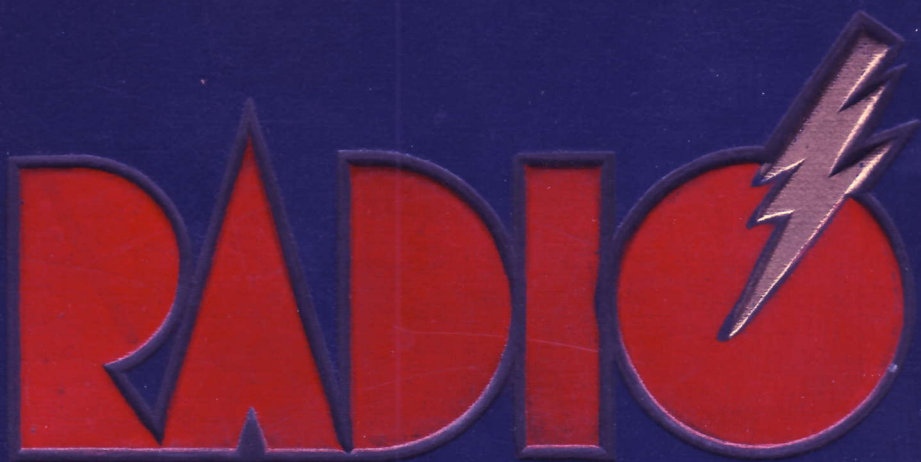


RADIO

The word "RADIO" is rendered in large, bold, red letters with a dark blue outline. The letter 'O' is a solid red circle with a stylized, jagged lightning bolt in a metallic silver color striking through it from the top right.

A N N U A L

Norman E. Olin

Sound



WMCA

**TOP OF THE DIAL
IN NEW YORK**



Value

WIP

**PHILADELPHIA'S
PIONEER VOICE**



PIONEER OF THE AIR

FOUNDED IN 1919, the Radio Corporation of America has completed 18 years of pioneering effort to develop and improve the uses of radio.

Starting "from scratch," RCA has created a world-wide communications system with direct circuits between the United States and 42 foreign countries, and with ships at sea. It has created a nation-wide broadcasting system of endless cultural possibilities, now rapidly expanding its services by short-wave to all the world. It has created essential instruments for the radio transmission and reception of sound, of code messages, and of facsimile reproductions, and for the recording and reproduction of sound on records and on

motion picture film. It has created countless radio devices indispensable to modern science, industry, medicine, telephony, and public safety. It has created the basis for a system of electronic television, forecasting the day when radio sight, added to sound, will perform a useful public service.

Today the Radio Corporation of America is owned by nearly a quarter of a million stockholders in 48 states. No one person owns as much as $\frac{1}{2}$ of 1% of its stock. Achievements of the past 18 years are a tribute to the American tradition of service in the public interest through private initiative and ownership.

*RCA presents the "Magic Key" every Sunday,
2 to 3 P.M., E.S.T., on NBC Blue Network.*



RADIO CORPORATION OF AMERICA

RADIO CITY • NEW YORK, U. S. A.

NATIONAL BROADCASTING COMPANY • RCA MANUFACTURING COMPANY, INC.
RCA COMMUNICATIONS, INC. • RCA INSTITUTES, INC. • RADIOMARINE CORP. OF AMERICA



PRESENTS

THE 1938 RADIO ANNUAL



Jack Alicoate, Editor

COMPILED BY THE
STAFF OF RADIO DAILY

Copyright, 1938, by The Radio Daily

RADIO STATION REPRESENTATIVES

RESULTS COUNT MOST
• THE STATIONS WE SERVE
LOCATED THROUGHOUT THE
UNITED STATES & CANADA
TESTIFY TO THIS



WEED

AND COMPANY

**NEW YORK • DETROIT • CHICAGO
SAN FRANCISCO**

A Bit Of Introduction

By **THE EDITOR**

RADIO DAILY, the national daily newspaper of a great industry, is happy to present to the radio world its first yearly edition of RADIO ANNUAL. Whether one thinks of radio as an art or as a business, it has become one of the world's greatest industries, the entertainment medium for many millions and a tremendous force for cultural and educational enlightenment. To its everlasting credit, it is the cleanest and most wholesome medium of public expression in the world. Its ramifications are many. Hundreds of its important elements dovetail in synchronic precision. Television is just over the hill. And so—



IN THE pages that follow, RADIO DAILY, through RADIO ANNUAL, presents a practical and working guide to Radioland and a picture of what's what and who's who in the radio field. Statistical and informative data has been gathered from the four corners of the world. For ready reference, the volume has been broken down into three major sections; I, "Stations and Networks," the background of the industry; II, "Backstage," which includes the studio and all elements entering into the production side of radio; III, "The Business Side," covering the important part played by the advertising agency, the station repre-

sentative and the sponsor before the program reaches the mike. Lesser but important departments include "The Literary Side," "The Legal Side," "The Cultural Side," "Television," "The Technical Side" and a comprehensive "Foreign Section."

RADIO ANNUAL has been an entire year in preparation. It has had the complete and enthusiastic cooperation of every branch of radio. To the various government departments in Washington and New York, to the Federal Communications Commission, the National Association of Broadcasters, the Federal Trade Commission, the Columbia Broadcasting System, the National Broadcasting Company, the Mutual Broadcasting System and the many others who have helped to make the accuracy and completeness of the following pages possible, the editor takes this opportunity of expressing his sincere thanks and appreciation.

Jack Alicante.



Radio time alone is worthless. Its value is determined by the use made of it. Transamerican was founded on the conviction that the program is the most vital element in broadcasting.

The soundness of this conviction is evidenced by sales totalling five millions of dollars.

TRANSAMERICAN BROADCASTING AND TELEVISION CORPORATION

JOHN L. CLARK, President

NEW YORK

521 Fifth Avenue
MUrray Hill 6-2370

CHICAGO

333 North Michigan Avenue
STate 0366

HOLLYWOOD

5833 Fernwood Avenue
HOLLYwood 5315

EDITORIAL

1938

INDEX

1938



— A —

Actors and Their Work in 1937.....	583
Actors Equity Ass'n, Personnel.....	822
Acoustical Products and Services.....	802
ADVERTISING:	
Agencies, Address, Personnel, Etc.....	699
Expenditures: Agencies and Sponsors	675-676
Federal Trade Commission Jurisdiction	475
Federal Trade Commission Procedure in Radio Cases.....	766
Standard Conditions for Spot Broad- casting	693
Aeronautical Radio Equipment.....	802
AFM Locals, Personnel.....	828
Africa, South, a Survey.....	958
Agencies, Advertising, Address, Person- nel, Etc.....	699
Agencies, National Network Expenditures, 1935-36-37	675
Agents and Managers.....	495
Aisle Lights	802
Air Conditioning Systems.....	806
Air Purifiers	802
Algeria, a Survey.....	933
Alicoate, Jack, Introduction.....	3
All-Canada Radio Facilities (All-Canada Radio System), Personnel and Stations	158
Alloys, Nickel and Permanent Magnet....	816
American Ass'n of Advertising Agencies:	
Article	690
Personnel	823
Personnel, Standards of Practice.....	691
Standard Conditions for Spot Broad- casting	693
American Bar Ass'n, Standing Committee on Communications, Personnel.....	827
American Dramatists, Personnel.....	823
American Federation of Actors, Personnel.	823
American Federation of Musicians of the U. S. and Canada, International Officers and Locals.....	828
American Federation of Musicians, Personnel	823
American Federation of Radio Artists, Personnel	823
American Marketing Association, Personnel	823
American Society of Composers, Authors & Publishers (ASCAP): Personnel, Branch Offices & Representatives	823
Publisher Members	515
American Society of Recording Artists Inc., Personnel	823
American Telephone & Telegraph Co., Financial Summary	771
Amplifiers	802
Amplifiers, Audio Frequency.....	804
Announcers and Their Work in 1937....	627
Antennas	803
Antenna Equipment	803
Antenna Masts	803
Associated Actors & Artists of America (AAAA), Personnel	825
Ass'n of National Advertisers, Personnel.	824
Ass'n of Radio News Editors & Writers, Constitution & By-Laws	514
Associations	821
Architects	803
Architectural Ironwork	812
Argentina, a Survey.....	934
Arizona Network, Personnel & Stations..	153
Artificial Flowers	811
Artist Bureau Heads & Their Work in 1937	655
Artists & Their Work in 1937.....	583
Artists, Dramatic & Variety & Their Work in 1937	583
Artists, Vocal, & Their Work in 1937....	597
Attenuators	804
Audio Frequency Amplifiers.....	804



Brinckerhoff

TRANSCRIPTIONS

programs

recorded

by us at

**29 West 57th Street,
New York, N. Y.**

**are being broadcast
all over the map**

EDITORIAL INDEX

Australia, a Survey	935
Austria, a Survey	933
Authors & Their Work in 1937.....	615
Authors' Club Inc., Hollywood, Personnel.	825
Authors' Guild, Personnel.....	825
Authors' League, Personnel.....	825
Automatic Sprinklers	819

-- B --

Backstage, Article on 1937 Production, by Norman S. Weiser.....	57
Backstage in Radio, FCC Regulations, Production, Programs, Talent, Promo- tion, Agents	465
Bahamas, a Survey	935
Band Leaders & Their Work in 1937.....	609
Batson, Lawrence D., Article on Foreign Market for Radio Apparatus.....	799
Batteries	804
Behind the Microphone	581
Belgium, a Survey	936
Bells, Chimes, Musical & Electrical.....	804
Bermuda, a Survey	936
Bias Cells	804
Bibliography, Legal	765
Billings:	
Agencies	675
Network, for 1935-36-37	674
Binding Posts	804
Bolivia, a Survey	937
Books on Radio	883
Books on Television	886
Brady, John B.:	
Article on Government Radio Contracts.	692
Article on 1937 Radio Patents.....	767
Brazil, a Survey	937
Bresson, E. L., Article on Transcriptions..	501
British India, a Survey.....	938
Broadcast Equipment	804
Broadcasting, Article by Frank R. McNinch	37
Broadcasting, Spot, Article.....	681
Broadcasting, Spot, Standard Conditions.	693
Bryson, Lyman, Article on the Educational Side of Broadcasting	65
Buckeye Network, Personnel & Stations..	153
Bulgaria, a Survey	938
Burrows, A. R., Article on International Broadcasting Union	928
Business Side of Radio.....	673

Business Side of Radio, Article by Howard J. London.....	697
Buying Guide	801

-- C --

Cabinets, Panels & Racks.....	815
Cable, Microphone	815
Cables	805
Cables, Coaxial	805
Calendar of Leading Holidays & Events..	522
California Radio System, Personnel & Stations	153
Call Letters, FCC Regulations Regarding Announcement	519

CANADA:

Advertising Agencies	734
Agency Recognition	440
Broadcasting Regulations	415
Canadian Ass'n of Broadcasters, Per- sonnel	825
Canadian Broadcasting Corp., Network Stations	158
Canadian Performing Right Society, Personnel	825
Networks	158
Newspaper Affiliated Stations.....	440
Stations Representatives	689
Stations, Alphabetical List.....	413
Stations, Personnel, Policies & Other Data	421
Surveys	419-939
Carolina Network	154
Carpet Cushions	805
Carpets	805
Cathode Ray Oscillographs.....	805
Cathode Ray Tubes.....	805
Catholic Actors' Guild of America, Per- sonnel	825
Catholic Writers' Guild of America.....	825
Cells:	
Bias	804
Photo-electric	816
Changeable Signs	818
Chains, Radio, National & Regional.....	129
Chair Covers	807
Chamber of Commerce, U. S., Radio Reso- lution	96
Chamberlain, A. B., Technical Article....	53
Chandeliers, Crystal	805
Chicago Telephone Numbers	105
Chile, a Survey.....	940
Chimes, Bells, Musical & Electrical.....	804



KATE SMITH

"THE SONGBIRD OF THE SOUTH"



THE KATE SMITH HOUR

SPONSORED BY

Swans Down Cake Flour—Calumet Baking Powder



TED COLLINS
PRODUCER

EDITORIAL INDEX

China, a Survey	941
Chokes, Filter	805
Cloths & Papers, Varnished.....	820
Clubs	821
Coaxial Cables	805
Coils, Shields	805
Colombia, a Survey	942
Colonial Network, Personnel & Stations.....	154

COLUMBIA BROADCASTING SYSTEM:

Agency Billings, 1937.....	675
Commercial Programs, 1937.....	538
Financial Summary	771
Network Billings for 1935-36-37.....	674
Network Map	132
Owned, Operated, Leased Stations.....	139
Personnel	134
Program Policies	136
Publications	887
Sponsor Expenditures, 1937.....	676
Sustaining Programs, 1937.....	559
Commentators:	
News, & Their Work in 1937.....	643
Sports, & Their Work in 1937.....	648
Communication Systems, Inter-Office.....	812
Condensers:	
Electrolytic	805
Fixed, Transmitting, Variable.....	806
Conductors, Orchestra, & Their Work in 1937	609
Conference, Inter-American Radio.....	95
Consulting Engineers, Practicing Before FCC During 1937.....	791
Continuity Editors & Their Work in 1937.....	655
Controls, Curtain	807
Contractors, Electrical	808
Converters, Electric	806
Converters & Genemotors, Rotary.....	818
Cooling, Heating & Ventilating Systems.....	806
Copyright Law in Relation to Radio, Article by Louis Nizer.....	738
Copyright Publications, Article by Herman Finkelstein	764
Costa Rica, a Survey.....	942
Court Decisions	739
Covers, Chair	807
Covering, Floor	810
Craven, T. A. M., Article on Trends in National Policies in Radio & Television	905

Critics' Forum, Summary of Results in RADIO DAILY's First Nation-wide Survey	83
Crosley Radio Corp., Financial Summary.....	772
Crystal Chandeliers.....	805
Crystal, Quartz, Accessories.....	817
Cuba, a Survey	942
Cultural & Educational Side.....	903
Curtains & Draperies, Controls.....	807
Cushions, Carpet	805
Czechoslovakia, a Survey.....	943

— D —

Daily News Radio Poll.....	93
Decorators, Theater	808
Denmark, a Survey.....	943
Deoderants	808
Department of Commerce:	
Activities Regarding Radio, Article by John H. Payne.....	931
Article by Lawrence D. Babson on Market for Radio Apparatus.....	799
Article on Radio Abroad.....	59
Radio History	894
Development of the Italian Radio Market in the East, Article by Hyla Kiczales.....	524
Dials & Knobs.....	808
Directional Signs	818
Disc Recorders	817
Do You Know, Article by A. B. Chamberlain	53
Dominican Republic, a Survey.....	943
Dominion Broadcasting Co., Personnel & Stations	158
Doors:	
Fireproof	808
Sound Retarding & Fireproof.....	809
Dramatic & Variety Artists & Their Work in 1937	583
Dramatists' Guild of the Authors' League of America, Personnel.....	826
Draperies & Curtains.....	807

— E —

Earphones (See Hard-of-Hearing Devices).....	811
Ebenstein, Herbert R., Article on Presenting an Electrical Transcription.....	505
Ecuador, a Survey	943
Editors, Radio, on U. S. Newspapers.....	879
EDUCATION:	
Article by Cline M. Koon.....	97

D'ARTEGA

CONDUCTOR

— ARRANGER

— COMPOSER



Jell-O Program Admiracion Shampoo

*With sincere appreciation—to General Foods
—Young & Rubicam—National Oil Products—Chas. Dallas Reach and their Staffs*

Exclusive Management

JACK LAVIN

Park Central Hotel—New York

EDITORIAL INDEX

Educational Radio Projects, U. S. Office of Education, Personnel.....	826
Educational Side of Broadcasting, Article by Lyman Bryson.....	65
Manual for School & Non-Professional Groups.....	914
National Advisory Council on Radio, Personnel.....	826
National Ass'n of Educational Broadcasters:	
Membership.....	904
Personnel.....	827
National Committee on Education by Radio, Personnel.....	827
Radio Production for the Educational Broadcasts.....	911
Egypt, a Survey.....	944
Electric Converters.....	806
Electric Signs.....	819
Electrical Contractors.....	808
Electrical Measuring Equipment.....	809
Electrolytic Condensers.....	805
Elevators.....	809
El Salvador, a Survey.....	944
Emergency Lighting Systems.....	814
Engineers, Consulting, Practicing Before FCC in 1937.....	791
Engineers, Institute of Radio, Personnel, History, Etc.....	794
England, a Survey.....	959
Equalizers.....	809
Equipment Buying Guide.....	801
Estonia, a Survey.....	944
Events in Radio, 1912-1937.....	894
Exploitation Digest.....	525
Extinguishers, Fire.....	809

— F —

Facsimile:

Article on Facsimile Broadcasting by W. G. H. Finch.....	453
Experimental Stations.....	452
FCC Regulations.....	445
Facts & Figures About Radio.....	39
Fan Publications.....	867
Fans.....	809
Federal Communications Bar Ass'n, Personnel.....	826

FEDERAL COMMUNICATIONS COMMISSION:

Announcement of Call Letters' Regulations.....	519
--	-----

Article by T. A. M. Craven on Radio & Television Trends & Policies.....	905
Broadcasting Application Regulations.....	401
Consulting Engineers Practicing in 1937.....	791
Facsimile Regulations.....	445
Opinion of General Counsel on Newspaper-Owned Stations.....	409
Personnel.....	79
Production Regulations.....	467
Television Regulations.....	445
Federal Theater Radio Division, Personnel & Productions.....	520
Federal Trade Commission:	
Advertising Jurisdiction.....	475
Functions & 1936-37 Activities.....	679
Procedure of Radio Advertising Cases.....	766
Filter Chokes.....	805
Filters, Interference.....	809
Financial:	
Brief Statistical Summary.....	73
Corporate Summaries of Principal Radio & Affiliated Companies.....	771
Radio Stocks in 1937.....	770
Finch, W. G. H., Article on Facsimile Broadcasting.....	453
Finkelstein, Herman, Copyright Publications.....	764
Fire Extinguishers.....	809
Fireproof Doors.....	808
Fixed Condensers.....	806
Fixtures, Lighting, Plumbing (brass, bronze, iron).....	810
Flashers.....	810
Flood Lights.....	814
Floor Covering.....	810
Flowers, Artificial.....	811

FOREIGN:

Article by John H. Payne on Department of Commerce Radio Activities.....	931
Article by Lawrence D. Batson on Market for Radio Apparatus.....	799
Article on Radio Abroad.....	59
Foreign Section.....	925
International Broadcast Stations.....	926
International Broadcasting Union, History & Scope, Article, by A. R. Burrows.....	928
Publications.....	867
Radio Markets.....	933

TRAVEL FIRST CLASS



• Tops in program sound transmission is VERTICAL-CUT Wide Range recording, produced only by World at Transcription Headquarters.

Back of this amazing method★ stand years of research by Bell Laboratories experts, the engineering genius of Western Electric Company, and the unequalled experience of World Broadcasting System in the highly specialized art of radio recording.

120 advertisers in 1937 bought more than 30,000 hours on 485 stations to broadcast their World recorded programs. As of February 1, 1938, over 450 stations (437 in

U. S. and Canada) had installed special equipment to broadcast World's VERTICAL-CUT programs.

Transcriptions represent only a small percentage of total campaign costs, yet they may affect the value of every radio dollar you spend. Protect your advertising investment all the way—insist on VERTICAL-CUT Wide Range recording. . . .

★Hearing is believing! An audition at any World office, or any World-affiliated station, will prove to you there's nothing else on the air to equal the beauty and reality of VERTICAL-CUT recording and reproduction.

WORLD BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA • CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

EDITORIAL INDEX

Television Summary	456
Fortune Magazine Survey	93
Forum, Radio Editors	83
Four A's (see Associated Actors & Artists of America)	825
France, a Survey	945
Fuses	811

— G —

Genemotors, Converters, Rotary	818
General Electric Co., Financial Summary	772
Generators	811
Germany, a Survey	946
Gillette, Don Carle, Article on Radio Past- Present-Future	35
Glossary, Radio	917
Goldsmith, Dr. Alfred N., Article on Pre- paring for Television	61
Government Radio Contracts, Article by John B. Brady	692
Greece, a Survey	947
Guatemala, a Survey	945
Guilds	821

— H —

Haiti, a Survey	947
Hanson, O. B., Article on Technical Ad- vance of Radio in 1937	788
Hard-of-Hearing Devices	811
Hardware	811
Havana Radio Conference	95
Hazeltine Corp., Financial Summary	773
Headlines of 1937 from RADIO DAILY	888
Headphones	811
Hearst Radio Editors' Annual Radio Poll	94
Heaters, Organ	811
Heating, Cooling & Ventilating Systems	806
Historical Events in Radio	43
History of Radio, 1912-37	894
Honduras, a Survey	948
Horns & Speakers	812
Hungary, a Survey	948

— I —

Incandescent Lamps	812
India, British, a Survey	938
Institute of Radio Engineers, Personnel, History, Etc.	794-826
Instrumentalists & Their Work in 1937	621
Insulated Tubing	812
Insulators	812
Inter-American Radio Conference	95

Intercity Broadcasting System, Personnel & Stations	154
Interference Fillers	809
International Broadcast Stations, Article	926
International Broadcast Stations in the U. S.	410
International Broadcasting Union, History & Scope, Article by A. R. Burrows	928
International Short Wave Club, Personnel	826
Inter-Office Communication Systems	812
Introduction, by Jack Alicoate	3
Iowa Network, Personnel & Stations	154
Irish Free State, a Survey	948
Iron Work, Architectural	812
Italian Radio Market, Article by Hyla Kiczales	524
Italy, a Survey	949

— J —

Jacks & Plugs	812
Japan, a Survey	949

— K —

Kiczales, Hyla, Article on Italian Radio Market in the East	524
King-Trendle Broadcasting Corp. (see Mich- igan Network)	155
Knobs & Dials	808
Koon, Cline M., Article on Radio in Edu- cation	97

— L —

Lamps, The, Personnel	826
Lamps, Incandescent	812
Lascaze, William, Article on Radio The- ater of Future	797
Law in Relation to Radio, Article by Louis Nizer	738
Leaders, Orchestra, & Their Work in 1937	609
Leading Markets in the U. S.	696
Lee Broadcasting System, Don, Personnel & Stations	154
Legal Bibliography	765
Legal Side of Radio	737
Legislation, Bills Introduced in Congress During 75th Congress	761
Lewis, W. B., Article on Relationship of Radio & Motion Picture Industries	922
Libraries, Script	494
Library, Radio	883
Lighting: Lighting & Equipment, Stage	813



MURRAY GRABHORN



PEGGY STONE



NAYLOR ROGERS



BOB HOWARD



HOWARD ESARY

Introducing...

INTERNATIONAL RADIO SALES

(A DIVISION OF HEARST RADIO, INC.)

A firm of national representatives organized to render an improved type of service to a selected group of stations. A discussion of this new departure in the field of station representation will be welcomed . . .

MURRAY GRABHORN

General Manager, New York City

NAYLOR ROGERS

Manager, Chicago

BOB HOWARD

Manager, Detroit

JOHN LIVINGSTON

Manager, San Francisco

PEGGY STONE

*Director, Station Relations,
New York City*

HOWARD ESARY

*Manager, International Radio Productions,
Hollywood, California*

W. C. ROUX

*Director of Promotion
New York City*

Now Representing:

WCAE	Pittsburg	KNOW	Austin
WBAL	Baltimore	WACO	Waco
WISN	Milwaukee	KEHE	Los Angeles
KOMA	Oklahoma City	KYA	San Francisco
KTSA	San Antonio	WLS	Chicago
WINS	New York	KOY	Phoenix

EDITORIAL INDEX

Fixtures	810
Systems, Emergency	814
Lights:	
Aisle	802
Flood & Spot	814
Literary Side	865
Lloyd, Ted, Promotion Digest	525
Locals, AFM, Personnel	828
London, Howard J., Article on the Business Side of Radio During 1937	697
Lorenzen, R., Article on Television Syn- chronization	449
Los Angeles Telephone Numbers	102
Loudspeakers	815
Lubcke, Harry R., Article on Modern Tele- vision Systems	447
Luxemburg, a Survey	950

— M —

Magazines in Radio Field	867
Majestic Radio & Television Corp., Finan- cial Summary	773
Managers & Agents	495
Manchuria, a Survey	941
Manual for Radio Stations	777
Manual for Schools & Non-Professional Groups	914
Markets, Foreign Radio	933
Markets, 100 Leading in the U. S.	696
Maryland Network, Personnel & Stations ..	155
Mason-Dixon Radio Group, Personnel & Stations	155
Masquers, The, Personnel	826
Masters of Ceremonies & Their Work in 1937	583
Masts, Antenna	803
McNinch, Frank R., Article on Broadcast- ing	37
Measuring Equipment, Electric	809
Men Who Made Radio News in 1937	107
Merchandising Digest	525
Metal Panels, Racks & Cabinets	815
Meters	815
Mexico:	
Stations	441
A Survey	951
Mica	815
Michigan Network, Personnel & Stations ..	155
Microphone Accessories, Cable, Stands ..	815
Microphones	815
Milestones in Radio	43

Modern Television Systems, Article by Harry R. Lubcke	447
Motion Picture Equipment	815
Motors	815
Music Publishers	511
Music Publishers Protective Ass'n, Per- sonnel	826
Music Stands	815
Musical Directors & Their Work in 1937 ..	655
Musical Instruments	815
Musicians & Their Work in 1937	621

MUTUAL BROADCASTING SYSTEM:

Agency Billings, 1937	676
Commercial Programs, 1937	538
Network Billings, 1935-36-37	674
Network Map	140
Personnel, Policies, Etc.	143
Publications	887
Sponsor Expenditures, 1937	677
Sustaining Programs, 1937	560

— N —

National Advisory Council on Radio in Education, Personnel	826
---	-----

NATIONAL ASSOCIATION OF BROADCASTERS:

Personnel	825
Reorganization Program	75
Standard Conditions for Spot Broad- casting	693
Temporary Organization	75

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS:

Member Stations	904
Personnel	827

NATIONAL BROADCASTING COMPANY:

Agency Billings, 1937	676
Commercial Programs, 1937	538
Network Billings, 1935-36-37	674
Network Map	144
Owned-Managed-Programmed Stations ..	152
Personnel	147
Program Policies	149
Publications	887
Sponsor Expenditures, 1937	678
Sustaining Programs, 1937	561
National Committee on Education by Radio	827

MICHIGAN

**8 Stations in
8 Major Markets**

TESTED A

The Only
Station in
GRAND RAPIDS
WOOD-WASH

The Only
Station in
BATTLE CREEK
WELL

The Only
Station in
BAY CITY
WBCM

WXYZ
(Key Sta
DETROIT
blue NBC

KING-TRENDLE BROADCASTING

The Paul H. Raymer

RADIO NETWORK

**1 Complete Network
1 Low Price**

PROVEN

The Only
Station in
FLINT
WFDF

The Only
Station in
JACKSON
WIBM

The Only
Station in
KALAMAZOO
WKZO

The Only
Station in
LANSING
WJIM

STING CORPORATION, *Detroit*
Co., Representative

The SAGE of Westminster

**FIRST
CHOICE
OF
LOCAL
ADVERTISERS**

▶ The shrewd merchant of Westminster Street (the principal business thoroughfare of Providence) like other local advertisers, uses the radio station he knows to be **FIRST**. WPRO has more local advertisers than any other Providence station.



Double-Checked by

The SAGE of Surveys

**LEADING
IN
NATIONAL
AUDIENCE
SURVEYS**

▶ The local advertiser is right. Both prominent national audience surveys, which serve to guide national advertisers, *indicate the WPRO audience leadership in the Providence area.*

WPRO in Providence

Basic Columbia Broadcasting System Station 630 Kilocycles
Cherry and Webb Broadcasting Company . . . National
Representatives: Paul H. Raymer Co., New York, Chicago,
Detroit, San Francisco.

EDITORIAL INDEX

National Networks, Article by M. H. Shapiro	45
National Union Radio Corporation Financial Summary	773
National Variety Artists Inc. (NVA), Personnel	827
Needles, Phonograph	816
Needles, Recording	816
Netherlands, a Survey	951
Network, 1935-36-37 Billings	674
Networks, Canada	158
Networks, 1937 Commercial Programs	538
Networks, National, Article by M. H. Shapiro	45
Networks, National and Regional	129
Networks, Regional	153
Networks, 1937 Sustaining Programs	559
New York City Telephone Numbers	100
New Zealand, a Survey	952
Newfoundland, a Survey	952
News Commentators and Their Work in 1937	643
News Editors and Their Work in 1937	655
News Events of 1937, Ten Outstanding ..	41
News Headlines of 1937, RADIO DAILY ..	888
News Services, Radio	513
Newspaper-Affiliated Stations, Canada ..	440
Newspaper-Owned Stations	403
Newspaper-Owned Stations, Opinion of FCC Counsel	409
Newspaper Radio Editors and Writers ..	879
Nicaragua, a Survey	955
Nickel and Nickel Alloys	816
Nizer, Louis, Article on Radio Programs and New Radio Concepts	738
Northern California Broadcasting System ..	155
Norway, a Survey	953
Novelty Talent and Their Work in 1937 ..	625



Oklahoma Network, Personnel and Stations	155
Orchestra Leaders and Their Work During 1937	609
Organ Heaters	811
Organizations	821
Organs	816
Ornaments, Plaster	816
Oscillographs, Cathode Ray	805

— **P** —

Palestine, a Survey	954
---------------------------	-----

Panama, a Survey	954
Panels, Racks, Cabinets	815
Papers and Cloths, Varnished	820
Paraguay, a Survey	954
Patents, Granted in 1937, Compiled by John B. Brady	767
Payne, John H., Article on Department of Commerce and its Radio Activities ..	931
Performers and Their Work During 1937 ..	583
Periodicals	867
Permanent Magnet Alloys	816

PERSONNEL:

Advertising Agencies	699
AFM Locals	828
American Association of Advertising Agencies	691
Associations, Clubs, Guild, Unions	821
Columbia Broadcasting System	134
FCC and FCC Field Force	79
Institute of Radio Engineers	794
Mutual Broadcasting System	143
NAB (Tentative)	75
National Broadcasting Co.	147
Networks in Canada	158
Program Producing Firms	507
RADIO DAILY	76
Radio News Services	513
Regional Networks	153
Research Companies	735
Stations in Canada	421
Station Representatives	683
Stations in United States	177
Television Stations	460
Transcription Firms	483
Peru, a Survey	954
Philippine Islands, a Survey	955
Phonograph Needles	816
Phonograph Pickups	816
Photo-electric Cells	816
Photo-electric Tubes	820
Pick-ups, Phonograph	816
Plaster Ornaments	816
Plugs and Jacks	812
Plumbing Fixtures	810
Poland, a Survey	955
Policies, Program, CBS	136
Polls, 1937:	
RADIO DAILY	89
Daily News	93



MARTIN BLOCK

O'Cedar

Sunday Swing Concert

The Make-Believe Ballroom

Zephyr Cigarettes

Gruen Watch

Davis Baking Powder

B. C. Products

Consolidated Drug

Aspirin

Twenty Grand Cigarette Transcription Series

Management WNEW Artists' Bureau
501 Madison Avenue
New York

EDITORIAL INDEX

Fortune Magazine Survey	93
Hearst Radio Editors	94
Stage Magazine Awards	92
World-Telegram	91
Portugal, a Survey	956
Posts, Binding	804
Potentiometers	816
Preparing for Television Broadcasting, Article by Dr. Alfred N. Goldsmith	61
Presenting an Electrical Transcription, Article by Herbert R. Ebenstein	505
Problem of Synchronization, Article by R. Lorenzen	449
Producers and Their Work in 1937.....	655
Producers, Program	507

PRODUCTION:

Announcers' Work in 1937.....	627
Article by Norman S. Weiser.....	57
Books Pertaining to	885
Dramatic and Variety Artists' Work in 1937	583
Educational Broadcasts	911
FCC Regulations	467
Musicians' Work in 1937.....	621
News Commentators' Work in 1937.....	643
Novelty Talent's Work in 1937.....	625
Orchestra Leaders' Work in 1937.....	609
Personnel's Work in 1937.....	655
Program Producers	507
Script Libraries	494
Sport Commentators' Work in 1937.....	648
Terms	917
Transcription Firms	483
Vocalists' Work in 1937.....	597
Writers' Work in 1937.....	615
Program Directors and Their Work in 1937	655
Program Producers	507
Programs, Network Commercials in 1937.	538
Programs, Producers	507
Programs, Pet Shows of U. S. Stations...	563
Programs, 1937 Sustaining	559
Promotion Digest, by Ted Lloyd.....	525
Prospects of Television, Article by Gilbert Seldes	477
Public Address Systems	817
Publications of Columbia Broadcasting System, Mutual Broadcasting System, National Broadcasting Co.	867
Publications, Copyright, by Herman Finkelshtein	764

Publications, Trade, Fan, Foreign, General	867
Purifiers, Air	802

— Q —

Quartz Crystals Accessories	817
-----------------------------------	-----

— R —

Racks, Cabinets and Panels.....	815
Radio Abroad, Article	59
Radio and Television Trends and National Policy, Article by T. A. M. Craven..	905
Radio Broadcast Engineers and Technicians, I. B. E. W. Local 913, Personnel	826
Radio Club of America, Personnel.....	827
Radio Corporation of America, Financial Summary	774
RADIO DAILY First Annual Poll	89
Radio Editors and Writers, U. S. Newspapers	879
Radio Editors' Forum	83
Radio Glossary	917
Radio History Makers of 1937.....	107
Radio in Education, Article by Cline M. Koon	97
Radio Manual for School and Non-Professional Groups	914
Radio Manufacturers Association, Personnel and Functions	827
Radio Past-Present-Future, Article by Don Carle Gillette	35
Radio Programs and New Radio Concepts, Article by Louis Nizer.....	738
Radio Theater of the Future, Article by William Lascaze	797
Radio Writers Guild of the Authors League of America, Personnel.....	827
Receiving Tubes	820
Recorders, Disc	817
Recording Equipment	817
Recording Needles	816
Rectifying Tubes	820
Regional Networks	153
Regulations Regarding FCC Applications.	401
Regulators, Voltage	820
Relationship of the Radio and Motion Picture Industry, Article by W. B. Lewis.	922
Representatives, Radio Station.....	683
Research Organizations	735
Resistors	817
Rheostats	817
Rigging, Stage	818

S. E. S. A. C

*A great
and needed*

**Repertory
of
American and European
Music**



Licensed to virtually the

**Entire
Broadcasting Industry**

EDITORIAL INDEX

Rotary Converters and Genemotors.....	818
Rumania, a Survey	956
Russia, a Survey	959

— S —

Sarnoff, David, Article on Television and Radio Industry	49
Scenery, Stage	818
Script Libraries	494
Script Writers and Their Work in 1937..	615
Seldes, Gilbert, Article on Television.....	477
SESAC (Society of European Stage Authors and Composers Inc.), Members.....	517
Shapiro, M. H.: Article on National Networks.....	45
Article on Stations	47
Shields, Vacuum Tubes	820
Showman's Calendar	522
Showmanship Digest	525
Signs, Changeable	818
Signs, Directional	818
Signs, Electrical	819
Singers and Their Work in 1937.....	597
Society of European Stage Authors and Composers, Inc. (SESAC): Personnel	827
Publisher Members	517
Society of Jewish Composers, Publishers and Song Writers, Personnel.....	827
Sockets	819
Sockets, Vacuum Tubes	820
Solder	819
Soldering Irons	819
Sound Effects Apparatus	819
Sound Retarding Doors	809
Soviet Union, a Survey.....	959
Speakers and Horns	812
Speakers, Loud	815
Sponsors' Advertising Expenditures for 1937	676
Sports Commentators and Their Work in 1937	648
Spot Broadcasting, Standard Conditions..	693
Spot Broadcasting, Standard Order Blank.	695
Spot Broadcasting, Article	681
Spotlights	814
Sprinklers, Automatic	819
Stage Equipment	819
Stage Lighting Equipment	813
Stage Magazine Radio Awards.....	92
Stage Rigging	818
Stage Scenery	818
Standing Committee on Communications of the American Bar Association, Per- sonnel	827
Standard Conditions Governing Contracts and Orders in Spot Broadcasting.....	693
Standards of Practices for Radio Stations.	777
Stands, Microphone	815
Stands, Music	815
Station Representatives	683
STATIONS: Canada, Alphabetical List	413
Experimental Broadcasting	411
Facsimile	452
International Broadcasting in the United States	410 & 926
High Frequency	412
Mexico	441
Owned or Partly Owned by News- papers	403
Representatives	683
Television	444 & 460
United States Alphabetical List by Cities	172
United States Alphabetical List by Call Letters	161
Their Pet Programs of 1937.....	563
United States List by States and Cities. Giving Personnel, Policies, Technical Data, etc.	177
Stations, A Practical Manual of Practice.	777
Stations, Article by M. H. Shapiro.....	47
Statistical: 1912-37 Radio History	894
Financial	73
Progress of Radio	43
Stewart-Warner Corp., Financial Summary	775
Stocks, Radio, in 1937.....	770
Stromberg Carlson Telephone Manufac- turing Co., Financial Summary.....	775
Studios, The Radio Theater of the Future by William Lescage	797
Survey Organizations	735
Sweden, a Survey	957
Switchboards	819
Switches	819
Switzerland, a Survey	957

— T —

Talent Activities in 1937.....	585
Talent, Managers and Agents.....	495
Talent, Novelty and Their Work in 1937..	625

TRANSRADIO

has

Established for all time the right of the radio industry to broadcast news without limit or restriction.



Identified the principle of freedom of the press with the principle of freedom of the air . . . and thus helped strengthen and perpetuate the birthright of radio in America—its independence.



Pioneered and hastened the development of other radio media for the dissemination of news, such as facsimile and the use of short wave wireless for rapid, inexpensive delivery of news to the broadcaster.



Shown a more rapid growth in its *first four years* than any older news agency showed in its first entire decade.

will

Continue to serve radio primarily.



Develop newer, more efficient forms of radio newsgathering and distribution.



Remain the most progressive news organization in radio, and the most modern in the world.

Transradio Press Service

EDITORIAL INDEX

Technical Advance of Radio During 1937.	
Article by O. B. Hanson	788
Technical, Books and Pamphlets Pertain-	
ing to	886
Technical, 1912-1937 Progress	894
Telephone Numbers:	
Chicago	105
Los Angeles	102
New York City	100
Television and the Radio Industry, Article	
by David Sarnoff	49

TELEVISION:

Broadcasting Stations	444 & 460
Foreign Summary	456
FCC Regulations	445
Article by Dr. Alfred N. Goldsmith	61
Article by T. A. M. Craven on Trends	
and National Policy	905
Article on Synchronization by R. Lor-	
enzen	449
Article by Harry R. Lubcke	447
Article by David Sarnoff	49
Article by Gilbert Seldes	477
Books Pertaining to	886
Ten Outstanding Radio News Events of	
1937	41
Terms, Studio - Continuity - Production -	
Sound - Engineering	917
Texas Quality Network, Personnel and	
Stations	155
Texas, West, Broadcasting System, Per-	
sonnel and Stations	157
Trade Publications	867
Transcription Producers	483
Transcriptions, Article by E. L. Bresson	501
Transformers	820
Transmitting Condensers	806
Transmitting Tubes	820
Trends of Radio and Television and Na-	
tional Policy, Article by T. A. M.	
Craven	905
Tube Shields, Vacuum	820
Tubes, Cathode Ray	805
Tubes, Photo-electric	820
Tubes, Radio Receiving	820
Tubes, Rectifiers	820
Tubes, Transmitting	820
Tubes, Vacuum, Transmitting	820
Tubing, Insulated	812
Turntables	820

— U —

Uniforms	820
Union of South Africa, a Survey	958
Union of Soviet Socialist Republics, a Sur-	
vey	959
Unions	821
United Kingdom, a Survey	959
University Broadcasting Council, Personnel	
827	
U. S. Office of Education, Educational Ra-	
dio Project, Personnel	826
Uruguay, a Survey	958

— V —

Vacuum Tube Shields	820
Vacuum Tube Sockets	820
Vacuum Tubes, Transmitting	820
Variable Condensers	806
Variety and Dramatic Artists and Their	
Work During 1937	583
Varnished Cloths and Papers	820
Venezuela, a Survey	960
Ventilating Heating and Cooling Systems.	
806	
Virginia Broadcasting System, Personnel	
and Stations	157
Vocalists and Their Work in 1937	597
Voltage Regulators	820

— W —

Warner Bros. Pictures, Radio Interest. . .	776
Weiser, Norman S., Article on Production.	57
Westinghouse Electric & Manufacturing	
Co., Financial Summary	776
West Texas Broadcasting System, Person-	
nel and Stations	157
West Virginia Network, Personnel and	
Stations	157
Wire	820
Wisconsin Radio Network, Personnel and	
Stations	157
World-Telegram, Annual Radio Editors	
Poll	91
WPA Federal Theater Radio Division, Per-	
sonnel and Productions	520
Writers and Their Work in 1937	615
WTMJ (Milwaukee) Standards of Practice.	777

— Y —

Yankee Network, Personnel and Stations.	157
Yugoslavia, a Survey	960

— Z —

Z Network, Personnel and Stations	157
Zenith Radio Corp., Financial Summary .	776

- *Orchestras*
- *Artists*
- *Production*

CONSOLIDATED

RADIO ARTISTS, INC.

THIRTY
ROCKEFELLER
PLAZA

NEW YORK, N. Y.

TELEPHONE—COLUMBUS 5-3580

- Cleveland ● Chicago ● Dallas
- Hollywood ● San Francisco

- **PAUL WHITEMAN**
CHESTERFIELD—WABC—CBS
FRIDAYS, 8:30 to 9:00 P.M.

- **RUSS MORGAN**
PHILIP MORRIS—TUES., NBC—8:00 to 8:30 P.M.
SAT.—CBS, 8:30 to 9:00 P.M.

- **MAREK WEBER**
CARNATION—MONDAYS—WEAF—
NBC, 10:00 to 10:30 P.M.

and others

ADVERTISING

1938

INDEX

1938



A

Aaronson, Irving	70
Advertisers Broadcasting Co., Inc.	476
Advertisers Recording Service, Inc.	464
Aerogram Corp., The	468
Air Features, Inc.	478
Albert, Don	68
Aldin, Jimmy	612
Alexander, A. L.	60
American Radio Features	476
American Record Co. of California	468
Anders, Jerry	650
Anthony, Earle C., Inc.	190
Appleby & Appleby 88 &	295
Artists Management	498
Associated Cinema Studios	97-A
Associated Music Publishers, Inc.	484
Atlas Radio Distributing Corp.	126
Australian Radio Publications, Ltd.	878

B

Baker, Phil	44
Barnes Printing Co., Inc.	500
Barrie, Clyde	606
Barron, Blue	114
Baruch, Andre	628
Bennett, Lois	98
Benny, Jack	48
Billboard, The	866
Birdseye Reflector Lamps	793
Block, Hal	86
Block, Martin	20
Bloom, Joseph	480
Blue, Helena	611

Breen and De Rose	603
Brinckerhoff, E. V.	6
Broadcasting Abroad, Ltd.	698
Broadcasting Business	878
Bryan, Arthur Q.	616
Buckley, Floyd	592
Burn, Walter P., & Associates	304

C

CKLW	268
California Hotel	82
California Radio System, The	142
Callaghan, George H.	504
Campbell, Roy	606
Cashman, Ed	654
Cassel, Walter	99
Charioteers, The	604
Cherniavsky, Josef	654
Chidnoff Studio	510
City Photo Engraving Corp.	796
Clark Phonograph Record Co.	490
Collins, Ted	8
Colonial Network, The	128
Columbia Broadcasting System, The	130 & 131
Consolidated Radio Artists, Inc.	26
Continental Radio Press	308
Cornett, Alice	99
Cosmopolitan Studios, Inc.	504

D

D'Artega	10
Demling, Bill	116
Devine, J. J., & Associates, Inc.	682

Dictograph Inter-Communicating Telephone Systems	74
Dictograph Products Co., Inc.	74
Dolan & Doane, Inc.	498
Dragonette, Jessica	50

E

Earnshaw Radio Productions	490
----------------------------	-----

F

Fain, Sammy	511
Ferris, Earle	602
Fields, Arthur	599
Fields, Shep	54
Finch Telecommunications Laboratories, Inc.	450
Fototone Sound System	482

G

Gary, Sid	605
Gennett Sound Effects	489
Getts, Clark H., Inc.	496
Ghostwriters Bureau	620
Gill, Frank, Jr.	116
Goodman, Benny	52
Gordoni, Lillian	474
Graham, Ross	602
Griffin, George	603
Grofe, Ferde	612
Grombach, Jean V., Inc.	464

H

Hadley, Hap, Studio	506
Hall, Fred	599
Hayes, Sam	644
Hearst Radio, Inc.	14

JACK LAVIN

*Personal Management for a
Limited Number of Artists
Covering all Branches of
the Amusement Industry.*

PARK CENTRAL HOTEL, NEW YORK

ADVERTISING INDEX

Hoff, Carl	106
Hollywood Plaza Hotel..	82
Hollywood-Roosevelt Hotel	82
Hope, Bob	584
Hull Hotels	82

I

International Broadcast- ing Corp., Inside back covers &	84
International News Service	34
International Production Studios	482
International Radio Sales	14
Iowa Network, The.....	156
Ives, Anice	586

J

Jolson, Al	42
------------------	----

K

KDYL	378
KECA	190
KERN	142
KEX	338
KFAB	290
KFBK	142
KFI	190
KFOR	290
KFWB	188
KGFW	290
KGKO	368
KGKY	290
KGNF	290
KGW	338
KIDO	220
KJR	386
KMBC	280
KMJ	142
KMMJ	290
KMTR	96-A
KNOW	332
KNX	192
KOIL	290
KOMA	332
KOMO	386

KOY	228
KRMC	320
KSL	378
KTSA	332
KVOO	335
KWVG	142
KaDell, Carlton	634
Keech, Kelvin	630
Kelsey, Carlton	658
Kelso, Bill	650
King, Helen	694
King, Jean Paul.....	98
King-Trendle Broad- casting Corp.	16-17

L

La Franconi, Terri.....	98
Langham, Roy	480
La Porte, Paul.....	656
Lavin, Jack	28
Levy, Estelle	586
Lewis, Mort	619
Lipset, Ben B., Inc....	98 & 99
Lombardo, Guy	608
Lyons, A. & S.....	80 & 81

M

Mac Bryde, Jack.....	582
McAlister, Aee	601
McClatchy Broadcasting Company	142
Mahoney, Wilkie	619
Major, Jack	46
Manners, Zeke	508
Marks, Garnett	646
Martin, Harry, Enterprises	508
Martin, Joe	69
Martini, Nino	38
Maryland Network	258
Mayfair, Hotel	82
Meakin, Jack	588
Medbury, John P.....	619
Mertens & Price, Inc....	480
Michigan Radio Network	16-17
Microphone, The	868
Mole Richardson Company	792
Moore, Hal	98
Morgan, Raymond R., Co.	488

Morris, William, Agency Inc.	64
Morris, Willie	99
Morse, Carlton E.....	654
Motion Picture Daily....	870
Mutual Broadcasting System	Back cover
Myrt and Marge.....	582

N

National Broadcasting Company	146
NBC Recorded Program Service	122
National Transcription Features	492
Nebraska Broadcasters Association	290

O

Oboler, Arch	619
O'Connor, Cavan	601
Onondaga Radio Broad- casting Corp.	312

P

Paige, Raymond	612
Pan American Radio Productions, Inc.	478
Pearce, Al	106
Penner, Joe	40
Perkins, Ray	582
Perrin, Sam	616
Peterson, Donald	470
Phillips, Arthur B.	616
Price, Howard	98

Q

Quigley Publications	870
Quinn, Don	614
Quiz, Professor	56

R

Radio Art	872
RCA Manufacturing Co. Facing Page 1	
Radio Dial	874
Radio and Electrical Sales	876

Let's look at the Record!

"One day back in 1931, when radio was a good deal younger, an NBC engineer named ED STRONG, who was working with me on one of our productions, suggested the idea of recording programs off the air for the purposes of checking and study. I'm afraid I wasn't very enthusiastic, because the only available records at that time were pretty useless when it came to proving anything about the show as it came over the air.

Today, every program that is taken off the air for Batten, Barton, Durstine & Osborn is recorded by ED STRONG. We have found these recordings invaluable in perfecting details of our production and in giving us a clear morning-after view of each radio performance."

Roy S. Durstine

President—Batten, Barton, Durstine & Osborn

"I believe you were the pioneer in the field of taking broadcasts off the air and doing so intelligently and scientifically. I know you have never spared any expense in your effort to secure the finest in recording machines and materials.

After six long years of friendship and association, it gives me much pleasure to congratulate you on your rapid strides towards even more perfect recordings of our broadcasts.

It has been a pleasure to associate with you. If at any time I can be of assistance to you, please do not hesitate to call on me."

Rudy Vallee

"We have had records made by several companies over a period of a year, and I believe you should know that yours have been far superior. So often records will stand only two or three playings. Not so with yours. Your records, under repeated playings, preserve their original fine quality. In all cases the results have been excellent.

Because of these facts, plus your reasonable prices, you may be sure that any future recording orders required by RADIO GUIDE will be placed with you."

Wilson Brown

Eastern Editor

RADIO GUIDE

Thanks Gentlemen! And to you other people who use recordings: phone us a request for a sample transcription of your show. It will cost you nothing to prove to yourself you can now buy the finest recording available for no more than you may be paying for inferior quality.

EDWIN STRONG Inc.

3448—75th St.
Jackson Heights, N. Y.

Telephone:
NEwtown 9-3232

ADVERTISING INDEX

Radio Events, Inc.	466
Radio Feature Service, Inc.	602
Radio & Film Methods Corp.	489
Radio Guide	120
Reid, Don	600
Reis, Irving	104
Rhodes, Doris	604
Rhodes, Jane	605
Rocke Productions, Inc.	474
Rockwell-O'Keefe, Inc.	108
Ross, Charles, Inc.	792-793
Ross, Lanny	62
Rubineff	622

S

Saphier, James L.	112
Saunders, Ray	71
Scott, Ashmead	620
Scripps-Howard Radio ...	360
Script Library, The.	466
Selznick, Myron, Ltd.	78
Senator, Hotel	82
Service Programs, Inc.	466
Smith, Kate	8
Society of European Stage Authors and Com- posers, Inc.	22
Sound Reproductions Corp.	486
Souvaine, Henry, Inc.	470
Standard Radio	124
Standard Rate & Data Service	118
Star Radio Programs, Inc.	480
Stein, Harold	504
Stevenson, Robert	71
Stirling, Nora	618
Stoddard, Marie	116
Stoll, Georgie	58
Strong, Edwin, Inc.	30
Swanson, Billy	110
Swanson, H. N., Inc.	617
Sweeten, Claude	656

T

Thesaurus, NBC	122
TransAir, Inc.	492
Transamerican Broadcast- ing & Television Corp. ...	4

Transradio Press Service ...	24
Tucker, Tommy	612
Twentieth Century Radio Productions	468

U

United Press	36
Universal Microphone Co., Ltd.	790

V

Valentino, Thomas J.	489
Vallee, Rudy	580
Van Steeden, Peter.	613
Ventura, Ray	608
Vincent, Elmore	592
Voorhees, Don	610

W

WAAT	296
WAAW	290
WACO	332
WATL	216
WBAP	370
WBBM	222
WBIG	316
WBIL Inside back covers & 84	
WBNX	306
WBRE	350
WBT	314
WCAU	344
WCBD	224
WCBM	258
WCKY	250
WCLE	326
WCOA	212
WCOP	262
WCPO	360
WDAS	347
WDBO	213
WEMP	224
WFBL	312
WFIL	346
WGES	224
WGPC	216
WHAS	251
WHB	282
WHIP	236
WHK	326
WHN	67 to 72
WHOM	308

WIP	Inside front cover
WJAG	290
WJEJ	258
WJJD	226
WJNO	214
WKAT	212
WLAC	363
WLAW	264
WLS	228
WLW	324
WMBG	382
WMC	360
WMCA	Inside front cover
WMPS	360
WNEW	32
WNOX	360
WOAI	374
WOPI	358
WOR	160
WOW Inside back covers & 84	
WOW	290
WPEN Inside back covers & 84	
WPRO	18
WRBL	216
WSAL	260
WSBC	224
WSM	362
WSNJ	295
WSYR	312
WTBO	258
WTIC	204
WWJ	270
WWL	254
WXYZ	16 & 17
Wagner, Frederick H.	614
Warner Bros. Broadcast- ing Corp.	188
Wayburn, Ned	502
Weed & Co.	2
Werby, Jack	496
White, Lew	623
White, Melvin	654
Whiteman, Paul	498
Wicker, Irene	588
Willis, Claire	98
Willson, Meredith	613
Wilson, Powell & Hayward, Inc.	472
Wolf Associates	472
Wolf, Edward	472
Wood, Barry	598
World Broadcasting System	12
Worthington, Dorothy ...	494
Wrigley Publications, Ltd. ...	876

Y

Yankee Network, The ...	128
-------------------------	-----

TAKE IT ANY WAY YOU LIKE

...By the number of local accounts on the station.

...By the number of spot national accounts on the station.

...By the number of station feature programs. (And all sponsored!)

...By Cost per Listener.

24 HRS. A DAY

WNEW delivers more listeners for the dollar spent than any station in Metropolitan New York.

ON THE AIR.

WNEW NEW YORK

Covers New York City and its environs
twenty-four hours a day

1250 Kilocycles . 2500 Watts by Day... 1000 Watts by Night
STUDIO • 501 MADISON AVENUE • N. Y. C.
Nationally Represented by WM. G. RAMBEAU CO.



**THIS IS THE FIRST
YEARLY EDITION OF
RADIO
ANNUAL**

1938

Designed to cover radio completely, for distribution shortly after the first of each year, and issued to Radio Daily subscribers as part of Radio Daily Service.

DON LEE BROADCASTING SYSTEM

AFFILIATED WITH
MUTUAL BROADCASTING SYSTEM

722 AT BIXEL STREET
LOS ANGELES, CALIFORNIA

International News Service
235 East 45th Street
New York, N.Y.

Gentlemen:

Commencing January 1, 1938, we are going to depend upon INS exclusively for our news service. We are happy to attest to the fact that we have found your service not only timely and accurate, but have also found it sufficiently inclusive so that we could afford to discontinue one of the other news services to which we formerly subscribed.

In discussing the adoption of your service with any of our stations, you may feel free to refer them to me for a testimonial regarding the adequacy and efficiency of the service that we are enjoying from INS.

With every good wish for your continued success, I am

Very cordially yours,



Lewis Allen Weiss
General Manager

INTERNATIONAL NEWS SERVICE

RADIO

Past - Present - Future

By

DON CARLE GILLETTE

Editor Radio Daily



LESS than two decades ago, radio broadcasting as it exists at present was not believed possible except by a small handful of persons.

Today it is taken for granted by everybody.

What new wonders it will unfold a generation from now, or even sooner, is up to those same men of vision who have the courage to carry through despite the doubts of the skeptics.

Mediums of entertainment and methods of business are continually changing or being replaced to conform with new inventions and new patterns in mass thinking.

Minstrelsy came and went. Vaudeville did likewise. The legitimate theater is on its last legs.

Radio entertainment, in so far as type of program is concerned, has pretty much followed the same course that was trod by the stage, and it is only in recent years that a few strictly radio formats have been developed to a point where they belong specifically to radio.

Whereas the engineers and technicians of radio have made steady improvement in the mechanical end, the producing department has shown less enterprise and ingenuity; much of today's dramatic radio fare, for instance, is the equivalent of the old-time "mellers" of stage and screen.

Radio's popularity in the years to come will depend entirely on the broadcasters' ability to hold the public ear by improvements, innovations and periodical fillips to revive interest when it falls into one of those inevitable ruts.

The stage lost out because it stubbornly refused to admit that any other form of entertainment could ever take its place.

Radio will insure its own permanence by bearing in mind that something else can replace it unless radio itself changes with the times.

WHEREVER IT "BREAKS"

N

ORTH

E

AST

W

EST

S

OUTH

UNITED PRESS BRINGS

YOU THE STORY WITH ACCURACY & SPEED



Blank & Stoller, Photo



BROADCASTING

THE primary objective of broadcasting should not be money-making but the meeting of the public demand for a service that is dependable, impartial and fair to all American interests and free from features that are offensive or hurtful.

A very large percentage of our population of all ages listens daily to broadcast programs. They are heard in the homes in cities, towns, hamlets, and on the farms. They reach the people whether at work or at play. Station managers are under a direct and great responsibility for the character of these programs. Programs in America today are in many respects superior in quality. There is, however, room for great improvement if this agency is fully to meet the reasonable demands of the listening public.

Informed social vision will point the way to an increasingly entertaining, wholesome, instructive and acceptable service.

Frank R. McNinch

*Chairman,
Federal Communications Commission*



CONCERT



OPERA



SCREEN



RADIO

MARTINI

NINO

Tenor Star of the Metropolitan

OPERA ★ CONCERT ★ RADIO ★ MOTION PICTURES

Current season booked solid to June 1st—appearing in concert throughout America, fifth season Metropolitan Opera Company, and as guest star on outstanding radio programs — including Ford, Chesterfield, Coca-Cola, etc.



VICTOR RED SEAL RECORDS

KNABE PIANO

RADIO FACTS and FIGURES



There were 723 licensed broadcasting stations in the U. S. at the beginning of 1938; also 20 licensed experimental television stations.

Number of network stations as of Feb. 1, 1938 were: NBC, 143; CBS, 115; Mutual, 76.

Out of some 31,500,000 American families, more than 25,000,000 have radio sets; 4,500,000 homes have two or three sets, and there are in excess of 5,000,000 radio-equipped autos.

Radio time sales in 1937 exceeded \$125,000,000, compared with \$108,000,000 in 1936; national network billings accounted for about 55 per cent of the amount.

Approximately \$500,000,000 was spent by the public in purchasing 8,000,000 radio receiving sets in 1937, against 8,248,755 sets sold in 1936, when the all-time record was set.

Amount spent on radio talent in the past year is roughly estimated at \$45,000,000.

A survey by the magazine Fortune on favorite pastimes gave radio first place with 18.3 per cent; movies, 17.3 per cent; magazines-books, 13.8 per cent; hunting-fishing, 11 per cent; watching sporting events, 10.4 per cent; newspapers, 7.1 per cent.

The average home radio set is in use a total of four hours daily.

Music averages about 62 per cent of total program hours on U. S. stations.

The 718-ft. KDKA antenna at Saxonburg, Pa., is the highest welded structure in the world.

Radio sets are replaced every three years, on an average.

“COCOMALT”

presents



JOE PENNER



EVERY SUNDAY EVENING

COLUMBIA COAST-TO-COAST NETWORK

TIME

5:00 P.M. CENTRAL

6:00 P.M. EASTERN

7:00 P.M. MOUNTAIN

8:00 P.M. PACIFIC

SCREEN—RKO RADIO PICTURES, INC.,

“ROLLING STONES” *now in production*

“BING BANG BAILEY” *in preparation*

Address:

8665 Sunset Boulevard — Hollywood — California

Ten Outstanding Radio News Events of 1937



Frank R. McNinch Succeeds Late Anning S. Prall as Chairman of FCC and Orders Drastic Changes in Commission.

American Federation of Musicians Forces Broadcasters to Hire More Musicians.

NAB at Special Meeting Votes Reorganization and Raise in Dues.

Unions Launch Organization of Radio Workers, Resulting in Widespread Adoption of 40-Hour Week, Wage Increases, Etc.

John Elmer is Elected President of NAB, succeeding C. W. Myers.

Warner Bros. Pictures Revealed as Having 65 per cent Control of Transamerican.

WLW Line is Established as Potential Fourth National Network.

Congressional Probe of Radio Demanded in Several Bills.

Elliott Roosevelt Becomes Head of Hearst Radio.

Paul M. Segal, attorney, suspended for irregular practices before FCC; charges against George S. Smith dismissed.



THE
FASTEST
GROWING
PROGRAM
IN
AMERICA

RINSO - LIFEBUOY

WITH

AL JOLSON



MILESTONES

important and interesting
steps in the progress
of commercial radio



First patent on a wireless system was granted July 30, 1872, in the U. S. to Dr. Mahlon Loomis of Washington, D. C.

Marconi sent and received his first wireless signals across his father's estate in 1894.

First signal to be sent across the Atlantic was plucked by Marconi in Newfoundland on Dec. 12, 1901.

Broadcasting as it is known today "officially" started Nov. 2, 1920, when KDKA of Pittsburgh aired the Harding-Cox election returns. Station operated under an experimental radio-telephone license until Nov. 7, 1921, when its regular broadcasting license was issued.

First station to obtain a regular license for broadcasting was WBZ, Springfield, Mass., which was issued a license by the Department of Commerce on Sept. 15, 1921, while WWJ, Detroit, was licensed Oct. 13, 1921, although it opened experimentally on Aug. 20, 1920.

First radio station to broadcast a play by television was WGY, Schenectady, which transmitted "The Queen's Messenger," a one-act drama, on Sept. 11, 1928.

Warner Bros. was the first film studio to go on the air with a program—the weekly "Vitaphone Hour" over CBS in 1928.

A telephone tieup between WEAJ, New York, and WNAC, Boston, on Jan. 4, 1923, was the first "chain" broadcast; first multiple station hookup took place in June of same year.

Dempsey-Carpentier fight was the first boxing match to be aired, with Major Andrew J. White as announcer, on July 2, 1921.

Opening of Congress was broadcast for the first time on Dec. 4, 1923.

First international program was rebroadcast by WJZ from Coventry via Houlton, Me., in 1924.

First coast-to-coast broadcast took place Jan. 1, 1927, when a Rose Bowl football game was aired.

First round-the-world broadcast sent from Schenectady on June 30, 1930.

President Roosevelt inaugurates "fireside chats" on March 12, 1933.

WLW in Cincinnati starts operating with 500,000 watts, first and only station with such power (experimental).

RCA starts television tests from Empire State Building, New York, on June 29, 1936.

PHIL BAKER



Currently appearing in
"The Goldwyn Follies"

Management

Lyons, McCormick & Lyons

The Good Gulf Program
Sunday 7:30 — 8 P. M. EST.
Columbia Broadcasting System

NATIONAL NETWORKS

By

M. H. SHAPIRO

Associate Editor RADIO DAILY



UNQUESTIONABLY one of the most healthy and progressive industries in the world, the major networks, virtually without knowledge of depressions, much less recessions, have never taken a step backward since their inception. Continuous progress, both financially and as public servants, has marked each successive month of their comparatively short histories, with the lucrative 1937 score showing a 16 per cent increase in gross receipts for the three major companies. Of the record breaking total of approximately \$69,200,000, NBC contributed \$38,651,286, up 12 per cent, for both the Red and Blue webs. CBS gross billing totaled \$28,722,118, an increase of 24 per cent. Mutual billings for the year were not far from the \$2,000,000 mark. The general trend at the close of the year was highly encouraging, as evidenced by the December billings.

During the year 1937, NBC added 41 stations (although not quite as many markets), bringing the grand total for the Red and Blue to 143 stations, with more additions in line for 1938. CBS added 21 stations and 18 markets, 3 outlets being involved in station changes, giving a grand total of 108 at the close of the year. For 1938 additional outlets have been set. Mutual, which began the year with 20 odd stations, increased the chain to 76 all told. In each instance, whether NBC's two chains, CBS or Mutual, the wattage added was a considerable factor.

Apart from newcomers, increased power grants to numerous outlets further boosted the wattage, while NBC and CBS expansion plans were much in evidence as to new equipment and facilities. Advertisers and their agencies have actually written the success story of

the radio network, and are continuing to write it, daily.

Educational side was strongly advanced, with NBC hiring Dr. James Rowland Angell, former Yale University prexy, as educational counselor. CBS formulated its Adult Educational Board, comprised of a strong array of nationally known educators and publicists. NBC brought Toscanini to conduct its own symphony orchestra to match CBS' New York Philharmonic broadcasts. Mutual has likewise sought to leave no stone unturned in an effort to maintain good music and educational features.

For 1938 the financial outlook is better than ever. The major network executives are busy concerning themselves with new developments, problems and obligations to the vast listening public.

(For complete network section please turn to page 129)



JACK MAJOR



Willson Powell & Hayward, Inc.
444 Madison Ave.
New York City
PLaza 5-5480

Columbia Artists, Inc.
485 Madison Avenue
New York City
Wickersham 2-2000

1937 - STATIONS - 1938

By



M. H. SHAPIRO



Associate Editor RADIO DAILY



GENERALLY speaking, the individual station found itself in a stronger position financially during the year 1937 as compared to the year previous. A spot business recession made itself felt in the late fall, but this was considered more or less a part of the same aspect that confronted many other industries at the time.

For the coming year the broadcasters will be under additional overhead of serious nature, particularly the independently owned affiliated outlets of major webs. The increased burden imposed by the AFM requires a minimum of \$1,500,000 to be absorbed in extra musician salaries by the affiliates alone. What, if any, additional burden will be imposed upon the wholly independent stations remains to be seen at this writing.

Two major problems that confronted the broadcasters in 1937 were the AFM demands and the decision to reorganize the NAB, brought to a head as a result of the musician situation. Outcome of the

reorganization plan for the trade association will be found in another section of this volume pertaining to the NAB.

Usual percentage of Construction Permits for new stations were issued by the FCC during the year, and important power increases were granted numerous outlets. Appointment of Frank R. McNinch as Chairman of the FCC and the resultant new setup and procedure is generally regarded as being a fair one. Utterances by Chairman McNinch and other commissioners indicate no drastic changes in policy beyond what has taken place.

(For complete station information please turn to page 159)

Jack Benny

JELL-O PROGRAM

My Cast:

MARY LIVINGSTONE

DON WILSON

PHIL HARRIS

KENNY BAKER

SAM (SHLEPPERMAN) HEARN

ANDY DEVINE

My Authors:

BILL MORROW

ED BELOIN

TELEVISION AND THE RADIO INDUSTRY

By David Sarnoff

President Radio Corporation of America, and Chairman of the Board of the National Broadcasting Company



RADIO—which grew from the seed planted by physicists to the point where it affects the life of nations — has “arrived,” but only at an early station on its journey. We are just beginning to enter, in any practical way, the fascinating domain of ultra-high frequencies —in which radio sight will be added to radio sound.

RCA EXPERIMENTAL STATION

Television emerged from the laboratory “into the open air” on June 29, 1936. At that time RCA engineers began transmitting television images from the RCA experimental station at the top of the Empire State Tower, New York City, to receivers at selected observation points throughout the metropolitan area. As a result of continuous experiments under actual service conditions the transmitting antenna and much of RCA’s other television equipment has been remodeled several times.

TELEVISION ENGINEERING PROGRESS

Week by week and month by month television engineering progress has seemed slow and difficult. Yet when we look back today over the relatively short period that separates us from our first television field tests we can observe a number of definite and promising achievements.

Whereas in 1936 each separate image was scanned with 343 lines, today we are scanning with 441 lines. This standard of picture-definition is now generally regarded as satisfactory. During the past year the color of tele-

vision pictures has been changed from green to black-and-white, and their brilliance greatly increased. The size of the picture has been increased from approximately 5 x 8 inches to 7½ x 10 —almost double the area. In addition, important progress has been made in projecting television pictures of approximately 3 x 4 feet onto a screen. Kinescopes and other articles of television equipment have recently been made available to amateur experimenters.

TELEVISION PROGRAMS

These are some of the technical advances in television accomplished by RCA engineers during 1937. Meanwhile, the broadcasting service of RCA —the National Broadcasting Company —has been operating an experimental television studio in the RCA Building, and has also made significant progress in the development of television programs. Lighting and make-up, sound effects, scenic design and studio architecture, as well as the manipulation and coordination of television cameras, have been the subject of continuous study and experiment by NBC engineers and program specialists. New techniques for the writer, the director,

AMERICA'S BELOVED SOPRANO



Dragonette

Management :

HAENSEL & JONES

113 West 57th Street

New York, N. Y.

Division: Columbia Concerts Corporation of Columbia Broadcasting System

and the actor are being explored. Practical experiments with outside television pick-up equipment are now under way. It has become apparent that the television program must blaze many new trails in order to develop a form of presentation fitted both to the scope and limitations of the new medium.

Ultimately television will create its own individual art form—a fresh and unique world of illusion. It will supplement the older arts of stage, motion picture, and sound broadcasting, and supersede none.

TELEVISION TALENT

In the world of creative and expressive art the hardest question which television propounds is that of supplying talent. Television broadcasting, even more than sound broadcasting, will be the great consumer of art. It will constantly demand more and better writers, musicians, actors, and scenic designers—new thoughts, new words, new songs, new faces, new backgrounds. Unlike a play on the stage or a motion picture which may run for a year, the television program, once it has been shown to a national audience, is on the scrap-heap. It is finished. Television will call for a whole new generation of artists.

COMMERCIAL TELEVISION

In evolving a satisfactory program technique we have already learned that television programs will cost much more money than sound broadcast programs. If television programs are to be provided through the support of commercial sponsors, advertisers must first be furnished with sufficient circulation to justify their expenditures. Here we have the dual problem of simultaneously creating a cause and an

effect: we must create large audiences in order to support costly programs, and we must build costly programs in order to attract large audiences.

FACILITY PROBLEMS

To meet the requirements of a nationwide television service, vast sums of money must be invested in new facilities. The present range of useful television signals is less than 50 miles. The creation of even limited networks, with connection by coaxial cable or radio relay, is a highly expensive undertaking. As in every other pioneering development and rapidly changing art such investments cannot be made without risk. I believe, however, that the same American pioneering spirit of private enterprise which has given us great systems of transportation and communication, and has produced the great industries of the automobile, motion picture and radio, will likewise provide us with a nationwide system of television.

THE NEW INDUSTRY

Radio has already furnished extensive employment to both capital and labor. In television, the newest child of the radio art, we can foresee another vigorous industry which will provide many new avenues of employment, and will furnish opportunities to the younger generation looking for careers in new fields.

We can, I believe, look forward to the ultimate establishment of an American television system, which, like our present system of sound broadcasting, will employ many thousands of workers, will offer a unique advertising service to American business, and will render a free educational and entertainment service to the public.

(For complete television information please turn to page 443)



BENNY GOODMAN



THAT the power output from one microphone is so small that it would require the combined output of twenty-four billion microphones—or about twelve to every human being on earth—to produce sufficient power to light an ordinary 40-watt electric light bulb. Broadcast microphones produce only .00000000166 watts. This is amplified thirty trillion times (30,000,000,000,000) before being broadcast from a 50,000-watt station. This is accomplished without distorting the character of the original complex sound wave.

SOUND WAVES

That radio waves travel with the same velocity as light—186,000 miles per second. This is equal to a distance seven and one-half times around the world? Audio signals transmitted over telephone circuits, such as are used for network transmission, have a velocity of approximately 20,000 miles per second. Contrast this with the speed of sound waves, which is approximately 1100 feet per second. Because of the difference between the speeds of radio and sound waves, a broadcast listener in California, or a short-wave listener on the opposite side of the world, can hear a program broadcast from the stage of a New York CBS Playhouse before a spectator seated in the last row of the orchestra hears it.

OPERATING FREQUENCY

That radio engineering is one of the most exact of sciences? The operating frequency of most American broadcast stations is maintained with 10 cycles of its assigned frequency. At 1000 kilocycles, this represents a deviation of only ten parts in one million.

RECEPTION

That geography has a lot to do with radio reception in your home? The primary service area of a broadcast station is dependent upon the station location, frequency, power, soil conductivity, topography, antenna radiating efficiency, interference from other

stations and interference created by electrical noises—both man made and natural.

1937 BROADCAST HOURS

That more than 3,250,000 hours of broadcasting took place in the United States this past year? Nine stations operated by CBS originated 100,000 programs during this period. Of these 100,000 programs 20,000 originated for the Columbia network from the New York studios alone. This vast amount of entertainment was made available to 25,000,000 radio homes and 4,000,000 radio equipped automobiles. There are at the present more than 100,000,000 radio listeners in this country.

FADING

That fading is caused by the “sky” and “ground” wave signals, radiated from a single location, arriving at the point of reception over paths of different distance? This results in the signal being received at different intervals of time. Broadcast receivers that use automatic volume controls compensate to a great degree for “carrier” frequency fading but are not capable of eliminating “selective” fading, which is the result of the “carrier wave” and side band or audio frequencies fading at different time intervals. This phenomena identifies itself by “mushy, distorted” reproduction. Fading is a transmission evil which engineers are continually investigating in the hope of eventual reduction or pos-



SHEP FIELDS

AND HIS

RIPPLING RHYTHM



MANAGEMENT

MUSIC CORPORATION OF AMERICA

sible elimination. During the past few years the use at many stations of so-called "anti-fading" antennas has greatly improved this condition.

WIRE LINES

That more than 60,000 miles of wire lines are used, on a permanent basis, to distribute broadcast programs throughout the country? The Columbia Broadcasting System, the world's largest broadcasting network, is comprised of 111 stations located in the principal cities of the United States, Canada and Hawaii. The amount of electrical power consumed by these CBS stations in one year would operate the average receiving set three hours per day for 250,000 years.

PERFORMANCE STANDARD

That all broadcast stations must, according to regulations, operate with good engineering practice? A modern station should be capable of stable high-fidelity performance from microphone input to antenna output inclusive. Satisfactory performance standards, as present, are as follows:

(A) Studio acoustical properties should be properly related to equipment performance characteristics. The average reverberation period should be optimum for a given studio size and should be substantially the same at all frequencies from 50 to 8000 cycles per second.

(B) The audio response from microphone input to antenna output should be uniform from 50 to 8000 cycles per second.

(C) Overall audio distortion should not exceed 3% r-m-s from 50 to 8000 cycles per second at 95% modulation with full rated antenna input power.

(D) Extraneous noise and hum modulation should be 60 decibels, unweighted, below 100% modulation.

(E) Radio frequency harmonic signal intensity at one mile should be 70 db or more below fundamental signal intensity.

(F) The carrier frequency should be maintained within ± 10 cycles per second of the assigned frequency.

(G) Antennas should produce an effective field intensity at one mile, with one kilowatt antenna input power, corrected for attenuation of at least 160 mv/m for low-powered stations and 230 mv/m for high-powered stations.

INTERNATIONAL BROADCASTS

That international broadcast station activities in this country reached a new high this year? More than 200 interna-

tional program relays, originating at many worldwide points, were sent to CBS audiences in the United States. CBS international station W2XE, operating on its five assigned frequencies, was on the air more than 5,000 hours during the past year and transmitted 12,000 programs, many of which were arranged for W2XE's international audience only. Thousands of letters addressed to station W2XE were received from 38 foreign countries and from nearly every state in the Union. The operating schedule, as related to frequencies used by this station, is changed several times annually in order to render maximum service at distant points. The best frequency for optimum results is, in general, dependent upon time of day and season of the year. This station uses high-gain directional antennas which radiate a maximum amount of energy either in the direction of Europe or toward Central and South America.

EQUIPMENT DEVELOPMENTS

That although the improvement in the fidelity of transmission and reception is a gradual transition process, there were many recent outstanding circuit and equipment developments resulting in more efficient technical operation? These developments include the Doherty circuit used in high powered broadcast transmitters; stabilized or negative feedback used in both audio amplifiers and in broadcast transmitters; the uni-directional microphone; the automatic peak volume limiter; the shunt-fed antenna; high, uniform cross-section, anti-fading vertical radiators; new and greatly simplified measuring equipment used for routine checking of station equipment performance; greatly improved receiving sets; all-wave antenna kits; automatic tuning.

RADIO SPECTRUM

That less than one-half of the broadcast stations in the country are affiliated with national networks? Of the total usable radio wave spectrum, the broadcast band 550 to 1600 kilocycles inclusive occupies only three-tenths of one per cent (0.3%) of the radio spectrum, which includes radio frequencies from 10 to 300,000 kilocycles per second. A broadcast channel is 10 kilocycles wide. Contrast this with the present-day television channel which is 6,000 kilocycles in width. A single television channel would, on the present basis used in allocating broadcast stations, accommodate 4000 broadcast stations.

PROFESSOR QUIZ



Nash-Kelvinator Corp.

CBS

Columbia Artists, Inc.

•

Management

WILLIAM GERNANTT

551 Fifth Avenue

New York

BACKSTAGE

RADIO PRODUCTION DURING 1937

By

NORMAN S. WEISER

RADIO DAILY



Production in the broadcasting industry reached its highest peak in the past year. Financially, technically and generally, 1937 was the most successful year enjoyed by the industry in its brief history. The three major networks, National Broadcasting Company, Columbia Broadcasting System and Mutual Broadcasting System, showed a total gross billing for the year of \$69,200,000, an approximate increase of 16 per cent over 1936. Technical advancement brought renewed efforts in the television field, and 30 new broadcasting stations.

Program production was brought closer to Hollywood when both Warner Brothers and Metro-Goldwyn-Mayer entered the broadcasting field by producing radio shows for commercial interests. NBC, because of the added importance given to Hollywood by radio, shifted its west coast headquarters to that city from San Francisco. Many large shows were removed from New York to Hollywood either to draw upon the vast talent resources of that city, or because their stars had film commitments. Columbia Broadcasting System launching a new expansion project to facilitate the handling of programs from the west coast.

The networks, in addition to financial gains, continued to build station affiliations in a fight for supremacy. NBC, with its two webs, added 41 stations, bringing its total number of affiliates to 143; CBS, with 21 additions, brought its total to 115, while Mutual can now boast of a coast-to-coast network of 76 stations.

Union activities during the past year entered the production phase of broadcasting with a splurge. American Federation of Musicians battled with the

entire industry in an attempt to put more musicians on the payrolls of the radio stations. AFRA came into being, and embraced all radio talent exclusive of musicians. American Communications Association, formerly known as ARTA, organized the technical staffs of radio stations with resultant 40-hour week, wage boosts and other concessions from employers. Towards the close of the year, ACA widened its scope to embrace all station personnel. AGRAP was organized and made rapid strides in its efforts to organize in a well knit organization all announcers and production men.

Dramatic programs came into their own, with both NBC and CBS offering Shakespearean cycles as sustaining features. MBS joined the parade with Orson Welles and his troupe presenting a radio adaptation of *Les Miserables*. Script shows showed remarkable increases, while an effort was made to divest juvenile programs of all blood and thunder. International broadcasts were frequent, and a close commercial alliance with Canadian broadcasting stations was made when numerous sponsors added the Canadian network to their American chains. Program producers became aware of the growing trend towards quality music, and advocated same to the industry.

The broadcasting year 1937 left a high mark for the industry to shoot at during 1938. Production has reached a high state of perfection in so far as broadcasting is concerned, and is now concentrating on its next problem of major importance, Television. The advancement of 1938 will largely depend upon the advances made in that field.

(200 pages of complete production data—see page 465)

GEORGIE STOLL



JACK OAKIE'S COLLEGE
FOR CAMEL CIGARETTES
CBS COAST-TO-COAST



"EVERYBODY SING"

"BROADWAY MELODY OF 1938"

"ROSALIE" for MGM

RADIO ABROAD

*U. S. Radio Industry's Progress Abroad Is Paced by Efficient Service
of U. S. Dept. of Commerce.*



The American radio industry's progress during the last 12 months in the foreign market has been paced by the splendid and comprehensive service rendered by the Radio Section of the Electrical Division of the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce.

It is the Radio Section, one of the major trunk lines leading to the Federal central switchboard of American business, which keeps the industry abreast of the changes abroad and which correlates the unending flow of statistics upon which the successful pursuit of foreign markets is predicated.

The scope of the Section is comprehensive, embracing as it does the manufacture of all receiving and transmitting equipment as well as the operations of the industry, the exchange of foreign and domestic short-wave programs included. Obviously, much of the data thus placed at the disposal of the American industry cannot otherwise be obtained.

To a marked degree, radio entails peculiar demands. It is essential that the Federal government, through its accredited agents abroad, note the widely varying conditions and interpret them in terms of world changes, prospective markets and required adaptations. Differing characteristics, tastes and customs are vital factors in the correct marketing approach.

The changing political complexion of Europe, and the altering complexion elsewhere, serve to further emphasize the value of other Bureau divisions to the radio industry. Important among them the Economic and Technical Divisions. The sphere of the Commercial Intelligence Division is indicated by its appropriate title. The Commercial Laws Division, among other valuable services, provides assistance in foreign industrial property problems—trade marks, copyrights, patents, unfair competition, etc. It also assists in adjusting difficulties and disagreements arising out of foreign commercial transactions.

From the Bureau's Tariff Division, the American radio industry receives speedy reports of all changes in customs tariffs, trade regulations and commercial policy. Available as well are latest information on preparing export shipments, new trade agreements and foreign customs decrees.

Probably one of the most valuable contributions of the Bureau is the statistical service which shows the amount of a given commodity—sets, tubes, parts, etc.—imported from all leading countries into a particular foreign market. This service, coupled with basic data on population, resources and production, permits the exporter in the radio field to accurately gauge his trade possibilities.

Reference already has been made to the part played by national and provincial tastes and customs in the successful exploration of the foreign radio market. The Bureau's Radio Section as the result of its studies has valuable suggestions to make for the exporter's guidance. Not infrequently, appearance, color and design, including those of labels, may prove a factor.

The Bureau's Specialties Division is now engaged in preparing a series of non-technical publications for the exporter covering advertising methods. Meanwhile it provides lists of foreign advertising media and lists of foreign advertising agencies.

(For complete foreign information please turn to page 925)

A. L. ALEXANDER



Paramount Building—N. Y. C.
Telephone
Wisconsin 7-7601

PREPARING FOR TELEVISION BROADCASTING

By

DR. ALFRED N. GOLDSMITH

(Consulting Industrial Engineer)



Television will be the next important step in the progress of entertainment. It is rapidly gaining momentum and will soon be with us. The article that follows, by the recognized authority, Dr. Alfred N. Goldsmith, should be extremely helpful to broadcasters who now have the opportunity, at minimum trouble and expense to prepare for the advent of television so that this potent force, when it comes, may be skillfully and economically handled and met with wide public response.—Jack Alicoate.

TELEVISION RESEARCH

Television broadcasting has attracted considerable attention in the press during the past several years. Elaborate researches in the leading radio laboratories have been carried out aimed at the improvement of television methods; and engineering development in that field has proceeded with considerable rapidity. As a result, new and promising methods of television transmission and reception have been worked out to some extent. Experimental television transmissions have been carried out in several cities but no regular or commercial television broadcasting service has been established nor is such a service an immediate prospect in the United States. A television broadcasting service (with some interruptions) exists in London, but the public has not as yet responded on any considerable scale by purchasing receivers.

TELEVISION EXPENSE

The present American broadcasters are naturally interested in this field, which may present attractive prospects to them in due course. There is a question as to the best way for them to prepare for television broadcasting at minimum expense and inconvenience. There is naturally room for considerable difference of opinion as to the

urgency of such preparation and the extent to which it is economically justifiable and feasible. For one thing, corporate and national economic judgments are involved. Yet certain general suggestions may be helpful in this connection.

If a television broadcasting system is studied, it is found to consist of a number of elements. These will be briefly described and their present importance considered, with some suggestions to the present broadcaster as to preparation for their use in television.

TELEVISION STATIONS

Every television station will utilize an ultra-high-frequency transmitter located on as high an elevation as practicable, and centrally placed within the area it is planned to serve. The reception range extends perhaps 20 to 40 miles from the transmitter depending on local conditions. While the immediate purchase or construction of a television transmitter might not be justified in some cases, the study of suitable locations for such a future transmitter is in order. Further, larger broadcasting stations might be justified in establishing in the reasonably near future an experimental low-power ultra-high-frequency *telephone* broadcasting transmitter for the experimental study of transmission and reception



LANNY ROSS

RADIO —

GENERAL FOODS 1932-37

PACKARD MOTOR CAR CO. 1937-38

UNDER CONTRACT TO
COLUMBIA PICTURES CORP.

at various points within their corresponding territory. Facsimile transmission from such a transmitter is not difficult and may add to the interest and ultimate commercial value of the experiment. In this way, the new audience available to ultra-high-frequency transmissions may be built up, and the advertising aspects of such transmissions can be explored.

TELEVISION STUDIOS

Studio equipment for television is both extensive and expensive. The establishment of studio facilities at this time may not be warranted in most cases, but the location of a suitable studio for future television purposes may merit study. Such a studio should preferably be placed close to the transmitter location to reduce interconnection costs. On the other hand, since television studios will be fairly large and since they do not fit readily or economically into office-building surroundings, it may be more practical to locate them in the suburbs. In that case, they may be connected to the transmitter either by a radio-relay link (for example, of the micro-wave type) or by means of a coaxial-cable connection. Adequate power supply for studio lighting, transportation facilities for actors, and the like must be provided when the time comes. Experimental work on a small scale on micro-wave telephone relaying may prove to be useful.

PERSONNEL

The personnel required for television will in considerable measure overlap with those now used for sound broadcasting (just as the present sound motion picture actors include many who were successful in the "silent movie" days). However, there are undoubtedly some who will fall by the wayside when television comes. It is desirable to study available radio talent so as to have a list of artists who, when television comes, may still be suitable for that field. It might also be worth while occasionally to rehearse such actors in costume on a simple conventional set, so as to accustom them to television conditions (using a few spot lights and swinging microphones for that purpose). This will also accustom the actors to memorize their lines and "business."

TELEVISION PROGRAMS

Program production for television requires a different technique from that for present sound programs. Accordingly script writers, directors, and announcers should be carefully scrutinized as to their future suitability in that field. New contacts with persons who may be useful in the television field along such lines should be established by the prospective television broadcaster.

SPONSORS

It would also be well for the television broadcaster to study the availability and needs of advertising clients for television programs. It may be found that clients not now available would be particularly attracted by the television type of program as showing their product in a particularly favorable and attractive light. Wherever appearance and motion add to the appeal of a product, this may particularly be the case.

PRODUCTION

The economics of television program production require careful consideration. It appears certain that television programs will be more costly to produce and to transmit than present sound programs. Accordingly the entire rate structure will require revision. Thought must be devoted to such questions as the most desirable program duration. A one-hour television program may prove far too long as a general rule, and even 5-minute or 10-minute programs may become more common than is now the case. Program construction will take careful planning on the part of the prospective television broadcasters.

The present broadcasters should be able to place themselves in readiness for television, without excessive confusion during the transition stage, by devoting some thought at this time to the suggested subjects and by carrying out modest experimentation along allied lines as presented in the preceding. In this way the broadcasting industry can prepare for an expanded (and presumably useful and profitable) career when television broadcasting becomes feasible as a service to the general public and for commercial use.

(For complete television information please turn to page 443)

WILLIAM MORRIS AGENCY

INC.

"THE AGENCY OF SHOW BUSINESS"

1898-1938

**FORTY YEARS OF CONTINUOUS SERVICE
TO THE ENTERTAINMENT WORLD**

More talent from novice to established star has been developed by this organization than any other agency in show business . . . nurturing their talents, solving their problems, managing their affairs, and presenting their potentialities in every direction . . . an unparalleled service to the entertainment world.



ESTABLISHED 1898

WILLIAM MORRIS AGENCY

INC.

NEW YORK CITY

LONDON

PARIS

CHICAGO

HOLLYWOOD

THE EDUCATIONAL SIDE — OF BROADCASTING —

By LYMAN BRYSON

*Professor of Education, Teachers College, Columbia University;
Chairman of Columbia Broadcasting System Adult Educational Board*



The radio is like the newspaper, the magazine, the book, and the theatre in being educational in spite of itself. Whatever is broadcast will have some effect on the thinking of whoever listens and will direct his emotions in good ways or bad.

Professional education has long ago adjusted itself to most of these forms of mass communication. The radio is more dangerous and can possibly be more beneficial than most of the other general educational influences. We are having a hard time trying to decide what to do with it.

EDUCATION BY LOCAL STATIONS

There are three obvious ways in which we can make educational use of broadcasting. One is to take broadcasting directly into the schools. This is probably best done by local stations under local direction except for some programs such as those of Walter Damrosch and the American School of the Air. Systematic classroom instruction cannot be put on a national network. The reasons against it are partly educational, partly technical. A large city, however, can carry on part of its classroom work

by using master teachers for supplementary instruction.

SUSTAINING PROGRAMS

A second phase is the use of music, drama, editorial discussion of current events, open forums such as the Town Meeting of the Air, and all other "serious" programs for the general enlightenment and cultural enrichment of the listeners' lives. I believe that the broadcasting companies have achieved much more in this field than they have been generally given credit for. Doubtless too

much of sustaining time is wasted on indifferent music, but the general character of sustaining programs is constantly improving when judged by educational standards.

COMMERCIAL ENTERTAINMENT

The third obvious educational aspect of the radio is the effect on the public mind of commercial entertainment. Responsibility here lies chiefly with the sponsors. No one has authority to demand that they make greater use of their tremendous educational opportunity. There is some hope, however, that competition for favorable attention and a realization that stupid repetitious plugging, bad taste, and dreary inartistic fooling disgust people, will lead the advertisers themselves to offer better entertainment. Education itself can have entertainment value. In this field we are still lost in speculations and the way out is not yet clear.

EDUCATIONAL CONSULTANTS

Since the larger networks are now seeking advice from professional educators and even some of the program-making advertising agencies are putting educational consultants on the staff, it is evident that the broadcasters want help. In the meantime, the relations between education and enter-

tainment are being carefully worked out in the various college workshops and by some of the stations that are controlled by the colleges. Important contributions are being made by the United States Office of Education and by national committees and conferences. Gradually the educators, with their highly developed sense of responsibility for cultural and intellectual values, are being brought closer to the broadcasters who have their own professional skills and their intimate knowledge of devices and effects.

RADIO AND THE FUTURE

In this country we appear to be committed to a radio system largely supported by commerce. This has both handicaps and advantages. But our newspapers and magazines are also supported by commerce and that has not prevented them from being a major element in our cultural life. The radio will partly reflect and partly control the development of American life for the next few generations. If we do not realize its full possibilities, it will be because the general public is not fully aroused to all that it might do. The broadcasting industry, all educational institutions, and all public spirited citizens share responsibility for the future.

PRESTIGE...

FOOD

Maxwell House Coffee, Kellogg Products, Kraft Cheese, Nestle's Condensed Milk, Lea & Perrins, Borden Ice Cream, Coca-Cola, Lima Beans Ass'n., Oregon Pears, Gottfried Baking, Libby Products, and others.

DRUGS

Barbasol, Vitalis, Dr. Lyon's Tooth Powder, Hinds Honey & Almond Cream, Lydia Pinkham Vegetable Compound, Musterole, Zemo, Kruschen Salts, Pinex, Italian Balm, Dreskin, Tums, Rem and Rel, 4-Way Cold Tablets, Camay, Pinoleum, B.C. Headache Remedy, Danya, and others.

MOTOR CARS

Chevrolet, Packard, Ford, Nash, Dodge.

MISCELLANEOUS

Adam Hats, Oxydol, Edgeworth Tobacco, Domino Cigarettes, Remington Rand, Postal Telegrams, Railway Express Service, Drums, Eaton Stationery, Twenty Grand Cigarettes, and others

5000 Watts—*DAY*

1000 Watts—*NIGHT*

WHN

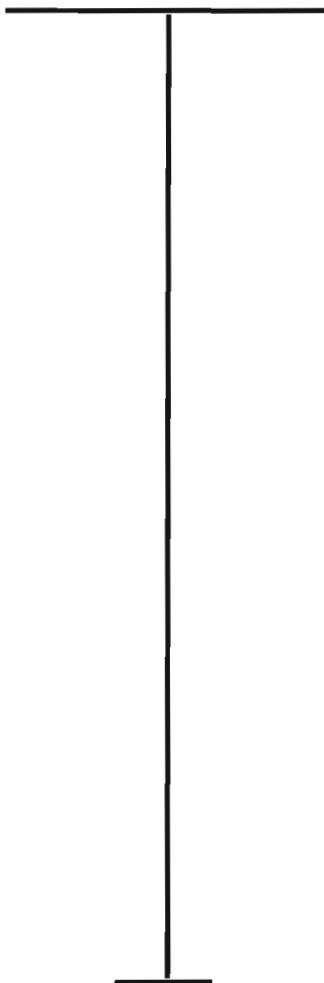
DIAL 1010 • New York City

WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010

WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010

WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010

DON ALBERT



MUSICAL DIRECTOR

WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010

WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010

WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010

WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010

JOE MARTIN

TENOR



BARNEY'S
IDA BAILEY ALLEN
BORDEN'S
HOME DIATHERMY
JULIUS GROSSMAN SHOES

WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010

WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010

WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010

WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010

●

IRVING AARONSON

AND HIS

COMMANDERS

●

ORCHESTRA CONDUCTOR

WHN

●

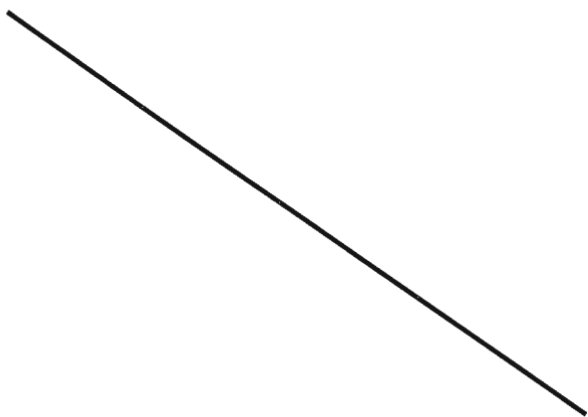
WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010

WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010

WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010

WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010

ROBERT STEVENSON



WHN ANNOUNCER

NOW ANNOUNCING

"The Goldbergs"—CBS

"Original Amateur Hour"—WHN

"Coca Cola Sports Preview"—WHN

MANY THANKS!

RAY SAUNDERS

MANAGEMENT

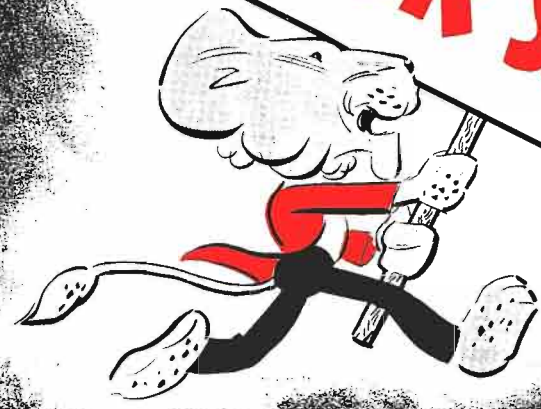
MARCUS LOEW BOOKING AGENCY

1540 Broadway, New York

BRyant 9-7800

WHN ★ DIAL 1010 ★ WHN ★ DIAL 1010

OPPORTUNITY FOR SALE



Early Bird with
Charlie McCarthy (SOLD)

Voice of the City (SOLD)

Harry Glick (AVAILABLE)

Ida Bailey Allen (AVAILABLE)

Jimmy Jemail,
Inquiring Reporter (AVAILABLE)

George H. Combs, Jr. (AVAILABLE)

Now You Decide (AVAILABLE)

Boxing Bouts (SOLD)

Music to Read By (AVAILABLE)

How About It? (AVAILABLE)

Broadway Melody Hour (SOLD)

WHN Original Amateur Hour (SOLD)

Your Invention (AVAILABLE)

New York Town (AVAILABLE)

Hour of Champions (SOLD)

Bowery Mission (SOLD)

Busy Line Dramas (AVAILABLE)

United Press News
(SOME AVAILABLE)

Air-finds (AVAILABLE)

5000 Watts—DAY

1000 Watts—NIGHT

WHN

DIAL 1010 New York City

FINANCIAL



INVESTMENT in the radio industry, in terms of actual cash, is comparatively small. This is because one of the most important elements in the physical machinery of transmitting programs—the ether—is obtained by license from the government without cost.

Station and network property and facilities represent an investment of less than \$75,000,000. On basis of business turnover, however, amounting to about \$130,000,000 in time sales last year, broadcasters as a rule place a high “good-will” value on their enterprises. But FCC spokesmen have pointed out that broadcasters are not rightfully entitled to claim value for anything except their tangible equipment.

The manufacturing end of the business has entailed a more sizeable outlay. Leading unit here, RCA, is a hundred-million-dollar corporation, but its activities extend beyond broadcasting into the movie, phonograph and communications fields. Westinghouse, General Motors, General Electric and various other companies also turn out radio sets and accessories as part of their activities, but because of mixed operations of these concerns it is difficult to segregate the radio portion so as to arrive at an approximate investment in this field.

Radio receiving sets in American homes represent a current investment of about \$1,000,000,000. This is based on 25,000,000 sets at an average cost of \$40, a conservative calculation.

A complete section giving financial summaries and other data on radio companies whose securities are listed will be found starting on page 769.

No Radio Executive complete without one!

● Dictograph Telephone Systems are closely interwoven with the business life of the nation. For these reasons:

● **Flip-Finger Action:** No fiddling with dials—a flip of the finger and your connection is completed.

● **Split-Second Contact:** Heavy traffic at the switch-board can't slow you up—you contact the voice you want when you want it.

● **Complete Privacy:** Speaking of switch-boards, a Dictograph Telephone System “short-circuits” your chairman of the board, the operator. It's a completely effective cure for Office-Rumoritis.

● **If Your Staff is More than You:** A Dictograph Telephone System is just as necessary, just as practical in a two-room office as a honeycombed corporation. You'll realize the truth of this when you—

● **Get the Facts!** They're contained in Booklet 22 which bristles with practical reasons-why. Write for it *today!*

Dictograph Inter-Communicating Telephone Systems

THE ORIGINAL LOUD-SPEAKING TELEPHONE

A Division of Dictograph Products Co., Inc., 580 Fifth Ave., New York, N. Y.
Branches in Principal Cities

National Association of Broadcasters

—Its Reorganization Program
Washington, D. C., 1938



At the sixteenth annual meeting held in Washington on February 14th, 15th and 16th, the NAB Reorganization Plan was adopted without a dissenting vote. In accordance with the plan, seventeen geographical groups, comprising the Active Membership, each elected its member to the new NAB board. The seventeen directors then chose six directors at large, making twenty-three members of the new NAB board. This board, along with the newly appointed president, is to rule the NAB. An executive committee of six was selected by the board as its next step under the new NAB regime.

As this edition of RADIO ANNUAL goes to press, it remains for the executive committee to choose the NAB chief executive, at a salary ranging from \$20,000 to \$40,000 annually. Temporary officials were chosen until late in March when the next meeting of the committee is to take place. Destiny of the NAB is now in the hands of the following, pending the presidential appointment:

Phillip G. Loucks (continues as Special Counsel until March 21).

Temporary Chairman of the Board: Mark Ethridge.

Executive Committee: Mark Ethridge and Edwin W. Craig representing the clear channel members, Walter J. Damm and Frank Russell the regional or medium out-

lets and Herbert Hollister and John Elmer the smaller stations.

The seventeen district directors are (1) John Shepard III, Yankee-Colonial networks; (2) Harry C. Wilder, WSYR, Syracuse; (3) Clair McCullough, WGAL, Lancaster, Pa.; (4) John Kennedy, WPAR, Parkersburg, W. Va.; (5) W. Walter Tison, WFLA, Tampa; (6) Edward W. Craig, WSM, Nashville; (7) Mark Ethridge, WHAS, Louisville; (8) John Fetzer, WKZO, Kalamazoo; (9) Walter J. Damm, WTMJ, Milwaukee; (10) John J. Gillin, WOW, Omaha; (11) Earl H. Gammons, WCCO, Minneapolis; (12) Herb Hollister, KANS, Wichita, Kans.; (13) O. L. Taylor, KGNC, Amarillo, Texas; (14) Gene O'Fallon, KFEL, Denver; (15) Ralph R. Brunton, KJBS, San



RADIO DAILY



JOHN W. ALICOATE

Publisher

DON M. MERSEREAU

General Manager

MARVIN KIRSCH

Business Manager

RALPH WILK

Los Angeles

Representative

DON CARLE GILLETTE

Editor

M. H. SHAPIRO

Associate Editor

ARTHUR SIMON

Special Representative

HOWARD LONDON

Editorial

NORMAN WEISER

Editorial

ROBERT A. LITZBERG

Statistician

TED LLOYD

Editorial

LEONARD M. LEONARD

Editorial

Advertising

LAWRENCE KRASNER

ALBERT ASHCROFT

ELSIE GOLDMAN

JACQUETTE KILNESS

Editorial

Circulation

M. B. ALTSCHULER

JOHN ANDRUS

GLADYS ZASORIN

HOLLYWOOD

RALPH WILK

6425 HOLLYWOOD BLVD.

TELEPHONE GRANITE 6607

PUBLISHERS OF

THE RADIO DAILY



THE RADIO ANNUAL

Francisco; (16) Donald W. Thornburgh, KNX, Los Angeles; (17) C. W. Myers, KGW, Portland, Ore.

Directors at Large: Harold V. Hough (WBAP) and Lambdin Kay (WSB), clear channel members; Frank M. Russell (WRC) and Elliott Roosevelt of Hearst Radio, the medium stations; John Elmer and Edward A. Allen, small stations.

The NAB as a trade association for the broadcasting industry was organized in 1923.

On October 31, 1927, a year after the birth of the first major network, certificate of incorporation was filed in the state of Delaware, the original incorporators being M. K. Gilliam, M. J. Woods and Paul W. Morency. Objects, as then stated under Article 2 and still holding good, read as follows:

"The object of this Association shall be to foster and promote the development of the art of radio broadcasting; to protect its members in every lawful and proper manner from injustices and unjust exactions; to foster, encourage and promote laws, rules, regulations, customs and practices which will be for the best interest of the public and broadcasting industry."

At both the fourteenth and fifteenth annual conventions, held in Chicago in 1936 and 1937 respectively, proposals were considered for the reorganization of the NAB, and these indicated a growing dissatisfaction with the form of organization which had existed with but few changes since its inception in 1923.

During the summer and fall of 1937 it became apparent that rad-

ical changes and adjustments would have to be made if the organization was to fulfill the objective for which it was created. Upon request of a representative group of the membership, the Board of Directors called a special meeting, which was held in New York on October 12th and 13th. Action was taken which made it mandatory for the NAB to be reorganized. For this purpose a committee was created by unanimous vote upon a resolution. Committee on Reorganization consisted of E. A. Allen, Edwin W. Craig, E. B. Craney, Walter J. Damm and John Shepard III, with Mark Ethridge as Advisory Member. Subsequently, Phillip G. Loucks was chosen as counsel to the committee and is still serving in this capacity.

Committee went into action and outlined its plan. More than 100 trade associations were contacted for information on their setups, and ideas were invited from the NAB membership. Result, after taking into consideration the criticisms and earlier proposals, was a departmentalization plan, with the office of Managing Director being abolished. This was the only large salaried job in the NAB. In the vacated position was proposed a paid president who was to devote full time and be actual chief executive, not necessarily to be chosen from the ranks of the NAB members. Salaried secretary-treasurer, other newly created departments and provisions for salaried heads was also part of the new plan. Provisions were made for increases in dues to care for the additional overhead.

*National and
International
Personalities for Radio*

New York Office of
MYRON SELZNICK, LTD.
(N. Y.)

630 Fifth Ave.

TELEPHONE: Circle 7-6201

Herman Bernie
Jack Chaqueneau

BEVERLY HILLS

LONDON

PERSONNEL OF FEDERAL COMMUNICATIONS COMMISSION

as of January 1st, 1938



Commissioners

FRANK R. McNICHI
Chairman

Secretary

T. J. SLOWIE

THAD H. BROWN
PAUL A. WALKER
NORMAN S. CASE

Assistant Secretary

JOHN B. REYNOLDS

General Counsel

HAMPSON GARY

Assistants to General Counsel

GEORGE B. PORTER

WILLIAM H. BAUER (*Acting Assistant*)

JAMES A. KENNEDY (*Acting Assistant*)

Chief Engineer

ELWELL K. JETT

Assistants to Chief Engineer

ANDREW D. RING

ANDREW CRUSE

Chief Examiner

DAVIS G. ARNOLD

Chief Accountant

WILLIAM J. NORFLEET

Chief, International Section

GERALD C. GROSS

Chief, Field Section, Engineering Dept.

W. D. TERRELL

Chief, License Bureau

WILLIAM P. MASSING

Chief, Audits and Accounts

L. A. CORRIDON

Chief, Press Section

G. F. WISNER

Chief, Supplies

NICHOLAS F. CURETON

Chief, Duplicating

PAUL H. SHEEHY

FIELD FORCE

1. CHARLES C. KOLSTER
Customhouse, Boston, Mass.
2. ARTHUR BATCHELLER
1020-30 Federal Bldg.,
641 Washington St., New York, N. Y.
3. LOUIS E. KEARNEY
1200 C. S. Customhouse,
2nd & Chestnut Sts., Philadelphia, Pa.
4. CHARLES A. ELLERT
Ft. McHenry, Baltimore, Md.
5. EDWARD BENNETT
402 New P. O. Bldg., Norfolk, Va.
6. GEORGE S. TURNER
411 Federal Annex, Atlanta, Ga.
WILLIAM B. FOLEY
Savannah, Ga.
7. ARTHUR S. FISH
P. O. Box 150, Miami, Fla.
PAUL H. HERNDON, JR.
Tampa, Fla.
8. THEODORE G. DEILER
Customhouse, New Orleans, La.
10. FRANK M. KRATOKVIL
302 U. S. Terminal Annex, Dallas, Texas.
11. BERNARD H. LINDEN
1105 Rives-Strong Bldg., Los Angeles, Calif.

- WILLIAM E. DOWNEY
San Diego, Calif.
12. V. FORD GREAVES
Customhouse, San Francisco, Calif.
13. KENNETH G. CLARK
207 New Courthouse Bldg., Portland, Ore.
14. L. C. HERNDON
808 New Federal Bldg., Seattle, Wash.
STACY W. NORMAN
Juneau, Alaska
15. EDWIN S. HEUSER
538 Customhouse, Denver, Colo.
16. C. W. LOEBBER
927 Main P. O. Bldg., St. Paul, Minn.
17. WM. J. McDONNELL
410 Federal Bldg., Kansas City, Mo.
18. H. D. HAYES
2022 Engineering Bldg., Chicago, Ill.
19. EMERY H. LEE
1025 New Federal Bldg., Detroit, Mich.
20. MILTON W. GRINNELL
514 Federal Bldg., Buffalo, N. Y.
21. LEE R. DAWSON
Aloha Tower, Honolulu, T. H.
22. JOE H. McKINNEY
San Juan, Puerto Rico

BENJAMIN E. WOLF
Grand Island, Nebr.

MONITORING STATIONS

IRVING L. WESTON
Great Lakes, Ill.

ACCOUNTING OFFICE

JACK E. BUCKLEY
45 Broadway, New York, N. Y.



TOP RATING *in* **RADIO**



Jack Benny
 Mary Livingstone
 Ed Wynn
 Al Goodman



Jack Haley
 Kitty Carlisle
 Jack Pearl
 Johnny Green



Exclusive Management

A. & S. LYONS





STAGE

and

SCREEN



Phil Baker

Virginia Verrill

Allan Jones

Yacht Club Boys

Ina Claire

Wendy Barrie

Joe Cook

Popeye the Sailor



NEW YORK
501 Broadway

BEVERLY HILLS
Cal. Bank Bldg.

LONDON
92 Regent St., W.1.



HULL HOTELS

CALIFORNIA

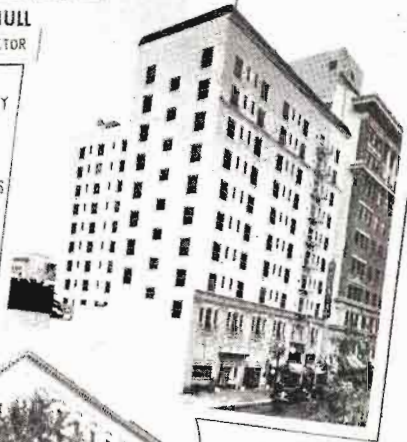
THOMAS E. HULL
MANAGING DIRECTOR

CONVENIENTLY
LOCATED
IN
FOUR OF
CALIFORNIA'S
KEY
CITIES



HOTEL MAYFAIR

"IN
DOWNTOWN
LOS ANGELES"



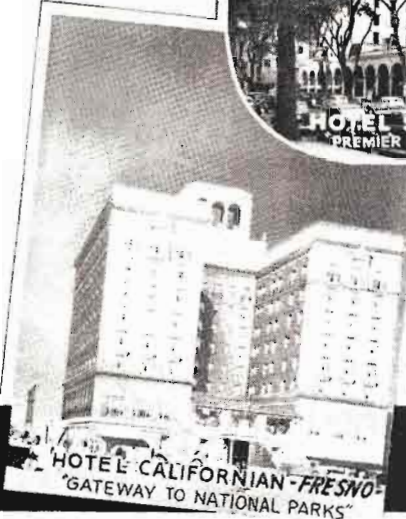
HOLLYWOOD PLAZA HOTEL

"IN THE
HEART OF
HOLLYWOOD"

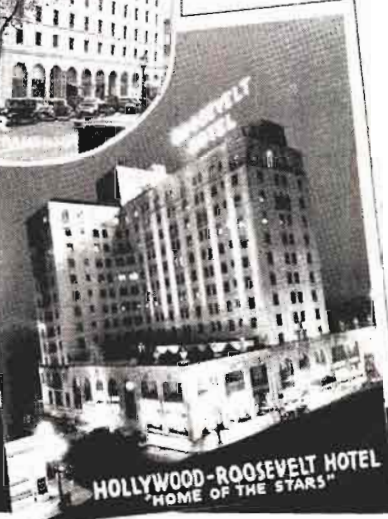


HOTEL SENATOR
PREMIER HOTEL

HULL
HOTELS
CONNECTED
BY
TELETYPE
INSTANT
RESERVATIONS
NO CHARGE



HOTEL CALIFORNIAN - FRESNO
"GATEWAY TO NATIONAL PARKS"



HOLLYWOOD-ROOSEVELT HOTEL
"HOME OF THE STARS"

SETTING A NEW STANDARD FOR QUALITY & SERVICE

CRITICS' FORUM

● ● ● *A SUMMATION OF THE VIEWS OF CRITICAL AMERICA,
FROM THE FIRST ANNUAL RADIO DAILY FORUM*

AN analytical and statistical digest of the first annual Critics' Forum, conducted by **THE RADIO DAILY**.

The consensus of critical opinion reflects the varied viewpoints of the reviewers, editors and columnists on representative American newspapers, both large and small, who were invited to participate.

QUESTION No. 1

Is radio entertainment progressing, going backward or standing still?

FIFTY-FIVE per cent of the critics believed that radio entertainment was progressing, 5 per cent were of the opinion that it was moving backward and 40 per cent believed that it was standing still. Dominant thought among those that agreed that radio was moving forward was the expression that programs were improving and the radio audiences becoming more critical.

QUESTION No. 2

How can news periods be improved?

THE majority of the critics agreed that in order to improve the news periods there must be less editorializing and more straight news; assign news programs to experienced newspapermen; better delivery—slower tempo and less shouting; better editing; fewer periods and less repetition.

QUESTION No. 3

Are the number of educational and cultural programs sufficient?

BY a percentage vote of 71 to 29, the radio editors and critics of the country declare that there is a plentitude of educational and cultural programs on the air at the present time. Chief comment from many was that educational matter on the air lacked showmanship due to poor presentation.

QUESTION No. 4

Are you prejudiced against a program because it is transcribed, regardless of entertainment value?

THE prejudice against transcribed programs is gradually disappearing, due chiefly to better quality transcriptions, especially those of a musical nature. Voting in **RADIO DAILY'S** first annual Forum showed 58 per cent prejudiced and 42 per cent on the negative side.

DISCOVER THE ITALIAN MARKET AND YOU WILL FIND A BILLION DOLLAR MARKET

THE ITALIAN MARKET concentrated one hundred miles around the city of New York is a billion dollar market, with its own buying habits, its own wholesale and retail outlets and its own advertising mediums. There are 2,300,000 Italo-Americans living and prospering in New York, New Jersey, Connecticut, Pennsylvania and Delaware. We reach this market every hour of the day and every day of the year through WOV, WBIL, and WPEN, broadcasting programs especially designed and produced to entertain and sell the Italo-American listeners. We have done so for the past five years coming to the conclusion that the only way to sell the Italian Market is the Italian way. We will be glad to place at your disposal, with no obligation on your part, whatever knowledge we possess of the Italian Market of America.

INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York, Tel. BRyant 9-6080

WPEN ★ **WOV** ★ **WBIL**

PHILADELPHIA, 1000 Watts

NEW YORK, 1000 Watts

NEW YORK, 5000 Watts

QUESTION No. 5

Can small unaffiliated local stations successfully buck network shows, and how?

CRITICS agreed that small independent stations have little chance of bucking networks which have greater resources in both facilities and talent. Principal suggestions advanced included: Localizing scheduled like local newspapers instead of aping networks; play up events, speakers, news and talent of local interest; use less recorded material.

QUESTION No. 6

Should radio be (1) government controlled, (2) government regulated, (3) government censored?

WITH very little qualifying comment, radio critics expressed themselves overwhelmingly opposed to either control or censorship of radio by the government. The FCC was approved by a good majority. Results showed 91 per cent opposed to government control and 9 per cent in favor; 70 per cent in favor of government regulation and 30 per cent opposed; 92 per cent opposed to government censorship and 8 per cent favoring censorship.

QUESTION No. 7

What types of programs do you like best?

Program	Points
1. Variety	786
2. Drama	514
3. Symphony	494
4. Dance Bands	310
5. Commentators	294
6. Sportscasts	274
7. Novelty	198
8. Forums	153
9. Comedy	130
10 Familiar Music (Popular and Classical).....	90

PHIL BAKER

GOOD GULF PROGRAM

C B S



HAL BLOCK

The 3rd Year Writing

PHIL BAKER SHOW

YOUNG & RUBICAM

Previous Commitments

For

Grape Nuts

Studebaker

Packard

Palmolive



SQUAWK DEPARTMENT

(Principal Complaints Against Radio)
From Critics' Forum

Too much Hollywood.

Studio audiences and their applause.

Commercials that are either too long, repetitious or make extravagant claims.

Not enough daytime music.

Too many serials.

Backslapping among actors and announcers.

Sentorian announcers and those with rasping voices.

Comedians who don't register with listeners despite studio reactions.

Conflicting programs such as Kate Smith and Rudy Vallee at same hour.

Lack of new ideas and new talent.

Unqualified commentators.

Not enough good drama.

Accuracy-Knowledge and 39 Years Experience



IS THE FIRM FOUNDATION UPON WHICH OUR BUSINESS IS BUILDED



Field Intensity and Station Location Surveys.



Directional Antenna Systems.



Allocation Problems.



Television Specialists.



Broadcast, High Frequency and Ultra High



Frequency Bands.



Management and Sales Analyses.



Coverage Presentations for Sales Purposes.



Market Data.

A COMPLETE SERVICE FOR THE BROADCASTING STATION

Lieut. Comdr. Thomas Appleby, U. S. N. R.,
Pres. and Chief Engineer
—Special Appointment—
Civilian Radio Engineer U. S. Navy Dept. in 1919

APPLEBY & APPLEBY

Consulting Radio Engineers
Jasper & Winchester Aves.
ATLANTIC CITY, N. J.
Telephone 2-2535

NEW YORK OFFICE: 350 MADISON AVENUE

PHONE—MURRAY HILL 2-2046

RADIO DAILY

*Conducts its first annual poll of the
Radio Editors and Critics for the year 1937.
(Released January 14, 1938)*



Programs

Title	Points
Chase and Sanborn.....	482
Jell-O	440
Royal Gelatin	296
Kraft Music Hall	287
Town Hall Tonight.....	260
Lux Radio Theater	188
N. Y. Philharmonic.....	185
Chesterfield	136
Ford Sunday Evening Hour.....	124
Magic Key of RCA.....	103

Personalities

Jack Benny	508
Edgar Bergen-Charlie McCarthy.....	491
Fred Allen	361
Bing Crosby	355
George Burns-Gracie Allen	144
Nelson Eddy	138
Rudy Vallee	126
Kate Smith	111
Bob Burns	111
Jeanette MacDonald	108

Orchestras

Guy Lombardo	387
Wayne King	292
Benny Goodman	285
Andre Kostelanetz	242
Hal Kemp	187
Tommy Dorsey	160
Horace Heidt	143
Paul Whiteman	127
Shep Fields	105
Raymond Paige	94

News Commentators

Edwin C. Hill.....	432
Boake Carter	412
Lowell Thomas	326
H. V. Kaltenborn.....	226
Paul Sullivan	148

Sports Commentators

Ted Husing	670
Clem McCarthy	259
Bill Stern	156
Bill Slater	108
Red Barber	61
Graham McNamee	61

WORLD-TELEGRAM ANNUAL RADIO EDITORS' POLL

Conducted by Alton Cook, Radio Editor, World-Telegram, New York, with participation of radio editors in United States and Canada.

Favorite Programs

	Points		Points
Charlie McCarthy and Co.	277	Tony Martin	26
Jack Benny	245	Jerry Cooper	22
Bing Crosby Hour	146	Frank Munn	18
Fred Allen	127	Jack Fulton	17
Rudy Vallee Hour	104		
Radio Theater	70		
Toscanini Concerts	56		
Philharmonic Symphony	45		
Detroit Symphony	33		
March of Time	32		
Fibber McGee and Molly	27		
Kostelanetz Program and One Man's Family	24		
Burns and Allen	23		
Lanny Ross Hour	23		

Comedians and Comedy Acts

	Points
Jack Benny	392
Charlie McCarthy	329
Fred Allen	220
Fibber McGee and Molly	59
Burns and Allen	53
Eddie Cantor	22
Walter O'Keefe and Amos n' Andy	20
Charles Butterworth	18
Phil Baker	17
Stoopnagle and Budd	15

Light Orchestras

	Points
Guy Lombardo	235
Benny Goodman	154
Andre Kostelanetz	133
Wayne King	116
Horace Heidt	96
Hal Kemp	61
Tommy Dorsey	58
Paul Whiteman	40
Richard Himber	39
Eddy Duchin	32
Rudy Vallee	27
Shep Fields	26
Casa Loma	23

Popular Singers (Male)

	Points
Bing Crosby	441
Kenny Baker	231
Lanny Ross	115
Nelson Eddy	75
Dick Powell	51
Frank Parker and Buddy Clark	42
Rudy Vallee	41

Popular Singers (Female)

	Points
Kate Smith	242
Frances Langford	224
Connie Boswell	97
Dorothy Lamour	81
Alice Faye	71
Harriet Hilliard and Jane Froman	43
Gertrude Niesen	37
Jeanette MacDonald	35
Deanna Durbin	25

Popular Vocal Groups

	Points
The Revelers	138
Paul Taylor Chorus	135
Spitalny Girl Chorus	58
Town Hall Quartet	51
Kay Thompson Singers, Lyn Murray Choir, Eton Boys	25

Dramatic Programs

	Points
Lux Radio Theater	361
One Man's Family	164
First Nighter	117
March of Time	99
Gang Busters	68
Big Town	62
Columbia Workshop	57
Cavalcade of America	29
Tyrone Power	27

Classical Singers

	Points
Lawrence Tibbett	199
Nelson Eddy	194
Lily Pons	167
Kirsten Flagstad	166
Richard Crooks	104
Grace Moore	96
Jeanette MacDonald	72
Gladys Swarthout	34
Lauritz Melchior	31
Jessica Dragonette	28
Lucille Manners	26

Symphonic Conductors

	Points
Arturo Toscanini	398
Leopold Stokowski	230
Frank Black	81

	<i>Points</i>
John Barbirolli	73
Erno Rapee	68
Eugene Ormandy	60
Andre Kostelanetz	56
Artur Rodzinski	56
Jose Iturbi	36
Fritz Reiner	27

Instrumental Soloists

	<i>Points</i>
Jose Iturbi	194
Jascha Heifetz	173
Yehudi Menuhin	109
Albert Spalding	106
Rubinoff	67
Mischa Elman	52
Joseph Hofmann	22
Fritz Kreisler	20
George Enesco	15

Children's Programs

	<i>Points</i>
Singing Lady	245
Little Orphan Annie	62
Mickey Mouse	57
Let's Pretend	49
Dear Teacher	42
American School of the Air	36
Jack Armstrong	35
Dick Tracy	34
White Rabbitt Line (Milton Cross) and Kaltenmeyer's Kindergarten	30

News Commentators

	<i>Points</i>
Boake Carter	177
Lowell Thomas	111
Edwin C. Hill	93
General Hugh S. Johnson	32
Dorothy Thompson and Gabriel Heatter	27
H. V. Kaltenborn	26
Alexander Woolcott	24
Walter Winchell	20
Paul Sullivan	18

Announcers

	<i>Points</i>
Don Wilson	150
Harry von Zell	69
Milton Cross	57
Ken Carpenter	45
David Ross and Paul Douglas	30
Jimmy Wallington	27
Graham McNamee and Truman Bradley	15
Ben Grauer	12

Sports Commentators

	<i>Points</i>
Ted Husing	489
Clem McCarthy	158
Bill Stern	85
Don Wilson	84
Graham McNamee	53
Bill Slater	40
Red Barber	30
Tom Manning	26
Bob Elson and Paul Douglas	23

STAGE MAGAZINE AWARDS

Stage Announced Awards in Radio for the First Time in July, 1937. Magazine Annually Awards Palm to Outstanding Member of Every Phase of Entertainment Field.

BING CROSBY
JACK BENNY
FRED ALLEN
FRANK BLACK

BENNY GOODMAN
MARCH OF TIME
ANDRE KOSTELANETZ
ALFRED WALLENSTEIN

FORTUNE MAGAZINE SURVEY

Eleventh quarterly survey conducted by Fortune, embracing a representative cross-section of public opinion; results announced Dec. 24, 1937.

Favorite Recreation

	Total	Men	Women
Listening to the radio	18.8%	15.3%	22.4%
Going to the movies	17.3	11.3	23.5
Reading magazines and books	13.8	8.6	19.2
Hunting or fishing	11.0	18.1	3.7
Watching sporting events	10.4	16.2	4.4
Reading newspapers	7.1	8.6	5.5
Playing outdoor games	6.6	9.3	3.8
Playing cards and indoor games	5.3	4.6	6.1
Legitimate theater	3.7	2.4	5.0
All others	3.5	3.2	3.8
Don't know	2.5	2.4	2.6

Favorite Program

Jell-O (Jack Benny)	8.7%
Major Bowes	6.9
News broadcasts	6.6
Chase & Sanborn (Charlie McCarthy)	5.8
Ford Sunday Evening Hour	4.3
One Man's Family	4.2
Lux Theater	3.5
Kraft Music Hall	3.3
Amos 'n' Andy	3.0
Gang Busters	2.5
Fitber McGee and Molly	2.4
Lum and Abner	2.3
Texaco (Eddie Cantor)	1.9
Lucky Strike Hit Parade	1.8
All others	42.8

Favorite Personality

Jack Benny	10.7%
Boake Carter	7.1
Lowell Thomas	5.9
Eddie Cantor	5.5
Bing Crosby	5.4
Major Bowes	4.6
Bob Burns	4.3
Nelson Eddy	4.0
Edwin C. Hill	3.5
Charlie McCarthy	3.0
President Roosevelt	2.7
Gracie Allen	1.9
Fred Allen	1.4
Edgar Bergen	1.3
Lum and Abner	1.0
Rudy Vallee	.9
All others	36.8

DAILY NEWS RADIO POLL

Conducted by The Daily News, New York, with participation of 39 newspapers throughout the country; results announced Jan. 9, 1938.

	Points
1st—Charlie McCarthy and Edgar Bergen	36,696
2nd—Jack Benny and Mary Livingstone	29,669
3rd—Bing Crosby	22,034
4th—Don Ameche	19,534
5th—Eddie Cantor	17,258
6th—Jeanette MacDonald	9,705
7th—Burns and Allen	9,199
8th—Fred Allen	6,810
9th—Kate Smith	6,334
10th—Nelson Eddy	5,708

HEARST RADIO EDITORS'

— ANNUAL POLL —

Popularity leaders in the Nationwide Survey Conducted by J. E. (Dinty) Doyle, Radio Editor, New York Journal-American: results announced January 30, 1938.

Award to "Forgotten Man"
Edgar Bergen

Best Variety Program
Bing Crosby Hour
Charlie McCarthy Hour
Hollywood Hotel

Best Drama Program
DeMille Radio Theater
Hollywood Hotel
Columbia Workshop

Best Classical Music
Sunday Nights at Carnegie Hall
Sunday Evening Hour
N. Y. Philharmonic Hour

Best Swing Orchestra
Benny Goodman
Glen Gray
Tommy Dorsey

Best Sweet Orchestra
Guy Lombardo
Wayne King
Richard Himber

Master of Ceremonies
Major Edward Bowes
Bing Crosby
Don Ameche

Leading Comedian
Fred Allen
Jack Benny
Edgar Bergen

Leading Comedienne
Gracie Allen
Marion Jordan (Molly)
Fanny Brice

Female Vocalist (Popular)
Kate Smith
Frances Langford
Connie Boswell

Female Vocalist (Concert)
Grace Moore
Lily Pons
Jeanette MacDonald

Male Vocalist (Popular)
Bing Crosby
Tony Martin
Kenny Baker

Male Vocalist (Concert)
Lawrence Tibbett
Nelson Eddy
Richard Crooks

Best Comedy Team
Burns and Allen
Fibber McGee and Molly
Jack Benny and Mary Livingston

Best Children's Program
Irene Wicker
The Lone Ranger
Dorothy Gordon

Best Night-Time Serial
One Man's Family
Amos and Andy
The Easy Aces

Best Day-Time Serial
Vic and Sade
The Goldbergs
Today's Children

Best Sports Announcer
Ted Husing
Clem McCarthy
Bill Stern

All-Around Announcer
Harry Von Zell
Don Wilson
Ken Carpenter

All-Around Musical Show
Andre Kostelanetz
Saturday Swing Club
American Album

Best Commentator
Edwin C. Hill
Lowell Thomas
Boake Carter

Best Commentator (Movies)
Walter Winchell
Jimmy Fidler
Elza Schallert

Outstanding Star of '37
Charlie McCarthy

Outstanding Program Idea
Hobby Lobby

Most Impressive Broadcast
Ohio Flood Relief

Best Educational Hour
Columbia School of the Air

Outstanding Non-Professional
Mrs. Eleanor Roosevelt

INTER-AMERICAN RADIO CONFERENCE

Havana—Nov. and Dec., 1937



The first Inter-American Radio Conference, which opened early in November and ran through the better part of December, 1937, was well attended by broadcasters from all parts of North, South and Central America.

Of primary interest were the agreements on broadcasting among the nations of the North American region, consisting of the United States, Canada, Mexico, Cuba, Haiti and Santo Domingo. Treaty becomes valid when all of these countries have signed. The present bands between 550 and 1,500 kcs. were increased by at least 10 channels, now extending from 550 to 1,600 kcs. and 34 new high-power stations were made possible.

List of recommendations, including the problems of voting, press transmission to multiple destinations, allocations of frequencies, tolerances and spurious transmissions, bands for amateurs, the designation of radio waves in kilocycles, frequencies for aviation in the bands from 6,000 to 30,000 kcs., and the suppression of interference caused by electrical apparatus, was approved by almost unanimous accord and approved in principle unanimously.

Net result in the U. S., when the agreements and allocations are ratified, will allow 63 stations of Class 1 (50 kw. or more) on clear channels; Mexico will have 15, Canada 14, Cuba 5, and Newfoundland, Santo Domingo and Haiti one each. Allocations for Class 1 and Class 2 stations were so arranged that with ratification and engineering adjustments, not one of the 700 stations in the U. S. will have to discontinue operation or be materially curtailed. The item of interference was expected to be vir-

tually eliminated within the next two years. Mexico agreed to discontinue the troublesome border stations which have caused such serious interference. Also, elaborate provisions were made, setting up technical standards with which the countries will comply to insure good broadcasting service and avoid situations that cause interference. These standards were worked out by engineers of the Federal Communications Commission.

An international radio office for the exchange of technical information is to be established in Havana. At the conclusion of the conference, it was decided that the North and South American groups would present a united front at the Cairo conference held in February, 1938. One of the important recommendations for the Cairo meet was for greater facilities for news broadcasts.

The second Inter-American Radio Conference will be held in Santiago, Chile, in 1940.

LATEST RESOLUTION of 24th ANNUAL MEETING of CHAMBER of COMMERCE of the UNITED STATES

Regarding Radio Broadcasting

The rapid growth in the use of radio for entertainment and educational purposes, as well as communications purposes, has made necessary regulation to prevent disorder and interference in the use of the air. The characteristics of radio render this essentially a problem for federal rather than state control.

Regulation of radio communication should not invade private management. It should be based upon the principle that the interest of the listening public is the paramount consideration in radio broadcasting. Other forms of communication are primarily for the service of the sender, but broadcasting serves the listener. No regulation should attempt to force upon the public un-

desired program matter. Station owners, like newspapers and magazines, must be free to select and edit their program material.

The aforementioned resolution, the only reference ever made to radio broadcasting by the Chamber of Commerce of the United States, was passed at the 24th annual convention of that body in April, 1936. To date, there has been no further reference made to broadcasting. However, plans now under consideration will allow the Chamber to study educational and political time allotments by broadcasters, with recommendations and policies expected to be released during the current year.

"TOPS" IN SOUTHERN CALIFORNIA

KMTR

THE TOP OF THE DIAL

HIGH-FIDELITY 570-KC 1000 WATTS
KMTR Radio Corp., 1000 Cahuenga Boulevard, Hollywood
THE ONLY RADIO STATION WITH TRANS-
MITTER LOCATED IN HEART OF HOLLYWOOD

KMTR data figures - coverage maps - telephone surveys - don't "make" radio audiences! Programs + publicity + promotion + merchandising = success for advertisers on KMTR. New studios, latest equipment located in the heart of Hollywood - the greatest show place on earth - KMTR draws upon Hollywood's limitless talent to give the Southern California buying public the best in radio entertainment. For results place your next radio commitments on KMTR - at the "top of the dial" - and "TOPS" in the rich Southern California area.

• FEATURES •

NEWS BROADCASTS

Sports Parade
Race Results
Fishing Information

SPECIAL FEATURES

Gary Dalton's "Hollywood Chatterbox"
Prudence Penny
Movie Celebrities, Premieres
Hollywood Styles
Famous Dance Bands
Original Make Believe Ball Room
Many Others

Foreign Language Programs -
Catering to over 500,000 foreign language listeners in Spanish, Italian, Jewish.

KMTR's portable short wave transmitter KITQ available to cover unusual programs throughout state. Also portable recording equipment.

• ADVERTISERS • PARTIAL LIST

Alka-Seltzer
Coleman Lamp & Stove Co.
General Paint Co.
Stewart-Warner
Coca Cola
Sears Roebuck & Co.

The May Co.
Bullock's
The Broadway, Hollywood
Southern Pacific Railway
Union Pacific Railroad
Western Air Express

Associated Oil Co.
7-Automobile Accounts
Others on Request
Best Local and National Advertising Agencies

Exclusive representatives for 20th Century International Radio Newsreel; 20th Century Productions.



Thru-out the Year . . . Remember

ASSOCIATED CINEMA STUDIOS

IDEAS
WRITERS
PRODUCERS . .
DIRECTORS . .
RECORDERS . .

A complete service for advertising agencies with or without a Hollywood production office. Your ideas or your present show, written, produced, either live or recorded, with Hollywood radio talent and picture personalities; or a show conceived, produced complete for your client.

. . .

"LADY OF MILLIONS" with
MAY ROBSON as
"Aunt May Webster"

conceived, produced and recorded for

BLACKETT-SAMPLE-HUMMERT, Inc.

Our appreciation to B-S-H for this distinctive privilege . . .

ASSOCIATED CINEMA STUDIOS HOLLYWOOD

Frank W. Purkett

Vice President and General Manager

AMERICAN RECORD COMPANY OF CALIF.
processing and pressings exclusively . . .

RADIO IN EDUCATION

By

CLINE M. KOON

Senior Specialist in Radio Education



The tensions and torsions accompanying the present rapidly changing social order have greatly complicated the educational process and forced the learner to master and coordinate a bewildering number of facts if he is to lead a happy and socially useful life. The problem of the worthy use of increased leisure time has been of growing significance during the past 5 or 6 years. Radio occupies an important place in the educational and recreational life of America, and consequently there has been a gradually growing interest in the influence which it is exerting upon the understandings, habits, and attitudes of the American people.

Radio is a new avenue for aiding classroom instruction and for acquainting the public with the work of the school in such a way as to develop an intelligent and abiding interest in the work being done. Within the past few years there has been a rapid growth in the number of school systems taking advantage of this new means of communication both as a teaching technique and as a means of accounting for the school's stewardship to the stockholders of this great corporation called the public-school system.

The activities of certain national voluntary associations and special committees have given important service in helping to crystallize thinking and diffuse information in regard to the educational potentialities of radio. Among the latter should be mentioned the Advisory Committee on Education by Radio, the National Committee on Education by Radio, the National Advisory Council on Radio in Education, the Ohio Institute for Education by Radio, the National Association of Educational Broadcasters, and the recently formed Federal Radio Education Committee.

Approximately one-fourth of the school systems that make systematic use of broadcasts in instruction indicate that they broadcast some programs for home and/or school reception. These broadcasts are usually sponsored by the school system or an individual school within the system, and deal with a wide variety of subjects, such as the library hour, children's variety programs, the work of the school, public speaking, local history, music, dramatic sketches, school news, and short stories. Some of the programs are arranged in regular series and others are individual programs given from time to time as the occasion arises. More than 250 school systems in various parts of the country broadcast regular series of programs during the past 2 years.

"The Educational and Cultural Side of Radio"
Complete Section—Please Turn to Page 903

LOIS BENNETT

Soprano

Star of Stage and Radio

Starred
(32 weeks)

"Sweetest Love Songs" WJZ
"Waltz Time" WEAf

Guest Starred

General Motors Concert
Lucky Strike "Hit Parade"
Chevrolet Musical Moments
Manhattan Merry-Go-Round

JEAN PAUL KING

Master of Ceremonies
Commentator — Super Salesman

News Commentator

Hecker's "Information Service of
the Air" (13 weeks)

WOR

Monday-Friday—11:45 A. M.

Only radio personality now heard
on all major networks

Personal Representative

Ben B. Lipsel, Inc.

607 Fifth Avenue, New York

-:-

PLaza 3-6268

TERRI LA FRANCONI

Continental and Romantic Tenor

Hammerstein Music Hall
Los Angeles Opera Co.
Pacific Coast Opera Co.
San Francisco Opera Co.

Now Starring at
Roney Plaza — Miami
(Third Season)

CLAIRE WILLIS

Linguist of Song
(7 Languages)

Features rhumbas, tangos, intimate
French and popular songs.

★

Rainbow Grill
Hotel Pierre
Mayflower (Washington)
Has been on all networks.

HAL MOORE

Commentator

Paramount Newsreel
(Sports and News)
Homemakers' Exchange
Tues. & Thurs. WEAf—11:30 a.m.

Pick & Pat—two years
Philadelphia Orchestra
(26 Weeks)

HOWARD PRICE

Golden-voiced Tenor

A&P Gypsies—52 weeks
Metropolitan Auditions
Chevrolet Musical Moments
I. J. Fox—Fur Trappers

Broadway Musical Comedy
"Revenge With Music"

WALTER CASSEL

Baritone

•
Guest Starred
General Motors Concert Hour

•
Featured

Maxwell House "Showboat"
Sealtest "Saturday Night Party" (Series)
Chevrolet "Musical Moments"
"Hammerstein Music Hall" (Frequent Guest)

•
Starred

by Warners Bros. on KFWB
Also in Warner Pictures

STAR OF—Chevrolet-Rubinoff Program
(Hollywood and New York Series)
Rexall United Drug "Radio Frolic"



Personal Representative

Ben B. Lipsel, Inc.

607 Fifth Avenue, New York

--

PLaza 3-6268

ALICE CORNETT

SINGING SURPRISE
OF THE SEASON



Featured on
"THE SONG SHOP"
(Presented by Coca Cola)

Fridays - 10-10:45 P. M., E.S.T.

WABC—COLUMBIA NETWORK
COAST-TO-COAST

WILLIE MORRIS

Soprano

FEATURED

Fireside Recital
Palmolive Beauty Box
Echoes of New York
Flying Red Horse Tavern
"Showboat"

Vince Series—39 Weeks
Lucky Strike Hit Parade (13 weeks)
Rogers—"Musical Camera"
Chevrolet—"Musical Moments"



Starred
Rexall United Drug
"Radio Frolic"

IMPORTANT RADIO TELEPHONE NUMBERS in NEW YORK



RADIO STATIONS

WABC	Wickersham	2-2000
WARD	TRiangle	5-3301
WBBC	TRiangle	5-6690
WBRR	MAin	4-9735
WBNX	BRyant	9-6080
WCNW	MElrose	5-0333
WFAF	INgersoll	2-1500
WEVD	CRicle	7-8300
WFAB	BRyant	9-2360
WFAS	CRicle	7-2610
WFIL (N. Y. Office)	WIsconsin	7-2299
WHN	BRyant	9-4539
WHOM	BRyant	9-7841
WIND (N. Y. Office)	PLaza	3-4204
WINS	MURray Hill	2-2611
WJJD (N. Y. Office)	ELdorado	5-6100
WJZ	MURray Hill	2-2611
WLTH	CRicle	7-8300
WLW (N. Y. Office)	ORchard	4-1203
WMBQ	MOhawk	4-4528
WMCA	STagg	2-9037
WNBF (N. Y. Office)	CRicle	6-2200
WNEW	MURray Hill	2-5767
WNYC	PLaza	3-3300
WOR	WOrth	2-4740
WOV	ENnsylvania	6-8383
WPG	BRyant	9-6080
WQXR	MURray Hill	2-2046
WVFW	COLumbus	5-6366
WWRL	TRiangle	5-0313
	NEtown	9-3300

NATIONAL NETWORKS

Columbia Broadcasting System	Wickersham	2-2000
National Broadcasting System	PEnnsylvania	6-9602
National Broadcasting Co.	CRicle	7-8300

STATION REPRESENTATIVES

Associated Broadcast Advertising Co.	WIsconsin	7-2299
Hibbard Ayer	MURray Hill	2-2046
John Blair & Co.	MURray Hill	2-6084
The Branham Co.	MOhawk	4-2430
Bryant-Griffith & Brunson, Inc.	MURray Hill	2-2174
J. Ralph Corbett, Inc.	MOhawk	4-4528
Cox & Tanz	MURray Hill	2-8284
Craig & Hollingbery, Inc.	PLaza	3-8989
J. J. Devine & Associates	VANderbilt	3-1118
Free & Peters, Inc.	LEXington	2-8660
Gene Furgason & Co., Inc.	MURray Hill	2-3734
Hearst Radio, Inc.	PLaza	8-2600
E. Katz Special Advertising Agency	LONGacre	5-4594
Kelly Smith Co.	MOhawk	4-2434
Joseph Hershey McGillvra	VANderbilt	3-5055
J. P. McKinney & Son	CRicle	7-1178
National Broadcasting Co.	CRicle	7-8300
John H. Perry Associates	BRyant	9-3357
Edward Petry & Co.	MURray Hill	2-3850
Radio Sales	Wickersham	2-2000
William G. Rambeau Co.	CAledonia	5-4940
Paul H. Raymer Co.	MURray Hill	2-8690
Graham A. Robertson	PLaza	3-7370
Small & Brewer, Inc.	Wickersham	2-8383
Transamerican Broadcasting & Television Corp.	MURray Hill	6-2370
Weed & Co.	VANderbilt	3-6966
Howard A. Wilson Co.	MURray Hill	6-1230

ADVERTISING AGENCIES

Advertisers' Broadcasting Co.	MURray Hill	4-1360
Atherton & Currier, Inc.	MOhawk	4-8795

N. W. Ayer & Son, Inc.	CHickering	4-5600
Batten, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800
Benton & Bowles, Inc.	Wickersham	2-0400
Birmingham, Castleman & Pierce, Inc.	LEXington	2-7550
The Biow Co., Inc.	CRicle	6-9300
Blackett-Sample-Hummert, Inc.	Wickersham	2-2700
Blackstone Co.	CRicle	7-7890
Bowman, Deute & Cummings	MURray Hill	2-0392
Brooke, Smith, French & Dorrance, Inc.	VANderbilt	3-1800
Brown & Tarcher, Inc.	CRicle	6-2626
Franklin Truck Advertising Corp.	CRicle	7-7661
Buchanan & Co.	MEdallion	3-3380
Campbell-Ewald Co. of N. Y.	CRicle	7-6383
Cecil, Warwick & Legler, Inc.	MURray Hill	2-7896
Compton Advertising Inc.	CRicle	6-2800
D'Arcy Advertising Co.	ELdorado	5-3765
Donahue & Coe, Inc.	COLumbus	5-4252
Erwin, Wasey & Co.	MOhawk	4-8700
William Esty & Co.	CAledonia	5-1900
Federal Advertising Agency, Inc.	ELdorado	5-6400
Fletcher & Ellis, Inc.	LACKawanna	4-3570
Albert Frank-Guenther Law, Inc.	CORTland	7-5050
Fuller & Smith & Ross, Inc.	ELdorado	5-5750
Gardner Advertising Co.	COLumbus	5-2000
J. Stirling Getchell, Inc.	VANderbilt	3-4800
Geyer, Cornell & Newell, Inc.	Wickersham	2-5400
Lawrence C. Gumbinner Co.	VANderbilt	3-3550
E. W. Helligwig Co.	LEXington	2-3080
Charles W. Hoyt Co., Inc.	VANderbilt	3-4690
H. W. Kastor & Sons Advertising Co.	COLumbus	5-6135
Joseph Katz Co.	Wickersham	2-2740
Kenyon & Eckhardt, Inc.	Wickersham	2-3920
H. M. Kiesewetter Advertising Agency, Inc.	LEXington	2-0025
Arthur Kudner, Inc.	CRicle	6-3200
Lambert & Feasley, Inc.	COLumbus	5-3721
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Lord & Thomas	Wickersham	2-6600
Marschalk & Pratt, Inc.	VANderbilt	3-1525
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	LEXington	2-1700
Neff-Rogow, Inc.	CRicle	7-4231
Newell-Emmett Co., Inc.	ASHland	4-4900
Paris & Peart	CAledonia	5-9840
Pedlar & Ryan, Inc.	ELdorado	5-7700
F. Pettinella	WAttins	9-6424
Prins & Keifer, Inc.	VANderbilt	3-2565
Reiss Advertising, Inc.	COLumbus	5-4632
Ruthrauff & Ryan, Inc.	VANderbilt	3-6400
Stack-Goble Advertising Co.	PLaza	3-7444
J. Walter Thompson Co.	MOhawk	4-7700
Tracy-Locke-Dawson, Inc.	ASHland	4-1690
United States Advertising Corp.	COLumbus	5-2032
Wales Advertising Agency	VANderbilt	3-4000
L. D. Wertheimer Co.	MURray Hill	2-6860
Young & Rubicam, Inc.	ASHland	4-8400

PUBLICATIONS

Advertising Age	BRyant	9-6432
Advertising & Selling	CAledonia	5-9770
Billboard	MEdallion	3-1616
Broadcasting and Broadcasting Advertising	COLumbus	5-3815
Hollywood Reporter	WIsconsin	7-2470
Metronome	CRicle	7-4500
Motion Picture Daily	CRicle	7-3100
Musical America	CRicle	7-0522