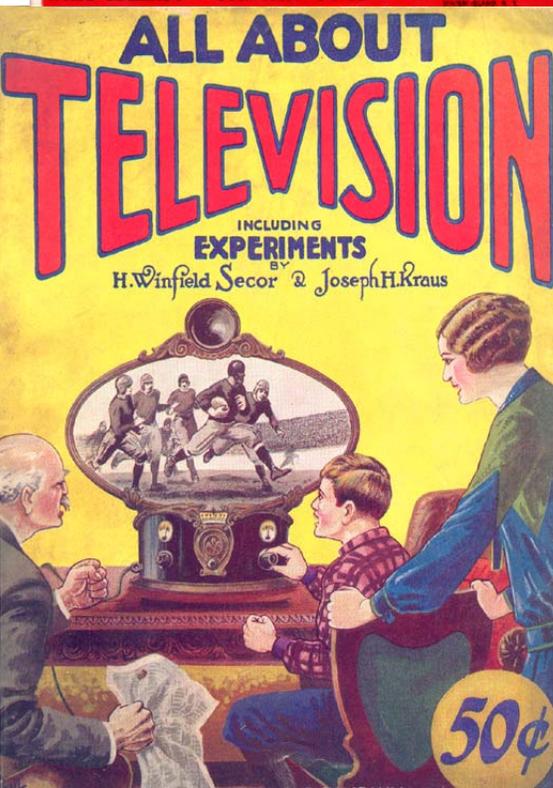
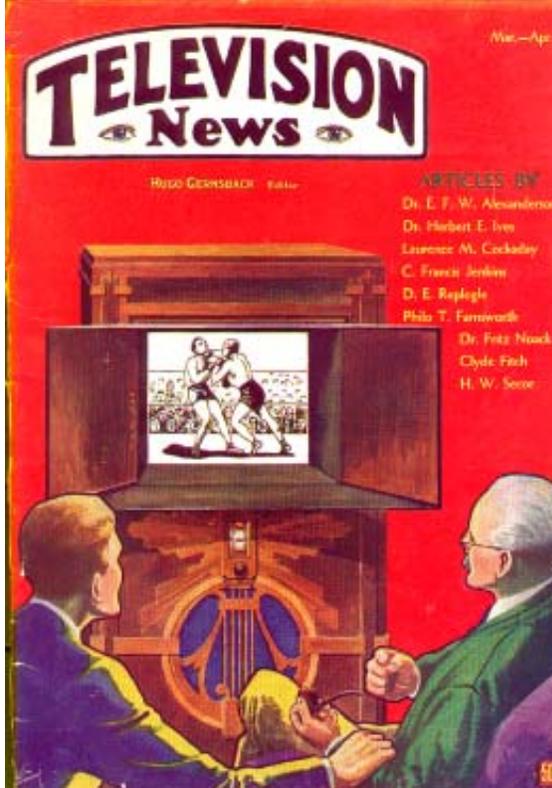
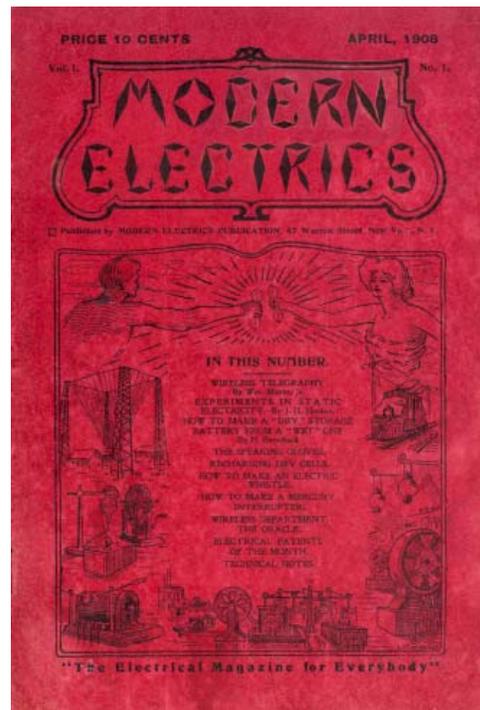
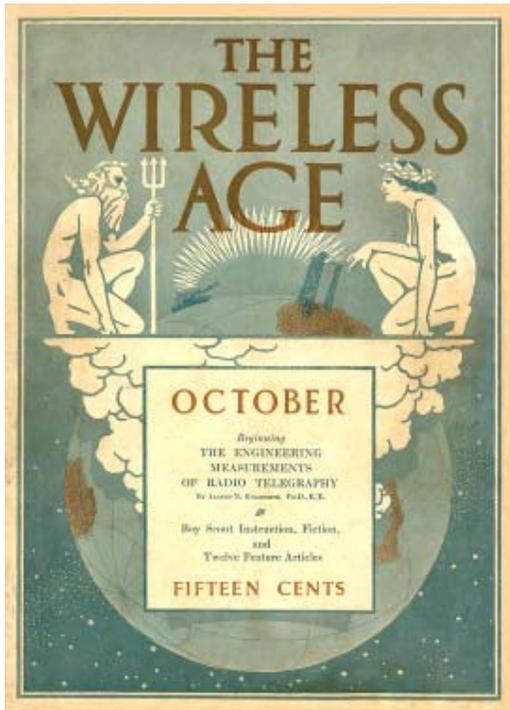


**RADIO
AND
TELEVISION
MAGAZINES**

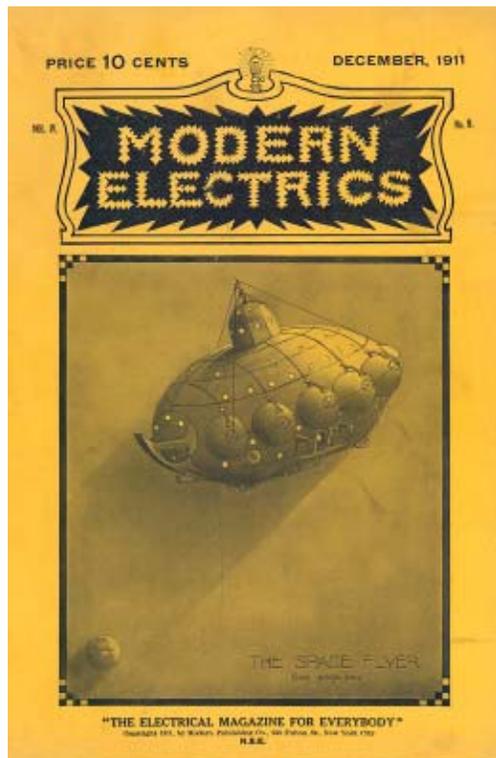
STEVEN LOMAZOW, M.D.



The father of “wireless” was Guglielmo Marconi. An early radio magazine bearing his name, *Marconigraph*, started in Britain in 1911. An American edition began in 1912, changing its title to *Wireless Age* in 1913. Another key personality was Hugo Gernsback, who started the first radio magazine, *Modern Electrics*, in 1908 where he introduced his novel, “Ralph 124C 41+”, in twelve installments in 1911 and 1912. “Ralph” is not great literature by any means, nor is it the first story to deal with scientific fiction (a term coined by Gernsback). It is, though, an important indication of Gernsback’s incredible sense of what the future held in store.

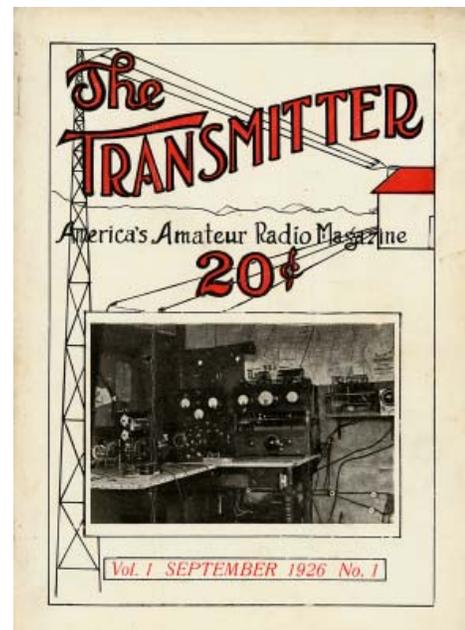
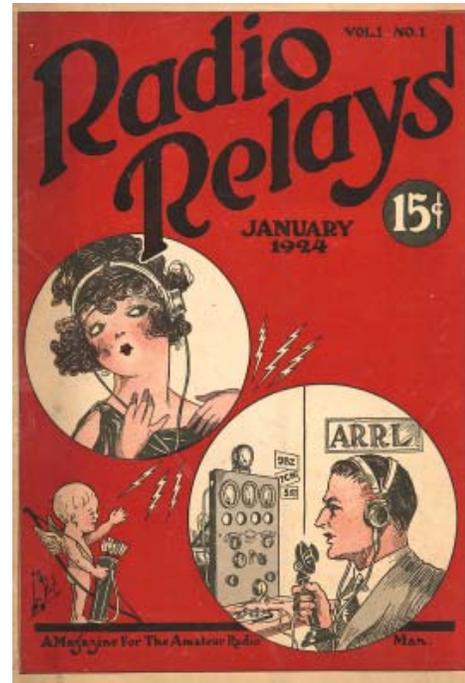
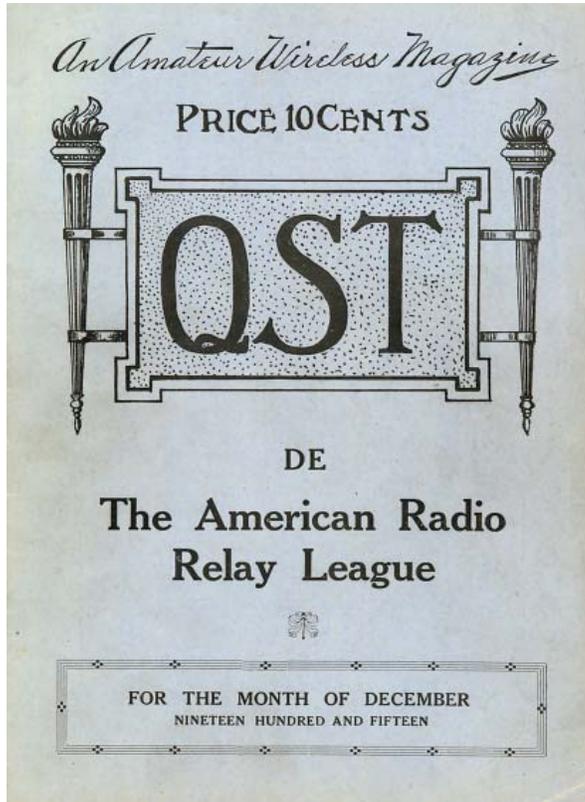


The very rare first issues of *Modern Electrics* and *Wireless Age*. The two earliest magazines devoted to radio.



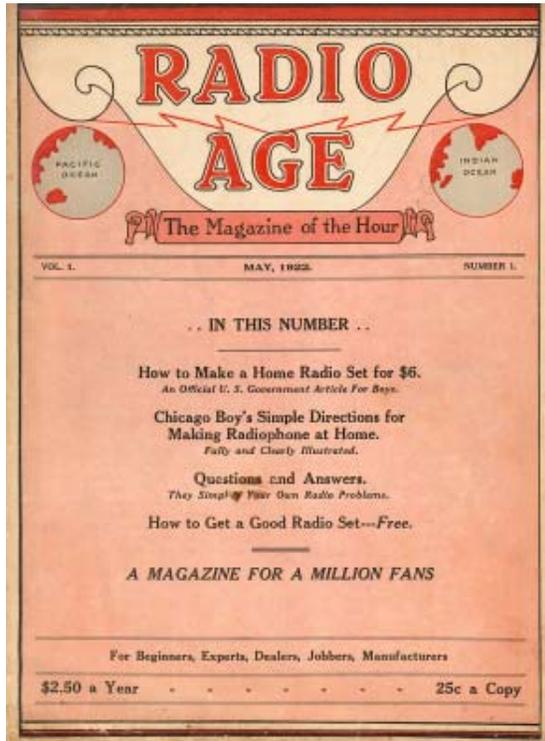
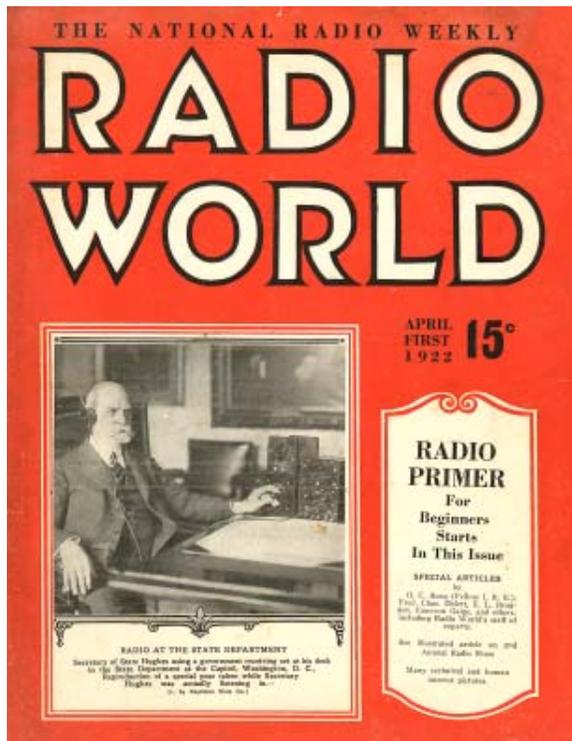
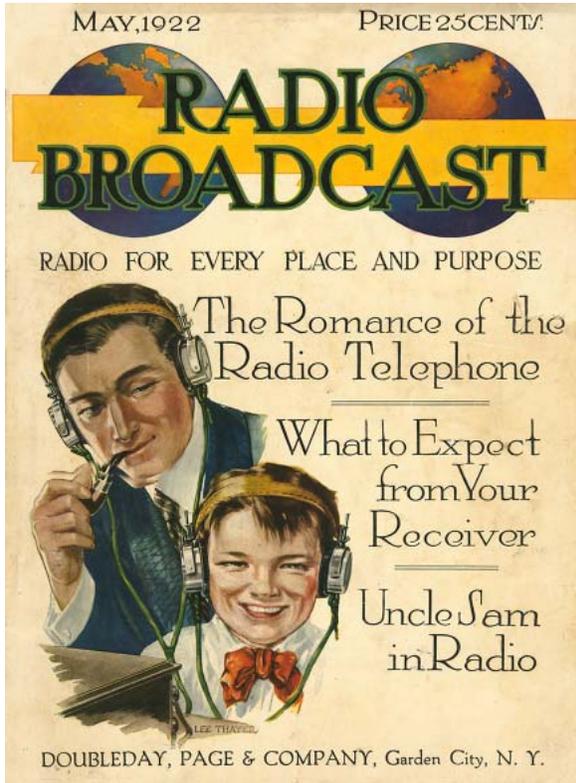
One of the twelve monthly installments of the original appearance of Hugo Gernsback’s futuristic classic “Ralph 124C 41+”. Each cover features an illustration from the story.

Most early radio literature focused on hobbyists called radio amateurs or “hams”. Amateur Radio’s pioneer organization was the The American Radio Relay League, founded by Hiram Percy Maxim, and its journal, *QST*, first issued in December 1915, is the first and still the foremost publication in its field.

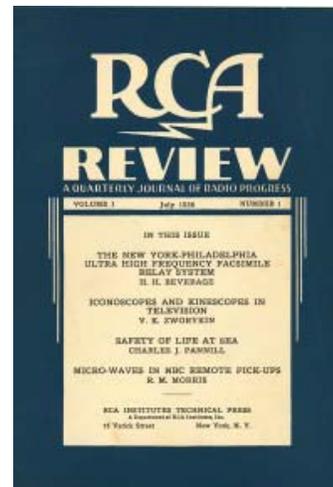
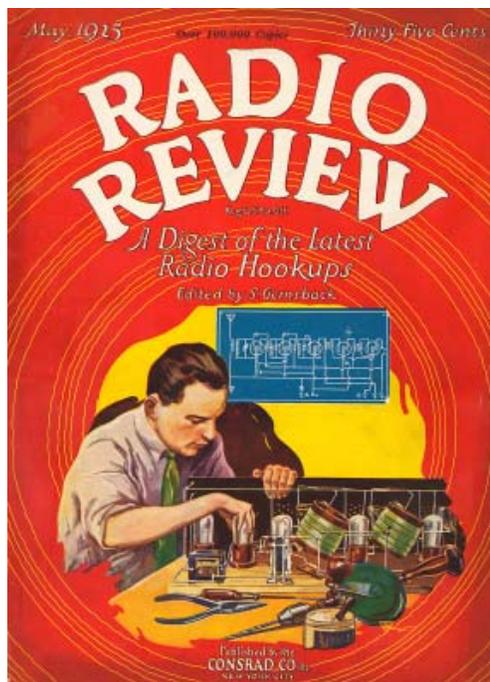
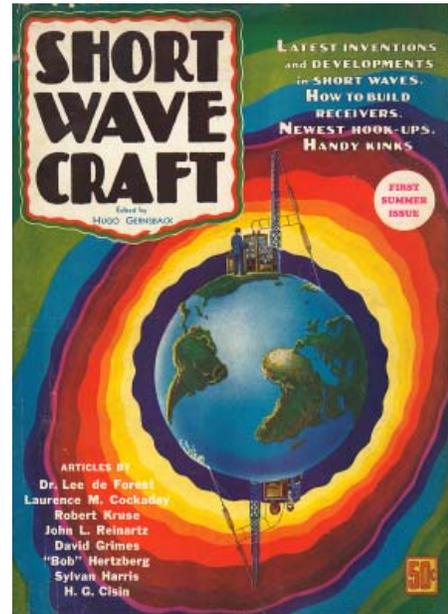
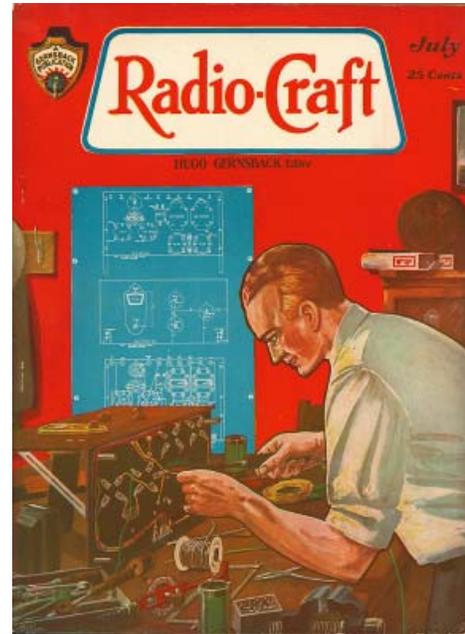
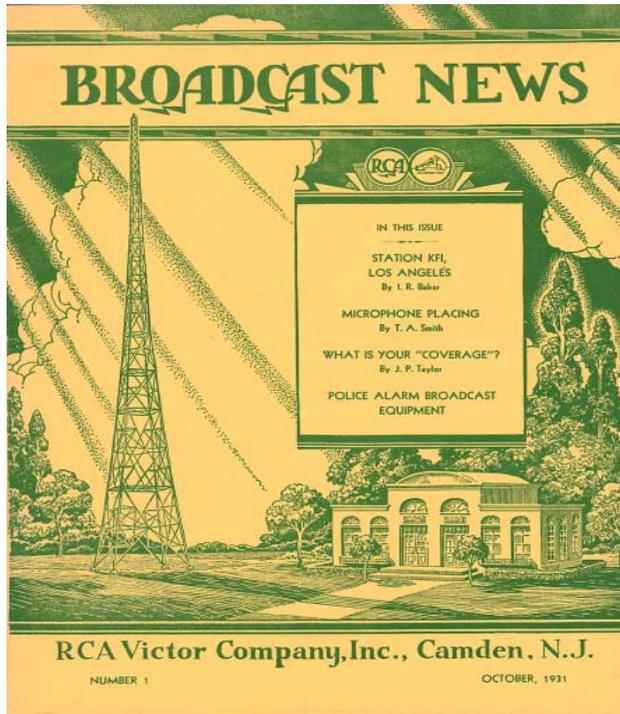


The first issue of *QST* and other rare and early Amateur Radio Journals.

Commercial radio broadcasting was made practical by Lee de Forest's Audion tube and initially backed by Westinghouse, a leading radio manufacturer, in an effort to increase sales. Dr. Frank Conrad, a Pittsburgh area radio amateur, made the first broadcast (a term he himself coined) on November 2, 1920, over Pittsburgh station KDKA, in conjunction with the national presidential election. KDKA was a huge hit and within four years there were more than 600 radio stations across the country.



Tuning in to commercial stations and short wave broadcasts around the world was a popular pastime and hobby. Magazines devoted to all aspects of Radio appeared to support the interest, some more technical than others, many of them published by Hugo Gernback.



Radio Guide

An ILLUSTRATED WEEKLY of PROGRAMS and PERSONALITIES

Vol. 1 - No. 1

CHICAGO, ILL., October 25-31, 1931

Price 5c

Hoover to Be Heard Twice This Week

CHILDREN TO HEAR INDIAN LORE ON CBS

Wagley Spenser Lane Will Tell; Heard Three Times Weekly

It has occurred for the radio to bring to young America, in a manner that old type could never, true stories dealing with Indian life and adventures. These stories, such as those from the "Lone Wolf" series, are heard over Station WBBM and a midwest group of Columbia network stations every Monday, Wednesday and Friday from 5:10 to 5:45. This educational program is called the "Lone Wolf" Tale, or "Indian Story" and is sponsored by the William Wiegman Co., Chicago.

Eliza Scott Weston, superlatively in the nation. For the past twenty-five years, Mr. Weston has made a special study of Indians and their habits. His research among his acquaintances has brought him the stories, legends, and songs of the old-time Indians, many others who lived in the west and in Indian history and Indian legends. The stories he writes are based on facts gathered in his travels, and from

(Continued on page 10)

LILLIAN ROTH ON LIMIT PROGRAM

Lillian Roth, versatile singing comedienne of the stage and screen, will be the guest star during the first week of the Limit program to be broadcast over the Columbia network and WBBM on Monday, Wednesday and Friday from 8:15 to 8:30 p. m.

Miss Roth has been appearing before audiences and screens since she was five years old. And now, at the age of 25, she is known from coast to coast for her appearance in "The Love Parade," "Animal Crackers," "The Vigilant King," and many other musical films.

6000th Performance



A recent picture of Irene Glen, NBC girl singer, who has just completed her 6000th radio performance. Irene was one of the stars of WBBM, and she has continued on NBC with her daily noon recital, her Air Duster program with Everett Shinnell, and has added South & Co.'s "Musical Thoughts."

New York Symphony Orchestra Presents Week of Schumann

Schumann's first symphony will be the principal work chosen by Irish Eather for performance in the concert by the New York Philharmonic-Symphony Orchestra, to be broadcast from 2 to 4 p. m. Sunday, through the Columbia network, including WMAQ.

Other works include in the concert a "Missa Solenne," by Ravel, and three entries from a lyric suite by Anton Berg. An unusual work scheduled to open the concert is the cantata from a posthumous symphony by Anton Bruckner.

During the intermission Ole Clausen, distinguished critic, will describe the music, which will be broadcast from the stage of Carnegie Hall.

Keithley and Stewart Write New Melody

Clarence Keithley, of the famous Chicagoan Male Quartet, and Phil Stewart, Scotch pianist, both associated with KYW, have written new in their latest issue. The title of the single is "One Nobody at Dinner" and the six promises to be one of the Fall's best song hits. The words to this song were written by Phil while the tune is the product of Keithley's romantic pen.

Many unknown composers have sprung into almost overnight fame this year. None from other lines have earned out more that started old-timers in the business by their success. In most cases, perhaps, this is due to the fact that the tunes actually were composed rather than products of someone who had to turn out a given number of notes per week to meet a salary

President Will Talk Monday to Radio Men

Addresses National Congress in Atlanta Sunday Afternoon

The opening sessions of the ninth annual convention of the National Association of Broadcasters in Detroit, including an address by President Hoover, will be heard over an NBC network this Monday at 11:00 a. m. The organization, composed of representatives of the separate broadcasting stations, will hold its meetings in the Hotel Statler, October 25, 27 and 28.

President Hoover is to speak in Washington and he will be heard through a public address system by the assembled broadcastmen. Other addresses will be broadcast direct from the convention hall. Speakers will be Marvin Frank Marzoff, of Detroit; Wilbur S. Hedges, of Chicago, head of WMAQ, former association president; Major-General Charles M. Salsman, chairman of the Federal Radio Commission, and Walter J. Dorn, of Milwaukee, president of the association.

The broadcast will be heard locally through WBBM, WGN and KYW. The President's Sunday address to the Methodist Episcopal General Conference in Atlanta, Georgia, from the Cabaret Room of the White House, will be broadcast throughout the Nation by the Cable's Broadcasting System from 3:45 to 4:00 p. m. It may be heard locally through WMAQ.

RUDY RENEWS

Rudy Valen, orchestra leader and pianist, will continue under exclusive management of the National Broadcasting Company for an additional three-year period under the terms of a new contract, amounting to an announcement just made by George Engler, vice-president in charge of NBC Artists Service. Valen's new contract will run until March, 1934.

The increased listenership created a demand for programming guides.

Radio Guide was the most prominent and long-standing. As with movies earlier and television later, the periodical press was a rich source of supplementary information, both reflecting and enhancing the value of the medium.

The RADIO ENTERTAINER
A MONTHLY 15¢

For the Artist RADIO PERSONALITIES For the Public

July 1927

"Hello Everybody Roxy Speaking"

PUBLISHED BY
The Radio Entertainer Pub. Co. 152 W. 42nd St., New York

What's on the Air

The Magazine for the Radio Listener

15¢

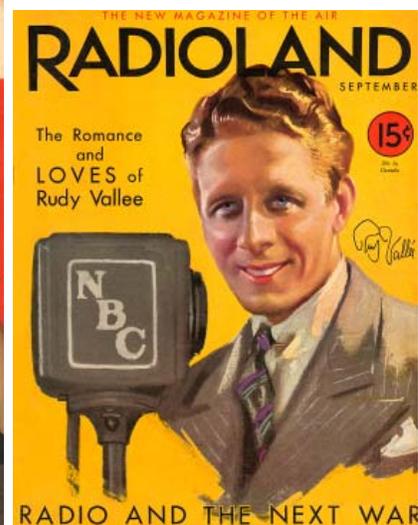
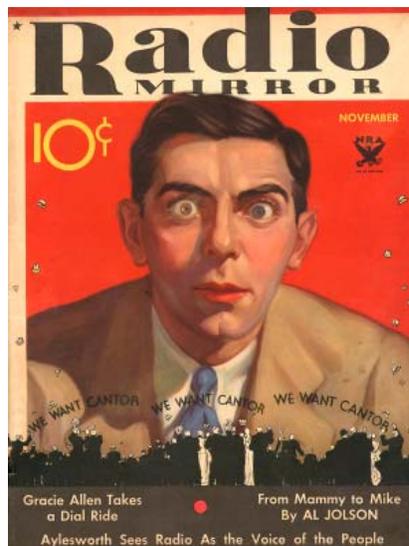
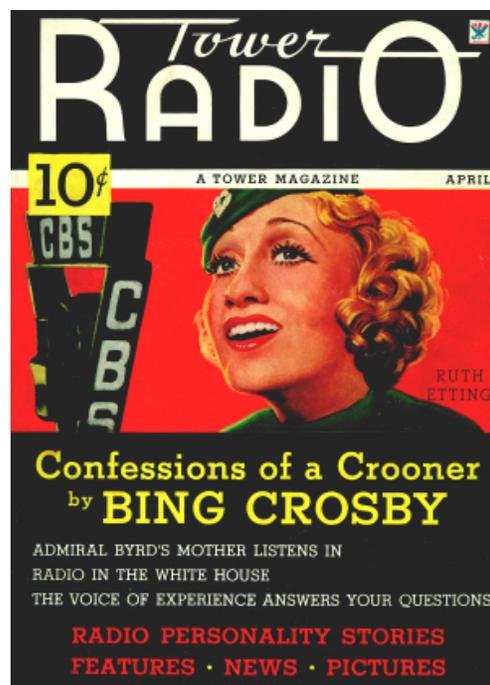
Vol. 1, No. 1. November 1929



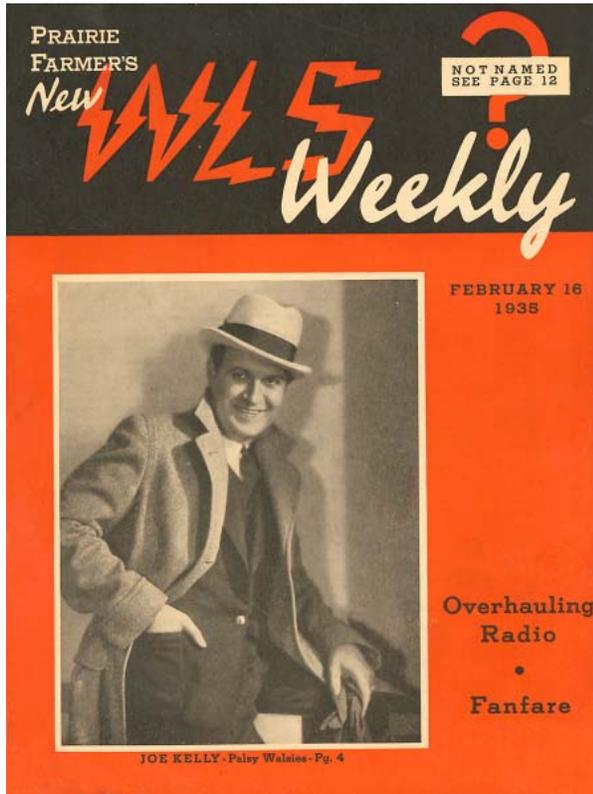
Radio Stories came closest to a radio-themed pulp magazine.

Radio did not escape the public's insatiable appetite for gossipy information about the lives of the stars. Fan magazines began to appear.

Major Bowe's Amateur Hour, the nineteen-thirties' version of Starsearch, was so popular that it issued its own magazine.

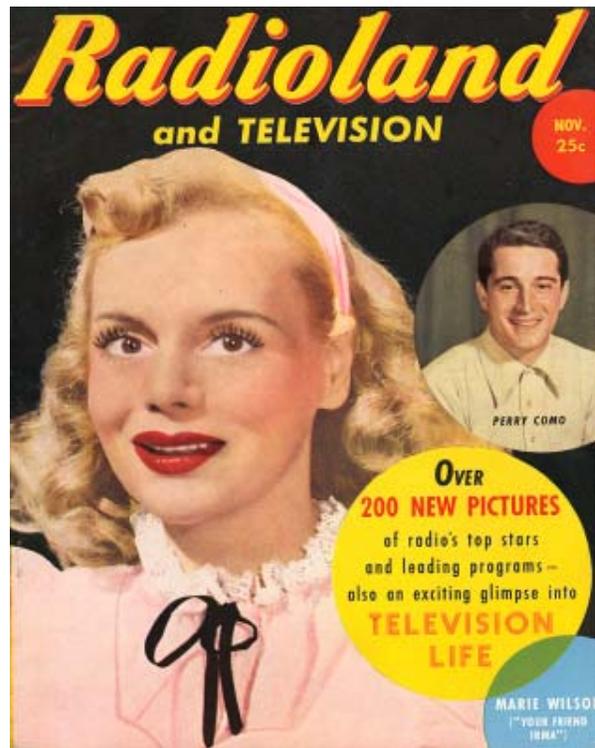
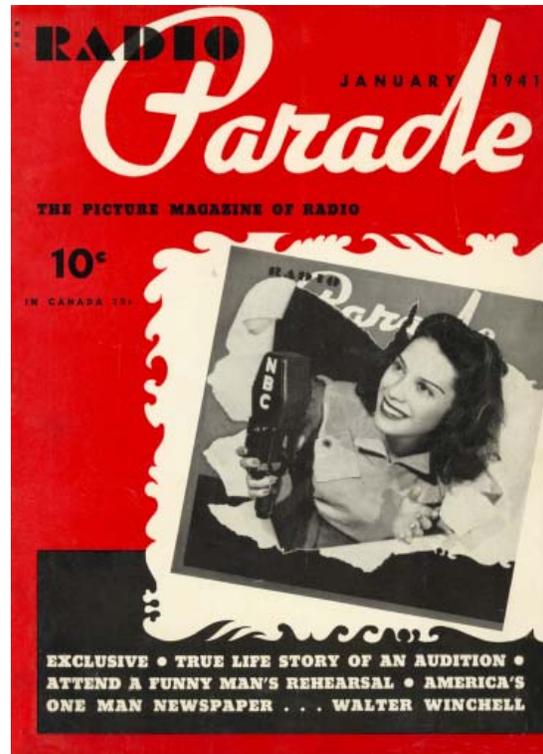


Some radio magazines were designed to appeal to a more rural audience.

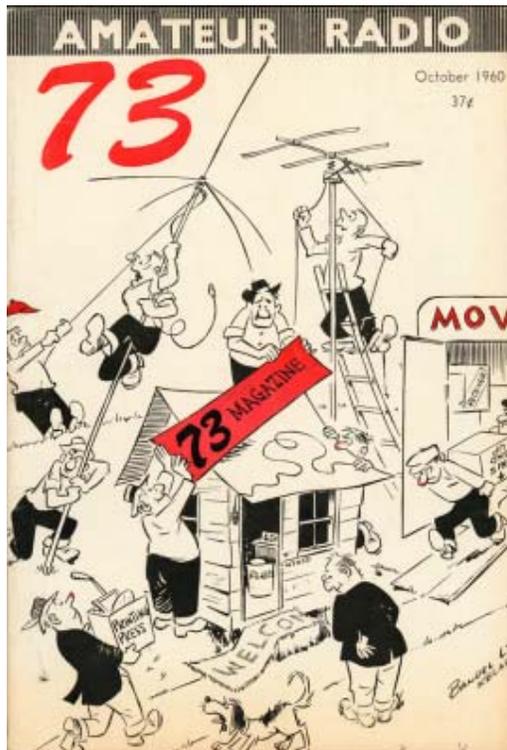
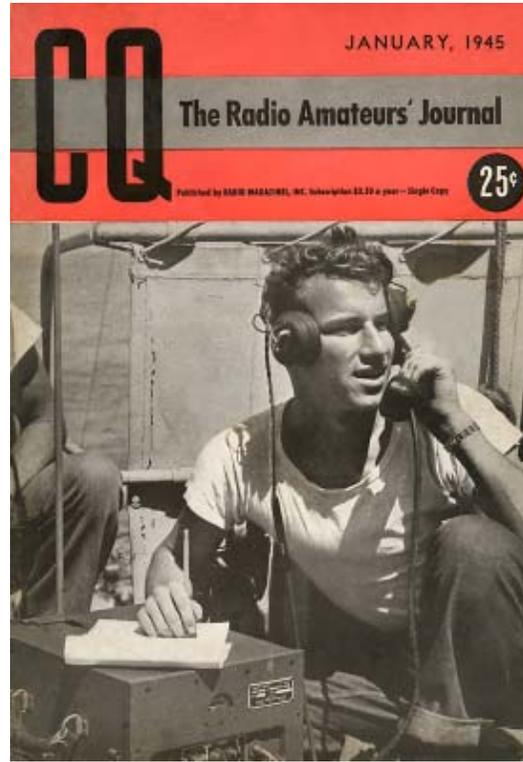
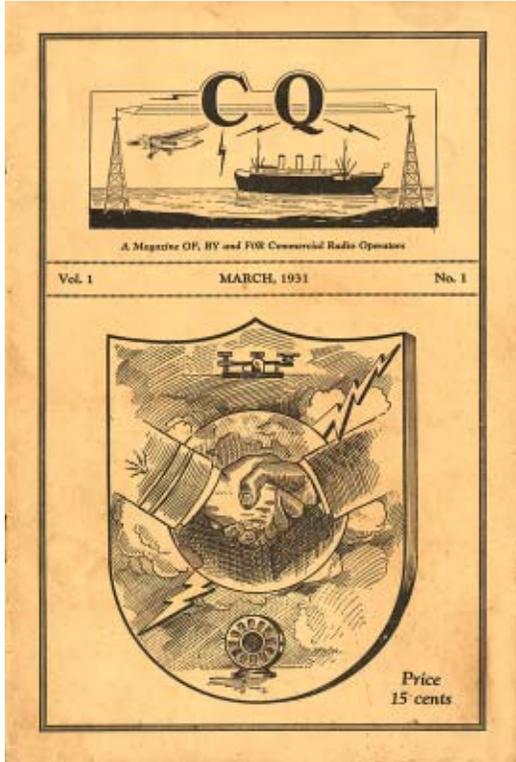


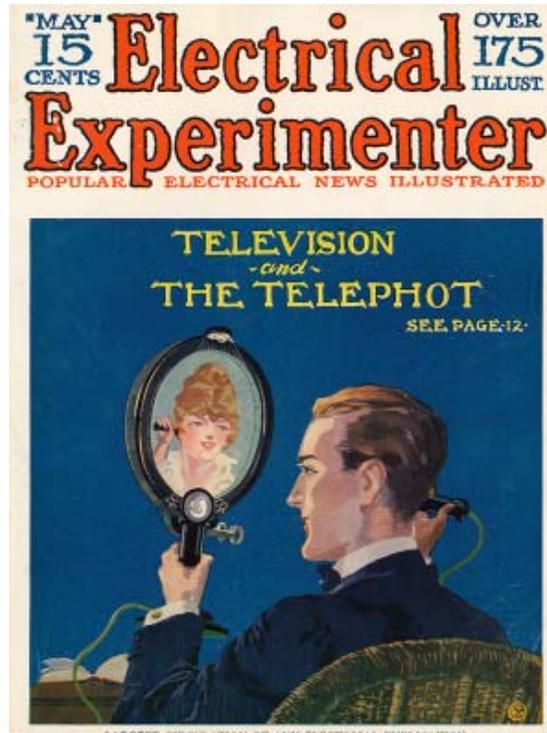
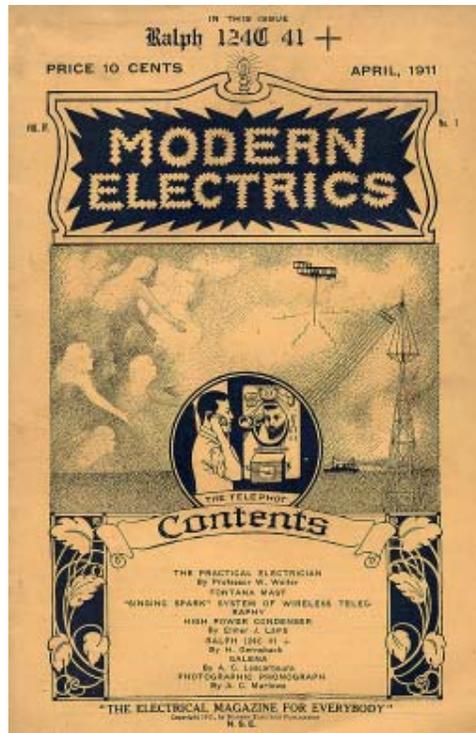
During World War II, radio was an important source of news. President Roosevelt made very effective use of it through “fireside chats” and frequent national addresses.

Dinah Shore made a successful transition to television, which, by the mid-fifties, had replaced radio as America's number one household entertainment medium. As the popularity of radio diminished, the magazines disappeared.

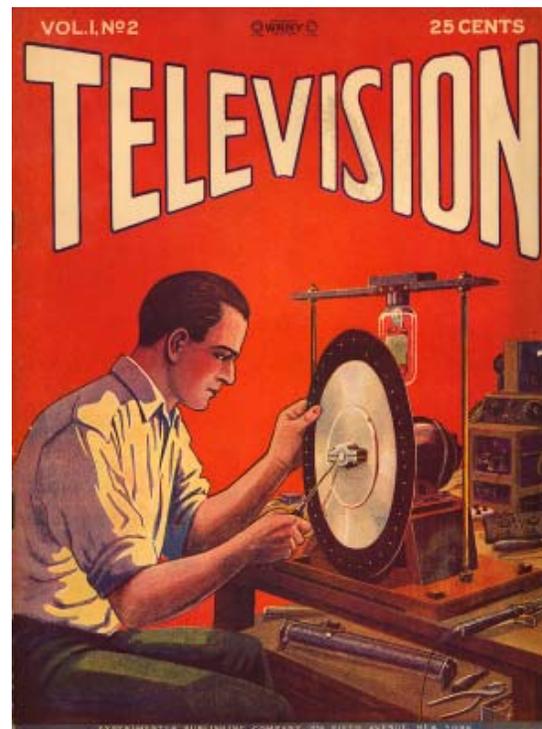
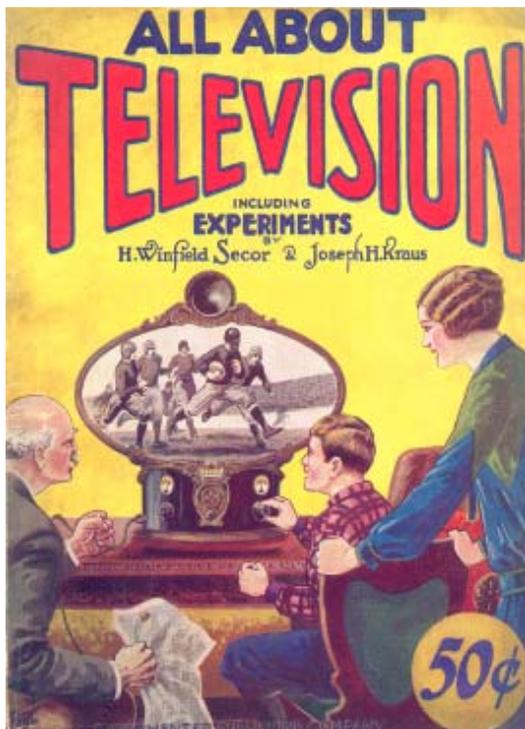


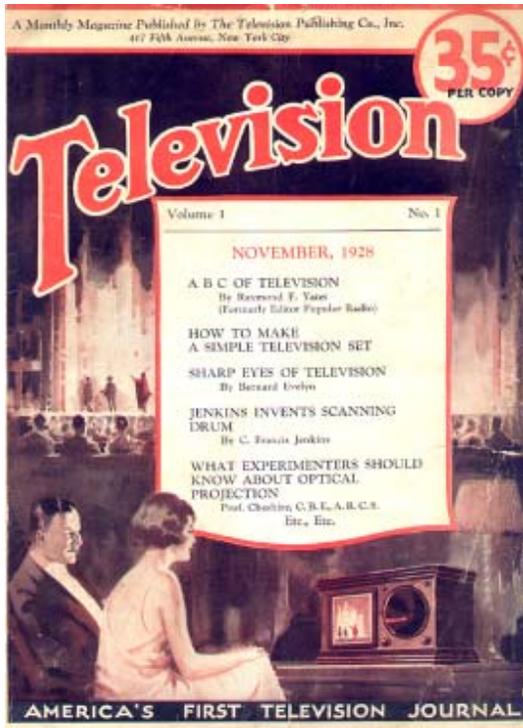
Through the twenty-first century, Amateur Radio continues to be an area of avid hobby interest and public service. Aside from *QST*, *CQ*, *73* and *Ham Radio* are the most long-standing, well-established journals in the field. A commercial operator's radio magazine, also entitled *CQ* (which is radio jargon means "I would like to make contact") appeared in 1931. The radio amateur version started in 1945.



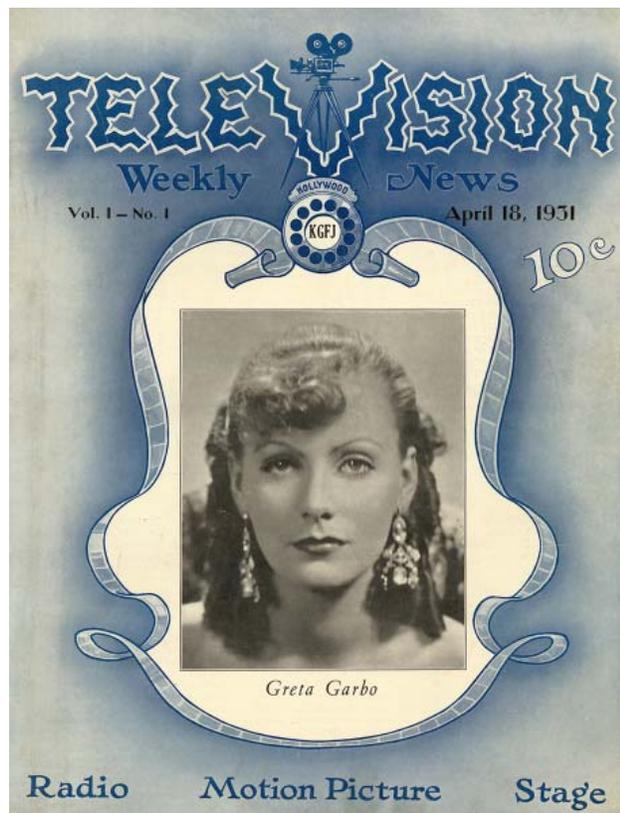
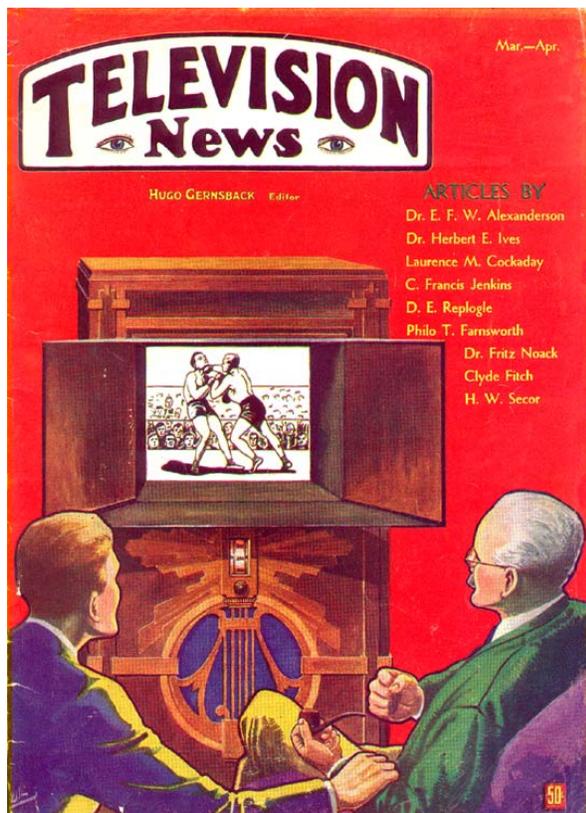


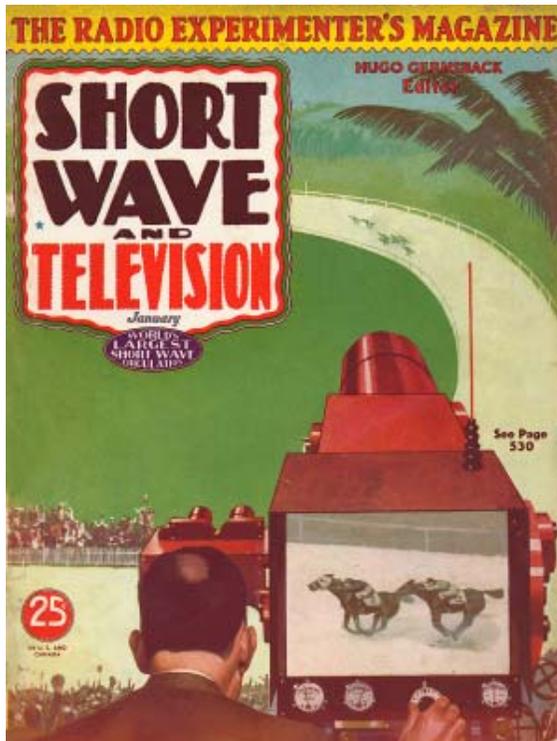
Well before Television became a practical reality, Hugo Gernsback, the imaginative futurist and popularizer of the terms “television” and “science fiction” wrote stories and published articles about it in his magazines *Modern Electrics*, in 1909, and *Electical Experimenter*, in 1918. Magazines specifically devoted to television began with Gernsback’s *All About Television* in the summer of 1927. WRNY was Gernsback’s TV broadcast station.





Despite the claim on the cover, *Television* was not America's first TV magazine. It was published concurrently in Britain. *Radio News* featured a television issue in 1928. The omnipresent Gernsback began publishing *Television News* in 1931. In April 1931, the exquisitely rare *Weekly Television News* became the first weekly magazine principally devoted to television and included a list of all presently operating TV stations.





Many of Hugo Gernsback's publications in the 1930's continued to pique the public's interest in this new and exciting visual medium.

After a marked improvement in technology, exhibitions at the 1939 World's Fair in New York City created great excitement about the commercial possibilities of television. World War II derailed the momentum, but in the immediate post-war period it was regained.

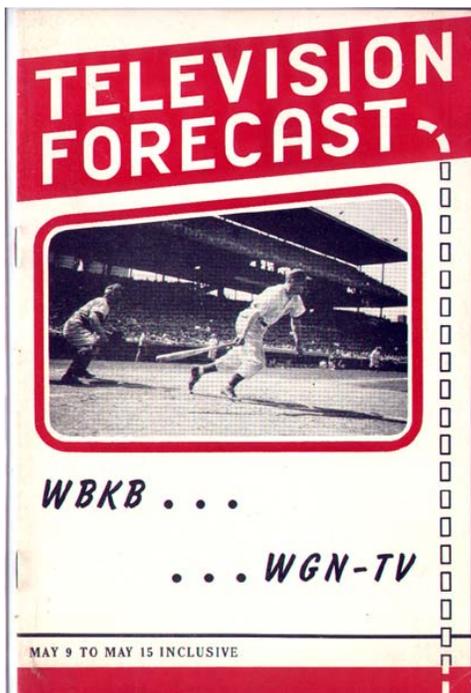


The earliest programming schedules were sent by mail from broadcasting stations to the buyers of TV sets.

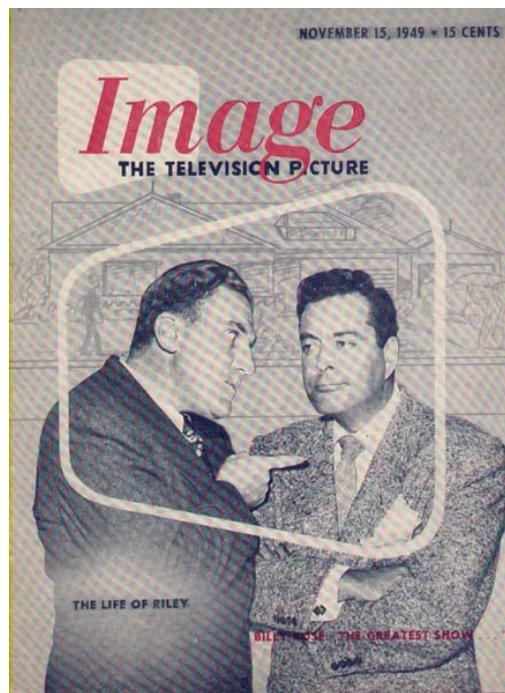
In 1948, beginning with Phillips's *Television Weekly*, programming magazines began to appear. The first of the familiar digest-sized publications was Chicago's *TV Forecast*, soon joined by Walter Annenberg's *Local Televiser*, later *TV Digest*, in Philadelphia and *Television Guide*, later *TV Guide*, in New York. Other regional editions and offshoots appeared until the mid-fifties. In April 1953, Annenberg unified the market into national *TV Guide*, which continues today as the pre-eminent weekly television magazine.

Don't Miss KAISER-FRAZER Amateur Hour
 WABD Channel 5 SUNDAY, 7-8 P. M. TOWN and COUNTRY MOTORS
 144 BAY STREET
 BUSHY PARK, N. Y.

The first weekly programming guide

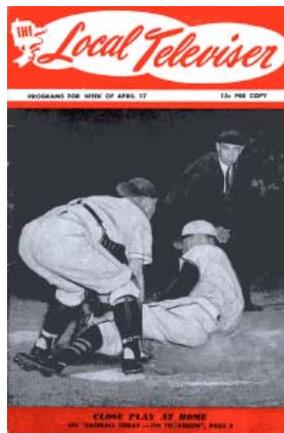


The first digest-sized programming guide, Chicago, 1948.

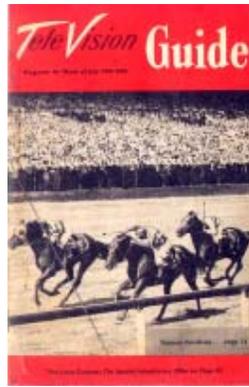


The first issue of a rare and early Los Angeles programming guide. Jackie Gleason played Riley before William Bendix.

An early issue of Walter Annenberg's *Local Televisor*, the first issue of *TV Digest* after the name change and other collectible "pre-national" issues.

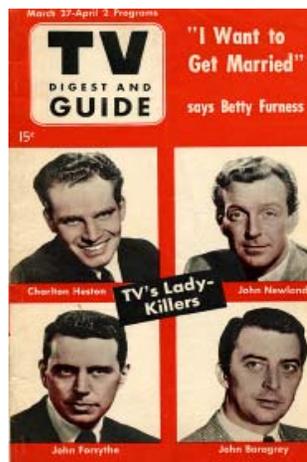
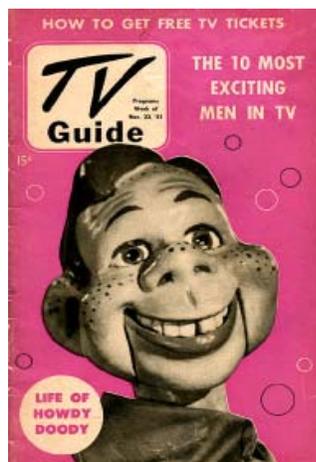
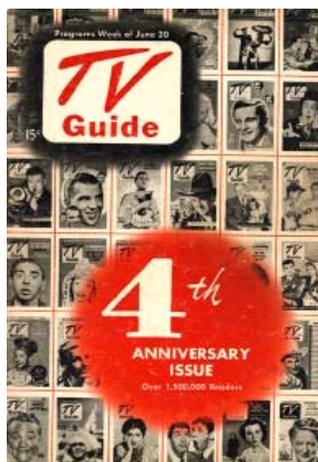
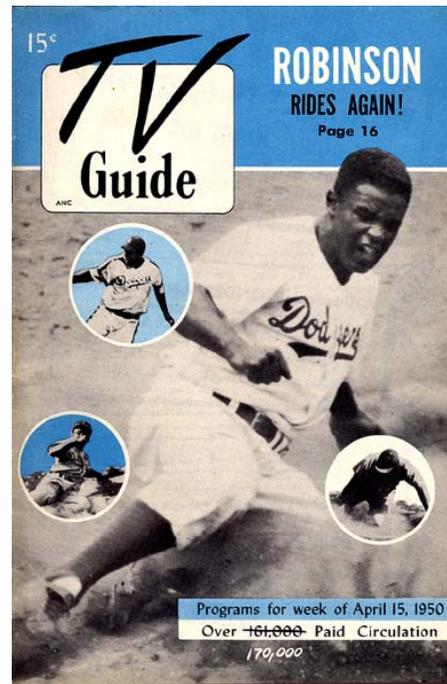
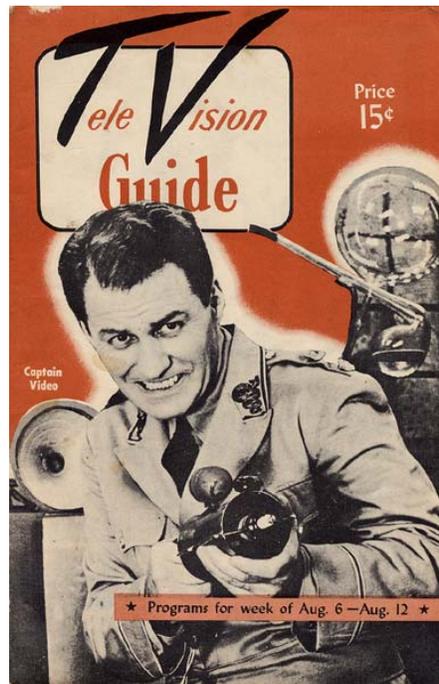


The first local New York TV Guide, 1948

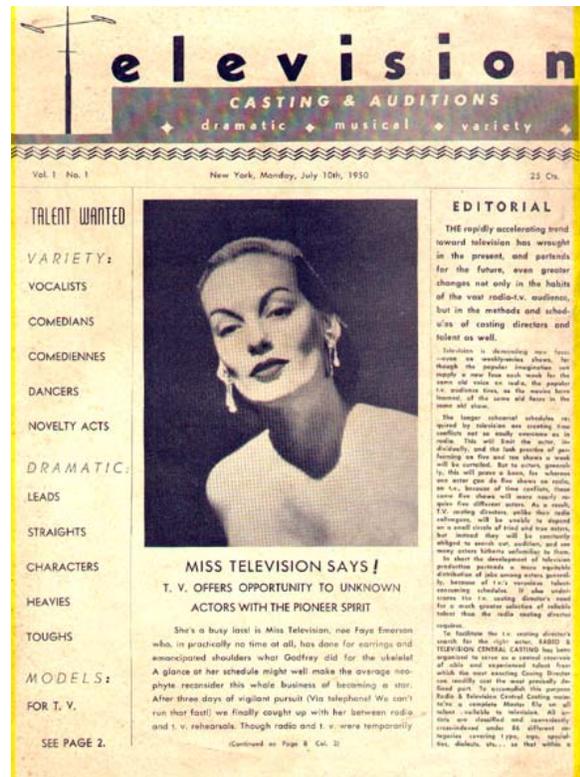
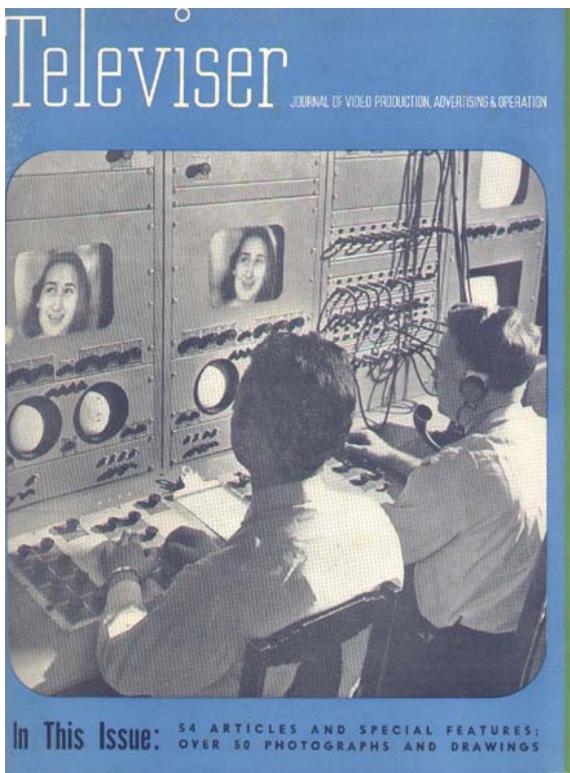


Local issues of New York TV Guide, especially early issues, were rarely saved. A complete file is not known to exist.

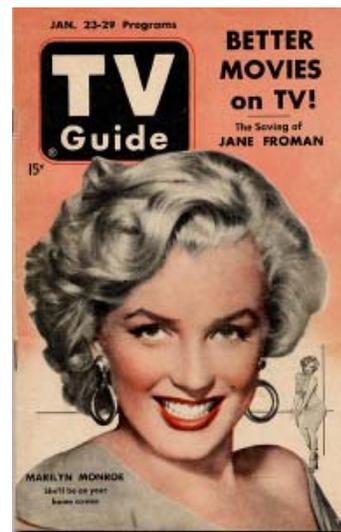
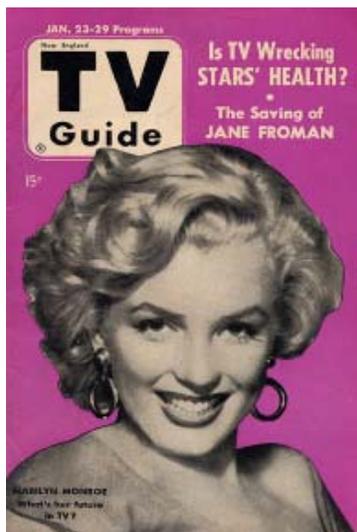
Among the most collectible programming guide issues are those with science fiction, sports and juvenile themed (Disney, Howdy Doody) covers. Fall preview and anniversary issues are also important for the wealth of important source material they contain.



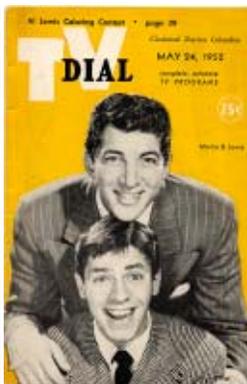
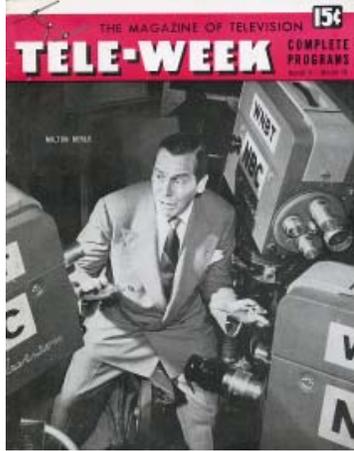
The last "pre-national" issue prior to the merger



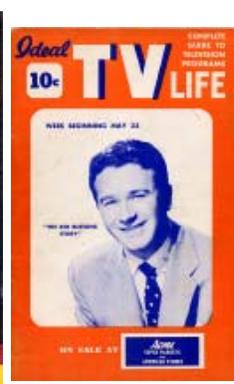
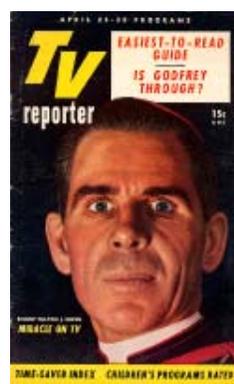
Journal's like *Televiser* showed the technical state of the television art in the mid-forties. There were relatively few television trade journals .



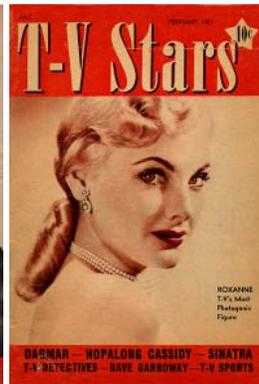
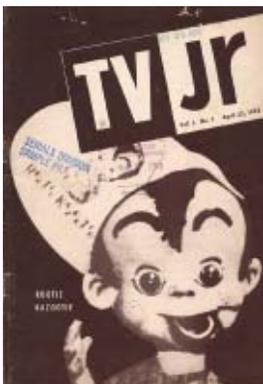
Marilyn Monroe was never a major TV personality but her image on the cover definitely sold magazines! Here are some rare and highly collected appearances on pre-national issues.



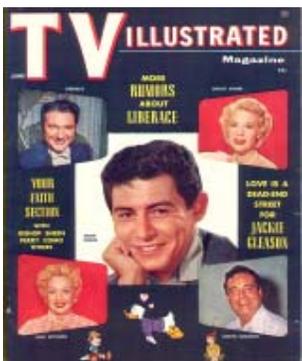
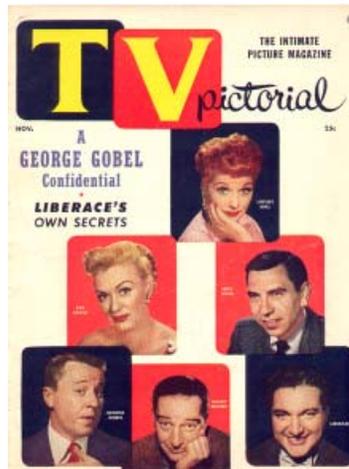
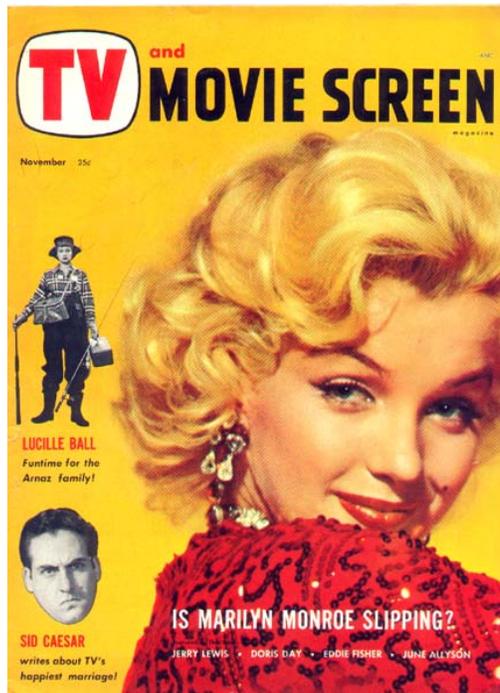
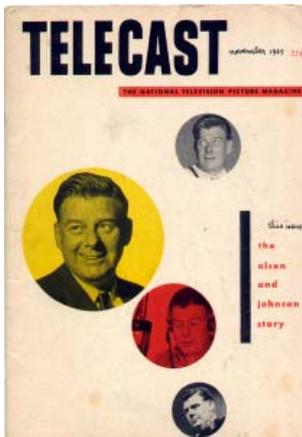
A potpourri of local programming guides, weekly newspaper supplements and digest-sized fan magazines. All are rarely encountered.



Below: The first issues of two very scarce magazines targeted to young viewers. Does anyone remember Rootie Kazootie?



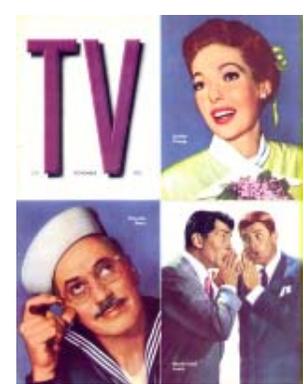
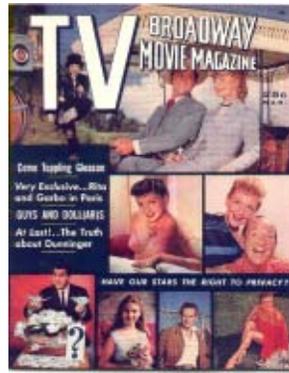
In the late forties and early fifties as the medium became more practical and affordable, programming increased and the stars were showcased on a wide variety of fan magazines, some of which combined TV with movies.



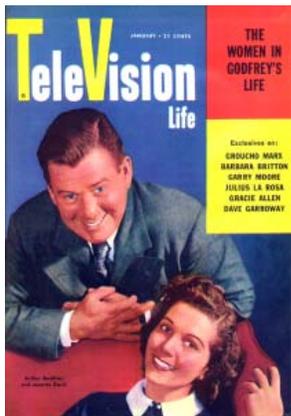
On her popular TV variety program, the vivacious Dinah Shore urged viewers to “see the USA in your Chevrolet”.

Singer Eddie Fisher’s relationships with Elizabeth Taylor and Debbie Reynolds made him a fan magazine favorite.





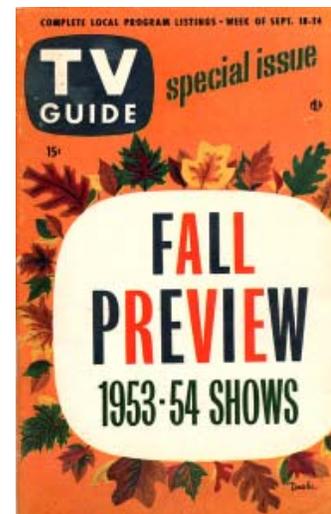
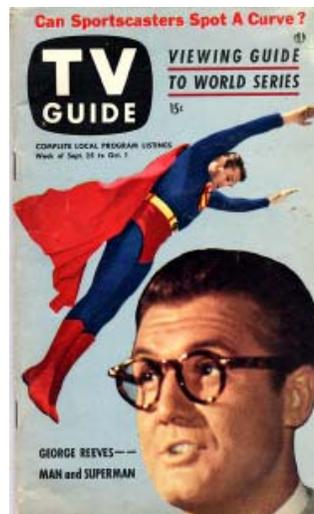
Many stars made the transition from radio and the movies. Others, like Arthur Godfrey, made their reputation solely as TV stars.

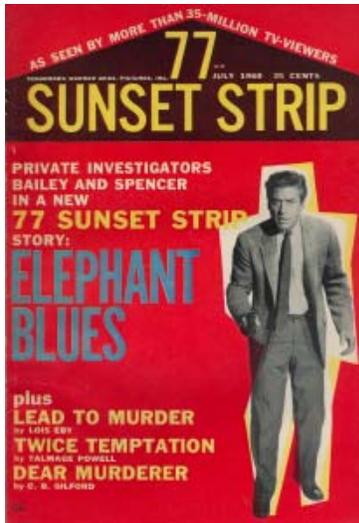


Lucille Ball was the undisputed queen of television in the 1950's. She still holds the record for the most *TV Guide* cover appearances.



The first national *TV Guide* and a few of the most collectible from the first year of publication. Individual issues of the amalgamated national publication are readily available.

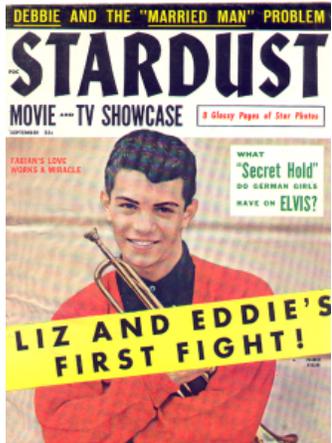




As the market expanded some programs had their own magazines, including *77 Sunset Strip*, *Bonanza*, *Laugh-in* and *All in the Family*.



Here are some first issues of more recent TV magazines. New ones are constantly appearing.



Soap Opera Digest continues to be a supermarket check-out aisle favorite.

