The first FORTY...

1922-1962

charter NBC station

owned and operated since February 14, 1922

by the Pulitzer Publishing Company

represented nationally by the Katz agency
The STATIONS THAT OPENED THEIR STUDIOS IN 1922 AND EARLIER WERE PIONEERS, PERHAPS THE GREATEST IN COMMUNICATIONS HISTORY.

In an age poised on the threshold of satellite communications, it is difficult sometimes to realize that the entire history of broadcasting is less than a half century old.

It is stranger still to recall that an event which occurred only forty-one years ago, at a dusty ringside in Jersey City, foreshadowed the beginnings of a public service spanning the nation and the world.

In the summer of 1921, I was at Boyle's Thirty Acres, across the river from New York, to assist Major J. Andrew White广播 the first blow-by-blow report of a championship prize fight—the Dempsey-Carpentier battle. We were announcing over the microphone of Station WJY, temporarily installed by RCA at Hoboken.

I do not know how many persons, glued to the earphones of their crystal detector sets and one-tube receivers, heard the description of this ring classic. But they were listening to history.

The knockout, the clanging of the bell, the roars of the crowd literally brought home to the nation the possibilities of recreating by radio distant events and impressions directly in the living room.

In 1922, the first football game—Princeton-Chicago—was broadcast. The New York Philharmonic Orchestra went on the air. The same year marked the surge of independent radio stations, opening a new horizon of entertainment and information for America.

I doubt whether many of us, forty years ago, gave serious thought to ourselves as pioneers. We were much too busy experimenting and building to wrap our work with the mantle of the future.

Nevertheless, all of us, I feel, were consciously aware of radio's significance and impact—its vital role as the recorder of living history.

In retrospect, the stations that opened their studios in 1922 and earlier were pioneers, perhaps the greatest in communications history. Whatever else has followed—the network concept, black-and-white television, color television, and now satellite transmission—finds its origins in the broadcasting trails blazed four decades ago.

In honoring the 40-Year Stations of the United States and Canada, SPONSOR commemorates more than an extraordinary span of accomplishment and progress: It salutes the enterprising spirit of public service that continues to typify American broadcasting.

I am happy to join in this tribute to these pioneers of the air waves.
The Voice of the Land

It's a big land . . . a proud land . . . that sweeps from sea to sea. Only a strong voice can fill it . . . reach it . . . move it to its very heart.

Listen to this voice. It talks to motorists as they crowd the busy roads. It gives a warning to farmers that frost is ahead. It sings a sweet song to lovers. It carries the news to businessmen. It wakes millions every morning and sends them off to work . . . informed . . . entertained . . . often inspired. For this is a practical voice, a spiritual voice, the very voice of America. It is the voice of AM Radio.

RCA has played an essential part in the steady progress of AM. You will find the RCA nameplate proudly affixed to transmitters whose owners never toy with quality . . . never compromise with dependability. You will find the RCA nameplate your highest assurance of superior performance no matter what your broadcast requirements may be. Why not call in your RCA Broadcast Representative today. He speaks your language.

RCA The Most Trusted Name in Radio

50 KW Ampliphase 5/10 KW Type BTA-5U/10U 5 KW Type BTA-5T 250/500/1000 W Type BTA-1R1
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SPONSOR / 40-YEAR ALBUM of PIONEER RADIO STATIONS

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... but we're only 39

WTAR RADIO

BORN 1923 IN
NORFOLK, VIRGINIA

VIRGINIA'S FIRST STATION
A compilation of significant events, including historical developments leading up to the establishment of the American system of broadcasting.

By EDWARD P. SHURICK, executive v.p., Blair-TV, author of "The First Quarter-Century of American Broadcasting"

<table>
<thead>
<tr>
<th>1909</th>
<th>1922</th>
<th>1924</th>
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<tr>
<td>School of radio instruction opens in the United States as the Marconi Institute—later incorporated as a part of the Radio Corporation of America—giving courses in every branch of radio.</td>
<td>January 1: New Year's Greetings purchased by Associated Press Journal for one hour from midnight to 1:00 a.m. for $50 on WAAT, Newark. March 31: Commercial station owned and operated by an educational institution—WWI, New Orleans. April 11: Cash give-away to check listener strength offered over WWI, New Orleans. July 25: &quot;Commercial station,&quot; WHAY, New York, opened for public service by American Telephone and Telegraph Company. August 28: Commercially sponsored program of the Queensborough Corporation, a real estate organization, on WEAF, New York. October: The &quot;Farmer's Noon Hour,&quot; a participating program, on KFBB, Great Falls, Montana. Fall: Broadcast talent paid by WOAT, San Antonio.</td>
<td>Station time between 8 p.m. and 10 p.m. given each evening to an advertiser in the Los Angeles Times provided the sponsor contributes an amount of $150 or more, to be paid to the talent, on KHJ, Los Angeles. The right of discrimination in advertising is exercised by KQV, Pittsburgh, in cancelling the account of the Pittsburgh Thoroughbred Company. February 12: Commercial radio program sponsored by the National Carbon Company fed to a network of WEAF, Washington (and later WJAR, Providence) from WEAF, New York. March: The &quot;Invisible Theatre,&quot; an attempt to defray broadcasting expense, established by WJIB, Kansas City. October 9: A metropolitan symphony orchestra, the Los Angeles Philharmonic, appears on a commercial program, sponsored by the White King Soap Company, over KHJ, Los Angeles.</td>
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<tr>
<td>Arthur B. Church, who later is founder of KMBC of Kansas City, uses &quot;wireless&quot; in a commercial way—merchandising radio parts to fellow ham operators on his own amateur station in Iowa.</td>
<td></td>
<td>Station time between 8 p.m. and 10 p.m. given each evening to an advertiser in the Los Angeles Times provided the sponsor contributes an amount of $150 or more, to be paid to the talent, on KHJ, Los Angeles. The right of discrimination in advertising is exercised by KQV, Pittsburgh, in cancelling the account of the Pittsburgh Thoroughbred Company. February 12: Commercial radio program sponsored by the National Carbon Company fed to a network of WEAF, Washington (and later WJAR, Providence) from WEAF, New York. March: The &quot;Invisible Theatre,&quot; an attempt to defray broadcasting expense, established by WJIB, Kansas City. October 9: A metropolitan symphony orchestra, the Los Angeles Philharmonic, appears on a commercial program, sponsored by the White King Soap Company, over KHJ, Los Angeles.</td>
</tr>
<tr>
<td>As secretary of Frank Seaman Advertising Agency, New York, Frank A. Arnold addresses trade, civic, and business groups all over United States on broadcasting as an advertising medium. Jersey Review leases WAAT, Newark, and regular programs are given twice a week consisting of news and music for two hours with a commercial rate of $30 per week for the time. August 2: Daily broadcast begins on WWJ, Detroit (then WMJ). November 2: KDKA, Pittsburgh (Westinghouse Company), begins regular schedule of broadcasting with Harding-Cox presidential returns.</td>
<td>January 4: Network experiment broadcast from WEAF, New York, to WNAC, Boston. March: Gimbel Brothers installs studio on the upper floor of its store to originate by wire sponsored entertainment to WEAF, New York control room. April 25: Browning King and company sponsors Anna C. Byrnes and her orchestra in studio program on WEAF, New York. October 14: Commercial radio network formed between WEAF, New York and WJAR, Providence.</td>
<td>1926</td>
</tr>
<tr>
<td>Printed copies of speeches sent out by KDKA, Pittsburgh with costs defrayed by selling space on the printed booklets.</td>
<td>1925</td>
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<td>1924</td>
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<td>1925</td>
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<tr>
<td>Commercial station, not operated by firm engaged in other business activities is WAMD, St. Paul (forerunner of KNTP). Commercial time sold to a city for advertising purposes by WQAM, Miami. May 7: Personal appearance of radio stars before the Static Club by WJZ, New York. 1926 Kiddies Hour program starts on</td>
<td></td>
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</table>
Transcribed spot announcements introduced by Kasper-Gordon, Inc.

1934
September 30: Mutual Broadcasting System starts as a cooperative four-station hookup.

1935
Cecil Wildfield of Schwinmer and Scott Advertising Agency sells advertiser to make national use of spot announcements.

June: Audiometer survey with meters installed in radio homes in cooperation with the Massachusetts Institute of Technology conducted by the Yankee Network.

1936
September-October: Radio is used extensively in Roosevelt-London political campaign with estimated $2,000,000 or more spent for network and station time.

November: Wheeling Steel Corporation starts an employee broadcast over WWVA. Wheeling later fed to the Mutual and NBC-Blue networks.

December 29: Mutual Broadcasting System, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations.

1937

1938
October 17: Comprehensive merchandising service by WLW, Cincinnati.

1940
April: Dr. Frank Stanton and Dr. Paul Lazarsfeld unveil their new Program Analyzer, a mechanical device to record listener reactions to radio programs, first put in regular use by the Columbia Broadcasting System the following year.

October 12: Commercial short-wave programs broadcast to South America by an individual station, WLW, Cincinnati.

December 23: CBS President Paley announces plans for a radio network to link Americas, following a visit to the countries of Central and South America.

1942
January 9: Blue Network Company, Inc. is incorporated as an independent organization.

May 19: Regularly operating network dedicated by CBS to provide a two-way service between the Americas. Affiliated with CBS in this intercontinental hookup on broadcasting's 25th anniversary are 114 stations.

July 30: Census Bureau county-by-county breakdowns show 82.2% of all occupied dwellings in the United States are equipped with radios when 1940 census was taken.

August 28: Average given for some 20,000 full-time employees in broadcasting stations and networks was $45.15 in 1941.

December 25: Coca-Cola breaks sponsorship records with 12-hour Christmas program on 142 Blue stations, featuring "Victory Parade's Christmas Party of Spotlight Bandana."

1943
Policy adopted providing for sale of time for controversial discussion by WMCA, New York.

May 6: Home radios reported by 91.9% of the nation's families, although 1.3% reported sets out of order, according to survey made by Life magazine.

October 14: A network is sold—the Blue Network Company, Inc. to the American Broadcasting System, Inc. owned by Edward J. Noble.

Analysis of radio employment and compensation prepared by F.C.C. shows average weekly compensation (October 17, 1943) to 24.51 full-time employees of $50.25.

1944
January 3: Largest number of radio homes in history (32,500,000) estimated for 1944 despite wartime freezes plus tube and parts shortages.


July 13: Ban on middle commercials for sponsored news broadcasts increased by WJR, Detroit, effective September 1.

August 29: Standard plan of station measurement—later named Broadcast Measurement Bureau—is supported by N.A.B. Executives War ConferenceProject later approved by American Association of Advertising Agencies and Association of National Advertisers. Plan entails one million postcard survey biannually at estimated cost of $1 each.

October 9: "Welcome Home Auditions," providing opportunities in the acting, musical, announcing and technical phases of radio to all returning service men and women interested in a radio career by the National Broadcasting Company.

December 30: Blue Network Company, Inc. merged into its parent, American Broadcasting Company, Inc.

1945
January 30: Radio's weekly payroll averages $90.52 per full-time employee according to F.C.C. Analysis.

February 1: Transcribed announcements and singing commercials banned by WWJ, Detroit.

March 11: Chamber music recitals were featured in broadcasts. 
from Town Hall sponsored by the Book-of-the-Month Club on WQXR, New York.

June 4: Radio's highest customer, Procter & Gamble, Cincinnati, spends $11,000,000 a year for time alone with talent expenditures of an equal amount according to first published study of premier radio account.

September 17: Major steel company, Jones and Laughlin, buys 45 minutes across the board, Monday through Saturday, on KQV, Pittsburgh. Presents "Jal-Time," filled with humbugs, used by WCAO, Baltimore as an advertising promotion stunt.

1946


January: John H. DeWitt Army Signal Corps officer and later chief engineer of WSM, Nashville, bounced a radar signal off the moon and got an echo back on the earth.

February: General Mills announces plans to spend $5 million in radio advertising this year.

March: N.A.B. states it feels the freedoms of radio are at stake as the F.C.C. issues its "Blue Book" (Public Service Responsibility of Broadcast Licensees).

April: The Associated Press agrees to admit stations as non-voting members of its national radio "a great medium for the dissemination of news."

April: CBS offers plan for 200-station FM network costing $10,800,000 plus operating costs.

May: 90.4% of U.S. homes had radios in 1945 says Census Bureau. 76.2% of U.S. farms have radios.

1947

February: MBS signs 400th affiliate.

July: Government drops ban on new construction—broadcasters start new building plans.


August: N.A.B. says average commercial time on member stations is 66%—34% sustaining.

September: National Association of Station Representatives is formed to promote spot radio.

1948

Net revenues from the sale of broadcast time reached an estimated $402 million in 1948.

Total U. S. radio sets 74 million. Homes with radio sets 40 million. 343 AM and 326 FM stations began commercial broadcasting during the year. Daily listening increased 30 min. (5.1 hours). Average sponsored network reached 13% more homes in 1948 than comparable period in 1946. C. E. Hooper reported highest sets in use percentage since Pearl Harbor. In January, February, March 1948, the sets-in-use figure is at a peacetime high. Changes in program types (evening): Concert music up 153%, Mysteries down 35.9%; news & commentators remained constant with 15.9% of total evening sponsored time. Audience participation up 30.9%; situation comedy up 37.3%, plays up 37%; radio columnists, up 38.7%; popular music up 3.3%.

Presidential candidates used radio extensively in 1948 campaign. Kenneth Fry, radio director of Democratic party credited radio with a big assist in turning the tide to Harry S. Truman. Democrats used disc shows, jingles & major network programs.

January: 700 FM stations on the air. U. S. broadcasters' operating expenses rose to 79% of total revenue of $407,826,000 in 1947 according to NAB. Radio net revenues $402,826,000.

Affirming FCC's denial of application of Bay State Beacon Inc. for Boston, Mass., station which would offer 10% of its time for sale, Court of Appeals of District of Columbia rules Commission has right to examine percentages of commercial and sustaining time proposed by an applicant.

February: NBC rescinds rule against use of transcriptions on its network. Survey by Elmo Roper for Fortune magazine shows radio is nation's No. 1 pastime.

May: Arthur Godfrey tops CBS wage earner in 1948 with pay of $228,450 not including $133,624 paid by CBS to Arthur Godfrey Productions for "Program Services" nor the $58,441 AGP got from Columbia Records. Lowell Thomas tops "independent contract" on network getting $402,300 for program services. Arkansas Supreme Court upholds Little Rock's city tax on radio stations.

June 6: FCC sanctions editorializing by broadcast stations within defined limits of "fairness" and "balance" by 4 to 1 vote overriding 8 yr. old Mavilfower decision; Comr. Freda E. Henneck, dissenting, contends majority's standard of fairness is "virtually impossible of enforcement." CBS announces it will editorialize from time to time.

FCC repeals Aveo rule which for four years has required stations up for sale to be advertised for competing bids; admits rule has failed its purpose and often inflicted "severe economic and other hardships" on buyers and sellers.

July: CBS, having said that it would broadcast editorials over its own network, announces it will sell air time "for expression of opinion on public issues."

FCC Board streamlines association organization, establishes an audio division comprising both AM and FM as a Vinita division.

August: FCC bans giveaways as violation of criminal lottery laws.

September: ABC, CBS, NBC seek injunctions to prevent FCC from putting its anti-giveaway ruling into effect.

FCC suspends ban on giveaway programs until court tests decided. Scheinle Distillers, after stirring up broadcasters by proposing to buy time for its hard liquor products, decides to maintain its "no radio" policy: reports more than 200 stations were ready to accept hard liquor commercials.

November: Mutual & Gillette Safety Razor Co. sign 7-year, $1 million contract for radio rights to World Series and All-Star baseball games.

U. S. Supreme Court upholds Little Rock city taxes of $250 a year on generation of radio waves and $50 on solicitors of local advertisers.

1950

March: New Mexico appellate court rules all KOB Albuquerque broadcasters are interstate commerce and therefore not taxable by state; Virginia General Assembly passes bill forbidding cities, towns or counties in state from levying license or privilege taxes on broadcasting stations. Forbidden by the FCC from censoring political broadcasts, broadcasters are not liable for defamatory remarks in such broadcasts, Federal District Court Judge Kirkpatrick rules in suit of David H. H. Felix against five Philadelphia stations. WFIL Philadelphia cuts night rates, increases daytime rates, as move to attract radio prized by growing audience for television.

April: FCC, interpreting its decision on editorializing, says stations have "an affirmative duty to seek out, aid and encourage the broadcast of opposing views on controversial questions of public importance."

July: National Assn. of Radio Station Representatives names committee to explore feasibility of setting up spot option time plan similar to network option time.

Following outbreak of hostilities in Korea, White House calls for formation of all-inclusive Broadcasters' Defense Council to organize radio-television for instant availability for government.

FCC upholds right of networks to set an advertising representatives for their affiliates after two-year investigation of complaint of NARSR. Association of National Advertisers

(Continued on page 123)
ON THE AIR

(since October 1, 1921)

Owned and operated by American Broadcasting-Paramount Theaters, Inc.
40-YEAR STATIONS of
The EAST

WCAO, Baltimore, Md.
WFBR, Baltimore, Md.
WABI, Bangor, Me.
WBZ, Boston, Mass.
WNAC, Boston, Mass.
WGK, Buffalo, N.Y.
WSAR, Fall River, Mass.
WKBO, Harrisburg, Pa.
WDBC, Hartford, Conn.
WLNE, Laconia, N.H.
WAGL, Lancaster, Pa.
WHBI, Newark, N.J.
WNBH, New Bedford, Mass.
WABC, New York, N.Y.
WHN, New York, N.Y.
WNBC, New York, N.Y.
WOR, New York, N.Y.
WCAU, Philadelphia, Pa.
WDAS, Philadelphia, Pa.
WIP, Philadelphia, Pa.
KDKA, Pittsburgh, Pa.
KQV, Pittsburgh, Pa.
WJAS, Pittsburgh, Pa.
WRYT, Pittsburgh, Pa.
WEAN, Providence, R.I.
WJAR, Providence, R.I.
WRAW, Reading, Pa.
WHAM, Rochester, N.Y.
WHBC, Rochester, N.Y.
WGY, Schenectady, N.Y.
WEJL, Scranton, Pa.
WFBL, Syracuse, N.Y.
WSYR, Syracuse, N.Y.
WBAX, Wilkes-Barre, Pa.
WDEL, Wilmington, Del.
WILM, Wilmington, Del.
Riding gain and spinning records at the same time was not easy in those days: a 1921 transmitter in Newark, N.J.  

Concert artists and opera personalities were the first stars of radio, so every announcer worked black-tie. This bird undoubtedly sired the macaw that later hit the Fred Allen program. The time, early in the 20's; the face, George K. Arthur, in New York City.

Play-by-play broadcast of a football game occurred so early in history that no one thought to take a picture of the epochal event. The game was Penn vs. Cornell, in Philadelphia, 1922.
Houses as ordinary as this one on a hilltop near Syracuse, N.Y., served early stations in place of transmitter towers. (WSYE)

Radio's first fulltime staff announcer started two months after the station opened; stayed with it until 1925. The town, Pittsburgh; the man, Harold W. Arlin. (KDKA)

Sponsor identification is as old as radio. 40 years ago, when the emphasis was on programs, not spots, this quartette broadcast for Strawbridge & Clothier, the Philadelphia department store. John Owens and John Vandersloot, deceased; Ednyied Lewis was first s.m.; Harold Simonds is still with station. (WFFR)

Exercise programs were a press agent's delight, when girls from a nightclub chorus-line could move straight on for an am. radio "appearance." Straight-backed announcer was John B. Gambling. (WOR)

Lavish facilities, large staffs, came later. In 1922 this was the staff, studio and control room of Maryland's first radio station. (WFFR)

THE EAST 13
Mining town in 1922—Scranton, Pa.—had little call for virtuosos or divas. With home brew and "speaks" this local sextet, "The Serenaders," was a better mix. Even in that first year of radio, broadcasters gave their listeners what they wanted, in this case, Jack Stephens, sax; Tom Breen, piano; Alex Spear, banjo; Ronald Stark, violin; Bill Cadugan, drums; and George Yarns, trumpet. (wfly)

Elliott Ness came later, much later. In 1926 election returns were still shown to the public on huge slides at night, usually by one of the newspapers. Here, outside Philadelphia's City Hall, the astute Brothers Levy test loudspeakers that will put sound to the slides. (wcau)

The first broadcasters were engineers with a flair for improvising while inventing. Here, at Schenectady in 1922, a rug on the wall to deaden sound. (wgy)

Great sportsman and voice of radio, started at WEAf in 1923 as a singer. The late Graham McNamee. (wnbc)

14 THE EAST
Radio and the man: If they were made for each other then radio was born to broadcast the magnificent voice of Norman Brokenshire—still one of the great announcers. (WCAU)

The original Thomas Alva Edison workshop is still only a hoot and a holler from the transmitter of this early radio station, then assigned to Newark, N. J., and an alert and active practitioner in the field of special events programs. Here it covered the 50th anniversary of the invention of the phonograph. (WOR)

This retailer knew how to utilize radio! The original station and studio of Gimbels, Philadelphia, in a corner of the piano department, also sold equipment. Its first time sale was written on a Gimbels sales slip. (WIP)

No tall building, no mountain, then improvise! This chimney antenna was raised by a balloon!! Fairhaven, Mass. (WNBR)

Transmitters, by 1927, had discarded the early radiomarine equipment for custom-made apparatus and engineers. This Baltimore potman is now Robert S. Maslin, Jr., president of a pioneer station. (WFBR)
Few of them are still around but they made history in their day. Powers Gouraud, a true personality in a station with personality. Others include: Robert Street, Bart McHugh, Sr., Manie Sacks, Arthur Q. Bryan and Pat Shevlin.

Dr. Frank Conrad, one of the first ham operators, built 8XK in Pittsburgh, which grew into Westinghouse Broadcasting Co., one of the better group operations.

First debate, first survey and one of the first public service programs—a debate on prohibition. Speaking: Wayne B. Wheeler, of Anti-Saloon League, on WEAF. Listeners voted by mail, c/o A.T.&T.

Another Westinghouse pioneer, 1921 in Boston. Horace Dyson at controls. Note 'bug' on bench.

Penthouse studio, 1927 vintage, was atop the Kaufman & Baer department store in Pittsburgh.
May is our 40th anniversary. Permit us a moment of nostalgia. WCAU Radio started in 1922. It was the year insulin was introduced/Warren G. Harding was president/F. Scott Fitzgerald’s “Tales of the Jazz Age” was creating a stir/Charlie Chaplin was the King of Comedy/April Showers was one of the popular songs/Jack Dempsey was heavyweight boxing champion/The New York Giants won baseball’s World’s Championship/Rudolph Valentino and Lila Lee starred in “Blood and Sand”; Douglas Fairbanks in “Robin Hood”. We’ve progressed from crystal sets in 1922 to transistors in 1962 . . . from road-exploring cars to space-exploring rockets. Through the terms of seven U.S. presidents . . . war and peace . . . depression and prosperity, WCAU Radio reported the ever-changing scene.

Today the voices of WCAU and CBS Radio help us to maintain our sound of leadership and experience. It is understandable why we look back but briefly—the past is fun and nostalgic. But we firmly believe in the future—its prospects never sounded better.
Public service newscast, on Nov. 2, 1920, of Harding-Cox election returns, made radio famous. (Notice the microphone). In Pittsburgh. (KDKA)

Singing comics, radio's first, a Friday evening "must" with WEAF listeners. In 1923 they "sold" radio the way Milton Berle "sold" television: Billy Jones and Ernie Hare. (WNEC)

Adolph Ochs, late publisher of New York Times, in Schenectady for historic two-way DX program with Admiral Byrd in Antarctic. Martin P. Rice, standing, first station manager. (WGY)

A parade is a parade; change the microphones and uniforms and this could be today. French General Henri Girard and President Herbert Hoover review veterans of famed Rainbow Division in Baltimore, July 15, 1929. Seven years earlier same station broadcast first radio talk by president, Warren G. Harding. (WFBQ)

18 THE EAST
A comprehensive sound effects room, such as this 1931 layout, indicated either a network flagship station—with Norman Corwin or Arch Oboler on staff—or a local station actively engaged in live programming and dramatic production. Presumably the writers at this Pittsburgh station never moved their characters through a door since the familiar door frame rack is absent. Today these sounds are on records and working such equipment is a lost art.

In 1930 he was known as "Red" and starred on the Ukelele Club program. Arthur Godfrey. (WFBB)

THE EAST 19
1922
WCR begins to bring great voices to the air. One of them,
THOMAS A. EDISON,
in his first radio broadcast.

1962
WOR’s tradition of “talk” radio continues with today’s great voices. Here,
JACQUELINE KENNEDY,
the First Lady’s first visit to New York.

WE PAUSE FOR STATION IDENTIFICATION
WOR AM-FM New York... An RKO General Station
FIRST IN NEWS, FIRST IN TALK, FIRST IN AUDIENCE
Radio was in the operating room back in the '30's. In this Philadelphia special event the shoulder pack transmitter shortwaved the description. (WFIL)

"For meritorious service during a 1936 flood" in Pittsburgh. (WCME/WKRT)

Radio went where the news was being made. In 1933 William Beebe, scientist, explorer, made news with his bathyscope and NBC was there. (WNBC)

"Keep your mike between the celebrity and the flashbulb and your call letters may be in the paper" was SOP for special events men in the '30's. Early FDR. (WOR)

Fred Friendly in 1938 BM (before Ed Murrow) doing his first program "Footprints on the Sands of Time" in Providence, R. I. (WEAN)

"Power-up with Wheaties" was a sock slogan even back in 1933 when Dr. Leon Levy, center, signed Jimmy Foxx, home run slugger of the Philadelphia "A's," for a Wheaties sportshow. (WCAU)
Radio merchandising in the late '30's, by Wrigley’s Gum on the Yankee Network. Local talent, local audience, different city each week. This week, Providence. (wean)

Cooperation between non-competing stations was unusual but not unknown in 1937 when unexpected and early thaws flooded Louisville, Ky., and almost washed WHAS off the air. With its own shortwave remote gear over-loaded WHAS turned to WFIL, Phila., for the loan of its knapsack shortwave transmitter rig, and did a bang-up job of reporting. (WFIL)

Ike Lounsberry's station, in Buffalo, N. Y., was to radio what Joe Engle in Chattanooga, Tenn., was to baseball—a starting place for talent. Top, left to right, Dave Cheskin, conductor; Jack Smart, actor; Stuart Metz, director. Bottom, left to right, Bob (Howdy Doody) Smith; Bud Hulick and C. Chase Taylor (Col. Stoopnagle & Bud).
A program coup immortal in the history of network radio brought Arturo Toscanini out of retirement, on Christmas Day 1937, to conduct the NBC Orchestra.

Politicking on radio has changed little since the first candidate made the first speech. Henry Cabot Lodge, then Senator from Massachusetts, in 1936.

Remote unit, with studio and control room, a first in its day, stole the audience at the 1937 Baltimore Auto Show.

In the early days, when stations were few and receivers handmade, listeners logged the distant stations their sets 'brought in' and wanted verification. This Philadelphia 250-watter sent these special stamps to its listeners.

With Roosevelt in office only a few days and the depression still on, this alert Philadelphia station did a program from the Commercial Exchange.
THEN:

In a wicker-chaired parlor on Long Island, WHN was born, March 18, 1922. 250 watts. On the air fifty-seven hours a week. The rest is history. What a history! Remember WHN, when...

Judy Garland get her start on radio's first amateur hour. The one m.c.'d by WHN general manager, Major Edward Bowes.

Eddie Cantor, Gus Van, Bob Burns, Baby Rose Marie and Morey Amsterdam all were there on WHN. So was a singer named Gene McNulty, who became Dennis Day.

And for the sportsman: Harry Richman, Ted Husing, Don Dunphy, Red Barber, Clem McCarthy. (They're off!)

REMEMBER

WHN

AGAIN

...now WHN is back. And with it today's great Sound of Music/Total Information News.

When Storer Broadcasting Company purchased WMGM early this year, they did more than set a financial record in radio transactions. They returned the pioneering call letters WHN to the air.

Storer Broadcasting Co., adds to WHN's great tradition the experience of 34 years of responsible broadcasting...answers the hopes and expectations of millions of listeners throughout Greater New York, New Jersey, Upper New York State, New England, reached by the powerful WHN 50,000 watt signal.

If radio's first forty years sounded exciting, just look ahead at the WHN showcase featuring the world's greatest artists playing the world's greatest compositions.

And REMEMBER WHN,
The new sound of Storer Radio in New York.
REPRESENTED NATIONALLY BY THE KATZ AGENCY

STORER
BROADCASTING COMPANY
New Blood bought into radio in the '40's. At 1943 press party announcing General Tire purchase of Yankee Network was then vice president, now FCC commissioner, Robert Bartley, center. (WNAC)

Local level merchandising in Philadelphia with d.j. Bosh Pritchard, onetime great name of football, interviewing singers Patti Page and Buddy Greco. (WDAS)

Prime sample of 1940 regional programing was Yankee Network's "Quiz of Two Cities" between studio audience in Boston, at WNAC, and Providence. (WEAN)

The trend in 1948 was to new facilities with studios and transmitter both located in one plant. (WBZ)

Typical war effort activity by a local station was this Buffalo "Commando Court of Honor" promotion which honored youngsters for selling war saving stamps by having them christen a Bell fighter plane. (WGR)
Qualified newspapermen were rare in local radio early in World War II and few were able to wrangle War Dept. accreditation as correspondents. One of the first was E. R. "Curly" Vadeboncoeur in the Pacific Theatre. Now president of Syracuse station, where he started, and operating head of Newhouse Group Stations. (WSYR)

With the increasing number of stations came interference problems and directional antennas such as this 1940 twin-tower transmitter plant of WCAE, Pittsburgh. In 1944 a tornado crumpled the tower on the left. Station switched to an auxiliary. (WYRT)
for 40 YEARS

The CALLMARK of QUALITY RADIO in Central New York

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO

NBC AFFILIATE IN CENTRAL NEW YORK
First rehearsal of a dramatic show in 1940's. This Pittsburgh cast included: Carl Dozer, Irma Lydon, Rosie Roswell, Bob Dixon, Harold Goldstein. (WRVT)

When the founder of the CIO visited Scranton he was a "must" for radio coverage. Here, in 1949, Mayor James T. Hanlon and John L. Lewis of the United Mine Workers. (WQAN/WEJL)

Singers were also "fast readers," in the '40's. These Pittsburgh troubadors were, seated, Ernie Neff and Everett Neill. Standing, John Howard, Herb Angell, Tommy Rogers, Hodie Gray. (KQV)

Radio really supported the war effort on the home front. Typical was this coverage of the launching of a new destroyer in a Boston shipyard. (WBZ)
Happy Day in 1953 when David Lawrence, then Mayor, now Governor, proclaimed KQV Day in Pittsburgh. Onlooking: James Murray, then gen'l. mgr., and former owners Irwin Wolf, Lee Eckels.

Radio talkathon in 1952 for the Jimmy Fund in Providence, R.I., with Mayor Reynolds and other local nabobs.

John Foster Dulles, later to be Secretary of State for President Eisenhower, talked at the World Affairs Forum in Pittsburgh, Pa., early in 1952.

The Kennedy Clan campaigning in Boston in 1952 when the President was a member of the House of Representatives and would soon become a Senator.
Many a broadcasting first came out of General Electric and Schenectady including this origination of the "Breakfast With Bill" (Edwardsen) program from a girls' dormitory at Bennington College. (wgy)

A 40th Anniversary broadcast in Philadelphia with at least 133 years of service on Mike! Seated: Hal Simonds, acct. exec. 40 years and Jack Schants, asst. chief engineer, 35. Standing: Rex Morgan, host; Max Solomon, 33 years in sales, and Jack Steck, producer, 25 years. (wphl)

Tex and Jinx McCrary in 1956 celebrated ten years on what then was, WRCA, in New York, with a gala celebration at the Waldorf Astoria. Mayor Robert Wagner presented the inevitable plaque. (wnbc)
As we celebrate 40 years of radio broadcasting, we look back on a record of achievement that has made WGY one of the great pioneers of the radio industry. From the first dramatic program ever produced on radio in 1922 to quality full-range programming in 1962, our efforts have been directed at making radio serve the public in the highest standards of communication and entertainment.

But while we look back with pride, we also look forward to the challenge of the future . . . to find new and better ways to serve the public and the radio industry. Our history of accomplishment, therefore, is most valuable as it serves to stimulate us to forty more years of progress in radio.
For the Korean War the Pentagon was geared to handle local radio war correspondents. One of few was John Anton of Philadelphia. (WFIL)

Mobile units 1962 version. Jerry Jerome in plane; Cliff Borden, standing; Jack Delaney, news director, with mike. (WNBH)

Two Pittsburgh baseball immortals, Honus Wagner and Pie Traynor, talk about the Pirates and National League. (WJAS)

With almost 700,000 negroes in the booming Delaware Valley market this Philadelphia station ten years ago shifted its programming to service this audience exclusively. Jackie Robinson, baseball trailblazer, and News Director Joseph Rainey. (WDAS)

A 40th Anniversary in New York, for what was WJZ, and started broadcasting September 30, 1921! Agency and station people "twisting" at Tavern-on-the-Green. Far right is Steve Riddleberger (just within camera-range), now prexy of ABC Radio o-and-o's. (WABC)

With almost 700,000 negroes in the booming Delaware Valley market this Philadelphia station ten years ago shifted its programming to service this audience exclusively. Jackie Robinson, baseball trailblazer, and News Director Joseph Rainey. (WDAS)
NOW as THEN...
LEADERSHIP IN PROGRAMMING

Today, as in the beginning, WJAR is an NBC station and Today, as in the beginning, WJAR sets the pace in local programming, the most hours of any Rhode Island station devoted to staff-created news and public affairs features, the only daily woman's program in the market, its own meteorologist, Brown University football on Saturday afternoons each Fall and the finest lineup of disc jockeys.

NOW as THEN...
LEADERSHIP IN SERVICE

In the first four days of May sales on the album shown above reached $2,200 for Providence Kiwanis Underprivileged Children's Fund. This album was created and produced for Kiwanis by WJAR Radio.

WJAR RADIO 920
PROVIDENCE, RHODE ISLAND
Leadership in service...Leadership in programming.
For 40 years on WJAR Radio...For 13 years on WJAR Television
Outlet Company Stations
Traffic reports by helicopter—the modern compact, flexible mobile unit. Tom Shafer, with microphone, of Pittsburgh. (WVIT)

From a small building in downtown Philadelphia to this modern plant on the outskirts of town in forty years. (WCAU)

Maturity and tradition go hand in hand. A painting of the famous Harding-Cox election returns broadcast, in 1920, is hung in the Pittsburgh Press Club. (KDKA)

A 40th Anniversary spectacular, a recreation of the year 1921, staged in the same location as the inaugural program, pulled 7,000 Bostonian listeners as the audience. (WBZ)

Advance guard of the 24,000 New Yorkers to attend this station's 40th Birthday Party at Freedomland in 1961. (WABC)

This 40th Anniversary was a cake cutting by Harvey Glascock, general manager and Philadelphia Mayor James Tate at City Hall. (WIP)
We're commemorating two important events this year in Philadelphia: WIP Radio's 40th anniversary and Joe McCauley's 20 years of continuous on-the-air service. WIP can point to a long list of "Firsts" in 40 years of maintaining the highest standards in broadcasting. We'd rather make an issue of Joe McCauley, affectionately known as Philadelphia's Morning Mayor, and a tradition with hundreds of thousands of Philadelphians. For over a generation, they (and scores of happy clients), have started each day with Joe McCauley on Philadelphia's Pioneer Radio Station WIP RADIO

A Metropolitan Broadcasting Station
Now represented by Metro Broadcast Sales
Baltimore's First Licensed Station

Serving booming Baltimore . . . with the music it likes . . . and with public service dedicated to the community and its citizenry . . . a vital force in the dynamic growth of Baltimore for FORTY YEARS!

*Source, Feb.-March '62 Pulse, April-May '62 Hooper

Baltimore's First Rated Station

Radio Baltimore

WCAO

5000 WATTS • 600 KILOCYCLES

Represented Nationally by Radio-TV Representatives, Inc.

THE Plough, Inc. STATIONS / RADIO ATLANTA WPLO AM-FM RADIO BALTIMORE WCAO AM-FM RADIO BOSTON WCOP AM-FM RADIO CHICAGO WJJD AM-FM RADIO MEMPHIS WMPS AM-FM
An indisputable first: Irving Vermilya, holder of ham license number one, and founder and first owner of New Bedford, Mass., pioneering station, with early equipment. (WNBH)

Radio studios turned into community showcases, in the latter half of the 1900's by combining audio and video operations under one roof. Here is modern version of Syracuse's first station. (WSYR)

Safe driving promotion wins congratulations of Maryland Governor Tawes for Byron Millenson, General Manager of Baltimore station. (WCAO)

Don Tuttle, editor of Schenectady's "Farm Paper of The Air" program which has been on the air since Nov. 1925. (WGY)

Public Service covers the wall of this studio at a community minded station in Scranton. More than 100 citations are visible tribute to community help and leadership. (WEJL)
WMAZ, MACON, HAS BEEN SERVING THE PEOPLE OF MIDDLE GEORGIA SINCE 1922

Good Broadcasting makes WMAZ a good citizen... imaginative and responsible local programming along with top CBS network offerings make it one of the most important voices in middle Georgia affairs. WMAZ, 50,000 watts, 940 Kc, affiliated with WMAZ-TV, Channel 13.

40 YEARS OF BROADCASTING
Automation came early: long before tape cartridge and punchcards, the player-piano could be relied on for automatic programing. The mike here was a Kellogg, and the phonograph was of course, an Edison. (wrec)

Radio serials developed an entire new writing technique. An early effort was made by Macon couple after hearing network program; they wrote and produced their own Mr-&-Mrs serial for local station, and “their identity was never revealed.” (wmaz)

“Super-power” of 5000W was approved by Federal Radio Commission (pre-FCC) in 1925 and, as grilles reveal, engineers weren’t taking any chances with this output. (woai)

Henry Ford got firsthand taste of new medium, at the old Atlanta Journal office in 1922. As with many stations, this first transmitter was assembled by an amateur, then bought by newspaper for promotion. (wsb)

(Left) 

(right) 

(below) 

(above) 

(above) Listeners’ letters, as mentioned in this newspaper ad, were more than a pat on the back. Mail-maps were the coverage charts of their day, and many an advertiser in the 20’s and 30’s placed his business where the mail-sack was heaviest. (wbap)
A LESSON IN RADIO

Last night The Commercial Appeal formally opened its radio broadcasting station. The official letter of the station is WMC. Geographically WMC is less than three miles west of the 90th meridian and about 10 miles north of the 35th parallel.

The 90th meridian cuts through the eastern part of Memphis and the 35th parallel in the south line of Tennessee.

The towers of the broadcasting station are on the top of The Commercial Appeal Building. The broadcasting rooms are on the fourth floor. Three rooms are used. One room holds the motor, which is the only one that contains a small amount of electric energy. In the second room sound broadcasting implements terminate. There are three of these. They are about as large as office filing cabinets. Each is about six feet high by two feet broad and wide. In these cabinets are various wires which we do not understand and you would not understand if we attempted to tell you about them in detail.

The adjacent room is the studio. It is lined with felt. It has a beautiful white finish. The windows are heavily curtained. In this room there is a piano, a comfortable sofa, some chairs and a table. On this table there is a pot of beautiful flowers. Near the middle of the room is an instrument about as large in circumference as a tin pie pan, the same being about eight inches across. It is like two pie pans put face to face in this. In this instrument are a number of perforations. These perforations are covered with a fine screen. From this instrument a wire leads to the main broadcasting room.

When the station is running any sound in the studio, no matter what point is picked up by the little instrument which is called a microphone, conveyed into the broadcasting room and there that sound is amplified and shot from the room up a wire to the wires in the air above the building and off of those wires it scatters to the four corners of the earth—and a speed of three hundred million miles a second—just as light, faster than sound and light, comes from the blow of an ax or the shot of a gun. If you have a proper receiving set you can hear it.

The broadcasting room proper takes the sounds coming in from the studio and develops them. It puts them into such shape that they can travel far. The receiving sets, which may be within three miles of Memphis or within a thousand miles, draw down these sounds to a point where they can be translated through the receiving cabinets and into voices they had when they came from the key of a piano or from the mouth of the singer or speaker in the studio.

The scientific men say that when the radio broadcasting machine is in operation it sends forth a constant stream of energy. The human voice or any other sound-producing instrument causes this stream to vibrate up and down.

That is your constant stream of energy. Now take a pencil and follow the same lines generally, but wiggle your pencil up and down on paper and you have a diagram of what the sound does to the constant stream as it is covered with a fine screen. So the length and the frequency of those vibrations make the sound which finally strikes your ear.

The word "radio" covers many things. It is not apt, as to some of these things. The word "radio" and the word "ray" have the same root. The word radio originally had to do with radius.

The "ray" of light was conceptual in the ancient as spoke shooting out from the hub of a wheel on, as Homer's describers of the Aurora, the pink fingered Daughter of Dawn. "Radiation" is from the same root.

So "radio" is good in that it has to do with a shooting of energy through the air. This energy may be in the form of light, heat, or it may unmask itself in sound.

We hear of a broadcasting station reaching a receiving station a thousand miles away. In very truth the broadcasting station reaches all points a million miles away if these million miles are within the realm of ether or whatever the material thing that envelopes the earth.

That sound of a broadcasting station never dies. You may not get this, but this will help you:

Did you ever dream a Pebble onto the smooth surface of a silent pool? Do you remember how the waves from the pebble, circular and wide, out in every direction? If the pool is small you see the waves strike its rim. If the pool is large your human eye may not see the waves as they strike the rim, but they strike.

That is a sound of a broadcasting station. They do not strike a rim, but there is the low rumbling noise which echoes through the air and the air is that which surrounds our ears.

This thing of energy will go on until the end of time. Energy is always active. Everything is in motion. There is nothing absolutely still in the universe.

Then we may begin to see how far reaching are the consequences of things done.

No man is safe from something about the evil that men do living after them and the good being interred with their bones. At that particular time Mars was descending. He knew that part of what he said was not true. The evil that men do lives after them and the goodness that do lives after them. An evil act injures our neighbors and our neighbors' neighbors; a good act helps our neighbors and our neighbors' neighbors.

So, finally, draw a moral lesson from this broadcasting station, like unto it, remembering that the consequences of wrong and the consequences of right are lasting.

The air is filled with noise. All that men say, projected by a greater force than the human lamp, goes running through the air into space infinite.

So if we had a receiver properly tuned, what strange things it could pull out of the air and throw against our ears and through our ears go into our brains.

Everything that has been said since man began to speak and since the thunder broke through the night is yet re-echoing. So last night of the victor, the last groan of the dying are yet in the air. The last word that Christ said when he was about to yield up his spirit: "Father, forgive them, for they know not what they do." This may be an assertion. He did not say it.

When he said it the thunder broke through sky and earth. He did not say it.

This lesson does not tell the same story to the same man at the same place. The same lesson comes to you, and you can be as wise and as foolish as you please.

That is the lesson of March. It is going to tell the world of March or within the limits of March the story of what those white men do living after them and the good being interred with their bones.

Just as we hope our machine will broadcast good instead of evil, may not we in our daily journeys up and down the lands of the world broadcast a good influence by right living rather than a bad influence by wrong living.

The Commercial Appeal spent many thousands of dollars in the construction of its broadcasting station. The material reward to this paper will be nothing. But The Commercial Appeal dedicates this broadcasting station to the use of its friends and readers. It is theirs to enjoy and if we can contribute something to their knowledge and entertainment or to their advancement intellectually or spiritually we shall feel amply repaid for what we have done.

Get your receiver and try in.

(Above) Southern station was out in December. 1922. When it formally opened, in January 1923, this editorial appeared in the Sunday Commercial Appeal, the Memphis owners of the station. A classic, it speaks for itself. (WMC)

(right) First dance by radio was pioneered at Georgia Tech, where 4FT broadcast to downtowners. Amplifiers and loudspeakers weren't much good in 1920, so the crowd could hear earphones, to the faint, ragged strains of "Ramblin' Rock." Army Signal Corps helped the Tech experimenters; a few years later, when receivers improved, The Dance by Radio became a national fad. (WGST)
Receiver sales hadn't begun to boom in 1920. One of the reasons was that there wasn't much for people to listen to. Furman Ferguson got over the problem by starting his own station, 4XD, with partner Fred Laxton in Charlotte. The problem soon disappeared...

Sales promotion called for ingenuity. Cal Farley (center) used radio to boost the new Goodrich "balloon" tire: had a plane drop one from 2700 ft. Tire bounced over 200 ft., but didn't burst. Radio pulled a huge crowd onto the prairie to watch the demonstration.

Radio's image was consistently genteel, for a few years. String quartets and bow ties disappeared by the early 30's; in this 1926 shot the young musician on far right is Alex Keese, who later became gm. for radio and tv. (WFAB) Logbook read "accompanist on hand but no soprano: announcer on duty filled in with baritone solos." Art Johnson, chief ann., was soloist. (WQAT)

Arthur Murray promoted the first dance on radio (see page 41) while still a student at Georgia Tech. Stunt was an early, ingenious tie-in; radio gave publicity to Murray's dances, which reportedly were already earning him $15,000 a year while at college. (WGST)
...and **good taste in broadcasting** is still more precious to us than our new $4,000,000 facility!

WFAA's broadcast license, authorized in 1922, was a public trust. It has been honored each broadcast hour of the 40 wonderful years. It will continue to be honored in years to come. Naturally, we have sought new and better methods of transmission and program appeal through the years.

Today, these facilities are unsurpassed... anywhere! Today, WFAA RADIO continues to enjoy top popularity and respect with its programming of news, music and special features. In fact, there are more homes dialed to the "820 spot" than to any other in the entire Southwest! We like to think it is because we have honored that 40-year trust.

**WFAA-820**

*Radio FM Dallas*

Represented by Eason-Moore Co., Inc. The Original Dallas Representative

AT **Communications Center** Dallas

WFAA • AM • FM • TV — THE DALLAS MORNING NEWS
MAY, 1962 WKY

(One of 12 metro area stations on the air)

52.1% of Oklahoma City radio audience

(more than the other 11 stations combined)

The station
Oklahomans listened to
FIRST
Is the one they
now listen to
MOST!

WKY

RADIO 930

The WKY Television System, Inc.
WKY-TV, Oklahoma City
WTVT, Tampa-St. Petersburg, Fla.
Represented by the Katz Agency
The big money was in radio, and a strong station could attract top talent. Film star James Hall became a staffer, after playing with Jean Harlow and Buddy Rogers in "Hell's Angels." (WKY)

Personal appearance was nothing unusual even in the early 30's: Amos 'n Andy originated from Memphis for a week. Far right: station gm Henry Slavick. (WMC)

Wire service wasn't available to radio because of newspaper opposition. Problem was overcome when stations organized coop service, Trans-Radio: station gm Wilton Cobb edits the first day's bulletin, in 1935. (WMaz)

Backwoods humor proved one of radio's most enduring subjects. Lum 'n Abner served a Texas apprenticeship before becoming national stars, about 1929. Program was still running on CBS into the late forties. (WBAP)
Facsimile news died stillborn with TV's advent, but for many years the idea intrigued such pioneers as G. B. Dealey, here with a copy from the first experimental transmission licensed by the FCC in 1938. In this test, facsimile receivers were set up throughout Dallas; in public schools, drugstores and other points where subscribers could see a newspaper printed in front of their eyes. In retrospect, facsimile's greatest value may have been in keeping open many FM channels which otherwise could have been lost to radio; in New York, for example, George Finch kept WQHP on the air while trying to set up a facsimile chain throughout the city, and similar efforts were made in other parts of the country.

Sales promotion was aggressive and imaginative. Lone Ranger was nationally sponsored by a baking company; this regional tie-in was for Merita bread, whose salesmen here are exposed to specially-written playlet.

Network origination from a local station was a comparative rarity. This hour-long mystery/adventure, titled "Dark Fantasy" came out of Oklahoma City, as a Saturday night network feature for many years. Few stations were able to mount such a lavish production; this one was notable in that it was entirely written and produced by station staff, and all members of the cast were either staffers or local dramatic talent.
Miss Texas, Linda Loftis, says...

DAY IN, DAY OUT — YEAR IN, YEAR OUT, TOP QUALITY NEWS, SOPHISTICATED MUSIC...

570 WBAP
RADIO REFINED®

820 WBAP
SOCIAL RADIO

WBAP-FM
96.3 • THE ARISTOCRAT OF SOUND

DALLAS • FORT WORTH
Peters, Griffin, Woodward
It was July 18, 1922. On this day, John Glenn celebrated his first birthday in neighboring Ohio and WHAS pioneered Kentucky broadcasting as a 500-watter in Louisville.

The years flew by and WHAS helped transform a sprawling, backwoods Kentuckiana area into a rich, diversified market. WHAS has continued to pioneer with specialized departments for News, Sports, Farm, Home and Public Affairs programming.

Today, WHAS programs are airborne by a 50,000 watt, clear channel thrust and have boosters who respond from nearly 1,000 American counties in more than 40 states.

Pioneering is a good life. And in Kentuckiana, the good life for listeners and advertisers begins at eight-forty . . . WHAS 840 Radio.
Disastrous Ohio flood of 1937, nation's worst, gave radio its first great chance at cooperative service. When 900 were killed and four states blacked out, 591 stations across the country broadcast appeals every quarter-hour for medical supplies, food and money as well as continuous flood information. Said the Red Cross: "We don't know what we would have done without the radio..." Here, shortwave crews are working with equipment borrowed from other stations.

(left) Training of many executives began at the other side of the mike. VP Charles Crutchfield was announcer in '33 for a musical show which promoted RCA disks. (wbt)

(right) Travelling the show was good publicity; when a network team came to town, newspapers took notice. It could also help with a market problem, which may be why the Chase and Sanborn Hour went to Oklahoma City with Bergen and McCarthy. (wky)

(below) Travelling billboard was a good promotion device of the early 30's, especially when coupled with a soundtruck. Local station used truck to promote charities as well as programs. (wmaz)
Ingenuity was stock in trade. When the 1940 blizzard ripped through, Wes Iz- zard told the story to NBC from Arillo. Kerosene lamp, auto battery and borrowed phonograph were “studio” accessories. Engineers hooked up to transmitter via ½-mile of copper wire and ¾-mile of barbed-wire fence. (KGNC)

Presidential campaign by Harry Truman in 1947 coincided with radio’s great post-war expansion. When Truman spoke at Dallas, no less than nine microphones were on the podium: throughout his national tour, radio was the first-line news medium, keeping the electorate fully informed on the progress of his fight for re-election. (WRR)

Newscaster for 23 years, Porter Randall typifies the day-to-day service of radio news reporting. (KFJZ)

Unstinting coverage by radio was partly responsible for the speedy mobilization of wartime might. Only a few weeks after Pearl Harbor, Memphis defense plant was humming—and Robert Caffey was on the spot. (WMC)

50 THE SOUTH
in Memphis
WMC's good music

.. is your key to an audience
no other station can reach!

TYPICAL PROGRAM SEGMENT
7:35 - 8:00 a.m., Tuesday, May 29
Begin the Beguine            Frederick Fennell
Love Me Or Leave Me            Doris Day
It's a Wonderful World         David Carroll
Just in Time                   Pete King Chorale
Make Somebody Happy            Perry Como
I Get a Kick Out Of You        Morton Gould

WMC SERVING MEMPHIS and the Mid-South since 1923
790 KC
NBC
5,000 watts

BLAIR GROUP PLAN MEMBER
all-transistorized
New Sony Stereocorder 777

the first/complete/portable/all-transistorized/high fidelity PROFESSIONAL RECORDING & PLAYBACK SYSTEM

The most advanced achievement in recorder engineering to date, the superb new remote-controlled professional Stereocorder 777 series features the exclusive and patented Sony Electro Bi-Lateral 2 & 4 track playback head, a revolutionary innovation that permits the playback of 2 track and 4 track stereophonic or monophonic tape without track width compromise - through the same head!

Included in an array of outstanding features are individual erase/record/playback heads, professional 3” VU meters, automatic shut-off, automatic tape lifters, an all-solenoid, feather-touch operated mechanism, electrical speed change, monitoring of either source or tape, sound on sound facilities, and an all-transistorized military plug-in type circuitry for simple maintenance. The three motors consist of one hysteresis synchronous drive motor and two hi-torque spooling motors.

Unquestionably the finest professional value on the market today, the 777 is available in two models, the S-2 (records 2 track stereo) and the S-4 (records 4 track stereo). Both models can reproduce 2 and 4 track tapes. And, the Stereocorder 777 models will integrate into any existing component system. $595 complete with portable case and remote control unit.

*Through the exclusive Sony Electro Bi-Lateral 2 and 4 track playback head.

Sony has also developed a complete portable all-transistorized 20 watt speaker/amplifier combination, featuring separate volume, treble and bass controls, mounted in a carrying case that matches the Stereocorder 777. $175 each.

Also available is the MX-777, a six channel all-transistorized stereo/monophonic mixer that contains six matching transformers for balanced microphone inputs and recorder outputs, individual level controls and channel selector switches, Cannon XL type receptacles, a switch to permit bridging of center staging solo mike. $175 complete with matching carrying case.

The first/complete/portable/all-transistorized/high fidelity/professional recording & playback system: $1120 complete.

Sold only at Superscope franchised dealers. The better stores everywhere.

For additional literature and name of nearest franchised dealer write Superscope, Inc., Dept. M, Sun Valley, California.
Penthouse studio was considered the ultra-modern showplace when it opened in 1947. This was atop the second unit of the Santa Fe Building in Dallas; the layout included five studios and control rooms, plus 30 other rooms and offices. Nineteen years earlier, the first studio had been a shack on top of the News Building, where pioneer broadcasters had to cope with vibration from the newspaper presses. (WP-A)

(Above) Sammy Snead—with hair—on right, was featured player when shortwave crew did a remote from Memphis Country Club in 1940. At left is Earl Moreland, then chief announcer and now gm for tv outlet. (WMC)

(Left) Postwar celebration of the Mardi Gras, in 1946, brought thousands of people into famed Canal Street. There weren't any costumes, because of wartime shortages, but the revellers turned out in force—and so, of course, did radio. (WWL)
Wartime scarcity of radio sets was a problem, especially to hospital patients and other shut-ins. Local appeal raised 400 old and unused sets; (1.) H. W. Slavick, sr., with RCA dealer E. M. Greeson.

Rocket age was ushered in at White Sands, N. M., with firing of a captured V2 in 1946. News coverage at remote site was achieved with a wire recorder, also a war-developed device.

Help for the handicapped: artificial leg for 3-year old victim was bought with funds raised through station appeal. Betty Washburn, Fletcher Austin and Kurt Webster took part in this; one of the thousands of appeals which have demonstrated radio's ability to touch the emotions — and the pocketbook.
Forty-two years ago when WRR started broadcasting...it was far and above the best radio advertising buy in this market! It had to be since it was the first operational radio station in the entire South.

Today, traditionally, WRR is still the best radio advertising buy in this market. Add up the big, eager to buy WRR audience...compare the low cost per thousand delivery charges. Truly FIRST for advertising Dollars in Dallas.

WRR reaches 52% of all the radio families in Dallas Metro Area each week. (Source: Feb. 1962 Cumulative Pulse Audit)

Represented By:
Gill-Perna, Inc.
Durward J. Tucker,
Managing Director
WRR, State Fair Grounds,
Dallas, Texas.
The "Voice of Alabama" Since 1922

WAPI
50,000 Watts*
Birmingham, Alabama

Represented by Henry I. Christal Company, Incorporated
FUND RAISING: More than $2 million has been raised for hospital by Shrine Bowl football games; the late Lee Kirby broadcast every game from 1937 until 1953.

NEWS COVERAGE: News coverage in New Orleans reflects space-age development (huge NASA plant is nearby) which often make national headlines; can even lure ex-newsman Morrow back to the mike for spot report.

LOCAL POLITICS: Local politics get full treatment, especially now that air-editorials are permissible. Newsman Jay Crouse here gets story from floor of Kentucky Assembly.

SPOT IMMEDIACY: Spot immediacy of news reports reaches the ultimate with self-contained mobiles; here, at downtown fire.

OLDEST RADIO: Oldest radio was uncovered in station birthday contest: winner was 1916 model which still worked—with a 500 ft. aerial.

TRAFFIC REPORTS: Traffic reports are an essential part of radio service, and many stations have taken to the air for coverage. Unique relationship of helicopter and road system is clearly demonstrated during rush-hour broadcast.
Road safety is dramatized by patrol car, which also hands out jackpot prize to courteous drivers, sometimes of several hundred dollars. (WRR)

Station identity is tied firmly to White Columns, the $1.5 million home of WSB radio/tv, Atlanta. Building is not only efficient, but also beautiful, and is featured in all promotion material released by station. (WSB)

Efficient design has produced handsome studio for Oklahoma City—a far cry from first studio, which was in Exchange Ave. Baptist Church. (KOCY)

Children's programing is still a big responsibility; here, young listeners from orphanages are brought together at Xmas. (WWL)

Industry service by Harold Hough (l.) spans 40 years and every board of the NBC and ABC networks. Here, with Robert Sarnoff at 1960 NAB convention, where Hough received plaque for work which included chairman of committee (1941-45) which convinced FCC that papers & radio should not be divorced. (WBAP)

Local news is anything which interests people; here, a drive of one of the few remaining buffalo herds in New Mexico. (KGNC)

College radio with a difference: Wesleyan girl students took over complete operation of commercial station for a full day. (WMAR)
Local News is Mobile on Atlanta's WSB

Atlantans and Georgians catch their news while it's happening on WSB Radio! Mobile news operations (utilizing helicopter, news cars, and a staff of professionally trained newsmen) enable WSB to provide accurate news coverage, fast. Leadership in news is another reason for WSB's dominance of Atlanta radio, and its ability to stimulate sales for advertisers.

Represented by

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.
Radio farm service is big-time in Texas, a fact highlighted by a global farming tour, organized by Amarillo station. Farm director Cotton John Smith led 36 ranchers around the world in (40 days) and taped interviews with farmers and agricultural specialists in 13 countries. Material was flown back for use in the 1½ hours of farm & ranch programming done daily. Here: Smith and recorder, 1961.

"Public interest" is served in many ways; big highway safety campaign was undertaken by station in cooperation with city, county and state highway officials last year. Campaign ran for a full year; earned official praise.
In May of 1922, there were 80 licensed private broadcasters. One of the first 80 was WDAG in Amarillo, Texas. During this same year KGRS began transmitting from Amarillo. Later these two pioneer stations were merged to form KGNC.

Celebrating 40 years of Quality Broadcasting

Name your survey, KGNC Radio leads the Amarillo Market. Leadership, in today's competitive market, is not inherited, it's earned, and KGNC is the leader in the rich 60 county area we call the GOLDEN SPREAD. According to the NCS '61, KGNC Radio leads all other Amarillo Radio stations in Weekly Coverage with from 2½ to 15 times as many listeners.
the birthplace of broadcasting...

**WWJ**

*total radio on 9·5·0*
Detroit's basic station for 42 years

**WWJ-TV**

*good looking channel 4*
Now celebrating its 15th Anniversary Year

Quality, integrity and believability have always been the hallmarks of the WWJ Stations—three big reasons why the nation's leading advertisers prefer "The Birthplace of Broadcasting."

**WWJ NEWS STATIONS**

Owned and Operated by The Detroit News  
*National Representatives: Peters, Griffin, Woodward, Inc.*
WCAZ, Carthage, Ill.
WMT, Cedar Rapids, Iowa
WAAF, Chicago, Ill.
WGN, Chicago, Ill.
WMAQ, Chicago, Ill.
WCPO, Cincinnati, Ohio
WLW, Cincinnati, Ohio
WSAI, Cincinnati, Ohio
WHK, Cleveland, Ohio
WCOL, Columbus, Ohio
WKVN, Columbus, Ohio
WGC, Davenport, Iowa
WING, Dayton, Ohio
WDZ, Decatur, Ill.
KSO, Des Moines, Iowa
WJR, Detroit, Mich.
WWJ, Detroit, Mich.
WDAY, Fargo, N.D.
WFDF, Flint, Mich.
KFIZ, Fond du Lac, Wis.
WBAY, Green Bay, Wis.
WKZO, Kalamazoo, Mich.
KMBC, Kansas City, Mo.
WDAF, Kansas City, Mo.
WHB, Kansas City, Mo.
WKSH, La Crosse, Wis.
WISN, Milwaukee, Wis.
WJAG, Norfolk, Neb.
KMEO, Omaha, Neb.
KGFX, Pierre, S.D.
WSBT, South Bend, Ind.
WCVS, Springfield, Ill.
KSD, St. Louis, Mo.
WEW, St. Louis, Mo.
WIL, St. Louis, Mo.
WSPD, Toledo, Ohio
KFH, Wichita, Kan.
WNAX, Yankton, S.D.
Special rental was a strong attraction of hotels, as studio sites. This probably was program manager’s bulletin—note record and copy racks on far wall. (wtko)

Call letters often were the initials of the founder, such as Frank D. Fallain. In 1922 this was the founder, gain-rider, log-keeper, receptionist and platter-player in Flint, Mich. (wpbf)

Public touch was demonstrated by one of the first newspapers in radio. In 1922 this huge, wooden loudspeaker was mounted in Detroit’s Grand Circus Park, to broadcast a play-by-play of the Yankees-Giants World Series. The paper: Detroit News. (wwj)

Builder of 5 of the first wireless telephone stations was Douglas “Tex” Perham; here with his latest creation, WJAM, Iowa. Tex is at the carbon “transmitter” — mikes came later—which fed a powerful 20 watts to a flat-top antenna. First program starred “the Manhattan Dance Orchestra” playing such favorites as “Don’t Bring Me Posie When It’s Shoesies that I Need.” First year highlights included a telegraphic play-by-play of the Yankee-Giants World Series from New York City: A remote from Chicago where French Premier Clemenceau was talking. (wmt)
Sweat and savvy were essential in the building of any early transmitter, such as this section of a 1921 rig. Wet and dry-cell batteries and switch on wall indicate this was the work of a wireless-telegraphy amateur. Early towers provided essential altitude once the transmitters started to move out of town. View of the Mississippi Bluffs was excellent; more important was coverage gained from a commanding situation.
Typical of the way early radio 'just grew' was WEW, then part of St. Louis University. The school's Science Department had a seismograph station, and a meteorologist, Brother George E. Rueppel, S.J. In 1912 the department built a wireless set to exchange tremor and weather data with other seismograph centers during earthquakes. In 1919 the Government used it to relay weather, grain and livestock data from the West Coast to Washington. By April 26, 1921 Brother Rueppel began airing daily weather reports. In July came the idea of playing a phonograph record into the microphone. This was so popular country banks set-up receivers so farmers could listen. In August came daily livestock and grain reports. By 1922, when the Department of Commerce took charge of radio, Brother Rueppel selected WEW as its call letters for "We Enlighten the World."
YOU CAN QUOTE ME...

"WLW stations for Squibb Vigran Vitamins provide the perfect package, strong coverage and important cooperation at the local level that gives added impact before and after the selling messages are presented to consumers."

Peter Dalton
Associate Media Director
Donahue & Coe, Inc.
New York

I'LL SAY THIS...

"In buying Broadcast today the 3 necessary ingredients are: coverage, having an important selling background in terms of the programming and extra mileage for merchandising at the point of sale. In all 3 areas WLW stations fit the bill."

Gerald T. Arthur
Vice President & Media Director
Donahue & Coe, Inc.
New York

Call your WLW Stations' representative...you'll be glad you did!
"A Curiosity Today, It May Be A Commonplace Tomorrow"

So predicted the Kansas City Star in an editorial on the eve of WDAF Radio’s maiden broadcast 40 years ago. The Star went on to prophesy that... "The time may be shortly at hand when families will sit home and hear the opera." "...when the farmer will get his market report without waiting for the paper." "...may, a year from now, clap a receiver to his ear in his office or home and get the baseball score." "...when anybody who wishes may listen in to the debates in Congress. And WDAF won't Congress watch its step then, thought?" "...it is no doubt destined to be a great universal business and social agency." Nothing clouded about that writer’s crystal ball, particularly as applied to the big, full, modern sounds of today’s WDAF radio. • It is Kansas City’s Metropolitan Opera station. It is the Midwest’s prime source for farm information, sports, news and special events. • WDAF is a "great universal business and social agency."

WDAF RADIO • SIGNAL HILL • KANSAS CITY • FC

Transcontinental Television Corporation

In Television: WGR-TV Buffalo • WDAF-TV Kansas City • KFMB-TV San Diego • KERO-TV Bakersfield • WNEP-TV Scranton-Wilkes Barre

In Radio: KFMB & KFMB-FM San Diego • WDAF & WDAF-FM Kansas City • WGR & WGR-FM Buffalo

380 MADISON AVENUE • NEW YORK 17, NEW YORK
Warren R. Cox, one of the old names in radio and in Ohio, started in August of 1921 with W8ACS in his home on Payne Avenue, in Cleveland. By 1922 when this photo was taken he was the general manager. (For later shot see page 98.)

Every true aficionado of the Grebe receiver in the first days of radio proudly carried this card as evidence that his set had 'picked-up' Kansas City and the Coon-Sanders Band. (WDAF)

(Ham operator started with rig in his basement, which grew into WEMC, where John E. Fetzer doubled as announcer. Today he heads an important group operation and is also president of Detroit Tigers (WKZO) (right) Few women became announcers in early days; exception was Miss V. A. L. Jones, of St. Louis who became a glamor voice and “received many offers of matrimony.” (KSD)

(All danceband remotes didn’t come from big city hotels. In the later 20’s this Bohemian Band, playing in Norfolk, Neb., received phone requests from 100 miles away. (WJAG)

(The Tribune station was not the first in Chicago, but it always played a vital role in giving leadership to its community. The first radio police car was devised by Carl Meyers, left, then chief engineer, now vice president of WGN, who built and installed a 7-tube set and small horn speaker here being tested by police in March 1929. Station broke into programs with police bulletins. (WGN)
Mobile units 1921. Even before this St. Louis newspaper-owned station went on the air, Feb. 14, 1922, it was testing the new medium. This test had J. Roy Stockton, in cap, then a sports writer, covering National Amateur at St. Louis Country Club for the Post Dispatch and KSD. (KSD)

Page of original log book of Cleveland's first station. Notice peak program time and emphasis on remotes, obviously musical. (WHK)

Cincinnati remote. The mobile unit was set in a stake-body truck and no one smiled at knickers and loud hose. (WLW)
WHK Radio, your key to the city of Cleveland for over forty years, serving more local advertisers than any other station.
BUT... WKZO Radio Can Help You Carve Out Larger Sales In Greater Western Michigan!

Morning, afternoon, and night, WKZO commercials reach more people in the Kalamazoo-Battle Creek and Greater Western Michigan market than any other radio station. Pulse Reports show WKZO outrating all competitors in all 360 quarter-hours surveyed (6 a.m.-Mid., Mon.-Fri.).

And the WKZO Radio coverage area is one of America's fastest-growing markets, too. Kalamazoo alone is expected to outgrow all other U.S. cities in personal income and retail sales between 1960 and 1965. Source: Sales Management Survey, June 10, 1960.

For all the amazing facts about the top station in the big, fast-growing Greater Western Michigan market, see your Avery-Knodel man!

*At the Mount Rushmore National Memorial in South Dakota, the busts are proportionate to men 465 feet tall.
First listeners used 'cans' or earphones. Then came horns but no great volume. One of the first real loudspeakers was this electro-dynamic horn, built by Magnavox for WJAM in Cedar Rapids, IA, powered by a six-volt storage battery which had to be re-charged every 20 hours. Played from a second story window this amplified speaker, according to newspaper reports, attracted hundreds.

**Antenna**, in 1924, atop the South Bend, Ind., Tribune Building. This 7-wire, flat-top antenna, suspended from two 50-foot towers, was in use until 1931.

**Tinkers-Evers-Chance** of mid-20's radio were called "The Three Doctors" out of Chicago. They were Joe Rudolph, at piano; Ransom Sherman, playing flute; and Russell Pratt, bow tie. Moody, mellow and mad humor.

Programing in "public interest, convenience and necessity," in the mid-20's when the Community Xmas Tree was a major charity drive.

**Modern studio** in Milwaukee when WIAO, which started in 1922, had become WSOE.

**Kansas City "Star" station in 1925, after three years on the air, when a mike was still novel.**
Play-by-play baseball began from both Wrigley Field (Cubs) and Comiskey Park (White Sox) late in the 1924 season. At the microphone: the immortal Babe Ruth and announcer Hal Totten.

First station in North Dakota looked like this in the mid-20's, a few years after it started.

Detroit radio on August 20, 1920. Horn picked-up phonograph playing "The Roses of Picardy" for transmission through the DeForest OT-10 transmitter, on desk. Technicians were Howard Trumbe, Elton Plant and Keith Benand.

Musicians, not golfers, in Flint, Michigan, when prohibition flourished, night clubs flowered, and radio made names of such musical aggregations as Frank Z hits and his Varsity Boys.

South Dakota's first radio station was in the County of Yankton, City of Yankton. An early favorite on that station was this local combo. The man at the apex is still known as Lawrence Welk.

Reunion in the LaSalle Hotel studios of an early Chicago station. Left to right: Bill Hedges, then general manager, later NBC v.p.; Judith Walker, seated, then station mgr., later NBC public affairs exec.; Hazel Huntley, program mgr.; Russell Pratt, Joe Rudolph, Russell Sherman, the famous "Three Doctors"; sports announcer Hal Totten; chief announcer Bill Hay, of Amos 'n Andy fame.
W I L NEWS
FROM "THE FRIENDLY STATION"
Studios in Hotel Melbourne, Grand and Lindell Boulevards, St. Louis, Mo.
WEEKLY—FREE DISTRIBUTION
Published by the Missouri Broadcasting Corporation

W I L AEROPLANE FLEET
Flagship Arrives in St. Louis

(Above) Carl Ulrich, now chief engineer, started as engineer, announcer, broom-handler, etc., for WAAP. In 1928 this was the transmitter atop the Exchange Building. Carl Ulrich sans hat, then (r), and now (l). (WAAP)

(Left) These two kept people off the streets weeknights at ten. Charles Correll, left, and Freeman Gosden, the immortal Amos 'n Andy, were unknown when they started in 1926. (WMAG)

(Below) Second or third station in St. Louis published this weekly program schedule and bulletin. In 1928 it had the first of a fleet of ten biplanes carrying two passengers and pilot; concert bands broadcast an hour each evening from the roof garden studios; the Texas Piddlin' Wampus Cat & His Kittens, Okeh Record Artists, offering music from the sublime to the ridiculous will be heard during the summer; the J. L. Freund Jewelry Co., broadcast correct time signals six times daily; a play-by-play account of the ball game is broadcast "through courtesy of the Ward Baking Co." And "All programs are subject to interruption by the Chief of Police for special broadcasting of major importance."

LARGE MILITARY BANDS
Bauers, Poepings and Faulkenhainers Great Concert Bands Entertain From W I L.

A group of great concert bands entertain from the roof garden studios of W I L from 6 to 7:00 P. M., and are proving very popular with our Radio audience.

They play under the auspices of the Musicians' Benefit Association and on account of the large number of Musicians in each band, W I L finds it necessary to place them in its large spacious roof garden and extend its microphones to that location. Pedestrians far below on the streets also enjoy the music.

HARMONY SERENADERS
Noted Group of Entertainers Heard Over W I L "The Friendly Station."

Vol. I ST. LOUIS, MO., JULY 13, 1928 No. 28
good evening
this is
WIL
St. Louis

Forty years of pace-setting performance — this is the heritage of Radio WIL.
From the era of crystal sets to transistorized miracles — WIL has led the way in programming
alive with the sounds of the day.
Today as in 1922, WIL is synonymous with dynamic radio — indeed, in tempo with the times.

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

WIL/St. Louis    WRIT/Milwaukee    KBOX/Dallas
Represented by Robert E. Eastman & Co., Inc.    Represented by The Katz Agency
YOU CAN QUOTE ME...

When we decided to put our jolly Green Giant back in "show business" as a big time TV star, we knew we could count on the WLW group to reach a giant's size share of the viewing audience in their respective areas. These stations not only put our Big Green message before the greatest number of people, but follow-thru with buyers, brokers, distributors, and store managers on the firing line.

Lyle Polsfuss, Director of Marketing, Green Giant Brands
Green Giant Company, Le Sueur, Minnesota

I'LL SAY THIS...

The time availabilities offered by the Crosley Corporation chain have helped us put our "ho, ho, ho" Green Giant story before the size and type of audience we want to reach most. And you just can't beat the extra services they have to offer with the trade.

Richard Halpin, Account Executive
Leo Burnett Company, Inc., Chicago, Ill.

Call your WLW Stations' representative. . . you'll be glad you did!
**THIRTY**

---

**ABOVE** *Audience* promotion in Wichita, Kansas. The depression still on, the only station in town partnered with the Wichita *Eagle* in advertising for a couple willing to be married on mike. Winners were wed outdoors, received 10 pounds flour and sundry other items.

**RIGHT** *Newscast* in 1935 was done by John Cameron Swayze from the Kansas City *Journal-Post*, now defunct daily.

**LEFT** *Fran Allison* (later to front a couple of puppets dubbed Kukla & Ollie) wowed them in Waterloo, Ia., with her "Aunt Fanny" character and doubled in brass each noon with Les Hartman’s "Little German Band."

**BELOW** *Local talent* in Cincinnati created its own type of 'Don Becker' soap opera, just as Chicago was responsible for its own style of jazz. Before that there was the live dramatic show using staff talent. Identifiable in this very early '30 photo are: Charles Eggleston, left; Ed Byron, who later created "Mr. District Attorney; Jack Zoller, who later directed "Cavalcade of America"; Mary Smith, Gertryde Dooley, Harry Holcombe.
(ABOVE) First soap opera may have been “Little Orphan Annie,” a dramatization of the Chicago Tribune cartoon strip. In 1930 Quin Ryan was the announcer; Shirley Benn, to his right, was Annie; Allan Baruck, left, played Joe Corntassel.

(B Below) Politics and radio, the ‘old pro,’ Franklin Delano Roosevelt in Detroit in 1932 during his first campaign for the presidency.

(ABOVE) “Easy Aces” were local talent in Kansas City and popular in the hometown even before CBS picked up their program. Goodman Ace, left, with Jane as his partner. Dick Smith, the dummy, is now station ops chief.

(Below) “Vox Pop” program in Wichita, was a hot quarter-hour each Mon-Wed-Fri at one p.m. Vernon “Pappy” Reed, with mike, is now County Commissioner.
KMBC Radio... a tradition for forty years in Kansas City, now fashioned for modern listening tastes by Metropolitan Broadcasting.
They’re still doin’ the same as their grandmas did!

Our wimmin out here in Red River Valley ain’t changed at all in the forty years we’ve known ’em — they’re still mad about WDAY.

They chased us in 1922, they’re still hot on our wave length in 1962. And twenty years from now, when our WDAY birthdays have increased from 40 to 60, you can bet your life they’ll still be a-hungerin’ for us. You see, we give them what they want!

If you want the details, ask PGW!

WDAY
5000 WATTS • 970 KILOCYCLES • NBC
FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives
Travelling programs, especially Western music groups, were part and parcel of midwest radio in the '30's. Some stations trouped their shows in busses. This Fargo, N. D., outlet moved its units by train.

Mobile unit went into operation in 1936, served both the paper and the station. The pack transmitter, being used by Bob Stanton, went into service in 1939.

Vital information came to the farmer by radio from its inception and every good station, such as this Dayton, O., outlet, went to the farmer for program material. In those early days before tape the station is cutting an e.t.

George Storer, Sr. (l) in 1937, when his Fort Co., now Storer Broadcasting, had only the first of 7 radio and 5 tv stations. With him: his mother, Mrs. Mabel Storer, and v.p. & treasurer J. Harold Ryan, both now deceased.

Ole Redhead was a favorite with Cincinnati sports fans long before he came to Brooklyn for WHN and the Dodgers, then to Yankees.
"Live music" was the proudest boast a station could make, and housebands were a drawcard all over the country. Tom Owen was the original square dance caller on "WLS Barn Dance"; in nearly 25 years the band aired over 6,000 live shows and travelled over a million miles, wearing out six cars and three buses. At the peak of the live music era, the station had a staff of 28 musicians. (wmt)

Typical library probably included The Electric Orchestra, Gene Goldkette, and the Casa Loma Ensemble... though walls are still lined with drapes in 1934, this one-man operation already contains most elements of a DJ studio. (wcaz)

Stockyard fire of 1934 gutted the headquarters of Chicago outlet, caused only major break in 40 years as "we paused for station conflagration." Chief engineer Carl Ulrich and announcer broadcast the fire, then slid to safety on a telephone cable. Station was off-air for two months. Stockyard location was no accident; founder Ward A. Neff, of the Drovers' Journal, started "radiophone" broadcasts in 1922 to give cattlemen en route to Chicago the latest market and weather reports. (waff)
Ion Work in Eastern Iowa

or it seems like 40 years ago

WMT began life July 30, 1922, as WJAM, Cedar Rapids. The call letters were changed but their descriptive charm lingers.

The cowboys of 1876 were not aware of radio. The White House, preoccupied, took no known notice of this historic event.

In 1928 WJAM was sold to Harry Shaw, a pioneer broadcaster and one of the NAB's first presidents, who moved the station to Waterloo and changed our call to WMT.

Shaw latched onto 600 kc with pioneer cunning; he also invited CBS to affiliate with us; they did. Our first network program featured an orchestra playing "Don't Send Me Posies etc."

In 1934 WMT was purchased by the Cowles Brothers, who moved the station from Waterloo to Cedar Rapids, leaving behind a studio and a long wire.

In 1938 WMT-TV was established, a development greeted by the WMT staff with enthusiasm approached only by the welcome accorded General G. A. Custer by Chief Sitting Bull one June day in 1876.

The acquisition of K-WMT, Fort Dodge, in 1957 can be attributed to (1) recognition of opportunities for expanded service afforded by another fine frequency (540 kc) and (2) capitalism.

WEBC, Duluth, joined the family in 1961, an action which can be attributed to (1) recognition of opportunities for expanded service afforded by another fine frequency (560 kc) and (2) capitalism.

"Just what," an inquiring reporter might ask, "is your greatest source of pride as you look back over 40 years of nose-grinding?"

We might answer, "Faithful adherence to Proviso 7 of our first license." We quote it in full: The station shall give absolute priority to signals and radiograms relating to ships in distress; shall cease all sending on hearing a distress signal; and, except when engaged in answering or aiding the ship in distress, shall remain from sending until all signals and radiograms relating thereto are completed.

In our forty years of broadcasting we have never given anything but absolute priority to ships in distress, a statement in which our national rep, The Katz Agency, concurs.
Big staff was essential when, by late 30's, the strong affiliates really hit their stride. Detroit station was feeding the net with weekly Symphony Orchestra concerts and some live drama; was also maintaining a full local schedule and even experiments with binural broadcasting—now known as stereo. For all this, large engineering and production staff was necessary. Starting with 11 people and 500W, the strength had grown to over 100 staff and 50,000W by Christmas, 1937.

Heavy national advertiser is Coca-Cola, whose “Pause That Refreshes” is translated into a network sweet—music show with Frank Black; Coke also reverses current radio practice by putting much of its money into a summer campaign. Meantime, regional bottlers also grasp radio’s potential: Dayton company in 1935 signs for a weekly show ‘til forbid; contract and program are still running in what may be a national record. Jack Rymer still does the Man in The Street interviews, six days weekly, and George Lenning remains the station account executive. For Coke, Earle Reeder’s son, Jack, continues as sponsor; the only thing that’s changed is the $90 fee.

Broadcasting Agreement

RADIO STATION WSMK,
20th Floor U.B. Building,
Dayton, Ohio

Gentlemen:

Please furnish the following broadcasting service from your station:

Commencing: May 6, 1935, unless otherwise notified prior to that date

Ending: Upon written notice

On These Dates:

Time of Day: 11:00 A.M.
Length of period: 15 minutes
Character: Medium for the Street Program

Talent Arrangement: 1/2 of talent furnished by Jack Rymer at his request

Talent cost:

Price of time only: $18.00 EMT per week

Total cost of end-period: 1/300 of talent cost

Method of payment:

Signed this 6th day of May, 1935.

By:

[signature]

By: Jack Rymer

Acceptance

Subject to conditions listed on reverse side hereof.

(Dawn)
War Bond Drive on November 10, 1943 in Carthage, Ill. Women announcers made good Bond salesmen with women listeners. (wcaz)

Women newscasters were rare, in 1940. And just as rare was the non-network newscaster covering a national political convention. In 1940, at the Chicago GOP Convention, Elizabeth Bemis, of Cincinnati, interviews Wendell Willkie. By 1944 enough long lines would be available for local station use and programs would be on mike. (wlw)

Old microphones were dusted off in 1947, when this Milwaukee station was 25 years young, by station manager Gaston Grignon—the station's first employees. The carbon mike he is holding, dates back to 1922. Number II is a 1930 condensor; III a 1935 dynamic type; IV a ribbon mike; V is a cardiod. (wiscn)
1922—March—WLW Radio went on air. Founded by Powell Crosley, Jr. Now ranks among top 10 of more than 4400 U. S. Radio Stations.

1928—3 of WLW original programs are still on in 1962. "Church by the Side of the Road," "Moon River," "Mail Bag Club."

1933—American soap opera was born at WLW with "Ma Perkins," Virginia Payne, creating a famous far-reaching era in broadcasting.

1933—WLW operated first 10,000 watt international transmitter beaming signals to Europe and South America.

1934—WLW was first and only Radio Station ever to increase its power to 500,000 watts.

**CROSLEY WLW CELEBRATE 40TH ANNIVERSARY**

These are the events and the people that have made WLW Radio-TV famous

In its 40 years, the Crosley Broadcasting Corporation has had a profound effect on the entertainment world and the growth of the radio-television industry — now including 6 WLW stations reaching 9 states and 20 million people. So on this ruby anniversary—we proudly look back — but even more proudly look forward to the continued service we can render our own audience in WLW Radio-TV land . . . and our faithful advertisers who put their trust in us and shared in our accomplishments.

Our pride and our privilege.

In show business, WLW is known as "The Cradle of the Stars."

Here is some of the talent who performed on WLW in their climb to fame.
1937 - Crosley Broadcasting engineers developed WLW Television experimental station. Further development interrupted by the War.

1941 - Crosley purchased "Everybody's Farm" to operate and broadcast farm programs from Mason, Ohio. Now annually visited by 14,000 people.

1942 - Crosley constructed and still operates 6 Voice of America transmitters at Bethany, Ohio. Largest domestic installation of Voice of America.

1948 - WLW-T, Cincinnati, went on the air as one of first TV Stations in Country, first in Ohio and one of the first NBC affiliates.

1949 - WLW-D, Dayton, and WLW-C, Columbus, went on the air, forming Crosley 3-Station regional television network.


1954 - WCET, first U. S. licensed educational TV Station, was provided half-million dollar Crosley facilities for $1 a year "rent" as public service.

1955 - First Radio Station to install Radar weather service. Today this service provides a range of over 300 miles in WLW Radio-TV land.

1957 - WLW-I, Indianapolis, became 5th WLW-TV Station. Reaches over 3 million people in 63 Indiana and 13 Illinois counties.

1959 - WLW became world's highest fidelity Radio Station with exclusive new AM transmission developed by Crosley engineers.

1959 - First to colorcast big league baseball locally and regionally. First to colorcast indoor remotes with new low-light tube developed by Crosley and GE.

1960 - First to colorcast night-time big league baseball and other night-time outdoor remotes under normal lighting conditions.

1960 - Crosley provided FM transmitting facilities at $1 per year "rental" to University of Cincinnati for educational broadcasts.

1942-61 - Ruth Lyons annual fund for hospitalized children has collected over 2¼ million dollars for 59 hospitals thru WLW Radio and TV alone.

the dynamic WLW Stations

WLW-T Television Cincinnati

WLW-D Television Dayton

WLW-C Television Columbus

WLW-A Television Atlanta

WLW-I Television Indianapolis

Crosley Broadcasting Corporation
(ABOVE) NBC Chicago gave broadcasting many a great name including this staff announcer who built a nationwide audience with his midnight music program in the years after the war. Dave Garroway.

(WMAQ)

(BETWEEN) Selling the war effort was Victor Mature, the man of the Merchant Marine, who did yeoman service at government direction. One of many performers assigned to this duty he was trouped all over the country. Here, in Cleveland.

(WHK)

(ABOVE) Transmitter designs had been stabilized, by 1946, into installations similar to this unit in LaCrosse, Wis., and still in use. Left, General Manager, Howard Dahl, and Chief Engineer, Alvin Leeman.

(WKBH)

(BETWEEN) News was made, and radio always was there, even in 1947 when 5-star General Dwight Eisenhower visited St. Louis.

(KSB)

(BETWEEN) Second World War: While American troops were being trained, this Cincinnati and Mid- eastern powerhouse station sent its mikes on maneuvers for the edification of the home front. Here they cover a field church service.

(WIVW)
War effort was a matter of grain and beef, as well as bullets. Radio helped farmers boost production in Field Days, where Armed Service displays also helped bridge the gap between civilians and front-line.

Management was rare job for women, but Judith Waller ran Chicago station in 1922; became NBC Central public service director. Quarter-century of service was of service came in 1947.

History of broadcasting was summarized in life of George M. Burbach. He joined the St. Louis Post Dispatch as ad manager in 1913; became radio gm in 1933; remained chief broadcasting exec until retirement in 1958, and died the following year. Burbach talked his paper into the first postwar commercial tv station, and put his personal reputation on the line in making the recommendation to the Pulitzers.

Teenagers have always been a big part of the radio audience, long before Rock & Twist were invented. Forties movie star Lon McAllister was highlight of high-school dance promotion.

Syndicated shows were part of the industry's lifeblood—just as important as they later became in tv. One of the kings of transcription was Arthur B. Church, who among many other successes, handled "Brush Creek" and "The Sons of the Pioneers." Forerunner of C&W programing, the "Brush Creek Follies" was a long-running hillbilly show, and an outstanding example of an independent production which not only was syndicated, but also ran network.
Newscasts have real significance in midwest, where farmers depend on radio for weather, and market facts as well as national news. Walter Furniss has been a dependable voice for Central Ohio for 22 years. (wco.)

Leadership is supplied by many farm radio services. South Dakota station started a 3-year improvement program which drew support in 5 states. (wnax)

Civil Defense, in its broadest sense, has always been a main care; early licences enjoined stations to "give absolute priority ... to a distress signal." Since then, equipment for disaster coverage has been refined, but it's still a matter of human endurance when a big story breaks. In the Arkansas floods of 1951, this news crew stayed with it 24 hours a day until the worst of the danger was over. (kph)

Long-term sponsors are far from rare in radio, but few stations have 40-year clients. One such is the Iowa power utility which, in 1922, bought 2 1/2 hours daily for $100 a month (including $50 in cash!); still is a key client. Utility pres. Sutherland Dows (r.) examines original logbook with station vp. William B. Quarton, and (l) Herbert Killian, whose department store was one of nation's first to employ radio. (wmt)

Human touch of radio is personified in small station which keeps back-country Dakota informed on progress of hospitalized neighbors as well as bigger news of day. Listeners have no phones or electricity; follow folksy bulletins on battery sets. Service gained Mrs. Ida McNeill a national radio award in 1957. (kwfrx)
(right) *New format* was needed when tv began to assert itself. A blend of music and news was mixed by Storz father-and-son team which re-programmed an Omaha station in 1949. Mixture was introduced to Kansas City in 1954; achieved one of the early, enduring successes of 'modern sound.' R. Todd Storz and gm George Armstrong had plenty to celebrate when KC station lit 35 candles, in 1957. (WHB)

(right) *Rural radio* can be informal, but it's got to be geared for any emergency. Nebraska center is typical: it incorporates best of functional design, and has been backed by 5 remote studios for best access to far-flung farming region. Management reflects the continuity of radio pioneers: founder was publisher Gene Huse, who built receivers in 1912; brother Norris was developer of AP's Wire-Photo process; son Jerry now runs the station. (WJAG)

(above) *Killer's capture* in running gun battle was recorded by Chicago newsman John Chancellor on a summer night in 1955. Feat won him a national Sigma Delta Chi award. This type of on-the-spot coverage played a big part in radio's successful counter to the inroads of tv in the early fifties. The full exploitation of radio's immediacy had to await the development of fully portable recording units: decades of experiment culminated in the sturdy, battery-powered tape recorder, of which Chancellor used an early model. (WMAQ)
Studio design came into its own during the Depression, when the Rockefellers' Radio City project gave NBC engineers a chance to build studios from the outside-in. The days of makeshift were over, and many of the lessons learned in New York spread slowly across the country. TV brought its own problems; many of these were again solved in one building, when Pereira & Luckman designed Television City in Hollywood. The same group was responsible for this Indiana center, housing four radio studios and two TV studios.

News as it happens is radio's forte; news team was on the spot within minutes of alarm of this year's multi-million fire in Ralston-Purina's St. Louis factory. Action tradition goes back a long way; one of radio's first great scoops was in 1930 when a nationwide hookup brought news and accounts of the Ohio Penitentiary fire, in which 320 convicts died, eight hours before papers got the news out onto the street.

Civic affairs got even more attention from radio, as news coverage generally expanded in the Fifties. Symbol of this was the mobile studio—a valuable promotion tool as well as a technical aid. Air-conditioned bus seen here is an outstanding example: James Quello, station vp; civic officer Prentiss Brown and then-Governor G. Mennen Williams at the 1957 opening of the Mackinac Bridge in Michigan.

It still works! Original 1922 carbon mike is hooked up for birthday broadcast alongside its sleek descendants. Morse key is also a reminder of days when radio meant "wireless telegraphy." Program director Dick Vance and news director Max Rauer dreamed up this 40-year tribute.
CONTINUITY IN MANAGEMENT

41 years' EXPERIENCE
and responsible service to TOLEDO

WSPD-Radio is one of the golden circle of only 30 radio stations which were on the air before January 1, 1922.

Its first broadcast was April 15, 1921, just a little more than 41 years ago. In 1927, it became the first of the Storer Stations—when it was acquired by George B. Storer, Sr., and his associate, J. Harold Ryan.

From WSPD and from the experience and skills developed in Toledo has grown The Storer Broadcasting Co.—one of the nation's leaders in responsible electronic communication, entertainment and service.

From that first day in 1927 under Storer management, WSPD has earned and maintained a dominant influence with the people of Toledo, Northwestern Ohio and Southern Michigan.

WSPD, Toledo—in 1921, the first station in Northwestern Ohio; today, still first in audience among all stations serving this bustling, prosperous corner of the Buckeye State.

Represented by The Katz Agency, Inc.
Another important plus...

Recognition of WGN Radio's Performance

Here is tangible proof that quality programming is recognized and rewarded. More important than the awards is the excellence of performance and service to the communities and people in the vast area served by WGN Radio's clear channel signal. Performance and service that deliver and keep building loyal audiences day after day, year after year.


WGN is Chicago

Quality • Integrity • Responsibility • Performance
Talent is where you find it: the first 'voice' often was a technician or other hired-hand who had to drop tools and rush to the mike when a performer failed to show. Tradition is continued at 41st birthday party; listeners were entertained by engineering super, Bill Ruppert; programer Jack Williams, and Judy Gernhauser, secretary.

Weather-eye has been open ever since the first announcer stuck his head out the studio window. Today, stations not only relay weather reports, but also help collect the data. Microwave tower at this center also houses instruments for a $5000 weather station which has been approved by the U.S. Weather Bureau.

Pop music business is booming by the late Fifties, and it's time for the "First Disc Jockey Convention," held in Kansas City. D-J's, recording stars, salesman and broadcasters gather, under aegis of the Storz Broadcasting Company, in a session which historically marked the pinnacle of popularity for the platter-spinners.
Clear channels need clear space; in this case, 14 acres of Chicago's north side. Opened last year, this may be the nation's largest center to house a single broadcast company. On hand at ribbon-cutting are J. Howard Wood, publisher of the Chicago Tribune; mayor Richard J. Daley and Ward L. Quaal, executive vice-president.

Pioneers are fortunately still around to be congratulated. Warren R. Cox, founder of one of the nation's first five commercial stations, receives "Mr. Cleveland Radio" award in 1957. He's holding a mike last used for Babe Ruth interview at station in 1922. (WSHC)

"Kiddies' Hour" was an institution: radio was the first mass medium to take children's needs seriously. For nearly 25 years, kids had fun and also learned a lesson at this annual Fire Prevention Week party. (WKAR)

Engineering progress is vividly illustrated in comparison of mobile units employed by Cincinnati station in late 20's (l) and currently. Chief engineer Vern Milton (r) is holding a compact signal-measuring device which is only a fraction of the bulk of the "field intensity measuring set" of 40 years ago. (WSAI)
Remote studios are flourishing in the Sixties, as radio follows people out to the suburbs. This one is in a shopping center, where dj John Lynker originates several hours daily.

(wwJ)

(RIGHT) Both sides of the mike are represented when H. V. Kaltenborn, early & great news analyst, presents the first annual Broadcast Pioneers Award. Recipient, on behalf of station, is James B. Shouse, chairman of Crosley Corporation. (wlw)

ABOVE) Ad agencies were the first to hear the news when WAAF celebrated its 40th, which (according to the FCC) made it Chicago's oldest station. (below) News Gathering has come a long way since the rip-and-read era; today is a skilled, fulltime operation. Here are Jack Holt, Bob Parkin, Irv Poznan, Austin Bridgman (editor), Dick Weiss and Ken Moore; part of a St. Louis news team. (KSD)

BELOW) Remote studios are flourishing in the Sixties, as radio follows people out to the suburbs. This one is in a shopping center, where dj John Lynker originates several hours daily. (wwJ)
Forty years of service...

to the ever growing northern California area. KFBK, Beeline Radio's Sacramento, California station began operation in 1922 and has been under the McClatchy banner through-out its entire history. Forty years devoted to building listener loyalty through exceptional service and quality programming.

McCLATCHY BROADCASTING COMPANY

delivers more for the money in Inland California and Western Nevada

PAUL H. RAYMER CO. — NATIONAL REPRESENTATIVE

KOH RENO • KFBK SACRAMENTO • KBEE MODESTO • KMJ FRESNO • KERN BAKERSFIELD
KOB, Albuquerque, N.M.
KRE, Berkeley, Cal.
KVOE, Colorado Springs, Colo.
KXIN, Denver, Colo.
KLZ, Denver, Colo.
KEKO, Everett, Wash.
KFBB, Great Falls, Mont.
KFKA, Greeley, Colo.
XFI, Los Angeles, Cal.
KHJ, Los Angeles, Cal.
KNX, Los Angeles, Cal.
KMED, Medford, Ore.
KDIA, Oakland, Cal.
KEWB, Oakland, Cal.
KGY, Olympia, Wash.
KOY, Phoenix, Ariz.
KTAR, Phoenix, Ariz.
KGEW, Portland, Ore.
KFBK, Sacramento, Cal.
KCPX, Salt Lake City, Utah
KSL, Salt Lake City, Utah
KGB, San Diego, Cal.
KCBS, San Francisco, Cal.
KNBC, San Francisco, Cal.
KSAN, San Francisco, Cal.
KOL, Seattle, Wash.
KFW, Seattle, Wash.
KHQ, Spokane, Wash.
KLYK, Spokane, Wash.
KXLY, Spokane, Wash.
KMO, Tacoma, Wash.
KGU, Honolulu, Hawaii

40-YEAR STATIONS of
The WEST
**Theatrical companies readily lent their stars:** in Denver, a strong road-show town, enterprising station got a complete, live opera from backstage, 1921. (KLZ) (Below) Research labs were first home for many stations; at New Mexico's engineering school, Dr. Ralph Goddard (center) founded the 50-watter, 5khz. (KOB)

(Left) Before FCC was created, signals weren't controlled and elaborate, directional antenna was not necessary. Most stations started with a wire strung between two handy points; even a flagpole would do, as with this 100-watt transmitter which got easy coverage of San Francisco from vantage point above the Bay. (KSAN) (Right) Air-age had a natural affinity with radio; early aircraft had a healthy, roaring sound which broadcast well, and most aerial displays left plenty of room for ad-lib announcing. Planes & radio were both shrinking the world; the two combined in Hawaii when first airmail came across the Pacific, 1925. (KOU)

(Above) Recorded music has been mainstay ever since radio began; wind-up Victrola on bench at KQW did service as early as 1913. Station's founder, Dr. Charles Herrold (standing center) began regular transmission 1909; claimed world "first." (KCBS)
Big Developments Show Spokane as a Growing Center of Radio Activity

Press cover of radio's growth was frequent and copious, reflecting both glamor and local pride. On Spokane station's sixth birthday, power was boosted to 5000W for world-wide broadcast. Review called this "pretentious," but meant only that it was elaborate.

(LEFT) Stunts & gags were common as radio fought for publicity in newspapers. A glamor girl was good for Press pix (singer Emily Hardy later went on to the Met), or a red-hot celebrity like Bobby Trout, the aviatrix. (KPO/KNBC)
timebuyers...
A bridge is a faster way to cross a river. When you take it—you buy time. 

Actually, to get our work week done, all of us purchase this commodity from one another. When you hail a cab, board a plane, or just pick up your phone you buy time. We could go on.

When you buy SPONSOR you buy time, and you ought to know just how much you’re buying for how little.

You buy informative time:—a staff of the best reporters in the field deliver up to the minute news every week, 52 weeks in the year. You buy analytical time:—the keenest minds in the broadcast industry give you studies in penetration of the important trends of the day. You buy digested time:—assembled and assimilated by experienced hands to bring you the most comprehensive picture of the broadcast field.

You’re buying thousands of hours of this sort of time for just 15¢ per issue—52 issues for $8 a year. Can you afford to be without it?

SPONSOR THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE
(Below) Marine service was essential role of many early stations, and Bureau of Navigation controlled radio up to the early 20’s. With d/f antenna and a typewriter, technician Paul O’Hara was ready to receive ship-to-shore messages; today he is audio chief. (kxx)

(Above) Audience promotion had its problems, when most people hadn’t yet heard the sound of radio. Portland pioneer solved the problem by public re-broadcasting from a car, parked carefully in line-of-sight with transmitter. (kgw)

(Below) Grand piano was essential equipment in case the phonograph broke down. Even after networks began supplying programs, a studio upright stood by in case of emergencies. Inset shows motor dealer Earle Anthony’s Los Angeles showrooms, home of his station. (KFI)

(Above) Hotel buildings were favorite headquarters, since hotel often was tallest building in town, and also would usually agree to a trade-out. When prohibition closed the Shirley-Savoy’s Tavern, a Denver station moved into the stained-glass bar. (Klz)
Radio and the Talkies explored a mutually exciting world; there were films set in radio stations and, in a reverse twist, radio mikes in movie houses picked up the soundtrack of the first talkies and broadcast the voices of the stars to listeners at home. Here, the much-married Peggy Hopkins Joyce appeared as a radio performer in the film “Sky Rocket,” with Marshall Neilan. (KFI) (below) Studio Equipment and design became more recognizable in the early 30's. For sound-proofing, drapes and curtains gave way to acoustic tile; folding chairs became a standard accessory, and the great 'cannonball' or omni-directional mike made its appearance. But programs changed slowly; in Denver the Early Riser Club continued for 15 years; here are Tom McClelland, engineer; Matty McEniry, Walt Hackenson and Elsie Reynolds on the West's earliest (5:30 a.m.) program. (KLZ)
Regional flavor is pronounced, as radio taps available talent. East will contribute crooners a la Colombo and Vallee; West is the inspiration for a flock of bunkhouse boys, and also of Spanish music which becomes a permanent part of Musical America. (KSTAR)

Showmanship is the breath of life to new industry. When Earle Anthony (1) heads East, reporters note that radio receiver is installed in his private car, so that Anthony can monitor his station's signal strength. With him go associate George Bury and movie promoter A. C. Blumenthal. (KFI)

House band is a "must" for strong local stations during Big Band era. (KSL)

Programs are station's biggest asset by mid-30's. It's reflected in official lineup at groundbreaking for $2 million CBS studios in Hollywood; management's team includes program dir. Charles Vauda (1); announcer Gary Brooker and music head Lud Gluskin (extreme r.) (KNX)
In 40 years of radio broadcasting service to the Southern California area, KFI policy has been dedicated to the best interest of both the advertiser and the listening public.

With this in mind, KFI keeps commercial interruptions to a minimum. So strictly does KFI adhere to this policy, that announcement schedules may be refused if acceptance necessitates additional interruptions beyond those provided within the framework of standard programming. Consequently, your sales message is not "crowded or bunched" with a lot of others.

**THIS BIG PLUS** assures the listener a full measure of entertainment and information and creates a greater receptivity for your advertising message.

Continued audience-loyalty and unqualified commercial success serve as a total endorsement of this policy by the public and the advertising industry.

In radio broadcasting, as in any other field of endeavor, there is no substitute for quality. The time-tested broadcasting integrity of KFI is now in its 41st year.

**KFI 640**

*Carle C. Anthony, Inc.*

NBC For Los Angeles

50,000 WATTS - DAY & NIGHT - CLEAR CHANNEL

Represented Nationally by HENRY I. CRISTAL CO., INC.
(ABOVE) Remote shows become more and more common, as engineers work out the bugs in equipment; produce a sturdy mike and portable power-packs. 'On location' is a good time-filler and, with a few thousand people around there's a chance that a few of them will see—and remember—the station call-letters. (KFBK)

(Below) Newspaper link is forged early by the more far-seeing of publishers. Some regional news chains (as with the McClatchy papers) seize the opportunity; radio at first is a step-child, but soon begins to outgrow the parent. Many stations are still a minor adjunct in early 30's, but some attain dignity of separate operation and buildings. (KFBK)

(RIGHT) Outdoor pickup like this is not feasible until S. H. Patterson (left, white shirt) brings in short-wave gear for Colorado Spring remote of cowboy band. (Kvor)

(Above) Pioneering spirit of the West is re-kindled as radio opens up new frontiers. Among those who stake out a claim are S. H. Patterson, whose forbears came out in covered-wagon days, and who repeats their pioneer performance by producing and selling programs in early 20's; by mid-30's has built West Coast chain of stations; in 60's still is pioneering with proposals for vhf/uhf tv programs in San Francisco. (Ksan)

(Left) Station affiliation is lifeblood of the networks, and the battle develops around "the greatest shows in radio." For local stations it's also a matter of pride, and home-town promotion is heavy on the national stars: Fred Allen and Portland Hoffa, Edgar Bergen and Charlie McCarthy, and a rising young comedian named Hope. (Kdyl/Kcpx)
Why it pays
to advertise your station
in a broadcast book

BECAUSE THE TIMEBUYER IS KING

There's nobody better qualified to advise you how and where to invest your national advertising dollars than your own national representative.

He'll tell you that the time-buying system really works. Which means that at any of the top 50 (or top 100) advertising agencies placing national spot business the recognized time-buyer, backed up by his supervisors, decides which stations get the nod. Sure, there are exceptions to the rule. Of course there are some account executives and ad managers that exert a heavy influence. But, by and large, the timebuyer is king.

Reaching the timebuyer, and the other men and women who strongly influence a spot buy, is a job for a specialist. That's why the several thousand timebuyers (by job title and job function) who buy national spot read the broadcast books. Moreover, they rely on them. They rely on one or two favorites almost to the exclusion of all others.

Buy broadcast books to give your national campaign impact where it will do the most good . . . at least cost.

a service of

SPONSOR
Box-office appeal was proof of radio stars' popularity; live appearance within a stage show could bring the SRO sign at a local theater — fact which helped draw millions of dollars into the war effort. (kgw)

Campaigning took on a new dimension after the Fireside Chats' success: when Wilkie ran in 1940 the biggest problem was to keep him from being obscured by microphones. (kob)

Local origination was an important part of network development, and local stations frequently set technical and quality levels which matched the best. Tabernacle Choir, from Salt Lake City was early national success. (ksl)

Good talk came to millions of listeners every week, when the bell rang for "America's Town Meeting of the Air"; when Levant or F.P.A. sparkled on "Information Please," or a mike hidden in a bowl of roses eavesdropped on William Paley's dinner guests for "CBS Platform." In Hollywood, swing v. symphony was debated by Gordon Jenkins, Red Nichols, Dr. Wallace Sterling and Constantin Bakaleinikoff; moderator Sterling now is Stanford U pres. (kdx)
**(Above)** GI morale was special care of radio; Forces’ sweetheart like Jean Ruth (“Reveille with Beverly”) hit Life’s front cover; was basis of Ann Miller movie. (KFEL/KIMN)

**(Below)** Taller towers, needed as postwar boom cluttered the airwaves, created new problems in design against stress. (KHQ)

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**THE SPOKESMAN- REVIEW**

**VIOLENT WINDS CAUSE DESTRUCTION ACROSS INLAND EMPIRE**

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**(Above)** Battlefront stories came from stations as well as nets; Howard Pyle spent 100 days with troops in Pacific. (KZAR)

**(Below)** Peacetime service was not neglected; 1947 cruise of USS Iowa, with Governor Blue of namesake State, was covered by S. H. Patterson in person. (KSAN)

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**(Above)** Transcription discs were only way to preserve spot stories — wire recorder came late in war—when Jack Brundage and Chet Huntley covered the Navy. (KZJ)

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**(Above)** Network expansion continued in immediate postwar era. When KPO changed hands in 1947, Governor Earl Warren presided, with John Elwood and Sidney Strotz. New call-letters were forgotten in rush; improvised from cardboard! (KNBC)

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**(Above)** Radio news exchange between nations was daily task during war; continued into peace. When John Cobb set world land speed record in 1946, Utah coverage went to CBS from the local station; then to Canada and Britain. (KSL)

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**THE WEST 113**
Denver's Oldest Commercial Radio Station In Continuous Operation

Represented Nationally By

John Blair & Co.

KIMN - DENVER
5,000 WATTS AT 950 • 24-HOUR OPERATION

Consistently No. 1 in Denver on Hooper & Pulse!
Fan mail was only way station could chart success in pre-Crossley rating era. Letters still are proof of pudding; tasting these are d-j's Tom Wayman, Ken Erickson, Rex Wallgren, Bill Curtis. (KOPX)

Disc-jockey evolved as indie's answer to net programs; came into his own during and after war. As stunt, these two d-j's drummed-up rain for drought relief. (KOL)
Gateway to the West and steel center of the world. Named for William Pitt by Ger. Schen after the fall of French Fort Duquesne in 1758. Laid out as a town by John Campbell in 1764. Incorporated as a city in 1784.

OVER
40 YEARS
Specialized programming is as old as radio—and it's most modern expression is in the Negro-appeal station. Pittsburgh had its Slovak shows; Detroit often heard the Polish polka, and New York was a center of Yiddish and Italian programs. Unlike its predecessors, Negro-appeal radio doesn't necessarily have a different sound, but certainly has a distinct flavor, and in facilities and operating standards the best stations are second to none.

Public service is challenge to ingenuity; Seattle became a cleaner city when station manager Archie Taft offered a cent apiece for election posters; collected and burned 35,000. Mobile equipment has brought a new dimension to news reporting. Here, Jack Williams goes directly on air with an r/t link from Phoenix train crash.

Tape decks replace turntable in modern studio; symbolize precise control which is helping set new standards.

Rapid growth, in less than one lifetime, is pointed up by continuing active interest of many radio pioneers. Here are Fred Hart and Ira Smith, 20’s owner and manager respectively, with present manager Jules Dundes at 40th reunion.
Promotion has come a long way since stations boasted of distance-logged; today the accent is on coverage in depth. Typical promotion now saturates local community with air announcements; newspaper ads, mailings, distribution downtown—plus 1000 silver dollars and 10 pretty girls. (KGW)

Recording industry got its first plug from Frank Conrad, for Victrola, in 1919; since has been indissoluble partner. (KNX)

Compact stations give full radio/tv service to smaller communities; reflect best of management/engineering efficiency. (KMBD)

Architectural style has been created by radio and tv, as new, functional studios display best of modern design to many cities. (KHQ)

High cost of strong news operation is borne by individual stations; typical fleet includes ground and air mobile units. (KIMX)
(LEFT) *First broadcast* in the Dominion of Canada was reportedly in the year 1919, from the Marconi factory in Montreal. Although many experimental transmissions were accomplished prior to that date, the Marconi broadcasts were on a regular schedule. J. V. Argyle and J. O. G. Cann on opening night.

(CFCF)

(below) *Long-run record* may be claimed by country & western show that began in 1924, and is still running. Program began as “Cy, Ebenezer and the Kid,” with two fiddles and a guitar; now airs on Calgary station as “The Old Timers.” Pictured here are nine working cowboys who formed an early chorus; they were ranch-hands who got a kick out of appearing on radio. In the back row is pioneer W. W. Grant, one of those credited with founding Canadian commercial radio.

(CFCN)
1. *First studios* in the Dominion were at Montreal. Jack Dempsey crossed the border in 1922 for an early interview. (CFCF)

2. “*Serving Alberta*” was more than a catchphrase; radio proved vital aid to isolated communities. In 1928, station was guide to planes bringing in anti-toxin to fight diphtheria epidemic in the outback; coached Wiley Post during his solo round-the-world flight in '33. Since this mail-piece was issued, however, the relative status of newspapers and radio has changed. (CJCA)

3. *French-language programing* was a distinctive Canadian development which evolved into two separate-but-equal services. By 1929, a pioneer French-language station was able to mount regular weekly concerts with the La Presse Symphony under Edmond Trudel—though it was something of a miracle if carbon mikes didn't blow out. (CKAC)

4. *Prairie pioneer* was Bert Hooper, who put Regina Leader newspaper's station on air 29 July 1922. By August, the Leader was getting (and printing) letters from enthusiasts as far away as North Dakota: “using the Magnavox we could hear it over a block from the house. Your station is the loudest. We look forward to next winter when we get away from the static.” (CKCK)

5. *Listener support* kept this Saskatchewan station alive for the first 11 years; it was operated by unpaid volunteers and financed by annual donations. Studio was on third floor of Bellamy's furniture store in Moose Jaw, after earlier sites in fire hall and local YMCA. Commercial station operators took over in 1933. (CHAB)

6. *Political success* came to Premier Aberhart long before FDR discovered radio. Alberta politician began broadcasting for an hour on Sundays, in 1924; credited radio with spreading the word which enabled his Social Credit government to eventually gain power in 1935. His party still is on the Government bench, and Premier Manning continues the regular broadcasts. (CFCN)

7. *War effort* was aided by radio in myriad ways for recruiting, bond drives, home-front morale and battlefront news. In typical promotion, station facilities were turned over to Women's Army Corps for a day: khaki femmes sold ads, announced programs and operated controls. (CKCK)
The Home of the Edmonton Journal

"Serving Central and Northern Alberta"

EDMONTON JOURNAL BUILDING. RADIO STATION C.J.C.A.
1. Good-neighbor policy leads Canadian stations into variety of community service projects. USA benefits from this one, which raises funds for majorettes to compete at New Orleans Mardi Gras and Miami Orange Bowl competitions. Footballers are station personalities who play match against girls each year. (CKOC) 2. Public service is honored by Canadian Association of Broadcasters, which presents John J. Gillan Award annually; in 1958, to Jack Moffat (r). Award also links two countries, since it is named after American broadcaster who for many years acted as unofficial ambassador of goodwill to Canadian industry. (CHAB) 3. Sports programming is popular with both French and English-speaking audiences; in Montreal the French-language station is naturally a supporter of the Canadiens ice-hockey team. Maurice "Rocket" Richard (r.) is interviewed by Jean Duceppe, with announcer Real Giguere and producer Jean-Pierre Comeau, standing. (CKAC) 4. Modern operations are epitomized in spit-level structure which houses Alberta station—with studios underground. (CFAC) 5. Merchandising tie-in is promoted by alert stations on both sides of the border. In this one, Canada's largest shopping center, at Hamilton, Ont., was the client: station threw a barbecue and, for 3 1/2 hours, gave away a hot dog every two seconds and a soft drink every three seconds. (CKOC) 6. Repeat performance was staged by Frank Freeze in opening new Calgary studios last year. He'd cut the ribbon before in 1922 when, as president of the Board of Trade, he was in charge of ceremonies during inaugural broadcast. (CFAC)
(Continued from page 9)

starts drive for lower radio rates, citing inroads of television on radio audience.

September: General Foods drops Jean Muir from Aldrich Family after protests against her appearance from "a number of groups"; Joint Committee Against Communism claims credit for her removal, announcing a drive "to cleanse" radio and television of Pro-communist actors, directors, writers. Miss Muir denies any communist affiliation or sympathies.

Sehenley International Corp. buys time on Hawaiian and Alaskan radio station to advertise whiskies.

October: Liberty Broadcasting System starts operating as fifth national network, feeding more than 10 hours of programs a day to 240 station affiliates.

NBC presents four-part radio plan to affiliates: Operation Tandem, rotating participation by six sponsors in five separate hour-long programs on different nights; Night and Day, three-advertiser participation in two daytime and one nighttime period on rotating three-week schedule; Sight and Sound, three advertiser rotating participation on a half-hour radio and half-hour television program; "This Is Television," radio show made up of excerpts from six television shows to be sold to the television sponsors.

1951

January: NBC shelves proposed nighttime rate cut for its radio network after majority of affiliates register opposition.

AFM sets 50% increase in base pay plus employment quotas; seen as tripling music costs as price for signing new contracts at radio-television network key stations in New York, Chicago and Hollywood.

February: NAB board revises bylaws to provide a board chairman and television participation; changes name of organization to National Assn. of Radio & Television Broadcasters; grants active membership privileges to radio and television stations and networks; creates autonomous 25-member radio and 13-member television boards of directors.

March: Special Test Survey Committee, founded at proposal of Stanley G. Breyer of KJBS San Francisco. This committee will try to determine whose ratings are best, and conduct field tests to show why different survey techniques agree or disagree.

Renewing drive for lower radio rates, ANA asserts that inroad of television on full networks now amounts to 19.2% for NBC, 19.4% for CBS—compared to 14.9% for both networks in summer of 1950.

ABC offers sponsors of afternoon programs on NBC 45% discounts on one-fourth of full hour rate, plus $1,000 a week toward program costs, to switch these shows to ABC.

April: CBS cuts radio rates 10-15% as of July 1; ABC says it will match this reduction.

May: NBC announces 10-15% cut in radio rates, comparable to that of CBS; ABC and MBS plan similar reductions.

June: U.S. Court of Appeals for District of Columbia orders WWDC-FM Washington and Capitol Transit Co. to cease commercial announcements in street cars and buses as depriving "objecting passengers of liberty without due process of law." Appeal planned.

July: Failing in its attempt to raid NBC, ABC introduces its own set of daytime serials.

September: Sen. Wm. Benton (D. Conn.) proposes that a limited amount of radio and television time be given free to responsible candidates for federal office as a means of reducing campaign costs.

Bostonians don't need a Paul Revere to arouse them to good radio listening...They've been awake to it for 40 years on 50,000 watt WNAC Radio 680 in Boston...

*CELEBRATING OUR 40th ANNIVERSARY IN BROADCASTING* / Key Station Of The Yankee Network / AN RKO GENERAL STATION ★★★
October: Renamping its policies, NBC Radio eliminates "must buys" to let advertiser pick the stations he wants; changes in network rates of affiliates, some up, some down. Major league baseball teams drop "territorial" rules cramping radio-television rights; Department of Justice starts court effort to break down professional football's bans on broadcasting.

November: Federal District Court orders KSFO San Francisco to make time available for campaign broadcast for communist candidate as refusal would constitute censorship beyond authority of licensee. NBC Radio offers to guarantee delivery 5.3 million messages a week at cost of $2.75 per thousand for three-program deal: rebate to be made to advertisers if Nielsen audit shows total listener-impresions is below guarantee at end of 13 weeks.

December: NBC affiliates reject its "guaranteed advertising attention plan"; ask network to delay its new rate formula until new research determines present radio values; approves establishment of an NBC merchandising department but turns down its "market basket plan" of merchandised advertising. Upholding lower court, U.S. Supreme Court holds that Lorrain Journal violated antitrust laws when it refused to sell advertising to local advertisers who bought time on WEOL, Elyria, Ohio.

Westinghouse Electric Corp. buys $3 million campaign package on CBS Radio & CBS Television, including conventions, 13-weeks-get-out-the-vote campaign and election night coverage.

1952

January: Phileo Corp. buys for $3.8 million NBC radio-television coverage of political conventions and election night.

Admiral Corp. buys convention and election coverage on ABC radio and television networks for reported $2 million; DuMont announces its coverage, in cooperation with LIFE magazine, will be available for local sale by affiliates on co-op basis (offer later withdrawn and Westinghouse buys DuMont as well as CBS coverage).

February: Liberty Broadcasting System sues 13 of the 16 major league ball teams for $12 million, triple damages allegedly suffered through loss of Game of The Day broadcasts; MBS announces that nine teams have contracted for participation in its Game of the Day broadcasts.

April: Wallace A. White, Jr., former Republican senator from Maine, co-author of the Radio Act of 1927 and active in communications during his 32 years in House and Senate, dies at 74.

May: Liberty Broadcasting System, unable to break broadcasting restrictions of major baseball leagues, suspends operations.

June: Overruling Court of Appeals finding that transit broadcasters deprived riders of their liberty without due process of law, U.S. Supreme Court holds that D.C. Public Utilities Commission was within its rights in permitting radio programming for street cars and buses in the nation's capital.

NBC launches promotion drive for combined use of radio and television as most effective advertising buy.

July: Radio Writers Guild calls strike against ABC, NBC, CBS over issue of extra pay for writers on commercial programs.

President Harry S. Truman signs McFarland Bill, first major overhaul of Communications Act of 1934, permitting FCC to issue cease and desist orders in addition to revoking license prohibiting broadcasters from charging more for political advertising than for normal ads; deletes permission to FCC to revoke license of those found guilty in federal court of antitrust violations among other specifications.

August: CBS Radio affiliates approve discounts amounting to a 25% reduction in nighttime rates and accept a 15% cut in network compensation, but win a restoration of the

KLZ RADIO

40 YEARS of PUBLIC SERVICE

March 10, 1922, KLZ Radio received a commercial broadcasting license, starting a cycle of achievement unparalleled in the West. Indicative of the type of pioneer spirit that still pervades at KLZ is the constant search for the new idea . . . for the means to better serve the Rocky Mountain Area. That's the reason why each passing year means more than just a birthday . . . at KLZ, it means meeting the ever present challenge of excellence in presenting . . . BETTER THAN EVER RADIO!!!

560 First On The Dial

KLZ radio

CBS IN DENVER
January: BBDO had broadcast billings of $40 million in 1952, making it top agency customer of radio-television for that year.

February: Federal Court in New York, in two-to-one decision, says FCC's giveaway rules misconstrue the lottery law and represent "censorship" of sort forbidden by First Amendment to the constitution.

March: Station Representatives Assn. launches Crusade for Spot Radio; asks stations to underwrite national promotional campaign with fees of one-half one-time one-minute rate per month.

May: Ending years-old argument, ASCAP accepts broadcasters' position on network co-op programs; agrees on payment at local instead of national rates.

June: WWDG FM Washington and Capitol Transit Co. discontinue 4-year-old service.

July: Mutual presents plan to affiliates, cutting option time from nine to five hours a day, to stop paying them for network commercial programs in option time in money but to give them 14 hours a week of "highest calibre" programs for local or national spot sale: majority of MBS affiliates must approve deal by August 1 for it to become effective in October.

September: Broadcasters protest action of International Boxing Club in restricting blow-by-blow coverage of Marciano-LaStarza fight to newspapers and wire services, prohibiting radio-television recreations or simulations, exclusive video rights having been sold to Theatre Network Television.

N. Y. State Supreme Court denies International Boxing Club an injunction to stop WOV New York from broadcasting a summary of action at end of each round of Marciano-LaStarza fight, but forbids broadcasting of present tense re-creations.

November: MBS executives agree to drop plan of paying for time in programs rather than dollars at end of year.

Bureau of Budget orders FCC and other licensing agencies to draw up schedules of fees which broadcasters and others should pay for privilege of holding government licenses.

Federal Court Judge Allan K. Grim rules a professional football team may ban telecasts of other teams playing in its area when it is playing at home, but not when it is away; ban on radio broadcasts is held completely illegal.

FCC sets five television, seven AM and seven FM as maximum number of stations which any one entity can own.

HOW TO GET 3-WAY PENETRATION OF THE $780 MILLION EMPIRE MARKET!

Use the three Beef Empire Stations...

The Beef Empire Stations saturate Northern Nebraska's 628,000 consumers!

- $1.2 billion income
- $780 million sales
- $161 million feed sales
- $132 million automotive sales

WJAG Norfolk, Nebr.

Best in Midwest Farm Radio Since 1922

Represented by PAUL RAYMER CO. HAROLD SODERLUND-OMAHA
December: BBDO and Y&R are 1953’s biggest agency spenders for television and radio advertising.

1954

March: Sen. McCarthy demands equal time of CBS and NBC to answer Adlai Stevenson’s March 6 speech, which was carried without charge. The two networks resist Sen. McCarthy and win Pres. Eisenhower’s blessing in the face of the senator’s condemnation and threat “to teach them the law.” The “equal time” issue continues to plague networks in the wake of tempest stirred up by Sen. McCarthy. Having carried a 15-minute talk by Pres. Eisenhower, the networks which failed to give equivalent time to the Democratic National Committee for reply are accused by Democratic National Chairman Stephen A. Mitchell of giving the minority party the “dimout” treatment.

April: By an 8-0 ruling, the U. S. Supreme Court turns down an FCC appeal from 1953 three-judge special N. Y. court decision holding that one of the Commissions key provisions in its lottery regulations is invalid; court finds the FCC exceeded its authority in attempting to define listening to a radio program or watching a television show as a “consideration” in the meaning of the lottery statute.

May: CBS Radio reduces nighttime rates about 20% effective in fall, in effect establishing a single day-night rate for the network; give affiliates 70 second station breaks in evening hours; agrees not to follow NBC Radio plan to sell spots on the network; affiliates accept proposal. Mutual proposes to affiliates plan for network to sell spots within a half-hour morning and half-hour afternoon program. Affiliates to carry first spot in each period without pay but to be paid for others.

July: The Pulse reports new instantaneous radio-television rating services.

ABC Radio backs music-news formula to bolster radio.

August: Quality Radio Group (high power radio stations) is organized to produce, sell night radio shows.

House Commerce Committee issues report rebuking broadcasters for beer wine ads, calls for industry data, report on remedial actions.

December: Top radio-television agencies bill a total of $699.2 million for 1954.

FCC reports 1953 radio-ty gross was $808 million—$175.3 million radio, $132.7 million television.

Advertising Research Foundation study represents first move to standardize radio-television ratings among various rating services.

1955

March: FCC authorizes functional music or other secondary programming via multiplex for FM stations.

April: NBC announces “Monitor” programming for weekends with time to be sold under magazine concept; beginning of major revision in radio selling, schedule.

Woolworth signs with CBS for its first use of network radio.

June: Musicians’ 1954 income from radio-television reaches $24.7 million, with radio leading television in employment of musicians.

FCC forbids stations in one city from entering into network affiliation pacts which prevent stations in nearby cities from carrying the same programs. Mutual fixes single rate for day, evening; establishes single discount table. Network also revises program format to “Companionate Radio” plan.

July: CBS reaches agreement with radio affiliates for a single day-night network rate, affiliates to take a 20% cut in compensation; deal must still be negotiated individually with affiliates.

August: Westinghouse Electric Co. will sponsor 1956 Presidential campaign from conventions to election on CBS Radio and CBS TV at $5 million cost. Combination diary-recorder method of Audience measurement comes close to meeting “ideal” established by Advertising Research Foundation’s Radio-Television Ratings Review Committee.

September: NBC Radio proposes to

FORTY YEARS OF PUBLIC SERVICE devoted to building listener loyalty through quality programing.

Wichita and the Great Southwest’s oldest radio station with more than 306,000 radio families in 38 counties.

24-hour operation.

The most listened to, persuasive farm and urban voice in Kansas.

AWARD WINNING EDITORIALS

126
The great honors from distinguished organizations, presented in the month of May, reflect the significant contributions being made to the music of our time by composers and publishers affiliated with BMI.

We congratulate these award winners and take great pride in having their honored works in the BMI repertoire.

1962 PULITZER PRIZE
ROBERT WARD
"The Crucible;",
an opera after the play by Arthur Miller

NEW YORK MUSIC CRITICS CIRCLE CITATION
ARTHUR BERGER
"Quartet"
ELLIOITT CARTER
"Double Concerto"
ROBERT WARD
"The Crucible"

1962 HENRY HADLEY MEDAL
From the National Association of American Composers and Conductors for Outstanding Service to American Music
HENRY COWELL

LILI BOULANGER MEMORIAL AWARD
CHARLES WUORINEN
(co-winner)

NARAS AWARDS
(National Academy of Recording Arts and Sciences)
Records of the works of the following writers whose music is licensed by BMI
RAY CHARLES
JIMMY DEAN
MAHALIA JACKSON
GALT MACDERMOT
ELAINE MAY
PERCY MAYFIELD
PETER NERO
MIKE NICHOLS
SI ZENTNER

NATIONAL INSTITUTE OF ARTS AND LETTERS
LEON KIRCHNER
Elected to Membership

GRAND PRIX AWARD
(The News Society of Italy)
Best Jazz Album of the Year
"Mingus Presents Mingus"
CHARLES MINGUS

OBIE (Off Broadway) AWARDS
Best Musical
"Fly Blackbird"
written by C. JACKSON,
JAMES HATCH
and JEROME ESKOW

IVOR NOVELLO AWARDS
For Outstanding Contributions to British Popular and Light Music
Most Performed Work of the Year
"My Kind of Girl"
written by LESLIE BRICUSSE

Year's Outstanding Light Orchestral Composition
"The Secrets of the Seine"
written by TONY OSBORNE

MOE (Music Operators of America)
Most Popular Record of the Year
"Big Bad John"
written by JIMMY DEAN

1962 GUGGENHEIM FELLOWSHIPS
GUNTHER SCHULLER
EZRA SIMS

BROADCAST MUSIC, INC.
589 Fifth Avenue
New York 17, New York
extend "Monitor" to weekdays reduce station compensation by 25% and open up additional evening programs for network sale of participation.

Radio, recovering from the impact of television competition, announced "on the way up in audience and sales."

October: MBS cuts personnel 25% in "belt-tightening" program reportedly designed to free more money for programming.

U. S. Supreme Court refuses to review decision of New Mexico Supreme Court that state school tax of 2% on gross incomes is legal on local revenues of broadcast stations; KOB Albuquerque has fought tax for 10 years on basis that broadcasting is interstate commerce and so exempt from state and local taxes.

ABC Radio affiliates praise network's plan for evening programming based on personalized listening concept; plan calls for 23% of time to be programmed and sold in five-minute segments.

Jack Wrather, John L. Loeb and Richard Buckley buy WNEW N. Y. for $4 million, top price to date for a radio station.

December: 1954 was first year that broadcasting revenues passed billion-dollar mark, FCC reports, with radio-television total of $1,042.5 million; also first year that television passed radio, with $586 million for video to $449.5 million for audio broadcasting. Young & Rubicam is top agency user of broadcast media in 1955, spending $72 million for radio-television advertising in behalf of its clients.

FCC tabulation for fiscal 1955 (ended June 30) shows 2,840 AM stations, 582 Television stations and 552 FM stations authorized.

1956

January: Broadcasters face probe by Senate Commerce (Magnuson) Committee into TV networks and allocations, radio-TV coverage of presidential election year activities and demands for free political air time.

February: Radio sales in 1955 at estimated $550.6 million, up from 1954 shump.

MBS guarantees circulation to advertisers, based on Nielsen ratings. Senate and House Commerce Committees hear usual pro-con testimony on bills to ban alcohol ads.


June: CBS Radio announces 614% boost in rates to affiliates.

July: SRA reports national radio spot sales well ahead of 1955.

Westinghouse Broadcasting Corp. radio stations drop NBC Radio affiliation, to sell its time in an overall spot basis.

October: Announcers & disc jockeys get requests to broadcast free messages on behalf of Democratic candidates. Republicans call move "time stealing."

November: NARTI's Radio Research Committee names subcommittee to study past and present radio research methods and to outline procedure which may be used as all-industry standard.

At RAB's second annual National Radio Advertising Clinic, Joseph Stone of J. W. Thompson says singing commercials are "no longer flighty little jingles," but "fine works of art."

All radio and TV networks give Gov. Stevenson time to answer Eisenhower simileust of Equal Time ruling. FCC says question is too involved and complicated for immediate answer.

NRC Radio affiliates get boost. Compensation rate to stations goes up 7.5% as of January 1, 1956, partially restores reductions which affiliates have taken since impact of television began to be felt 5 yrs. ago.

Pulse reports gain of 1.6% in out-of-home radio listening in past summer over similar period in 1955 accounted for "largest out-of-home radio audience in history."

December: Cumulative billings of top 40 ad agencies for radio and television amounted to $963.8 million in 1956.

Production of broadcast receivers for 1956 is running for radio about 20% ahead of 1955; for television about 9% behind last year.

RAB to spend $850,000 in 1957 for cumulative audience reports and listening habit studies to increase radio sales.

SRA figures show sport radio time sales reached at $150 million for 1956.

Rising demand for home portable & clock radios is shown by RETMA reports of set shipments for first 10 months with 1956 running 20% ahead of 1955.

FCC reports total 1955 radio revenues come to $453.4 million.

FCC reports purchase and sale of radio and television stations in 1956 reached new high with 1,095 applications for station transfers with more than $75 million involved.

1957

January: NBC Radio all set to go into operation with their revitalized program schedule including controversial 5 minute newscasts on the hour.

February: All records broken in 1956 as retail sales rise to 8.3 million dollar mark.

Network radio's first major rate adjustment in two years was initiated by CBS Radio proposal to raise daytime rates 5% and cut nighttime prices by a third.

April: Highest billing record in radio history registered in 1956 topping $485 million with national spot & local classifications accounting for principal share—over 85% of all new cars sold in 1956, radio equipped.

Agency and advertiser opinion feels stations should cut down on number of commercials sold in 7-9 a.m. & 4-6 p.m. time periods.

May: 130,489 radio receivers in use around the world, not counting the 91,000,000 home sets in the United States and the five million plus in Canada—represents increase of about 20% since July 1954. Radio has 1.9 listeners per listening home in aver. minute—about 1.4 billion man-hours per week.

June: CBS radio says its daytime hours are 90% sold. NBC reports it now has more different companies as advertisers—49 of them—than at any other point in the network's history.

July: First Spot rating to affiliates for first quarter of 1957 hit $48,827,000—a 40.5% leap over same quarter in 1956.

October: WNEW, N. Y.—daddy of the straight "music and news" radio stations, will switch to more flexible policy saying that playing the most popular hits exclusively "almost eliminates the creative programing urge, the ingenuity and imagination upon which the future of radio will depend."

Number of radio stations at all time high of 3,626.

November: FCC issued new blast against stations which engage in merchandising arrangements and grocery chains and advertisers who buy time on such stations.

December: Radio is entering the subliminal area in at least two mks—WCCO, Minneapolis & KLTI, Longview, Texas—using what they call "Phantom Spots" and "Radio Active Iso-Spots" to sneak messages to the subconscious. WCCO is using Phantom Spots only for program promotion and public service while KLTI's Radio Active Iso-Spots are being sold. Network spokesmen disclaimed plans to use subliminal methods at this stage. Both NBC and CBS have directed a hands-off policy on any material prepared for subliminal perception.

1958

April: Total radio set sales in 1957 amounted to 15.2 million.

Radio's first two-hour "color" extravaganza announced for May 4 by CBS. The show will attempt to translate color into the radio medium through music, sound and sketches. According to the network, it has been proven that certain words, sounds or pieces of music carry, psychologically very strong color connotations.

July: National spot revenue set all-time high of $46,171,000 during first quarter of '58.
FOR EXTRA COPIES OF THE 40-YEAR ALBUM

Hard cover edition $5 per copy;
Soft cover edition $1 per copy.*
Your order will be promptly handled while the supply lasts. Your name in gold on the hard cover edition, $1 additional. Write SPONSOR, 555 Fifth Ave., New York 17.

*Soft cover edition free with an $8 subscription to SPONSOR.
September: Caught between rising expenses and a stable income level, the typical radio station still saw a profit decline of one cent on the sales dollar in 1957 according to NAB survey.

1959

February: CBS-NBC rivalry became more pronounced as CBS Radio activated its "Program Consolidation" plan claiming 85% affiliate acceptance and $4.5 million in new business. NBC Radio counterclaimed $7.24 million in new and renewed business and proceeded to pick up several stations which disqualified from CBS.

The industry began acting on alleged "discriminatory double rates." Several stations began charging uniform rate for both local and national advertisers, urged other stations to do same.

Network and station reps joined All-Industry Radio Music License Committee seeking court action against ASCAP for "reasonable rates." In the meantime, the networks and O&O stations accepted one year extension of ASCAP contracts. Networks and American Federation of Musicians signed new 5 year past providing for wage increases and pension plan.

May: A growing number of sources are beginning to criticize prevailing rating and audience measurement techniques.

RAB reports more than 3,650,000 new automobiles with radios sold last year bringing current automobile audience up to more than 38 million ears.

ABC Radio continues to expand—now has 346 affiliates.

September: Over 70% of the nation's boats have radios aboard—an audience of 37 million.

October: Second quarter billing (national spot) up 13% over last year.

November: NBC Radio will expand its news & information services and put entertainment shows on a pay-as-you-go basis.

1960

January: Reports show spot billings for 1959 rose 7% while network billings dropped 13%.

May: Kenyon & Eckhardt reports summer time spent with radio goes up 9%—out-of-home listening 25%. People spend average of 14 hours and 29 minutes per week with radio in winter, 15 hours and 32 minutes in the summer.

July: NBC Radio, after eight years of operating in the red, says it now shows a profit: CBS Radio claims profit in final quarter of 1959 and first quarter of 1960. Mutual almost breaking even: ABC still in the red.

August: RAB reports almost 156.4 million working radio sets in U.S., set ownership growth of 98% since 1949: 7.5% gain in radio's daily reach. U. S. sales of Japanese transistors from 641,000 in 1957 to 4 million in 1959.

SRA reports national spot radio business for first quarter of 1960 $40.08 million, number of AM & FM stations on air, end of May: 4,206—3,479 am, 727 fm.

October: CBS Radio announces termination of all daytime serials—the last of the "soap operas" which reigned for 20 years. FCC reports at end of August there were 752 FM stations on the air, 190 approved but not operational and 85 new station requests pending.

December: Top 50 broadcast agencies placed approximately $48 million in network radio in 1960. N. W. Ayer top spender with $17 million.

1961

February: FM boasts 70% increase in additional circulation in 1960 over 1950. Number of FM only and FM-AM radio sets produced in U.S. has doubled in past two years. Approx. 1.7 million FM-tuning units put on U.S. retail market in 1960.

August: Radio Press International news service, with only 14 station clients and deeply in debt a year and a half ago, has 80 station subscribers and is doing volume of approximately half million.

RAB questions U. S. Census figures for 1960 showing radio homes saturation dropped from 95.7% in 1950 to 91.3% in 1960. NAB requests re-check.

September: According to survey of its members, National Community Television Assn. reports over $1 million a year is spent on local radio stations by community antenna systems.

October: FCC Commissioner, Fred W. Ford questions if government should do something about the over population of radio stations because of an "economy of saturation."

November: Some station representatives defended agencies against charges that stations aren't taking the interest in hearing spot radio presentations but representatives feel stronger selling is needed.

Mixed reactions to FCC proposal for drastic changes in rules governing FM allocations and operations. NAB expressed general approval. Assn. of Federal Communications Consulting Engineers saw its "uneconomical" & "unrealistic." Multiplex says it's "undemocratic."

December: RAB presented its plan to boost national radio advertising volume by $30 million yearly. SAYS it will solicit radio buys from top 100 advertisers, offering in-depth studies & tailor-made presentations—calls for use of radio as major part of advertising program rather than supplement. Bureau will continue in supervising role including selection of markets, stations and time periods and commercials. RAB will conduct periodic research. Stations will be asked to pay 10% of billing RAB brings them.

October, November: FCC figures show first half of 1961 total revenues were up on 49% of the country's radio stations, local revenues higher on 58%, spot sales higher on 36%. Second half total revenues ahead of last year on 63%, local on 62%, spot up on 46%. 1962

January: Roht, Paulie reports Dec. '61 was ABC Radio's highest in gross billing since same period in mid 1950's—a total of $4.7 million in new and renewed business. Survey shows national Spot radio up 7.9% in 3rd quarter 1961 over same time in 1960. House Subcommittee on Regulatory Agencies will investigate the rating surveys and station promotions planned to coincide with rating surveys.

February: RAB has drawn up a new plan for revitalizing radio. Plan involves simplified buying and ideas for stimulating new interest.

March: The Psychological Corp. study of radio listeners for WMCA shows the typical listener to be loyal, tolerant, patient and inquisitive in his listening habits.

April: U. S. Census Bureau released figures showing radio penetration at 89.9%—a drop from 1960's 93.3% and considerably lower than the 93.7% penetration of 1950.

At the NAB convention in Chicago, NAB president, LeRoy Collins suggested a committee to investigate the overpopulation of radio and the resulting economic problems.

A report at the NAB convention shows the U. S. with 1,976 radio stations in 1950 with a total revenue of $340,891,476 as opposed to 3,500 stations in 1960 with revenue of $560,315,348. Income, however, remained almost the same in the 10 year period—$55,113,872 (before taxes) in 1950, $55,200,977 in 1960.

RAB questioned U. S. Census figures on radio penetration—says there are only minor changes in 1950 and 1960 figures. Says radio is being sold short.

May: The FCC, in an attempt to cut down the number of AM stations, announced it would accept no applications for new or changed facilities unless station would bring primary service to a minimum of 25% of proposed coverage area, would not cause interference with existing stations, would be on one of the 13 clear channels, and would increase power up to 1KW for existing Class IV stations. Radio celebrates its 40th anniversary.
What makes the listener turn the dial to your FM station? Quality. And quality alone. Programming at such levels virtually demands highest fidelity transmission. To achieve such standards the unquestioned choice of knowledgeable FM stations is RCA's unmatched Direct FM Transmitter. This system is easiest to tune and holds its adjustment best. Whatever the power class, you are assured minimum distortion and wide frequency response. Such performance is the happy result of RCA's long background of pioneering and achievement in the wonderful world of radio.

RCA designs and builds its complete line of transmitters to accommodate stereophonic signals and an SCA multiplex subchannel. For complete technical details on any of RCA's Direct FM transmitters, see your RCA Broadcast Representative. Or, write: RCA Broadcast and Television Equipment, Dept. J-264, Building 15-5, Camden, N.J.
everyone is talking about WOR Radio's adult talk

"the pioneer and most successful 'all talk' programming... WOR"
BILL GREELEY, VARIETY

"WOR has a simple and astonishing formula... TALK"
TIME MAGAZINE

"A booming 50,000 watt voice of intelligent programming"
JACK O'BRIAN, N.Y. JOURNAL-AMERICAN

"forerunner of radio's new era"
RICHARD K. DOAN, N.Y. HERALD TRIBUNE

WOR Radio 710 fm 98.7/An RKO General Station