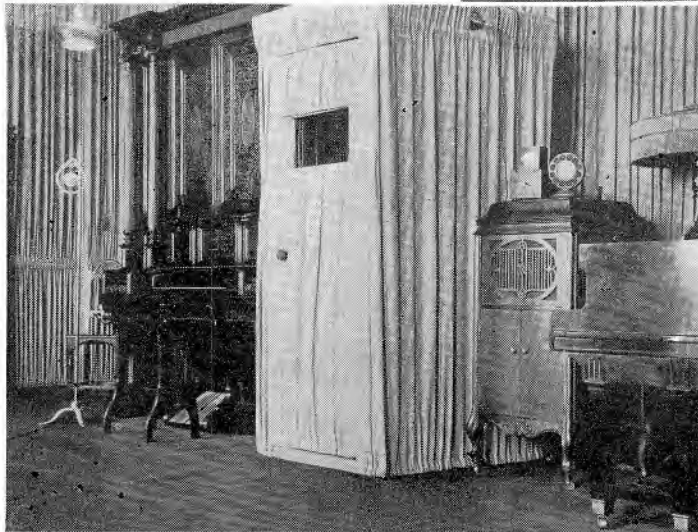




An early broadcast from WSUN taken in February 1932. The program featured Eddie Cantor and was fed to the network from St. Petersburg, Fla. Left to right: Louis J. Link, present chief engineer of WSUN and WSUN-TV, Carl Fritz, then manager of WSUN, and Eddie Cantor.



Ralph Nardella, WMGM account executive, was manager of Station WOY 20 years ago.



A scene of the studio and booth at the General Electric Station WGY in Schenectady in 1932.



Arthur Weill, WMGM account executive, was assistant to Jacques Van Straten, controller of WHN 20 years ago.

RADIO BROADCASTING STATION

WGY GENERAL ELECTRIC COMPANY

WE thank you for your communication regarding our radio broadcasting and we will welcome any further suggestions relative to our programmes. We regret that we cannot give you advance information, as we have not adopted a definite broadcasting schedule. However, during March, we shall probably have programmes Tuesday, Thursday and Friday nights, beginning usually at 7:45 o'clock eastern time.

GENERAL ELECTRIC COMPANY
SCHENECTADY, N. Y., U. S. A.

Taken in March 1922, this is the first program schedule of Station WGY, Schenectady, N. Y.



Fred Mahlstedt, director of operations and production at CBS-TV Films, taken at the age of 2.

**RALPH EDWARDS' PROPERTIES
NOW ON NBC-TV**

This Is Your Life
Truth or Consequences
It Could Be You

◆

**RALPH EDWARDS' PROPERTIES
NOW AVAILABLE**

End Of The Rainbow
The Human Thing To Do

◆

For Information, Contact

William Burch
Ralph Edwards' Productions

1655 N. Cherokee
Hollywood, Calif.



Oliver Treyz, vice president of ABC Television network, was attending Hamilton College in 1937.



Lowell Thomas in 1937 when he reported the Coronation in London. Today he is president of Odyssey Productions.



Joe Chytil, commercial manager and salesman at KELA in 1937. Now he is vice president and general manager at the same station.



Rudy Isenberg at WOWO in 1932. He is now transmitter supervisor at KXOK, St. Louis.



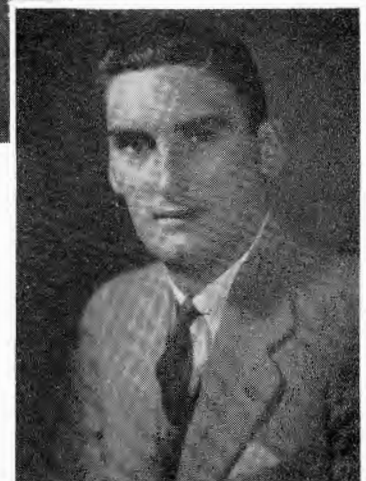
Chuck Sprague, in 1932 at WOWO, now is co-owner and general manager at WMAX, Grand Rapids.



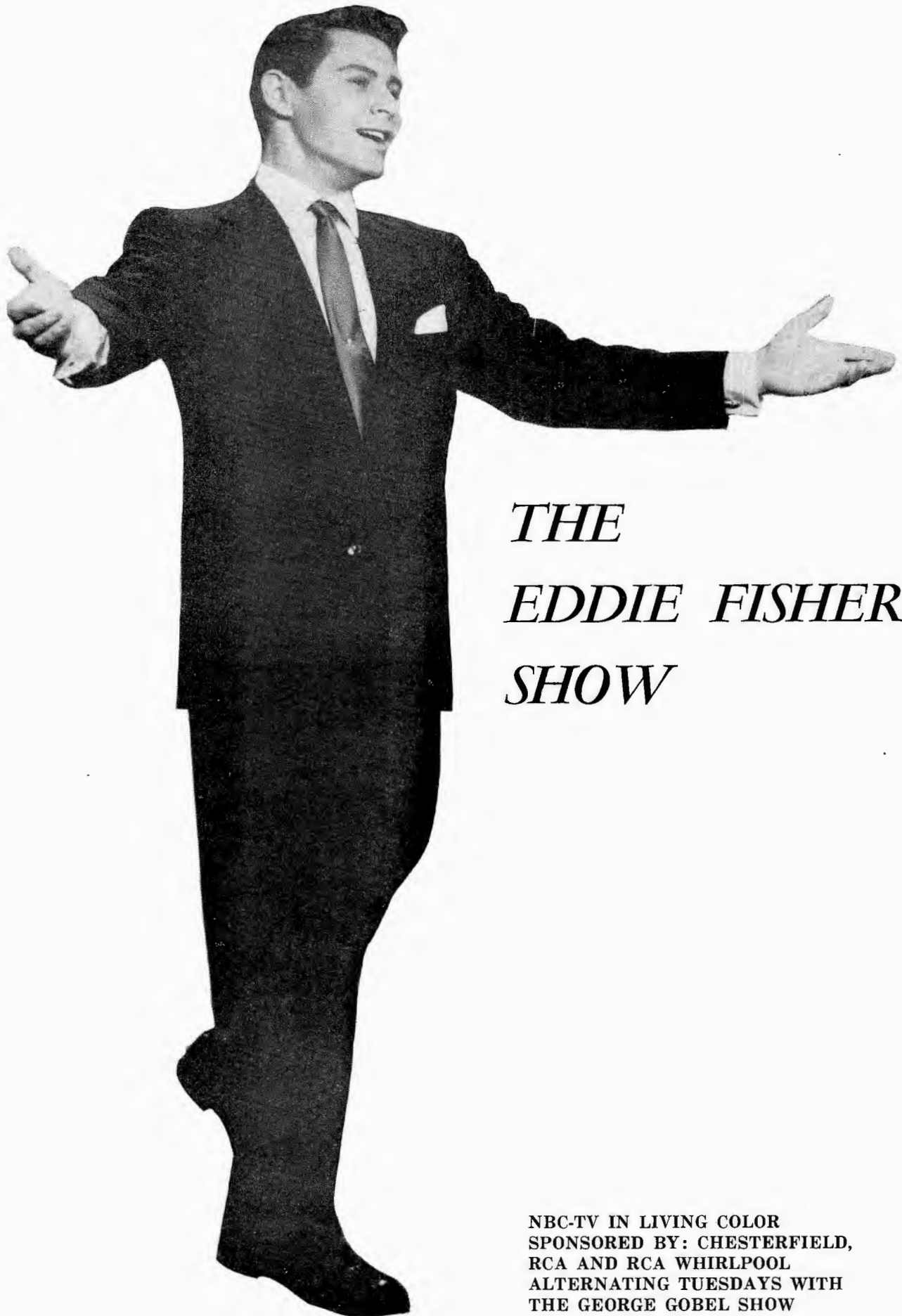
Taken in 1936 at WHA, University of Wisconsin station, are two members of the Bartell Group, who have built from a single daytimer to owner-operators of independent radio stations in San Diego, Phoenix, Milwaukee, Birmingham, Atlanta and Boston. Left to right: Aleen Anderson, Mel Bartell, Jerry Bartell, Eloise Kummer, now of Chicago radio and tv and Vic Perrin, veteran Hollywood radio and television star.



James G. Riddell, pictured about 20 years ago, has been associated with WXYZ for the past 26 years. He is now president and general manager of the same station.



Lowell H. MacMillan, 20 years ago was doing sports at WHAM. Today he is assistant general manager at WHEC, Rochester.



*THE
EDDIE FISHER
SHOW*

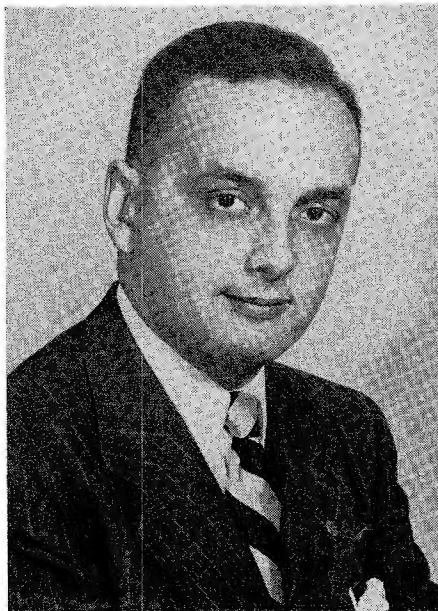
NBC-TV IN LIVING COLOR
SPONSORED BY: CHESTERFIELD,
RCA AND RCA WHIRLPOOL
ALTERNATING TUESDAYS WITH
THE GEORGE GOBEL SHOW



Dr. C. H. Churchill taken in 1937. Today he is president and owner of WKBW in Buffalo, N. Y.



Dr. H. Steinmetz, one of radio's great pioneers, before an early mike at Station WGY in Schenectady in 1922.



Dan Enright, of Barry-Enright Productions, taken 20 years ago



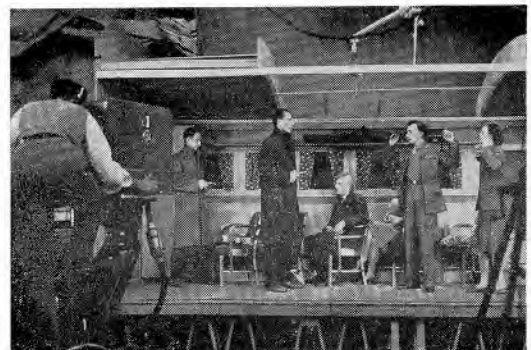
Al E. Anscombe taken about 20 years ago. He is now vice president and commercial manager at WKBW, Buffalo.



Paul Taubman, 20 years ago when he was just finishing at the Julliard Music School. Today he is an independent musical director, and owner of the Penthouse Club in N. Y. C.



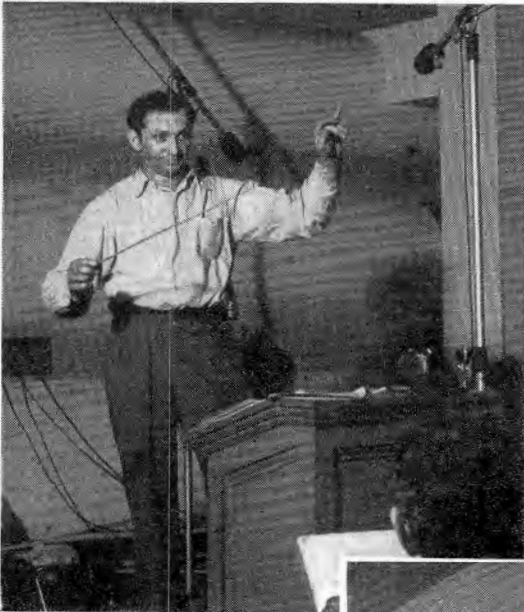
Taken 20 years ago—Raymond Katz, center, WMGM associate director of programming, was traffic manager at WHN, now WMGM. George Nobbs, left, was writer-producer of the WHN Movie Club and Radie Harris was Hollywood commentator for the popular Movie Club.



First television tests at the studios of WRGB in Schenectady during 1940. There were about four such sets in operation at the station.



TENNESSEE ERNIE FORD



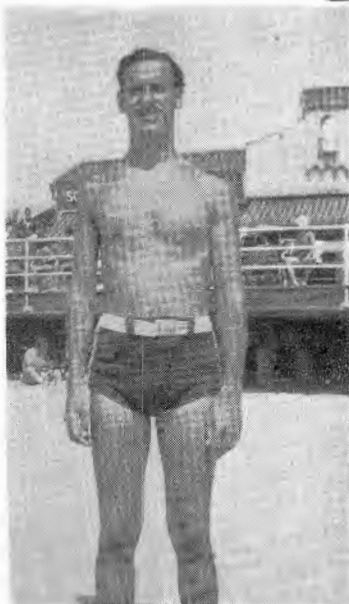
Jack Shaindlin, musical director in 1937, conducting an NBC broadcast. Today he is an independent musical director for major companies.



Paul H. Raymer taken in 1937. Today he heads Paul H. Raymer Company, national radio and tv representatives



Left to right: Doc Webb, who has made nationwide stories with his unique "Webb's City" in St. Petersburg; Don McNeill of ABC's Breakfast Club and "Tennessee Slim" Beavers, of St. Petersburg, longtime rival of Webb's as operator of the littlest store. McNeill made his Breakfast Club broadcast from St. Petersburg in 1952 as an official dedication of WSUN's new transmitter.



Frank Schwartz, WMGM controller, was a salesman for the Amsterdam Paper Co. 20 years ago.



Mileage chart used by Station KIDO to bring NBC network into Boise, Idaho. 776 miles of copper wire had to be installed to bring the first network to Idaho. Line was completed and network programming began in Sept. 1937.



Robert A. Bories, pioneer in radio since the days of the crystal sets. Taken in 1923. Today he is president of American Institute of Food Products, Inc

Congratulations . . .



NAT "KING" COLE

NBC-TV . . . Tuesday

General Artists Corporation

Personal Management: Carlos Gastel



WSUN, St. Petersburg, Fla. staff group picture taken in 1930. L. J. Link is seated in center at table on left, and Nadine Blessner, first girl on the left at table is now secretary to the Mayor of St. Petersburg. Standing third from left is Monroe Dedrick, Chairman of the Chamber of Commerce Radio Control Board, on his left is Carl Fritz, WSUN manager, and continuing Chick Owens, whose wife Patsy is now in charge of WSUN radio continuity.



Art Rekart of WOWO in 1932. He is now chief engineer at KXOK, St. Louis.



James G. Fletcher, Jr. 20 years ago was employed by Bob O'Donnell's theatre chain in Amarillo as a doorman. He is now with Midnight Sun Broadcasting Co. in New York.



WEEL, Boston, engineering staff taken during World War II. Left to right: Warren Stevens, chief engineer; Norman Young, Walter Lennon, John Kelly, Ed Philbrack. Stevens is still with the station, others whereabouts unknown



Happy Felton, 20 years ago when he had an orchestra at the Biltmore Hotel. Happy is now a popular broadcaster with the "Dodger's Knothole Gang."



Charles Delaney, taken in 1936 when he first joined the staff of WFBL in Syracuse as an announcer.



Michael M. Sillerman, executive vice president of Television Programs of America, in 1937 when he was president of Keystone Broadcasting.



Vern Hendrickson, WMGM assistant director of sales, was an expeditor for the Electric Specialty Co. in Stamford, Conn. 20 years ago.

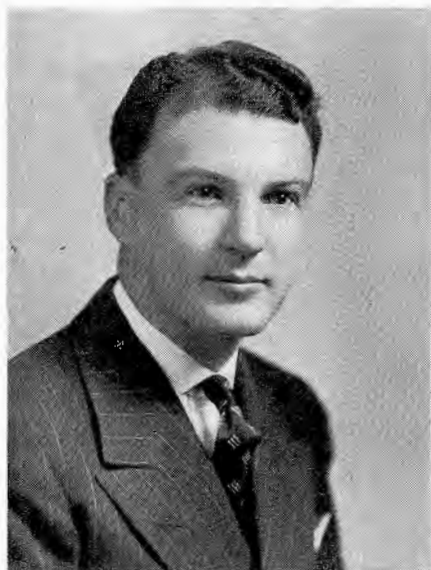
**MICKEY
ROONEY**

**Personal
Management:
RED DOFF**

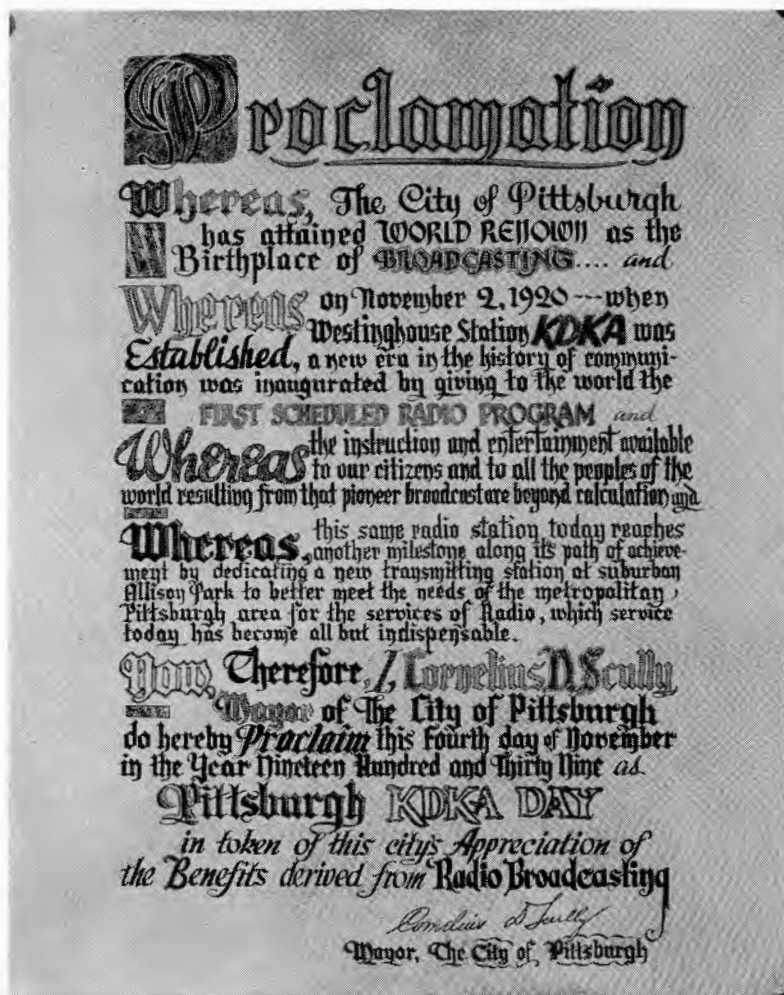
Industry leaders and trade press publishers pose for an official picture in New York at the Biltmore Hotel before they left by plane for a four-week inspection tour of ETO in August, 1945. Standing, left to right: Sol Taishoff, publisher of Broadcasting; John E. Fetzer, WKZO, Kalamazoo; Robert D. Swezey, vice president of Mutual; Joseph H. Ream, vice president of CBS; J. Leonard Reinsch, managing director of the Cox Radio Stations and radio advisor to President Truman; Clair R McCullough, managing director, Mason Dixon Group; Martin S. Campbell, managing director, WFAA, Dallas; Morris Novik, manager of WNYC, New York City; Joe Csida, business manager of Billboard; and John W. Alicote, publisher of Radio-TV Daily.



Seated, left to right: Col. Harry S. Wilder, president, WSYR, Syracuse; Col. Ed. Kirby, chief, radio branch, Army Public Relations; Wm. Hedges, vice president of NBC; Justice Justin Miller, president-elect of NAB; Mark Woods, president of ABC and Abel Green, publisher of Variety.



Clair R. McCullough, general manager of the Steinman Stations, in 1937 was president of WEST and WAZL.



Pittsburgh KDKA Day In honoring Westinghouse Station, which was established on November 2, 1920, Mayor Cornelius D Scully issued this special proclamation claiming Nov. 4, 1939 "Pittsburgh KDKA Day" in appreciation of the benefits derived from Radio Broadcasting.

2's company...

AMERICA'S FINEST NATIONAL ADVERTISERS

- Admiral
 - Anahist
 - Carter Oil
 - Crisco
 - Dentyne
- Hills Bros. Coffee
 - Ideal Toy Corp.
 - Kool Cigarettes
 - Majitinge
 - Maxwell House Coffee
 - Profile Bread
- Minolta Cameras
 - Parliament Cigarettes
 - Phillips Milk of Magnesia
 - Polident
 - Pontiac

Ask Blair Television Associates about one-minute availabilities in M-G-M Movie Theater.

KTVR

"Station of the Stars"

CHANNEL 2

550 Lincoln St. Denver, Colo.



AUDIO: LITTLE GIRL: MY DADDY SAYS TO TELL YOU THAT DOHERTY, CLIFFORD, STEERS & SHENFIELD—A LONG NAME—IS NOW...

...AT 530 FIFTH AVENUE—A SHORT WALK FOR MOST OF YOU. I'VE SEEN THE BRIGHT NEW OFFICES. HOW ABOUT YOU?

DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.

Advertising

530 FIFTH AVENUE, NEW YORK 36, N. Y.

YUKON 6-6500

*Come see us...
the whole Radio+
TV gang!*

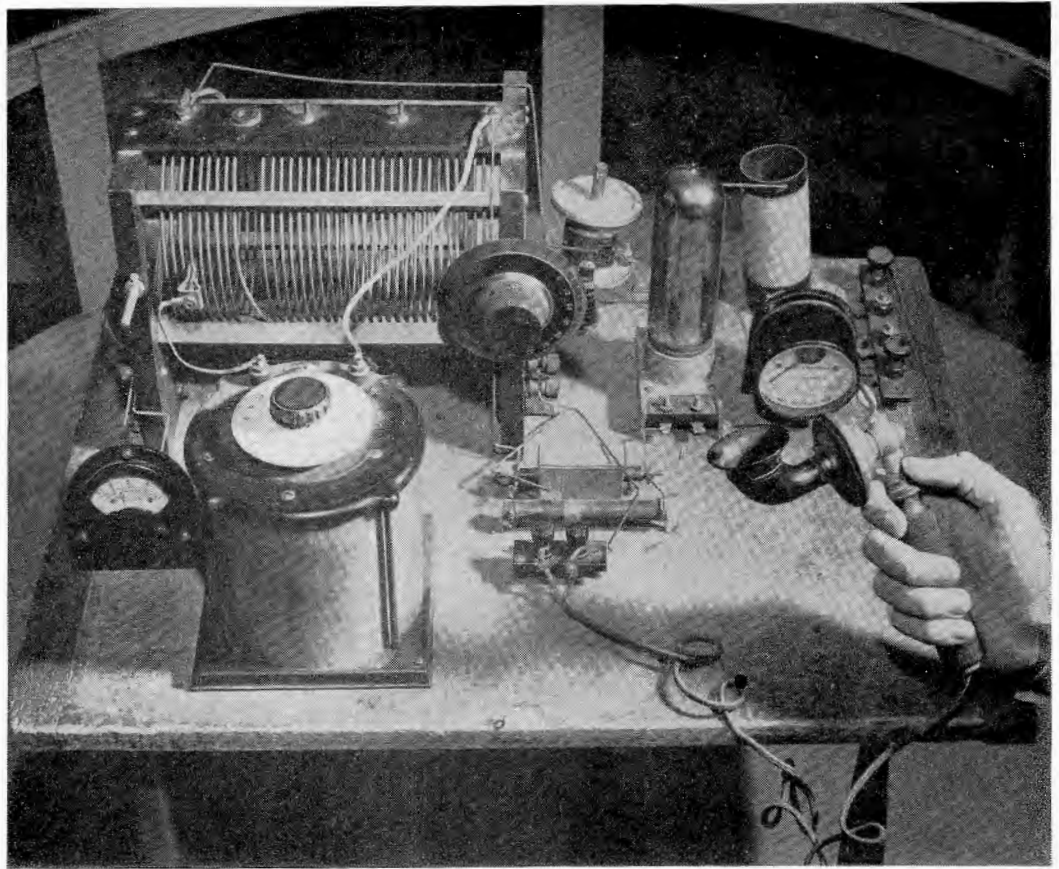
Hal James*
Russ Ambruster
Bob Nathe*
Millie Jackson
Tracy Samuels
Bill Wall

Harry Bressler
Dick Strome
Davidyne Saxon*
Bernice Brilmayer
Hal Gerhardt
Jim Lynch*

Don Quinn
Sam Vitt
Bob Widholm
Rita Nachem
Elaine Breakstone
Ruth Koehler

* *new faces
this fall*

Radio Station KFI is reported to have created history on April 16, 1922 when it went on the air with this 5-watt transmitter. Since then the station claims it has been responsible for many 'firsts' in radio broadcasts.



Paul J. Miller, managing director of WWVA, before an old style carbon microphone doing a college football broadcast in Pittsburgh during 1928.



How early sound effects were created for radio—a demonstration during a broadcast from Radio Station WGY.



The year, 1937, left to right: Keith Kiggins, then vice president of the Blue network, now vice president and administrative assistant to President G. B. Storer of Storer Broadcasting Co.; Mark Woods, president of the Blue, and Edgar Kobak, then vice president of the Blue chain.



Red Barber, behind the WLW mike doing a broadcast over Mutual when he worked for the station in 1937.



Ben Lochridge, national sales manager for CBS radio, as he looked 20 years ago.



Vic Seydel, vice president in charge of radio and television, and a member of the board of directors of Anderson & Cairns, Inc., as he looked 20 years ago.



Gerald Maulsby, CBS manager of network broadcasts, taken 20 years ago.



Pierre Weis, general manager of Ecomet TV, in 1937 was traveling to U.S. from France.

PAST

Present

FUTURE

In 1937 Rolland V. Tooke was a copy writer for the Lavinson Bureau of Philadelphia where he prepared many a radio ad; Gordon Davis was then a student at the University of Illinois where he gained his first radio experience with station WILL as an announcer, writer and director. Meanwhile, back in Philadelphia, Ed Wallis, was producing several mystery stories and an on-the-air gossip column for WIP where he was Production Manager.

Tooke, Wallis and Davis "assume position" for an on-the-job shot at KYW in Cleveland where they hold jobs as Vice President, Sales Manager and General Manager respectively.

Like the KYW coffers, Messers Davis, front; Tooke, second row left; and Wallis, second row right, have fattened according to this artist's concept of their appearance, circuit 1977. Of course, no matter what year, 1937, 1957 or 1977 you get the picture . . . they're competent men backing . . .

A WINNER . . .

KYW RADIO

CLEVELAND, OHIO

(W) (B) (C) WESTINGHOUSE BROADCASTING COMPANY

WHAT THEY WERE DOING TWENTY YEARS AGO

*Many and varied were the pursuits of the Radio Television Family 20 Years ago.
Here, briefly, are chronicled the former activities of some of today's well-knowns.*

ROY ADAMSON, secretary-treasurer of Western Slope Broadcasting Co., was attending Washburn College at Topeka, Kan.

PAUL ALLEY, of Paul Alley Productions, was covering the bombing of the Panay.

CARL Q. ANDERSON, KFXJ-TV operations director, was a newsboy for the Albuquerque Tribune and a fifth grade pupil.

DON ANDERSON, program director at KFJH, was in school in Minneapolis.

H. G. ANDERSON, chief engineer at KFJB, was a radio repairman.

LEONARD ANDERSON, head of Integrated Services at NBC Chicago, was an assistant office manager.

DOUG ARTHUR, director of programs at WIBG, was a senior at Edneysville High School in Edneysville, N. C.

FRANK ATWOOD, farm program director at WTIC, was assistant state editor and political writer for the Hartford Courant.

MILLER N. BABCOCK, vice president of Storer Broadcasting Co., was an account executive for the Miami Herald.

JIM BACHUS, now doing shows for ABC-TV and radio, was an announcer for CBS.

DAVE BADER, vice president of Atlantic TV Corp., was selling radio scripts to BBC in London.

CARL BAILEY, announcer at KBIG, was a disc jockey at KGFJ, Los Angeles.

BUD BAKER, announcer at KBIG, was a high school student.

WILLIAM A. BANKS, president of WHAT-AM-FM, was affiliated with WIP in Philadelphia.

WILLIAM C. BAREHAM SR., chief engineer at WBAL radio-tv, was transmitter technician at WBAL-AM.

FRED BARRETT, vice president in charge of media and a director of BBD & O, was an account executive on Chrysler with Lee Anderson Adv. Agency.

JERRY BARTELL, of the Bartell Group of Madison, Wisc., was producing dramatic programs for the University of Wisconsin School of the Air.

MEL BARTELL was associated with his brother, Jerry, at the University of Wisconsin producing dramatic shows.

THOMAS P. BASHAW, general manager at KFJH, was with NBC Chicago in the production department.

HARRY A. BATTEN, board chairman and chief executive at N. W. Ayers & Son, was rounding out his first year as president of the agency.

JOSEPH E. BAUDINO was chief engineer at KDKA Pittsburgh.

WOODROW BENOIT, tv group head at J. Walter Thompson, was a page boy at Bankers Trust Co.

EDWARD BERKSON, president of Screen-craft Pictures, was a booker for Republic Pictures.

CHARLES 'CHUCK' BERNARD, president of Charles Bernard Co., was attending Baltimore City College.

LARRY BERRILL, news director at KBIG, was a student at P. S. 198 in New York City.

GUY BIDDICK, of Walter Biddick Company, was traveling representative for the same company.

F. DAVID BINNS served as WLAC's chief engineer and is still at the same station.

WILLIAM BIRCH, manager of NBC-TV newsreel, was with Fox Movietone News in Chicago.

E. G. BLACKMAN, sales manager at WLAC, was selling advertising space for a Nashville newspaper.

GEORGE BOWE, program manager at WTIC, was a member of the WTIC announcing staff.

CHARLES H. BROWER, general manager and vice chairman of the executive committee at BBD & O, was a member of the creative board at the same agency.

DICK BROWN, commercial manager at KTRB, was an auditor for the New York State Mortgage Commission.

HAL BROWN, owner of KBIS and KBVM, was in sales and an announcer at KMJ in Fresno.

GEORGE BROWN was general manager at KDAY, Hollywood.

ROBERT E. BUCHANAN, tv group head at J. Walter Thompson, was a student at Northwestern U.

W. W. BULLOCK, manager album department RCA Victor records, was an accountant for RCA, Camden, N. J.

JOHN Y. BURGESS JR., manager RCA Victor single records department, was a senior at University of Pennsylvania.

AL BURK, sales manager at WBAL, was a puddler (hot metal man) in an iron foundry.

CHESTER M. CAMPBELL, manager WMBQ-WMAQ press department, was attending University of Illinois.

LES CAMPBELL, chief engineer at KFJH, was in school in Missouri.

FREEMAN CARDALL, business manager at WBAL radio-tv, was in the Illinois Masonic Hospital.

RICHARD CARLTON, vice president charge of sales for Trans-Lux Television, was with Columbia Pictures Corp.

JOE D. CARROLL, manager at KMYC, was a combination operator-announcer at KFJI in Klamath Falls, Oregon.

PEARL E. CARTER, office manager at KFJB, was working in the order department at Fisher Governor Co. in Marshalltown, Ia.

ROGER W. CLIPP, of radio and television division of Triangle Publications, was business manager for WFIL.

NAT COHEN, manager at WGR, was account executive at the same station.

RALPH COHN, head of Screen Gems, was a producer for Columbia Pictures in Hollywood.

JEAN COLBERT, director of women's activities at WTIC, was a radio actress playing with the Lux Radio Theatre and First Nighters.

HOWARD COLEMAN, manager at WMAQ, was attending Austin High School in Chicago and playing tenor sax in a strip joint on Wilson Avenue.

BILL CONRAN, promotion manager at WIBG, was a freshman at Northeast High School in Philadelphia.

LOU CORBIN, news editor at WFBR, was a sophomore at University of Pittsburgh.

IRWIN C. COWPER, general sales manager at WTIC-TV, was continuity editor for WTIC.

GEORGE CRANSTON, of WBAP-AM-FM-TV, was busy with two stations—WBAP-820 and WBAP-570.

ROBERT W. CROSS, chief engineer at KROC, was assistant engineer at the same station.

SANDY CUMMINGS, manager Television Network Programs in Hollywood, was with Benton & Bowles in their radio department.

BEULL H. DALTON, engineering supervisor at KBIG, was an instructor in radio at the U. S. Naval Station in Seattle.

ERIC DANIELSON, supervisor traffic department NBC Chicago, was working in transportation.

ALEXANDER W. DANNENBAUM was commercial manager of WDAS, Philadelphia.

JAMES DAVIS, operations manager RCA Victor records division, was a junior accountant for Ernst & Ernst in Philadelphia.

OOGIE DAVIES, general manager at WKAP, was playing guitar with the Johnny Long Band.

GORDON DAVIS, general manager for KYW, was attending school and seeing the country.

WALT DAVISON, manager western spot sales for NBC, was promoting Radio City tours for NBC in New York City.

NAY DEINES had been a salesman at KMMJ and is still at the same station.

JOHN DEVINE, administrator radio-tv department at J. Walter Thompson, was at Columbia Law School.

GEORGE DIFENDERFER, manager radio network sales NBC Chicago, was with Paul Raymer Co. in Chicago.

VIC G. DIEHM, president of Vic Diehm radio group, was general manager at WAZL, Hazelton, Pa. which he now owns and operates.

SAM COOK DIGGES, general manager WCBS-TV, was selling theatre, night club and retail advertising and writing a night club column for the Washington (D. C.) Daily News.

WILLIAM C. DOLL, sales manager KFJB, was display advertising representative for the Post Telegram, Bridgeport, Conn.

JOE DRILING, vice president and general manager KJEO-TV, was trying to graduate from high school while playing baseball and leading a heavy social life.

ROBERT DRESSLER, program manager at WNBQ, was attending Lakeview High School in Chicago.



George B. Storer, president of Storer Broadcasting Co. was president of the company in 1936.

JULES DUNDES, vice president in charge of station administration for CBS Radio, was a staff member of CBS Radio's promotion department.

ROBERT E. DUNVILLE, president of Crosley Broadcasting Corp., was with WLW.

ROBERT E. EASTMAN was a member of the NBC page staff and sang in its quartet.

N. THOMAS EATON, news director at WTIC, was New England manager for Trans-Radio Press.

GRADY EDNEY, program manager at WIBG, was a senior at Edneysville High School in Edneysville, N. C.

DOTY EDOUARDE, Hollywood manager NBC radio spot sales, was sales manager for a commercial movie firm in New York.

SYDNEY H. EIGES, vice president in charge of press NBC, was at the University of Pittsburgh.

JAKE EMBRY, general manager at WITH, was a salesman for WBAL.

HUDSON FAUSETTE was working as a free-lance actor in Hollywood and is still before the cameras.

SAMUEL FAUST, WMGM director of sales, was an account executive at WHN.

JACK FELDMAN, general manager at KRKD, was a page boy at KSFO.

JOCK FIRNHEAD, general manager at WINS, was a page boy at NBC Hollywood.

JERRY FITCH, executive vice president and manager at KGLN, was with United Press in Omaha.

JAMES C. FLETCHER JR., of Midnight Sun Broadcasting, was a theatre doorman in Amarillo, Tex.

BOB FOREMAN, executive vice president and director at BBD & O, was trade copy writer with the same agency.

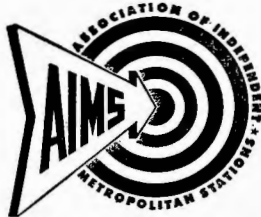
CLAY E. FORKER, vice president and general manager Paul H. Raymer's Chicago office, was regional account executive, Chevrolet Motor division, Campbell-Ewald, Inc.

K-NUZ DOMINATES! NSI AREA AUDIENCE

(oo omitted)

K-NUZ	- - - - -	114
Net. Sta. "A"	- - - - -	32
Net. Sta. "B"	- - - - -	37
Net. Sta. "C"	- - - - -	58
Net. Sta. "D"	- - - - -	44
Ind. Sta. "A"	- - - - -	19
Ind. Sta. "B"	- - - - -	30
Ind. Sta. "C"	- - - - -	15

Nielsen-Houston
June, 1957



STILL THE
LOWEST COST
PER THOUSAND
BUY!

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: Forjoe & Co.—

New York • Chicago • Los Angeles •

San Francisco • Philadelphia • Seattle

Southern Reps.:

CLARKE BROWN CO.—

Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JACKSON 3-2581



Herminio Traviesas, vice president and manager of the television-radio department at BBD & O, was typing continuity scripts for radio operas at NBC.

BOB FRANKLIN, national sales manager at KGW, just started in radio at non-commercial KBPS in Portland.

C. H. FRAZIER, managing director and vice president of WAGA, was sales manager for WROL.

WILLIS K. FRIERT, TV sales manager at WBAL-TV, was a space salesman in the advertising department of A. S. Abell Co.

JOHN D. GALE, manager Paul H. Raymer's Hollywood office, was a salesman for KFAC in Los Angeles then joined Chas. H. Mayne Co. as account executive.

MILTON B. GARBER, president of KCRC, was editor of the local newspaper and interested in radio in Enid, Okla.

G. DAVID GENTLING, vice president and general manager at KROC-TV, was commercial representative for KROC.

CLIFF GILL was a news writer at KPMC in Bakersfield, Calif.

NORMAN GITTLESON, executive vice president and general manager at WMUR-TV, was nineteen, young, healthy and verile.

MAURI GOLDBERG, head of production for Carval Films Inc., has been with the same company since 1927.

SIMON GOLDMAN, president of James Broadcasting Co., was sales manager for WJTN.

LESTER L. GOULD, president and general manager at KFMA, was working for a law firm in Chicago.

GORDON B. GREB, of KSJO, participated as a child actor on 'Rusty, The Boy Aviator' programs over KTAB.

SHERMAN GREGORY was with Westinghouse radio stations.

CHARLES W. GRIM, of the TV department at Paul Raymer's Chicago office, was in advertising sales for Reuben H. Donnelly Corp. in Chicago.

HARVEY HAAS, resident manager at KBIG, was an English teacher at John Marshall High School in Los Angeles.

H. P. 'POP' HALE, now retired, was with KCRC, Enid, Okla.

JAMES E. HANNA, vice president of N. W. Ayer & Son, was copy supervisor at the company's Detroit office.

RALPH L. HARLOW, vice president in charge of station service for BMI, was vice president in charge of operations for the Yankee network.

DON HARRINGTON, account executive at KBIG, was an advertising writer at Denver Dry Goods Co., Denver.

THOMAS HAWLEY, of Paul H. Raymer Co., was northwest merchandising manager of This Week Magazine in Portland, Oreg.

ARTHUR HULL HAYES, president of CBS Radio, was eastern sales manager of CBS radio spot sales.

STORRS HAYNES, tv group head at J. Walter Thompson, was manager radio department of Berg-Allenberg Agency.

VERN HENDRICKSON, WMGM assistant

sales director, was an expeditor for the Electric Specialty Co. in Stamford, Conn.

JOHN HENNINGER, chief engineer at WIBG, was in the same spot at the same station.

JULES HERBUVEAUX, NBC vice president and general manager, was assistant production manager at NBC in Chicago.

HENRY HICKMAN, operations chief at WFBR, was an Inquiring Reporter at WFBR.

EDWARD R. HITZ, NBC vice president in charge of TV network sales for Central Division, was in charge of NBC's Philadelphia office.

WILLIAM HOOS, chief engineer at WFBR, was in radio communications at Maryland State Forestry Department.



**Joe Rahall's
Secretary
Says:**

I Just LOVE "You'all"!
from one South'n Belle to all you "Damn Yankees"
at RADIO DAILY in New York

HAPPY "20th"

**More and more National and Local accounts are using
the RAHALL Stations.**

... THEY SELL!

wkap	ALLENTOWN, PA. Five years straight, tops on Hooper & Pulse in the Allentown-Bethlehem markets.
wfea	MANCHESTER, N. H. 5000-watts. Most powerful independent voice in the Manchester area with top personalities.
wtsp	ST. PETERSBURG, FLA. Best buy in the St. Petersburg-Tampa markets according to July-August 1957 Pulse.
wwnr	BECKLEY, W. VA. First on Hooper more than 2 to 1, morning, noon and night in the heart of the soft coal fields.
wnar	NORRISTOWN, PA. First on Pulse in the ultra-rich Montgomery County and Main Line Fringe areas.

For the Facts — Call WEED & CO.

RAHALL GROUP . . . "Joe" Rahall, President
"Oggie" Davies, Gen. Mgr.



Ralph M. Cohn, vice president and general manager of Screen Gems, was a producer for Columbia Pictures.

REX HOWELL, president and general manager of KREX, was running KFXJ as manager, doing sales, announcing and all news editing.

WARREN HULL, of "Strike It Rich," was making motion pictures for Warner Bros.

WALLY HUTCHINSON, account executive at KBIG, was a student at the Piedmont High School, Piedmont, Calif.

HENRY HULICK, chief engineer at WPTF, held the same spot at the same station.

ROBERT L. HUTTON, promotion director at Edward Petry Co., was copywriter and assistant account executive at BBD & O.

JOHN D. HYMES, of Gordon, Hymes & Staff, San Francisco, was radio time buyer for Lord & Thomas in New York.

RICHARD JOHNSON, program manager at WMAQ, was attending school in Columbia, Mo.

WALTER C. JOHNSON, vice president and general manager at WTIC, was assistant general manager and sales manager for WTIC.

ROBERT B. JONES, vice president and general manager WFBR, was a sophomore majoring in sociology at Dartmouth College.

KERMIT KAHN, director of advertising at National Telefilm Assoc., was a reporter for The New Yorker.

JOHN KAROL, vice president in charge of network sales for CBS radio, occupied the office of director of market research for CBS radio.

RAYMOND KATZ, WMGM associate director of programming, was traffic manager at WHN.

ALAN KAYES, classified artists and repertoire at RCA Victor records was doing publicity and promotion for Metropolitan Opera House.

MARSHALL KEELING, of Paul H. Raymer Co., was doing advertising for McCormick & Co. in Baltimore.

ALEX KEESE, of WFAA, was sales manager at the same station in Dallas.



E. E. Krebsbach, general manager at KGCS, before an early mike in October 1926.

KEITH KERBY, account executive at KWKW, was chief announcer and assistant program director at CBS-KSFO.

ARTHUR KERMAN, general manager of Governor TV, was a student at East School, Long Beach, N. Y.

CRIE KERWOOD, of KMMJ, was a staff announcer with the same station.

JOHN KEYS, advertising and promotion manager at WNBQ-WMAQ, was on the editorial staff of the Post-Tribune at Gary, Ind.

A LEADER
AM and FM · 24 Hours Daily

kfAC
The Music Station for Southern California

PRUDENTIAL SQUARE • LOS ANGELES



Lawrence Valenstein, chairman of the board at Grey Agency, was president of the company.

H. SCOTT KILLGORE, of Tele-Broadcasters, was an engineer with the Yankee network in Boston.

C. H. KINSLEY JR., manager at KHSL, was a student at University of Calif.

BARBARA KIRK, of Paul H. Raymer Co., was with NBC as a secretary.

GEORGE KISTER, farm specialist at KMMJ, was on the staff of the same station.

ANNE KOLLER, now vice president of Roger Wade Productions, was Anne Louise Hesse.

DANIEL W. KOPS, of WAVZ, was a junior at Cornell.

JAMES E. KOVACH, program manager at WBAL-TV, was attending college and singing over WBNC, Columbus, O.

C. HOWARD LANE, vice president and managing director of KOIN-TV, was business manager at McClatchy Broadcasting Co.

EDWARD LAMB, owner of WICU-TV and WIKK, Erie, Pa. and WHOO, Orlando, Fla., was an attorney.

JOHN J. LAUX, executive vice president and general manager of WSTV, was station manager at KQV, Pittsburgh.

ALFRED LEWIS, business manager WNBQ-WMAQ, was attending New York U.

ALAN LISSER, program director at KBIG, was a student at U. of Calif.

BEN LOCHRIDGE, national sales manager for CBS Radio, began selling space in 1937 for the advertising department of the Chicago Tribune.

RUSSEL L. LOWE, promotion manager at KFJH, was director of the KFJH staff orchestra.

HOWARD LUTTGENS, chief engineer NBC, was NBC Central Division engineer.

C. P. MacGREGOR, of Sound Studios, was trying to sell radio broadcasting and has been for the last 25 years.

ROBERT J. McARTHUR, vice president at KBIG, was advertising and promotion manager at NBC in San Francisco.

JERRY McCAULEY, WMGM account executive, was a student at Germantown Academy, Philadelphia.

MRS. HUGH McCLUNG, president and general manager at KHSL, was associated with newspaper and radio management.

H. BART McHUGH, assoc. director radio-tv department at J. Walter Thompson, was an



Sam Slate, general manager of WCBS Radio, was a script writer for "Gangbusters."

MCA talent agent in the radio dept.

CALHOUN McKEAN, vice president in charge of TV for Carval Films, was on the Washington, D. C. staff of Prentice Hall.

ALENE McKINNEY, music director at KBIG, was a staff musician at KFAB, Lincoln, Neb.

ROBERT McKINSEY, program manager at WBAL, was in college as program director college radio services and played piano in a dance band at Oklahoma.

FRANK McLaurin, general manager at KRSO, was attending 8th grade school at Pierre, So. Dakota.

(Continued on Page 121)

HEARTIEST CONGRATULATIONS



on your

20th ANNIVERSARY



These Twenty Years Have Been
Important Ones For Us, Too,
Marking Our Emergence As

"AMERICA'S LEADING FOREIGN LANGUAGE RADIO STATION"

W H O M

AM - FM

5,000 WATTS

NEW YORK, N. Y.



Governor Joseph B. Ely firing the 'shot heard around the world' in 1932 from General Electric's shortwave radio station WGY in Schenectady.



The young fellow in the center is Bob Carlisle, vice president in charge of production, Wondsel, Carlisle & Dunphy, Inc., in his first exposure to the motion picture business. Taken in the early 20's.



In 1938 NBC proudly displayed in Rockefeller Plaza, New York, the nation's first television remote unit.

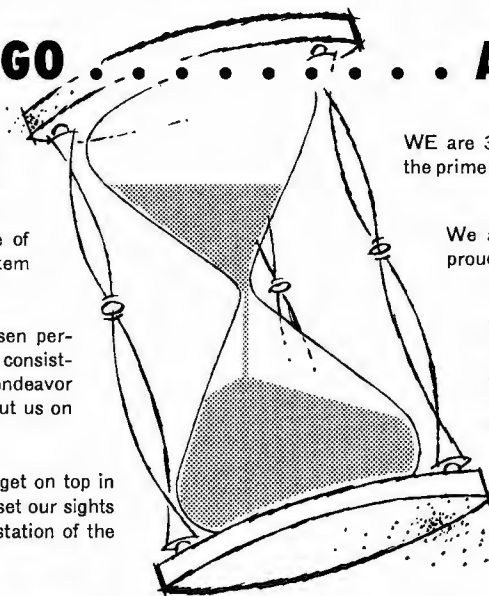
20 YEARS AGO AND TODAY:—

WE were 12 years old—a lusty young radio station with high hopes for the future.

We were a full-fledged affiliate of the Columbia Broadcasting System—and proud of it.

We believed that carefully chosen personnel, intelligent programming, consistent promotion and conscientious endeavor to please every sponsor would put us on the road to success.

We were trying mighty hard to get on top in Rochester—and stay there. We set our sights on becoming the favorite radio station of the folks in Rochester.



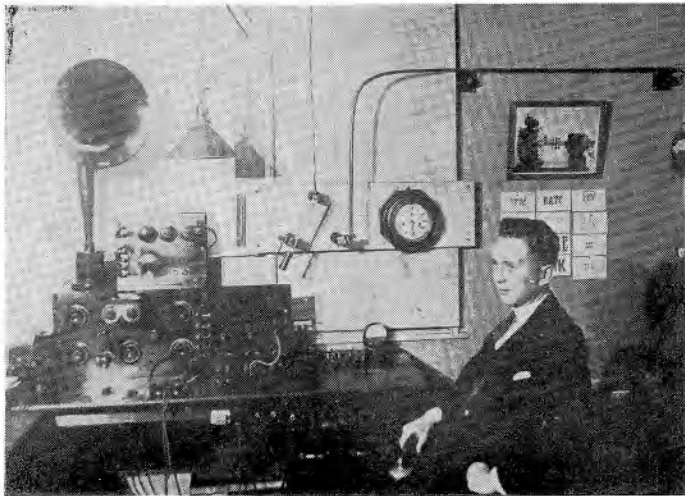
WE are 32 years old—a vigorous station in the prime of life with high hopes for the future.

We are still a basic CBS station—and prouder than ever of this affiliation.

We believe that carefully chosen personnel, intelligent programming, consistent promotion and conscientious endeavor to please every sponsor is the reason for our success.

We see by the surveys that we've rated tops in Rochester ever since the first survey was made 14 years ago!

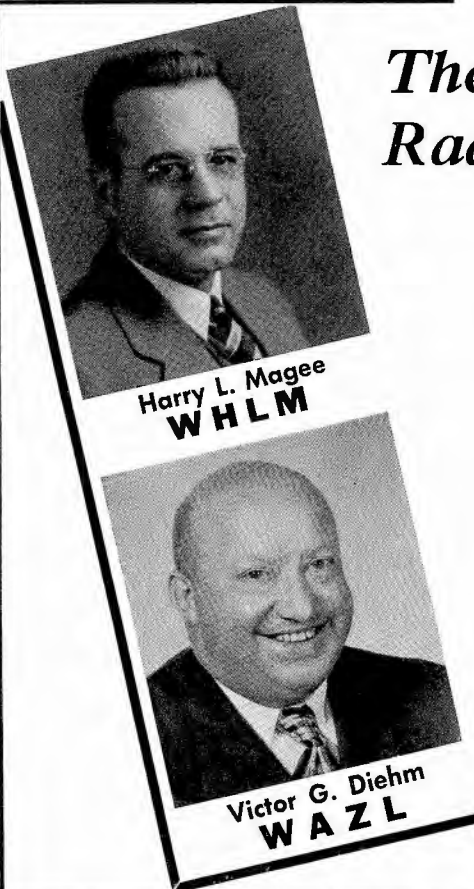
WHEC INC. **The Station LISTENERS Built!**
Sharetime Operators of CHANNEL 10



William H. Reuman, president of WWRL, seated at the transmitter of the station when it went on the air August 26, 1926.



Sydney H. Eiges, vice president in charge of press at NBC, as a student at the University of Pittsburgh.



These Two Leaders in the Radio Broadcasting Industry

SALUTE **RADIO DAILY**

on its Two Decades of devotion to this great American industry of communication, and wish you many more years of continuous publication.

WHLM . . . Bloomsburg, Pa. has achieved so many **FIRSTS** in its first decade of operation that space does not permit their listing. Here are a few: **First on the Dial at 550 . . . First Bloomsburg area "full-time station" . . . First with two news services AP & UP . . . First with every community enterprise.** WHLM has so many "firsts", but let "VIC" tell you something about . . .

WAZL . . . Hazleton, Pa. now celebrating its **25th Year of Service** to a metropolitan buying population of 127,000, who spend more than \$180,000,000 a year, and is the top listened to station in its primary coverage of 4-counties . . . tops in secondary coverage of 7-counties with an all over coverage of 69% of the Radio listening audience.



William L. Putnam, president of WWLP, Springfield, Mass. Picture was taken in 1936.



Lee Ruwitch, executive vice president and general manager of WTVJ, as he appeared in 1935.



Edward P. Curtis, vice president of Eastman Kodak Company, taken during his days at the front.

MAKING CONNECTIONS WITH TOMORROW

KRON-TV engineers are used to working with equipment that is still in the dream stage. It has been that way since the station was a set of blueprints. Today's connections with tomorrow are concentrated in the areas of automation (pictured), video tape recording (the first in the market) and planning a new tower that will radiate the Channel 4 signal from a height of 2049 feet (698 feet higher than any other San Francisco-Oakland antenna).

Our yesterdays are filled with such achievements as being the first with maximum power and complete compatible color facilities in Northern California. Each step has meant better service for 4 million viewers, better results for clients. Keeping connections with tomorrow means continuation of this leadership.

K R O N - T V
C H A N N E L 4
SAN FRANCISCO

*Automation
equipment
by
meCHron
Time
&
Video
Devices,
San
Francisco*





Taken in 1922, the original six WGY announcers — left to right, Edward Smith, now general manager at WCMB; William Fay, now general manager at WHAM; A. O. Coggeshall, Robert Weidow, Kolin Hager and Carl Jester.



William J. German, president of W. J. German, Inc. taken when he was with Eastman Kodak in Rochester.

tops IN ATLANTA

waga-tv



- TALLEST TOWER • WIDEST COVERAGE
- BEST RECEPTION • GREATEST AUDIENCE

FOR FULL MARKET FACTS ON *waga-LAND*
CONTACT YOUR STORER OR KATZ REPRESENTATIVE

CONGRATULATIONS

to
**Radio-
Television
Daily**

on its
20th Anniversary
from all
the folks at
WAGA-TV



channel **5**
100,000 watts



J. Harold Ryan, vice president and treasurer of Storer Broadcasting Co. taken in 1937. He is a co-founder of Storer Broadcasting and a former president of NARTB, then called NAB.



Ralph N. Weil, executive vice president and general manager of WOY, when he was in the armed forces.



Final details on scripts and production at WAZL, left to right: Thomas Tito, national sales manager; Don Murray, program director; Jolly Jack Robel, musical director of 'Coal Call'; Kitty Kahler, administrative assistant to V. G. Diehm and sitting, Vic Diehm.



SIX APPEAL...



NBC-TV Affiliate

Yes . . . Six Appeal is what motivates viewers and buyers alike in the WCSH-TV Market!

It's the right blend of production—network, film and live programming—alert news telecasting, public service with a purpose and customer relations, all administered by veterans—and it works.

Surveys repeatedly place WCSH-TV first in viewer preference and in homes penetration in this 13-county southern Maine-eastern New Hampshire area. National and local spot advertising volume confirm these findings.

Let your Weed-Television man fill you in on the best TV buy in this billion dollar market.

WCSH-TV
Portland, Maine



WHAT THEY WERE DOING 20 YEARS AGO

(Continued from Page 115)

JOHN McVEIGH, treasurer of WFBR, was a sophomore at Temple University.

HARRY K. McWILLIAMS, independent TV producer, was producing 'Your Marriage Club' on CBS radio for Ted Bates, Inc.

JOHN R. MAHONEY, sales manager at WIBG, was a freshman at Eddystone High School, Eddystone, N. C.

M. MANNY MARGET, manager of KVOX, has been manager of the same station since 1937.

GLENN MARSHALL JR., president of WMBR-AM-FM-TV, was secretary-treasurer of WMBR-AM.

WILLIAM A. MARTIN, executive vice president at KMMJ, was with the same station.

ROBERT S. MASLIN, president of WFBR, was publicity director at WFBR.

RICHARD H. MASON, president and general manager at WPTF, was general manager at the same station.

GEORGE R. MAREK, vice president and general manager of RCA Victor record division, was an account executive for J. D. Tarcher & Co.

CHESTER MATSON, manager Edward Petry's Los Angeles office, was in the process of opening the first office of the Petry Co. from which he has just retired.



Rex Howell, president and general manager of KREX, was in radio.

WILLIAM G. MATTA, president and general manager of WLOA, was an automobile dealer.

GERALD F. MAULSBY, manager of network broadcasts for CBS Radio, was a staff member of the network operations division.

ROY MEACHUM, promotion manager at WBAL radio-tv, was playing football at Holy Cross College in New Orleans.

ROBERT D. C. MEEKER, president of The Meeker Co., was account executive at Pedlar & Ryan in New York.

KURT A. MEER, general manager at KCUL, was attending high school in Greenville, Texas.

HOWARD S. MEIGHAN, vice president western services of CBS television, was selling spot radio time for Radio Sales.

JOHN MERRELL, sales manager at KFH, was attending school in Wichita.

R. P. MERRIDEW, managing director at WJW, was with WKOK.

BILL MICHAELS, managing director of WJBK-TV, was attending San Antonio University and working as assistant sports editor on the San Antonio Express at night.

PAUL J. MILLER, manager director at WWVA, was production manager for the same station.

MYRON MILLS, vice president of Screen-craft Pictures, was a freshman at Union College.

PAUL W. MORENCY, president of WTIC-AM-FM-TV, was general manager at the same station.

DAVID H. MORRIS, general manager at KNUZ, was working for the American-State-man in Austin, Tex.

JOHN MOSMAN, manager radio-tv department for J. Walter Thompson in Chicago, was mc of Benny Goodman radio show.

To everyone at Radio Daily from the gang at WFAA-Dallas...

"Congratulations from one old timer* to another!"



*But still young at heart!

WFAA
820 • 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC



Leonard H. Goldenson, president of AB Paramount Theatres, was assistant to the executive in charge of theatre operations for Paramount Pictures, Inc.

JACK MOYS, program director at KGW, was doing network free lance acting on Scat-tergood Baines series.

JOHN MULHOLLAND, manager TV spot sales NBC Chicago, was attending Marquette University and working as a radio announcer at WTMJ.

WAYNE MULLER, national sales manager at KBIG, was a student at Lake Forrest College.

BERNARD L. MULLINS, vice president in charge of public relations at WTIC, was a member of the WTIC announcing staff.

MARCELLUS M. MURDOCK, executive vice president at KFH, held the same spot at the same station.

EUGENE MURIATY, promotion manager at WTIC, was a student at Boston U.

PAT MURPHY, general manager at KCRC, was appearing in his high school radio play contest which won first place in the state.

DWIGHT A. MYER was with Westinghouse radio stations.

PAUL A. MYERS, assistant manager director at WWVA, was staff radio announcer at the same station.

RALPH NARDELLA, WMGM account executive, was sales manager at WOV.

RUDI NEUBAUER, sales manager at WMAQ, was a cashier at NBC Chicago.

PAUL G. NORRIS, general manager at KFJB, was city editor of a newspaper.

HENRY NORTON, production manager at KGW, was special writer for KGW's dramatic shows.

HARRY NOVIK, owner of WLIB, was the owner of the Rogers lady ready-to-wear store in Stamford, Conn.

MORRIS NOVIK, president of WOV, was director of WEVD.

HARLAN G. OAKES, of Harlan G. Oakes & Assoc., had just opened the first rep office in California for Jos. H. McGilvra.



Harry A. Steensen, treasurer of Storer Broadcasting Co., was a certified public accountant in Toledo.

PETER R. ODENS, of KOCS, Ontario, was in advertising in Shanghai, China.

PAUL OLIPHANT graduated from a ukelele-picking singer to full time announcer at WLAC and is still active at the station.

ALAN OWEN, program manager at WMID, was trying to sound older in Detroit high school dramatic shows over WWJ.

IT'S YOUR TWENTIETH, RADIO DAILY!
IT'S OUR THIRTIETH!
LET'S CELEBRATE TOGETHER!

We wish you many more of these twenty-year celebrations, Radio Daily! On our part, we're celebrating —

Day by Day

DOMINANCE

For THIRTY Years

ITALIAN

9:30 AM. to 8:00 P.M.

NEGRO

8:00 P.M. to 9:30 A.M.

WOV has won more national awards in its respective fields than any other station in America: In Italian — "For Foreign-Language Leadership." In Negro — "For Fostering Racial Goodwill and Understanding."

WOV

New York

... One of America's IMPORTANT Radio Stations ...



Robert S. Maslin Jr., president of WFBR, manned the controls at the station's old studio in St. Paul.

ROBERT B. RAINS, manager of Paul Raymer's Detroit office, was Detroit manager for Kelly-Smith Co. radio division.

* * 20 * *

WILLIAM G. RAMBEAU, president of William G. Rambeau, was hanging up sales records for radio stations as head of the same company.

* * 20 * *

H. E. RANDOL was with Westinghouse radio stations.

* * 20 * *

JO RANSON, WMGM publicity and promotion director, was radio editor of the erstwhile Brooklyn Daily Eagle.

* * 20 * *

WILLIAM RAY, manager of WMAQ-WNBQ news and special events, was manager of NBC Chicago press department.

* * 20 * *

ROLLAND REICHERT, manager of production facilities NBC Chicago, was working in the NBC communications department.



Stanton P. Kettler, vice president of operations, Storer Broadcasting Co., was in radio.

LEONARD J. PATRICELLI, vice president in charge of programs for WTIC, was a member of the WTIC production staff.

* * 20 * *

LESLIE J. PEARD JR., vice president of WBAL radio-tv, was wearing a gray-flannel suit as radio sales manager at WBAL.

* * 20 * *

FRANK E. PELLEGRIN, of H-R Tele Inc., was sales manager for Central State Broadcasting System in Omaha and Lincoln, Neb.

* * 20 * *

EARL PETERSON, chief engineer KGW, was special events engineer for KGW and KEX.

* * 20 * *

EDWIN R. PETERSON, senior vice president of Keystone Broadcasting Co., was doing a weekly broadcast over WMAQ for the Chicago Better Business Bureau.

* * 20 * *

IRVING C. PHILLIPS, general manager at KYA, was attending high school in New Orleans.

* * 20 * *

RALPH PHILLIPS, program director at WFBR, was a junior at Providence, R. I. high school and played trumpet at Club Rendezvous in Taunton, Mass.

* * 20 * *

DAVID I. PINCUS, president of Carvel Films, Inc., was an organizer with the late Robert McKean of the present company.

* * 20 * *

JOSEPH A. PINNA, station manager at WWSJ, was attending school.

* * 20 * *

JOHN POOLE, president of KBIG, was a radio operator on various American merchant ships.

* * 20 * *

RUSSELL POPE, supervisor of engineers at KHSL, was chief engineer at KYOS, Merced.

* * 20 * *

J. R. POPPELE, of Santa Land, Vt., was vice president of WOR.

* * 20 * *

GRAHAM B. POYNER, vice president and program director at WPTF, was production manager at the same station.

* * 20 * *

D. L. 'TONY' PROVOST, vice president and general manager of radio-tv division of Hearst Corp., was treasurer of J. V. Grombach, Inc.

* * 20 * *

ROBERT I. QUEEN, radio-tv director of Greater New York Fund, was a free lance at WJZ radio.

* * 20 * *

MILTON R. RACKMIL, president of Decca Records and its subsidiary Universal Pictures, was treasurer and one of the directors of Decca Records.

CONGRATULATIONS

and

BEST WISHES

to

RADIO-TELEVISION DAILY

on their

20th ANNIVERSARY

from

SESAC

PAUL HEINECKE, PRESIDENT

LICENSING THE PERFORMANCE, MECHANICAL OR SYNCHRONIZATION RIGHTS IN "THE BEST MUSIC IN AMERICA" TO THE ENTIRE ENTERTAINMENT INDUSTRY, RADIO, TELEVISION, MOTION PICTURE, TRANSCRIPTION AND PHONOGRAPH RECORD COMPANIES, THEATERS, CONCERT HALLS, HOTELS, ETC. WITH

A REPERTORY OF DISTINCTION

OUR 26th YEAR

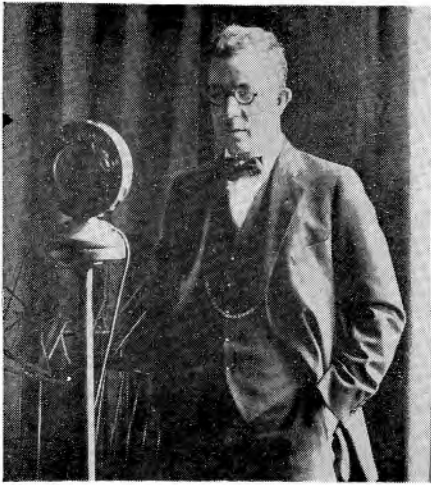
Producers of
The Famous

SESAC

Transcribed Library



The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.



Dick Haller, first KGW announcer and manager.

L. RAY RHODES, vice president and manager Paul Raymer Co. in San Francisco, was a salesman for Sterling Engraving Co. in New York.

ROBERT M. RICHMOND, of the radio department of Paul Raymer's Chicago office, was advertising manager, Strawbridge & Clothier, Philadelphia.

RICHARD RICKER, sales manager WBQN, was attending Sewickley High School and ushering in a movie theatre during the summer.

JAMES G. RIDDELL, president and general manager of WXYZ, was associated with the same station.

JOHN RIGBY, president of KFH, was also president of the same station twenty years ago.

WILLIAM E. RINE, general manager of WWVA, was a salesman at the same station.

FRANK RIORDAN, of KPTV, was mail room boy at NBC Chicago.

HAL ROACH JR., head of Hal Roach Studios, was producing Laurel & Hardy, Charlie Chase and the Topper comedies.

J. L. ROBINSON, operation director at KREX-TV, was manager of the Timberline Lodge at Mount Hood, Oreg.

J. HAROLD RYAN, vice president and treasurer of Storer Broadcasting Co. held the same spot 20 years ago.

LEONARD W. SCHNEIDER, executive vice president and a director of Decca Records, was general sales manager of American Record Corporation, manufacturers of Brunswick and Columbia records.

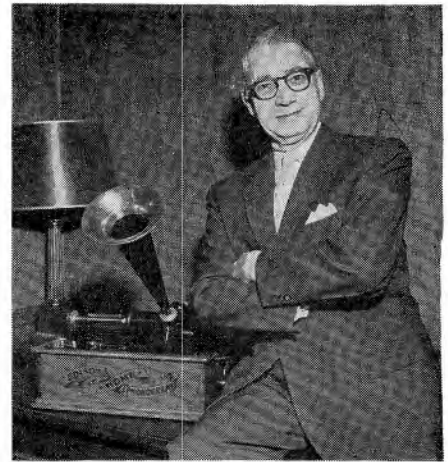
WILLIAM A. SCHUDT JR., vice president CBS radio station relations, was general manager of WBT, Charlotte, then owned by CBS.

FRANK SCHWARTZ, WMGM controller, was a salesman for the Amsterdam Paper Co.

MAURICE SCOPP, vice president of the Big 3 Music Corp., was executive head of Air Features.

JOE SEIDEMAN was a student at Hibbard Grammar School in Chicago.

JACK SEMPLE, head of estimation department of Carval Films, was with the same organization.



Frank Walker, general manager of M-G-M Records, was vice president of Radio Corp. of America.

J. MILTON SEROPAN, of Paul Raymer's San Francisco office, was advertising manager for Central Credit Co.

JAMES M. SEWARD, executive vice president of CBS Radio, was assistant treasurer of CBS Radio.

VICTOR SEYDEL, vice president of Anderson & Cairns Inc., was producing Junior League Revues coast-to-coast.

WARNER SHELLY, president of N. W. Ayer & Son, was second-in-command of the New York office.

CBS
AND
SUPREMACY
IN
CENTRAL NEW YORK
WHEN RADIO TELEVISION



R. P. Merridew, managing director of WJW, was staff announcer and vocalist at WKOK.

MORRIS SHER, business manager at WMGM, was office boy at Loew's Inc.

STEVE SHOLES, manager popular single records for RCA Victor, was in the company's sales department.

JAMES D. SHOUSE, chairman of the board and executive officer of Crosley Broadcasting Corp., was vice president in charge of broadcasting for Crosley Broadcasting Corp.

GEORGE T. SHUPERT, president of ABC Film Syndication Inc., was in investment banking.

LOYD C. SIGMON, vice president of Golden West Broadcasters, was chief engineer at KCMO, Kansas City, Mo.

ARTHUR SIMON, advertising manager of Radio-TV Daily, was general manager of WPEN, Philadelphia and WOV, New York.

DODY SINCLAIR, of WJAR-TV, was in high school.

HENRY T. SJOGREN, assistant general manager at WNBQ-WMAQ, was assistant controller for Deering Milliken Corp.

SAM SLATE was script writer for the radio program 'Gangbusters.'

CALVIN SMITH, station manager at KROC, was manager of the Owatonna Studios in Owatonna, Minn.

DALE SMITH, program director at KFJB, was in grade school.

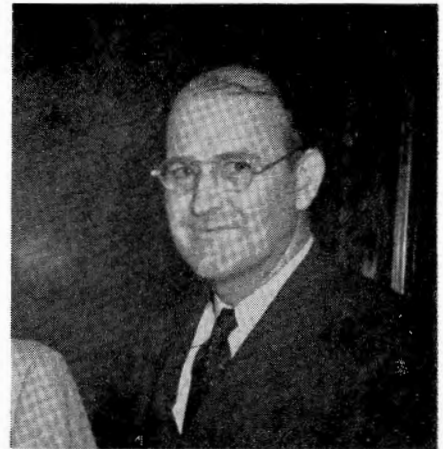
JOE L. SMITH, general manager at WJLS, was getting ready for a hearing looking toward a CP for WJLS.

HAROLD A. SMITH, promotion and advertising manager for NBC Chicago TV network, was editor of a motion picture fan magazine.

F. C. SOWELL, executive vice president at WLAC, was managing the operations at the same station.

HARRY W. SPENCER was an engineer at WBTM and is still at the same station.

PAT STANTON, president of WJMJ, was vice president and general manager of WDAS, Philadelphia.



Keith Kiggins, vice president and administrative assistant to George B. Storer, Storer Broadcasting Co., was station relation manager of NBC.

BUDDY STARCHER, manager of KCUL, was with WPAY, Portsmouth, O.

HOWARD F. STARK, radio-tv broker, was waiting for television to arrive so he could sell stations for a million dollar figure 20 years later.

RUSSELL STEBBINS, director of sales WNBQ, graduated from Proviso High School and went to Elmhurst College, Elmhurst, Ill.

PEGGY STONE, president of Radio TV Representatives, was vice president of Hearst Radio Inc.

Don McNeill's
BREAKFAST CLUB

ABC Radio Network,

105 WEST MADISON
CHICAGO 2
ILLINOIS

TELEPHONE RAndolph 6-8872

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

Dear Charlie:

Congratulations from one old timer to another. Be good to yourself.

Sincerely,

Don McNeill



Sam Cook Diggs, general manager of WCBS-TV, was writing a night club column for the Washington (D.C.) Daily News.

FRED STRATMAN, manager of ABC Film Syndication Inc., San Francisco office, was in investment banking.

MALCOLM STUART, of Paul Raymer Co., was director of outdoor advertising for Campbell-Ewald.

F. M. STUELPNAGEL, manager of KVCV radio, was with a radio station in Long Beach, Calif.

HERMAN D. TAYLOR, chief engineer at WTIC, was with the same station in the same capacity.

DONALD H. TELFORD, vice president of California-Oregon TV, was a senior at Oregon State College.

DUDLEY TICHENOR, director of sales for WFBR, was a salesman for KVOR.

THOMAS TINSLEY, president of WITH, was an account executive for WILM, Wilmington.

ARTHUR TOLCHIN, vice president and director at WMGM, was an account executive for WHN.

ROLLAND V. TOOKE, Westinghouse Broadcasting Co. vice president, was copy writer with Lavenson Bureau of Philadelphia.

SAMUEL W. TOWNSEND, president and general manager of WKST-TV, was shore communications officer for the USNR radio station NID.

HERMINIO TRAVIESAS, vice president and manager of radio-tv department at BBD & O, was typing continuity scripts for radio soap operas at NBC.

HARRY TRIGG, director of programs at WNBQ-WMAQ, was attending grammar school in Ottumwa, La.

JAMES TROY, network program manager for NBC in Chicago, was attending Polytechnic School in Pasadena, Calif.



Allen Wannamaker, vice president and general manager WBIG, was in radio.

HAAN TYLER, owner of Haan Tyler & Associates, was an account executive and media director at the John H. Dunham Co. in Chicago.

RICHARD H. ULLMAN, president of Richard H. Ullman, Inc., was sales manager of the Buffalo Broadcasting Corp.

LAWRENCE VALENSTEIN was president of the Grey Agency.

To serve you better...

ADVERTISING'S GREATEST MERGER

Erwin, Wasey & Co., Inc. and Ruthrauff & Ryan, Inc.

now

ERWIN WASEY RUTHRAUFF & RYAN, INC.

Advertising

5045 Wilshire Boulevard, Los Angeles 36, California

Telephone WEBster 1-1211



CHICAGO • CINCINNATI • DALLAS • DETROIT • HOUSTON • LONDON
LOS ANGELES • MINNEAPOLIS • NEW YORK • OKLAHOMA CITY • PARIS
PHILADELPHIA • RIO DE JANEIRO • SAN FRANCISCO • SAO PAULO
ST. LOUIS • ST. PAUL • STOCKHOLM • TORONTO • WASHINGTON, D. C.



Fred Barrett, vice president in charge of media and a director of BBD & O, was account executive on Chrysler with Lee Anderson Advertising Co.

CARL VANDAGRIFT, manager at WOWO, was studio announcer at the same station.

* * 20 * *

FRANK B. WALKER, of M-G-M Records, was vice president of Radio Corp. of America.

* * 20 * *

EDWARD WALLIS, sales promotion and publicity manager at KYW, had been production manager at WIP.

* * 20 * *

HARRY WARD, manager WMAQ-WNBQ continuity acceptance department, was a senior at East Denver High School.

* * 20 * *

J. TRUMAN WARD began his second year as sole owner of WLAC and is still active as a member of the board at the same station.

* * 20 * *

ARTHUR WEILL, WMGM account executive, was assistant to Jacques Van Straten, controller of WHN.

* * 20 * *

JOHN H. WEISER, vice president of Ruthrauff & Ryan, Inc. was vice president and Los Angeles manager for Botsford, Constantine & Gardner.

* * 20 * *

BETTY ROSS WEST, supervisor public affairs and education at WNBQ-WMAQ, was attending Grinnell College.

* * 20 * *

JOHN WHALLEY, director of operations WMAQ-WNBQ, was auditor and office manager at NBC in Chicago.

* * 20 * *

WILLIAM P. WHITE had just started announcing at KFJB—now he is manager at the same station.

* * 20 * *

GEORGE WHITNEY, vice president and general manager at Wrather-Alvarez Broadcasting Inc., was a musician with Meredith Willson at NBC and Don Lee in San Francisco and Los Angeles.

* * 20 * *

WILLIAM WILGUS, production supervisor of J. Walter Thompson Hollywood office, was an NBC producer.

* * 20 * *

JOHN WILNER, vice president for engineering at WBAL-AM-FM, was working at CBS laboratory in New York City to see if television was practical.

* * 20 * *

STU WILSON, special events director at KBIG, was staff announcer at KHJ.

SIDNEY J. WOLF, president of Keystone Broadcasting System, was a lawyer.

* * 20 * *

M. F. WOODLING, manager at KHSL, was manager for KYOS radio.

* * 20 * *

DUTCH WOODWARD, farm service director at KMMJ, was with the same station.

* * 20 * *

RUSSELL WOODWARD, executive vice president of Peters, Griffin, Woodward, Inc., was selling radio advertising for Free & Peters now known as Peters, Griffin, Woodward, Inc.

* * 20 * *

R. W. YOUNGSTEADT, sales manager at WPTF, was assistant to the advertising manager of Tennessee Electric & Power Co.

* * 20 * *

MEL YORK, engineer at KBIG, was a combo man at KVAN, Vancouver.



Donald K. Clifford, chairman of the board of Doherty, Clifford, Steers and Shenfield, was vice president of Pedlar & Ryan.

Congratulations

to

Radio Daily-Television Daily

on their

20th Anniversary

K B T V

abc Channel 9

TELEVISION NETWORK

Denver's Family Station

Starting our 6th year
of service to the families
of Denver and the
Rocky Mountain Region.



Art Schofield, vice president for advertising and sales promotion for the Storer Broadcasting Co. when he was an artist on the Philadelphia Inquirer.



Paul W. Morency, president of the Travelers Broadcasting Service Corp., came to station WTIC as general manager in 1929. Prior to that he had been field manager for the National Association of Broadcasters.

THE ASSOCIATED PRESS

Serving More Than 2,000

Radio and Television Stations

in the United States

CONGRATULATES

RADIO-TELEVISION DAILY

on its

Twentieth Anniversary



Back in 1937 folks at WWRL found time to celebrate Edith Dick's birthday. Seated left to right: Percy Mead, radio operator; Lou Cole, program director; W. H. Renman, owner; Charles Brock, announcer; Standing left to right: Henry Backs, announcer; F. Clark, sales; Max Wessels, producer; Edith Dick, secretary; Carl Watson, announcer; Dolph Gobel, organist. Edith Dick, Lou Cole and Henry Backs are still with the same organization.



Bing Crosby, of films, radio and television, as he appeared during his college days.

**"MUSICANA" UPS
NATIONAL SPOT 91%
RATINGS 19% ON
WISN-MILWAUKEE**

**Memo to: All Petry Salesmen
From: Jim Eshleman, Radio Sales Manager
Re: WISN Sales Increases**

If you were told that a Milwaukee radio station showed a 91% increase in national spot sales in the twelve month period ending July 31, 1957, would you be able to guess which one it was?

You're doggone right you would! And so, we believe, would every alert media expert in the agency business; for this period marks the end of the first year of "Musicana" at WISN, Milwaukee.

Our success has been based primarily on our contention that our respectable, if not spectacular, audience levels are more purely of the optimum age and income groups most advertisers are seeking. We have logically taken the position that no advertiser should, and few advertisers do, go into Milwaukee without earmarking at least a portion of the budget for the dependable, effective selling medium, "Musicana on WISN."

Morning Ratings up 15%
Early Afternoon Ratings up 26%
Late Afternoon Ratings up 18%

**A PAYOFF IN RATINGS
ACROSS THE BOARD!**

A consistent rating climb across the board is PROOF that "MUSICANA" programming has been the prime factor in delivering results for the advertiser!

**See Petry for the
Complete WISN
Musicana Story**

WISN radio 1150

5000 Watts • 1150 KC. • Milwaukee's Musicana Station



One of the studios at Radio Station WWRL in New York as it looked in 1926 when the station was first established.



Lee B. Wailes, executive vice president of Storer Broadcasting Co. taken in 1937 when he was manager of the owned and operated stations for NBC.

PUBLIC RELATIONS
MERCHANDISING

- ★ **LOS ANGELES**
Fred W. Kline
Verna M. Kline
Edward Nathan
1436 N. Serrano
HOLLYWOOD 2-6371
- ★ **SAN FRANCISCO**
Phil Boone
Forrest Williams
681 Market Street
DOUGLAS 2-4307
- ★ **NEW YORK**
Waldo Mayo
111 W. 57th Street
JUDSON 6-7777
- ★ **CHICAGO**
Ken Carpenter
Dick Lewis
360 N. Michigan Blvd.
RANDOLPH 6-5110

WALTER E. KLINE & ASSOC., INC.



Radio phone used at the Yale Bowl during the Yale-Harvard game, November 25, 1922. Station WGY was responsible for the hookup. At left is William J. Purcell, chief engineer, and members of press.



The Radio Four of WGY, Schenectady. A. O. Coggeshall, Ellsworth Page, Kolin Hager and William Fry taken in 1923.

CAPITOL RECORDS, INC.

CUSTOM SERVICES DEPT.

Complete Recording and production facilities in Hollywood and New York.

The finest in studio recording—from spots to film scoring.

Quality in processing.

Pressing facilities convenient to both coasts—all sizes and speeds of records, shipped anywhere.

SPEED, QUALITY, SERVICE

George R. Jones, Gen. Mgr. The Capitol Tower Hollywood 2-6252
Herbert I. Sachs, National Sales Mgr. 151 W. 46th St., N.Y. COlumbus 5-4758



Capitol Records, Inc., extends best wishes to Radio-Television Daily on their twentieth anniversary.



Joseph A. Pinna, station manager at WUSJ, as he looked when attending school twenty years ago.



Edward Slattery, co-ordinator of professional activity of the Big 3 Music Corp. with Jane Pickens, when they were doing the Melody Hour.



Martin Roberts, director of promotion and sales service for National Telefilm and NTA network, was attending school.



Saul Jeffee, president of Movielaab Film Lab, as he looked in 1937, seven years after founding of his present company.



BARNETT INTERNATIONAL FORWARDERS, INC.

543 WEST 43rd STREET, NEW YORK 36, NEW YORK • Circle 5-6080 • Cable "BARINTFOR"

EXECUTIVE OFFICES

FILM PACKING DIVISION

ACCESSORIES, EQUIPMENT & GENERAL PACKING DIVISION

AIRPORT OFFICE: AIR CARGO SERVICE BLDG. NO. 80 • N. Y. Int'l Airport, Jamaica 30, N. Y.

6364 SANTA MONICA BOULEVARD, LOS ANGELES 38, CAL. • Hollywood 4-8221

GOING ABROAD



Whether it be for production or shipment of commercials, industrials, documentaries, a television series or features, SEE US FIRST.

With our EXPERIENCE, our AGENTS ABROAD and our NEW YORK and HOLLYWOOD OFFICES, we have all the facilities for doing export and customs work — quickly, efficiently and with responsibility.



Walter Johnson, vice president and general manager of the Travelers Broadcasting Service Corp., was WTIC's first announcer. This picture was taken in 1925.



George B. Storer Jr., vice president in charge of television for Storer Broadcasting Co., taken 25 years ago.

CLEARY - STRAUSS & IRWIN
Public Relations

HOLLYWOOD

NEW YORK

Affiliate Offices: LONDON, PARIS, STOCKHOLM, ROME



Glenn C. Jackson, managing director of WAGA-TV, when he was announcing for WHIO in 1937.



Harry Lipsen, managing director of WJBK, at Catalina Island in 1937.



Lionel F. Baxter, vice president of Storer Broadcasting Co. and managing director of WIBG, in 1937 when he was an announcer for WAPI.



William J. Purcell taken in 1922 when he was with WGY, Schenectady. Today he is chief engineer at the same station and its oldest employee.

“CONGRATULATIONS”

“It’s my 20th anniversary too.”

HERBERT M. MOSS

Herbert M. Moss Productions

President

Gotham Recording Corp.

2 West 46th Street

New York 36, New York

Judson 6-5577



Elmer Fryer, performer, taken on the Warner Bros. lot in 1936. He is still appearing before the cameras.



John H. Poole, president and general manager of KBIG, taken about 20 years ago when he was a radio operator on a tuna clipper.



Spyros P. Skouras, president of 20th Century-Fox Television Productions, Inc. taken when he was an air cadet in the U. S. Army.

Congratulations to Radio-TV Daily on your Anniversary

WE'RE CELEBRATING TOO!

NINE YEARS OF PROGRESS IN THE TELEVISION AND MOTION PICTURE INDUSTRY!

• **PRODUCTION OF SHOWS AND COMMERCIALS**

Complete editing facilities and equipment—art and title services—3 film series in production.

• **FORMATION OF FILMVIDEO RELEASING CORPORATION**

(Successor to Miles Library-Progress Films & Advance Television)

With over six million feet of stock shots in service to several major companies, NBC & CBS network Special Projects and Network shows.

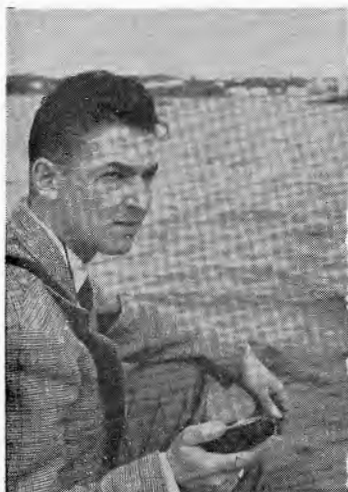
• **COMPLETION AND OPENING OF THE LARGEST PREVIEW THEATRE IN THE EAST**

A 210 seat theatre located at 120 West 42nd Street (Wurlitzer Building) in the heart of Times Square. Offering excellent modern facilities and equipment for projection of Cinema-scope—Wide Screen—Superscope—35mm Optical and magnetic interlock.—Closed Circuit shows, etc.

MAURICE H. ZOUARY TV-FILM PRODUCTIONS

333 West 52nd Street, New York 19

Circle 6-4821-2



Tom Dunphy, vice president and director of television for Wondsel, Carlisle & Dunphy, Inc. taken in 1938 while shooting a National Youth film.



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



Dave Bader, vice president of Atlantic TV Corp. in 1937 was a talent and literary scout.



Daniel W. Kops, executive vice president and station manager of WAVZ, as he looked in 1938.

CONGRATULATIONS . . .

The
DANNY THOMAS
Show

MARTERTO ENTERPRISES, INC.

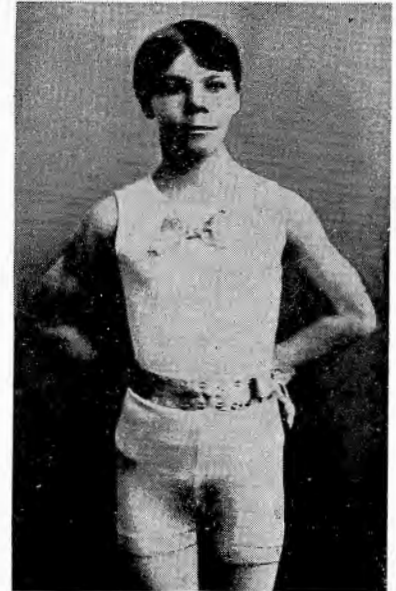
CBS-TV



David H. Morris, general manager of KNUZ, taken in 1937 when he was working at the American-Statesman newspaper in Austin, Tex.



William E. Rhine, taken in 1936 when he was a salesman for WWVA. He is now vice president in charge of radio operations at WJW.



Joe E. Brown, popular film and television star, taken during his early vaudeville days.

On Your 20th Anniversary —

May you continue to **“Strike
It Rich”** and win **“The Big Payoff”**
for twenty more.

Walt Framer



Jo Ranson, WMGM publicity, promotion and public service director, was editor of the Brooklyn Daily Eagle twenty years ago.



Clyde McClymonds, manager of special services Storer Broadcasting Co. in 1937 when he was a student at Capital Radio Engineering Institute in Washington, D.C.



Mitchell Wolfson, president of WTVJ in Miami, taken during 1938.



Charles C. Caley, president and general manager of WMBD-TV, taken in 1934 when he first joined the station.

FOLADARE-GREER & ASSOCIATES

Publicity • Public Relations

1741 Ivar Ave.
Hollywood 28, Calif.
HOLLYWOOD 9-8135

Hollywood

New York

Maury Foladare • Norman Greer • Anton Remenih



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



Paul A. Myers, assistant managing director at WWVA, twenty years ago was a staff radio announcer with the same station.



Jack Warner taken in the early days of Hollywood on the Warner Bros. picture lot. Today he is president of the company.

Happy 20th!

JOHNNY MERCER



Harry Albus, public relations director for National Telefilm Associates, was assistant radio editor of the N. Y. American.



Bill Wylie, associate director of the radio-television service department at McCann-Erickson, as he appeared in 1937 just entering Columbia U.



Carl E. George, station manager at WGAR, was a war correspondent.

Best Wishes On Your 20th Birthday

PAT McDERMOTT

Public Relations

Hollywood

New York



Milton A. Gordon, president of Television Programs of America, in 1937 was a lawyer in Chicago.



Paul Alley, of Paul Alley Productions, after scoring a best for M-G-M News of the Day on newsreel story of bombing of the U.S. Panay in 1937.



William G. Rambeau, of the William G. Rambeau Co. Inc. was among the first station reps and is still station representative.

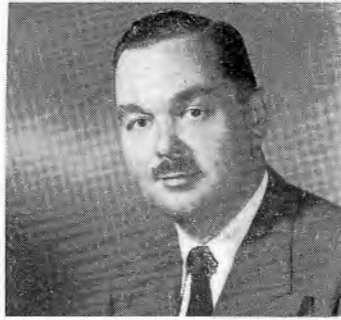
CONGRATULATIONS . . .

“The Adventures of Ozzie & Harriet,” televised

every week over the ABC-TV network



Kermit Kahn, director of advertising for National Telefilm, was a reporter for The New Yorker magazine.



Adam Young, president of Adam Young Companies, 20 years ago was radio and research director of H. M. Kiesewetter Agency.



Norman Cash, president of Television Bureau of Advertising, taken about twenty years ago.



Arthur Tolchin, vice president and director of WMGM, was an account executive for WHN.



GORDON MacRAE



Alan E. Freedman, president of DeLuxe Film Lab. taken during the early war days.



Maurice Beck, head of Texas Rasslin when he was South Dallas Kiwanis president.



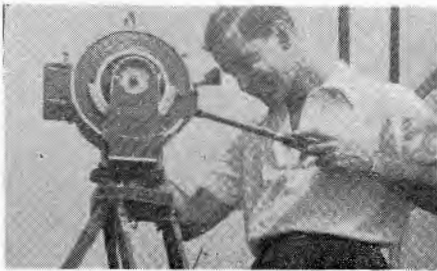
Leonard J. Patricelli, WTIC-TV vice president in charge of programs, is shown in action as he directed WTIC's "Men of Song" and "Modern Symphonic Choir" in the early thirties.

LOEFF
&
McELWAIN E

Public Relations

259 So. Beverly Drive

Beverly Hills




Emanuel Kandel, vice president of Bonded Film Storage, taken about 20 years ago when he did free lance work for General Film Library.



Haan Tyler in 1938 when he was media director and account executive for John H. Dunham Co. in Chicago.



M-G-M's Leo The Lion who now roars just as loud on television.




channel

covering the RICHEST part of Ohio

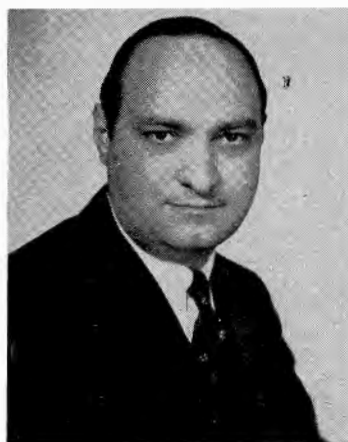
WJW-TV

1630 EUCLID AVE CLEVELAND 15, OHIO TOWER 1-6080

Represented Nationally by the Katz Agency




Nat Cohen, manager of WGR radio, twenty years ago was an account executive for WGR radio.



Carla De Angelo, independent producer for radio and television, taken about twenty years ago when he was director of radio for the Compton Advertising Agency.



STILL NUMBER

1

Still Available
Your Market!

PULSE FILM RATINGS for March

• *Syndicated
Film Comedy Shows*
AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Laurel and Hardy (Governor)	94
2.	Willy (Official)	46
3.	Mickey Rooney Show (Screencraft)	37
4.	Amos 'n' Andy (CBS-TV)	35

Governor Television Attractions, inc.

151 West 46th Street, New York
JUdson 6-3675
ARTHUR KERMAN, President



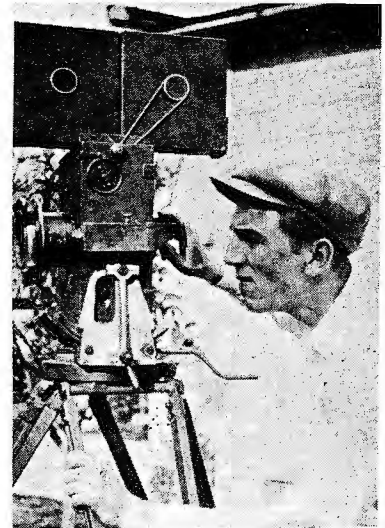
Dave Epstein, coast publicist, was a member of the AEF.



Donald W. Thornburgh, president and general manager at WCAU.



Paul S. Wilson, vice president for New York operations, Young Representatives Inc., was a radio salesman for CBS in Chicago.



Walt Disney, producer of television fare, when he first started his picture producing career in Hollywood.

ALEX GOTTLIB

producer-writer

OH! SUSANNA

starring **GALE STORM**

producer-writer-creator

JACQUES AND JILL

starring **ANNE JEFFREYS**

and **ROBERT STERLING**

CINDY

starring **EVELYN RUDIE**

DEAR PHOEBE

starring **PETER LAWFORD**

Congratulations

from

KFI

**50,000 Watts
Clear Channel**

**CALIFORNIA'S
MOST LISTENED-TO
RADIO STATION!**

640 ON YOUR DIAL



KFI

NBC for Los Angeles

50,000 Watts
Clear Channel

Barclay C. Anthony, Inc.



Dave Kimbal, Grey Agency account executive on NBC account, 20 years ago when he attended high school in Chicago.

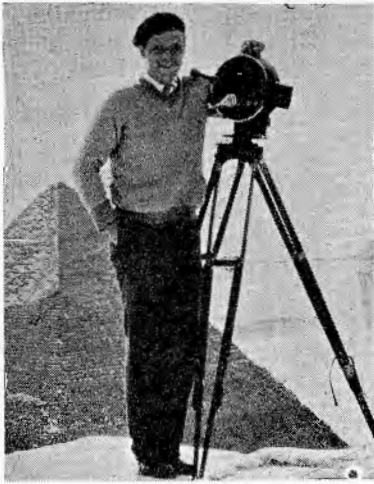


William E. Steers, president of Doherty, Clifford, Steers & Shenfield, Inc. twenty years ago was with the Pedlar & Ryan Advertising Agency.

**JACK BARRY
DAN ENRIGHT**

667 MADISON AVENUE • NEW YORK 21, N. Y.

represented by **mca**



Louis De Rochemont, independent film and television producer, during one of his many trips abroad.



Harry S. Goodman, general manager, Harry S. Goodman Productions, twenty years ago when he was plugging his own show "Voice of Yesterday."

the
new
WJW RADIO
CLEVELAND

900 1000 1100 K.C.
850

..... Serving the HEART
of the BUYER-RICH
GREATER CLEVELAND
and Northeastern Ohio
Market

ASHTABULA
ELYRIA
WARREN
YOUNGSTOWN
CANTON
MANSFIELD

WJW RADIO 1630 EUCLID AVE. • CLEVELAND 15, OHIO
Tower 1-8080

Represented Nationally by the Katz Agency

Top
programs ...

Top
sponsors ...

Top
results!



• *First on
the dial
in Dixie's
greatest
market!*



1018 W. Peachtree St., N.W.
Atlanta, Georgia

represented by The Katz Agency, Inc.

in the East
it's...
MOVIELAB
for

COLOR

16mm-35mm **EASTMAN COLOR**
negative-positive processing.

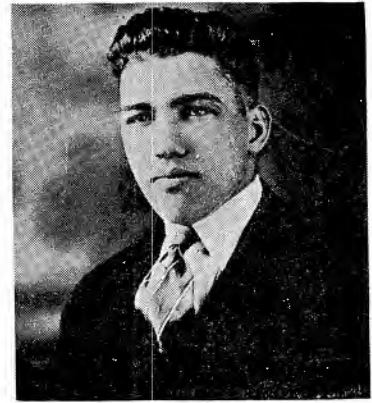
Plus — exclusive **ADDITIVE**
scene to scene—color balanced
KODACHROME printing.



MOVIELAB COLOR CORPORATION
MOVIELAB BUILDING
619 W. 54th ST., NEW YORK 19, N. Y.
JUdson 6-0360



Phil Silvers, one of television's favorite comedians, taken about 20 years ago.



Ed Sullivan, popular master-of-ceremonies, as he appeared about twenty years ago.



Gene Frouherz in 1938 when he was a spot time buyer at J. Walter Thompson.

"The same to you!"

To Radio-Television Daily:

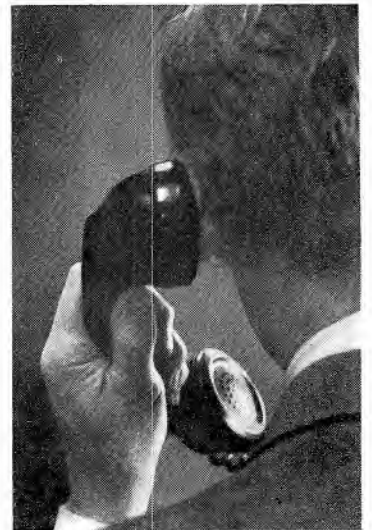
Last June you congratulated us on our
50th anniversary.

Now, as you turn 20, we'd like to say,
"The same to you!"

You've come a long way since you started
— run your circulation up from a little over
3900 to around 11,000.

We've made headway, too — added more than
1800 radio news clients to the 100 or so
we had in 1937. It's been a great
20 years for both of us.

Here's to another 20 like them, from the
service with the latest news for radio to
the paper with the latest news about radio!



United
Press
U.P. NEWS PRODUCES



Herman Robbins, chairman of the board of National Screen Service, when he was sales manager for Fox Film Corp.



Fred Bellin, president of Atlantic Television Corp. as he appeared twenty years ago.



Simon Goldman, president and general station manager of WJTN of Jamestown, N.Y. taken in 1937.

WE'RE THE CATS IN BUFFALO*

WE BR

970 KC 5000 watts

ASK ANY KATZ MAN!

Serving Western New York for 33 Years

* the nation's 14th largest market

Congratulations from

GAC T.V. INC.

Affiliate of
General Artists Corporation

640 Fifth Avenue, New York 19, N. Y. • Tel.: Circle 7-7543

New York — Chicago — Beverly Hills — Cincinnati
Dallas — Miami Beach — London

**Congratulations
to
Radio-Television
Daily
on its
20th Anniversary**

**WV
L
II
B**

1190 on the dial

WLIB has more Negro listeners than any other New York radio station—network or independent.

WLIB is the only station with studios in Harlem.

HARLEM RADIO CENTER
2090 Seventh Avenue, New York 27
MOument 6-1800



Harold E. Wondsel, president of Sound Masters, Inc., taken in 1926 on the Paramount Astoria lot during filming of D. W. Griffith's 'That Royal Girl.'



Mortimer D. Sackett, president of Commonwealth Film & Television, Inc. when he was an independent film distributor.



Naylor Rogers, taken in 1938 when he was Chicago manager for Hearst Radio.

happy **20** TH!
RADIO-TELEVISION DAILY
.....
when your first issue appeared
we had already **15** YEARS!
been on the air

WIP/610
PHILADELPHIA

Celebrating our 35th Anniversary this year



Ralph L. Harlow, BMI vice president in charge of station service, 20 years ago when he was vice president in charge of operations for the Yankee network.



Anthony Tarell, secretary-treasurer of Atlantic Television, taken twenty years ago.



Guy Bolam, of American Sales & Service Agency 'Radio Luxembourg,' at the age of six taken from a Grape Nut poster for its introduction in Europe. Guy's father, Austin, was manager of the Postum General Company headquartering in London.

shamus culhane — *Producer of*

"Around the World in Eighty Days"

Award-Winning Animated Epilogue

"Hemo the Magnificent"

CBS Spectacular — Christopher Award Winner

"The Strange Case of the COSMIC RAYS"

NBC Spectacular — October 25, 1957

"Unchained Goddess"

NBC Spectacular

shamus culhane PRODUCTIONS, INC.

COMMERCIALS — INDUSTRIALS — PUBLIC RELATIONS FILMS

New York

Hollywood

Chicago

*publicity - public relations
advertising*

STEVE MILLER

SUITE 103
449 SOUTH BEVERLY DRIVE
BEVERLY HILLS, CALIF.
CRestview 6-8172 • BRadshaw 2-7650

"Planned Publicity"



Frank Avery in 1938 when he was media director for the McJunkin Ad Agency in Chicago.



Angelo W. Fiorani, president and general manager of WPTS and his wife taken 20 years ago when they were on the Blue network.



The Rahall group taken in 1937. Left to right: seated: N. J. Rahall Sr.; Farris, vice president of the group; Sam, secretary-treasurer; Deem, deceased; and N. Joe Rahall, president of the Rahall group.

A SALUTE
and
BEST WISHES
to
RADIO DAILY

**FOR A GREAT JOB
OF SERVICE TO THE
BROADCASTING TRADE**

WJBK
RADIO
AM • FM
DETROIT

**MICHIGAN'S MOST POWERFUL
INDEPENDENT STATION**
10,000 watts days • 1,000 watts nights
1500 KC

STORER BROADCASTING COMPANY
HARRY R. LIPSON
Vice Pres. and Managing Director
NATIONAL SALES HDQTRS
625 Madison, N.Y. 22, PL 1-3940
Represented by
THE KATZ AGENCY, INC.



**CONGRATULATIONS
TO RADIO DAILY**

WWRL
SERVING
GREATER NEW YORK
SINCE 1926

WWRL-FM
BROADCASTING THE
FINEST IN MUSIC
SINCE 1953

WILLIAM H. REUMAN
President

EDITH DICK
Station Manager



Fortune Pope, president of Progress Broadcasting Corp. which operates WHOM, as he looked in 1937 entering his junior year at Columbia University.



C. H. Frazier, vice president and general manager at WAGA, when he was sales manager for WROL.

WHAT
Dial 1340
now broadcasting
SIDEWALK INTERVIEWS
with
LLOYD PATMAN

...talking to more negroes
than any station south of **NEW YORK CITY**

Call our rep. STARS NATIONAL INC. (PLaza 8-0555) and learn why more National and Local accounts insist on WHAT over all other media for the lucrative PHILADELPHIA NEGRO MARKET.

WHAT AM FM Philadelphia 31, Pa. Trinity 8-1500

IN NEW HAVEN 24 HOURS A DAY

FIRST IN PULSE

FIRST IN NATIONAL ADVERTISING

FIRST IN ADVERTISING RESULTS

Daniel W. Kaps
Executive Vice President
and General Manager

Richard J. Monahan
Vice President and
Commercial Manager

Rep: National, Hollingbery Co.
New England, Kettell-Carter

WAVZ 24 HOURS A DAY 1000 WATTS

NEW HAVEN, CONN.



Hank Hudson, in 1938 as media director for the Kastor Agency.



Charles Michelson, president of Charles Michelson Inc. taken a few years after his firm was organized.



Bob Foreman, executive vice president and director of BBD&O, was a trade copy writer for the same company twenty years ago.

Robert
A.
Bories Company

"Creators of Supermarket Merchandising Since 1929"

We are proud of our clients, the wisest of America's advertisers, who sell through Radio and Television advertising, plus point of purchase merchandising.

The executive staff of the Robert A. Bories Company salutes Radio Television Daily on their 20th Anniversary Number.

Personal greetings from

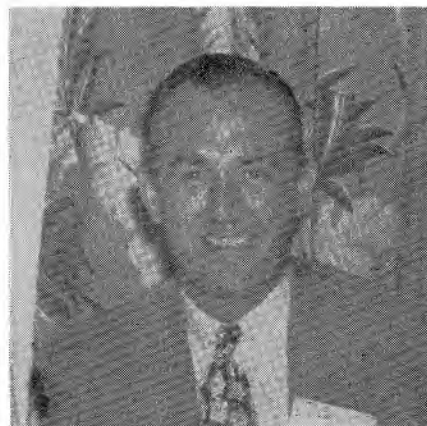
Richard O'Toole
General Manager

Lucille Camp

Mort Stern

John McQuade

Ray Yocom

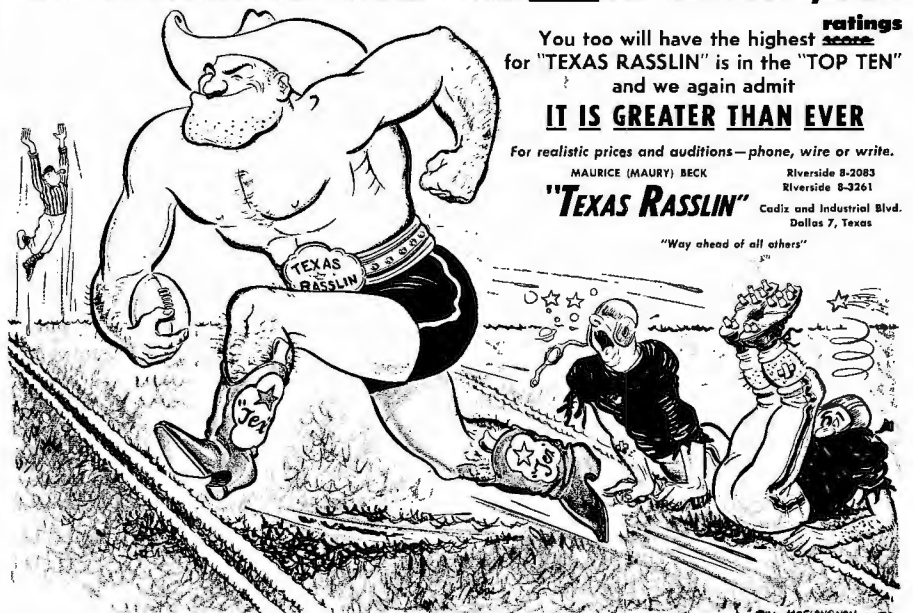


J. R. Ritenour, president of Modern Teleservice, Inc., when he was secretary-treasurer for John P. Lieberman & Co.



Charles Powers, supervisor in charge of live tv and radio commercials for McCann Erickson, 20 years ago when he was working in pictures on the Coast for RKO.

"Texas Rasslin" will Score with Your Audience Every Time



You too will have the highest ^{ratings} ~~score~~ for "TEXAS RASSLIN" is in the "TOP TEN" and we again admit

IT IS GREATER THAN EVER

For realistic prices and auditions—phone, wire or write.

MAURICE (MAURY) BECK

Riverside 8-2083

Riverside 8-3261

"TEXAS RASSLIN"

Cadiz and Industrial Blvd.

Dallas 7, Texas

"Way ahead of all others"



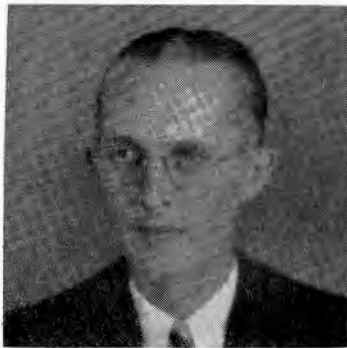
Joseph Steiner, independent producer at the age of three. He is now producing an international TV show starring Hildegard.



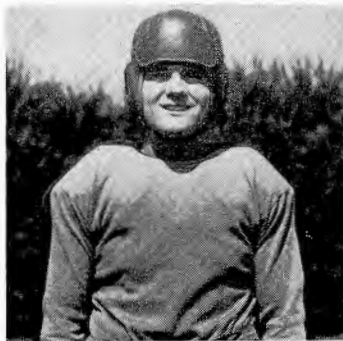
Nelson Case, 20 years ago when he was a radio announcer for a station in Los Angeles.



Cliff Peterson first joined the "Breakfast Club" in Chicago in 1936 and is still with it.



Miller N. Babcock, vice president of Storer Broadcasting Company and managing director of WCBS, in 1937 was an account executive for the Miami Herald.



Stephen A. Macheinski, Jr., vice president and general manager of Adam Young Inc. as he looked playing football for Columbia 20 years ago.

Congratulations

from

KIDO

Idaho's First

Licensed Station

November 5, 1928

KIDO-TV

Boise, Idaho

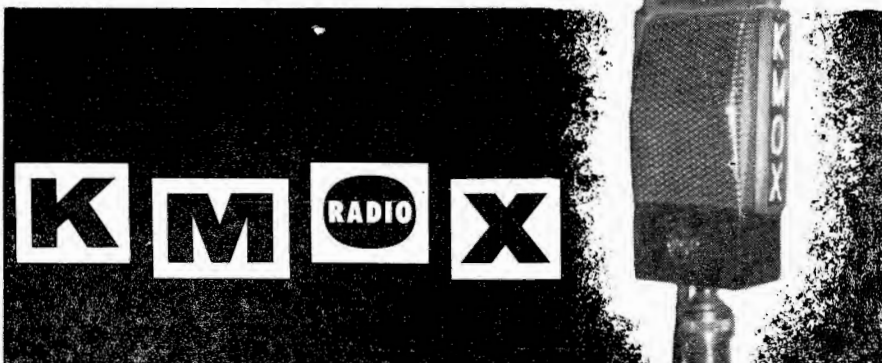
First and Finest

in Radio and TV

31

Years "The VOICE of St. Louis"

Still "The CHOICE of St. Louis"





Jules M. Collins, sales manager of ASCAP, in 1937 joined the performing right society as manager of the radio department in charge of licensing stations.



Harry Wismer, popular sportscaster, as he looked twenty years ago.



Richard Carlton, vice president in charge of sales for Trans-Lux Television, in the early thirties started his career with Columbia Pictures.



Paul Roberts, president of Mutual, 20 years ago was a publisher in the trade journal business in Atlantic City, N. J.

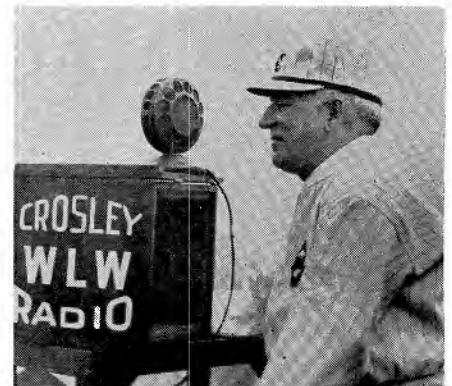
HAPPY BIRTHDAY and CONGRATULATIONS
to
RADIO-TELEVISION DAILY

For an Honest Job of News Reporting
Over the Past 20 Years

May The Next 20 Years Be Bigger and Better

WILLIAM G. RAMBEAU COMPANY, INC.

First Exclusive National Station Representative



Jack Henricks, former manager of the Cincinnati Reds, talking over an early WLW mike in Cincinnati, during a baseball broadcast.

Please Accept our Sincerest Best Wishes to Radio-Television Daily for the Many Successful Years Ahead.

Alfred Davidson Assocs., Inc.

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New York 22, N. Y.



Raymond Guy taken in October 1921 when he was both announcer and engineer at WJZ in Newark, N. J.



Warner S. Shelly, president of N. W. Ayer & Son, is shown in a 1937 photo when he was an executive of Ayer's N. Y. service staff.



Edward Berkson, president of Screencraft Pictures, when he was working as a booker for Republic Pictures in Buffalo.



Maurice H. Zouary, head of Maurice H. Zouary, twenty years ago when he was an interior decorator in Brooklyn.



Dwight S. Reed, vice president of H-R Reps. in 1937 was manager of Headley-Reed station representatives.

Congratulations

on
your
20th
anniversary

Congratulations

from

Dick and the Boys

At

RATTAZZI

Restaurant

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PL. 3-5852

DECCA
RECORDS

CORAL
RECORDS

JACK MASLA

551-5th Avenue
New York City

Congratulations — Good Wishes



Eddie Ballentine, orchestra leader on the Don McNeill's "Breakfast Club," has been with the show since opening in 1933.



Jerry Lyons, eastern sales manager for Weed & Co. has been with the company for the past twenty years.



Harry A. Batten, chairman of the board and chief executive officer of N. W. Ayer & Son, pictured at his desk in Philadelphia at the Ayer office in 1937 one year after he had been elected Ayer's third president.

Congratulations

Jack Shaindlin



J. M. Lang, general manager General Electric broadcasting station operations, in 1935 during the Admiral Byrd broadcasts.

A trade name is significant of public acceptance.
Twenty-six years of operation have established
the basis for the significance of

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INC.

"Same Day Service"

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 CONTINUED SUCCESS FROM

**ACADEMY
 PICTURES, INC.**

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*Producers of the finest
 animated and "live action"
 films for TV and Industry*



Jack Sterling, producer, taken in 1937 when he was staff announcer and director of dramatic programs at WMBD in Peoria, Ill.



Alfred L. Mendelsohn, assistant sales manager Universal Picture TV department, when he was attending Townsend Harris High in N. Y. C.



David I. Pincus, president at Caravel Films, 20 years ago was with Caravel which was formed in 1921.



Chuck Goldstein, president of Goldswan Productions, was one of the original "Modernnaires" with "Pops" Whiteman.



John J. Karol, CBS vice president in charge of network sales, as he appeared 20 years ago.

LEN SIMPSON
&
ASSOCIATES
Public Relations

Hollywood

New York

M McFADDEN & EDDY ASSOCIATES PUBLIC RELATIONS
E 9155 Sunset Boulevard - West Hollywood 46 - California

Frank McFadden

Jim Eddy

Jack Mullen

Ann McCall

Jet Fore

Cliff Brown

Clyde Tussey



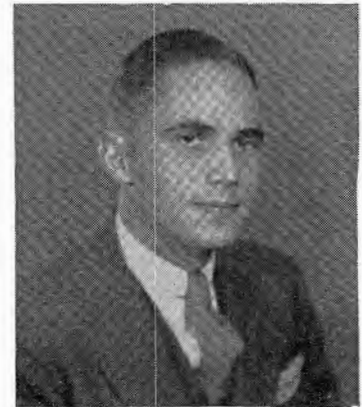
Fred Stratman, manager of San Francisco Office and George Shupert, president of ABC Film Syndication, as they were in 1937 when both were in investment banking.



Emanuel Sacks, vice president of NBC, in an early photo with Frank Sinatra.



William R. Goodheart, Jr., vice president television network sales for NBC, in 1937 when he was with MCA.



Harper Carraine, director of research for CBS radio, 20 years ago was a senior at Temple University.

EVERYONE
LOVES
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RADIO & TELEVISION TRANSCRIPTIONS



Jim and Marian Jordan better known to millions of radio fans as "Fibber McGee and Molly" as they appeared in a 1932 broadcast.

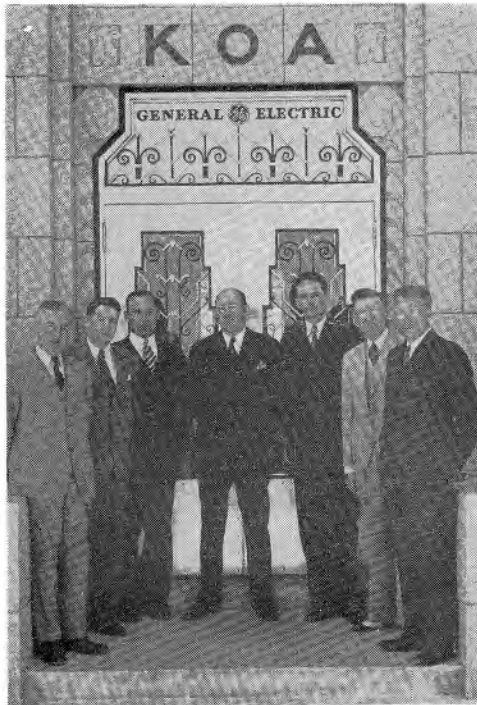
A few veterans of 40 years want to say Congratulations on your 20th Anniversary. You have made a fine contribution to our segment of the TV Industry.



Wondsel, Carlisle & Dunphy, Inc.

*Producers of
the Finest in Film*

1600 Broadway, New York 19, N. Y.
Tel.: CI 7-1600



Engineering and designing group making final inspection of the new KOA transmitter. Left to right; Arthur Lucas Jones, manager General Electric in Rocky Mt. district; R. H. Owen, engineer in charge of NBC technical operations, in Denver; Raymond Guy, NBC radio facilities engineer; William S. Hedges, general manager of NBC operated stations; R. C. Jensen, General Electric installation engineer; Walter Simons, architect; A. E. Nelson, manager KOA.

Advertising • Publicity • Public Relations

M

THE MARTY WEISER COMPANY

W

259 So. Beverly Dr. • Beverly Hills • California

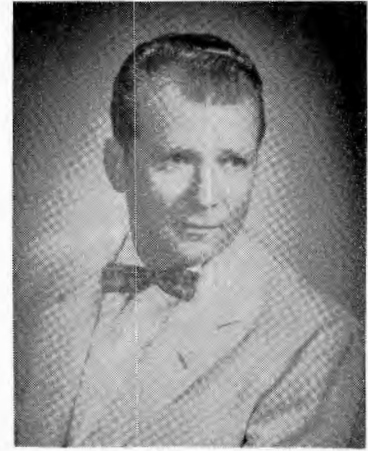
CRestview 4-8929



Norman E. Gluck, general sales manager Universal Pictures TV department, in 1937 opened the Teaneck Theatre in Teaneck, N. J.



Johnny Coons, star of the Uncle Johnny Coons show on WBKB, was in radio on the west coast in 1937.



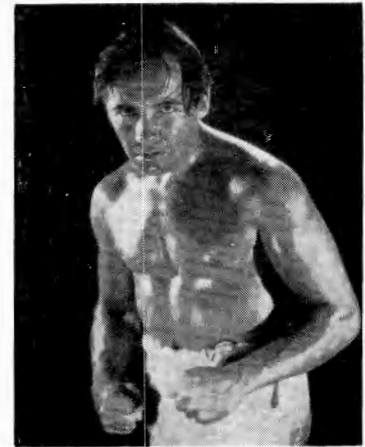
Buddy E. Starcher, general station manager at KCUL, 20 years ago was with WPAY in Portsmouth, Ohio.

LEWIN/KAUFMAN AND ASSOCIATES

ROBERT C. LEWIN
LEONARD B. KAUFMAN
MARVIN SCHWARTZ
JANE DUFFY

Public Relations

259 South Beverly Drive
Beverly Hills, California
Bradshaw 20744

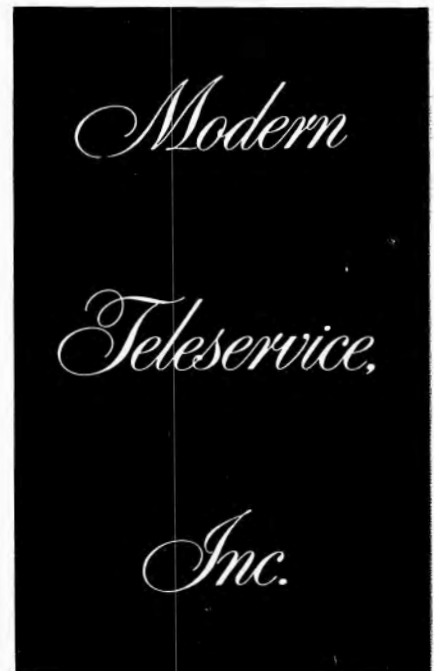


Hudson Faussett, radio and television performer, in 1937 was in Hollywood working as a free lance actor.

*Best Wishes On Your
20th Anniversary*

VAN PRAAG PRODUCTIONS

New York Detroit Miami Hollywood





Stan Burns, of WINS, flashing his first week's pay after working as an usher at the Edgemere Theatre on the boardwalk 20 years ago.



Myron Mills, vice president of Screencraft Pictures, 20 years ago was a freshman at Union College.

Frank Pellegrin, vice president of H-R Repts., in 1937 was general sales manager for Central States Broadcasting Corp.



CHARLES POMERANTZ

Public Relations

UNCOMMON ★ VALOR ★ SAGA OF THE MARINES IN ACTION

★ 26 SPINE-TINGLING ★
EPISODES!

Contact us today
for this great
sales builder and
prestige 1/2-hour series:

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JUdson 2-1288

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Writing and Producing motion pictures for Paramount, M-G-M, NBC-Television and national advertisers. Just Released: "*The Mayflower Story*". 25 min. Color!

MOTION PICTURES **PAUL ALLEY** TELEVISION
PRODUCTIONS

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JUdson 6-2393-4



Robert E. Dunville, president of Crosley Broadcasting Corp. in 1937 joined the executive staff of WLW.



Taken in the early thirties, Ed Sullivan, Jack Benny, Mary Livingston and Herb Moss.



Bill Krenz, pianist on Don McNeill's "Breakfast Club" since the show started in 1933.



The present members of the board of directors of Barnett International Forwarders, international shippers of motion pictures and TV, as they looked 20 years ago. Left to right: Alan Barnett, treasurer; his father, William president, and his brother, Norman, vice president. The firm was founded in 1887.

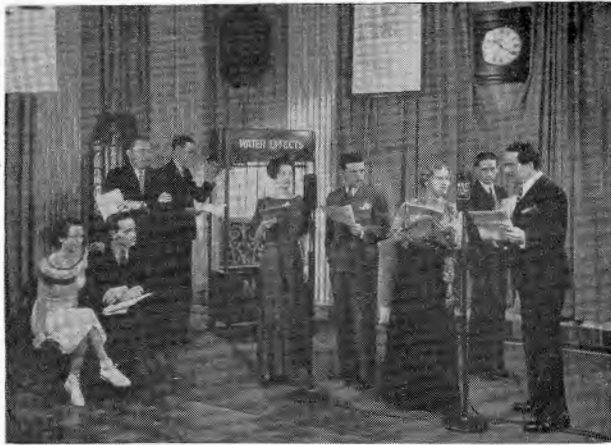
Congratulations!

ROBERT ARMBRUSTER

Congratulations
from

MAJOR
Sound Effects
and
Background TV Music

Thomas J. Valentino, Inc.
150 W. 46th St. New York 36, N.Y.



"One Man's Family" the original cast and crew of 1932 — left to right: Kathleen Wilson, Barton Yarborough, William Andrews, announcer; Edward Ludes, sound effects engineer; Bernice Berwin, Michael Raffetto, Minetta Ellen, Page Gilman, J. Anthony Smythe.



Barry Wood, popular entertainer, as he looked 20 years ago.



Bob Swanson, vice president of Goldswan Productions, 20 years ago served in the armed forces and attended N. Y. U.



Paul R. Weeks, vice president of H-R Reps, 20 years ago was battling a tuna off Montauk Point.

C'MON EVERYBODY SING!



ART BAKER

Who (of all things!) came out with a community sing album called

"THAT SING THING"

(International Records)

Because

**"YOU
ASKED
FOR IT"**

Best Wishes

ED REIMERS



Sidney J. Wolf, president of Keystone Broadcasting System, and his daughter, taken in 1937. At the time he was a lawyer.



Joseph J. Weed, manager of radio and tv at Weed & Co. as he looked 20 years ago.



Thomas Warner, program co-ordinator for radio and tv, in 1937 was an announcer at CFRC, Queens University station in Kingston, Ontario, now CKWS.



Homer Hogan, as he looked in 1938 when he was midwest manager for Hearst radio in Chicago.



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

Congratulations

on

Your

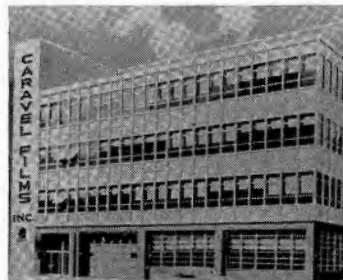
20th

Anniversary

ED & HERB WOLF

Congratulations and Best Wishes

For A
Happy
20th
Birthday



To Everyone
At
RADIO-TV
DAILY

from

CARAVEL FILMS, INC.

Now In Its New Midtown Production Center
20 West End Avenue (60th St.) New York 23, N. Y.
Phone: Cl. 7-6110



Edwin R. Peterson, senior vice president of Keystone Broadcasting, in 1937 had a weekly broadcast over WMAQ.



Arthur Hayes, president of CBS radio division, as he looked 20 years ago.



Zel de Cyr, tv-radio actress and announcer, as she looked 20 years ago. At the time she was doing children's radio shows on WOR.



Pat Barnes, WISN-TV farm director, 20 years ago was an announcer at WOR.



Walt Framer, television producer, 20 years ago was with WWSW in Pittsburgh as m.c. from stage of Enright Theatre.

Best Wishes

DAVID ROSE

HAPPY ANNIVERSARY!

Welcome to the 20 Year Club!

*We have been specializing
In radio and television publicity
For more than 20 years.*

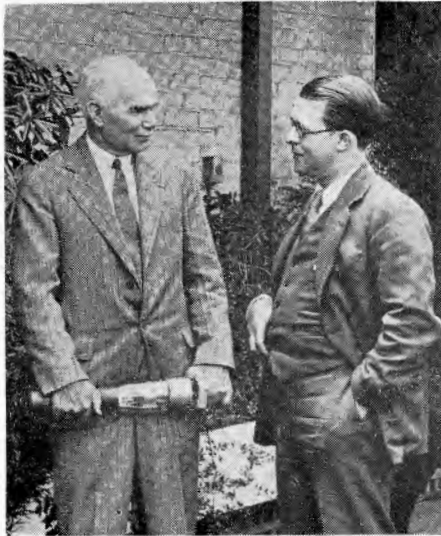
DAVID O. ALBER ASSOCIATES, Inc.

44 East 53rd Street

NEW YORK 22, N. Y.

TEMPLETON 8-8300

PUBLICITY WITH A PURPOSE



Taken in 1930, Dr. Lee de Forest confers with Carl Haverlin, now president of Broadcast Music Inc.



Shortly after CBS leased WEEI—Boston, Harold E. Fellows, then general manager of the station, with Lewis S. Whitcomb, assistant manager. Fellows is now president of NARTB.

COMPLETE MOTION PICTURE EQUIPMENT
RENTALS
 FROM ONE SOURCE

CAMERAS

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16mm
 35mm Standard
 35mm Hi-Speed
 35mm NC • 35mm BNC

BELL & HOWELL

Standard • Eyemo • Filmo

ARRIFLEX

16mm • 35mm

WALL

35mm single system

ECLAIR CAMERETTE

35mm • 16/35mm
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AURICONS

all models single system
 Cine Kodak Special
 Maurer • Bolex
 Blimps • Tripods

DOLLIES

Fearless Ponoram
 Mc Alister Crab
 Platform • Western
 3 Wheel Portable

LIGHTING

Mole Richardson
 Bardwell McAlister
 Colortran
 Century
 Cable
 Spider Boxes
 Bull Switches
 Strong ARC-Trouper
 10 Amps 110V AC 5000W-
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 CECO Cone Lites
 (shadowless lite)
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 Barn Daors
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 Dimmers
 Reflectors

ZOOMAR 35mm

WE SHIP VIA AIR, RAIL OR TRUCK

EDITING

Movielas • Rewinders
 Tables • Splicers
 Viewers (CECO)

GRIP EQUIPMENT

Parallels • Ladders
 2 Steps • Apple Boxes
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 Gobo Stands
 Complete grip equipment

SOUND EQUIPMENT

Magnasync-magnetic film
 Reeves Magicorder
 Mole Richardson Booms and
 Perambulators

Portable Mike Booms

Portable Power Supplies to
 operate camera and recorder



Caesar Petrillo, musical director, in 1937 joined WBBM as a trombonist.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO., INC.

Dept. M 315 West 43rd Street,
 New York 36, N. Y. JUdson 6-1420

Congratulations
ARTHUR PINE ASSOCIATES
 67 West 44th Street
 New York City
 MUrrayhill 7-2680



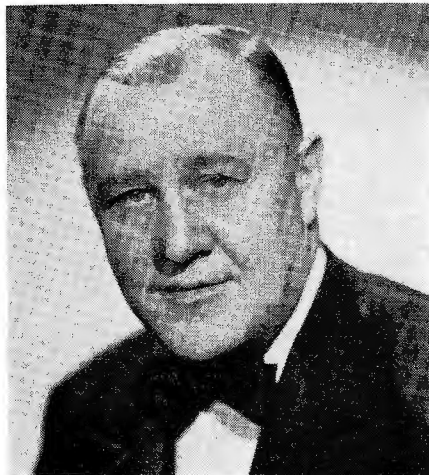
Jim Backus, now doing the Jim Backus show, in 1937 was a CBS announcer.



Harry Novik, owner of WLIB, in 1937 was owner of Rogers, lady ready-to-wear store in Stamford, Conn.



Fran Allison, of the Don McNeill's "Breakfast Club" show, got her start at WEXL in Waterloo, Ia. in 1934.



Paul Cunningham, president of ASCAP, taken 20 years ago when he was a vaudeville headliner with his wife as Cunningham and Bennett.



James M. Seward, administrative vice president at CBS radio division, as he looked 20 years ago.



Davidson Taylor, of NBC, taken in 1937 during a script conference.

COLLECTIONS
 For the Industry
ALL OVER THE WORLD
 TV-Radio Film and Media Accounts Receivable
No Collections—No Commissions
STANDARD ACTUARIAL WARRANTY CO.
 220 West 42 St., N. Y. 36, N. Y. LO 5-5990

*Congratulations to the
 Bible of the Industry*
George Schreier Assocs., Publicity
 400 Madison Ave. New York 17, N. Y.
 PL. 3-6640

Congratulations
on your
 20th Anniversary

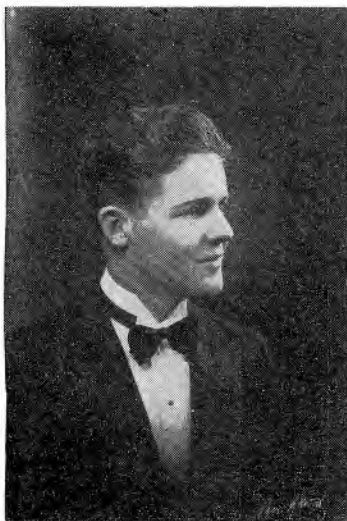
GEORGE DE WITT HARRY SALTER

of

"NAME THAT TUNE" CBS-TV



M. H. Shapiro, currently with BMI, 20 years ago was associate editor of RADIO DAILY.



Matthew J. Culligan, of NBC, as he looked 20 years ago.



Roland V. Tooke, vice president at KYW, 20 years ago was a copy writer for the Lavinson Bureau of Philadelphia where he prepared radio ads.



Jock Fernhead, general manager of WINS, in 1937 was a page boy at NBC Hollywood.



Maurice Scopp, vice president of The Big 3 Music Corp. 20 years ago was executive head of Air Features.



Shamus Culhane, president of Shamus Culhane Productions, in 1937 was with Walt Disney working on "Snow White."

Tel. MURRAY HILL 5-1300

GUY BOLAM

American Sales and Servicing Agency

"RADIO LUXEMBOURG"
for European coverage

Cable Address: "GUYlambo N. Y."

370 LEXINGTON AVE.
NEW YORK 17, N. Y.

"TELE LUXEMBOURG"

Mr Marvin Kirsch
Radio-Television Daily
1501 Broadway
New York 36 NY

October 2 1957

Dear Marvin

After 28 years in the business, I feel in good shape to send you my Hearty Congratulations . . . and Best Wishes for another hundred and 20 years of Good Reportage, Good Reader Service and (I hope) Good Profits!

And if you know of anyone who wants to BUY AIR TIME ON TELE-RADIO LUXEMBOURG, please tell them that the 'phone number is MUrray Hill 5-1300

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EXCLUSIVE AGENCY FOR THE U S A is:

GUY BOLAM,
American Sales & Servicing Agency
370 Lexington Avenue NY 17 NY

Yours sincerely,
GUY

Congratulations

On Your
20th Anniversary

Carl Erbe Associates

595 Madison Ave., New York, N. Y.

BEST WISHES

FRANK LIBERMAN

& Associates

8733 Sunset Blvd., Hollywood 46, Calif.



Ed Wallis, sales manager at KYW, 20 years ago was producing several mystery stories and an on-the-air gossip column for WIP where he was production manager.



Joseph Katz, chairman of the board Joseph Katz Co., as he looked 20 years ago.



James D. Shouse, chairman of the board and chief executive officer of Crosley Broadcasting Corp., as he looked in 1937 when he joined the company as vice president in charge of broadcasting.



Jules Dundes, vice president in charge of station administration for CBS radio, as he looked 20 years ago.



Frank Silvernail, manager station relations BBD & O. in 1937 was a time buyer at the same agency.



Jake Embry, general manager at WITH, 20 years ago when he was a salesman for station WBAL.



Paul Harvey, newscaster over ABC network from WBKB, in 1933 was with KVOO in Tulsa, Okla.



Alvin Ungar, vice president in charge of Midwestern division for Ziv TV, in 1937 was a salesman for A. J. Lehman Corp.

Congratulations and thanks!
Buddy Basch
 Promotion for the top music business people
 17 East 45th St., New York 17, N. Y.
 MURRAY HILL 7-8351

*Best wishes on your
 20th anniversary.*
Mario Trombone Associates
 250 W. 43rd St., NYC

*Congratulations on your 20th anniversary and many thanks for being so kind to my office through the years.
 The best for continued success in the future.*
SAUL RICHFIELD
 CI 7-5907
 1697 Broadway
 New York, N. Y.



Bill Michaels, managing director at WJBK-TV, taken 20 years ago when he was assistant editor of the San Antonio Express.



Peggy Stone, president of Radio TV Reps. Inc. as she looked when she held the position of vice president of Hearst Radio Inc. in 1937.



Gordon Davis, general manager at KYW, 20 years ago was a student at University of Illinois where he gained his first radio experience with station WILL.



Morris Novik, president of WOV, in 1937 was a director of WEVD.



William A. Schudt, Jr., CBS vice president in charge of station relations, as he looked 20 years ago.



Tom Tinsley, president of WITH, as he looked 20 years ago.



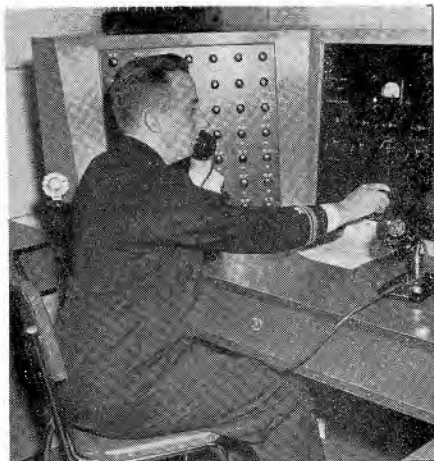
Ward L. Quaak, vice president and general manager of WGN, in 1936 giving a news broadcast over WDMJ.



John Harrington, who handles four daily news shows on WBBM, joined the station in 1936.



Charles Bernard, head of Charles Bernard & Co., 20 years ago was attending Baltimore City College.



Seymour N. Siegel, director of radio communications for City of New York, WNYC, as he appeared 20 years ago during Naval Reserve duty.



Red Buttons, 20 years ago when he was working in burlesque.



Taken in 1937 at the Don Lee TV studio in Los Angeles, Bobby Breen, then child movie star and Lee Cooly, then a newscaster in radio, and production director at station W6XAO.



Edward Lamb, owner of WICU-TV, WIKK and WHOO, 20 years ago was an attorney.



Neal Weed, of Weed & Co. as he appeared 20 years ago.



Frank M. Headley, president of H-R Reps, 20 years ago was crime fighting for the FBI.



Bill Buckley, of Roger Wade Productions, as he was 20 years ago.

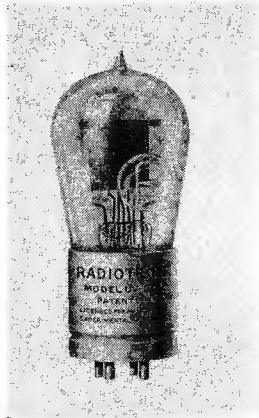


Ulmer Turner, newscaster over WBKB, was a news analysts for WENR.



Anne Koller, vice president of Roger Wade Prod., 20 years ago when she was Anne Louise Hesse.

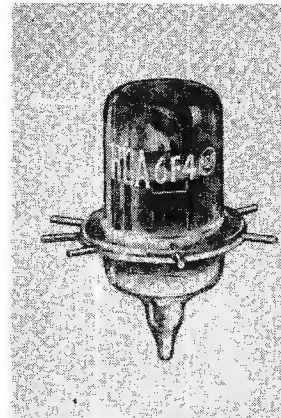
EQUIPMENT THAT MADE HISTORY



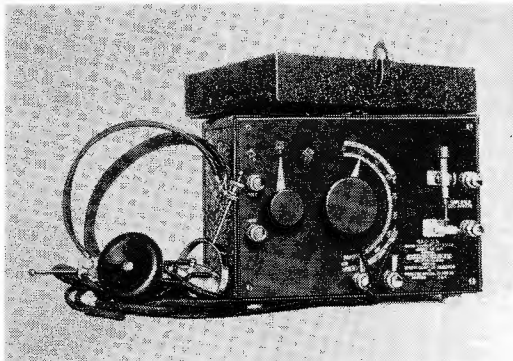
Almost all early radio sets using tubes relied on the UV-201 Radiotron for reception of the few stations operating in the early twenties.



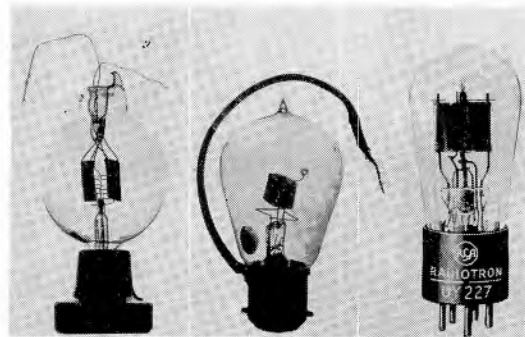
Portable receivers were popularized when RCA developed the battery operated 199 tube. Then radio sets were carried out of the homes.



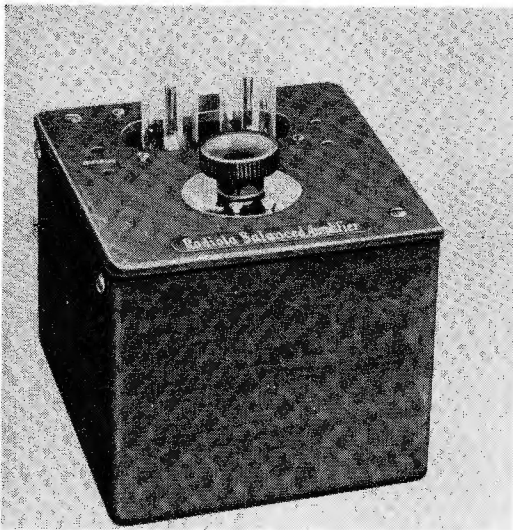
The acorn was the first successful tube for the reception and transmission of UHF signals.



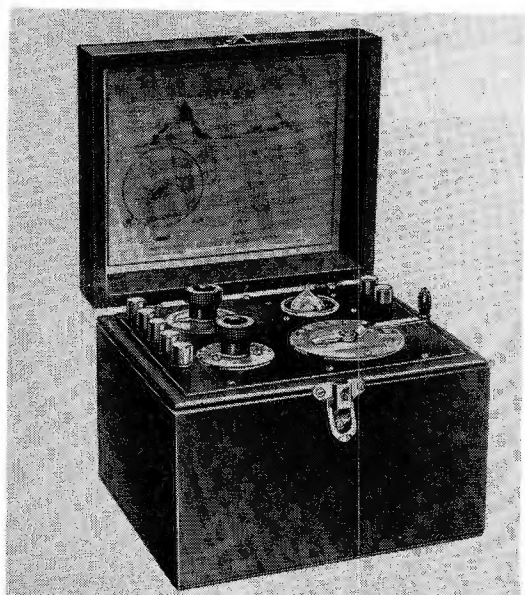
Radio broadcasting zoomed into popular acceptance through the use of crystal sets and headphones during 1920-1922.



In 1906 Dr. De Forest patented the Audion (left) in which for the first time a third element called a grid was added to the two-element Fleming valve, grand-daddy of all vacuum tubes. The first tube to operate direct from alternating current in the home was the 227. This tube relegated the messy storage battery to the automobile.



Development of this battery-operated two-tube amplifier in the early twenties made it possible to add a loudspeaker to the tuner so that the entire family could enjoy programs without headphones.



Radio took a man's size step forward in the early twenties when the Aeriola Senior, a one tube set using the WD-11 tube, was placed on the market. This receiver ended the reign of the crystal receiver.



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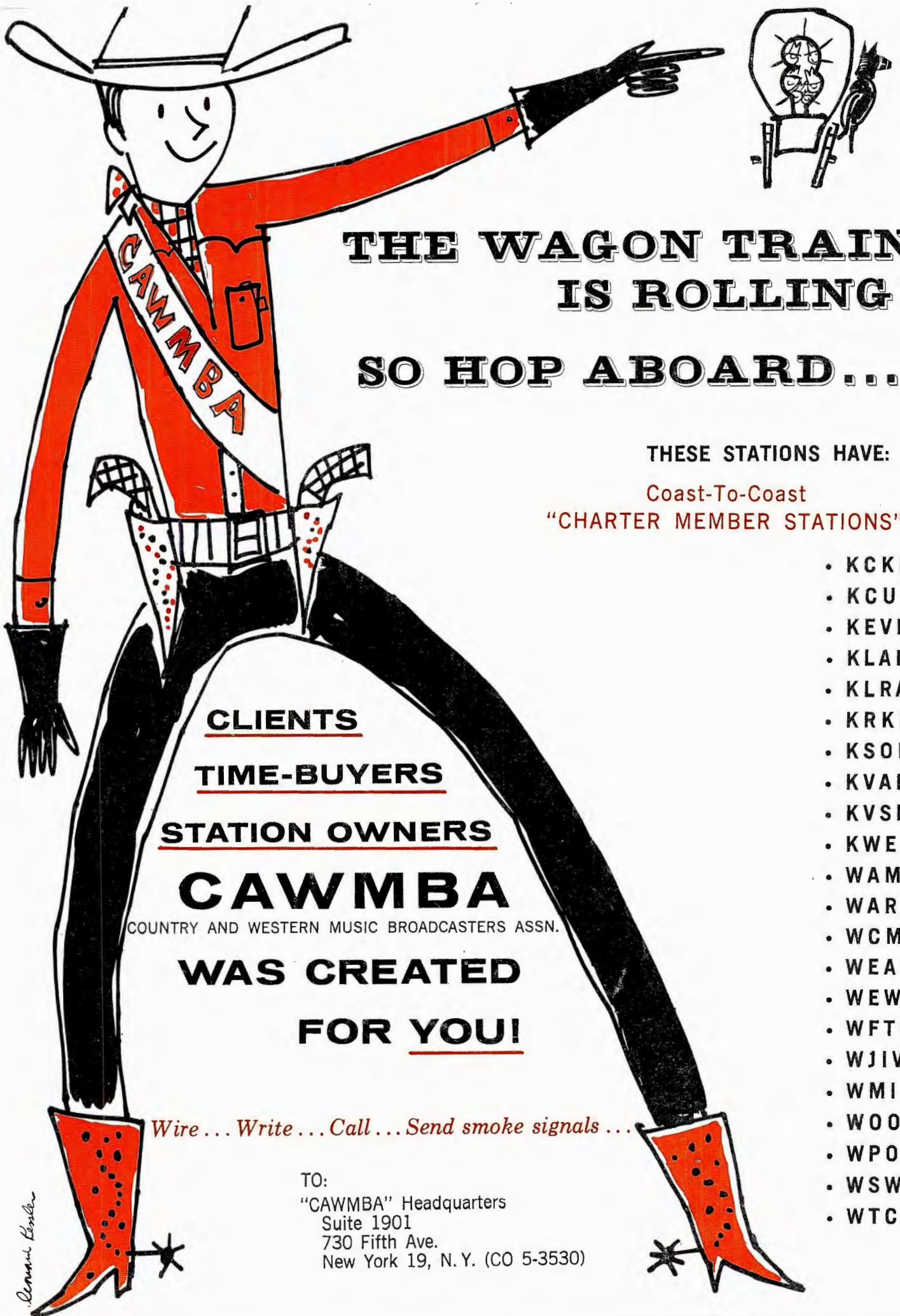
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