



Radio

The word "Radio" is rendered in a stylized, gold-colored font. The letter 'R' is tall and features a lightning bolt striking its upper right side. The letter 'i' has a five-pointed star above it. The letters 'a', 'd', 'o', and 'o' are rounded and lowercase. The entire logo is set against a dark red, textured background.

A N N U A L

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THE 1939 RADIO ANNUAL

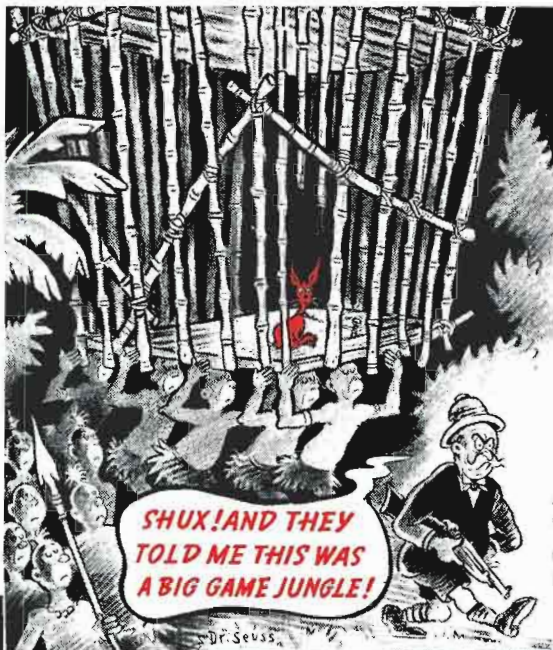


Jack Alicoate, Editor

**Compiled by the
Staff of Radio Daily**

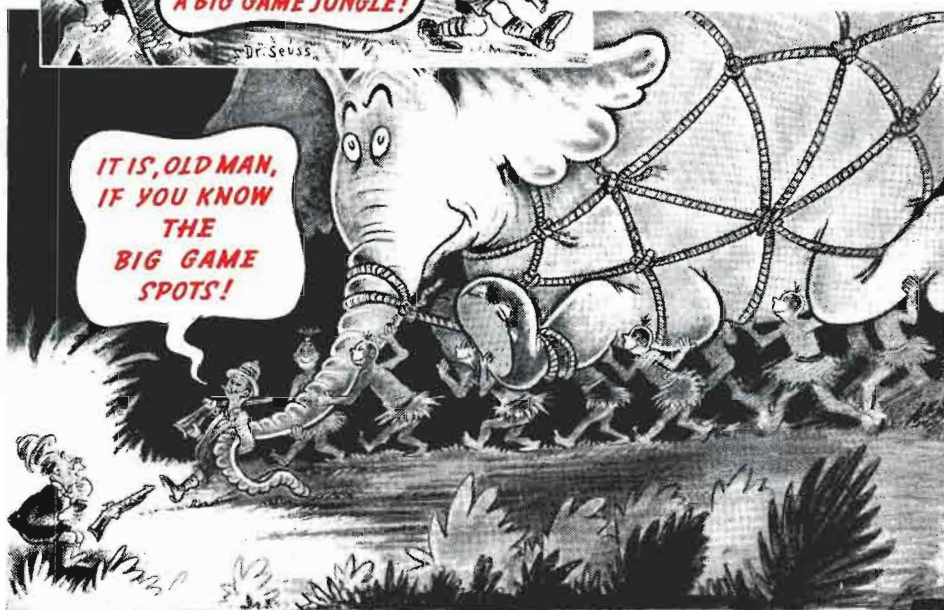
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NATIONAL BROADCASTING COMPANY

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INTRODUCTION

By **THE EDITOR**



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FOREWORD As a vast, dynamic, compelling industry, radio plays an important part, every day, in the lives of us all. Some prefer to call it an art. Whether art or industry, its place in the sun has long since been firmly established. Alert personalities, representing the extreme swing of the mental pendulum, yet all working in a perfect harmony of precision, form the spokes of the great radio wheel. The effervescent artist, the dreaming script writer, the practical advertising man and station rep, and the highly specialized engineer, each play their mighty parts in the daily drama of the mike.

AND SO -- with the idea of providing for its subscribers in every branch of the industry an efficient practical everyday working guide to radio and all of its colorful branches **RADIO DAILY**, the daily newspaper of Radioland, hereby presents the second edition of Radio Annual. It has been a full year in the making and represents the combined efforts of the entire staff of **RADIO DAILY** and its many correspondents throughout the country.

RADIO DAILY is proud to play its modest part in the progress of the great radio industry. In presenting this volume it is happy to dedicate its contents to the most powerful and wholesome force for educational enlightenment and entertainment the world has ever known.

APPRECIATION In the preparation of the near thousand pages that follow, **RADIO DAILY** has had the complete and enthusiastic cooperation of every branch of radio. To the many government departments in Washington and New York, to the Federal Communications Commission, the Federal Trade Commission, the National Association of Broadcasters, the Columbia Broadcasting System, the National Broadcasting System, Mutual Broadcasting System and to the hundreds of others who have helped to make the accuracy and comprehensiveness of the following pages possible, the editor takes this opportunity of expressing his sincere appreciation.

Jack Alicrate.



Pleasant and profitable relationships are built largely on mutual confidence.

We have found much satisfaction in the many expressions of goodwill that have made our work with advertising agencies so gratifying.

This good-will is our most precious asset—one that we intend to preserve above all else.

TRANSAMERICAN BROADCASTING AND TELEVISION CORPORATION

NEW YORK

CHICAGO

HOLLYWOOD

EDITORIAL

1939

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Los Angeles, California

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New York

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Detroit

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*The Following Excerpts Were Taken
From The "Red Apples For Teacher"
Series Which Appeared In The New
York World-Telegram During The
Week Of February 6th, 1939.*

AN ALERT RADIO PRODUCER

... Roger White, who has a long list of successful broadcasts to his credit, is a rosy-cheeked, cherubic individual with a taste for pink shirts and super-modern art. His office in Radio Center, at 1270 Sixth Avenue, is filled with objects which he believes represent modern art. They make a characteristic background for the pink shirts.

... Mr. White started his theatrical career as an orchestra leader, which might explain a good deal. He played jazz into a microphone in the days when radio studios were backrooms and when the sandpaper sounds were piped infrequently into your homes on crystal sets. Mr. White remembers with a certain malevolent glee that he once tried to persuade his sponsors to increase his budget \$10 a week so he could retain a very special tenor who would have been glad to sing for that sum.

... The sponsor thought ten bucks was money and told him to tell the tenor to go peddle his voice elsewhere. This the tenor did, with much success, and today Frank Parker gets \$2,250 a broadcast. Just one broadcast.

... In 1933 Mr. White begged a certain Broadway character named Fred Allen to go on the air.

... "Fred didn't want to write his own stuff. He didn't think he was funny." Mr. White chuckled today. "He

ran off to some place in Maine and we couldn't get him. I had to argue him into believing he was actually funny."

... Mr. White was the alert producer who first saw the possibilities of Phil Spitalny's all-girl band, he said, and he felt that there also ought to be a woman announcer. He listened to forty or fifty voices, and then selected Arlene Francis, and started to train her for the job.

... Another new performer being trained by Mr. White is Bob Carol, a former delivery boy with a striking baritone voice. Mr. Carol tried to sing like Bing Crosby with a moderate success, but Mr. White ruled that out.

... He lowered his pitch and cleared up his enunciation, and taught Mr. Carol to sing in a more robust driving manner. Mr. Carol, as a result, was immediately signed to a commercial program and is now heading his own show.

... Mr. White once engaged a young unknown writer to do some work for him. The writer was Irwin Shaw. He also picked up a young man and engaged him to read poetry on a program. The man was Orson Welles.

... "Watch what happens to Arlene and Bob," he said today with a grin. He looked down and regarded his shirt. The grin became a broad smile, a happy one.

**Roger White
Radio City
New York**

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Artists

The most modern and most usefully equipped Recording Studios this side of Heaven.

Production Men

Here 90% of the Production Man's work is eliminated by clever innovations and equipment not found elsewhere.

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Something new—"Indexed Recordings"—program records which are actually "Indexed" so you may immediately spot or repeat any commercial or selection as indicated on your detailed label—*Investigate this!*

High Quality Recordings

Air, Direct Line or Studio—all have that certain something making them *different from* and *better than* all others—this is guaranteed.

You play—You like?—You pay.

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71 West 45th St., New York City

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WOR

RAMBERGER BROADCASTING SERVICE, INC. NEWARK, NEW JERSEY
NEW YORK BUSINESS OFFICE - 1440 BROADWAY, NEW YORK, N. Y.

January 12, 1939

Mr. Herbert Moore, President
Transradio Press Service, Inc.
342 Madison Avenue
New York City

Dear Herb:

It should interest you to know that 30 of the 53
Transradio news programs on WOR are now sponsored.
This, I think, sets an all-time high for single
station news sponsorship.

Of greater interest, perhaps, is the fact that the
Fischer Baking Company has been a consistent WOR-
Transradio news sponsor for 4 years; the Hoffmann
Beverage Company for 2½ years, Batemanwest Corpora-
tion for 2½ years and the B C Remedy Company for
2½ years.

I feel that the high editorial standards and alert-
ness of Transradio Press Service, as well as the
good sales results your service has obtained for
these sponsors, is greatly responsible for their
regular renewals on WOR.

Sincerely yours,

Theodore C. Streibert
Theodore C. Streibert
Vice President

TCS:MM

SPONSORS PREFER TRANSRADIO

"This Is---

THE ARIZONA NETWORK"

Phoenix, Arizona
January 16, 1939

Dear Herb:

We are now broadcasting thirty Transradio News
programs a week, and all of them are sponsored.
Such firms as Borden's, Alca Seltzer, Signal Oil
and the Vinson-Carter Electric Co., are using
these programs. We find that Transradio renders
a fine service with prompt and adequate coverage
of the news.

Sincerely,

Fred A. Palmer
Fred A. Palmer
Manager
THE ARIZONA NETWORK

FAP:rer

Mr. Herb Moore
Transradio Press Service
342 Madison Avenue
New York City

Here is the best evidence in the world of
Transradio's superiority . . . and we could show
you many other letters like these. News is one
of the most difficult things in the world to judge
expertly. But the public always decides, in the
long run, whether your news is worth listening
to, and the advertiser usually is guided by
what the listeners want . . . These clients have
found the right answer.

TRANSRADIO PRESS SERVICE

342 MADISON AVE., NEW YORK

ADVERTISING

1939

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MARTIN BLOCK

MASTER OF CEREMONIES

"THE MAKE BELIEVE BALLROOM"
ON THE AIR THREE HOURS DAILY
WNEW — 1250 Kc.

•
CELEBRATING FIFTH CONSECUTIVE YEAR
with FOURTEEN SATISFIED SPONSORS

Thank You!

•
now available for
Network Programs and Transcriptions

•
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WNEW ARTISTS BUREAU, INC.
501 Madison Avenue New York City

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To the right, a distinctive Heywood chair suited to use in radio theatres. It was created by Raymond Loewy, famous modern designer.



FOR THE *Radio Theatre*

Heywood-Wakefield Seating lends style, class, and comfort to the Radio Theatre. These modern seats are available in attractive upholsteries that enhance acoustics, yet create charming ensemble effects. May we tell you in detail why these modern chairs may prove the correct and economical answer for *your* radio theatre?



We shall be pleased to send you copy of our Theatre Seating Catalogue. It shows a wide variety of chairs suitable to use in Radio Theatres.

HEYWOOD-WAKEFIELD

Established 1826

Public Seating Division

GARDNER, MASSACHUSETTS

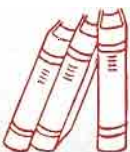


THIS IS THE SECOND
EDITION OF

RADIO
ANNUAL

1939

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.



An advertisement written by our clients

Excerpts from the correspondence files of International News Service

Joseph T. Connolly, WFIL, Philadelphia — "Keeping 'First on the Air with the News' is an easy job when we get the kind of service that INS delivers here in Philadelphia. For the past three and a half years, WFIL has lived up to that slogan, mainly through the alertness and cooperation of INS."

—INS—

F. W. Meyer, KLZ, Denver— "At the present time our news service is completely sold."

—INS—

Will Thompson Jr., Manager, KROY, Sacramento, Calif.— "We sincerely appreciate the interest displayed by your office in assisting us both in making our news more valuable to us financially and from a program standpoint."

—INS—

Neal A. Smith, Commercial Manager, WCOL, Columbus, Ohio — "For your information, INS news was sold to the Dunn-Taft Company, a local department store in May, 1937. This contract was renewed on the basis of four 15-minute periods per day with news flashes that come to us over your wire. INS ties up with their business as it is a very reliable service."

—INS—

A. S. Foster, General

Manager, WEW, St. Louis, Mo.— "I know you will be pleased to know that we just signed up Pevely Dairy Company on exclusive use of International News Service dispatches for a three-year period."

—INS—

Lewis Allen Weiss, General Manager DON LEE BROADCASTING SYSTEM— "Perhaps the most dramatic story of our success with INS news that we can give you is reflected in the latest Crossley Survey which shows that our nine o'clock evening news broadcast for Alka Seltzer holds the crest of popularity during the seven nights of the week. Since we use INS service exclusively, a generous portion of our success with our evening news broadcast must be credited to your organization."

—INS—

William C. Bryan, Program Director, KTSA, San Antonio — "International News Service offers us so much that we find opportunities to present many programs a week taken from the news files for different sponsors."

—INS—

S. Clark Fulks, News Editor and Production Manager, WACO— "INS service has meant a lot to our station, and we are never in want of up-to-the-minute

news material. And better still, everything is just as adaptable to radio broadcast as it is to the newspaper."

—INS—

R. E. Dunville, Sales Manager, WLW, Cincinnati— "We want to thank you for your fine cooperation."

—INS—

Edward Hoffman, General Manager, WMIN, Minneapolis — "You might be interested in knowing that Koppers Coke is sponsoring all our hourly news broadcasts."

—INS—

Bill McCain, News Editor, WBRC, Birmingham — "We have been very successful in keeping our INS news periods sponsored and we find that news sponsors are generally the ones that stay with us longest. WBRC feels it doesn't have to take a back seat to any station in the South in news coverage and presentation."

—INS—

James F. Hopkins, Manager, WJBK, Detroit— "We have been using the full INS service now for approximately four months and I am sure you will be glad to know that during this time we have been able to sell more news broadcasts than during any previous eighteen month period."

INTERNATIONAL NEWS SERVICE

235 East 45th Street

New York, New York

"The service of news scoops that pay dividends"



**1938
RADIO
1939**

By M. H. SHAPIRO

Editor, Radio Daily

PROGRESS of a high order characterized the business of broadcasting during the year 1938. Financially, the aggregate total of local and national business was the best in radio history, and for the first time exceeded advertising billings of the nation's magazines.

Power increases for affiliated and independent outlets expanded coverage of markets as well as the potential circulation of radio families. When it appeared that the record-breaking revenue of 1937 might mean an approach to the saturation point, the networks deemed it advisable to further expand their list of affiliates and thus insure additional time sales. Results achieved definitely won the stamp of approval for the move.

From the cultural viewpoint, broadcasters forged ahead in giving their audiences the best in classic, romantic and contemporary music apart from the popular types of composition. Educational features were heavily scheduled with speakers of all walks of life being given ample opportunity to be heard throughout the country. Sports received its usual large quota, while the efforts to serve the public at all costs to the complete disruption of commercial schedules won radio its major honors of all time.

The extraordinary efforts and determination of the American broadcaster to

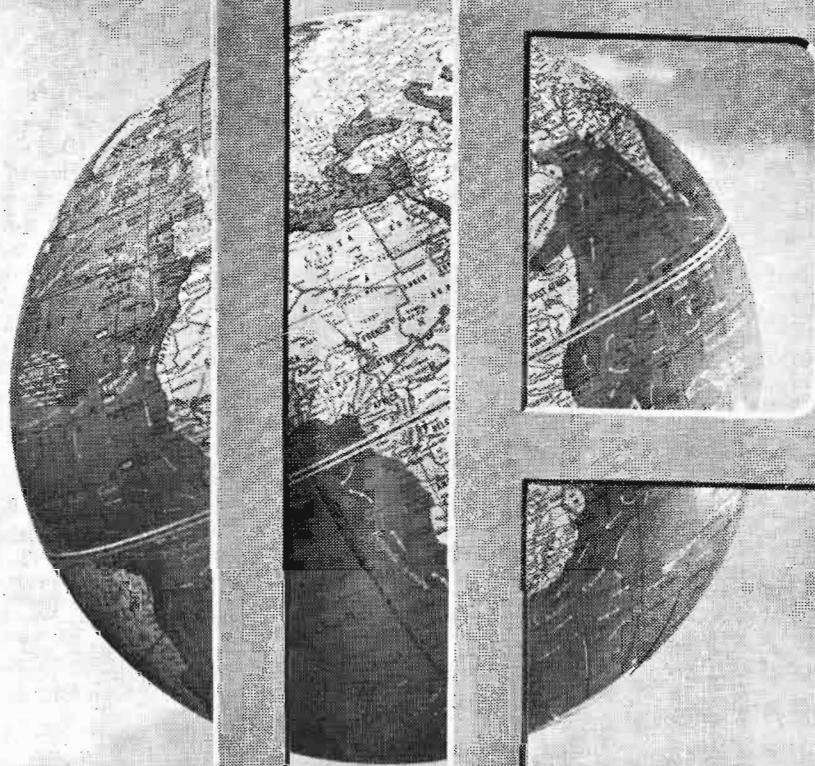
bring to the world every possible light on the European crisis gave rise to no idle jest—"Radio averted a war."

For the ensuing months of 1939 the broadcasting industry, remaining on its toes, has every reason to expect highly satisfactory financial returns from the commercial side and continued approbation for its public services.

It is expected that the broadcaster will again be the target for the layman and official meddler, just as he was during the past year, and that Congressional investigations will always be in the offing. The FCC investigation has seemingly failed to reveal broadcasting as being anything but a much cleaner industry than the average; yet radio will probably always remain the "goldfish bowl."

Minding its P's and Q's, radio has before it further opportunity to cement its relationship with the radio home; for it has spent and will continue to spend millions of dollars in doing it—right now, via a reality called Television. The year 1939 may well prove a turning point for the broadcasting industry.

WINDOWS ^{TO} THE WORLD



UNITED PRESS



Photo by Buchanan

PROGRESS IN BROADCASTING

FUNDAMENTAL in the American system of broadcasting is the duty of the licensees to utilize the facilities afforded them so that the public will receive the best possible radio service.

In discharging this great public trust, two primary considerations are presented. Technical operation must keep abreast of the rapidly progressing art, and the program service should be meritorious.

The listening public is entitled to a signal which is free from distortion and harmonics. A high percentage of modulation must be maintained. The air should be free from the products of antiquated or inefficient transmitters, just as the public roads should not be crowded or menaced by lightless or brakeless automobiles.

The program which is received by the people likewise should be of excellent quality. Constant attention should be given program composition so that steady improvements will be realized. This calls for social vision, a lively realization that all classes and ages of people listen to programs, and a keen perception of changing conditions and new opportunities.

If these objectives are achieved, American broadcasting will perform a great service to the Nation.

Frank R. McNinch

Chairman,

Federal Communications Commission

Thanks

To the radio editors of the
United States and Canada.

To my brothers, and the boys
in the band.

To our sponsors—Lady Esther.

To the Roosevelt Hotel.

To our exclusive agents and
friends, MCA.

And to the music publishing
industry.

Guy Lombardo

Ten Outstanding Radio News Events of 1938

NAB Reorganization Completed and Neville Miller Elected First Paid President.

Frank R. McNinch pushes through Reorganization of the FCC.

Television Makes Rapid Strides With Sets Due to be Marketed Early This Year.

Every Branch of the Industry Completed Negotiations With the AFM, and Hired Additional Musicians.

FCC Begins Its Monopoly Probe With NBC the First Network to be Called.

Texas State Network Formed With Elliott Roosevelt named President.

Super-Power Hearings Begin Before the FCC.

IRNA Organized As A Permanent Organization, Headed by Samuel R. Rosenbaum.

Entire Industry Offers Thorough Coverage of the European Crisis Twenty-Four Hours a Day.

Network Billings Hit All-Time High, With Total Billings Reaching \$70,000,000.

Outstanding New Program

"Information Please," with Clifton Fadiman.

Most Remarkable Broadcast

Orson Welles' Dramatization, "The Men From Mars."

THE BAND OF THE YEAR!



ARTIE SHAW

"Making Dance History"

OLD GOLD PROGRAM with ROBERT BENCHLEY

CBS—Sundays—10 P. M. E. S. T.

— Management —

ROCKWELL - O'KEEFE, GENERAL AMUSEMENT CORPORATION

THE OBLIGATIONS OF ★ AMERICAN RADIO ★

By

DR. JAMES ROWLAND ANGELL

Educational Counselor, National Broadcasting Co.

THE AMAZINGLY RAPID development of American radio should not blind us to the fact that as an industry it is still in its infancy, with great areas of unexplored territory, to say nothing of important unsettled problems upon whose wise solution may rest the future of our broadcasting.

Generally thought of as merely entertainment and advertising, radio is actually far more than this, and were it not, it would speedily cease to give concern, as it now does, to many thoughtful persons who clearly apprehend its prodigious potential powers. It can inform accurately and so lead sound public opinion; or it can suppress and distort fact and so grossly mislead its hearers. It can stir up mob excitement, even to the point of violence, and it can quiet and reassure public anxiety in times of crisis. It can cultivate taste and develop appreciation, or it can debase both. It can offer fine amusement, or it can make itself an offense in the home to all right minded folk.

All this makes clear the inevitable obligation which rests upon broadcasting as an agency, using the ether under government supervision, to bring to its conduct high conceptions of public service. Nor can this circumstance ever be lost to sight, if radio is to justify the present methods of operation.

When one compares the conditions under which American radio is conducted with those which prevail in many other parts of the world, the importance of serious and conscientious consideration of its obligations becomes obvious. Needless to say, in the dictator-ruled countries radio is simply one among other agencies employed to feed into the minds of the people whatever ideas the autocrat may see fit to inject. It is so con-

trolled that no ideas and no information hostile to the powers that be are allowed to enter. What such a procedure would mean for democracy requires no comment. The two things simply cannot coexist.

But even in countries under more liberal governments, radio is still largely controlled by the rulers. This may result, as it certainly has done in certain European countries, in broadcasting which attains a high level of excellence but which, nevertheless, is always somewhat hampered in its discussion of public issues by the fact that it is actually under direct government surveillance. Furthermore, the taxes by which radio is supported in these countries frequently do not produce sufficient income to permit the employment of as much first-class artistic and musical talent as the American radio commands. This circumstance is reflected in the quality of many of the programs.

Clearly it is distinctly in the public interest that American radio should continue to enjoy the largest possible measure of freedom, but it must deserve this freedom by seeing to it that it is never abused and that from one end of the industry to the other there be constantly exercised a keen sense of public obligation. Not alone in the sustaining programs which the industry must pay for out of its own pocket, but also in advertising programs as well, whence comes the income to support the enterprise, the same standards must be imposed.

Jack Benny

JELL-O PROGRAM

My Cast:

MARY LIVINGSTONE

DON WILSON

PHIL HARRIS

KENNY BAKER

ANDY DEVINE

"ROCHESTER"

My Authors:

BILL MORROW

ED BELOIN

FACTS AND FIGURES

FROM THE RADIO DAILY

There are approximately 26,666,500 radio families in the United States.

Although two out of every three applications for facilities to the FCC are turned down, its fiscal year ending June 30 found the U. S. with 747 broadcast stations.

Television experimentation has cost RCA some \$20,000,000 during the past 10 years.

About 17,000 men and women devote full time to broadcasting and draw a collective weekly pay check of more than \$770,000. In addition, there are some 5,880 part-time employees who earn approximately \$110,000 weekly.

There are more than 5,000,000 radios installed in motor cars throughout the country.

Over \$1,250,000 was spent by CBS and NBC in covering the European crisis, September 10-29, 1938, bringing first hand information to American listeners.

Billings by the 10 leading advertising agencies on NBC and CBS during 1938 totaled \$41,061,885.

During 1938 NBC increased by 40 per cent the number of programs specially produced and shortwaved to foreign countries. As of January 1, 1939, the network had sent out 16,500 such programs, in six different languages.

Number of network outlets as of January 1, 1939, were: NBC 167 (Red and Blue), CBS 117, and MBS 110.

For the first time in commercial broadcasting history, its gross sales (for 1938) exceeded that of magazine billings. Radio did an estimated \$150,118,400; total magazine billings \$140,372,925.

Replacement value of the 627 commercial broadcasting stations in the U. S. is estimated at \$15,000,000.

Of the 13,721,000 rural American families, 69 per cent or 9,470,900 own one or more radio receiving sets.

About 99 per cent of all network business is done through advertising agencies.

Largest network hookup for a commercial program is that of General Foods Corp. (for Jell-O) with Jack Benny—118 stations in the U. S. and Canada.

"BOX-OFFICE APPEAL PLUS!"



**NINO
MARTINI**

Tenor Star of the Metropolitan
OPERA · CONCERT · RADIO · MOTION PICTURES

Famed in the four fields of vocal art, Opera, Concert, Radio, Motion Pictures, Nino Martini is enjoyed by every type of listener. His matchless voice and magnetic personality have earned the rating of "Box Office Appeal PLUS."

EXCLUSIVE MANAGEMENT:

Evans AND Salter

Division COLUMBIA CONCERTS CORPORATION of COLUMBIA BROADCASTING SYSTEM

113 WEST 57th ST., NEW YORK CITY

RADIO AND THE NEWS

By H. V. KALTENBORN

RADIO is the outstanding purveyor of news, of information, of education, of culture, of advertising and of entertainment for America's millions. They listen to radio when they won't listen to anything else. After all, there are 25,000,000 American families who own 35,000,000 radio sets. As to the growth of radio, there were five hundred thousand automobile radios in 1932 and there are over 5,000,000 today. Twenty million sets are tuned in each day for an average of five hours. That means one hundred million daily family hours of listening.

That is why radio, in a democracy, is of tremendous importance, of far larger importance than we yet realize. It is interesting to see that it does exactly the same things as the press. News, information, entertainment, advertising are constantly on the air and in all the newspapers. But over the air—through the "Fifth Estate"—impression is much more vivid. The reaction to the spoken editorial is much more immediate, more widespread and more emotional, than the reaction to the written editorial.

Radio has made us world-conscious. Certainly, we get an added sense of the smallness of the world when through our loudspeakers we are able to follow, as in September, minute-to-minute developments in a European crisis which brought the world nearer to war than it has come since 1914. The CBS network alone brought Americans 471 broadcasts from 18 world centers during the 20 days of the crisis. Fifty-seven principals in the crisis were heard in these broadcasts. My own part in this greatest of news coverage feats brought me to the microphone 102 times in 20 days to clarify and interpret the news as it was broadcast. The ten thousand letters and telegrams which I received from listeners

all over the country demonstrated to me more powerfully than ever before radio's power to keep our people fully informed on international affairs.

Long before its coverage of the great crisis of 1938, radio had, for the first time, made all our people government-conscious. Every important figure in the government speaks to us over the air. We get a closer knowledge of their personalities. We have an immediate, direct, personal, emotional contact with every outstanding individual in public service. Having heard him, we have more interest in what he says and in what he does. Franklin D. Roosevelt happens to possess a remarkable radio personality and this is an important factor in his popularity. He could never have "sold" himself to the same extent without this magic instrument which enables him to reach out and sway millions where formerly he could have touched but thousands.

Women have come into the political picture in a new way, thanks to radio. They, too, have become government-conscious. Women listen to the radio even more than the men. Many keep their sets turned on while they are doing their housework, and listen to all sorts of things including, incidentally, political messages. Women talk politics, think politics, read politics much more than they did a few years ago. Radio has given them a contact with government problems and with individuals in government which they never had before. That is a new factor of great importance in our political life.

Today, the significant elements of world news can be assembled from one thousand or ten thousand miles away with the speed of light, related, condensed, interpreted in a few minutes, finally to be broadcast to the tiniest red schoolhouse, the brightest kitchen, the darkest sick-

(Continued on Page 57)

"The Prince Of Baritones"



IGOR GORIN

The Singing Actor For Whom
This Generation Has Been Waiting!

Singing sensation of radio, concert and motion pictures, acclaimed the "Prince of Baritones," IGOR GORIN has been triumphantly hailed on his transcontinental tour this season. Already engaged in recital in over 40 cities on leading concert and university courses.

EXCLUSIVE MANAGEMENT: *Evans AND Salter*

Division COLUMBIA CONCERTS CORPORATION of COLUMBIA BROADCASTING SYSTEM

★ TRENDS IN ★ EDUCATION BY RADIO

By

J. W. STUDEBAKER

U. S. Commissioner of Education

THE YEAR 1938 was crowded with events of great significance for educational radio, from the point of view of both educators and broadcasters. Educators gave evidence of learning that it requires showmanship to produce listenable educational programs; the networks gave evidence of learning that showmanship by itself is not enough.

CBS and NBC gave recognition to the value of the school expert in preparing educational radio programs. CBS called in the aid of a distinguished committee to guide its development of programs in the field of adult education. At NBC, Dr. James Rowland Angell, former president of Yale, extended the development of educational programs.

At the same time there was evident a growing trend among educators to perceive the true nature of radio and to learn what it takes to communicate successfully by radio. There was less tendency for educators to employ speeches by prominent persons and more of a desire to turn to dramatic forms, discussions, interviews, quizzes and the use of persons of tested radio ability. We are discovering that radio, like the movies, requires elaborate organization and careful preparation.

The Office of Education and two of the major networks, pooling their resources, created and produced four coast-to-coast educational programs:

The Office of Education, with the cooperation of CBS, created and produced the "Brave New World," a Latin American series, and "Americans All—Immigrants All," a series showing contributions of various races to the building of the United States. "Brave New World" was concluded in April, 1938; "Americans All—Immigrants All" will continue through the spring of 1939.

With NBC the Office of Education created and produced the 1938 broadcasts of "The World Is Yours," a series based on the Smithsonian Institution, and "Wings for the Martins," a series on the problems of education as seen through a typical home. "The World Is Yours," now in its third year, will con-

tinue indefinitely; "Wings for the Martins" will continue through the spring of 1939.

The schools, colleges, and other community groups of this country have in the past few years become increasingly conscious of a need for adequately prepared educational radio scripts. The Radio Script Exchange, inaugurated by the Federal Radio Education Committee and functioning within the office of Education, received and filled requests for more than 80,000 copies of scripts during the calendar year 1938. In the first two years and three months of its existence, the Script Exchange distributed on request a total of over 166,000 copies of scripts. There are now 181 scripts in the Exchange and another 100 are to be added early in the year 1939.

The schools, colleges, and other community groups endeavoring to produce radio programs have been handicapped by a need for expert advice on production problems, on the meaning of radio studio terms and on the technicalities of sound effects. The Script Exchange distributed on request during the year 1938 more than 10,000 copies of specially prepared aids—a Radio Manual, Production Manual, Glossary of Radio Terms, Bibliography of References on Radio, and a Handbook of Sound Effects. More than 20,000 copies of these aids have been distributed by the Exchange during its existence.

The need to preserve for educational use the values of important educational programs has become increasingly evident. As a result, in the fall of 1938, with the help of the Committee on Scientific Aids to Learning, the facilities of the Script Exchange were expanded to include the distribution of recordings of

(Continued on Page 57)

EDWARD G. ROBINSON

IN

"BIG TOWN"



Broadcast Over Columbia Network—Every Tuesday Evening
(8 E.S.T. — 7 C.S.T. — 7:30 M.S.T. — 8:30 P.S.T.)

Sponsored by Lever Brothers
(Ruthrauff & Ryan, Inc.—Advertising Agency)

FUTURE TRENDS

By **DAVID SARNOFF**

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

THE early development of audible radio transmission, which was limited to point-to-point and ship-to-shore communication in code, lay in the field of long and intermediate waves. Similarly, radio telephony, and broadcasting, have heretofore found their practical development in the field of long waves.

After the application of radio to telephony in the early 1920's, it was found to be more practical to operate the radio telegraphic services by short-wave, and a shift to this field occurred.

Research Engineers

As radio research engineers gained more knowledge, first about long and then about short waves, they advanced into the area of ultra-short waves, in which radio facsimile and television have been developed. Today they are delving into that portion of the radio spectrum which includes micro-waves, and out of which will come more and more useful services to mankind. The knowledge gained from the development of each radio service has helped in the development of all the others, and each step ahead has led radio scientists into new uncharted fields of discovery.

During the next decade, radio will no longer be confined to the field of audible services. The public is about to participate in a new era of radio, one which brings them into the field of visual services—facsimile and television.

Facsimile

Radio facsimile is a system of transmitting through space such graphic material as writing, printed matter, and pictures, and recording it in permanent form at some distant point. One form of radio facsimile has already been in practical use for the past several years, in the transmission of photographs between Europe and America. More recently, facsimile has been used also to transmit weather maps from shore to ship. Now, a new type of facsimile broadcasting—one for home use—has been developed. At the present time, a number of broadcasting stations scattered throughout the United States are conducting experimental broadcasts with the new system in an effort to determine to what kind of service it is best suited. Other applications, in such fields as business, commerce, government, and education, also are being studied.

Defining Television

Television is a system of transmitting through space by radio, images of moving objects and scenes, or motion pictures, and reproducing them in transient form at some distant point. After more than ten years of laboratory experiment, RCA brought television out of the laboratory in 1936, and began an exhaustive series of field tests, broadcasting programs from NBC studios in the RCA Building, via an antenna on the Empire State Tower, to experimental receivers

"HUSKIES"

(GENERAL FOODS CORPORATION)

presents

Joe Penner

COLUMBIA NETWORK — EVERY THURSDAY

7:30 EST -- 6:30 CST — 6:30 MST — 5:30 PST



SCREEN—Under Exclusive Engagement
To R. K. O. Radio Pictures Inc.

located at strategic observation points throughout the metropolitan area.

Satisfied by these tests that television was now technically feasible, RCA last fall announced three important moves toward the establishment of a regular public television service, effective in the spring of 1939. These consisted of (1) the immediate acceptance of orders for television transmitters, from those wishing to help pioneer in the new art; (2) the manufacture of television receivers for sale to the general public; and (3) the inauguration by the National Broadcasting Company of a regular television program service of at least two hours a week in the New York area.

Tele Financial Support

Many problems relating to programs and to the financial support of television are yet to be solved before television can attain the state of widespread usefulness now enjoyed by sound broadcasting. From now on the answers to these problems may best be found in the knowledge that is bound to accrue from the practical operation of television on a basis of service to the public.

The public must not expect that television, in the beginning, will be able to cover the vast areas now covered by sound broadcasting. The ultra-short waves used in television have a range of transmission of 40 to 50 miles. An economically practical system of relays for network purposes is yet to be evolved. For these reasons, television service in its early stages will be limited to the larger centers of population. Television will not supplant any other medium of entertainment or communication. It will draw upon the older mediums in the creation of its own individual services.

Radio at the World's Fair

Every important phase of radio so far developed—in the fields both of sound and sight—will be exhibited and demonstrated by the Radio Corporation of America at the New York World's Fair 1939.

The building erected at the Fair grounds by RCA to house its exhibits is

designed in the form of a huge radio tube, symbolic of radio science and industry. Viewed from above, the building appears to be a radio tube affixed to its base and lying on its side. Surrounding three sides of the building, which fronts 200 feet on the Avenue of Patriots, is a large landscaped lawn interspersed with flower-beds, shrubs, trees, reflecting pools and special exhibits.

The front section of the building is a semi-rotunda enclosed by plate glass from top to bottom. At the center of the facade is a huge replica of a metal radio tube, approximately 25 feet high and 8 feet across. This replica, by means of an animated electric display, will demonstrate the functioning of a real tube.

Many Exhibits

Facsimile and television devices will be exhibited and demonstrated in the forward, or semi-rotunda, section of the building. Facsimile receivers, of the type designed for home use, will be in operation, recording news bulletins and other information. Six viewing rooms for television have been built around the inner semi-circular wall. Each room will accommodate from 15 to 25 persons at a time. Television receivers in the rooms will receive regular television transmissions of programs from NBC studios in Radio City, and from RCA-NBC telemobile units on the Fair grounds.

Near the center of the rotunda will be stationed a television receiver encased in a cabinet of clear glass, which will permit close inspection of the interior parts. Elsewhere in the building will be other exhibits demonstrating various principles of electronic television as developed in the RCA laboratories. On the lawn outside will be stationed the motorized RCA-NBC mobile television unit, by means of which outdoor events are televised.

The devices used in radio point-to-point communication will be displayed by two services of RCA,—R.C.A. Communications, Inc., and Radiomarine Corporation of America. The former also will have an office for sending and receiving

AL JOLSON



A GRAND HALF HOUR
LIFEBUOY PROGRAM



radiograms to and from all parts of the world. How these messages travel around the earth with the speed of light will be demonstrated graphically on a large diorama encircling the base of a 250-foot radio antenna tower on the grounds to the right of the building.

Transmitters, receivers and devices of all kinds used in radio will be exhibited by the RCA Manufacturing Company. This portion of the RCA exhibit will also cover the many applications of radio communication principles in the fields of recorded music, education, motion pictures, and public safety.

A display showing how radio technicians are trained will be exhibited by the RCA Institutes.

Radio in the Future

As spectators at the World's Fair view the evidence of radio's progress to the present time, the question, "What comes next?" naturally will arise. It is, of course, impossible to answer this question with any degree of positiveness; yet it is possible to gain some idea of the direction in which we are headed, through familiarity with the fields which radio research scientists are now exploring.

Concerning the mysteries of the micro-wave, we already know enough to say that once this type of wave is controlled, an almost unlimited number of radio frequencies will become available for public service. When that time comes it will be possible, to create new services and greatly to extend the present services of radio.

New Radio Services

Countless new radio services may evolve from this field of exploration. For example, one would be an extension of telephone service to motorists traveling on the highways. This might be accomplished by attaching special receiving and transmitting units to telephone wires at intervals along the roadside. The motorist, equipped with his own transmitter and receiver, would then call the telephone central by radio, and get his connection through without slackening the speed of his automobile. If we go a step further, we may visualize motorists in separate cars talking to each other by radio as they speed along

the highway. Another application might consist in equipping policemen with pocket-size radio transmitting and receiving units, to keep them in constant two-way communication with their headquarters.

Since the micro-wave, like the ultra-short wave, is ineffective beyond the horizon, its use would encourage the establishment of a broadcasting station in every village, giving that community a voice of its own to speak on local affairs and to present local talent.

A development which promises to offset the short-range limitations of ultra-short waves—and, in the future, micro waves—is the radio relay. If a system of such relays could be created, it would make possible, among other things, the establishment, first, of regional networks for television transmission and, eventually, of national networks for the same purpose. The best that can be said of this method today is that it is one of promise. The coaxial cable, which has already been developed, is designed to perform the same service. Which system will prove to be the more efficient and economical is yet to be determined.

The Radio Relay

The radio relay has applications in other radio services besides television. It can, for instance, be used to transmit in facsimile over short as well as long distances, messages and pictures. Furthermore, the radio relay has the possibilities of multiple transmission. Two pictures could be sent simultaneously, and on the same radio wave two automatic typewriter channels and a telegraph channel could be added. Relay equipment has been under test in the field for some time now, and from the experimental work that is being done we fully expect to learn how best to use it.

Swift as the progress of radio has been during the past twenty years, its future promises to be even more spectacular. Radio will continue to increase and broaden its potentialities for public service. It imposes upon the social scientist a task even more serious than that of the radio scientist: to direct this new instrumentality into channels through which it may promote the welfare of mankind.

*A Salute to
Hawaiian Pineapple Co., Ltd.*



PHIL BAKER

Broadcasting Coast-to-Coast Over
the Columbia Network

SATURDAYS—9 TO 9:30 P. M., EST.

— with —

Eddie De Lange and his Orchestra



EXCLUSIVE MANAGEMENT WILLIAM MORRIS AGENCY INC.

RADIO ABROAD

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 of the Electrical Division of the U. S. Department of Commerce, 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 sales promotion of all receiving and transmitting equipment as well as the operations of the industry, including the publicizing of domestic short wave programs. 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 the Bureau divisions to the radio industry. Important among them are the Economic and Technical Divisions. The sphere of the Commercial Intelligence Division is that of rating possible foreign agents and buyers. The Commercial Laws

Division, among other valuable services, provides assistance in foreign industrial property problems — trade marks, copyrights, patents, unfair competition, etc.

From the Bureau's Tariff Division, the American radio industry receives reports of all changes in customs tariffs, trade regulations and commercial policy, as well as the latest information on 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.

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 useful suggestions to make for the exporter's guidance. Not infrequently, appearance, color and design, including those of labels, may prove to be a factor.

(For complete foreign information please turn to page 929.)

HOPE



1938-9

**PEPSODENT PROGRAM
PARAMOUNT PICTURES**

RADIO AND THE NEWS

(Continued from Page 45)

room, the largest mass meeting. The world and the air are literally full of politics, politicians, political incidents and portents. Millions of people await them, hour by hour, in home and office and shop and general store, anxious with a new-found, personal relationship to all these events and personalities, listening, waiting, wondering—sometimes skeptical, sometimes all too credulous, but always stimulated by the intimacy of personal contact with the voice which brings them words—the familiar voice they have come to know from hearing it regularly, which will tell them what lies behind the words.

Here, then, we stumble across the opposite poles of radio. The wonder of it, and the utterly commonplace thing it has become. As a radio commentator, I am never able to forget the backbreaking toil, the mental anguish, the unnerving precision which was mobilized to make it possible. It has become a boon to mankind which makes all that has gone into it well worthwhile. We can afford to rely on its mechanical efficiency, but we must also see that such an invention finds its best purposes and uses. With "news" as the sole weapon, all the forces and advantages of radio could be mobilized to produce confusion, discontent, ignorance, incompatibility, intemperance, and moral and social disintegration — just as easily as they are concentrated on public enlightenment, intellectual stimulus, social awareness, greater understanding and cooperation.

We should, of course, make a distinction between the way the United States

runs its radio system and the way such systems are run in other countries. In our country, the profit motive is dominant. Many people don't like advertising; yet it seems entirely impractical to exclude it. The broadcasting systems themselves are constantly limiting the amount of advertising that may go with one program. On the basis of my study of radio systems all over the world, I know of none that touches ours in freedom from control, complete freedom of expression, and ability to provide a program that responds to the needs and interests of the people. Above all, American broadcasting does not serve any particular private purpose outside of the general purpose, served also by the press, of making a reasonable profit for those who own it.

We are most fortunate that at a time when public education in political problems are of outstanding importance we have radio to help develop it. Democracy is being challenged all over the world. The challenge is real. Dictatorships cannot be defeated by mere negation. We don't really know, many of us, why we believe in democracy. What a chance there is to use radio to develop a wider knowledge of it. Democracy is the world's only hope, the only chance for human individuality to survive. Yet the world tends more and more to become collectivized under the leadership of individuals who have lost all moral perspective. Let us, with the help of radio, educate our people to a greater knowledge of democracy and a greater belief in it.

TRENDS IN EDUCATION BY RADIO

(Continued from Page 47)

the series "Americans All—Immigrants All." These are now available for phonograph use at 33 1/3 and 78 r.p.m.

Groups of both educators and radio officials felt a need for scientific research in the value and effect of different kinds of educational radio programs. The Federal Radio Education Committee, besides promoting the Script Exchange, sponsored two educational radio research programs, one at Princeton University and one at Ohio State University.

There was a significant development in the short wave field. I recommended to the Federal Communications Commission the desirability of setting aside a band of frequencies for the exclusive use of local educational agencies. The Commission finally set apart twenty-five channels for this purpose. Two cities, Cleve-

land and New York, received licenses during 1938 to operate stations under this provision of the Commission. It is probable that as many as 1500 stations can operate simultaneously while using these channels. It will thus be possible to expand enormously the services of the Office of Education to schools and educational stations.

I believe we are now on the threshold of an era of very good feeling between broadcasters and educators, in which the broadcasters are becoming aware that education can be made interesting on the air, and educators are beginning to appreciate the requirements of radio. We are still only on the frontiers of a new field of education. There are no imaginable limits to our opportunities.

PROFESSOR QUIZ



Noxzema

CBS

Columbia Artists, Inc.

•

Management

WILLIAM GERNANNT

521 Fifth Avenue

New York

THE RADIO ARTIST

By **KATE SMITH**

THE past ten years in the broadcasting industry have seen a normal plane of activity developed from a state of chaos. All phases of the industry have reached maturity, and with the growth has developed a new firmament for entertainers to bask in.

Not the least important factor in the amazing development of the broadcasting industry has been the emphasis placed on the entertainer. While it takes many persons to actually transmit a program into the home, it is the entertainer who has the most to gain from a good production, for the public does not judge a radio program by its technical development, but rather from its entertainment achievement.

In the early days of network broadcasting, standards were much lower for the selection of radio entertainers. Programs had to be transmitted throughout the day and evening, and it took many persons to fulfill a full day's schedule. The majority of the vocalists were allotted quarter-hour periods, and allowed to sing whatever songs they so desired, in a manner that to say the least was slipshod.

Gradually, however, program directors began to see the value of good entertainment. Singers were given more selected hours. CBS set aside the 7 to 7:15 p.m. spot "across-the-board" to build talent. From that quarter-hour period, which was proven through a number of surveys to have a huge listening audience, such personalities as Bing Crosby, Morton Downey and Ruth Etting were skyrocketed to fame, not only in radio, but stage and motion pictures as well. Listeners began to remember that 7 p.m. period and as a result, not only talent was built up, but new broadcast periods were being commercialized.

From those humble quarter-hour programs, many radio artists have moved into the higher brackets in the entertainment field. While the motion pictures, vaudeville and legitimate stage have been responsible for many pleasing listening hours, the majority of the favored talent today was schooled in radio, then went into the extra-curriculum activities. Few have completely deserted the ranks of radio, however. Don Ameche, now a favored Hollywoodite, still retains his radio show and personality. Rudy Vallee has moved into pictures and dance spots, but remains one of the standbys of many radio listeners. The list of radio names who have succeeded in other fields is a long and impressive one, but they are still RADIO personalities, even to the most ardent film fan.

Showmanship has done much to develop talent in radio. Programs are now built to order, and the talent is considered in every phase of the production of a radio show. Not as in the early days when a singer sang, and trusted to luck that the song would be finished in the required time, radio today is well rehearsed. Color and glamour, two words long absent from the radio business, are coming to the fore, and radio is now definitely big-time.

Despite its growth, radio is still an "open sesame" to a large number of aspiring entertainers. Local stations serve as elementary schools, with students graduating to the networks after they have been schooled in radio technique. Many of the better "students" have been able to make the grade in the big time without too much preliminary work, and there are those rare exceptions that step right into star spots. Radio can use new talent all the time—because it is its very lifeline!

RAYMOND PAIGE



Wednesdays at 10 P. M., E.S.T. Over
The Columbia Broadcasting System
COAST-TO-COAST

in

“Raymond Paige, 99 Men and a Girl”

Sponsored by
UNITED STATES RUBBER CO.

Management.
Columbia Artists, Inc.
485 Madison Avenue
New York City

RADIO — TELEVISION and the WORLD'S FAIR

By

DR. JOHN S. YOUNG

Director of Broadcasting and Television

New York World's Fair 1939

THE most pretentious radio program ever devised made its bow to the world on January 1—the program every radio man dreams about; the program mere money could not buy. Only love of a cause or universal enlistment in a mutually profitable venture could command such outstanding talent, such world coverage and such eminent speakers as emperors, kings, queens, presidents, prime ministers and other Heads of State. The “Salute of the Nations” program is heard each Sunday afternoon from 1:30 to 2:00 p.m. EST. over 342 stations in the United States, 45 stations in Canada, and is rebroadcast throughout the world. The Fair is the first instrumentality to win such recognition for radio. The series will run 17 consecutive weeks before the opening of the exposition.

Special Program

With the opening of the exposition, radio also started the program series “Salute of the United States.” From February 5 to April 23 members of the President’s Cabinet will speak from Washington on the Blue Network of the National Broadcasting Company. Their addresses scheduled on Sundays from 7:00 to 7:15 p.m. EST. will be devoted to the twelve themes included in the government exhibit. Many of the Fair’s industrial exhibitors are completing plans for broadcasting. Television is going to have its real debut at the Fair. Obviously, 1939 is going to be radio’s greatest year. There is a magnificent tribute to the exposition, with its aim of promoting world trade, world understanding and world peace.

Television

The New York World’s Fair of 1939 will present television to the American public as a vital force for entertainment and education, and its chief contribution to the “World of Tomorrow.” As past fairs ushered in the reaper, the automobile, and the telephone, among other great inventions, the New York exposition expects to take the miracle of projecting sight through space out of the laboratory and splash it on the screen of Mr. Average Man’s receiver, at least within the metropolitan area.

Thus, in collaboration with NBC, CBS, RCA, the General Electric Company, the Westinghouse Company, and the broadcasters, the New York World’s Fair—the Television Fair—has already laid exten-



Edgar Bergen
and
Charlie McCarthy

CHASE & SANBORN HOUR
N. B. C.

sive plans for televising various events on the grounds for home reception.

Two RCA-NBC telemobiles have been on the site several months conducting experimental tests.

RCA Displays

Now that the scope and effectiveness of the television presentation is to be greatly increased, four of RCA's six rooms are to be used for other displays, and the remaining two are to be designated as the Radio Living Room of Tomorrow and the Radio Living Room of Today.

The Radio Living Room of Tomorrow will feature one of the most unusual devices so far designed by the radio industry, a single cabinet which will contain receivers for television, facsimile and sound broadcasting, the mechanism for phonograph recording and record playing. This device is thought to be several years in advance of present-day practicalities.

The Radio Living Room of Today will also present the above features, but all in separate cabinets such as those which are available now.

Tele Programs

Television programs, which will be viewed on many receivers to be located in the RCA exhibit building, will originate from three sources: The NBC-television studios in Radio City, New York, the RCA-NBC Telemobile Unit and Motion Pictures.

The Columbia Broadcasting System is rushing to completion its television transmitter in the Chrysler Tower and has elaborate telecasting plans for the Fair. CBS also intends to pick up the sight

and sound of current events on the grounds and flash them to the receiving sets of its audience. Columbia Broadcasting System will spend over \$1,500,000 on its television plans during the 1939-1940 period.

G. E. Displays

General Electric is building a television studio in its big copper-sheathed building where visitors may have their features televised, and act before the camera. These pictures will be shown on a dozen receivers in the studio, but they will not travel beyond the walls, according to present plans. The subject, however, will be able to take home a photograph of his televised image. General Electric expects to be able to familiarize the public with the art through its static exhibits of television equipment, and its demonstration of how television operates from the pickup of the image to reception of the image in the home. General Electric engineers were among the first in the world to demonstrate television to a large audience, Dr. E. F. W. Alexander, who has contributed so materially to radio development, being one of its pioneers.

Westinghouse has not made public its plans for television at the Fair. They will exhibit a full line of television apparatus as well as short-wave radio equipment for police, airplane, naval and amateur stations.

Station Exhibits

The Crosley Corporation of Cincinnati signed a contract for three quarters of an acre of space on the grounds of the New York World's Fair.

An exhibit hall and broadcasting studio will be erected on the plot,

according to Powel Crosley, Jr., President of the Crosley Corporation. The studio will be used by WLW of Cincinnati, world's most powerful broadcasting station, and will enable it to bring direct broadcasts from the Fair to a large section of the Middle West.

The WLW studio will be used for interviews with celebrities visiting the Fair, programs relating to Fair subjects, international events and spot news broadcasting. Many of the WLW broadcasts will be made available to the Mutual network.

WNYC Studios

The Queens Studios of the Municipal Broadcasting System will be located on the mezzanine of the New York City Building. Mr. Morris S. Novick, Station Manager of WNYC, in describing the layout, stressed its ultra-modern note and flexibility.

WNYC will have two large studios, the third being for announcing and transcription. The large Master Control where all switching will be done, will be equipped with power-light indicators, three loudspeakers and television receiver. The announcers' booth will provide a birds-eye view of the vast auditorium where exhibits will be on display.

A portable sound truck will make possible the recording of special effects and programs throughout the Site for subsequent instantaneous reproduction as desired on the studios' transcription equipment.

Broadcasts will also originate from the theatre in the New York City Building.

The Queens Studios will remain a permanent adjunct of the Municipal Broadcasting System after the conclusion of the Fair.

Static-less Radio

Arrangements have been completed by the New York World's Fair of 1939 with Major Edwin H. Armstrong, inventor of the new static-less radio system, and with Mr. John V. L. Hogan, owner of Station WQXR, to present the inaugural program using the new wave from the Fair site, an impressive broadcast dedicating what promises to be a far-reaching technical advance.

Orrin E. Dunlap, Jr., commenting on the new system in the New York Times of January 22, 1939, says: "Static-less radio, the goal of inventors, the hope of wireless operators, the answer to the broadcast listener's prayer, was demonstrated in New York during the past week by Major Edwin H. Armstrong, Professor of Electrical Engineering at Columbia University.

Not only has the Major and his engineering crew succeeded in dodging static but they give to radio a remarkable system of pure-toned broadcasting. So realistic is the music it seems that the listener is sitting amid the musicians.

Conclusion

The 1939 New York World's Fair will truly be "A Radio and Television Fair." Every phase of broadcasting has been included in the exhibits. Broadcasting companies, manufacturers and radio talent expenditures will run into the millions. Persons all over the world attending the World's Fair will be given the opportunity to witness Broadcasting from its embryonic stages to the finished product of Television.

**CAIRO
CONFAB
1938**

INTERNATIONAL CONFERENCE

STRONG effort to solve the problem of serious congestion by widening the high frequency (short wave) broadcast bands in the radio spectrum was made at the conference held in Cairo, Egypt, Feb. 1 to April 8, 1938, which also added frequencies for use in tropical regions. The conference was attended by 600 delegates representing more than 50 nations. The new regulations will become effective Sept. 1, 1939.

Three communication mediums, radio, telephone and telegraph, were studied at the three independent conferences, although the radio session interested more delegates than the other two combined. Official title of the gathering was International Telecommunication Conference.

The frequencies from 1,500 to 1,600 for the world (except in Europe 1,500 to 1,560) and from 7,200 to 7,300 kilocycles in the European region only were also assigned to broadcasting on a shared basis, the former with fixed and mobile services, the latter with amateurs. Additional assignments were made in response to insistent demands from smaller nations, such as Ireland and some Latin American countries which have few, if any, frequencies available to them. A

study was made to determine means of providing more high frequency facilities to the nations which contend that there is no place for them on the air.

Further study was also recommended of the dual use of frequencies by stations in different parts of the world. It was stressed by some participants that few frequencies are used continuously by the same station for more than eight or ten hours. Additional study was also recommended in connection with the frequencies from 6,000 to 25,000 kilocycles, which are employed for long distance broadcasting.

Particular attention was paid to developments in aeronautics which are making necessary new allocations and regulations, while the marine services were also the subject of intensive study. Tolerance tables were tightened in many services, according to John H. Payne, Chief, Electrical Division, Bureau of Foreign and Domestic Commerce, and Technical Adviser to the American Delegation. This requires closer adherence to the exact assigned frequencies, and results in less interference and more effective use of the radio spectrum in general.



FRED WARING

and his

PENNSYLVANIANS



"The Long is the Thing"



Management, John O'Connor
1697 Broadway
New York City

GOVERNMENT RADIO CONTRACTS IN 1938

By

JOHN B. BRADY

Counsellor at Law, Washington, D. C.

THE United States Government contributed much in the encouragement of radio development during 1938 by purchases of radio receiving and transmitting equipment necessary in the protection of the public interest by Uncle Sam's fighting forces and for the operation of Civil Aeronautics. The Government has been a constant purchaser of radio transmitting and receiving apparatus throughout the years even before radio broadcasting began, and in 1938 awarded substantial contracts for radio equipment.

Westinghouse Electric & Manufacturing Company received the largest share of the 1938 contracts in dollar value, the Westinghouse orders aggregating approximately \$831,727.75. RCA Manufacturing Company, of Camden, New Jersey, received contracts for radio transmitters and receivers and radio tubes in the approximate amount of \$248,243.37. Bendix Radio Corporation, of Baltimore, Maryland, received Government contracts during 1938 for radio transmitters and receivers in the approximate amount of \$202,113.22. Federal Telegraph Company, of Newark, New Jersey, was awarded contracts for radio transmitting equipment for the Signal Corps of the Army, for the Coast Guard and for the Department of Commerce in the approximate amount of \$159,146.02.

The International Telephone Development Corporation, of Brooklyn, New York, contracted with the Department of Commerce for a radio instrument landing system at the Indianapolis Airport in the approximate amount of \$64,870.00. Aircraft Radio Corporation, of Boonton, New Jersey, received Government awards for radio equipment during 1938 in the approximate amount of \$26,545.66. Communications Development Corporation, of New York City, was awarded a contract for a radio beacon supervisor and alarm device for the Department of Commerce in the amount of \$10,250.00.

General Electric Company, of Schenectady, New York, supplied telephone systems for the Tennessee Valley Authority amounting to \$74,000.00. The Hammerlund Manufacturing Company, Inc., of New York City, received awards

for radio receivers for the Signal Corps of the War Department in the amount of \$11,390.25. In order to screen Uncle Sam's radio receiving equipment from man-made interference, purchases of radio filters were made by the Treasury Department from Tobe Deutschmann Corporation, Canton, Massachusetts, amounting to \$19,450.00. Kearfott Engineering Company, of New York City, furnished radio antenna loops to the Signal Corps of the War Department at a cost of \$13,025.00.

The Navy Department purchased telephone outfits from the Batteryless Telephone Equipment Company, Inc., of Pittsburgh, Pennsylvania, in the amount of \$20,276.83.

The Works Progress Administration bought transcriptions from Allied Phonograph-Record Manufacturing Company, of Los Angeles, California, amounting to \$34,500.00.

Uncle Sam's electric battery bill for 1938 may be judged in part by the award to Thomas A. Edison, Inc., for primary cells, renewals and parts by the Commerce Department amounting to \$11,834.44; storage batteries from Philco Radio and Television Corporation, of Philadelphia, Pennsylvania, by the Treasury Department amounting to \$17,361.00; and batteries by the Air Corps of the Army in the amount of \$91,578.60 from The Electric Storage Battery Company, Philadelphia, Pennsylvania.

Electrical Sales and Service Company, Atlanta, Georgia, supplied the Civil Aeronautics Authority with cable in 1938 amounting to \$58,110.00.



HAL KEMP

And His

ORCHESTRA

RENEWED FOR SECOND SEASON
ON

“TIME TO SHINE”

For the Griffin Manufacturing Co.



SKINNAY ENNIS

And His

ORCHESTRA

ON

THE BOB HOPE PROGRAM

NBC-RED, TUESDAY, 10 P. M. EST.

For The Pepsodent Co.



Personal Management
ALEX HOLDEN
RKO Building — Radio City
New York

IMPORTANCE OF THE — SPECIAL EVENTS —

By

PAUL WHITE

*Director of Public Affairs,
Columbia Broadcasting System, Inc.*

There seem to be two approaches to any consideration of special events work in modern radio. Not only is there a *how?*—but also a *why?* Nearly everybody in the industry (and a surprising slice of the lay audience, too) is well aware of the manpower, time and money the networks devote to covering special events throughout the world. But a question frequently posed is the unoriginal: “So what?” Why go to all that trouble for the sake of an occasional beat scored against competition? Why stay up all night to bring America the words of a dictator 5,000 miles away? Who cares?

Purposes

The simple fact that a lot of people *do* care explains why the networks take the pains they do with international crises, world flights, and the like—over and above elaborate service in news, sports, affairs of state, and other special events in this country. We know people care about these things, and research men tell us that listeners form habits of loyalty to the station that delivers the most of the best of such coverage. We try to render the most efficient audience service we can; when we succeed, the network station in each community becomes the one that gains more and more habitual listeners. That's tangible evidence that audience demand must be satisfied on every programming front.

Special Event Methods

So much for the *why* of special events. The *how* is not as simple. This department is engaged in broadcasting important news events, both domestic and foreign, reporting all phases of sports, and presenting human interest or feature shows when the situation warrants. First two of these functions are handled by on-the-spot pickups, news flashes, and additional commentary. A few instances of a department at work will demonstrate its operations most clearly.

When the floods came to the Mississippi and Ohio valleys, networks had a dual opportunity: to hasten aid for the distressed areas, and to relate the news quickly and accurately to the rest of the U. S. radio audience. An intermittent schedule of news bulletins and flood summaries was arranged. Announcers

and engineers were sent with short wave equipment to relay eye witness accounts from the air, from river boats, and from other vantage points. Stations in the flooded sections provided special programs day and night, including comprehensive reports from local officials, interviews with survivors, and instructions to rescue parties navigating radio-equipped boats. WHAS, Louisville, operated 24 hours a day to render these services, thereby winning wide acclaim in fulfilling the aims of the special events department.

National Affairs

National affairs present a different sort of challenge. Congressional openings, presidential inaugurations, national elections—all these require split-second precision and intricate arrangements of radio facilities. Roll-calls in House and Senate, interviews with leaders in both branches, man-in-the-street queries, and the President's message on "The State of the Union" were highlights of radio reporting when Congress convened a year ago. During Roosevelt's second inauguration, network microphones were placed at strategic points throughout Washington, and the events were translated for foreign ears via short wave.

The special attention to U. S. news is of course supplemented by regular Press-Radio bulletins, broadcast at definite periods during the day and night. When sufficiently important news occurs, it is relayed to listeners the instant it is received, regardless of the scheduled show on the air at the time.

1938 Events

The year 1938 has given the radio audience three particularly exciting events. Chronologically, these were the Austrian Anschluss, the Hughes flight, and the

Czech crisis. I believe radio distinguished itself on all three occasions by its delivery of news-in-the-making to millions of eager listeners throughout the country. Elaborate hookups maintained contact with the capitals of Europe, the principals involved in each sequence of events brought their own views and impressions direct to the U. S. audience, and as never before, the people were kept constantly abreast of history *as it was made*.

Extra Costs

To accomplish results like those, we feel more than justified in the extra man-hours, money, and mental strain which were expended. During the chaotic 20 days of the Czech crisis alone, we completed 471 broadcasts from 18 European centers. Our ace interpreter of world news, H. V. Kaltenborn spent a total of 14 hours at the microphone in New York sifting the significance of last-minute happenings and relating fresh developments 85 times in those three weeks.

Conclusion

Perhaps the most spectacular of all news coverage achievements to date, this Czech affair is, however, just one more in the series of foreign events which the special events department brings to listeners. Others include the Coronation ceremonies, warfare in Ethiopia, Spain, and China, Vatican incidents, and worldwide celebrations of Christmas, Easter, and Armistice Day.

I have briefly recited the results obtained by the efforts of a special events department. By its very nature, it is a story that is never complete, for when crisis looms tomorrow—wherever it may strike—there too will be men and microphones.

RADIO DAILY

Second Annual Poll of the Radio Editors and Critics for 1938-9

(Released January 26, 1939)

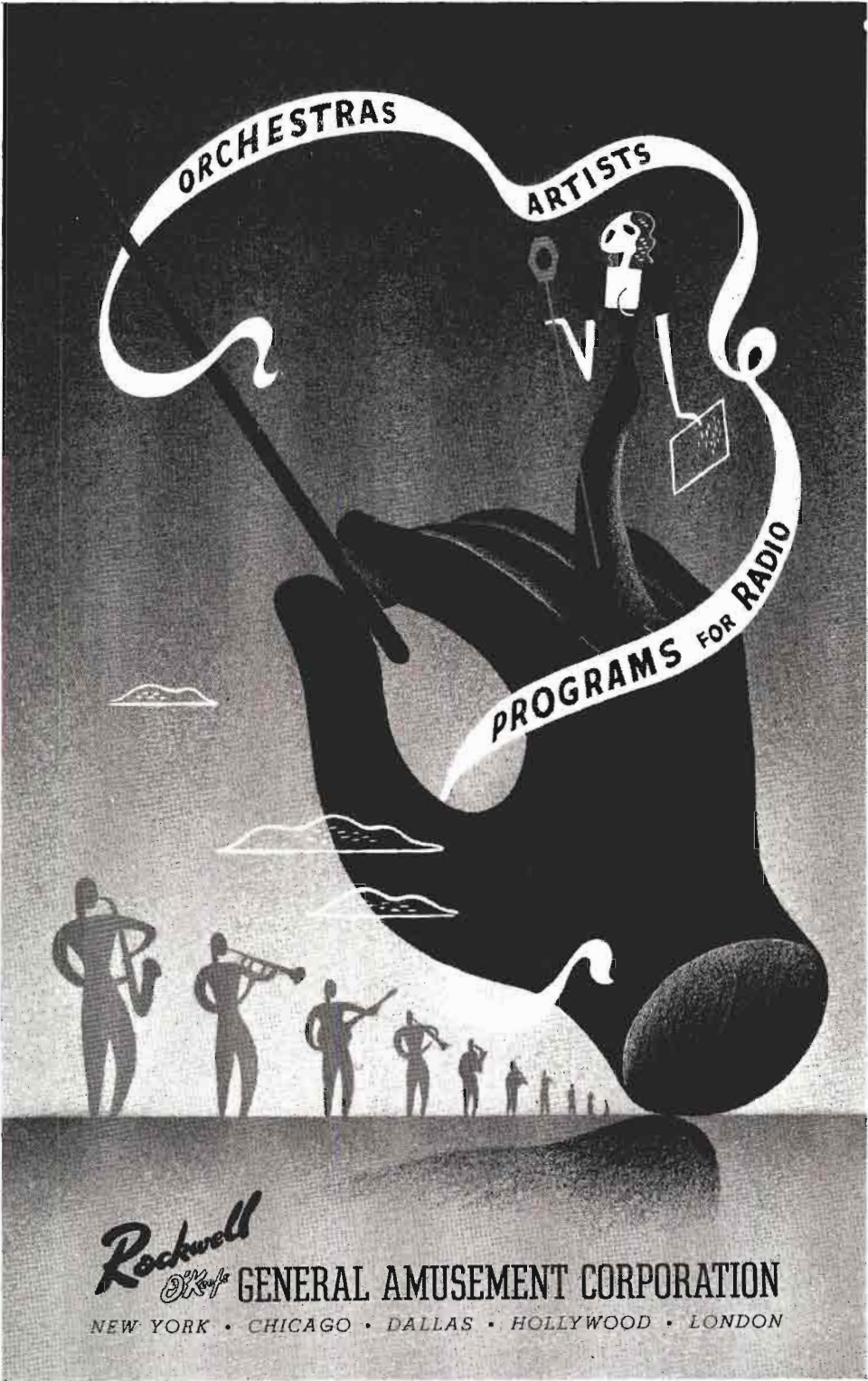


Programs

<i>Title</i>	<i>Points</i>
JELL-O	506
Chase and Sanborn	457
Kraft Music Hall	311
Town Hall Tonight	243
Information Please	188
Lux Radio Theater	161
Rudy Vallee Variety Hour	148
Ford Sunday Evening Hour	147
Kay Kyser's College	135
Good News of 1939	122

Personalities

JACK BENNY	534
Edgar Bergen (Chas. McCarthy)	486
Bing Crosby	318
Fred Allen	314
Bob Hope	129
Bob Benchley	127
Kate Smith	126
Fanny Brice	110
Orson Welles	103
Rudy Vallee	101



RADIO DAILY POLL — Continued

Symphony Orchestras

<i>Title</i>	<i>Points</i>
NBC SYMPHONY	529
N. Y. Philharmonic-Symphony Society	519
Ford Symphony	286
Philadelphia Symphony	190
Firestone Symphony	135
Rochester Symphony	79
Cities Service	71
Detroit Symphony	66
Boston Symphony	51
Cincinnati Symphony & Standard Symphony (L. A.)	29

Dance Orchestras

GUY LOMBARDO	474
Tommy Dorsey	342
Kay Kyser	339
Benny Goodman	282
Wayne King	280
Horace Heidt	205
Noble Sissle	161
Richard Himber	138
Paul Whiteman	126
Hal Kemp	124

News Commentators

H. V. KALTENBORN	423
Edwin C. Hill	400
Lowell Thomas	390
Boake Carter	246
Paul Sullivan	138
Bob Trout	122
Walter Winchell	121
Gabriel Heatter	82
Dorothy Thompson	78
John B. Kennedy	48

Sports Commentators

TED HUSING	501
Bill Stern	355
Clem McCarthy	289
Paul Douglas	96
Sam Taub	89
Red Barber	76
France Laux	65
Graham McNamee	58
Ed Thorgersen	53
Stan Lomax	48

For complete program data see page 540.

For the **BEST** in
RADIO SHOWMANSHIP

We are proud to announce that

DON STAUFFER

(Formerly Vice-President in charge of radio at Young & Rubicam, Inc.)

has become associated with

BILL STUHLER

in our

Radio Division



The reunion of a team of successful advertising-trained
Radio executives with a comprehensive and practical
experience in all phases of Radio Broadcasting.

A. and S. LYONS, INC.

NEW YORK

HOLLYWOOD

Pan-American Conference

Lima — Nov. and Dec., 1938

LATE in 1938 a Pan American Conference was held in Lima, Peru, to better facilitate the Good-Will program between nations. One important phase of the Conference concerned itself with the broadcasting industry, and the value of international broadcasting between the United States and Latin-America as a means of promoting good will. Out of this conference emerged the first important nucleus for a program of exchange broadcasts between the countries involved.

During 1939, the most comprehensive exchange of radio fare in the history of broadcasting will come into being according to the new radio pact. Important cog in the United States will be the National Broadcasting Co., who, through its vice president in charge of programs, John F. Royal, attended the conference, and set the details for the exchange of cultural, educational and entertainment programs.

Under the terms of the "gentleman's agreement" all NBC programs will be short-waved to Latin-America in the course of 1939, and for the first time, they will be available to all radio stations in the entire country for rebroadcasting purposes. It was discovered during the course of the Conference that at the time very few of the programs short-waved to Latin-America were available for rebroadcast. With 2,000,000 sets in use in that area, it was also discovered that only one-third of that number were equipped to pick up short wave. Under the new agreement, practically every major program aired over NBC this year will be assured of a huge listening audience in Latin America.

One very serious problem that has confronted U. S. broadcasters, that of picking up broadcasts from Latin-America for re-broadcast in this country, was also settled at the Conference. In the past,

stations, have been too weak in signal strength to transmit programs as far North as the United States. Poor pick-up problem has been eliminated, however, through the construction of a number of new powerful transmitters which will be placed in operation early this year.

Program matter emanating from the Latin America countries is of the highest quality in most cases, and under the new agreement, many of the better shows will be aired in English as well as Spanish in order to build audiences in the U. S. NBC has established a strong international broadcast staff to cope with the language problem, and while CBS is not directly included in the Pan-American agreement, that network too, because of its huge short-wave schedule, has also built up its international division until it is now a major department at the network.

Conclusions reached at the Pan-American Conference have opened an entirely new phase of broadcasting to both the advertisers and the broadcasters in this country. Advertisers are now assured of an added bonus audience that will number in the millions, and broadcasters will have at their beck and call a new avenue of programming, which will include some of the finest educational and cultural fare to be found in the world.

IMPORTANT RADIO TELEPHONE NUMBERS in NEW YORK



RADIO STATIONS

KGKO (N. Y. Office)	Columbus	5-3264
WABC	Wickersham	2-2000
WARD	TRiangle	5-3301
WBBC	TRiangle	5-6690
WBRR	MAin	4-9735
WBNX	MElose	5-0333
WCAU (N. Y. Office)	Wickersham	2-2000
WCNW	INGersoll	2-1500
WEAF	Circle	7-8300
WEVD-WFAB	BRyant	9-2360
WFAS	WIsconsin	7-2299
WFIL (N. Y. Office)	BRyant	9-9390
WGN (N. Y. Office)	VANderbilt	3-9292
WHBI (N. Y. Office)	VANderbilt	6-0785
WHN	BRyant	9-7841
WHOM	PLaza	3-4204
WINS	ELdorado	5-6100
WJZ	Circle	7-8300
WLTH	ORchard	4-1203
WLW (N. Y. Office)	MOhawk	4-4528
WMBQ	STagg	2-9037
WMCA	Circle	6-2200
WNBF (N. Y. Office)	MURray Hill	2-5767
WN&W	PLaza	3-3300
WNYC	WOrth	2-4740
WOR	ENnsylvania	6-8383
WOV-WBIL	BRyant	9-6080
WPG	MURray Hill	2-2046
WQXR	COlumbus	5-6366
WVFW	TRiangle	5-0313
WWRL	NEwtown	9-3300

NATIONAL NETWORKS

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

STATION REPRESENTATIVES

Associated Broadcast Advertising Co.	WIsconsin	7-2299
John Blair & Co.	MURray Hill	9-6084
The Branham Co.	MURray Hill	6-1860
Bryant-Griffith & Brunson, Inc.	MURray Hill	2-2174
Burn-Smith Co.	MURray Hill	2-7462
Cox & Tanz	MURray Hill	2-8284
John G. Dale	MURray Hill	2-8219
Forjoe & Co.	VANderbilt	3-8950
Free & Peters, Inc.	PLaza	5-4131
Gene Furgason & Co., Inc.	MURray Hill	2-3734
Hearst Radio, Inc.	PLaza	8-2600
George P. Hollingbery Co.	MURray Hill	3-8078
International Radio Sales	PLaza	8-2600
The Katz Agency	LONGacre	5-4595
Kelly Smith Co.	MOhawk	4-2434
Joseph Hershey McGillvra	VANderbilt	3-5055
J. P. McKinney & Son	Circle	7-1178
National Broadcasting Co.	Circle	7-8300
John H. Perry Associates	BRyant	9-3357
Edward Petry & Co.	MURray Hill	2-4401
Radio Advertising Corp.	MURray Hill	4-0212
Radio Sales	Wickersham	2-2000
William G. Rambeau Co.	CAledonia	5-4940
Paul H. Raymer Co.	MURray Hill	2-8690
Reynolds-Fitzgerald, Inc.	ELdorado	5-7020
Sears & Ayer	MURray Hill	2-2046
Weed & Co.	VANderbilt	3-6966
Howard A. Wilson Co.	MURray Hill	6-1230

ADVERTISING AGENCIES

Advertisers' Broadcasting Co.	MURray Hill	4-1364
Austin & Spector	ELdorado	5-1270
N. W. Ayer & Son, Inc.	CHickering	4-5600
Badger & Browning & Hersey	Circle	7-3720
Battton, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800
Benton & Bowles, Inc.	Wickersham	2-0400
Birmingham, Castleman & Pierce, Inc.	LEXington	2-7550
The Biow Co., Inc.	Circle	6-9300
Blackett-Sample-Hummert, Inc.	Wickersham	2-2700
Blackstone Co.	Circle	7-7890
Blaker Advertising Agency	CAledonia	5-7351
Brayshan Associates	VANderbilt	6-2450
Brooke, Smith, French & Dorrance, Inc.	MURray Hill	6-1800
Brown & Tarcher, Inc.	Circle	6-2626
Franklin Bruck Advertising Corp.	Circle	7-7661
Buchanan & Co.	MEdallion	3-3380
Campbell-Ewald Co. of N. Y.	Circle	7-6383
The Caples Co.	MURray Hill	6-6500
Cecil-Presbrey, Inc.	Wickersham	2-8200
Compton Advertising Inc.	Circle	6-2800
D'Arcy Advertising Co.	ELdorado	5-3765
Donahue & Coe, Inc.	COlumbus	5-4252
Sherman & Ellis Co.	LACKawanna	4-3570
Erwin, Wasey & Co.	MOhawk	4-8700
William Esty & Co.	CAledonia	5-1900
Federal Advertising Agency, Inc.	ELdorado	5-6400
Albert Frank-Guenther Law, Inc.	COrtland	7-5060
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COlumbus	5-2000
J. Stirling Getchell, Inc.	MURray Hill	6-4800
Geyer, Cornell & Newell, Inc.	Wickersham	2-5400
Lawrence C. Gumbinner Co.	VANderbilt	3-3550
Hellwig-Miller 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.	Circle	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.	Circle	7-4231
Newell-Emmett Co., Inc.	ASHland	4-4900
Paris & Peart	CAledonia	5-9840
Peck Advertising Agency	PLaza	3-0900
Pedlar & Ryan, Inc.	ELdorado	5-7700
Prins & Keifer, Inc.	MURray Hill	2-0155
Ruthrauff & Ryan, Inc.	VANderbilt	3-6400
Stack-Goble Advertising Co.	PLaza	3-7444
J. Walter Thompson Co.	MOhawk	4-7700
Tracy-Locke-Dawson	ASHland	4-1690
United States Advertising Corp.	COlumbus	5-2032
Wales Advertising Agency	MURray Hill	6-4000
Weill & Wilkins	PLaza	8-0460
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
 Plaza 5-8355
 Hollywood Reporter Wisconsin 7-2470
 Metronome Circle 7-4500
 Motion Picture Daily Circle 7-3100
 Musical America Circle 7-0522
 Musical Courier Circle 7-4500
 Printers' Ink Ashland 4-6500
 Radio Advertising (Rates and Data) Mohawk 4-1220
 Radio Craft Walker 5-0730

RADIO DAILY Wisconsin 7-6336

Radio & Electric Appliance Journal Circle 7-5842
 Radio Markets Plaza 3-7222
 Radio Retailing Medallion 3-0700
 Radio Today Plaza 3-1340
 Radio Weekly Walker 5-2576
 Standard Advertising Register Medallion 3-5850
 Tide Ashland 4-3390
 Variety BRYant 9-8153

NEWS AGENCIES AND ASSOCIATIONS

Associated Press Circle 6-4111
 International News Service MURray Hill 2-0131
 NEA Service, Inc. Medallion 3-5160
 News Features, Inc. Circle 6-1738
 Press-Radio Bureau MURray Hill 2-5670
 Radio News Association MURray Hill 2-4054
 Transradio Press Service, Inc. MURray Hill 2-4054
 United Press MURray Hill 2-0400

TALENT AGENCIES

James Appell Circle 7-5278
 Artists Management Bureau Inc. MURray Hill 2-1888
 Associated Orchestras of America. VANDerbilt 6-4555
 Authors & Artists, Inc. Circle 5-8133
 Ayers-Prescott Columbus 5-2482
 Batchelor Enterprises, Inc. CHICKering 4-6204
 Chamberlain Brown BRYant 9-8480
 Columbia Artists, Inc. WICKersham 2-2000
 Columbia Concerts Corp. Circle 7-6900
 Consolidated Radio Artists, Inc. Columbus 5-3580
 Meyer Davis Circle 7-1611
 Fanchon & Marco Circle 7-5630
 William Gernannt VANDerbilt 6-1750
 Hesse & McCaffrey ELdorado 5-1076
 Leading Attractions, Inc. Plaza 3-8093
 Ben B. Lipset, Inc. CHICKering 4-2466
 A. & S. Lyons, Inc. LACKawanna 4-7460
 Mills Artists, Inc. Circle 7-7162
 William Morris Agency, Inc. Circle 7-2160
 Leo Morrison, Inc. Circle 7-6413
 Music Corporation of America WICKersham 2-8900
 NBC Artists Service Circle 7-8300
 Radio Orchestra Corp. Columbus 5-5952
 Rockwell-O'Keefe, Inc. Circle 7-7550
 Myron Selznick Co. of N. Y. Circle 7-6201
 Rudy Vallee Orchestra Units Corp. Circle 7-2620
 Wilson, Powell & Hayward, Inc. Plaza 5-5480
 WOR Artists Bureau PENnsylvania 6-8383

PROGRAM PRODUCERS AND TRANSCRIPTION AND RECORDING COMPANIES

A. A. Recording Studios EDGcombe 4-7600
 Advertisers Recording Service Circle 7-6982
 Aerogram Corp. Circle 7-0650
 Air Features, Inc. WICKersham 2-0077
 American Record Corp. Circle 5-7300
 Associated Music Publishers, Inc. BRYant 9-0847
 Ayers-Prescott Columbus 5-2482
 Baldwin Recording Studios BRYant 9-8592
 Brinckerhoff & Co. Plaza 3-3015
 Broadcast Producers of N. Y. ELdorado 5-9300
 Carnegie Hall Recording Studios Columbus 5-5893
 Ted Collins Circle 7-0094
 Conquest Alliance Co. Plaza 3-5650
 Decca Records, Inc. Columbus 5-5662
 Empire Broadcasting Corp. Plaza 8-3360
 Federal Transcribed Programs, Inc. CALEDonia 5-7530
 H. S. Goodman WICKersham 2-3338
 Jean V. Grombach, Inc. Circle 6-6540
 Heffelfinger Radio Features MURray Hill 2-1379
 Intercontinental Audio Video Corp. Circle 7-4560
 Langlois & Wentworth ELdorado 5-1620
 Phillips H. Lord, Inc. WICKersham 2-2213
 Charles Michelson MURray Hill 2-3376
 Musicraft Records, Inc. BRYant 9-6565
 NBC Thesaurus Circle 7-8300

Lilian Okun, Inc. CHICKering 4-3651
 Peterson Radio Productions Wisconsin 7-0069
 Radio Attractions Circle 7-4483
 Radiocrafters MURray Hill 2-2103
 Radio Events Syndicate MURray Hill 6-3487
 Radio Production Service Plaza 3-2590
 Radio Program Associates ELdorado 5-4227
 Radioscript Productions Co. Circle 7-2849
 RCA Manufacturing Co. BOGardus 4-6200
 Reeves Sound Studios Circle 6-6686
 Roche Productions, Inc. Circle 7-7630
 James L. Saphier Circle 7-2135
 Sound Masters, Inc. BRYant 9-0680
 Henry Souvaine, Inc. Circle 7-5566
 Speak-O-Phone Recording & Equipment Co. COLUMbus 5-1350
 Star Radio Programs Plaza 3-4991
 Douglas F. Storer Circle 7-7672
 Edwin Strong, Inc. BRYant 9-5758
 Transamerican Broadcasting & Television Corp. MURray Hill 6-2370
 Transcribed Radio Shows, Inc. LONgacre 5-3440
 Transcriptions, Inc. MURray Hill 2-2103
 Transradio News Features, Inc. Circle 7-4560
 T-W Radio Productions MURray Hill 2-4111
 Universal Radio Programs MURray Hill 2-0648
 Universal Recording Co. Circle 5-4895
 Victor Recording Laboratory BOGardus 4-6200
 Viking Radio Productions PENnsylvania 6-1137
 Roger White Circle 7-4943
 Wilson, Powell & Hayward, Inc. Plaza 5-5480
 Wolf Associates COLUMbus 5-1621
 WOR Electrical & Recording Service PENnsylvania 6-8383
 World Broadcasting System WICKersham 2-2100

ORGANIZATIONS, UNIONS AND GOVERNMENT AGENCIES

Actors' Equity BRYant 9-3550
 Advertising Club CALEDonia 5-1810
 Advertising Federation of America BRYant 9-0430
 American Association of Advertising Agencies MOhawk 4-7982
 American Communications Association BOWling Green 9-3007
 American Federation of Musicians PENnsylvania 6-2545
 American Federation of Radio Artists MURray Hill 2-1157
 ASCAP COLUMbus 5-7464
 Institute of Radio Engineers Medallion 3-5661
 M. P. P. A. Circle 6-3084
 National Association of Performing Artists Circle 7-8194
 National Labor Relations Board. CORtland 7-6860
 New York World's Fair 1939, Inc. BRYant 9-6000
 Radio Club of America LONgacre 5-6622
 S. E. S. A. C. BRYant 9-3223
 Society of Jewish Composers, Publishers and Song Writers LONgacre 5-9124
 Songwriters' Protective Association COLUMbus 5-3758

RAILROAD TERMINALS

Grand Central MURray Hill 6-9100
 Pennsylvania PENnsylvania 6-5600

HOTELS

Algonquin VANDerbilt 3-2500
 Ambassador WICKersham 2-1000
 Astor Circle 6-6000
 Biltmore MURray Hill 2-7920
 Commodore MURray Hill 6-6000
 Edison Circle 6-5000
 Lincoln Circle 6-4500
 Lombardy Plaza 3-8600
 New Yorker Medallion 3-1000
 New Weston Plaza 3-4800
 Park Central Circle 7-8000
 Pennsylvania PENnsylvania 6-5000
 Plaza Plaza 3-1740
 Ritz Carlton Plaza 3-4600
 Ritz Tower WICKersham 2-5000
 Roosevelt MURray Hill 6-9200
 St. Moritz WICKersham 2-5800
 St. Regis Plaza 3-4500
 Savoy Plaza VOLunteer 5-2600
 Sherry Netherland VOLunteer 5-2800
 Vanderbilt Ashland 4-4000
 Waldorf-Astoria ELdorado 5-3000
 Warwick Circle 7-2700

IMPORTANT RADIO TELEPHONE NUMBERS in LOS ANGELES



RADIO STATIONS

KECA	Richmond	6111
KEHE	EXposition	1341
KFAC	Fltzroy	1231
KFI	Richmond	6111
KFOX	MUtual	2510
KFSG	EXposition	1141
KFVD	DRexel	2391
KFWB	HOLlywood	5315
KGER	MAAdison	2551
KGFJ	PRospect	2434
KHJ	VAAndyke	7111
KIEV	OMaha	3-4191
KMPC	BRadshaw	2-1166
KMTR	Hillside	1161
KNX	HOLlywood	2484
KOY-Arizona Net (L. A. Office)	GRanite	0702
KRKD	MAAdison	2281
XEMO (L. A. Office)	PRospect	9136

NETWORKS

California Radio System	EXposition	1341
Columbia Broadcasting System	HOLlywood	2484
Between 10 P.M. and 8:30 A.M.	HOLlywood	7052
Don Lee Broadcasting System	VAAndyke	7111
Mutual Broadcasting System	VAAndyke	7111
National Broadcasting Co.	HOLlywood	3631

STATION REPRESENTATIVES

Walter Biddick Co.	Richmond	6184
John Blair & Co.	PRospect	3548
The Branham Co.	MIchigan	1269
W. Austin Campbell Co.	MIchigan	3875
Free & Peters, Inc.	RIchmond	6184
International Radio Sales	EXposition	1345
Joseph Hershey McGillvra	VAAndyke	6336
National Broadcasting Co.	HOLlywood	3631
Edward Petry & Co.	MIchigan	8729
Radio Sales	HOLlywood	2484
Reynolds-Fitzgerald, Inc.	TUcker	2474

ADVERTISING AGENCIES

Alber R. H. Company	PRospect	3331
Barnes Chase Co.	PRospect	4118
Batten, Barton, Durstine & Osborn	Hillside	8919
Beaumont & Hohman	TRinity	8173
Benton & Bowles Inc.	Hillside	9151
Botsford, Constantine & Gardner	PRospect	0206
Brisacher, Emil & Staff	PRospect	9368
Buchanan & Company, Inc.	DRexel	7101
Campbell-Ewald Company	PRospect	1275
The Caples Co.	MUtual	4143

Doremus & Co.	TRinity	8821
Sherman K. Ellis & Co.	FEderal	9111
Erwin, Wasey & Company	PRospect	5317
Hillman-Shane Advertising Agency Inc.	VAAndyke	5111
Hixson-O'Donnell Advertising	MUtual	8331
William A. Ingoldsby	MUtual	7451
Lockwood-Shackelford Advertising Agency	TRinity	9801
Logan & Stebbins	TRinity	8821
Lord & Thomas	HOLlywood	6265
McCann-Erickson Inc.	MIchigan	4049
Miner, Dan B.	RIchmond	3101
Morgan, Raymond R. Co.	HEmpstead	4194
Neisser-Meyerhoff, Inc.	TUcker	2607
Ruthrauff & Ryan Inc.	Hillside	7593
Scholls Advertising Service	MIchigan	2396
Shattuck & Ettinger	YORk	8131
Sweeney & James	JEfferson	4019
Thompson, J. Walter Co.	MIchigan	5194
Ward Wheelock Co.	Hillside	1091
Weinberg, Milton, Advertising Co.	TUcker	4111
Young & Rubicam Inc.	HOLlywood	2734

PROGRAM PRODUCERS AND TRANSCRIPTION AND RECORDING COMPANIES

Abbott Radio Productions	Hillside	1449
Aerogram, Inc.	Hillside	7211
Air-Chek Co.	GLadstone	2189
Allied Phonograph & Record Mfg. Co.	HOLlywood	5107
American Record Corp.	GRanite	4134
Associated Cinema Studios	HEmpstead	2131
Associated Transcriptions of Hollywood	WALnut	4736
Walter Biddick Co.	RIchmond	6184
Callahan Radio Programs	HOLlywood	5442
Eccles Disc Recordings	Hillside	5257
Electro-Vox Recording Studios	GLadstone	2189
Fanchon & Marco	HOLlywood	5341
Fields Bros. Radio Corp.	HOLlywood	7305
Irving Fogel & Associates	HOLlywood	5107
Hollywood Radio Productions	GRanite	6790
Hollywood Recording Co.	Hillside	3097
Hollywood Transcript Co.	HOLlywood	7734
Lippe & Lazarus Productions	YORk	2901
C. P. MacGregor	Fltzroy	4191
R. U. McIntosh & Associates	STANley	7-1035
Mertens & Price	DRexel	1118
Raymond R. Morgan Co.	HEmpstead	4194
Music Corporation of America	BRadshaw	2-3211
Norman B. Neeley	Hillside	9133
Otto K. Oleson Recording Studios	GLadstone	5194
Pan American Radio	Hillside	4027
Ralph L. Power	MAAdison	5617
Radio Producers of Hollywood	HOLlywood	6288
Radio Recorders, Inc.	HOLlywood	3917
Radiotone, Inc.	YORk	7204

Radio Transcriptions Co. of America	Hollywood 3545
RCA Manufacturing Co.	Hillside 5171
Rec-Art Studios	Prospect 9232
Recordings, Inc.	Hillside 6138
Standard Radio, Inc.	Hillside 0188
Transamerican Broadcasting & Television Corp.	HEmpstead 5151
Twentieth Century Radio Productions	Hillside 7211
Witte Radio Productions	VAndy 5436

RADIO ARTISTS AGENCIES

Batchelor Agency, Walter	CRestview 1-8181
Columbia Artists Bureau	Hollywood 6365
Columbia Management of Calif.	Hollywood 6385
Consolidated Radio Artists	Hillside 7124
Dolan & Doane	CRestview 1-9185
Fanchon & Marco	Hollywood 5341
Irwin, Lou	OXford 1005
Lee Artists Service, Thomas	GRanite 7171
Lyons, A. & S.	OXford 1116
Morris Agency, William	BRadshaw 6-3121
Morrison, Leo	CRestview 1-9191
Music Corporation of America	BRadshaw 2-3211
NBC Artists Service	Hollywood 3631
Rockwell-O'Keefe, Inc.	CRestview 1-8101
Saphier, James L.	Hollywood 7356
Selznick, Myron	CRestview 1-9171
Swanson, H. N.	CRestview 1-5115

PUBLICATIONS

The Billboard	Morningside 1-4700
The Broadcaster	GLadstone 7353
Broadcasting & Broadcast Advertising	GLadstone 7353
Daily Variety	Hollywood 6141
Hollywood Reporter	Hillside 7411
Motion Picture Daily	GRanite 2145
Printers' Ink	Mlchigan 7701
Radio & Radio Digest	YORk 7226

RADIO DAILY	GRanite 6607
Radio Guide	GLadstone 2196
Variety	Hollywood 6141
Western Advertising	VAndyke 6320

AIR LINES

American Airlines	Mlchigan 8822
Grand Central Air Terminal	OMaha 3-4222
Los Angeles Municipal Airport	THornwald 1126
TWA	Mlchigan 8881
Union Air Terminal	Hollywood 1606
United Air Lines	TRinity 4771

SPORT ARENAS

American Legion (Stadium-Hollywood)	Hollywood 2951
Los Angeles Coliseum	Richmond 6391
Gilmore Stadium	WHitney 1163

RAILWAY TERMINALS

Santa Fe	MUtual 0111
Southern Pacific	Mlchigan 6161
Union Pacific	TRinity 9211

HOTELS

Ambassador Hotel	DRexel 7011
Biltmore Hotel	Mlchigan 1011
Christie Hotel	Hollywood 2241
Clark Hotel	Mlchigan 4121
Del Monte Hotel (L. A. Offices)	EXposition 9767
Ensenada Hotel Playa	MUtual 5544
Garden of Allah Hotel	Hollywood 3581
Hollywood Hotel	HEmpstead 4181
Hollywood Knickerbocker	GLadstone 3171
Hollywood Plaza Hotel	GLadstone 1131
Roosevelt Hotel	Hollywood 2442
The Town House	EXposition 1234

**IMPORTANT RADIO AND GOVERN-
MENT TELEPHONE NUMBERS IN
Washington, D. C.**

FEDERAL DEPARTMENTS AND AGENCIES

White House	NAtional 1414
State Department	District 4510
Treasury Department	NAtional 6400
War Department	NAtional 2520
Justice Department	NAtional 0185
Post Office Department	District 5360
Navy Department	District 2900
Interior Department (Office of Education)	REpublic 1820
Agriculture Department	District 6350
Commerce Department	District 2200
Labor Department	NAtional 8472
Federal Trade Commission	NAtional 8206

FEDERAL COMMUNICATIONS

COMMISSION	District 1654
Securities Exchange Commission	District 3633
National Labor Relations Board	NAtional 9716
Wage & Hour Administration	NAtional 8472
Social Security Board	District 2812
Supreme Court of the U. S.	NAtional 5321
D. C. Court of Appeals	NAtional 4624
U. S. District Court (for D. C.)	District 2854
Capitol (Senate and House)	NAtional 3120

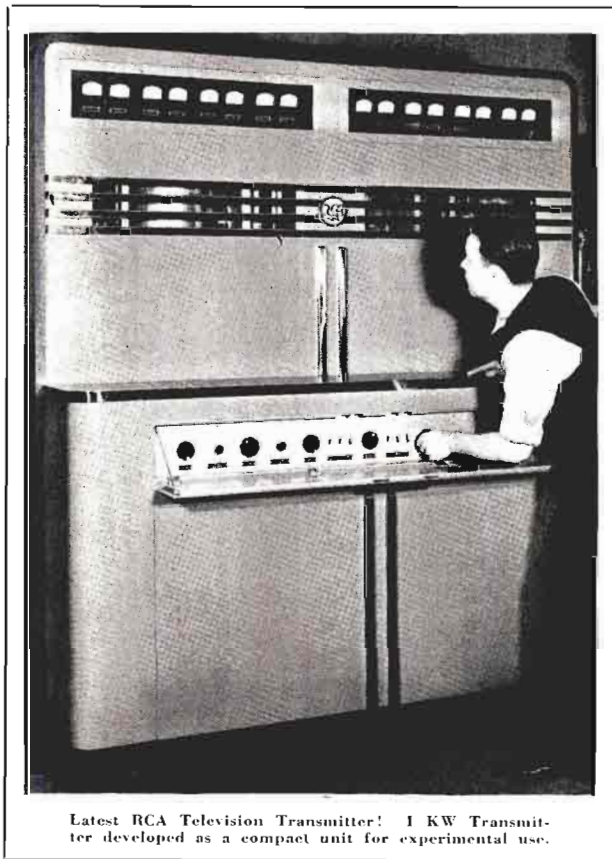
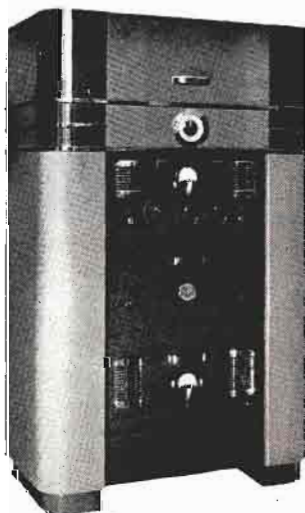
NON-GOVERNMENTAL

National Association of Broadcasters	NAtional 2080
Radio Manufacturers' Association	NAtional 4901
National Press Club	METropolitan 0345
WJSV	METropolitan 3200
WMAL-WRC	REpublic 4000
WOL	METropolitan 0012
Carleton Hotel	METropolitan 2626
Mayflower Hotel	District 3000
Raleigh Hotel	NAtional 3810
Willard Hotel	NAtional 4420
Associated Press	District 1500
International News Service	NAtional 1733
Transradio Press	NAtional 1178
United Press	NAtional 9052
Baltimore & Ohio R. R.	District 3300
Pennsylvania R. R.	District 1424
Union Station	NAtional 2760

RCA Builds Equipment Today for Tomorrow's Television and Facsimile

TODAY RCA offers experimental Television and Facsimile Transmission Systems to forward-looking broadcasters who are making plans for service in these new fields.

Designed and built to fulfill the exacting requirements of these new arts, this RCA equipment makes available the brilliant research triumphs of RCA Laboratories. In building advanced equipment such as this RCA is helping pioneer a greater radio service for tomorrow. And, in this way, RCA makes available to all the benefits of the experience of the only organization that makes and does everything in radio and sound.



Latest RCA Television Transmitter! 1 KW Transmitter developed as a compact unit for experimental use.

Newest RCA Facsimile Equipment! Scanning unit offers a real service for experimental stations in this field.



Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

New York, 1270 Sixth Ave.
Dallas, Santa Fe Bldg.

Chicago, 589 E. Illinois St.
San Francisco, 170 Ninth St.

Atlanta, 530 Citizens & Southern Bank Bldg.
Hollywood, 1016 N. Sycamore Ave.



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

1501 BROADWAY, NEW YORK CITY—Tel. Wisconsin 7-6336

JOHN W. ALICOATE

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Marvin Kirsch

Business Manager

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Los Angeles

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HOLLYWOOD

Ralph Wilk

6425 HOLLYWOOD BLVD.

TELEPHONE GRANITE 6607

PUBLISHERS OF

THE RADIO DAILY



THE RADIO ANNUAL

Grombach Productions, inc.

(Established 1930)

THE OLDEST INDEPENDENT PROGRAM PRODUCING ORGANIZATION IN RADIO

For nine years producing up to twelve programs per week and furnishing individual writing, direction and "doctoring" services to others.

Distinguished personalities who have been supplied radio material by Jean V. Grombach or who have been starred or featured in programs conceived and produced by members of these organizations:

Fredric March
Nelson Eddy
Max Baer
Helen Claire
Garson Kanin
Henry Hull
Frank Morgan
Hannah Williams
Ernest Truex
Frank Wilson
Benay Venuta
Waldo Mayo
Ethel Park Richardson

Babe Ruth
Carson Robinson
Harry Salter
Doris Dalton
Audrey Christie
Irene Purcell
Russell Collins
Mary Boland
Oliver Wakefield
Walter Woolf King
Earl Sparling
Josef Pasternack

Frank Ventre
Mrs. F. D. Roosevelt
Carveth Wells
Lila Lee
Jack Dempsey
Irene Bordoni
Eugene Ormandy
Mildred Bailey
Sam Levene
William LaVarre
Crosby Gaige
Radio Rogues

Al Goodman
Helen Morgan
Ed Smalle's Seven G's
Norma Terris
Sam Jaffe
Jessie Royce Landis
J. Harold Murray
Jeane Dante
Florence Eldridge
John Boles
Nancy Mc'ord
John Carter
Willard Robison

In the past five years, every "package" show or unit production delivered by this organization has attained a Crossley audience rating at least 50% higher than the "median," or average.

Jean V. Grombach, inc.

(Incorporated 1931)

PRODUCTION, RECORDING, DISTRIBUTION OF ELECTRICAL TRANSCRIPTIONS

Producers of such outstanding transcribed programs as:

Railway Express' "News Parade"
Continental Oil's "Exploring"
America with Carveth Wells'
Health Products' "Doc Williams'"

Nehi's "Idol of Millions"
Schwob's "College Time"
Westinghouse's "Salutes"
Chilean Nitrate's "Uncle Natchel"

Vick's "Plantation Echoes"

Steinway Building

STUDIOS AND OFFICES

113 West 57th Street

New York City

Circle 6-6540

REPRESENTATIVES IN

Hollywood Boston Chicago Paris London

IMPORTANT RADIO TELEPHONE NUMBERS in CHICAGO



RADIO STATIONS

CKLW (Chicago office)	CENtral	0605
KSTP (Chicago office)	SUPERior	8660
WAAF	RANdolph	1932
WBWB	WHITehall	6000
WCAU (Chicago office)	STAtE	0366
WCBD	SEELY	8066
WCFL	SUPERior	5300
WCRW	DIVERsey	4440
WEDC	CRAWford	2436
WENR	SUPERior	8300
WGES	SEELY	8066
WGN	SUPERior	0100
WHFC	LAWndale	8228
WHIP	SUPERior	5200
WIND (Chicago office)	STAtE	4176
WJJD	STAtE	5466
WLS	HAYmarket	7500
WLW (Chicago office)	STAtE	0366
WMAQ	SUPERior	8300
WMBI	DIVERsey	1570
WOR (Chicago office)	SUPERior	5110
WSBC	SEELY	8066
WSAI (Chicago office)	STAtE	0366
WWAE (Chicago office)	PLAZA	4300

NATIONAL NETWORKS

Columbia Broadcasting System	WHITehall	6000
Mutual Broadcasting System	SUPERior	0100
National Broadcasting Co.	SUPERior	8300

STATION REPRESENTATIVES

John Blair & Co.	SUPERior	8660
The Branham Co.	CENtral	5726
Bryant, Griffith & Brunson, Inc.	ANDover	1040
Burn-Smith Co.	CENtral	4270
Cox & Tanz.	FRAnklin	2095
John G. Dale	DEArborn	0351
Free & Peters.	FRAnklin	6373
Gene Furgason & Company	STAtE	5241
George P. Hollingsbery	STAtE	2898
International Radio Sales	CENtral	4547
The Katz Agency	CENtral	4238
Kelly-Smith Co.	FRAnklin	4687
Ray Linton	STAtE	9493
Joseph Hershey McGillvra	SUPERior	3444
J. R. McKinney & Son	SUPERior	9866
National Broadcasting Co.	SUPERior	8300
John H. Perry Associates	HARison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHITehall	6000
Radio Advertising Corp.	CENtral	0605
William G. Rambeau Co.	DELaware	3838
Paul H. Raymer Co.	SUPERior	4473
Reynolds-Fitzgerald, Inc.	STAtE	4294
Sears & Ayer	SUPERior	8177
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

ADVERTISING AGENCIES

Aubrey, Moore & Wallace Inc.	RANdolph	0830
Auspitz & Lee	STAtE	7782
N. W. Ayer & Son, Inc.	RANdolph	3456
Beaumont & Hohman, Inc.	CENtral	4231
Batten, Barton, Durstine & Osborn, Inc.	SUPERior	9201
Beaumont & Hohman, Inc.	CENtral	4231
Benton & Bowles	DELaware	6800
Blackett-Sample-Hummert, Inc.	DEArborn	0900
Buchanan & Co.	SUPERior	3047
Burnet-Kuhn Advertising Co.	SUPERior	3800
Leo Burnett Co.	CENtral	5959

Campbell-Ewald Co.	CENtral	1946
Caples Co.	SUPERior	6016
Cecil-Presbrey	CENtral	5255
Compton Advertising	STAtE	8747
Critchfield & Co.	SUPERior	3061
Doremus & Co.	CENtral	9132
Sherman K. Ellis & Co.	HARison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEArborn	8910
Charles Daniel Frey Co.	STAtE	8161
J. Stirling Getchell	HARison	2606
Henri, Hurst & McDonald, Inc.	SUPERior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
Lord & Thomas	SUPERior	4800
Maxon, Inc.	DELaware	3536
Hays, MacFarland & Co.	RANdolph	9360
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STAtE	5060
Needham, Louis & Brorby, Inc.	STAtE	5152
Neisser-Meyerhoff, Inc.	DELaware	7860
Reincke-Ellis-Youngreen & Finn, Inc.	WHITehall	7440
Roche, Williams & Cunyngham	HARison	8490
Rogers & Smith	DEArborn	0021
Ruthrauff & Ryan, Inc.	RANdolph	2625
Stack-Goble Advertising Agency	RANdolph	0160
J. Walter Thompson Co.	SUPERior	0303
Wade Advertising Agency	STAtE	7371
Wessel Co.	VICTory	1300
Young & Rubicam, Inc.	CENtral	3144

PROGRAM PRODUCERS AND TRANSCRIPTION AND RECORDING COMPANIES

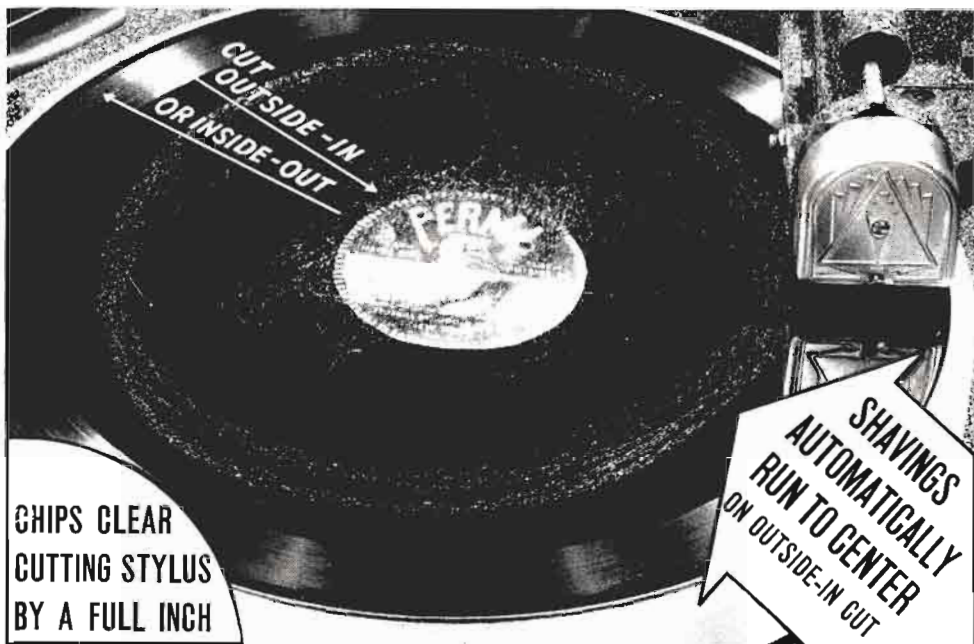
Norman Alexandroff & Co.	WABash	6762
American Record Co.	SUPERior	5382
Armand & L'Estelle	HARison	3435
Chicago Recording Studios	WEBster	7288
Conquest Alliance Co.	STAtE	3348
D'Arcy Laboratories	WEBster	0914
Decca Records, Inc.	DELaware	8800
H. S. Goodman	RANdolph	5263
Gordoni & Lee Radio Productions Co.	CALumet	6979
Charles Hughes Productions, Inc.	BUCKingham	4048
Jones & Hawley	STAtE	5096
Harry Martin Enterprises	RANdolph	3842
Music Corporation of America	DELaware	1100
Donna Parker Productions	WEBster	2873
Press Radio Features	RANdolph	9333
RCA Manufacturing Co.	DELaware	4774
Radio Recording Studios	EDGewater	6461
Radio Transcription Co. of America	DELaware	2325
Norman Ross	SUPERior	2168
Selviair Broadcasting System	RANdolph	8877
Standard Radio, Inc.	STAtE	3153
Transamerican Broadcasting & Television Corp.	STAtE	0366
Universal Radio Productions	STAtE	3153
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPERior	9114

NEWS AGENCIES AND ASSOCIATIONS

Associated Press	STAtE	7700
International News Service	ANDover	1234
Transradio Press Service	STAtE	8091
United Press	RANdolph	3677

ORGANIZATIONS AND UNIONS

Actor's Equity	WELLington	6377
American Federation of Actors	STAtE	7918
American Federation of Musicians	STAtE	0063
American Federation of Radio Artists	SUPERior	1279
ASCAP	RANdolph	1805
University Broadcasting Council	CENtral	2015



See Those Shavings Run!

**NO FOULING OF CUTTING NEEDLE WHEN YOU
RECORD ON THESE NEW BLACK LABEL (PROFESSIONAL)**

Perma Disks

Amazing! the way Perma Disk shavings hurry towards the center of the disk, keep entirely clear of the cutting stylus. Little or no brushing required. Spoilage by chip fouling completely eliminated. That's why radio stations, artists, advertising agencies,—everyone to whom faithful, economical recordings are essential,—are using the new Perma Disk. Heavy, exclusive formula, coating on 16 gauge aluminum, prevents warping, slipping. Unwavering uniformity. Makes perfect pressings. Non-deteriorating. Sufficient thickness for vertical cutting of high amplitudes. Made in 6, 8, 10, 12 and 16-inch sizes, also special larger sizes, at prices substantially below the average level. Here is a disk for professional use that is perfect in all respects and can be depended upon for complete uniformity and reliability. See your recording supply dealer for a demonstration of this amazing new Perma Disk, or write direct for full information and samples. One test will convince you of its extraordinary preference. Write today.

Throw a Switch and Take Any Program Off the Air

4 WAY

1. High Fidelity Recorder
2. Public Address System
3. Electric Phonograph
4. Standard Radio

Tune in with the radio and you can record anything that comes over the air, quickly, easily, economically, for immediate playback, permanent record. The four-way Federal Recorder is the lowest priced, quality combination equipment today. Inspect this truly modern instrument for home or professional use. Write at once for complete, illustrated folder showing all models of the Federal Recorder.

233



FEDERAL RECORDER CO., INC.
Dept. 3754 630 S. Wabash Ave., Chicago, Ill.



★ RADIO ★
HISTORY
MAKERS
★ OF 1938 ★



***Thumbnail summaries
of personalities whose
activities provided ma-
jor headlines in the past
year.***





integrated programs

If results from your transcribed programs do not justify your clients reasonable expectations, there are things you can do about it. Remember to suggest Broadcasters Mutual Transcription Service "Integrated Programs". Don't wait for them to ask you for new merchandising ideas. "Integrated Programs" are different because they give smoothness to commercials and the unusual effect that is needed to command attention.

National Representatives

Western

WALTER BIDDICK COMPANY

Radio Programs Division

Los Angeles

San Francisco

Seattle

Eastern

CHARLES MICHELSON COMPANY

545 Fifth Avenue, New York

Central

H. D. WELCH

Chicago, Illinois

Broadcasters

Mutual Production

Ready for immediate delivery:
 "ALL IN THE FAMILY"
 "OZARK MINSTRELS"
 Program now in Production:
 "THE SECOND YEAR"
 . . . and more to come.

Write for sample audition disc—and if you haven't received our brochure there is one for you.

Patent Applied For

BROADCASTERS MUTUAL

818 S. Kingshighway

TRANSCRIPTION SERVICE, INC.

St. Louis, Mo., U. S. A.

FRANK R. McNINCH



Appointed chairman of the FCC late in 1937 to whip the Commission into order, McNinch went to work in earnest the past year, advocating the abolishment of some civil service jobs, handling the super-power hearings, and is currently in charge

of the network probe, investigating every phase of chain broadcasting. Working in a quiet, systematic manner, McNinch has accomplished practically everything he has set out to do.

DAVID SARNOFF



Despite the many duties surrounding the chief executive of RCA, Sarnoff took time off this year to make an announcement that RCA would market television sets in April, and that regular televised programs would be forthcoming from the RCA-

NBC studios simultaneously. Always a keen believer in the possibilities of sight and sound transmission, Sarnoff continued to advocate television during 1938.

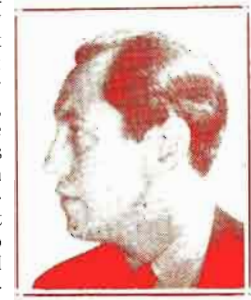
LENOX R. LOHR



Continuing his policy of traveling throughout the country, Lohr was a busy executive during 1938 between catching trains, covering the opening of the new NBC studios in Hollywood, keeping a weather eye on the developments in television, addressing

organizations from coast-to-coast, and guiding the NBC to a new all-time high in billings each month individually and cumulative during 1938.

WILLIAM S. PALEY



Young Prexy of CBS put in a busy year in 1938 what with the network opening its new Hollywood home, construction of the television studios going forward, a quick trip to Europe, adding eight new affiliates to the network, and servicing 94,000,-000 radio listeners

day and night during the Czech crisis. In his spare time he continued his work in improving educational and cultural radio presentations on CBS.

NEVILLE MILLER



Drafted from Princeton U. where he was assistant to the president, Miller took office as the first paid prexy of the NAB early in July, and immediately began an exhaustive study of radio's problems. Effecting a complete reorganization of the

staff, Miller was kept busy attending district meetings to get acquainted, played an active part in the AFM negotiations, assisted at the reorganizaion of IRNA.

ALFRED J. McCOSKER

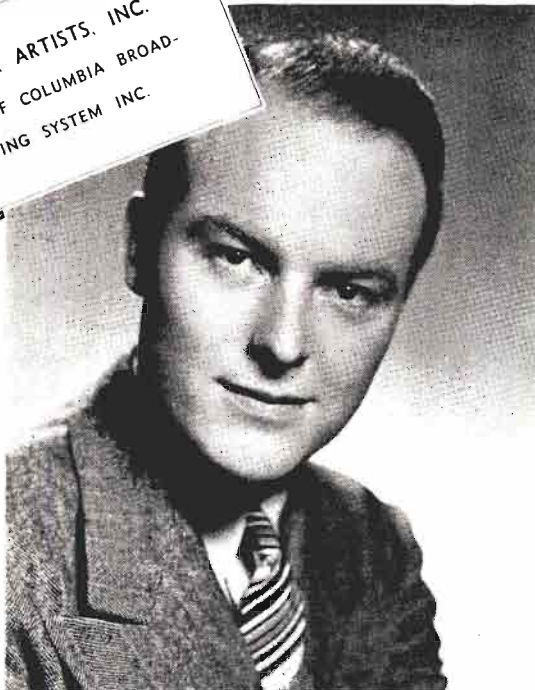


Rapid advances made during the past year by MBS can be attributed in no small measure to Alfred J. McCosker, president of Bamberger Broadcasting Co., owners of WOR, and chairman of the MBS Board. The network showed a

30.4% increase in billings for 1938, increased its affiliated stations to 110.

COLUMBIA ARTISTS, INC.
DIVISION OF COLUMBIA BROAD-
CASTING SYSTEM INC.

Presents



RALPH EDWARDS

Its Versatile Announcer

"Major Bowes Amateur Hour" for Chrysler Corp.—CBS

"Gospel Singer", "Vic and Sade"—NBC and
"Life Can Be Beautiful"—CBS for
Procter and Gamble.

"Howie Wing" for Kellogg—CBS

"Children's Hour" for Horn & Hardart—CBS

"Headlines and Bylines"—CBS

• THOMAS H. A. LEWIS •



Outstanding in the agency field during 1938, Tom Lewis, of Young & Rubicam, started out the year as producer of the Kate Smith program, and was given much of the credit for the success of that series. Last summer Lewis was named program supervisor

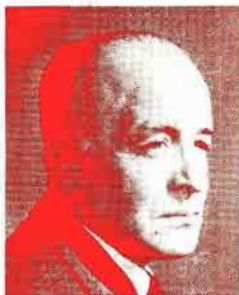
for the agency, which included handling of the Fred Allen, "We, the People," Kate Smith and Gulf Oil series among others. Then, to top off the year, he was appointed manager of the agency's radio division.

• DONALD FLAMM •



The moving of Donald Flamm's WMCA to its new Broadway home with one of the most complete and well-appointed studios in town took much of his time and energy this past year. Executing important business policies, developing and supervising program ideas as well as keeping a sensitive hand on the public pulse took almost all of what time and energy were left. The Inter-City network also came in for its share of attention.

• JOHN F. ROYAL •



Duties as NBC vice-president in charge of programs kept John Royal, one of the busiest executives in the industry, on the go all year. FCC probe was high-spotted by the appearance of Royal, and immediately after leaving the stand, he jumped into a

plane and spent 20 days in Latin America attending the Conference there.

• VICTOR RATNER •



Another of the young executives in the radio ranks, Vic Ratner has just passed his 34th birthday. A veteran of broadcasting, Ratner, as director of sales promotion at CBS, operates in a quiet, efficient manner that gains results continuously. His latest move was the appointment of several sales-promotion managers at CBS owned stations.

• DR. LEON LEVY •



As president of WCAU in Philadelphia, Leon Levy displayed untiring energy in extra curricular activities, such as joining the NAB and aiding in that body's reorganization, being one of the leaders in the formation of a strong Pennsylvania Broadcasters'

Assn., installed new high frequency station, and directional antennas for W3XAU, and fought the new state bill to prohibit horse race broadcasts.

• JOHN S. YOUNG •



Showing an aptitude to handle any job in radio assigned to him, John S. Young, former ace announcer and commentator, stepped in as radio director of the New York World's Fair. In one year set up a series of world-wide broadcasts which will feature every politically prominent figure and also arranged for many promotional airings.



ATTENTION!!

Advertising Agencies
enjoying a foreign clientele
can now be serviced with
scripts and transcriptions
in both English and Foreign.

2,565,000 Italo-Americans Located
in New York, New England and
Pennsylvania are waiting to be
entertained in their mother tongue.
We reach this market.

DRAMA

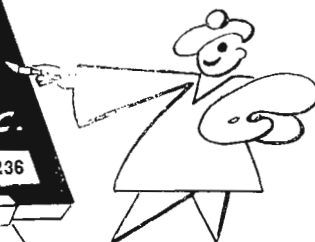
MUSIC

COMEDY

SCRIPT WRITING

Under the Direction of

Mr. Syd Leipzig



EDWARD KLAUBER



The executive vice president of CBS, continued with his duties as a member of the board of directors and his important duties as a v.p. with a minimum of fanfare, as is his usual custom. One of the hardest workers during the European crisis, Klauber remained in the background at all times, stepping briefly into the limelight when he took time off to introduce Edward Murrow, CBS foreign representative, to the industry when Murrow visited the U.S.

remained in the background at all times, stepping briefly into the limelight when he took time off to introduce Edward Murrow, CBS foreign representative, to the industry when Murrow visited the U.S.

MARK ETHRIDGE



Perhaps one of the best known figures in the radio picture, Mark Ethridge was a busy man the past year. As the temporary head of NAB, he worked long and hard on the re-organization of that body, made frequent hops into New York to assist the broadcasters in their AFM negotiations, and was one of the spear-heads of the NAB Conventions. He is still very active in the NAB, and his counsel is valued highly in any important matters coming before the NAB.

NILES TRAMMELL



Up until late in the fall, Niles Trammell was still pounding away at higher NBC sales for the Central Division of which he was the vice-president in charge. Casting about for a suitable man for the revived and important position of executive vice-

president of NBC, the board of directors made a bid for Trammell.

LOUIS K. SIDNEY



Showman of considerable background, Louis K. Sidney has spent most of his time on the Coast the past year, yet retaining his post as managing director of WHN, New York. His show business experience however is hard at work (along with himself) concentrating on the casting and production end of the MGM-Maxwell House Coffee "Good News of 1939" show.

JAMES D. SHOUSE



During his first year as vice president in charge of broadcasting for Crosley Corp., Shouse has put through drastic changes in policy and to some extent revamped the personnel setup of WLW and WSAI. As a constructive official, his efforts have already born

fruit for these two outlets in Cincinnati. Apart from the managerial duties for Crosley, Shouse had hectic business on his hands in connection with the so-called superpower hearing before the FCC.

ELLIOTT ROOSEVELT



Coming to New York from the Southwest to become president and general manager of Hearst Radio, Inc., Roosevelt did not linger longer after executing a reorganization of the Hearst concern. Early in the fall he organized the Texas State Network of 23 outlets, affiliated with Mutual. As president of the new web, Roosevelt plans to expand the coverage shortly.

YOU WOULDN'T CALL US

YOU wouldn't call on us if you wanted a field signal strength test made for your station. You would want this done by someone who knows how and whose results would be accepted by advertisers and their agencies.

On the other hand, if you honestly want to determine the territory in which your station is listened to, you should call on us. Probably we have done more of this work than any other research organization since we did practically all of the field work for the joint Committee on Radio Research, and much for individual stations.

And, if you truly wish to know the listening habits of radio owners in your station city, you should by all means call on us to conduct a roster survey for you. This will give you your competitive situation for each quarter-hour in a week. It will show you where you are wasting money on sustaining periods, and give you the evidence which will enable you to sell outstanding sustaining shows.

If you want the facts about a single program ask us to study this by our new personal interview roster method. This is undoubtedly more accurate than the usual coincidental telephone method which necessarily omits a large part of the listening audience.

Broadcasters should consult Hooper-Holmes on survey work. You will find the advertising business will accept our results.



What is the Hooper-Holmes Bureau?

For 39 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time salaried men. Their work is supervised by 80 Branch Offices. They regularly cover 11,075 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

FRED WEBER



Duties as general manager of the Mutual Network kept Fred Weber in the headlines throughout the year. Some of the accomplishments of the network under his direction included all-time high billings, addition of 35 stations to the web,

including the Texas State Network, improved programming and the acceptance of MBS as a major network.

POWEL CROSLY, JR.



Nineteen thirty-eight provided plenty of excitement for Powel Crosley, Jr., insofar as the radio picture was concerned. With the FCC opening its superpower hearings, and WLW seeking a renewal of its 500,000 watt grant, Crosley's various interests

kept him busy most of the year. However, the station's excellent program service was not overlooked by the boss, who, among other things, established a new farm service division.

LEWIS ALLEN WEISS



Continued activity in radio on the west coast kept Lew Weiss, general manager of the Don Lee network, on the go most of the year. What with that web's affiliation with MBS, and the continued high caliber of the programs which were forthcoming from

that web. Weiss has put through a television schedule that is tops on the coast.

LAWRENCE LOWMAN



CBS operations continued on the up-grade during 1938 which meant that Lawrence Lowman, vice-president in charge of operations, put on many added hours of work. Because of the continued increase in the operating schedules of CBS, Herbert

V. Akerberg, vice-president in charge of station relations, coupled off with Lowman to keep up with the growing work.

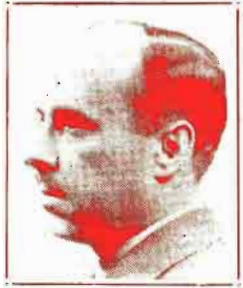
SAMUEL R. ROSENBAUM



Despite the multiple duties confronting him, Samuel R. Rosenbaum, prexy of WFIL, Philadelphia, was one of the spearheads in the re-organization of the NAB. and took the initiative in creating a permanent IRNA while acting as chairman of the

special advisory committee. His straightforward manner in handling details of IRNA negotiations is indicative of how he works.

FRANK E. MASON



As vice-president and personal assistant to NBC President Lenox R. Lohr, Frank Mason put in a busy year, working directly with the president on problems confronting the network. He is responsible for the international set-up at NBC, a full-time job in itself. There was even enough

spare time left for the peppy executive to maintain his contacts with government departments.

HELEN WALPOLE

ACTRESS • LEADING LADY • WRITER

≈ 1938 ≈

"Death Valley Days"

"John's Other Wife"

"The Silver Flute"

"Action at Acquilla"

"Outward Bound"

"Romanticists"

"Lorenzo Jones" (Serial) "Pepper Young's Family"

"Dr. Christian" with Jean Hersholt

Maxwell Anderson's:

NBC "Great Play Series"

"Second Overture"

Four Television Shows

"Craig's Wife"

for NBC

"Both Our Houses"

(Wrote and Acted)

AND MANY OTHERS

334 WEST 85th STREET, N. Y. C.

ENdicott 2-6997

VINCENT F. CALLAHAN



One of the most active men in the radio field, Vincent Callahan has seemingly remained in the background most of the year, but has accomplished much. Manager of WWL, New Orleans, less than one year, Callahan put through an application for

50,000 watts for WWL, and station began operating on its increased power the latter part of the year.

TED C. STREIBERT



As an executive of both station WOR and the MBS, Ted Streibert as usual was kept busy between both responsibilities, both organizations being up and coming. Apart from his activity in the affairs of the above named outfits, Streibert had served earlier in the year as a member of the old NAB board of directors and was interested in the doings of the IRNA.

H. LESLIE ATLASS



Running the CBS plant in the Windy City keeps H. Leslie Atlass one of the town's busiest men. The city's growing importance as an originator of network programs is due greatly to the 24-hour days Atlass puts in. The efficiency and precision with which

the CBS midwestern plant is operated has been lauded on more than one occasion.

DON E. GILMAN



The problems of moving again kept Don Gilman, vice-president in charge of west coast operations, on the hop during a greater portion of the year with NBC finally completing the construction of the new west coast Radio City in Los Angeles, and moving into the new quarters in mid-October. Gilman also took time off for visits to New York to acquaint the eastern office.

ISAAC D. LEVY



Dynamic member of the WCAU-CBS Levys, Ike again appeared prominently in the news this past year, what with his purchase of stock in Transradio and his appearance before the FCC during the super power hearings. A man of strong convictions, Levy had been a good influence on the old NAB set-up with his "storms," which have more often than not, gotten results.

DON DAVIS



Adding another year of illustrious service to the Kansas City area, WHB, under the able guidance of Don Davis, president, celebrated its sixteenth anniversary during the past year. Davis, although he unfortunately suffered ill health in the spring, was able to inject many colorful programs into the local favorite lists of the area, despite the heavy competition given WHB.

JACK PEARL

William Morris Agency, Inc.
Radio City New York

EDWARD SMITH



A veteran of the radio field for many years, Ed Smith, radio director of General Mills, can take a bow for building that concern's nine radio shows to an all-time high. Smith, who was appointed to his present position late in 1937, was formerly af-

filiated as announcer, producer, director, etc., with some of the nation's leading stations.

H. ALLEN CAMPBELL



In addition to handling the destinies of the Michigan Network and its key station, WXYZ, H. Allen Campbell proved to be one of the best salesmen in the business the past year when he made the "Lone Ranger" a household byword. Campbell

has not been satisfied to be merely a major network affiliate, but has gone out to sell time, and prestige.

WM. A. SCHUDT, JR.



Live wire and aggressive young Bill Schudt took a flying leap this year from boss of Columbia's WBT, Charlotte, to WKRC, Cincinnati, as head man with his famous hypo needle. Business man, show man and general hustler, Schudt is brewing

with ideas for putting the station on the map in even larger type than it is today.

BENEDICT GIMBEL, JR.



Continuing his policy of placing WIP at the top of the list in Philly, Ben Gimbel recently placed the station on a 24-hour-a-day basis, started a huge promotional campaign in behalf of WIP that entailed the use of billboards among other media, and guided the station to its biggest billings

in the history of the station.

A. E. NELSON



After serving as manager of KDKA, Pittsburgh, A. E. Nelson was selected as the logical man to handle the development of the NBC Blue network. Assuming his new duties as sales manager of the Blue network Aug. 1, Nelson put through a new

discount policy Nov. 1 which has already borne fruit.

HERBERT L. PETTEY



Completing his second year as associate director of WHN, Herb Pettey further moved into the limelight the past year when Louis K. Sidney, managing director of the station, was called to Hollywood to handle the M-G-M "Good News" radio program.

The former FCC secretary has been responsible for many improvements at the station.

IT'S AN ASSOCIATED TRANSCRIPTION

1. It was recorded in a studio spacious enough for a symphony orchestra or intimate enough for a solo, acoustically treated in accordance with the specifications of the highest authorities.
2. It was supervised by a staff of experts whose business it is to produce the finest transcriptions that science affords, at no additional cost to the client.
3. It was pressed on a perfected Vinylite material that eliminates surface noise and minimizes wear.

A L S O

4. Associated's facilities make possible a 24-hour service—from recording to delivery of completed program—when speed is essential.
5. Associated cuts transcriptions either vertically or laterally to suit varying station requirements.
6. Associated's studios, in mid-town New York, are easily accessible to all sources of talent.
7. Associated's studio equipment is complete, including a new Hammond Electric Organ, two Steinway pianos, celeste, vibraphone, and all musical and sound effects.
8. Associated has access to the world's finest libraries of music and offers its clients the benefit of expert opinion with respect to Musical and Dramatic Copyright Clearances.
9. Associated transcribes your own material or produces for you a Custom-Built Program including entertainment and sales ideas script writing, casting and direction.
10. Associated allows full agency commission.

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SALES DEPT. 25 W. 45th St.



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• DONALD THORNBURGH •



A hectic year was 1938 for Donald W. Thornburgh, with CBS opening its new \$1,500,000 west coast studio layout in Los Angeles. As vice president in charge of west coast operations, Thornburgh was also kept busy with the many coast-to-coast CBS

shows which originated from his end of the country.

• WILLIAM S. HEDGES •



Continuing the colorful career as a radio executive which dates back to 1922, Bill Hedges, back with NBC, completed his first year as a vice-president in charge of station relations. Touching off the first term was an appearance made before the FCC

on the monopoly hearings with Hedges really throwing a firecracker into the proceedings when he blasted rival practices.

• LEO FITZPATRICK •



The general manager of WJR caused a sensation this spring when he issued an edict banning the swinging of traditional songs, even going so far as to cut Tommy Dorsey off the air. Fitzpatrick had a full year's work at WJR, beginning with

the station's 5th birthday party, and continuing through one of the busiest financial years in the station's history.

• ROGER W. CLIPP •



After having served as business manager of WFIL for the past four years, Roger Clipp was made general manager of the Philadelphia station early in the fall. A former NBC executive, Clipp, as organizer of the WFIL-keyed 17 station Quaker network, guided that hookup to the largest billings in its history.

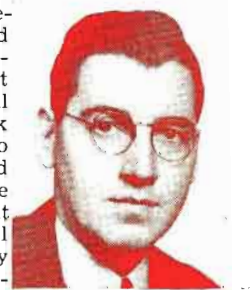
• HAROLD E. SMITH •



One of the real pioneers of the radio industry, Harold Smith, president of WOKO - WABY, Albany, has appeared prominently in the headlines for many years. Important event in 1938 was his establishment of the Empire State

Network to handle the heavy schedule of political broadcasts during October and November.

• ARTHUR H. HAYES •



When CBS decided to build WABC commercially early last year, Arthur Hull Hayes, New York manager of Radio Sales, was called in to head the movement. That he was successful was proven by the billings recorded at WABC, with December alone exceeding the \$100,000 mark. Hayes also pushed through an earlier starting hour for the station.



Jesse L. Lasky's

"Gateway to Hollywood"

C.B.S

SUNDAY

6.30-7 P. M. EST. 3.30-4 P. M. PCT.

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