

RADIO

ANNUAL

—

TELEVISION

YEAR BOOK

Half-hour  Documentary

"I WAS A COMMUNIST FOR THE F. B. I."

starring
DANA ANDREWS

A thrill-packed look into Communist activities. Based on the actual experiences of MATT CVETIC. A public service opportunity offering sponsors sales—plus prestige!

Half-hour  Comedy-Adventure

IRENE DUNNE - FRED MacMURRAY

co-starring in
"BRIGHT STAR"

A boss-hating reporter and a reporter-hating lady editor brighten your profit story with a riot of feudin', fuss'n and fun—week after week!

Half-hour  Adventure

HUMPHREY BOGART LAUREN BACALL

co-starring in
"BOLD VENTURE"

Radio drama at its exciting best. Action—mystery—intrigue in the South Seas. A terrific series, cleverly planned to make sales zoom!

Quarter-hour  Topical

"MEET THE MENJOUS"

co-starring
ADOLPH MENJOU VEREE TEASDALE

Radio's most entertaining 5-a-week show . . . at a surprisingly low price. Scintillating husband and wife discussions that have sewed up top audiences everywhere!

Half-hour  Detective

"BOSTON BLACKIE"

Enemy to those who make him enemy.
Friend to those who have no friend.

Radio's number one Adventure-Detective show. Consistently tops all shows in the "top-audience" mystery field. Filmdom's most lovable sleuth pulls in volume sales regularly!

Quarter-hour  Music

"THE BARRY WOOD SHOW"

with
MARGARET WHITING

Top singing stars accompanied by talented Henry Sylvern and his orchestra. Smooth — popular and commercial. Consistently high ratings. Boosts sales in a hurry!

Quarter-hour  Serial

"DEAREST MOTHER"

A Thrilling Day-to-Day Drama

Heart-stirring romance . . . pulse-quickening action. A top-drawer daytime serial that consistently proves itself to be the most effective way to sell the housewife.

Quarter-hour  Comedy

"EASY ACES"

America's Funniest Husband and Wife

Friendly — warm and sensationally popular. The rare type of domestic comedy that has universal appeal. Assures tremendous audiences for all types of products.

WINNING MOVES
FOR AGENCIES, STATIONS and SPONSORS

ZIV

Shows deliver
**LOWER COST PER LISTENER...
STEADY RENEWALS... EASIER SALES!**

It's YOUR MOVE! Send for "ZIV Selling Aids... Audition Discs... Local

Half-hour  Drama

"FAVORITE STORY"

with
RONALD COLMAN

Features the favorite stories of famous people. A show-case of the entertainment world—with inspired performances in vital roles. Big audiences—and sales!

Half-hour  Music

"THE GUY LOMBARDO SHOW"

Narrated by **DAVID ROSS**

The famous "Royal Canadians" capture the hearts—and ears of millions of Americans with "The Sweetest Music This Side of Heaven." A family show that sells and sells.

Half-hour  Music

"THE WAYNE KING SHOW"

Narrated by
FRANKLIN MacCORMACK

Fabulous showmanship and brilliant direction hold an enormous audience week after week. Glorious singing and soothing music put record-breaking audiences in the mood to listen—and buy!

Half-hour  Western

"THE CISCO KID"

O. Henry's Famous
Robin Hood of the Range

Fast-moving Western action with the kids' favorite actors. Has higher ratings than any show primarily designed for children—and holds a large adult audience, too!

Quarter-hour  Serial

"FORBIDDEN DIARY"

The Shadow of Her Past Menaced
the Lives of 4 People

A human—"down-to-earth" show that is tremendously successful in all markets. Has all the elements needed to attract a "woman's audience."

Half-hour  Mystery

"PHILO VANCE"

Sleuthing at its Scientific
Best

S. S. Van Dine's famous scientific sleuth stars in a series of the mystery fan's favorite stories. A mystery series that adds prestige as well as sales!

Quarter-hour  Music

"KORN KOBBLERS"

Radio's Funniest Musical

Zany entertainment by the band of a thousand gadgets and a million gags. Fun and furor with plenty of sales-making appeal for all!

Quarter-hour  Music

"Sincerely - KENNY BAKER"

America's Favorite Tenor

This famous star of stage, screen and radio presents a parade of melody and comedy that attracts and maintains big audiences from coast to coast.

Quarter-hour  Mystery

"MANHUNT"

Mystery -- Romance
Adventure

Exciting mystery thrillers that get and hold big audiences. Top-flight talent—production and popularity.

Quarter-hour  Variety

"SHOWTIME FROM HOLLYWOOD"

starring
FREDDY MARTIN

A glamorous musical-variety show. Excitingly different. A galaxy of stars join this master of modern music in an ever-changing presentation of musical contrast.

Quarter-hour  Western

"OLD CORRAL"

starring
PAPPY CHESHIRE

Western stories and music. Its outstanding record proves it's sure-fire for all age groups. This fine Western show builds top audiences and sales!

1/4 or 1/2 hour  Music

"PLEASURE PARADE"

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VINCENT LOPEZ

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ADVISOR RADIO DAILY COUNCIL

P R E S E N T S

THE 1952
RADIO
ANNUAL

Edited by
LACK ALIGATE

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FIFTEENTH ANNUAL EDITION

*Advertising's
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Radio:

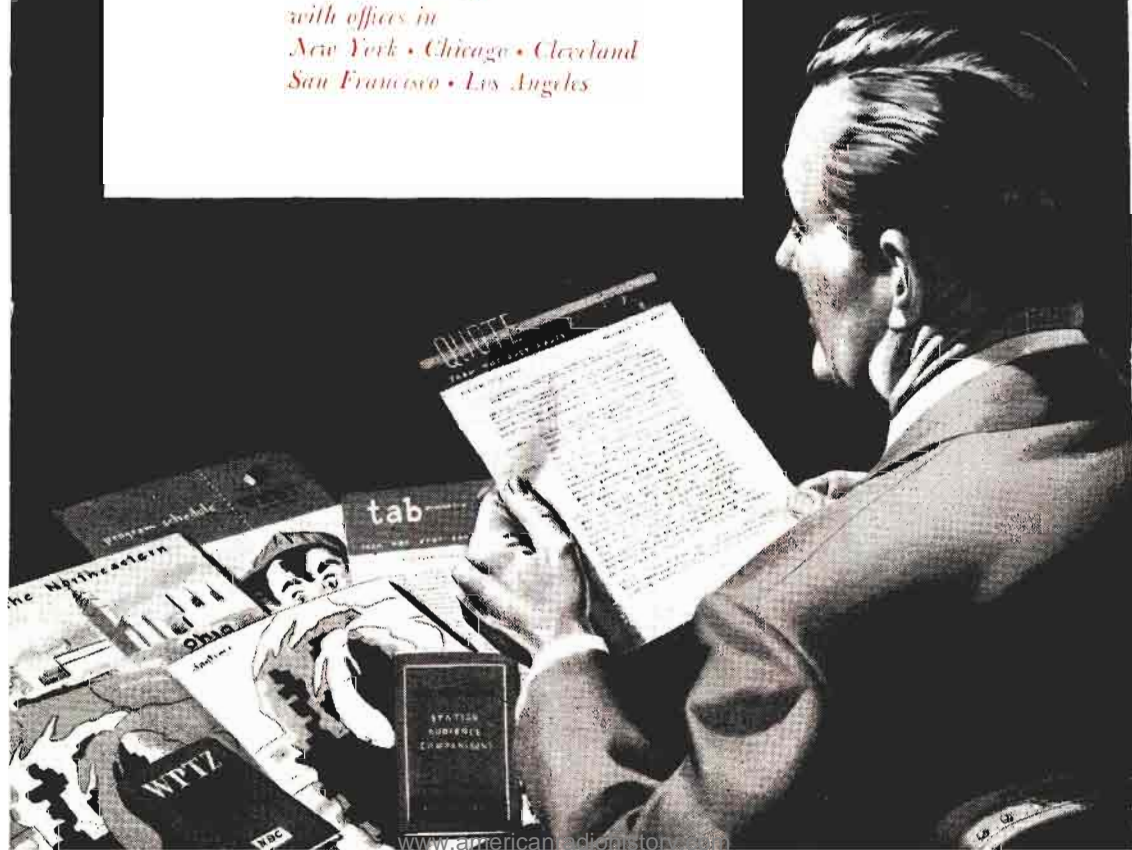
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Radio's Fourth Decade



ADIO in this year 1952 enters its fourth glorious decade as a communications service.

The period of 1922 to 1932 saw the birth of this new medium with its capacity for public service.

The next decade, 1932-42 were years of commercial development with the pattern of potentialities seemingly boundless.

In the third period, 1942-1952 radio attained its full stature as a medium of communications.

This year with radio on the threshold of a prosperous new decade, *Radio Annual* is proud to record the progress of the communications art. In this, our 15th annual edition, we give permanent record to the achievements of those whose creative energy sustains this expanding communications service.

Jack Alicoate
Editor-in-Chief

FOR WORLD-WIDE NEWS...

FOR CLEAR, COMPREHENSIVE

COVERAGE...



FOR:

AM-FM-TELEVISION

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

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1952

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HARRY WISMER

SPORTS HIGHLIGHTS

radio

television

coast-to-coast

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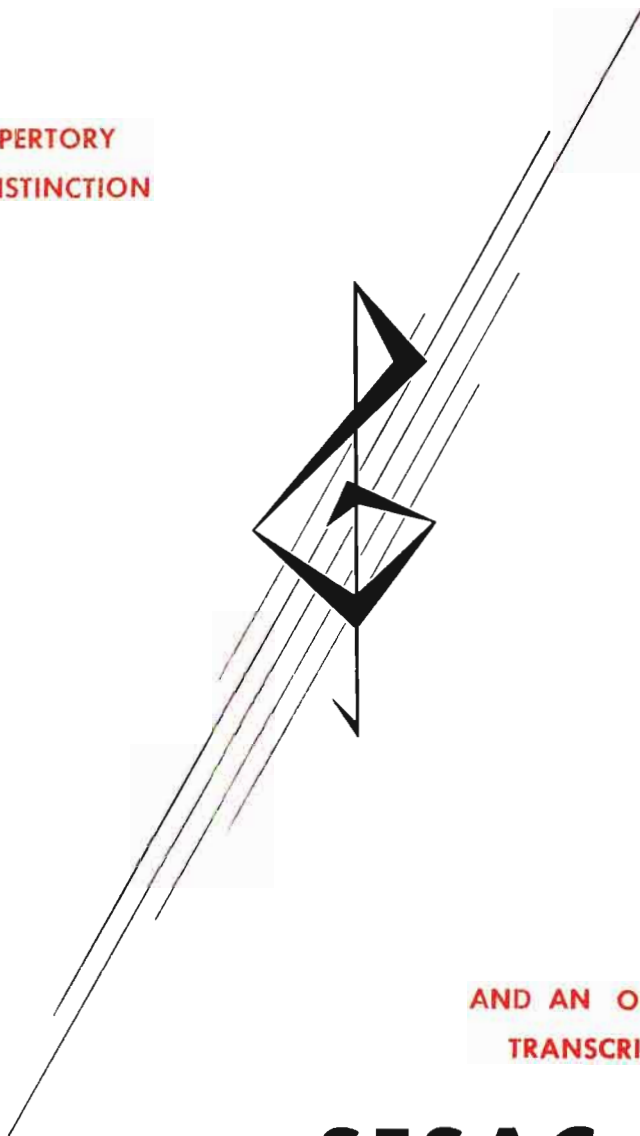
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United Press news programs for radio

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	Monday through Saturday
	The Sports Lineup	5	Every day
	Great Moments in Sports	5	Monday through Saturday
	Sizing Up Sports	15	Sunday
FOR WOMEN	In the Woman's World	5	Monday through Saturday
	Women in the News	5	Monday through Saturday
	Mainly for Women	5	Monday through Friday
	Your Home	5	Saturday
HUMAN INTEREST	Names in the News	5	Monday through Saturday
	Time Out	5	Monday through Saturday
	In Your Neighborhood	5	Monday through Saturday
	In Movieland	5	Monday through Friday
	Flash Back	1	Monday through Friday
	United Press Almanac	1	Every Day
	Do Tell	5	Sunday
	In Their Own Words	5	Sunday
FARMING	On the Farm Front	5	Every Day
	Daily Farm Market Survey	5	Monday through Saturday
	Rural Roundup	5	Tuesday through Saturday
COMMENTARY & REVIEW	Today's United Press Commentary	5	Every Day
	Korean Story	5	Monday through Friday
	Under the Capitol Dome	5	Monday through Saturday
	United Press War Analysis	5	Monday through Friday
	Highlights of the Week's News	15	Sunday
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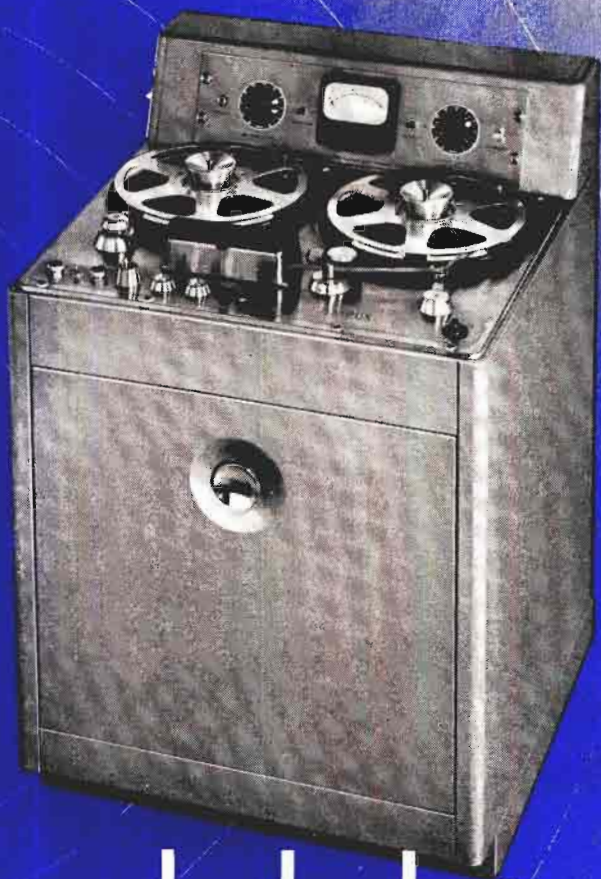
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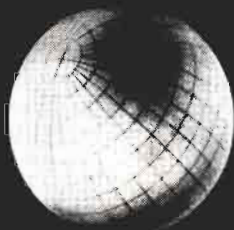
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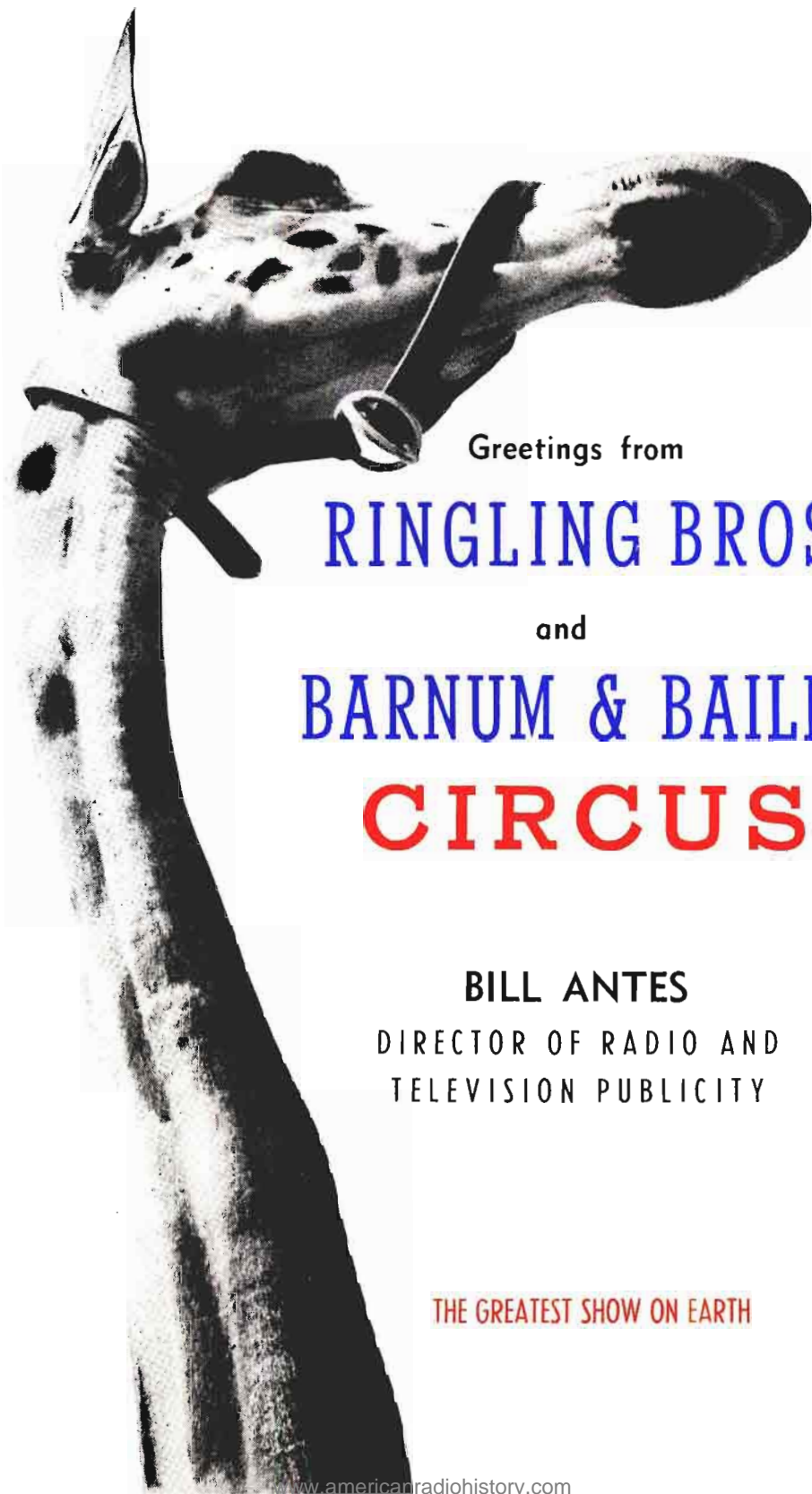
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Greetings from

RINGLING BROS.

and

BARNUM & BAILEY

CIRCUS

BILL ANTES

DIRECTOR OF RADIO AND
TELEVISION PUBLICITY

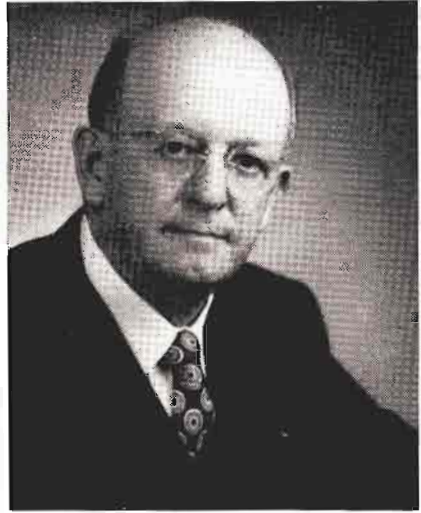
THE GREATEST SHOW ON EARTH

MEMORABLE YEAR AHEAD

EXPANSION OF VIDEO WILL HIGHLIGHT ACTION

By **PAUL A. WALKER**
Chairman

Federal Communications Commission



THE year 1952 will be forever memorable in broadcasting history for the inauguration of America's new nationwide, improved, expanded, and competitive system of television.

That this system will be accorded a hearty welcome by the American public goes without saying. The hunger for television all over the nation can be judged no better than by examining the huge volume of correspondence with which the Commission has been deluged. The great mass of people who have seen television have taken it to their hearts. The great mass who do not have it are demanding it with ever-increasing impatience.

The scope of this industry is so great, the potential investments are so huge, the stake of the public in its stability and acceptability is so vital that the Commission has had to exercise maximum care in laying the foundation.

The new system will provide for a minimum of 2000 assignments. Just how soon that many stations can be built remains to be seen. The enterprise of industry, the ability of smaller communities to support stations, the availability of materials and manpower--all these are factors in determining the speed at which the new system will grow.

Here I would sound a note of warning. With television station construction dammed up for three and a half years, it is easy to sympathize with the eagerness of those entrepreneurs who have been waiting so long to start building. I know their problems. Their money has been earmarked. Their plans have long been made. They want to see their towers go up. But they must realize the realities of the Commission's position. With a limited staff, the Commission cannot process applications on a land-office scale. These applications, with their legal, technical and financial questions, are complex matters. It takes experienced personnel to process them. When new people are hired they must be specially trained. And the many hearings that we know will be necessary involve even greater delays. Applicants would do well to inform themselves of the real nature of the task that confronts the Commission not only for their own benefit but also so that they can intelligently answer the questions that are asked of them by members of their community.

While the Commission bends every effort to foster the growth of this new medium of mass communications, it is well to ponder the responsibilities that industry has to build soundly for the future. Every attention should be given to the development of programming that will truly serve the real needs of the communities. Television cannot be merely a luxury service or a toy or a pastime. To play an indispensable role in the nation's life, television must perform the crucial service of informing the citizens on the issues of the day.

While many basic questions involved in building television have been decided or are in the process of being decided, many others will confront us in the future.



GUY LOMBARDO
and his
Royal Canadians
AMERICA'S NUMBER ONE BAND

**LUCKY STRIKES' "YOUR HIT PARADE", NBC
HOTEL ROOSEVELT GRILL, NEW YORK
F. W. ZIV CO. TRANSCRIPTIONS
DECCA RECORDS
CONCERTS**

NUMBER ONE WITH FANS AND EDITORS

Publicity: DAVID O. ALBER ASSOC., Gene Shefrin

NARTB PROGRESS REPORT

By HAROLD E. FELLOWS, President, National Association of
Radio and Television Broadcasters

JUST as they have throughout the history of radio and television, legislative and regulatory matters continue to be among the major problems facing the broadcasting industry. It is heartening to note, however, that some of our legislators are well aware of the vital role played by broadcasting on the national scene in times of peace and war. As more of the public's elected representatives learn something of our business, the task of preserving the system of free enterprise broadcasting will be eased.



Fellows

A most encouraging example of this legislative understanding is contained in recent statements and discussions by Senator Edwin C. Johnson, Chairman of the Senate Interstate and Foreign Commerce Committee, and some of his colleagues on that committee, and in some of the regulations issued by the Federal Communications Commission.

It is gratifying to observe the development of this type of thinking. Our integrity, objectives and sense of personal and professional responsibility constitute a "priceless ingredient." It must be cherished, nurtured and protected. We can and will, through daily performance, maintain this high regard for our efforts.

Broadcasting stands at the threshold of its greatest era. As the new year opened broadcasters were serving approximately forty-three million radio homes. Most of the nearly fourteen million home receivers manufactured, according to RTMA figures, since the 1950 national census are in use. More than seventy-five per cent of all new automobiles are radio equipped. Indications are that set manufacturers will be unable to meet 1952 demands if defense needs continue to restrict materials. As 1951 closed there were 2,327 AM stations—95 more than when the year opened—648 FM stations and 108 TV stations on the air.

I am confident that when the "freeze"

is lifted television will keep pace of this expansion and join other mass communications media in all the national markets. I do *not* agree, however, with those who doom radio to oblivion with the advent of the "thaw." In the light of mass media history it seems more logical to regard radio and television as complementary rather than competing, media. Each will command specific areas of service in our ever-enlarging nation.

Advertising, the nerve system of America's economy, is getting bigger and better. So long as consumers need goods and services and manufacturers and suppliers need customers both radio and television will perform importantly in the successful fusion of these elements.

There may of necessity be a period of adjustment as television undergoes its growing pains, ailments very similar to those suffered and survived by radio back in the 1920s; and as radio is shaken from a complacency developed through long-time dominance in the communications field. But each will survive to find a rightful position in the plane of national prosperity and the family circle of mass communications media.

Radio and television have compiled impressive records of public service to the nation. This year will be no exception. Since the outbreak of hostilities in Korea each has volunteered heavily of facilities for broadcasting in the emergency. To cite cases . . . Civil Defense instruction; Defense Bond sales; blood bank appeals; recruitment campaigns; state-of-the-nation addresses by the President and other governmental leaders. I doubt that a single broadcaster has let these patriotic calls go unheeded. I also doubt that any of the other media have made more substantial contributions. This policy of cooperation will continue as long as there is a job to be done.

In this year of national elections both media welcome the opportunity to further serve the public interest by performing the important task of bringing the candidates and their platforms into the living rooms of the voters. Arrangements have already been made to broadcast and telecast the national conventions of both major political parties, to stage get-out-the-vote campaigns and to give election

(Continued on Page 74)

JACK BENNY

RADIO-TV FORGING AHEAD

By FRANK BURKE, Editor of Radio-Television Daily

RADIO and television are doing right well in this year 1952 despite prophets of gloom who had radio on the ropes the past year and television trying to find its place in the nation's advertising pattern.

After a year of re-appraisal in which radio took stock of its potency as a medium and counted its circulation as compared to other advertising services, both networks and stations predicted that 1952 would bring billing increases from 10 to 15 per cent. Total gross radio billings of the networks last year aggregated \$185,000,000.

The television outlook is even brighter. In 1950 the four TV networks billings totalled around \$45,000,000, while the past year saw TV billings mount to over 239.5 million. Some are predicting that billings this year will pass the \$300,000,000 mark.

Of 106 TV stations (i.e., including all but two of the network owned and operated stations for which data was not separately available) 93 reported profitable operations during 1951. Of these, 10 stations reported income between \$600,000 and \$1.0 million; eight stations between \$1.0 and \$1.5 million and five stations reported incomes in excess of \$1.5 million. The median income of the 93 stations was \$350,000 as compared to a median income of \$129,200 for 53 stations reporting a profit in 1950.

Several factors contributed to revitalized radio sales and promotion drives. Efforts of the Association of National Advertisers to beat down radio rates in TV markets and the subsequent radio rate cuts by networks put the radio broadcasters in a fighting mood. This was especially true in non-TV markets with the broadcasters stepping up the tempo of their sales promotion.

The advent of Broadcast Advertising Bureau, Inc., as a sales and promotion service organization to the radio broadcasters was a stimulating hypo to the industry. During the past year BAB under the able



Burke

direction of William B. Ryan, president, has brought the story of radio's sales effectiveness to all sections of the country and has engendered enthusiastic support of broadcaster members in the work of the organization.

Another campaign which attracted nation-wide attention was the combined efforts of radio broadcasters in the Detroit area to sell radio as a community service to the listeners as well as the advertisers. Adopting the slogan, "Everywhere You Go There's Radio," the Motor City broadcasters staged a most effective campaign which was copied in many other communities and brought revived interest in the medium.

National spot radio and sales on the local level have aided materially in keeping up the billings of stations throughout the country. The spot business picture is bright and 1952 should find more national advertisers using local and regional webs than ever before in the history of broadcasting.

The television outlook is most promising. With the lifting of the TV freeze and the channel allocations in many secondary markets it is expected that before year's end the number of TV stations on the air will increase from 108 stations operating in 67 cities to probably 200 stations. On January 15 there were a total of 450 VHF applications on file and 29 UHF applicants.

It is expected that the number of UHF applications will increase considerably with the lifting of the freeze. The UHF stations, according to IRE spokesmen, will probably spread to the secondary markets where UHF transmitters and receivers will be the first television to be introduced in those areas.

The coming national political conventions and the national election is expected to boom TV receiver sales in established markets this summer and fall. Manufacturers, distributors and dealers are planning intensive promotional and sales campaigns to swell the TV audience to around 20,000,000 sets by Election Day. At present there are around 15,000,000 sets in use in the United States. The audience potential for this election year is expected to swell to around 65,000,000 persons.

The rejuvenation of radio and the boundless opportunities for expansion in the television industry augurs well for 1952-53.



MR. TELEVISION

TEN TOP RADIO-TV NEWS EVENTS OF 1951

The RADIO-TELEVISION DAILY selections of the top ten news events of 1951 and outstanding radio network broadcasts follow:

- 1—Korean Armistice Negotiations and Prisoner of War List.
- 2—President Truman Fires General MacArthur.
- 3—Kefauver Crime Hearings.
- 4—The British Elections and Churchill's Return to Power.
- 5—Internal Revenue Department Scandals.
- 6—Amateur Sports Investigations.
- 7—Anglo-Iranian Oil Dispute.
- 8—The Eisenhower Question.
- 9—Government Controls to Prevent Inflation.
- 10—National League Pennant Play-off.

Outstanding Broadcasts

- CBS-Radio—"The Nation's Nightmare."
- NBC—"Assembly VI" (United Nations).
- ABC—"USSR Documentary."
- Mutual—World Series Coverage.

HOPE



1952

**CHESTERFIELD PROGRAM
PARAMOUNT PICTURES**

BAB'S REALLY IN BUSINESS!

By WILLIAM B. RYAN, President, Broadcast Advertising Bureau, Inc.

NINETEEN HUNDRED FIFTY-TWO will mark the Broadcast Advertising Bureau's first full year as a completely independent corporation. We feel that this calls for a restatement of aims and an elaboration of activities.

First, a little background information.

The BAB is an outgrowth of the Broadcast Advertising Department of the National Association of Broadcasters. In June of 1949 it was established as a Bureau of that organization and then in April 1951 started functioning as a separate corporation.

It grew out of radio's need for an independent, alert and progressive promotion Bureau.

Upon becoming an independent and autonomous corporation this past April, BAB had two immediate objectives:

1. It had to organize itself and redefine its objectives in order to be in a position to immediately render service to the entire industry.
2. It had to increase and extend the number and variety of services formerly provided.

Both of these were accomplished.

Here's a report of how the BAB is accomplishing these aims.

Services are distributed within the two general categories of national and local promotion. The distinction between the two can best be arrived at by an analysis of the individual projects.

On the national level, BAB promotional activities concern themselves basically with spot and network advertisers. This is being accomplished through a series of projects designed to present radio's impact to national advertisers, national chains and associations, and national-local advertisers. For instance, a series of special presentations on radio's values are now underway and include those scaled to the needs of specific industries. Plans also call for a basic presentation on radio and another dealing with the farm market.

BAB's national promotion department



Ryan

is also instituting regular communication with advertisers and agencies in the form of two direct mail pieces, each to be issued twice monthly. Advertisers receive a sales letter containing special data pertinent to radio sales while agencies are earmarked for a "Kiplinger-type" newsletter on radio advertising activities.

In the field of basic research BAB is not only collecting and evaluating extant materials, but also plans a series of studies to learn the true value of radio coverage, saturation and sales impact. There will be a pilot study to determine the size of the extra-set market; a test to determine the sales impact of radio vis-a-vis other advertising media in the packaged goods and heavy appliance field; an interim report on all material now extant on all out-of-home listening plus automobile-radio coverage and listening pattern, to be followed in the spring by a national sampling of car-radio listening.

In the competitive aspects of radio sales, BAB will publish a salesman's handbook containing basic facts of newspaper readership. Preparation is also underway on a second edition of a previously BAB-distributed volume on magazine county-by-county circulation statistics, with a comparison of radio-magazine penetration on a national basis plus an additional presentation containing all information available on the trend, pattern and size of radio listening in radio-TV homes.

Local promotional activities will include a continuation of several services instituted to stations during the past year; the revision from a quality and quantity standpoint of many others, plus the addition of three new projects.

BAB's local promotion falls into two basic categories:

1. Regular releases on a weekly or monthly basis, and
2. Special projects.

The first category includes such well-received services as BAB Salesman, Retail Information Folders, Co-op Cards & Bulletins, Local Business Sales Aids, Sales Opportunities, Library Bulletin, Radio Gets Results, Reports and Copy-Minded Selling Aids.

... while BAB's plans in the special project field include a master presentation containing a summary of all salient reasons why local merchants should buy

(Continued on Page 74)



RED SKELTON

TELEVISION

For Procter and Gamble
(A Russell M. Seeds Co. Production)
Full NBC-TV Network
Sundays: 10 to 10:30 P.M., E.S.T.

RADIO

Full CBS-Radio network
United States and Canada
Wednesdays: 9 to 9:30 P.M., E.S.T.

MOTION PICTURES

Metro-Goldwyn-Mayer
"Texas Carnival"
"Lovely To Look At"
(Just Completed)

ADVERTISING OUTLOOK—1952

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

WHAT is the year's outlook for advertising volume, and hence for radio and television billings?

The new year brings a number of reasons why there should be no letup in advertising effort—but rather a step-up.

While many companies have reported increased sales, they have also shown a considerable decline in their net profits; they will need to increase sales even further to maintain profits in the face of higher taxes and higher break-even points.

We have seen continued buyer resistance in a number of lines that are still in ready supply.

There is still a considerable accumulation of inventories in distribution channels. We are hearing concern, already, whether industry will successfully adjust from defense production—whether we can find customers over the next few years for a vastly expanded output of goods and services without some degree of recession.

Whether or not there will be a substantial increase in advertising effort will be at the decision of business management. And it will depend to a large extent on advertising agencies.

Agencies have the job of convincing business that the results will justify aggressive advertising activity. In the midst of high costs, their advertising plans must be still more effective. They will need all the help, ammunition and cooperation that media can give.

Among media, it seems to me that broadcasting faces the year's opportunities with some new assets to its credit.

There is the recomposition of the national organization, as the NARTB, under new leadership. And there is the reconstitution of Broadcast Advertising Bureau, with an organized sales program and under new leadership.

There is also the reconstitution of Advertising Research Foundation, as a fully



Gamble

tri-partite organization open to broadcasters and other media as participating subscribers. Given strong support by broadcasters, there is machinery here to do broadcasting research that has recently been much agitated for.

There has also been a healthy tendency, in broadcasting, to review time and talent costs in relation to general program effectiveness. It is healthy and fore-armed, I think, because advertisers will be increasingly cost conscious about all media during 1952.

At the same time, there are places in the broadcaster-agency relationship where we are still surprisingly weak.

We must strengthen our business relationship—in such fundamentals as rate cards and contracts, to facilitate time buying—in improving station billing practices, in speeding up collections and in warding off credit losses.

It should be a cause of serious concern that the credit losses by broadcasters have been far, far higher than those of any other media and bad in comparison even with most other industries. Now, when advertisers are up against material shortages and the other difficult factors of a semimobilized economy, business failures can come most unexpectedly.

There are several ways to guard yourself against credit losses on general advertising.

First, you can make sure that the advertising agencies which you "recognize" are sound financially. This means that the agency should have financial integrity, collect promptly from its clients, pay media by their due dates and have enough capital on hand to meet emergencies. You can determine agency financial capacity by reviewing the agency's balance sheet. There will soon be machinery in broadcasting, we hope—as maintained among other major media—to collect such facts about agencies for the information of individual stations.

Second, you can be prompt and meticulous in submitting your invoices and affidavits of broadcast. Agencies tell us that many invoices from broadcasters are late and some are inaccurate.

Third, you can install the payment stimulus and credit safeguard that is in effect with majorities of other media—the customary 2 per cent cash discount.



SPADE COOLEY

"THE SPADE COOLEY SHOW" — TV

Decca Records • Santa Monica Ballroom • Motion Pictures • Standard Transcriptions

TELEVISION PROGRESS REPORT

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

TELEVISION in 1951 revealed a number of significant advances that portend a great future.

Television stations have proved their ability to operate successfully on the economic foundation of the American system of broadcasting.

The television manufacturing industry has survived its early economic hills and valleys. The sales curve climbed at the beginning of the year, then dipped to a low level during the summer. In the final months, a new upswing in sales began.

That fact, together with the sell-out of television time on the air, demonstrated the public confidence in the new art and guaranteed its permanence as a new industry.

The truth about color television became evident in 1951. The public learned the basic meaning of compatibility—a fundamental characteristic of the RCA color system—and that an all-electronic compatible system will make it possible for owners of present television sets to receive color programs, in black-and-white, without any change whatever, and without any contraptions.

This all-electronic, compatible system with its tri-color picture tube, was publicly shown. It transmitted programs from studios and field-pickups over microwave radio relays and the coaxial cable, to other cities. Its superiority over an incompatible system equipped with whirling mechanical discs, which limit the size of the television picture, became self-evident.

In addition, color pictures produced by the RCA compatible system, were successfully projected on a 9 x 12-foot screen in a Broadway theatre.

Television programming in 1951 demonstrated that the new art has a keen appetite for talent and ideas. If all the feature motion pictures produced during a year in Hollywood were available to television, they would only cover about 600 hours, or six weeks out of a year's programs. TV, in a year, presents more new programs



Sarnoff

than all other media of public contact combined.

Extension of religious programs and the use of television in education during 1951 revealed the marked effectiveness of such telecasts in vast new fields of service to church, school and home.

Coast-to-coast TV network programs, made possible by cross-country microwave radio relays and coaxial cable extensions, demonstrated that the day is not far distant when every corner of the country will have a reserved seat in the amphitheatre of television. When the TV station "freeze" is lifted many additional communities will enjoy the benefits of television.

Television's expansion in the UHF (ultra high frequency) portion of the broadcasting spectrum was proven in 1951 to be both possible and practical by RCA-NBC scientists and engineers, who two years earlier built an experimental UHF station near Bridgeport, Conn. This is the first UHF television station to operate on a regular schedule.

Full-scale tests at Bridgeport climaxed more than 20 years of continuous research by RCA in UHF. Results from the inception of the project were made available to the entire TV-engineering profession as a major contribution to television's future since UHF can accommodate 70 new TV channels, providing for perhaps more than 2,000 UHF stations.

The development of the RCA Vidicon tube, or small electronic "eye," has made possible portable television cameras and transmitters, even of back-pack size, permitting on-the-spot pickups of special events as well as the remote viewing of industrial processes and other operations.

The Vidicon has also led to the development of a television microscope which extends the range and versatility of the light microscope to facilitate group study of living cells at high magnification.

Achievement of coast-to-coast service during the year gave eloquent promise that television would eventually become international in scope.

While television has thus advanced, its older brother radio, too, has continued to move forward. Today there are 2,400 AM and 680 FM stations in the United States. Daily broadcasts cover 95 per cent of the country.



PICTURES — TELEVISION — RADIO — RECORDS

AND

JIMMY DURANTE MUSIC PUBLISHING CO., INC.

MANAGEMENT:

WILLIAM MORRIS AGENCY

NEW YORK — CHICAGO — HOLLYWOOD

PRODUCTION REPORT FOR '51

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

THE radio-television industry, caught between the prolonged "freeze" on TV station construction and the economic and material curbs brought on by the rearmament program, had its ups and downs in 1951. However, by the end of the year it appeared to have attained some stability and faced the future with renewed optimism.

Production of radio and TV sets boomed in the first quarter in anticipation of increased shortages of raw materials. Government-imposed curbs on consumer buying, however, early in 1951 slowed down the scare buying which followed the Korean outbreak. TV set inventories rose to dangerous levels among dealers, distributors, and manufacturers. With the spring came sharp cutbacks in set production, followed by a substantial reduction in employment and some plant shut-down.

The industry, under RTMA leadership, sought relief via a modification of Regulation W. When the Federal Reserve Board refused to act, the plea was taken to Congress which in the summer compelled the Board to cut credit terms from 25 to 15 percent down payment and extend installment periods from 15 to 18 months. The industry, through RTMA, also succeeded in persuading Congress not to increase excise taxes from 10 to 25 percent as recommended by the Secretary of the Treasury.

★

In the early fall production rose again as retail inventories declined and public demand for consumer goods recovered. However, government allocation of critical raw materials had reduced the industry's potential so that TV set production remained well behind the record-breaking level of the last quarter of 1950.

Final tabulations are expected to show industry output of about 5,250,000 TV sets compared with 7,400,000 in 1950 and more than 12,500,000 radios as against 14,600,000

in the previous year. About half the radios manufactured in 1951 were home sets, while auto receiver production accounted for more than one-third and portables for the remainder.

The value of radio and TV sets produced in 1951, at the manufacturer level, was approximately \$1,250,000,000 as compared with \$1,700,000,000 in 1950. However, military production of electronic equipment rose from about \$500,000,000 to more than \$1,000,000,000 during the same periods.

The year's set production brought total TV sets either sold or in distribution channels to more than 16,600,000. Radios produced since World War II totalled 92,000,000.

As for 1952, the industry expects material shortages and other economic curbs to reduce further the output of radio and TV receivers. While all forecasts are necessarily "guess-estimates," the consensus is that less than 5,000,000 TV sets and under 11,000,000 radios will be the limits on the year's production.

★

The decisive role of electronic equipment in warfare was apparent in the large military appropriations made by Congress since the Korean outbreak. Officials estimated military orders for electronics-communications equipment as \$3.8 billion during the first fiscal year after the Korean outbreak and at an equal amount for the 1951-52 fiscal year. Appropriations in this category during the first two years of rearmament consequently represented three-fourths of expenditures throughout World War II.

However, due to the highly intricate nature of much of the equipment and the high ratio of engineering to labor involved, military orders were not evenly distributed within the industry. Procurement officials estimated that only 20 percent of the electronic and radar equipment required by the Armed Services was for mass-produced items comparable to those normally manufactured by radio-television producers.

Defense officials estimate that the output of electronic equipment and components for the armed services will reach its peak in 1952 and level out at about \$600 million a quarter.



Secrest



FAYE EMERSON—SKITCH HENDERSON

RCA INCREASES PRODUCTION CAPACITY

By FRANK M. FOLSOM, President, Radio Corporation of America

DURING 1951, the Radio Corporation of America as one of the radio-television industry's major producers continued a multi-million dollar plant expansion program to help meet the dual requirements of military and domestic consumers. New manufacturing facilities, plus those established in earlier postwar years under the impetus of television, give RCA the greatest production potential of its 32-year history.

Throughout 1951, RCA accepted a rapidly increasing number of Government contracts for scientific research, engineering development, and production of military equipment in the radio-electronics field. This volume of work, substantial in 1951, is expected to be three to four times greater in 1952, and will reach record levels during 1953. Next year's military output will probably equal in dollar volume the 1942 rate, when RCA plants were devoted 100 per cent to war production.

Military equipment produced by RCA in 1951 included various types of radio communication instruments, "walkie-talkies," radar and sonar equipment, range-finding and navigational instruments, audio and radio devices for airplanes, and numerous types of electron tubes. Radio-electronic instruments currently required by the nation's military forces are far more complex than those used in World War II. For this reason a large and increasing number of RCA engineers is engaged in research and engineering development work on Government projects.

One of RCA's outstanding engineering contributions is in the miniaturization of equipment. Major advance in both electron tubes and circuit designs have made this possible, an excellent example being the Signal Corps' new "walkie-talkie," which is half as big and twice as powerful as the one used in the last war. Similarly, it is now possible to get far more electronic control equipment into airplanes than was heretofore possible.

In addition to RCA's military develop-



Folsom

ment and production projects, more than 600 engineers and technicians of the RCA Service Company are working with the United States Armed Forces in twenty different countries. Their job is to service military radio-electronic equipment and assist in the training of military personnel in the equipment's operation.

In the expanding field of Government electronics, RCA, during 1951, increased its tube design and manufacturing activities significantly and geared its facilities for still greater operations in this field during the coming year.

In the domestic field, RCA, as well as other leading manufacturers in the industry, maintained relatively high levels of production of television and radio sets and phonograph records.

The American public purchased approximately 5,000,000 television receivers during 1951, bringing the total in use throughout the nation to more than 15,000,000. These sales, plus new installation and servicing, added more than \$1½ billion to the national income.

A normal upward trend in sales developed during September and, throughout the fourth quarter of 1951, most top-brand producers were manufacturing television sets up to the limit of the Government's material allocations. The New York market, largest in the country with more than 2,500,000 sets in use, was, for example, absorbing the RCA Victor television line as rapidly as shipments could be made.

The glamour of television sometimes overshadows the fact that the radio and phonograph business are also in a very healthy condition. As a matter of fact, production of radio receivers and radio-phonograph combinations during the year was approximately 12,000,000 units—more than twice the figure for television sales. As a result, the number of radio sets in use throughout the United States at the year-end is more than 100,000,000, or an average of more than two sets per family. No other medium of communications reaches so many persons.

Sales of recorded music rose sharply during 1951, setting a trend that is expected to continue throughout the next year.

1902

MY FIFTIETH THEATRICAL YEAR

1952

WAGON SHOWS
NIGHT CLUBS

TELEVISION
RADIO
MUSICAL COMEDY



CIRCUS

VAUDEVILLE

CONCERTS

REVUES

REPERTOIRE

MOTION PICTURES

DRAMA

ED WYNN

C.A.B. ACTIVITIES IN 1951

By MALCOLM NEILL, Chairman, Board of Directors of CAB

THE Canadian Association of Broadcasters continued to grow in 1951. The Association now numbers among its members one hundred and five of the one hundred and thirty-five privately owned stations in Canada plus thirty-one associate members.

Three major activities have occupied the Association this year in addition to normal and routine matters. Preparation of a brief for the Parliamentary Committee on Radio of the Federal Government and appearances before this Committee. The preparation of volumes of material for argument before the Copyright Appeal Board which is conducting hearings as this report is being prepared and detailed work with the Federal Government Civil Defense authorities.

In our brief to the Parliamentary Committee on Radio the main point of emphasis was that Canadian broadcasting stations should be free to operate under the law like other publishers. In addition to our 160,000 word brief, five appendices were presented to the federal committee. They included material (a) showing that the trend of public opinion in Canada is overwhelmingly in favor of placing all broadcasting under private management; (b) surveys of program preference showing a marked preference among Canadians for programs offered by private stations; (c) a history and background of radio broadcasting; (d) comment upon, and analysis of some of the recommendations contained in the report of the Massey Commission; and (e) a summary of the public service activities provided by community broadcasting stations across Canada. The chief witnesses were T. J. Allard, C.A.B.'s General Manager, Joseph Sedgwick, K.C. C.A.B.'s General Counsel, and Guy Roberge, C.A.B.'s Associate Counsel. The membership was outstanding in their support of the presentation to the Committee. This support is best illustrated by the fact that 97 out of 104 stations who were then members sent telegrams to the



Neill

committee backing up the Association brief.

In the copyright field a serious situation has developed for broadcasters through a demand by CAPAC as ASCAP is known in Canada for greatly increased fees from broadcasters effective January 1, 1952. The C.A.B. is appealing CAPAC's demands and as stated earlier hearings are now proceeding before the Copyright Appeal Board in Ottawa.

A considerable amount of progress has been made in establishing the role Canadian private stations will play in the matter of Civil Defense. In the event of any emergency, no matter how caused, broadcasting will have a tremendously important part to play in providing information, maintaining civilian morale and giving instructions to the civilian defense populace.

During 1951 the Sales and Research Department broke new ground in the field of inter-media comparison and conducted extensive research to contrast Canadian time costs and circulations with those in the United States.

An original study examined Canadian radio trends and circulations during the past ten years. This material was presented to the ACA and CBC; the latter presentation opened discussions on the present unrealistic network station rates. These and other studies have formed the basis for special Canadian sections in the United States trade press. An "ideal" rate card was drafted for consideration by the industry. Extensive work was also carried on in the field of promotion.

The practice of holding regional meetings—meetings of such groups as the Western Association of Broadcasters, the Central Canadian Broadcaster's Association, etc., was also continued and this year's annual meeting, held at the Chateau Frontenac, Quebec City from February 26 to March 1st, 1951, was one of the most successful ever held. It was at the 1951 annual meeting that the Johnny J. Gillin, Jr. Memorial Award, an annual award to be presented to the Canadian station which has performed the most outstanding public service during the year, was presented for the first time. This award was set up in memory of the late Mr. John J. Gillin, Jr. of WOW, Omaha, Nebraska.



Exclusive Representative:
Ted Ashley Associates

Press Relations:
Solters-O'Rourke Associates

ALL EYES ARE ON TV!

By THAD H. BROWN, Jr., Director Television Operations NARTB

ALL eyes are on TV! Since 1946, neither the public nor the industry has had a chance to catch its breath. There's no doubt about it, the Cathode Ray tube is a goldfish bowl.

As applied to any other industry, 1951 might have been considered a peak year in development and activity. It was just normal for television broadcast: Coming of age, television warranted a place of its own in the NAB and that organization became the National Association of Radio and Television Broadcasters. Senator Kefauver's crime investigation via TV rocked the land. The FCC issued its famous "Third Notice" and the end of the freeze looked like more than a prediction. The President of the United States stepped on a platform in San Francisco and was seen 3,000 miles away.



Brown

NARTB proposed, and the Commission agreed, that expedition was paramount and literally hundreds of cases were "heard" by "written testimony" in the Specific Allocations hearing. Senator Benton personally decided that radio and television broadcast needed government program control and proposed the establishment of a "National Citizens' Advisory Board." "Non-commercial" colleges and universities limited television broadcast of their physical education programs in the interest of the "gate." The nation's heart skipped a beat when a fellow named Bobby Thompson changed the complexion of a World Series right before its eyes. The 108th television station went on the air. As television reported the discouraging war scenes to the public, Red Skelton helped to take their minds off of it. General MacArthur made his Congressional and television debut. Initial experimentation in specific educational programming was continued. As the sands of 1951 were running out, television receivers in the United States hit the 15-million mark. 476 applicants were beating on the doors of the FCC with an estimated 500 more all ready to make their moves when the freeze

ended. Television network gross time sales approached the 125-million mark. The Television Code of the National Association of Radio and Television Broadcasters was promulgated, and the Seal of Good Practice adopted—to go into effect March 1, 1952. In this regard, for Men of the Year, the diary of 1951 in television should record the Television Program Standards Committee: Bob Swezey, Chairman, Harry Bannister, James L. Caddigan, Walter Damm, James C. Hanrahan, Harold Hough, Clair McCollough, Paul Raibourn, Leonard Reinsch, Henry Slavick, Davidson Taylor and Donald Thornburgh.

1952? It already presents a congested calendar—and above all, it's a Presidential election year. A lot of people got into the TV act in 1951. Most of them were still in the act as the year 1952 was entered, and early in January it appeared that they would have plenty of company. The candidates and politicians haven't really started yet, but soon will be donning grease-paint for the greatest show of all.

Whatever happens during this year, one thing is sure—NARTB will watch it closely. In many cases, will do a lot more than "watch."

Real money will be dedicated toward TV construction, installation and operation in 1952. NARTB-TV's "Television Construction Costs—December, 1951," will have to be hurriedly updated in accordance with shifting economic requirements, but it presently estimates *minimum* costs for construction of a VHF station in cities with a population between 50,000 and 250,000 to be approximately \$274,000; UHF construction costs for comparable population, \$281,250. Add to this, NARTB's *minimum* operating expense estimate of \$168,530 and one sees the smallest operation spending close to one-half a million dollars the first year.

At the Commission—after the freeze is lifted there will literally be a frenzy of hearings—straining that bureau's capacities to the utmost.

1952 in Television will be another banner year. The miracle of sound plus sight will grow and become even more miraculous, especially as its effect is reflected in the voting process.

Best Wishes

Kate Smith

THIS IS U. N. RADIO

By DOROTHY LEWIS, U. S. Stations Relations, United Nations

IN times of crisis people everywhere seek the facts upon which to form a balanced judgment. 1951 was such a time and United Nations Radio presented the facts in 30 languages to hundreds of millions throughout the world. Its news programs in all languages were strengthened in response to increasing demands ever since the outbreak of hostilities in Korea. Thus, objective presentation of international news on AM and TV and such worldwide symposia as "The Price of Peace" were major contributions of United Nations Radio toward clarifying public thinking on the great issues of today.



Mrs. Lewis

Newscasts and feature programs are prepared by the several services: English Language Service; European and Middle Eastern Service; Latin American Service and the Trans-Pacific Service. This regular operation at the United Nations headquarters, with its staff of international civil servants drawn from many systems of broadcasting of member states has been greatly increased during 1951 with the scheduling of the Sixth General Assembly in Paris. Circuits from Paris and from U.N. Correspondents in Korea, as well as material from the many U.N. Information Centers around the world bring daily recorded news, interviews and proceedings for inclusion on all U.N. programs broadcast daily in some 30 languages.

U. S. COVERAGE

In the U.S.A., emphasis during 1951 was laid on several projects and developments:

1. Worldwide distribution of "The Price Of Peace" series of talks by world statesmen, climaxed by the cease-fire proposals by Yakov A. Malik in June. This series was relayed to all English-speaking countries and by a news release of the text to all other member states simultaneously each week. CBS aired the talks in the U. S. A.

2. Inauguration of the "Citizens of the

World" (dramatic episodes in the lives of U.N. men and women) in the U.N. STORY series heard on 500 U. S. stations and in other English-speaking countries, and which was awarded the 1951 Ohio State and School Broadcast awards.

3. The television services have been expanded materially. Since November 6, 1951, there has been full coverage by television of the Sixth U.N. General Assembly in Paris over TV in cooperation with the U.N. Department of Public Information. The half-hour program, "The U.N. In Action" (Mondays through Fridays—CBS Network) presents debates, interviews, special features and ceremonies, and on Sundays, a half-hour summary is telecast, "The U.N. This Week." Daily TV coverage of the U.N. meetings taking place in Paris is produced and directed by the U.N. staff, and viewed the following day in the United States by means of Paramount kinescope.

This TV coverage of U.N. activities is also released by RDF in France and over the BBC by means of kinescopes flown nightly to London. The weekly half-hour program over the American Broadcasting Company, "United Or Not," with John MacVane as moderator, presents members of the U.N. Correspondents' Association interviewing a different delegate each week. Other U.N. television in 1951 included special Security Council meetings, and the weekly half-hour program for children, "The U.N. Stamp Club," which was seen over WNBT for 45 weeks in 1950-1951 using philately as a vehicle to disseminate U.N. information.

4. A nationwide project, "U.N. Communications Campaign," was launched in the United States to increase the number of listeners to U.N. shows by 20,000,000. It is sponsored by U.N. Radio and 35 major national organizations. A chairman in each of the 250 selected cities was appointed and 8,000 persons designated by these national groups to serve locally.

5. Another preoccupation of U.N. Radio for 1951 had to do with the move from Lake Success to the permanent headquarters in New York. Each of the Council and conference rooms at Headquarters is provided with a number of booths designed specifically for radio and TV broadcasting.

RALPH EDWARDS

Having wonderful
fun now on TV.
Meet me today!



And Every Monday, Wednesday, Friday
NBC-TV 3:30 P.M., EST

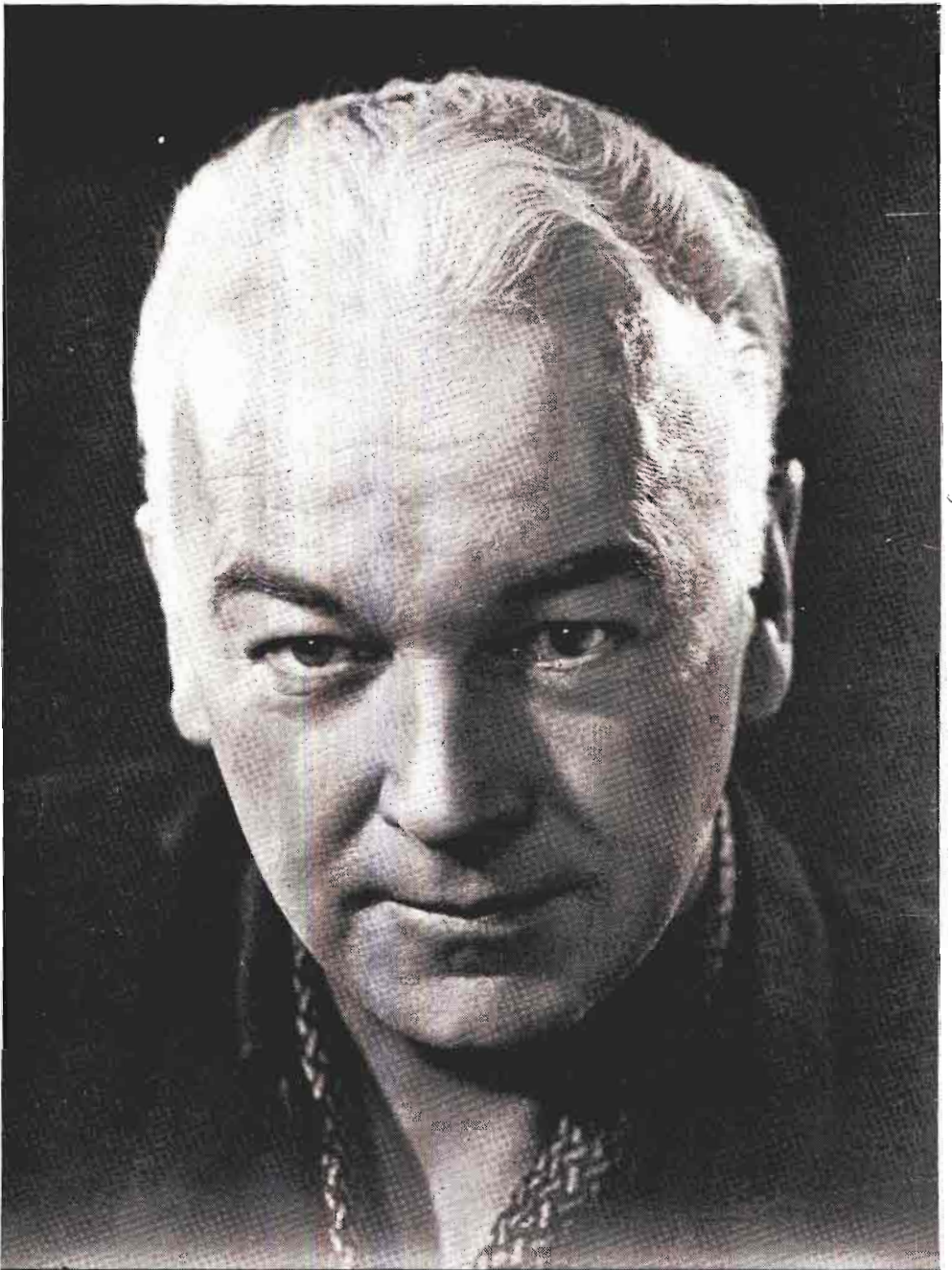
TV SONG HITS OF '51

(January 1, 1951 to January 1, 1952)

The 35 song hits with the largest television audiences are listed below in order of the total ACI points received in the ACI surveys during the year. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1950 are noted by the date . . . (1950).

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
Too Young (Jefferson)	12,137	31
*Because Of You (Broadcast Music)	11,981	27
If (Shapiro-Bernstein)	10,456	22
Be My Love (1950) (Miller)	9,947	25
You're Just In Love (1950) (Berlin)	9,411	31
How High The Moon (Chappell)	7,689	27
Would I Love You (Love You Love You) (Walt Disney)	6,048	15
Mockin' Bird Hill (Southern)	6,046	19
Loveliest Night Of The Year (Robbins)	6,040	21
Aba Daba Honeymoon (Feist)	5,476	20
My Heart Cries For You (1950) (Massey)	5,237	13
*Down Yonder (LaSalle)	5,144	11
Tennessee Waltz (1950) (Acuff-Rose)	5,112	15
*I Get Ideas (Hill & Range)	5,049	20
On Top Of Old Smoky (Folkways)	4,769	15
Shanghai (Advanced)	4,600	21
Come On-A My House (Duchess)	4,412	18
*(It's No) Sin (Algonquin)	4,203	12
*In The Cool Cool Cool Of The Evening (Burke-Van Heusen & Assoc.)	4,043	16
It's A Lovely Day Today (1950) (Berlin)	3,886	18
*Undecided (Leeds)	3,706	9
*Cold Cold Heart (Acuff-Rose)	3,690	12
Nevertheless (1950) (Chappell)	3,483	10
A Bushel And A Peck (1950) (E. H. Morris)	3,230	12
When You And I Were Young Maggie Blues (Mills)	3,070	11
*And So To Sleep Again (Paxton)	2,796	11
Hello Young Lovers (Williamson)	2,781	14
My Truly Truly Fair (Santly-Joy)	2,758	14
If I Were A Bell (1950) (E. H. Morris)	2,646	11
Mister And Mississippi (Shapiro-Bernstein)	2,433	10
World Is Waiting For The Sunrise (DeSylva-Brown & Henderson)	2,304	10
Zing Zing Zoom Zoom (Robbins)	2,204	10
Sparrow In The Tree Top (Santly-Joy)	2,007	9
Jezebel (Broadcast Music)	1,947	9
*Domino (Pickwick)	1,898	7

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WILLIAM BOYD
"Hoppy"

FAVORITES OF 1951

As Selected by Nation's Radio-TV Editors

RADIO

TELEVISION

— MAN OF THE YEAR —

JACK BENNY
CBS

ARTHUR GODFREY
CBS-TV

— WOMAN OF THE YEAR —

TALLULAH BANKHEAD
NBC

IMOGENE COCA
NBC-TV

— DRAMATIC SHOW OF THE YEAR —

LUX RADIO THEATER
CBS

STUDIO ONE
CBS-TV

— COMEDY SHOW OF THE YEAR —

JACK BENNY
CBS

RED SKELTON
NBC-TV

— COMMENTATOR OF THE YEAR —

EDWARD R. MURROW
CBS

JOHN CAMERON SWAYZE
NBC-TV

— DOCUMENTARY OF THE YEAR —

"THE NATION'S NIGHTMARE"
CBS

"CRUSADE IN THE PACIFIC"
ABC-TV

— QUIZ SHOW OF THE YEAR —

"YOU BET YOUR LIFE"
NBC

"YOU BET YOUR LIFE"
NBC-TV

— SPORTSCASTER OF THE YEAR —

HARRY WISMER
ABC

JIMMY POWERS
NBC-TV

— CHILDREN'S SHOW OF THE YEAR —

"LET'S PRETEND"
CBS

KUKLA, FRAN AND OLLIE
NBC-TV

— SONG HIT OF THE YEAR —

"TENNESSEE WALTZ"
BMI

"BECAUSE OF YOU"
BMI



MEL ALLEN

NATION'S RADIO SETS INCREASE

Results of Joint Radio Network Committee Survey

A TOTAL of 105,300,000 radio sets—an average of 1.8 sets in every radio home in the United States, is the figure arrived at by the Joint Radio Network Committee, composed of research representatives of the four major wired networks, for the beginning of 1952.

This new high figure represents an increase of 9,300,000 radio sets, some 9.7 per cent over the 96,000,000 estimate of a year ago and reveals radio to be in a healthy and growing period, despite the tremendous growth of television in the year's time.

According to the estimates of the committee, 900,000 new radio households were added in a year's time. Secondary and portable sets, added during the year to already existing radio homes came to 4,000,000 while 4,400,000 additional radio-equipped automobiles, completed the increase of 9,300,000 sets.

For the first time this year, a new category—sets in institutions, dormitories and barracks was instituted. This, plus the out-of-home sets, cars and portables, have always been overlooked in totalling up the number of national sets, but, nevertheless, account for an imposing total.

In a breakdown of the figures the Joint Committee finds that 42,800,000 homes in the country have at least one radio. Secondary and portable sets in households, in all radio homes, add up to 34,000,000. Automobiles on the roads today have an estimated 23,500,000 radios and there are 5,000,000 sets in other places.

showed higher radios, but since they seemed inadequate for projections, they were dismissed and the national figure was taken. It may be recalled, at this point, that the BMB study, 1948, gave the percentage figure of homes with radios at 94.2 per cent. Sectionally, however, New England as an example in that study had a figure of 98.2 per cent in the nation, closely followed by the Pacific area with a saturation figure of 98.0 per cent.

Most significant of the findings, in the opinion of the committee, is the 4,000,000 increase in the new estimate of secondary and portable sets in radio homes. This, the committee noted provides for greater radio listening opportunity in homes. The committee bases this opinion on the numerous available studies which have been made and which unanimously agree that listening to secondary sets in homes constitutes an important part of total listening time.

The estimate of automobiles equipped with radios, 23,500,000, is predicted on surveys which show that nearly 64 per cent of the nation's 37,000,000 passenger cars are so equipped. This figure could receive an even higher percentage, the committee feels, since new cars to be sold this year will have a higher percentage of radios.

With 1950 Census data available for the first time, the committee was able to estimate the number of sets in college dormitories, institutions and barracks of the Armed Forces. The figure of 900,000

	Number of Radio Sets as of Jan. 1	
	1952	1951
Radio Households	42,800,000	41,900,000
Secondary & Portable Sets in Homes	34,000,000	30,000,000
Radio-Equipped Cars	23,500,000	19,100,000
Sets in Institutions, Dormitories and Barracks	900,000	
Sets in Other Places	4,100,000	5,000,000
TOTAL SETS	105,300,000	96,000,000

Referring to the Housing Census of 1950, which showed a saturation of 95.6 per cent, for radio, in U. S. homes, the Joint Committee arrived at the total of 42,800,000 radio households. This ratio was then applied to Sales Management's preliminary estimate of 44,737,900, as of January 1, 1952, in order to qualify the figure.

While the 95.6 per cent saturation was taken for the country as a whole, local surveys, in many sections of the country

sets in these places, the committee notes, represents a definite bonus to advertisers who use radio.

Breakdown of the other 4,100,000 sets finds them in other places which includes business establishments, offices, restaurants and other public places. Finally, the committee in releasing their 1952 estimates emphasized that the figures which they have come up with in each category are conservative.



"Be Good To Yourself"

is the wish of **DON McNEILL**

TOASTMASTER of The *Breakfast Club*

19th Year

**SWIFT
PHILCO
JELL-O**

MONDAY through FRIDAY
ABC — 8 to 9 A.M., C.S.T.

Top Ten News Selections of Networks for 1951

The network selections of top ten news events for 1951 follow:

— NBC —

Firing and return of MacArthur.
Korea cease-fire negotiations and POW list.
Morality—crime, narcotics, income tax and sports scandals.
British elections and return of Winston Churchill.
Politics — flowering of Presidential candidates.
Economics — inflation, stabilization, price wars.
Hostages in Red hands—exclusive casts of Oatis, Vogeler.
Giants, Dodgers and series.
Rearmament—atomic tests.
Eisenhower's European tour and Formation of NATO coverage.

— CBS —

The MacArthur dismissal and the coverage of his return to the U. S.
The broadcast by Yakov Malik over CBS radio in June, and the subsequent truce talks, still going on in Korea.
The Kefauver Crime hearings.
The British elections, which altered the political trend by returning Winston Churchill to the head of the government.
The prisoner of war list transmission from Tokyo.
The Anglo-Iranian oil crisis.

The Internal Revenue scandals.
The Woodbridge, N. J., train wreck.
The National League pennant race.
The Suez Canal crisis, daily growing in importance as an international trouble spot.

— ABC —

The recall of Gen. Douglas MacArthur.
Peace talks in Korea.
Kefauver Crime hearings in New York.
Expulsion of British from Iran.
The mid-West floods.
West Point cribbing scandal.
British elect Churchill.
Eisenhower builds European defense force.
Firing of T. Lamarr Caudle.
Woodbridge, N. J., train wreck.

— MBS —

Attempts at armistice in the Korean war.
Bribe corruption in the Federal government.
Crime and sports investigations.
Defeat of the Socialist Government in Britain.
Crisis in taxes.
Power crisis in the Middle East.
Japanese Peace Treaty.
Missouri Valley floods.
The Eisenhower question.



Burr Tillstrom
with
Kukla, Ollie and Fran Allison

KUKLA, FRAN and OLLIE

Musical Director.....Jack Fascinato
Producer.....Beulah Zachary
Director.....Lewis Gomavitz
Costume Designer.....Joseph Lockwood

NBC Television Network

RADIO IN PUERTO RICO

By TOMAS MUNIZ, *President of the Puerto Rican Broadcasting Association*

PUERTO RICO is living at the present time its era of progress in every aspect of its life. Industrialization of the whole Island is the principal aim of Governor Luis Munoz Marin's Administration. Our civilization had its foundation in ancient Europe, with a combination of modern American ways of living. Continentals who have visited Puerto Rico on different times express their surprise at the great development of progress attained during the last years. Housing facilities; hotel accommodations; means of communication; the great decrease in illiteracy; health conditions and the willingness of the Puerto Ricans to fulfill their duty in order to make of Puerto Rico the Island of Enchantment, had resulted in this great progress. Radio industry is not an exception. We, the men in the radio industry in Puerto Rico, feel proud in claiming that we are following—step by step—the great revolutionary movement in the United States in order to offer the listening audience the best programs available. Whoever has followed the great development in our radio during the last twenty-five years has to admit that our industry has done its part for the realization of the progress in Puerto Rico. We can say in all truth that radio is part of our daily life. In our ever green mountains, lives the hillbilly. We know him as "jibaro." That "jibaro" spends his time from sunrise to sunset plowing the earth; planting the seed; harvesting the crop. After a day's work that "jibaro" can stand the luxury of listening to his favorite radio program. Wherever the electrification project has not as yet reached the rural zone, this hillbilly of ours, can always secure a battery for his radio. The latest news flashes; the struggle of the baseball teams in the American and National Leagues in order to secure the pennant; the great deeds of our brave soldiers in Korea; the advices of doctors in their health program; the lectures about



Muniz

agriculture and cattle raising and even the lectures about beauty care are of the complete domain of that "jibaro" living in the mountains, miles away from the city.

We of the radio industry have given our time and talent in order to help those who are willing to do everything possible in order to cooperate with our government in its effort to secure financial stability for the people of Puerto Rico.

True, that television is still a dream for our industry. Nevertheless we are in the alert to offer our people the facilities of television as soon as this project will prove to be a success in our Island. Engineers from the United States have made complete studies and have rendered their official reports. We of the radio industry are ready to act as soon as the time comes to start this new era.

Many years ago, in case of a tropical hurricane, warnings had to be carried to the rural zone by messengers or through the use of flag warnings. Today all the inhabitants of Puerto Rico are well informed of the progress of any hurricane through the twenty-five radio stations in the different cities.

Well known interpreters of music have written the name of Puerto Rico in golden letters. Sanroma, Graciela Rivera, the Figueroa brothers, Rafael Hernandez, Boby Capo, Mapy Cortez—to mention only a few—have received the applause of multitudes through all the world.

Puerto Rico with its 2,200,000 population squeezed in an area of 3,600 sq. mi. is at the present time United States' first customer per capita. Businessmen throughout continental U. S. realize the importance of our market and they have established central offices in our capital city—San Juan—in order to take care of the thousands of customers patronizing their products. In this instant, we, the men in the radio industry in Puerto Rico feel proud to state that we have the main vehicle in order to secure success in the interchange of products.

We feel proud to say: that in the progress attained by our Island in the last twenty-five years, radio has done its part.

STOCKS IN REVIEW 1951

Compiled from daily listings published in
RADIO-TELEVISION DAILY.



THIS rapid-glance survey of leading radio and television industry stocks show how they stood at the beginning of each quarter of 1951 and on January 1, 1952. The figures used are for the first business day following the first calendar day of each quarter where the first day of each quarter did not fall on a regular working day.

☆☆☆
NEW YORK STOCK EXCHANGE

	Jan. 1	Apr. 1	Jul. 1	Oct. 1	Jan. 1
ABC	11	12 ⁷ / ₈	12 ¹ / ₈	12 ⁵ / ₈	11 ⁵ / ₈
Admiral Corp.	24 ¹ / ₂	26 ¹ / ₈	22 ¹ / ₂	24 ⁷ / ₈	26 ⁵ / ₈
Am. Tel. & Tel.	151 ¹ / ₂	154	153	158 ⁵ / ₈	155 ⁷ / ₈
CBS A	28 ³ / ₄	30 ¹ / ₄	26 ¹ / ₄	28 ¹ / ₄	34 ³ / ₈
CBS B	28 ¹ / ₂	29 ³ / ₄	25 ⁵ / ₈	27 ⁵ / ₈	34
Philco	21 ⁵ / ₈	23 ³ / ₈	23	26	27
RCA Common	16 ³ / ₄	19 ³ / ₈	20	23 ³ / ₈	24
RCA First Pfd.	77	77 ¹ / ₂	73
Stewart-Warner	16 ³ / ₈	17 ³ / ₈	16 ³ / ₈	19 ¹ / ₄	19 ¹ / ₂
Westinghouse	35 ¹ / ₄	38 ¹ / ₂	35 ³ / ₈	39 ¹ / ₂	40 ³ / ₈
Westinghouse Pfd.	103 ¹ / ₂	99	95 ¹ / ₂
Zenith Radio	50 ¹ / ₂	67 ¹ / ₈	61 ¹ / ₄	67 ³ / ₄	68 ³ / ₄

☆☆☆
NEW YORK CURB EXCHANGE

Dumont Lab.	14 ⁷ / ₈	17 ³ / ₈	14 ³ / ₄	17	16 ⁵ / ₈
Hazeltine Corp.	24 ³ / ₈	31 ³ / ₄	42 ³ / ₄	41 ¹ / ₂
Natl. Union Radio	4 ¹ / ₂	4 ⁵ / ₈	3 ³ / ₄	4	3 ³ / ₄

☆☆☆
OVER THE COUNTER

	Bid	Ask	Bid	Ask	Bid	Ask	Bid	Ask	Bid	Ask
Stromberg-Carlson ..	13	14 ¹ / ₂	12 ³ / ₄	14 ¹ / ₄	11	12 ¹ / ₂	12 ¹ / ₄	13 ¹ / ₂	12 ¹ / ₄	13 ¹ / ₂

"YOUR SHOW OF SHOWS"



**GEORGE
McGARRETT**

Supervisor

"Your Show of Shows"

NBC-TV



HAL JANIS

Associate Supervisor

"Your Show of Shows"

NBC-TV

"YOUR SHOW OF SHOWS"



Max Liebman

Producer-Director

"Your Show Of Shows"---WNBT

"YOUR SHOW OF SHOWS"



CHARLES SANFORD

MUSICAL DIRECTOR
OF
MAX LIEBMAN'S "YOUR SHOW OF SHOWS"
NBC-TV

"YOUR SHOW OF SHOWS"



SID CAESAR

"It's a small world"

MAX LIEBMAN'S
YOUR SHOW OF SHOWS

NBC-TV—9-10:30 P. M. Sat.

"YOUR SHOW OF SHOWS"



IMOGENE COCA

"You can say that again"

MAX LIEBMAN'S

YOUR SHOW OF SHOWS

NBC-TV—9-10:30 P. M. Sat.

"YOUR SHOW OF SHOWS"



CHARLES HOBIN

DIRECTOR

of

MAX LIEBMAN'S

"YOUR SHOW OF SHOWS"

NBC-TV



*Marguerite
Piazza*

Singing star of NBC television
(Max Liebman's "Your Show of Shows")
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Publicity:

THE ETTINGER COMPANY

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**BILLY
WILLIAMS
QUARTETTE**

ON

MAX

LIEBMAN'S

**"YOUR SHOW
OF SHOWS"**

NBC-TV

"YOUR SHOW OF SHOWS"



CARL REINER

ON
MAX LIEBMAN'S
"YOUR SHOW OF SHOWS"
NBC-TV



JUDY JOHNSON

FEATURED SINGER
ON
MAX LIEBMAN'S
"YOUR SHOW OF SHOWS"
NBC-TV



JACK RUSSELL

ON
MAX LIEBMAN'S
"YOUR SHOW OF SHOWS"
NBC-TV



JAMES STARBUCK

Director of Dances and Musical Numbers
FOR
MAX LIEBMAN'S
"YOUR SHOW OF SHOWS"
NBC-TV

NARTB PROGRESS REPORT

by
HAROLD E. FELLOWS

(Continued from Page 35)

returns. The voter certainly will have the opportunity of being better informed than ever before, and I predict that the 1952 Presidential election will produce a numerical record in balloting.

Broadcasting, like any other industry, has its critics and opponents. This is sometimes reflected in proposed national and state legislation inimical to the American tradition of free enterprise broadcasting. The perpetuation of this free system is an ideal to which we are dedicated. Broadcasters will continue to guard this with utmost zeal, opposing any attempts to transfer the responsibility for programming from the broadcaster to the government or any other entity.

Industry problems are faced more effectively through unity and cooperation. There is no better way to unite than through support of a strong trade association. The goal of the National Association of Radio and Television Broadcasters is to provide counsel and leadership to all segments of the industry in the solution of mutual problems, and to provide an arena in which the industry representatives can talk out their problems. After representing radio for the first twenty-nine years of its existence, the Association in June 1951 expanded its services and changed its name to include the television interests. The media share the same headquarters building and departmental facilities in Washington, D. C., to the benefit of both.

The NARTB staff, working in behalf of both, is constantly aware of common problems pointing up the close inter-relationship of the audio and video arts. In 1952, NARTB will continue to meet the demands for service in both growing industries.

B.A.B.'s REALLY IN BUSINESS

by
WILLIAM B. RYAN

(Continued from Page 41)

radio; a monthly calendar of radio sales opportunities listing the top merchandising events of the year; release on returns of special radio station merchandising study now being tabulated; distribution of an outline for establishment of "Radio United"—plan for joint station activity in quest of more business, audience and community stature.

'52 bids to be a *big year* for the BAB—and that means *another big year* for radio!

Radio is a very healthy medium. Overall it is prosperous. It is still the *lowest cost medium* and gets the most results per dollar spent—for products needing mass coverage—as well as for many products with relatively limited distribution.

Radio will be even more firmly entrenched in this position once the *true facts* are disclosed relative to the *small circulation* and *shallow penetration* of such media as newspapers, magazines and television.

More stations throughout the nation must be made aware of these facts because the problem of radio's *deserved recognition* can best be solved at the local level. Once the stations, acting in concerted effort, acquaint the dealers and distributors with the truth relative to the circulation and penetration of these media it will create demands for recognition of these truths that cannot remain unheeded by the national advertisers.

Radio cannot excuse itself from not having done this before on the grounds that it has been too busy counting its own vast circulation, because there again it has been remiss. It has never counted, much less sold, an audience of its own that exceeds in size the total circulation of individual major components of competitive media.

BAB intends to call the roll in '52 on radio's great "uncounted" audience found in automobile-radio coverage and out-of-home listening.

The combination of the two—a true evaluation of competitive media circulation—and an *accurate* accounting of radio's own audience are extra insurance of the fact that 1953 will find radio once again occupying the number one position as the *lowest cost-highest return* medium of them all!

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

1952

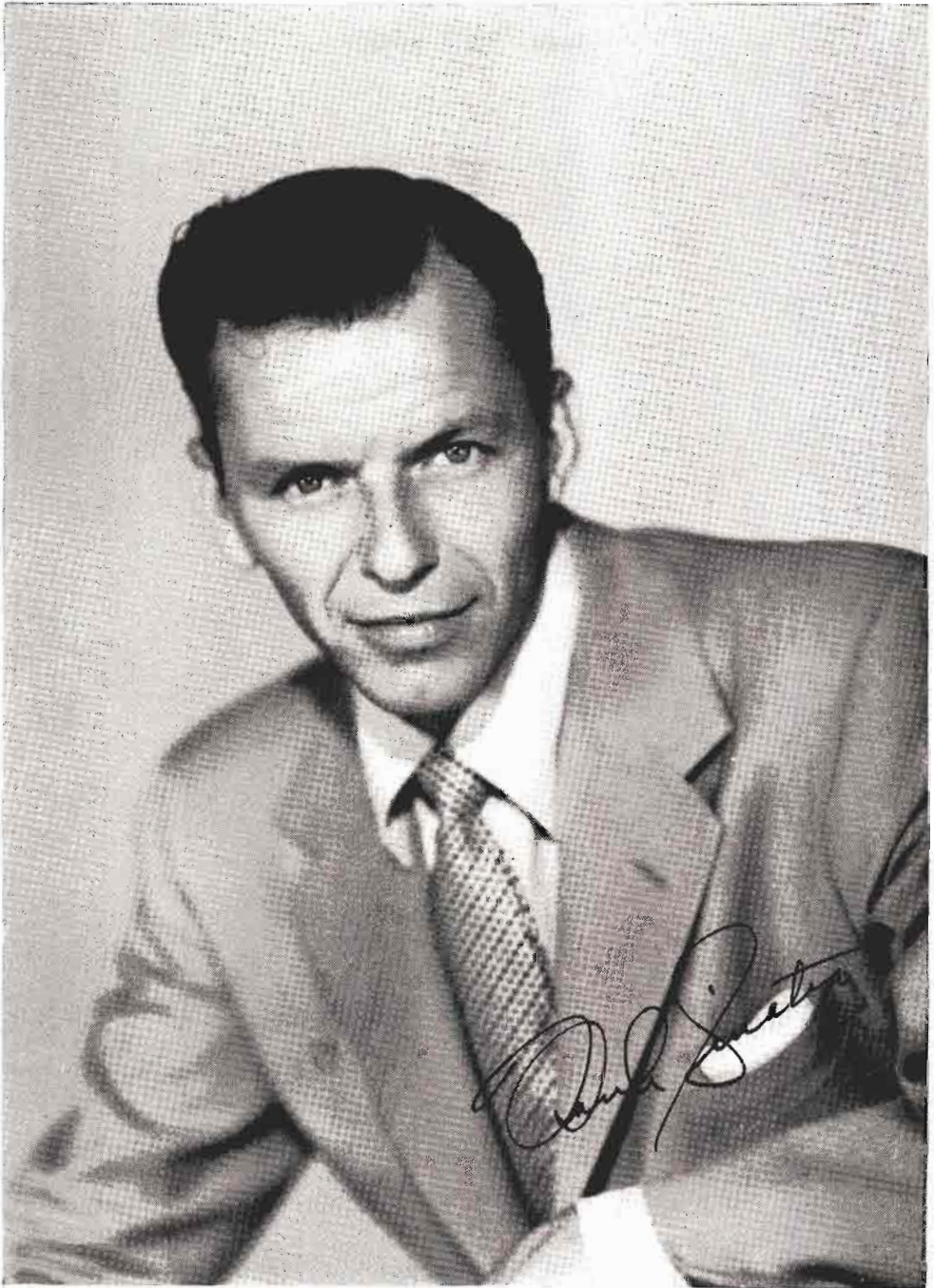
January

- 1: New Year's Day (In all States, Territories, District of Columbia and Possessions). Paul Revere Born (1735). Emancipation Proclamation (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 (1807) (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). 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).





RICHARD STARK
"DICK"



"DANGER"

FOR
AM-MI-DENT

"THE PERRY COMO SHOW"

AND
"GANGBUSTERS"

FOR
CHESTERFIELD

"PEPPER YOUNG'S FAMILY"

FOR
CAMAY

WALTER WINCHELL

FOR
RICHARD HUDNUT

LEXINGTON 2-1100

Holidays and Special Events Almanac

- 6: Massachusetts Admitted (1788).
Aaron Burr Born (1756).
American Forces Recapture Manila from Japs (1945).
George Herman ("Babe") Ruth born (1895).
- 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).
George 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).
Ash Wednesday.
- 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 (1791).
- 5: Boston Massacre (1770).
- 6: Fall of the Alamo (1836).
- 7: Luther Burbank Born (1849).
Maurice Ravel Born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).
- 8: Oliver Wendell Holmes, Jr. Born (1841).
- 9: Battle of the "Monitor and Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest Born (1806).
- 10: Lillian D. Wald Born (1867).
- 11: Johnny Appleseed, properly John Chapman Died (1847).
The great blizzard in New York City and New England States (1888).
- 12: U. S. Post Office established by act of Congress (1789).
Girl Scout Day.
- 13: Standard Time established in U. S. (1884).
- 14: Albert Einstein Born (1879).
First Trans-Atlantic radio broadcast (1925).
- 15: Maine Admitted (1820).
Andrew Jackson Born (1767).
- 16: James Madison Born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).
- 17: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
- 18: Fast of Esther.
Grover Cleveland Born (1837).
- 19: William Jennings Bryan Born (1860).
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 23: Patrick Henry delivered his famous speech (1775).
- 25: The Annunciation or Lady Day.
Arturo Toscanini Born (1867).
Greek Independence Day. Greece celebrates



ANN MARLOWE

Producer

OF

SOMERSET MAUGHAM THEATRE

NBC-TV

Holidays and Special Events Almanac

- 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.
Passover week starts. Ends April 7.

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).
- 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).
Henry Ford Died (1947).
- 8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
- 9: Surrender of General Lee (1865).
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
- 10: Salvation Army Founder's Day.
William Booth Born (1829).
Joseph Pulitzer Born (1847).
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.
- 11: Charles Evans Hughes Born (1862).
Good Friday.
- 12: Franklin Delano Roosevelt Died (1945).
Halifax Independence Resolution (N. C.).
- 13: Thomas Jefferson Born (1743).
Easter Sunday.
- 14: Pan American Day.
S. S. Titanic disaster at sea proves value of wireless (1912).
- 15: Abraham Lincoln Assassinated 1865).
- 16: Charles Spencer Chaplin Born 1889).
- 17: Charter granted American Academy of Arts and Letters (1916).
- 18: San Francisco Fire (1906).
- 19: Patriots' Day. (Maine, Massachusetts).
- 20: Adolph Hitler Born (1889).
- 21: Anniversary of Battle of San Jacinto (Texas).
- 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).
U.N. Charter Conference opens in San Francisco (1945).
- 25: War Declared with Spain (1898).
St. Mark's Day.
Guglielmo Marconi Born (1874).
- 26: Confederate Memorial Day (Florida, Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
John James Audubon Born (1785).
- 27: General U. S. Grant Born (1822).
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
- 28: James Monroe Born (1758).
Maryland Admitted (1788).
- 29: Sir Thomas Beecham Born (1879).
- 30: Boys and Girls Week always includes May 1.
Louisiana Purchased (1803).
Washington Became First President (1789).
Rhode Island Settled (1636).
Benito Mussolini Executed (1945).

May

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



MR. & MRS.

CHARLOTTE MANSON AND DICK BROWN

Kings' Row

Nick Carter

Family Circle

Stop the Music

Holidays and Special Events Almanac

- 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.
WDRC-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
 - 14: Rockefeller Foundation Granted Charter (1913).
Free State of Israel proclaimed (1948).
 - 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) (1775).
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).
Armed Forces Day.
 - 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).

June

- 1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
- 6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale Born (1756).
D-Day (1944).
- 7: Daniel Boone Day (Kentucky).
- 8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
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 invention 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).
Father's Day; 3rd Sunday in June.
- 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.
- 21: Longest Day in Year.
New Hampshire joined the Union (1788).
Constitution Ratified (1788).
- 22: Bolivar Day (Canal Zone).
- 24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).
- 25: Virginia Admitted (1788).
North Korean Communists attack So. Korea (1950).
Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
- 26: Virginia ratified the U. S. Constitution (1788).
President Truman orders U. S. troops into Korea battle (1950).



JOHN GART

COMPOSER - CONDUCTOR

**PAUL WINCHELL — JERRY MAHONEY SHOW
WNBT**

Holidays and Special Events Almanac

- 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 (1898).
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.

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).



GUS LESNEVICH

FORMER WORLD'S LIGHT-HEAVYWEIGHT CHAMP

vs.

BOB EMERICK

HIS VERBAL SPARRING PARTNER

Management: Lohmann-Kroll
1650 Broadway
New York City
Circle 5-9110

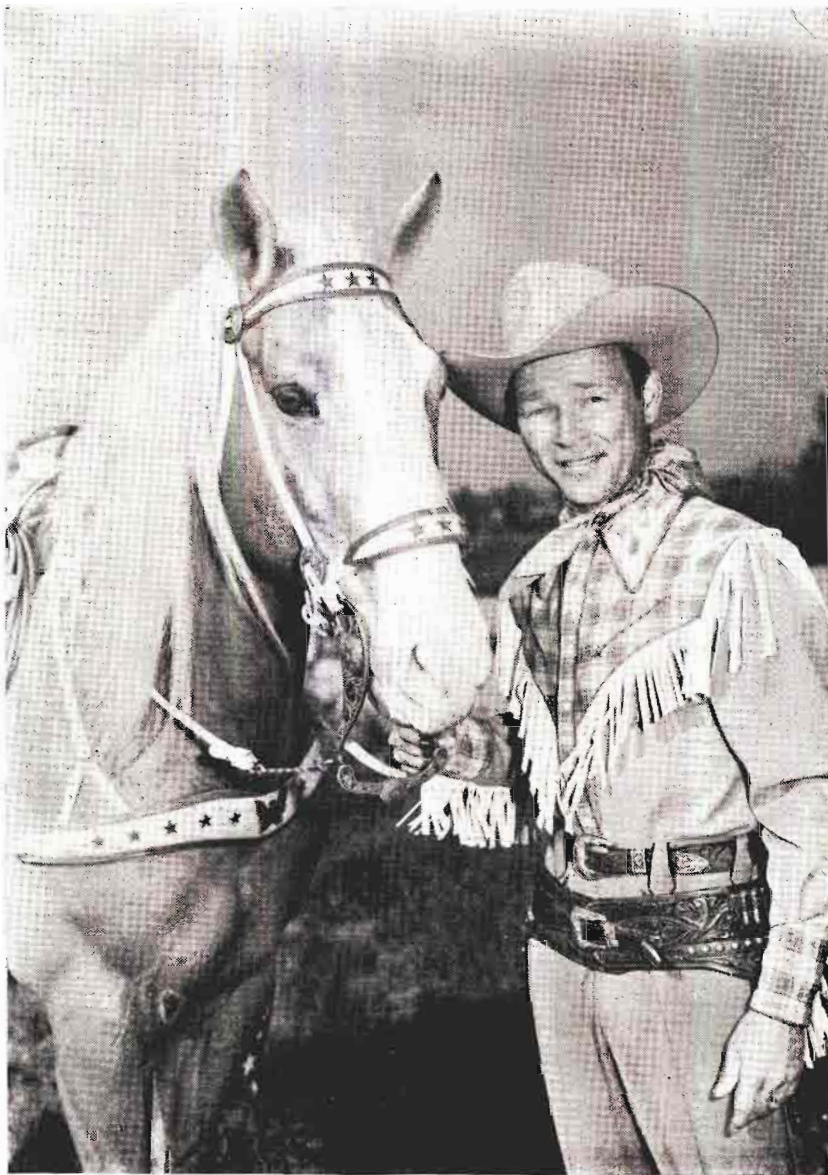
Holidays and Special Events Almanac

Germany Declared War on England and France (1914).

- Columbus Sailed from Spain (1492).
- 4: Feast of St. Dominic.
- 5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
Second Atomic Bomb dropped (1945) Hiroshima.
- 6: Feast of the Transfiguration.
Westinghouse discloses Stratovision plan (1945).
- 7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).
Society of Jesuits Restored by Pope Pius VII (1814).
- 8: Charles A. Dana Born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.
- 9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton Born (1593).
- 10: Herbert Clark Hoover Born (1874).
Russia Declared War Against Japan (1945).
- 11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
- 14: V-J Day (1945).
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill (1941).
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
First transatlantic cable opened (1858).
George Herman "Babe" Ruth died (1948).
- 18: Virginia Dare Born (1587).
- 19: National Aviation Day.
Orville Wright Born (1871).
- 20: Benjamin Harrison Born (1833).
- 21: Lincoln-Douglas debate began (1858).
- 22: Claude Debussy Born (1862).
- 23: Oliver Hazard Perry Born (1785).
- 24: British Burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.
- 26: Suffrage for Women—19th Amendment (1920).
- 27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
- 28: Spanish landed at the site of St. Augustine, Fla. (1565).
Johann Wolfgang von Goethe Born (1749).
- 29: Oliver Wendell Holmes Born (1809).
- 30: Germany Declared War on Poland (1939).
Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).

September

- 1: Germany Invaded Poland (1939).
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)
Labor Day.
Eugene Field Born (1850).
- 3: First American Peace Treaty With England (1783).
Allies Invaded Italy (1943).
- 4: Henry Hudson Discovered Manhattan Island (1609).
First Electric Power Station in World in New York (1882).
First telecast coast-to-coast via coaxial cable and microwave relays. Occasion of Pres. Harry S. Truman opening Japanese Peace Treaty Conference (1951).
- 5: First Continental Congress (1774).
- 6: Lafayette Day.
First Battle of the Marne (1914);
- 7: James Fenimore Cooper Born (1789).
Japanese Peace Treaty (WW II) signed (1951).
- 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 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).
- 20: Rosh Hashonah.



ROY ROGERS
"King of the Cowboys"
AND TRIGGER

Radio — NBC Coast-to-Coast and Canada

Sponsored by Post Cereals
A Division of General Foods

Television — NBC Coast-to-Coast

RCA Victor Recording Artists

Exclusive Management
ART RUSH, INC.
Hollywood

Public Relations
A. L. RACKIN
Hollywood

Motion Pictures — "Son of Paleface"
A Paramount Picture in Technicolor

Commercial Tie-Ups
ROY ROGERS ENTERPRISES
Hollywood

Holidays and Special Events Almanac

- 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).
- 27: American Indian Day (4th Friday).
- 28: George Eugene Benjamin Clemenceau Born (1841).
- 29: Michaelmas Day.
Yom Kippur.
- 30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).
- 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).
Al Jolson died (1950).
- 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: Theodore Roosevelt Born (1858)
- 28: Dedication of Statue of Liberty (1866).
- 31: Hallowe'en.
Admission Day, Nevada (1864).

October

- 1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).
- 2: Ferdinand Foch Born (1851).
Mohandas Gandhi Born (1869).
- 3: Religious Education Week. First full week in Oct.
- 4: Rutherford B. Hayes Born (1822).
Wright Brothers Took First Long Distance Flight in an Airplane (1905).
Chester A. Arthur Born (1830).
- 5: 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).
YMCA Founder's Day—Sir George Williams Born (1821).
FCC approves CBS color TV tests (1950).
- 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).

November

- 1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands Only).
National Broadcasting Co. is organized with WEAF and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
- 2: General Election Day.
North Dakota Admitted (1889).
South Dakota Admitted (1889).
James K. Polk Born (1795).
Warren G. Harding Born (1865).
George Bernard Shaw died (1950).
- 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).
- 8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
Montana Admitted (1889).
- 9: Great Fire in Boston (1872).
American Education Week.
- 10: Martin Luther Born (1483).
U. S. Marine Corps was created by the Con-

DANNY THOMAS

Holidays and Special Events Almanac

- 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: Pike's 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. (1833).
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).
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).
- ### December
- 2: Promulgation of the Monroe Doctrine (1823).
- 3: Illinois Admitted (1818).
Gilbert Stuart Born (1755).
- 5: Martin Van Beuren 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.
- 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.



"WHO, ME?"

ROBERT QUIGLEY

Producer-Writer-Director

RH 4-1201

NEW ERA OF COOPERATION

By GORDON C. KINNEY, Director of Radio-Television, The Advertising Council

SOMETHING pretty wonderful has happened in America during the past 10 years, and virtually everyone in advertising and broadcasting has been a part of it.

It all started during the first dark days of World War II. One of Uncle Sam's biggest problems was how to get a thousand and one things done *voluntarily* on the home front. Public-spirited business leaders offered their services free.

They formed The Advertising Council to tell the story. They called upon America's unmatched communications forces to help. Soon millions of messages were going out on radio, in magazines, newspapers, posters and car cards, without cost to the taxpayer.

But this voluntary service did not end with the war. By popular demand, it began to help such peacetime causes as Saving Bonds, Highway Safety, Community Chests, Red Cross, Economic Education, Crusade for Freedom, Better Schools, Civil Defense and Blood Donation.

This Spring The Advertising Council will be ten years old.

It is generally agreed that the most effective tool that the Council has had available for public service campaigns these past ten years has been the Radio Allocation Plan. This Spring, radio advertisers, advertising agencies and the four major radio networks round out their tenth year of cooperation in this voluntary plan that they devised just after Pearl Harbor, and through which they share valuable radio time regularly with government agencies and private organizations to help solve national problems.

It is typical of the broadcasting industry that the Radio Allocation Plan, formed in wartime, was not de-mobilized at the end of World War II. The plan to make available for war information radio's most valuable time and programs—delivering America's biggest radio audiences—was



Kinney

literally invented by the Advertising Council. It was administered by the Office of War Information from April, 1942 to the end of 1945. Since 1945, the plan has served peacetime projects with the same force and effectiveness that marked radio's contribution to wartime projects.

When Korea came, the advertisers, agencies, networks and stations that had kept the Radio Allocation Plan strong—and ready—found themselves called upon once again to help America mobilize for defense.

Because they had chosen not to put their war-born mechanism for broad information campaigns into mothballs in 1945, radio advertisers, advertising agencies, networks and stations were in a position to switch immediately to defense mobilization projects on the very day in 1950 that the President of the United States declared a state of emergency.

Last year The Advertising Council, in cooperation with the NARTB and the Broadcast Advisory Council, (a group of broadcasters organized at the specific request of the government) introduced a stepped-up service to all radio and television stations—a monthly guide giving full information on mobilization-public interest campaigns.

And this time—unlike 1942—the advertising industry stood ready with a completely new and powerful medium and facility—television. Advertisers, advertising agencies, TV networks and stations—many of them the same American business companies that had formed the Radio Allocation Plan—joined forces with the Council and developed a Television Allocation Plan. This new facility for public service quickly took up the defense programs; and the Television Allocation Plan has expanded rapidly—almost as rapidly as television itself—and is still growing. Already this Plan has achieved outstanding support and results for government and private information programs.

The Radio Allocation Plan is an excellent example of the teamwork in advertising that epitomizes The Advertising Council. After ten years, this unique mechanism still looks like the instrument which one national advertiser once described as, "... perhaps the most powerful tool for public service ever devised."

PIANO PLAYHOUSE

A Maggy Fisher Production

The only network program which brings you weekly all the great names of Piano Music. In the classics, PIANO PLAYHOUSE offers such great artists as Jesús Maria Sanromá, Rosalyn Tureck, Eugene List, Abram Chasins, Constance Keene, Earl Wild, Appleton and Field, Whittemore and Lowe, The Philharmonic Piano Quartet, etc., etc., in addition to such great outstanding jazz stars as Frankie Carle, Vincent Lopez, Art Tatum, George Shearing, Erroll Garner and Skitch Henderson

all this and the one and only

MILTON CROSS

with Margaret and Forrest Perrin at the twin keyboards

MGM PIANO PLAYHOUSE ALBUM (Volume II)

now being released

A fast growing high popularity show, and with sponsorship growing every day, is now available to you at

LOW CO-OP COST

PIANO PLAYHOUSE with all its glamour and prestige is now available at local rates. Ask your ABC representative today for full details, write or wire

American Broadcasting Company

CO-OPERATIVE PROGRAM DEPT. • 7 WEST 66th STREET • NEW YORK

Represented by The William Morris Agency

THE IMPORTANCE OF RADIO NEWS

By JIM BORMANN, President, National Assoc. of Radio News Directors

TWO major developments dominated the field of radio news in 1951. One was the headlong arrival of television news as one of the top contenders for news attention. The other was radio's decision to go to the mat to defend its right to freedom of information. Neither development has reached fulfillment, but both can be counted on to hold the attention of newsmen in radio and television during 1952.

One indication of the new importance attached to video news by the newsmen themselves came at the annual NARND convention in Chicago, November 12, 13 and 14. The problems of producing television newscasts and the problems of competing with them held the attention of nearly every delegate. TV monopolized the major portion of the convention program as well as much of the out-of-sessions conversation there.

NBC's television news chief, Frank McCall, headed a lively discussion of technical developments in video news coverage. He listed many important advances during the past year, but acknowledged one major problem as yet unsolved. The speed of transmission for news film to TV stations all over America is still limited, he said, to the speed of the airplanes which fly the footage. It's the fastest transportation presently available, but it's too slow to keep up with the news itself, which is transmitted instantaneously by the news service over a network of teletype circuits.

"When it becomes possible to transmit motion pictures over a micro-wave system," McCall said, "then television news will really be in business on a competitive scale."

Officials of International News and United Press admitted privately that the newsreels which their organizations are producing necessarily suffer from the same transportation lag. Film footage of events happening in the eastern time zone



Bormann

seldom is available for presentation by west coast TV stations until 12 to 24 hours after the event.

"Let's face it," said one wire service executive; "the plane that flies our films doesn't move any faster than planes used by the other services."

The year 1951 may mark the awakening of radio to the urgent need for defending its right to freedom of information. Under the vigorous leadership of Bill Ray, NBC, Chicago, the NARND Freedom of Information committee kept the membership informed on events which affected this right. NARND President Ben Chatfield of WMAZ, Macon, Ga., joined with the leaders of other radio and press organizations in protesting against the order restricting the release of certain information by government bureaus. The executive order was regarded by newsmen generally as peacetime censorship, opposed to the public interest.

Similar protests were registered by the National Association of Radio and Television Broadcasters, the AP Managing Editors Association, the American Society of Newspaper Editors and the American Newspaper Publishers Association. At its convention, NARND adopted a resolution calling on the President to withdraw or modify his order curtailing free access to information about our government.

The nation's press and the nation's radio had formed an alliance, standing together on common ground in a common cause. The quarrels and the rivalry that had separated them in the past seemed less important than ever as they joined forces in a modern crusade for freedom at home. At year's end, the executive order was still in force, but the fight to repeal it had only begun.

The area of NARND's influence was expanded during 1951 as the organization's membership passed the 300 mark for the first time. Added recognition came to NARND with the appointment of President Chatfield to membership on the Broadcast Advisory Council and to the Council on Radio and Television Journalism. NARND now sits as a full partner with management on the board which advises on industry affairs. It also has increased its stature as a professional organization by participating in the affairs of the journalism schools where the newsmen of tomorrow receive their training.

NOW...THE ULTIMATE IN CUSTOM RECORDING!



CAPITOL RECORDS OFFERS

a complete
Studio and
Recording Services
Division

● Here, at last, are Custom Recording facilities superlative in technical excellence and personnel...complete in the finest and latest equipment...luxurious in spacious studios and lounges and, wonderfully convenient!

● Artists, Producers, Recording Companies, Advertising Agencies and Advertisers have long expressed a desire for *custom* recording comparable to the fidelity and quality associated with the *major recording studios*... Now, Capitol makes its outstanding facilities available to all who demand the ultimate in sound reproduction!

● Whether your requirement be for a speech or a symphony...an organ number or audition... audience facilities for a radio or television extravaganza, Capitol's studios promise you perfection in the end result... comfort and convenience in the process!

S·R·S

STUDIO & RECORDING SERVICES DIVISION

Capitol Records, Inc.

5515 Melrose Ave., Hollywood 38, Calif.

HEmpstead 7114

studios in Hollywood • New York • Chicago • Nashville

Capitol
THE RECORDING COMPANY

TV FILMS BEST BET FOR SPONSOR

By JOHN L. SINN, President, Ziv Television Programs, Inc.

ALREADY the nation's television producers are producing more films for television than the nation's motion picture producers are producing films for theaters.

The video film industry is today producing more than 3000 hours of film for television annually, and that figure will increase significantly during this year and in the years to follow.

The advantages of a filmed television series to a sponsor are quite obvious. Film offers him a maximum of flexibility of program structure, as well as the opportunity to provide non inter-connected stations with top-level programming. With film he can also overcome such problems as the time differential between east and west coasts.

The program structure can be more thoughtfully planned and presented on film than "live." In "live" programming a director frequently has to make "on the spot" decisions and emerge with the wrong camera angles. The director of the filmed show can choose his angles more carefully and never make mistakes if he does his job intelligently.

All of the "to err is human" element inherent in "live" production is eliminated on film. The fluffs wind up on the cutting room floor.

Of course, not all types of programs lend themselves to film. However, we in the industry believe that 80-90% of all television programming can be filmed and will some day in the not too distant future be done in that manner.

We in the filmed-"open end" industry go a step further and say that eventually 100% of the filmed television shows will be "open end" because "open end" filmed shows offer the maximum advantages to the sponsor.

To the national sponsor who wants to concentrate on selected markets, the "open end" filmed show affords the opportunity to purchase at local rates a top-



John L. Sinn

budgeted production such as "The Unexpected," whose production budget is \$23,500 or "Boston Blackie" whose production budget is \$21,000 per half-hour show, or "Cisco Kid" or other similarly top-grade shows. Such a sponsor can then buy the best available time in his selected markets, make his deal with the station in each city which can do the best job for him, and then by inserting a hard-hitting local sales message, "live" or filmed, can be assured of getting the top results from his advertising budget.

Similarly, the regional advertiser and local advertiser whose advertising budgets could not stand the initial production costs of such shows, are able to present such shows locally, at prices they can well afford, and build up big audiences for their sales messages in their communities.

Last, but certainly not least of the reasons why "open end" filmed shows are destined to be the dominant category of all TV programming is the fact that stations prefer to buy and re-sell such shows at the local level in order to realize the maximum revenue from the sale of their time. At the same time, the stations could not themselves otherwise hope to offer the advertisers in their communities top programs, featuring top names, top production values, top direction, and top everything else, because obviously top talent leaves local communities and heads for the three major production centers.

Thus, an infant industry of five years ago has become a very healthy big boy who must grow into an even healthier giant.

Surveys which have been taken by trade magazines and other organizations prove that the public no longer knows nor cares which programs are on film or live. The "bugs" of five years ago have been exterminated completely.

This, too, explains why more and more sponsors are turning to filmed shows, and why more specifically they are turning to filmed "open end" shows to do the job.



BMI

... OFFERS THESE PROGRAM AIDS TO THE BROADCASTER

BMI services are all designed to aid the broadcaster and are available to every BMI-licensed station. Check with your music librarian or program director for this material.

CONTINUITY Music programs that sell... ready for immediate use... smooth, well written continuity for a variety of program purposes:

ACCORDING TO THE RECORD (five minutes, daily)

SPOTLIGHT ON A STAR (five mins., five times weekly)

TEEN AGE BOOK PARADE (quarter hour, weekly)

SPECIAL EVENTS (half hour, periodically)

CONCERT MUSIC Monthly Pin Up Sheet listing new recordings of outstanding contemporary and standard compositions.

"Your Concert Hall"—a series of half hour radio scripts, three times weekly.

"Today In Music"—dates and facts about the important music events of the month.

PROGRAM CLINICS Third year of State-wide clinics covering broadcasting in all aspects... Brought into the field for the benefit of every station staff.

MUSIC MEMO Monthly informational bulletin... the radio man's guide to BMI music... contains Recordata and Pin Up Patter.

PIN UP SHEETS Convenient and timely reference to the current song leaders... pop hits, folk favorites, rhythm and blues leaders... issued monthly.

COPYRIGHT RESEARCH Thorough, up-to-the-minute information on music clearance... a complete basic catalog and regular weekly supplements of new published music with consolidated indexes provided semi-annually.

NEWSLETTER Personal monthly message to the BMI family. An exchange of radio and music ideas.

MEET THE ARTIST Valuable reference of vital statistics on 144 of the nation's popular recording artists.

RECORD REPORT Forecast of tomorrow's song hits... weekly facts about BMI-licensed tunes coming up.

HOLIDAY MUSIC Timely suggestions of appropriate music for seasonal and holiday occasions.

MUSIC DISTRIBUTION Music of every type, published by BMI and affiliated publishers, and occasionally records, mailed to stations.

PERFORMINDEX Handy, time-saving catalogue of most-performed BMI-licensed titles.

CATEGORICAL INDEX Provides immediate reference to a wide variety of song titles, arranged for selecting appropriate music in countless script situations.

Your BMI Field Representative, who visits your station periodically, can be helpful in many ways. For any personal problem in selecting or programming music send your inquiry to BMI's Station Service Department.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE

New York • Chicago
Hollywood • Toronto
Montreal
NEW YORK 19, N. Y.

BMI ... ALWAYS
AT YOUR SERVICE

SERVICE is one of the basic theme songs of BMI. The nation's broadcasters are using all of the BMI aids to programming... its vast and varied repertoire... its useful and saleable program continuities... its research facilities... and all of the elements which are within the scope of music in broadcasting.

The station manager, program director, musical director, disc jockey and librarian takes daily advantage of the numerous time-saving and research-saving functions provided by BMI.

Along with service to the broadcaster—AM, FM, and TV—BMI is constantly gaining new outlets, building new repertoires of music, and constantly expanding its activities.

The BMI broadcast licensee can be depended upon to meet every music requirement.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE

BROADCAST MUSIC, INC.
NEW YORK 19, N. Y.

New York • Chicago
Hollywood • Toronto
Montreal

Radio and Television

TELEPHONE NUMBERS

in NEW YORK

AM Radio Stations

WBXN	MElose	5-0333
WCBS	Plaza	5-2000
WEVD	Plaza	7-0880
WFAS	White Plains	9-6400
WGBB	FReeport	9-1400
WHLI	HEmpstead	2-8000
WHOM	Circle	6-3900
WINS	BRyant	9-6000
WJZ	TRafalgar	3-7000
WKBS	OYster Bay	6-2500
WLIB	ORegon	9-2720
WMCA	Circle	6-2200
WMGM	MURray Hill	8-1000
WNBC	Circle	7-8300
WNEW	Plaza	3-3300
WNYC	WHite Hall	3-3600
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
WGFR	MURray Hill	6-3266
WGNR	New Rochelle	6-1460
WGYN	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
Hil F. Best	LExington	2-3783
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
CBS Radio Spot Sales	Plaza	5-2000
CBS TV Spot Sales	Plaza	5-2000
Henry I. Christal	MURray Hill	8-4414
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
Devney & Co.	MURray Hill	7-5635

Everett-McKinney, Inc.	Plaza	9-3747
Forjoe & Co., Inc.	Plaza	5-8501
Free & Peters, Inc.	Plaza	9-6022
Me'chor Guzman Co., Inc.	Circle	7-0624
H-R Representatives, Inc.	MURray Hill	9-2606
Headley-Reed Co.	MURray Hill	3-5467
George P. Hollingsbery 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
Radio Representatives	MURray Hill	8-4392
William G. Rambeau Co.	MURray Hill	6-5940
Paul H. Raymer Co., Inc.	Plaza	9-5570
The O. L. Taylor Co.	MURray Hill	8-1088
The Walker Co.	MURray Hill	3-5830
Weed & Co.	MURray Hill	7-7772
Adam J. Young, Jr., Inc.	MURray Hill	9-0006

Advertising Agencies

Anderson & Cairns, Inc.	MURray Hill	8-5800
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
The Biow Co., Inc.	Plaza	9-1717
Franklin Bruck Advertising Corp.	Circle	7-7660
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
Doremus & Co.	WOrth	4-0700
Dowd, Redfield & Johnstone	MURray Hill	8-1275
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
Albert Frank-Guenther Law	CORlandt	7-5060
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-Garfield, Inc.	MURray Hill	8-8900
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
Kenyon & Eckhardt, Inc.	MURray Hill	8-5700
Abbott Kimball Co., Inc.	Plaza	3-9600
Kudner Agency, Inc.	Circle	6-3200
Al Paul Lefton Co., Inc.	VANderbilt	6-4340
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Marfree Adv. Corp.	LOngacre	4-7190
Marschalk & Pratt Co.	VANderbilt	6-2022
J. M. Mathes, Inc.	LExington	2-7450
McCann-Erickson, Inc.	Judson	6-3400
Emil Maqul Co., Inc.	COLUMbus	5-2482
Morey, Humm & Johnstone, Inc.	BRyant	9-5950
Morse International, Inc.	ORegon	9-4600
George R. Nelson	Circle	5-5430
Peck Adv. Agency, Inc.	Plaza	3-0900
Pedlar & Ryan, Inc.	Plaza	5-1500
Fletcher D. Richards, Inc.	Judson	6-5400