-715

STEREOP-716

Manufactured by

Breen-De Rose Records Inc.

186 Riverside Drive

New York City





Phil Silvers as he appeared 25 years ago.



The Rahall's at WKAP, Allentown, Pa. in 1937. Seated, N. J. Rahall Sr.; left to right, Farris, now vice president of the Rahall Group; Sam, secretary-treasurer; Deem, deceased; N. Joe Rahall, president of the Rahall Group.



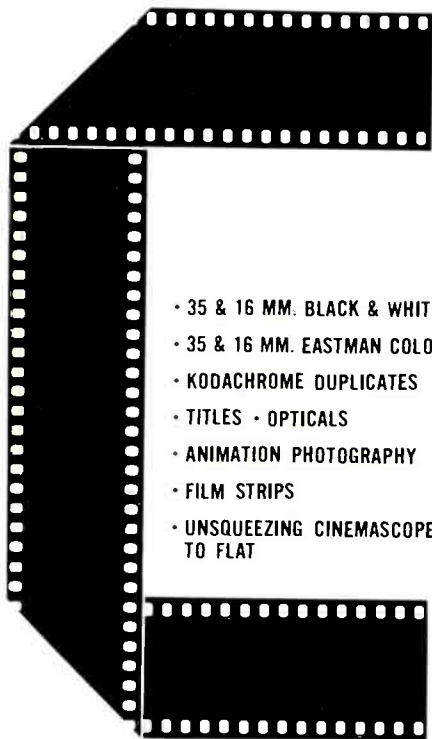
In 1937, Caesar Petrillo joined WBBM, Chicago, as a trombonist. Today, he is musical director of the station.



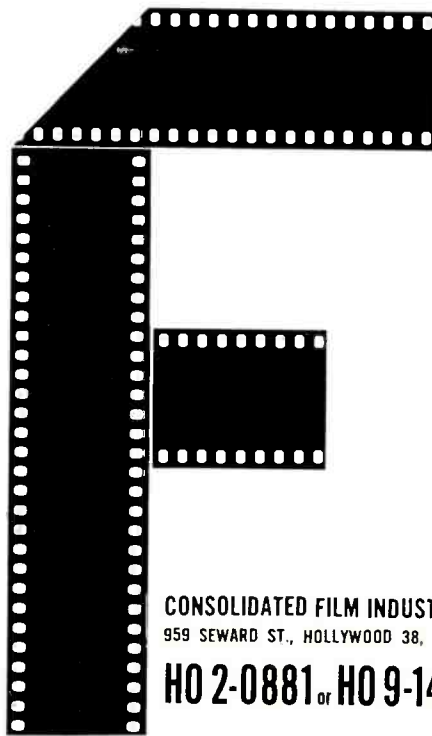
Jack Steck welcomes Eddie Dowling to 'Jack's Jamboree' on WFIL in 1937.



A birthday party for Edith Dick held by the WWRL staff in 1937. Seated left to right: Percy Mead, radio operator; Lou Cole, program director; W. H. Reuman, owner; Charles Brock, announcer; standing left to right; Henry Backs, announcer; F. Clark, sales; Max Wessels, producer; Edith Dick, publicity director; Carl Watson, announcer; Dolph Gobel, organist. Today, Edith Dick is manager of the New York station.

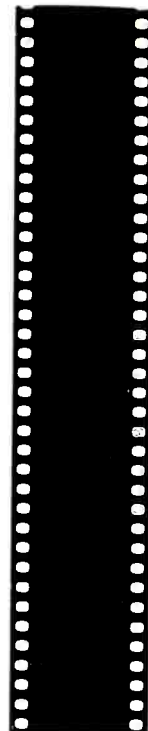


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- FILM STRIPS
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959 SEWARD ST., HOLLYWOOD 38, CALIF.

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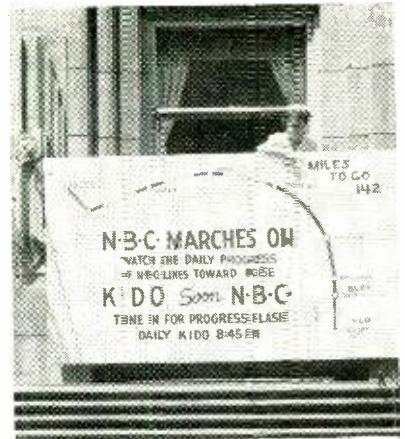




Carl Vandagriff, general manager of WOWO, Fort Wayne, Ind., was a studio announcer at the station in 1937.



Preparation of the program "Coal Call" at WAZL, Hazleton, Pa. Seated: Victor C. Diehm, owner; standing, left to right: Tommy Tito, sales manager; Don Murray; Jack Robel; and Kitty Kahler.



Mileage chart used by Station KIDO to bring NBC network into Boise, Idaho. Line was completed and network programming began Sept., 1937.



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



C. Howard Lane, at left, is president of KOIN-AM-TV, Portland, Ore., and Fred C. Brokaw is executive vice president at Paul H. Raymer Co. in N. Y. They are pictured together in the early thirties.

Congratulations





W.G.Y. Schenectady, N. Y., hooked up a radio phone for use at the Yale-Harvard game, November, 1922. At left is William J. Purcell, chief engineer, and members of the press.



Edward J. De Gray, a consultant to radio and TV stations, in 1937 was with the accounting department of CBS in New York.



Jack Henrieks, during an early baseball broadcast on WLW, Cincinnati. He was former manager of the Cincinnati Reds.



Ben Lochridge, general sales manager, network sales, for CBS Radio, when he was a space salesman for the Chicago Tribune in 1937.



Jeff Davis, King of the Hoboes, inducts four members of KMOX, St. Louis, as Hoboes of America. Left to right: Larry Neville, special events announcer; Jeff Davis; Jerry Hoekstra, special events director; J. Norman Green, production; and Elmer Mueller, engineer.

Congratulations!

THE ADVENTURES OF OZZIE AND HARRIET

Televised Every Week Over the ABC-TV Network



Station personnel of KQW, San Francisco (now KCBS), in 1913. Seated (left to right): Kenneth Sanders and E. A. Portal; standing are Dr. Charles D. Herrold and Frank G. Schmidt.



Photographed in 1937, D. E. Partridge is now national advertising and sales promotion director at Westinghouse.



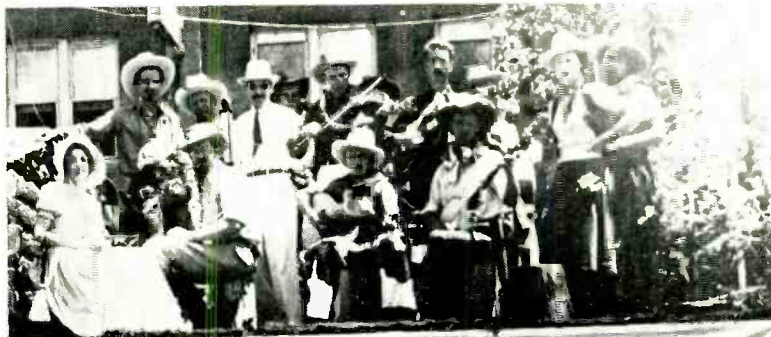
Herman Robbins, at the time he was sales manager for Fox Film Corp. He is currently chairman of the board of National Screen Service.



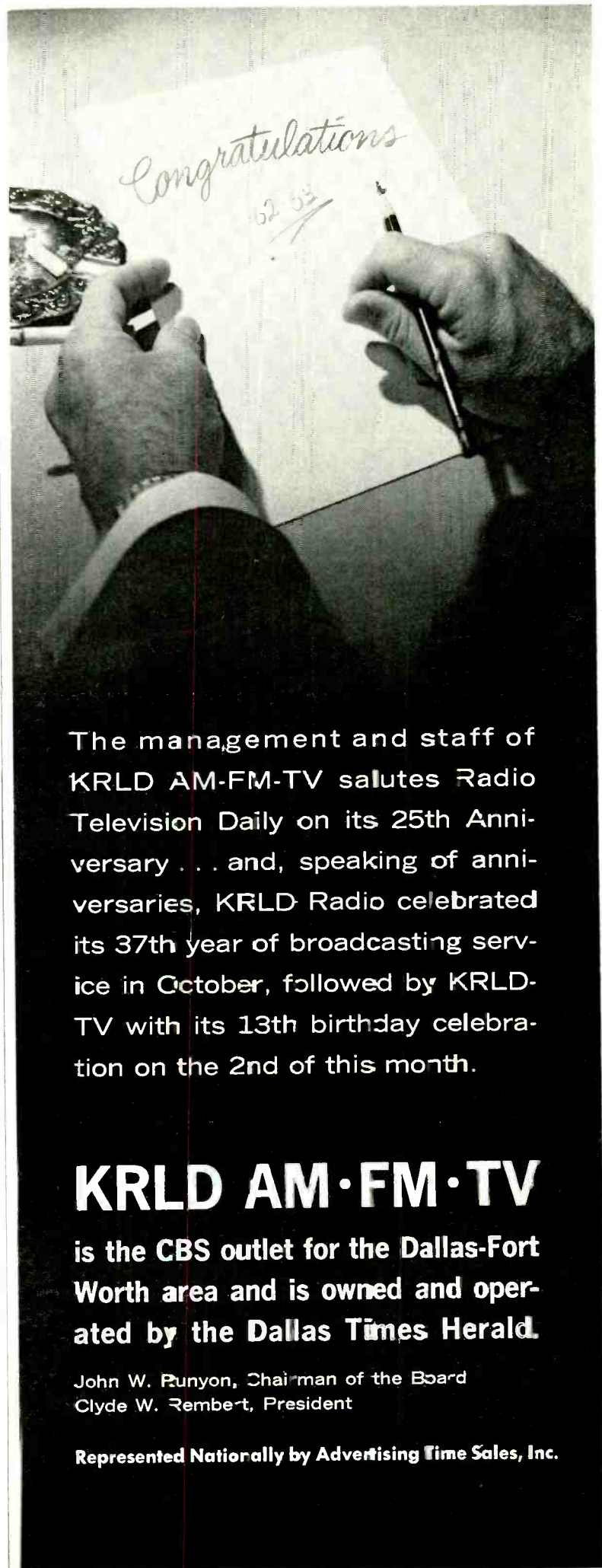
Jack Warner, president of Warner Brothers, as he appeared in Hollywood's early days.



Charles Michelson is shown a few years after he organized his firm, Charles Michelson, Inc.



In 1934, S. H. Patterson (wearing white slacks and hat) introduced remote radio shows to Colorado Springs, using short wave relayed to KVOR. Patterson is now owner of KSN, San Francisco.



The management and staff of KRLD AM-FM-TV salutes Radio Television Daily on its 25th Anniversary . . . and, speaking of anniversaries, KRLD Radio celebrated its 37th year of broadcasting service in October, followed by KRLD-TV with its 13th birthday celebration on the 2nd of this month.

KRLD AM·FM·TV

is the CBS outlet for the Dallas-Fort Worth area and is owned and operated by the Dallas Times Herald.

John W. Runyon, Chairman of the Board
Clyde W. Rembert, President

Represented Nationally by Advertising Time Sales, Inc.

Congratulations

RADIO-TELEVISION

DAILY

ON

25

YEARS

OF

DISTINGUISHED

SERVICE

•



ATLANTA'S
NUMBER ONE
INDEPENDENT

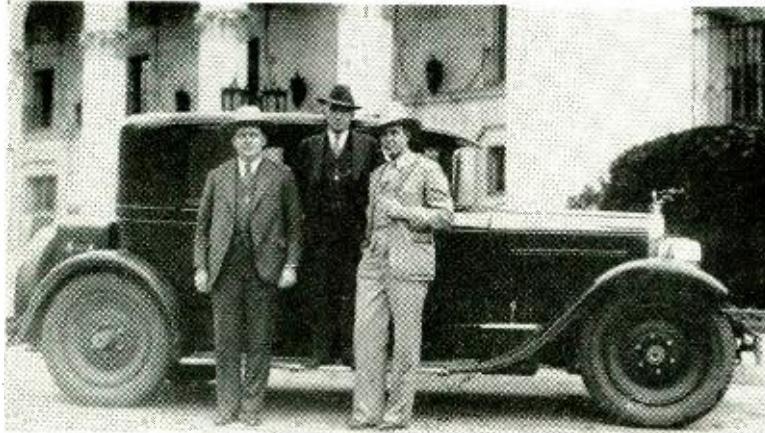
WQXI



Hal Totten, commenting on the flood in and around Evansville, Ind. in 1937 for WMAQ, Chicago.



Harper Carraine, when he was a senior at Temple University. Today, he is director of research at CBS Radio.



Radio pioneers photographed about twenty-five years ago. Left to right: George E. Chase, of WFAA, Dallas; Joe Cummings, co-founder of WOAI, San Antonio; in 1922; and John Thorwald, of WRR, Dallas.



The late Dr. Lee de Forest conferring in 1930 with Carl Haverlin, now president of Broadcast Music, Inc.

Peter M. Piech

"The Bullwinkle Show"
"Rocky & His Friends"
"King Leonardo"
"Pip The Piper"

500 Fifth Ave., New York 36



The Radio Four of WGY, Schenectady, N. Y., photographed in 1923. Top to bottom: A. O. Coggeshall, Ellsworth Page, Kolin Hager and William Fry.



Actress Janet Blair with Roy Thompson, now Mayor of Altoona. Thompson was general manager of WFBG, Altoona, when photo was taken in the late '30's.



Lou Stein, at the age of seven months. He is now secretary-treasurer of Biever & Stein, commercial producers.



In 1932, Paul Luecke was on the staff of WOWO, Fort Wayne.



Furman Ferguson, co-founder in 1920 of 4XD, now WBT, Charlotte.



The 1937 NBC page boy staff quartet. Left to right: Frank E. Egan, now senior vice president, D. P. Brother & Co.; Paul Owen; Dick Diamant; and Robert E. Eastman, president, Robert E. Eastman & Co., station reps.



Ed Sullivan, Jack Benny, Mary Livington and Herb Moss (behind Benny), president of Gotham Recording Corp., broadcasting for CBS in the early thirties.



we're BOTH 25!

Marty Ingels



Paul Taulman, independent musical director, when he was a student at the Julliard School of Music twenty-five years ago.



J. M. Lang, photographed during the Admiral Byrd broadcasts in 1935. At present, he is general manager of WGY, Schenectady, N. Y.



Lowell H. MacMillan, vice president and general manager at WHEC, Rochester, N. Y., was a sportscaster at WHAM, Rochester, twenty-five years ago.



Fran Allison, whose many radio and TV roles have included those on "Breakfast Club" and "Kukla, Fran and Ollie," was with WEXL, Waterloo, Ia. in 1934.



Bob Carlisle, president of WCD, film producers, pictured in the center, while making a movie in the early twenties.



Staff of KRLD, Dallas, in 1937. Four of the staff are still with KRLD-AM-FM-TV in executive positions. At extreme left is Roy M. Flynn, v.p. and general manager of TV; back row, left of window, Herman Plumlee, traffic manager of radio; right of window (with striped tie), W. A. Roberts, v.p. and general manager of radio; in front of him, Clyde W. Rembert, president of KRLD-AM-FM-TV. Seated at desk, Edwin J. Kiest, owner of the station in 1937.



Nat Cohen was an account executive for WGR, Buffalo, N. Y., twenty-five years ago.

CONGRATULATIONS

to

RADIO-TELEVISION DAILY

on Your

25th ANNIVERSARY

Radio-Television Representatives, Inc.

7 East 47th Street

New York, N. Y.



Vic Diehm

... and the staff of WAZL, Hazelton, Pennsylvania, pause in the celebration of WAZL's 30th Anniversary to congratulate the Management and Staff of RADIO DAILY on its Silver Anniversary.

May the coming years be a bountiful harvest of success, richly deserved for your outstanding work in the field.



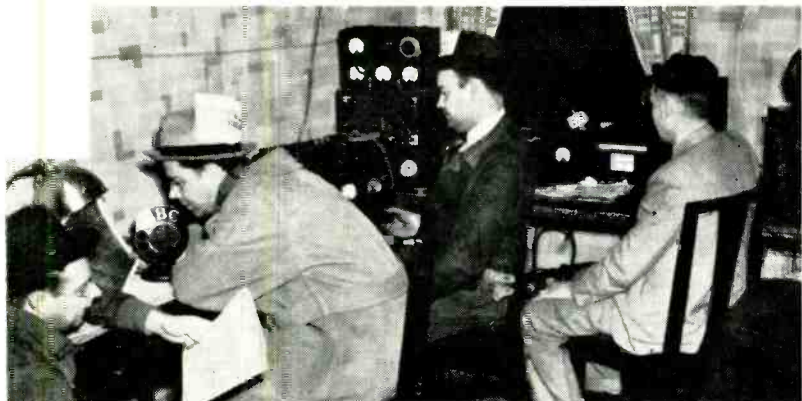
William E. Rine, vice president, administration, Storer Broadcasting, when he was a salesman for WWVA, Wheeling, W. Va. in 1936.



Twenty-five years ago, Charles Bernard was attending Baltimore City College. He now heads his own firm, Charles Bernard & Co.



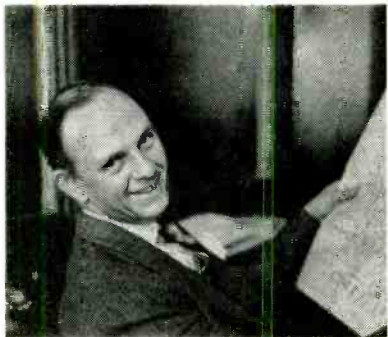
Harry Lipson, vice president and general manager of WJBK, Detroit, photographed in 1937.



Members of the NBC staff reporting on the floods of January, 1937 in Evansville, Ind. Second from left to right: Ken Fry, NBC Central Division special events director; Norman Barry, announcer; E. A. MacCormack, engineer. Fry is presently owner of WHCC, Waynesville, N. C.



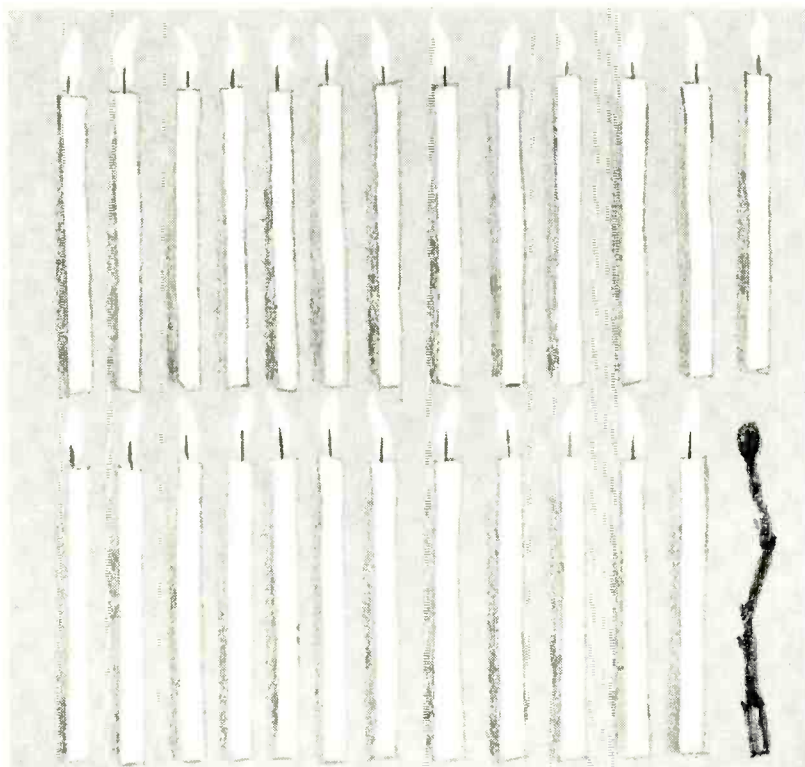
Paul J. Miller, broadcasting a college football game from Pittsburgh in 1928. Today, he is general manager of WWVA, Wheeling, W. Va.



Warner S. Shelly, when he was an executive of N. W. Ayer & Son's N. Y. service staff in 1937. He is now president of the agency.



R. C. Embry, vice president and general manager at WITH-AM-FM, Baltimore, when he was a salesman for WBAL, Baltimore, twenty-five years ago.



a salute
to the pioneer publication of the broadcasting industry
from WFAA

the pioneer station and leader of the Southwest since 1922.

AM-FM-TV Communications Center
Broadcast Services of The Dallas Morning News
Represented by Edward Petry & Co., Inc.

WTRY

Albany • Schenectady
Troy

WAVZ

New Haven

extend

Best Wishes

to

**RADIO
TELEVISION
DAILY**

on its

**25th
ANNIVERSARY**



Daniel W. Kops,
• President

Richard J. Monahan,

• Executive Vice President



WTRY
Albany • Schenectady
• Troy

REPRESENTATIVE
• John Blair & Co.



REPRESENTATIVES
• Geo. P. Hollingbery Co.
• Kettell-Carter, Inc.

WAVZ
New Haven, Conn.



A nightly dance band program was broadcasted remotely from the Columbia Club on WRBM, Indianapolis, in 1929. Bandleader Hoagy Carmichael is seated at the piano.



Arnold Harley, pictured when he was director of continuity at WCAU, Philadelphia, in 1937, is now executive vice president of Key Broadcast Management, Inc.



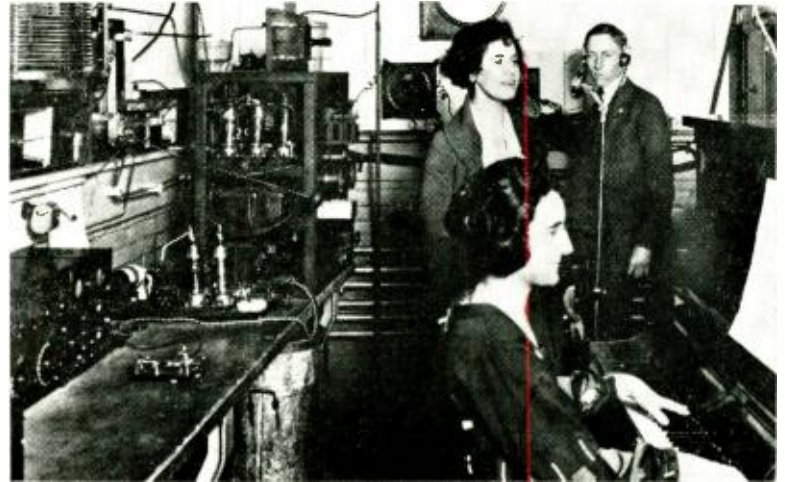
Fred Barrett, formerly with BBD&O, when he was account executive with Lee Anderson Advertising.



Joe Chytil, vice president and general manager at KELA, Centralia-Chehalis, Wash., was commercial manager at the station in 1937.



Twenty-five years ago, Maurice Scopp was executive head of Air Features. Today, he is vice president of The Big 3 Music Corp.



Horace Dyson, chief engineer, supervises the first broadcast, covering the Eastern States Exposition, on WBZ, Boston, in 1921. Dyson is now with RCA.

congratulations

to

Radio-Television Daily

on its

25th Anniversary

C. Israel Lutsky

"The Jewish Philosopher"

There are FREMANTLE distributed shows currently running on television stations in fifty-two countries. They are —

Australia, Austria, Argentina, Belgium, Brazil, Canada, Colombia, Cyprus, Czechoslovakia, Denmark, Ecuador, Egypt, Finland, France, Germany, Gibraltar, Guatemala, Holland, Hong Kong, Iran, Iraq, Ireland, Italy, Japan, Kenya, Lebanon, Luxembourg, Malta, Mexico, Monte Carlo, New Zealand, Nigeria, Norway, Okinawa, Panama, Peru, Philippines, Poland, Portugal, Puerto Rico, Rhodesia, Saudi Arabia, Sierra Leona, Spain, Sweden, Switzerland, Thailand, Trinidad, United Kingdom, Uruguay, Venezuela, Yugoslavia.

Is your program earning its share from these world markets? If not, we should like to discuss the possibilities with you.

FREMANTLE INTERNATIONAL, INC.

366 Madison Avenue

New York 17, N. Y.

Branches in Toronto, London, Rome, Buenos Aires and Sydney



Seymour N. Siegel, director of WNYC, New York, when he was on Naval Reserve duty twenty-five years ago.



E. B. Rideout, one of the nation's first broadcast meteorologists, in his weather lab in the mid-thirties. He has been with WEEI, Boston, since 1925.



Rex Howell, president of The Rex G. Howell Stations, was manager of KFXJ, Grand Junction, Colo., in 1937.



Sid Caesar, star of television and Broadway, photographed in 1937.



James M. Seward, photographed twenty-five years ago, is executive vice president of CBS Radio Division.



In 1936, Warren Hull was an actor under a Warner Brothers' contract.



Raymond M. Beckner, president of KRLN, Cannon City, Colo., was an announcer in 1929 with KFUM, now KVOR, Colorado Springs.

ASSOCIATED PRESS

PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE

Congratulations

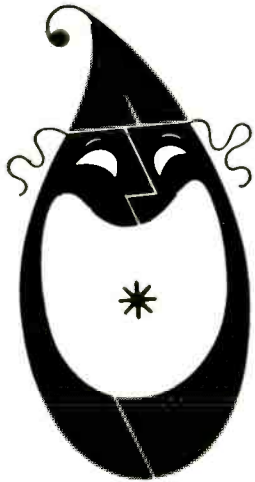
TO RADIO-TELEVISION DAILY

ON ITS 25TH ANNIVERSARY

KBLA

Burbank, California

To Make The Weeper Laugh
The Laughter Buy



Stan Burns of WINS, New York, when he worked as an usher at Rockaway's Edgemere Theatre, in 1937.



Roland V. Tooke, executive v.p. of Westinghouse Broadcasting, when he was a copywriter for the Lavinson Bureau in Philadelphia.



EBD&O's executive v.p., Bob Foreman, when he was a trade copywriter with the agency in 1937.

**Humorous T-V and Radio
Commercials**

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CREATIVE

*

VOICE

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WRITING

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ANIMATION

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DIRECTION



FDR and Russel L. Lowe of KFH, Wichita, during the 1936 campaign. Traveling with the president was Mrs. Roosevelt and George Magill, then Democratic Senator from Kansas.



Paul Alley, of MKR Films, when he was with MGM's News of the Day covering the bombing of the U. S. Panay, in 1937.

**MEL BLANC
ASSOCIATES
INC**

TAFT BUILDING
HOLLYWOOD & VINE
HOLLYWOOD 28, CALIF.
HOLLYWOOD 6-6127

ASSOCIATED PRESS

**PROGRESSIVE STATIONS REFER
THE PRESTIGE NEWS SERVICE**



Ed Wallis, general manager of WND, Chicago, was production manager of WIP, Philadelphia.



Robert Swanson, now president of his own production company.



William A. Schudt, Jr., CFS vice president, affiliate relations, as he appeared twenty-five years ago.



Edward Slattery, co-ordinator of professional activity for the Big 3 Music Corp. with Jane Pickens, stars of the early "Melody Hour."



Herb Berg, on the publicity staff of Paramount Pictures twenty-five years ago, is currently with Desilu Sales Corp.



Maurice Beck, head of Texas Rasslin, when he was South Dallas Kiwanis president.



E. E. Krebsbach, shown broadcasting in 1926, is currently president of KGCX, Sidney, Mont.



One of the first remote and public address cars used for radio. It was in operation for KGW, Portland, in 1924.



Walt Disney, executive producer at Walt Disney Studios, when he first started his film career in Hollywood.

Congratulations on

Your

25th



CAMERA EQUIPMENT CO., INC.

Hialeah, Fla. — New York — Hollywood, Calif.

A Subsidiary of CECO Industries

Congratulations to
RADIO TELEVISION DAILY
on its
25th ANNIVERSARY



UNITED RECORDING CORPORATION

6050 Sunset Blvd., Hollywood

WESTERN RECORDERS, INC.

6000 Sunset Blvd., Hollywood

COAST RECORDERS INC.

960 Bush Street, San Francisco

Soon: Las Vegas Recorders.



Barry Wood, pictured twenty-five years ago, is a TV producer.



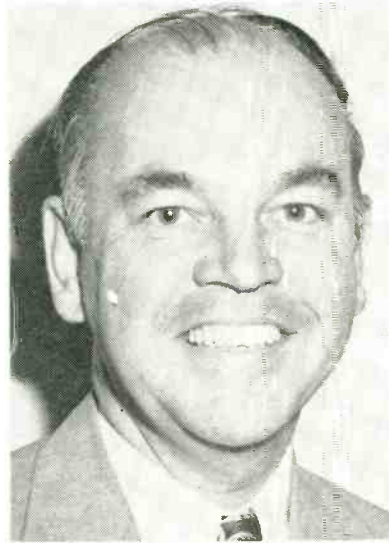
David Sarnoff, chairman of the board, Radio Corp. of America, and Loyd C. Sigmon, executive vice president and general manager, KMPC, Los Angeles, pictured together in England during World War II.



Morris Altschuler, production and circulation manager, has been with RADIO-TELEVISION DAILY, since 1937.



This Eddie Cantor Network program of 1932 was a feed from WSUN, St. Petersburg, Fla. Left to right: Louis J. Link, Carl Fritz, then manager of WSUN, and Eddie Cantor.



Edward Lamb was an attorney twenty-five years ago; he is currently president of WICU-TV, Erie, Pa.



Six-year old Guy Bolam on a poster used to introduce Grape Nuts in Europe. His father was manager of the Postum General Co. Today, Bolam is president of Guy Bolam Associates.

JET NET

to **RADIO-TELEVISION DAILY**

*Good Cheer to you
this Anniversary Year*

May the past 25 years
be the foundation stones
upon which you build
a greater future.

WAZL
HAZELTON

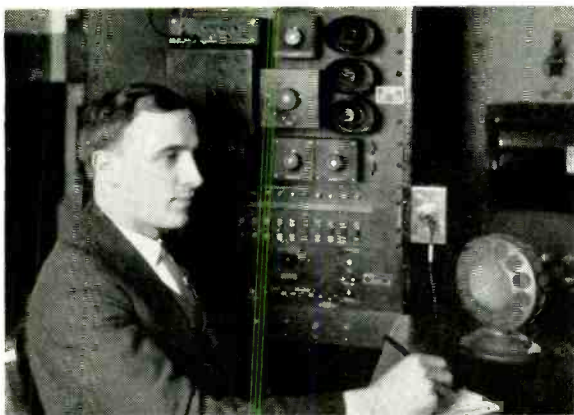
WHLM
BLOOMSBURG

WHOL
ALLENTOWN

The Vic Diehm Radio Group of Pennsylvania



**PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE**



Herman D. Taylor, plant manager and chief engineer at WTIC-TV-AM-FM, Hartford, was chief operator for WTIC when this picture was taken in 1925.



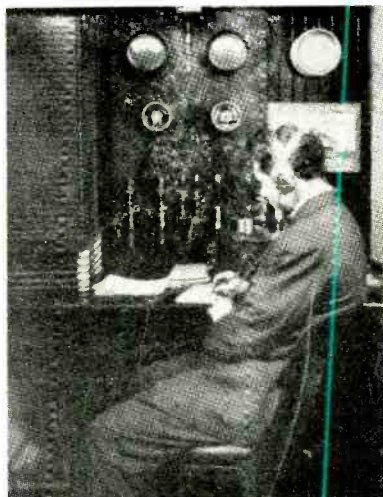
Engineers of 1929, left to right: Felton Williams; Henry Hulick, Jr., now chief engineer, WTFB, Raleigh; Bill Newman and Andrew Massey.



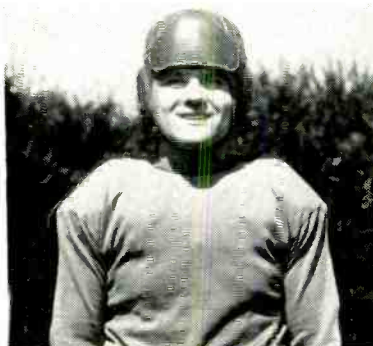
Pictured when he was attending high school in Chicago twenty-five years ago. Dave Kimbal is now an account executive on the BCA account for Grey Advertising.



Paul W. Morency, president of WTIC-AM-TV, came to the station in 1929 as general manager.



General David Sarnoff, chairman of the board, RCA, at the controls of the Wannamaker Radio Station, New York, in 1912.



Stephen A. Machevski, Jr. played football for Columbia in 1937. Today, he is vice president, sales, for Adam Young, Inc.



Allen Wannamaker, general manager, WBIG, Greensboro, N. C., was commercial manager of WCTM, Wilson, N. C. in 1937.

ATLANTA'S WSB RADIO FORTY YEARS YOUNG



And still growing! WSB Radio serves booming Atlanta, the big Georgia market and much of the Southeast. The "Voice of the South" has provided the best in family fare—the finest in service. WSB will continue this leadership, whatever it takes. Today, tomorrow—WSB Radio will sell the South for you.

Congratulations and Happy 25th Anniversary

GILL-PERNA, INC.

RADIO AND TV STATION REPRESENTATIVE

NEW YORK — CHICAGO — DETROIT

LOS ANGELES — SAN FRANCISCO — ATLANTA



Affiliated with The Atlanta Journal and Constitution.
NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte;
WHIO/WHIO-TV, Dayton





Jock Fernhead, chairman of the executive committee, KPOI Broadcasting Co., Honolulu, was a page boy at NBC, Hollywood, in 1937.



Jan Murray in 1937 at the Melody Club in Union City, N. J.



Eddie Ballentine, orchestra leader on the "Breakfast Club," has been with the show since it went on the air in 1933.



Norman E. Gluck, TV sales manager, Universal Pictures TV Dept., opened the Teaneck Theatre in Teaneck, N. J. in 1937.



A 1922 photo of Viola Dana and Benedict Gimbel, Jr.



Jim Backus, radio and TV actor, when he was a CBS announcer in 1937.



Carl E. George, photographed when he was a war correspondent, is general manager of WGAR, Cleveland.

**\$12,000,000.00
In Station Sales**



CCA BUILDING, WESTPORT, CONN., AREA CODE 203/256-1075



**PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE**



James C. Riddell, vice president in charge of the western division of the ABC Radio Network, when he was with WXYZ, Detroit.



Maurice H. Zouary, when he was an interior decorator in Brooklyn. He is head of Maurice H. Zouary, TV film producing company.



Director of radio for Compton Advertising twenty-five years ago, Carla De Angelo is today an independent producer for radio and television.



Adam Young was radio and research director of H. M. Keisewetter Agency twenty-five years ago. Today, he is president of Adam Young Companies.



Discussing plans for "Vox Pop" radio broadcasts in 1946 for the entertainment of patients at Veterans Administration hospitals are (l-r), Warren Hull, General Omar Bradley, Parks Johnson and Joe Brechner, director of the VA's radio service. Brechner is now president and general manager of WLOF-TV, Orlando.



Herminio Traviesas pictured when he was doing continuity work on radio operas at NBC, is vice president and manager of the radio-television department at BBD & O.



With WBBM, Chicago, since 1936, John Harrington is presently a sports commentator there.

Happy 25th Anniversary

TO

RADIO-TELEVISION DAILY



May Singhi Breen De Rose

FOR THOSE WHO
DEMAND THE FINEST
in

COLOR

and

BLACK & WHITE

- Complete BLACK & WHITE 16-35 mm film processing.
 - Complete EASTMAN COLOR 16 - 35 mm negative — positive processing.
 - COLOR FILM STRIP PRINTING & DEVELOPING.
 - KODACHROME ADDITIVE scene to scene printing.
 - EKTACHROME developing.
- in the East it's ...

MOVIELAB

MOVIELAB BUILDING
619 W. 54th ST., NEW YORK 19, N. Y.
JUdson 6-0360

**BEST
WISHES**

**on
your**

**25th
ANNIVERSARY**

**from
the**

DECCA



CORAL
RECORDS

Brunswick
RECORDS

**FAMILY
of
STARS**



Don McNeill broadcasted his "Breakfast Club" from WSUN, St. Petersburg, Fla., in 1952 as an official dedication of the station's new transmitter. At Don's left is "Doc" Webb, famed for his Webb's City shopping center in St. Petersburg; at Don's right is "Tennessee Slim" Beavers, rival of Webb's as operator of the smallest store in the same city.



Hilda Woehrmeyer, publicity director at WOWO, Fort Wayne, when she was with the station in 1932.



Edwin R. Peterson was with WMAQ, Chicago, in 1937; he is currently a senior vice president with Keystone Broadcasting.



Arthur Tofchin, assistant to the president, Loew's, Inc., was an account executive at WHN, New York, twenty-five years ago.



Jules Alberti was a talent manager in 1937; today, he is president of Endorsements, Inc.



Joseph Lorin, vice president and account supervisor at Grey Advertising, when he was vice president and director of retail sales at the agency in 1937.



Dick Haller was the first manager and announcer of KGW, Portland, when it went on the air in 1922.

Happy

Silver

Anniversary

Gotham Recording Corporation



Cliff Peterson has been with the "Breakfast Club" in Chicago since 1936.



Looking behind the scenes at the creation of early sound effects for a broadcast over WGY, Schenectady, N. Y.



Alvin E. Ungar, vice president in charge of sales for TV Personalities, when he was a salesman for A. J. Lehman Corp. in 1937.



Bandleader Vincent Lopez appearing before the NBC microphones during the early days of radio.

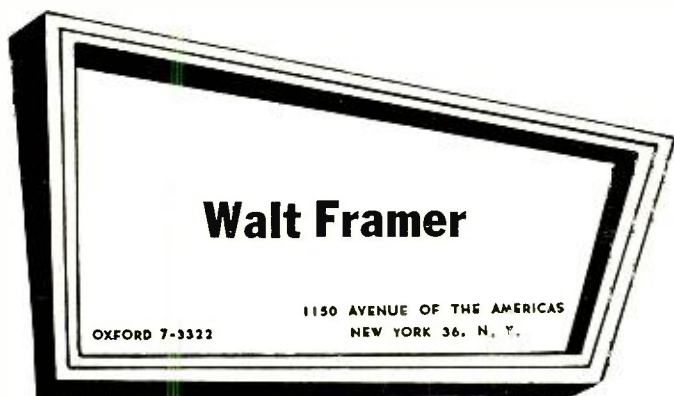


Members of the WGNY, Newburgh, N. Y., staff, photographed in 1935. Left to right: David Briggs, engineer; the owner Peter Goelet, now with an audience research company in Calif.; and Joseph Rake, salesman and announcer who retired in 1959 as vice president and general manager of WGNY.



Photographed in 1936, William L. Putnam is currently president of WWLP-TV, Springfield, Mass.

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on your
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Whether it be for production or shipment of commercials, industrials, documentaries, a television series or features, SEE US FIRST.

With our EXPERIENCE, our AGENTS ABROAD and our NEW YORK and HOLLYWOOD OFFICES, we have all the facilities for doing export and customs work — quickly, efficiently and with responsibility.

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Hollywood Office
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Hollywood 4-8221



Pat Barnes, now with WISN-TV, Milwaukee, was an announcer with WOR 25 years ago.



The late Dr. Frank Conrad conducted the experimental work that led to the establishment of KDKA, Pittsburgh, in 1920.



Harry Wismer, owner of the AFL New York Titans, pictured in 1937.



Paul H. Raymer, who has headed his own station representative firm for the past 25 years.



The 1937 flood was a major crisis for Louisville. Kept on the air by a 100 kw. generator, WAVE broadcast 24 hours a day during the ten-day emergency.



Nelson Case, during his announcing days in Los Angeles, 25 years ago.



Milton A. Gordon was a lawyer practicing in Chicago in 1937. Today he is a financier of TV and theatrical productions.

CLEARY-STRAUSS-IRWIN & GOODMAN

Public Relations

HOLLYWOOD

NEW YORK

LONDON

Congratulations

to

RADIO-TELEVISION DAILY

on Your

25th Anniversary

WHAT

Philadelphia, Penna.



Gilda Gray, a Hollywood star of the twenties, was a vocal artist at WCAU, Philadelphia, in 1926.



Photographed about twenty-five years ago, Norman Cash is today the president of TVB.



Joseph J. Weed, president of Weed TV for over twenty-five years.



WCAU, Philadelphia, aired the dedication by John J. Pershing of the Valley Forge Chapel in 1932.



In 1921, KLZ, then 9ZAF, Denver, broadcasted the first complete opera, "Martha." The photograph shows the radio installation made backstage in the Denver Municipal Auditorium.



The staff of WJTN, Jamestown, N. Y., in the late thirties. First row, second from left to right: Bill Eckman; Simon Goldman, manager, and now president, of WJTN; Norman Burdick; back row, second from left, Rex Marshall, program director, now popular TV announcer; the late Tom McKee; John Lewis; Al Spokes, now general manager of WCAX, Burlington, Vt.; and Mrs. Harold P. Kane, traffic manager.



Lawrence Valenstein was president of Grey Advertising twenty-five years ago. He is now chairman of the executive committee at the agency.

Congratulations

on your

Silver Anniversary

RECORDING STUDIOS, Inc.

1639 BROADWAY

PL 7-8855

Best Wishes On Your

25th Anniversary



VAN PRAAG PRODUCTIONS

New York

Detroit

Miami

Hollywood

*Congratulations
from*

John Affriol
Morris Albenda
Lee Baxter
Jean Blake
Bob Carlisle, Sr.
Bob Carlisle, Jr.
Tom Dunphy
Walter Kullberg
Jack Lemmon
Dick Lewis
Larry Pall
Edna Paul
Bert Spielvogel
Michael C. Stehney



producers of the
finest in film

New York: 1600 Broadway
Hollywood: 780 N. Gower St.
Chicago: 410 N. Michigan Ave.



In 1932, Harry Flannery was with WOWO, Fort Wayne.



Joe Morris, editor of Advertising News of New York (ANNY), in 1937.



Rudy Isenberg, when he was with WOWO, Fort Wayne, in 1932.



Peggy Stone, pictured when she was vice president of Hearst Radio, Inc. in 1937, is president of Radio TV Reps., Inc.



Walter C. Johnson, shown in 1925 when he was WTIC's first announcer, is today vice president and general manager of WTIC-AM-TV, Hartford.



John H. Poole was a radio operator on a tuna clipper twenty-five years ago. He is now president and general manager of KBIG, Avalon, Calif.

CONGRATULATIONS

from

KFI 640

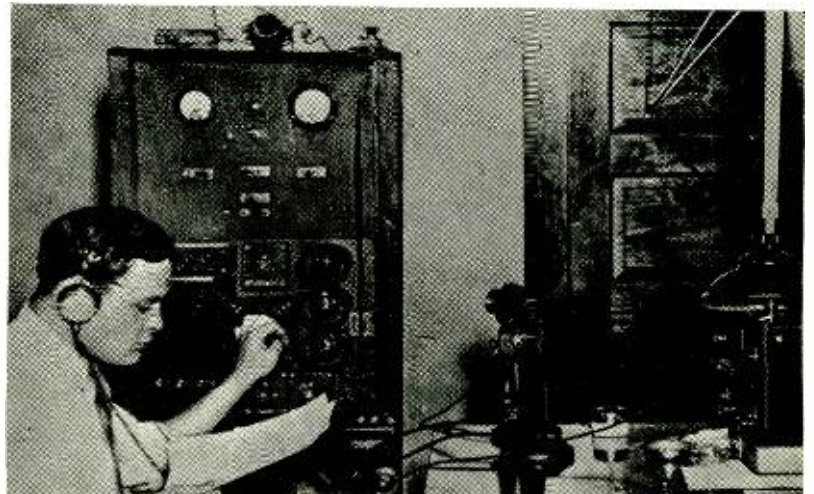
now in its 41st year of
broadcasting service to
Southern California.

Barb C. Anthony, Inc.

NBC FOR LOS ANGELES

50,000 WATTS • DAY AND NIGHT • CLEAR CHANNEL

Represented Nationally by HENRY I. CHRISTAL CO., INC.



Carl J. Meyers operating one of the first transmitters at WGN, Chicago, where he is currently director of engineering.

*Congratulations & Best Wishes
from*

TELEVISION BROADCASTING SERVICE

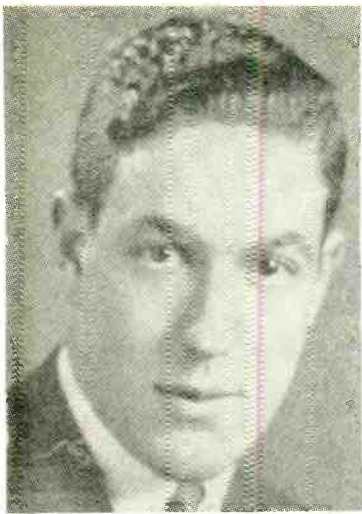
Studio of Quality Productions

P.O. Box 693

New York 23, N. Y.

Code Area 212

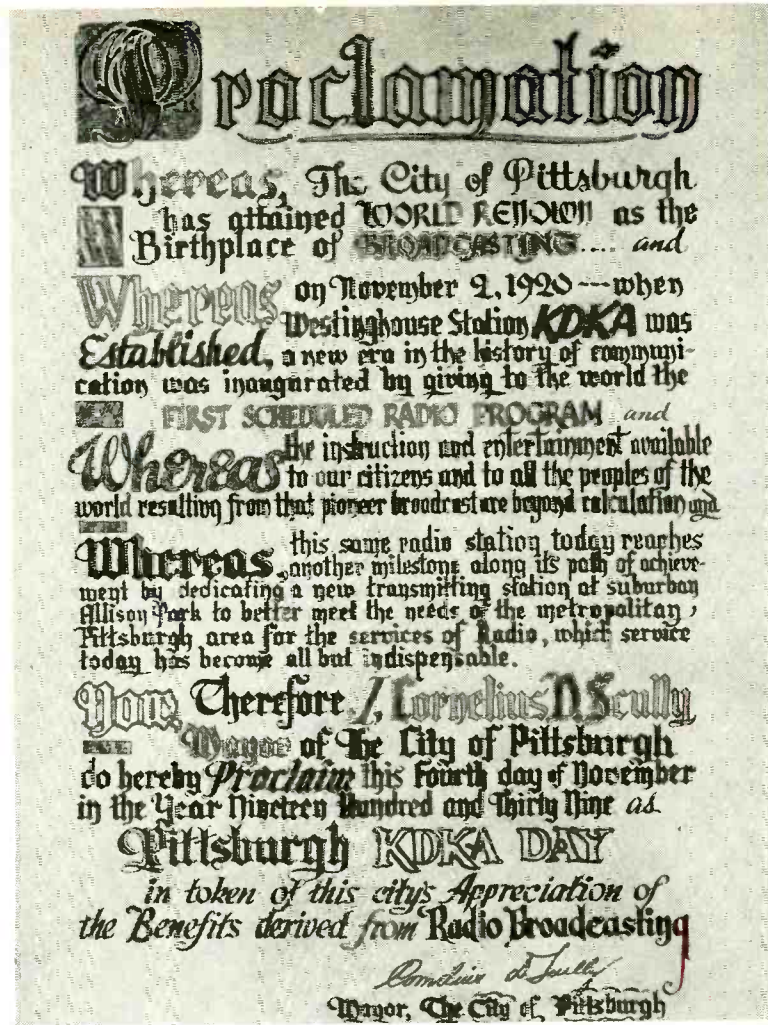
TRafalgar 7-2372



Daniel W. Kops, president of WTRY, Troy, and WAVZ, New Haven, as he looked in 1938.



In 1937, Harold P. See was with NBC's radio broadcast remote division. He is now v.p. and general manager of KRON-TV, San Francisco.



On Nov. 4, 1939, KDKA was honored by the city of Pittsburgh. Mayor Scully proclaimed "Pittsburgh KDKA Day" in recognition of the Westinghouse station's many contributions to the community.



J. R. Ritenour, president of Modern Teleservice, Inc., when he was secretary-treasurer for John P. Lieberman & Co.



Dick Powell as he appeared 25 years ago during the filming of "Hollywood Hotel."

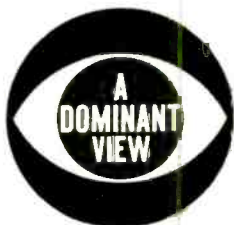


William G. Rambeau, who was president of one of the first station representative companies.



Jack Douglas 25 years ago. He is now head of Jack Douglas Productions, producers of "Across The Seven Seas."

**HAPPY
 25th
 ANNIVERSARY
 to
 RADIO-
 TELEVISION
 DAILY**



WDAU
 scranton-wilkes barre
 and WGBI represented by H-R

scranton-wilkes barre
 and WGBI represented by H-R

Even in 1937 PSI
 Was Scheming Up
 Plans to Help
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- Sales
- Station Image
- Audience
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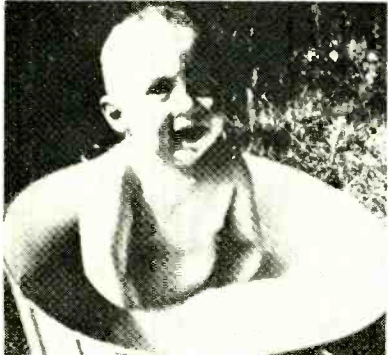
PL 2-9550

Happy
25th
Anniversary
to
Radio-Television
Daily

Mort Bassett & Co.
Special Representative —
Radio and TV Stations



A 1921 photo of Eddie Cantor.



Ned Jay, promotion director of WAGA-TV, Atlanta, in 1927.



KGO sports commentator Ira Blue, as a neophyte broadcaster in 1937. He is still with the San Francisco station.



Lawrence Welk started his champagne music at the suggestion of Phil Davis, music director of WCAE (now WRYT), Pittsburgh. Picture was taken during a WCAE pick-up and feed to the Mutual Network about 1938.



After crime fighting for the FBI twenty-five years ago, Frank M. Headley is today president and treasurer of H-R Representatives.



In 1921, J. W. Weed built this transmitter panel and operator's desk for KGW, Portland. At left is a home-made phonograph used for transmitting records; music had to be picked up by mike in front of phonograph.

*Congratulations
from*

**ROBERT
SWANSON**

**PRODUCTIONS
INC.**

689 FIFTH AVENUE
NEW YORK 22, N. Y.

Telephone:
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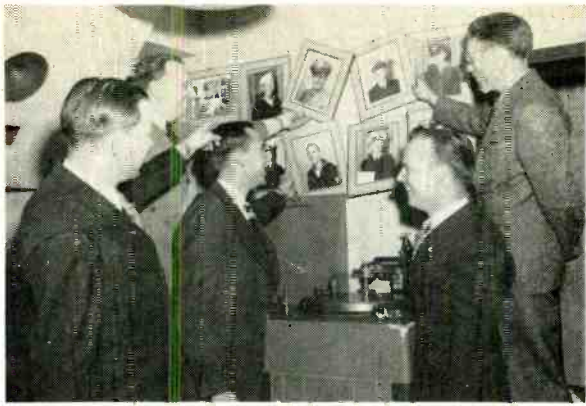
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seating to 70, offering an extensive variety of projection facilities including 16mm, 35mm—magnetic or optical—all interlock combinations. Cinemascope, stereophonic or optical.
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fully equipped modernized air conditioned cutting rooms, some with private offices.
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off premises rental of editing equipment.
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of all editorial equipment.
- ☆ **FILM STORAGE VAULTS**
Conveniently located in midtown Manhattan. All facilities available 24 hours a day.

William B. Gullette, Pres.
1600 BROADWAY, N. Y. C.
CIRCLE 6-0865

*Modern
Teleservice,
Inc.*



The engineering staff of WEEL, Boston, during World War II. Left to right: Warren Stevens, chief engineer; Norman Young, Walter Lennon, John Kelly, Ed Philbrick. Stevens is still with the station.



Broadcast veteran H. V. Kaltenborn resting during the Munich crisis broadcasts in 1938. He was on the air 85 times in an 18-day period.



The staff at WLVA, Lynchburg, Va., in 1935. Left to right, top row: James L. Howe, production manager; Tuck Young, newscaster; middle row: Elizabeth Bowers, continuity; Dorian St. George, announcer; James Moore, program director; Pat Taylor, sales; bottom row: Albert Heiser, chief engineer; Philip P. Allen, general manager; and Edward A. Allen, president.



Lester Spencer, president of WKBV, Richmond, and WBAT, Marion, Ind., in 1932, with WOWO, Ft. Wayne.



The original cast and crew of "One Man's Family." Left to right: Kathleen Wilson, Barton Yarborough, William Andrews, announcer; Edward Ludes, sound effects engineer; Bernice Berwin, Michael Raffetto, Minetta Ellen, Page Gilman, J. Anthony Smythe.

McGAVREN-GUILD COMPANY, INC.

Contemporary radio station representation must encompass development of the medium.

Now celebrating ten years of **UNMATCHED GROWTH** as *exclusive radio station representatives*, we announce with pride "SRO — The Way To Buy Circulation In Radio." It is our contribution to the further growth of spot radio. Copies available on request.

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Phone: HOLLYWOOD 6-5103



Stanton P. Kettler, pictured twenty-five years ago, is executive vice president of Storer Broadcasting Co.



M. H. Shapiro, press relations, BMI, was editor of RADIO DAILY twenty-five years ago.



Oliver Treyz, shown while attending Hamilton College in 1937, is vice president, sales manager of Warner Bros. Pictures, Inc., TV division.



Sam Slate, writing scripts for "Gangbusters," in 1937, is vice president and general manager for WCBS, New York.



G. David Gentling, vice president and general manager at KROC-TV, Rochester, Minn., started his career there in 1937 as a commercial representative.



Sandy Meek, tenor, and Harry Sosnick, pianist, were in charge of WFBM, Chicago, in 1926.



Dave Bader, executive vice president for Eldorado Films, when he was a talent and literary scout in 1937.

Congratulations

to

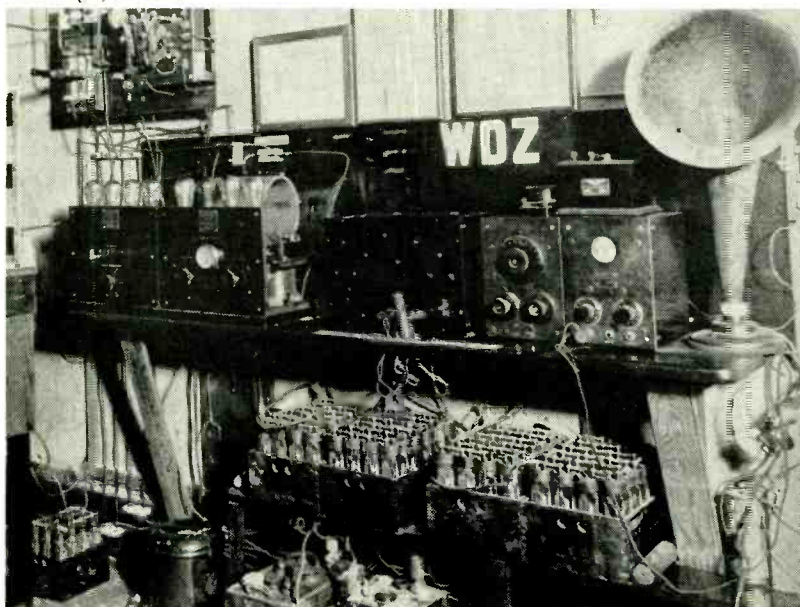
Radio-Television

Daily

on your

25th Anniversary

UNITED PUBLIC RELATIONS



Transmitter used by WJZ, Decatur, Ill., when it went on the air March 17, 1921 from Tuscola, Ill.

STORER TELEVISION SALES
has the facts about

WJBK-TV

THE

No. 1 BUY

IN

DETROIT

**WJBK-TV
DETROIT**



2

A STORER STATION

WHO'S WHO 1937-1962

RADIO-TELEVISION ROUNDUP

Presented below are the past and present activities of some of today's industry personnel.

KENNETH ADAM—BBC director of TV, was a special correspondent for the London Star.

DONALD C. ADAMS—senior executive vice president, NBC, was a law student at the University of Buffalo.

JULES ALBERTI—president of Endorsements, Inc., was a talent manager.

HARRY ALGUS—trade and business director of Metropolitan Broadcasting, was assistant radio editor of the N.Y. American.

JACK ALLEN—bureau chief, MBS News, N. Y., was attending high school in New Jersey.

PAUL ALLEY—of MKR Films, was covering the bombing of the Panay.

CARL Q. ANDERSON—station manager of KREY, Montrose, Colo., was a newsboy for the Albuquerque Tribune while attending grammar school.

DON ANDERSON—program director at KFH, Wichita, Kansas, was in school in Minneapolis.

H. G. ANDERSON—chief engineer at KFJB, Marshalltown, Ia., was a radio repairman.

MICHAEL S. ARTIST—promotion and publicity director of WAST (TV) in Albany, N. Y., was attending grammar school.

JIM BACKUS—popular radio-TV actor, was an announcer for CBS.

DAVE BADER—executive vice president of Eldorado Films, was selling radio scripts to the BBC in London.

CHARLES BALTIN—WHOM vice president, was director of radio for the New Brunswick, N. J. school system.

WILLIAM A. BANKS—president of WHAT-AM-FM, Philadelphia, Pa., was affiliated with WIP in the same city.

RED BARBER—was an announcer for WLW, Cincinnati.

JERRY BARTELL—of Bartell Broadcasting, was producing dramatic programs for the University of Wisconsin School of the Air.

MEL BARTELL—was associated with his brother, Jerry, at the U. of Wisconsin producing dramatic shows.

BRUCE BARTON—board chairman of BBD&O, held the same position at the agency.

THOMAS P. BASHAW—general manager at KFH, Wichita, was with the production department of NBC, Chicago.

JOSEPH E. BAUDINO—Westinghouse Broadcasting vice president, was chief engineer at KDKA, Pittsburgh.

LIONEL F. BAXTER—v.p. for radio operations, Storer Broadcasting, was an announcer for WAPI, Birmingham.

WOODROW BENOIT—vice president of J. Walter Thompson, was a page boy at Bankers Trust Co.

CHARLES BERNARD—president of Charles Bernard Co., was attending Baltimore City College.

HUGH M. BEVILLE—vice president, planning and research, NBC, was chief statistician for the network's treasury department.

GUY BIDDICK—of Walter Biddick Co., was traveling representative for the same company.

BARRY BINGHAM—president of WHAS, Louisville, was in that capacity with the same station.

F. DAVID BINNS—chief engineer at WLAC, Nashville, Tenn., was serving at the same station in the same capacity.

E. G. BLACKMAN—sales manager at WLAC, Nashville, Tenn., was selling advertising space for a Nashville newspaper.

JOSEPH BLOOM—president of Forjoe-TV station reps, was head of his own radio program producing firm.

IRA BLUE—sports commentator with KGO, San Francisco, was a neophyte sportscaster with KGO.

GEORGE W. BOLLING—president of the Bolling Co. rep firm, was vice president in charge of the New York office of John Blair & Co.

WHITNEY BOLTON—news commentator at MBS, was writing scripts for UI in Hollywood.

HALE BONDURANT—v.p. and general manager of KIXI, Seattle, was general sales manager of WHO, Des Moines, Iowa.

RICHARD A. BOREL—general manager of WBNS, Columbus, was station manager of WBNS.

LILLIAN BRINKMAN—supervisor of personnel records for MBS, was secretary for an engineering firm.

A. J. BRISSETTE—program production mgr. of WTAG, Worcester, Mass., conducted the first studio orchestra at WTAG.

CHARLES H. BROWER—president and chairman of the executive committee of BBD&O, was a member of the creative board at the same agency.

CHARLES W. BROWN—chief engineer of WEVD, New York, held the same post with the same station.

DICK BROWN—commercial manager at KTRB, Modesto, Calif., was an auditor for the New York State Mortgage Commission.

ROBERT E. BUCHANAN—vice president at J. Walter Thompson, was a student at Northwestern U.

H. I. BUCHER—in charge of legal and business affairs, ITC, was a senior at Fordham U.

GERTRUDE BUCHTA—of MBS, had just begun working at Mutual.

REED BULLEN—general mgr. of KVNU, Logan, Utah, held the same position 25 years ago.

AL BURK—sales manager at WBAL, Baltimore, Maryland, was a puddler (hot metal man) in an iron foundry.

CHARLES W. BURTIS—was chief engineer of WPEN, Philadelphia, a position he still holds.

CHESTER M. CAMPBELL—manager, press department of WMBQ-WMAQ, Chicago, Illinois, was attending the University of Illinois.

LES CAMPBELL—chief engineer at KFH, Wichita, Kansas, was in school in Missouri.

RICHARD CARLTON—vice president in charge of sales for Trans-Lux TV Corp., was with Columbia Pictures.

HARPER CARRAINE—director of research for CBS Radio, was a student at Temple University.

JIM CHAPMAN—assistant director of engineering for MBS, was with the Military Sea Transport Service.

HENRY CRISTAL—president of his own station representative

company, was secretary-treasurer of Edward Petry & Co.

JOE CHYTIL—v.p. and general manager of KELA, Centralia-Chelalis, Washington, was commercial manager of KELA.

DONALD K. CLIFFORD—board chairman of Doherty, Clifford, Steers & Shenfield, was vice president of Pedlar & Ryan.

ROGER W. CLIPP—vice president and general manager of the radio and TV division of Triangle Publications, was business manager for WFIL, Philadelphia.

GEORGE HAMILTON COMBS—commentator for MBS, was a news commentator for WHN, New York.

IRWIN C. COWPER—general sales manager at WTIC-TV, Hartford, Conn., was continuity editor for WTIC.

DUDLEY COX—director of accounting for MBS, was attending St. Theresa's in Brooklyn.

ROBERT W. CROSS—chief engineer at KROC, Rochester, Minn., was assistant engineer at the same station.

SHAMUS CULHANE—executive producer with Culhane Productions, was with Walt Disney.

REX DALE—of WZIP, Cincinnati, was an announcer with WJBL, Decatur.

BEULL H. DALTON—engineering supervisor at KBIG, Avalon, Calif., was an instructor in radio at the U. S. Naval Station in Seattle.

HAROLD L. DANSON—general sales manager, syndication, for ITC, was an advertising executive for Paramount Studios.

OOGIE DAVIES—general manager at WKAP, Allentown, Pa., was playing guitar with the Johnny Long Band.

ZEL deCYR—TV actress and announcer, was doing children's radio shows on WOR, New York.

EDWARD J. DE GRAY—consultant to radio and TV stations, was with the CBS accounting department in New York.

EMANUEL DEMBY—president of Motivational Programmers, Inc. was a writer-producer for WMCA, New York.

JOHN DEVINE—vice president and general counsel at J. Walter Thompson, was at Columbia Law School.

EDITH DICK—station manager of WWRL, New York, was publicity director at the same station.

VIC DIEHM—president of Vic Diehm radio group, was general manager of WAZL, Hazelton, Pa., which he now owns and operates.

SAM COOK DIGGES—administrative vice president of CBS Films, was selling theatre, night club and retail advertising and writing a night club column for the Washington, D. C. Daily News.

WILLIAM C. DOLL—sales manager of KFJB, Marshalltown, Iowa, was display advertising representative for the Post Telegram, Bridgeport, Conn.

JULES DUNDES—vice president and general manager of KCBS, San Francisco, was a staff member of CBS Radio's promotion department.

ROBERT E. DUNVILLE—president and general manager of Crosley Broadcasting Corp., was with WLW, Cincinnati.

ROBERT E. EASTMAN—president of the station rep firm which bears his name, was a member of the NBC page staff and sang in its quartet.

DOTY EDOUARDE—western division manager, radio, for NBC Spot Sales, was sales manager for a New York commercial movie firm.

FRANK E. EGAN—senior v.p. of D. P. Brother & Co., was a member of the NBC page staff and sang in its quartet.

SYDNEY H. EIGES—NBC vice president in charge of public information, was Pennsylvania state manager for INS.

SAM R. ELMAN—general and station manager of WATR, Waterbury, Conn., was commercial manager for the same station.

JOHN ELMER—president of WCBM, Baltimore, was associated with the station in the same capacity.

ROBERT C. EMBRY—vice president of WTH, Baltimore, was a salesman for WBAL in the same city.

ARTHUR FATT—board chairman of Grey Advertising, was executive v.p. of the agency.

H. M. FELTIS—president of Feltis/Dove/Cannon station reps, was commercial manager for KJR, Seattle.

JOCK FERNHEAD—chairman of the executive committee of KPOI Broadcasting Co., Honolulu, was a page boy at NBC, Hollywood.

GEORGE FIELD—program director of WEVD, New York, was publicity director of the same station.

ANGELO W. FIORANI—president of WPTS, Pittston, Pa., was on the Blue Network.

O. W. FISHER—president of KOMO, Seattle, was president of KOMO and KJR, also Seattle.

JERRY FITCH—executive vice president and manager at KGLN, Glenwood Springs, Colo., was with United Press in Omaha.

ROY M. FLYNN—vice president and general manager of KRLD-TV, Dallas, was chief engineer of KRLD Radio.

BOB FOREMAN—BBD&O executive vice president, was a trade copy writer with the same agency.

WALT FRAMER—executive producer with Walt Framer Productions, was with WWSW in Pittsburgh.

A. FRIEDENTHAL—was chief engineer of WJR, Detroit, a position he still holds.

EDWIN S. FRIENDLY, JR.—v.p., special programs for NBC-TV, was a cadet at the Manlius Military Academy.

WILLIAM H. FROSCHE, Jr.—program director of WISH, Indianapolis, was an announcer at WIRE.

KEN FRY—owner of WHCC, Waynesville, N. C., was NBC central division special events director.

JOHN D. GALE—manager of the Hollywood office of Paul H. Raymer Co., was a salesman for KFAC in Los Angeles.

MILTON B. GARBER—president of KCRC, Enid, Oklahoma, was editor of the local newspaper in Enid, Okla.

RITA GARNER—director of sales promotion for MBS, was attending grammar school in the Bronx, N. Y.

DAVE GARROWAY—was an announcer for KDKA, Pittsburgh in 1938.

E. K. GAYLORD—president of WKY TV System, Inc., was president of WKY, Oklahoma City.

G. DAVID GENTLING—vice president and general manager at KROC-TV, Rochester, Minnesota, was commercial representative for KROC.

CARL GEORGE—general manager of WGAR, Cleveland, was chief announcer for the same station.

CLIFF GILL—president of KEZY in Anaheim, Cal., was a news writer for KPMC, Bakersfield.

NORMAN E. GLUCK—TV sales manager for Universal Pictures TV department, opened the Teaneck Theatre in Teaneck, N. J.

CHARLES GODWIN—vice president in charge of stations for Mutual Broadcasting System, was production manager for the Newark studios of WOR.

LEONARD H. GOLDENSON—president of AB-Paramount Theatres and ABC, was assistant to the executive in charge of Paramount Pictures theatre operations.

SIMON GOLDMAN—president of WJTN, Jamestown, N. Y., was sales manager for the same station.

E. JONNY GRAFF—vice president in charge of sales for ITC, was an international society orchestra leader.

PETER GRANT—newscaster for WLW AM-TV, Cincinnati, began airing nightly newscasts for WLW.

HENRY GREENFIELD—general and station manager of WEVD, New York, was station manager of WEVD.

WILLIAM B. GULETTE—president of Preview Theatres, had recently founded the company.

JAMES C. HAGERTY—vice president in charge of news, special events and public affairs at ABC-TV Network, was a reporter for the New York Times.

SAMUEL H. HAIMS—secretary-treasurer of Seven Arts Associated, was a government auditor.

JAMES G. HANLON—sales promotion manager of WGN, Inc., Chicago, was a writer for Triangle Publication's Radio Guide Magazine.

JAMES E. HANNA—N. W. Ayer & Son vep and radio-TV director, was copy supervisor at the agency's Detroit office.

JOSEPH F. HARDS—v.p. and program director of Magne-Tronics, was with Musak Corp.

PHIL HARRISON—promotion and public relations director of WSB, Atlanta, was attending grammar school.

ARNOLD HARTLEY—executive vice president of Key Broadcast Management, was director of continuity at WCAU, Philadelphia.

ARTHUR HULL HAYES—president of CBS Radio Network, was eastern sales manager of CBS Radio Spot Sales.

STORRS HAYNES—vice president at J. Walter Thompson, was radio department manager for Berg-Allenberg Agency.

FRANK M. HEADLEY—president and treasurer of H-R Reps, was with the FBI.

ADOLPH HELD—president of WEVD, New York, was president of the same station.

JOHN HENNINGER—chief engineer of WBIG, Philadelphia, held the same post with the same station.

GEORGE P. HOLLINGBERRY—board chairman of the station rep firm which bears his name, was president of Craig & Hollingbery representatives.

WILLIAM HOOS—chief engineer at WFBR, Baltimore, Maryland, was in radio communications at Maryland State Forestry Department.

HAROLD V. HOUGH—vice president and director of WBAP, Ft. Worth, was station manager of WBAP.

G. PORTER HOUSTON—was chief engineer of WCBM, Baltimore, a position he still holds.

REX HOWELL—president and general manager of KREX, Grand Junction, Colorado, was running KFXJ as manager, doing sales, announcing, and all news editing.

STANLEY E. HUBBARD—president of KSTP, Inc., owners of radio and TV stations in Minnesota, New Mexico and Florida, was president of KSTP Radio in Minneapolis-St. Paul.

WILBUR HUDSON—chief engineer of WAVE, Louisville, was with the same station in the same capacity.

HENRY HULICK—chief engineer at WPTF, Raleigh, N. C., held the same spot at the same station.

ROBERT F. HURLEIGH—president of Mutual Broadcasting System, was director of news and a newscaster at WFBR, Baltimore.

ROBERT L. HUTTON, JR.—vice president and sales promotion manager for Edward Petry Co., was copywriter and assistant account executive at BBD&O.

MICHAEL HYAMS—president of Prime TV Films, was producer of the Royal Command Performance show.

WILLIAM H. HYLAN—senior vice president-sales, at CBS-TV Network, graduated from Yale University and joined CBS Radio Sales.

EDWARD JACKER—chief engineer of WEDC, Chicago, was chief engineer of WCBM, in the same city.

NOAH JACOBS—ITC sales executive, was a high school student in New Brunswick, N. J.

SAUL JEFFEE—president of Movielab, Inc., held the same position with the firm, which he founded.

RAY JOHLER—of the KSD, St. Louis, engineering staff, was handling dance band remotes for KSD.

GEORGE S. JOHNSON—general manager and chief engineer of KOB, Albuquerque, was chief engineer with the same station.

WALTER C. JOHNSON—vice president and general manager at WTIC AM-FM-TV, Hartford, Conn., was assistant general manager and sales manager for WTIC.

MERLE S. JONES—president of the CBS TV stations division, was manager of KMOX, the CBS outlet in St. Louis.

ROBERT B. JONES, JR.—vice president and general manager of WFBR, Baltimore, Maryland, was a sophomore majoring in sociology at Dartmouth College.

CY KAPLAN—sales manager for ITC, was a radio actor on the Jack Armstrong Show on WBBM, Chicago.

LEONARD KAPNER—president of WRYT and executive vice president of WTAE (TV), both Pittsburgh, had just been named president of WCAE (now WRYT).

JOHN KAROL—vice president, special projects, CBS Radio network sales, was director of market research at the same network.

JOSEPH F. KEATING—vice president in charge of programs and operations for Mutual Broadcasting System, had just graduated from Perth Amboy High School.

JOHN KEYS—advertising and station manager at WNBQ-WMAQ, Chicago, Ill., was on the editorial staff of the Post-Tribune at Gary, Indiana.

H. SCOTT KILLGORE—president of Tele-Broadcasters, was an engineer with the Yankee network in Boston.

CHARLES KING—director of station relations for the Mutual Network, was a freshman at Utica Free Academy.

C. H. KINSLEY, JR.—manager at KHSL, Chico, Calif., was a student at the University of California.

ROBERT E. KINTNER—president of NBC, was a member of the N. Y. Herald Tribune's Washington bureau.

IRVING KLEIN—president of Donall & Harman, Inc., was a college senior, and also did sales promotion and designed displays for a chain of millinery departments in various department stores.

DAVE KEMM—promotion director of the Balaban Stations, was born in 1937.

DANIEL W. KOPF—president of WAVZ, New Haven, Conn., was a junior at Cornell.

LEONARD KORNBLUM—vice president and treasurer for ITC, was a grammar school student in Brooklyn.

WORTH KRAMER—president of WJR, The Goodwill Station, was program director of WGAR, Cleveland.

E. E. KREBSBACH—president of KGCX, Sidney, Montana, held the same post with the station.

EDWARD LAMB—president of WICU-TV, Erie, Pa., was an attorney.

C. HOWARD LANE—president of KOIN-TV, Portland, Oregon, was business manager at McClatchy Broadcasting Co.

JOHN J. LAUX—executive vice president and general manager of WSTV, Steubenville, Ohio, was station manager at KQV, Pittsburgh.

LES LEARNED—director of engineering for Mutual Broadcasting System, was a staff engineer of WNYC, New York.

BERTRAM LEBHAR, JR.—vice president and general manager of WEAT, West Palm Beach, Fla., was commercial manager of WMCA, New York.

GENE LEVY—vice president of Camera Equipment Corp., was a Free Lance Assn. camera man.

FULTON LEWIS, JR.—news commentator with MBS, was a commentator with WHN, New York.

ALAN LISSER—program director at KBIG, Avalon, Calif., was a student at the University of California.

BEN LOCHRIDGE—CBS Radio general sales manager, was a space salesman for the Chicago Tribune.

NATHAN LORD—general manager of WAVE, Louisville, was station manager with WAVE.

JOSEPH LORIN—vice president and account supervisor at Grey Advertising, was a v.p. and retail sales director with the same agency.

J. ELROY McCAW—president of Gotham Broadcasting, was general manager of KELA, Centralia-Chehalis, Washington.

STEVE McCORMICK—vice president in charge of news for Mutual Broadcasting System, was a White House correspondent for MBS.

WALTER McCOY—chief engineer of WYRE, Pittsburgh, was with WYRE in the same position.

CLAIR R. McCULLOUGH—general manager of the Steinman stations, was president of WEST and WAZL.

WILLIAM K. McDANIEL—executive v.p., NBC Radio Network, was a senior at Duke University.

DAREN McGAVERN—of McGavren/Guild station reps, was a high school student in southern California.

NORMAN S. McGEE—vice president, sales, WQXR, New York, was sales manager for the same station.

BEN S. McGLASHAN—owner of KGFJ, Los Angeles, was manager of the same station.

FRANK McLAURIN—general manager at KSRO, Santa Rosa, Calif., was attending grammar school at Pierre, South Dakota.

STEPHEN A. MACHCINSKI, JR.—v.p., sales for Adam Young, Inc., was attending Columbia U.

LOWELL H. MacMILLAN—v.p. and general manager of WHEC, Rochester, was doing sports broadcasts at WHAM.

ABE MANDELL—ITC's executive vice president, was an actor.

SANDFORD MARSHALL—of MBS, was an undergraduate at Harvard while doing the first radio debates on a local Boston station.

WILLIAM A. MARTIN—president, station manager at KMMJ, Grand Island, Nebr., was with the same station.

TONY MARVIN—news commentator and MC for MBS, was with WNYC, New York, as director of special events and news.

ROBERT S. MASLIN, JR.—president of WFBR, Baltimore, was advertising manager and publicity director of the same station.

RICHARD H. MASON—president and general manager at WPTF, Raleigh, N. C., was general manager at the same station.

WILLIAM G. MATTA—president and general manager of WLOA, Braddock, Pa., was an automobile dealer.

GERALD F. MAULSBY—director of network programs for CBS Radio, was a staff member of the web's operations division.

SANDY MEEK—general manager of WHTC, Holland, Mich., was an announcer with that station.

ROBERT D. MEEKER—president of the Meeker Co., was an account executive at Pedlar & Ryan.

KURT A. MEER—president and general manager at KCUL, Fort Worth, Texas, was attending high school in Greenville, Texas.

JOHN MERRELL—sales manager at KPH, Wichita, Kansas, was attending school in Wichita.

BILL MICHAELS—vice president for TV operations at Storer Broadcasting, was attending San Antonio U. and working as assistant sports editor on the San Antonio Express at night.

CHARLES MICHAELSON—president of Charles Michaelson, Inc., headed his own transcription company.

FRANK MILLER—administrative director of MBS, was a high school freshman.

PAUL J. MILLER—general manager at WWVA, Wheeling, W. Va., was production manager for the same station.

THOMAS W. MOORE—ABC vice president in charge of the TV network, was attending Mississippi State College.

PAUL W. MORENCY—president of WTIC-AM-FM-TV, Hartford, Conn., was vice president and general manager at WTIC.

GERALD J. MOREY—president and general manager of WNLC, New London, was station and commercial manager of the station.

DAVID H. MORRIS—president and general manager at KNUZ, Houston, Tex., was working for the American Statesman in Austin.

JOHN MOSMAN—vice president of J. Walter Thompson, Chicago, was MC of the Benny Goodman radio show.

HERB MOSS—president of Gotham Recording Corp., was a producer-director for NBC.

BERNARD L. MULLINS—vice president, radio programs at WTIC, Hartford, Conn., was a member of the WTIC announcing staff, and also was an actor.

EUGENE MURIATY—promotion manager at WTIC, Hartford, Conn., was a student at Boston University.

PAT MURPHY—general manager at KCRC, Enid, Okla., was appearing in his high school radio play contest which won first place in the state.

EDWARD R. MURROW—director of the USIA, was European director of CBS Radio, stationed in London.

HAROLD NEBE—was chief engineer of WSMB, New Orleans, a post he still retains.

SAM NORIN—of KIRO, Seattle, was chief engineer of KELA, Centralia-Chehalis, Washington.

GEORGE W. NORTON, JR.—president of the Norton stations, was president of WAVE, Louisville, which he still owns.

HARRY NOVIK—president and general manager of WLIB, New York, N. Y., was the owner of the Rogers ladies' ready-to-wear store in Stamford, Conn.

M. S. NOVIK—radio and TV consultant, member, U.S. Advisory Commission on Information, was a director of WEVD, New York.

HARLAN G. OAKES—of Harlan G. Oakes & Associates, had just opened a station rep office in California for Jos. H. McGillvra.

NORMAN OBER—director, program writing at the CBS Radio Network, was working as a counter-man at Huyler's in Boston.

JIM O'CONNOR—chief engineer, New York, for MBS, was an engineer with WOR.

ART OKUN—eastern sales manager at MBS, was attending grammar school in Brooklyn.

JACK PAAR—star of the Jack Paar Show, was an announcer with WCAE (now WYRT), Pittsburgh.

WILLIAM S. PALEY—chairman of the board of CBS, Inc., was president of the network.

LEONARD J. PATRICELLI—vice president in charge of programs for WTIC-TV, Hartford, was a continuity writer with WTIC.

S. H. PATTERSON—founder of the Patterson Chain and owner of KSAN, San Francisco, bought KSAN (then KGGC).

JOHN E. PEARSON—vice president in charge of international sales for ITC, was with the London Stock Exchange, specializing in international trade.

ROY C. PEDERSEN—sales promotion manager of WDAY, Fargo, was attending North Dakota State U.

FRANK E. PELLEGRIN—executive vice president of H-R Reps, was sales manager for Central State Broadcasting System in Lincoln and Omaha.

H. P. PETERS—president of Peters, Griffin, Woodward, was vice president of Free & Peters station representatives.

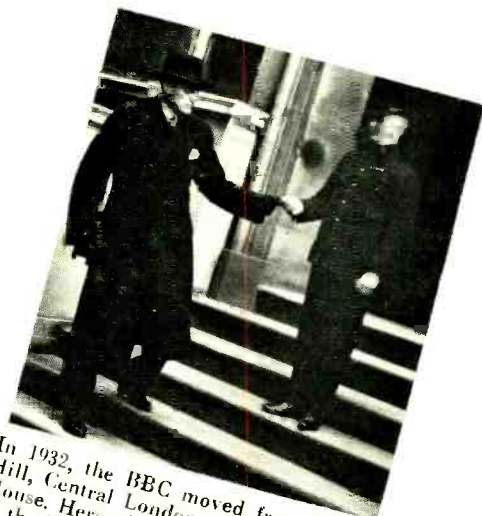
THE BBC LOOKS BACK



First broadcast transmission of entertainment in Great Britain. Dame Nellie Melba broadcasting from the experimental Marconi Station in Chelmsford, in 1920. Photograph taken before the move to Savoy Hill in March-April, 1923.



Hugh Carleton Greene, now director-general of the BBC, was director of the BBC German Service in 1946.



In 1932, the BBC moved from Savoy Hill, Central London, to Broadcasting House. Here, the then director-general of the BBC, Sir John Veith, hands the key of Savoy Hill to the commissioner for the last time.



"100% Broadway," televised on June 11, 1937, featuring David Burns, Terry Lawlor, Ken Harvey, Joan Miller and the Albertina Rasch Girls. The program was produced by Cecil Madden.



Cecil Madden, first producer of BBC Television programs. He is now assistant to controller, programs, BBC-TV.



Val Gielgud, now head of BBC sound drama, was director of features and drama, in 1943.

OVER 40 EVENTFUL YEARS



One of the earliest television plays, Pirandello's "The Man With a Flower In His Mouth," broadcast by BBC-TV in 1930. Left to right: George Innes, Gladys Young, Lance Sieveking, Earl Grey, C. Dennis Freeman, Lionel Millard and Mary Everley.



Ronald Waldman, now head of BBC-TV Enterprises, as he was in 1942. He was appointed head of TV light entertainment in 1951.



Experimental TV from the BBC's television studio in Broadcasting House, November, 1932.

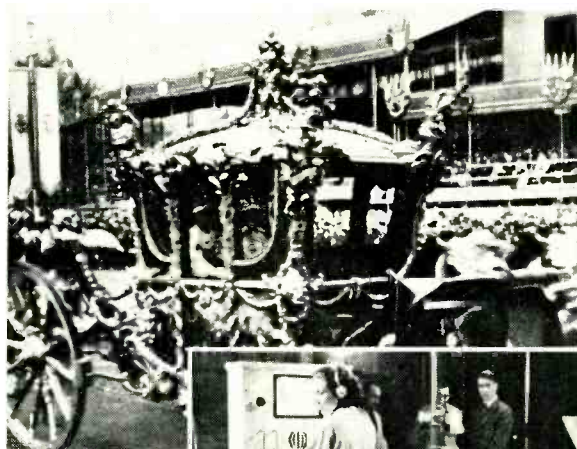


Beniamino Gigli, the famous Italian tenor, appearing before the television cameras, in 1946.

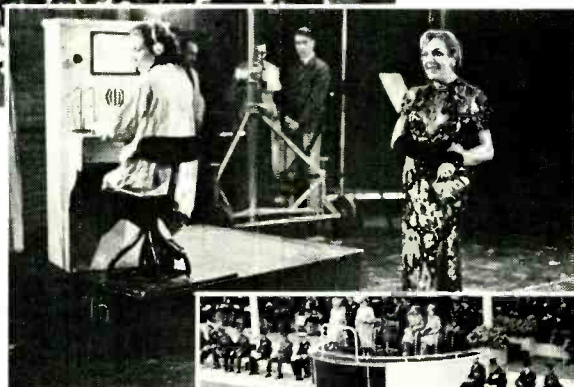


An early Outside Broadcast. Commentators broadcasting from the Brooklands Race Track, August, 1922.

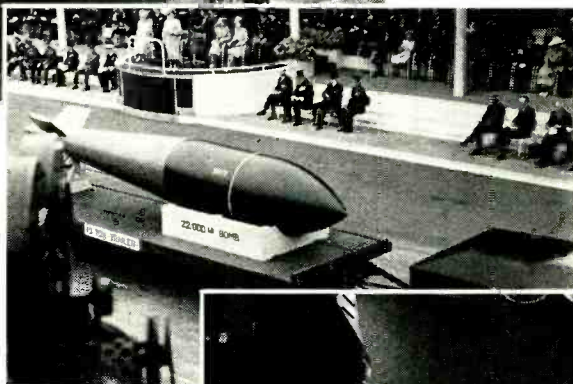
BBC TELEVISION AS IT WAS THEN—



Coronation procession of Their Majesties King George VI and Queen Elizabeth, May, 1937. The Royal Coach passing the television cameras at Apsley Gate.



The late German novelist Vicki Baum, appearing in the BBC's "Picture Page," in 1936.



A complete sound picture of the London Victory Parade (1946) was broadcast by the BBC and televised by the TV Outside Broadcast Fleet.

—AND AS IT IS NOW

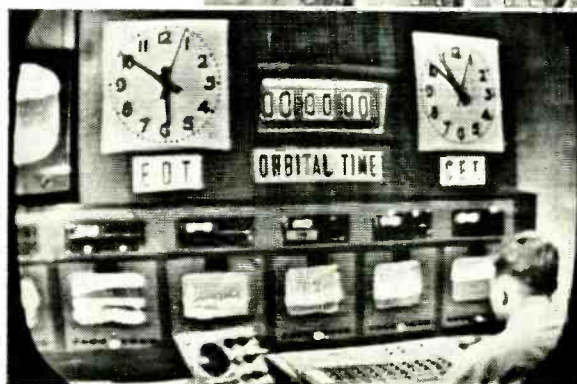
Rehearsal of a dance sequence for a BBC experimental color transmission in 1958.

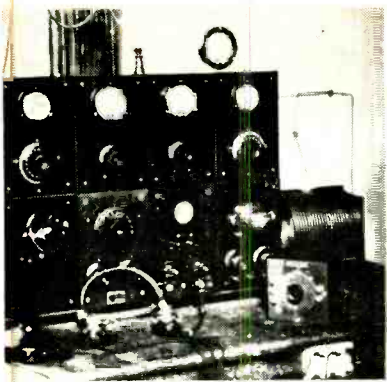


"The Black and White Minstrel Show"—the Minstrels and the Television Toppers, 1960.

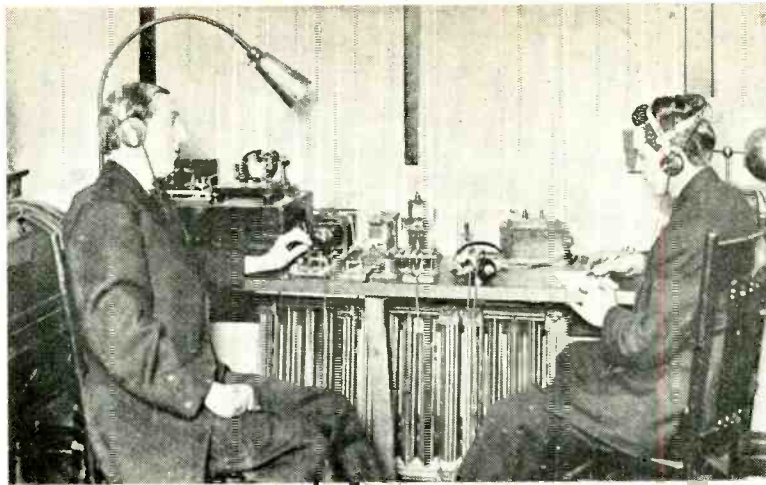


An off-the-screen photograph of the control room at G.P.O., Goonhilly Down, Cornwall, transmitted by Telstar, November, 1962.





The early 100-watt transmitting equipment of WSBT, South Bend, Ind., about 1922.



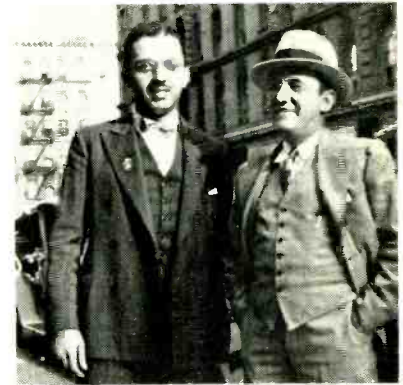
One of the first wireless stations, a 15-watt spark transmitter in San Jose, Calif., 1909, operated by Charles D. Herrold (r), and Ray Newby.



Biever & Stein's president, Curtis Biever, at the age of seven months.



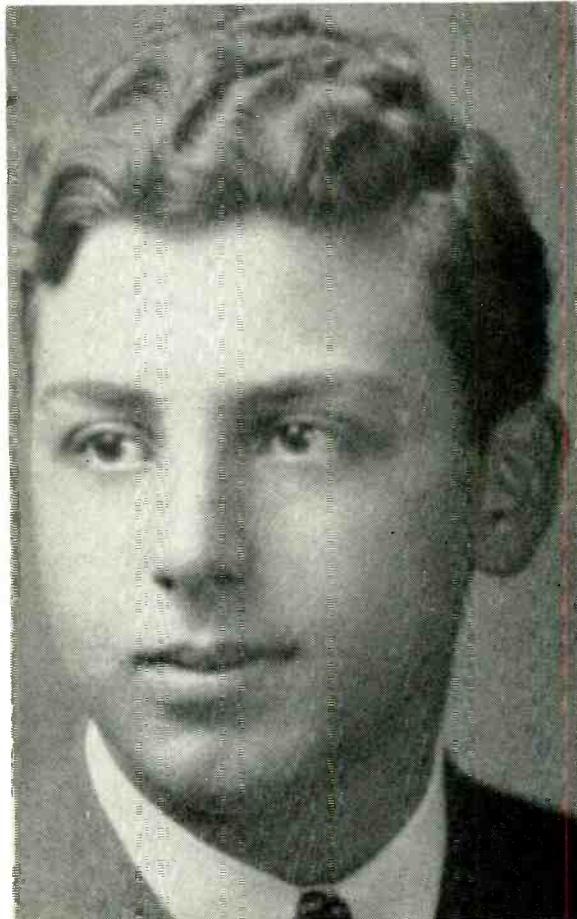
Norman Baer as a grade-school football star in 1937. He is Mutual's director of news.



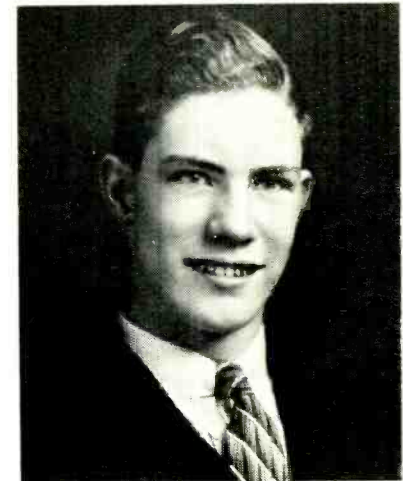
Terrytoons' Phil Scheib, musical director, and Bill Weiss (left), vice president and general manager, photographed together 25 years ago.



Wendell Campbell, general manager of KGBS, Los Angeles, as he looked in 1927.



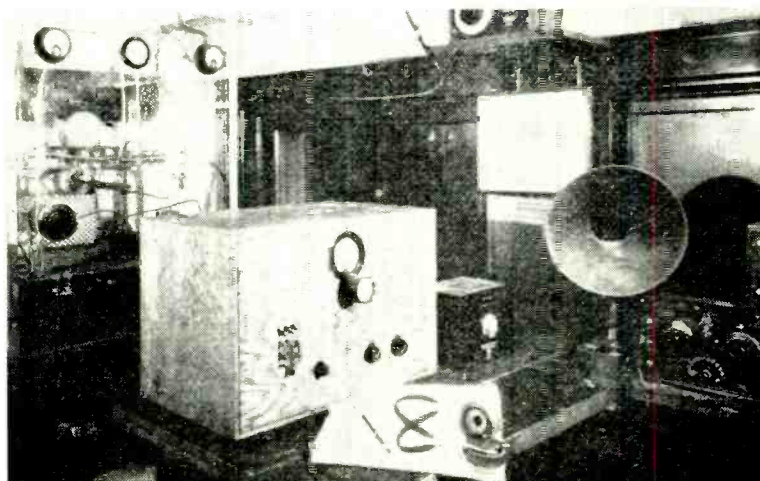
Twenty-five years ago. Fortune Pope was entering his junior year at Columbia U. Today he is president and general manager of WHOM, New York.



Robert M. Peebles, vice president and general manager of WROW, Albany, N. Y., when he was a school student.



Kent Burkhart, general manager of Atlanta's WQXI, pictured at the age of four.



Transmitter of WHBY, Appleton, Wis., in 1927, two years after the station opened.



Ted Green, RADIO-TELEVISION DAILY columnist, when he was a freelance motion picture talent scout.



William H. Frosch, Jr., was an announcer at WIRE, in 1937. He is now program director of Corinthian Broadcasting's WISH, Indianapolis.



Henry Ford (seated) listens over earphones in WSB's first studio with the late Major John S. Cohen (right, then Atlanta Journal editor and publisher). Others are Montgomery Haynes, Walker Lee and L. W. Robert. Taken in 1922.



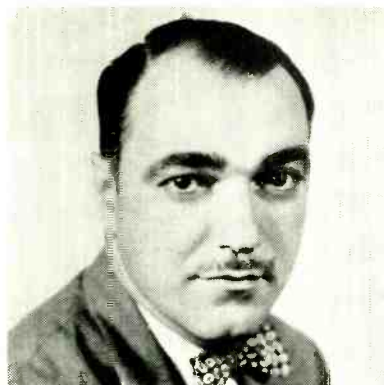
A 1930 photo of Harry Spencer, then control operator of WBTM, Danville, Va. He is still with the station.



Harold M. Wagner when he was a staff announcer and program director at WENY, Elmira, in 1937. Wagner is now director of sales administration for MBS.



Donald Klanber (left), vice president and national sales manager of Seven Arts Associated, in an early photo with his sister Barbara.



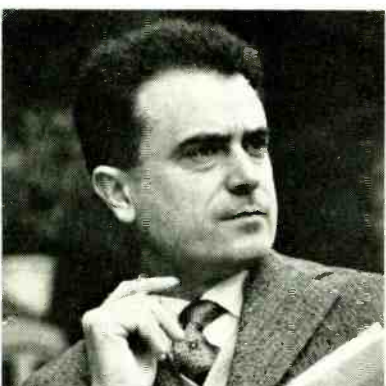
Charles Godwin in 1937, when he was production manager for the Newark studios of WOR. He is now with Mutual as vice president in charge of stations.



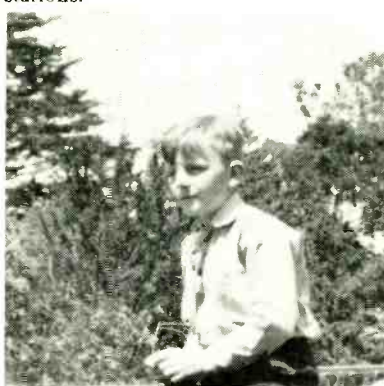
Tony Marvin, when he was director of special events and news for WNYC, New York. Today he is host-narrator of Mutual's "World Today," as well as a regular newsmen.



Ralph Tyler, now a member of RADIO-TELEVISION DAILY's editorial staff.



Lionello Torossi, now president of Fremantle Italiana, an associate company of Fremantle International.



Ralph Guild, in 1938. Today he is executive vice president and national sales manager of McGavren-Guild, Inc., station representatives.



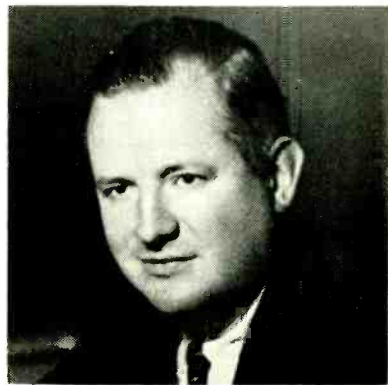
Melvin J. Silverberg, associate editor of RADIO-TELEVISION DAILY, in a 1939 photo.



Since 1933, Don McNeill has been with ABC's "Breakfast Club," now in its 29th year.



The third meeting of the Kentucky Broadcasters Association, in 1946. Among those attending were Ken Sparrow, BMI (first row, seventh from left); W. Bruce Hager, WOMI, Owensboro (front row, extreme right); Hugh O. Potter, WOMI, the first president of the Association, (second row, sixth from left); John D. Langlois of Lang-Worth Feature Programs, Inc., (second row, seated, extreme right).



Joseph F. Hards was with Muzak Corp. when this picture was taken in 1937. He is now vice president and program director of Magne-Tronics, Inc.



Dan Ingram, now WABC disc-spinner on the "Dan Ingram Show."



The 1924 opening of WOOD. L-R standing at microphones: George Stone, now of NBC, Chicago, Mayor George Walsh of Grand Rapids, Paul Eichorn, WOOD sales manager; seated at controls: Bob Smith, now TV program administrator.



John E. Pearson, ITC's v.p. in charge of international sales, shown 25 years ago when he was with the London Stock Exchange specializing in international trade.



Herbert L. Krueger in 1940, when he was research-promotion director at WTAG. He is now vice president and general manager of the Worcester, Mass. station.



A studio shot of Maurie Webster, taken about 1938. Webster is now vice president, spot sales, CBS Radio.



Herbert G. Richek, director of operations, Seven Arts, as he looked over 25 years ago.



Fred Ruegg, now vice president, station administration, CBS Radio.



Clifford Barbourka, vice president-Radio, Adam Young, Inc., as a student at Wentworth Military Academy.



The original home of WCKR, in 1926, when the Miami station was WIOD.



Steve McCormick when he was Mutual's White House correspondent 25 years ago. Today he is the web's vice president in charge of news.



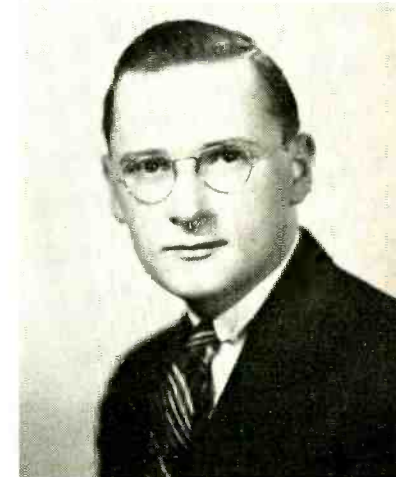
Betty McKean, of RADIO-TELEVISION DAILY, when she was a receptionist-telephone operator at St. Bartholemew's church, New York, 25 years ago.



Bill Krenz, pianist on Don McNeill's "Breakfast Club" since the show started in 1933.



Bernard L. Mullins (left) now vice president-radio programs, for WTIC, Hartford, performs as a member of the cast of the Guy Hedlund Players, in 1937. With him are Gertrude Warner, who later became a network actress, and Bud Rainey, now a station manager in Louisiana.



Twenty-five years ago, Thomas H. Bateson was attending Boston U. Currently he is vice president of WNAC-AM-TV, Boston.



A 1938 photo of David C. Adams, now senior executive vice president of NBC. He was then a senior law student at the University of Buffalo.



Mel Blanc, whose many voices and caricaturizations have been heard on numerous radio, TV and theatrical film shows through the years. Taken in 1943, during NBC's "Point Sublime" Show.



John W. Kluge (left) president and chairman of Metromedia, Inc., with James Lin, the son of the then president of China, Lin Sin, taken in 1937. Kluge was a student at Columbia U.



Frank Zuzolo when he was a third-string quarterback during his senior year at the University of Missouri. He is now public relations director for the Mutual Broadcasting System.



Joseph F. Keating, vice president in charge of programs and operations for the Mutual Broadcasting System, had just graduated from North Amboy High School in June, 1937.



Frank Tremaine, vice president and general manager of United Press International Newspictures, interviews Admiral Halsey (left) on Bougainville, in 1944. Tremaine was then a UPI correspondent in the Pacific Theatre.



James F. O'Grady, Jr., now executive vice president of Adam Young, Inc., station representatives, when he was a member of the St. Edmunds Choir, in 1940.



RADIO-TELEVISION DAILY's David Dunham, in a photograph taken about 1940.



Bob Forward was attending Stamford University in 1937. He is now vice president and general manager of KLAC, Los Angeles.



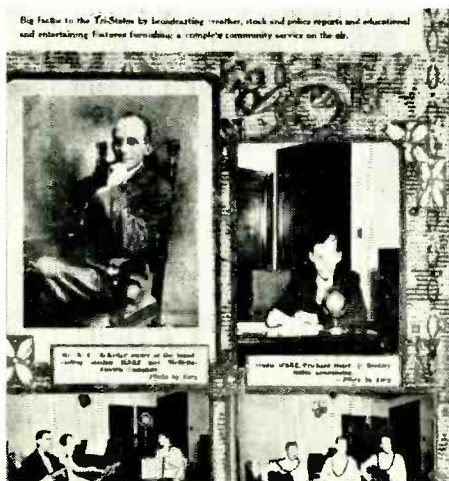
Sidney K. Halpern, president of Promotional Services, when he was a freshman at the City College of New York in 1937.



Roberta Sirico in 1942. She is now a member of the RADIO-TELEVISION DAILY staff.



Lt. Robert W. Booth of the U.S. Signal Corps, in 1940. At that time he had been assistant manager at WTAC, Worcester, Mass. After World War II, he returned to his post at WTAC, and is now president of the station.



A reproduction of historical photographs of WSAZ, which appeared in the Huntington Advertiser in 1927. The West Virginia station has been on the air since 1923.



Peter Frank 25 years ago. He is now president of the Peter Frank Organization.

CANADA



Harry Bluestone, principal of Cardisc, Inc., when he was head violinist with Benny Goodman's orchestra.



Dr. Serge Koussevitzky (center), conductor of the Boston Symphony Orchestra, conferring with W. C. Swartley (right), now area v.p. for Westinghouse Broadcasting, and F. M. Sloan, now v.p. of Westinghouse Lamp Division, following a demonstration of FM station WIXK, in 1937. Dr. Koussevitzky listened by telephone from the WBZ, Boston, studios.



Station CFRN, formerly CFTP, when it was licensed in 1934. It has grown from 100 to 50,000 watts. Today the station's studios and offices are designed to carry out the Indian motif which is employed by the station in every possible fashion. A valuable collection of Indian handicraft adorns the offices and has created a new interest in Canada's historical stories of the tribes.



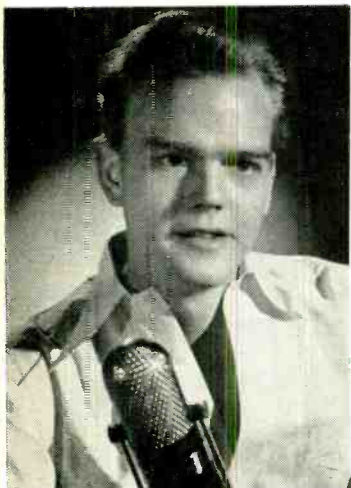
Tom Fitzsimmons, night editor of RADIO-TELEVISION DAILY, as he looked in 1934, just prior to entering the trade journalism field.



CBS Radio's director of press information, Sid Garfield, as he looked 25 years ago.



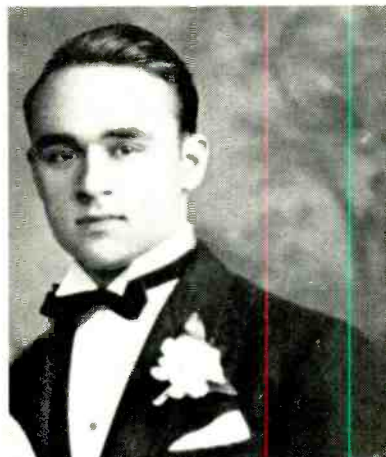
Jack Russell of RADIO-TV DAILY's Chicago Bureau, when he led his own orchestra in 1937.



ABC newscaster Paul Harvey, when he was with KVOO in Tulsa, Okla., in 1933.



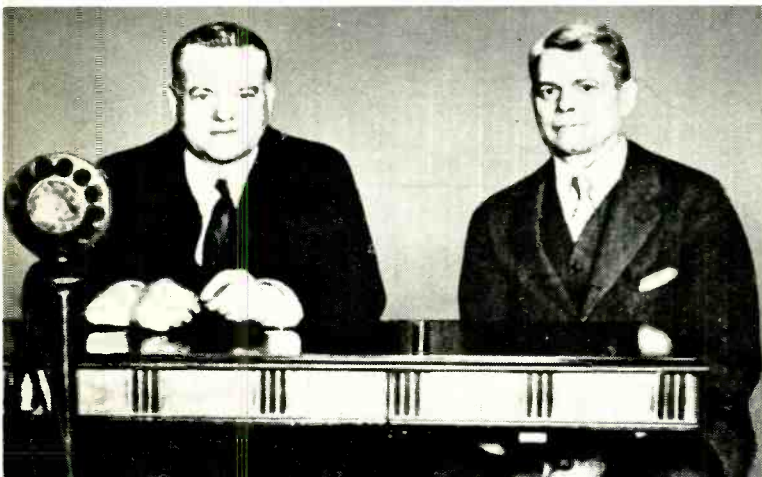
William E. Steers, president of Doherty, Clifford, Steers & Shenfield, when he was with Pedlar & Ryan in 1937.



Irving Klein, president of Donall & Harman, Inc., when he was a college senior 25 years ago.



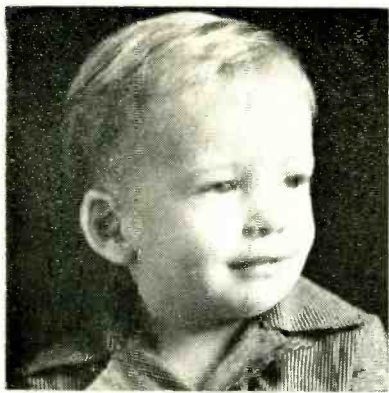
In April, 1933, CHAB began broadcasting as a private commercial station. It had been broadcasting as 10-AB, an amateur station, since 1922. Originating as a public service station, CHAB has maintained its community-conscious policy, and has won many public service awards. The station expanded its operations in 1959 by establishing CHAB-TV.



One of former President Herbert Hoover's first radio interviews was on WGN, Chicago, in 1927. Then Secretary of Commerce, Hoover was interviewed by Arthur S. Henning, chief of the Chicago Tribune's Washington office.



A 1938 reunion of the performers on the "Theatre classique" series on CBF, Montreal. Noted Canadian personalities are, (front row, l-r) Francois Rozet, Marcelle Lefort, Judith Jasmin, Guy Mauffette; (second row): Pierre Dagenais (second from left) and Albert Cloutier (second from right); (third row): Alfee Loiselle, Pierre Durand, Jean-Pierre Masson, Francois Bertrand, Raymond Lemieux; Francois Brunet (at rear).



David C. Croninger, vice president and general manager of KMBC, Metropolitan Broadcasting outlet in Kansas City, twenty-seven years ago.



KFWB, Los Angeles, personnel photographed 25 years ago. Left to right: Bernie Wilkins, former sales manager; Harry Mazlish, former general manager; Whitney Downs, account executive, a position he has held for over 30 years.



William P. Brown, an account executive with Scope Advertising, during his naval days aboard the USS Minneapolis, stationed at Pearl Harbor.



Phil Cowan, pictured 25 years ago, is vice president, public relations, Metropolitan Broadcasting.



Varner Paulsen, program director, WNEW, New York, as he appeared 25 years ago.



Mark Evans now vice president, public affairs, Metromedia, parent company of Metropolitan Broadcasting.



Harvey Glascock, pictured at 17, is today vice president and general manager of WIP, in Philadelphia.



Tom Corradine, president of Tom Corradine & Associates, when he was an usher at the Ace Theatre in Chicago, 1936.



Gene Autry, chairman of the board of Golden West Broadcasters.



Stan Webb, vice president and general manager of Frederick Rockett Productions, was playing trumpet in "The Golden Bear Band" in 1930.



Robert O. Reynolds, president of Golden West Broadcasters, when he was an All-American football star with Stanford University.



Dorothy Thomas, of the RADIO-TELEVISION DAILY staff, photographed in 1945.



Charles A. Alicoate, publisher of RADIO-TELEVISION DAILY, with Arthur Godfrey on the "Talent Scouts" program in the mid-1940's.



Betty Miller, bookkeeper at RADIO-TELEVISION DAILY.



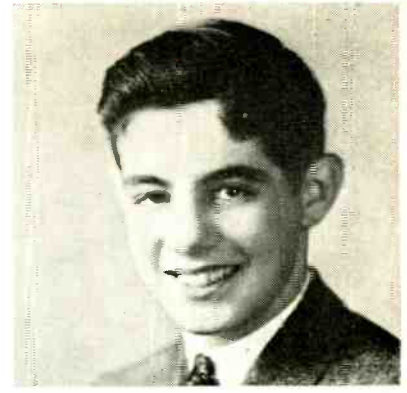
Ardis Ludington, 35mm production manager at Consolidated Film Industries in 1937, holds the same position today.



John Reynolds, a U.S. Army Air Force Aviation cadet at Santa Ana Army Air Base in 1942, is senior vice president, CBS-TV, in charge of west coast.



Paul Schwegler, when he was an All-American at University of Southern California. He is now vice president and general sales manager of General Film Lab.



Joseph C. Drilling, president of Crowell-Collier Broadcasting Company, photographed twenty-five years ago.



Tom McCray, vice president and general manager at KNBC-TV, as he appeared in 1934.



Sidney P. Solow, left, was vice president and general manager at Consolidated Film Industries in 1937. Jim Stone was the company's chief maintenance engineer.



Donn and Lee Colee, vice president and general manager and sales manager respectively of Metropolitan Broadcasting's WTTG (TV), Washington, D.C., "in action" twenty-five years ago.



Tom Frandsen, KNBC emcee, when he was an Ensign in the Navy.



In 1937, Edward H. Reichard was chief engineer at Consolidated Film Industries, Hollywood. He holds the same position today.



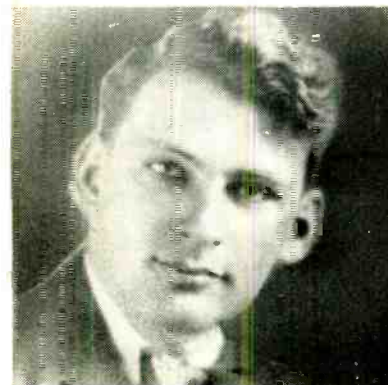
Perry S. Samuels, general manager at WPTR, Albany, N. Y., photographed 25 years ago.



Glover Delaney, vice president and general manager of Metropolitan Broadcasting's KQVR-TV, Sacramento-Stockton, Calif., when he was sales manager of WTHT, Hartford.



Mr. and Mrs. Sid Solow 25 years ago. Mr. Solow is now president of Consolidated Film Industries.



Ted Fogelman, pictured when he was a positive developer at Consolidated Film Industries, Hollywood, in 1937, is today a laboratory superintendent with the company.



Lewis Mansfield, when he was working in the developing room at DuArt Film Laboratory, N. Y. Today, he is associate superintendent, 16mm Division, Consolidated Film Industries.



Jimmy Parks, station manager of KNBC, Los Angeles.

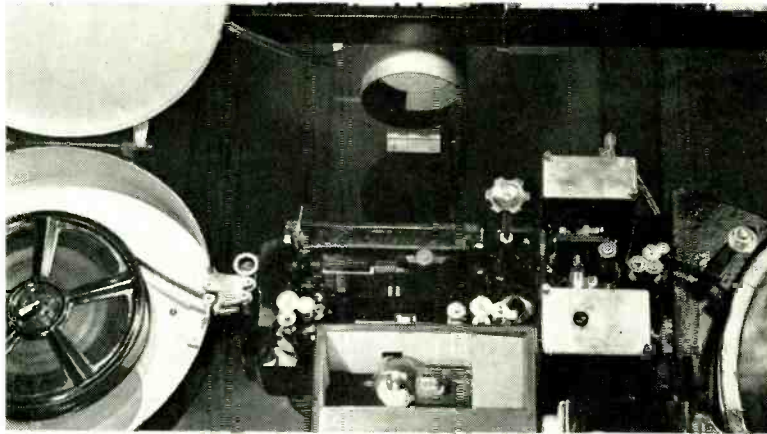


Madge Megargee Holcomb, general manager of WDAU-TV, WGBI, Scranton, Pa., photographed in 1937.

HISTORY MAKING EQUIPMENT



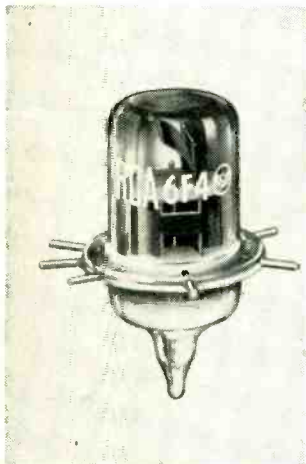
Portable radios became popular when RCA developed this battery-operated #99 tube.



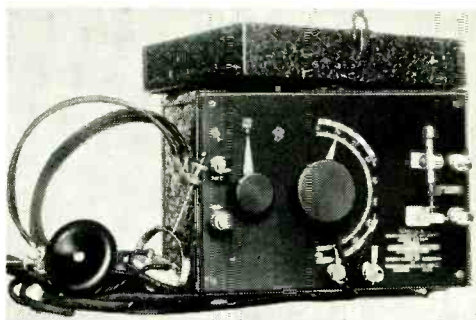
An early television film chain, used in 1938 in conjunction with the Eiffel Tower television station, built by the Paris Laboratories of International Telephone and Telegraph Corp.



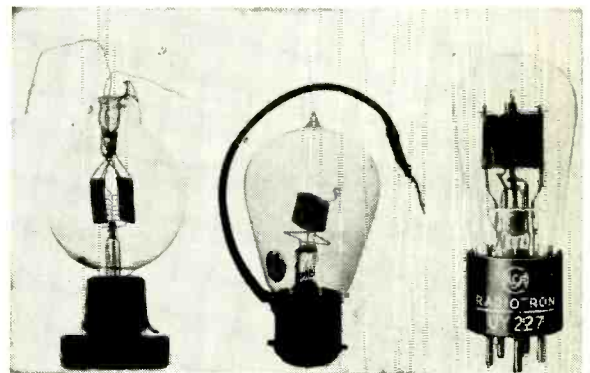
Development of this battery-operated two-tube amplifier in the early twenties made it possible to add a loudspeaker to the tuner so that the entire family could enjoy programs without headphones.



The acorn was the first successful tube for the reception and transmission of UHF signals.



Radio broadcasting gained in popularity in the early twenties when crystal sets and headphones were introduced.



In 1906, Dr. De Forest patented the Audion (left) in which for the first time a third element called a grid was added to the two-element Fleming valve, grand-daddy of all vacuum tubes. The first tube to operate direct from alternating current in the home was the 227. This tube relegated the messy storage battery to the automobile.



The Acriola Senior, Westinghouse's one-tube set using the WD-11 tube, went on the market in the early twenties. It ended the reign of the crystal receiver.



Early radio sets using tubes depended on this UV-201 Radiotron for station reception.



An artist's conception of the world's first demonstration of communication by microwaves in 1931. This commercial link between Dover England, and Calais, France, was designed by European subsidiaries of International Telephone and Telegraph Corp.



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When Boston Needs a Helping Hand!

WNAC Radio and Television is always on hand, extending the cooperation needed by Greater Boston's worthwhile philanthropic groups.

Recently, WNAC Radio invited 20 leading businessmen to participate in a full broadcast day, explaining the need for giving to the United Fund. Simultaneously, Television extended its far-reaching hand, for the benefit of the United Fund.

Whatever it be... Coast Guard... Heart Fund... Red Cross... Muscular Dystrophy... Multiple Sclerosis... Boy Scouts... an emergency call for blood.

WNAC Radio and Television is there, serving the Commonwealth with quality... interest... and public service.

