

RADIO

ANNUAL

—

TELEVISION

YEAR BOOK

ZIV H

YOU NAME IT

HIGHER RATINGS*

BOSTON BLACKIE	21.7	WAVE Louisville Tuesdays 6:30 p. m.
GUY LOMBARDO	16.8	WOW Omaha Sundays 1:30 p. m.
WAYNE KING	19.1	WJR Detroit Tuesdays 7:30 p. m.

MORE RENEWALS**

CISCO KID	6th	YEAR
Interstate Bakeries in 11 States		
BOSTON BLACKIE	5th	YEAR
Carolina Power & Light, Asheville & Raleigh		

EASIER SALES***

**NOW ON MORE STATIONS
FOR MORE SPONSORS
THAN ANY PROGRAM PRODUCER!**

1/4 HOUR SHOWS

- MR. AND MRS.**
- ★ MEET THE MENJOUS Learning Adolph and Verne Teasdale Menjou.
 - ★ EASY ACES Football, Baseball, Goodman and Judd Ace in their famous bread of corn.
- MUSICALS**
- ★ SHOWTIME FROM HOLLYWOOD with Hedy Marin and his "singing" orchestra and The Marine Men.
 - ★ PLEASURE PARADE with Victor Lopez and The Modernaires.
 - ★ THE BARRY WOOD SHOW with Margaret Whiting, The Melody Mads, and Harry Schere and his Orchestra.
 - ★ SINCERELY KENNY BAKER with Buddy Cole and his Men of Music.
 - ★ KORN KOBBLERS America's most humorous band, with Alex Courtney.
 - ★ SONGS OF GOOD CHEER With Laurence Elliott, Willard Young, Mel Simon, Lydia Summers, Stanley Carlson, Gerald Altaire Sears, and Vladimir Simeki, Orchestra Conductor.
- WESTERN VARIETY**
- ★ OLD CORRAL With Poppy Cheykie, Sally Foster, Marle Travis, Slim Durr and The Bunk House Quartette.
- MYSTERY**
- ★ MANHUNT An exciting mystery thriller.
- SOAP OPERAS**
- ★ DEAREST MOTHER, CAREER OF ALICE BLAIR, FORBIDDEN DIARY Three popular soap operas.
- SPORTS**
- ★ ONE FOR THE BOOK Delightful 3 minute sports stories told by Sam Baker. Can be combined for 15 minute show.

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★ **CISCO KID** O. Henry's creation. Each a separate episode. Exciting western adventure. The top-rated "kid" program, coast to coast

★ **LIGHTNING JIM** Exciting western adventure. Each episode complete.

DRAMA

★ **FAVORITE STORY** Top drama with Ronald Colman as host and narrator. Featuring distinguished guest stars.

MYSTERY

★ **BOSTON BLACKIE** The top-rated mystery adventure. Each episode complete. Starring Richard Kollmar.

★ **PHILO VANCE** Scientific sleuthing portrayed by Jackson Beck and star cast.

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★ **THE GUY LOMBARDO SHOW** With Guy and his Royal Canadians. Narrated by David Ross, and featuring the Twin Pianos, the Lombardo Picture Story, Dan Rodney, Kenny Gardner, the Vocal Trio, and the famous Lombardo Medley.

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NEW YORK

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"Star of the Family"

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TELEVISION DAILY

PRESENTS

THE 1951 RADIO ANNUAL

JACK ALICOATE

Editor-in-Chief

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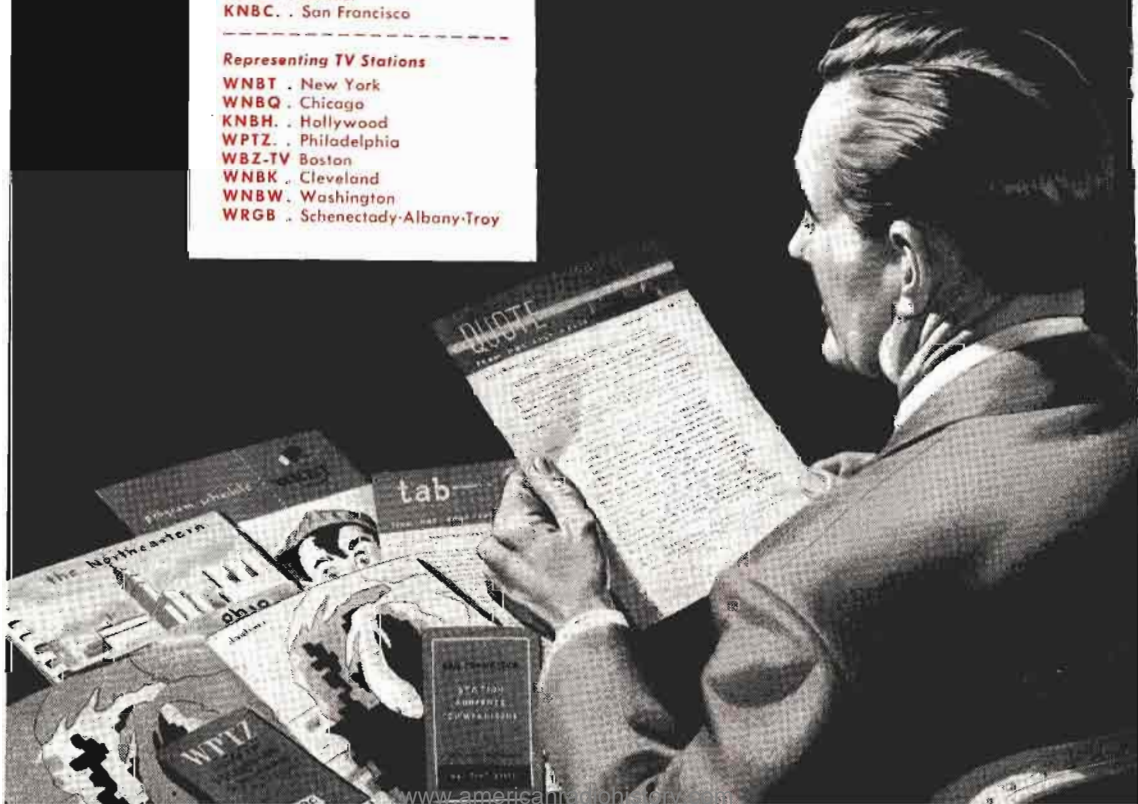
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WTAM . Cleveland
WGY . . . Schenectady-Albany-Troy
WRC . . . Washington
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KNBC . . . San Francisco

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WNBT . New York
WNBQ . Chicago
KNBH . Hollywood
WPTZ . Philadelphia
WBZ-TV Boston
WNBK . Cleveland
WNBW . Washington
WRGB . Schenectady-Albany-Troy





S A L U T A T I O N

We enthusiastically salute the legion of men and women of this dynamic industry for so generously contributing to make the more than twelve hundred pages that follow the most comprehensive reference work in the history of Radio and Television.

This fourteenth annual edition is a complete and compelling story of a revitalized Radio as well as explosively expanding Television industry. Again to all who have helped . . . our sincere appreciation.

JACK ALICOATE
Editor-in-Chief

FOR WORLD-WIDE NEWS . . .

FOR CLEAR, COMPREHENSIVE

COVERAGE . . .

A P

FOR:

AM-FM-TELEVISION

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

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...and in 1975...

MANAGEMENT **LOU LEVY**

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United Press news programs for radio

TYPE	TITLE	MINUTES	DAYS
BASIC NEWS	World News Roundup	15	Weekdays, 7 times Sunday, 6 times
	The World in Brief	5	Weekdays, 11 times Sunday, 11 times
	The World in a Nutshell	1	Weekdays, 7 times Sunday, 6 times
SPORTS	Speaking of Sports	5	Mon. through Saturday
	The Sports Lineup	5	Every day
	Great Moments in Sports	5	Mon. through Saturday
	Sizing Up Sports	15	Sunday
FOR WOMEN	In the Women's World	5	Mon. through Saturday
	Women in the News	5	Mon. through Saturday
	Main's for Women	5	Mon. through Friday
	Your Home	15	Sunday
HUMAN INTEREST	Names in the News	5	Mon. through Saturday
	Time Out	5	Mon. through Saturday
	In Your Neighborhood	5	Every day
	In Movieland	5	Mon. through Saturday
	Do Tell	5	Sunday
	In Their Own Words	5	Sunday
FARMING	On the Farm Front	5	Every day
	Daily Farm Market Survey	5	Mon. through Saturday
	Rural Roundup	5	Tues. through Saturday
COMMENTARY & REVIEW	Today's United Press Commentary	5	Every day
	Under the Capitol Dome	5 15	Mon. through Saturday Sunday
	Highlights of the Week's News	15	Sunday
	United Press Reporting	15	Sunday
BUSINESS & SCIENCE	Weekly Business Review	5	Saturday
	Tomorrow's Business	5	Friday on thereafter
	Today in Science	5	Monday through Friday

U.P.

1250 radio stations from coast to coast receive from United Press an average of 40 news programs and news features every day — in addition to scores of extra shows of seasonal and special topical interest throughout the year. And some 200 kinds of sponsors buy them. The U.P. bureau nearest you is ready to present further information promptly.

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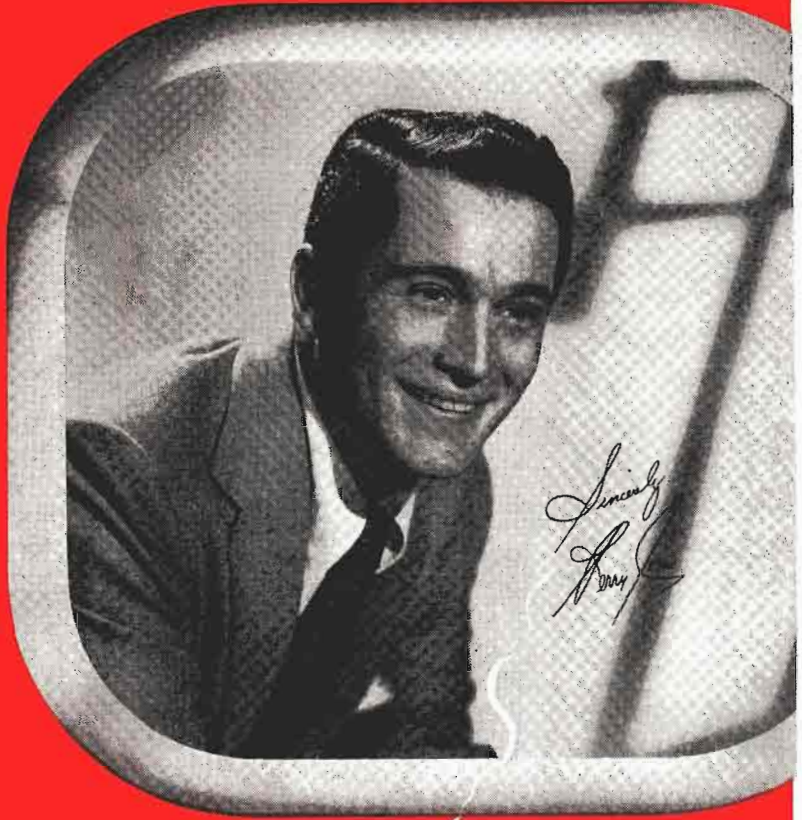
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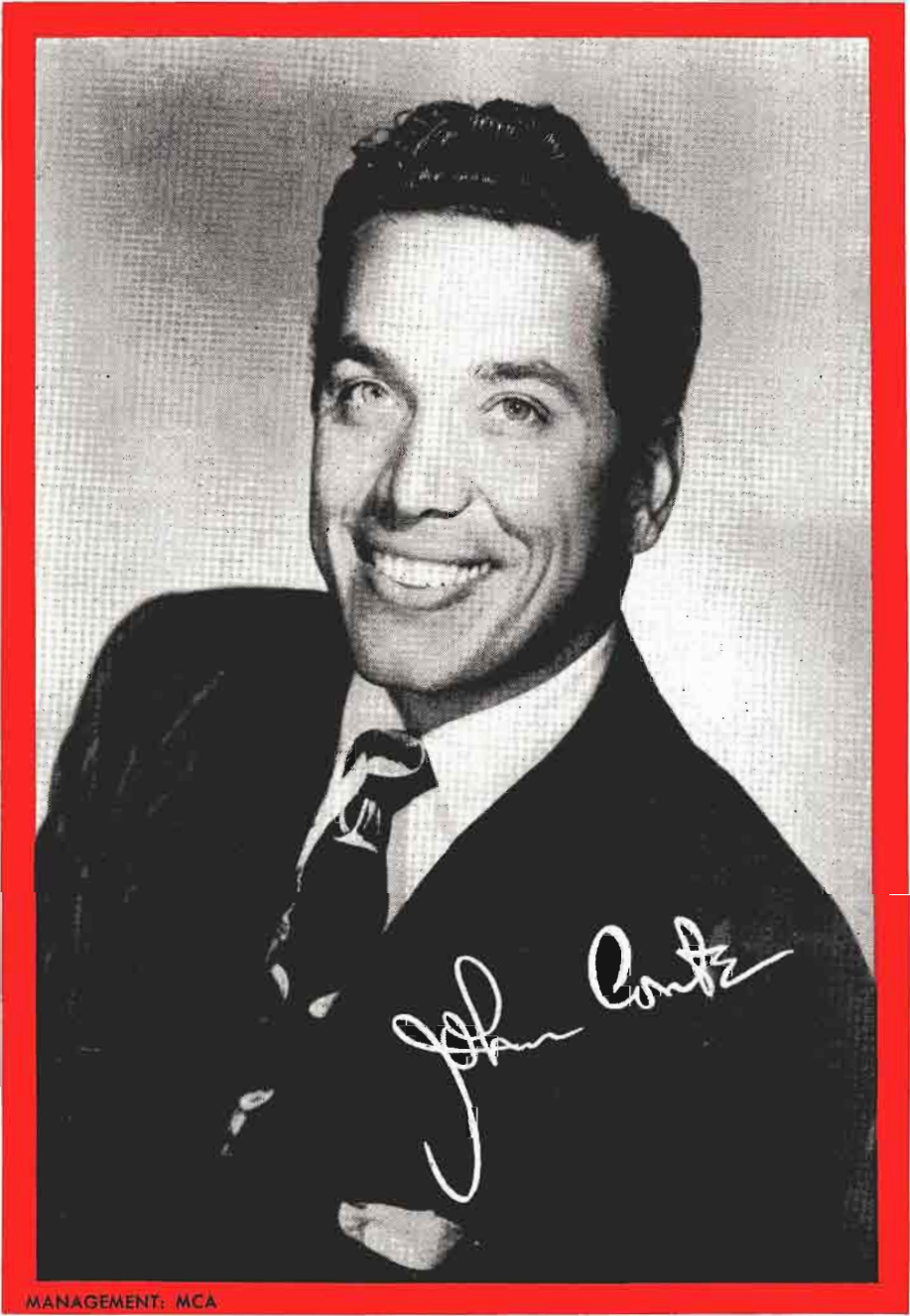
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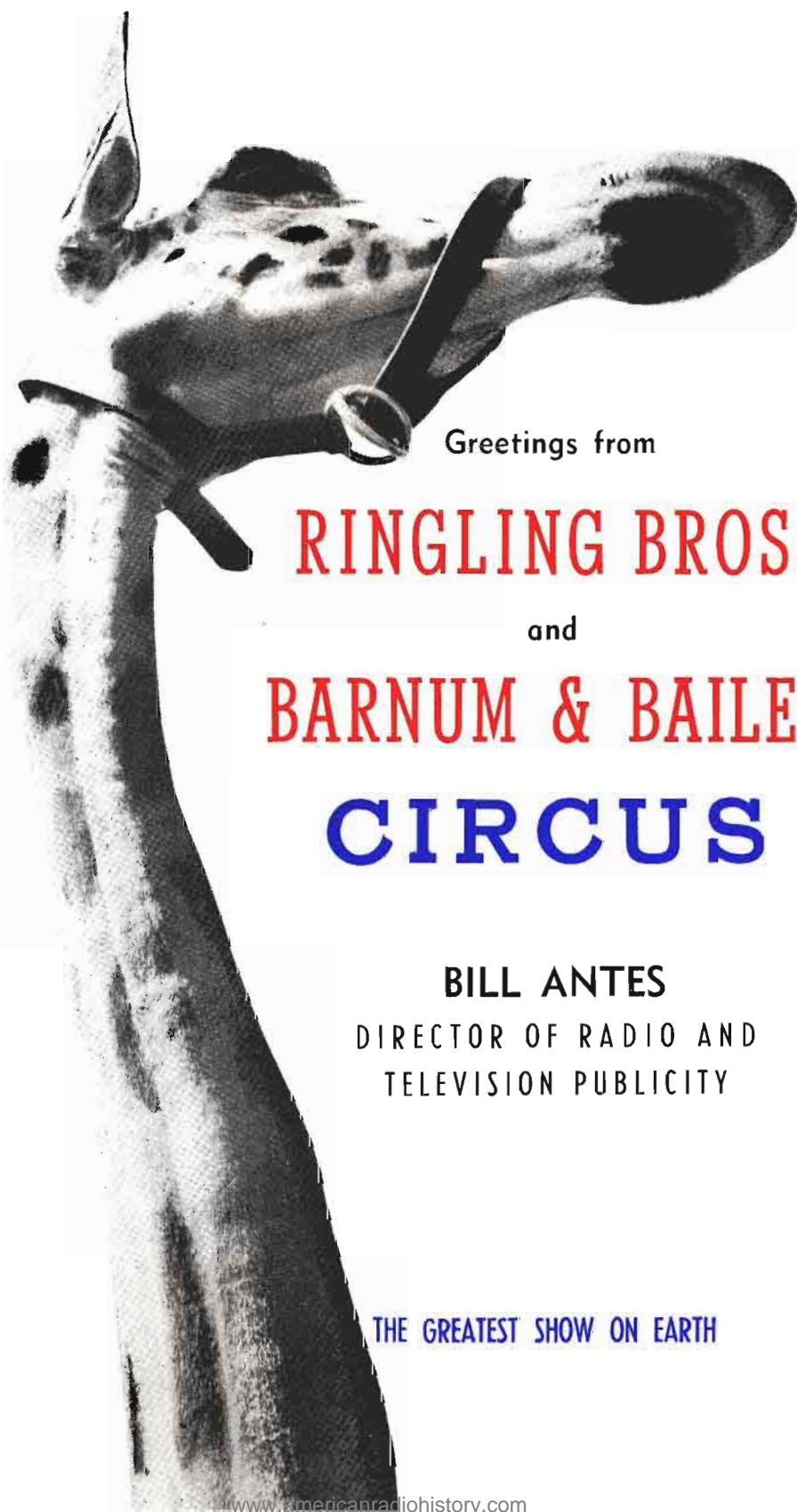
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Ziv, Frederic W., Co., Inside Front Covers	
Ziv Television Programs, Inc.	1032-1033



Greetings from

RINGLING BROS.

and

BARNUM & BAILEY

CIRCUS

BILL ANTES

DIRECTOR OF RADIO AND
TELEVISION PUBLICITY

THE GREATEST SHOW ON EARTH

TEMPO OF DEFENSE EMPHASIZED

SUPPORT OF RADIO-TV VITAL IN 1951 PLANS

By **WAYNE COY**
Chairman

Federal Communications Commission



WITH the tempo of defense preparations being stepped up more and more over the nation, broadcasters are becoming increasingly concerned over the role they may be expected to play in the common effort.

In the background as a constant inspiration is the splendid contribution of broadcasting to the winning of World War II. The radio was always a ready and generous supporter of the scores of informational tasks that had to be done. Many of these services were unglamorous. They were necessary but difficult jobs that had to be done if the energies of the people were to be directed into the most productive channels. Many of the methods devised by broadcasters to present such material with imagination and action-inspiring appeal will forever remain highwater marks of public service by American broadcasting.

Broadcasters fought the war on the homefront by rallying citizens for bond drives, salvage campaigns, rationing, manpower recruitment, blood banks, conservation, victory gardens, civilian defense and many other indispensable measures.

Now when defense preparations are only in their preliminary stages, the patterns of broadcasting's cooperation have not yet been completely spelled out. However, the nation will find the broadcaster ready, able and willing to perform whatever service may be asked of him.

The details of the broadcaster's participation in the defense preparations will, I know, be determined as before in a cooperative manner with the assistance of the industry's leaders. Until formal plans are announced, I suggest that broadcasters generally review the situation in their own communities and determine what might be done immediately without waiting for any SOS from Washington.

How can the broadcaster start today to strengthen his community? How can he without any advice or outside leadership help his listeners to become more responsible and efficient citizens? Is he devoting all the time he should to informing his listeners about the geography, history, and culture of the danger areas of the world? Is he bringing them full, fair and competent discussion of the issues? Is he bringing civic leaders to the microphone to promote understanding between employees and management, between racial groups? Is he keeping his listeners informed about the processes of government so that they can better understand how decisions are arrived at? Is he giving his listeners an opportunity to "sit in" at the crucial and dramatic sessions of the United Nations? Are there physical defects in the community that ought to be corrected without further delay so that they will not be a drag in an emergency? Is the manpower potential of the community being built up to maximum through adequate technical training in the local school system?

I am sure that checking over such questions will disclose to many broadcasters considerable opportunity to act now towards promoting the national security. In the days ahead, the nation will look increasingly to its broadcasters for this type of leadership.





GUY LOMBARDO

and his

Royal Canadians

AMERICA'S NUMBER ONE BAND

NUMBER ONE — Record Sales

NUMBER ONE — Personal Appearances

NUMBER ONE — Radio Attraction

NUMBER ONE WITH FANS AND EDITORS

Exclusive Management: MUSIC CORPORATION OF AMERICA

Publicity: DAVID O. ALBER ASSOC., Gene Shefrin

34

1950—YEAR OF ACHIEVEMENT

PROGRESS OF INDUSTRY EMPHASIZED IN REPORT

By JUSTIN MILLER

*Chairman of the Board
National Association of Radio and
Television Broadcasters*



NINETEEN HUNDRED AND FIFTY was broadcasting's greatest year. Both radio and television exceeded all previous records of performance; and representatives of the entire industry view the future with confidence and optimism.

While we cannot minimize the impact of the pressures and strains of a nation geared to wartime economy, nevertheless the broadcasting industry is ready and willing to meet the challenge with the same ingenuity, resiliency and dedication to service in the public interest which marked its outstanding record during World War II.

The broadcasters of the country are keenly aware of their obligations and responsibilities during these critical days and they do not take this trust lightly. Theirs is not a "business as usual" attitude. The formation of the Broadcast Advisory Council, shortly after the outbreak of the Korean war, is concrete evidence of the industry's genuine desire to develop ways and means of bringing its tremendous and vital resources into effective coordination with the nation's mobilization and defense program. The Council, which is made up of representatives of all segments of the industry, has met with the President of the United States, members of the Cabinet, the FCC and with top military and civil defense leaders. All have expressed a genuine interest in the Council and have assured us of their deep appreciation for the prompt and voluntary steps taken to unite the industry for fullest cooperation with the government.

Broadcasters are also organizing at the state and community levels so they will be prepared to give all-out aid should disaster strike. Civil defense "networks" have been established in several states; ready to go on the air at a moment's notice to transmit orders, supply information to the people and to prevent panic. Such a program is not achieved without cost—both in time and money—but the broadcasters have voluntarily initiated these activities and are assuming the cost.

Recognizing the vast potentialities of the medium, the Government has classified radio-television as a vital industry, and has given assurance that no greater controls upon it are anticipated than those which were in effect during World War II.

1950 was a year of spectacular achievement for broadcasting. Advertising revenues were the highest in the 30-year history of the industry; programming was better; and audience volume was greater. In the fields of production and distribution, more radio and television receivers reached more people than ever before. The 1950 NAB District Meetings were the most successful ever held and surpassed all previous attendance records.

In the present world crisis, radio and television have a vital stake in the preservation of our freedoms. The confidence of the American people in our vast communications system is not misplaced. The men and women in the industry have long demonstrated their resourcefulness and ability to meet crises and to do what needs to be done. They are ready now to make their greatest contribution toward the preservation of the American way of life.



JACK BENNY

RADIO-TV PATTERN—1951

By **FRANK BURKE**, Editor, *Radio-Television Daily*



Frank Burke

RADIO regained its commercial prestige during 1950 and television broadcasting moved along at such a clip that stations were using black ink in their bookkeeping.

The rejuvenation of radio came despite the Association of National Advertisers' attempts to force nighttime rate cuts because of the inroads of TV. This

revival of listening resulted from the Korean war situation and the declaration of a state of emergency by President Truman. It resulted too from determination on the part of the broadcasting industry to get out and sell the advantages of the medium.

On the TV front the business attainments of 1950 came as a result of the growing audience and the interest of many new advertisers in the sight and sound medium. Almost all of the 107 stations showed a profit and in the single market areas the gross billings exceeded all expectations.

Just to give you an idea how well radio shaped up in 1950, it is estimated that radio net time sales reached over \$453 million, a 6.6 per cent gain over the previous year.

Television time sales for the past year were even more spectacular than those of radio. Net time sales for the past year totaled nearly \$84 million compared with \$27.5 million in 1949.

While the business side of radio and TV broadcasting forged ahead the past year industry leaders moved to effect more efficient organization and NAB became the National Association of Radio and Television Broadcasters. In effecting this reorganization the NAB board was able to bring the Television Broadcasters Association into the fold and launch NAB-TV as the organization representative of the TV broadcasters. In effect this action means the complete reorganization of the

industry's association into autonomous radio and television units.

In reorganizing the industry also paved the way for the expansion of the Broadcast Advertising Bureau operations and it is expected that during 1951 this radio and TV service organization will play an important part in increasing the stature of the two mediums.

Based on the radio and TV accomplishments of the past year and the prospects for 1951 both radio and TV are in for a most prosperous year. The radio billings both on a network and local level have taken a sharp upturn and nighttime TV programming periods are at a premium.

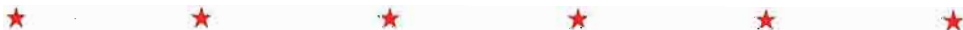
Turning to TV receiver production it is estimated that between January, 1949 to this January, set circulation has increased 12 times. It is now estimated that TV receivers can be found in over 10,000,000 homes and they entertain and inform an audience of around 40,000,000 Americans.

Figures released by R-TMA indicate that during 1950 the total output of TV receivers reached 7,463,800 sets while the radio receiver production was 14,589,000. In 1949 only three million TV sets were produced and the figure on radio receivers was 11,400,000.

Restrictions on the use of cobalt, nickel, copper and other metals imposed by the government will curtail the production of TV and radio receivers during '51. Just how much this curtailment will be is questionable at this time but manufacturers are forecasting cut backs from 25 to 40 per cent as the year progresses.

Broadcasters both in radio and TV are anticipating manpower shortages due to the manpower mobilization by government. It is anticipated that some of the younger men, particularly in the TV field will be drafted, and others will move on to industries offering seemingly more lucrative employment.

The year 1951 although fraught with problems of production, manpower, and administration will be a profitable one for both radio and TV operations. All signs indicate that the tempo of business will continue to grow.





HOPE

1951

**CHESTERFIELD PROGRAM
PARAMOUNT PICTURES**

TEN TOP RADIO-TV NEWS EVENTS OF 1950

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

1. Korean Invasion and United Nations Resistance.
2. President's Declaration of National Emergency.
3. United Nations General Assembly Sessions.
4. President's Announcement on H-Bomb.
5. Creation of the North Atlantic Defense Alliance.
6. Senator McCarthy's Charges of Communism in Government.
7. The Attempt to Assassinate President Truman.
8. Fall Congressional Elections.
9. Trial of Alger Hiss and Spy Cases.
10. Long Island Railroad Thanksgiving Eve Train Wreck.

Outstanding Broadcasts

NBC—"The Quick and the Dead" Documentary.

CBS—"Challenge of the Fifties" News Review.

ABC—United Nations Coverage.

MBS—"The Joyful Hour."



JACK and LIL KIRKWOOD

“THE JACK KIRKWOOD SHOW”

Mutual Don Lee Broadcasting System

TV READY TO AID DEFENSE

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



Sarnoff

DURING 1950, television reached proportions in performance and growth that qualify it as one of America's most promising industries, thereby bringing to fruition the years devoted to research, engineering and planning. As a result the signpost on the road of progress is marked **TELEVISION** — in black and white as

well as in color.

There are about 10,000,000 television sets in the United States and 107 television stations. No new industry ever grew so fast in so short a time. While there are still vast areas of the country served only by sound broadcasting, the appeal of television is so powerful that those who remain out of its range eagerly await its arrival.

At this time of national emergency, America is particularly fortunate in that since the end of World War II television has been developed to the extent that 40,000,000 Americans now comprise the television audience. This is of tremendous importance to the country since it provides a new medium to supplement radio's vast audience in achieving fullest unity of purpose.

The sale of television sets throughout the year contributed to industrial progress and to the pleasures which American families in ever increasing numbers are enjoying.

The rate of television's growth, however, has been slowed by a nation-wide "freeze" put upon the construction of additional television stations. In the public interest it is hoped that the "freeze" will be thawed in 1951 so that television can reach every city, town, farm and school and satisfy the public demand for this new and important service. Hundreds of new television stations await the signal to go on the air.

Television accounted for approximately 75 per cent of RCA's total gross income in 1950. Vision and planning, plus confidence in the service that television could

render, enabled RCA to maintain leadership in television. No other organization has contributed as much to the creation or more to the advancement of the new science and art as a service to the American people and an important tool for industry.

Color television in 1950 was a revelation and a provocation. As a rainbow arches across the sky after a storm, so television in color broke through one of the greatest tempests of controversy and conflicting opinions.

As creator and leading proponent of a compatible all-electronic color television system, RCA fought to assure its development and approval over the outmoded incompatible mechanical scanning apparatus.

The Federal Communications Commission closed its public hearings in May, and in October adopted an incompatible system as the standard for commercial color television despite the fact that eminent scientists and virtually all of the radio-television industry warned against such a move. The Commission set November 20 as the date when commercial operations were to begin.

Acting in the public interest, RCA carried the case to Court and on November 16 the United States District Court in Chicago issued a temporary restraining order which deferred the establishment of commercial color television until further order of the Court.

[In a decision handed down by the Court on December 22, the temporary restraining order was continued in effect until April 1, 1951, or "until terminated by the Supreme Court."]

RCA maintained that the outlawing of its compatible electronic system was indefensible and contrary to the public interest. It pointed out that the FCC Order was "arbitrary and capricious" and unsupported by substantial evidence; that it would bring irreparable injury to the television industry and to the public.

When the RCA compatible system is used, the present owner of a black-and-white receiver does not need an adapter, nor any change whatever, in his present set to receive color programs in black-and-white. If it is desired to see the programs in color, a converter can be used.

(Continued on Page 73)



MR. TELEVISION

RECORD PRODUCTION YEAR

By JAMES D. SECREST, General Manager Radio-Television Manufacturers Association



James D. Secrest

THE radio and TV set production record of 1950 may well stand unchallenged for some years to come despite the capacity of the radio-television industry to better it. The reason, of course, is that military requirements for radio and electronics equipment and parts, plus raw material shortages, in all probability will cut heavily into civilian production throughout the national rearmament program.

The year has clearly demonstrated that television has put the industry into the big leagues, industrially, where it is likely to remain. But because of the vital importance of electronics in modern warfare a large share of the industry's productive capacity will be devoted to national defense indefinitely. In the event of an all-out war, all of the industry's resources will be so used.

Bearing out this production record, R-TMA has estimated TV receiver production during 1950 at 7,468,800 sets, while radio receiver output was 14,589,000. This estimate was made in February, 1951, with the figures representing production by both member and non-member companies. In 1949, only three million TV sets were produced and the figure for radio receivers was 11,400,000.

In 1950, a total of 8,174,600 radios went into home use; 4,740,600 were for automobiles, and 1,674,000 were portables. December production alone, representing a five week period, aggregated 858,500 TV sets and 1,505,600 radio receivers.

Sales of the sets manufactured in 1950 amounted to about \$1.5 billion—a gain of 67 per cent over dollar returns in 1949. Retail sales, of course, were proportionally higher.

Several new production records were established by the industry in 1950. Television receiver output was the highest yet

and 133 per cent above that of 1949. Radio receiving and cathode ray tubes, as well as most other set components, also were produced at the highest rates yet attained by the industry in civilian production.

Television, of course, was the spur that sped the industry on to its new heights. Its rapid growth and the public's insatiable demand for this new form of home entertainment amazed even the manufacturers, particularly in the face of a two-year-old "freeze" on new TV station construction and considerable public discussion of color television.

Only in the late fall did TV set sales start slipping, due largely to tighter credit requirements, an added excise tax, and higher prices. But it was expected that this decline would be offset by reduced production brought on by material shortages.

The year 1950 brought a pronounced public demand for larger television screens, with the result that 16 and 19 inch tubes became the standard and smaller sets were diminishing rapidly. RTMA statistics showed that in October more than 90 per cent of TV picture tube sales to set manufacturers were 16 inches or larger. Rectangular cathode ray tubes and tubes larger than 19 inches also were appearing in increasing numbers.

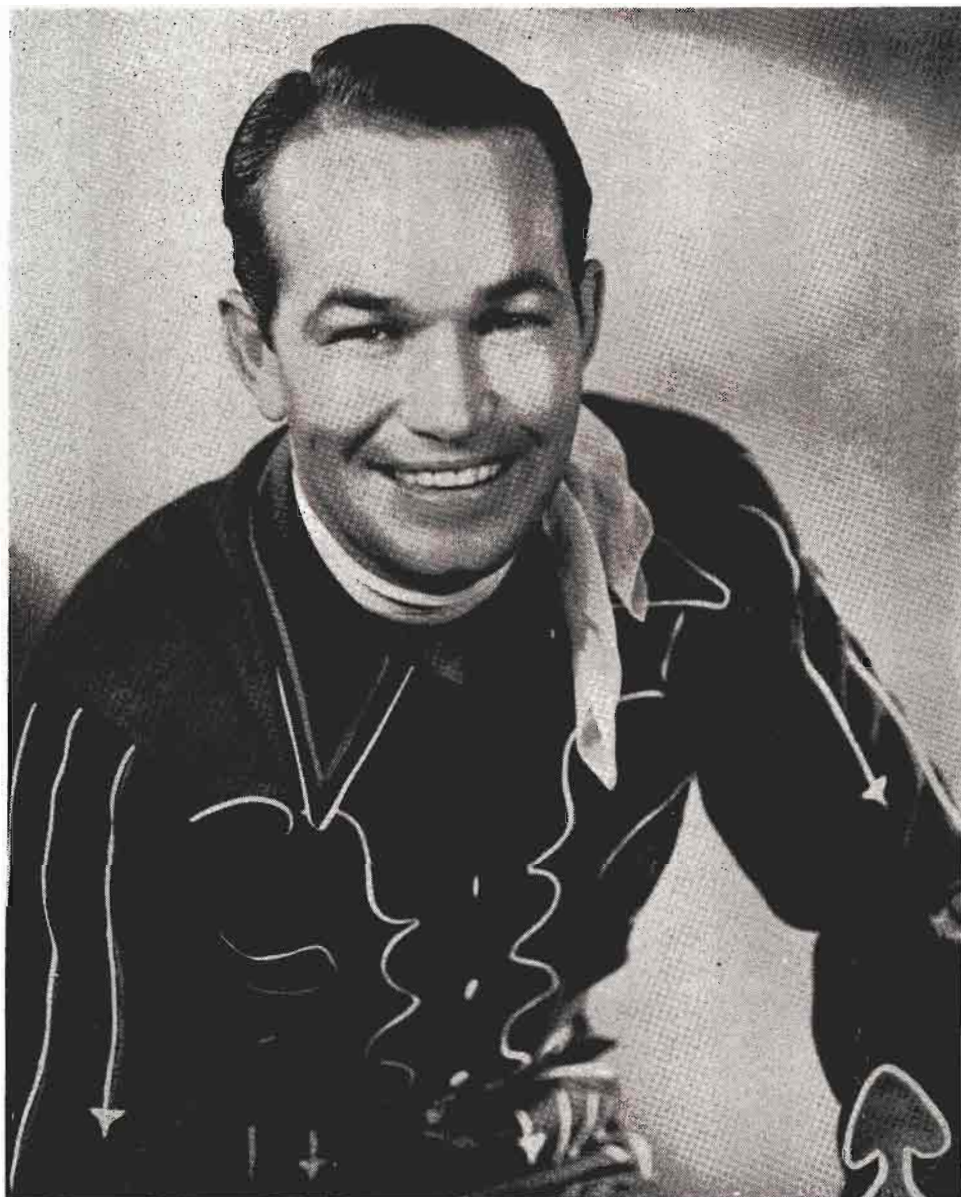
The proportion of radio-TV-phonograph combinations increased substantially in 1950 as the public indicated a growing preference for complete home entertainment in a single unit.

The sharp comeback in radio receiver sales, which began in the fall of 1949, continued throughout 1950 with the result that, despite the heavy television receiver production, the industry turned out approximately as many radio sets as it did in its greatest pre-war year, 1941, well before the days of commercial television.

Keeping abreast of the industry's progress, RTMA broadened its name to include television, added to its statistics and services, sponsored a series of Town Meetings for television dealers, and otherwise acted to serve the expanding industry.



**THE WEST COAST'S NUMBER ONE LIVE TV SHOW FOR
TWO AND ONE-HALF YEARS OVER KTLA—PARAMOUNT TELEVISION**



THE SPADE COOLEY SHOW

Saturday Evening 8:30-9:30

**DECCA RECORDS · SANTA MONICA BALLROOM · EAGLE LION PICTURES · STANDARD TRANSCRIPTIONS
SPADE COOLEY ENTERPRISES · NOW UNDER WALT HEEBNER MANAGEMENT**

TV'S PROGRESS IN 1950

By WILL BALTIN, TV Executive, Columbia Pictures Corp.



Will Baltin

TELEVISION zoomed into the "billion dollar class" during 1950 and took its place among the top 10 industries in the United States. Considering this was accomplished after only three years of commercial TV development, and with little more than 100 television stations serving limited sections of the nation.

the fact of its achievement is all the more staggering. Here's how the TV "picture" shaped up at the dawn of 1951: There were 107 television stations operating in 65 U. S. cities and 34 states, covering 65 per cent of the nation's population, or some 25 million families, who account for two-thirds of the nation's retail sales.

Forty-eight cities were interconnected for network TV programs via coaxial cable and microwave relay facilities. Forty-one of these cities were serviced through Bell System common carrier operations and seven by private relays. Network programs were fed for the first time southward to Greensboro, Charlotte, Atlanta, Birmingham and Jacksonville, and westward to Davenport, Ames, Kansas City, Omaha and Minneapolis.

More than 7,500,000 television receivers were produced during 1950, with production running as high as 800,000 a month during the latter quarter of the year. Retail value of these receivers was said to exceed \$1.5 billion.

Advertisers flocked to the new medium in tremendous numbers. During the final quarter of 1950, 4,500 advertisers were using TV, with network billings for the year estimated at \$75,000,000 to \$80,000,000.

while total billings, including local and spot business, exceeded \$100,000,000.

Employment in all facets of television soared to close to 200,000 according to available figures. TV stations and networks accounted for 5,600; receiver manufacturers over 90,000; distributors and retailers 60,000 and service technicians 42,000. Not included in the total are talent firms, program packagers, film makers and independent producers.

Color television became one of the most widely-discussed issues in the television industry when the Federal Communications Commission authorized commercial transmission of the CBS field-sequential system. The authorization was temporarily halted by a court order, following filing of a suit against the F. C. C. by RCA.

Two new systems of program transmission were introduced at the year's end, both of which would provide television with a home "box-office." In Chicago, Zenith Corporation experimented with its "Phonevision" system, transmitting motion pictures supplied by several major film companies to 300 test homes. In New York, Skiatron Television & Electronics Corporation aired tests of its Subscriber-Vision scrambling device via WOR-TV.

The "freeze" on new TV station construction entered its third year in October, with indications it would end during the late summer of 1951. It was feared, however, that world events, having precipitated a national emergency, might delay TV expansion during 1951.

Within two years—from January, 1949, to this January—television receiver circulation had increased twelve times. This means that across the Nation today, television brings its magic charm into 10,000,000 homes to entertain and inform an audience of approximately 40,000,000 Americans.





PICTURES — TELEVISION — RADIO — RECORDS

AND

JIMMY DURANTE MUSIC PUBLISHING CO., INC.

MANAGEMENT:

WILLIAM MORRIS AGENCY

NEW YORK — CHICAGO — HOLLYWOOD

ADVERTISING EVALUATION

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



Frederic R. Gamble

A YEAR ago this time, broadcasting and the rest of American business were facing a normal buyer's market. Now we face a mobilized economy, with little certain except uncertainty.

We can feel certain, though, that advertising will continue to be used and needed.

Some companies may even be able to step up their output and their advertising. Others will have shortages to contend with, and will need advertising to keep their brand names alive and respected and their distribution channels intact. Advertising will also work in the public service, on campaigns such as those of the Advertising Council.

There is growing recognition of the fundamental role of advertising in advancing our economy and helping to keep it healthy. Secretary of Commerce Sawyer, for instance, has consistently maintained that a strong American economy is the last hope of the world, and that advertising people have a vital role to play in keeping that economy strong.

We can be sure, also, that radio will have an important role, as a great mass advertising medium. The current estimates of more than 41,000,000 U. S. radio homes, and the upsurge in national spot sales, make it clear that radio is continuing to score its gains.

And television will continue to move ahead — even though there may be some delays, due to the FCC freeze, to the problems of color television, to shortages of vital materials and to cost adjustments — to become a new and powerful national medium.

In these years of responsibility and uncertainty and adjustment, it should benefit radio and television people to look to the fundamental structures of advertising in this country.

Many of these people have come to

broadcasting from other lines of business — the number of radio stations has doubled since World War II, and nearly all of our 107 television stations have been built since then — so that broadcasting may have special indoctrination problems.

Yet all of these people need to understand advertising. For broadcasting has no other source of income but advertising, and all its people are dependent on advertising in the final analysis.

As part of this, they will want also to understand the advertising agency. Over the years, the agency has proved itself as the skilled and productive source for national advertising in the U. S., responsible for a larger and larger part of stations' advertising volume and, in many cases, for most of their net profit.

Let me suggest two things, then, that I think forward-looking broadcasting people will want to know more about:

First is the need for sound principles of advertising agency recognition.

It is in the broadcaster's interest to insure as high quality performance as he can by the agencies with whom he does business. These agencies are responsible for the success or failure of their clients who use the station. When the agency is able, the broadcaster is helped; when it is weak, the broadcaster is almost sure to be hurt. For a successful advertiser is the station's best prospect for tomorrow; an unsuccessful advertiser is no longer a customer and, more than that, influences others against becoming customers.

Second is the customary 2 per cent cash discount, the financial safeguard for national advertising.

The 2 per cent cash discount is the payment stimulus allowed by media, who figure on it when setting the card rate, so that it does not come out of net revenue. It is passed along by the agency to the advertiser, who deducts it from his bill when he earns it by paying promptly. This leads advertisers to clear and pay advertising invoices ahead of other bills and puts agencies in funds to pay media by their due dates. It holds down credit losses, by giving agencies warning if the advertiser passes the discount date.





Max Liebman

Producer-Director

“Your Show Of Shows”—WNBT

C. A. B. MEMBERSHIP HITS PEAK

By MALCOLM NEILL, President, Canadian Association of Broadcasters



Malcolm Neill

THE Canadian Association of Broadcasters entered 1951 with the largest and strongest total membership in its history. The Association now embraces 102 of the 125 privately owned stations in Canada; and has additionally 26 associate members.

During the past year, the Association presented highly detailed submissions on private radio's case to the Royal Commission sitting in Ottawa. This effort was the most complete and detailed analysis of the present broadcasting situation and problems ever to be compiled. Officers and officials of the Association accompanied the Royal Commission on its tour of Canada and assisted individual stations in making their presentation.

Interests of member stations were protected at the NARBA Conference in Washington by Mr. George Chandler, of Vancouver, the Chairman of the Association's Technical Committee, and Mr. W. J. Bain, OBE, formerly of the Department of Transport, who was specifically engaged for this purpose.

Near the end of the year, some concern was caused by the appearance of "splinter" groups in the copyright field. Vigorous and detailed effort was required by the Association to protect the interests of its members in this connection.

A new French Language Division was set up with the full support and cooperation of French language broadcasting stations in Canada. A purpose of this Division will be to supply translation of important material to French language stations, so as to make these easily available for broadcast. The Division will also explain to advertisers the value of the French language market in Canada and assist them to utilize it correctly and with maximum impact.

The Sales and Research Division of the Association developed during the past

year a new and important pattern of research and comparison which has materially assisted and will continue to assist the sale of broadcast advertising to agencies and advertisers. These new research tools and techniques have aroused very considerable interest in advertising circles, in both Canada and the United States.

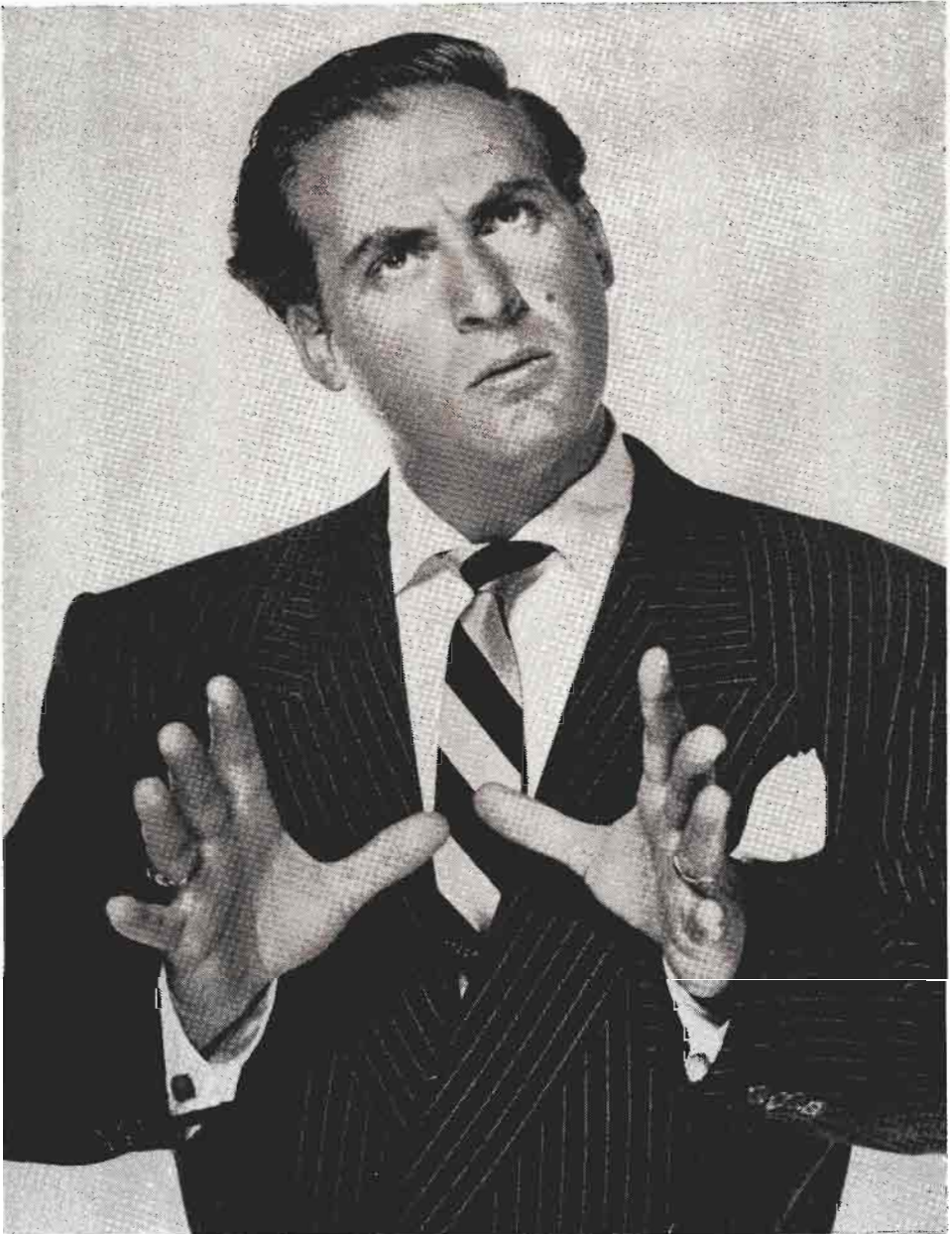
During the course of the year Directors and officials of the Association undertook an unusually large number of speaking engagements, presenting the problems of, and the case for, privately owned broadcasting to a substantial number of associations, clubs, societies and groups in virtually every populated center of Canada. Additionally, information was provided to a large number of official, semi-official and commercial publications.

The Association initiated and sponsored a move during 1950 to promote authenticated, impartial program popularity research. Plans are now under way to have specific techniques and methods laid down for program popularity research by a tripartite organization, similar to the present Bureau of Broadcast Measurement, or by the Canadian Advertising Research Foundation.

The Association's membership was saddened during the year by the loss of Mr. John J. Gillin, Jr., of WOW, Omaha, Nebraska, who, for many years, had regularly attended Canadian Association of Broadcasters' conventions and had achieved a position of unusual regard in the eyes of Canadian broadcasters. Mr. Gillin was referred to as the United States unofficial ambassador to Canada. The Association has now set up a Johnny J. Gillin Jr., Memorial Award to be presented annually to the Canadian station which has performed the most outstanding public service. The first of these awards will be made at this year's annual Meeting—scheduled for February 26 to March 1, 1951, at the Chateau Frontenac, Quebec City.

Regional Meetings were held throughout the country to discuss localized problems, and to permit a more detailed discussion of national problems. The pattern of regional meetings will be extended and enlarged during the current year.





SID CAESAR

"It's a small world"

YOUR SHOW OF SHOWS

NBC-TV—9-10:30 P. M. Sat.



IMOGENE COCA

"You can say that again"

YOUR SHOW OF SHOWS

NBC-TV—9-10:30 P. M. Sat.



FRED WARING AND HIS PENNSYLVANIANS

RADIO — TELEVISION — CONCERTS — DECCA RECORDS

ONE OF AMERICA'S GREAT ENTERTAINMENT INSTITUTIONS

FAVORITES OF 1950

The top radio and TV editors in 63 markets served by radio and television stations named the following leaders:

RADIO — MAN OF THE YEAR — TV

JACK BENNY
CBS

SID CAESAR
NBC-TV

— WOMAN OF THE YEAR —

EVE ARDEN
CBS

FAYE EMERSON
NBC-CBS-TV

— DRAMATIC SHOW OF YEAR —

LUX RADIO THEATER
CBS

STUDIO ONE
CBS-TV

— COMEDY SHOW OF YEAR —

JACK BENNY
CBS

MILTON BERLE
NBC-TV

— MUSICAL SHOW OF YEAR —

TELEPHONE HOUR
NBC

FRED WARING
CBS-TV

— COMMENTATOR OF THE YEAR —

WALTER WINCHELL
ABC

JOHN CAMERON SWAYZE
NBC-TV

— DOCUMENTARY OF THE YEAR —

"THE QUICK AND THE DEAD"
NBC

"CRUSADE IN EUROPE"
ABC-TV

— QUIZ SHOW OF THE YEAR —

"YOU BET YOUR LIFE"
NBC

"STOP THE MUSIC"
ABC-TV

— SPORTSCASTER OF THE YEAR —

MEL ALLEN
MBS

JIMMY POWERS
NBC-TV

— CHILDREN'S SHOW OF THE YEAR —

"LET'S PRETEND"
CBS

KUKLA, FRAN & OLLIE
NBC-TV

— SONG HIT OF THE YEAR —

"GOODNIGHT IRENE"
BMI

"GOODNIGHT IRENE"
BMI



DINAH SHORE MOST POPULAR FEMALE SINGER

By DR. GEORGE GALLUP

Princeton, N. J.

Dinah Shore, star of screen, stage and radio, is voted America's favorite female vocalist in a nation-wide survey by the American Institute of Public Opinion.

Besides being singled out as the top favorite of the U.S.A., Miss Shore also enjoys wide popularity in England where she went recently to sing at a common performance before the King and Queen . . .

From coast to coast a balanced cross section of voters was asked:

Who would you say is your favorite female singer?

All names were volunteered by the persons interviewed; no lists were used.

Choices of Age 21-29

... 1. DINAH SHORE . . .

Choices of Age 30-49

... 1. DINAH SHORE . . .

—Los Angeles Times.

THE TIDE SHOW
for PROCTER & GAMBLE

R C A VICTOR RECORDS

A REVIEW OF RESEARCH

By **BILL NOBLE**, Associate Editor, Radio Television Daily



Bill Noble

RESearch in radio and TV audience measurements continued, during 1950, with the familiar words, "coincidental," "recall," "aided recall," "diary" and "automatic"—all useful in the field of measuring the audience, but none emerged as the sole device which would cause the advertising

time-buying departments to catch the 5:15 home for an early dinner.

The constant refining of methods, however, which has been going on since the first measurement efforts were made back in the thirties has continued, so that "ratings," "indexes" and whatever other name is used are now established, at least in the time-buyers mind, as indicative that the hour or program has a substantial share of the audience, if noted.

With radio having reached what advertisers consider the saturation point, less stress is laid on the number of radio homes or radio families in a given area. The old rule of calling every home with the 0.5 MV/M a primary home, daytime, is still used extensively, while the most recent BMB county figures continue to have a value to the advertiser or agency.

Results of the 1950 Census of Population, published up to now, show the tremendous relocation of our population which has occurred during the past ten years. Researchers, of course, have been cognizant of the fact but once the Government releases the final population figures they can be taken as the basis for projections in the years to come.

As an instance of the shifting of markets during the past ten years, while the nation gained 14.5 per cent in population, 1940-1950, the Pacific Coast States showed gains of 37 per cent in Washington, 39.6 per cent in Oregon and 53.3 per cent in California. On the other hand, three states, North Dakota, Mississippi and Oklahoma actually lost population—and twenty-five other states had gains less than the national increase of 14.5 per cent.

All this adds up to the need of a re-

shuffling of thoughts concerning markets and their potentials—and also of the ways to reach the buying public.

As a mass medium, radio, now at its saturation point, can give the advertiser the greatest market ever available in the history of communications. Home radios, plus car radios and portables, afford the opportunity for mass impressions never before extended to the advertiser.

Meanwhile, 1950 saw TV surge into the picture as an advertising force to be reckoned with. As of the first of the year there were 10,000,000 receivers in the hands of the public with a potential viewing audience of 40,000,000.

As in radio, research firms sought to "rate" programs as to popularity by the various methods previously employed for the audio medium and while programs in the top brackets were more or less uniform, in the findings, those shows of the lower stratum of the "first ten" or "first fifteen" showed surprising jumps in and out of the select circle, whether by national or city rating.

A TV program which has had a consistently high report, week after week, can be considered to be one of the air's popular features. Nevertheless, it is true many shows that never reach the "inner circle" of being reported have substantial audiences. Here, it may be that the attempt to use radio audience reaction techniques has caused a distortion of normal human reporting in "what they saw." It may be that the newer attempts to add up the audience, via the mechanical means now available, will produce satisfactory results.

It must also be remembered that the ownership of a radio set is a fact today—and this goes for individual ownership throughout the family. A TV set, however, is, with only few exceptions, a family ownership partnership, and many programs which can be reported "on" whether by coincidental or through mechanical means do not accurately reflect the wishes of all the persons in the family.

However, both radio and TV seem here to stay. And with the experience of nearly twenty years of research into what people listen to and look at, the simple answer to program popularity still is—GIVE 'EM A GOOD SHOW. They'll listen or look.





FIBBER MCGEE AND MOLLY

for

PET MILK

NBC

Tuesday Evenings

U.N. RADIO—NETWORK FOR PEACE

By PETER AYLEN, Director, Radio Division, United Nations



Peter Aylen

IN Mr. Trygve Lie's 1951 New Year's message to member states of the United Nations, we find this following closing paragraph: "No one can foresee how long the dark and dangerous days through which we are moving will continue. But whatever trials may lie ahead of us, we can be sure that the United Nations goal of a peaceful

world will in the end prevail, provided the nations remain loyal to the Charter and to the Organization."

Mr. Benjamin Cohen, Assistant Secretary General for Public Information, has frequently stated that the United Nations will require the fullest measure of support from an enlightened world public opinion. Radio has demonstrated itself during the past five years as perhaps the most effective medium in disseminating United Nations information. Since it is not beset by newspaper shortages, transmission or transportation bottlenecks, foreign exchange scarcities across borders, it reaches millions of the educated and illiterate alike in all languages and dialects.

The deepening political crisis and the aggression in Korea inevitably added enormously to the demand for informational material of all kinds about the United Nations, and placed heavy strain on the limited resources of the Department of Public Information. Less than one hour after the first meeting of the Security Council on the Korean question, on June 25th the United Nations Radio began daily newsbroadcasts in Korea, and from then on, through the General Assembly there has been a constant stepping up of radio service of all kinds.

Both in the United States and overseas, United Nations Radio coverage reached an all-time high during 1950. Daily programs were transmitted regularly in 31 languages including Pushtu (to Afghanistan), Urdu (to Pakistan),

Tagalog (to the Philippines), etc. These programs including newscasts and feature programs prepared by the various services of UN Radio as follows: English Language Service, European and Middle Eastern Service, Latin American Service and Trans-Pacific Service. The actual proceedings through simultaneous interpretation were broadcast in English, French, Spanish, Chinese and Russian. This was made possible as an emergency service through the generous cooperation of the Voice of America, Radiodiffusion Francaise, the British Broadcasting Corporation, Radio Leopoldville and Radio Australia. A staff of 90 international civil servants, drawn from broadcasting systems of member states, carries on the administrative and production services; with some staff members on assignment in the field, one stationed in Korea at present.

U. S. COVERAGE. Year Book readers will be interested to learn that UN coverage continued to expand during the past year. It is gratifying to announce that during 1950 about 1,500 stations, representing five networks and many independent stations, have carried UN daily and weekly programs.

The oldest scheduled program is UNITED NATIONS TODAY (a Peabody Award winner in 1948) which is aired regularly over 150 stations from coast to coast five days weekly, frequently by other stations affiliated with the Mutual Broadcasting System.

Memo From Lake Success, now in its third year, released by the Columbia Broadcasting System, is a weekly 15-minute feature with exclusive interviews or strategic news roundups.

During the spring and summer, the National Broadcasting Company and the Mutual Broadcasting System feature two series of significant documentaries, supervised by Mr. Norman Corwin.

With the inauguration of the Liberty Broadcasting System, another daily series was begun in October, called Spotlight on the UN.

In addition to these network programs, 450 American stations carry a weekly transcribed feature entitled UN STORY.





Exclusive Representative:

Ted Ashley

Press Relations:

Gore-Solters Associates

SONG HITS OF 1950

(January 1, 1950 to January 1, 1951)

The 35 song hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during 1950. (Songs in stage or film productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began on the ACI Surveys during the Fall of 1949 are noted by the 1949 date.)

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
My Foolish Heart (Santly-Joy)	29,591	28
Hoop-Dee-Do (E. H. Morris)	22,226	24
* I Don't Care If The Sun Don't Shine (Famous)	22,141	30
* La Vie En Rose (Harms)	22,057	35
* All My Love (Mills)	20,931	23
Bewitched (Chappell)	20,654	25
If I Knew You Were Coming (Robert)	20,277	21
It Isn't Fair (Words & Music)	19,035	21
Third Man Theme (Chappell)	18,038	28
Mona Lisa (Famous)	18,032	25
Music Music Music (Cromwell)	16,620	20
Play A Simple Melody (Berlin)	16,570	23
Dearie (Laurel)	15,694	20
Chattanooga Shoe Shine Boy (Acuff-Rose)	15,590	17
Enjoy Yourself (E. H. Morris)	15,119	26
Sam's Song (Sam Weiss)	15,055	22
Dear Hearts And Gentle People (1949) (E. H. Morris)	15,013	16
* Nevertheless (Chappell)	14,800	19
Old Piano Roll Blues (Leeds)	13,936	23
* Thinking Of You (Remick)	13,931	19
Sentimental Me (Knickerbocker)	13,834	24
* Goodnight Irene (Spencer)	13,761	15
Daddy's Little Girl (Beacon)	13,487	25
A Dream Is A Wish Your Heart Makes (Walt Disney)	13,400	20
* Harbor Lights (Chappell)	13,214	17
Count Every Star (Paxton)	13,162	23
* Sometime (Witmark)	12,887	25
* I Love The Guy (I Love The Girl) (Shapiro-Bernstein)	11,732	19
Candy And Cake (Oxford)	11,715	21
I Wanna Be Loved (Supreme)	11,607	20
There's No Tomorrow (Paxton)	11,590	16
* A Marshmallow World (Shapiro-Bernstein)	11,346	13
* A Bushel And A Peck (E. H. Morris)	11,112	12
Bibbidi Bobbidi Boo (Walt Disney)	10,761	14
Old Master Painter (Robbins)	10,631	11

Best Wishes

Kate Smith

R.E.C.—AN INDUSTRY FORUM

By ROBERT SAUDEK, President, Radio Executives Club of New York



Robert Saudek

THE past year has witnessed more controversial issues within the industry than any year since the founding of the Radio Executives Club of New York.

I hope the Club's record for 1950 will measure somewhere near standards set for the organization by the REC's founding fathers back in 1939. At the time the Club was formed

its specific aims were to bring the members together to promote better understanding of problems facing the industry, and to provide for the proper dissemination of information pertaining to industry developments.

With the invaluable assistance of the Club's officers and Advisory Council, this year the REC has served up to its members factual reports from the principal interested parties on both sides of such controversies as Red Channels and Color Television. It also provided an industry forum on the important role which radio and television are to play in the New York State Civil Defense picture when Gen. Lucius D. Clay, Chairman of the New York State Civil Defense Commission, opened the 1950-51 REC season with a report on the Empire State's plans in the event of an A-bomb attack. Questions from the floor, with direct replies from the guest speakers, gave members a thorough briefing on the primary issues before the industry this year.

New departures from old Club traditions were inaugurated in 1950 with the generous assistance and approval of REC members and officers. Attendance at the Club's luncheons this year is running well ahead of average. This, I believe, is partly due to the hearty endorsement the membership has given to the decision to hold these meetings in the Hotel Waldorf-Astoria.

The club took a quick survey on the question of membership at one of its

meetings this year and found that on the average every other person at the luncheon was a non-member. This is an optimistic and altogether healthy sign for the REC because it means that so many of its members find the meetings of such major interest that they are inviting their industry friends to our forum. Eventually, it is hoped that these non-member luncheon guests will themselves become full-fledged REC members.

Another innovation at the REC this year is the five-minute newscast which opens each luncheon. This is rotated among the networks and independent stations in this area and among the editors of the leading radio, television and advertising journals. Under this procedure a newscaster delivers the latest national and international news and a trade paper editor provides the REC with a quick rundown on the day's developments in radio-television and advertising circles.

Shortly after the Christmas program in 1948, the Radio Executives Club Student Emergency Fund for City College of New York students was established with \$1,100. This Fund has been instrumental in rendering financial assistance to worthy students. Since it was set up the Fund has been repaid 100 per cent on all loans it has made. Incidentally, the loan turnover approximates \$200 a month. At one point a grateful student repaid his loan together with an additional \$20. This has been added to the Fund which now stands at \$1,120.

I would like the record to show my appreciation of the many who have been so generous with their time and efforts to help the Club advance. This naturally includes the press who generously opened their news pages to us with full and complete coverage of REC meetings, and specifically to *Radio Daily*, for providing space in the paper to advertise each of the Club's meetings. Of those who have cooperated with me to the fullest possible extent, I would single out Claude Barrere, REC's indefatigable Secretary, Jack Brooke, REC's Treasurer, ABC's Jack Pacey, who headed REC's House Committee and Dave Alber, who handled the Club's publicity, for their efforts.





EDGAR BERGEN

with

CHARLIE McCARTHY and MORTIMER SNERD

RADIO AND TELEVISION

FOR COCA-COLA

TELEVISION NEWSCASTING

By JOHN CAMERON SWAYZE, NBC-TV News Commentator



John C. Swayze

THE other day Mrs. Swayze and I were having dinner with some old friends from Kansas City who had just bought a television set but had not yet had it installed. Said one of them:

"If you don't mind talking shop for a moment, tell us something about how your program is put on."

As I sketched the workings of the News Caravan I mentioned in passing a film of an event which had occurred earlier in the day and had been on that evening's show.

"You mean," the friend interrupted in genuine amazement, "that you show pictures of an event the same day it happened?"

And suddenly it was brought home to me that to many parts of the United States some of the wonders of television are still startling. The East grew up with television. Most of the rest of the country did not. Growing up with it, a person is apt to lose sight of the strides that have been made in the staging of programs for the eye as well as the ear. I remember only a little more than two years ago when NBC started its TV news programs via mobile unit from the news room in the RCA building. What went out then wasn't apt to startle anyone, even if they had never seen TV before.

As it moves westward to link up the stations of the nation television more and more is changing the habits of Americans. In the case of the Caravan, for one thing we're doing much to change the eating habits of the populace.

Cartoonist Milton Caniff tells me he and his family now desert the dining room to gather 'round the set to see the news with plates on knees.

Quentin Reynolds says it has altered the dinner hour in his home.

H. Allen Smith says he and his family

have become "living room" diners and he sounds the complaint:

"It's changing our diet. You can't eat steak off your lap. We're becoming a family of meat ball eaters."

All this is interesting and I'm happy to have been in on the birth of network television news. But, boys, it's a much tougher racket than radio. As Henry Cassidy, NBC's European news director once said:

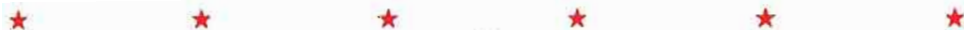
"We didn't realize how well we were off with just radio."

Being seen as well as heard requires more of the newsman on camera as well as from the staff that must handle the other multitudinous details. Slipups can be much more embarrassing than on radio, which in this respect was no slouch itself.

Currently, the News Caravan is being shown in a limited number of motion picture theaters, which break their regular program to conform with the Caravan's schedule and show it in full on their large screens. It is possible it may eventually be in a great number of theaters. This is a development, an offshoot of straight TV, so new its destiny is still anyone's guess.

Another sidelight on TV news, especially during the Korean war, concerns requests. In many cases members of the audience suddenly saw a husband, son or brother on the screen before them as they watched our films from the battlefield. Naturally, they wrote for a copy. In each case we've been able to furnish a film clip from which any photographer can make an enlarged print.

This is a service which television news departments will probably always be called upon to provide, for even in peace people who see themselves or their relatives on the screen in a parade or wherever are apt to want a copy. Such requests should be filled. Totally aside from the public service, can you think of any better good will builder? And when you lose the good will of your audience the people are no longer your friends. Then look out!





RALPH EDWARDS

"TRUTH OR CONSEQUENCES"

Now On

TELEVISION — CBS — Thursdays

And We Are Still On

RADIO — CBS — Tuesdays

Both For PHILIP MORRIS

FUTURE OF TV IN MEXICO

By **DON EMILIO AZCARRAGA**, Mexico's Leader in Radio, Movies and TV



Emilio Azcarraga

AFTER thirty-five years of paternal dictatorship, old President Porfirio Diaz went into exile. This happened in 1911. At the time, the City of Mexico had a half million inhabitants.

From then on, the ancient Tenochtitlan of the Aztecs has experienced a dizzy growth. Her population has multiplied five fold. Neither the

armed struggle of our civil war which lasted many years, nor the political convulsions, nor the radical social reforms, nor the frequent earthquakes have been able to stop its tremendous growth, physically and in spirit. Today, the City of Mexico is a metropolis with a surface area of approximately 400 square miles and a population of two and a half million inhabitants.

To this City of great contrasts, of sumptuous mansions and miserable hovels, but which is capable of offering all the comforts and refinement of modern civilization, comes today the most extraordinary invention of the century: TELEVISION. The immediate question is: What will happen in Mexico?

I shall begin by mentioning Radio and Movies, which are the natural allies of Television.

The City of Mexico has thirty different commercial broadcasting stations. Two of these are part of my organization; Station XEW and Station XEQ. All of the thirty stations have plants of good quality and most of them are well operated. However, for many years past, XEW and XEQ have dominated and amassed 85 per cent of the total radio audience in Mexico and these same stations handle 80 per cent of all the commercial programs allocated to Radio. Live broadcasts fill sixteen hours daily in XEW and twelve hours daily in XEQ. More than 300 musicians go in and out of these two stations, every day. Ninety per cent of all radio talent on our stations are Mexican born, and a large number of artists have been with us many

years: singers, comedians, producers, dramatic actors, commentators, etc. Nearly all of the Mexican popular music composed in the last 20 years has been promoted and exploited through our microphones. Curiously enough, on the greater portion of the southern border of the United States, these two stations have a greater listening audience in the bilingual towns than any of the American Stations.

All of the above does not mean to imply that we consider ourselves the "intelligentsia" of Radio; but it does make us realize that we must have some fairly good ideas. In quality, not in quantity, our Radio industry does not suffer much by comparison with that of the United States. American Advertising Agencies in Mexico can testify to our high standards.

In the Mexican movie industry which, little by little has dominated the Latin American markets and has made incredible gains over Hollywood, Argentina, England, France and Spain, production this year will reach more than 120 films and the box office receipts have also shown a steady increase. Our company is a very large stockholder and director of the Churubusco-Azteca Studios, where 60 per cent of all long feature Mexican films are made. This City is the home of hundreds of motion picture actors, directors, writers, adapters and fine cameramen. In this country we seem to have nearly everything, especially when we speak of arts and crafts, an environment which offers a solution for whatever problem that may arise. Our Churubusco-Azteca Studios have been constructed and equipped without curtailing costs. It is our proud feeling that no better studios exist anywhere.

Even if we seem to sound slightly immodest we can say that we have the "know how" in Radio and Motion Pictures. We know and understand the everyday family life, the psychology, ideals and common beliefs of our Latin American brothers.

And now Television is here. It is, of course, the natural continuation of our activities in Radio and the Motion Pictures. I feel that it has become our obligation to the people of my great country.

(Continued on Page 73)



JO STAFFORD

CARNATION CONTENTED HOUR
VOICE OF AMERICA

CLUB 15 FOR CAMPBELL'S SOUP
RADIO LUXEMBOURG

COLUMBIA RECORDS

Management:
MICHAEL NIDORF

Direction:
GENERAL ARTISTS CORP.

SPOT RADIO CLIMBING

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



Frederic W. Ziv

THE trend on the part of national, local, and regional advertisers to sponsor transcribed-syndicated shows, continues to grow stronger.

Advertisers in increasing numbers are investing their money in open-end transcriptions because it is by now a proven fact that shows such as "Bold Venture" can accomplish nothing

short of miracles for the advertiser who has bought it for his city or region.

In short, "spot" radio is bigger than ever, and growing even bigger.

Why? Because the philosophy of advertisers has become more realistic than ever before. Every dollar spent in radio advertising must have a meaningful purpose. There must be no dissipation of funds.

And, having been equipped with a tool such as transcribed-syndicated programming, the advertiser and his agency can now literally make every dollar count. He can select city-by-city, region-by-region the ones in which he has to do the most concentrating. Then, to help him do the job, he can buy a top-drawer program, featuring the nation's greatest entertainment personalities and top production values, and put it on the air in that city or in that region where it will do him the most good.

In other words, it is no longer necessary for him to buy a program which reaches areas of no interest to him whatsoever. Thus, with none of his money wasted in such areas, he is able to get full dollar-for-dollar value from his invested money.

Another tremendously important factor in the continued growth in importance of the transcribed-syndicated industry, has been that the leaders in the field have cut no corners to bring out the finest possible product.

The production budget per half-hour show for "Bold Venture," a transcribed-syndicated show, is \$12,000. In Humphrey Bogart and Lauren Bacall, this show

presents two of the finest and most popular actors in the world today.

This, then, is the trend—spare no dollars to produce the highest caliber show in order to insure that the buyers will be provided with a sure-fire audience puller.

It becomes increasingly clear, as the months go by, that television is not the entire reason for the prosperity of the "spot" radio industry.

It is true that many national sponsors who have put heavy money into television have also put money into "spot" radio to help them do a job in those areas where television does not penetrate deeply enough. It is also true, however, that the "spot" radio industry is standing on its own healthy feet. Advertisers in increasing numbers are buying open-end programs, because the programs themselves are of such high quality that they are a match for, or superior to, other types of programming.

Open-end transcribed programs have many advantages, for local and national advertisers alike.

To the local sponsor, such programming affords the opportunity to present big names, such as Guy Lombardo and Humphrey Bogart, or an established character, such as "Boston Blackie" or "Cisco Kid," as his very own in his community. The local sponsor's own sales message is delivered by his own announcer in the open spots left in the program for that very purpose.

To the national sponsor, such programming insures that his prestige will be maintained in the cities and areas in which he is aware he must concentrate more than in others. He is buying a smooth, high-budgeted production, and he is buying a "name" with which to attract listeners. At the same time, he, too, is able to present his open-end show with that personal touch afforded by the local announcer and local promotions.

Both local and national advertisers are moreover buying a flexible tool. They can select the most advantageous time, day, and station and build a big listenership, and get maximum value per dollar spent.

It is precisely because of the plus values of transcribed-syndicated programming that we, the producers, have found our programs increasingly easier to sell.





JUDY CANOVA

"THE JUDY CANOVA SHOW"

For

Colgate-Palmolive-Peet

Saturday Evenings NBC

68

PROBLEMS OF THE DUAL OPERATION

By D. L. PROVOST, Business Manager, WBAL and WBAL-TV



D. L. Provost

IT might appear that the dual operator, who is running both a radio and television station, would be Mr. Bayer's largest customer. It doesn't take a CPA to figure two operations should have double the headaches of the single operation. What most people overlook is the fact that while the quantity of problems

is there all right, the dual operator has compensating factors in that he has some control over the cause and effect of these problems.

Let's just briefly look at some examples of this in terms of the special problems that confront the single operator. We will start with radio.

Radio is faced with skidding rates, traceable in many instances to television competition. Whoever thought the day would come when the highest rated programs would be in the daytime? The radio station owner hears plenty from his clients on this theme. The dual operator gets his ears bent plenty, too, but he is in a more fortunate position. He can look at this situation with more composure because he has nice fat ratings on TV to talk about.

In radio, there has been for the last year quite a turmoil over rates. Of course, Excess Profits Tax and war production may quiet this hubbub. Even if it doesn't settle down all together, however, here again is an example of how the dual operator is in a position to look at this situation more calmly for he has had the pleasant experience of seeing his TV rates move forward.

Right here I would like to point out that WBAL is one of those stations which, in the face of uncertain rates and possible loss of audience, has taken a positive approach to this problem. We are developing a merchandising department in order to give our AM clients a helping hand with their products in the grocery, drug

and chain stores. This station is developing, and putting on the air, programs which lend themselves to merchandising the sponsors' products. With strong merchandising help, they are getting far more for the money spent with us than they have in the past; more than they would by putting their money on stations which do not offer this service. Sure, our expense is up, but so is our revenue. We have been running ahead of 1949 . . . and this in spite of being in one of TV's most active markets.

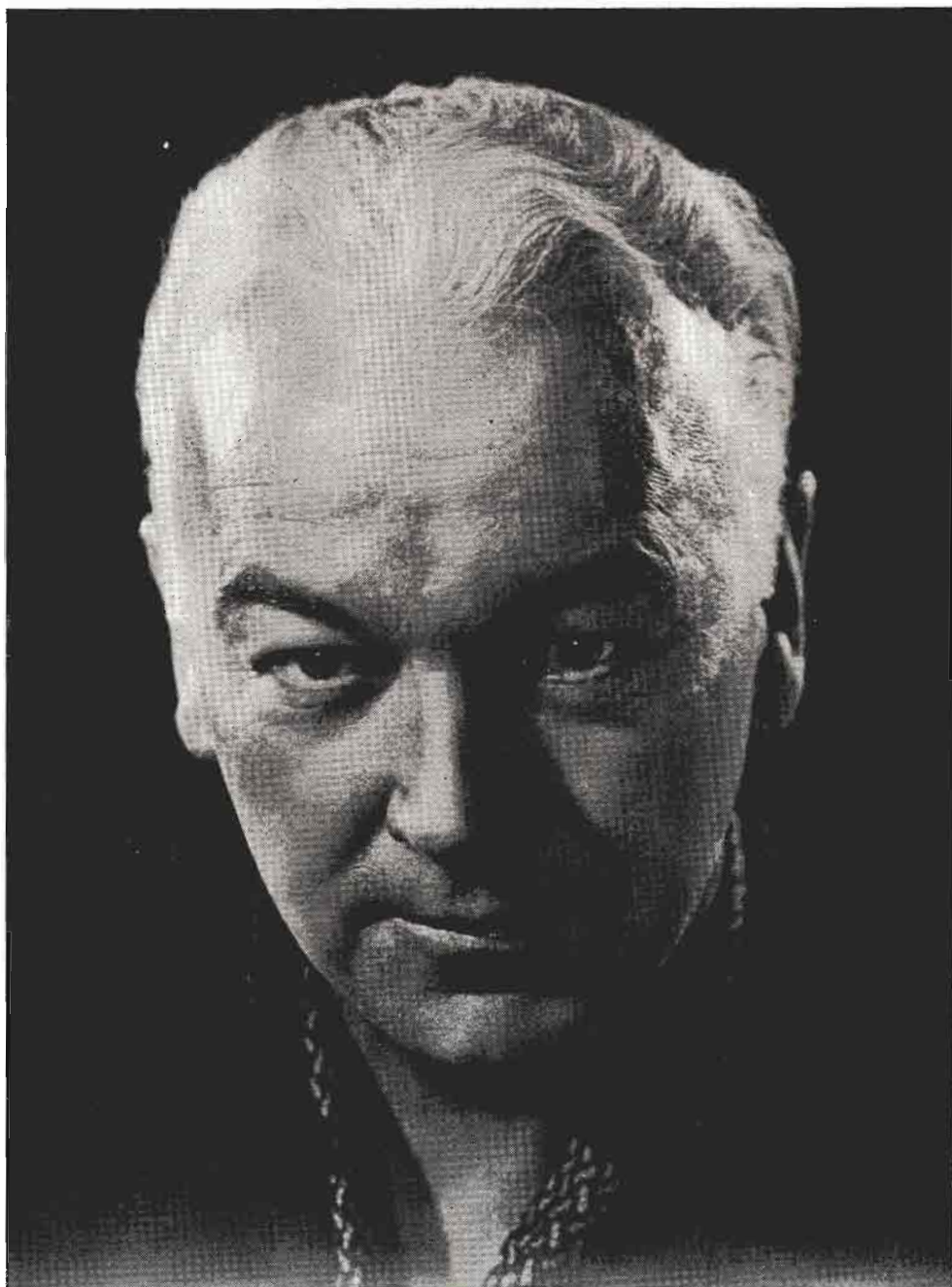
From our experience we know when radio goes out and actively helps the clients, through merchandising and promotion, this business has nothing to fear from the future.

Now let's turn to the problems facing the television operator, who in this lush year grabbed his shirt-tail just in time to keep the whole shirt from going out the window, only to turn around and find the hot breath of the Excess Profits Tax melting his hopes for quickly making up earlier losses. This is no less a problem to the dual operator, but he's got his old reliable friend, radio, to bolster his morale. This Excess Profits Tax comes along at a time when television is caught with high costs . . . while facing drastic set production curtailment. This means no rate increases. While this is a problem to the dual operator, it's another example how he can ride the tide because while TV rates may not move up, the chances are radio rates won't go down. Also, if the advertiser reacts to the current Excess Profits Tax, as he did during the last war, radio revenue should mount.

Having touched upon the single operation, let's now look at those problems which are applicable to the dual operation alone.

It would seem the most pressing problem facing us is to make sure that radio does not get trampled on, and does not get kissed off by the sales staff, the program, technical and all other departments, whether these departments are integrated or separated. It is necessary to keep a sharp watch on the physical setup, or one finds suddenly that his television operation, growing like a brush fire, has

(Continued on Page 107)



WILLIAM BOYD
"Hoppy"

TV: PAST, PRESENT AND FUTURE

By DR. ALLEN B. DU MONT, President Allen B. Du Mont Laboratories, Inc.



Du Mont

TELEVISION'S growth in the years since World War II is best summed up in the single word, "fabulous." Its present status, like that of every industry, is uncertain. It will remain uncertain until the national emergency has been removed. When that happens, television will expand at a rate that will make past

accomplishments seem puny. It will quickly become as much a part of our lives as the automobile, the wonder drugs, the airplane and the other miracles of modern science.

The year 1950 saw the production of seven-and-one-half million television sets, a figure no expert would have dared to predict at the start of that year. It also witnessed the number of television stations rise to 107 with 80 stations interconnected and 27 non-interconnected.

This expansion was effected despite new consumer credit restrictions incorporated in Regulation "W" of the Federal Reserve Board, the FCC freeze on the construction of new television stations which seriously cut down the number of new markets for the industry, the confusion resulting from the question of color television and shortages induced by the international situation.

The expenditures of associated industries, such as advertising, expanded on a similar scale. Although television does not yet have coast-to-coast networks, it already commands tremendous audiences. During the past year advertisers became increasingly aware of these audiences and eager to sponsor new programs.

A second factor, the tremendous power which TV exerts as a sales force, also helped account for the increased advertising revenues. Radio long ago proved itself as a potent sales tool. But at the beginning of 1950 some advertisers still had to be convinced that television could justify its higher costs through increased sales. Any lingering doubts were easily

wiped out during the past year which saw some companies using TV as an advertising medium increase their sales over 35 per cent in TV areas as compared to sales in non-TV areas.

The large scale entry into TV by big advertisers also brought big name stars to TV in large numbers for the first time. While there had been a few stars in the new medium previous to 1950, program budgets as a rule were not large enough to use the top talent of Hollywood and Broadway regularly.

That picture changed radically during 1950. The increased sponsorship has enabled networks to present a wide variety of first class dramatic, musical and comedy programs with topflight talent as guest stars or regular performers.

For the year of 1951, the big problem will be production. The full impact of the defense effort will not be felt until Spring or early Summer. But restrictions on basic materials and shortages of small parts used in receivers already have made it obvious that production will be cut drastically. There will also be fewer technicians left for civilian production because the industry will be concentrating on government work.

Indications are that production in the later part of 1951 will be between 25 and 50 percent of what it was in 1950.

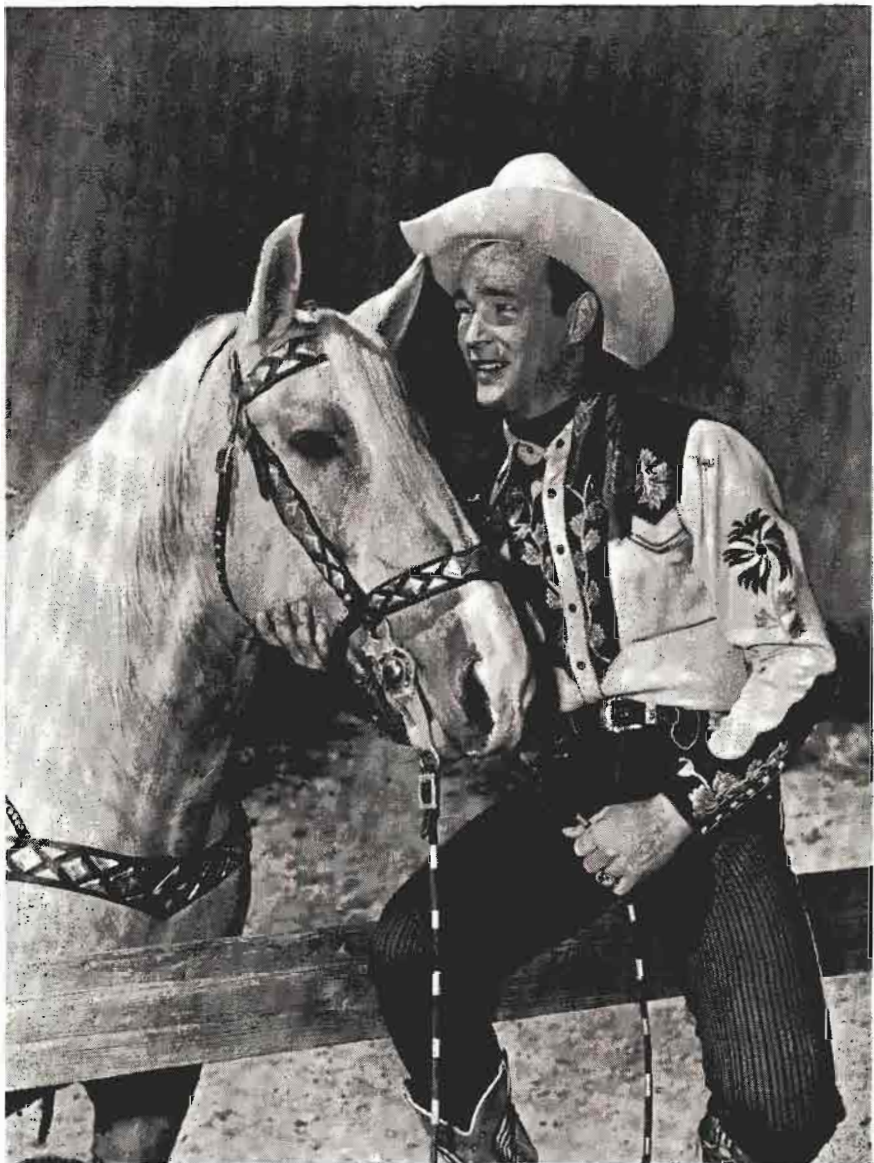
Shortages and increasing costs of basic materials will mean eventual higher prices. But the picture is changing so fast that it is impossible to tell when price rises will come or what they will be. Shortages should not affect sets already in existence because there are sufficient replacement parts for such sets when they need repairs.

Where color TV is concerned, recent court and FCC decisions plus demonstration of newly improved all-electronic color, has indicated the instability of the color situation. It will be a considerable time before the question can be settled. The color question for 1951 will be mostly an academic one.

The problems we face in 1951 are not of our own making. They are created by those who are trying to destroy free society. They are our big problem.

The television industry will do its part in helping to settle that problem.





ROY ROGERS
“King of the Cowboys”
AND TRIGGER
“Smartest Horse in the Movies”

Radio—Sponsored by Quaker Oats 567 stations Mutual Broadcasting System
Records—RCA VICTOR
Pictures—Republic 13 Years

Commercial Tie-ups
ROHR COMPANY
Hollywood

Exclusive Management
ART RUSH, Inc.
HOLLYWOOD

Publicity Director
AL RACKIN
Hollywood

TV READY TO AID DEFENSE

by

BRIG. GENERAL DAVID SARNOFF

(Continued from Page 41)

With an incompatible color system, present set owners would not see any picture unless they installed adapters. Even if an adapter for color reception is installed, the black-and-white picture is degraded from 200,000 to 80,000 picture elements.

It would cost the public approximately \$500,000,000 to adapt the 10 million existing sets to an incompatible system. With the RCA compatible system this unnecessary tax upon the public is avoided.

RCA is a staunch advocate of color television, realizing its great advantages and potentialities, as well as its psychological effect. That is why RCA has so aggressively pursued every possible phase in all-electronic television development. It has spent millions of dollars in research and engineering in backing its faith in an all-electronic system.

Historically significant was RCA's introduction of the first all-electronic tri-color tube. Upon the face of this tube appear clear television pictures in full color and unlimited in size. It eliminates the mechanical whirling disk. Demonstrated publicly for the first time in March, 1950, this tri-color tube was heralded as an electronic miracle of the age.

Radio and television broadcasters do not enjoy the freedom of other industries. Before they broadcast on the air, they must necessarily obtain licenses from the Federal Communications Commission. Radio, in its advance, has passed through many trials and tribulations, and now television is passing through similar experiences.

Because of the uncertainties of the international situation and the great importance of having America fully prepared for any emergency, the radio and television industry, like other industries, is faced in 1951 with restrictions on normal expansion.

The Radio Corporation of America has pledged to the President of the United States its fullest cooperation in the national effort to resist aggression and to help preserve world peace. RCA is "at the ready" with all of its resources, facilities and manpower to do its part in helping the Nation to emerge from the crisis into a new era of peace and prosperity.

FUTURE OF TV IN MEXICO

by

DON EMILIO AZCARRAGA

(Continued from Page 65)

We do not know all the potentials of this great art but can only hold up our dampened finger to the wind. Time and experience will teach us. We hope to clasp hands with the peoples of this continent that speak the same language.

TELEVICENTRO, the group of buildings that will house our Television and Radio activities, and which we expect to have ready for inauguration in March or April 1951, will be a great center for the production and distribution of educational and entertainment programs in Television. The total value of our buildings and equipment will amount to three million dollars, or twenty-six million pesos. When completed, we shall have 120,000 square feet of construction.

One of the permanent obligations of all Latins Americans is to be on watch against the old chronic disease of "dictatorships." We must defend Television so that it will not fall into their hands.

This cannot happen here. Our Government, after a careful study of British and other proposed governmental monopolies, decided that Television in Mexico should be left in the hands of private enterprise. The actual truth is that 98 per cent of our government officials and politicians have never cared to interfere with the Radio, the Press and the Movies. I am sure the same good judgment will apply to Television.

The manufacturers of Television receiving sets in the United States should aid Television in Latin America, if they are interested in new and extensive markets. The pioneers of Television, the most progressive and far-sighted should begin preparations for their extension on a large scale to foreign markets. In Mexico we welcome the great contribution to television by the United States.

In Mexico we are willing and ready to accept the task of producing professional Television programs. We are unafraid because we have at hand the necessary talent, the experience and the knowledge of Radio and Motion Pictures.

I have been asked by Radio Daily how I feel about Television in Mexico and this is my answer: I do not feel like an inexperienced bride who is being married for the first time, but like a divorcée who is willing to take the plunge for the third time.



Don McNeill's
Breakfast Club

Monday through Friday
8 to 9 A.M., CST

Sponsored by Swift & Co.
Philco, General Mills

Don McNeill's
TV Club

Wednesday
8 to 9 P.M., CST
Sponsored by Philco

**A
B
C**

GROWTH OF TV REVIEWED

By FRANK M. FOLSOM, *President of RCA*



Folsom

TELEVISION'S popularity in 1950 mounted with such expanding vigor that by year-end this new art and industry had outdistanced the progress of all of its previous years combined. As 1951 bowed in, the New York metropolitan area alone had more than 2,000,000 sets with an estimated viewing audience of 8,000,000

men, women and children.

Within two years—from January, 1949, to this January—television receiver circulation had increased twelve times. This means that across the Nation today, television brings its magic charm into 10,000,000 homes to entertain and inform an audience of approximately 40,000,000 Americans.

During 1950, the public backed its appreciation of this new broadcasting service by spending a billion and a half dollars for sets—an amount exceeding by more than 100 per cent its purchases in 1949, television's third and best postwar year. To meet these demands, television manufacturers expanded facilities wherever possible and stepped up production schedules to such an extent that in a single month more sets were made available to the public than during the entire year of 1948.

Theatre television, with giant projections of special events on screens of motion picture houses, began to spread across the country in 1950. Installations of RCA Victor's new system were made in a number of cities, including New York, Boston, Washington, Chicago and Los Angeles. This was believed to form the pioneering basis for an independent theatre television network which would supplement regular film fare with special offerings to attract the public. By year-end one large theatre chain was planning for installations in 71 theatres from Yuma, Arizona, to San Francisco.

RCA Victor's 1950 line of home television receivers led the market in popularity. Eighteen models were offered, in-

cluding three with 12½-inch picture tubes, eleven with 16-inch tubes and four with 19-inch tubes. During the year, nearly 70 per cent of the total RCA Victor production was devoted to sets with 16-inch tubes, the overwhelming choice.

The greatly enlarged television audience spurred broadcasters to superlative efforts in extending networks and improving programs. For instance, when the present construction plans of the National Broadcasting Company are completed, NBC's investment in television will be between \$35,000,000 and \$40,000,000. Plans call for the acquisition of more top talent and the start of morning network programming as the number of sponsors increases.

NBC's commanding lead in all phases of television broadcasting is expected to increase as 1951 progresses. The plan is to provide entertainment of such quality and variety that increasing numbers of set owners will be attracted to the NBC network. At the same time, efforts will be made to provide the finest cultural and informational programs.

Among the mammoth tasks of expansion completed by NBC in 1950 was the building of a line-up of talent for programs that could be produced at the rate of a hundred a week. Other tasks included the leasing and transforming of the world-famous Center and Hudson Theaters, in New York, and conversion of three large radio broadcasting studios into suitable locales for the production of the great new television shows.

Television's success in the United States caused progressive groups in a number of countries to begin in 1950 an active participation in the new art. During the year, two television stations were opened in Havana, Cuba, one each in Mexico City and Sao Paulo, Brazil, and plans for a Canadian station were being studied. A third Cuban transmitter is expected to go on the air early in 1951. All of these stations are or will be RCA-equipped throughout.

Expansion of television outside of our borders is of tremendous significance, for it brings closer the day when there can be an exchange of programs, of ideas and culture, to improve understanding between the nations of this hemisphere.





PATSY LEE

BREAKFAST CLUB — ABC

DON McNEILL TV CLUB — ABC-TV

ET LIBRARIES BUILD PROFITS

By A. B. SAMBROOK, Manager, RCA's *THESAURUS* Sales



A. B. Sambrook

THE radio station that isn't making money from a library service today should investigate and review the highly developed facilities and advanced sales techniques now available to make a transcription service pay for itself.

For all too long, broadcasters have looked upon their library as a source of good music to

build fill-in programs for sustaining and participation periods. Sometimes, when a library supplied opening and closing themes by one of its talent groups, "more showmanship and production" could be used as a sales argument to influence local advertisers to sponsor a complete program. But, as a rule, stations felt that music alone was not enough to interest more than an occasional sponsor in paying for a complete program.

With such limitations on showmanship and sponsor appeal, phonograph records became a competing factor of increasing importance . . . and this competition has resulted in the sensational advance, during the past 18 months, toward the new era of big-name, audience building shows and money-making sales from transcription library-built shows.

What are the highly developed facilities and new sales techniques that make a library pay for itself today?

To appreciate the new era in transcription libraries, one has to understand the basic change in the thinking of the producer who now starts to plan his new talent and programming from the concept: "Will the program build audiences . . . sell sponsors . . . make money for the subscribers?"

This new concept, as created by RCA's *THESAURUS* Library, requires the new talent and program to be test-proved in listener popularity and audience-building power, to be well known to sponsors, ad agencies and to other buyers of radio programs, and to be easy-to-sell.

In producing the show, *THESAURUS* transcribes opening and closing signature themes identified with the artist, special voice tracks by the master of ceremonies or conductor as well as voice tracks that introduce the featured artists and local announcer. To sell the program, *THESAURUS* has designed new sponsor-sales tools which provide a more effective sales approach to the prospective advertiser.

The application of this new concept by RCA's *THESAURUS* is well illustrated by its show, "THE WAYNE KING SERENADE." The Wayne King brand of entertainment has an established following in every home, and the great success story of its sponsors' sale of merchandise and services is known throughout radio advertising circles. *THESAURUS* supplies subscribers with an especially prepared sales brochure which tells the Wayne King success story to sponsors and sells the program. An especially produced sales audition disc is provided to demonstrate the program and tell the sponsor about the commercial periods for his advertising messages. The audition disc is backed with special publicity and audience-building announcements by Wayne King and featured artists to show the prospective sponsor how his program and broadcast schedule can be given a personalized promotion build-up by the stars of his show.

Commercial jingles, which have proved so successful for local sponsors, mark another development in the new era of transcription libraries. Including Time and Weather jingles, commercial jingles for many types of sponsors are now supplied in libraries, earning added income for the subscriber.

Today, broadcasters agree that a station cannot afford to be without a top-notch transcription library. The big-name, easy-to-sell, audience-building shows and money-making jingles, plus diversified all-around program-building resources, make a transcription library the greatest source of low-cost programs ever available to the radio industry.

In view of developments in the broadcasting field to date, the transcription library retains its programming leadership by paying its own way.





JOHNNY DESMOND

"The G. I.'s Favorite Singer"

Singing Star of

"The Breakfast Club"

ABC — Monday through Friday
8:00 to 9:00 a.m., CST

"The Don McNeill TV Club"

ABC-TV — Wednesday night
8:00 to 9:00 p.m., CST

"Johnny Desmond Goes to College"

ABC — Monday night
8:30 to 9:00 p.m., CST

M-G-M Recording Artist

Management
MCA

THE FUTURE OF FILM IN TV

By *BILL PARKER*, Associate Editor, *Radio Annual*



Bill Parker

INDICATING a tremendous growth in the use of film in television, a total of 6,500 hours of television programming were film-recorded by the four major TV networks during 1950. By percentages, over fifty per cent of the network programs of ABC and DuMont and over sixty per cent of those of NBC and CBS were being film recorded at the

time of this writing. While the experts continue to debate the quality and cost of film production versus live production, the trend continues toward recording on film virtually all network programming with the possible exception of news and sports coverage.

Major reason for the use of film in television is, of course, time clearance, which will undoubtedly become progressively worse until the FCC freeze is lifted. A few examples of the time clearance problem are illustrated by the following shows which are among the tops of their respective networks: NBC-TV's Garroway at Large, carried live to 29 markets and on film to 22; DuMont's Star-Time carried live to 11 markets and on film to 17; CBS-TV's Morton Downey show, live on 15 stations and on film over 21; and ABC-TV's Don McNeil show carried live on 18 stations and on film by 10 stations.

In addition to the transcribed and kine-scoped programs mentioned above, there is also an increasing demand for programs filmed expressly for television. As the quality of filmed packages has become higher while costs have decreased, more and more advertisers the past years have requested that their advertising agencies investigate the feasibility of farming out their "live" shows to TV film producers.

The cost for filmed packages is most often the same as for live shows (as will be shown by the following figures); however, the cost can be varied from considerably less to considerably more. Costs can be made less by the saving in rehearsal time, or they can be made con-

siderably more by the desire of the producers to exploit the versatility of movie production—shooting outdoor scenes and trick shots.

General Mills spent \$13,000 per film for the "Betty Crocker Show," \$15,000 for "The Irwins," and another \$15,000 for "The Lone Ranger" (which was frequently among the top ten in the national Nielsen ratings). "Fireside Theater" was produced at a cost of \$14,500 per film for Procter & Gamble. The program was shown over the NBC network in 31 markets and rated "second" place in the national Nielsen ratings several times. "Life With Linkletter" was filmed for Giant Green Peas at a cost of \$7,500 per program; "The Gene Autry Show" at \$17,500; "Truth or Consequences" at \$15,000; "Magnavox Theater" at \$22,500; "Stars Over Hollywood" at \$10,000; "Smilin' Ed McConnell" at \$4,500; "You Bet Your Life" (with Groucho Marx) at \$6,000; and "Party Time In Club Roma" at \$3,000.

Reducing this cost to sponsors, there are many cases in which the sponsors and producers share revenues from subsequent runs of these films, although it is generally customary for the producers to retain the rights alone.

According to an analysis by the Paramount TV Film Network, comparatively few advertisers want or need national coverage. Many more want regional or local coverage. Limited advertising budgets handicap their desire to use TV because they are bound to be dissatisfied with anything less than big-time entertainment. The solution, they say, lies largely in filmed shows—in shared costs—through local sponsorship of a network show or purchase on a spot basis of a syndicated filmed program. Most stations were found to be eager to sell filmed shows to their local sponsors because they, the stations, then receive all the full rate payment for facilities instead of the percentage (usually one-third) that the networks are able to pay them.

In addition, the problem of inadequate cable facilities to serve all the networks may continue with us for some time under wartime material restrictions. Many TV stations will be forced to continue operating on a local basis, thus adding greatly to the role of film in TV.





BURR TILLSTROM
 WITH
 KUKLA, OLLIE and FRAN ALLISON

KUKLA, FRAN and OLLIE

Musical Director JACK FASCINATO
Producer BEULAH ZACHARY
Director LEWIS GOMAVITZ

NBC TELEVISION NETWORK

LONG RANGE ET SELLING

By *ROBERT W. FRIEDHEIM, Sales Manager, World Broadcasting System, Inc.*



R. W. Friedheim

THE most significant step forward taken by program service firms during the past year, has been our development of full-scale Sales Planning Campaigns.

No longer does our industry merely supply programs and features to member stations. We now consider it our responsibility to plan long-range sales cam-

paigns for our affiliated stations, and to present these campaigns in such a way that each and every one of our member stations will thereby have a more certain way of increasing its revenue.

Thus, we are constantly working out new ideas designed to be of monetary benefit to our stations. Our thinking lies along the lines that not only is it necessary to furnish our stations with programs, features, and ideas designed to satisfy their regular advertiser-customers, but with material so appealing that they can make sales to advertisers who previously had not invested any of their dollars in the radio medium.

For example, World initiated during 1950 a series of Pre-Christmas, Pre-Easter, Pre-Father's Day, Pre-Mother's Day, and pre-similar gifts occasions campaigns. All of these were designed to make the job of the station easier and more profitable, by providing the station with material for campaigns to last three and four weeks. Such material was designed so that the station could sell an entire campaign to either a single advertiser, or to multiple advertisers.

Thus have program service firms stepped forward. We have exerted every effort to make it to the great advantage of every station in the country to invest in affiliation with a program service firm. We have progressed towards that goal by devising new material enabling easier sales, by maintaining already high standards of quality in our scripts and discs, and, most important, by working out for the stations

Sales Planning Campaigns thought out to the very last detail.

The result has quite naturally been that our industry has made many new affiliations and maintained the existing ones during the past year.

Nevertheless, adding dollars to member stations' income has not been the only function of the program service firms. In the case of smaller stations, particularly, we have helped increase the stations' prestige in their own community by affording them the opportunity to present as local originations programs featuring great stars, such as Lanny Ross, Dick Haymes, Mimi Benzell and others of similar stature.

In the case of the "Forward America" program, the industry was even able to come up with a show which has been endorsed by the Commander-In-Chief of the Veterans of Foreign Wars, and which won one of the Freedom Awards of the Freedom Foundation, due to its patriotic accomplishments!

It is hard to evaluate which of our services to stations has been of the greatest benefit to them.

Affiliated stations of program service firms have greatly increased their revenue through long-term sales of fully developed programs, such as "Steamboat Jamboree," "Forward America," and "Homemaker Harmonies."

They have also derived sizeable income from production aids, such as a specially composed baseball song, sung by a large choir, complete with sound effects, designed as the opening or closing signature for a sports broadcast.

They have also significantly increased their revenue through use of planned, long-range campaigns designed to help local advertisers sell merchandise for weeks before traditional gifts occasion, such as Easter or June weddings.

Whichever of such material has proven to be of greatest benefit to an individual station, the fact is that the station manager has come to realize that his affiliation with a program service firm is an association he cannot afford to be without.



TEN YEARS FOR THE SAME SPONSOR



Quiz Kids

MILES LABORATORIES

makers of Alka-Seltzer and
One-A-Day Brand Vitamins

through

WADE ADVERTISING AGENCY

Civic Opera Bldg., 20 N. Wacker Dr.
Chicago

NBC NETWORK

RADIO

Sunday Afternoons
3:30 P.M. (EST)

TELEVISION

Friday Nights
8:00 P.M. (EST)

CREATED AND PRODUCED BY

LOUIS G. COWAN, INC.

485 Madison Avenue, New York 22, N. Y.
8 So. Michigan Avenue, Chicago 3, Ill.

Radio-Television Daily's Almanac of Holiday and Special Events 1951

January

- 1: New Year's Day (In all States, Territories, District of Columbia and Possessions). Paul Revere Born (1735). Proclamation of Emancipation (1863). Blue Network organized (1927).
- 2: Georgia Admitted (1778).
- 3: Battle of Princeton (1777). William S. Paley is elected president of CBS (1929).
- 4: Utah Admitted (1896).
- 5: Stephen Decatur Born (1779). George Washington Carver Died (1943). Week of Prayer, first week in January.
- 6: Carl Sandburg Born (1878). New Mexico Admitted (1912).
- 7: Millard Fillmore, 13th President Born (1800). Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 9: Connecticut Ratified the U. S. Constitution (1778). Connecticut Admitted (1788).
- 10: Ethan Allen Born (1737).
- 11: Alexander Hamilton Born (1757).
- 12: John Singer Sargent Born (1856).
- 13: Salmon Portland Chase Born (1808).
- 14: First Written Constitution Adopted at Hartford, Conn. (1639).
- 15: Mathew B. Brady Died (1896).
- 17: Benjamin Franklin Born (1706). Feast of St. Anthony.
- 18: Daniel Webster Born (1782).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia). Edgar Allen Poe Born (1809).
- 20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
- 21: Foundation Day. In the Canal Zone. Thomas Jonathan (Stonewall) Jackson Born (1824).
- 23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers proving value of Marconi apparatus in time of disaster at sea (1909).
- 24: Gold discovered in Calif. (1848).
- 25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676). Scotch Poet Robert Burns Born (1759).
- 26: Michigan Admitted (1837). General Douglas MacArthur Born (1880). First A.E.F. landed in Ireland (1942). Australia Day. Public Holiday in Australia. FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
- 27: Wolfgang Amadeus Mozart Born (1756). Lewis Carroll, pen name of Charles Lutwidge Dodgson Born (1832).
- 28: Thomas Edison granted patent on his incandescent light (1880).
- 29: William McKinley Born (1843). Kansas Admitted (1861).
- 30: Franklin D. Roosevelt Born (1882).
- 31: Franz Schubert Born (1797). Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.



February

- 1: Victor Herbert Born (1859). Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790). CQD is adopted as wireless distress call by Marconi Co. (1904).
- 2: Fritz Kreisler Born (1875). Ground Hog Day. Candlemas. Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
- 3: Horace Greeley Born (1811).



A Show With A Great 25-Year Tradition!

- ★ "Incepted originally by S. L. (Roxy) Rothafel as 'Roxy's Gang'." —VARIETY
- ★ Carried to great heights by Major Edward Bowes.
- ★ Now—better than ever!

THE TED MACK FAMILY HOUR

SUNDAYS AT 6:00 P. M. on ABC-TV
SUNDAYS AT 7:30 P. M. on ABC-AM

Produced by
THE MAJOR BOWES STAFF

Holidays and Special Events Almanac

- 4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai).
Charles Augustus Lindbergh Born (1902).
- 6: Massachusetts Admitted (1788).
Aaron Burr Born (1756).
American Forces Recapture Manila from Japs.
- 7: Charles Dickens Born (1812).
- 8: Boy Scout Day.
- 9: William Henry Harrison 9th President Born (1773).
Nebraska Admitted (1867).
- 10: Peace Treaty Signed With Spain Ending Spanish-American War (1899).
- 11: Thomas A. Edison Born (1847).
Daniel Boone Born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
- 14: Valentine's Day.
Arizona Admitted (1912).
Oregon Admitted (1859).
- 15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
- 16: Katharine Cornell Born (1898).
- 18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
- 19: Ohio Admitted (1803).
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
Phonograph Patented by Edison (1878).
- 20: U. S. purchased the Danish West Indies (1917).
- 21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.
Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
- 22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
James Russell Lowell Born (1819).
- 23: Johannes Gutenberg Died (1468).
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).
- 25: Enrico Caruso Born (1873).
John Adams appointed first Minister of U. S. to England (1785).
- 26: William F. Cody (Buffalo Bill) Born (1846).
- 27: Henry Wadsworth Longfellow Born (1820).
- 29: Leap Year. The name given to every year of 366 days.



March

- 1: Nebraska Admitted (1867).
- 2: Texas Independence Day.
- 3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell Born (1842).
- 4: Pennsylvania Day.
Vermont Admitted.
- 5: Boston Massacre (1770).
- 6: Fall of the Alamo (1836).
- 7: Luther Burbank Born (1849).
Maurice Kavel Born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).
- 8: Oliver Wendell Holmes, Jr. Born (1841).
- 9: Battle of the "Monitor and Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest Born (1806).
- 10: Lillian D. Wald Born (1867).
- 11: Johnny Appleseed, properly John Chapman Died (1847).
The great blizzard in New York City and New England States (1888).
- 12: U. S. Post Office established by act of Congress (1789).
Girl Scout Day.
- 13: Standard Time established in U. S. (1884).
- 14: Albert Einstein Born (1879).
First Trans-Atlantic radio broadcast (1925).
- 15: Maine Admitted (1820).
Andrew Jackson Born (1767).
- 16: James Madison Born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).
- 17: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere. Winthrop and Suffolk County.
- 18: Fast of Esther.
Grover Cleveland Born (1837).
- 19: William Jennings Bryan Born (1860).
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 23: Patrick Henry delivered his famous speech (1775).





JACK McCOY

M. C.
of
"LIVE LIKE A MILLIONAIRE"



DON ROSS

writes . . .

"LIVE LIKE A MILLIONAIRE" on NBC
"LIVE LIKE A MILLIONAIRE" on CBS-TV
"BRIDE AND GROOM" on CBS-TV
"YOUR PET PARADE" on ABC-TV

(. . . helps produce 'em, too.)

Look, Ma . . . No sustainers!



JERRY BOWNE

Director

LIVE LIKE A MILLIONAIRE—AM-NBC
Associate Producer
LIVE LIKE A MILLIONAIRE—CBS-TV
YOUR PET PARADE—ABC-TV



IVAN DITMARS

Musical Conductor
of

"Live Like A Millionaire"

Holidays and Special Events Almanac

- 25: The Annunciation or Lady Day.
Arturo Toscanini Born (1867).
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).
Maryland Day.
- 27: President Washington signed the act creating the U. S. Navy (1794).
Marconi flashes first wireless signals across English Channel (1889).
- 29: John Tyler Born (1790).
- 30: Seward Day. Alaska (Not observed by Federal Employees).
- 31: Transfer Day. In the Virgin Islands.
- 15: Abraham Lincoln Assassinated 1865).
16: Charles Spencer Chaplin Born 1889).
17: Charter granted American Academy of Arts and Letters (1916).
18: San Francisco Fire (1906).
19: Patriots' Day. (Maine, Massachusetts).
20: Adolph Hitler Born (1889).
21: Easter Sunday (1946).
Anniversary of Battle of San Jacinto (Texas)
22: Arbor Day (Nebraska).
23: James Buchanan Born (1791).
William Shakespeare Born (1564).
St. George Day (English).
Marconi transatlantic American-Europe service opened (1910).
24: First Newspaper Issued in America (1704).
U. S.-Mexican War (1846).
Arbor and Bird Day (Massachusetts).
25: War Declared with Spain (1898).
St. Mark's Day.
Cuglielmo Marconi Born (1874).
26: Confederate Memorial Day (Florida, Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
John James Audubon Born (1785).
27: General U. S. Grant Born (1822).
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
28: James Monroe Born (1758).
Maryland Admitted (1788).
29: Sir Thomas Beecham Born (1879).
30: Boys and Girls Week always includes May 1.
Louisiana Purchased (1803).
Washington Became First President (1789).
Rhode Island Settled (1636).
Benito Mussolini Executed (1945).

April

- 1: All Fools' Day.
2: Sergei Rachmaninoff Born (1873).
U. S. Mint established (1792).
3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West.
Washington Irving Born (1783).
4: Adoption of the present American Flag's design (1818).
5: Elihu Yale Born (1648).
6: Army Day. Observed in New York and some other States by a display of flags and parades.
Easter Sunday (1947).
7: Peary Discovered North Pole (1909).
Metropolitan Opera House Opened in New York (1830).
Louisiana Admitted (1812).
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).
8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
9: Surrender of General Lee (1865).
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
10: Salvation Army Founder's Day.
William Booth Born (1829).
Joseph Pulitzer Born (1947).
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.
11: Charles Evans Hughes Born (1862).
12: Franklin Delano Roosevelt Died (1945).
Halifax Independence Resolution (N. C.).
13: Thomas Jefferson Born (1743).
14: Pan American Day.
S. S. Titanic disaster at sea proves value of wireless (1912).

May

- 1: May Day.
Child Health Day
Labor Day (Canal Zone).
Dewey's Victor in Manila (1898).
2: Stonewall Jackson Fatally Wounded (1863).
National Music Week.
FCC authorized full commercial television (1941).
3: Shenandoah Valley Apple Blossom Festival.
4: Rhode Island Independence Day.
5: Napoleon's Death (1821).
Cinco de Mayo Celebrations (Mexico).
Arbor Day.
6: Corregidor Surrender (1942).
Admiral Robert E. Peary Born (1856).
7: Germany Surrendered to United States, England and Russia (1945).
Lusitania Torpedoed (1915).
Johannes Brahms Born (1833).



GEORGE PUTNAM

AMERICA'S FIRST RADIO NEWSREEL AND TELEVISION
COMMENTATOR

Manager:
GERRY CROSS
420 Madison Ave.
PLaza 9-7490

Holidays and Special Events Almanac

- Robert Browning Born (1812).
Plans to spend \$1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).
- 8: V.E. Day (1945).
- 9: John Brown Born (1833).
Mothers-Day, second Sunday in May.
- 10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Completion of First Transcontinental Railroad (1869).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
- 13: Mother's Day.
WDRG-FM goes on air under call letters of WXPW, utilizing Armstrong FM system (1939).
- 14: Rockefeller Foundation Granted Charter (1913).
- 15: First regular Air Mail service in the world inaugurated by the U. S. Govt.
- 17: "I am An American Day" often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).
- 18: World Good-Will Day, formerly Peace Day.
- 19: First American Confederation of United Colonies of New England (1643).
- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).
- 21: Lindberg's Flight to Paris (1927).
- 22: National Maritime Day.
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844).
- 25: Ralph Waldo Emerson Born (1803).
- 27: Golden Gate Bridge, San Francisco opened (1937).
- 29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).
- 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
- 31: Walt Whitman Born (1819).
The Johnstown (Pa. flood (1889).
Battle of Jutland (1916).
- King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
- 6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale Born (1756).
D-Day (1944).
- 7: Daniel Boone Day (Kentucky).
- 8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
Regular tv schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
- 9: Feast of St. Columbia.
Confederate Memorial Day (Petersburg, Virginia).
- 11: Feast of St. Barnabas.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).
Kamehameha, first King of Hawaii. Observed in Hawaii.
Transatlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).
- 12: John Augustus Roebling Born (1806).
Baseball Centennial Celebration of the invitation of the game at Cooperstown, N. Y. (1939).
- 14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe Born (1811).
Flag Day.
- 15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lighting by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).
- 16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
- 17: Bunker Hill Day. (In Massachusetts, Suffolk County).
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).
- 20: West Virginia Day.
Father's Day, 3rd Sunday in June.
- 21: Longest Day in Year.
New Hampshire joined the Union (1788).
Constitution Ratified (1788).
- 22: Bolivarian Day (Canal Zone).
- 23: Penn Signs Peace Treaty With Indians.
- 24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).



June

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



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Holidays and Special Events Almanac

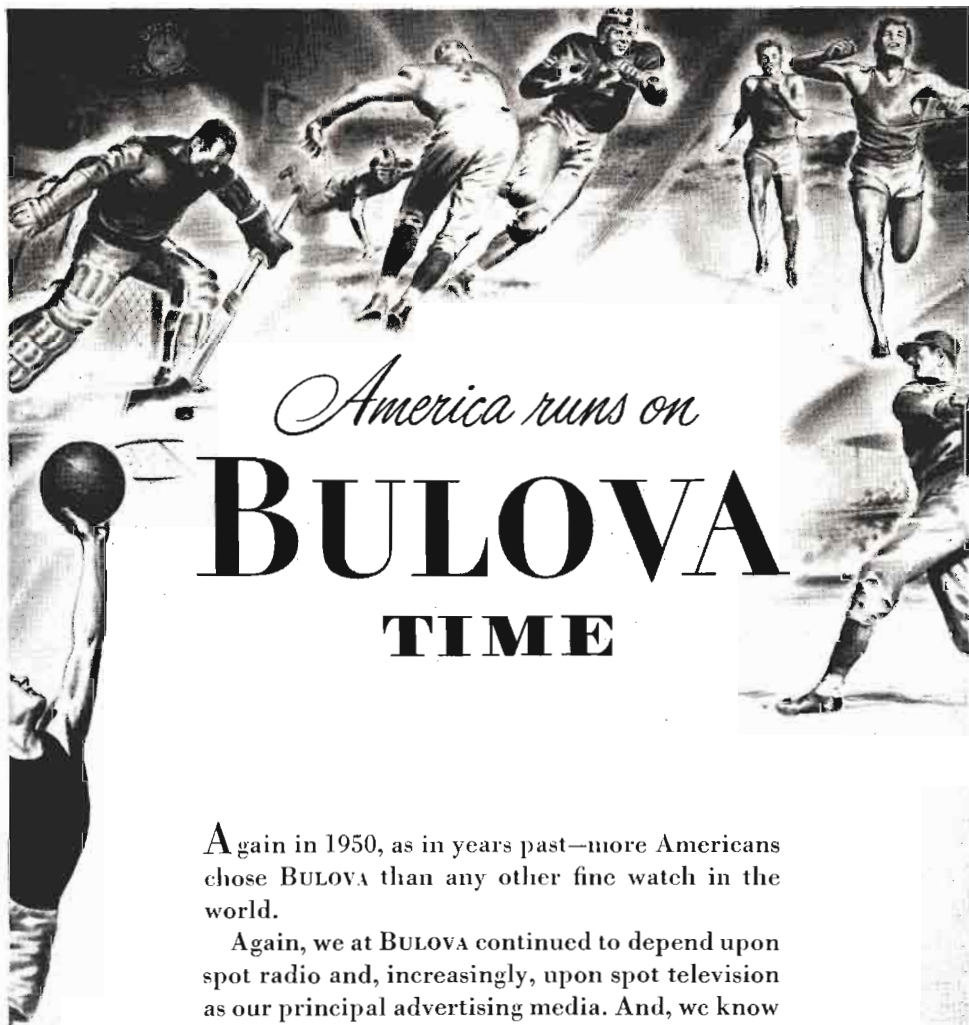
- 25: Virginia Admitted (1788).
Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
- 26: Virginia ratified the U. S. Constitution (1788).
First American Troops Land in France (1917).
- 27: Helen Keller Born (1880).
- 28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Versailles ending World War I signed (1919).
- 29: George Washington Goethals Born (1858).
St. Peter's Day.
- 30: St. Paul's Day.
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.
Fourth Atomic Bomb dropped (experimental overwater) Bikini (1946).



July

- 1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
Dept. of Commerce organizes a radio division to enforce wireless act of June 24, 1910 (1911).
- 2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield Assassinated (1881).
- 3: Idaho Admitted (1890).
John Singleton Copley Born (1737).
- 4: Independence Day.
U. S. Military Academy at West Point Opened (1802).
Calvin Coolidge Born (1872).
Slavery Abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson Died (1826).
James Monroe Died (1831).
John Adams Died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1833).
American pilots first participated in air raids over Germany (1942).
- 5: Admiral David G. Farragut Born (1801).
- 6: Republican Party Founded (1854).
John Paul Jones Born (1747).
Columbia University Opened (1754).
- 7: U. S. annexed Hawaii (1898).
- 8: John D. Rockefeller Born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).
- 9: Elias Howe Born (1819).
- 10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).
- 11: John Quincy Adams Born (1767).
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
- 12: Orangeman's Day.
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
- 15: St. Swithin's Day.
- 16: Mary Baker Eddy Born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).
- 17: Munoz Rivera's Birthday (Puerto Rico).
- 18: William Makepeace Thackeray Born (1811).
- 19: Franco-Prussian War Began (1870).
- 20: Guglielmo Marconi Died (1937).
- 21: Spanish Armada Defeated by England (1588).
Society of Jesuits Abolished by Pope Clement XIV (1773).
First Battle of Bull Run (1861).
CBS begins tv broadcasting from station W2XAB (1931).
- 24: Simon Bolivar Born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
- 25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).
- 26: George Bernard Shaw Born (1856).
Sergei Koussevitzky Born (1874).
New York ratified the U. S. Constitution (1788).
- 27: First Successful Atlantic Cable (1866).
Barbosa's Birthday, in the Canal Zone.
- 28: Austria Declared War on Siberia (1914).
Volunteers of America Founder's Day.
- 29: Booth Tarkington Born (1869).
Benito Mussolini Born (1883).
- 30: Henry Ford Born (1863).
First Representative Assembly in America Convened (1607).
First patent for wireless telegraphy granted in U. S. (1872).
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).
- 31: Feast of St. Ignatius De Loyola.





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FIFTH AVENUE



NEW YORK

Holidays and Special Events Almanac

August

- 1: Colorado Day.
Beginning of World War I (1914).
- 2: Government of India Transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
- 3: Civic Holiday (Canada).
Germany Declared War on England and France (1914).
Columbus Sailed from Spain (1942).
- 4: Feast of St. Dominic.
- 5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
Second Atomic Bomb dropped (1945) Hiroshima.
- 6: Feast of the Transfiguration.
Westinghouse discloses Stratovision plan (1945).
- 7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).
Society of Jesuits Restored by Pope Pius VII (1814).
- 8: Charles A. Dana Born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.
- 9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton Born (1593).
- 10: Herbert Clark Hoover Born (1874).
Russia Declared War Against Japan (1945).
- 11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
- 14: V-J Day.
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill.
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
First transatlantic cable opened (1858).
- 18: Virginia Dare Born (1587).
- 19: National Aviation Day.
Orville Wright Born (1871).
- 20: Benjamin Harrison Born (1833).
- 21: Lincoln-Douglas Born (1833).
- 21: Lincoln-Douglas debate began (1858).
- 22: Claude Debussy Born (1862).
- 23: Oliver Hazard Perry Born (1785).
- 24: British Burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.
- 26: Suffrage for Women—19th Amendment (1920).
- 27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).

- 28: Spanish landed at the site of St. Augustine, Fla. (1565).
Johann Wolfgang von Goethe Born (1749).
- 29: Oliver Wendell Holmes Born (1809).
- 30: Germany Declared War on Poland (1939).
Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).



September

- 1: Germany Invaded Poland (1939).
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri).
Labor Day.
Eugene Field Born (1850).
- 3: First American Peace Treaty With England (1783).
Allies Invaded Italy (1943).
- 4: Henry Hudson Discovered Manhattan Island (1609).
First Electric Power Station in World in New York (1882).
- 5: First Continental Congress (1774).
- 6: Lafayette Day.
First Battle of the Marne (1914):
- 7: James Fenimore Cooper Born (1789).
- 8: Dutch Surrendered New Amsterdam (New York) to British (1664).
Italy Surrendered (1943).
Crimean War Ended (1855).
- 9: Admission Day (California—1850).
- 10: Arthur Holly Compton Born (1892).
Battle of Lake Erie (1813).
- 11: Harvest Festival.
O. Henry (pen name William Sydney Porter) Born (1862).
- 12: Henry Hudson entered the river (1609).
Defender's Day (Maryland).
- 13: Walter Reed Born (1851).
John Joseph Pershing Born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
- 14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
"The Star Spangled Banner" written by Francis Scott Key (1814).
- 15: Independence Day of the Central American Republics (1821).
William Howard Taft Born (1857).
- 16: Russians Burned Moscow (1812).
- 17: Constitution Day.
- 18: Cornerstone of U. S. Capital Laid in Washington, D. C. (1793).
N. Y. Times established (1851) when its first issue appeared.
Columbia Broadcasting System goes on air



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Holidays and Special Events Almanac

- with basic network of 16 stations. Major J. Andrew White is president (1927).
- 19: Washington issued his farewell address to people of U. S. (1796).
 - 21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
 - 22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale Executed (1776).
First Day of Autumn.
 - 23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
 - 24: John Marshall Born (1775).
 - 25: Balboa discovered the Pacific (1513).
Bill of Rights (1789).
 - 26: George Gershwin Born (1898).
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
Rosh Hashonah.
 - 27: American Indian Day (4th Friday).
 - 28: George Eugene Benjamin Clemenceau Born (1841).
 - 29: Michaelmas Day.
 - 30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).



October

- 1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).
- 2: Ferdinand Foch Born (1851).
Mohandas Gandhi Born (1869).
- 3: Religious Education Week. First full week in Oct.
- 4: Rutherford B. Hayes Born (1822).
- 5: Yom Kippur.
Wright Brothers Took First Long Distance Flight in an Airplane (1905).
Chester A. Arthur Born (1830).
- 6: Missouri Day.
National Business Women's Week, generally the second week of Oct.
- 7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
James Whitcomb Riley Born (1853).
- 8: Edward Vernon Rickenbacker Born (1890).
- 9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).
- 10: U. S. Naval Academy in Annapolis opened (1845).
- 11: Eleanor Roosevelt Born (1884).
Farmer's Day (2nd Friday) (Florida).



- 12: Columbus Day.
- 14: William Penn Born (1644).
- 15: First public demonstration of ether as an anesthetic, Mass. General Hospital (1846).
- 16: Noah Webster Born (1758).
- 17: Surrender of General Burgoyne at Saratoga (1777).
- 18: General Tojo Appointed Premier of Japan (1941).
Alaska Day.
FCC sets aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).
- 19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) Passed (1919).
John Adams Born (1735).
- 22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
- 23: Sarah Bernhardt Born (1845).
- 24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
United Nations Day
William Penn Born (1644).
- 26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
- 27: Navy Day.
Theodore Roosevelt Born (1858).
- 28: Dedication of Statue of Liberty (1866).
- 31: Hallowe'en.
Admission Day, Nevada (1864).



November

- 1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands Only).
National Broadcasting Co. is organized with WEAJ and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
- 2: General Election Day.
North Dakota Admitted (1889).
South Dakota Admitted (1889).
James K. Polk Born (1795).
Warren G. Harding Born (1865).
- 3: Panama declared its independence of Colombia (1903).
- 4: John Philip Sousa Born (1854).
- 5: Guy Fawkes Day (English).
U. S. General Election Day.
- 6: Static-less radio system based on FM instead of AM, is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the institute of Radio Engineers, N. Y. (1935).
American Art Week.
- 7: Marie Sklodowska Curie Born (1867).



ETHEL THORSEN

... photographed by James J. Kriegsmann, photographer to the stars

Holidays and Special Events Almanac

- 8: N. Y. Symphony Orchestras gave its first concert under Leopold Damrosch (1858).
Montana Admitted (1889).
- 9: Great Fire in Boston (1872).
American Education Week.
- 10: Martin Luther Born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
- 11: Armistice Day, World War I.
Washington Admitted (1889).
- 13: Robert Louis Stevenson Born (1850).
Edwin Booth Born (1833).
- 14: Robert Fulton Born (1765).
Book Week.
- 15: Pikes Peak discovered (1806).
- 16: Oklahoma Admitted (1907).
- 17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal Opened (1869).
- 18: Standard Time went into effect in the U. S. (1883).
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
- 19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
- 19: James A. Garfield Born (1831).
- 21: North Carolina Admitted (1789).
Edison Announced Invention of Phonograph (1877).
- 23: Franklin Pierce Born (1804).
- 24: Zachary Taylor Born (1784).
- 28: Thanksgiving Day (4th Thursday).
- 29: Admiral Byrd Discovered South Pole (1929).
- 30: Samuel L. Clemens (Mark Twain) Born (1835).
Russia Invaded Finland (1939).
Winston Churchill Born (1874).
- 11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
- 12: First Marconi Wireless Across Atlantic 1901.
Pennsylvania Admitted (1787).
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
- 13: Council of Trent (1545).
- 14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
- 15: Bill of Rights Day.
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
- 16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
- 17: John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
- 18: New Jersey Admitted (1787).
First Sunday Paper Published (1796).
- 19: Tyrus (Ty) Cobb Born (1886).
Washington went into winter quarters at Valley Forge (1776).
- 20: First Electric Lights on Broadway (1880).
- 21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.
- 23: George Washington Resigned Army Commission (1783).
NBC establishes a permanent coast-to-coast network (1928).
- 24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
Reginald Fessenden transmits human voice by wireless (1906).
- 25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
- 26: Battle of Trenton (1776).
Record snow fall in New York, exceeding in depth, blizzard of 1888 (1947).
- 27: Louis Pasteur Born (1822).
- 28: Iowa Admitted (1848).
Woodrow Wilson Born (1856).
Irish Free State Became State of Eire (Ireland).
- 29: Texas Admitted (1845).
Andrew Johnson Born (1808).
First American YMCA established in Boston (1851).
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of Calif. and other stations (1936).
- 30: Rudyard Kipling Born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
- 31: New Year's Eve.



December

- 2: Promulgation of the Monroe Doctrine (1823).
- 3: Illinois Admitted (1818).
Gilbert Stuart Born (1755).
- 5: Martin Van Buren Born (1782).
Walt Disney Born (1901).
- 7: Pearl Harbor Attacked (1941).
Roosevelt, Churchill, Stalin Confer at Teheran (1943).
Delaware Day.
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).
- 8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
- 9: Germany-Italy Declare War on U. S. (1941).
- 10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi Admitted (1817).
Human Rights Day.
- 21: New Year's Eve.

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AM Radio Stations

WBNX	MElose	5-0333
WCBS	Plaza	5-2000
WEVD	Plaza	7-0880
WFAS	White Plains	9-6400
WQBB	FReport	9-1400
WHLI	OLympia	8-1100
WHOM	Circle	6-3900
WINS	BRyant	9-6000
WJZ	TRafalgar	3-7000
WKBS	OYster Bay	6-2500
WLIB	ORegon	9-2720
WMCA	Circle	6-2200
WMGM	MURray Hill	8-1000
WNBC	Circle	7-8300
WNEW	Plaza	3-3300
WNYC	Worth	2-5600
WOR	LOngacre	4-8000
WOV	Circle	5-7979
WQXR	LACKawanna	4-1100
WWRL	NEwton	9-3300

FM Radio Stations

WABF-FM	TEmpleton	8-5400
WCBS-FM	Plaza	5-2000
WFAS-FM	White Plains	9-6400
WGHF	LExington	2-4927
WGNR	New Rochelle	6-8220
WGNR	BOWling Green	9-4054
WHLI-FM	OLympia	8-1100
WJZ-FM	TRafalgar	3-7000
WMGM-FM	MURray Hill	8-1000
WNBC-FM	Circle	7-8300
WNYC-FM	Worth	2-5600
WOR-FM	LOngacre	4-8000
WQXR-FM	LACKawanna	4-1100

TV Stations

WABD	MURray Hill	8-2600
WATV	BARclay	7-8216
WCBS-TV	Plaza	5-2000
WJZ-TV	TRafalgar	3-7000
WNBT	Circle	7-8300
WOR-TV	LOngacre	4-8000
WPIX	MURray Hill	2-1234

National Networks

American Broadcasting Co.	Circle	7-5700
Columbia Broadcasting System	Plaza	5-2000
Keystone Broadcasting System	Plaza	7-1460
Mutual Broadcasting System	PEnnsylvania	6-9600
National Broadcasting Co.	Circle	7-8300
Liberty Broadcasting System	MURray Hill	8-5580

Station Representatives

ABC Spot Sales	TRafalgar	3-7000
Avery-Knodel, Inc.	JUdson	6-5536
John Blair & Co.	MURray Hill	9-6084
Blair-TV, Inc.	MURray Hill	6-6263
Guy Bolam	ALgonquin	4-7881
The Bolling Co., Inc.	Plaza	9-8150
The Branham Co.	MURray Hill	6-1860
Burn-Smith Co., Inc.	MURray Hill	2-3124
Thomas F. Clark Co., Inc.	MURray Hill	4-6317
Clark-Wandless Co.	ORegon	9-1575
Continental Radio Sales	LExington	2-2450
Donald Cooke, Inc.	MURray Hill	2-7270
Everett-McKinney, Inc.	Plaza	9-3747
Free & Peters, Inc.	Plaza	9-6022
The Friedenber Agency, Inc.	Plaza	7-7655
Melchor Guzman Co., Inc.	Circle	7-0624

H-R Representatives, Inc.	MURray Hill	3-9324
Headley-Reed Co.	MURray Hill	3-5467
George P. Hollingbery Co.	BRyant	9-3960
The Katz Agency, Inc.	Plaza	9-4460
Joseph Hershey McGillvra, Inc.	MURray Hill	2-8755
Robert Meeker Associates, Inc.	MURray Hill	2-2170
National Bcstg. Co. (Spot-Local Sales)	Circle	7-8300
Pan American Bcstg. Co.	MURray Hill	2-0810
John E. Pearson Co.	Plaza	8-2255
John H. Perry Associates	MURray Hill	4-1647
Edward Petry & Co., Inc.	MURray Hill	8-0200
Ra-Tel Representatives, Inc.	MURray Hill	4-2549
Radio Sales (Div. of CBS)	Plaza	5-2000
William G. Rambeau Co.	MURray Hill	6-5940
Paul H. Raymer Co., Inc.	Plaza	9-5570
Taylor-Borroff & Co., Inc.	MURray Hill	8-1088
Transit Radio, Inc.	MURray Hill	9-7463
The Walker Co.	MURray Hill	3-5830
Weed & Co.	MURray Hill	7-7772
Adam J. Young, Jr., Inc.	MURray Hill	9-0006

Advertising Agencies

N. W. Ayer & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey	Circle	7-3719
Ted Bates, Inc.	JUdson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	MURray Hill	8-1100
Bermingham, Castleman & Pierce	LExington	2-7550
The Blow Co., Inc.	Plaza	9-1717
Franklin Bruck Advertising Corp.	Circle	7-7660
Buchanan & Co., Inc.	BRyant	9-7900
Calkins, & Holden	Plaza	5-6900
Campbell-Ewald Co., Inc.	MURray Hill	8-3190
Cecil & Presbrey, Inc.	MURray Hill	8-1234
Compton Advertising, Inc.	Circle	6-2800
Cunningham & Walsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgerald & Sample, Inc.	ORegon	9-0600
D'Arcy Advertising Co.	Plaza	8-2600
Doherty, Clifford & Shenfield, Inc.	BRyant	9-0445
Donahue & Co., Inc.	COLumbus	5-4252
Dorrance-Waddell	Plaza	9-5120
Roy S. Durstine, Inc.	Circle	6-1400
Erwin, Wasey & Co., Inc.	LExington	2-8700
William Esty & Co.	MURray Hill	5-1900
Federal Advertising Agency, Inc.	MURray Hill	8-4200
Foote, Cone & Belding	MURray Hill	8-5000
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COLumbus	5-2000
Geyer, Newell, & Ganger, Inc.	Plaza	5-5400
Grey Adv. Agency, Inc.	CHickering	4-3900
Hirshon-Garfinkel, Inc.	MURray Hill	8-8900
Robert Holley & Co., Inc.	MURray Hill	2-8408
Charles W. Hoyt Co., Inc.	MURray Hill	2-2000
Duane Jones Co., Inc.	Plaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	ORegon	9-4440
The Joseph Katz Co.	MURray Hill	8-1223
Kayton-Spiro Co., Inc.	LOngacre	5-5090
Kenyon & Eckhardt, Inc.	MURray Hill	8-5700
Abbott Kimball Co., Inc.	Plaza	3-9600
Kudner Agency, Inc.	Circle	6-3200
C. J. LaRoche & Co., Inc.	Plaza	5-7711
Al Paul Lefton Co., Inc.	VANderbilt	6-4340
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Marschalk & Pratt Co.	VANderbilt	6-2022
J. M. Mathes, Inc.	LExington	2-7450
Maxon, Inc.	Plaza	9-7676
McCann-Erickson, Inc.	JUdson	6-3400
C. L. Miller Co.	MURray Hill	2-1010
Emil Mogul Co., Inc.	COLumbus	5-2482
Morey, Humm & Johnstone, Inc.	BRyant	9-5950
Morse International, Inc.	ORegon	9-4600
Peck Adv. Agency, Inc.	Plaza	3-0900
Pedlar & Ryan, Inc.	Plaza	5-1500
Progressive Radio Adv. Co.	MElose	5-5522