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*P R E S E N T S*

THE 1950  
RADIO  
ANNUAL

*Edited by*  
*JACK ALICOATE*

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# APPRECIATION

*To that understanding legion, representing every facet of radio and television who have helped us in gathering material for the 1950 RADIO ANNUAL and TELEVISION YEAR BOOK we of Radio Daily extend our grateful appreciation.*

*The 1950 stride of this work of reference is compellingly reflected in the departments that follow. More pages, more subjects, more streamlined and of more interest to the busy executives of a dynamic industry of which Radio Daily is happy to play its modest part.*

*RADIO ANNUAL and TELEVISION YEAR BOOK is constantly in preparation. It forms the hard core of the always busy and universally used Radio Daily Information Department. Next year's edition is always in preparation. Again, many thanks to all who have helped.*

JACK ALICOATE,  
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# United Press News Programs for Radio

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	News of the World in Brief	5	Weekdays, 12 times Sunday, 11 times
	The World in a Nutshell	1	Weekdays, 7 times Sunday, 6 times
<b>SPORTS</b>	Speaking of Sports	5	Mon. through Saturday
	The Sports Lineup	5	Every day
	Great Moments in Sports	5	Mon. through Saturday
	Sizing Up Sports	15	Sunday
<b>FOR WOMEN</b>	In the Woman's World	5	Mon. through Saturday
	Women in the News	5	Mon. through Saturday
	Mainly for Women	5	Mon. through Friday
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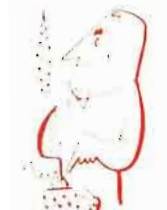
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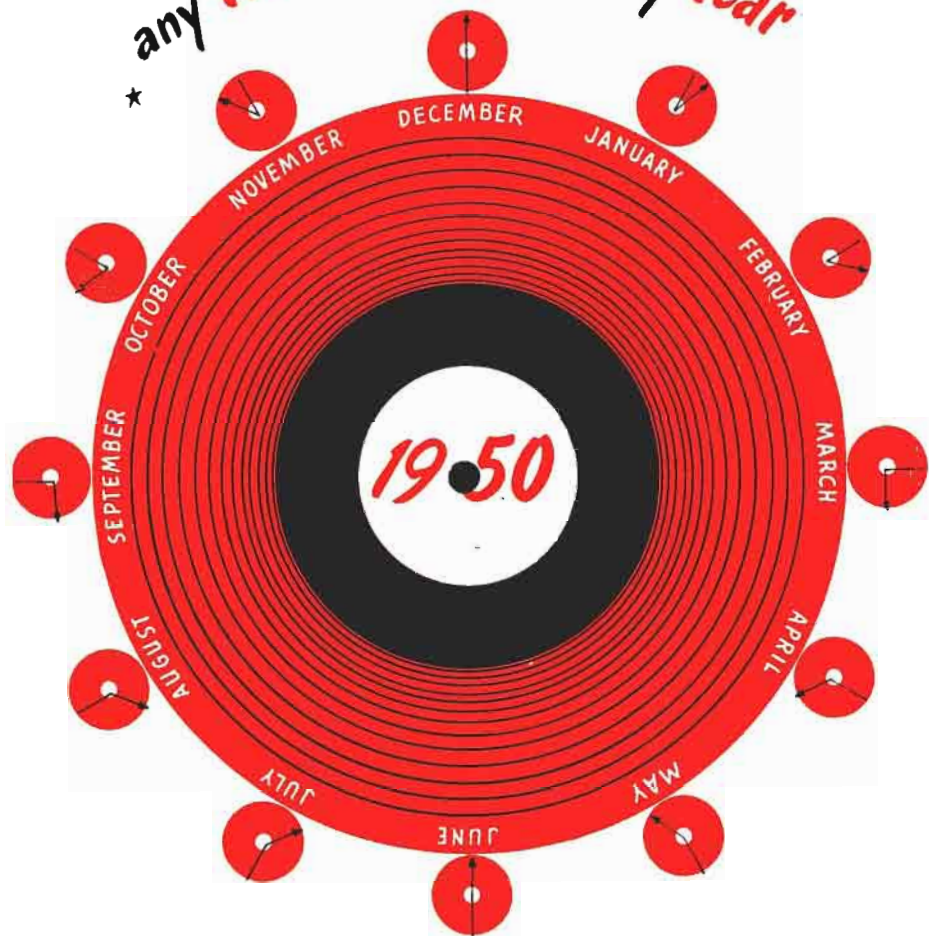
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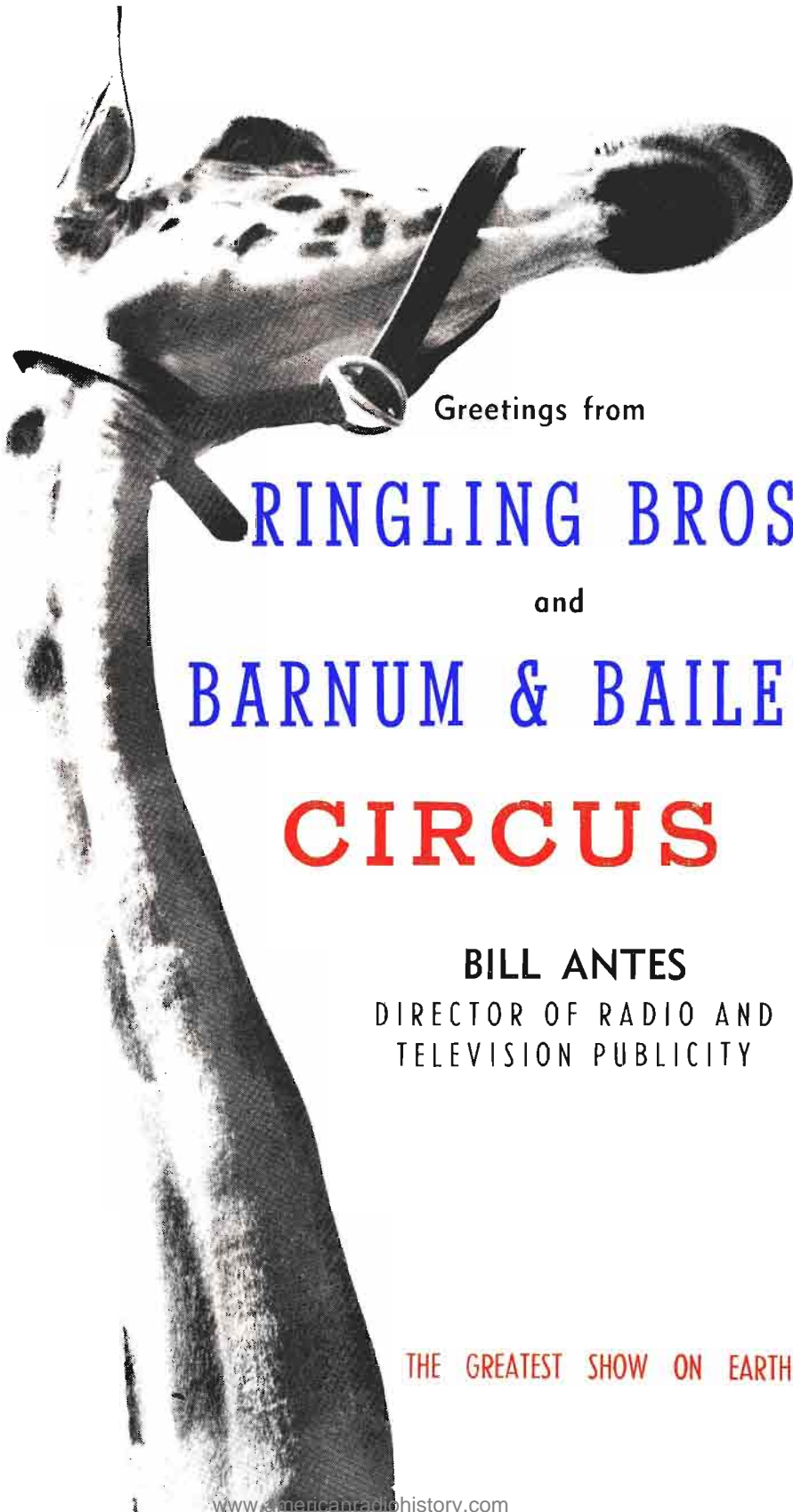
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DIRECTOR OF RADIO AND  
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**THE GREATEST SHOW ON EARTH**

# PUBLIC SERVICE PROGRAMMING

## GIVEN EMPHASIS BY FCC CHAIRMAN

by  
**WAYNE COY**  
Chairman

**Federal Communications Commission**

**T**HE proudest boast of American radio is its pre-eminence as the people's forum. The record of our radio system is studded with examples of outstanding public service to support that claim. All over the nation there are broadcasters who have studied their community needs so searchingly and have then proceeded to serve them so enthusiastically that they have won an enviable place in the hearts of the citizens. In city after city such broadcasters have enriched the life of their community by making their station a new and indispensable civic institution, a powerful force in the social, economic, cultural, educational and political life of the community, a focus for local progress. By virtue of such zeal and public spirit, the broadcaster in many such cases has become the city's "first citizen."

In the light of such distinguished and well-publicized achievements in community service it is difficult to understand the apparent disregard of some licensees for this most important phase of their operation. It is difficult to understand how they can assume the obligation as a trustee of a publicly-owned frequency—often the only frequency available in a community—and then proceed to black out the needs of their community. The examination of the annual program reports for a composite week from such stations is apt to make pretty gloomy reading.

You get the impression that such licensees are content to keep the community service activities of their station on a par with those of a juke box.



You get the impression that in such communities there are no problems of health, juvenile delinquency, labor, education, recreation, transportation or housing; that no local groups such as the schools, welfare bodies, religious organizations, unions, civic study clubs or governmental agencies ever wants or needs to use radio to further its activities; that there are no local musicians, authors, artists, professional leaders or other gifted citizens who might be given an opportunity for expression. Perhaps there are such communities. I don't know of any. In only such communities (did they exist) would a licensee be justified in relying completely on a network hook-up and a phonograph turntable. If there are such communities you may be sure that those conditions are never reported to the Commission when an applicant is seeking a license to establish a new station.

The Commission does not tell a licensee what the particular needs of his community are. They are for him to uncover—not by sitting in his office and waiting for timid requests for time, but by going out and making a real study of his community.

I hope that the cases of apparent neglect of community service that the Commission set down for a hearing in 1949 will not develop into a trend.

The broadcasting industry can strengthen itself and grow in the esteem of the American people during the mid-century year of 1950 by building up this area of public service.

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OF AMERICA

Publicity — DAVID O. ALBER ASSOCIATES: Gene Shetrin

# LOOKING AHEAD IN 1950 SOLUTION OF NARBA PROBLEM IS ISSUE

by  
**JUSTIN MILLER**  
President, National Association  
of Broadcasters

FRANK C. LEPORE  
48 SAN TERRACE  
ANN ARBOR, MICH. 48106



1950 will be the last year of a momentous half century, a 50-year span which has seen the growth of radio from the first spark of Marconi's wireless to the great medium of mass communication and advertising we now know. Few men, at the beginning of that half century, would have dared to predict the growth of that small spark into today's vast web of communications—aural and visual—for information, entertainment and education. Few men will dare, now, to predict the events of the coming half century. But it is easier to guess at the coming year's events.

In a world of universal complexities, it is perhaps inevitable that one of 1950's major communication problems is an international snarl. The coming year will find us increasingly concerned for the successful negotiation of a new NARBA agreement. Without such an agreement, which will protect their frequencies and their audiences, American broadcasters cannot hope to realize the achievements which 1950 may otherwise have in store for them. With some services already seriously degraded, the American people are threatened with chaotic conditions if efforts to negotiate a new agreement fail.

The NAB is working faithfully in this field, through its staff members who sit on the United States delegation. We will continue to work toward an equitable agreement, for the protection of American listeners and broadcasters.

In other fields, 1950 seems to offer bright prospects. It should be a year of increased incomes, and of more careful attention to the control of operating costs; a subject of interested discussion at 1949 NAB District meetings. It will be a year in which American broadcasters, through their NAB, will continue a vigilant defense of the people's fundamental freedoms; an area in which notable victories have been won in the two years just past.

It will be a year of continuing change for broadcasting of all kinds—AM, FM and Television; for change continues to be the only completely sure prediction concerning broadcasting. But unless all the signs are wrong, it will be healthy change; change toward better operation and better economic condition.

In summary, broadcasting takes just pride in its accomplishments as it comes to the end of its 30th year and the end of the century's halfway marker.

# JACK BENNY





# RADIO SALES INTENSIFIED AS TV EXPANSION LOOMS

by  
**FRANK BURKE**  
Editor, Radio Daily

**R**ADIO, entering its most aggressive selling year, holds promise of good returns for 1950 as television interests fight for the lifting of the TV freeze and chance to expand as the nation's most promising young industry.

The radio pitch for a share of the advertiser's dollar will be more forceful this year than ever before in the history of the industry. These plans have taken form in the campaign of Broadcast Advertising Bureau and the National Association of Radio Station Representatives. They have been augmented too by the promotional efforts of broadcasters in competitive markets in key center cities throughout the country.

Just how effective radio's bid will be remains to be seen. The outlook, however, is far from gloomy and broadcasters in the AM field hope to hold the gains made in the past year and to attract new accounts.

Coupled with the campaigns are several schools of thought on the future of radio. Something that AM commercial network as we know it today will decline with the development of the nighttime TV audience. Others think that the TV impact has not been too competitive to date and that it will be several years before AM and FM radio will feel the force of its competition.

Some broadcasters view the TV expansion with alarm. In several cities, New York, Philadelphia and Washington, the broadcasters have been considering reducing their nighttime rates and raising their daytime rate cards. They argue that TV is capturing some of the nighttime audience but that the daytime listening audience remains intact and will so for years to come.

Language station broadcasters take a more optimistic view of the situation. They believe that the foreign language stations will hold their audiences come what may and see no threat in the sight and sound media. This is espe-

cially true in the Italian, Yiddish and Polish markets of the New York area.

Turning to other sections of the country where TV stations do not exist, or are not expected to be built in the immediate future, the picture is different. Broadcasters in these areas, selling at the local level, have only the competition of fellow radio broadcasters. This competition, however, is vigorous especially in cities and towns where too many stations exist and there are unethical rate card practices.

Comforting words come from the publicity departments of the major networks. Top brass are quoted as saying that they see no competition between radio and TV and say that one service complements another. In fact networks are making much of simulcasting of radio shows on TV and predict more of it will occur in the months to come.

All is not complacent, however, in the industry. The National Association of Broadcasters which has had a series of stream-lining operations the past year is still a shaky convalescent.

Television, despite the shackles of the FCC freeze, continues to be the nation's most talked of industry. With 100 stations operating in cities throughout the country and the audience rated at 4,000,000 receivers at this time, some have predicted that more than 10,000,000 sets will be in use before year's end.

Linked with the expansion plans of TV is the prayer of the industry that the FCC in its wisdom will lift the freeze on 346 applications for stations. This will turn the industry expansion on at full blast and by the end of the year there should be more than 200 TV stations in operation throughout the United States. Confidentially we think the commission will lift the freeze and that the industry will move forward at unprecedented speed in the year ahead



# JUDY CANOVA

## "THE JUDY CANOVA SHOW"

For

**Colgate-Palmolive-Peet**

Saturday Evenings NBC

38

---

# TEN OUTSTANDING RADIO EVENTS OF 1949

---

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

1. **Russia's Atomic Explosion.**
2. **The Atlantic Pact.**
3. **Devaluation of Foreign Currency.**
4. **U. S. Treason Trials.**
5. **Communists Take China.**
6. **Soviet Clashes with Vatican and Tito.**
7. **Labor Strikes for Pensions.**
8. **Washington "Five Per Centers."**
9. **Unification Hearings.**
10. **The "Veep" and his Bride.**

## **Outstanding Broadcasts**

**CBS' "Mind In the Shadow" Documentary.**

**NBC's "Living, 1949" Series.**

**ABC's Documentary, "The Berlin Story."**

**Mutual's Coverage of "World Series."**

# HOPE



1950

**SWAN SOAP PROGRAM  
PARAMOUNT PICTURES**



# NEW ERA OF ENTERTAINMENT —TV ADVANCES ARE NOTEWORTHY

by  
**BRIG. GENERAL DAVID SARNOFF**  
Chairman of the Board, Radio Corporation of America

**T**ELEVISION shook off its adolescence and came into man's estate during 1949. Wherever it appeared the public embraced it, no longer as a novelty of sight and sound but as a service of untold potentiality. Great as is its future, from industrial, scientific and educational standpoints, the American people have been quick to recognize the new era of entertainment it has brought to the home, the significant informational services it has begun to develop, and its importance in communications by serving the eye as well as the ear. The strides it is making as an advertising and marketing medium of unsurpassed impact on the business and buying habits of the nation are now widely recognized, and new technical developments give promise of continuous improvement.

In 1949 television began to exert a powerful impact on the entertainment habits of Americans. Home-life, education, news, politics, sports and all forms of entertainment are beginning to realize the social and economic import of this new art.

As 1950 opened, there were 98 television broadcasting stations in the United States. Networks are being extended by coaxial cable and radio relay interconnections. Millions of people in areas still out of range of the wave-borne pictures eagerly await the arrival of TV. In February, 1950, RCA Victor will manufacture its millionth television set, and sets will come off the production lines in greater numbers as increased mass production makes it possible.

*Achievements in 1949:* Achievements of RCA scientists and research men, coupled with the accomplishments of commercial engineers, contributed much to the advance of radio-electronics in 1949. New fields of research were opened with promising possibilities for the future not only in communications but in science and industry. Among the outstanding achievements in

radio-electronics and television during the year were:

1. Expansion of television as a service to the public.
2. Development of the RCA all-electronic, high-definition compatible color television system now being field tested.
3. Introduction of the RCA 45-rpm system of recorded music featuring the simplest and fastest phonograph record changer ever devised and providing the best quality of reproduction.
4. Advanced development of radar and its increased application for national security and safety at sea and in the air.
5. Application of the electron microscope and electronic techniques in the fields of biology and medicine; for example, its use in research for close-up study of cancer cells and tissues.

The electron tube, as the greatest basic invention in 50 years, has been the master key to radio progress. It opened the pathways through space for world-wide radiotelegraphy and telephony, for radio broadcasting, television, radar Ultrafax and numerous industrial applications. It will continue to unlock new developments from year to year.

For example, the "memory tube," developed as an electronic brain for rapid computing machines, makes it possible to complete the multiplication of two numbers, each having as many as 12 digits, in a hundred millionth of a second. It is called a "memory tube" because the figures fed into it can be retained for an indefinite time and be extracted when desired.

Another new RCA tube called the Graphechon has "visual memory." It can store radar signals and transient phenomena which occur in less than a millionth of a second and which ordinarily fade out in only a few seconds when traced on fluorescent screens yet this tube stores such signals for more than a minute.

New photo-tubes developed by RCA  
(Continued on Page 53)



**MR. TELEVISION**



# UNITED NATIONS EXPANDING ITS BROADCASTING ACTIVITIES

by

**DOROTHY LEWIS**

**Coordinator, United Nations Radio**

**T**HE Charter of the United Nations states that "The United Nations cannot achieve the purpose for which it has been created unless the peoples of the world are fully informed of its aims and activities." Because radio is an instantaneous means of intelligence transmission and because it reaches across borders to the illiterate as well as the educated—its utilization in fulfilling this directive is strategic. Since there are two billion citizens in United Nations' 59 member states, broadcasters have a ready market for United Nations programs. While United Nations activities in the fields of politics, economics, science, art, agriculture, human rights, etc. are global in scope—they are intimately related to everyday living and are therefore excellent grist for the program mill. During 1949 United Nations Radio, many systems of broadcasting, networks and local stations have materially increased their efforts to dramatize this unfolding story of man's effort to establish a peaceful world.

**SECTIONS:** The Radio Division of UN consisting of 90 members from some 25 member states, is divided into four sections: European and Middle Eastern Services, Latin American Services, Trans-Pacific Services and English Language Services.

Each week about 20-25 hours are devoted to live broadcasts of regular meetings. Approximately 100 hours of broadcasting originate weekly at Lake Success except during the General Assembly when the output increases materially. This figure does not reflect the countless hours of rebroadcast by national systems, networks, local stations.

United Nations news and feature programs are released to all member states in the following languages: English, French, Spanish, Russian, Chinese, Dutch, Norwegian, Arabic, Icelandic, Greek, Turkish, Serbo-Croat, Polish, Czech, Amharic, Persian, Pushtu, Hebrew, Italian, Portuguese, Burmese, Hindustani, Siamese, Indonesian-Malay, Tagalog and Urdu.

"UNITED NATION TODAY," the daily (Monday through Friday) Peabody Award-winning actuality news review, now in its third year, is carried by some 175 U. S. stations and is transmitted overseas to Australia, New Zealand, India, Pakistan, and the Philippines. It covers not only day-to-day United Nations news from all parts of the world but voices of delegates.

"MEMO FROM LAKE SUCCESS"—another Peabody winner—began its second season in September 1949 over the Columbia Broadcasting System and in Canada over CBC. It is released overseas to Australia, New Zealand, and South Africa. It is noteworthy that exclusive statements by its featured personalities have made newspaper headlines regularly from coast-to-coast.

"TWO BILLION STRONG"—This documentary-type, half-hour series, carried by 225 ABC stations, had the distinction of being repeated in evening time during the summer of 1949. For this series UN's roving reporter travelled extensively to secure exclusive interviews and color.

"U. N. STORY":—Mr. Benjamin A. Cohen, Assistant Secretary-General, addressed the National Association of Broadcasters 1949 convention on "Independents" Day. His offer of several special services to this segment of the industry was met with enthusiastic response. As a direct result, 300 independent stations in 44 states have scheduled a weekly 15-minute transcribed feature program, entitled "U. N. Story," by a relay process. Under its earlier title, "Operation U. N.," the show won an award at the Ohio Institute for Education by Radio. It is carried in many English-speaking countries.

**NBC CAMPAIGNS FOR U.N.:** For the fourth consecutive year, the Public Affairs and Education Department of the National Broadcasting Company, New York, presented its annual NBC-United Nations Project, the purpose of which was to bring before the American public, through radio and television, the political as well as the social and economic accomplishments of the United Nations. The slogan for 1949 was "The United Nations Works For YOU."

**TELEVISION AT UNITED NATIONS:** It is indeed fortunate for millions of people that television has developed so rapidly in the last year through phenomenal increased distribution of television receiving sets and improved transmission. Most of the 84 U. S. television stations are now associated in networks. Early in 1949, U. N. began

(Continued on Page 73)



## **CAMEL PROGRAM**

Friday

Pacific Time 6:30 to 7:00 P.M.

Eastern Time 9:30 to 10:00 P.M.

NBC

Mgt. **LOU CLAYTON**





# TV PRODUCTION SCHEDULES TOP RMA ACTIVITIES

by  
**BOND GEDDES**

**Executive Vice President  
Radio Manufacturers Association**

**A**NOTHER milestone in the growth of the radio industry was achieved in 1949 just as the industry, as represented by the Radio Manufacturers Association, celebrated its "silver anniversary." It became the radio-television industry, and the television receiver took the lead over the radio in the value of set sales.

Early in 1949 for the first time manufacturers' sales of TV sets exceeded, in dollars, their sales of radios, and television increased its lead throughout the year. By the fourth quarter of the year, the ratio of receiver sales was about 70 per cent TV and 30 per cent radio.

Final figures on set production indicate that 1949 was the industry's biggest year to date in dollar volume of sales. TV set production exceeded 2,800,000 units. Radio output is estimated at about ten million receivers, and total set sales, at the manufacturers' level, at better than \$825,000,000.

These estimates may be compared with the industry's previous record in 1948 when 975,000 television receivers and about 16,500,000 radios brought set manufacturers about \$750,000,000.

Several interesting and significant trends in television receiver designs are apparent from a study of comparative statistics for 1948 and 1949.

One sharp trend, especially during the latter part of 1949, was toward larger direct view pictures. For example, 65 per cent of cathode ray tubes bought by set manufacturers during the third quarter of 1949 were 12 inches or larger as compared with six per cent in 1948. The increase in picture tubes of 14 inches or over was even more striking. Tubes of 14 inches or over accounted for 21 per cent and 14/100 of one per cent of sales, respectively, in the same periods.

Another significant trend was an in-

crease in the ratio of console and console TV sets to table models. In fact, television seems to have restored the popularity of the small console without a phonograph which, as a radio, has practically disappeared.

While the sale of home radio receivers declined sharply in 1949, the demand for outdoor types of radio sets—auto and portable receivers—remained high, and these alone accounted for production of more than 4,000,000 sets.

Moreover, the market for radios showed such a surprising upward turn in the fall and early winter of 1949 that most manufacturers were unable to fill all orders.

FM broadcasting suffered from the competition of AM stations on the one hand and TV stations on the other, but receiver manufacturers in 1949 were producing an increasing number of radios with FM reception facilities, largely AM-FM combinations, and in addition were incorporating FM audio reception facilities in a substantial number of television receivers.

Despite a "freeze" on new television station construction, the outlook for continued progress in TV set production and sales in 1950 is good. Industry estimates indicate between 3,500,000 and 4,000,000 television receivers will be manufactured in 1950, and that by 1951 approximately 7,500,000 TV sets will be in use in the United States.

While the "freeze" will delay the opening of new markets for television receivers, existing television areas will continue to absorb a large number of sets if radio receiver ownership can be taken as a yardstick.

Only about 12 per cent of the homes in TV-served areas had television receivers near the end of 1949. By comparison over 95 per cent of these homes have radios.

**TENTH YEAR ON THE AIR!**

**DUFFY'S TAVERN**

NBC Network

*Now setting new sales records*

*for a new sponsor!*

*BLATZ, Milwaukee's Finest Beer.*

*Ed "Archie" Gardner  
and  
Vinny Bogert  
(who never gets any credit)*



# NEED OF AUDIENCE RESEARCH EMPHASIZED BY A. A. A. PREXY

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

**I**N 1950, the buyer's market will be with us in full normal stride. For the broadcasting industry, this comes at a time when the number of radio stations has more than *tripled* and when few television stations are yet on a profitable footing.

What are the problems in selling tomorrow's time that can be expected to result?

Selling radio and television time is really a two-fold job. It is not enough merely to sell the time. It must also be converted into *successful* advertising. And making advertising successful is the specialized job of advertising agencies.

In radio and television broadcasting there is as yet *no* national body to recommend agencies as worthy of recognition, no general recognition standards of any kind, and no recognition machinery whatsoever.

Can radio afford to do less than other media are doing? In the contest of a buyer's market, can radio afford to have less insurance than other media enjoy, to evaluate the agencies who serve them?

It is also in radio's interest to give agencies certain research assistance which *only* broadcasters can give.

Printed media long ago found that confidence in their various media is based on their audited circulations. The audit is conducted by a joint tri-partite organization, the Audit Bureau of Circulations, or A.B.C., governed by all three interested partners—the printed media, the advertisers and the agencies. The media pay almost the entire bill for the auditing operations, so that the cost gets reflected in rates and so is shared pro rata among those who use the media.

Does this set-up sound familiar? It should? The parallel organization in radio—Broadcast Measurement Bureau, or B.M.B.—was set up in almost ex-

actly the same way. The tri-partite set-up under which B.M.B. was organized is a sound one. Some such organization or organizations are needed to match the A.B.C. of printed media, and it should have broadcasting's full support.

We sincerely hope that broadcasters everywhere will give their best and most searching thought to a sound continuation of station audience research with strong industry support behind it. Radio needs such industry-wide research, with tri-partite validation, if it hopes to realize its full potential as marketing and advertising practices continue to be tightened.

Another bulwark which broadcasting needs—and which *only* broadcasters can supply—is a safeguard against credit losses by agencies and by stations.

Over many years, other media have found it essential to supply a collection device and a credit safeguard, the 2 per cent cash discount. *They do not give this out of their revenue*; they make allowance for it in setting their rate, so as to receive the same net revenue. And the 2 per cent cash discount is *not a source of agency revenue* because agencies customarily pass it to the client, when he earns it by paying promptly. This enables the agency to collect promptly or be warned. It keeps the agency in sound financial condition to pay stations by their due dates.

The needs in radio and television are clear: (1) agency recognition standards; (2) industry research, widely supported; and (3) a credit safeguard.

The challenge of a buyers' market demands our best thought and wisest decisions. Let us make these wise and constructive decisions, and lick the challenge good.



## FRED WARING AND HIS PENNSYLVANIANS

RADIO — TELEVISION — CONCERTS

*Over 30 Years of Happy Association*

*The World*



# ROLE OF BAB DEFINED —WIDE ACCEPTANCE FORECAST

by

**MAURICE B. MITCHELL**

**Director, Broadcast Advertising Bureau**

**W**HEN last year's Radio Daily Annual went to press, establishment of a Broadcast Advertising Bureau was only a dream of several far-sighted broadcasters. Today it is firmly established and functioning.

The idea took form last April at the National Association of Broadcasters' annual convention and contiguous meetings of the NAB Board of Directors. The Bureau was formally established in June of 1949, with these as its objectives:

- (1) To promote the superior advantages of broadcasting as an advertising medium.
- (2) To conduct a continuing educational campaign designed to improve the technique of selling broadcast advertising.
- (3) To expand the use of broadcasting as a medium for selling services and merchandise.
- (4) To advance the profession of advertising generally as an essential part of our free enterprise economy.

In every instance, BAB's scope includes television as well as AM and FM radio broadcasting. Throughout the organization—in its name, its long-term directives, its day-to-day operating policies—the term "broadcasting" is used specifically to cover both radio and TV.

BAB functions as a bureau of the National Association of Broadcasters. It serves NAB members exclusively.

Headquarters of the BAB were moved from Washington to New York last July so that its staff could better serve the vast number of national advertisers and agencies doing business in this major metropolitan area. Budget permitting, offices will be opened during 1950 in Chicago and possibly on the West Coast.

Eventually, offices may be established in other cities where there are major advertisers and agencies to be served and sold.

Right now, though, advertisers and

agencies everywhere are invited to call upon BAB for services. Local advertisers should communicate via NAB member stations. National and regional advertisers may work either through members or directly with us at 270 Park Avenue in New York. Through correspondence, telegraph, telephone, and travelling representatives wherever feasible, we are ready to be of help.

This year BAB will intensify its efforts to create a greater understanding and appreciation of advertising, and broadcast advertising in particular, at all levels of the mass distribution system. Already NAB member stations are multiplying their contacts with regional offices, factory representatives, distributors, and all the other echelons lying between manufacturer and local dealers.

To give greater force and direction to this work, BAB will release early in the year a new strip-film designed especially for showing to executives at these intermediate distribution levels. It will document the power of broadcast advertising, and suggest means of coordinating activity throughout the distribution chain to insure the best results all along the line. And two new direct-mail campaigns, designed for use by member stations with local and regional prospects, are already on the presses.

BAB's activities in the retail field have received the greatest attention so far from the advertising industry generally, and these efforts will be stepped up in 1950.

Retail, regional, national-network, spot or local—we are here to help everyone who buys or sells broadcast advertising. To our members and all the broadcast industry's customers, we extend a cordial invitation to put us to work on your problems and potentialities.



THE OXYDOL SHOW  
Tuesday, Wednesday, Thursday  
8:15 P. M., CBS, E.S.T.

*Dinah Shore*

COLUMBIA RECORDS



# FUTURE OF CANADIAN RADIO-TV RESTS WITH ROYAL COMMISSION

by

**R. T. SNELGROVE**

**President, Canadian Association of Broadcasters**

**T**HE years 1949 and 1950 mark the second great milestone of Canadian radio history. In 1949, the Federal Government appointed a special five-man Royal Commission, charged with the duty of recommending, after complete investigation, a policy to set the broadcasting framework of Canada.

Mindful of the last Royal Commission on radio, which seventeen years ago recommended complete nationalization of broadcasting, the Canadian Association of Broadcasters immediately mobilized all its resources to see that the case of independent (non-government) broadcasting, was fully and fairly presented.

In September of 1949, the Canadian Association of Broadcasters presented two comprehensive briefs to the Royal Commission at its first, or Ottawa, hearings. These detailed the community service and other important work performed by the independent stations, outlined the history of broadcasting in Canada, showed the inequities and anomalies of the present radio structure, and urged the necessity for placing regulatory power in the hands of an impartial Commission or Board, rather than, as at present, in the hands of the Canadian Broadcasting Corporation which competes with the 119 non-government stations for audience and business.

Subsequently, officials of the CAB followed the Royal Commission on its tour of cities in Western Canada, Ontario, and Quebec. During these hearings on tour, greater and more complete detail of the broadcasting picture was presented in briefs submitted by individual member stations. The same policy will be followed in connection with the Royal Commission's tour of cities in the Atlantic provinces during January of 1950.

Thereafter, the Canadian Association of Broadcasters will present a final summary brief to the Royal Commission

at special sittings in Ottawa during April, 1950. This brief will outline a suggested pattern for Canadian broadcasting of the future.

Special speaking tours by officials of the Association brought the subject matter of the Commission's investigation to the attention of key clubs and groups, and organizations in various areas of Canada.

During most of the time that the Royal Commission was sitting during 1949, the Association was also confronted with the problem of the North American Regional Broadcasting Conference in Montreal. For the first time, the Association was permitted to have an observer present at this Conference. The Technical Committee, under chairmanship of Mr. George Chandler of Vancouver, engaged the services for this purpose of Mr. W. J. Bain, O.B.E., formerly of the Department of Transport. Mr. Chandler was also in attendance as a registered observer during key portions of the Conference. At the time the NARBAC recessed in December, no private station interest in Canada had been adversely affected.

Several planned fields of expansion were temporarily halted, to permit almost complete concentration on the problems posed by NARBAC and the investigations of the Royal Commission.

The biggest news in Canadian radio in 1950 will be the issue of the Royal Commission's report, probably in mid-year or later. Whether or not that report is implemented immediately by the Government, it will have a profound bearing on the future pattern of Canadian broadcasting, both in the sound and television fields. The Royal Commission investigation remains the biggest and most important job of the Canadian Association of Broadcasters; and its members are satisfied that their interests are being efficiently and fully protected.



FIBBER MCGEE AND MOLLY

for

Johnson's Wax

NBC

Tuesday Evenings



# NEW ERA OF ENTERTAINMENT—TV ADVANCES ARE NOTEWORTHY

by  
**BRIG. GENERAL DAVID SARNOFF**

(Continued from Page 41)

have made possible a new instrument, called a "scintillation counter," which detects and measures atomic and nuclear radiation at a rate which the Geiger counter cannot attain.

**Color Television:** While black-and-white television captured the public imagination in 1949, scientists and research experts kept their thoughts on the future. They demonstrated that television can "paint" pictures electronically in color. RCA Laboratories demonstrated a new all-electronic, high-definition color television system, completely compatible with present monochrome receivers. Scientists, broadcasters and radio manufacturers heralded this new system as an important and logical forward step. Its eventual introduction as a service to the public would not obsolete existing television receivers. Black-and-white sets would continue to receive color telecasts in monochrome, without the necessity for any changes in the receivers. Viewers who would want programs in color could attach a converter to their present sets, or use a color television receiver.

Much experimental work, as well as further engineering development and exploration of the radio spectrum, will be required before color television attains the present status of black-and-white. To this end, field tests of the new RCA color system are now under way in Washington, D. C. The preliminary results have been highly encouraging.

Notable progress is being made by RCA Laboratories in the development of a color picture reproducer of the single-tube type. Perfection of this color picture tube will greatly simplify television sets of the future, because in an electronic system it will replace the three tubes now necessary to reproduce the three primary colors and will make conversion of a black-and-white receiver for reception of color programs a relatively simple matter.

**The Newest Phonograph:** Television, however, is only one field in which the magic of electronics is being felt. In 1949, RCA Victor introduced a new and revolutionary system of recorded music, with the phonograph further electron-

ized and embodying the fastest record-changer ever to be developed. This new and compact record-player operates at the speed of 45 revolutions per minute and achieves distortion-free quality in music picked up by a permanent sapphire point from vinyl plastic disks  $6\frac{7}{8}$  inches in diameter. This RCA achievement has modernized the phonograph and added greatly to its distinction as a musical instrument, winning acclaim of music lovers and music critics alike. As the year 1949 ended, RCA was producing the new records at the rate of 20,000,000 a year to meet the public demand.

**The Challenge to Advance:** Like other new inventions, television and the 45-rpm Victrola phonograph have been challenged by those who resent change, by those who would impede or delay progress by clinging to the old. Nevertheless, the year's results confirmed commercially that the American public is eager to welcome improvements and advances. As with the electric light, the wireless, the automobile and the airplane, the public finally decided the fate of each. Lamp-makers cast dark glances at Edison's electric lamp, cables assailed wireless, carriage builders and blacksmiths frowned upon the automobile, the phonograph makers saw no future in radio, and the theatre belittled the movies. Now the motion pictures, theatres, and even radio itself are confronted with a new art created by science within their own fields. They must meet the challenging newcomer and advance with it or take their places in memory as old-fashioned things that constituted entertainment not so long ago.

**Looking Ahead:** On the threshold of 1950, the thoughts of those who would advance must be on the future, for modern science moves swiftly. To take one's eyes off the road and look back wistfully to the past, is to lose sight of the vast new opportunities ahead. RCA moves into the next 50 years determined to progress in service to the Nation and its people and to people everywhere. They will not only hear, but they will see the daily activities, the scenic surroundings and the achievements of each other, leading to the promise of greater understanding among nations.



**EDGAR BERGEN WITH CHARLIE McCARTHY**

CBS SUNDAY EVENINGS

FOR COCA-COLA



# UPS AND DOWNS OF TELEVISION VIEWED BY TBA PRESIDENT

by  
**J. R. POPPELE**  
President

**Television Broadcasters Association**

**N**OW that the flood gates have been flung wide open and the torrent of television is gushing freely across the nation, whither is the TV industry drifting?

Television has hurdled its greatest obstacle—public acceptance. The enormity of demand for video receivers which marked the past year can be expected to increase as more cities throughout the country are supplied with a television service. Network expansion will certainly keep pace with the growth of regional service and better programming will follow in its wake.

History is repeating itself in television, since the concept of visual broadcasting parallels that of aural transmissions. The free enterprise system, bolstered by enthusiastic private capital, has proved its soundness once again. The American system of free television service has already copped first place as the best in the world.

Yet with all the progress achieved in a scant two years of expanding television service, the industry is beset with urgent problems which must be met with alacrity if a period of retrogression is not to set in.

Stated briefly, these problems include: ending the paralyzing “freeze” on new station construction; resolving the issue of color television so that this service may be integrated into the present pattern of operations with the least possible displacement, and establishing stability within the industry itself by adjusting the economics of operations to permit a well-ordered growth.

Assuming all 13 are in full swing by the spring of 1950, further expansion of television service comes to a standstill. The “freeze” which went into effect in October, 1948, remains the single serious obstacle to the future of TV broadcasting in the U. S. For while the “freeze”

remains in effect there is complete standstill of station activity, with its attendant effect on the manufacture of transmitters and the obvious slowing down in the manufacture of receivers. Furthermore, network expansion remains only regionally and the hope for coast-to-coast television flounders.

The impasse can be splintered through two courses of action: utilization of frequencies in the ultra high frequency region of the spectrum (which are basically unexplored and uncertain) or a reshuffling of assignments between the present channels six and seven (88 to 164 megacycles) to permit greater “elbow room” for TV broadcasting in the very high frequencies.

Finally, the welfare of the broadcaster himself hangs in the balance. Stability at the economic level must be achieved on the basis of the industry's ability to pay. The past year has seen television grow from the so-called provincial stage to something resembling partial national service. The upsurge of TV activity has provided boundless employment opportunities. Zealous artisans and others whose services figure prominently in TV are beginning to make their presence felt in terms that at times defy logic.

In the long haul, all equitable demands can be met, provided an orderly growth of the industry is permitted. The prime factor in the immediate future is to build solidly—and sanely—toward that day when a full-fledged television service, offering a profitable return, can be achieved. Any other approach invites not only chaos but might spell ruination. This is one case where logic and reasonableness must dominate.

The television industry has survived many trials and discouragements over the years. It can and will be a vital force in our way of life—if given half a chance.



*"Be Good To Yourself"*

*is the wish of*

**DON McNEILL**

TOASTMASTER OF THE

*Breakfast Club*

**17th YEAR**

**SPONSORED COAST TO COAST  
MONDAY THROUGH FRIDAY**

**ABC, 8 to 9 a. m., C. S. T.**

**SWIFT - PHILCO - GEN. MILLS**



# RINGING THE CASH REGISTER BY ELECTRICAL TRANSCRIPTION

by

**FREDERIC W. ZIV**

**President, Frederic W. Ziv Company**

**H**OW far should the program producer go in helping the sponsor make sales?

During the fabulous 40's when sponsors seemed to have endless dollars to spend for advertising of all kinds, ringing the cash register seemed a lead-pipe cinch. But, these are the fighting 50's and advertisers are looking for sales plans calculated to keep sales and profits at a high level. It behooves the program producer to keep a sensitive finger on the pulse of the sponsor's sales.

So today, we find the program producer going all out in his effort to make his program ring the cash register for the sponsor. Perhaps one of the most interesting promotions designed by a program producer is the recent plan offered to retail advertisers who sponsor the across-the-board 15 minute show titled *Meet The Menjous*, starring Adolphe Menjou and his wife, Verree Teasdale Menjou. This famous Mr. & Mrs. team have built a tremendous audience for sponsors of this interesting Mr. & Mrs. show. And yet, a large audience is not enough. How to make that audience patronize the sponsor, that is the problem.

Credit for the answer must go to Burger-Phillips Department Store in Birmingham, Alabama. This famous store, sponsors of the Mr. & Mrs. Menjou program, have launched a truly terrific promotion by calling their store *The Mr. & Mrs. Store*. Utilizing photographs and quotations over the signatures of Mr. & Mrs. Adolphe Menjou in their newspaper ads, in their store windows, in their floor displays, in their elevator cards, in their envelope stuffers—in fact, in every bit of promotion utilized by the store—Burger-Phillips has become Birmingham's *Mr. & Mrs. Store*, featuring "Everything for the Mr.—Everything for the Mrs."

So, we see a radio program that now

makes the sponsor's newspaper ads more effective. That's a new thought, isn't it? A radio program designed to improve the store's newspaper advertising! A radio program designed to improve the store's windows! (Giant blow-ups of Adolphe Menjou in the newest apparel appear in Burger-Phillips' windows. Giant blow-ups of Verree Teasdale Menjou pointing out household appliances appear in Burger-Phillips' floor displays).

Thus, the producer of the *Meet the Menjous* program has not stopped by merely attracting a large radio audience. He has furnished the sponsor photographs of the stars, letters from the stars, blow-ups of the stars, and a complete retail promotion kit.

How about the national sponsor? Today, many national sponsors are using television in major markets and are confining their radio efforts to non-network programs in selective markets. These national and regional advertisers, like the retail sponsors, want programs that will ring the cash register.

Thus, the producers of the *Cisco Kid* have not stopped with merely producing a great program that attracts a huge audience. They have gone all out in merchandising that program for the sponsor. *Cisco Kid* becomes not only a radio program, but a completely merchandised promotion destined to carry the sponsor's sales to ever-increasing heights.

How far should the program producer go in assisting the sponsor to achieve sales results? The answer is "All Out." The program which offers the sponsor the greatest merchandising opportunities usually is the program which rings the cash register most vehemently. Our firm, for one, will leave no stone unturned in designing merchandising slants to help the sponsor enjoy directly-traceable increased results from his radio program.



**PATSY LEE**

Singing star of  
ABC's "Breakfast Club"

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



# RADIO EXECUTIVES CLUB REVIEWED BY PRESIDENT

by  
**JOHN KAROL**  
President, REC

A GROUP of time-buyers and time-salesmen, supplemented by a few others in the broadcasting business, met frequently for lunch back in 1939 and it was natural that someone suggest forming a club. Most informal in its inception, it called itself The Broadcasters Bull Sessions and its first stationery carried a bovine head as emblem. High in aspirations, earnest in purpose, and founded on close friendship and associations, from the first there was the important stipulation: don't use the club to sell your wares or your warts.

In 1941 it formalized its organization and chose the name Radio Executives Club, ran its membership to over 100, had guest speakers at its luncheons, and was on its way to its present approximately 1,000 members and the responsibilities of being a forum for industry discussions.

The purposes as laid down in the constitution of the club best describe its activities: "1. To promote and encourage the intelligent use of radio broadcasting as a medium of advertising; 2. To create a lasting fraternity of persons engaged in radio broadcasting and its allied fields; 3. To provide a common meeting place for all members of the club and their guests; 4. To promote a better understanding among members of the problems confronting the radio industry; 5. To promote the proper dissemination of information pertaining to radio which may be of mutual interest and value to club members."

All the electronic mass communication systems are considered included in the generic word radio, by the REC, which has always accorded much time and attention to television, frequency modulation and other means of broadcasting.

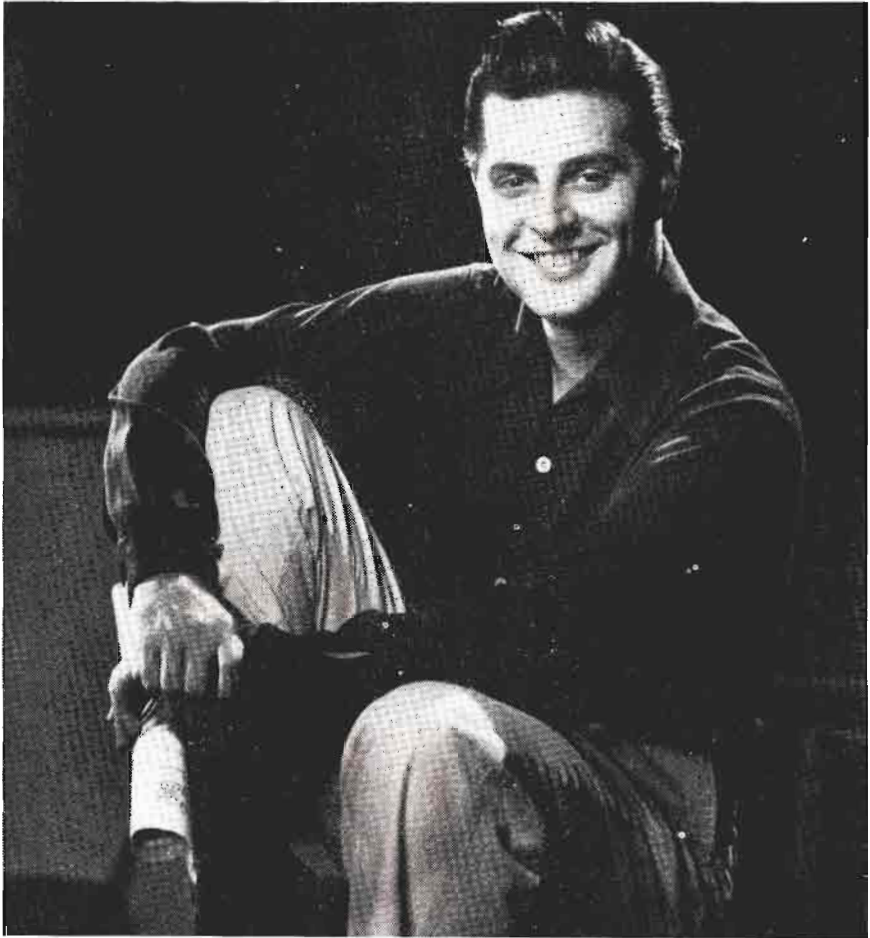
Dramatic proof of this is the well remembered Television Seminar which the Club ran in the spring and summer

of 1944. On sixteen successive Thursdays, in NBC studio 6-A several hundred members met to hear the leaders in the nascent branch of broadcasting, tell what was known, anticipated and crystal balled in television.

Each year, the members of the Club devote time and energy to a growing Christmas party whose basic function is to raise money for selected charities. Some of these have included the Army and Navy Relief Associations, the New York Times Neediest Cases, The Herald Tribune Fresh Air Fund, the Hearst Milk Fund, the New York Boys' Club, the Veterans Guidance in advertising and selling, sponsored by the Advertising Club of New York, and establishing an emergency loan fund for students at the City College of New York.

In 1949, the first REC year-book and membership roster appeared. Non-resident or associate members, most of whom attend meetings only at rare intervals, receive reports of each meeting, frequently including full transcripts of speeches given.

It is impossible to give credit to the many who have given their time and energy to the growth of the REC, who have made it a model for many similar groups in other cities, who have willingly served on the Advisory Council and the several necessary committees. Suffice to cite the fact that without this hearty co-operation of men and women in all phases of the industry, the club could not continue long. We are grateful too, for the standards and example set by the past president under whose leadership the REC has grown—the late Arthur Sinsheimer, John D. Hymes, Alman J. Taranton, Thomas H. Lynch, M. B. Grabhorn, Warren Jennings, Robert D. Swezey, William S. Hedges and Carl Haverlin.



## **JOHNNY DESMOND**

*"The G.I.'s Favorite Singer"*

Singing Star of

### **"The Breakfast Club"**

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

### **"The Johnny Desmond Show"**

for Ronson

ABC — Wednesday night  
7:55 to 8:00 p.m.

**M-G-M Recording Artist**

Management

MCA





# STORY OF RADIO PIONEERS IS HISTORY OF INDUSTRY

by

**WILLIAM S. HEDGES**

**Retiring President, Radio Pioneers Club**

**I**N the spring of 1942 someone discovered that H. V. Kaltenborn had been on the air for twenty years. There was something fascinating about the idea that a man could have rendered a service for twenty consecutive years in a medium which acknowledged November 2, 1920, as its birthday and as a result the inevitable happened. A dinner was given the Dean of American Commentators!

Hans Kaltenborn in a magnificent gesture of sharing his honors with others expressed the somewhat hesitant hope that perhaps there were others who had toiled in this new vineyard for a like period of time and therefore they, too, should be hailed as pioneers. During the next two or three years he found that his faint hopes were not only verified but that there were pioneers of even longer lineage than himself—that one of them—General David Sarnoff—who was thirteen years younger had served in broadcasting and its predecessor, wireless, for fifteen years longer.

This discovery was most fortunate because it gave the founder of the Radio Pioneers a tolerant view of the men and women who entered radio after the magic date of April 4, 1922 and he readily consented to the proposal that the organization maintain (until June 1951) the qualification of twenty years of service in radio for admission to the sacred portals of the Pioneers.

The rationalization in arriving at this conclusion was quite natural. Who would deny that Daniel Boone was a pioneer? Yet he didn't come over on the Mayflower; nor did he arrive with Captain John Smith but he did blaze a few trails and explore the wilderness. He, too, must be counted a pioneer.

The time requirement having been established the club got under way under the kindly ministrations of its founder, who paid all bills, published its yearbooks, arranged its annual banquets and extended (or withheld) the

invitations for membership. This happy state of affairs continued until 1947 when the burdens of an increasing membership with its volume of correspondence and the multiplicity of "things to do" pointed to the necessity of sharing of those burdens by the formalization of the club with officers, committee chairmen and an executive committee.

Mark Woods, vice-chairman of the American Broadcasting Company was elected president of the reconstituted club. Next in office was Edgar Kobak, then president of the Mutual Broadcasting System, who headed the Pioneers during the 1948-49 term.

It has been my good fortune to have been elected president of the Radio Pioneers during a year when many men and women who have had exceptionally distinguished careers in radio have become eligible for membership in the Pioneers. Thanks to the tireless efforts of Carl Haverlin, president of BMI, who is chairman of the membership committee, these newly qualified men and women as well as others who either "hadn't gotten around to it" or who "hadn't been asked" have come into the organization in droves. It is confidently expected that the membership of the club will have doubled by the end of the present club year.

Membership in the Radio Pioneers sets a man or woman apart as one who has successfully met throughout at least two decades the tests of service in a new, growing, exciting industry. There is no short-cut to becoming a Pioneer. One can make the grade only through steady, consistent effort; giving something of himself day by day; adding to the immeasurably valuable service which radio has rendered to mankind during the past generation. In joining the Radio Pioneers one becomes a member of the most select group of individuals in the radio industry because each has met the test of time and each has contributed to industry progress.



**BURR TILLSTROM**

WITH

**KUKLA, OLLIE and FRAN ALLISON**

**KUKLA,**  
**FRAN**  
*and* **OLLIE**

<i>Musical Director</i> .....	JACK FASCINATO
<i>Producer</i> .....	BEULAH ZACHARY
<i>Director</i> .....	LEWIS GOMAVITZ

NBC TELEVISION NETWORK



# COMMERCIAL VALUE OF NEWS STRESSED BY RADIO NEWSMEN

by

**SIG MICKELSON**

**Past President of NARND**

**T**HE year 1949 will surely be recognized as one of radio's great years. In radio news there were no news stories to compare with the big breaks of the war years, nor was there anything particularly spectacular that occurred, but it was a year of steady and certain progress toward a common goal—better news for more listeners.

As 1950 opens, the list of stations employing competent news personnel to report, edit and broadcast their news is much larger than it was twelve months ago. News has established itself as a prime profit maker within the station's structure. And public acceptance is established beyond question.

As a new year opens, however, news as broadcast by radio stations still has a number of very obvious shortcomings. Before radio can take time to pat itself on the back, it needs to see to it that more trained personnel is employed to work at more radio stations; it needs to improve the competence of the personnel now working in news; it needs to build a common front against persons who refuse to open up their sources of news and against those who dry up the sources now open; it needs to build unified support for the maintenance and expansion of the concept of press freedom in the United States; and within its own organization it needs more understanding from management both of its profit making potentiality and its impact on listeners.

The Association has made a particular point during the past year of emphasizing to the radio industry the profit-making capabilities of a sound news operation. It has been pointed out to management that not only do expenditures on thoroughly competent news departments return substantial dividends, but that in many cases the percentage of profits rises in direct proportion with the amount of money expended in the maintenance of the department.

In connection with its efforts to convince management of the financial wisdom of maintaining sound news operations, NARND has used the opportunity to point out the by-products of aggressive local news organization; by-products which include better community relations, prestige for the station and improved station morale.

Outside the structure of the station itself, NARND has carried on a concerted campaign to improve the quality of the raw material from which news broadcasts are built. A committee on press associations issued two reports during the year. Both of them critical analyses of the reports of the four press associations serving radio stations. The criticism was not entirely adverse. Praise was given where committee members thought it was deserved and likewise errors were pointed out where the committee felt it was necessary.

The press associations uniformly took the reports in good spirit and there has already been considerable evidence that the NARND criticisms were taken seriously and followed by steps to correct what NARND members described as faults.

Plans for the Association's work during the 1950 year are elaborate. They include continued operations in the fields described above, as well as further efforts to achieve the basic objective of better and more profitable news in more radio stations. Execution of those plans is up to a new slate of officers headed by a very competent 1950 president, Jack Shelley of WHO, Des Moines.

The new officers inherit a legacy of good will and support from the NARND membership, from the press associations, the trade press and scores of station managers. It looks now as if 1950 should be a better year than 1949.



**SMILIN'  
ED McCONNELL**

**BROWN SHOE COMPANY**

8th Year

NBC

**MANTLE LAMP COMPANY**

24th Year

ABC

28th Radio Anniversary

May 30th, 1950



# TV PRODUCTION SOARING —RECORD YEAR FORECAST FOR '50

by

**FRANK M. FOLSOM**

**President, Radio Corporation of America**

**T**HE spectacular rise of television is without precedent in America's industrial history and the resulting effects on the national economy already are far-reaching. After only three years of production the relatively new industry is consuming vast amounts of raw materials, and tens of thousands of workers are finding employment in converting these materials into television set components and sub-assemblies.

To much the same degree, the social implications of television's wide acceptance already are becoming apparent. There is evidence to show that television is becoming an influential factor in establishing closer family relationships. Moreover, people have an innate desire to see, as well as hear subjects of entertainment, education and news, and television comes closer than any other medium to fulfilling this basic human want.

The reasons for the public's enthusiastic and wholehearted acceptance of television as a fundamental addition to home life are clear:

1. High standards of performance and value adhered to by most manufacturers in the television industry.

2. Rapid increase in the number, variety, and quality of television programs.

The outlook for television in 1950 is exceptionally good. The industry may be expected to produce and sell between 3,500,000 and 4,000,000 video receivers, bringing the total number of sets in use by the beginning of 1951 to more than 7,000,000. The potential television audience will then number at least 25,000,000 persons.

To achieve new production records in 1950, industry reports indicate that capacity will be increased by nearly 50 per cent. This will be accomplished through the addition of new manufacturing facilities. The only limiting factor that can be foreseen at this time will be, as it was in 1949, the ability of

component parts manufacturers to keep pace with demand.

Telecasters, stimulated by the public's keen interest, stepped up the number and quality of programs in 1949. Improvements were made and new ideas were tried out. During the evening, the viewing audiences, especially in New York where seven stations are on the air, are finding it increasingly difficult to choose between the many fine programs being offered. As a result, the demands on artists and performers of all types are increasing. This condition is certain to bring about better programs, greater variety, and higher levels of entertainment.

While the progress of television held the spotlight during the past year, sound broadcasting steadily advanced. Far from being doomed—as some pessimists predicted—broadcasting continued to function as the greatest single medium of mass communication available to the American people. Reflecting the soundness of its position is the fact that the radio industry expects to produce and sell between 8,000,000 and 10,000,000 radio receivers during 1950. Moreover, there is every reason to believe that there will be a market for 6,000,000 to 8,000,000 radio sets a year for an indefinite period in the future.

In the phonograph field, the outstanding even of 1949 was RCA Victor's introduction of the revolutionary new 45-rpm system of recorded music. As more and more people became acquainted with the quality, convenience, and economy of this new system, its public acceptance soared. In October, only seven months after the "45" was introduced, the new records were being produced and sold at the rate of 20,000,000 a year and the new record players at the rate of 65,000 a month.

The progress of the 45-rpm system provides ample justification for the prediction that it will be the standard of the industry within five years.



# JO STAFFORD

*Management:*  
**MICHAEL NIDORF**

*Direction:*  
**GENERAL ARTISTS CORP.**

**CAPITOL RECORDS**



# FRANCE AND WORLD-WIDE RADIO; A PLAN FOR TODAY AND TOMORROW

by

**SHELLEY DOBBINS**

**Director of Public Relations for the French Broadcasting  
System of North America**

**A**LTHOUGH there was no great celebration, the 20th of August last year was a very important day to the people of France. It was the fifth anniversary of the Liberation of French Radio—an exciting, yet little known story outside of France.

It was less than a week before the Liberation of Paris in 1944, that a group of men from the French Resistance stole into a studio of the Vichy Radio Building and electrified the French radio audience with, "This is the voice of Free French Radio!" They had heard the voice of Pierre Crenesse, one of the most famous in France. With Nazi guns and tanks all around them they held that studio. That night Crenesse issued a call to arms. Telling them of the struggle yet to come, he asked his listeners to continue their great sacrifices until final victory.

After Liberation, France began to compute the cost of victory. Radio, a war essential, had been completely destroyed by the fleeing Germans as well as by the advancing Allied Forces. But before the last German had been rounded up, skeleton crews of engineers were out in the field repairing transmitters. Indoors, plans were under way to create an International Exchange Bureau to re-establish contact with the more than 30 nations formerly receiving short-wave transmissions before June of 1940. Today, French Radio has not only been completely re-built but contains all the latest equipment. And French Television promises to take its place among the finest in the world. At the head of the International Exchange Bureau is Jacques Manachem, whose weekly programs from Paris are now broadcast in 25 languages. To Manachem and Vladimir Porché, Director of all Radio in France—and one of the most capable in radio circles—the four years of occupation proved conclusively the necessity of radio.

The greatest help in the field of International Radio came from America, which at the same time presented Radio Diffusion Francaise (R D F) with its greatest challenge. To bring to 100 million listeners programs of high calibre and still increase understanding between the United States and France. In 1948, the position of Director of the French Broadcasting System in North America was taken over by Pierre Crenesse, who had rallied his countrymen to greater action during the last days of struggle. Less than 30 years of age Crenesse continued and expanded RDF's international plans and the challenge has been met successfully with the following five weekly shows transcribed in Paris: *Songs of France*; *Gai Paris*; *Five Centuries of French Music*; *French in the Air*; and *Bonjour Mesdames*.

Latest step in RDF planning is the creation by Crenesse of the symbolic International Goodwill Network, linking all of the 220 stations carrying RDF programs. Its aim: To promote better understanding by overcoming the language barriers, which to date no one has ever really tackled. Member stations have been preparing programs in French, telling about their section of America—their farmers, factory workers, students, even the type of music preferred. At the last counting over 220 radio stations have availed themselves of these non-commercial programs in 41 states, Alaska, Canada, Panama, Puerto Rico, Hawaii, and the Philippines.

France has learned the truth the hard way. There can be no peace without real understanding and no real cooperation without mutual regard. The French have had to learn the meaning of Free Radio by existing without it for four years. To keep it from happening again, they have put their faith in the power of International Radio to help forge an international and a lasting Peace.

*The People who live in the Burns house . . .*



**GEORGE and GRACIE**

*Now on C.B.S.*

FOR

***Amm-i-dent Tooth Paste***

Wednesday Nights





# LATIN AMERICAN RADIO FOLLOWS U. S. TRENDS

by

**CARLOS GUTIERREZ RIANO**

**Radio Coordinator, McCann-Erickson, N. Y., Foreign Department**

**P**ERHAPS the most important single factor in Latin American radio is the fact that it closely follows almost all the trends that predominate this country's radio thinking as each new phase comes along. Ample proof of this fact is evident at this very moment. For give-away shows and all kinds of audience participation shows are enjoying ever-increasing popularity in Latin America. Unlike this country, this type of show has not reached the peak of its popularity in Latin America which shows that Latin American radio does follow our radio; but that there is a slight time lapse each time.

The actual time at which the upsurge of give-aways came about in Latin America can be very definitely pinpointed to a certain time period. This time period was when "Stop The Music" and other shows of its type became so tremendously popular. Naturally enough, reverberations of this event reached into radio circles in Latin America and thus the give-away programs in those countries greatly increased in number.

In this way, American trends influence Latin American radio thinking. Coinciding with the give-away craze, Latin American radio has taken up all kinds of audience participation radio and is doing scores of locations shows. On this type of show, they have found that they can merchandise and actually sample the sponsor's products over the air by trying out sampling ideas with their audience. This kind of showmanship is particularly suitable to Latin America, for, as a general rule, people in those countries will gather in great crowds to hear any show that is presented.

Another outgrowth of stimulating American radio in Latin America is shown in the preponderance of soap operas. When the day time serials took such a firm hold on the American public, Latin American radio executives im-

mediately began programming shows of a like nature in their countries. At first they ran translations of soap operas as written in America, but soon found out that locally-written shows were received far better by the public. And they also found out that Latin American listeners wanted each story to finish in a 13-week cycle if possible. Day time serials seldom run for scores of weeks without a final ending as they do in this country. Half-hour dramatic shows similar to the ones in this country are very popular with listeners too. However, the general content of all these dramatic shows is usually much heavier and more dramatic than our domestic brand of drama. And "soap operas" are scheduled mostly in the evening—not in the early afternoon.

Thus it is easy to see that Latin American radio almost always follows the major trends of American radio, which leads us to the latest trend in the radio industry—television. Like many other countries, the countries in Latin America are preparing for television, but it will be some time before television is actually an active factor. The only active step in this direction up till now has been made by Dr. Assis Chateaubriand of Brazil, who owns a chain of newspapers and several radio station. He has just bought a television station for Sao Paulo which will go into operation in October 1950.

Only in the future will we know whether Latin American television programming will follow American trends as much as it has done in radio.

One final observation can be made, however, on this whole subject. Radio listening is much more a part of a way of living in Latin America than in other foreign countries—certainly much more than in Western Europe and The United Kingdom where people can take radio or leave it. The Latin American can't get along without his radio.



*The*  
PHIL HARRIS ALICE FAYE SHOW

Presented by Rexall

Sunday Afternoons  
N.B.C.

7:30 P. M. E.S.T.

4:30 P. M. P.S.T.



# MEXICAN ET NETWORK SERVES 88 STATIONS

by

**CLEMENTE SERNA MARTINEZ**  
President of Radio Programas De Mexico, S.A.

**O**N our ninth year in business I think we have the right to be proud of our Transcription Service. Here is the story of how it works.

Our sales force keeps in touch with all live program sponsors in both major stations XEW and XEQ in Mexico City. These sponsors are our natural field for good programs to be transcribed and broadcasted, later on, in some or all of our chain stations.

Other way around is to buy transcribed serials from Arte Radiofónico de México, S. A. This company has a fine production unit. If necessary, we can produce our own serials, whether musical or dramatic, but in all cases programs cannot be used outside of our chain. In all respects our policy is very sound; do not produce for any sponsor whose account is in the hands of any recognized Advertising Agency. When we do originate lone or serial programs we hire an independent producer.

For the recording process we have a good number of permanently leased telephone lines which link XEW and XEQ with our studio and lab. These lines are constantly tested and adjusted to insure high fidelity transcriptions.

Within our premises we have a studio where we can record with orchestras not above 14 men, or small dramatic casts. Our recording room is equipped with a number of machines which can be used simultaneously if so desired. We keep more machines in a special studio at XEW for emergency cases.

Copy making and close checking of each copy is routine work but we are very careful to see that each copy has an A-1 standard. We do not allow for flaws of any kind whether technical or artistic. When our inspectors find any flaw, retakes are ordered. Not a single record leaves our shipping room without a final O. K.

After each record has been approved by our Control Department it goes to the Shipping Room where it is labeled.

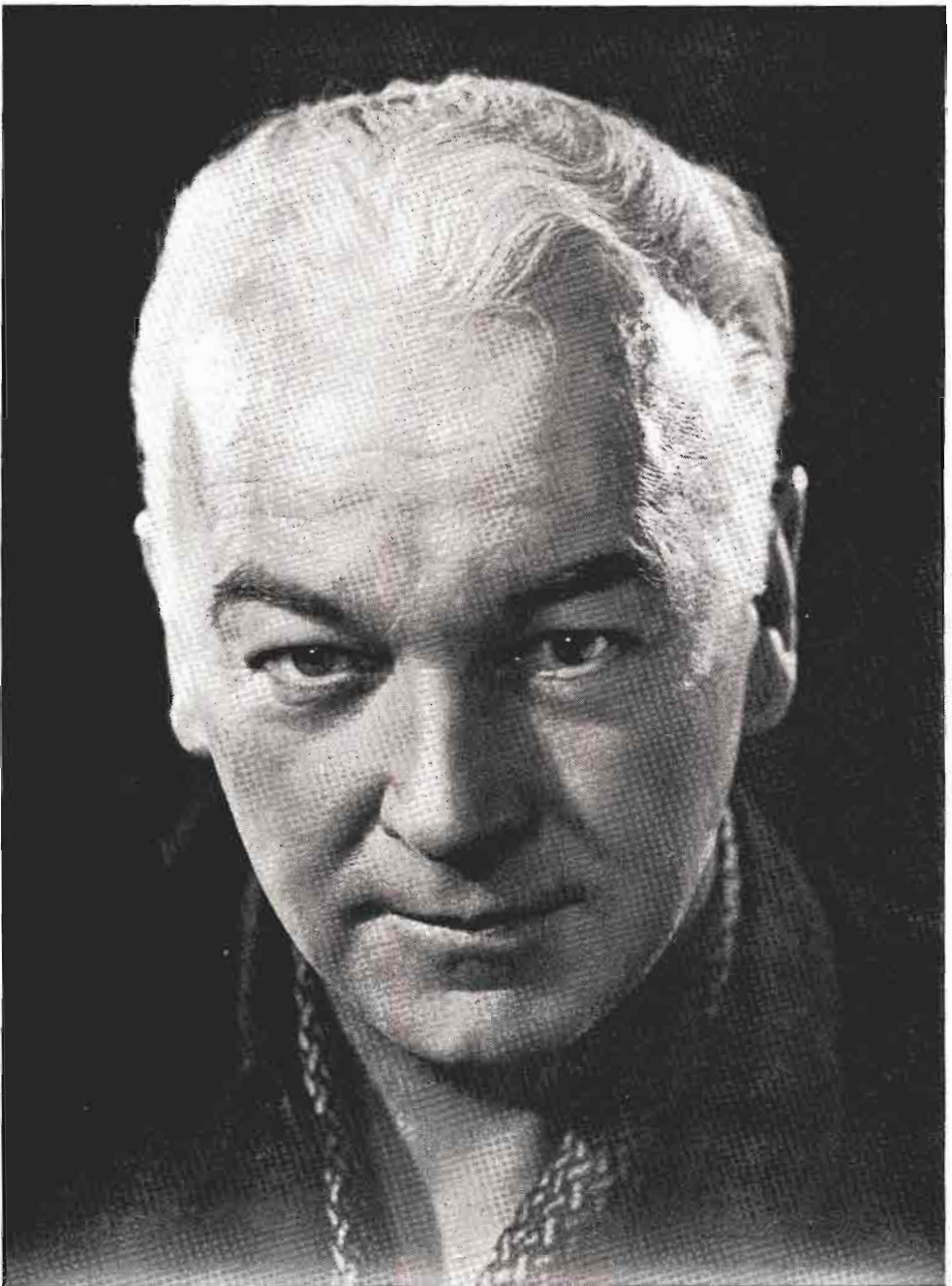
Together with the record, our Transcription Department hands to the shipping room a shipping order with the following detail: name of the serial, number of each shipping box, destination and means of transportation to be employed. As soon as the shipping takes place this order returns to the Program Department for registration and file.

Altogether we can say that our Transcription Service which covers, through different routes, all of the 88 stations in our chain, is satisfactory to all concerned. Of course, delays are unavoidable but very few. Breakage is negligible because we have developed a breakproof box and packing.

Year after year we have increased our transcription sales. Up to this date our 1949 sales, as compared to 1948, show an increase of 30.8 per cent. However, this Transcription Service represents only one section of our total business. Another one is our telephone network. This telephone network has a regular coverage of not less than 21 important cities in the country. Live sponsored programs originated either in XEW and XEQ are thus carried through telephone lines to all towns where we have affiliated stations and wire service is available.

Our present schedule runs to an average of three hours a day. All of our regular telephone network programs are night time broadcasts, sponsored by advertisers of goods or services with a nation wide distribution.

As commercial representatives of the 88 stations, which are scattered all over the country, we handle a large volume of national and international "spot" business. All and all our yearly volume of sales run up to \$5,000,000.00 pesos.



**WILLIAM BOYD**  
"Hoppy"

# UNITED NATIONS EXPANDING ITS BROADCASTING ACTIVITIES

by  
**DOROTHY LEWIS**

(Continued from Page 43)

its TV operation with a regular series—"U. N. Case Book"—over CBS-TV. Later in the spring, during the special session of the General Assembly, a pool operation was established in cooperation with NBC and CBS TV networks. U. N. television coverage reached an all time high on U. N. Day, October 24th, when not only all TV network outlets released the Cornerstone Ceremony program, but each TV station received special slides for station breaks and kinescopes of the event sent to all member states. The inauguration of daily coverage on a commercial basis climaxed the year's growing utilization of this new medium. The Ford Motor Company sponsored this series as a public service. Thus it was possible to feature 3 hours daily coverage of General Assembly proceedings.

**UNITED NATIONS DAY:** United Nations Day, October 24th, afforded broadcasters everywhere, and particularly in the United States, a unique opportunity for all-out cooperation and an estimated 100,000,000 listeners were reached. The U. N. Day National Citizens' Committee's Radio Sub-Committee—under Mr. Robert K. Richards' (N.A.B.) chairmanship—mobilized the entire industry with the assistance of the Advertising Council's allocation plan and script kit, BMI and other

groups. Through the generous cooperation of RCS, transcriptions of "The Birthday Story" (narrated by Ronald Colman and featuring top U. N. personalities) produced by United Nations Radio were released to 1,800 U. S. stations and a special version shipped to all English-speaking countries.

**SCROLLS TO NETWORK FOR PEACE STATIONS:** To pay tribute to American broadcasters for their continuing support, Mr. Benjamin A. Cohen, Assistant Secretary-General, entertained industry leaders at a luncheon on November 16th where scrolls were presented.

Supplementary Services included during 1949—"U. N. CALLING YOU"—is the educational script service used by 250 U. S. educational stations and school services; "U. N. WOMEN BROADCASTERS BULLETIN"—now in its third year and issued monthly to 2000 women broadcasters and lay leaders throughout the world—is written by official U. N. "Observers" and edited by a committee of key women broadcasters; "LITTLE SONGS ABOUT U. N."—are transcribed one minute folksongs or jingles that tell about the United Nations through song; **QUARTERLY BOOKLET:**—United Nations Radio issues a colorful booklet to U. S. listeners, giving program listings, schedules, and generously illustrated.

## UNITED NATIONS RADIO DIVISION

### LAKE SUCCESS

Fleldstone 7-1100, Ext. 8364

#### OFFICERS

Benjamin Cohen	Asst. Sec. Gen., Dept. of Public Information
Tor Gjesdal	Director, Department of Public Information
Peter Aylen	Director, Radio Division
Carlos Garcia Palacios	Deputy Director, Radio Division
W. Gibson Parker	Chief of Production
Norman Corwin	Supervisor of Special Projects
Arthur E. Barrett	Senior Broadcast Engineer

#### REGIONAL SUPERVISORS

Hugh Williams	European and Middle East Services
Eugenio A. Soler	Latin American Services
Mike Peng	Trans-Pacific Services
Gerald Kean	English Language Services
Dorothy Lewis	U. S. Station Relations
Caesar Ortiz	Supervisor, Radio Reports Desk



## WALTER O'KEEFE

star of

### **"DOUBLE OR NOTHING"**

---

NBC NETWORK  
11:00 AM PST

MONDAY THRU FRIDAY  
2:00 PM EST



# EQUIPMENT MANUFACTURER —COMMENTS ON TV FREEZE

by  
**H. E. TAYLOR, JR.**  
Manager, Television Transmitter Division  
Allen B. Du Mont Laboratories, Inc.

**T**HE Television Industry has just completed a phenomenal year. According to our best informants, it's now a billion dollar industry—a major factor in our national economy. Over three and one-half million television sets have been produced as we enter 1950. Over two and one-half million of these sets were produced in 1949 alone. Today, 98 TV broadcast stations provide program service to over twenty million families in sixty cities. Advertisers have taken to telecasting in steadily increasing numbers and with greatly expanded advertising budgets to assure full network coverage. Smaller TV stations have gone from the red into the black, while the larger stations are beginning to see the end of the dark days. Newspaper lineage has benefited from TV, as have many sports and businesses. Yes, the effects of television have been far-reaching in this phenomenal year just closed.

Which brings this discussion around to you, and poses the significant question: Where do you fit in with this picture, Mr. Broadcaster? If you are not one of the fortunate 98 on-the-air telecasters, or the dozen or more CP holders, very frankly, you don't fit in with the picture. Equally frankly but constructively stated, you've been left at the post—a victim of political fumbling spear-headed by publicity-seeking "do-gooders" who are unconsciously, perhaps, but nevertheless placing barrier after barrier in the path of the one bright and new and oh-so-promising communications medium that can increase public service and the American standard of living.

Fifteen months ago this January, 1950, the Federal Communications Commission announced a "freeze" on the construction of television broadcasting stations for the purpose of reviewing present channel allocations and furthermore to consider the use of UHF frequencies to expand TV service to all

cities and areas of the country. We were all assured that the "freeze" action was temporary and would be lifted in about six months.

That was fifteen months ago this January, 1950! For fifteen long and precious months you've been forced to sit and watch television pass you by. Some of you have seen your more fortunate competitor inaugurate his TV service—perhaps initially laughed at his troubles and programming attempts—and then realized that he had a year's head start on you—was grabbing off the best network shows—was training your audience to watch his station—and had the significant advantage of having antennas "beamed" on his signal. Yes, the "do-gooder" was helping him to create a monopoly and beat you out!

TV is your big decision for 1950, Mr. Broadcaster. If the F.C.C. and the "do-gooders" within and without the Commission continue on their present course, you won't have television in 1950, or perhaps 1951. The public you serve will be denied a competitive service, or in most cases, will receive no service at all. It's up to you to protect the public you serve, protect your investment, and to protect your future in the broadcasting field. It's up to you to help those who know, advance and expand our national television service.

The Television Broadcast Industry can ill afford another "Clear Channel" situation, particularly with a ban on construction. You as a broadcaster can ill afford competitive monopoly, fostered by misguided "do-gooders." You can ill afford to sit by and not pitch in to bring the "freeze" to a sensible and early conclusion. You, have much at stake—have, indeed, a great deal to lose—if you do not take the necessary steps to assure the continuing growth of television. It's your future. TV or NO TV, *it's up to you!* Such is the big question that must be answered in 1950.

No. 1 Folk Recording Artist



JIMMY WAKELY

JUST FINISHED  
FOX THEATRE, DETROIT

THUNDERBIRD HOTEL  
LAS VEGAS, NEV.

EXCLUSIVE



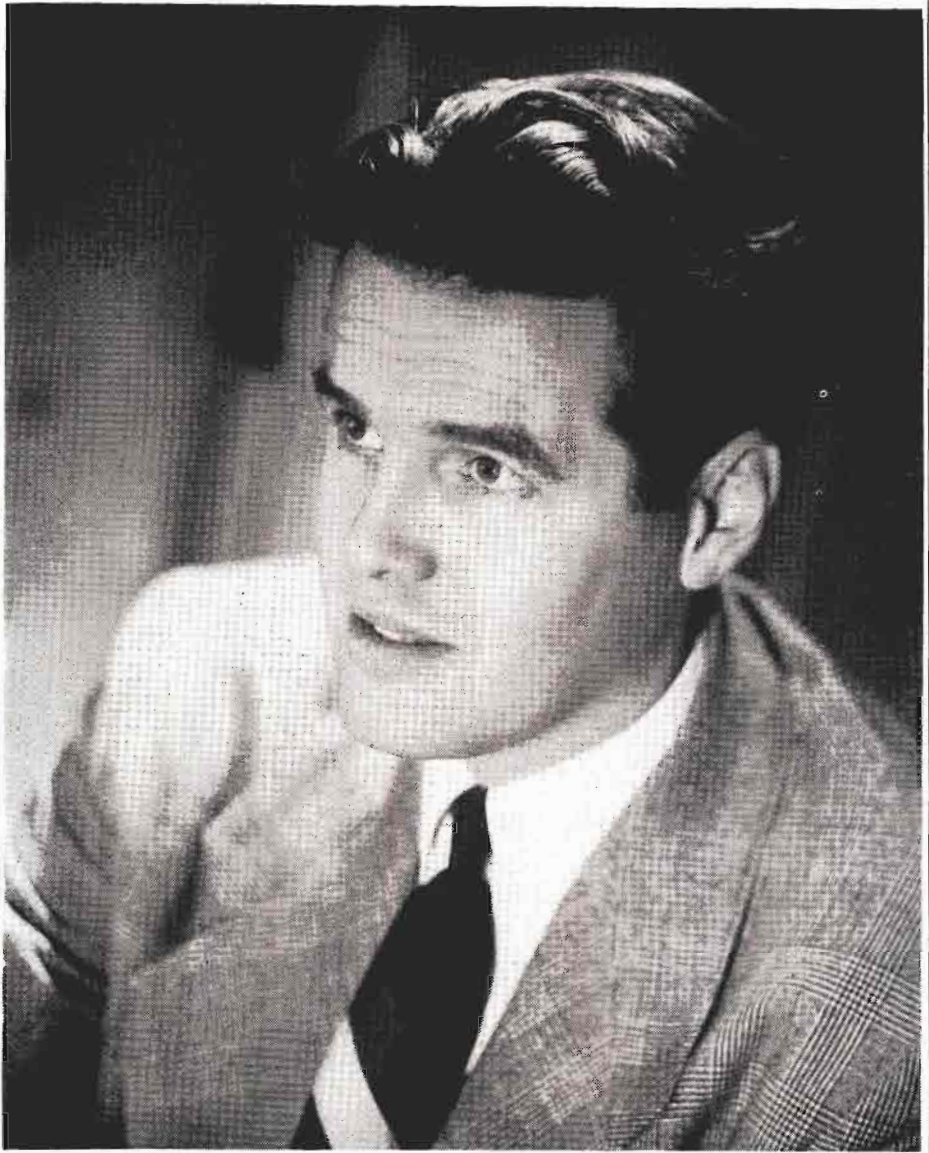
PERSONAL MGR.  
CHARLES WICK



# 1941—GROWTH OF STATIONS—1949

<i>AM Outlets as of:</i>	<i>Licenses</i>	<i>Construction Permits</i>	<i>Special Broadcast Stations</i>	<i>Total</i>
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	910	2	—	912
January 1945	919	24	—	943
December 1945	1003	24	—	1027
December 1946	1062	464	—	1526
December 1947	1522	446	—	1968
December 1948	1867	260	—	2127
<b>DECEMBER 1949</b>	<b>2086</b>	<b>148</b>	<b>—</b>	<b>2234</b>

\*\* This Figure includes 5 Special Broadcast Stations.



## JACK SMITH

THE OXYDOL SHOW

CBS

7:15 P.M. — EST

8:15 P.M. — PST





# LIBRARY SERVICE EXPANDING AS ALL-AROUND STATION SERVICE

by

**ROBERT W. FRIEDHEIM**

**Sales Manager, World Broadcasting System**

SINCE the spring of 1949, radio stations across the country have witnessed revolutionary changes in the old concept of transcription library services. In response to the changing demands of today's economy and changing conditions in station operations at the local level, the transcription program service library has assumed a larger share of responsibility for productive, revenue building programs, a wider variety of special services, a greater contribution to the solution of many problems challenging broadcasters.

World Broadcasting System, notable leaders in the improvement of transcription materials since the early '30s, has accepted this challenge and launched a dynamic program of vital improvements in the library service field which are being enthusiastically welcomed by a rapidly expanding list of stations.

No longer do stations look upon their library service only as a source of basic musical material. Today, sparked by the series of important innovations launched by World, station managers are demanding that this library service become an all-around station service. It must hit hard and continuously as a commercial program service to produce sales at the local level. It must brighten up the station schedule and enhance local program production with startling new production aids. It must make a major contribution not only to sales and program departments but also to the continuity staff, to the sales promotion department and publicity.

The library service today must make money for its stations through sales and save money in operating costs.

World has attacked the first problem vigorously with a steady parade of new show ideas and service features—bringing to a transcription library for the first time carefully planned, comprehensive program properties. These are illustrated by outstanding star person-

ality programs like the *Dick Haymes Show*, notable musical variety shows like the *Lyn Murray Show*, shows designed to develop local personalities and artists such as the five-a-week daytime woman's program, *Homemaker Harmonies*.

In this new concept, transcription library producers can not limit themselves to a single approach to the sales problem. World recognized that programs alone are not the answer to sales and survival at the local station level. Stations must be helped by their library service to attract more participating sponsors, more advertisers seeking special service tie-ins, more revenue from spot announcements. Above all, stations must be supplied the materials for signing long term contracts to satisfy advertisers who recognize that penetration is achieved only through continuity of effort whether through programs, announcements, participation or service features.

For the first time in library history, World invaded all of these local revenue fields with fresh new ideas to stimulate sales. Programs like *Homemaker Harmonies* devoted to women's service were created to provide logical vehicles to advertisers in the fashion, food, beauty and homemaking fields. Special material was designed to make local service features like time signals and weather reports more salable and more productive. Attention-commanding devices were produced to sell long term announcement contracts to a wide variety of local advertisers.

Success of this new concept that a library service must make money for its stations in as many phases of operation as possible is demonstrated by the rising tide of sales reports from hundreds of stations sweeping back to World through its commercial department.



## J. CARROLL NAISH

CBS — William Wrigley, Jr. Co.

"LIFE WITH LUIGI"

6:00 P.M., PST

9:00 P.M., EST



# COMMERCIAL RADIO EXPANDING IN THE CARIBBEAN AREA

by

**TOMAS MUNIZ**

**President, Puerto Rican Broadcasters Association**

**S**OMEWHERE in the overcrowded island of Puerto Rico there may be a person who doesn't listen to radio every day, but it is a highly improbable possibility. The two million inhabitants of this insular territory of the United States are perhaps the most avid radio fans in the world. Exact statistics are unavailable but a casual "paseo" along city streets or an excursion up mountain sides or country lanes, will convince any observer that everyone in Puerto Rico listens to radio.

It is not that radio is new to Puerto Ricans, as a matter of fact Puerto Rico had one of the first broadcasting stations in the world with the establishment of WKAQ in San Juan in 1922, when only four other commercial stations were operating in the entire world. By 1946 there were eight stations on the island; in 1947 the number increased to seventeen. There are twenty-two operating in 1949.

The listening habits of Puerto Ricans are not difficult to analyze, especially during the baseball season. In this baseball-mad island, the play by play broadcasts of the games are listening musts.

After baseball the most popular form of entertainment is the soap opera. The soap opera has been lifted to a degree of eminence that puts it in the unique position of commanding the number one position in the night programming of most stations. Soap operas in Puerto Rico go on in the evening hours, between six and nine P.M. which is the "A" plus time.

Musical programs with popular orchestras and singers, quiz shows, newscasts and classic music, would follow roughly in that order in an analysis of listening habits.

The links that join Puerto Rican broadcasters to continental stations are strong. Three of the local stations are affiliated with the large United States networks, although language difficulties

make it difficult for them to carry continental programs. Ninety per cent of the programming in Puerto Rico is in Spanish, and most English programs are transcribed rebroadcasts of top American shows, carried by AFRS for the Army and Navy personnel, with no commercial announcements.

Many stations in Puerto Rico are members of NAB and the Puerto Rican Broadcasters Association is a member of AIR, the large Inter-American Radio Association which was founded in 1946, with the collaboration of NAB to establish closer links between the broadcasters of the 21 American Republics. In this work, Puerto Rico, privileged to have free radio, and standing half way between the two American continents, has been able to play a prominent part as a Spanish-speaking representative of the American system of broadcasting. The rights of private broadcasting have been jealously guarded by the men who run the island stations, and the insular government has followed a policy of non-interference.

Spanish speaking American broadcasters have come to stay in Puerto Rico. Men like Buck Canel who was NBC's director of programs for Latin America, Ary Moll who produced shows in NBC for its short wave department and others who had continental, Cuban and Mexican experience, have helped to bring Puerto Rican radio to its present standard of excellence.

Although most top stations in Puerto Rico have a crowded commercial schedule, a good percentage of time is devoted to public interest programs. All recognized religious groups who so request it can have time. Many hours a week are devoted to programs of public health and other educational activities and all stations work in close harmony in this direction with the Insular Government Departments.



T E D   D A L E

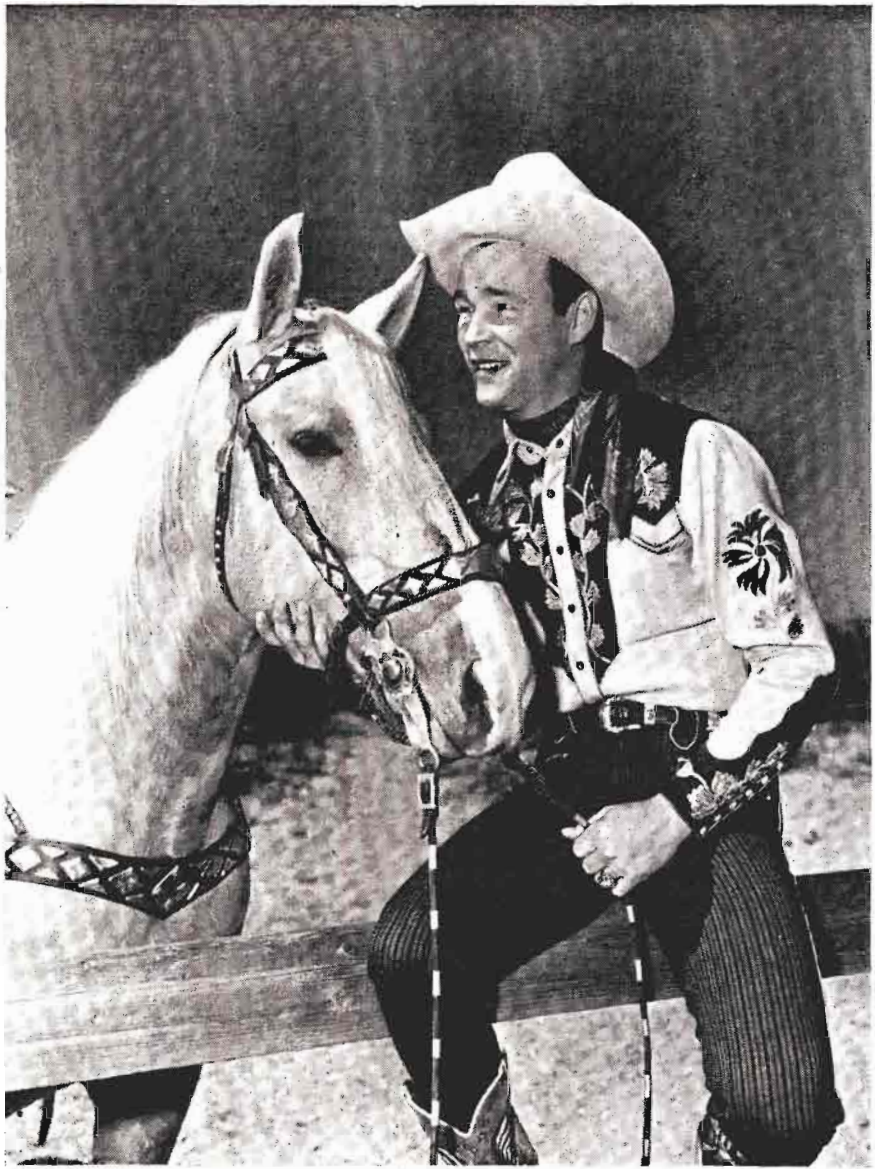
# Radio Daily's Almanac of Holidays and Special Events 1950

## January

- 1: New Year's Day (In all States, Territories, District of Columbia and Possessions).  
Paul Revere Born (1735).  
Proclamation of Emancipation (1863).  
Blue Network organized (1927).
- 2: Georgia Admitted (1788).
- 3: Battle of Princeton (1777).  
William S. Paley is elected president of CBS (1929).
- 4: Utah Admitted (1896).
- 5: Stephen Decatur Born (1779).  
George Washington Carver Died (1943).  
Week of Prayer, first week in January.
- 6: Carl Sandburg Born (1878).  
New Mexico Admitted (1912).
- 7: Millard Fillmore, 13th President Born (1800).  
Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
- 8: Anniversary of the Battle of New Orleans (Louisiana).  
Battle of New Orleans (1815) Holiday in Louisiana.
- 9: Connecticut Ratified the U. S. Constitution (1788).  
Connecticut Admitted (1788).
- 10: Ethan Allen Born (1737).
- 11: Alexander Hamilton Born (1757).
- 12: John Singer Sargent Born (1856).
- 13: Salmon Portland Chase Born (1808).
- 14: First Written Constitution Adopted at Hartford, Conn. (1639).
- 15: Mathew B. Brady Died (1896).
- 17: Benjamin Franklin Born (1706).  
Feast of St. Anthony.
- 18: Daniel Webster Born (1782).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).  
Edgar Allen Poe Born (1809).
- 20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
- 21: Foundation Day. In the Canal Zone.  
Thomas Jonathan (Stonewall) Jackson Born (1824).
- 23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers proving value of Marconi apparatus in time of disaster at sea (1909).
- 24: Gold discovered in Calif. (1848).
- 25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack. 1676).  
Scotch Poet Robert Burns Born (1759).
- 26: Michigan Admitted (1837).  
General Douglas MacArthur Born (1880).  
First A.E.F. landed in Ireland (1942).  
Australia Day. Public Holiday in Australia.  
FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
- 27: Wolfgang Amadeus Mozart Born (1756).  
Lewis Carroll, pen name of Charles Lutwidge Dodgson Born (1832).
- 28: Thomas Edison granted patent on his incandescent light (1880).
- 29: William McKinley Born (1843).  
Kansas Admitted (1861).
- 30: Franklin D. Roosevelt Born (1882).
- 31: Franz Schubert Born (1797).  
Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.

## February

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



**ROY ROGERS**  
**"King of the Cowboys"**  
**AND TRIGGER**  
**"Smartest Horse in the Movies"**

Radio—Sponsored by Quaker Oats 531 stations Mutual Broadcasting System  
Records—RCA VICTOR  
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Beverly Hills

*Exclusive Management*  
**ART RUSH, Inc.**  
HOLLYWOOD

*Press Contact*  
AL RACKIN  
Hollywood



## Holidays and Special Events Almanac

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

### March

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

# AL JOLSON

## Holidays and Special Events Almanac

- 25: The Annunciation or Lady Day.  
Arturo Toscanini Born (1867).  
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).  
Maryland Day.
- 27: President Washington signed the act creating the U. S. Navy (1794).  
Marconi flashes first wireless signals across English Channel (1899).
- 29: John Tyler Born (1790).
- 30: Seward Day. Alaska (Not observed by Federal Employees).
- 31: Transfer Day. In the Virgin Islands.

### April

- 1: All Fools' Day.
- 2: Sergei Rachmaninoff Born (1873).  
U. S. Mint established (1792).
- 3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West. Washington Irving Born (1783).
- 4: Adoption of the present American Flag's design (1818).
- 5: Elihu Yale Born (1648).
- 6: Army Day. Observed in New York and some other States by a display of flags and military parades.  
Easter Sunday (1947).
- 7: Peary Discovered North Pole (1909).  
Metropolitan Opera House Opened in New York (1830).  
Louisiana Admitted (1812).  
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).
- 8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
- 9: Surrender of General Lee (1865).  
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
- 10: Salvation Army Founder's Day.  
William Booth Born (1829).  
Joseph Pulitzer Born (1847).  
U. S. Patent System established by Congress (1790).  
National Be Kind to Animals Week falls about this date.
- 11: Charles Evans Hughes Born (1862).
- 12: Franklin Delano Roosevelt Died (1945).  
Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson Born (1743).
- 14: Pan American Day.  
S. S. Titanic disaster at sea proves value of wireless (1912).
- 15: Abraham Lincoln Assassinated (1865).
- 16: Charles Spencer Chaplin Born (1889).
- 17: Charter granted American Academy of Arts and Letters (1916).
- 18: San Francisco Fire (1906).
- 19: Patriots' Day. (Maine, Massachusetts).
- 20: Adolph Hitler Born (1889).
- 21: Easter Sunday (1946).  
Anniversary of Battle of San Jacinto (Texas).
- 22: Arbor Day (Nebraska).  
William Shakespeare Born (1564).
- 23: James Buchanan Born (1791).  
St. George Day (English).  
Marconi transatlantic American-Europe service opened (1910).
- 24: First Newspaper Issued in America (1704).  
U. S.-Mexican War (1846).  
Arbor and Bird Day (Massachusetts).
- 25: War Declared with Spain (1898).  
St. Mark's Day.  
Guglielmo Marconi Born (1874).
- 26: Confederate Memorial Day (Florida, Georgia, Mississippi).  
Slavery Abolished in U. S. (1865).  
First Shot of War with Germany (1917).  
John James Audubon Born (1785).
- 27: General U. S. Grant Born (1822).  
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
- 28: James Monroe Born (1758).  
Maryland Admitted (1788).
- 29: Sir Thomas Beecham Born (1879).
- 30: Boys and Girls Week always includes May 1.  
Louisiana Purchased (1803).  
Washington Became First President (1789)  
Rhode Island Settled (1636).  
Benito Mussolini Executed (1945).

### May

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



**Thanks...  
a  
million!**

"George Putnam's B'way to H'wood edition of 'Headline Clues' via WABD has jumped from a Pulse rating of 7.5 when it originated, to a solid 13.\* This gives Putnam the highest news program rating in the history of teevee—a 3 point advantage over all other television news programs regardless of time. What makes his new rating even more amazing is the fact that he bucks, slotwise, such programs as 'We the People,' 'Man Against Crime,' 'The Ruggles,' wrestling and televised films. Typical of reasons for the show's heavy popularity is the fact that it's always right on top of spot news. Example was the clean newsbeat he scored on the Yonkers missing girl story last week and the follow-up he gave it with appearances of the detective who found her. Show is produced by Gerry Gross and edited by Norman Baer and Eddie Higgins. Stanza, incidentally, has the lowest point for dollar price on a rating basis in television."

SID WHITE --Radio Daily, Tuesday, January 17, 1950.

And especial thanks to Dumont's

**Commander Mortimer W. Loewi — Chris Whitting — Jim Caddigan**  
and my own gang

**Gerry Gross**  
producer

**Eddie Higgins**  
news editor

**Pat Fay**  
director

**GEORGE PUTNAM**

\* February Rating 14.0

## Holidays and Special Events Almanac

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

### June

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

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The only network program which brings you weekly all the great names of Piano Music. In the classics, PIANO PLAYHOUSE offers such great artists as Jesús María Sanromá, Rosalynd Tureck, Eugene List, Abram Chasins, Constance Keene, Earl Wild, Appleton and Field, The Philharmonic Piano Quartet, etc., etc., in addition to such great outstanding jazz guest stars as Frankie Carle, Vincent Lopez, Art Tatum, Teddy Wilson, George Shearing, Skitch Henderson, Johnny Guarnieri and Joe Bushkin. . . .

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## MILTON CROSS

with Cy Walter and Stan Freeman at the duo keyboards

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## Holidays and Special Events Almanac

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



### July

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

AIR FEATURES, Inc.

347 MADISON AVENUE

NEW YORK CITY



### August

- 1: Colorado Day.  
Beginning of World War I (1914).
- 2: Government of India Transferred to British Crown (1858).  
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
- 3: Civic Holiday (Canada).  
Germany Declared War on England and France (1914).  
Columbus Sailed From Spain (1492).
- 4: Feast of St. Dominic.
- 5: Battle of Mobile Bay (1864) with Admiral Farragut in command.  
Second Atomic Bomb dropped (1945) Hiroshima.
- 6: Feast of the Transfiguration.  
Westinghouse discloses Stratovision plan (1945).
- 7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.  
Creation of War Department (1789).  
Society of Jesuits Restored by Pope Pius VII (1814).
- 8: Charles A. Dana Born (1819).  
Third Atomic Bomb dropped (1945) Nagasaki.
- 9: First Train Drawn in U. S. by Steam Locomotive (1831).  
Izaak Walton Born (1593).
- 10: Herbert Clark Hoover Born (1874).  
Russia Declared War Against Japan (1945).
- 11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
- 14: V-J Day.  
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill.
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).  
First transatlantic cable opened (1858).
- 18: Virginia Dare Born (1587).
- 19: National Aviation Day.  
Orville Wright Born (1871).
- 20: Benjamin Harrison Born (1833).
- 21: Lincoln-Douglas debate began (1858).
- 22: Claude Debussy Born (1862).
- 23: Oliver Hazard Perry Born (1785).
- 24: British Burn White House (1814).  
St. Bartholomew's Day Massacres, France (1572).  
Festival of St. Bartholomew.
- 26: Suffrage for Women—19th Amendment (1920).
- 27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
- 28: Spanish landed at the site of St. Augustine, Fla. (1565).

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



### September

- 1: Germany Invaded Poland (1939).  
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)  
Labor Day.  
Eugene Field Born (1850).
- 3: First American Peace Treaty With England (1783).  
Allies Invaded Italy (1943).
- 4: Henry Hudson Discovered Manhattan Island (1609).  
First Electric Power Station in World in New York (1882).
- 5: First Continental Congress (1774).
- 6: Lafayette Day.  
First Battle of the Marne (1914).
- 7: James Fenimore Cooper Born (1789).
- 8: Dutch Surrendered New Amsterdam (New York) to British (1664).  
Italy Surrendered (1943).  
Crimean War Ended (1855).
- 9: Admission Day (California—1850).
- 10: Arthur Holly Compton Born (1892).  
Battle of Lake Erie (1813).
- 11: Harvest Festival.  
O. Henry (pen name William Sydney Porter) Born (1862).
- 12: Henry Hudson entered the river (1609).  
Defender's Day (Maryland).
- 13: Walter Reed Born (1851).  
John Joseph Pershing Born (1860).  
Battle of Quebec (1759).  
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
- 14: Great Britain and its colonies in America adopted the Georgian calendar (1752).  
"The Star Spangled Banner" written by Francis Scott Key (1814).
- 15: Independence Day of the Central American Republics (1821).  
William Howard Taft Born (1857).
- 16: Russians Burned Moscow (1812).
- 17: Constitution Day.
- 18: Cornerstone of U. S. Capital Laid in Washington, D. C. (1793).  
N. Y. Times established (1851) when its first issue appeared.  
Columbia Broadcasting System goes on air with basic network of 16 stations. Major J. Andrew White is president (1927).

**LOUIS G. COWAN, INC.**

**NEW YORK**  
**485 Madison Avenue**  
**New York 22, N. Y.**  
**PL 9-3700**

**CHICAGO**  
**8 S. Michigan Avenue**  
**Chicago 3, Ill.**  
**RANdolph 6-2022**

## Holidays and Special Events Almanac

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



### October

- 1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).  
Germany Crossed Border Into Czechoslovakia (1938).
- 2: Ferdinand Foch Born (1851).  
Mahandas Gandhi Born (1869).
- 3: Religious Education Week. First full week in Oct.
- 4: Rutherford B. Hayes Born (1822).
- 5: Yom Kippur.  
Wright Brothers Took First Long Distance Flight in an Airplane (1905).  
Chester A. Arthur Born (1830).
- 6: Missouri Day.  
National Business Women's Week, generally the second week of Oct.
- 7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).  
James Whitcomb Riley Born (1853).
- 8: Edward Vernon Rickenbacker Born (1890).
- 9: Fire Prevention Week.  
Fraternal Day (Alabama).  
Chicago Fire (1871).
- 10: U. S. Naval Academy in Annapolis opened (1845).
- 11: Eleanor Roosevelt Born (1884).  
Farmers' Day (2nd Friday) (Florida).  
YMCA Founder's Day—Sir George Williams Born (1821).

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



### November

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

**The FACTS SPEAK FOR US!**



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- 1**  
3rd Consecutive YEAR  
**ON TELEVISION!**  
1948 - 1949 - 1950
- 2**  
**OUR 16th YEAR**  
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1934 - 1950
- 3**  
**OUR 15th YEAR**  
**IN THEATRES!**  
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OVER THE ABC NETWORK  
*and*  
EVERY TUES. at 10 P.M. (E.S.T.)  
OVER NBC-TV NETWORK  
*For The Makers Of*  
**OLD GOLD CIGARETTES**

*An American Institution!*

## Holidays and Special Events Almanac

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

### December

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

BMI

**EVERYBODY  
EVERYWHERE  
PERFORMS  
BMI-LICENSED  
MUSIC**

**BROADCAST MUSIC, INC.**  
580 FIFTH AVENUE • NEW YORK 19, N. Y.

New York • Chicago  
Hollywood • Toronto  
Montreal

# BMI

10<sup>th</sup>

## ANNIVERSARY

1940

1950

Each succeeding year finds BMI service to broadcasters building and expanding. Year by year the BMI catalogue grows steadily in size and in value.

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580 FIFTH AVENUE • NEW YORK 19, N. Y.

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# Important Radio TELEPHONE NUMBERS in NEW YORK



## AM Radio Stations

WBXN	MElrose	5-0333
WCBS	Plaza	5-2000
WEVD	Plaza	7-0880
WFAS	White Plains	9-6400
WGBB	FReeport	9-1400
WHLI	OLympia	8-1100
WHOM	Circle	6-3900
WINS	BRyant	9-6000
WJZ	TRafalgar	3-7000
WKBS	OYster Bay	6-2500
WLIB	ORegion	9-2720
WMCA	Circle	6-2200
WMGM	MURray Hill	8-1000
WNBC	Circle	7-8300
WNEW	Plaza	3-3300
WNYC	Worth	2-5600
WOR	LONgacre	4-8000
WOV	Circle	5-7979
WQXR	Circle	5-5566
WWRL	NEWton	9-3300

## FM Radio Stations

WABF-FM	TEmpleton	8-5400
WCBS-FM	Plaza	5-2000
WFAS-FM	White Plains	9-6400
WGHF	LExington	2-4927
WGNR	New Rochelle	6-8220
WGYN	BOWling Green	9-4054
WHLI-FM	OLympia	8-1100
WJZ-FM	TRafalgar	3-7000
WMGM-FM	MURray Hill	8-1000
WNBC-FM	Circle	7-8300
WNYC-FM	Worth	2-5600
WOR-FM	LONgacre	4-8000
WQXR-FM	Circle	5-5566

## TV Stations

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

## National Networks

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

## Station Representatives

ABC Spot Sales	TRofalgar	3-7000
Avery-Knodel, Inc.	Plaza	3-6513
John Blair & Co.	MURray Hill	9-6084
Blair-TV, Inc.	MURray Hill	9-6084
Guy Bolam	ALgonquin	4-7881
The Bolling Co., Inc.	Plaza	9-8150
The Branham Co.	MURray Hill	6-1860
Burn-Smith Co., Inc.	MURray Hill	2-3124
Thomas F. Clark Co., Inc.	MURray Hill	4-6317
Clark-Wandless Co.	ORegion	9-1575
Continental Radio Sales	LExington	2-2450
Donald Cooke, Inc.	MURray Hill	2-7270
Everett-McKinney, Inc.	Plaza	9-3747
Free & Peters, Inc.	Plaza	9-6022
The Friedenber Agency, Inc.	Plaza	7-7655
Melchor Guzman Co., Inc.	Circle	7-0524
H-R Representatives, Inc.	MURray Hill	9-7463
Headley-Reed Co.	MURray Hill	3-5467
George P. Hollingsbery Co.	ORegion	9-2660
Hal Holman Co.	MURray Hill	3-3421
The Katz Agency, Inc.	WIsconsin	7-8620
Joseph Hershey McGilvra, Inc.	MURray Hill	2-8755

Robert Mecker Associates, Inc.	MURray Hill	2-2170
National Bcstg. Co. (Spot-Local Sales)	Circle	7-8300
Pan American Bcstg. Co.	MURray Hill	2-0810
John E. Pearson Co.	Plaza	8-2255
John H. Perry Associates	MURray Hill	4-1647
Edward Petry & Co., Inc.	MURray Hill	2-4400
Ra-Tel Representatives, Inc.	MURray Hill	4-2549
Radio Sales (Div. of CBS)	Plaza	5-2000
William G. Rambeau Co.	LExington	2-1820
Paul H. Raymer Co., Inc.	MURray Hill	7-6540
Taylor-Boroff & Co., Inc.	PEnnsylvania	6-6857
Transit Radio, Inc.	MURray Hill	8-3780
The Walker Co.	MURray Hill	3-5830
Weed & Co.	MURray Hill	7-7772
Adam J. Young, Jr., Inc.	MURray Hill	9-0006

## Advertising Agencies

N. W. Ayer & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey	Circle	7-3719
Ted Bates, Inc.	Circle	6-9700
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	MURray Hill	8-1100
Birmingham, Castleman & Pierce	LExington	2-7550
The Biow Co., Inc.	Plaza	7-4100
Brooke, Smith, French & Dorrance	MURray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7660
Buchanan & Co., Inc.	BRyant	9-7900
Calkins, & Holden	Plaza	5-6900
Campbell-Ewald Co., Inc.	MURray Hill	8-3190
Cecil & Presbrey, Inc.	Plaza	5-8200
Compton Advertising, Inc.	Circle	6-2800
Cunningham & Walsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgerald & Sample, Inc.	MURray Hill	8-1600
D'Arcy Advertising Co.	Plaza	8-2600
Doherty, Clifford & Shenfield, Inc.	BRyant	9-0445
Donahue & Co., Inc.	COLumbus	5-4252
Roy S. Durstine, Inc.	Circle	6-1400
Erwin, Wasey & Co., Inc.	LExington	2-8700
William Esty & Co., Inc.	MURray Hill	5-1900
Federal Advertising Agency, Inc.	MURray Hill	8-4200
Foote, Cone & Belding	Plaza	5-6600
Fuller & Smith & Ross, Inc.	MURray Hill	6-3600
Gardner Advertising Co.	COLumbus	5-2000
Geyer, Newell, & Ganger, Inc.	Plaza	5-5400
Grey Adv. Agency, Inc.	CHickering	4-3900
The M. H. Hackett Co.	Circle	6-1950
Hicks & Graist, Inc.	MURray Hill	3-9135
Hirshon-Garfield, Inc.	Plaza	7-6300
Robert Holley & Co., Inc.	Circle	7-3822
Charles W. Hoyt Co., Inc.	MURray Hill	2-0850
Duane Jones Co., Inc.	Plaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	ORegion	9-4440
The Joseph Katz Co.	Plaza	5-2740
Kayton-Spiro Co., Inc.	LONgacre	5-5090
Kenyon & Eckhardt, Inc.	Plaza	3-0700
Kiesewetter, Wetterau & Baker, Inc.	LExington	2-0025
Abbott Kimball Co., Inc.	Plaza	3-9600
Kudner Agency, Inc.	Circle	6-3200
C. J. LaRoche & Co., Inc.	Plaza	5-7711
Al Paul Lefton Co., Inc.	VANDerbilt	6-4340
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Marschalk & Pratt Co.	VANDerbilt	6-2022
J. M. Mathes, Inc.	LExington	2-7450
Maxon, Inc.	WHITehall	3-2860
McConn-Erickson, Inc.	Judson	6-3400
C. L. Miller Co.	MURray Hill	2-1010
Emil Mogul Co., Inc.	COLumbus	5-2482
Morey, Humm & Johnstone, Inc.	BRyant	9-5950
Morse International, Inc.	ORegion	9-4600
Peck Adv. Agency, Inc.	Plaza	3-0900
Podlar & Ryan, Inc.	Plaza	5-1500
Progressive Radio Adv. Co.	MElrose	5-5522
Redfield-Johnstone, Inc.	Plaza	3-6130
Fletcher D. Richards, Inc.	Circle	7-6383
Arthur Rosenberg Co., Inc.	CHickering	4-4420
Ruthrauff & Ryan, Inc.	MURray Hill	6-6400
Sherman & Marquette, Inc.	Plaza	9-6810
Street & Finney, Inc.	WATkins	4-8510