



SUMMER 1996

RADIO ANNUAL 1938 by Barry Ethridge

In March I was doing one of my favorite things (prowling an antique mall) and ran across a book called the "RADIO ANNUAL 1938". This book was put out by Radio Daily which was a national daily newspaper about the radio industry. According to the editor "In the pages that follow, RADIO DAILY, through RADIO ANNUAL, presents a practical and working guide to Radioland and a picture of what's what and who's who in the radio field. This book is full of all sorts of ads for radio stations, networks, radio personalities and production companies as well as other information. I thought it would be interesting to pull out some of the more interesting (in my humble opinion) things and present it here.

The stations are all listed under headings for each of the states. The listings included call sign, frequency, power, ownership, address, time on the air, news and network affiliation. For Georgia the listing shows that the population was 3,085,000, number of families were 687,640, number of radio homes were 256,050 and retail sales numbers were \$484,693,000. Atlanta was ranked number 24 in the top 100 radio markets. Compare this to New York which was number 1, with a population of 12,959,000, number of families were 3,241,850, number of radio homes were 3,401,400 and retail sales numbers were \$4,749,708,000. There were 50 stations listed for New York and only 14 for Georgia. Today while New York is still 1st Georgia has moved up to 9th in the top 100. Quite a difference don't you think? There's no wonder why you find more radios in the northeast than you do down south.

Radio stocks prices in 1937 were listed as well as a range for the previous years. ATT stock hit a high of 310 1/4 in 1929 and a low of 86 in 1933 finishing 1937 at 144 1/2. Crosley hit a high of 62 1/2 in 1929 and a low of 2 in 1933 finishing 1937 at 7 1/2. GE was 403 in 1929 and hit a low of 8 1/8 in 1932 finishing 1937 at 41 1/8. RCA was 114 3/4 in 1929 with a low of 2 1/2 in 1932, finishing 1937 at 6 1/8. Zenith's high in 1929 was 61 3/4 and found itself at 1/2 in 1932 and again in 1933, it finished up the year of 1937 at 13 1/2. The radio industry was obviously hit just as hard as others during these depression years. This is also a time when a lot of brand names disappeared.

Under each listing for the radio stations were any policies as regards to advertising accepted. For instance WAGA did not accept liquor or chiropractic accounts. WGST did not have any restrictions listed, this station seems to have this same policy today. The most unusual restriction was from WCCO in Minneapolis which did not accept ads for laxatives. I don't even want to speculate about the reasoning behind this. Many stations also listed that the standards of their respective networks were followed for the acceptance of advertising. These were the requirements for the NBC Networks. 1. The use of the Deity's name is acceptable only when used reverently or as part of a standard classic work. 2. Statements or suggestions which are offensive to religious views, racial traits, and the like, must be avoided. 3. False or questionable statements and all other forms of misrepresentation must be eliminated. 4. Obscene and off color songs or jokes, oaths, sacrilegious expressions, and all other language of doubtful propriety must be eliminated. 5. Testimonials must reflect the genuine experience or opinion of a competent witness. Dramatized commercials, when involving statements by doctors, dentists, druggists, nurses or other professional persons must be read by living members of these professions reciting actual experiences, or the announcer must clearly explain that these scenes are fiction. 6. Statements of prices and values must be confined to specific facts. Misleading price claims or comparisons must not be used. 7. The National Broadcasting Company cannot act as distributor for the merchandise of its customers. 8. As a safeguard against misuse of broadcast facilities for unfair competition, commercial programs shall not refer to any competitor, or his products, directly or indirectly, by company name, by individual name, or by brand name- regardless of whether such reference is derogatory or laudatory.

In addition CBS also had a list of standards for children's programming which included the following:
The exalting, as modern heroes, of gangsters, criminals and racketeers will not be allowed.
Disrespect for either parental or other proper authority must not be glorified or encouraged.
Cruelty, greed, and selfishness must not be presented as worthy motivations.
Programs that arouse harmful nervous reactions in the child must not be presented.
Conceit, smugness, or an unwarranted sense of superiority over others less fortunate may not be presented as laudable.
Unfair exploitation of others for personal gain must not be made praiseworthy.

Recklessness and abandon must not be falsely identified with a healthy spirit of adventure.

National networks were NBC, both Red and Blue with 143 stations. (In 1943 the FCC forced NBC to sell the Blue network, this formed the basis of what is now ABC.) CBS with 108 stations and Mutual with 76 total. In Georgia the NBC outlets were WSB for the Red and WAGA for the Blue. WGST and WMAZ were the CBS affiliates. Mutual had no stations in Georgia in 1938. There were also many regional networks.

There were also station slogans listed under the call letters such as the familiar WSB "The Voice of the South", WRDW "Where Radio Does Wander", WAGA "Atlanta's Wave of Welcome" and WTOC "Welcome To Our City".

Another thing that I noticed were also many listings for foreign language programs. Targeting the immigrant markets were big business especially in the northeast. I find this pretty interesting considering the recent debate over making English the official language and attempts to eliminate service to these recent "Americans". This is obviously something that has been with us a long time and will probably continue no matter what we do.

There is also a listing for the WPA Federal Theater Division. This was a branch of the Works Progress Administration created by Roosevelt in 1936 to help people with jobs in the radio fields. Some of their works were Epic of America, Professional Parade, History in Action, Pioneers in Science, Shakespeare's Plays, Gilbert and Sullivan, First Frontiers, Negro Art Singers, Safety Musketeers, The World is Yours, and Jules Verne. Compare this listing to some of the things that are sponsored by the NEA today. This project had cost the government 305,000 of which 290,000 was spent on salaries to otherwise unemployed professionals in the radio field. This on the face of it seems pretty efficient.

The Showman's Calendar for 1938 was provided. This gave each month with listings on certain days with significant events that could be mentioned. You know a "This Day in History" sort of thing.

A critics survey was also included. The type of program that was enjoyed most was variety, followed by drama, symphony, dance bands, commentators, sports, novelty, forums, comedy and familiar music. The critics principle complaints were: Too much Hollywood, Studio audiences and their applause, commercials too long or extravagant claims, not enough daytime music, too many serials, backslapping among actors and announcers, unqualified commentators and conflicting programs such as Kate Smith and Rudy Vallee at the same hour. Jack Benny was the number one critics choice radio personality with Guy Lombardo being the number one orchestra leader. Favorite

radio program was Charlie McCarthy and Company, Bing Crosby was the number one male singer with Kate Smith being the favorite female. Lux Radio Theater was the favorite drama. The names of the radio writers and editors for major newspapers in all the states are also listed. I would certainly like to here some of the stories they could tell but I would imagine that most of them are gone now.

Complete listings of radio writers, performers, producers, books on radio, radio suppliers, the year in radio headlines, a history of radio, radio legislation, radio patents for the year, speculation about television and tons of other stuff. Well if you are still awake and would like to know more, then give me a call or drop me a line.

Barry Ethridge
770/562-3052
P.O. BOX 855
TEMPLE, GA 30179
BRETHRID@AOL.COM

THE RADIO BUG BITES AGAIN

by Wes Boozer

Early in this century, thousand of Americans began to listen to "Wireless" receivers. Using sets operated by the new vacuum tube they became radio enthusiast. They were observant, receptive to new ideas, and ingenious. In July of 1995, a friend had given me an old painted radio to fix up.. I became a radio enthusiast. That is, the urge to collect, repair, restore, and learn the history of radios. It has become a passion. Sure, I have listened to radio all my life. I even had an old tube radio in early sixties and listened late into the night for faraway stations.

I enjoy every facet of this new found hobby; the search, the haggling of prices, the piddle intensive inspection of the new found radio, researching the history of the unit, the repair and restoration. I've yet to be disappointed. I realize I am in the most dangerous phase of this hobby, the first year. I will buy most anything that is radio related. I have tried to incorporate new purchases under by better half's nose and then later claim "Oh that one, I've had that a long time". However, I have purchase twenty-three radios in the last nine months and I am running out of plausible explanations as to why the basement is filling up with old radios. I am sure I'm echoing what most, if not all, you readers have experienced. I recently joined the Southeastern Antique Radio Society. I now know what serious collecting is all about. I have found you, the societies members, to be very knowledgeable and helpful friends. I hope to learn more about radio history in the coming years. I know that I will only get out of an organization what I put into it. Therefore, you will be seeing me. I'll ask a lot of questions and help when I can.

continued on page 4.

PRESIDENT'S PAGE

from our retiring president Charlie Milton

Greetings to our members and readers from Atlanta - host city for the Summer Olympics. Atlanta and vicinity will be jumping for the next few weeks and we hope all who attend the games will enjoy both the events and our fair city.

I'm pleased to announce that the 3rd annual Fall Mega-Meet will be held here on October 5th and 6th, 1996. Bill Johnson, S.A.R.S. V.P., is chairman of this year's event and it promises to be the best ever. Once again, the Nashville club will be a co-sponsor and we look forward to working with Larry Chambers and other club members. We will be advertising the event in Antique Radio Classified and full details of the two day meet are forthcoming. Mark your calendars, save your money and bring your radios to Atlanta this fall. And finally, a personal note to all. This will be my last President's Page as I devote the next several weeks to relocating outside the Atlanta area. I plan to remain active with S.A.R.S., but not in a leadership capacity. The past two years have been very rewarding as Club President. I choose to believe there is no finer, more knowledgeable group of radio enthusiasts anywhere than these S.A.R.S. members who consistently make this club a success. To my fellow officers, Bill Johnson; Charles Pierce; Joe Howell; Barry Ethridge and Norm Schneider I wish to say thank you for your support. To Marty Reynolds, who edited our newsletter, found us a Spring meet site, and who consistently supports the multi-faceted aspects of the Radio Art - a special thanks. To Johnny Hubbard and Larry Smith who provided us with meeting locations and fully backed the club - hats off to you. Last, but not least, a special thanks to Charles Pierce for being the "glue" that has held S.A.R.S. together since the beginning. Together, Charles and I have spent many hours working for the betterment of the club and I sincerely appreciate his help, his dedication and most of all his friendship. To the whole S.A.R.S. membership, thank you for making my job a pleasant and rewarding one. Our next Newsletter is due in September so until then, 73's.

Charlie Milton

from our new president Gordon Hunter

This is certainly a new and strange feeling to be composing some words for the "President's Page". A week ago I was just a fairly new member of S.A.R.S., and because of travel schedules, wasn't much of a 'regular". But my interest in old radios and recorders has been steadily growing over the past year, and I found myself eagerly anticipating our club's monthly meetings in order to share this growing addiction with other similarly afflicted souls. I feel like the word that best describes this condition is RADIOMANIA, a title used by Mark Stein, a collector and dealer from Baltimore. So I guess that I've become a radiomaniac like the rest of you!

I am very grateful for all the help and advice that I've had from club members as I've gotten started in this hobby, and I wanted to repay those kindnesses by contributing to the club in any way that I could. I had recently volunteered to assist with our monthly meeting programs, but I was completely overwhelmed when I was asked to follow in Charlie Milton's footsteps as president of our club. This is a great honor and responsibility and I feel rather unprepared and unqualified to provide leadership for so many who have given so much to S.A.R.S. over the years. I will do my best, and I hope I can provide the time and energy to keep moving our club ahead. I am humbled by this task when I look back at the care and leadership that Charlie Milton has given us. We owe Charlie a tremendous vote of thanks for his dedication and service, and we are very sad to see him leave our midst for the greener grasses of Frankfort, Kentucky. We will miss you, Charlie.

The fun and enjoyment of our mutual interest and hobby of collecting and/or restoring old radios and related equipment is the sharing with others. I hope that S.A.R.S. can provide the vehicle for this with interesting and informative newsletters and meetings. If we can stimulate a higher interest with all of our members, then we will enlarge our circle and have more fun together with more "radiomaniacs". It would be exciting to have meetings of thirty or more people sharing their knowledge, talent, and radios. I hope that as we make out our monthly calendars that we will all put a priority on that second Monday of the month.

I am honored to have been elected as your president and I hope that we can all work together to make our club better. I want to be open to all ideas and suggestions. Thanks for your confidence in me.

Sincerely,
Gordon Hunter

continued on page 4. By the way, the radio my friend gave me was a 1938 General Electric model GD60. I am still trying to bring it back to life. I won't give up! My goal is to preserve as much of radio history as I can. I look forward to meeting every member. I am a radio enthusiast.

Wes Boozer 9345 Lisa Circle Gainesville, Ga. 30506
(770)844-0653

THE EXTRAVAGANZA'96 THAT WAS **by Gordon Hunter**

As a new participant in the hobby of radio collecting, I decided to venture off solo on my first major swap meet and to attend the highly acclaimed and well-promoted "Extravaganza '96" in Lansing, Michigan on July 12-14th. I had previously only attended two of our own club meets in the last year and caught a quick in-and-out day at Elgin's Radiofest last summer, but I was always close by someone in our club who could guide me and help me in not making bad choices. You know that when you start out you have very little discretion and want to get everything in sight. You want to give every radio a good home! But this time I would be on my own without Johnny, Barry, David, or Charlie nearby to save me - just my trusty Bunis #3 tucked under my arm as a guideline and identifier.

I must say in all honesty that I was not all alone. My Corvair buddy and new radio club member, Mike McKeel from Indiana met me up in Lansing. He has an old college roommate who lives there, and so this meet was a great excuse to visit and to jump into the radio collecting hobby with both feet. Mike is a radio lover from way back and used to do some minor repair work, but after spending a couple of days with me at Lansing he has become a full-blown radiomaniac too!

I took the easy way and flew into Lansing from Atlanta with a stop in Cincinnati. I know that one of the basic rules of attending a swap meet is to be the first one there to get the best stuff, but I couldn't arrive until Friday about midday. Maybe I missed some good ones, but who would know with hundreds of spaces of vendors loaded with goodies of every kind. I felt like a kid in a candy shop! Mike and his old friend, Mike Ellis, had arrived there before me and already had radios tucked under their arms. They were whipped up into a buying

frenzy already. "Look what we got for just 5 bucks!" It was so much fun going from booth to booth that it was hard to take a break for lunch. The weather was great - reasonably clear skies, although a bit warm by northern standards. The flea market was very well-organized and in the center was a huge tent that housed the registration area as well as more vendors and a public address system which was great for announcements and for paging people. I felt like it was better organized than Elgin and my hat is off to MARC (Michigan Antique Radio Club). They were very friendly and helpful. We finally pulled ourselves away from the flea market about 4:30 to go indoors to the large convention center room where they were setting up many hundreds of items on display for preview of the evening's auction. We were overwhelmed by the quantity and quality. They had a \$20 minimum on each item to keep out junk and it certainly worked. We were caught a little by surprise that there was a requirement to join MARC in order to participate in the auction, but the dues were a reasonable \$6, and we'll get a few newsletters for the rest of the year, so we didn't feel too upset by that. The auction began about 6:30 p.m. and the auctioneer was excellent and congenial. The crowd was large and in good spirits. The evening was a lot of fun and was an endurance test as it lasted until nearly midnight. My overall impression, and keep in mind that I *am* a rookie at this, was that generally things were going quite cheaply, particularly very old radios and consoles. Old box sets like Grebe's and Radiolas went for nearly half of book (Bunis #3). And because of the tremendous volume, by the end of the night some items were not even making a minimum bid and were passed. Too often Mike and I would look at each other and say, "I can't believe that it went so cheap. Why didn't we bid on it?" I think the reason was that we were the victims of sensory overload - there was just too much there, and also there was the problem of how to get all of this booty home. As it turned out, we used extreme restraint in purchasing 10 items between us, and we had

Mike's Corvair sedan bulging after we paid off and loaded up. We crashed into bed tired and happy, and wondering over and over, "should we have....". Next time we'll be better prepared.

Anyway, it was a great time - more fun than I've had in a long time. Now I've just got to rest up and get ready for Elgin in August. Can't wait!

Southeastern
Antique
Radio
Society



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ATLANTA 1996

October 5 & 6

Great New Location
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- Hourly door prize drawings and radio raffle
- Entry 7 a.m. and selling begins at 8 a.m.

Pre-registration requested

Registration \$5 in advance. \$8 at door
Vendor space \$10 in advance. \$15 at door

For hotel information and registration forms call:
Charles Pierce at (770) 886-8018 Mon-Turhs. after 6 p.m.
Bill Johnson at (404) 355-6308
Larry Smith E-mail at 1smith4234@aol.com

ATLANTA 1996 RADIO MEGA-MEET REGISTRATION

MAIL BEFORE SEPTEMBER 15 TO:

SARS
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MEET PRE-REGISTRATION _____ PER-PERSON* \$5.00 _____
VENDOR SPACE _____ 10.00 _____
LUNCH _____ 3.00 _____

*SPOUSE AND CHILDREN FREE

NAME: _____

ADDRESS: _____

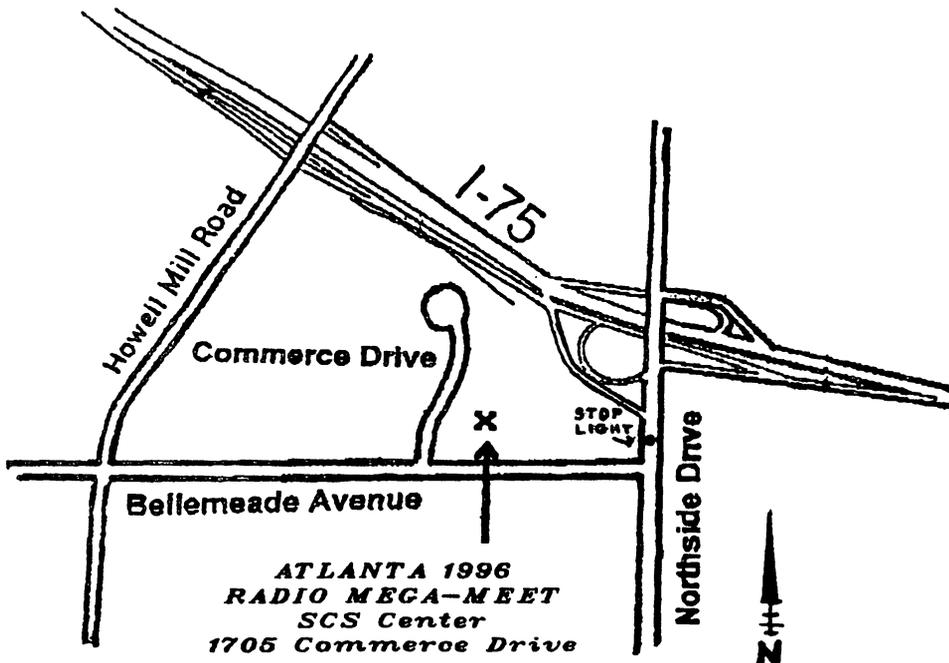
TELEPHONE NUMBER: _____

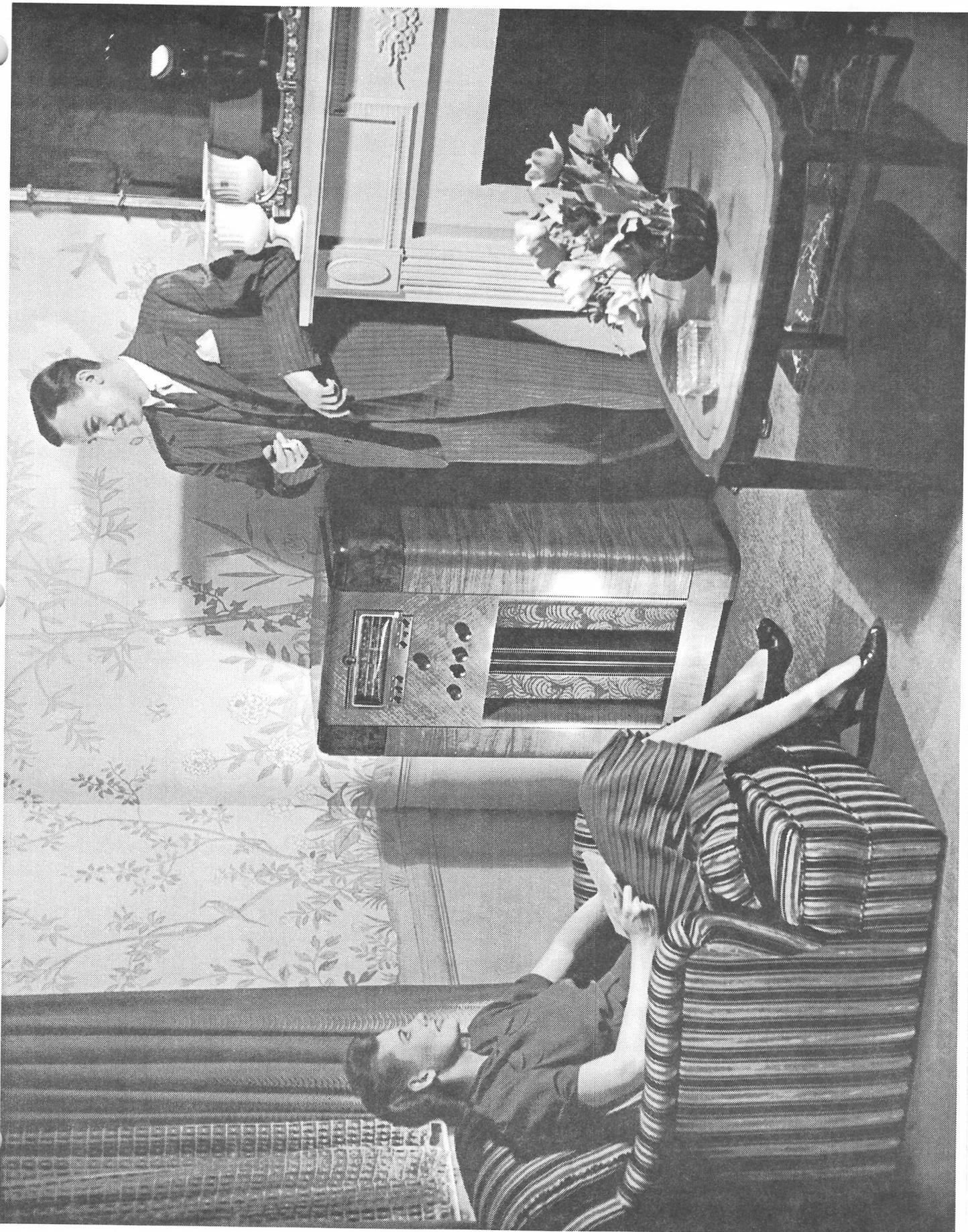
HOTEL INFORMATION ENCLOSED-PLEASE MAKE RESERVATIONS BY SEPTEMBER 16

YOUR REGISTRATION PACKET INCLUDING MAPS, NAME TAGS AND VENDOR SPACE ASSIGNMENT WILL BE MAILED TO YOU AT LEAST TWO WEEKS BEFORE THE MEET.

FOR ADDITIONAL INFORMATION CALL BILL JOHNSON AT 404/355-6308

DISCLAIMERS: Neither the Southeastern Antique Radio Society, nor anyone associated with the club, will be responsible for personal injury, fire, theft, or any other loss of equipment which may occur during the meet.





Classified Ads

Free to SARS members

WANTED: Tubes 1LE3, 1G4, 1T4. I'm building a complete circa 1939 Radio Shop and need miscellaneous items to "stock" on shelves. If you have NOS parts boxes that are radio related, I would be interested. Thanks to those who have helped with these items in the past. Charlie Milton, 3731 Sand Hill Dr., Conyers, GA 30208. Tel: (770) 922-6507.

WANTED: Any early radio parts manufactured by A.E. Hill Mfg, Company, Atlanta, GA and sold under the name HILCO. Charles Pierce, 1750 Carlton Dr., Cumming, GA. 30130. Tel: (770) 886-8018

WANTED: K55C Ballast, Copper colored tube shield for AK145 or AK145 junker chassis, Tube shield for Zenith 6S229 (painted copper colored same as chassis, 3 tube shields for Arvin 617, (4) 6F66 tubes, Eico 615 Adapter for 667 tube tester, Schematic & Alignment info for Coranado 43-8353, GE 115W, GE T106-A, Silvertone 8024, Zenith H664.

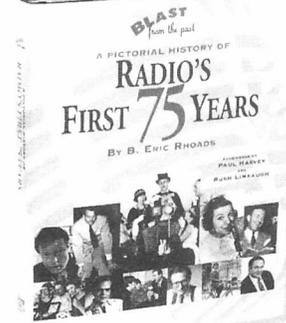
Tombstones Wanted! Zenith 7S28, 9S30, 10S130. RCA T10-1 (restored or restorable). John Pelham, 1185 Bend Creek Tr., Sawannee, GA 30174. Tel: 476-0473.

Answers to last month's crossword puzzle

B	I	A	S		D	E	L	A	Y		D	I	A	L		
A	L	L	O	Y		A		L		A		A	U	D	I	O
S	L	I	D	E		R	F	E				U	S	E	R	S
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L	O	A	D		D	A	R	N	S		D	E	C	I		
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I		A		C	A	T	H	O	D	E		N		E		
N	F		R	E	S			F		S	R	O		T	P	

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SOUTHEASTERN ANTIQUE RADIO SOCIETY

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