DIRECTORY

RADIO

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'40
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May we tell you why?
in 1939!

Columbia Broadcasting System
THE WORLD'S LARGEST RADIO NETWORK
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Edgar A. Grunwald, Radio Directory Editor
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154 W. 46th St.
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(Third Annual Edition)
FOREWORD

The task which currently confronts any compiler of radio records is one of selection rather than accumulation.

It has been barely two years since radio's store of records consisted of a few government figures, some scattered special reports, a thin file of legal documents, and forgotten scripts and ledgers. But in those two years a continued expansion of the industry economically has brought on an era of changed thought and changed methods. A by-product of this new era is the swelling of the former trickle of documents into a veritable flood.

It is hoped that this volume represents a useful selection and re-working of such materials as may have day-to-day value for the industry. It is likewise hoped that the special research, largely made possible by the cooperation of the industry itself, will similarly fulfill its objective.
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BRISTOL-MYERS CO.
“Life of Mary Sothern” by Don Becker for Ipana Tooth Paste

J. C. PENNEY CO.
“Adopted Daughter” by J. Ann Hopkins for J. C. Penney Stores

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ADVERTISING COMPANY

Chicago --- New York --- St. Louis

complete radio creative, writing, and productive facilities

ROBERT G. JENNINGS
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As we go to press, we're an 8 month old baby, but we're grown up.

We're proud of being the 4th largest Network in the world, but we're still prouder of our expert Production Department, and our Merchandising record in all sections of this great Empire.

Write or wire the office nearest you. We're more than a Network... we're a "natural!"

THE TEXAS STATE NETWORK INC.

ELLIOTT ROOSEVELT, Pres.

Offices in:
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KDKA 50,000 Watts (980 KC)

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KGO 7,500 Watts (790 KC)
KPO 50,000 Watts (680 KC)

SCHENECTADY
WGY 50,000 Watts (790 KC)

WASHINGTON, D. C.
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Vice-pres.

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EQUIPPED FOR
BETTER BROADCASTING

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AND THE
WORLD'S GREATEST SWING BAND

WALDORF ASTORIA HOTEL
New York City
Opening October 6

CAMEL CIGARETTES
Fourth Consecutive Year
NBC Network, 10-10:30 P. M., EDST

VICTOR RECORDS

Exclusive Management:
MUSIC CORPORATION OF AMERICA
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FITTING RADIO SCHEDULES TO MARKETS

CROSSLEY RESEARCH REPORTS use fourteen different methods of measuring the radio audience, selected to fit the type of information needed.

Principal among these are:

1. **The Day-Part Method.** Used for the COOPERATIVE ANALYSIS OF BROADCASTING.

2. **The Coincidental Method.** Interviews in millions each year. Improved statistical technique.


Today's research needs demand a clear picture of the market for a product, and a clear report on the best time, station and program plan for covering that market.

Our fourteen years of marketing research experience in every part of the United States and Canada and in Great Britain, are available for consultation, and for the solution of marketing questions in the field.
TRENDS

THE COOPERATIVE ANALYSIS OF BROADCASTING: 10 YEARS OF NETWORK PROGRAM ANALYSIS

FOREWORD
By Edgar A. Grunwald

About the easiest thing to buy in research is a dead horse. Given any problem, a slippery tactician can devise a satisfactory answer without ever once violating the rule that two and two make four. A sponsor whose daytime serial programs show discouraging ratings in audience surveys, can get this headache cured by simply engaging a research staff to pump enough "audience turnover" into the figures to push them into the realm of astronomy. This soothsaying may not sell more soap or cereal, but it does alleviate nervous indigestion.

On the other hand, Jack Benny has for six years indirectly dispensed tires, ginger ale, motor cars and Jell-O by the ton without, to anyone's knowledge, penciling a single set of statistics or drawing one log chart.

This is the hard-learned moral in every field of intangible property—that a flair for judgment uniquely creates success, while figures either trick the weary into a sweet coma, or provide that sensible groundwork from which judgment—more important, imagination for the creative—can begin to function.

In asking the Cooperative Analysis of Broadcasting to prepare this laborious, expensive, and perhaps painfully detailed section, the Variety Radio Directory was not in the market for nervous cures or dead horses. The choice of the C. A. B. hinged on the following considerations:

1. It has no axe to grind. It is a non-profit organization, and its governing board is appointed by the American Association of Advertising Agencies and the Association of National Advertisers.*

2. The C. A. B. has created the largest goldfish bowl in which any industry dealing primarily in intangible property has ever lived.

3. The C. A. B. has, in the opinion of the editors, acknowledged its mistakes as openly as ordinary human dignity would allow, and tested new methods and techniques as frequently as common-sense caution would permit.

There is no mystic ritual to the C. A. B.'s methods, and there should

*The C. A. B. Governing Committee is headed by Dr. D. P. Smelser, in charge of the Market Research Department of Procter & Gamble. Dr. George Gallup of Young & Rubicam is treasurer. Chester H. Lang, of the General Electric Co.; Dr. L. D. H. Weld of McCann-Erickson, Inc.; A. Wells Wilbor, of General Mills, Inc., are the other members. The C. A. B. Governing Committee maintains a permanent headquarters at 330 W. 42nd St., New York City, in charge of A. W. Lehman, manager.
FOREWORD—Continued

consequently be no mystery as to its results. The method is simple in structure:

In 33 major network cities, telephone calls are made four times a day. The interviewers ask what programs the interviewees have listened to in the past several hours (varying from three to five). Responses are tabulated program by program, and are finally tallied as a percentage against all set-owners called. Thus, if 10 out of 100 set-owners called reported that they heard Amos 'n' Andy, then Amos 'n' Andy would get a rating of 10 (i.e., 10%).

Patently this method has one immense advantage over any other devised to date: the sample can be comparatively large and still remain within practical cost limits.

Patently, also, the information shows certain definite and important things: 1) it shows the general soundness of the program so far as the audience is concerned; 2) it shows the general soundness of the program in relationship to competitive programs, or classes of programs; 3) it shows program classes in movement up the scale of audience favor, or down the scale of discard; 4) it shows what hours of the day may be advantageous in view of program competition, or the character of the audience level.

On the other hand, any person who reads into these figures results which are not there, is sacking the information in a fool's quest.

For instance, since the calls are made in major network centers, it would be foolhardy to suppose that the facts could be applied to the hodge-podge of coverage often resulting from the combined effect of the signals of many stations, or the sponsor's desire to reach certain geographical sectors in preference to others, or both.

Within its limits—and the C. A. B. has set those limits conservatively—the work produces a guidepost to distinguish good from bad, and indicate opportunity from the hackneyed.

The tables and charts in the succeeding pages represent but a small remainder of the immense amount of statistical work originally compiled for the Directory. Much of it was discarded because its significance was doubtful; other was omitted because it might be subject to erroneous interpretation; and still another portion was dropped because the C. A. B., deeming it accurate enough for all practical purposes, still did not consider it as meeting the organization's standards completely.

The work, in short, is a tabloid version of 10 years of research, based on some two and one-quarter million calls, and several special studies. While the C. A. B. has, within these years, changed the statistical base of its calculations once, the figures that follow have all been adjusted to a set-owner basis.

(Attention is called to the fact that this entire section is jointly copyrighted by the Cooperative Analysis of Broadcasting and the Variety Radio Directory, and may not be reproduced either wholly or in part. Attention is also called to the fact that the charts (drawn for the Directory by Arthur Thompson) are copyrighted by the Variety Radio Directory and may not be reproduced in any fashion whatsoever, nor made a part of sales portfolios, nor used in any other manner which divorces them from the text of this book).
C. A. B. INTRODUCTION

In January 1929 the Radio Committee of the Association of National Advertisers, Inc., laid the groundwork for the Cooperative Analysis of Broadcasting. At that time few, if any, studies of radio audiences, according to present standards, had been made.

Advertisers were having difficulty in understanding, much less comprehending, radio. Some, as a reading of the old records will show, were wondering if radio was a primary or a secondary medium. Could it eventually take its place alongside other media? Was it really an advertising medium, or was the radio set merely an expensive plaything of the boom era? Advertisers didn't have any idea how many people listened, or to what.

As a result of the committee's discussion of a study made by Crossley, Inc., a number of leading advertisers employed Crossley to make individual surveys. Later these were combined into a report for the A. N. A. and at the same time Crossley, Inc., was requested (November 1929) to submit an outline for a cooperative investigation which would include "the checking of program popularity."

With need and interest ripe, the A. N. A. appointed a special committee which undertook to work out the details of cooperating in a system of reports, and of the financing. By the middle of February 1930 sufficient subscribers were obtained, and the field work was started by Crossley, Inc., as of March 1, 1930.

Thus the C. A. B. was born.

While the original subscribers were advertisers (probably 66 2/3% of all network programs were then produced by the networks, the sponsors themselves, or free lance program builders), within the first year arrangements were made for agency participation.

As of March 1, 1934, the C. A. B. was reorganized and took its present form as a non-profit and mutual organization, under the direction of an active governing committee which sets all policies, business as well as research.

The field work is regularly carried on in 33 network cities, and once a year a thorough-going study of rural program preferences is made. The effort entails the making of more than 830,000 calls per annum, of which 530,000 are completed. In urban centers the calls are carefully distributed by income levels to parallel the distribution of radio sets among economic groups.

In addition to the regular service, the committee is constantly studying all methods of measuring program audiences, as well as ways and means to improve its reports and services. During the last four and a half years it has spent nearly $25,000 in such efforts.

As a result of these ten years of practice, experimentation and revision, the method which is now in use could perhaps be best defined as "the triple check method of identification." Under this method the listener needs to give only sufficient information about the program to enable the investigator (by cross-checking station, time, or description) to enter the program as having been heard.

This method has the advantage of speed, accuracy and low cost to obtain the answer to the vital question, "Has the program made an impression?"—a fact which the sponsor, to be successful, must know.

New York City
July 20, 1939

A. W. Lehman, Manager.
NETWORK PROGRAM HISTORY 1930-1939
(Prepared and Written by the Cooperative Analysis of Broadcasting)

The Cooperative Analysis of Broadcasting was born in the Spring of 1930 as the result of insistent demands on the part of advertisers for more facts on radio. It was an attempt to answer some of the many questions that had arisen since radio had grown to the dimensions of a recognized advertising medium. Subsequently there have been numerous changes in the scope and nature of the published data, as experience dictated what questions were most vital, what questions were immaterial, and what questions could best be handled by the techniques developed by the C. A. B.

The emphasis has shifted greatly since those first, formative years, but throughout all of them two questions have been paramount: “Who listens to what” and “When do they listen?” As time elapsed the C. A. B. tended to drift away from a disposition to cover a multitude of aspects, and to concentrate on a specialized treatment of those two vital questions. To be sure, many other facts have been developed as by-products, but fundamentally the C. A. B. is a survey of relative program popularity.

MARCH TO JUNE 1930

Many of the conclusions reached in the first year of operation are still valid. Some of the stars of yesteryear are still popular. Similarly, some of the program types with widespread appeal in 1930 will appeal in 1940 and as long as human nature is what it is. The first report was primarily concerned with a discussion of the question, “What makes a program popular?”

At that time the report stated:

“Many factors enter into the success of a program. The more we analyze, the more we come to believe that the excellence of the program is more important than its type, except for certain fundamentals.”

This conclusion today is not startling; it has become an accepted fact. It was also pointed out at that time that variety is absolutely essential—that programs wear out after a time.

In 1930 dance music and dialogue in general rated well. Today straight dance music shows up poorly. Dance programs that do appear among the leaders usually have been embellished with such added attractions as studio audience contests, guest stars, script features and the like, while dialogue for the most part has become simply a part of a variety show.

What were some of the favorite programs in the spring of 1930? Head and shoulders above the rest were Amos 'n' Andy with a popularity rating in terms of set owners that was exceeded only once until the advent of the Chase & Sanborn (Charlie McCarthy) program. Other leaders in the approximate order of their popularity were the Squibb Program with Will Rogers, The Fleischmann Hour with Rudy Vallee, the Palmolive Hour with Olive Palmer and Paul Oliver (Frank Munn), Collier's Program (dramatizations from the magazine), General Electric Hour with Floyd Gibbons, General Motors Program with Don Voorhees and guests from concert and opera, Lucky Strike Hour (B. A. Rolfe orchestra), RKO Program, RCA Victor Program with Nat Shilkret's band and guests, Eveready Hour with the same talent, Maxwell House program, Real Folks (dramatic sketches of small town life), Cities Service Hour (concert or-
chresta, the Cavalier's orchestra and Jessica Dragonette), Atwater Kent Hour with Josef Pasternack's orchestra and guests from concert and opera, Armstrong Cork Program, A & P Gypsies (with Harry Horlick's orchestra), Pure Oil Program, Clicquot Club Eskimos (Harry Reser's orchestra), Interwoven Pair (Jones and the late Ernie Hare).

Most of the sponsors of these early favorites are still on the air, but only two of these programs are still in substantially their original form—namely, Amos 'n' Andy and the Cities Service Concert. Neither program retains the measure of its early popularity, though Amos 'n' Andy rank consistently first or a close second among the fifteen-minute programs broadcast several times a week.

Lucky Strike meantime has continued to favor dance music with outstanding bands, although portions of the program content have often varied. For instance, Baron Munchausen (Jack Pearl) was featured at one time.

Among other familiar programs on the air in the spring of 1930 were Kate Smith for La Palina, Floyd Gibbons for Literary Digest, and Seth Parker (sustaining). Rudy Vallee rapidly rose to great popularity which has been maintained through the intervening years by judicious variation of the program content.

Two other series well down the list in 1930 which later achieved outstanding fame were the Chase & Sanborn Hour and Show Boat (then a sustainer). Little need be said now of the subsequent success of Chase & Sanborn in building shows that have appealed to popular fancy. Show Boat, following its purchase by Maxwell House, ranked near the top for a number of years until it finally "wore out."

Sponsor Changes

In the past nine years there have been countless changes of programs and sponsors. Some sponsors have expanded their radio budgets consistently; others, after a trial of radio, did not continue to favor the medium; still others are out of business, or absorbed by other firms. Among the leading sponsors in 1930 who no longer are major network clients, the following are noteworthy:

| Squibb   | Studebaker |
| Atwater Kent | Enna Jettick |
| Collier's | Socony Gasoline* |
| RKO | La Palina |
| Intervoven Stocking | Jack Frost Sugar |
| Eveready | Dutch Masters |
| Coca-Cola | Paramount |
| Majestic Radio | Davey Tree Experts |
| A & P | Maytag |
| Halsey Stuart | Physical Culture Magazine |
| California Packing | Blackstone Cigars |
| Stromberg-Carlson | Libby, McNeill & Libby |
| Graybar Electric | Sylvania Radio Tubes |
| Literary Digest | Bay State Fishing |
| Clicquot Club | Dixie Cups |
| Eastman Kodak | Fuller Brush Co. |

* Socony-Vacuum is currently, however, a major sponsor of sports over "spot" (individual) stations.
NETWORK PROGRAM HISTORY 1930-1939—Continued

Of these, Atwater Kent, Majestic and the Literary Digest are no longer in business as such. Others did not believe they could afford network shows in depression times, while some could not adapt radio to their particular selling problems.

On the other hand there are many sponsors today who were not even remotely interested in radio in 1930. This list would include: Lady Esther, Chrysler, Campbell Soup, Miles Laboratories, Ford, Campana and Nash-Kelvinator. This is but a small sample—though indicative—of the long list that could be compiled.

Note the number of cigar manufacturers on the air in 1930 as against last season when there were but two: Roi-Tan and Bayuk (each sponsoring fifteen-minute broadcasts three times per week).

**Programs by Types**

At the very outset, the C.A.B. gathered program preference data by income groups and found that the following programs appealed most to the upper income classes: Atwater Kent, A & P Gypsies, Armour, Collier's, General Motors, General Electric, Maxwell House, Roxy and R.C.A. The following appealed most strongly to the lower income groups: Amos 'n' Andy, CeCo, Lucky Strike, Paramount, Palmolive, Raleigh, Seth Parker, True Story, Fleischmann.

Classical programs rated far better, relatively, at this early period than they do today. Examples of this are the Atwater Kent and Cities Service concerts. The logical reason seems to be that in 1930 a radio set was a far more costly piece of equipment than a few years later. That tended to confine it to the homes of the upper classes—the traditional lovers of classical entertainment. The later growth in the number of radio homes and their extension on a large scale into the very lowest income classification was to have a great effect upon program types.

In 1930, though Maurice Chevalier was on for Chase & Sanborn, Hollywood had not moved in on the ether; since there was little or no studio audience, there were no audience participation programs. There were no large-scale dramatic shows with high-priced talent and professional direction, nor had the gang-busting, racket-smashing formula emerged as a definite, recognized program type.

The initial C.A.B. report rated very few daytime programs, almost none of which were sponsored at the time. It was to be several years before the five-times-a-week strip shows oligopolized the daytime hours.

**Sets in Use**

In 1930 a somewhat larger percentage of set owners used their sets at some time during the day than is now the case, probably due partly to the relative novelty of radio, and partly to the fact that since radio sets were relatively expensive, people bought them because they intended to use them regularly and not merely to have a set for chance or infrequent use.

**JULY TO OCTOBER 1930**

The second comprehensive report covered the period from July to October 1930. The principal conclusion drawn was that "the program makes the audience." There was much discussion of the competition for
the listener's ear, and the number of stations regularly heard. Several rules-of-thumb as to the proportion of set owners using their sets at various parts of the day were propounded. This general rule was stated: “On a given day only three out of every four sets owned will be used.” From this time on, for some years to come, set-user data took first place in the reports. In recent years it has been made the subject of separate, periodic reports.

FIRST FULL YEAR

In the spring of 1931 the C.A.B. reported in an 84-page volume its first full year of operation. The report was chiefly concerned with the two causes of program audience fluctuation; namely, seasonal influence and the drawing power of a particular artist or program type.

By way of individual artist drawing power, the increased popularity of the Enna Jettick program with the advent of Mme. Schumann-Heink was a fine example. Conversely, the Literary Digest program started on the downgrade when Floyd Gibbons left.

Program Competition

At the same time that perennial headache—the competition between several programs broadcast at the same hour—gave its first ominous twinge.

Chase & Sanborn's Maurice Chevalier was in a spot opposite Mme. Schumann-Heink. Gold Medal and Maytag vied with Harry Horlick's A & P Gypsies. Real Folks and the General Motors show were in competition with Camel and Palmolive. Other opponents included: Dixie Spirituals and Fleischmann (Rudy Vallee); Rin-Tin-Tin and Salada; Arco and Blackstone; Jack Frost and Maxwell House; Eastman Kodak and Armstrong Quakers.

These competitive situations were soon broken up by one of the programs leaving the air, or by changes in the time of broadcast. No two competitive broadcasts were both among the 10 leaders for the year. Today it would be most unusual for such companies to place elaborate programs opposite each other without serious and full study of the situation. But in 1930 this tactic was unfortunately often employed. And not the least unfortunate of the results was that the disappointed sponsor, weary of competition, often grew weary of radio altogether and simply quit the medium. Today, in a competitive pinch, rescue work with changed program formats, or time changes, is immediately brought to bear.

Programs which had a definitely greater appeal to the upper income groups during the first year were Armour, Atwater Kent, Chase & Sanborn, Cities Service, General Electric, General Motors, Halsey Stuart, Mobilioil, and Westinghouse. Those appealing predominantly to lower income groups were Fleischmann, Goodrich, Graybar, Maytag, Seth Parker (sustaining) and True Story.

MARCH TO JUNE 1931

In the spring of 1931, the C.A.B. suspected that the percentage of set owners who used their sets at all on a given day was showing a slight decline, though there appeared to be a small increase in the percentage of sets used during the morning. The decrease in evening listening offset the morning increase, but because of the increase in the number of set owners it was believed that the entire radio audience was growing.
As to program popularity the point was made that very few programs leap into sudden popularity, no matter how good, and that programs changing from one hour or one day to another, or changing stations, start off with a low rating on the new day or hour. It was also observed that there was, on the part of listeners, considerable shifting from station to station to pick out favorite programs.

On Sunday, Seth Parker, still a sustaining program, was the leader, having climbed steadily since March 1930. Chase & Sanborn was close behind, after gaining great headway with Chevalier (but dropping sharply when Chevalier went to Europe). Enna Jetick declined severely when Mme. Schumann-Heink left. Graham-Paige took to the air with the Detroit Symphony Orchestra and Edgar A. Guest.

Amos 'n' Andy were holding their own, and were far in the lead for the other six days of the week. Tastyeast had several programs and featured a prize contest. The Tastyeast Jesters ranked second on Monday. Lowell Thomas was rising to fame for Literary Digest, following a slow start when he succeeded Floyd Gibbons. These three 15-minute programs ranked ahead of all half-hour shows on Monday as well as the 60-minute A & P Gypsies. Guy Lombardo's rating was rising for Robert Burns Panetelas. Cremo Cigars with Arthur Pryor's band were offering a motor car every day.

On Tuesday, Lucky Strike with B. A. Rolfe rated next to Amos 'n' Andy. Following Lowell Thomas in third place came Paul Whiteman for Allied Paint. Crumit and Sanderson were steadily forging ahead for Blackstone Cigars. Ben Bernie was beginning to stimulate the rating of the Blue Ribbon Malt program. Clara, Lu and Em broadcast several evenings a week for Super Suds.

Palmolive, after changing to Wednesday, was still declining, though in second place for that day. Coca-Cola was immediately behind. Halsey Stuart's Old Counsellor was declining.

On Thursday, Rudy Vallee, with a high rating, ranked behind Amos 'n' Andy and B. A. Rolfe. Then followed the several-times-a-week shows: Sanderson and Crumit, Tastyeast Jesters, and Lowell Thomas. Maxwell House with a straight orchestral program ranked far down the list.

On Friday, True Story held second place and was trending upward. Jones & Hare, the Interwoven Pair, were next, and still continued to move upward despite their already long period of popularity.

After Amos 'n' Andy and B. A. Rolfe on Saturday was the General Electric Hour with Floyd Gibbons and Erno Rapee. The rating was declining (perhaps due to the change from 60 minutes to a half-hour and the departure of Walter Damrosch). Show Boat was on CBS at 10 o'clock as a sustainer.

The Quaker Oats Early Birds and Aunt Jemima stood out among the daytime programs. The soap companies were beginning to be heard from in a timid sort of way.

JULY TO OCTOBER 1931

The report for July to October 1931, presented an opportunity to study program trends for a twenty-month period.

"Many new programs have come on the air in recent months and made
their bid for popularity,” the report stated. “General conceptions of the best way to use radio broadcasting have been changed. There are many fifteen-minute programs today and few hour programs. A large number of programs are heard daily or several times a week. There has been a deluge of vocal soloists or ‘crooners.’ The morning has come into popularity. Announcements have become in some cases practically straight sales talk. Contests have spread like measles, and with them nail response.”*

In spite of greatly increased fan mail, the size of the audience at a given hour still appeared to be declining. Hence, competition for the listener’s ear was becoming more acute.

As for program types, the C.A.B. mused on the public mood thus:

“As this report is being prepared a current song hit refers to Crosby, Columbo and Vallee. Add Downey, Smith and a long list of others and the present mood of the listening public is found. Dance orchestras, comedy teams, silken-voiced murmurings, catch phrases! Is today’s mood of the vaudeville type? Tomorrow may bring a desire for a different type of music, a different type of talk.”

How true this prophecy!

An examination of long-time trends showed Amos ‘n’ Andy holding up remarkably well, with Fleischmann (Vallee), Cities Service and the A & P Gypsies slightly lower than the year before. Blue Ribbon Malt (Ben Bernie) and Cremo had risen steadily since their inception early in the year despite the summer season. Clicquot Club was at about the same level as the preceding year, but Chase & Sanborn was far ahead and climbing rapidly. Lucky Strike had dipped below the 1930 level; Coca-Cola and Literary Digest remained steady; Maxwell House was moving up again. Eddie Cantor was responsible for the Chase & Sanborn boom.

Among the daytime programs, Tony’s Scrapbook (Tony Wons) had joined Quaker Oats’ Early Birds (Gene and Glenn) as an outstanding favorite.

Among the new evening programs were several which are still on the air, such as Death Valley Days, The Goldbergs (for Pepsodent; later changed to a daytime program), Voice of Firestone, Kate Smith for La Palina, and Campana’s First Nighter. Collier’s Magazine had a full-hour variety show opposite Chase & Sanborn on Sunday night; Camels had a fifteen-minute show six times a week featuring Morton Downey, Tony Wons and Jacques Renard; Phil Cook was the Quaker Man (Quaker Oats); the Stebbins Boys were under the aegis of Swift; Procter & Gamble sponsored Sisters of the Skillet (East & Dumke); Coca-Cola had Grantland Rice and Gus Haenschen’s orchestra; G. Washington Coffee presented Sherlock Holmes; Leo Reisman played for Pond’s; while Show Boat was still unsponsored.

*Editor’s Note: The radio contest is a phenomenon whose origin is composed of intertwined reasons. In some major instances the contest was used primarily to establish the “pull” of a new, rather unfamiliar medium. Simultaneously, the contest was used in other instances as a sales weapon. Today the contest is distinctly: (1) A sales booster; (2) a shot-in-the-arm for wavering programs; and (3) an event whose by-product is utilized by individual stations to boast of their “pull” and popularity in terms of mail (audience loyalty).
The C.A.B. report for the second full year of operation included a much larger store of experience as a basis for judgment in programming.

A warning was again sounded to sponsors that they must expect their shows to start off with low ratings; they could not expect a program to jump to immediate popularity.

Programs which had started during the year at low levels and finished well up the list were Blue Ribbon Malt, Cremo, The Goldbergs, and the Pillsbury Program.

The Advent of Mystery Drama

At the same time it was apparent that mystery dramas were replacing dance orchestras in public favor. The Fleischmann Hour (Vallee), Lucky Strike program, A & P Gypsies, and Pond’s dance program declined in rating from the previous year’s level, while Eno Crime Club, Sherlock Holmes and the Shadow had moved decidedly upward.

Other mystery thrillers were Fu Manchu for Campana, Paris Mysteries for Bourjois and Charlie Chan for Standard Oil of New Jersey. Recognizing that program ideas eventually peter out, producers seized upon the mystery trend to capitalize on an incipiently waning interest in the old style of program. The many adherents to the trend eventually burned it out with great rapidity, although to this day mystery is a frequent subject for electrical transcriptions.

The second annual report commented again on the trend toward shorter and more frequent programs.

In April, 1932, of the evening programs, five were 60 or 45-minutes, 54 were half-hours and 38 were quarter-hours. In the daytime seven were more than half an hour, nine were half-hours and 26 were quarter-hours.

Of 97 rated evening programs, 64 were broadcast once a week and 33 appeared two or more times. Nearly all of the daytime programs were broadcast daily during the week.

For the first time the C.A.B. presented an analysis of listening by program length and frequency of broadcast. Also presented for the first time was a recapitulation by program type. Minstrels, mystery dramas, news topics and serials were found to be the most popular. The largest classification was concert orchestras with 20 programs. In the daytime there were 15 talks and only four serials. Talks had the lowest rating both daytime and evening.

New Programs

Newcomers among the leading programs since the year before were Eno Crime Club, Sherlock Holmes, The Goldbergs, Myrt & Marge, Voice of Firestone and Sinclair Minstrels. Changes in program content had arrested the decline of various shows. The Parade of the States had been substituted for the General Motors Family Party with satisfactory results. Chesebrough changed from Real Folks to Friendship Town; Real Folks was taken over by General Foods and continued to decline, while Friendship Town improved Chesebrough’s audience. Blue Coal’s shift from a concert orchestra to The Shadow was a happy one. Guy Lombardo was making only moderate progress for Robert Burns Panetelas, but the addi-
tion of Burns and Allen gave the rating a real boost. But it was pointed out that the addition of names does not always send a program skyrocketing. Several instances had attested to this fact. Changes in time had had important influence on some ratings. Sinclair Minstrels had benefited by changing from Saturday to Monday. When Clara, Lu and Em changed from the evening to the less expensive morning hour, the audience nevertheless remained at about the same level.

More Program Competition

Competition between programs broadcast at the same hour once more increased in intensity. In a contest between Amos 'n' Andy and Myrt & Marge, the former lost in rating, but the latter increased more than Amos 'n' Andy declined. Meantime, Eddie Cantor had lifted the Chase & Sanborn program to within striking distance of the Amos 'n' Andy rating. Enna Jettick (now without Mme. Schumann-Heink) and the Collier program, both running opposite Cantor at 8 P.M. on Sundays, suffered as a result. This pattern went somewhat into reverse when Cantor was replaced by Jessel—a circumstance that caused the other two shows to rise. At 7:45 P.M., multiple times weekly, Jones and Hare (Best Foods) were threatening to become immortal. Early in 1932 they forged ahead of the Camel quarter-hour, though both these programs were trailing the Goldbergs, broadcast at the same interval.

MYSTERY DRAMAS AND DANCE ORCHESTRAS

In 1931-1932 program builders turned toward shorter and more frequent programs. Amid these circumstances came a trend toward mystery dramas. The chart above (from a C. A. B. report of this time) shows how mystery dramas began riding the crest of a wave, while dance orchestras (an older form of programming) lost in rating.
Among the new programs in the winter of 1931-2 were Album of Familiar Music for Bayer, Bath Club for Linit (Fred Allen), and the Contented Program for Carnation Milk. Abe Lyman was under sponsorship of Sterling Products, Bing Crosby was a Columbia sustainer, U. S. Rubber had a program called Just Willie, Frigidaire launched the Major Icequick series, Standard Brands had the Royal Vagabonds (Reis & Dunn), Ray Perkins was under the Jergens aegis, B. A. Rolfe changed from Lucky Strike to Procter & Gamble, Mennen sponsored Ted Husing, du Pont’s program was called Today and Yesterday, Paul Whiteman’s Chieftains plugged Pontiac cars, while Chrysler had the Ziegfeld Radio Show. In addition to those already mentioned, Procter & Gamble had two other evening broadcasts, the Gloomchasers and Sisters of the Skillet.

The Daytime Serials Enter

In the daytime, the first of the strip shows to command a real audience was Ovaltine’s Little Orphan Annie. General Mill’s Skippy was also gaining a noteworthy acceptance, while the Quaker Oats Early Birds hit a slight decline. P & G had but one daytime program. Incidentally, it had a very poor rating. (Note: Currently P & G regularly has one or more daytime programs in the leading five list.)

MARCH TO JUNE 1932

The C. A. B. investigations for the first four months of 1932 confirmed the tentative findings of the previous year regarding a decline in listening, as measured by the percentage of set-owners using their radios at some time during a full day. On an average weekday only 644 families per 1,000 currently used their sets as compared with 745 in 1930; on Saturday the decline was from 744 to 605; and on Sunday from 726 to 583. The sharpest drop in listening was during the evening. Daytime listening held up rather well. Apparently economic conditions were not to blame for the drop, inasmuch as listening fell most severely in the higher income groups. No doubt the introduction of cheap radio sets (midgets and table models) had much to do with the fact that listening in the lower income brackets did not fall off as much as in the higher brackets. It seems apparent that the A and B income classes—the relatively rich—were by this time satiated with the novelty of radio, while the poorer classes were for the first time getting a real taste of ether entertainment and thus still listened fairly steadily.*

Amos ’n’ Andy’s leadership was now threatened by several programs. In commenting on program popularity, the report said:

“With an avalanche of short programs, with improved receivers and

* Editor’s Note: The C. A. B.’s statement of the facts surrounding the drop in listening at this time (1932) seems very conservative and guarded. Perhaps this is entirely proper, for that 1932 phenomenon may yet go down in radio history as one of the strangest of its kind. No one circumstance can apparently be blamed for the drop. The Variety Radio Directory suggests that the following factors might be further investigated, if possible: (1) The possible blow to all listening by the decline of Amos ’n’ Andy from previous astronomical highs; (2) the possible alienation of some of female audience by mystery dramas (it is a noteworthy truism in the film industry that mystery pictures rarely command complete attention from women, and hence sneak-thieves rarely “work” a theatre during mystery pictures because women would detect them too easily); (3) the possible fact that radio listening was simply hitting a level after abnormally frequent listening during the years when novelty was the major inducement. This crazy-quilt pattern of potential explanations must be patched against the seeming paradox of declining listening in the midst of rather steady set purchases.
increased power of stations, choice of entertainment is no longer confined to a few well-known programs. Sustaining, as well as sponsored programs supply a galaxy of stars, here engaging someone already well-known, there making a reputation through the air, so that the theatre turns to radio for artists. In the midst of this wide opportunity for selection what does the public choose? We cannot, of course, have opera when we want it, nor even a dance orchestra at our pleasure, so that a measure of popularity is to some extent a measure of availability."

Symphony orchestras and high-class music rated well in the Spring of 1932. Among these were the Firestone program which Lawrence Tibbett had boosted considerably; the Philco Symphony, the Metropolitan Opera broadcasts on Saturdays, and the General Electric Sunday programs with famous singers.

Sports events had proved to be good drawing cards, notably the Sharkey-Schmeling fight and baseball games. There was a preponderance of the vaudeville-headliner type of entertainment, such as the Ziegfeld Show, Ed Wynn, Cantor and Jessel, Harry Richman, Jack Benny for Canada Dry; Burns and Allen, Ruth Etting, the Mills Brothers, and the Boswell Sisters. Programs with definite rising tendencies were Seth Parker (sustaining), Ziegfeld, Ed Wynn, Chesterfield, Jack Benny, Robert Burns with Burns and Allen, Maxwell House Tune Blenders, Stanco Big Time, Joe Palooka, Love Story, General Electric and Collier’s. Chesterfield had Ruth Etting, Alex Gray and the Boswell Sisters on separate days.

Eno Crime Club was suffering from the competition of Ed Wynn (Texaco). Jack Benny’s rise, however, did not cut in very heavily on Parade of the States and Evening in Paradise, but Burns and Allen damaged the G. Washington Coffee and Goodyear programs considerably.

Most of the sharply declining programs in the Spring of 1932 had been on the air a long time. Examples were: Chase & Sanborn, Goldbergs, Stebbins Boys, Jones and Hare, Lucky Strike, Enna Jetlick, A & P Gypsies, D’Orsay, Clicquot Club, Goodyear, Kate Smith, Pontiac, Chevrolet, Mills Brothers, Firestone and G. Washington Coffee. Richard Crooks did not maintain the Firestone program at the level attained by Lawrence Tibbett. Lucky Strike rated higher on the day when police mystery stories were added than on the days when straight dance music was broadcast.

Ray Perkins had changed from Jergens to Barbasol and maintained about the same audience level. Lowell Thomas switched from Literary Digest to Sunoco and was not producing quite the same audience, though the difference may have been purely seasonal.

Among the daytime programs the leaders were high class music broadcasts on Sundays. Additionally, Sanderson and Crumit were very successful for Bond Bread. Clara, Lu and Em, the Singing Lady, Iodent, Our Daily Food and Frances Ingram were trending upward.

The new evening shows included a fifteen-minute dance program for Campbell Soup, the Chase & Sanborn Tea Program, Country Doctor for Listerine, Easy Aces for Lavoris, Elsie Janis and Bob Ripley for Esso, To The Ladies for Woodbury’s, and Ed Wynn for Texaco.

Programs which rated well above their averages of the previous year were: First Nighter, Cities Service, Eno Crime Club and Ben Bernie.
A feature of the report for the period from July to October 1932 was a chart showing the decline in popularity since 1930 of three old favorites: Amos 'n' Andy, A & P Gypsies and Clicquot Club. At one time Amos 'n' Andy had nearly double the audience of the second best show, but in this period was less than half the peak and ranked fourth.

In October, Ed Wynn stood in first place, followed closely by Chase & Sanborn (Cantor). Slightly behind, Lucky Strike, Amos 'n' Andy and Fleischmann (Rudy Vallee) were closely grouped. Other popular programs were G. Washington Coffee (Sherlock Holmes), Sinclair Wiener Minstrels, Ben Bernie, Myrt & Marge, Cities Service (Jessica Dragonette), Seth Parker (sustaining), and The Goldbergs. From May to November, Ed Wynn had nearly trebled. Also, in November, Eddie Cantor reached a new high level of popularity almost approximating the record established by Amos 'n' Andy in January, 1931. Lucky Strike had introduced Jack Pearl as the Baron Munchausen on Thursday nights. This show attained a higher rating than the same sponsor's Tuesday night series with detective stories. By November Jack Pearl and Rudy Vallee had joined the ranks of those who had passed Amos 'n' Andy, leaving the latter in sixth place, while Ben Bernie, Captain Henry's Show Boat and the New York Philharmonic Orchestra were pressing them closely. The homely humor of the blackface comics was being supplanted by the more sophisticated wisecracking humor of the ex-vaudeville stars.

Leading daytime programs again included Little Orphan Annie, Tony's Scrapbook and Skippy.

Ratings by income levels showed Ed Wynn as the leader among the upper brackets, while Amos 'n' Andy and The Goldbergs were more popular in the lower economic groups.

Among the new programs were: All American Football Show for General Foods, Gem Highlights for American Safety Razor Co., Great Moments in History for Standard Brands, March of Time, Musical Memories with Edgar Guest, a singer and orchestra for Household Finance and Wayne King for Lady Esther.

THIRD FULL YEAR

The report for the full year from March 1932 to February 1933 commented thus on changes in the relative size of the radio audience:

"This has been a year of great changes in the listening habits of set owners. The decline in the ratio of set users to set owners has become notable. We find, for instance, that where 70.3% of set owners used their sets at some time on an average week-day in the second year, only 62.5% used them in the third year. Afternoons have showed the smallest decline, due undoubtedly to the late afternoon children's programs that have been put on the air. Weekday mornings have dropped from 32.8 to 24.7, and weekday evenings from 64.3 to 55.4. Sunday evening on the year average has dropped greatly, but this past winter Sunday evening has shown a considerable increase over the summer.

"Taking the figures for November to February in comparison with July to October, we find a come-back of 12.6 points on Sunday evening
before 9 P.M. But despite that come-back, we find only 46.8 of set owners using their sets at that time in the past winter. The winter season has shown an increase throughout the day except a very slight decline (weekday 0.7; Saturday 0.7; Sunday 0.9) before 9 A.M., Sunday afternoon, has shown a return of 9.6, and weekday evenings, after 9 P.M., a return of 7.5.

“While commenting upon the seasonal change, it should be mentioned that the summer low point was only 9.3 under the winter high on a weekday, and only 6.0 under the year average.”

It was pointed out that the political campaigns had had some effect upon the listening in the fall, and had also affected the individual ratings of certain programs. This was the first time the C.A.B. had worked during a presidential campaign. A number of programs were omitted, others partially cut, while still others suffered from the competition of the politically great or ambitious.

**Advent of the Trend to Names**

The report pointed to the trend that had become apparent in the fall: namely the trend toward names in programming. No longer could the producer of a radio show depend upon a type of entertainment as a sure-fire formula. The stars were coming into their own and henceforth the headliners who succeeded in gathering a following were to dominate the radio scene. While Hollywood was not yet an important factor, the scramble

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**RADIO BORROWS FROM VAUDEVILLE**

Following the era of mystery drama (see chart on page 43), came a trend to "names" ushering in a vaudeville-type of personality program. This development is recorded in the two diagrams above, taken from C. A. B. reports of this (1932-1933) period.
and competition for names was beginning. As headline talent became scarce some sponsors turned toward Hollywood; conversely, such stars as Jack Benny and Don Ameche (primarily radio-built names) eventually found in Hollywood another lucrative source of income. Nation-wide radio broadcasting now became a blue chip game!

The symbol—perhaps the prophet—of the name trend had been Eddie Cantor. In February 1933 he clapped the seal of authenticity on the name vogue by breaking the old Amos 'n' Andy single-day record (set in Spring 1930). By April 1933 Cantor's rating was twice his rating of the year before. Meantime Ed Wynn had trebled his audience since May 1932. And Jack Pearl (Baron Munchausen) was more than twice as well received as a year earlier.

Maxwell House with Captain Henry's Show Boat climbed quickly to take fourth place during the winter. In April 1933, Amos 'n' Andy were in fifth place and apparently had leveled off after the decline of the preceding year. The Fleischmann Hour and the Chevrolet program with Jack Benny were well above their levels for the same month a year earlier. The Robert Burns program with Burns and Allen more than doubled its rating in a year. Ditto Ben Bernie, Myrt & Marge, Sherlock Holmes, The Goldbergs, Seth Parker (sustaining) and Eno Crime Clues showed slight declines from April, 1932. Armour, the Contented Program, Easy Aces and the Jack Frost show, though not among the leaders, had shown substantial increases. Kate Smith, Lowell Thomas, Death Valley Days and the A & P Gypsies lost slightly in the course of the year, while the Clicquot Club Eskimos dropped precipitously.

Among the daytime leaders, the outstanding forerunners of the five-a-week strip shows, Little Orphan Annie and Skippy, improved their ratings. Bond Bread slipped somewhat, and Tony's Scrapbook maintained about the same rating. Clara, Lu and Em were well up among the leaders.

Newcomers among the 10 evening leaders between April 1932 and 1933 were: Lucky Strike, Ed Wynn, Capt. Henry's Show Boat, Ben Bernie, Robert Burns, and Cities Service. Gone were Sherlock Holmes, The Goldbergs, Seth Parker, Eno Crime Club, Sinclair Minstrels, and Voice of Firestone. The leading 15 programs averaged far higher than the preceding year. Program producers had developed formulas which were building mass audiences for certain programs despite the decline in percent of set owners using their sets. The audience was becoming more selective in its tastes. Personality shows were not only the most numerous but the most popular (based on the average rating for all programs in the classification). Minstrels, comedy serials and variety shows were doing very well. Novelty, religious programs and talks rated poorly on the whole.

In addition to Cantor, Wynn and Pearl, other personalities substantially boosted the ratings of other shows—including, for instance, Phil Baker for Armour and Fannie Brice for the Chase & Sanborn Tea program. Al Jolson's rise was not as spectacular as Cantor's had been, but when Jack Benny replaced him on the Chevrolet Hour, the rating suffered.

Benny's rise was far from meteoric; it was a long, hard pull.

Radio and Crisis

Meantime the exciting happenings of the first weeks of the New Deal, the Lindbergh kidnapping, the California earthquake, the bank crisis and
foreign affairs had stimulated listening to news broadcasts. The public was demonstrating its instinctive reliance upon radio for spot news in times of intense excitement. During these days Boake Carter rose to prominence.

Radio Drama

Dramatic programs were beginning to attract attention. One of these, The Inside Story, doubled its rating in a few weeks. Warden Lawes had been climbing slowly but steadily and the First Nighter had increased its rating by somewhat more than 50\% between April 1932 and April 1933. However, mystery stories had long passed their peak. The three concert and poetry programs, never comprising a large classification, exhibited no definite trend. Popular singers were not making much progress. The same was true of straight musical programs. Straight talks did not pull either.

Only six full hour shows were on the air in the evening. All rated well. Quarter-hour programs broadcast several nights a week rated nearly as well as half-hour shows; but quarter-hour programs broadcast once a week rated poorly.

In the winter of 1932-33, there were additional interesting examples of program competition. Old Gold launched a series opposite Edgeworth’s Corn Cob Pipe Club, and the newcomer started cutting into the audience of the established program. Phil Baker’s addition to the Armour show in March caused its rating to rise sharply. Inside Story, playing opposite Baker, likewise was on an ascending path. This competition proved too much for Pond’s dance program, which began dropping rapidly. Fannie Brice, replacing the Royal Vagabonds, for Chase & Sanborn Tea, cut into the Eno Crime Clues’ following. The great success of the Robert Burns program was partially at the expense of Woodbury.

However, in each of these instances, the increase in ratings by one competitor outweighed the declines suffered by the other. Thus, while the new program did emphatically cut into an older competitor, the competition nonetheless expanded the total of the audience level at that hour.*

An analysis of seven representative dance programs for the period from March 1932 to April 1933 showed that while Lucky Strike (Saturday), Ben Bernie and Robert Burns program had gone up, Clicquot Club Eskimos had fallen, and Pond’s program, Pennzoil Parade of Melodies, and Abe Lyman for Sterling Products had remained steady. The first three, it has been noted, had varied the program content by the addition of headliners. Mrs. Roosevelt had also given the Pond’s program considerable impetus during the winter months. But the other programs had retained the formula of straight dance music.

Among the new programs were Adventures in Health for Horlick’s, Angelo Patri for Cream of Wheat, Boake Carter for Philco, Buck Rogers

*Editor’s Note: It should be noted that the C.A.B.’s writing on program competition is characteristically conservative. The subject of competition is an exceedingly complicated one. Such factors as program age, type of competition, etc., separately have to be considered in each separate instance. Hence, it is well-nigh impossible to draw an all-inclusive formula (or even an acceptable rule-of-thumb) beyond the following: Competing programs do tend to increase the total of the listening audience at the hour of competing broadcast.
for Kellogg, Capt. Diamond's Adventures for General Foods, Carborundum Band, Carson Robison for Barbasol, Elgin Adventurer's Club with Floyd Gibbons, Five Star Theatre for Standard Oil of New Jersey with the Marx Brothers on Monday, concert music on Tuesday, short dramatic stories on Wednesday, operettas on Thursday and Charlie Chan on Friday, Fred Allen's Bath Club Revue for Linit, D. W. Griffith's Hollywood for Lehn & Fink, Howard Thurston (the noted magician) for Swift, Just Plain Bill for Kolynos, Magic Voice (dramatic serial) for Ex-Lax, Memories in Melody for Investor's Syndicate, Ohman & Arden for U. S. Industrial Alcohol, Romantic Bachelor (popular singer) for Vick's, Stoopnagle & Budd for Pontiac, Trade & Mark for Smith Bros., and Walter Winchell for Andrew Jergens.

In the daytime, Betty and Bob rose to popularity for General Mills, Emily Post gave a twice-a-week talk on etiquette for Cellophane, and Squibb had a Sunday afternoon musical-dramatic program.

Program leaders by nights of the week were: Chase & Sanborn Coffee on Sunday; Amos 'n' Andy on Monday and Wednesday; Ed Wynn on Tuesday; Lucky Strike on Thursday; Big Six of the Air (Al Jolson for Chevrolet) on Friday; and Music That Satisfies for Chesterfield on Saturday. In the daytime, Roses and Drums for Union Central Life Insurance led the sponsored shows on Sunday, but trailed the New York Philharmonic Orchestra and Moonlight and Honeysuckle, both sponsors. Little Orphan Annie led Monday through Friday and on Saturday was second only to Tony’s Scrapbook, then a sustainer.

Among the programs most popular with the upper income classes were Ed Wynn, Voice of Firestone, Fleischmann (Vallee), Captain Henry's Maxwell House Show Boat, Cities Service and the Lucky Strike Tuesday program (drama). Favorites of the lower income classes were Amos 'n' Andy, Myrt & Marge, Sinclair Minstrels, The Goldbergs, and Sunday at Seth Parker's. Note that the latter are unsophisticated, mostly simple character stories, while the former group consists of sophisticated comedy and variety shows along with classical or semi-classical programs. Chase & Sanborn, the Lucky Strike Thursday and Saturday shows (Jack Pearl), Big Six of the Air, the First Nighter showed no particular trend by income groups.

**MARCH TO JUNE 1933**

The first C.A.B. report for the fourth year of operation, that covering the period from March to June 1933, propounded certain rules of thumb:

1. One of the greatest determining factors in the value of a station or hour is the appeal of the programs which that station or hour offers. One of the facts cited in support of this statement was the fact that since the advent of the new Chase & Sanborn program, the audience level at 8 P.M. on Sunday had risen by approximately 50%.

2. A name that is important outside of radio does not necessarily become important in radio. Conversely, a name that is not well established outside of radio may draw large radio audiences. Programs may draw large audiences without outstanding names. An individual name, when the program is built around it, tends toward a fixed value. Examples of these axioms were the well-known figures Irvin Cobb and
Arthur Brisbane, who did not reach a high rating, while Jack Benny, then relatively unknown, had been reaching a good audience; Maxwell House Show Boat, with no outstanding stars at the time, was among the leaders. The Socony-Vacuum program with Edwin C. Hill rated about the same as Hill's sustaining program. Similarly, the Chesterfield program with Tom Howard and George Shelton, rated about the same as the Best Foods show with the same talent.

3. Many programs which remain constant in their character show a tendency to wear out, and simultaneously the popularity of stations and hours wear out unless bolstered in some fashion. For example, when Amos 'n' Andy declined, sets reported in use at 7 o'clock in the evening dropped by just about the same amount as the drop in the program's listeners.

4. It is possible to maintain a program standard, especially where the program is not dependent upon the supply of comic material. Example: The relatively consistent performance of the Cities Service Concert over a four-year period.

5. New life can be injected into an old program by changing its type or adding personalities. Examples: The Armour rating increased sharply with the addition of Phil Baker. Royal Desserts doubled its

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**TWO EXAMPLES OF COMPETITION**

As in prizefighting, so in radio: a good big fellow can lick a good little fellow. These charts, from old C. A. B. reports, show (left) how Jack Benny gained in rating at the expense of two competitors, and (right) how Burns & Allen affected two relatively popular competing programs.
rating when Fannie Brice was added. Robert Burns moved up to a place of leadership when Burns and Allen were engaged. The Fleischmann decline was definitely arrested when a new type of format was employed.

6. Good programs suffer great losses of audience when placed in competition with the more popular programs. Examples: The decline of the popular Eno Crime Club following the advent of Ed Wynn. In the same year Burns and Allen figured in the sudden sharp declines of the two firmly entrenched programs opposite them, Sherlock Holmes and Goodyear.

7. Types of programs are sometimes overdone and do not always continue to hold their following. The year before, mystery dramas had been rising noticeably but they gave way before the name performers. (A number of these headliners, however, had shown no ability to maintain their high levels, so the report questioned whether the comedians would hold favor forever.)

8. Programs broadcast several times a week do not necessarily show a tendency toward high ratings. Examples: The Townsend Murder Mystery, Ferde Grofe for Philip Morris, Howard Thurston and Phil Cook, Hot From Hollywood, Whispering Jack Smith, and Tydol.

In the late spring of 1933, both Campana's First Nighter and Cities Service were successfully battling the seasonal decline. After more than a year of low ratings, the Household Finance Musical Memories series changed its hour and achieved five times its previous level. Wayne King had done fairly well for Lady Esther on Sunday afternoon, whereupon a Tuesday night hour was added, then another on Thursday night. From March to July the ratings of all three hours increased substantially.

News broadcasts were increasing. The leader was Edwin C. Hill, at that time a sustainer. Then came Lowell Thomas for Sunoco, Louis McHenry Howe for R.C.A., Boake Carter for Philco, and Floyd Gibbons for Palmer House.

The downward trend of mystery dramas meantime was not so pronounced as it had been a year before. Eno Crime Club, the Shadow (Blue Coal) and Charlie Chan (Standard Oil of New Jersey) were still on the downgrade, Sherlock Holmes had leveled off. But Fu Manchu for Campana and Paris Mysteries for Bourjois had been on the ascendant.

After the drop in the Chevrolet rating, when Benny replaced Al Jolson, Benny began to develop a following of his own. At this juncture the Lucky Strike program, with Jack Pearl, moved into first place. Taylor Holmes replaced Ed Wynn on the Texaco series at the beginning of the Summer. Late Spring saw the Maxwell House Show Boat in third place behind Lucky Strike and Texaco. The Summer departure of the outstanding comedians enabled Maxwell House to consolidate its gains and move into first place easily. Fred Waring's Pennsylvanians and Mandy Lou took to the air for Old Golds in April and rose steadily until June. Fannie Brice and George Olsen made a new high for Chase & Sanborn Tea in July.
after having climbed steadily since March.* Will Rogers began his conspicuous career on the Gulf Headliners program in May. Walter Kelly and Arthur Brisbane, with James Melton and the Revelers took over in July, but did not equal Rogers’ rating.

In comparison with their ratings for one year before, Lucky Strike, Ed Wynn, Fleischmann and Ben Bernie were well ahead; Amos 'n' Andy, The Goldbergs, Enos Crime Clues and Clicquot Club were lower. Newcomers among the first 10 programs for March to June 1933 were Ed Wynn, Maxwell House Show Boat, Gulf Headliners, Burns and Allen, and Ben Bernie. Programs among the first 10 for the same period of 1932, but missing in 1933, were: The Goldbergs, Enos Crime Clues, Seth Parker, Firestone and Sinclair Minstrels. Skippy and Lady Esther had joined the first five daytime shows while the Blue Coal Radio Review (changed to the Shadow) was no longer in this list.

Rates of the leading evening programs continued to be substantially higher than for the year before, despite the fact that the percentage of sets in use was much lower than in 1932. This indicated more concentrated listening, largely to theatrical stars. On the other hand, the daytime leaders were consistently lower.

The report commented again on the decline in listening. While 74.5 per cent of set owners had been found to use their sets at some time during the day on an average week-day in the Spring of 1930, only 59.1 per cent used them in the Spring of 1933. This decline, however, was more than offset by the increase in the number of radio homes.


In the daytime, Western Clock Co. had a dramatic presentation on Sunday afternoons; Bobby Benson was produced for Hecker's Oats, Fletcher's Castoria had a Sunday afternoon drama called "Pages of Romance," and Jo-Cur sponsored a Sunday afternoon musical revue.

The leading evening programs by days of the week in June 1933 were: Chase & Sanborn on Sunday; Amos 'n' Andy on Monday, Wednesday and Friday; Ed Wynn on Tuesday; Lucky Strike with Jack Pearl on Thursday; and Hudson's Saturday Night Dancing Party on Saturday.

In the daytime the leaders were: Lady Esther Serenade on Sunday; Little Orphan Annie on Monday, Wednesday, Thursday and Friday; Betty and Bob on Tuesday; with Skippy taking the lead on Saturday.

By income groups, Ed Wynn, Gulf Headliners, Capt. Henry's Maxwell

* Editor's Note: Fannie Brice is mentioned variously as being under the sponsorship of Tender Leaf Tea and Royal Desserts (both Standard Brands). The history of the situation is as follows: Fannie Brice, Ray Bolger, Fran Frey, Richard "Hotcha" Gardner, and the George Olsen Orchestra came under the sponsorship of Royal Desserts on Jan. 4, 1933; they remained with Royal Desserts until March 29, 1933; thereupon Standard Brands changed the product plugs to Tender Leaf Tea, and the program ran under this setup to Sept. 27, 1933.
The first statement in the report for July to October 1933 once more concerned the protracted downward trend in use of sets. In midsummer, on the average weekday the percentage of set owners using their sets at some time was only 54.5. To be sure, this was the seasonal low for listening, but nevertheless the figure was 19 per cent lower than in 1930. The evening use of sets was running very close to the 1932 level, except on Saturday, which was lower. Weekday morning listening was also declining.

1933’s New Sponsors

There was a great influx of new programs and new sponsors in the Fall of 1933. Among them were Albert Spalding for Castoria, American Oil Revue, Ex-Lax Big Show (Isham Jones Orchestra-Lulu McConnell-Gertrude Niesen-guests; later, Block and Sully); Dangerous Paradise for Woodbury’s, Ship of Joy for Del Monte, Elmer Everett Yess for Plymouth, the Fitch Program, Gems of Melody for Father John’s, Irene Rich for Welch’s Grape Juice, John McCormack for Wm. R. Warner, Leo Reisman for Borden’s, Little Italy for Blue Coal, Mme. Sylvia for Ralston Purina, Molle Show, Red Davis for Beechnut, Circus Days for Scott’s Emulsion, Seven Star Revue for Corn Products (Nino Martini-Jane Froman-Erno Rapee-Ted Husing). Songs My Mother Sang, sponsored by Jad Salts, Three Musketeers for Jeddo-Highland Coal, WLS Barn Dance (later National Barn Dance) for Miles Laboratories, Johns-Manville Program, King’s Henchmen for King’s Beer, Al Jolson and Paul Whiteman for Kraft-Phenix Cheese, Parade of Melody for Buick, Ted Husing for Oldsmobile, Lum and Abner for the Ford dealers, Potash and Perlmutter for Health Products, Road Reporter for Shell Oil (in addition to Eddie Dooley’s Football Program) and Let’s Listen to Harris for Odorono and Cutex.

This was one of the most interesting periods in radio history. The previous Winter had witnessed several phenomenal commercial successes in radio. As with every El Dorado, there resulted a mad rush. Many new sponsors tried to imitate the formulas developed by the successful discoverers. Some succeeded; others failed.

How many of the programs in the above list are on the air today? How many of those sponsors are still using radio today, a scant six years after?

If the story could be properly told statistically, and properly weighted for the many variable factors, it would probably show that a larger proportion of those who ventured into radio in 1930 continued to use the medium than those who started in the Fall of 1933.

Emergence of Heavy Daytime Sponsorship

The daytime hours were beginning to appear attractive to those who had something to sell the American housewife. Tom Mix went on the air
for Ralston Purina, Bar X Days for Health Products, Big Hollywood Days for Sterling Products, Bill and Ginger for C. F. Mueller, Broadway Melodies for BiSoDol, Cooking Close-Ups for Pillsbury, Crazy Buckaroos for Crazy Crystals, Galaxy of Stars for Red Star Yeast, Grand Hotel for Campana, Magic Moments for Borden, Wizard of Oz for General Foods, Jack Armstrong for General Mills. Note that few of the daytime programs were of the type prevalent today. There was an increase in the children’s adventure serial, but there was not much of the five-times-a-week romantic serial of today.

Class Music

At this period the C. A. B. commented on a notable influx of classical and semi-classical music. There had been the mystery story trend in 1931-32, followed by the trend toward stage headliners in 1932-33. Although the latter type still maintained a great degree of popularity, high-grade musical programs appeared to be gaining at the moment. The American Tobacco Company assumed sponsorship of complete operas from the Metropolitan Opera House. Chesterfield was sponsoring the Philadelphia Orchestra every night. Castoria had Albert Spalding; Cadillac sponsored the New York and Minneapolis and other symphony orchestras with Bruno Walter and other great conductors and such famous concert artists as Jascha Heifetz, and Carmela Ponselle. Vince had John McCormack; Linit had Nino Martini, and Firestone had Lawrence Tibbett and Richard Crooks. Numerous were the classical sustainers, such as the New York Philharmonic Orchestra, the Howard Barlow Symphony, the Damrosch Music Appreciation Hour, the Boston, St. Louis, Rochester, Los Angeles and other symphony orchestras. This influx of classical programs, too, was the result of the popularity of several outstanding concerts of this type in previous years.

However, the headliners continued holding substantial audiences. Chase & Sanborn was offering a combination program with the return of Cantor and Rubinoff. In November the program rated a shade under the figure for a year earlier. Ed Wynn was back on the Texaco show with twice his rating of the year before, when he was definitely on the way up. Baron Munchausen had also returned to the Lucky Strike Magic Carpet program, but was scheduled for a change of sponsors (to Royal Gelatin).

International Broadcasts

Sponsored international broadcasting was the real experiment of the year. The ship “Seth Parker” sailed out of Portland (Me.) harbor on a round-the-world cruise, sponsored by Frigidaire. Admiral Byrd’s broadcasts from the South Pole, Little America and environs were sponsored by General Foods. Meantime, the big broadcasting companies put on many international sustainers.

As of December 1, Captain Henry’s Maxwell House Show Boat was growing in popularity rapidly, ranking second only to the Chase & Sanborn Hour. Amos ‘n’ Andy were still maintaining a large audience. Ben Bernie was climbing. So were Bayer’s Album of Familiar Music and the Armour program with Phil Baker, both well above their ratings for a year earlier. Cities Service remained steady. Campana’s First Nighter had climbed per-
sistantly in the past year and the Fleischmann Hour had risen sensationally. Gulf Headliners with Will Rogers rated ahead of Ed Wynn. John McCormack and Lowell Thomas rated equally at a highly respectable figure. Lucky Strike's Magic Carpet climbed substantially and ranked well up among the leaders. The March of Time, then sponsored by Remington-Rand, was headed upwards. Sinclair Minstrels were steady, and the White Owl program, with Burns and Allen, rated about the same as a year earlier.

The report charted the progress of six representative programs which did not quit the air during the Summer and found that five of them, Fleischmann, White Owl, Lowell Thomas, First Nighter and the A & P Gypsies, started off the Fall season in 1933 at a considerably higher level than in the Fall of 1932, while one, Singin' Sam, started off lower.

For the four months, July to October 1933, the 10 leading programs were: Capt. Henry's Maxwell House Show Boat, Fleischmann Hour, Chase & Sanborn, Amos 'n' Andy, Al Jolson and Paul Whiteman, White Owl program, Ben Bernie, Old Gold program, Sinclair Minstrels, and Cities Service Concert.

By days of the week, the leaders were Chase & Sanborn on Sunday; Amos 'n' Andy on Monday, Tuesday, Wednesday and Friday; Fleischmann Hour on Thursday; and Lucky Strike Hour on Saturday.

In the daytime Radio City Concert, a sustainer, led on Sunday; fol-

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**RADIO LEARNED ABOUT PREVENTIVE MEDICINE EARLY**

By June, 1933, the C. A. B. was able to state with conviction that: "New life can be injected into an old program by changing its type or adding personalities" (see text, page 51). The diagram above shows how Armour utilized this preventative treatment.
NETWORK PROGRAM HISTORY 1930-1939—Continued

followed by Lady Esther Serenade. Little Orphan Annie led for the rest of the week.

By income classes, Capt. Henry's Maxwell House Show Boat, Fleischmann, Ben Bernie, Al Jolson-Paul Whiteman and Cities Service appealed predominantly to the upper divisions; Chase & Sanborn, Amos 'n' Andy, Sinclair Minstrels, First Nighter and The Goldbergs to the lower classes. (During the Summer months Cantor was not on the Chase & Sanborn Hour.) Texaco Fire Chief program, Saturday Night Dancing Party, Sunday at Seth Parker's, Armour and Chase & Sanborn Tea showed no particular trend by income classes.

FOURTH FULL YEAR

In the Spring of 1934 the C. A. B. issued its comprehensive report for the fourth year of operation. The past Winter had been a good one for listening. The downward trend had been checked and there was, in fact, a slight increase in the number of set owners using their sets on a given day. For the period from November 1933 to February 1934 listening on the average weekday was identical with the previous year. Saturday showed a slight decline, and Sunday a slight increase. For Saturday and Sunday this represented a continuation of the trend noted early in 1933. No doubt the Chase & Sanborn Hour and the Gulf Headliners were having an important effect upon the larger Sunday figures.

MORE PREVENTIVE MEDICINE: THE VALLEE HOUR

In 1932 Rudy Vallee placed more emphasis on guest stars and thereby arrested a two-year decline in his program. One of radio's oldest series, the Vallee show has never failed to place among the 10 leaders when the C. A. B. seasonal averages are compiled.
Return of "A" and "B" Listening

The amount of listening had always been greater in the lower income classes, but there was now some indication that the upper income classes were returning to their sets.

The number of new programs had been commented upon in the previous seasonal report. But by now program types had changed in many respects. For instance, since the previous year the number of mystery programs rated in the reports had shrunk from eight to one, and talks from six to two. Variety shows expanded from six to 13, and dance orchestras came back from five to 14. The highest average popularity was attained by the personality programs, the one minstrel show and the single operetta. However, the personality programs and the one remaining mystery show had lost ground.

Novelty programs averaged higher, due partly to the Byrd broadcast. News topics and drama remained about the same. Serials, variety programs and musicals sank to a lower level.

Among the 10 leading programs in April 1934 were six which had also been among the first 10 a year before: Chase & Sanborn, Maxwell House Show Boat, Fleischmann (Vallee), Amos 'n' Andy, and Burns and Allen. Three of these—Chase & Sanborn, Fleischmann, and Amos 'n' Andy—had likewise been in the upper 10 class two years before. Maxwell House Show Boat had made a fast climb during the season into second place, immediately on the heels of Chase & Sanborn's No. 1 contender. The Fleischmann rating had increased steadily, Texaco was slightly lower than a year before, while Amos 'n' Andy were riding an even keel.

Newcomers to the list of 10 were: Baker's Broadcast (Joe Penner; Harriet Hilliard; Ozzie Nelson), Kraft-Phenix with Al Jolson and Paul Whiteman, The First Nighter, and the Armour program with Phil Baker.

During this time, three programs had put an end to long declines by varying the program content. The Fleischmann show had added guest stars to the Rudy Vallee orchestra; Armour had installed Phil Baker (and cast); and Maxwell House had changed from straight popular music to the Show Boat.

The five daytime leaders for the winter period were: Metropolitan Opera (Lucky Strike), Little Orphan Annie (Ovaltine), Roses and Drums (Union Central Life Insurance), Betty and Bob (General Mills), and Lady Esther Serenade (Wayne King).

By income groups, Maxwell House Show Boat, Fleischmann, Gulf Headliners, Voice of Firestone and the Cities Service Concert were most popular in the higher economic strata. Chase & Sanborn, Amos 'n' Andy, Sinclair Minstrels, Myrt & Marge, and Warden Lawes appealed predominantly to the lower brackets. Jack Pearl, Ed Wynn, Phil Baker, Burns and Allen, and Baker's Broadcast (Penner-Hilliard-Nelson) showed no particular definition by economic group.

MARCH TO JUNE 1934

The C.A.B. Report for the period March to June 1934 showed a number of changes in the ranking of evening programs compared to the same period of the preceding year. Newcomers to the first 10 were:
NETWORK PROGRAM HISTORY 1930-1939—Continued

Texaco Fire Chief (Ed Wynn), Baker's Broadcast, Paul Whiteman's Music Hall and Palmolive Beauty Box. Six programs remained among the 10 leaders from the year before. They were: Capt. Henry's Maxwell House Show Boat, Chase & Sanborn, Fleischmann, Amos 'n' Andy, Burns and Allen, and Ben Bernie.

Of the 10 leaders, five were full-hour programs, four were half-hour shows, and only one was fifteen-minute several-times-a-week series.

By June, the approach of the summer solstice had change the picture somewhat. Chase & Sanborn dropped to sixth position. Show Boat remained at the top of the heap while Palmolive (operettas) rose rapidly to take third place and Fleischmann rose to second. Amos 'n' Andy profited by the vacation period to climb to fourth, Baker's Broadcast held fifth, Ben Bernie reached seventh, Jack Benny (for General Tire) appeared among the 10 leaders for the first time in eighth spot, Paul Whiteman slipped into ninth, and First Nighter took 10th place.

A comparison of the two famous coffee programs for the year from July, 1933, to July, 1934, showed the Maxwell House offering much steadier than Chase & Sanborn's, due probably to the fact that Maxwell House had Thursday night instead of Sunday, hence did not suffer so much from summertime loss of audience. Also, Maxwell House was rebroadcast during the Daylight Saving Time period at 1:00 a.m., reaching the Pacific Coast at the desirable hour of 9 p.m.

Paul Whiteman's Music Hall had originally appealed primarily to the two upper income classes but by 1934 it appealed equally to all except the lowest class. With Jolson on the program, it had started high in the preceding August, had slumped a little when Jolson left in October, had risen again when Jolson returned in February, and fell once more when Nikita Balieff replaced Jolson in April.

The Palmolive Beauty Box started in April, 1934, with a high rating, and climbed contra-seasonally during the spring. The majority of leading hour programs were featuring names at this time, but Palmolive utilized a different type of show, presenting the best operettas of the past 50 years. Gladys Swarthout had the leading role, with a large cast of actors providing the dramatic episodes. The program's appeal was definitely to the top income groups. Its rating in the lowest class was less than half its rating in the uppermost stratum.

Texaco's Fire Chief, Ed Wynn, was leader among the half-hour shows despite a decline since mid-winter. Joe Penner had made his radio debut in October, 1933, rising spectacularly to a peak in April. Burns and Allen had been most consistent performers for a year and a half. Ben Bernie's Blue Ribbon Malt program was the only straight dance music show among the leaders. His appeal was almost equal among all income classes.

The only quarter-hour series among the upper 10 was represented by those hardy perennials, Amos 'n' Andy. (They started their radio Marathon March 19, 1928; Pepsodent sponsored them on August 19, 1929.)

Further analysis of the 10 leaders in the spring of 1934 showed that two were broadcast on Sunday night, three on Tuesday, one on Wednesday, three on Thursday, while one was broadcast five nights a week. One was spotted at 7 o'clock, one at 7:30, two at 8, two at 9, two at 9:30, and two
at 10 o'clock. Four starred well-known comedians, three were of the musical revue or variety type (two of which featured prominent guest stars), one was an operetta, one a dance orchestra, and one a comedy team.

Four other programs which appeared among the first 10 in one or more of the four months (March to June, 1934) under discussion, were: Phil Baker, First Nighter, and Jack Benny (General Tire). The fourth was Gulf Headliners which fluctuated widely according to whether or not Will Rogers was on the show.

A number of new programs introduced between February and June fared exceptionally well. Among them were the Chesterfield Program, Colgate House Party, Floyd Gibbons, Fred Waring's Pennsylvanians, General Tire, Hour of Smiles, Packard Presents, and Palmolive Beauty Box.

The new Chesterfield program was the fifth sponsored by the company in two years. The Philadelphia Orchestra closed in March. Chesterfield then went to three nights a week (Monday, Wednesday and Saturday) with half-hour programs starring Rosa Ponselle, Nino Martini and Greta Stueckgold, respectively. Colgate House Party was quite consistent during the spring, and failed to show any perceptible increase when Joe Cook was added. Johns-Manville sponsored Floyd Gibbons on Saturday evenings. His rating was much higher than it had been for Palmer House during the preceding summer. Fred Waring did very well with two weekly half-hour stints for Ford. In March, Bristol-Myers consolidated its two half-hour shows, the Ipana Troubadours and the Sal Hepatica Review with Fred Allen, into the Hour of Smiles. The rating rose contra-seasonally. Packard presented Dr. Walter Damrosch in 45 minutes of symphonic music plus interpretation. This program also rose against the seasonal trend.

Programs appealing predominantly to the upper income classes were: Show Boat, Palmolive-Beauty Box Theatre, Jack Benny, Paul Whiteman, and Voice of Firestone. The most popular among the lower income classes were: Chase & Sanborn, Baker’s Broadcast, Texaco Fire Chief, Amos 'n' Andy and Sinclair Greater Minstrels. Among the leading programs which showed no particular trend by income classes were: First Nighter, Royal Gelatin Review, Chevrolet Program, Colgate House Party, and Let’s Listen to Harris.

JULY TO OCTOBER 1934

The C.A.B. report for the summer season, July to October 1934, showed several changes in the ranking of the leading programs, due in large part to summer vacations for the stars and to complete lapses of other shows. Capt. Henry’s Maxwell House Show Boat retained the top rung. Chase & Sanborn and Fleischmann, in second and third places respectively in the spring, changed places in the summer. General Tire took advantage of the vacationers to leap into fourth place. Palmolive climbed from tenth to fifth, though it did not improve its rating. Amos 'n' Andy held sixth position with a somewhat lower summer rating. Town Hall (Fred Allen) made its first appearance among the first 10 in seventh place. Paul White- man’s Music Hall maintained its hold on eighth, First Nighter took ninth and Lombardo-Land tenth places. Ed Wynn, Baker’s Broadcast, the White Owl program with Burns and Allen, and Ben Bernie, all among the first 10 in the spring, were vacationing during the summer.
Six of the summer leaders were hour programs, three were half-hours and one was a fifteen-minute five-times-a-week series.

Taking October as the month when the majority of new programs are introduced, and when the old ones resume, Ed Wynn, Baker’s Broadcast, Amos ‘n’ Andy, and Ben Bernie were among the 10 leaders as they had been in the spring. It is reasonable to assume that they would have been near the top had all four stayed on the air during the summer.

When Eddie Cantor left the Chase & Sanborn hour in April, the show lost its leadership, but his return in October put it back into first place. Maxwell House and Fleischmann were consistently among the first three programs for the period from March to October, but the former showed much less of a summer slump than the latter. Jack Benny was among the leaders for the first time in June, and managed to stay well up until the show left the air in October. Amos ‘n’ Andy took a two-month vacation and returned in October with a slight loss in rating from their springtime average. The Bristol-Myers program changed its name from Hour of Smiles to Town Hall, but retained the same time, talent and network. Al Jolson returned to the Paul Whiteman Music Hall in July. While First Nighter was among the leaders only in September it missed out in the other three months by very narrow margins. Lombardo-Land started for Plough & Co. in July and rated well.

Programs appealing predominantly to the upper income classes were: Capt. Henry’s Maxwell House Show Boat, Fleischmann Hour, Palmolive Beauty Box, General Tire Program, and Lombardo-Land. Programs appealing primarily to the lower classes were: Chase & Sanborn, Amos ‘n’ Andy, Sinclair Greater Minstrels, Death Valley Days, and Tender Leaf Tea Program. In the daytime, Betty & Bob and Today’s Children (Pillsbury) rated best among the lower classes. Conoco Presents Harry Richman, Contented Program, First Nighter, Gibson Family (a continuous musical comedy), and Lady Esther Serenade showed no predominating popularity in any income class.

None of the programs that were on all summer registered severe declines. Daytime programs evidenced only insignificant changes.

FIFTH FULL YEAR

The C.A.B. report for the fifth full year of operation indicated that during the year a total of 21 programs had made their way into the 10 popularity leaders for at least one month. For the most part, these 21 shows offered comedians, but the two most successful were not of the Broadway headliner type. These were the Maxwell House Show Boat and the Fleischmann hour with Rudy Vallee—and they were the only two shows consistently among the first 10 for all 12 months. Chase & Sanborn ranked with the leaders for 10 months despite many alterations in program. Texaco and Baker’s Broadcast were among the leaders for all but the two summer months when they were off the air. Chase & Sanborn was first in March, April, October and November, when Cantor was on the show. The type was completely changed in December to operas featuring stars of the Metropolitan Opera Company. The program dropped to eighth place, and then out of the first 10. Cantor was taken over by Pebeco and immediately started the series off in second place.
Amos 'n' Andy, after being among the ten leaders for five years, dropped out of the select list in the fall of 1934. When Burns and Allen returned to the air for General Cigar in the fall with another orchestra in place of Guy Lombardo, the rating suffered and the program was below 10th position. Lombardo, with his own show for Plough ranked 10th in July, seventh in August, and ninth in December and February. After Bristol-Myers combined its two half-hour shows into one, Town Hall climbed into the first 10 and remained there for the rest of the year.

The following are the 21 programs which appeared among the ten leaders for one or more months from March 1934 to February 1935, together with the number of months in which they rated among the first 10: Maxwell House Show Boat 12; Fleischmann Hour 12; Chase & Sanborn 10; Palmolive 10 (not broadcast March, 1934); Baker's Broadcast 9 (off three months); Paul Whiteman 9; Ed Wynn-Texaco 8 (off four months); Jack Benny 8 (off one month and not broadcast March, 1934); Fred Allen 8; Amos 'n' Andy 6 (off three months); First Nighter 6; Armour 5; Ben Bernie 4 (off three months); Gulf Headliners 4; Guy Lombardo (Plough) 4 (not broadcast four months); Burns and Allen 3 (off four months); Sinclair 3; Lowell Thomas 2; Cities Service 1; March of Time 1 (off six months); Eddie Cantor-Pebeco 1 (also three for Chase & Sanborn, and off eight months).

The leaders for the period from November 1934 to February 1935 were: Captain Henry's Show Boat, Fleischmann, Jack Benny, Baker's Broadcast, Chase & Sanborn, Palmolive, Town Hall, Texaco, Amos 'n' Andy, and First Nighter. Seven others were among the first 10 for at least one of the four months: Paul Whiteman, Lombardo-Land, Ben Bernie, March of Time, Gulf Headliners, Lowell Thomas, and Eddie Cantor (on for Pebeco in February).

In February, 1935, variety shows had the highest average popularity rating. Others rating high were personality shows, news topics, operettas and continuous musical comedies. Talks and religious programs still had low ratings.

**Emergence of the Amateur Hour**

A new type meantime appeared in the classifications—the amateur show. For some time previous to the appearance of a network amateur show, Major Bowes had been successfully conducting a local amateur hour over station WHN in New York; but the first national amateur show appeared as part of Fred Allen's "Town Hall Tonight" and was followed shortly afterward by the National Amateur Night with Ray Perkins as master of ceremonies. While the C.A.B. did not tabulate the numerous amateur hours that had appeared since the introduction of the feature on Fred Allen's program, it was discovered that there was at least one amateur hour per night in each city where investigations were made.

In 1933 investigation showed that the Broadway headliner type of program had surpassed the mystery show in popularity. In April of '34 there was only one mystery show of outstanding popularity, but by spring of 1935 there were again four mystery programs led by Eno Crime Clues.

The variety programs were recruiting their guest stars from every branch of show business with the result that a new and different star each
week had stimulated interest in that type of program. In 1934 variety ranked well down the list. But now, in 1935, this form of programming surpassed even the personality group.

There were a number of new programs from November 1934 to January 1935. As usual, some of them succeeded, while others are forgotten today. In the evening hours appeared Adventures of Sherlock Holmes, Eddie Cantor (Pebeco), Carefree Carnival (Crazy Water Crystals), Carlsbad Presents Morton Downey, Club Romance (Hinds Honey and Almond Cream), Diane and Her Life Saver, Jimmie Fidler, Otto Harbach's Musical Show (Colgate), Little Jackie Heller (Ken-L-Ration), Kellogg College Prom, Let's Dance (National Biscuit), Dick Liebert's Musical Revue (Luden's), Beatrice Lillie (Borden), Linit Hour of Charm, Grace Moore (Vick's), Musical Revue (Luden's), National Amateur Night, The O'Flynn (Esso), One Man's Family (Kentucky Winners), Outdoor Girl Beauty Parade, Pause That Refreshes on the Air, Penthouse Party (musical revue with Mark Hellinger and Ruth Etting for Eno), Pinaud's Lilac Time, Red Trails (Half and Half Tobacco), Silver Dust Presents "The O'Neills", Kate Smith's New Star Revue (Hudson), Stories of the Black Chamber (Forhan's), and Uncle Ezra's Radio Station (Dr. Miles).

New daytime programs were Carlsbad Presents Morton Downey, Jack and Loretta Clemens (Venida), Dick Tracy (California Syrup of Figs), Five Star Jones (Mohawk Carpets), Hammerstein's Music Hall of the Air, Immortal Dramas (Montgomery Ward), Imperial Hawaiians (Hill's Nose Drops), Pat Kennedy with Art Kassel (Grove Laboratories), The Kitchen Party (General Foods), The Land of Beginning Again (Carlsbad), Life of Mary Sothern (General Mills), Lux Radio Theatre, Maybelline Musical Romance (later changed to Penthouse Serenade), Mrs. Wiggs of the Cabbage Patch (Jad Salts), Pinex Presents Little Jack Little, Harry Reser and His Spearmint Crew, Story of Mary Marlin (Kleenex), Sweethearts of the Air (songs and patter for Humphrey's Homeopathic Medicine), Vic and Sade (Procter & Gamble), and What Home Means to Me (semi-classical music and guest speakers for General Electric).

Some of the programs appealing predominantly to the upper income groups were: Capt. Henry's Maxwell House Show Boat, Fleischmann Hour, Palmolive, Chase & Sanborn and Cities Service Concert. Note the effect of the change in program content on the Chase & Sanborn Hour. Previously the program appealed more strongly to the lower income classes.

Some programs showing greater popularity in lower income levels were: Baker's Broadcast, Jack Benny, Ed Wynn, Amos 'n' Andy, Sinclair Minstrels. Note the change in appeal of Ed Wynn's program.

Leading programs which showed no particular trend by income groups were: Town Hall (Fred Allen), First Nighter, Armour, One Man's Family, and Woodbury Program.

In February the leading programs by days of the week were: Eddie Cantor, Sunday; Lowell Thomas, Monday; Palmolive Beauty Box and Ed Wynn, Tuesday; Town Hall Tonight, Wednesday; Fleischmann Hour, Thursday; Armour Program, Friday; Let's Dance, Saturday. In the daytime, Lux Radio Theatre led on Sunday, Today's Children on Monday and Wednesday, Betty & Bob on Tuesday and Friday, Voice of Experience on Thursday, and the Metropolitan Opera (Listerine) on Saturday.
In the report for March to June, 1935, the C.A.B. commented at some length on the rise of the amateur hour. Following the local amateur hour conducted by Major Bowes on WHN in New York, the introduction of amateurs on Fred Allen's Town Hall Tonight program late in 1934 plus the National Amateur Night program with Ray Perkins as master of ceremonies which began in January, 1935, Chase & Sanborn sponsored Major Bowes on a national network in April. By the end of the season, both Major Bowes and Fred Allen were leading all other shows in popularity.

The rise of Major Bowes was rapid. Ranking seventh in April after two weeks on the air, he was in second place in May, and by June he out-ranked all other shows. In a similar manner, but to a lesser degree, Town Hall Tonight worked up from sixth place in March to fourth in April, third in May, and second in June. Jack Benny, who for the first three months had held a good lead, was superseded by this pair of shows in June.

Personality shows were dominant among the leaders during the period of March to June, 1935. Eddie Cantor ranked second to Benny in March and fifth in April. Ed Wynn remained among the leaders. Al Jolson returned to the air for Shell Petroleum and ranked eighth in May and June. Joe Penner, who was sixth or better a year earlier, was fifth in March, sixth in April, 13th in May, then climbed among the leaders again when he took ninth place at the beginning of the summer in June. Lou Holtz was added to Paul Whiteman's Music Hall in March. It rose from twelfth in February to seventh in March, then dropped from the select 10 for April and May, taking 10th place in June.*

Campana's First Nighter was outstanding among the dramatic shows. It had always been a steady performer having a wide, general appeal. It occasionally found its way into the first 10, usually during the summer hiatus. However, its rating was always respectable.

Amos 'n' Andy were at last missing from the 10 leaders, but not far below them. They had succumbed to the competition of new program types after a long, hard battle. But even today, after 10 years or more, their following is large.

In addition to the six personality shows among the 10 leaders, there were Phil Baker for Armour; Block & Sully for Ex-Lax (George Givot was added in April); Burns and Allen for White Owl; Joe Cook, heading the Goodrich series, "Circus Nights in Silvertown," which, starting in March, had doubled its rating by June; Beatrice Lillie for Borden's, and Jack Pearl for Frigidaire.

As usual there was a great shuffling in the rankings when many programs, 33 to be exact, left the air during the spring season. To give some

*Editor's Note: It was not without justification that the C.A.B. classified these programs as "personality programs" in 1935, whereas today they would be classified as "variety." In 1935 the sponsor and his agency as yet had not added the frills—the twists—which later changed the personality show into a variety show. It took experience in programming on the part of the program builders to work this transformation. In the early days, for sheer lack of experience in program building, the name star was handed a block of time and ordered to fill it. Hence, it was not unnatural that the name star so dominated the time spot that the performance came close to being a solo turn. It is difficult to assign dates to the subtle changes that later took place. Suffice it to say that the C.A.B.'s "personality" classification in 1935 was still fairly valid.
idea of the effect upon rankings caused by such a wholesale departure, the True Story program rose from 47th place in March to 25th in June accompanied by a rise of but slightly more than two points in rating. Death Valley Days rose five places during the same period with a slight decline in rating. Cities Service moved from 36th to 23rd with an increase of a bit more than one point in rating. Pleasure Island moved from 29th to 19th with the same change in rating. One Man's Family, by now advertising Tender Leaf Tea, was in 18th place in April, and 14th in June with a slight decline in rating. Sinclair Greater Minstrels moved from 23rd in March to 17th in June with a fractional increase in rating. Burns and Allen went from 16th to 12th in the same length of time with less than a point increase. A total of 14 programs ranked among the 10 leaders for one or more months during the period March-June, 1935. In the order of their rank for June, with the number of months in which they appeared among the leaders, they were: Major Bowes' Amateur Hour 3 (not broadcast in March); Town Hall Tonight 4; Jack Benny 4; Captain Henry's Show Boat 4; Fleischmann 4; Ben Bernie 3; Palmolive Beauty Box 4; Shell Chateau 2 (not broadcast in March); Baker's Broadcast 3; Paul Whiteman 2; Campana's First Nighter 2; Ed Wynn 3 (off in June); Eddie Cantor 2 (off in May and June); Lowell Thomas 1.

In June the three amateur shows had the highest average rating. The single operetta came next, and the six variety shows were third. Novelty

TREND OF PROGRAMS NOT INTERRUPTED IN SUMMER

Some programs, by remaining on the air the year around, make hay while the sun shines. Beset with less competition in summer than in winter, they build up a momentum which safely carries them through more troubled times. The C. A. B. charted this rule-of-thumb five years ago via the diagram shown above. (Also see text, page 79).
NETWORK PROGRAM HISTORY 1930-1939—Continued

programs, mysteries, religious programs, talks and popular singers rated poorly. The most popular types with sponsors were personality shows, dance music, serials and musical reviews. Each of the first two types had a total of 13 programs; each of the second two had 11.

Among programs showing greater appeal to the upper income classes were: Capt. Henry’s Maxwell House Show Boat, Palmolive Beauty Box Theatre, Fleischmann Variety Hour, Paul Whiteman and Ford Sunday Evening Hour. In the daytime, Lux Radio Theatre appealed predominantly to the upper income groups.

Evening programs appealing more strongly to the lower income groups were: Eddie Cantor, National Barn Dance, Amos ‘n’ Andy, Myrt & Marge, and Sinclair Greater Minstrels. In the daytime, Betty and Bob, Today’s Children, and Voice of Experience appealed more strongly to the lower classes.

Programs not appealing especially to any income group were: First Nighter, Burns and Allen, Fred Waring’s Pennsylvanians, Campana’s Grand Hotel, and Lady Esther Serenade. In the daytime, Roses and Drums appealed about equally to the various classes.

JUNE TO SEPTEMBER 1935

The months June to September saw the departure of more programs either seasonally or permanently with varying effect upon the rankings of the remaining shows. Major Bowes easily held first place through the summer months and in September his rating jumped sensationaly. Maxwell House and Fleischmann Variety Hour had no difficulty holding second and third place respectively. Shell Chateau climbed to fourth in July, but dropped to fifth in August and sixth in September. National Barn Dance was in the fifth niche in July, ranked ninth in August and fell out of the leading 10 in September. This series is usually to be found among the leaders in the summertime, rates fairly well the remainder of the year, but is really a prime favorite in rural areas as C.A.B. rural studies show. Ben Bernie was in sixth place in July but subsequently dropped out of the leading 10. One Man’s Family, another series which is often found among the leaders in the summertime and which rates consistently well the year around, reached seventh position in July and August, and dropped to ninth in September. Campana’s First Nighter was in eighth spot for all three months. Campbell’s Hollywood Hotel was ninth in July, fourth in August and 10th in September. Palmolive Beauty Box Theatre was 10th in July, sixth in August, and dropped out of the select 10 in September. Burns and Allen managed to climb from 10th place in July to seventh in September. Paul Whiteman’s Music Hall appeared from almost nowhere to capture fourth spot in September; Town Hall Tonight (Fred Allen) came back to fifth in the same month.

Summer Replacements

A few bold sponsors started new shows in the summertime. Among them were: Uncle Charlie’s Tent Show (60 minutes Sunday evening for Ivory Soap), Esso Marketeers, Eddy Duchin and his Fire Chief Orchestra (in place of Ed Wynn), the Voice of the People for Standard Brands, NTG and his Girls for Emerson Drug Co., Sunset Dreams for the Fitch Co. (a
quarter-hour once-a-week show on Sunday night), G-Men for Chevrolet (one of the earliest of the gang-busting programs), and Lanny Ross State Fair Concerts for General Foods. Late in the summer came Harv and Esther for Harvester Cigars, Strange As It Seems for Ex-Lax, Popeye the Sailor for Wheatena, Lazy Dan the Minstrel Man for Old English Floor Wax, and Neila Goodelle for Northam Warren. Meantime Lux Radio Theatre changed to an evening hour.

The leading daytime programs in July were: Mary Marlin, Roses and Drums, Betty & Bob, Today’s Children, Just Plain Bill; in August: Mary Marlin, Today’s Children, Betty & Bob, Frank Crumit and Julia Sanderson, Vic and Sade; in September: Mary Marlin, Roses and Drums, Today’s Children, Frank Crumit and Julia Sanderson, Voice of Experience. By now, the five-a-week strip shows had come into their own. Most of the leaders of this type are still popular favorites today.

**STANDARD TIME PERIOD 1935-6**

In 1935 the C.A.B. discontinued its seasonal reports, replacing them with two comprehensive reports a year—one for the standard time period, and one for the daylight saving time period. The first of these covered the period from October 1935 to April 1936.

The amateur hours again had the highest average, largely due to the outstanding esteem in which the radio audience held Major Bowes and to the small number of network programs in this classification. Although first in popularity, this program type ranked only 12th in amount of hours broadcast. At that time the C.A.B. stated that in general there was some slight relationship between the average rating of a program type and the amount of broadcasting time devoted to it.*

Next in popular favor to the amateur shows came variety, personality, operetta, and news topics. Popular singers, talks, and concert bands failed to command much audience. Serial dramas, musical revues, dance music, variety, and drama accounted for most of the sponsored network time.

A total of 17 programs appeared among the 10 leaders for one or more of the seven months. Fifteen of these were broadcast for the entire period. But only six never ranked below 10th place, while two more were in 10th position or better for at least four months.

By program types, personality and variety were the most numerous.

Major Bowes was easily first in every month, Jack Benny (Jell-O) was second in every month but March, yielding then to Fleischmann Variety Hour (Vallee) which was third in every other month except April when it dropped to fourth as Town Hall Tonight (Fred Allen) took third. The latter program had been in fourth place twice, fifth three times, and seventh once. Maxwell House Show Boat finished in fifth place, after ranking fourth in the three fall months, fifth in February, and sixth in January and March. Bing Crosby, appearing in January for Kraft-Phenix, started in 13th, rose to sixth in February, dropped to eighth in March and finished

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* Editor’s Note: The rule-of-thumb propounded here (on a perfectly sound conception of the law of averages) is that the more programs appear in any category, the less will be the average rating for that category as a whole. It stands to reason that when there is a sudden rush to, say, dance music, the chance of failure is enhanced, audience attention becomes dissipated over numerous programs, and the entire average tends to be pulled down.
NETWORK PROGRAM HISTORY 1930-1939—Continued

in sixth. Burns and Allen (Campbell) wound up in seventh spot, having been fourth, fifth and sixth twice each. Phil Baker (Gulf) landed in eighth place in January, February and April, but otherwise was not among the first 10. Baker's Broadcast (Ripley-Hilliard-Nelson) was in sixth, seventh, eighth and twice in ninth place (including April). Hollywood Hotel was seventh twice, eighth twice, ninth once, eleventh once and finished in 10th spot. Shell Chateau (Jolson) placed ninth twice, 10th three times and was out of the list in April. Eddie Cantor (Pebeco) was in the select list only three months, taking seventh, ninth and tenth. Of the three months that Paul Whiteman was on the air for Kraft-Phenix he ranked sixth once and seventh twice. The Hit Parade, Lucky Strike's new series, climbed into 10th berth in December; Ben Bernie was 10th in November, Campana's First Nighter placed ninth, and Amos 'n' Andy 10th in October, before the season really got under way.

A table based on median ratings of all programs classified by length of broadcast, showed that fifteen-minute programs broadcast once a week were the only classification in the evening which averaged less than daytime classifications.

The compilations showed that Eddie Cantor's rating had dropped somewhat from the year before. The competitive situation at that time was quite interesting. In October, 1935, Cantor found himself in the Sunday evening 8 o'clock spot opposite the catapulting Major Bowes. In January he changed to 7 o'clock opposite Jack Benny. Bowes's and Cantor's ratings went up. Benny's declined. As further testimony to Cantor's pulling power, the percentage of sets in use at 7 o'clock increased 18% for the January-April period over the October-December period, while the sets in use at 8 o'clock declined 2% in the face of a rise of nearly 10% at hours not affected by the change.

Some of the programs which rated well above average in the upper income class were: General Motors Symphony, Palmolive Beauty Box Theatre, Ford Symphony, Vick's Open House (with Grace Moore), Voice of Firestone, Lawrence Tibbett, Contented Program, Chesterfield (Andre Kostelanetz and Lily Pons on Wednesday, Nino Martini on Saturday), Refreshment Time, Ray Noble's orchestra, John Charles Thomas for Wm. R. Warner, Edwin C. Hill for Remington-Rand, and Fireside Recitals for American Radiator.

Programs which held outstanding attraction for the lowest economic brackets were: Sinclair Greater Minstrels, Warden Lawes, Fibber McGee & Molly, Corn Cob Pipe Club, Alemite, Kellogg Prom, Harv & Esther, Dangerous Paradise, Capt. Tim Healy, Voice of Experience, and Sunset Dreams.

Among the shows making their debut during the seven-month period were: Life Is a Song (successor to Silken Strings for Real Silk; later changed to Jack Hylton and His Continental Revue), the Melody Master for General Electric (11 p.m. Sunday), Woodbury Presents Paul White- man's Musical Varieties, Zotos Hour of Charm (Phil Spitalny's all-girl orchestra), Ted Husing and The Charioteers for Wildroot, Renfrew of the Mounted for Continental Baking, Eddie Dowling's Elgin Revue, Laugh with Ken Murray for Lever Brothers, News of Youth for Ward Baking
NETWORK PROGRAM HISTORY 1930-1939—Continued

Co., Parties at Pickfair for the ice industry, Gang Busters for Colgate-Palmolive-Peet, The Hit Parade, Imperial Hawaiian Band for Hill's Nose Drops, Paris Night Life (musical revue with Armida) for Louis Philippe, Chrysler Air Show with Alexander Gray, Charles Hanson Towne and Mark Warnow's orchestra, Bing Crosby with Bob Burns and Jimmy Dorsey's orchestra for Kraft-Phenix, Nine to Five (dramatic sketch for L. C. Smith & Corona typewriters), Pittsburgh Symphony for Pittsburgh Plate Glass Co., Al Pearce and His Gang for Pepsodent, Marion Talley for Ry-Krisp, and Dr. West's Celebrity Night.

Changes of other types included Leslie Howard's change from Sunday evening to Sunday afternoon without effect upon his rating (under sponsorship of Hinds Honey and Almond Cream). Ben Bernie switched from Pabst to American Can. Texaco, which had been broadcasting special performances of Jumbo from the Hippodrome with Jimmy Durante et al. changed to a musical revue with Eddy Duchin's orchestra. Meantime Ed Wynn, Texaco's original air bet, returned to the air for Pontiac in the spring. During the fall and winter, the March of Time had been sponsored on alternate weeks by Remington-Rand and Time, Inc. In the spring, Wrigley took it over. Vox Pop, a sidewalk interview program sponsored by Molle, shifted from Sunday daytime to Tuesday evening. Its initial evening ratings were somewhat lower than those of later months. Fred Waring's Pennsylvanians changed from an hour to a half-hour show with only a slight drop in the rating. Buck Rogers switched from Cream of Wheat to Cocomalt sponsorship, Edwin C. Hill went on for Remington-Rand when that sponsor finished with the March of Time. Palmolive Beauty Box Theatre changed from Friday to Saturday, and later changed its name to Ziegfeld Follies of the Air. Chevrolet sponsored Rubinoff and his Violin for five months. Shell Chateau started the season with Wallace Beery, changed to Al Jolson, and then to Smith Ballew and Victor Young's orchestra. Jolson rated highest.

Current Favorites Enter

This period saw the introduction of a number of programs that have since become great favorites. This list would include Gang Busters, the Hit Parade, the Bing Crosby show now known as Kraft Music Hall, and Al Pearce and His Gang. Gang Busters was the third of the racket-smashing type of program, following G-Men and Warden Lawes. It was destined to become the most popular, while the program type itself was later to come into its own.

The most popular programs by nights of the week were: Major Bowes' Amateur Hour on Sunday; Lux Radio Theatre, Monday; Ben Bernie, Tuesday; Town Hall Tonight, Wednesday; Fleischmann, Thursday; Hollywood Hotel, Friday, and Shell Chateau on Saturday.

This period ushered in some new daytime programs, among them American Pageant of Youth (a new Tastyeast venture succeeding Tastyeast Opportunity Matinee), the Man From Cook's (travel talk), Backstage Wife for Sterling Products (strip show), David Harum for B. T. Babbitt (destined to become one of the more popular serials), Forever Young (later Pepper Young's Family) for Procter & Gamble, How to Be Charm-
ing (beauty talk for Sterling Products), Musical Reveries (musical revue with Stuart Churchill and readings by Orson Welles) for Corn Products Refining, Rich Man's Darling (strip show for American Home Products), Romance of Helen Trent (strip show for Edna Wallace Hopper Cosmetics), Jerry Cooper and Ted Royal's orchestra for Pompeian, and Kaltenmeyer's Kindergarten, on Saturday morning for Quaker Oats.

Procter & Gamble currently had six daytime programs. Sterling Products was a close second with four, General Mills had three, while no other sponsor had more than two.

**DAYLIGHT TIME PERIOD 1936**

The report for the daylight time period from May to September 1936 showed many changes. First, the number of ratable evening programs was 156 compared with 184 for the winter season. This decline (about 15%) to some degree indicated the extent of the summer hiatus.

Meantime, the median of the ratings dropped about 25%, with the greater portion of this decline occurring in the upper income brackets. During the winter about half of the evening programs had rated between 5 and 10; now more than half only rated between 1 and 5. And whereas 25% of the programs rated over 10 in the winter, that percentage was now cut to around 11%.

Analysis of popularity by program types showed the amateur classification still in the lead. Next in order came variety, personality, drama, news topics and news drama. Minstrels, serial drama, concert and poetry programs, musical revues, talks, and popular singers failed to attract as groups. The major portion of sponsored network time was taken up by dance music, musical revues, variety shows, and serial dramas. Drama showed the most striking change in rank since the winter period, rising from ninth to fourth place. From winter to summer there was a trend toward lighter entertainment as shown by the increase in proportion of time consumed by variety shows, news topics and news dramas, dance music and novelty programs. The amount of time taken by dramas, semi-classical and classical programs diminished.

Sixteen programs appeared among the 10 leaders in at least one of the five months. Only 11 of these were broadcast for all five months. The Chase & Sanborn Good Will Court replaced Major Bowes' Amateur Hour on September 20 with almost the identical rating, but didn't hold the audience built by Bowes. He had held first place by a good margin all summer. Maxwell House Show Boat, second in September, had been third in May and August, sixth in June, and second in July. Third in September was Lux Radio Theatre which had climbed rapidly during the summer from eighth in May to fourth in June, third in July and second in August. Sharing fourth spot in September were Rudy Vallee and Fred Astaire's new Packard show. Vallee had been fifth in May and June, seventh in July and sixth in August. Bing Crosby finished the summer close behind these two, after placing fifth in May and August, ninth in June, and not listed in July due to Governor Landon's Acceptance Speech. Burns and Allen held seventh place after being in the same spot for June and August, sixth in May and fourth in July. Hollywood Hotel claimed eighth position in
September after doing somewhat better during the hot months. It had been seventh in May, eighth in June, fifth in July, and fourth in August. The impetus gained in those months was apparently great enough to keep the show among the first 10 in the fall. While Fred Allen was on his vacation, Town Hall went from second in May to third in June, sixth in July, 10th in August and ninth in September. The Wednesday Night Hit Parade was 10th in May, fell in June, came back to eighth in July and August, and dropped back to 10th in September. The Saturday Hit Parade made ninth place in August. Manhattan Merry-Go-Round was ninth in July, with One Man's Family 10th. Jack Benny was fourth in May, and second in June before he went off the air. Baker's Broadcast with Ripley clambered into 10th spot in June before leaving the air.

Length vs. Rating

A study of the median ratings of all programs by length of broadcast showed that as program length became shorter, the decrease from the winter level became greater in each type except the fifteen-minute programs broadcast once a week. The latter exception was probably explained by the small number of such shows broadcast during the summer. Hour programs held 85% of their winter level in summer, while fifteen-minute shows broadcast two or three times a week stood at but 60% of their winter level.

It is interesting to note that Major Bowes' Amateur Hour and Maxwell House Show Boat were the two most popular series of the summer with all income classes.

Programs which showed most appeal to the top income class were: Hit Parade (Wed.), Cities Service Concert, Voice of Firestone, Fred Waring (Tues.), Contented Program, Camel Caravan (Tues. and Thurs.), Edgar A. Guest, Alemite Half Hour, Lowell Thomas, Boake Carter and Fireside Recitals.

Programs appealing predominantly to the lowest income group were: Pick & Pat, Death Valley Days, Ken Murray, Sinclair Minstrels, Alemite Half Hour* (this show rather surprisingly showed stronger appeal at both ends of the scale and suffered at the middle), Uncle Ezra, and Bobby Benson.

New offerings in the summer of 1936 included: Goose Creek Parson (serial drama for Colgate-Palmolive-Peet on Sunday, Wednesday and Friday), Husbands and Wives (a substitute for Baker's Broadcast), the Jell-O Summer Show (substituting for Jack Benny with Tim and Irene and Don Voorhees' orchestra), Original Gillette Community Sing with Billy Jones and Ernie Hare plus Wendell Hall, Literary Digest Nationwide Poll Results, Packard Hour with Fred Astaire, Portraits of Harmony (dance music with guest orchestras for General Shoe Company), Come On, Let's Sing (a studio audience singing program for Colgate-Palmolive-Peet, and a forerunner of many audience participation programs to come), and "Red" Grange for Sinclair Refining. The Democratic and Republican National Committees each had programs. The former used the name "Happy Days," the latter was called "News For Voters."

There were other changes during the summer. Cornelia Otis Skinner

*Horace Heidt's Brigadiers.
relieved Walter Winchell on the Jergens program for two months; Parties at Pickfair switched from Tuesday night to Sunday (and then left the air); the Wildroot Charitees program changed from Ted Husing to Judy Starr; the Camel Caravan changed from a half-hour musical revue with Walter O'Keefe, Dean Janis, Ted Husing and Glen Gray's orchestra twice a week to a full hour variety show on Tuesdays with Rupert Hughes, Benny Goodman's orchestra, Nat Shilkret's orchestra and guest stars; the Great A&P Tea Company revamped Kate Smith's Coffee Time into Kate Smith's Band; Chesterfield changed from a semi-classical program with Lily Pons to a musical revue with Andre Kostelanetz's orchestra; Ray Heatherton and Kay Thompson, Stoopnagle and Budd replaced Fred Allen in mid-summer; and Marion Talley for Ry-Krisp changed from Friday evening to Sunday afternoon.

During the summer of 1936, day-to-day favorites were: Major Bowes' Amateur Hour, Sunday; Lux Radio Theatre, Monday; Packard Hour, Tuesday; Town Hall Tonight, Wednesday; Maxwell House Show Boat, Thursday; Hollywood Hotel, Friday; and Ziegfeld Follies on Saturday.

More Daytime Progress

The report for May to September 1936 also included the first complete analysis of daytime programs. The median rating of all daytime programs during summer decreased from 3.0% to 2.6%, a decline of about 15% compared with a decline in the evening ratings of about 25%. However, it is worthy of note that a larger proportion of programs in the summertime rated more than 5% than in the winter. Also, fewer shows rated less than 1% in the summer than in the winter. The big change was the shift from the group rating between 3.0% and 4.9% to the group rating between 1.0% and 2.9%.

A classification of daytime programs by type showed that adult serial drama (with 18 shows) and talks (with 11) accounted for more than 60% of the daytime programs. Adult serial drama alone occupied more than half the commercial network time in the daytime.

Seventeen daytime programs rated among the 10 leaders at some time during the five months. Today's Children led in each of the five, Ma Perkins climbed from sixth in May to third in June and July, achieving second place in August and September. Vic and Sade, another Procter & Gamble show, rose from eighth in May to sixth in June, fourth in July and third in August and September. The O'Neills (P&G) rose from ninth in May to eighth in June, fifth in July and August, and fourth in September. Betty and Bob for General Mills ranked fifth in May and June, second in July, fourth in August, and fifth in September. David Harum for Babbitt fell from third to seventh between May and June, but rose to sixth for the next three months. Guy Lombardo returned to the air for Bond Bread in September, taking seventh place. The Magic Key of RCA which had been in fourth place for May and June, was in seventh for July and August, and eighth in September. Forever Young, which changed its name to Pepper Young's family, was the fourth Procter & Gamble presentation to make the first 10 in September. The 10th program in September was Marion Talley for Ry-Krisp who had just changed from an evening hour. Others which made the first 10 once or more were Kaltenmeyer's Kindergarten, eighth in July, and ninth in August; Modern Cinderella for General Mills,
not broadcast in May, but 10th in July and August; Mary Marlin, second in May and June, then off the air; Five Star Jones, ninth in June; The Goldbergs, 10th in June, then off the air; Just Plain Bill, seventh in May, and off the air thereafter; and Rich Man’s Darling, 10th in May and off for the summer.

Daytime series which displayed a predominant appeal to the lowest income group were: Betty and Bob, Five Star Jones, Modern Cinderella, Backstage Wife, Latest Thing, Girl Alone, Little Orphan Annie, Home Sweet Home, and Singing Lady. Magic Key of RCA had virtually no attraction for this economic class.

Debuts during the summer included: Girl Alone for Kellogg; Gospel Singer for Procter & Gamble; Heinz Magazine of the Air; Hymns of All Churches, Latest Thing and Modern Cinderella for General Mills; Wife-saver (household hints by Allen Prescott for Manhattan Soap Co.); Ralph Kirbery, the Dream Singer, with Al and Lee Reiser for Lipton’s Tea; and Tea Time at Morrell’s.

At this period, General Mills and Procter & Gamble each had seven programs on the air in the daytime.

**STANDARD TIME PERIOD 1936-7**

The C.A.B. report for the standard time period, October 1936 to April 1937, analyzed 144 programs by type, compared with 116 for the daylight saving time period in 1936, an increase of approximately 20%. This was also an increase of 5% over the number analyzed for the standard time months of 1935-6. There was a considerable increase in the number of programs rating over 20% as well as those rating less than 1% from the summer period to the winter period. The median of the ratings increased from 4.8% to 6.9%.

During this seven-month period, amateur hours yielded to personality shows as the leading type. The amateurs were, however, a close second. Variety shows fell from second to third, while semi-classical programs moved up from sixth to fourth place.* Dramas, in fifth place, held their summer gains well (in the preceding winter they had ranked ninth). Talks, concert bands and popular singers, in general, rated poorly.

**Personality shows led in the amount of time on the air as well as in popularity.** A seasonal increase was to be expected due to the return of many of the headliners from their vacations, but it is interesting that this type of show was only in sixth place in the amount of time on the air during the preceding winter. Dance music showed the greatest decrease in the amount of time on the air, falling from first place in the summer to seventh in the winter.

During the winter of 1936-37, it required only 13 programs to make up a list of those which had been among the 10 leaders, compared with 16 the preceding winter and 17 in the summer. All but two of the 13 were broadcast the entire seven months; and only four ever ranked below 10th.

*Editor’s Note: The C.A.B. here draws a distinction between variety and personality types which—while serviceable a few years back, as pointed out in a foregoing footnote—is perhaps a trifle confusing. Practically all personality shows were by 1936-7 converted into full-fledged variety. The reader should bear this in mind. The C.A.B. itself has recently dropped the “personality” category altogether.
NETWORK PROGRAM HISTORY 1930-1939—Continued

This indicated a much higher degree of stability among the program leaders than had been evidenced before.

Jack Benny held first place in all seven months. Major Bowes Amateur Hour was second in October, third in November, sixth in February, fifth in March, and second in April. Lux Radio Theatre was fifth in October, eighth in November, seventh in December, fourth in January, and third in February, where it remained for the rest of the season. Town Hall Tonight (Fred Allen) was ninth in October, second in November, fifth in December, 10th in January, fifth again in February, and fourth in March and April. Eddie Cantor (Texaco), third in October, dropped to fourth in November, climbed to second in December, where he stayed until April, when he finished in fifth place. Burns and Allen ranked seventh in October, sixth in November, fourth in December, fifth in January, fourth again in February, fifth in March, and sixth in April. Kraft Music Hall (Bing Crosby) started in 10th place in October, rose to ninth in November, sixth in December, dropped to ninth again in January, claimed seventh in February, dropped to 10th in March, and was back in seventh place again in April. Royal Gelatin Hour (Rudy Vallee) started in eighth place, dropped to 11th in November, ranked ninth in December, seventh in January, ninth in February, seventh in March, and eighth in April. Hollywood Hotel was sixth in October, seventh in November, eighth in December, January and February, and ninth in March and April. First Nighter climbed rapidly from 33rd in November to 10th in April. Al Jolson, starting in December for Rinso, reached eighth place in March, but dropped out of the first 10 in April. Phil Baker (Gulf) was 10th in November, December and February, and sixth in January. Good Will Court (Chase & Sanborn) was fourth in October and fifth in November, then went off the air.

Median program ratings for the period for October 1936 to April 1937 were, in general, somewhat lower than for the corresponding period a year earlier.

The most popular program with all income groups was Jack Benny. Programs which appealed more to the top income class than to the others were: Packard Hour (Fred Astaire), Ford Sunday Evening Hour, General Motors Concert, Cities Service Concert, Vick’s Open House (Nelson Eddy), Voice of Firestone, Helen Hayes (Sanka), Chesterfield (Nino Martini), Hammerstein’s Music Hall, Philadelphia Orchestra, Nash-Lafayette Speed Show, Waltztime, Ethel Barrymore-Famous Actors Guild, Boake Carter, Alexander Woollcott, Gabriel Heatter, and Fireside Recitals.

Programs which appealed especially to the lowest income classes were: National Barn Dance, True Story Court, Manhattan Merry-Go-Round, Lady Esther Serenade (Tues. and Wed.), Leo Reisman’s Orchestra, Snow Village Sketches, Log Cabin Dude Ranch, Lum and Abner, Irene Rich, Singin’ Sam and Mortimer Gooch.

Among the new programs were: Do You Want to Be An Actor?, Chase & Sanborn’s successor to Good Will Court, Arnold Johnson’s 1937 Radio Show took the place of National Amateur Night for Health Products. Woodbury’s Rippling Rhythm Revue with Shep Field’s orchestra succeeded Paul Whiteman’s Musical Varieties. Ma and Pa, a five-a-week
serial, went on the air for Atlantic Refining. Pretty Kitty Kelly for Continental Baking augmented the evening strip shows. Jack Pearl returned, this time for Raleigh and Kool cigarettes. Jimmie Fidler changed from Luden’s to Procter & Gamble. Philip Morris changed from Leo Reisman to Russ Morgan’s orchestra and Charles Martin’s Three Minute Thrills. Lever Brothers (Rinso) changed from Laugh with Ken Murray to Al Jolson. Camel Caravan was changed to Jack Oakie’s College. Tastyeast returned to the original Tastyeast Jesters. Ford substituted Al Pearce and His Gang for Fred Waring’s Pennsylvanians. Procter & Gamble put Vic and Sade in an evening spot in addition to their daytime stints. Lewis-Howe Remedies put on Vocal Varieties for 15 minutes twice a week. Vox Pop for Molle became Sidewalk Interviews. Alexander Woollcott held forth twice a week for Liggett & Myers’ Granger tobacco. Beatrice Lillie appeared for Sterling Products in a show called Broadway Merry-Go-Round succeeding Fanny Brice in Revue de Paree, Helen Menken took over Famous Actors’ Guild from Ethel Barrymore for Sterling Products. After Ken Murray finished for Lever Bros., he replaced Burns and Allen for Campbell (tomato juice). Palmolive Beauty Box Theatre returned in February with nothing like its previous success. Gladys Swarthout was sponsored by the ice industry. Meantime the bicycle industry talked up bicycling with a musical revue called Cycling the Kilocycles. During the winter, Time Magazine had its March of Time on the

![Programs usually start with low ratings](image)

The old adage about the building of Rome holds true in radio. Programs rarely reach the top without a long, hard climb. The quartet of programs illustrated in the accompanying chart, from old C. A. B. records, shows the characteristic pattern of gradual ascent. (Also see text, pages 132 and 136).
NETWORK PROGRAM HISTORY 1930-1939—Continued

air, but in April, Servel took over the sponsorship. Floyd Gibbons had a personal experience series for Colgate-Palmolive-Peet called Your True Adventures. Coronet magazine had a program conducted by Deems Taylor. Standard Brands bought a show with Louis Armstrong's orchestra called Harlem. Liggett & Myers changed from Andre Kostelanetz to Hal Kemp. For a brief time Wrigley essayed a comic serial called Mortimer Gooch. A unique program called Pontiac Varsity Show consisted of broadcasts from various college campuses conducted by John Held, Jr., with college bands, glee clubs, etc. Allegheny Steel Company tried network radio with the Stainless Show. Universal Rhythm, a musical revue, with Rex Chandler's orchestra and guest stars, succeeded the Friday night Fred Waring show. Nash Motors put on the Nash-Lafayette Speed Show with Floyd Gibbons and Vincent Lopez's orchestra, adding Grace Moore in March. Professor Quiz for Kelvinator was the forerunner of a number of studio audience quiz shows. Sealtest Laboratories sponsored Saturday Night Party, a variety show with guest masters of ceremonies and Tom Howard and George Shelton. Shell Chateau had Joe Cook, Edward Everett Horton and guest stars. Ed Wynn returned—for Spud cigarettes. Your Pet Program with Mary Eastman and Gus Haenschen's orchestra changed its name to Saturday Night Serenade.

Daytime Progresses Again

The C.A.B. reported that the most striking change in daytime programs for the period from October 1936 to April 1937 was the great increase in the number of programs. Eighty-nine programs were analyzed by type as compared with 47 in the summer months. The increase in the winter median rating was only about 5%, due probably to the great increase in the number of shows. A larger number of shows would react upon the median in two ways: first, new shows seldom rate as high as the old, well-established ones; second, many of the newcomers probably compete at the same hour with the older programs and draw listeners from them. The number of daytime shows rating better than 5% increased by nearly 80%, while those rating less than 1% declined about 35%.

A greater diversity in type of daytime program was found during this winter season. There was a total of 13 classifications. Types of programs formerly available only in the evening, such as news commentators and personality shows, had become available in the daytime. But still the bulk of commercial network daytime hours was taken up by only a very few types. In fact, adult serial dramas and juvenile programs alone took more than 50% of such time.

The adult serial drama classification had yielded first place in average popularity rating to three rather small classifications—namely, personality, classical and semi-classical, and dance music. However, the small number of programs in these three groups, and the slight difference in average rating among them tended to minimize the loss of first place by the adult serial dramas. We cannot be certain whether the large number of programs in a case like this tends to deflate the average rating or not, but there is some evidence from the 10-year records of the C.A.B. that when a program type becomes popular there is a great influx of similar shows;
the average rating then goes down; the number of programs next decreases; the rating then goes up again, but not so far as before, thus achieving a degree of stability. This is stated as a tendency—not a hard and fast rule.

It required 14 programs to make up the list of 10 leaders for each of the seven months as compared with 13 for the evening programs. As a matter of fact, this is a smaller number than might have been expected, for with daytime ratings running considerably lower than evening ratings, much less stability in ranking would normally be expected. Of the 14 programs, all but two were broadcast for the entire seven months. Saturday and Sunday programs comprised 35% of this list as compared with 20% in the summer. This is the story of the 14 leaders:

Today’s Children (Pillsbury) held first place for the first three months of the season, dropping to second for the second three months, then rising to first again in April. The runner-up in April was Guy Lombardo for Bond Bread who had fluctuated widely throughout the period (as might have been expected in contrast with the five-a-week serials which tend to build steady audiences). Lombardo’s ranking by months, starting with October, was ninth, third, eighth, twelfth, seventh, seventh and second. Vic and Sade (Procter & Gamble) also fluctuated considerably as follows: fourth, seventh, sixth, third, ninth, sixth and third. Kaltenmeyer’s Kindergarten (Quaker Oats) ran 10th, fifth, third, seventh, third, third, fourth. David Harum (B. T. Babbitt) was third, second, fifth, sixth, fifth, fourth and tied for fourth. Magic Key (RCA) started in second and then ran fourth, second, ninth, sixth, fifth and sixth again. Ma Perkins (P&G) was fifth for the first two months of the period, then seventh, fourth, eighth, and seventh again for March and April. The O’Neills (P&G) had a tight squeeze in three months. Their record was sixth, 10th, eighth, 10th, ninth and tied for seventh. We, the People (Calumet) had an erratic record, running 21st in October and November, then eighth, ninth, 11th, 14th and ninth. Just Plain Bill (American Home Products), who ranged from 13th to 15th between October and January, climbed into 12th in February, 11th in March, and just got in under the wire to place 10th in April. The Metropolitan Opera Company (RCA) was sponsored for only three months, January, February and March, and took first place in each of the three months. This was all that kept Today’s Children from making a clean sweep. Grand Hotel (Campana) climbed from 11th in October and November to fourth in December, fifth in January, third in February, ninth in March, and was off the air in April. Betty and Bob (General Mills) were seventh in October, ninth in November, 10th in December and thereafter were out of the first 10. Mary Marlin (Kleenex; later P&G) was eighth in October and November, then fell below the leaders.

By this time, multiple daytime sponsorship was becoming the rule. Here is the score for the period October 1936 to April 1937: Procter & Gamble 10 programs, General Mills 6, American Home Products 6, General Foods 3, Lehn & Fink 3, Lever Brothers 2, Sterling Products 2, Kellogg 2, General Motors 2, Wasey Products 2, RCA 2,Ralston Purina 2 and Wander Co. 2.

Just as a matter of curiosity, one might inquire how the largest sponsor fared in relation to the average of all programs. The average rating
for all 10 of Procter & Gamble's daytime shows during the period was a little over 4.2%, compared with a median rating for all daytime fifteen-minute programs of 2.8%.

**MAY TO SEPTEMBER 1937**

During the 1937 summer season, approximately the same number of evening programs were rated as in the preceding summer: 120 compared with 116. However, the summer median of 6.2% for 1937 was a great increase over the previous year's figure of 4.9% and represented but a 10% decrease from the winter figure. The percentage of all programs which rated more than 20% was five times as great as for the summer of 1936—in fact it was even 50% greater than for the winter of 1935-6. This showing is partially attributable to the tendency among sponsors to keep their shows on the air later in the season. In 1936 the greatest exodus occurred between May and June. In 1937 it was delayed about a month.

There was little difference in the ranking of program types between the summer of 1936 and the summer of 1937. The first five places were held each year by amateur, variety, personality, drama and news topics. Serial dramas, with a decrease in the number of programs, moved from eleventh to sixth. Novelty shows, musical revues, talks and popular singers once more fared very poorly as types.

Musical revues, personality shows, variety shows and serial dramas took up more than half the commercial network time. Dance music had fallen from first to fifth place in amount of time on the air.

Fifteen programs rated among the 10 leaders in at least one month of the five. Of these, 11 had been among the 10 leaders at some time during the summer of 1936. Two more were running in 1936, but did not rate among the first 10 (these were Gang Busters and Fibber McGee). As for the other two—Eddie Cantor was not broadcast from May to September 1936; and Chase & Sanborn's new show did not begin until May 1937.

Here are the 15 programs in the order of their September rank, showing their rank in each of the five months starting with May:

Chase & Sanborn program: eleventh, sixth, second, first, first. Major Bowes' Amateur Hour (Chrysler) had regained first place in May. The decline in warm weather listening undoubtedly affected Jack Benny's Sunday rating more than Bowes's Thursday rating. However, the Major yielded to Benny again in June, took first again in July, then succumbed to the on-rushing new Chase & Sanborn hit which pulled up to a tie with the amateurs in August. The return of Lux Radio Theatre caused a tie with Major Bowes for second. Lux had been fourth in May and third in June before it went off the air for two months. The Royal Gelatin Hour (Vallee) ranked eighth in May and then seventh, third, third and tied for fourth. Burns and Allen (General Foods) ranked sixth, eighth, fifth, seventh, and tied for fourth in September. Kraft Music Hall was fifth in May and June, then fourth, ninth and sixth after a talent change. Town Hall was third and fourth, and then after a talent change, sixth, sixth and seventh. First Nighter (Campana) was among the leaders in all five months, ranking 10th twice, then ninth and eighth twice. Hollywood
Network Program History 1930-1939—Continued

Hotel ranked ninth twice, then eighth, jumped to fourth, and dropped again to ninth despite a higher rating. Gang Busters (Colgate), 11th until it climaxed a long, steady climb by placing 10th in September. Fibber McGee and Molly (Johnson) bettered their ranking astonishingly by rising from 23rd to 19th, to 12th, to fifth, but then fell to 11th despite a higher rating. One Man’s Family (Standard Brands) was consistent, but made the top group only in July and August, ranking 10th in both months. Maxwell House Show Boat, approaching the end of a long and honorable career, placed seventh in July, but was otherwise outside the select list. Jack Benny (Jell-O) was second in May and first in June, the only months he was on the air. Cantor (Texaco) was sixth in May, the only month he was on.

The ranking of the shows during this period again illustrates that some of the second string shows have an excellent opportunity to gain audibility during the dog days. A number of them have seized this opportunity year by year to build an audience, a part of which has stood by them during the winter. Some that might be cited as examples are One Man’s Family, First Nighter, Gang Busters, Fibber McGee and Molly and Hit Parade.

By income groups, Maxwell House Show Boat, Hit Parade (Wed.), March of Time, Voice of Firestone, Palmolive Beauty Box Theatre, Hammerstein Music Hall, and Boake Carter rated better with the top economic class than with the other classes. On the other hand, National Barn Dance, Gang Busters, Babe Ruth, Ma and Pa, Poetic Melodies, Sports Resume, and Fitch Jingle Program fared much worse with the top class than with the others.

Programs which had better than average appeal for the lowest income classes were: Major Bowes’ Amateur Hour, National Barn Dance, Gang Busters, Pick and Pat, True Story Court, Your True Adventures—Floyd Gibbons, Lone Ranger, Lady Esther Serenade, Johnny Presents Russ Morgan (Tues. & Sat.), Wayne King (Mon.) and Lum and Abner.

There were numerous program changes during the five-month period. Gulf Oil substituted Good Gulf Summer Stars, a musical revue with Harry Von Zell, Oscar Bradley’s orchestra and guest stars for Phil Baker. Baker’s Broadcast (dramatization of Robert L. Ripley’s “Believe-It-or-Not” sketches) changed to the Fleischmann Program, a musical revue with Loretta Lee and an orchestra conducted by Werner Janssen. During June, July and August, Ford substituted Universal Rhythm, another musical revue, with Richard Bonnelli, Alec Templeton, Frank Crumit and Rex Chandler’s orchestra, for the Ford Sunday Evening Hour. Gillette Safety Razor Co. had a musical revue with Milton Berle, Wendell Hall and Andy Sannella’s orchestra in place of the Original Gillette Community Sing. The Jell-O Summer Show was still another musical revue with Jane Froman, Don Ross, and D’Artega’s orchestra pinch-hitting for Jack Benny. Irene Rich changed from Friday to Sunday. The Sealtest Show shifted from Saturday to Sunday. Texaco Town had a musical revue with Pinky Tomlin, Eddie Stanley and Jacques Renard’s orchestra in place of Eddie Cantor. September saw a new type of show—Zenith Foundation—consisting of experiments in telepathy. Griffin’s shoe polish sponsored a new-
comer titled Allwite Melody Revue with Barry McKinley, John B. Gambling and Hughie Barrett's orchestra, Jack Oakie's College on behalf of Camels became Benny Goodman's Swing School. Packard Hour-Fred Astaire became Packard Hour-Johnny Green, and later Packard Hour-Lanny Ross. Chesterfield had Frank Parker instead of Lily Pons. Walter O'Keefe filled in for Fred Allen on Town Hall Tonight. Bob Burns took over the management of the Kraft Music Hall for Bing Crosby. Believe-It-or-Not Ripley went to work for General Foods in August after the change in Baker's Broadcast. Assisting him was B. A. Rolfe's orchestra which had worked for Lucky Strike so many years before. The Raleigh and Kool show (Jack Pearl) became Tommy Dorsey and His Swing Orchestra. A group of banks which had been sponsoring the Philadelphia Orchestra changed to Ferde Grofe and his orchestra. Coca-Cola put on a new show in September called Song Shop, a musical revue with Kitty Carlisle, Frank Crumit, Reed Kennedy and Gus Haenschen's orchestra. American Cigarette & Cigar Co. (Pall Malls) sponsored Dorothy Thompson.

Leading programs by days of the week were: Jack Benny on Sunday; Lux Radio Theatre on Monday; Packard Hour-Lanny Ross on Tuesday; Town Hall Tonight-Fred Allen on Wednesday; Major Bowes' Amateur Hour on Thursday; Hollywood Hotel on Friday; and Hit Parade on Saturday.

Further Daytime Progress

In the daytime, the number of programs for the period May-September 1937 was nearly 50% greater than for the corresponding period of 1936. This, however, had little effect upon the median rating which was 2.4% in 1937, as against 2.2% in 1936. The percentage of shows which rated better than 5% showed practically no change; while those which rated less than 1% were considerably more numerous in 1937.

Serial dramas had really come into their own, accounting for more than half of the commercial network time. The average rating for this type had dropped a little. Juveniles accounted for somewhat less than half the percentage of time they occupied in the summer of 1936.

Only 11 programs were required to list the 10 leaders in each of the five summer months. The daytime leaders were beginning to form quite a closed corporation. All were broadcast in 1936, and all but one appeared among the first 10 during that season.

Today's Children (Pillsbury) was the undisputed leader in all five months. Ma Perkins (P & G) improved ranking during the summer, starting fourth in May, dropping to fifth in June, then climbing one notch a month to land in a tie for second in September. The Lombardo ranking fluctuated over a wide area. Having a Sunday afternoon hour, the Lombardo series was probably affected more by the weather than were the weekday shows. It was seventh for the first two months, then second, 10th, and tied for second as fall approached. Vic and Sade (P & G) ran fifth, third, sixth, fourth and fourth. David Harum (Babbitt) was second, second, third, second again, and fifth. The O'Neills (P & G) ranked third third, fourth, fifth and sixth. Magic Key (RCA) occupied eighth, 10th, ninth, sixth and seventh. Pepper Young's Family was steady.
starting at eighth, then held seventh for three months and dropped to eighth again. Betty and Bob (General Mills) were sixth, sixth, eighth, 12th and ninth. Just Plain Bill, starting 11th, rose to seventh, then 10th, ninth and ninth. Backstage Wife (Watkins) was 10th twice, 11th, eighth and 11th.

Procter & Gamble sponsored four of these 11 leading programs. No other sponsor had more than one in the list.

**OCTOBER 1937 TO APRIL 1938**

During the interval from October 1937 to April 1938, the C.A.B. analyzed 118 programs, as against 120 for the previous winter.

This decline in program numbers can partially be attributed to the fact that sponsors were now maintaining their programs for a longer period of time.

By program type, variety shows evidenced the highest evening ratings. Furthermore, variety, popular music and drama occupied more than half of the commercial network evening time.

Thirteen programs rated among the 10 leaders at some time during the seven months. Chase & Sanborn was easily first every month. Jack Benny ranked second all through the season, though his rating fluctuated much more widely. Kraft Music Hall-Bing Crosby held fourth place in October and November, then placed third thereafter. Lux Radio Theatre pulled up from seventh to sixth place for two months, then occupied fourth for the first four months of 1938. Town Hall-Fred Allen was 10th, seventh, ninth, eighth, 10th, ninth and finally fifth. Royal Gelatin Hour-Rudy Vallee was fourth, eighth, seventh, 10th, eighth, eighth, and sixth. Burns and Allen (General Foods) were eighth, ninth, eighth, fifth, ninth, fifth and seventh. Al Jolson (Rinso) started 11th in October and November, pulled up to 10th, then to ninth, fifth, sixth and finally eighth. Major Bowes, starting in third place in October and November, slumped to fourth in December, then to sixth, seventh, 11th and back up to ninth. Good News of 1938, a new show for Maxwell House, started in November, and though it started well, it did not make the first 10 until April when it finished the season in ninth place. Hollywood Hotel, in its last full season, placed 10th for three of the seven months and was 11th or 12th the rest of the time. Eddie Cantor was sixth, fifth, seventh, fifth, sixth, and finished 12th in April. Phil Baker began with ninth in October, and thereafter was 12th or 13th.

The median rating of the 60-minute evening shows trended steadily upward from June 1937 to April 1938. The median rating of the half-hour programs acted likewise, but not quite so substantially.

Programs that rated higher in the top income brackets than the average for all classes were: Your Hollywood Parade, Ford Sunday Evening Hour, General Motors Concert, Philadelphia Orchestra, Voice of Firestone, Chesterfield Presents Lawrence Tibbett, Vick's Open House, Hammerstein Music Hall, Chesterfield Presents, Song Shop, Zenith Foundation, Pontiac Varsity Show, Elizabeth Arden Presents Eddy Duchin, Boake Carter and Gen. Hugh S. Johnson.

Programs which appealed more to the lowest class than to all classes combined were: Major Bowes' Amateur Hour, Kate Smith Hour, National
Barn Dance, Gang Busters, Joe Penner, Pick and Pat in Pipe Smoking Time, Death Valley Days, True Story Court of Human Relations, Behind Prison Bars-Warden Lawes, Saturday Night Serenade, Husbands and Wives, Monday Night Show, Tommy Dorsey and His Swing Orchestra, Edgar A. Guest—"It Can Be Done," Alias Jimmy Valentine, Those We Love, Uncle Ezra's Radio Station, Lum and Abner, Vocal Varieties, and Arthur Godfrey. In the lowest income class, the Philadelphia Orchestra tell far below its over-all average.


The leading shows by days of the week were: Chase & Sanborn Program on Sunday; Lux Radio Theatre on Monday; Al Jolson on Tuesday; Eddie Cantor on Wednesday; Kraft Music Hall on Thursday; Hollywood Hotel on Friday; and Professor Quiz on Saturday.

Daytime: Ever Greater

The number of daytime programs for the period was nearly 50% higher than for the May-September period, and somewhat above the number for October 1936 to April 1937. The percentage of programs rating better than 5% was less than in the preceding year; but the percentage of programs rating between 3% and 4.9% increased tremendously.

The median of all daytime programs rose from 2.3% to 3.2%.
Drama and serial drama accounted for 62.8% of commercial network time, as compared with 47.8% for the preceding winter. This type of pro-
gram also had the highest average popularity rating, followed by one semi-classical program and two hymn programs. News and commentators, talks, and familiar music fared poorly.

Sixteen shows were required to complete the list of 10 leaders for each month of the seven. Guy Lombardo for Bond Bread (Sunday afternoon) was the leader for each month. Woman in White, a new program for Pillsbury’s flour, which was not broadcast until January, did extremely well, starting in fifth place, rising to fourth in February, and then holding second in March and April. Big Sister (Rinso) started in 10th place in October and November, fell to 12th, then jumped into third, sixth, fourth, and third again. Guiding Light (P&G) did not appear among the first 10 until February when it reached ninth; it was third in March, and finished fourth in April. Aunt Jenny’s Real Life Stories (Spry) arrived among the leaders in seventh spot in January, then ran 10th, eighth and fifth. Vic and Sade (P&G) on the NBC Red were among the leaders every month, ranking fifth, fourth, fourth, fifth, fourth, second, sixth and tied for sixth. Ma Perkins (P&G) on the Red also maintained a position higher than 10th in each month, running third, third, fourth, sixth, third, fourth and tied for sixth. Just Plain Bill (American Home Products) was ninth, eighth, 10th, 10th, 12th, 11th, and eighth. David Harum (Babbitt) was sixth, seventh three times, 11th, sixth and ninth. Magic Key of RCA also made the select list every month starting at fourth, then going to eighth, third, second, fifth, and 10th twice. Pepper Young’s Family (P&G) on the Red network ran eighth, sixth, 11th, ninth, eighth, eighth and 11th. Mickey Mouse Theatre of the Air, a new series for Pepsodent starting in January, made seventh place in February, but otherwise placed below 10th. Today’s Children (Pillsbury), which ran second in October, November and December, was taken off the air in January. The O’Neill’s (P&G) on the Red network were sixth in October, fifth in November and December, but 13th thereafter. Silver Theatre, sponsored by the International Silver Company, rose to eighth in December, then left the air. Kaltenmeyer’s Kindergarten (Quaker Oats) rose to ninth in December, then left the air.

Of these 16 programs, Procter & Gamble sponsored five, Pillsbury two (but not simultaneously), Lever Bros. two, and Bond Bread, American Home Products, Babbitt, RCA, Pepsodent, International Silver and Quaker Oats, one each.

Leaders by days of the week were: Guy Lombardo on Sunday; Today’s Children on Monday and Tuesday; The Woman in White on Wednesday; Ma Perkins (Red network) on Thursday; Today’s Children on Friday; and Kaltenmeyer’s Kindergarten on Saturday.

Daytime’s principal sponsors now had the following number of programs under their respective aegis: Procter & Gamble, 16; General Mills, 7; American Home Products, 6; Quaker Oats, 4; H. J. Heinz, 4; Colgate-Palmolive-Peet, 3; Leh & Fink, 3; Kellogg, 2; Lever Bros., 2; Ralston Purina, 2.

Meantime, from May 1937 to April 1938, the median rating of daytime programs rose considerably.

**MAY TO SEPTEMBER 1938**

The C.A.B. report for the period, May to September 1938 pointed out that variety shows as a type still ran well ahead in popularity.
this daylight saving time period they dropped but two points from the standard time period. Audience participation jumped into second place from fifth for the winter period. Serial drama moved into third place, and classical programs into fourth. Commentators and talks, and popular singers continued to rate poorly.

Variety shows, popular music, and commentators and talks accounted for more than 50% of commercial network time.

Compared with the preceding summer, the percentage of shows rating more than 20% rose from 3.3% to 5.0%; those rating between 10.0% and 19.9% rose from 15% to 25%; those rating between 5.0% and 9.9% were just about the same; while those rating less than 5.0% declined substantially from 40% of the total to 29%.

Seventeen programs appeared among the 10 leaders for one or more months of the five. Consistently first was Chase & Sanborn. Lux Radio Theatre was second in May, fourth in June, and then off the air until September when it placed second. Jack Benny was third in May, second in June, then off the air. Kraft Music Hall did well in all five months, running fourth, third, second, third, and third. Fred Allen was fifth in May and June, and then off the air. Al Jolson (Rinso) was sixth in May, ninth in June, and off the air. Major Bowes rose from seventh in May to sixth in June, then third in July, second in August, and fifth in September. Rudy Vallee was eighth, 10th, fourth, fifth and fourth. The Good News program was ninth in May, seventh in June, and then off until September, when it placed sixth. One Man's Family was 10th in May, slipped back to 11th in June, then placed fifth, fourth and eighth. Burns and Allen rose from 14th in May to eighth in June, sixth in July and then off the air. First Nighter was 15th in May, 13th in June, seventh in July and August, and off in September. Hit Parade appeared in 10th place in July, and was ninth in August. National Barn Dance was ninth in July, and eighth in August. Lone Ranger was 10th in August. Kay Kyser was eighth in July, and sixth in August. Hollywood Hotel returned in September in ninth place.

Programs which had above-average appeal for the upper income brackets were: Chase & Sanborn program, Lux Radio Theatre, Good News of 1938 (Maxwell House), Rudy Vallee, Cities Service Concert, Manhattan Merry-Go-Round (for Dr. Lyon's Toothpowder), Voice of Firestone, For Men Only (Vitalis), Hour of Charm (Spitalny Orchestra for General Electric), Contented Program (Carnation Milk), Cavalcade of America (du Pont), and Lowell Thomas (Sun Oil).

Programs appealing least to the higher economic groups included: Eddie Cantor (Camel Cigarettes), National Barn Dance (Alka-Seltzer), Lone Ranger (Gordon Bakeries), Death Valley Days (Pacific Coast Borax), Irene Rich (Welch Grape Juice), Model Minstrels (Pick and Pat for Model Tobacco), Lum and Abner (Postum), Alias Jimmy Valentine (Edgeworth Tobacco), and It Can Be Done (Edgar Guest for Household Finance).

Two programs appealed more to the lowest income class than any other economic stratum. They were: Kate Smith's Bandwagon (General Foods), and Big Town (Rinso).
Daytime

During this May to September 1938 interval, the number of daytime programs was 73, as compared with 96 for the preceding standard time period, and 67 during the summer of 1937.

Meantime a truly remarkable rise in ratings had taken place—28.8% of the programs rated better than 5%, compared with 18.7% for the standard time period, and 10.4% for the summer of 1937. Programs rating between 3.0% and 4.9% accounted for 35.6% of the total, compared with 34.4% for the standard time period, and 16.4% for the preceding summer. Programs rating between 1.0% and 2.9% accounted for 27.4% of the total, as against 38.5% during the standard time period, and 53.8% the previous summer. Finally, programs rating less than 1% made up only 8.2% of the total, compared with 8.3% during the standard time period, and 19.4% in the previous summer.

By this time drama and serial drama virtually monopolized the daytime hours, taking 81.3% of the commercial time. In average popularity, the drama type was preceded only by one popular music program. It was followed closely by four hymn programs. Talks and familiar music continued to rate low, though there were still as many as 11 talks under sponsorship.

Sixteen programs got into the leading 10 list at some time during this period. Guy Lombardo (Bond Bread) was first in May, June and July, and not on the air in August and September. Big Sister (Rinso) was second in May, then fifth, second, second and third. Magic Key (RCA) fluctuated widely from third in May and June to 29th, then back to 14th, and back once more to 10th. Aunt Jenny's Real Life Stories (Spry) was third in May, then out of the ranking list until August and September when the series took 10th. Ma Perkins (Procter & Gamble) started fifth, then held second, fourth, second and third. The Goldbergs (Procter & Gamble) were sixth in May and ninth in September, but otherwise out of the list. The O'Neill's (Procter & Gamble) started with a tie for sixth in May and June, thence progressing to third, sixth and seventh. Vic and Sade (Procter & Gamble) were sixth in May via the NBC Red, but did not maintain this position after a switch to the Blue. Guiding Light (Procter & Gamble) was ninth in May, eighth in June, fourth in July, and first in August and September. Pretty Kitty Kelly (Continental Baking) was 10th in May, eighth in June, out of the list for two months, and back again in September in 10th place. The Woman in White (Pillsbury) was 11th in May, progressed to third in June, then ranked eighth twice, and fifth once. Pepper Young's Family (Procter & Gamble) was tied for 11th in May, then placed sixth, fourth, second, and fifth. David Harum (Bab-bitt) was eighth in June, ninth in July, 10th in September. Hilltop House (Palmolive) hit ninth in July, seventh in August, and eighth in September. Our Gal Sunday (American Home Products) was ninth in August. Story of Mary Marlin (Procter & Gamble) was seventh in July, and second in August and September.

Leading daytime sponsors at this time were: Procter & Gamble (9 programs); American Home Products (6); General Mills (5); Sterling Products (4); Colgate-Palmolive-Peet (3); Quaker Oats (3).
DISCUSSION OF CERTAIN PHASES OF C.A.B. TECHNIQUE

The C.A.B. has ever been on the alert to improve its technique in the interests of speed, accuracy, and better presentation of results.

During nearly 10 years of existence, countless changes of major or minor nature have been made.

One of the most important innovations was the elimination of the frequent criticism leveled against all telephone surveys—namely, that random calling does not give a true cross-section of listening habits and program preferences by income brackets. To eradicate this drawback, the C.A.B. spent a considerable amount of time and money in tests anent this problem.

Upper vs. Lower Income Groups

At an early point in network program history, the difference in program taste between the upper and lower economic strata was recognized. (For a number of years, however, this difference was insignificant, inasmuch as only the wealthy, or moderately wealthy, could afford to own radio sets.)

Chart I indicates the divergence in popularity of radio programs between higher and lower income groups in 1937.

Phone Subscribers vs. Non-Subscribers

Since there are roughly but half as many telephone homes in the U. S. as there are radio homes, it naturally follows that there is a concentration of telephones in the upper income groups, though radio ownership penetrates deeply through all classes. Thus, as may be seen from Chart II, nearly all families in the top class have telephones, while in the lower classes less than half the homes are so equipped. Hence, if an investigator selects calls at random from a phone book, an unduly high proportion of families in the top group will be reached. This, of course, would inflate the ratings of programs exhibiting an unusual appeal to the A and B income groups; and conversely, it would deflate the ratings of programs appealing predominantly to the lower groups.

Chart III illustrates the distribution of radio sets by income classes, and further serves to indicate the disproportion resulting from checking program preferences by random calls.

Homogeneity of Taste by Classes

It is obvious that some method of properly weighting or distributing calls for income groups was mandatory, and to this necessity the C.A.B. next turned its attention. But before reaching final solution of the problem, it was necessary to find out whether, within an income group, phone-owners and non-owners had identical program tastes. As may be seen from Chart IV, the phone owners are truly representative of all families within each respective income group.

With these facts established, it was a simple matter for trained investigators to apportion their work among economic levels in accordance with set ownership. The C.A.B. sample is an adequate, properly weighted sample.
CHART I
DIVERGENCE OF PROGRAM RATINGS
IN UPPER & LOWER INCOME GROUPS

UPPER SECTOR OF CHART=A,B,C GROUPS
LOWER SECTOR OF CHART=D&E GROUPS

(From a C. A. B. Study in 1937)
CHART II
PERCENTAGE OF SET-OWNERS HAVING TELEPHONES
[BY INCOME CLASS]
[BASED ON ONE TYPICAL EASTERN CITY]

A 99%
B 90%
C 75%
D 56%
E 28%
CHART III
OWNERSHIP OF RADIO SETS
BY INCOME CLASSES

[BASED ON A STUDY CONDUCTED IN 1937]

TOTAL = 100%

A 5.3%
B 10.1%
C 26.7%
D 47.2%
E 10.7%
CHART IV
RELATIONSHIP OF PROGRAM RATINGS:
TOTAL D&E FAMILIES AND D&E'S WITH TELEPHONES

NOTE EXTREMELY CLOSE CORRELATION BETWEEN
TOTAL FAMILIES (UPPER SECTOR OF CHART) AND
PHONE-OWNERS (LOWER SECTOR OF CHART)

(From a C. A. B. Study in 1937)
## TWENTY-FIVE LEADING EVENING PROGRAMS
### OCTOBER 1938—APRIL 1939
#### FROM COOPERATIVE ANALYSIS OF BROADCASTING RECORDS

<table>
<thead>
<tr>
<th>Rank.</th>
<th>Average</th>
<th>High Month Rating</th>
<th>Low Month Rating</th>
<th>Months on air during period</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Chase &amp; Sanborn</td>
<td>.423</td>
<td>Jan. 46.8</td>
<td>Apr. 37.9</td>
</tr>
<tr>
<td>2.</td>
<td>Jack Benny (Jell-O)</td>
<td>.357</td>
<td>Jan. 43.1</td>
<td>Apr. 30.6</td>
</tr>
<tr>
<td>3.</td>
<td>Lux Radio Theatre</td>
<td>.282</td>
<td>Mar. 32.5</td>
<td>Apr. 25.9</td>
</tr>
<tr>
<td>4.</td>
<td>Kraft Music Hall (Bing Crosby)</td>
<td>.264</td>
<td>Feb. 29.1</td>
<td>Oct. 23.8</td>
</tr>
<tr>
<td>5.</td>
<td>Major Bowes (Chrysler)</td>
<td>.212</td>
<td>Mar. 23.1</td>
<td>Oct. 17.9</td>
</tr>
<tr>
<td>6.</td>
<td>Town Hall Tonight (Fred Allen)</td>
<td>.207</td>
<td>Feb. 25.3</td>
<td>Apr. 16.9</td>
</tr>
<tr>
<td>7.</td>
<td>Burns &amp; Allen (Chesterfield)</td>
<td>.206</td>
<td>Mar. 21.6</td>
<td>Apr. 19.0</td>
</tr>
<tr>
<td>8.</td>
<td>Good News (Metro-Maxwell)</td>
<td>.205</td>
<td>Feb. 23.4</td>
<td>Dec. 18.3</td>
</tr>
<tr>
<td>9.</td>
<td>Rudy Vallee (Standard Brands)</td>
<td>.203</td>
<td>Nov. 22.4</td>
<td>Apr. 17.1</td>
</tr>
<tr>
<td>10.</td>
<td>Big Town (Edw. G. Robinson)</td>
<td>.202</td>
<td>Feb. 22.5</td>
<td>Oct. 16.5</td>
</tr>
<tr>
<td>11.</td>
<td>Al Jolson (Rinso)</td>
<td>.202</td>
<td>Nov. 21.2</td>
<td>Apr. 14.3</td>
</tr>
<tr>
<td>12.</td>
<td>Eddie Cantor (Camel)</td>
<td>.201</td>
<td>Mar. 21.6</td>
<td>Apr. 18.8</td>
</tr>
<tr>
<td>13.</td>
<td>Kate Smith Hour (Gen. Foods)</td>
<td>.199</td>
<td>Mar. 23.5</td>
<td>Dec. 16.5</td>
</tr>
<tr>
<td>14.</td>
<td>Campbell Playhouse</td>
<td>.191</td>
<td>Jan. 20.2</td>
<td>Apr. 17.8</td>
</tr>
<tr>
<td>15.</td>
<td>Fibber McGee &amp; Co. (Johnson)</td>
<td>.184</td>
<td>Feb. 20.5</td>
<td>Nov. 16.9</td>
</tr>
<tr>
<td>16.</td>
<td>Kay Kyser (Lucky Strike)</td>
<td>.182</td>
<td>Feb. 23.2</td>
<td>Oct. 13.0</td>
</tr>
<tr>
<td>17.</td>
<td>One Man's Family (Stan. Brands)</td>
<td>.172</td>
<td>Dec. 18.2</td>
<td>Nov. 14.9</td>
</tr>
<tr>
<td>18.</td>
<td>Gang Busters (Colgate)</td>
<td>.170</td>
<td>Dec. 18.3</td>
<td>Oct. 15.0</td>
</tr>
<tr>
<td>21.</td>
<td>First Nighter (Campana)</td>
<td>.155</td>
<td>Feb. 16.4</td>
<td>Oct. 13.2</td>
</tr>
<tr>
<td>22.</td>
<td>Prof. Quiz (Noxzema)</td>
<td>.152</td>
<td>Feb. 17.0</td>
<td>Oct. 12.2</td>
</tr>
<tr>
<td>23.</td>
<td>Pepsodent Program (Bob Hope)</td>
<td>.144</td>
<td>Oct. 15.4</td>
<td>Mar. 11.2</td>
</tr>
<tr>
<td>24.</td>
<td>Pick &amp; Pat (U. S. Tobacco)</td>
<td>.136</td>
<td>Mar. 16.3</td>
<td>Oct. 11.6</td>
</tr>
<tr>
<td>25.</td>
<td>Your Hit Parade (Lucky Strike)</td>
<td>.132</td>
<td>Mar. 14.2</td>
<td>Oct. 11.5</td>
</tr>
<tr>
<td>26.</td>
<td>Joe Penner (Gen. Foods)</td>
<td>.132</td>
<td>Jan. 15.9</td>
<td>Oct. 11.9</td>
</tr>
</tbody>
</table>

## TEN LEADING DAYTIME PROGRAMS
### OCTOBER 1938—APRIL 1939
#### FROM COOPERATIVE ANALYSIS OF BROADCASTING RECORDS

<table>
<thead>
<tr>
<th>Rank.</th>
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<th>Low Month Rating</th>
<th>Months on air during period</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Ben Bernie (Am. Tobacco)</td>
<td>.8.6</td>
<td>Mar. 10.1</td>
<td>Nov. 7.1</td>
</tr>
<tr>
<td>2.</td>
<td>Guiding Light (P&amp;G)</td>
<td>.8.0</td>
<td>Mar. 9.1</td>
<td>Oct. 7.1</td>
</tr>
<tr>
<td>3.</td>
<td>Ma Perkins (Red) (P&amp;G)</td>
<td>.7.8</td>
<td>Mar. 10.3</td>
<td>Oct. 6.8</td>
</tr>
<tr>
<td>4.</td>
<td>Magic Key of RCA</td>
<td>.7.7</td>
<td>Jan. 9.3</td>
<td>Apr. 6.5</td>
</tr>
<tr>
<td>5.</td>
<td>Pepper Young (Red) (P&amp;G)</td>
<td>.7.5</td>
<td>Mar. 8.4</td>
<td>Oct. 6.4</td>
</tr>
<tr>
<td>6.</td>
<td>Mary Marlin (P&amp;G)</td>
<td>.7.2</td>
<td>Mar. 8.1</td>
<td>Oct. 6.3</td>
</tr>
<tr>
<td>7.</td>
<td>Woman in White (Pillsbury)</td>
<td>.6.8</td>
<td>Oct. 7.2</td>
<td>Feb. 6.6</td>
</tr>
<tr>
<td>8.</td>
<td>Big Sister (Rinso)</td>
<td>.6.5</td>
<td>Mar. 7.3</td>
<td>Oct. 6.1</td>
</tr>
<tr>
<td>9.</td>
<td>Goldbergs (P&amp;G)</td>
<td>.6.1</td>
<td>Apr. 7.3</td>
<td>Oct. 5.3</td>
</tr>
<tr>
<td>9.</td>
<td>Stella Dallas (Phillips Chem.)</td>
<td>.6.1</td>
<td>Mar. 7.5</td>
<td>Oct. 4.6</td>
</tr>
</tbody>
</table>

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THE 10 LEADING EVENING PROGRAMS
SINCE MARCH, 1930

(Set Owners—100%)

Only one of the first 10 programs included in the original C.A.B. ranking list (March, 1930), has stayed in the select group unfailingly. That one is Rudy Vallee. Of the present (1939) leading programs, exclusive of Vallee, Jack Benny and Fred Allen can be traced back as far as 1934 when they first attained a position among the leaders. Chase & Sanborn had a program among the leaders as far back as 1931, and subsequently has been in and out of the ranking list with various programs. During the past two years, the Chase & Sanborn offering has topped all other programs in popularity.

MARCH 1930—FEBRUARY 1931

1. Amos 'n' Andy (Pepsodent) ........................................ 37%
2. Rudy Vallee (Fleischmann) ........................................ 26%
3. Collier's (drama) (9 months) ..................................... 20%
4. Lucky Strike (Sat. program) (Rolfe Orch.) .................. 19%
4. General Motors (musical) ........................................... 19%
6. General Electric (Floyd Gibbons) ............................... 18%
7. RCA Victor (Shilkret band; guests) ............................ 17%
7. Atwater Kent (musical) ............................................. 17%
9. Camel Hour (8 months) (Reginald Werrenrath; Previn Orch.; guests) ............................. 16%
9. Cities Service (Jessica Dragonette) ........................... 16%
(Evening Leaders—Continued)

MARCH 1931—FEBRUARY 1932

1. Amos 'n' Andy (Pepsodent) ........................................... 33%
2. Lucky Strike (B. A. Rolfe Orch.) ........................................ 19%
3. Chase & Sanborn (Cantor; Rubinoff) ................................. 18%
4. Rudy Vallee (Fleischmann) .............................................. 16%
5. Palmolive Hour (musical) ............................................... 13%
6. True Story (drama) ...................................................... 12%
7. Blackstone (Crumit-Sanderson) ........................................ 12%
8. Interwoven (Jones and Hare) ......................................... 12%
9. Goodyear ................................................................. 11%
10. Camel (Downey-Wons-Renard) ........................................ 10%

MARCH 1932—FEBRUARY 1933

1. Chase & Sanborn (Cantor; Rubinoff) ................................ 22%
2. Amos 'n' Andy (Pepsodent) ........................................... 20%
3. Capt. Henry's Maxwell House Show Boat ............................ 19%
4. Ed Wynn (Texaco) ...................................................... 18%
5. Big Six of the Air (Al Jolson for Chevrolet) ....................... 17%
6. Lucky Strike (Jack Pearl) ............................................... 17%
7. Rudy Vallee (Fleischmann) ............................................ 16%
8. Sherlock Holmes (G. Washington Coffee) .......................... 13%
9. Myrt & Marge (Wrigley) .............................................. 13%
10. Sinclair Wiener Minstrels .............................................. 13%
### March 1933—February 1934

1. **Lucky Strike Hour** (Walter O'Keefe; drama, etc.)  25%
2. **Ed Wynn** (Texaco)  25%
3. **Chase & Sanborn** (Cantor; Rubinoff)  25%
4. **Capt. Henry's Maxwell House Show Boat**  24%
5. **Lucky Strike** (Jack Pearl)  23%
6. **Rudy Vallee** (Fleischmann)  22%
7. **Ben Bernie** (Pabst Blue Ribbon)  18%
8. **Amos 'n' Andy** (Pepsodent)  18%
9. **White Owl** (Burns & Allen)  18%
10. **Al Jolson-Paul Whiteman** (Kraft-Phenix)  17%

### March 1934—February 1935

1. **Capt. Henry's Maxwell House Show Boat**  24%
2. **Rudy Vallee** (Fleischmann)  21%
3. **Baker's Broadcast** (Penner; Hilliard; Nelson)  19%
4. **Chase & Sanborn** (Cantor; Rubinoff)  18%
5. **Texaco** (Ed Wynn)  18%
6. **Jack Benny** (General Tire; Jell-O)  17%
7. **Palmolive Beauty Box Theatre** (operettas)  16%
8. **Town Hall** (Fred Allen for Bristol-Myers)  15%
9. **Amos 'n' Andy** (Pepsodent)  15%
10. **Ben Bernie** (Pabst Blue Ribbon)  14%
(Evening Leaders—Continued)

MARCH 1935—SEPTEMBER 1935

1. Jack Benny (Jell-O) ........................................ 23%
2. Eddie Cantor (Pebeco) ................................. 22%
2. Major Bowes Amateur Hour (Chase & Sanborn) .... 22%
4. Capt. Henry’s Maxwell House Show Boat ............ 19%
5. Rudy Vallee (Fleischmann) ............................. 18%
6. Baker’s Broadcast (Penner; Hilliard; Nelson) .... 17%
7. Town Hall Tonight (Fred Allen) ....................... 16%
8. Ed Wynn (Texaco) ........................................ 15%
9. Palmolive Beauty Box Theatre (operettas) .......... 14%
10. Ben Bernie (Pabst Blue Ribbon) ..................... 13%

OCTOBER 1935—APRIL 1936

1. Major Bowes Amateur Hour (Chase & Sanborn) ...... 37%
2. Jack Benny (Jell-O) ....................................... 26%
3. Rudy Vallee (Fleischmann) ............................. 22%
4. Maxwell House Show Boat ............................... 20%
5. Town Hall Tonight (Fred Allen) ....................... 19%
5. Burns & Allen (Campbell Soup) ...................... 19%
7. Bing Crosby (Woodbury) ............................... 18%
8. Hollywood Hotel (Campbell Soup) .................... 17%
9. Baker’s Broadcast (Bob Ripley; Hilliard; Nelson) .. 16%
10. Eddie Cantor (Pebeco) .................................. 15%
### (Evening Leaders—Continued)

#### MAY 1936—SEPTEMBER 1936

1. Major Bowes Amateur Hour (Chase & Sanborn) ... 28%
2. Jack Benny (Jell-O) ...................................... 19%
3. Baker's Broadcast (Ripley; Hilliard; Nelson) ....... 17%
3. Maxwell House Show Boat ................................ 17%
5. Fred Astaire (Packard) ................................... 16%
6. Lux Radio Theatre .......................................... 15%
6. Town Hall Tonight (Fred Allen) ......................... 15%
6. Rudy Vallee (Fleischmann) .............................. 15%
9. Bing Crosby (Kraft-Phenix) ............................ 14%
9. Burns & Allen (Campbell Soup) ....................... 14%

#### OCTOBER 1936—APRIL 1937

1. Jack Benny (Jell-O) ....................................... 33%
2. Eddie Cantor (Texaco) .................................... 25%
3. Major Bowes Amateur Hour (Chrysler) ............... 23%
3. Lux Radio Theatre ........................................ 23%
5. Burns & Allen (Campbell Soup) ....................... 22%
5. Town Hall Tonight (Fred Allen) ....................... 22%
7. Chase & Sanborn Good Will Court (A. L. Alexander) 21%
8. Hollywood Hotel (Campbell Soup) .................... 20%
9. Rudy Vallee (Royal Gelatin) ......................... 19%
9. Kraft Music Hall (Bing Crosby) ...................... 19%
(Evening Leaders—Continued)

MAY 1937—SEPTEMBER 1937

1. Jack Benny (Jell-O) ........................................ 24%
2. Major Bowes Amateur Hour (Chrysler) .................. 22%
3. Lux Radio Theatre ........................................ 21%
4. Chase & Sanborn Program (Don Ameche; Edgar Bergen; Dorothy Lamour, etc.) .................. 19%
5. Eddie Cantor (Texaco) ..................................... 17%
6. Town Hall Tonight (Fred Allen) .......................... 16%
7. Kraft Music Hall (Bing Crosby; Bob Burns, etc.) .... 16%
8. Rudy Vallee (Royal Gelatin) .............................. 15%
9. Burns & Allen (Grapenuts) .............................. 15%
10. Hollywood Hotel (Campbell Soup) ..................... 14%

OCTOBER 1937—APRIL 1938

1. Chase & Sanborn Program ................................ 40%
2. Jack Benny (Jell-O) ....................................... 36%
3. Kraft Music Hall (Crosby; Burns, etc.) .............. 28%
4. Lux Radio Theatre ........................................ 26%
5. Eddie Cantor (Texaco) .................................... 25%
6. Burns & Allen (Grapenuts) ............................. 23%
7. Major Bowes Amateur Hour (Chrysler) ............... 23%
8. Rudy Vallee (Royal Gelatin) ........................... 23%
9. Town Hall Tonight (Fred Allen) ....................... 23%
10. Al Jolson (Rinso) ........................................ 21%
(Evening Leaders—Continued)

MAY 1938—SEPTEMBER 1938

1. Chase & Sanborn Program ........................................ 33%
2. Jack Benny (Jell-O) ............................................... 29%
3. Lux Radio Theatre ............................................... 28%
4. Town Hall Tonight (Fred Allen) ............................... 23%
5. Kraft Music Hall ................................................ 22%
6. Major Bowes Amateur Hour (Chrysler) .................. 20%
7. Good News of 1938 (Maxwell House) .................... 19%
8. Al Jolson (Rinso) ............................................... 19%
9. Rudy Vallee (Royal Desserts; Fleischmann's) ............ 17%
10. One Man's Family (Tender Leaf Tea) ..................... 16%

OCTOBER 1938—APRIL 1939

1. Chase & Sanborn .................................................. 42%
2. Jack Benny (Jell-O) ............................................... 36%
3. Lux Radio Theatre ............................................... 28%
4. Kraft Music Hall (Bing Crosby) ......................... 26%
5. Major Bowes Amateur Hour (Chrysler) ................. 21%
6. Town Hall Tonight (Fred Allen) ............................ 21%
7. Burns & Allen (Chesterfield) ................................. 21%
8. Good News (Metro-Maxwell) .................................. 20%
9. Rudy Vallee (Standard Brands) ......................... 20%
10. Big Town (Edw. G. Robinson) (Rinso) ................. 20%
THE FIVE LEADING DAYTIME PROGRAMS

SINCE MARCH, 1930

(Set Owners = 100%)

It should be noted that list below includes only commercial programs. In the early days of network daytime broadcasting, however, the daytime commercials were not as prevalent as today, and consequently were often out-pointed by sustaining programs. Such programs as "Cheerio," "National Farm and Home Hour" and the "Metropolitan Opera" broadcasts (in sustaining years) sometimes attained ratings high enough to out-rank the commercial list. Such instances, however, are not included here.

Attention is hereby again called to the fact that this material is fully copyrighted, and that no reproduction whatsoever may be made either wholly or in part.

MARCH 1930—FEBRUARY 1931

1. Aunt Jemima (Quaker Oats) .................. 5.9%
2. Davey Tree Hour ................................. 5.5%
3. Early Birds (Gene & Glenn for Quaker Oats) ....... 3.8%
4. Radio Homemaker's Club (participating) ........ 2.9%
5. Household Institute (participating) ............ 1.5%
(Daytime Leaders—Continued)

**MARCH 1931—FEBRUARY 1932**

1. Early Birds (Gene & Glenn for Quaker Oats) ..... 7.9%
2. Little Orphan Annie (Ovaltine) .................. 5.5%
3. Bond Bread (Crumit-Sanderson) .................. 4.1%
4. Raising Junior (Wheatena) ....................... 3.9%
5. Quaker Man (Phil Cook for Quaker Oats) ....... 3.8%

**MARCH 1932—FEBRUARY 1933**

1. Little Orphan Annie (Ovaltine) .................. 6.1%
2. Skippy (General Mills-Wheaties) ................ 4.7%
3. Blue Coal Radio Review ........................... 4.4%
4. Clara, Lu and Em (Super Suds) .................. 4.3%
5. Bond Bread (Crumit-Sanderson) .................. 3.1%

**MARCH 1933—FEBRUARY 1934**

1. Metropolitan Opera (Lucky Strike) .......... 13.3%
2. Little Orphan Annie (Ovaltine) ................ 5.7%
3. Skippy (General Mills-Wheaties) .............. 4.5%
4. Betty and Bob (General Mills-Bisquick) ...... 4.4%
5. Lady Esther (Wayne King Orch.) .............. 4.4%

**MARCH 1934—FEBRUARY 1935**

1. Metropolitan Opera (Listerine) .......... 13.0%
2. Lux Radio Theatre ............................... 7.6%
3. Lady Esther Serenade (Wayne King) ........... 5.5%
4. Roses and Drums (Union Central Life) ....... 5.4%
5. Betty and Bob (General Mills-Bisquick) ...... 4.9%
(Daytime Leaders—Continued)

MARCH 1935—SEPTEMBER 1935

1. Lux Radio Theatre ................................................. 9.1%
2. Today's Children (Pillsbury) .................................... 5.2%
3. Roses and Drums (Union Central Life) ...................... 5.1%
4. Story of Mary Marlin (Kleenex) ............................. 5.1%
5. Betty and Bob (General Mills-Bisquick) .................. 4.8%
6. Voice of Experience (Wasey Products) .................... 4.8%

OCTOBER 1935—APRIL 1936

1. Bond Bread (Crumit-Sanderson) .............................. 7.3%
2. Today's Children (Pillsbury) ................................. 7.0%
3. Magic Key of RCA ............................................. 6.0%
4. Roses and Drums (Union Central Life) .................... 5.8%
5. Story of Mary Marlin (Kleenex) ............................ 5.6%

MAY 1936—SEPTEMBER 1936

1. Today's Children (Pillsbury) ................................. 7.1%
2. Story of Mary Marlin (Kleenex) ............................. 5.6%
3. Ma Perkins (Procter & Gamble-Oxydol) .................. 5.4%
4. Betty and Bob (General Mills-Bisquick) .................. 5.1%
5. Vic and Sade (Procter & Gamble-Crisco) ................. 5.0%

OCTOBER 1936—APRIL 1937

1. Metropolitan Opera (RCA) ..................................... 11.2%
2. Today's Children (Pillsbury) ................................. 9.1%
3. David Harum (B. T. Babbitt) ............................... 7.5%
4. Magic Key of RCA ............................................ 7.4%
5. Kaltenmeyer's Kindergarten (Quaker Oats) ............. 7.3%
(Daytime Leaders—Continued)

MAY 1937—SEPTEMBER 1937

1. Today's Children (Pillsbury) ........................................... 7.4%
2. David Harum (B. T. Babbitt) ........................................... 6.4%
3. Ma Perkins (Procter & Gamble-Oxydol) ........................... 6.2%
4. Vic and Sade (Procter & Gamble-Crisco) .......................... 5.9%
5. The O'Neills (Procter & Gamble-Ivory) ........................... 5.9%

OCTOBER 1937—APRIL 1938

1. Guy Lombardo (Bond Bread) ............................................ 10.5%
2. Today's Children (Pillsbury) ........................................... 7.8%
3. Woman in White (Pillsbury) ............................................ 7.8%
4. Ma Perkins (Procter & Gamble-Oxydol) ........................... 7.3%
5. Vic and Sade (Procter & Gamble-Crisco) .......................... 7.0%
5. Big Sister (Lever Bros.) ................................................. 7.0%

MAY 1938—SEPTEMBER 1938

1. Guy Lombardo (Bond Bread) ............................................ 8.9%
2. Big Sister (Lever Bros.-Rinso) ........................................ 6.6%
3. Ma Perkins (Procter & Gamble-Oxydol) ........................... 6.5%
3. Guiding Light (Procter & Gamble-White Naptha) ............... 6.5%
5. The O'Neills (Procter & Gamble-Ivory) ........................... 6.3%
5. Pepper Young's Family (Procter & Gamble-Camay) ............. 6.3%

OCTOBER 1938—APRIL 1939

1. Ben Bernie (American Tobacco Co.) ............................... 8.6%
2. Guiding Light (Procter & Gamble) .................................. 8.0%
3. Ma Perkins (Procter & Gamble) ..................................... 7.8%
4. Magic Key of RCA ....................................................... 7.7%
5. Pepper Young (Red) (Procter & Gamble) .......................... 7.5%
C.A.B. SPECIAL EVENTS RATINGS

The Cooperative Analysis of Broadcasting, as a by-product of its regular work, compiles from time to time ratings of events of special or timely interest to the public. The ratings of a few of these special or outstanding events are listed here. Not all were rated, inasmuch as many occurred on days when the C.A.B. was not conducting its regular investigations. Thus approximately one-half of these events are rated.

Ratings of professional baseball games cover only the cities where the games were broadcast. Ratings were made for play-by-play broadcasts and not for resumes or digests. *Note that the all-New York World's Series in 1937 did not have nearly the nation-wide interest of the 1938 Series.*

*Note also the steadily rising interest in football broadcasts as the 1938 season progressed to the climactic games.*

**SPEECHES**

**CAMPAIGN**

Governor Landon’s Acceptance Speech, July 23, 1936 ............... 28.5
President Roosevelt, Oct. 10, 1936 .................................. 24.6
President Roosevelt, Oct. 21, 1936 .................................. 24.4
Governor Landon, Oct. 27, 1936 .................................. 16.7
Governor Landon, Oct. 9, 1936 .................................. 14.9
Governor Landon, Oct. 15, 1936 .................................. 14.2
Governor Landon, Oct. 26, 1936 .................................. 13.3
Governor Landon, Sept. 22, 1936 .................................. 12.2
President Roosevelt, Oct. 23, 1936 .................................. 11.1
Governor Landon, Oct. 12, 1936 .................................. 10.8
Governor Landon, Sept. 26, 1936 .................................. 10.7
Governor Landon, Sept. 24, 1936 .................................. 10.3
Governor Landon, Oct. 24, 1936 .................................. 9.1

**OTHER**

King Edward’s Valedictory, Dec. 11, 1936 ......................... 45.0
President Roosevelt—Jackson Day Dinner, Jan. 8, 1936 .......... 32.6
President Roosevelt—Fireside Chat—March 9, 1937 .......... 30.1
President Roosevelt—Human Needs Program, Oct. 24, 1935 .... 27.0
President Roosevelt—Nov. 4, 1938 ............................. 23.3
Alfred E. Smith—Liberty League, Jan. 25, 1936 ............. 23.0
Keynote Speech—Democratic National Convention, June 23, 1936 ... 22.7
Republican National Convention, June 9, 1936 ............. 20.8
President Roosevelt—Victory Dinner, March 4, 1937 .... 19.4
Joseph T. Robinson, Jan. 28, 1936 .................................. 19.4
President Roosevelt—Testimonial Dinner to Postmaster-General Farley, Feb. 15, 1937 ........ 17.2

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SPECIAL EVENTS RATINGS—Continued

President Roosevelt—Armistice Day, Nov. 11, 1935 ............. 17.0
President Roosevelt—Jackson Day Speech, Jan. 7, 1939 ........ 16.7
President Roosevelt—Opening of Congress, Jan. 4, 1939 ....... 16.3
Father Coughlin, Dec. 8, 1935 .................................. 15.4
Alfred E. Smith, Oct. 22, 1936 ................................... 14.9
Father Coughlin, Nov. 24, 1935 .................................. 14.7
150th Anniversary of Joint Session of Congress, March 4, 1939 14.1

{ President Roosevelt
  Chief Justice Hughes
  Senator Pittman
  Speaker Bankhead }

Alfred E. Smith, Oct. 8, 1936 ................................... 13.1
Father Coughlin, Nov. 10, 1935 .................................. 11.6
Duke of Windsor, May 8, 1939 ................................... 10.1
President Roosevelt—Chicago Stockyards, Dec. 9, 1935 .......... 9.8
Alfred E. Smith, Oct. 24, 1936 ................................... 9.6
Human Needs Program, Nov. 6, 1935 ............................. 8.1

{ Thomas S. Lamont
  Dr. Robert A. Millikan
  Canon Anson Phelps Stokes
  Edward L. Ryerson }

Herbert Hoover—Human Needs Program, Nov. 12, 1935 .......... 7.6
The Voice of Governors, Speeches by Six Governors,
  Sponsored by Democratic National Party, July 28, 1936 ....... 7.4
President Roosevelt at Notre Dame University, Dec. 9, 1935 .... 6.9
Secretary Harold Ickes, Oct. 9, 1936 .............................. 5.6
President Roosevelt (10:30 A.M.) July 8, 1938 ............... 5.5
Alfred M. Landon, July 6, 1938 ................................... 3.4
President Roosevelt (4:45 P.M.) July 8, 1938 .................... 2.6

SPORTS

BASEBALL

World Series, 4 Games—Oct. 5-9, 1938 ......................... Average 33.2
World Series, 4 Games—Oct. 6-9, 1937 ......................... Average 25.3
All-Star Baseball Game, July 7, 1937 ............................ 18.2
All-Star Baseball Game, July 6, 1938 ............................ 17.8
Play-by-Play Description, Regular Season Games, May-
  August, 1938 .................................................. Average 17.8

{ May—17.4
  June—16.0
  July—18.0
  August—19.6

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SPECIAL EVENTS RATINGS—Continued

BOXING

Louis-Schmeling Fight, June 22, 1938 .................................. 63.6
Schmeling-Louis Fight, June 19, 1936 .................................. 57.6
Braddock-Louis Fight, June 22, 1937 .................................. 57.6
Louis-Farr Fight, Aug. 30, 1937 ...................................... 56.9
Braddock-Farr Fight, Jan. 22, 1938 ................................. 35.9

FOOTBALL

Play-by-Play Descriptions—Season October to December 1938

Average 35.0

\[
\begin{align*}
\text{Oct. 1} & \quad 24.3 \\
\text{Oct. 8} & \quad 26.2 \\
\text{Oct. 22} & \quad 34.8 \\
\text{Nov. 5} & \quad 38.1 \\
\text{Nov. 19} & \quad 42.4 \\
\text{Dec. 3} & \quad 44.0 \\
\end{align*}
\]

Play-by-Play Descriptions—Season October to November 1935

Average 15.9

\[
\begin{align*}
\text{Oct. 5} & \quad 4.6 \\
\text{Oct. 19} & \quad 19.8 \\
\text{Nov. 9} & \quad 20.7 \\
\text{Nov. 23} & \quad 18.5 \\
\end{align*}
\]

OTHER

Kentucky Derby, May 7, 1938 .......................................... 16.6
Kentucky Derby, May 8, 1937 .......................................... 14.0
Kentucky Derby, May 6, 1939 .......................................... 13.4
Metropolitan Open Golf Tournament, Jan. 11, 1936 ........... 9.0

GENERAL

News Broadcasts—Day before Munich Conference, Sept. 28, 1938 ................................................................. 16.7
(Note: One out of six programs heard was a news broadcast.)
Ceremonies at Election of Pope Pius XII, March 2, 1939 .... 11.0
Will Rogers Memorial Broadcast, Nov. 23, 1935 ............. 7.9
Harvard Tercentenary, Nov. 8, 1935 ............................... 6.2
Gershwin Memorial Concert, July 10, 1938 ........................ 3.6
Departure of the China Clipper, Nov. 22, 1935 ............... 2.4
### Evening Winter Compared by Ratings Pertain to the Interval From

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<tr>
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<td>7.3-19.6</td>
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<td>6.9-22.4</td>
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<td>Comedy</td>
<td>7.1-14.2</td>
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<td>13</td>
<td>Drama</td>
<td>3.7-25.7</td>
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<td>2.0-14.0</td>
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<td>Audience Participation</td>
<td>1.8-23.2</td>
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<td>Musical Revue</td>
<td>LT:12.1</td>
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<td>2.2-13.0</td>
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<td>Talk</td>
<td>1.8-6.2</td>
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**Legend**
- 1935-6
- 1936-7
- 1937-8

---

106
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<td>1.9-6.2</td>
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**NOTE:**
WHEREVER A PROGRAM TYPE IS NOT COMPARED FOR EACH OF THE THREE YEARS, THAT TYPE VANISHED OR WAS AMALGAMATED WITH ANOTHER TYPE FOR THE YEARS MISSING IN THE COMPARISON.
## EVENING SUMMER COMPARSED BY RATINGS PERTAIN TO THE INTERVAL FROM

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**Legend**
- 1936
- 1937
- 1938

- **Legend**: 1936, 1937, 1938
# Season Programs

**Type:** 1935-1938

**July to September of Each Season**

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<td>2.3-20.8</td>
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<td>2.4-15.3</td>
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<td>16-6.9</td>
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<td>2.0-3.9</td>
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</table>

**Note:**
Wherever a program type is not compared for each of the three years, that type vanished or was amalgamated with another type for the years missing in the comparison.
PROGRAM TYPE PREFERENCES BY INCOME
CLASSES

(A Study Based on Programs Rated During the Winter Season of
October 1937 to April 1938)

That certain types of programs appeal specifically to certain income
classes is an easy assumption, but the premise cannot be safely adopted
without further study.

With this thought in mind, the C. A. B. selected five of the more im-
portant program types to determine what relationship their appeal had
to income classes. The following types were chosen: Variety, Drama-

Variety Programs

Both 60-minute and 30-minute Variety programs were grouped to-
gether so that 29 samples were available for study in this category. The
resulting study shows that Variety appeals least to the A income group,
and most to the C group. Taking the A sector as 100%, the C group looms
46% larger. Variety appeals to B class 27% more than to the A class, but
only 19% more to the D, or lowest, income levels.

Drama-S serial Drama

Evening Drama-Serial Drama was comprised of 16 half-hour pro-
grams, while the daytime Drama-Serial Drama category included 41 quar-
ter-hour programs, each broadcast multiple times per week. Both groups
disclose similar appeals to the four income classes.

In both groups the strongest appeal is in the C and D income divisions.
In the case of the daytime shows, the preference is most apparent in the C
income class, next in the D class and then in the B income group. Striking-
ly, in the same order of appeal but not in the same ratio, are the Drama
and Serial-Drama evening shows. The preference, nevertheless, in both
cases is least by the A and B income divisions, and definitely highest by
the C and D groups. Comparison of these two groups shows only 12 to
15% less appeal to the D class than to the C class in the Drama and Serial-
Drama night-time and day-time shows.

Classical Music

Classical programs, of which there were only four during the interval
in consideration, appeal emphatically to the A and B income groups, with
twice as much appeal to the A's and B's as to the D group. The appeal
to the C class is only 37% more than to the D group.

Semi-Classical Music

The Semi-Classical programs (a group of five) is liked least by the D
income class, and shows evenly divided preference by the B and C levels,
with slightly more preference by the A income class.

Popular Music

The 15 half-hour Popular Music programs appeal most to the C class
and least to the A class. Between the appeal shown by the B and D in-
come groups no striking difference is apparent, indicating that after the
decided preference by the C class, the balance of the audience is more or
less impartially divided (with the exception of the A level).
PROGRAM TYPE PREFERENCES
BY INCOME GROUPS

EVENING VARIETY PROGRAMS
[30 MINUTE & 60 MINUTE]

OCTOBER 1937 TO APRIL 1938
PROGRAM TYPE PREFERENCES BY INCOME GROUPS

EVENING DRAMA & SERIAL DRAMA
[30 MINUTE]

OCTOBER 1937 TO APRIL 1938

(Note Greatest Appeal to "C" Income Group)
PROGRAM TYPE PREFERENCES
BY INCOME GROUPS

DAYTIME DRAMA & SERIAL DRAMA
[15 MINUTE; MULTIPLE TIMES WEEKLY]

OCTOBER 1937 TO APRIL 1938

(Note Least Appeal to "A" & Greatest Appeal to "C" Groups)
PROGRAM TYPE PREFERENCES BY INCOME GROUPS

EVENING CLASSICAL MUSIC [60 MINUTE]

OCTOBER 1937 TO APRIL 1938

(Note Strong Preference by Higher Income Groups)
PROGRAM TYPE PREFERENCES
BY INCOME GROUPS
EVENING SEMI-CLASSICAL MUSIC
[30 MINUTE]
OCTOBER 1937 TO APRIL 1938
PROGRAM TYPE PREFERENCES BY INCOME GROUPS

EVENING POPULAR MUSIC [30 MINUTE]

OCTOBER 1937 TO APRIL 1938

(Note Greatest Preference by the "C" Income Group)
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<th>Evening</th>
<th>Daytime</th>
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<td>½ Hour</td>
</tr>
<tr>
<td>May 1936</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Median of Programs</td>
<td>11.4%</td>
<td>5.5%</td>
</tr>
<tr>
<td>No. of Programs</td>
<td>15</td>
<td>53</td>
</tr>
<tr>
<td>June 1936</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Median of Programs</td>
<td>11.1%</td>
<td>4.8%</td>
</tr>
<tr>
<td>No. of Programs</td>
<td>14</td>
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<td></td>
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<tr>
<td>Median of Programs</td>
<td>11.6%</td>
<td>4.6%</td>
</tr>
<tr>
<td>No. of Programs</td>
<td>12</td>
<td>44</td>
</tr>
<tr>
<td>August 1936</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Median of Programs</td>
<td>11.7%</td>
<td>4.7%</td>
</tr>
<tr>
<td>No. of Programs</td>
<td>13</td>
<td>42</td>
</tr>
<tr>
<td>September 1936</td>
<td></td>
<td></td>
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<tr>
<td>Median of Programs</td>
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<td>6.1%</td>
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<tr>
<td>No. of Programs</td>
<td>15</td>
<td>41</td>
</tr>
</tbody>
</table>

(Since there were very few forty-five minute weekly broadcasts and but a small number of half-hour multiple-weekly programs during these periods, they are included in medians given under the half-hour heading.)
LENGTH VS. MEDIAN RATINGS—Continued

COMPARISON OF EVENING RATINGS BY LENGTH OF BROADCAST: OCTOBER 1936-APRIL 1937

<table>
<thead>
<tr>
<th></th>
<th>Evening</th>
<th>Daytime</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>1 Hour</td>
<td>½ Hour</td>
</tr>
<tr>
<td>October 1936</td>
<td>Median of Programs: 12.1%</td>
<td>No. of Programs: 18</td>
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<tr>
<td>November 1936</td>
<td>Median of Programs: 14.0%</td>
<td>No. of Programs: 19</td>
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<tr>
<td>December 1936</td>
<td>Median of Programs: 16.2%</td>
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<tr>
<td>January 1937</td>
<td>Median of Programs: 14.4%</td>
<td>No. of Programs: 17</td>
</tr>
<tr>
<td>February 1937</td>
<td>Median of Programs: 15.1%</td>
<td>No. of Programs: 17</td>
</tr>
<tr>
<td>March 1937</td>
<td>Median of Programs: 12.4%</td>
<td>No. of Programs: 17</td>
</tr>
<tr>
<td>April 1937</td>
<td>Median of Programs: 12.6%</td>
<td>No. of Programs: 17</td>
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</table>

COMPARISON OF EVENING RATINGS BY LENGTH OF BROADCAST: MAY-SEPTEMBER 1937

<table>
<thead>
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<th>Daytime</th>
</tr>
</thead>
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<td></td>
<td>1 Hour</td>
<td>½ Hour</td>
</tr>
<tr>
<td>May 1937</td>
<td>Median of Programs: 11.0%</td>
<td>No. of Programs: 17</td>
</tr>
<tr>
<td>June 1937</td>
<td>Median of Programs: 10.4%</td>
<td>No. of Programs: 16</td>
</tr>
<tr>
<td>July 1937</td>
<td>Median of Programs: 12.0%</td>
<td>No. of Programs: 12</td>
</tr>
<tr>
<td>August 1937</td>
<td>Median of Programs: 11.7%</td>
<td>No. of Programs: 12</td>
</tr>
<tr>
<td>September 1937</td>
<td>Median of Programs: 14.5%</td>
<td>No. of Programs: 13</td>
</tr>
</tbody>
</table>

(Since there were very few forty-five minute weekly broadcasts and but a small number of half-hour multiple-weekly programs during these periods, they are included in medians given under the half-hour heading.)
### Length vs. Median Ratings—Continued

**Comparison of Evening Ratings by Length of Broadcast:**

**October 1937-April 1938**

<table>
<thead>
<tr>
<th>Month</th>
<th>1 Hour Median of Programs</th>
<th>½ Hour No. of Programs</th>
<th>¼ Hour Median of Programs</th>
<th>½ Hour No. of Programs</th>
<th>¼ Hour Median of Programs</th>
<th>½ Hour No. of Programs</th>
<th>Daytime Median of Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 1937</td>
<td>15.9%</td>
<td>14</td>
<td>8.2%</td>
<td>17</td>
<td>7.7%</td>
<td>17</td>
<td>3.3%</td>
</tr>
<tr>
<td>November 1937</td>
<td>15.7%</td>
<td>15</td>
<td>7.5%</td>
<td>19</td>
<td>6.5%</td>
<td>19</td>
<td>3.7%</td>
</tr>
<tr>
<td>December 1937</td>
<td>14.8%</td>
<td>15</td>
<td>8.2%</td>
<td>21</td>
<td>6.2%</td>
<td>21</td>
<td>3.8%</td>
</tr>
<tr>
<td>January 1938</td>
<td>16.2%</td>
<td>15</td>
<td>8.8%</td>
<td>18</td>
<td>6.4%</td>
<td>18</td>
<td>4.1%</td>
</tr>
<tr>
<td>February 1938</td>
<td>21.5%</td>
<td>15</td>
<td>10.3%</td>
<td>17</td>
<td>8.2%</td>
<td>17</td>
<td>4.5%</td>
</tr>
<tr>
<td>March 1938</td>
<td>21.0%</td>
<td>14</td>
<td>9.5%</td>
<td>17</td>
<td>7.4%</td>
<td>17</td>
<td>4.8%</td>
</tr>
<tr>
<td>April 1938</td>
<td>21.5%</td>
<td>13</td>
<td>10.4%</td>
<td>17</td>
<td>5.8%</td>
<td>17</td>
<td>4.8%</td>
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</tbody>
</table>

**Comparison of Evening Ratings by Length of Broadcast:**

**May 1938-September 1938**

<table>
<thead>
<tr>
<th>Month</th>
<th>1 Hour Median of Programs</th>
<th>½ Hour No. of Programs</th>
<th>¼ Hour Median of Programs</th>
<th>½ Hour No. of Programs</th>
<th>¼ Hour Median of Programs</th>
<th>½ Hour No. of Programs</th>
<th>Daytime Median of Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 1938</td>
<td>18.8%</td>
<td>13</td>
<td>8.8%</td>
<td>17</td>
<td>5.8%</td>
<td>17</td>
<td>4.5%</td>
</tr>
<tr>
<td>June 1938</td>
<td>18.1%</td>
<td>12</td>
<td>8.5%</td>
<td>16</td>
<td>4.0%</td>
<td>16</td>
<td>4.1%</td>
</tr>
<tr>
<td>July 1938</td>
<td>14.3%</td>
<td>8</td>
<td>5.7%</td>
<td>14</td>
<td>4.5%</td>
<td>14</td>
<td>4.2%</td>
</tr>
<tr>
<td>August 1938</td>
<td>14.3%</td>
<td>7</td>
<td>6.4%</td>
<td>11</td>
<td>4.7%</td>
<td>11</td>
<td>4.7%</td>
</tr>
<tr>
<td>Aug.-Sept. 1938</td>
<td>18.0%</td>
<td>7</td>
<td>7.2%</td>
<td>11</td>
<td>5.4%</td>
<td>11</td>
<td>4.7%</td>
</tr>
</tbody>
</table>

(Since there were very few forty-five minute weekly broadcasts and but a small number of half-hour multiple-weekly programs during these periods, they are included in medians given under the half-hour heading.)

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A COMPARISON OF RURAL AND URBAN PROGRAM POPULARITY: EVENING PROGRAMS

The C.A.B., in addition to its regular semi-monthly reports covering 33 cities, each spring makes a study of rural listening as compared with urban listening.

Such springtime surveys have been conducted for the years 1937, 1938 and 1939, based on a total of about 63,000 interviews. The following tables show comparisons in relative popularity of the 10 leading programs in rural and urban areas.

Tenacity of Program Leaders

The rural survey conducted in the spring of 1939 indicated that seven of the 10 leading evening programs in rural areas had been among the 10 leaders in the spring of 1938. Of further significance was the fact that the first five of these rural leaders in 1939 had occupied identical rankings in the 1938 study. Those evening programs which enjoyed first 10 rankings in the large cities in 1939 contained six repeaters from the spring of 1938, three of which (Chase & Sanborn, Jack Benny and Lux Radio Theatre) were in the same ranking order.

National Barn Dance: Jack Benny

It is interesting to note that the National Barn Dance program which ranked fifth in rural areas ranked 44th in large cities.

In similar vein was Lowell Thomas’ popularity: ranking fourth in the rural areas, his position in the large cities was 28th.

Major Bowes, enjoying third place in rural ranking, held ninth position in the large cities. Holding equal popularity in both the rural and urban areas were the Chase & Sanborn program, Jack Benny, Kate Smith and Cantor’s Camel Caravan.
SPRING 1939

Ratings of the 10 Leading Evening Programs in Rural Areas Compared with Their Large City Ratings

Set Owners = 100%

<table>
<thead>
<tr>
<th>Program</th>
<th>Rural Areas Rating</th>
<th>Rural Areas Rank</th>
<th>Large Cities Rating</th>
<th>Large Cities Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chase &amp; Sanborn</td>
<td>34.6</td>
<td>1</td>
<td>39.8</td>
<td>1</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>29.4</td>
<td>2</td>
<td>34.7</td>
<td>2</td>
</tr>
<tr>
<td>Major Bowes</td>
<td>26.1</td>
<td>3</td>
<td>20.2</td>
<td>9</td>
</tr>
<tr>
<td>Lowell Thomas</td>
<td>19.2</td>
<td>4</td>
<td>12.8</td>
<td>28</td>
</tr>
<tr>
<td>National Barn Dance</td>
<td>18.4</td>
<td>5</td>
<td>9.4</td>
<td>44</td>
</tr>
<tr>
<td>Kate Smith Hour</td>
<td>18.1</td>
<td>6</td>
<td>20.7</td>
<td>7</td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>17.0</td>
<td>7</td>
<td>29.4</td>
<td>3</td>
</tr>
<tr>
<td>Fitch Bandwagon</td>
<td>15.7</td>
<td>8</td>
<td>19.5</td>
<td>11</td>
</tr>
<tr>
<td>Fibber McGee &amp; Company</td>
<td>15.0</td>
<td>9</td>
<td>17.9</td>
<td>15</td>
</tr>
<tr>
<td>Burns &amp; Allen</td>
<td>14.9</td>
<td>10</td>
<td>20.3</td>
<td>8</td>
</tr>
</tbody>
</table>

SPRING 1939

Ratings of the 10 Leading Evening Programs in Large Cities Compared with Their Rural Ratings

Set Owners = 100%

<table>
<thead>
<tr>
<th>Program</th>
<th>Large Cities Rating</th>
<th>Large Cities Rank</th>
<th>Rural Areas Rating</th>
<th>Rural Areas Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chase &amp; Sanborn</td>
<td>39.8</td>
<td>1</td>
<td>34.6</td>
<td>1</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>34.7</td>
<td>2</td>
<td>29.4</td>
<td>2</td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>29.4</td>
<td>3</td>
<td>17.0</td>
<td>7</td>
</tr>
<tr>
<td>Kraft Music Hall</td>
<td>24.9</td>
<td>4</td>
<td>14.0</td>
<td>12</td>
</tr>
<tr>
<td>Good News of 1939</td>
<td>21.8</td>
<td>5</td>
<td>11.9</td>
<td>20</td>
</tr>
<tr>
<td>Big Town</td>
<td>21.6</td>
<td>6</td>
<td>13.2</td>
<td>15</td>
</tr>
<tr>
<td>Kate Smith Hour</td>
<td>20.7</td>
<td>7</td>
<td>18.1</td>
<td>6</td>
</tr>
<tr>
<td>Burns &amp; Allen</td>
<td>20.3</td>
<td>8</td>
<td>14.9</td>
<td>10</td>
</tr>
<tr>
<td>Major Bowes</td>
<td>20.2</td>
<td>9</td>
<td>26.1</td>
<td>3</td>
</tr>
<tr>
<td>Cantor's Camel Caravan</td>
<td>19.6</td>
<td>10</td>
<td>14.4</td>
<td>11</td>
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</table>
## SPRING 1938

Ratings of the 10 Leading Evening Programs in Rural Areas Compared with Their Large City Ratings

Set Owners = 100%

<table>
<thead>
<tr>
<th>Program</th>
<th>Rural Areas Rating</th>
<th>Rural Areas Rank</th>
<th>Large Cities Rating</th>
<th>Large Cities Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chase &amp; Sanborn</td>
<td>32.2</td>
<td>1</td>
<td>44.9</td>
<td>1</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>27.8</td>
<td>2</td>
<td>38.6</td>
<td>2</td>
</tr>
<tr>
<td>Major Bowes</td>
<td>22.1</td>
<td>3</td>
<td>23.2</td>
<td>9</td>
</tr>
<tr>
<td>Lowell Thomas</td>
<td>20.1</td>
<td>4</td>
<td>14.3</td>
<td>21</td>
</tr>
<tr>
<td>National Barn Dance</td>
<td>16.7</td>
<td>5</td>
<td>11.1</td>
<td>30</td>
</tr>
<tr>
<td>Burns &amp; Allen</td>
<td>15.8</td>
<td>6</td>
<td>24.8</td>
<td>6</td>
</tr>
<tr>
<td>Town Hall-Allen</td>
<td>15.3</td>
<td>7</td>
<td>25.5</td>
<td>4</td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>14.9</td>
<td>8</td>
<td>27.4</td>
<td>3</td>
</tr>
<tr>
<td>One Man's Family</td>
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<td>9</td>
<td>17.9</td>
<td>16</td>
</tr>
<tr>
<td>Phil Baker</td>
<td>14.1</td>
<td>10</td>
<td>22.9</td>
<td>10</td>
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</table>

## SPRING 1938

Ratings of the 10 Leading Evening Programs in Large Cities Compared with Their Rural Ratings

Set Owners = 100%

<table>
<thead>
<tr>
<th>Program</th>
<th>Large Cities Rating</th>
<th>Large Cities Rank</th>
<th>Rural Areas Rating</th>
<th>Rural Areas Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chase &amp; Sanborn</td>
<td>44.9</td>
<td>1</td>
<td>32.2</td>
<td>1</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>38.6</td>
<td>2</td>
<td>27.8</td>
<td>2</td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>27.4</td>
<td>3</td>
<td>14.9</td>
<td>8</td>
</tr>
<tr>
<td>Town Hall-Allen</td>
<td>25.5</td>
<td>4</td>
<td>15.3</td>
<td>7</td>
</tr>
<tr>
<td>Kraft Music Hall</td>
<td>25.5</td>
<td>4</td>
<td>10.9</td>
<td>18</td>
</tr>
<tr>
<td>Burns &amp; Allen</td>
<td>24.8</td>
<td>6</td>
<td>15.8</td>
<td>6</td>
</tr>
<tr>
<td>Rudy Vallee</td>
<td>24.3</td>
<td>7</td>
<td>13.7</td>
<td>11</td>
</tr>
<tr>
<td>Al Jolson</td>
<td>23.6</td>
<td>8</td>
<td>12.7</td>
<td>15</td>
</tr>
<tr>
<td>Major Bowes</td>
<td>23.2</td>
<td>9</td>
<td>22.1</td>
<td>3</td>
</tr>
<tr>
<td>Phil Baker</td>
<td>22.9</td>
<td>10</td>
<td>14.1</td>
<td>10</td>
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</tbody>
</table>
### SPRING 1937

Ratings of the 10 Leading Evening Programs in Rural Areas Compared with Their Large City Ratings

Set Owners = 100%

<table>
<thead>
<tr>
<th>Program</th>
<th>Rural Areas Rating</th>
<th>Rural Areas Rank</th>
<th>Large Cities Rating</th>
<th>Large Cities Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny</td>
<td>26.8</td>
<td>1</td>
<td>34.7</td>
<td>1</td>
</tr>
<tr>
<td>Maj. Bowes' Amateur Hour</td>
<td>22.2</td>
<td>2</td>
<td>22.2</td>
<td>4</td>
</tr>
<tr>
<td>Lowell Thomas</td>
<td>17.6</td>
<td>3</td>
<td>12.3</td>
<td>16</td>
</tr>
<tr>
<td>Horlick's Lum and Abner</td>
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<td>8.4</td>
<td>30</td>
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<tr>
<td>Lux Radio Theatre</td>
<td>16.9</td>
<td>5</td>
<td>24.4</td>
<td>2</td>
</tr>
<tr>
<td>Eddie Cantor</td>
<td>16.8</td>
<td>6</td>
<td>24.1</td>
<td>3</td>
</tr>
<tr>
<td>Fibber McGee and Molly</td>
<td>14.7</td>
<td>7</td>
<td>11.9</td>
<td>18</td>
</tr>
<tr>
<td>Amos 'n' Andy</td>
<td>14.3</td>
<td>8</td>
<td>13.1</td>
<td>13</td>
</tr>
<tr>
<td>Phil Baker</td>
<td>14.0</td>
<td>9</td>
<td>18.7</td>
<td>7</td>
</tr>
<tr>
<td>National Barn Dance</td>
<td>12.8</td>
<td>10</td>
<td>10.3</td>
<td>29</td>
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</tbody>
</table>

### SPRING 1937

Ratings of the 10 Leading Evening Programs in Large Cities Compared with Their Rural Ratings

Set Owners = 100%

<table>
<thead>
<tr>
<th>Program</th>
<th>Large Cities Rating</th>
<th>Large Cities Rank</th>
<th>Rural Areas Rating</th>
<th>Rural Areas Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny</td>
<td>34.7</td>
<td>1</td>
<td>26.8</td>
<td>1</td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>24.4</td>
<td>2</td>
<td>16.9</td>
<td>5</td>
</tr>
<tr>
<td>Eddie Cantor</td>
<td>24.1</td>
<td>3</td>
<td>16.8</td>
<td>6</td>
</tr>
<tr>
<td>Maj. Bowes' Amateur Hour</td>
<td>22.2</td>
<td>4</td>
<td>22.2</td>
<td>2</td>
</tr>
<tr>
<td>Royal Gelatin Hour-Rudy Vallee</td>
<td>21.9</td>
<td>5</td>
<td>10.4</td>
<td>20</td>
</tr>
<tr>
<td>Town Hall Tonight-Allen</td>
<td>21.6</td>
<td>6</td>
<td>12.7</td>
<td>11</td>
</tr>
<tr>
<td>Phil Baker</td>
<td>18.7</td>
<td>7</td>
<td>14.0</td>
<td>9</td>
</tr>
<tr>
<td>Hollywood Hotel</td>
<td>18.2</td>
<td>8</td>
<td>10.9</td>
<td>18</td>
</tr>
<tr>
<td>Kraft Mus. Hall-Bing Crosby</td>
<td>17.1</td>
<td>9</td>
<td>9.1</td>
<td>24</td>
</tr>
<tr>
<td>Al Jolson</td>
<td>17.1</td>
<td>9</td>
<td>9.6</td>
<td>22</td>
</tr>
</tbody>
</table>
A COMPARISON OF RURAL AND URBAN PROGRAM POPULARITY: DAYTIME PROGRAMS

Comparison of the five leading daytime programs in the rural areas showed only one program, the Woman in White, a dramatic sketch, which had been among the five daytime leaders in the same period of 1938.

Bachelor's Children; Woman in White

Sharp contrasts in ranking were evidenced by Bachelor's Children, a serial drama, which placed third in the rural areas and 14th in the large cities. Also, The Woman in White, ranking fourth in the rural areas, ranked 12th in the large cities.

Ben Bernie; Magic Key

In the large cities, two daytime programs had great differences in popularity compared with their rural standings. Ben Bernie, first in the large cities, was 38th in the rural areas; and the Magic Key of RCA, fourth in the large cities, was 35th in the rural areas.

Similarities

Nearly alike in standing in both areas were three programs: Ma Perkins, The Guiding Light and Pepper Young's Family.
SPRING 1939

Ratings of the 5 Leading Daytime Programs in Rural Areas Compared with Their Large City Ratings

Set Owners = 100%

<table>
<thead>
<tr>
<th>Program</th>
<th>Rural Areas Rating</th>
<th>Rural Areas Rank</th>
<th>Large Cities Rating</th>
<th>Large Cities Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ma Perkins</td>
<td>10.9</td>
<td>1</td>
<td>7.8</td>
<td>2</td>
</tr>
<tr>
<td>The Guiding Light</td>
<td>9.8</td>
<td>2</td>
<td>7.7</td>
<td>3</td>
</tr>
<tr>
<td>Bachelor’s Children</td>
<td>9.5</td>
<td>3</td>
<td>5.9</td>
<td>14</td>
</tr>
<tr>
<td>The Woman in White</td>
<td>9.3</td>
<td>4</td>
<td>6.3</td>
<td>12</td>
</tr>
<tr>
<td>Pepper Young’s Family</td>
<td>8.6</td>
<td>5</td>
<td>6.8</td>
<td>5</td>
</tr>
</tbody>
</table>

SPRING 1939

Ratings of the 5 Leading Daytime Programs in Large Cities Compared with Their Rural Ratings

Set Owners = 100%

<table>
<thead>
<tr>
<th>Program</th>
<th>Large Cities Rating</th>
<th>Large Cities Rank</th>
<th>Rural Areas Rating</th>
<th>Rural Areas Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ben Bernie</td>
<td>8.6</td>
<td>1</td>
<td>4.9</td>
<td>38</td>
</tr>
<tr>
<td>Ma Perkins</td>
<td>7.8</td>
<td>2</td>
<td>10.9</td>
<td>1</td>
</tr>
<tr>
<td>The Guiding Light</td>
<td>7.7</td>
<td>3</td>
<td>9.8</td>
<td>2</td>
</tr>
<tr>
<td>Magic Key of RCA</td>
<td>7.4</td>
<td>4</td>
<td>5.2</td>
<td>35</td>
</tr>
<tr>
<td>Pepper Young’s Family</td>
<td>6.8</td>
<td>5</td>
<td>8.6</td>
<td>5</td>
</tr>
</tbody>
</table>
SPRING 1938

Ratings of the 5 Leading Daytime Programs in Rural Areas
Compared with Their Large City Ratings

Set Owners = 100%

<table>
<thead>
<tr>
<th>Program</th>
<th>Rural Areas Rating</th>
<th>Rural Areas Rank</th>
<th>Large Cities Rating</th>
<th>Large Cities Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guy Lombardo</td>
<td>10.2</td>
<td>1</td>
<td>10.0</td>
<td>1</td>
</tr>
<tr>
<td>Dick Tracy</td>
<td>9.8</td>
<td>2</td>
<td>4.8</td>
<td>28</td>
</tr>
<tr>
<td>The Woman in White</td>
<td>9.3</td>
<td>3</td>
<td>7.9</td>
<td>2</td>
</tr>
<tr>
<td>Gospel Singer</td>
<td>8.9</td>
<td>4</td>
<td>4.9</td>
<td>25</td>
</tr>
<tr>
<td>David Harum</td>
<td>8.6</td>
<td>5</td>
<td>6.7</td>
<td>7</td>
</tr>
</tbody>
</table>

SPRING 1938

Ratings of the 5 Leading Daytime Programs in Large Cities
Compared with Their Rural Ratings

Set Owners = 100%

<table>
<thead>
<tr>
<th>Program</th>
<th>Large Cities Rating</th>
<th>Large Cities Rank</th>
<th>Rural Areas Rating</th>
<th>Rural Areas Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guy Lombardo</td>
<td>10.0</td>
<td>1</td>
<td>10.2</td>
<td>1</td>
</tr>
<tr>
<td>The Woman in White</td>
<td>7.9</td>
<td>2</td>
<td>9.3</td>
<td>3</td>
</tr>
<tr>
<td>Guiding Light</td>
<td>6.9</td>
<td>3</td>
<td>6.6</td>
<td>14</td>
</tr>
<tr>
<td>Vic and Sade</td>
<td>6.9</td>
<td>3</td>
<td>6.1</td>
<td>22</td>
</tr>
<tr>
<td>Aunt Jenny's Real Life Stories</td>
<td>6.8</td>
<td>5</td>
<td>5.7</td>
<td>30</td>
</tr>
<tr>
<td>Terry and the Pirates</td>
<td>6.8</td>
<td>5</td>
<td>4.8</td>
<td>38</td>
</tr>
</tbody>
</table>
SPRING 1937

Ratings of the 5 Leading Daytime Programs in Rural Areas
Compared with Their Large City Ratings

Set Owners = 100%

<table>
<thead>
<tr>
<th>Program</th>
<th>Rural Areas</th>
<th></th>
<th>Large Cities</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rating</td>
<td>Rank</td>
<td>Rating</td>
<td>Rank</td>
</tr>
<tr>
<td>Ma Perkins</td>
<td>11.9</td>
<td>1</td>
<td>7.1</td>
<td>6</td>
</tr>
<tr>
<td>Betty &amp; Bob</td>
<td>11.8</td>
<td>2</td>
<td>5.9</td>
<td>11</td>
</tr>
<tr>
<td>Today's Children</td>
<td>11.1</td>
<td>3</td>
<td>8.7</td>
<td>1</td>
</tr>
<tr>
<td>David Harum</td>
<td>9.1</td>
<td>4</td>
<td>7.6</td>
<td>2</td>
</tr>
<tr>
<td>Vic and Sade</td>
<td>8.7</td>
<td>5</td>
<td>7.0</td>
<td>8</td>
</tr>
</tbody>
</table>

SPRING 1937

Ratings of the 5 Leading Daytime Programs in Large Cities
Compared with Their Rural Ratings

Set Owners = 100%

<table>
<thead>
<tr>
<th>Program</th>
<th>Large Cities</th>
<th></th>
<th>Rural Areas</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rating</td>
<td>Rank</td>
<td>Rating</td>
<td>Rank</td>
</tr>
<tr>
<td>Today's Children</td>
<td>8.7</td>
<td>1</td>
<td>11.1</td>
<td>3</td>
</tr>
<tr>
<td>Magic Key of RCA</td>
<td>7.6</td>
<td>2</td>
<td>6.8</td>
<td>13</td>
</tr>
<tr>
<td>David Harum</td>
<td>7.6</td>
<td>2</td>
<td>9.1</td>
<td>4</td>
</tr>
<tr>
<td>Guy Lombardo</td>
<td>7.5</td>
<td>4</td>
<td>4.3</td>
<td>21</td>
</tr>
<tr>
<td>Kaltenmeyer's Kinderg'rt en</td>
<td>7.3</td>
<td>5</td>
<td>7.3</td>
<td>9</td>
</tr>
</tbody>
</table>
A COMPARISON OF RURAL AND URBAN PROGRAM POPULARITY:
BY PROGRAM TYPE

In the spring of 1939, evening variety programs again placed at the top of the list as they did in 1938, both for rural and large city areas, although they were crowded closely both in the cities and rural sections by audience participation programs which had come into favor in 1938.

In the cities variety programs had a 30% higher rating than in the rural areas; whereas audience participation had only 15% better rating in the cities.

All types, however, with the exception of commentators and talks, had ratings 14% to 53% better in the large cities than in the rural areas.

SPRING 1938
Comparison by Type of 80 Rated Evening Programs

<table>
<thead>
<tr>
<th>No. of Programs</th>
<th>Type</th>
<th>Rural Areas Average Rating</th>
<th>Rank</th>
<th>Large Cities Average Rating</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Variety</td>
<td>11.3</td>
<td>1</td>
<td>16.8</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>Novelty</td>
<td>11.1</td>
<td>2</td>
<td>11.6</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>News Topics and Drama</td>
<td>10.3</td>
<td>3</td>
<td>8.8</td>
<td>6</td>
</tr>
<tr>
<td>15</td>
<td>Personality</td>
<td>10.0</td>
<td>4</td>
<td>13.8</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>Serial Drama</td>
<td>9.3</td>
<td>5</td>
<td>9.4</td>
<td>5</td>
</tr>
<tr>
<td>12</td>
<td>Drama</td>
<td>8.1</td>
<td>6</td>
<td>12.2</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>Dance Music</td>
<td>5.7</td>
<td>7</td>
<td>7.7</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>Classical</td>
<td>5.1</td>
<td>8</td>
<td>7.6</td>
<td>8</td>
</tr>
<tr>
<td>7</td>
<td>Musical Revue</td>
<td>4.9</td>
<td>9</td>
<td>7.5</td>
<td>9</td>
</tr>
<tr>
<td>5</td>
<td>Semi-Classical</td>
<td>4.7</td>
<td>10</td>
<td>7.1</td>
<td>10</td>
</tr>
</tbody>
</table>

The above table includes only those type classifications having 3 or more programs.
Not included were the following classifications which include only one program:
Amateur (Major Bowes) ......................... 22.1 22.2
Popular Singer (Arthur Godfrey) ............... 3.7 6.6

SPRING 1937
Comparison by Type of 98 Rated Evening Programs

<table>
<thead>
<tr>
<th>No. of Programs</th>
<th>Type</th>
<th>Rural Areas Average Rating</th>
<th>Rank</th>
<th>Large Cities Average Rating</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>News Topics and News</td>
<td>11.6</td>
<td>1</td>
<td>10.6</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Variety</td>
<td>9.4</td>
<td>2</td>
<td>14.9</td>
<td>1</td>
</tr>
<tr>
<td>22</td>
<td>Personality</td>
<td>9.2</td>
<td>3</td>
<td>12.1</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>Novelty</td>
<td>7.6</td>
<td>4</td>
<td>8.1</td>
<td>5</td>
</tr>
<tr>
<td>10</td>
<td>Serial Drama</td>
<td>7.3</td>
<td>5</td>
<td>7.1</td>
<td>7</td>
</tr>
<tr>
<td>10</td>
<td>Drama</td>
<td>7.1</td>
<td>6</td>
<td>9.8</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Classical</td>
<td>5.7</td>
<td>7</td>
<td>7.7</td>
<td>6</td>
</tr>
<tr>
<td>6</td>
<td>Dance Music</td>
<td>4.5</td>
<td>8</td>
<td>7.0</td>
<td>8</td>
</tr>
<tr>
<td>6</td>
<td>Semi-Classical</td>
<td>4.1</td>
<td>9</td>
<td>5.8</td>
<td>9</td>
</tr>
<tr>
<td>18</td>
<td>Musical Revue</td>
<td>3.8</td>
<td>10</td>
<td>5.0</td>
<td>10</td>
</tr>
</tbody>
</table>

The above table includes only those type classifications with 3 or more programs.
Not included were the following classifications which include only one program each:
Amateur (Major Bowes) ......................... 22.2 22.2
Popular Singer (Singin' Sam) ................. 6.5 4.9
Concert Band (Carborundum Band) ............. 3.3 6.3
<table>
<thead>
<tr>
<th>No. PGM</th>
<th>Type</th>
<th>Rank Rural</th>
<th>Rank Large City</th>
<th>Average Rating 5</th>
<th>Average Rating 10</th>
<th>Average Rating 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>Variety</td>
<td>1</td>
<td>1</td>
<td>10.9</td>
<td>14.3</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Audience Participation</td>
<td>2</td>
<td>2</td>
<td>9.8</td>
<td>11.3</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Comedy</td>
<td>3</td>
<td>6</td>
<td>9.7</td>
<td>8.5</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Commentators &amp; Talks</td>
<td>4</td>
<td>8</td>
<td>7.9</td>
<td>7.5</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Serial Drama</td>
<td>5</td>
<td>3</td>
<td>7.7</td>
<td>10.8</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Drama</td>
<td>6</td>
<td>4</td>
<td>7.6</td>
<td>10.2</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Classical</td>
<td>7</td>
<td>5</td>
<td>6.7</td>
<td>10.0</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Popular Music</td>
<td>8</td>
<td>7</td>
<td>5.6</td>
<td>8.0</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Semi-Classical</td>
<td>9</td>
<td>9</td>
<td>4.3</td>
<td>6.6</td>
<td></td>
</tr>
</tbody>
</table>

RURAL          LARGE CITY

AVERAGE RATING

5 | 10 | 15

131
SETS IN USE BY MONTHS AND SEASON: 1934-1936-1938

In the accompanying Chart I is shown the relationship between summer and winter listening, indicating that during summer 85%-92% as many sets were used on the average weekday as in the following winter.

Chart II shows that in the years 1934, 1936 and 1938, the peak of listening has been either in January or February, while the seasonal summer decline reached its lowest point during the month of July. Once this July low point has been reached, there follows a consistent rise in the use of sets to November. At the end of November, and during December, there is again a slight drop-off.

During 1938, from 61% to 73% of sets were used on an average weekday. The monthly variation in set use was as follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>72.7%</td>
</tr>
<tr>
<td>February</td>
<td>73.4%</td>
</tr>
<tr>
<td>March</td>
<td>70.7%</td>
</tr>
<tr>
<td>April</td>
<td>71.4%</td>
</tr>
<tr>
<td>May</td>
<td>66.8%</td>
</tr>
<tr>
<td>June</td>
<td>66.9%</td>
</tr>
<tr>
<td>July</td>
<td>61.2%</td>
</tr>
<tr>
<td>August</td>
<td>62.0%</td>
</tr>
<tr>
<td>September</td>
<td>66.5%</td>
</tr>
<tr>
<td>October</td>
<td>69.6%</td>
</tr>
<tr>
<td>November</td>
<td>69.5%</td>
</tr>
<tr>
<td>December</td>
<td>68.7%</td>
</tr>
</tbody>
</table>

HOW THE 20 LEADING PROGRAMS ATTAINED THEIR LEADERSHIP

Every sponsor desires a leader. Few attain this desire over night. Success comes only after the expenditure of much effort, patience, ingenuity and money.

With rare exceptions, programs attain high ratings (insuring further longevity) only after many months on the air. Once the cluster of leaders is established, this constellation remains relatively fixed. But in the interim many another program has fallen by the wayside.*

The winter season of 1938-39 was noteworthy for lack of new programs. The leaders had been on the air for a long time (an average of over three years for the 20 programs considered in accompanying tables). Most of them started the tedious road upward from humble beginnings. Furthermore, the leading full-hour shows have been under current sponsorship for an average of nearly three and a quarter years, as compared with an average sponsorship of around 13 months for all hour shows.

Among the current hour programs, only Chase & Sanborn (Charlie McCarthy, Don Ameche, Dorothy Lamour, etc.) and Major Bowes (Chrys-

(Continued on page 136)

*Editor's Note: While it takes a long time, generally speaking, to create a leader, it is not always conversely true that a failure can be nursed into success merely by keeping it running.
CHART I
RELATIONSHIP OF
SUMMER TO WINTER LISTENING
SETS IN USE - AVERAGE WEEKDAY - MONDAY - FRIDAY
[WINTER = 100%]

SUMMER MAY-SEPT. 1934
WINTER OCT. 1934 - APR. 1935
SUMMER MAY-SEPT. 1936
WINTER OCT. 1936 - APR. 1937
SUMMER MAY-SEPT. 1938
WINTER OCT. 1938 - APR. 1939
CHAR.

PEAK MONTH IN LISTENING OF 1934 -

[SETS IN USE - PEAK MONTH = 100%]
PARED WITH OTHER MONTHS
6 - 1938
AVERAGE WEEKDAY - MONDAY - FRIDAY
HISTORY OF 20 LEADERS—Continued

... ler) started with high ratings almost immediately, thus proving themselves exceptions to the rule. Major Bowes' initial program rated 18% in April, 1935, and the series rose to 40.7% in January, 1936. (Note: Major Bowes at that time was under the Chase & Sanborn aegis).

On the other hand, the Lux Radio Theatre began its night-time career (after nine months of daytime run) with 8.4%, and required 15 months to break the 20% level. Bing Crosby, already an established artist when he took over the Kraft Music Hall, began with 15.2% in January, 1936, and spent two years and four months attaining his highest rating.

Likewise, Fred Allen's initial half-hour performance for Bristol-Myers garnered only 6.3%. Fourteen months elapsed before he was able to get above 20%. By that time the program had been expanded into a full-hour show.

The five leading 30-minute programs have been on the air for an average of more than 20 months. Individually, their lives range from seven to 43½ months under the same sponsor. This compares with an average life under the same sponsor of 9.3 plus months for all 30-minute series.

These five leading programs repeat the same story as full-hour programs—they attained their coveted positions only over a long period of time, and after starting with relatively low ratings either for present or previous sponsors. Four out of five of the current half-hour leaders are starring talent which previously had risen to radio fame through years of work under other sponsors.

The five leading 15-minute programs, both daytime and evening, once more repeat the keeping- everlasting-ly-at-it-brings-success pattern. While the average nighttime program of 15 minutes runs about six months, the average life of the leaders in this class is nearly 55 months.

60-MINUTE EVENING PROGRAMS

<table>
<thead>
<tr>
<th>7 Months' Average Rating</th>
<th>Highest</th>
<th>Initial Months Rating On Air</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct '38-April '39 Sponsor</td>
<td>Date Started With Same Sponsor</td>
<td></td>
</tr>
<tr>
<td>Chase &amp; Sanborn—Charlie McCarthy</td>
<td>42.3%</td>
<td>13.7% Jan. 1939 May 1937 24</td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>28.2%</td>
<td>8.4% March 1939 *July 1935 41</td>
</tr>
<tr>
<td>Kraft Music Hall—Bing Crosby</td>
<td>26.4%</td>
<td>15.2% April 1938 Jan. 1936 42½</td>
</tr>
<tr>
<td>Major Bowes' Amateur Hour—Chrysler</td>
<td>21.2%</td>
<td>23.7% Nov. 1937 Sept. 1936 $32½</td>
</tr>
<tr>
<td>Town Hall—Fred Allen</td>
<td>20.7%</td>
<td>6.3% Feb. 1939 †Oct. 1933 54½</td>
</tr>
<tr>
<td><strong>AVERAGE</strong></td>
<td><strong>27.7%</strong></td>
<td><strong>13.5% 38.9</strong></td>
</tr>
</tbody>
</table>

* Daytime show from October, 1934-June, 1935. Not included in this figure. † October-December, 1934, on as 30-minute show (Ipana Troubadors). January-March, 1934, on for 60-minutes (made up of two 30-minute shows). † Includes only time on for Chrysler. Was on 18 months for Chase & Sanborn 1935-1936.
20.1%  
Date  
Started 
7.5%  
7.8%  
11.5%  
7.5%  
15.7%  
<

Irene  
Jack  
Ma  
The  
Jergens  
Amos  
Hollywood  
Lowell  
AUolson—  
Big  
Cantor's  

Burns  
*Pepper  
Campbell  

1938,  


15-MINUTE EVENING PROGRAMS

<table>
<thead>
<tr>
<th>7 Months’ Average Rating Oct. '38-April '39</th>
<th>Highest Rating at Any Time Month of Highest Sponsor Rating April '39</th>
<th>Date Started With Current April Sponsor 1939</th>
<th>Initial Months Rating On Air With Up to Current April Sponsor 1939</th>
</tr>
</thead>
</table>
| Jack Benny—Jell-O                        | 35.7%                                          | 41.0% Feb. 1938 | Oct. 1934 | 17.6%  
| Burns & Allen—Liggett & Myers            | 20.6%                                          | 21.6% March 1939 | Oct. 1938 | 20.0%  
| Big Town—Ed. G. Robinson                 | 20.2%                                          | 22.5% Feb. 1938 | Oct. 1937 | 8.1%  
| Al Jolson—Lever Bros.                    | *20.2%                                         | 26.7% Feb. 1938 | Dec. 1936 | 13.5%  
| Cantor's Camel Caravan                   | 20.1%                                          | 21.6% March 1939 | March 1938 | 19.1%  
| AVERAGE                                  | 23.4%                                          | 26.7%            |          | 15.7%  

* On air continuously for Pepsodent from August, 1929, to January, 1938.

15-MINUTE DAYTIME PROGRAMS

<table>
<thead>
<tr>
<th>7 Months’ Average Rating Oct. '38-April '39</th>
<th>Highest Rating at Any Time Month of Highest Sponsor Rating April '39</th>
<th>Date Started With Current April Sponsor 1939</th>
<th>Initial Months Rating On Air With Up to Current April Sponsor 1939</th>
</tr>
</thead>
</table>
| Lowell Thomas—Sunoco                      | 12.5%                                          | 15.6% March 1934 | June 1932 | 11.9%  
| Amos 'n Andy—Campbell Soup Co. (Red & CBS)| 12.3%                                          | 15.5% Feb. 1938 | Jan. 1938 | 15.4%  
| Jergens Program—Walter Winchell           | 11.5%                                          | 13.1% Feb. 1939 | Dec. 1932 | 5.3%  
| Irene Rich—Welch Grape Juice              | 8.0%                                           | 9.3% Feb. 1939 | Oct. 1933 | 2.7%  
| Hollywood Gossip—Jimmie Fidler (Red)      | 7.8%                                           | 10.2% Sept. 1938 | March 1937 | 6.8%  
| AVERAGE                                   | 10.4%                                          | 12.7%            |          | 8.4%  

* Called “Forever Young” from January-July, 1936.  † Previously on air January, 1935-March, 1937, for Kleenex.  Initial rating, 1.3%.  ‡ Changed from Today's Children.
VENING PROGRAMS ATTAINED
RESENT SPONSORS
[SPONSORSHIP NOT RECORDED]
HOW THE 5 LEADING 30-MINUTE
THEIR RATINGS UNDER

[RATINGS UNDER PRIOR]
HOW THE 5 LEADING 15-MINUTE PROGRAMS COMPARED THEIR RATINGS UNDER THE DAYLT-STANDARD-DAYLT SYSTEM

[Graph showing ratings under prior system]

- SUNOCO [LOWELL THOMAS]
- CAMPBELL SOUP [AMOS & ANDY]
- P&G [JIMMIE FIDLER]
- JERGENS [WALTER W. NCHELL]
- WELCH GRAPE JUICE [IRENE RICH]

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HOW THE FIVE LEADING 15
DAYTIME PROGRAMS ATTAINED THEIR

[RATINGS UNDER PRIOR]

P&G [MA PERKINS]
P&G [PEPPER YOUNG]
P&G [GUIDING LIGHT]
P&G [MARY MARLIN]
PILLSBURY [WOMAN IN WHITE]
MINUTE MULTIPLE-PER-WEEK RATING UNDER PRESENT SPONSORS [SPONSORSHIP NOT RECORDED]
INITIAL RATINGS AND THE SPONSORED LIFE OF PROGRAMS

(Sponsored Evening Shows Only)

Is there any relationship between the initial rating of a sponsored program, and the length of time it may be expected to stay under the aegis of its sponsor?

While it would be folly to attempt a pat answer to such a question, it is interesting to note how, in the past, sponsors have behaved when confronted with high or low initial ratings, respectively. An examination was made by the C. A. B. of 102 evening programs whose debut came between October 1935 and December 1936. They were subdivided into categories of 60 minutes, 30 minutes, and 15 minutes.

Table I shows the breakdown for the full-hour programs.

<table>
<thead>
<tr>
<th>Initial Rating</th>
<th>Average Life With Sponsor (Months)</th>
<th>Total No. Programs</th>
<th>No. Still Running April, 1939</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.0% - 9.9%</td>
<td>8.5</td>
<td>2</td>
<td>None</td>
</tr>
<tr>
<td>10.0% - 19.9%</td>
<td>*13.3+</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>20.0% or Over</td>
<td>*16.5+</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

From this sample of past history, it may be seen that full-hour evening programs which start with a rating of 10% or better will, on the average, be retained by their sponsors for 13 or more months; whereas those with initial ratings less than 10% are retained only about nine months.

There are, of course, many factors entering into this picture to elaborate the behavior pattern. Sixty-minute programs, for instance, frequently are launched with talent which has much past radio history and much previous building up. Here might be mentioned Major Bowes, who, prior to his Chrysler sponsorship, was sponsored by Chase & Sanborn, and prior to that had amassed a large New York following over WHN. Similarly, Bing Crosby, before taking over the Kraft Music Hall, had been under the sponsorship of Chesterfield and Woodbury, and had made numerous guest appearances, both via radio and via the stage. Another case in point would be the Packard program, which was built on such established names (but in this instance not necessarily radio names) as Fred Astaire, Charles Butterworth, etc.

Table II shows the relationship between initial rating and sponsored life-span of 63 half-hour programs. (Note: In order to keep these categories from becoming confusing, the 30-minute category was allowed to include two 45-minute programs and one 25-minute twice-a-week series.)

*Editor's Note: Inasmuch as several of the programs are still on the air, the average cannot allow for this extension, and thus is marked with a "plus." Should these programs remain on the air a long time to come, the average will, eventually, become much greater than at the present reckoning.

It should also be emphasized again what kind of "program life" the C.A.B. is here talking about. The type of life being measured in these tables is life under a single sponsor. That fact cannot be stressed too carefully.
INITIAL RATINGS VS. SPONSORSHIP—Continued

TABLE II: 30-MINUTE PROGRAMS

<table>
<thead>
<tr>
<th>Initial Rating</th>
<th>Average Life With Sponsor (Months)</th>
<th>Total No. Programs</th>
<th>No. Still Running April, 1939</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.0%-9.9%</td>
<td>*7.6+</td>
<td>52</td>
<td>2</td>
</tr>
<tr>
<td>10.0% or Over</td>
<td>*17.1+</td>
<td>11</td>
<td>1</td>
</tr>
</tbody>
</table>

In computing this average life, all periods of hiatus were deducted. Adding time off the air during sponsorship, the average becomes 8.1 plus months for those 30-minute programs with an initial rating between 0.0%-9.9%, and 19.2 plus months for those whose initial ratings were above 10%.

It is apparent from Table II that 30-minute evening programs beginning with ratings of 10% or over will be retained by their sponsors, on the average, twice as long as those starting with less than 10%.

Twenty-eight 15-minute evening programs were analyzed in similar fashion (see Table III). Twenty-four of these had initial ratings between 0.0% and 4.9%; and four started between 5.0% and 9.9%. From this it appears that programs assigned to the lower category have an average sponsored life of a little over five months, while the sponsored life of those in the higher group runs to 13½ months. (Note: Hiatus during sponsorship is deducted; if hiatus is included, the average life of all evening 15-minute programs with initial ratings of 0.0%-4.9% becomes 5.6 plus months.)

Therefore, it might be concluded that the average 15-minute series initially rating between 5.0% and 9.9% will continue under the same sponsor for at least a year, whereas programs starting with a rating of less than 5.0% will in all probability last less than half as long.

TABLE III: 15-MINUTE PROGRAMS

<table>
<thead>
<tr>
<th>Initial Rating</th>
<th>Average Life With Sponsor (Months)</th>
<th>Total No. Programs</th>
<th>No. Still Running April, 1939</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.0%-4.9%</td>
<td>5.1</td>
<td>24</td>
<td>None</td>
</tr>
<tr>
<td>5.0%-9.9%</td>
<td>13.5</td>
<td>4</td>
<td>None</td>
</tr>
</tbody>
</table>

*See footnote on page 146.
INITIAL RATINGS & SPONSORED LIFE OF PROGRAMS
[60-MINUTE EVENING]
INITIAL RATINGS & SPONSORED LIFE OF PROGRAMS
[15 MINUTE; EVENING]

MONTHS

INITIAL RATINGS
"While broadcasting has been the subject of many research studies... practically all of these studies thus far have been made in cities and areas of concentrated population. Rural listeners have been given relatively little specific attention..." With this preface the Joint Committee on Radio Research issued early this year (1939) a rural study, the synopses of which are presented here-with. All figures are as of Jan. 1, 1938.

The Joint Committee is composed of equal representation from the Association of National Advertisers, the American Association of Advertising Agencies, and the National Association of Broadcasters. In the instance of this rural study, the costs of field research, tabulation, and presentation of data were borne jointly by CBS and NBC.

Basis of the study rests on 20,362 personal interviews in 955 townships, in 96 counties, representing all rural areas in the U. S.

NOTE: In this study, the term “Rural population” conforms to the definition of the U. S. Census Bureau—those living on rural farms or in villages of less than 2,500 population. The Census shows several hundred thousand people living on farms in urban areas. These, however, are not classified as “Rural population.” The Urban data, shown here (in light-face type) for comparison with the new rural data, are from the Starch Quarterly Urban Radio Surveys for 1937.

### SYNOPSIS OF THE RURAL STUDY

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total U. S. families</td>
<td>13,721,000 (100%)</td>
<td>18,920,000 (100%)</td>
<td>32,641,000 (100%)</td>
</tr>
<tr>
<td>Total radio families</td>
<td>9,470,900 (69%)</td>
<td>17,195,600 (91%)</td>
<td>26,666,500 (82%)</td>
</tr>
<tr>
<td>Radio homes with two or more sets</td>
<td>549,312 (5.8%*)</td>
<td>3,404,729 (19.3%*)</td>
<td>3,954,041 (14.8%*)</td>
</tr>
<tr>
<td>Median number of years radio families have owned sets</td>
<td>7 years</td>
<td>8.2 years</td>
<td>7.7 years</td>
</tr>
<tr>
<td>Radio families owning an automobile</td>
<td>7,775,609 (82.1%*)</td>
<td>11,675,812 (67.9%*)</td>
<td>19,451,421 (72.9%*)</td>
</tr>
<tr>
<td>Radio families owning an Auto-radio</td>
<td>1,269,101 (13.4%*)</td>
<td>3,370,338 (19.6%*)</td>
<td>4,639,438 (17.4%*)</td>
</tr>
<tr>
<td>Radio families listening sometime daily:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AVERAGE WEEKDAY.</td>
<td>8,438,572 (89.1%*)</td>
<td>13,825,262 (80.4%*)</td>
<td>22,263,834 (83.5%*)</td>
</tr>
<tr>
<td>SATURDAYS</td>
<td>8,315,450 (87.8%*)</td>
<td>13,189,025 (76.7%*)</td>
<td>21,504,475 (80.6%*)</td>
</tr>
<tr>
<td>SUNDAYS</td>
<td>8,163,916 (86.3%*)</td>
<td>13,189,025 (76.7%*)</td>
<td>21,352,941 (80.1%*)</td>
</tr>
<tr>
<td>AVERAGE 7 DAYS.</td>
<td>8,381,746 (88.5%*)</td>
<td>13,722,089 (79.8%*)</td>
<td>22,103,835 (82.9%*)</td>
</tr>
<tr>
<td>Median hours of daily use of radio:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BASED ON ALL SETS OWNED</td>
<td>4:47 hours</td>
<td>4:09 hours</td>
<td>4:22 hours</td>
</tr>
<tr>
<td>BASED ON SETS IN USE SOME TIME DURING THE TOTAL DAY</td>
<td>5:18 hours</td>
<td>5:12 hours</td>
<td>5:14 hours</td>
</tr>
</tbody>
</table>

*100% = all radio homes.
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>154,600</td>
<td>90,400</td>
<td>130,200</td>
<td>220,600</td>
<td>375,200</td>
</tr>
<tr>
<td>Arkansas</td>
<td>33,100</td>
<td>33,500</td>
<td>13,400</td>
<td>64,500</td>
<td>77,900</td>
</tr>
<tr>
<td>California</td>
<td>1,287,100</td>
<td>275,600</td>
<td>157,100</td>
<td>432,700</td>
<td>1,719,800</td>
</tr>
<tr>
<td>Colorado</td>
<td>138,200</td>
<td>53,100</td>
<td>42,200</td>
<td>95,300</td>
<td>233,500</td>
</tr>
<tr>
<td>Connecticut</td>
<td>281,400</td>
<td>102,700</td>
<td>18,000</td>
<td>120,700</td>
<td>402,100</td>
</tr>
<tr>
<td>Delaware</td>
<td>38,800</td>
<td>17,700</td>
<td>9,100</td>
<td>26,800</td>
<td>65,600</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>152,900</td>
<td></td>
<td></td>
<td></td>
<td>152,900</td>
</tr>
<tr>
<td>Florida</td>
<td>189,500</td>
<td>79,300</td>
<td>29,100</td>
<td>108,400</td>
<td>297,900</td>
</tr>
<tr>
<td>Georgia</td>
<td>180,500</td>
<td>90,400</td>
<td>99,900</td>
<td>310,900</td>
<td>370,800</td>
</tr>
<tr>
<td>Idaho</td>
<td>34,200</td>
<td>30,600</td>
<td>33,900</td>
<td>64,500</td>
<td>98,700</td>
</tr>
<tr>
<td>Illinois</td>
<td>1,426,600</td>
<td>248,000</td>
<td>182,500</td>
<td>430,500</td>
<td>1,857,100</td>
</tr>
<tr>
<td>Indiana</td>
<td>480,300</td>
<td>173,300</td>
<td>163,300</td>
<td>336,500</td>
<td>816,800</td>
</tr>
<tr>
<td>Iowa</td>
<td>262,500</td>
<td>139,700</td>
<td>175,600</td>
<td>315,300</td>
<td>577,800</td>
</tr>
<tr>
<td>Kansas</td>
<td>189,300</td>
<td>97,500</td>
<td>81,000</td>
<td>178,500</td>
<td>367,800</td>
</tr>
<tr>
<td>Kentucky</td>
<td>208,600</td>
<td>121,600</td>
<td>147,700</td>
<td>286,300</td>
<td>494,900</td>
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<tr>
<td>Louisiana</td>
<td>168,100</td>
<td>56,300</td>
<td>73,000</td>
<td>129,300</td>
<td>297,400</td>
</tr>
<tr>
<td>Maine</td>
<td>79,700</td>
<td>85,300</td>
<td>36,100</td>
<td>121,400</td>
<td>201,100</td>
</tr>
<tr>
<td>Maryland</td>
<td>225,100</td>
<td>89,000</td>
<td>41,000</td>
<td>130,000</td>
<td>355,100</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>912,100</td>
<td>88,300</td>
<td>18,800</td>
<td>107,100</td>
<td>1,019,200</td>
</tr>
<tr>
<td>Michigan</td>
<td>377,100</td>
<td>189,900</td>
<td>161,200</td>
<td>351,100</td>
<td>1,138,300</td>
</tr>
<tr>
<td>Minnesota</td>
<td>309,800</td>
<td>104,100</td>
<td>143,500</td>
<td>247,600</td>
<td>556,900</td>
</tr>
<tr>
<td>Mississippi</td>
<td>64,600</td>
<td>42,800</td>
<td>99,800</td>
<td>142,400</td>
<td>207,000</td>
</tr>
<tr>
<td>Missouri</td>
<td>542,500</td>
<td>149,700</td>
<td>142,400</td>
<td>287,800</td>
<td>822,800</td>
</tr>
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<td>Montana</td>
<td>44,400</td>
<td>32,800</td>
<td>37,400</td>
<td>70,200</td>
<td>114,600</td>
</tr>
<tr>
<td>Nebraska</td>
<td>120,100</td>
<td>72,200</td>
<td>91,800</td>
<td>164,000</td>
<td>284,100</td>
</tr>
<tr>
<td>Nevada</td>
<td>11,000</td>
<td>13,600</td>
<td>3,900</td>
<td>17,500</td>
<td>28,500</td>
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<td>New Hampshire</td>
<td>69,700</td>
<td>39,900</td>
<td>15,700</td>
<td>54,700</td>
<td>124,400</td>
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<tr>
<td>New Jersey</td>
<td>845,400</td>
<td>139,200</td>
<td>27,800</td>
<td>177,100</td>
<td>1,025,100</td>
</tr>
<tr>
<td>New Mexico</td>
<td>23,700</td>
<td>23,100</td>
<td>15,500</td>
<td>38,600</td>
<td>62,300</td>
</tr>
<tr>
<td>New York</td>
<td>2,623,300</td>
<td>353,600</td>
<td>155,400</td>
<td>509,000</td>
<td>3,132,300</td>
</tr>
<tr>
<td>North Carolina</td>
<td>161,900</td>
<td>101,700</td>
<td>145,000</td>
<td>246,700</td>
<td>408,600</td>
</tr>
<tr>
<td>North Dakota</td>
<td>26,200</td>
<td>32,800</td>
<td>90,000</td>
<td>131,800</td>
<td>119,600</td>
</tr>
<tr>
<td>Ohio</td>
<td>1,130,200</td>
<td>297,900</td>
<td>213,400</td>
<td>511,300</td>
<td>1,641,500</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>202,500</td>
<td>109,800</td>
<td>142,000</td>
<td>251,800</td>
<td>454,300</td>
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<tr>
<td>Oregon</td>
<td>147,000</td>
<td>76,400</td>
<td>62,000</td>
<td>138,400</td>
<td>285,400</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>1,553,900</td>
<td>495,700</td>
<td>156,800</td>
<td>652,500</td>
<td>2,206,400</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>142,500</td>
<td>10,300</td>
<td>2,700</td>
<td>13,000</td>
<td>155,500</td>
</tr>
<tr>
<td>South Carolina</td>
<td>69,700</td>
<td>66,600</td>
<td>71,200</td>
<td>207,300</td>
<td>258,000</td>
</tr>
<tr>
<td>South Dakota</td>
<td>31,700</td>
<td>38,100</td>
<td>63,100</td>
<td>101,200</td>
<td>132,900</td>
</tr>
<tr>
<td>Tennessee</td>
<td>211,200</td>
<td>161,900</td>
<td>147,400</td>
<td>248,700</td>
<td>459,900</td>
</tr>
<tr>
<td>Texas</td>
<td>556,200</td>
<td>199,800</td>
<td>277,500</td>
<td>477,300</td>
<td>1,033,500</td>
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<tr>
<td>Utah</td>
<td>61,800</td>
<td>29,500</td>
<td>19,700</td>
<td>49,200</td>
<td>110,900</td>
</tr>
<tr>
<td>Vermont</td>
<td>30,000</td>
<td>35,600</td>
<td>23,000</td>
<td>58,600</td>
<td>88,600</td>
</tr>
<tr>
<td>Virginia</td>
<td>178,800</td>
<td>115,200</td>
<td>106,200</td>
<td>221,400</td>
<td>340,600</td>
</tr>
<tr>
<td>Washington</td>
<td>254,400</td>
<td>107,400</td>
<td>81,500</td>
<td>188,900</td>
<td>443,300</td>
</tr>
<tr>
<td>West Virginia</td>
<td>111,800</td>
<td>158,200</td>
<td>78,300</td>
<td>236,500</td>
<td>348,800</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>377,000</td>
<td>110,000</td>
<td>127,700</td>
<td>237,700</td>
<td>612,700</td>
</tr>
<tr>
<td>Wyoming</td>
<td>18,100</td>
<td>19,700</td>
<td>12,000</td>
<td>31,700</td>
<td>49,800</td>
</tr>
</tbody>
</table>

**GEOGRAPHIC DIVISIONS**

<table>
<thead>
<tr>
<th>Division</th>
<th>1938 Radio Owner-Families, ship.</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
<td>1,515,400</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>5,022,600</td>
</tr>
<tr>
<td>E. North Central</td>
<td>4,185,200</td>
</tr>
<tr>
<td>W. North Central</td>
<td>1,494,700</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>1,300,800</td>
</tr>
<tr>
<td>E. South Central</td>
<td>639,000</td>
</tr>
<tr>
<td>W. South Central</td>
<td>1,014,900</td>
</tr>
<tr>
<td>Mountain</td>
<td>394,500</td>
</tr>
<tr>
<td>Pacific</td>
<td>1,688,500</td>
</tr>
</tbody>
</table>

| U. S. totals         | 17,195,600                       |

* Auto radios and all other extra sets excluded.  
† Villages are communities with less than 2,500 population.  

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### BASIC RURAL RADIO OWNERSHIP FACTORS
#### BY ECONOMIC GROUPS

<table>
<thead>
<tr>
<th>VILLAGE</th>
<th>U. S.</th>
<th>FARM</th>
<th>U. S.</th>
<th>TOTAL RURAL</th>
<th>U. S.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>High</td>
<td>Middle</td>
<td>Low</td>
<td>Total</td>
<td>High</td>
</tr>
<tr>
<td>% families owning a radio...</td>
<td>95.0</td>
<td>84.0</td>
<td>61.0</td>
<td>80.0</td>
<td>83.0</td>
</tr>
<tr>
<td>% radio families with 2 or more home radio sets</td>
<td>11.8</td>
<td>4.2</td>
<td>1.6</td>
<td>6.3</td>
<td>9.0</td>
</tr>
<tr>
<td>Median number of years radio families have owned sets...</td>
<td>8.7</td>
<td>7.0</td>
<td>6.1</td>
<td>7.4</td>
<td>7.6</td>
</tr>
<tr>
<td>Median age of principal set...</td>
<td>3.4</td>
<td>3.6</td>
<td>3.7</td>
<td>3.5</td>
<td>2.9</td>
</tr>
<tr>
<td>% radio families with set in working order*</td>
<td>98.8</td>
<td>97.4</td>
<td>96.1</td>
<td>97.6</td>
<td>96.5</td>
</tr>
<tr>
<td>% radio families owning an automobile......</td>
<td>89.9</td>
<td>76.8</td>
<td>57.9</td>
<td>77.0</td>
<td>95.0</td>
</tr>
<tr>
<td>% radio families owning an Auto-Radio .........</td>
<td>24.8</td>
<td>11.6</td>
<td>4.4</td>
<td>14.7</td>
<td>20.0</td>
</tr>
<tr>
<td>% Radio - Auto families owning an Auto-Radio</td>
<td>27.7</td>
<td>15.2</td>
<td>7.6</td>
<td>19.1</td>
<td>21.1</td>
</tr>
<tr>
<td>% of total auto families owning Auto-Radio ...</td>
<td>27.3</td>
<td>14.6</td>
<td>6.8</td>
<td>18.1</td>
<td>19.6</td>
</tr>
</tbody>
</table>

* Sets out of order six months = non-radio family.

### MEDIAN HOURS OF DAILY USE OF RURAL RADIO
#### (By Economic Groups and Geographic Areas Based on All Sets Owned)

<table>
<thead>
<tr>
<th>VILLAGE</th>
<th>FARM</th>
<th>TOTAL RURAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avge</td>
<td>Satur-</td>
<td>Sun-</td>
</tr>
<tr>
<td>Wkday</td>
<td>day</td>
<td>Avge</td>
</tr>
</tbody>
</table>

#### BY ECONOMIC GROUPS

<table>
<thead>
<tr>
<th></th>
<th>High</th>
<th>Middle</th>
<th>Low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>4:58</td>
<td>4:48</td>
<td>4:26</td>
<td>4:48</td>
</tr>
<tr>
<td>Middle</td>
<td>4:58</td>
<td>4:47</td>
<td>4:22</td>
<td>4:47</td>
</tr>
<tr>
<td>Low</td>
<td>4:38</td>
<td>4:40</td>
<td>4:08</td>
<td>4:26</td>
</tr>
</tbody>
</table>

#### BY GEOGRAPHIC AREAS

<table>
<thead>
<tr>
<th></th>
<th>New England</th>
<th>Middle Atlantic</th>
<th>East North</th>
<th>West North</th>
<th>South Atlantic</th>
<th>East South</th>
<th>West South</th>
<th>TOTAL U. S.</th>
</tr>
</thead>
</table>

154
### MEDIAN HOURS OF DAILY USE OF RURAL RADIO RELATED TO YEARS OF RADIO OWNERSHIP

<table>
<thead>
<tr>
<th>No. of Years Families Have Owned Sets</th>
<th>Village Hrs. Min.</th>
<th>Farm Hrs. Min.</th>
<th>Total Rural Hrs. Min.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 years or less</td>
<td>4 25</td>
<td>4 28</td>
<td>4 27</td>
</tr>
<tr>
<td>3 and 4 years</td>
<td>4 38</td>
<td>4 34</td>
<td>4 36</td>
</tr>
<tr>
<td>5 and 6 years</td>
<td>4 25</td>
<td>5 04</td>
<td>4 39</td>
</tr>
<tr>
<td>7 and 8 years</td>
<td>4 48</td>
<td>5 06</td>
<td>4 57</td>
</tr>
<tr>
<td>9 years and over</td>
<td>4 59</td>
<td>5 06</td>
<td>5 02</td>
</tr>
</tbody>
</table>

Median based on all sets owned... 4 42 4 52 4 47

### RURAL OWNERSHIP FACTORS BY GEOGRAPHIC AREAS

<table>
<thead>
<tr>
<th>Geographic Area</th>
<th>Rural families owning radio.</th>
<th>Rural radio families with radio in working order.</th>
<th>Rural radio families with more than one radio.</th>
<th>Years typical rural radio family has owned radio.</th>
<th>Rural radio families owning auto.</th>
<th>Rural radio families with auto radio.</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW ENGLAND (Conn., Me., Mass., N. H., R. I., Vt.)</td>
<td>92%</td>
<td>98.5%</td>
<td>12.7%</td>
<td>10</td>
<td>77.2%</td>
<td>14%</td>
</tr>
<tr>
<td>WEST NORTH CENTRAL (Ia., Kans., Minn., Mo., Neb., N. D., S. D.)</td>
<td>69%</td>
<td>94.6%</td>
<td>2.2%</td>
<td>8</td>
<td>85%</td>
<td>12.3%</td>
</tr>
<tr>
<td>SOUTH ATLANTIC (Del., Fla., Ga., Md., N. C., S. C., Va., W. Va.)</td>
<td>54%</td>
<td>96.2%</td>
<td>4.7%</td>
<td>5.8</td>
<td>76.9%</td>
<td>9.6%</td>
</tr>
<tr>
<td>EAST NORTH CENTRAL (Ill., Ind., Mich., Ohio, Wis.)</td>
<td>83%</td>
<td>97.7%</td>
<td>5.3%</td>
<td>7.6</td>
<td>85.4%</td>
<td>12%</td>
</tr>
<tr>
<td>MIDDLE ATLANTIC (N. J., N. Y., Pa.)</td>
<td>88%</td>
<td>96.5%</td>
<td>5.6%</td>
<td>7.9</td>
<td>81.7%</td>
<td>13.5%</td>
</tr>
<tr>
<td>WEST SOUTH CENTRAL (Ark., La., Okla., Tex.)</td>
<td>53%</td>
<td>97.2%</td>
<td>4.8%</td>
<td>5.6</td>
<td>85%</td>
<td>18.8%</td>
</tr>
<tr>
<td>EAST SOUTH CENTRAL (Ala., Ky., Miss., Tenn.)</td>
<td>51%</td>
<td>95.7%</td>
<td>4.3%</td>
<td>6.2</td>
<td>70.2%</td>
<td>8.4%</td>
</tr>
<tr>
<td>MOUNTAIN (Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.)</td>
<td>72%</td>
<td>93.9%</td>
<td>4.6%</td>
<td>6.7</td>
<td>82.7%</td>
<td>13.8%</td>
</tr>
<tr>
<td>PACIFIC (Cal., Ore., Wash.)</td>
<td>96%</td>
<td>99.6%</td>
<td>14.3%</td>
<td>7.9</td>
<td>95.6%</td>
<td>25%</td>
</tr>
<tr>
<td>U. S. TOTAL</td>
<td>69%</td>
<td>96.6%</td>
<td>5.8%</td>
<td>7</td>
<td>82.1%</td>
<td>13.4%</td>
</tr>
</tbody>
</table>

155
RURAL SETS IN USE BY HALF-HOURS:
MONDAY-FRIDAY AVERAGE
(Plain Percentage Figures Indicate Farm Sets; Figures in
Parentheses Indicate Village Sets)
PERIOD.

EASTERN.*

MORNING:
6:00- 6:30
6:30- 7:00
7:00- 7:30
7:30- 8:00
8:00- 8:30
8:30- 9:00
9:00- 9:30
9:30-10:00
10:00-10:30
10:30-11:00
11:00-11:30
11:30-12:00

6:00-12:00

Percent.

A.M
A.M
A.M
A.M
A.M
A.M
A.M
A.M
A.M
A.M
A.M
Noon.

.

.

Noon

6.6
12.6
23.0
21.5
22 5
20.5
23.0
22.7
28.0
26.4
27.1
31.1

CENTRAL.* MOUNTAIN.* PACIFIC*
Percent.
18.4
26.4
34.6
31.7
25.5
24.7
25.2
25.9
22.7

Percent.
6.7 ( 5.4)
( 9.7)

Percent.
4.6
21.0
38.4
40.6
35.6
34.7
26.5
33.8
31.1
30.6
36.5
46.6

2.8)
6.4)

U.S.

TOT.f

Percent.

8.5)
(14.3)
(30.2)
(30.4)
(32.2)
(31.5)
(31.8)
(30.3)
(26.9)
19.7 (24.7)
19.7 (22.9)
27.2 (26.5)

17.4
39.6
31.5
28.5
24.8
21.8
20.8
18.8
20.5
22.1
26.5

59.5 (57.5)

61.8 (64.6)

60.4 (54.1)

70.8 (60.8)

61.7 (60.3)

36.6
31.8
21.5
16.0
15.6
15.4
17.2
17.4
18.0
17.8
21.4
25.6

46.6
44.1
19.9
18.1
18.9
18.7
17.1
14.5
14.5
14.4
21.1
27.5

42.6
33.9
21.1
19.1
16.4
15.1
12.4

52.1
49.8
34.2
26.5
16.9
16.4
14.6
14.2
14.2
17.4
28.8
38.4

25.6
28.8
36.3
33.3
20.8
20.1
20.9
20.6
18.6
16.5
16.8
18.0

(
(

3.1)
6.5)

(20.1)
(21.2)
(24.2)
(20.7)
(24.3)
(25.2)
(27.4)
(27.4)
(26.1)
(29.0)

(

(27.2)
(26.3)
(25.1)
(23.0)
(23.6)
(26.6)
(28.7)
(28.4)
(26.9)
(25.4)

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(

(26.7)
(28.2)
(29.5)
(28.2)
(27.5)
(31.0)
(36.4)
(35.6)
(34.9)
(35.9)

t

t
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%
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23.8
24.1
27.2
27.1
25.0
24.5

(25.4)
(25.9)
(28.9)
(28.4)
(26.6)
(27.2)

AFTERNOON:
12:00-12:30
12:30- 1:00
1:00- 1:30
1:30- 2:00
2:00- 2:30
2:30- 3:00
3:00- 3:30
3:30- 4:00
4:00- 4:30
4:30- 5:00
5:00- 5:30
5:30- 6:00
12:00- 6:00

6:00

P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M

A.M- 6:00 P.M..

(33.4)
(29.8)
(23.4)
(20.0)
(18.1)
(17.4)
(19.5)
(18.6)
(18.8)
(18.7)
(22.1)
(27.7)

(36.2)
(35.6)
(20.3)
(18.8)
(20.4)
(19.5)
(18.4)
(17.0)
(17.0)
(16.5)
(21.4)
(26.5)

(34.4)
(31.4)
(25.7)
(24.8)
(22.1)
(20.8)
(18.1)
(15.1)
(17.8)
(21.1)
(27.2)
(32.0)

10.7
11.7
14.4
20.1
26.5

(40.2)
(37.4)
(27.2)
(24.4)
(23.4)
(22.1)
(24.2)
(24.7)
(25.7)
(24.9)
(34.1)
(39.4)

(28.6)
(28.6)
(29.6)
(27.6)
(21.3)
(20.3)
(22.1)
(21.0)
(19.6)
(18.7)
(20.1)
(22.3)

61.7 (58.5)

66.2 (62.1)

59.7 (61.3)

71.7 (64.4)

64.9 (60.5)

74.0 (72.8)

77.5 (76.7)

73.8 (71.6)

79.5 (76.3)

76.4 (72.7)

45.5
54.4
73.6
72.1
67.4
61.9
35.2
26.7

49.9
58.2
65.9
64.7
55.2
48.9
27.3
18.0

50.3 (56.5)
57.7 (62.8)
67.1 (74.3)
70.1 (72.5)
70.1 (73.1)
65.8 (66.2)
42.6 (43.8)
19.8 (29.6)
4.7 (15.1)

65.3
67.1
85.4
84.5
84.5
84.0
58.4
35.2

28.0
34.5
53.5
58.2
62.9
61.5
50.1
44.1
27.9
21.2
11.8

EVENING:
6:00- 6:30
6:30- 7:00
7:00- 7:30
7:30- 8:00
8:00- 8:30
8:30- 9:00
9:00- 9:30
9:30-10:00
10:00-10:30
10:30-11:00
11:00-11:30
11:30-12:00

P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M

(48.4)
(55.5)
(68.5)
f67.3)
(63.0)
(61.9)
(46.1)
(39.3)
9.6 (19.7)
5.8 (11.4)

P.M......

Mid

6:00 A.M.- 12.00

Mid.
Mid.

*

100% equals

total

zone.

Time given

6:00 P.M.- 12:00

is

1.1 ( 3.9)
.4 ( 2.4)

(52.8)
(58.5)
(63.5)
(61.4)
(57.4)
(52.5)
(32.9)
(25.3)
5.8 (11.4)
3.2 ( 6.1)
1.1 ( 2.6)
.9

( 1.8)

(64.9)
(67.9)
(79.9)
(79.9)
(84.0)
(81.9)
(66.7)
(54.2)
7.8 (12.7)
1.4 ( 5.6)

2.3 ( 8.5)
( 2.7)

...

(

1.5)

1.5)

...

(

1.8)

...

.3

(

(34.5)
(40.0)
(56.6)
(58.4)
(61.2)
(59.7)
(53.4)
(48.5)
(32.8)
(25.6)
(16.0)
9.0 (12.5)

82.4 (82.6)

80.6 (79.8)

80.2 (86.1)

89.5 (91.3)

81.8 (82.5)

88.6 (90.2)

86.6 (88.3)

83.6 (90.9)

95.0 (96.2)

87.7 (90.1)

number of farm and village families (separately) in each time
in terms of local standard time for individual time zones.

f U. S. total is weighted according to the number of farm and village radio families
(separately) in each time zone (Eastern 32%, Central 56%, Mountain 5%, Pacific 7%).
Each percentage in this column is the simultaneous coast-to-coast audience, in terms of
New York time as shown on the left. 100% equals Total U. S. Farm Radio Families.

U.

t
S.

Data for periods prior to 6 A.M. were not obtained.
Total can be computed is 9 A.M. New York time.

156

The

earliest

hour for which a


### RURAL SETS IN USE BY HALF-HOURS: SATURDAY ONLY

*(Plain Percentage Figures Indicate Farm Sets; Figures in Parentheses Indicate Village Sets)*

<table>
<thead>
<tr>
<th>PERIOD</th>
<th>EASTERN,*</th>
<th>CENTRAL,*</th>
<th>MOUNTAIN,*</th>
<th>PACIFIC,*</th>
<th>U.S.TOT:</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00-6:30 A.M</td>
<td>5.0 (1.5)</td>
<td>19.2 (9.0)</td>
<td>11.6 (3.0)</td>
<td>1.1 (...)</td>
<td>mindfulness</td>
</tr>
<tr>
<td>6:30-7:00 A.M</td>
<td>7.6 (4.4)</td>
<td>20.3 (16.0)</td>
<td>21.1 (8.9)</td>
<td>4.0 (...)</td>
<td>mindfulness</td>
</tr>
<tr>
<td>7:00-7:30 A.M</td>
<td>23.2 (15.5)</td>
<td>20.5 (17.9)</td>
<td>32.6 (37.6)</td>
<td>28.4 (16.2)</td>
<td>mindfulness</td>
</tr>
<tr>
<td>7:30-8:00 A.M</td>
<td>23.4 (15.3)</td>
<td>36.4 (27.3)</td>
<td>32.6 (39.6)</td>
<td>29.0 (22.1)</td>
<td>mindfulness</td>
</tr>
<tr>
<td>8:00-8:30 A.M</td>
<td>29.1 (20.6)</td>
<td>31.5 (27.8)</td>
<td>27.4 (40.6)</td>
<td>28.4 (33.8)</td>
<td>mindfulness</td>
</tr>
<tr>
<td>8:30-9:00 A.M</td>
<td>25.7 (19.7)</td>
<td>29.7 (26.7)</td>
<td>22.1 (28.7)</td>
<td>25.0 (30.1)</td>
<td>mindfulness</td>
</tr>
<tr>
<td>9:00-9:30 A.M</td>
<td>24.5 (25.1)</td>
<td>27.4 (26.2)</td>
<td>18.9 (29.7)</td>
<td>19.9 (34.6)</td>
<td>27.1 (24.4)</td>
</tr>
<tr>
<td>9:30-10:00 A.M</td>
<td>25.0 (23.7)</td>
<td>26.6 (25.8)</td>
<td>18.9 (24.8)</td>
<td>21.6 (35.3)</td>
<td>26.5 (23.4)</td>
</tr>
<tr>
<td>10:00-10:30 A.M</td>
<td>29.0 (26.7)</td>
<td>23.9 (24.5)</td>
<td>23.2 (23.8)</td>
<td>28.4 (35.3)</td>
<td>28.0 (26.2)</td>
</tr>
<tr>
<td>10:30-11:00 A.M</td>
<td>27.1 (27.2)</td>
<td>21.4 (24.1)</td>
<td>20.0 (21.8)</td>
<td>29.0 (34.6)</td>
<td>26.7 (26.3)</td>
</tr>
<tr>
<td>11:00-11:30 A.M</td>
<td>27.0 (24.9)</td>
<td>22.7 (21.0)</td>
<td>18.9 (20.8)</td>
<td>20.8 (32.4)</td>
<td>25.0 (25.8)</td>
</tr>
<tr>
<td>11:30-12:00 Noon</td>
<td>29.4 (27.8)</td>
<td>29.7 (22.8)</td>
<td>25.3 (25.7)</td>
<td>43.2 (32.4)</td>
<td>24.1 (26.5)</td>
</tr>
<tr>
<td>6:00-12:00 Noon</td>
<td>56.8 (51.5)</td>
<td>66.1 (58.8)</td>
<td>52.6 (60.4)</td>
<td>61.9 (54.4)</td>
<td>62.2 (55.0)</td>
</tr>
</tbody>
</table>

**AFTERNOON:**

<table>
<thead>
<tr>
<th>PERIOD</th>
<th>Percent.</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00-12:30 P.M</td>
<td>36.7 (27.7)</td>
</tr>
<tr>
<td>12:30-1:00 P.M</td>
<td>32.0 (23.8)</td>
</tr>
<tr>
<td>1:00-1:30 P.M</td>
<td>24.1 (23.4)</td>
</tr>
<tr>
<td>1:30-2:00 P.M</td>
<td>21.7 (24.2)</td>
</tr>
<tr>
<td>2:00-2:30 P.M</td>
<td>25.3 (29.7)</td>
</tr>
<tr>
<td>2:30-3:00 P.M</td>
<td>25.8 (31.2)</td>
</tr>
<tr>
<td>3:00-3:30 P.M</td>
<td>27.3 (33.9)</td>
</tr>
<tr>
<td>3:30-4:00 P.M</td>
<td>27.4 (34.0)</td>
</tr>
<tr>
<td>4:00-4:30 P.M</td>
<td>25.0 (33.7)</td>
</tr>
<tr>
<td>4:30-5:00 P.M</td>
<td>24.1 (32.0)</td>
</tr>
<tr>
<td>5:00-5:30 P.M</td>
<td>23.7 (29.9)</td>
</tr>
<tr>
<td>5:30-6:00 P.M</td>
<td>24.1 (30.0)</td>
</tr>
<tr>
<td>6:00-6:30 P.M</td>
<td>61.5 (61.8)</td>
</tr>
<tr>
<td>6:00 A.M.-6:30 P.M</td>
<td>72.9 (71.8)</td>
</tr>
</tbody>
</table>

**EVENING:**

<table>
<thead>
<tr>
<th>PERIOD</th>
<th>Percent.</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00-6:30 P.M</td>
<td>41.3 (43.7)</td>
</tr>
<tr>
<td>6:30-7:00 P.M</td>
<td>45.5 (47.6)</td>
</tr>
<tr>
<td>7:00-7:30 P.M</td>
<td>60.3 (59.2)</td>
</tr>
<tr>
<td>7:30-8:00 P.M</td>
<td>60.8 (58.9)</td>
</tr>
<tr>
<td>8:00-8:30 P.M</td>
<td>62.6 (57.8)</td>
</tr>
<tr>
<td>8:30-9:00 P.M</td>
<td>61.5 (55.7)</td>
</tr>
<tr>
<td>9:00-9:30 P.M</td>
<td>45.3 (43.6)</td>
</tr>
<tr>
<td>9:30-10:00 P.M</td>
<td>38.5 (37.7)</td>
</tr>
<tr>
<td>10:00-10:30 P.M</td>
<td>20.8 (19.8)</td>
</tr>
<tr>
<td>10:30-11:00 P.M</td>
<td>15.6 (14.6)</td>
</tr>
<tr>
<td>11:00-11:30 P.M</td>
<td>7.0 (6.7)</td>
</tr>
<tr>
<td>11:30-12:00 Mid.</td>
<td>4.2 (4.2)</td>
</tr>
<tr>
<td>6:00 P.M.-12:00 Mid.</td>
<td>79.8 (77.9)</td>
</tr>
<tr>
<td>6:00 A.M.-12:00 Mid.</td>
<td>86.9 (88.2)</td>
</tr>
</tbody>
</table>

* 100% equals total number of farm and village families (separately) in each time zone. Time given is in terms of local standard time for individual time zones.

† U. S. total is weighted according to the number of farm and village radio families (separately) in each time zone (Eastern 32%, Central 56%, Mountain 5%, Pacific 7%). Each percentage in this column is the simultaneous coast-to-coast audience, in terms of New York time as shown on the left. 100% equals Total U. S. Farm Radio Families.

‡ Data for periods prior to 6 A.M. were not obtained. The earliest hour for which a U. S. Total can be computed is 9 A.M. New York time.
RURAL SETS

USE BY HALF-HOURS:
SUNDAY ONLY
IN

(Plain Percentage Figures Indicate

Farm

Sets; Figures in

Parentheses Indicate Village Sets)
EASTERN.* CENTRAL.* MOUNTAIN.* PACIFIC*

PERIOD.

MORNING:
6:00- 6:30
6:30- 7:00
7:00- 7:30
7:30- 8:00
8:00- 8:30
8:30- 9:00
9:00- 9:30
9:30-10:00
10:00-10:30
10:30-11:00
11:00-11:30
11:30-12:00

6:00-12:00

A.M......

A.M
A.M
A.M
A.M
A.M
A.M
A.M
A.M
A.M
A.M
Noon
Noon

U.S.

Percent.

Percent.

2.8(4.0)
3.9(5.9)

3.7(1.5)
8.4(4.6)

...(...)
...(...)

13.5 (14.1)

21.5 (14.8)

7.9 ( 7.6)

%
$

27.1(14.8)
38.3(20.9)

8.5(7.6)

%

16.5(10.6)

19.3(17.0)
31.8(29.7)

24.4(18.9)

%

16.9
21.2
21.2
24.5

30.9
34.1
30.9
27.5

40.2
39.3
34.6
28.0

26.8
28.0
26.2
31.7

.8

(

.7)

5.1 (
.6)
12.5 ( 3.7)

9.7(5.1)
(11.2)
(18.7)
(18.2)
(23.8)

(31.9)
(31.2)
(28.8)
(27.8)

(19.9)
(25.5)
(24.5)
(23.0)

TOT.|

Percent.

Percent.

Percent.

t

(19.7)
(28.8)
(32.6)
(35.6)

25.6 (21.0)
25.3 (21.6)
29.3 (25.0)

t

25.2(23.3)

27.0(26.1)

23.4(22.4)

30.5(34.1)

27.9(23.8)

28.0 (22.7)
27.8 (22.5)

24.9 (22.7)
25.5 (23.9)

19.6 (18.9)
21.5 (17.3)

27.4 (28.0)
28.0 (28.8)

28.0 (24.4)
27.6 (23.7)

50.2 (42.1)

57.7 (55.5)

52.3 (43.4)

53.0 (50.0)

54.7 (48.0)

26.1
21.8
27.7
26.9
30.7
30.2
29.9
29.4
24.8
22.9
22.0
26.7

27.5
27.9
28.3
27.5
25.1
24.0
23.0
22.7
23.0
23.0
24.0
30.9

26.2
25.2
23.4
28.0
29.9
28.0
25.2
24.3
23.4
20.6
23.4
23.4

29.3
29.3
29.3
28.7
23.2
20.7
20.1
20.1
17.7
17.1
29.9
33.5

25.7
24.3
27.5
27.5
28.9
28.3
26.9
26.3
24.4
23.5
22.8
24.1

AFTERNOON:
12:00-12:30
12:30- 1:00
1:00- 1:30
1:30- 2:00
2:00- 2:30
2:30- 3:00
3:00- 3:30
3:30- 4:00
4.00- 4:30
4:30- 5:00
5:00- 5:30
5:30- 6:00
12:00- 6:00

P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M

6:00 A.M.- 6:00 P.M..

(22.7)
(21.6)
(21.9)
(21.0)
(23.5)
(22.7)
(24.0)
(23.8)
(23.1)
(22.4)
(21.6)
(23.4)

(26.9)
(26.4)
(26.4)
(27.2)
(26.6)
(24.9)
(22.6)
(22.3)
(22.1)
(22.2)
(28.4)
(32.0)

(18.9)
(19.4)
(18.9)
(17.9)
(17.9)
(15.3)
(15.3)
(14.8)
(18.9)
(19.4)
(22.4)
(25.0)

(28.8)
(27.3)
(34.1)
(33.3)
(34.1)
(32.6)
(28.8)
(29.5)
(34.8)
(34.8)
(36.4)
(40.2)

(23.3)
(23.5)
(24.9)
(24.1)
(24.8)
(24.8)
(25.2)
(24.3)
(23.7)
(23.0)
(22.7)
(23.4)

64.7 (51.7)

60.5 (58.8)

47.7 (45.4)

61.6 (69.7)

61.3 (55.8)

75.0 (63.3)

77.3 (74.7)

72.0 (62.2)

75.0 (80.3)

76.1 (69.2)

43.4
54.4
67.2
68.2
64.2
60.1
38.9
28.2
10.4

(41.2)
(46.2)
(60.3)
(59.3)
(59.5)
(58.1)
(42.2)
(34.5)
(16.1)
5.7 (10.3)
1.4 ( 4.1)

52.1
52.4
54.3
51.9
44.6
38.2
15.5
10.7

37.4
43.9
54.2
53.3
50.5
46.7
28.0
25.2

48.2
50.6
62.8
63.4
72.6
74.4
62.2
47.0
11.0

29.9
37.2
53.1
53.5
54.9
52.8
43.5
36.6
19.0
14.7

2.6)

.4

EVENING:
6:00- 6:30
6:30- 7:00
7:00- 7:30
7:30- 8:00
8:00- 8:30
8:30- 9:00
9:00- 9:30
9:30-10:00
10:00-10:30
10:30-11:00
11:00-11:30
11:30-12.00

P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M
P.M

Mid......
6:00 P.M.- 12:00 Mid.
6:00 A.M. 12:00 Mid.

.8

(

4.3
2.1
1.1

(50.1)
(49.6)
(49.9)
(48.2)
(45.0)
(42.0)
(29.0)
(25.1)
(10.7)
( 7.3)
( 2.5)
( 1.4)

(35.7)
(38.8)
(51.5)
(54.6)
(52.0)
(48.5)
(39.8)
(28.1)
9.3 (10.7)
7.5 ( 7.1)

3.7 (
.9

(

(...)
(...)

(34.2)
(38.0)
(52.3)
(51.8)
(52.6)
(51.7)
(44.1)
(39.5)
(27.5)
(23.2)
9.5 (14.4)
8.1 (11.7)

(47.0)
(49.2)
(68.2)
(69.7)
(70.5)
(68.9)
(57.6)
(47.7)
(18.9)
4.3 ( 9.1)

.5)

1.8

.5)

1.8

78.6 (73.8)

71.2 (70.9)

70.1 (67.9)

88.4 (86.4)

74.8 (73.6)

88.0 (83.5)

85.6 (86.1)

84.1 (78.1)

95.7 (98.5)

87.0 (85.6)

100% equals total number of farm and village families (separately) in each time
Time given is
terms of local standard time for individual time zones.
f U. S. total is weighted according to the number of farm and village radio families
(separately) in each time zone (Eastern 32%, Central 56%, Mountain 5%, Pacific 7%).
Each percentage in this column is the simultaneous coast-to-coast audience in terms of
New York time as shown on the left. 100% equals Total U. S. Farm Radio Families.
The earliest hour for which a
t Data for periods prior to 6 A.M were not obtained.
U. S. Total can be computed is 9 A.M. New York time.
*

zone.

m

.

158


A BOOKKEEPER'S RADIO HISTORY

Column 1

Figures on the number of broadcast stations in operation annually were obtained from the Federal Communications Commission. From 1922 through 1926 the totals are mid-year totals. The first 1927 figure (733) indicates the number of stations in existence when the Federal Radio Commission (predecessor of the FCC) was organized; the second 1937 figure (694) is the regular mid-year figure. From 1928 through 1932 the figures represent irregular compilation dates within each year. Since 1932 the compilations pertain to each January 1.

Column 2

It should be plainly understood that by "gross revenue" is meant a total computed at one-time card rates prior to any discounts whatsoever and including nothing but time sales. The earliest industry gross revenue figure (1931) is derived from page 44 of a "Letter from the Chairman of the Federal Radio Commission to the Senate" (72nd Congress, Document 137). It was therein stated that during 1931 a total of 525 broadcast stations plus NBC, CBS, and the Yankee and Don Lee networks grossed $77,758,048.79. However, it is apparent that this figure is far too high. The Radio Commission had simply reported network revenue twice by crediting it alike to the chains and to their affiliates. In short, the Radio Commission credited the network-affiliated stations with the payments they received from the networks, but failed to subtract these payments from network income. On the assumption that network compensation was roughly 20% of gross network receipts, and that a leeway must be made for other blunders in computation, a figure of $72,000,000 is here taken as a compromise in a situation unquestionably calling for one. The next (1933) figure is an old National Association of Broadcasters' estimate.

The totals for 1934, 1935 and 1936 are also National Association of Broadcasters' compilations—all, of course, figured at one-time card rates.

The 1937 figure is a Variety Radio Directory estimate computed as follows:

the networks' own figures on their gross time sales were taken as network revenue; the secondary network income (regional and similar networks), was computed by augmenting the secondary network revenue as reported in "Summary of responses by broadcast stations to Commission Order No. 38" by 20%; the national spot sales figure (from "Commission Order No. 38") was similarly increased 20%; and the local sales total was increased 10%. This method of augmenting a net into a gross is naturally not 100% accurate, but percentage-wise it checks very nicely with studies on the difference between "net" and "gross." The 1938 figure was similarly computed.

Column 3

The figures in this column are from annual reports of the networks, and represent totals computed at one-time card rates (with two exceptions—the Mutual Broadcasting System in 1935 and 1936 issued net figures, but subsequently has conformed to the standard practice of issuing only gross revenue figures).

Column 4

This column shows the consolidated net operating profit of the industry for those years in which figures are available. Naturally, this profit represents not only profit on the sale of broadcasting time, but also profits derived from the sale of talent, property, programs, etc. The figure for 1931 was obtained thus: 333 stations in that year (see Document 37) reported a total profit of $5,451,717.05 (not counting depreciation as an expense); 180 other stations reported combined losses of $2,200,743.76; the networks meantime showed consolidated net operating profits of $4,671,996 (depreciation most emphatically added to expenses). Adding and subtracting these amounts brings a sum equal to $7,922,969.

The figure for 1937 is from Table No. 1 of "Summary of responses by broadcast stations to Commission Order No. 38." It seems to the editors of the DIRECTORY, however, that this officially reported

(Continued on page 162)
<table>
<thead>
<tr>
<th>YEAR</th>
<th>BROADCAST STATIONS IN OPERATION</th>
<th>GROSS INDUSTRY REVENUE [TIME SALES ONLY]</th>
<th>NETWORK GROSS REVENUE [TIME SALES ONLY]</th>
<th>INDUSTRY NET OPERATING PROFIT</th>
<th>NETWORK CONSOLIDATED NET OPERATING PROFIT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>NBC</td>
<td>CBS</td>
<td>MBS</td>
<td>NBC</td>
</tr>
<tr>
<td>1922</td>
<td>382</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>1923</td>
<td>573</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>1924</td>
<td>530</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>1925</td>
<td>571</td>
<td>—</td>
<td>—</td>
<td>—</td>
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<tr>
<td>1926</td>
<td>528</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>1927</td>
<td>733</td>
<td>3,760,010</td>
<td>—</td>
<td>—</td>
<td>D$ 464,385</td>
</tr>
<tr>
<td>1928</td>
<td>677</td>
<td>8,780,333</td>
<td>1,477,364</td>
<td>—</td>
<td>D$ 427,239</td>
</tr>
<tr>
<td>1929</td>
<td>618</td>
<td>14,310,382</td>
<td>4,755,981</td>
<td>—</td>
<td>713,049</td>
</tr>
<tr>
<td>1930</td>
<td>612</td>
<td>20,088,887</td>
<td>7,605,203</td>
<td>—</td>
<td>1,906,371</td>
</tr>
<tr>
<td>1931</td>
<td>608</td>
<td>27,607,041</td>
<td>11,395,039</td>
<td>—</td>
<td>7,922,969</td>
</tr>
<tr>
<td>1932</td>
<td>606</td>
<td>26,504,91</td>
<td>12,601,885</td>
<td>—</td>
<td>1,056,114</td>
</tr>
<tr>
<td>1933</td>
<td>610</td>
<td>57,000,000</td>
<td>10,063,566</td>
<td>—</td>
<td>507,951</td>
</tr>
<tr>
<td>1934</td>
<td>591</td>
<td>72,887,169</td>
<td>14,825,845</td>
<td>—</td>
<td>2,065,303</td>
</tr>
<tr>
<td>1935</td>
<td>605</td>
<td>87,523,848</td>
<td>17,637,804</td>
<td>1,293,035</td>
<td>3,090,807</td>
</tr>
<tr>
<td>1936</td>
<td>632</td>
<td>107,550,866</td>
<td>23,168,148</td>
<td>1,884,615</td>
<td>3,563,469</td>
</tr>
<tr>
<td>1937</td>
<td>676</td>
<td>141,000,000</td>
<td>28,722,118</td>
<td>2,239,076</td>
<td>3,699,386</td>
</tr>
<tr>
<td>1938</td>
<td>721</td>
<td>143,500,000</td>
<td>27,345,397</td>
<td>2,920,324</td>
<td>3,451,971</td>
</tr>
</tbody>
</table>

FOR SOURCES AND EXPLANATIONS

160
<table>
<thead>
<tr>
<th>Depreciated Value of Investment (Stations Only)</th>
<th>Annual Employee Payroll (Artists Excluded)</th>
<th>Number of Stations Network Affiliated</th>
<th>Grand Total Sales of Apparatus for Radio Reception</th>
<th>U.S. Radio Homes</th>
<th>Percent Radio Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>?</td>
<td>?</td>
<td>?</td>
<td>$60,000,000</td>
<td>60,000</td>
<td>Negligible</td>
</tr>
<tr>
<td>?</td>
<td>?</td>
<td>?</td>
<td>$136,000,000</td>
<td>1,000,000</td>
<td>Negligible</td>
</tr>
<tr>
<td>?</td>
<td>?</td>
<td>?</td>
<td>$358,000,000</td>
<td>2,500,000</td>
<td>Negligible</td>
</tr>
<tr>
<td>?</td>
<td>?</td>
<td>19</td>
<td>$430,000,000</td>
<td>3,500,000</td>
<td>Negligible</td>
</tr>
<tr>
<td>?</td>
<td>?</td>
<td>48</td>
<td>$506,000,000</td>
<td>5,000,000</td>
<td>Negligible</td>
</tr>
<tr>
<td>?</td>
<td>?</td>
<td>48</td>
<td>$425,600,000</td>
<td>6,500,000</td>
<td>22.8%</td>
</tr>
<tr>
<td>?</td>
<td>?</td>
<td>56</td>
<td>$690,550,000</td>
<td>7,700,000</td>
<td>26.6%</td>
</tr>
<tr>
<td>?</td>
<td>?</td>
<td>70</td>
<td>$842,548,000</td>
<td>9,000,000</td>
<td>30.5%</td>
</tr>
<tr>
<td>?</td>
<td>?</td>
<td>73</td>
<td>$496,432,000</td>
<td>12,048,762</td>
<td>40.1%</td>
</tr>
<tr>
<td>?</td>
<td>?</td>
<td>85</td>
<td>$309,270,000</td>
<td>15,000,000</td>
<td>49.6%</td>
</tr>
<tr>
<td>?</td>
<td>?</td>
<td>87</td>
<td>$206,190,000</td>
<td>16,000,000</td>
<td>52.3%</td>
</tr>
<tr>
<td>?</td>
<td>?</td>
<td>87</td>
<td>$212,598,000</td>
<td>16,800,000</td>
<td>54.2%</td>
</tr>
<tr>
<td>?</td>
<td>?</td>
<td>88</td>
<td>$235,628,000</td>
<td>17,950,000</td>
<td>57.0%</td>
</tr>
<tr>
<td>?</td>
<td>$17,300,000</td>
<td>89</td>
<td>$370,052,895</td>
<td>21,455,799</td>
<td>67.6%</td>
</tr>
<tr>
<td>?</td>
<td>?</td>
<td>105</td>
<td>$482,068,000</td>
<td>22,869,000</td>
<td>71.2%</td>
</tr>
<tr>
<td>$25,795,104</td>
<td>$25,984,911</td>
<td>142</td>
<td>$466,349,770</td>
<td>24,500,000</td>
<td>75.7%</td>
</tr>
<tr>
<td>?</td>
<td>?</td>
<td>166</td>
<td>$295,000,000</td>
<td>24,666,500</td>
<td>81.7%</td>
</tr>
</tbody>
</table>

SEE PAGES 159 AND 162

161
BOOKKEEPER'S RADIO

(Continued from page 159)

profit is rather low. For the FCC credited the major networks with only $6,330,448 net income (apparently quite comparable to consolidated net operating profit), whereas NBC and CBS alone had a profit in that year of some $7,997,000.

In the 1938 figure (unlike the 1937) certain Federal and other taxes are not deducted due to the difficulty in finding them on the FCC record sheet. The actual industry profit in 1938 was probably between $15,000,000 and $16,000,000.

Column 5
These figures were separately reported to the FCC by NBC and CBS in January, 1939. The 1927 NBC figure includes two months of 1926 operation, and the NBC 1938 figure is an estimate.

Column 6
This column shows the depreciated value of investments in stations only. The 1931 total is from Document 137, page 43. By “investment” here is meant the depreciated value of technical equipment, real estate, furniture and fixtures. The 1937 figure is from “Summary of responses to Order No. 38,” and shows investment in “total broadcasting property” at depreciated values. The replacement value of this same property would be $42,747,889, with technical equipment accounting for slightly more than half of that sum. Network investment in property, other than in network-owned stations (included in the 1937 figure), was $8,820,880 before depreciation. The depreciated value of such property would probably come to around $6,250,000.

Column 7
Annual station payments in salaries and wages are recorded in this column, but with talent (announcers, actors, etc.) excluded. It was not deemed advisable to include talent, because many actors, announcers, etc., are not employed by stations direct, but are engaged by advertisers and agencies. Hence any talent salary figures would at best be highly incomplete. The 1931 total is from Document 37, page 45. The 1935 figure is an approximation derived from statistics in the Census of Business for that year. It was computed by taking 67.2% of the total annual payroll for full-time employees of stations and networks (the other 22.8% went to actors and announcers), and 22% of the total annual payroll of part-time employees (stations only). The 1937 total is from “Summary of Responses to Order No. 38,” and represents addition of items 1 (b), 2(b) and 6 (b) in Table No. 1. (Note: This payroll data is accredited here to 1937 because it was gathered by the FCC early in 1938 — during the week of March 6.)

Column 8
Figures on stations affiliated with NBC, CBS and MBS are from a table prepared by Dr. Frank Stanton, research director of CBS, and presented as sworn testimony before the FCC. It should be remembered that the affiliated stations of the various networks overlap somewhat due to dual affiliation. As of Dec. 31, 1938, exactly 30 stations had affiliations with more than one major chain. Thus the 1938 total of network affiliated stations would not be 39—as addition of the three sub-columns seems to show—but 359.

Column 9
Data on the grand total sales of radio apparatus for broadcast reception was obtained (except for the year 1938) from the U. S. Department of Commerce which, in turn, had secured the figures from trade publications, chiefly Radio Retailing. The grand total is composed of: value of radio sets sold; value of tubes sold; value of “B” and “C” batteries; value of wind-driven chargers; and value of gas-driven chargers. The 1938 estimate was obtained from Dr. Orestes Caldwell, editor of Radio Today, and includes: value of sets sold; value of tubes sold; and value of parts sold. The precipitous decline in 1938 dollar volume is largely due to the great decline in 1938 set sales.

Column 10
Figures on U. S. radio families from 1922 through 1929 are compilations of the McGraw-Hill Publishing Co. The 1930 figure is from the U. S. Census. The figures from 1931 through 1935 are CBS Market Research Division estimates. Figures for 1936, 1937 and 1938 are compilations of the Joint Committee on Radio Research.

Column 11
Computations of the CBS Market Research Division and the Joint Committee on Radio Research.
## ANALYSIS OF RADIO HOMES, RETAIL SALES, AND STATION NET SALES: 1937

The table below is a condensation of material contained in Table No. 30 of "Summary of responses by broadcast stations to Commission Order Number 38." Total U. S. families, shown in the first figure column, represent estimates for July, 1937, by the Joint Committee on Radio Research. Radio families, shown in column two, are estimated as of Jan. 1, 1938, by the Joint Committee on Radio Research.

Retail sales (figure columns three and four) were compiled by the U. S. Census of Business, 1935: Retail Distribution. Station net sales, shown in the last two figure columns, are for the year 1937 as compiled by the Federal Communications Commission. The FCC's definition of "net sales" is sales including talent from which frequency and agency discounts have been subtracted.

<table>
<thead>
<tr>
<th>State</th>
<th>Total Families</th>
<th>Radio Families</th>
<th>Retail Sales (add 000)</th>
<th>Station Net Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Amount % Total</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Amount % Total</td>
</tr>
<tr>
<td>NORTHERN DISTRICT</td>
<td>21,167,000</td>
<td>18,673,100</td>
<td>$23,466,400 70.76</td>
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<td>Northeastern Region...</td>
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<td>12,053,392 36.35</td>
<td>28,751,497 31.64</td>
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<td>Connecticut</td>
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<td>402,100</td>
<td>556,722 1.68</td>
<td>1,105,619 1.35</td>
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<td>Delaware</td>
<td>67,000</td>
<td>57,600</td>
<td>76,677 .23</td>
<td></td>
</tr>
<tr>
<td>Maryland</td>
<td>410,000</td>
<td>355,100</td>
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<td>Maine</td>
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<td>201,100</td>
<td>232,599 .70</td>
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<td>Vermont</td>
<td>99,000</td>
<td>88,600</td>
<td>99,121 .30</td>
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<td>1,022,500</td>
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<td>Rhode Island</td>
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<td>155,500</td>
<td>219,706 .66</td>
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<td>330,813 1.00</td>
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<td>7,891,054 23.79</td>
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<td>Illinois</td>
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<td>Indiana</td>
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<td>1,777,000</td>
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<td>417,000</td>
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<td>735,000</td>
<td>612,700</td>
<td>871,832 2.63</td>
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<td>Midwest Region</td>
<td>3,580,000</td>
<td>2,861,900</td>
<td>3,521,954 10.62</td>
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<td>Iowa</td>
<td>680,000</td>
<td>577,800</td>
<td>650,029 1.96</td>
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<td>501,000</td>
<td>367,800</td>
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<td>652,000</td>
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<td>South Dakota</td>
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<td>SOUTHERN DISTRICT</td>
<td>7,914,000</td>
<td>4,766,900</td>
<td>5,400,579 16.29</td>
<td>13,138,725 16.09</td>
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<td>Southeastern Region...</td>
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</table>
### ANALYSIS OF RADIO HOMES AND SALES—Continued

<table>
<thead>
<tr>
<th>State</th>
<th>Total Families</th>
<th>Radio Families</th>
<th>Retail Sales (add 000)</th>
<th>Station Net Sales</th>
</tr>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Amount  % Total</td>
<td>Amount  % Total</td>
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<td>South Central Region</td>
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<td>434,793</td>
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<td>Texas</td>
<td>1,516,000</td>
<td>1,033,500</td>
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<td>Mountain Region</td>
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<td>778,000</td>
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<td>79,600</td>
<td>121,083</td>
<td>.37</td>
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<td>Colorado</td>
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<td>.91</td>
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<td>Wyoming</td>
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<td>.25</td>
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<td>Idaho</td>
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<td>Montana</td>
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<td>189,457</td>
<td>.57</td>
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<tr>
<td>Nevada</td>
<td>30,000</td>
<td>28,500</td>
<td>43,932</td>
<td>.13</td>
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<td>New Mexico</td>
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<td>88,751</td>
<td>.27</td>
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<td>Utah</td>
<td>123,000</td>
<td>111,000</td>
<td>132,098</td>
<td>.40</td>
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<tr>
<td>Pacific Region</td>
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<td>2,448,500</td>
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<td>California</td>
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<td>1,719,800</td>
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<td>7.02</td>
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<td>Oregon</td>
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<td>285,400</td>
<td>335,851</td>
<td>1.01</td>
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<td>Washington</td>
<td>468,000</td>
<td>443,300</td>
<td>528,709</td>
<td>1.60</td>
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<tr>
<td>United States</td>
<td>32,641,000</td>
<td>26,666,500</td>
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<td>100.00</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>$81,649,718</td>
<td>100.00</td>
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</table>

### INCOME BY METROPOLITAN DISTRICTS: 1937

This data is a condensation of Table No. 27 of “Summary of responses by broadcast stations to Commission Order Number 38.”

Stations are divided into two classes: those with net sales of $25,000 or more, and those with net sales less than $25,000. The first class of station is shown separately, and the second is simply added to the totals under “all commercial stations.” Net sales means sales (including talent) from which frequency and agency discounts have been subtracted. The data pertains to the year 1937.

#### Districts

<table>
<thead>
<tr>
<th>District</th>
<th>Stations with $25,000 or more net sales</th>
<th>All commercial stations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Stations</td>
<td>Network</td>
</tr>
<tr>
<td>NORTHERN DISTRICT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Northeastern Region:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Albany-Schenectady-Troy</td>
<td>3</td>
<td>$342,907</td>
</tr>
<tr>
<td>Allentown-Bethlehem-Easton</td>
<td>4</td>
<td>1,083</td>
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<tr>
<td>Baltimore, Md.</td>
<td>8</td>
<td>413,372</td>
</tr>
<tr>
<td>Boston, Mass.</td>
<td>5</td>
<td>340,099</td>
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<tr>
<td>Buffalo-Niagara, N. Y.</td>
<td>21</td>
<td>2,548,230</td>
</tr>
<tr>
<td>New York-Northeastern New</td>
<td>8</td>
<td>708,663</td>
</tr>
<tr>
<td>Jersey</td>
<td>5</td>
<td>507,107</td>
</tr>
<tr>
<td>Philadelphia, PA</td>
<td>5</td>
<td>344,436</td>
</tr>
<tr>
<td>Pittsburgh, Pa.</td>
<td>3</td>
<td>217,869</td>
</tr>
<tr>
<td>Providence, R. I.-Fall River-</td>
<td>4</td>
<td>321,589</td>
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<tr>
<td>New Bedford, Mass.</td>
<td>22</td>
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<tr>
<td>Total: metropolitan districts.</td>
<td>91</td>
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<tr>
<td>Places not in metropolitan districts</td>
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<td>243,742</td>
</tr>
<tr>
<td>Total, N.E. Region</td>
<td>111</td>
<td>$7,701,234</td>
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</table>

164
<table>
<thead>
<tr>
<th>Districts</th>
<th>Stations</th>
<th>Network</th>
<th>Local</th>
<th>Natl Spot</th>
<th>Stations</th>
<th>Net Sales</th>
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<td><strong>Great Lakes Region:</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>15</td>
<td>$1,116,728</td>
<td>$1,912,565</td>
<td>$2,553,664</td>
<td>18</td>
<td>$5,673,617</td>
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<tr>
<td>Cincinnati, O.</td>
<td>5</td>
<td>2,323,914</td>
<td>294,434</td>
<td>1,630,434</td>
<td>5</td>
<td>4,003,466</td>
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<tr>
<td>Cleveland, O.</td>
<td>4</td>
<td>591,146</td>
<td>774,013</td>
<td>305,958</td>
<td>4</td>
<td>1,604,920</td>
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<td>Columbus, O.</td>
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<td>100,464</td>
<td>220,021</td>
<td>141,288</td>
<td>3</td>
<td>470,721</td>
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<tr>
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<td>964,218</td>
<td>1,030,379</td>
<td>1,150,373</td>
<td>6</td>
<td>3,020,019</td>
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<td>272,400</td>
<td>233,129</td>
<td>248,326</td>
<td>3</td>
<td>714,157</td>
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<td>Milwaukee, Wis.</td>
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<td>171,152</td>
<td>338,824</td>
<td>358,019</td>
<td>3</td>
<td>956,560</td>
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<tr>
<td>Other metropolitan districts.</td>
<td>22</td>
<td>546,890</td>
<td>1,671,750</td>
<td>884,806</td>
<td>23</td>
<td>3,136,453</td>
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<tr>
<td><strong>Total: metropolitan districts.</strong></td>
<td>61</td>
<td>6,086,912</td>
<td>6,475,115</td>
<td>7,272,868</td>
<td>65</td>
<td>19,579,193</td>
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<tr>
<td>Places not in metropolitan districts</td>
<td>26</td>
<td>94,816</td>
<td>1,135,347</td>
<td>180,266</td>
<td>45</td>
<td>1,835,448</td>
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<tr>
<td><strong>Total G. L. Region.</strong></td>
<td>87</td>
<td>$6,181,728</td>
<td>$7,610,462</td>
<td>$7,453,134</td>
<td>110</td>
<td>$21,415,361</td>
</tr>
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<td><strong>Midwest Region:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Des Moines, Ia.</td>
<td>3</td>
<td>$320,855</td>
<td>$163,895</td>
<td>$614,138</td>
<td>3</td>
<td>$1,103,862</td>
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<td>Kansas City, Mo. and Kans.</td>
<td>6</td>
<td>421,949</td>
<td>335,513</td>
<td>373,320</td>
<td>6</td>
<td>1,200,525</td>
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<td>Minneapolis-St. Paul.</td>
<td>5</td>
<td>334,439</td>
<td>674,302</td>
<td>582,650</td>
<td>5</td>
<td>1,650,932</td>
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<tr>
<td>Omaha, Neb.-Council Bluffs, Ia.</td>
<td>3</td>
<td>243,462</td>
<td>198,048</td>
<td>207,525</td>
<td>3</td>
<td>627,445</td>
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<tr>
<td>St. Louis, Mo.</td>
<td>5</td>
<td>472,990</td>
<td>844,069</td>
<td>653,432</td>
<td>6</td>
<td>2,043,492</td>
</tr>
<tr>
<td>Other metropolitan districts.</td>
<td>6</td>
<td>211,192</td>
<td>285,978</td>
<td>132,979</td>
<td>6</td>
<td>601,719</td>
</tr>
<tr>
<td><strong>Total: metropolitan districts.</strong></td>
<td>28</td>
<td>2,004,887</td>
<td>2,501,805</td>
<td>2,564,244</td>
<td>29</td>
<td>7,227,975</td>
</tr>
<tr>
<td>Places not in metropolitan districts</td>
<td>28</td>
<td>402,263</td>
<td>1,191,187</td>
<td>806,926</td>
<td>49</td>
<td>2,753,007</td>
</tr>
<tr>
<td><strong>Total Midwest Region.</strong></td>
<td>56</td>
<td>$2,407,150</td>
<td>$3,692,992</td>
<td>$3,371,170</td>
<td>78</td>
<td>$9,980,982</td>
</tr>
<tr>
<td><strong>SOUTHERN DISTRICT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Southeastern Region:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atlanta, Ga.</td>
<td>3</td>
<td>$254,885</td>
<td>$213,835</td>
<td>$304,664</td>
<td>4</td>
<td>$736,075</td>
</tr>
<tr>
<td>Birmingham, Ala.</td>
<td>3</td>
<td>67,730</td>
<td>165,220</td>
<td>56,710</td>
<td>3</td>
<td>299,044</td>
</tr>
<tr>
<td>Memphis, Tenn.</td>
<td>4</td>
<td>125,847</td>
<td>219,144</td>
<td>147,673</td>
<td>4</td>
<td>468,263</td>
</tr>
<tr>
<td>Nashville, Tenn.</td>
<td>3</td>
<td>219,362</td>
<td>188,758</td>
<td>217,334</td>
<td>3</td>
<td>637,932</td>
</tr>
<tr>
<td>New Orleans, La.</td>
<td>3</td>
<td>191,935</td>
<td>206,368</td>
<td>235,909</td>
<td>4</td>
<td>618,663</td>
</tr>
<tr>
<td>Other metropolitan districts.</td>
<td>18</td>
<td>580,396</td>
<td>932,147</td>
<td>713,195</td>
<td>22</td>
<td>2,332,184</td>
</tr>
<tr>
<td><strong>Total: metropolitan districts.</strong></td>
<td>34</td>
<td>1,440,155</td>
<td>1,925,472</td>
<td>1,675,485</td>
<td>40</td>
<td>5,092,161</td>
</tr>
<tr>
<td>Places not in metropolitan districts</td>
<td>36</td>
<td>515,526</td>
<td>1,387,390</td>
<td>739,507</td>
<td>71</td>
<td>3,133,355</td>
</tr>
<tr>
<td><strong>Total S. E. Region.</strong></td>
<td>70</td>
<td>$1,955,681</td>
<td>$3,312,862</td>
<td>$2,414,992</td>
<td>111</td>
<td>$8,225,516</td>
</tr>
<tr>
<td><strong>South Central Region:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dallas, Tex.</td>
<td>3</td>
<td>$239,594</td>
<td>$285,762</td>
<td>$226,688</td>
<td>3</td>
<td>$882,001</td>
</tr>
<tr>
<td>Fort Worth, Tex.</td>
<td>3</td>
<td>81,074</td>
<td>216,117</td>
<td>185,860</td>
<td>3</td>
<td>498,467</td>
</tr>
<tr>
<td>Houston, Tex.</td>
<td>3</td>
<td>165,590</td>
<td>299,226</td>
<td>232,366</td>
<td>3</td>
<td>665,826</td>
</tr>
<tr>
<td>Oklahoma City, Okla.</td>
<td>4</td>
<td>193,314</td>
<td>238,645</td>
<td>234,469</td>
<td>4</td>
<td>655,456</td>
</tr>
<tr>
<td>San Antonio, Tex.</td>
<td>4</td>
<td>202,559</td>
<td>264,964</td>
<td>179,973</td>
<td>5</td>
<td>652,063</td>
</tr>
<tr>
<td>Other metropolitan districts.</td>
<td>3</td>
<td>92,800</td>
<td>248,050</td>
<td>149,930</td>
<td>3</td>
<td>511,861</td>
</tr>
<tr>
<td><strong>Total: metropolitan districts.</strong></td>
<td>20</td>
<td>974,931</td>
<td>1,552,764</td>
<td>1,209,284</td>
<td>21</td>
<td>3,865,674</td>
</tr>
<tr>
<td>Places not in metropolitan districts</td>
<td>15</td>
<td>50,497</td>
<td>579,049</td>
<td>140,739</td>
<td>34</td>
<td>1,047,555</td>
</tr>
<tr>
<td><strong>Total S. C. Region.</strong></td>
<td>35</td>
<td>$1,025,428</td>
<td>$2,131,813</td>
<td>$1,350,023</td>
<td>55</td>
<td>$4,913,209</td>
</tr>
<tr>
<td><strong>WESTERN DISTRICT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mountain Region:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total: metropolitan districts.</td>
<td>6</td>
<td>$496,216</td>
<td>$915,038</td>
<td>$232,695</td>
<td>6</td>
<td>$1,640,001</td>
</tr>
<tr>
<td>Places not in metropolitan districts</td>
<td>18</td>
<td>125,649</td>
<td>666,136</td>
<td>218,930</td>
<td>41</td>
<td>1,387,613</td>
</tr>
<tr>
<td><strong>Total Mountain Region.</strong></td>
<td>24</td>
<td>$621,865</td>
<td>$1,581,174</td>
<td>$451,625</td>
<td>47</td>
<td>$3,027,614</td>
</tr>
</tbody>
</table>

165
### METROPOLITAN RADIO INCOME—Continued

#### Districts

<table>
<thead>
<tr>
<th>Stations with $25,000 or more net sales</th>
<th>All commercial stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stations Network</td>
<td>Local</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td><strong>Pacific Region:</strong></td>
<td></td>
</tr>
<tr>
<td>Los Angeles, Calif</td>
<td>13</td>
</tr>
<tr>
<td>Portland, Ore</td>
<td>4</td>
</tr>
<tr>
<td>San Francisco-Oakland, Calif.</td>
<td>9</td>
</tr>
<tr>
<td>Seattle, Wash</td>
<td>6</td>
</tr>
<tr>
<td>Spokane, Wash</td>
<td>3</td>
</tr>
<tr>
<td>Other metropolitan districts</td>
<td>6</td>
</tr>
<tr>
<td>Total: metropolitan districts</td>
<td>41</td>
</tr>
<tr>
<td>Places not in metropolitan districts</td>
<td>19</td>
</tr>
<tr>
<td><strong>Total Pacific Region</strong></td>
<td>60</td>
</tr>
<tr>
<td><strong>UNITED STATES</strong></td>
<td></td>
</tr>
<tr>
<td>Metropolitan districts</td>
<td>281</td>
</tr>
<tr>
<td>Places not in metropolitan districts</td>
<td>162</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td>443</td>
</tr>
</tbody>
</table>

Note: Of the 624 items in this table, 5 cover 2 stations each. Thus the table actually embraces data for 629 stations.

### NBC-CBS DAY vs. EVENING REVENUE, 1931-1938

The dividing line between day and evening is here taken to be 6 P.M. Revenue from the summer months of the past three years roughly paralleled the figure for the entire year as regards day-evening. In June, July and August of 1936, day revenue was 21%; in 1937, 24%, and in 1938, 34%.

<table>
<thead>
<tr>
<th>Year</th>
<th>Day</th>
<th>% of Total</th>
<th>Evening</th>
<th>% of Total</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1931</td>
<td>$7,921,671</td>
<td>21.1</td>
<td>$29,580,409</td>
<td>78.9</td>
<td>$37,502,080</td>
</tr>
<tr>
<td>1932</td>
<td>8,486,296</td>
<td>21.7</td>
<td>30,620,480</td>
<td>78.3</td>
<td>39,106,776</td>
</tr>
<tr>
<td>1933</td>
<td>8,887,904</td>
<td>21.9</td>
<td>24,628,394</td>
<td>78.1</td>
<td>33,516,298</td>
</tr>
<tr>
<td>1934</td>
<td>9,589,344</td>
<td>22.5</td>
<td>33,070,117</td>
<td>77.5</td>
<td>42,659,461</td>
</tr>
<tr>
<td>1935</td>
<td>11,090,157</td>
<td>22.7</td>
<td>37,696,578</td>
<td>77.3</td>
<td>48,786,735</td>
</tr>
<tr>
<td>1936</td>
<td>13,723,976</td>
<td>23.8</td>
<td>43,966,122</td>
<td>76.2</td>
<td>57,692,098</td>
</tr>
<tr>
<td>1937</td>
<td>21,231,652</td>
<td>31.6</td>
<td>46,091,752</td>
<td>68.4</td>
<td>67,373,404</td>
</tr>
<tr>
<td>1938</td>
<td>23,603,642</td>
<td>34.3</td>
<td>45,199,434</td>
<td>65.7</td>
<td>68,808,076</td>
</tr>
</tbody>
</table>
MONEY

RADIO TIME SALES: 1938, 1937, 1936
(At One-time Card Rates)

- **1938.**
  - Total Industry Sales: $143,500,000
  - Network Sales: 71,728,400

- **1937.**
  - Total Industry Sales: $141,000,000
  - Network Sales: 69,612,480

- **1936.**
  - Total Industry Sales: $107,550,886
  - Network Sales: 59,671,244

(Note: The 1938 and 1937 gross industry time sales figures are projections on Federal Communications Commission reports of time sales after trade—i.e., frequency—discounts. The 1936 figure is from compilations by the National Association of Broadcasters.)

COMPARISON BETWEEN MAJOR MEDIA: 1938, 1937, 1936

- **1938.**
  - Radio Broadcasting: $143,500,000
  - National Magazines: 148,320,420
  - Newspapers: 544,000,000

- **1937.**
  - Radio Broadcasting: $141,000,000
  - National Magazines: 169,764,913
  - Newspapers: 630,000,000

- **1936.**
  - Radio Broadcasting: $107,550,886
  - National Magazines: 143,790,669
  - Newspapers: 568,593,000

(Note: Figures on magazines are by courtesy of Publishers' Information Bureau, Inc., copyright owner of the data. Magazine revenue for 1937 and 1938 includes five national farm magazines, plus the “American Weekly” and “This Week.” The latter two publications accounted for $12,276,384 in 1937 and $8,993,618 in 1938. Newspaper revenue data is by courtesy of the American Newspaper Publishers Association. It should be specifically noted that the 1938 and 1937-1936 newspaper figures are not exactly comparable. The 1937-1936 figures include all daily papers in all of the U. S. The 1938 total [computed for the ANPA by Media Records] includes only English language dailies in 760 cities of 10,000 or more population. The 1938 figure can be broken down thus: national revenue, $148,000,000; local revenue, $396,000,000).

NETWORK GROSS CLIENT EXPENDITURES

The following income by years is computed at the gross card rates before agency, or other discounts. In the case of the National Broadcasting Co., the Red and the Blue network grosses are combined:

<table>
<thead>
<tr>
<th>Year</th>
<th>NBC</th>
<th>CBS</th>
<th>Mutual</th>
</tr>
</thead>
<tbody>
<tr>
<td>1927</td>
<td>$3,760,010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1928</td>
<td>8,780,333</td>
<td>$1,647,364</td>
<td></td>
</tr>
<tr>
<td>1929</td>
<td>14,310,382</td>
<td>4,785,981</td>
<td></td>
</tr>
<tr>
<td>1930</td>
<td>20,088,887</td>
<td>7,605,203</td>
<td></td>
</tr>
<tr>
<td>1931</td>
<td>25,607,041</td>
<td>11,895,039</td>
<td></td>
</tr>
<tr>
<td>1932</td>
<td>26,504,891</td>
<td>12,601,885</td>
<td></td>
</tr>
<tr>
<td>1933</td>
<td>21,452,732</td>
<td>10,063,566</td>
<td></td>
</tr>
<tr>
<td>1934</td>
<td>27,833,616</td>
<td>14,825,845</td>
<td></td>
</tr>
<tr>
<td>1935</td>
<td>31,148,931</td>
<td>17,637,804</td>
<td>*$1,293,103</td>
</tr>
<tr>
<td>1936</td>
<td>34,523,950</td>
<td>23,168,148</td>
<td>*1,884,615</td>
</tr>
<tr>
<td>1937</td>
<td>38,651,286</td>
<td>28,722,118</td>
<td>2,239,076</td>
</tr>
<tr>
<td>1938</td>
<td>41,462,679</td>
<td>27,345,397</td>
<td>2,920,324</td>
</tr>
</tbody>
</table>

* Note: In 1935 and 1936 Mutual computed its income as net and not as gross.
## COMBINED BROADCASTING INDUSTRY INCOME STATEMENT: AS OF DEC. 31, 1938

*(Prepared by the Accounting, Statistical, and Tariff Dept., Federal Communications Commission; This Statement Covers the Three Major Networks and Licensees of 660 Standard Broadcast Stations)*

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(a) Revenues</strong></td>
<td></td>
</tr>
<tr>
<td>1. Network portion of network time sales</td>
<td>$35,455,510</td>
</tr>
<tr>
<td>2. Time sales by stations</td>
<td>$82,669,401</td>
</tr>
<tr>
<td></td>
<td>Less payments to other stations</td>
</tr>
<tr>
<td></td>
<td>Total time sales by networks and stations</td>
</tr>
<tr>
<td>3. Total time sales by networks and stations</td>
<td>$117,379,459</td>
</tr>
<tr>
<td>4. Deduct: Commission to agencies, representatives and brokers</td>
<td>$16,487,200</td>
</tr>
<tr>
<td>5. Net revenue received from sale of time</td>
<td>$100,892,259</td>
</tr>
<tr>
<td>6. Sale and placing of talent</td>
<td>$6,081,344</td>
</tr>
<tr>
<td>7. Recoveries by networks from others on communication line charges</td>
<td>$1,085,469</td>
</tr>
<tr>
<td>8. Miscellaneous sales and revenue services</td>
<td>$3,278,836</td>
</tr>
<tr>
<td>9. Sustaining programs</td>
<td>$20,470</td>
</tr>
<tr>
<td>10. Total revenues of networks and stations</td>
<td>$111,358,378</td>
</tr>
</tbody>
</table>

| **(b) Expenses** | |
| 1. Technical expenses | $13,048,588 |
| 2. Program, talent, and communication line expense (including sustaining programs purchased, royalties, and similar items) | $38,196,994 |
| 3. Advertising, promotional, and selling expenses | $9,963,136 |
| 4. General and administrative expenses | $15,088,718 |
| 5. Other direct broadcast expenses | $5,209,099 |
| 6. Indirect broadcast expenses (depreciation, amortization, taxes, uncollectible revenue, and rents) | $10,997,059 |
| 7. Total broadcast expenses | $92,503,594 |

| **(c) Broadcast income (a) minus (b)** | $18,854,784 |
| **(d) 1. Income from broadcast assets leased to others** | $277,155 |
| **2. Total income from others who use licensee stations for their own time sales** | $928,218 |
| **(e) Income from general services to licensees** | $92,950 |
| **(f) Total income from activities related to broadcasting** | $20,153,115 |
| **(g) Income from business or activities other than broadcasting** | $53,672,999 |
| **(h) Extraordinary income amounts for the year (net debits)** | (79,035) |
| **(i) Total income from all sources reported** | $73,747,079 |
| **(j) Contractual payments to others from income** | $214,228 |
| **(k) State and federal taxes on net income** | 11,522,636 |
|  | **Net income from all sources for the year, after taxes** | $62,010,215 |

Dividends declared (and withdrawals by partners and proprietors) during the year were reported by licensees in the amount of $22,976,676.

*Editor's note: This item includes the income of parent firms, such as manufacturers, newspapers, insurance companies, etc., when such parent firms are the direct licensees of broadcasting stations. If a parent firm holds a broadcasting license by means of an intervening subsidiary, then the revenue of the parent firm is not included in this figure.*
TOTAL RADIO TIME SALES: 1938

The figures below are from FCC compilations of “net” revenue for the year 1938 (“net” meaning one-time card rates less frequency discounts). This table was prepared by the VARIETY RADIO DIRECTORY and was tentatively stated to be correct by the Federal Communications Commission Accounting, Statistical, and Tariff Dept. at the time the DIRECTORY went to press. The reader should bear in mind that a certain margin of error is inevitable in re-classifying the FCC data.

The 1938 time sales, if converted into a “gross” total (i.e., one-time card rates) would probably be about $143,500,000.

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>GRAND TOTAL 1938 TIME SALES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$117,379,459</td>
</tr>
<tr>
<td>NBC, CBS, MBS retained by</td>
<td>$35,455,510</td>
</tr>
<tr>
<td>secondary networks</td>
<td></td>
</tr>
<tr>
<td>NBC, CBS, MBS* paid stations</td>
<td>$19,483,369</td>
</tr>
<tr>
<td>secondary networks</td>
<td></td>
</tr>
<tr>
<td>major networks to stations</td>
<td>$20,668,965</td>
</tr>
<tr>
<td>“in transit” payments</td>
<td>$175,379</td>
</tr>
<tr>
<td>inter-station payments</td>
<td>$313,071</td>
</tr>
<tr>
<td>deduct: inter-station and/or network payments</td>
<td>$21,157,415</td>
</tr>
<tr>
<td></td>
<td>$20,411,963</td>
</tr>
<tr>
<td>National and Regional Spot.</td>
<td>$55,867,473</td>
</tr>
<tr>
<td>Local</td>
<td>$33,402,801</td>
</tr>
</tbody>
</table>

* This item includes $496,858 paid to other networks and $504,737 paid to foreign and territorial stations.

† This item may include some revenue classified the previous year as “revenue retained by secondary and other networks.” Since this classification was dropped in 1938, the money was accredited to individual stations and may have found its way into the national and regional spot category. Ordinarily, secondary and other networks retain about $2,000,000.

‡ The editors of the DIRECTORY believe that the FCC was perfectly justified in showing a rather large drop in local business during 1938. A considerable number of stations revised base rates downward in 1938, indicating a drop-off in local business.

¶ The editors of the DIRECTORY also believe that the FCC total time sales figure is a dead-right figure. The FCC indicates that 1938 time sales were 99.5% of 1937 total time sales. As a cross-check, it should be noted that radio receipts of the American Society of Composers, Authors and Publishers were, in 1938, about 99.1% of 1937 receipts. These two sets of data match so perfectly that there can be little dispute anent accuracy.

See page 170 for comparable 1937 figures
TOTAL RADIO TIME SALES: 1937

In the table below all figures represent "net" revenue—that is, frequency discounts have been subtracted. Agency and broker commissions, however, are not subtracted. Commissions in the agency-broker category amounted to $16,982,920 for the year.

If these net figures were converted into a “gross”—that is, a total prior to any frequency, agency or broker discounts—they would probably be about $141,000,000

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>$33,902,486 retained by major networks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,857,102 retained by secondary networks</td>
</tr>
<tr>
<td></td>
<td>52,949 retained by other networks</td>
</tr>
<tr>
<td></td>
<td>$35,812,537</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>$19,366,127 paid stations by major networks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>698,642 paid stations by secondary networks</td>
</tr>
<tr>
<td></td>
<td>135,626 paid stations by other networks</td>
</tr>
<tr>
<td></td>
<td>$20,100,395</td>
</tr>
<tr>
<td></td>
<td>2,036,484 paid stations for commissions, etc.*</td>
</tr>
<tr>
<td></td>
<td>4,258 accruing to stations as result of intra-networks sale of facilities to advertisers</td>
</tr>
<tr>
<td></td>
<td>$22,141,137</td>
</tr>
</tbody>
</table>

| NETWORK TOTAL | $57,953,674 |
| National Spot | $19,266,127 |
| Local | 36,838,163 |

| GRAND TOTAL 1937 TIME SALES | $117,908,973 |
| Deduct intra-industry commission and sustaining time payments (marked * above) | 2,036,484 |

| GRAND TOTAL 1937 TIME SALES TO ADVERTISERS | $115,872,489 |

† Stations having less than $25,000 net sales in 1937 were not deemed as doing any national spot business; their income is credited entirely to local business.

‡ All figures in this table were checked and stated to be correct by the Federal Communications Commission accounting department on Jan. 17, 1939.

CBS GROSS CLIENT REVENUE FOR 1938
(With same clients’ 1937 rank and expenditures)

<table>
<thead>
<tr>
<th>1. Lever Bros. Co.</th>
<th>$2,790,141</th>
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<td>a. Lux</td>
<td>$739,757</td>
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<td>b. Lifebuoy</td>
<td>376,350</td>
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<td>c. Spry</td>
<td>557,902</td>
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<tr>
<td>d. Rinso</td>
<td>1,116,132</td>
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<td>2. General Foods Corp.</td>
<td>2,720,386</td>
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<td>a. Swansdown &amp; Calumet</td>
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<td>b. Minute Tapioca</td>
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<td>c. Sanka</td>
<td>261,091</td>
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<td>d. Huskies</td>
<td>693,826</td>
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<td>e. Postum</td>
<td>450,159</td>
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<tr>
<td>f. Post Toasties</td>
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<td>g. Diamond Salt</td>
<td>40,180</td>
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<td>h. La France &amp; Satina</td>
<td>299,520</td>
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<td>1937.</td>
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<td>3. Colgate-Palmolive-Peet Co.</td>
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<td>(2) 1,880,870</td>
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<td>a. Palmolive Soap</td>
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<td>b. Shaving Cream</td>
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<td>c. Dental Products</td>
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<td>d. Super Suds</td>
<td>532,713</td>
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<td>4. Procter &amp; Gamble Co.</td>
<td>1,310,707</td>
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<td>a. Drene</td>
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<td>b. Ivory</td>
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<td>c. Crisco</td>
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<td>d. Oxydol</td>
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<td>e. Chipso</td>
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<td>f. Dreft</td>
<td>52,666</td>
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<tr>
<td>5. American Tobacco Co.</td>
<td>1,283,826</td>
<td>(5) 1,562,480</td>
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<td>a. Lucky Strikes</td>
<td>$1,112,343</td>
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<tr>
<td>b. Roi Tan Cigars</td>
<td>88,458</td>
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<tr>
<td>c. Half &amp; Half Tobacco</td>
<td>83,025</td>
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<tr>
<td>6. William Wrigley, Jr., Co.</td>
<td>1,241,705</td>
<td>(6) 1,241,054</td>
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<tr>
<td>7. Liggett &amp; Myers Tobacco Co.</td>
<td>1,118,355</td>
<td>(3) 1,806,541</td>
</tr>
<tr>
<td>8. Ford Motor Co.</td>
<td>1,052,895</td>
<td>(4) 1,649,309</td>
</tr>
<tr>
<td>9. Chrysler Sales Corp.</td>
<td>1,003,612</td>
<td>(10) 911,051</td>
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<tr>
<td>10. R. J. Reynolds Tobacco Co.</td>
<td>1,000,184</td>
<td>(13) 790,315</td>
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<tr>
<td>11. Campbell Soup Co.</td>
<td>713,788</td>
<td>(8) 1,166,128</td>
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<tr>
<td>12. Continental Baking Co.</td>
<td>650,260</td>
<td>(15) 620,209</td>
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<tr>
<td>a. Wonder Bread and Hostess Cake</td>
<td>$76,200</td>
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<tr>
<td>b. Wonder Bread</td>
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<tr>
<td>13. P. Lorillard Co.</td>
<td>644,905</td>
<td>(47) 103,490</td>
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<td>14. Pet Milk Sales Corp.</td>
<td>594,013</td>
<td>(18) 537,094</td>
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<tr>
<td>15. General Mills, Inc.</td>
<td>557,035</td>
<td>(7) 1,238,912</td>
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<tr>
<td>a. Wheaties, Softasilk, Bisquick, Gold Medal</td>
<td>$551,095</td>
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<tr>
<td>b. Corn Kix</td>
<td>5,940</td>
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<tr>
<td>16. Philip Morris &amp; Co., Ltd.</td>
<td>463,380</td>
<td>(25) 357,735</td>
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<tr>
<td>17. U. S. Tobacco Co.</td>
<td>435,120</td>
<td>(22) 388,905</td>
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<tr>
<td>18. The Texas Co.</td>
<td>405,265</td>
<td>(17) 558,045</td>
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<tr>
<td>19. Gulf Refining Co.</td>
<td>399,960</td>
<td>(26) 352,710</td>
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<tr>
<td>20. Lady Esther Co.</td>
<td>372,150</td>
<td>(28) 316,180</td>
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<tr>
<td>21. Coca-Cola Co.</td>
<td>358,940</td>
<td>(31) 265,170</td>
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<tr>
<td>22. Nash-Kelvinator Corp.</td>
<td>345,334</td>
<td>(19) 534,673</td>
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<td>24. U. S. Rubber Products Co.</td>
<td>304,155</td>
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<td>25. Anacin Co.</td>
<td>297,697</td>
<td>Not listed separately*</td>
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<tr>
<td>26. Bayer Co.</td>
<td>282,254</td>
<td>Not listed separately*</td>
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<tr>
<td>27. Edna Wallace Hopper, Inc.</td>
<td>267,194</td>
<td>Not listed separately*</td>
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<tr>
<td>28. E. I. du Pont de Nemours &amp; Co.</td>
<td>250,455</td>
<td>(24) 367,205</td>
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<tr>
<td>29. Lambert Co.</td>
<td>242,395</td>
<td>(68) 23,780</td>
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<tr>
<td>30. H. J. Heinz Co.</td>
<td>225,960</td>
<td>(14) 730,633</td>
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<td>31. Lehn &amp; Fink Products Co.</td>
<td>219,494</td>
<td>(16) 583,003</td>
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<td>a. Hind's Honey &amp; Almond Cream</td>
<td>$74,449</td>
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<tr>
<td>b. Pebeo</td>
<td>79,974</td>
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<tr>
<td>c. Tussy</td>
<td>4,620</td>
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<tr>
<td>d. Lysol</td>
<td>60,451</td>
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<tr>
<td>32. Chesebrough Manufacturing Co.</td>
<td>211,050</td>
<td>(58) 50,760</td>
</tr>
<tr>
<td>33. Household Finance Corp.</td>
<td>208,320</td>
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<tr>
<td>34. Kolynos Sales Co.</td>
<td>193,433</td>
<td>Not listed separately*</td>
</tr>
<tr>
<td>35. Brewers' Radio Show Assn.</td>
<td>192,750</td>
<td></td>
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</tbody>
</table>

*Anacin Co., Edna Wallace Hopper, Inc., Kolynos Sales Co., and A. S. Boyle Co. were not listed separately in 1937, but as members of the American Home Products Co., which in that year spent $1,144,318 with CBS. Similarly, the Bayer Co. was listed as a member of Sterling Products, Inc., which in 1937 spent $119,339 with CBS.
<table>
<thead>
<tr>
<th>No.</th>
<th>Company</th>
<th>1938</th>
<th>1937</th>
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<tbody>
<tr>
<td>36.</td>
<td>Kellogg Co.</td>
<td>192,724</td>
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<tr>
<td>37.</td>
<td>Vick Chemical Co.</td>
<td>180,015</td>
<td>(27) 323,320</td>
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<tr>
<td>38.</td>
<td>Griffin Manufacturing Co.</td>
<td>174,049</td>
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<tr>
<td>39.</td>
<td>International Cellucotton Co.</td>
<td>166,665</td>
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<td>40.</td>
<td>Campana Sales Corp.</td>
<td>156,100</td>
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<td>41.</td>
<td>R. B. Davis Co.</td>
<td>154,020</td>
<td>(34) 195,690</td>
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<td>42.</td>
<td>McKesson &amp; Robbins, Inc.</td>
<td>150,150</td>
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<td>43.</td>
<td>Hudson Motor Car Co.</td>
<td>139,735</td>
<td>(38) 147,690</td>
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<td>44.</td>
<td>A. S. Boyle Co.</td>
<td>136,309</td>
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<td></td>
<td>a. Old English Floor Wax</td>
<td>$94,260</td>
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<td></td>
<td>b. Hill's Nose Drops</td>
<td>42,049</td>
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<td>45.</td>
<td>General Motors Corp.</td>
<td>130,615</td>
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<td>46.</td>
<td>Philco Radio &amp; Television Corp.</td>
<td>129,380</td>
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<td>47.</td>
<td>Noxzema Chemical Co.</td>
<td>109,555</td>
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<td>48.</td>
<td>Zenith Radio Corp.</td>
<td>108,515</td>
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<td>49.</td>
<td>General Baking Co.</td>
<td>108,267</td>
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<td>50.</td>
<td>Barbasol Co.</td>
<td>106,600</td>
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<td>51.</td>
<td>International Silver Co.</td>
<td>85,095</td>
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<td>52.</td>
<td>Skelly Oil Co.</td>
<td>62,450</td>
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<td>53.</td>
<td>Penick &amp; Ford, Ltd.</td>
<td>62,060</td>
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<td>54.</td>
<td>Florida Citrus Commission</td>
<td>61,975</td>
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<td>55.</td>
<td>Phillips Petroleum Corp.</td>
<td>59,990</td>
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<td>56.</td>
<td>Joe Lowe Corp.</td>
<td>51,156</td>
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<td>57.</td>
<td>Carborundum Co.</td>
<td>43,405</td>
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<td>58.</td>
<td>Durkee's Famous Foods</td>
<td>34,200</td>
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<td>59.</td>
<td>Rio Grande Oil Co.</td>
<td>27,725</td>
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<td>60.</td>
<td>F &amp; F Laboratories</td>
<td>15,600</td>
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<td>61.</td>
<td>Pennsylvania Publicity Commission</td>
<td>14,995</td>
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<td>62.</td>
<td>Euclid Candy Co.</td>
<td>14,080</td>
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<tr>
<td>63.</td>
<td>Pure Oil Co.</td>
<td>13,829</td>
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<tr>
<td>64.</td>
<td>Atlantic Refining Co.</td>
<td>13,050</td>
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<tr>
<td>65.</td>
<td>Bayuk Cigars, Inc.</td>
<td>12,870</td>
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<tr>
<td>66.</td>
<td>Tidewater Associated Oil Co.</td>
<td>11,104</td>
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<tr>
<td>67.</td>
<td>Brown &amp; Williamson Tobacco Co.</td>
<td>10,834</td>
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<td>68.</td>
<td>Wilmington Transportation Co.</td>
<td>10,450</td>
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<td>69.</td>
<td>Cardinet Candy Co.</td>
<td>10,170</td>
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<td>70.</td>
<td>S &amp; W Fine Foods</td>
<td>7,950</td>
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<td>71.</td>
<td>Mennen Co.</td>
<td>7,320</td>
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<td>72.</td>
<td>Holland Furnace Co.</td>
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<td>73.</td>
<td>Beneficial Management Corp.</td>
<td>5,823</td>
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<td>74.</td>
<td>Soil Off Manufacturing Co.</td>
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<td>75.</td>
<td>Roma Wine Co.</td>
<td>4,950</td>
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<td>76.</td>
<td>Tillamook County Creamery Assn.</td>
<td>4,305</td>
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<td>77.</td>
<td>Sales Affiliates, Inc.</td>
<td>4,290</td>
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<td>78.</td>
<td>Ralston Purina Co.</td>
<td>3,660</td>
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<td>79.</td>
<td>California Prune &amp; Apricot Growers Assn.</td>
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<td>80.</td>
<td>Tea Garden Products Co.</td>
<td>2,295</td>
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<td>81.</td>
<td>George W. Caswell Co.</td>
<td>2,145</td>
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<td>82.</td>
<td>Richfield Oil Corp.</td>
<td>536</td>
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<td>83.</td>
<td>Refrigeration &amp; Air Conditioning Inst.</td>
<td>360</td>
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<td>Political Advertisers (see page 178 for details)</td>
<td>52,803</td>
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<td>TOTAL</td>
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<td>$27,345,397</td>
<td>†$28,722,118</td>
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<td>AVERAGE EXPENDITURE</td>
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<td>328,826</td>
<td>326,388</td>
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<td>MEDIAN EXPENDITURE</td>
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<td>115,978</td>
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<tr>
<td>(Political accounts excluded)</td>
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*See footnote on page 171.
†88 Advertisers.
### MUTUAL GROSS CLIENT REVENUE FOR 1938

*With same clients’ 1937 rank and expenditures*

| 1. Bayuk Cigars, Inc. | $259,436 |
| 2. Gospel Broadcasting Assn. | 182,842 |
| 3. Gordon Baking Co. | 182,574 |
| 4. Ironized Yeast Co. | 179,724 |
| 5. Lone Ranger (Cooperative Program) | 149,550 |
| 6. General Mills | 137,492 |
| a. Corn Kix | $16,290 |
| b. Wheaties | 120,572 |
| 7. P. Lorillard Co. | 99,948 |
| 8. Lutheran Laymen’s League | 94,034 |
| 9. Vadso Sales Corp. | 90,973 |
| 10. Philip Morris & Co., Ltd | 78,310 |
| 11. Journal of Living Publications | 72,166 |
| 12. J. B. Williams Co. | 70,426 |
| 13. Wheeling Steel Corp. | 68,215 |
| 14. Hecker Products Corp. | 65,421 |
| a. Hecker’s H-O | $41,350 |
| b. Silverdust | 24,071 |
| 15. Musterole Co. & E. W. Rose Co. | 63,464 |
| 16. Lambert Co. | 58,108 |
| 17. D. L. & W. Coal Co. | 53,872 |
| 18. “Show of the Week” (Local Co-op.) | 49,996 |
| 19. “30 Minutes in Hollywood” (Local Co-op.) | 48,809 |
| 20. Brown & Williamson Tobacco Co. | 48,650 |
| 21. Elizabeth Arden | 41,958 |
| 22. Wheatena Corp. | 38,257 |
| 23. American Tobacco Co. | 37,866 |
| 24. Kellogg Co. (Pep Cereal) | 36,844 |
| 25. Green Hornet (Co-operative) | 36,452 |
| 26. Cudahy Packing Co. | 31,721 |
| 27. General Shoe Corp. | 29,353 |
| 28. Oakland Chemical Co. | 28,750 |
| 29. Mennen Co. | 26,296 |
| 30. Allis-Chalmers Manufacturing Co. | 24,130 |
| 31. Maine Development Commission | 23,754 |
| 32. Rocke News Syndicated Program | 20,412 |
| 33. Bosco Co. | 17,517 |
| 34. Emerson Drug Co. | 17,024 |
| 35. Lamplighter (Co-operative) | 14,297 |
| 36. Humphrey Homeopathic Medicine Co. | 12,761 |
| 37. Thomas Leeming & Co. | 11,700 |
| 38. American Bird Products Co. | 10,543 |
| 39. E. Fougera & Co. | 10,050 |
| 40. R. B. Semler | 9,620 |
| 41. Gambarelli & Davitto | 9,255 |
| 42. Famous Jury Trials (Co-op.) | 8,169 |
| 43. Barbasol Co. | 7,114 |
| 44. Varady of Vienna, Inc. | 6,989 |
| 45. Slide Fasteners, Inc. | 5,880 |
| 46. Atchison, Topeka and Santa Fe R. R. | 5,061 |
| 47. Admiracion Laboratories | 4,144 |
| 48. Macfadden Publications | 3,615 |
| 49. W. A. Sheaffer Pen Co | 2,835 |
| 50. Little Crow Milling Co. | 1,400 |
| 51. Miscellaneous (comprising special co-operative hook-ups) | 303,793 |

**TOTAL** | $2,920,324 | **1937.** | ($3) $96,556.05 |
| 1. Bayuk Cigars, Inc. | 182,842 | 3. Gordon Baking Co. | 182,574 |
| 4. Ironized Yeast Co. | 179,724 | 5. Lone Ranger (Cooperative Program) | 149,550 |
| b. Wheaties | 120,572 | 7. P. Lorillard Co. | 99,948 |
| 8. Lutheran Laymen’s League | 94,034 | 9. Vadso Sales Corp. | 90,973 |
| 12. J. B. Williams Co. | 70,426 | 13. Wheeling Steel Corp. | 68,215 |
| b. Silverdust | 24,071 | 15. Musterole Co. & E. W. Rose Co. | 63,464 |
| 18. “Show of the Week” (Local Co-op.) | 49,996 | 19. “30 Minutes in Hollywood” (Local Co-op.) | 48,809 |
| 22. Wheatena Corp. | 38,257 | 23. American Tobacco Co. | 37,866 |
| 24. Kellogg Co. (Pep Cereal) | 36,844 | 25. Green Hornet (Co-operative) | 36,452 |
| 26. Cudahy Packing Co. | 31,721 | 27. General Shoe Corp. | 29,353 |
| 28. Oakland Chemical Co. | 28,750 | 29. Mennen Co. | 26,296 |
| 32. Rocke News Syndicated Program | 20,412 | 33. Bosco Co. | 17,517 |
| 34. Emerson Drug Co. | 17,024 | 35. Lamplighter (Co-operative) | 14,297 |
| 36. Humphrey Homeopathic Medicine Co. | 12,761 | 37. Thomas Leeming & Co. | 11,700 |
| 40. R. B. Semler | 9,620 | 41. Gambarelli & Davitto | 9,255 |
| 42. Famous Jury Trials (Co-op.) | 8,169 | 43. Barbasol Co. | 7,114 |
| 44. Varady of Vienna, Inc. | 6,989 | 45. Slide Fasteners, Inc. | 5,880 |
| 46. Atchison, Topeka and Santa Fe R. R. | 5,061 | 47. Admiracion Laboratories | 4,144 |
| 48. Macfadden Publications | 3,615 | 49. W. A. Sheaffer Pen Co | 2,835 |
| 50. Little Crow Milling Co. | 1,400 | 51. Miscellaneous (comprising special co-operative hook-ups) | 303,793 |

**Political advertisers (see page 178 for details)** | 28,124 | **5,072.00** | *67 Advertisers.*
## NBC GROSS CLIENT REVENUE FOR 1938

*(With same clients’ 1937 rank and expenditures)*

<table>
<thead>
<tr>
<th>Client Name</th>
<th>1938 Revenue</th>
<th>1937 Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Procter &amp; Gamble Co.</strong></td>
<td>$4,860,155</td>
<td>$4,456,525</td>
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<tr>
<td>a. Camay</td>
<td>$658,218</td>
<td></td>
</tr>
<tr>
<td>b. Chipso</td>
<td>$445,396</td>
<td></td>
</tr>
<tr>
<td>c. Crisco</td>
<td>$507,954</td>
<td></td>
</tr>
<tr>
<td>d. Dash</td>
<td>$2,921</td>
<td></td>
</tr>
<tr>
<td>e. Dreft</td>
<td>$113,872</td>
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<td>f. Drene</td>
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<td>h. Ivory Soap</td>
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<td>d. Tender Leaf Tea</td>
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<td>e. Yeast for Bread</td>
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<td>c. Huskies</td>
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<td>d. Jell-O</td>
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<td>e. Log Cabin Syrup</td>
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<td>b. Cal-Aspirin</td>
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<td>f. Phillips' Milk of Magnesia Creams</td>
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<td>j. Louis Philippe Cosmetics</td>
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<td>b. Vitalis</td>
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<td>Quaker Oats Co.</td>
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<td>c. Kool and Raleigh</td>
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<td>Cities Service Co</td>
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<td>Lady Esther Co</td>
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<td>General Electric Co</td>
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<td>22,578</td>
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<tr>
<td>91.</td>
<td>S &amp; W Fine Foods, Inc.</td>
<td>30,168</td>
<td>38,528</td>
</tr>
</tbody>
</table>
NBC REVENUE—Continued

<table>
<thead>
<tr>
<th>1938.</th>
<th>1937.</th>
</tr>
</thead>
<tbody>
<tr>
<td>J. W. Marrow Manufacturing Co.</td>
<td>28,028</td>
</tr>
<tr>
<td>Charles Gulden, Inc.</td>
<td>27,736</td>
</tr>
<tr>
<td>George W. Luft Co.</td>
<td>24,024</td>
</tr>
<tr>
<td>Ballard &amp; Ballard Co.</td>
<td>23,780</td>
</tr>
<tr>
<td>a. Flour</td>
<td>$7,928</td>
</tr>
<tr>
<td>b. Poultry and Dairy Feed</td>
<td>15,852</td>
</tr>
<tr>
<td>Mennen Co.</td>
<td>21,892</td>
</tr>
<tr>
<td>Tidewater Associated Oil Co.</td>
<td>21,444</td>
</tr>
<tr>
<td>Modern Food Process Co.</td>
<td>21,432</td>
</tr>
<tr>
<td>Thomas Cook &amp; Son-Wagon Lits, Ltd.</td>
<td>19,364</td>
</tr>
<tr>
<td>Pepperell Manufacturing Co.</td>
<td>16,719</td>
</tr>
<tr>
<td>General Motors Corp. (Buick)</td>
<td>13,158</td>
</tr>
<tr>
<td>Tillamook County Creamery Assn.</td>
<td>10,220</td>
</tr>
<tr>
<td>International Shoe Co. (Peters Division)</td>
<td>10,062</td>
</tr>
<tr>
<td>Globe Grain &amp; Milling Co.</td>
<td>8,576</td>
</tr>
<tr>
<td>Vocational Service, Inc.</td>
<td>6,912</td>
</tr>
<tr>
<td>Griswold Manufacturing Co.</td>
<td>5,764</td>
</tr>
<tr>
<td>Pittsburgh Coal Co.</td>
<td>5,546</td>
</tr>
<tr>
<td>Nestle's Milk Products, Inc.</td>
<td>4,212</td>
</tr>
<tr>
<td>Charles B. Knox Gelatine Co., Inc.</td>
<td>4,088</td>
</tr>
<tr>
<td>American Oil Co.</td>
<td>3,541</td>
</tr>
<tr>
<td>American Radiator &amp; S. S. Corp.</td>
<td>3,200</td>
</tr>
<tr>
<td>Oxo, Ltd.</td>
<td>3,136</td>
</tr>
<tr>
<td>United Drug Co.</td>
<td>2,920</td>
</tr>
<tr>
<td>Johnson, Carvell &amp; Murphy</td>
<td>2,236</td>
</tr>
<tr>
<td>Pacific Guano Co.</td>
<td>2,236</td>
</tr>
<tr>
<td>Local Loan Co.</td>
<td>492</td>
</tr>
<tr>
<td>Political Advertisers (see page 178 for details)</td>
<td>54,369</td>
</tr>
</tbody>
</table>

TOTAL $41,462,679  †$38,651,286

AVERAGE EXPENDITURE 356,968 288,442

MEDIAN EXPENDITURE 101,555 84,525

* No ranking for the year 1937 can be assigned to the Buick account, for in that year it was grouped with all the General Motors Corp. (parent company) accounts. In 1937 General Motors spent $953,831 with the NBC, ranking 10th on this expenditure which was distributed as follows: Buick ($46,825), Institutional ($446,026), LaSalle ($14,952), Oldsmobile ($142,451), and Pontiac ($303,577).

† 134 Advertisers.
### CBS Political Advertisers, 1938

*(All expenditures are gross card rates before discounts)*

| 1. Haight for Governor of California | $7,050 |
| 2. Merriam for Governor of California | $3,600 |
| 3. Thomas E. Dewey Non-Partisan Citizens' Committee | $3,553 |
| 4. Bancroft Campaign Committee | $3,255 |
| 5. Democratic State Central Committee | $3,240 |
| 6. Hatfield for Governor of California | $2,730 |
| 7. Massachusetts Voters' Campaign Committee for Curley | $2,375 |
| 8. Richard Whitcomb for Governor of Massachusetts | $2,275 |
| 9. Campaign Committee for Election of Edward Corsi | $2,080 |
| 10. Albany County Democratic Committee | $2,040 |
| 11. William G. McAdoo for Senator | $1,950 |
| 12. New York State Republican Committee | $1,760 |
| 13. Democratic State Committee of Massachusetts | $1,750 |
| 14. Good Government Democrats of California | $1,440 |
| 15. Earl Warren | $1,440 |
| 16. Independent Citizens' Committee for Election for Lehman and Poletti | $1,190 |
| **TOTAL** | **$52,803** |

### Mutual Political Advertisers, 1938

*(All expenditures are gross card rates before discounts)*

| 1. New York State Democratic Committee | $20,291 |
| 2. John L. O'Brien Citizen's Committee | $5,064 |
| 3. Democratic National Committee | $938 |
| 4. New York County Republican Committee | $938 |
| 5. Non-Parisan Citizens' Committee | $893 |
| **TOTAL** | **$28,124** |

### NBC Political Advertisers, 1938

*(All expenditures are gross card rates before discounts)*

| 1. Thomas E. Dewey Non-Partisans Citizens' Committee | $12,366 |
| 2. Phillip Bancroft for U.S. Senate | $8,784 |
| 3. Republican State Committee | $4,622 |
| 4. Olson for Governor | $3,320 |
| 5. William Gibbs McAdoo for U.S. Senate | $3,200 |
| 6. Merriam for Governor | $3,096 |
| 7. Statewide Council Against Single Tax | $1,824 |
| 8. Earl Warren for Attorney General | $1,792 |
| 9. Democratic State Committee | $1,769 |
| 10. Democratic State Central Committee | $1,596 |
NBC POLITICAL ADVERTISERS—Continued

| 11. | John Lord O'Brien Election Committee | 1,453 |
| 12. | Frederic H. Bontecou Non-Partisans Citizens' Committee | 1,102 |
| 13. | Edward F. Corsi Campaign Committee | 1,081 |
| 15. | Communist State Committee | 856 |
| 16. | Richard Schandrett | 855 |
| 17. | Women's Division of Thomas E. Dewey Non-Partisans Citizens' Committee | 746 |
| 18. | Citizens' Federation Against Proposition No. 25 | 696 |
| 19. | William H. Neblett for Governor | 688 |
| 20. | E. E. Patterson for Lieutenant-Governor | 688 |
| 21. | Daniel C. Murphy for Governor | 680 |
| 22. | Democratic County Committee | 603 |
| 23. | Progressive Republican League | 600 |
| 24. | Veterans' Committee for Olson | 468 |
| 25. | John W. Preston for Senator | 344 |
| 26. | Legg for Governor | 228 |
| **TOTAL** | | **$54,369** |

NBC-CBS REVENUE FROM RANKING INDUSTRIES, 1933-1938

These figures represent a six-year review of the foremost sources of NBC-CBS revenue when sponsors are classified by industries.

All figures, totals, percentages, etc., in the tables are based on combined NBC-CBS gross revenue (i.e., revenue as computed at card rates before frequency or other discounts).

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1933</td>
<td>$9,504,649</td>
<td>$7,985,187</td>
<td>$3,389,148</td>
<td>$2,909,632</td>
<td></td>
<td>$1,227,634</td>
<td>$27,334,559</td>
<td>86.73%</td>
</tr>
<tr>
<td>1934</td>
<td>$13,982,287</td>
<td>$11,747,601</td>
<td>$3,772,486</td>
<td>$3,181,988</td>
<td>$2,958,799</td>
<td>$1,957,116</td>
<td>$37,600,277</td>
<td>88.14%</td>
</tr>
<tr>
<td>1935</td>
<td>$15,986,507</td>
<td>$13,031,268</td>
<td>$4,227,046</td>
<td>$3,711,079</td>
<td>$3,481,938</td>
<td>$2,452,523</td>
<td>$42,890,361</td>
<td>87.91%</td>
</tr>
<tr>
<td>1936</td>
<td>$16,054,169</td>
<td>$14,923,017</td>
<td>$5,439,502</td>
<td>$4,602,153</td>
<td>$4,290,964</td>
<td>$3,519,566</td>
<td>$48,829,371</td>
<td>84.64%</td>
</tr>
<tr>
<td>1937</td>
<td>$18,437,444</td>
<td>$17,446,035</td>
<td>$6,756,974</td>
<td>$6,634,168</td>
<td>$5,626,316</td>
<td>$4,038,807</td>
<td>$58,939,744</td>
<td>87.48%</td>
</tr>
<tr>
<td>1938</td>
<td>$21,156,602</td>
<td>$18,459,526</td>
<td>$8,256,260</td>
<td>$7,568,395</td>
<td>$3,903,597</td>
<td>$2,977,443</td>
<td>$62,321,823</td>
<td>90.57%</td>
</tr>
</tbody>
</table>
# NETWORK 1938 REVENUE BY INDUSTRY CLASSIFICATION

## NBC

<table>
<thead>
<tr>
<th>Classification</th>
<th>Total Gross Expenditures</th>
<th>Number of Advertisers</th>
<th>% of Total</th>
<th>% Change Over 1937</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>$927,251</td>
<td>4</td>
<td>2.24%</td>
<td>-66.00%</td>
</tr>
<tr>
<td>Building materials</td>
<td>56,162</td>
<td>2</td>
<td>.13</td>
<td>-76.20%</td>
</tr>
<tr>
<td>Cigars, cigarettes and tobacco</td>
<td>3,286,786</td>
<td>7</td>
<td>7.93%</td>
<td>+91.47%</td>
</tr>
<tr>
<td>Clothing and dry goods</td>
<td>76,736</td>
<td>1</td>
<td>.18</td>
<td>+2.09%</td>
</tr>
<tr>
<td>Confectionery and soft drinks</td>
<td>331,100</td>
<td>3</td>
<td>.80</td>
<td>+169.87%</td>
</tr>
<tr>
<td>Drugs and toilet goods</td>
<td>12,686,022</td>
<td>27</td>
<td>30.60%</td>
<td>-4.78%</td>
</tr>
<tr>
<td>Financial and insurance</td>
<td>171,627</td>
<td>3</td>
<td>.41</td>
<td>-52.39%</td>
</tr>
<tr>
<td>Foods and food beverages</td>
<td>14,559,775</td>
<td>33</td>
<td>35.12%</td>
<td>+91.47%</td>
</tr>
<tr>
<td>Garden and field</td>
<td>2,236</td>
<td>1</td>
<td>.01</td>
<td>-57.00%</td>
</tr>
<tr>
<td>House furniture and furnishings</td>
<td>743,407</td>
<td>6</td>
<td>1.79%</td>
<td>+289.99%</td>
</tr>
<tr>
<td>Laundry soaps and cleansers</td>
<td>4,491,316</td>
<td>11</td>
<td>10.83%</td>
<td>+32.39%</td>
</tr>
<tr>
<td>Lubricants, petroleum products and fuel</td>
<td>1,983,534</td>
<td>12</td>
<td>4.78%</td>
<td>-3.05%</td>
</tr>
<tr>
<td>Machinery, farm equipment and mechanical supplies</td>
<td>99,708</td>
<td>2</td>
<td>.24</td>
<td>+647.21%</td>
</tr>
<tr>
<td>Paints and hardware</td>
<td>274,333</td>
<td>2</td>
<td>.66</td>
<td>-22.58%</td>
</tr>
<tr>
<td>Radios, phonographs and musical instruments</td>
<td>955,705</td>
<td>2</td>
<td>2.30%</td>
<td>-25.05%</td>
</tr>
<tr>
<td>Schools and correspondence courses</td>
<td>6,912</td>
<td>1</td>
<td>.02%</td>
<td>-22.68%</td>
</tr>
<tr>
<td>Shoes and leather goods</td>
<td>64,959</td>
<td>3</td>
<td>.16%</td>
<td>-64.91%</td>
</tr>
<tr>
<td>Stationery and publishers</td>
<td>392,055</td>
<td>2</td>
<td>.95%</td>
<td>-10.40%</td>
</tr>
<tr>
<td>Travel and hotels</td>
<td>19,364</td>
<td>1</td>
<td>.05%</td>
<td>+321.87%</td>
</tr>
<tr>
<td>Wines and beers</td>
<td>125,232</td>
<td>1</td>
<td>.30%</td>
<td>+115.84%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>208,459</td>
<td>4</td>
<td>.50%</td>
<td>-73.86%</td>
</tr>
</tbody>
</table>

| Containers | $51,155 |
| Dog food | 87,083 |
| Political | 54,369 |
| Poultry and dairy feed | 15,852 |

| TOTAL | $41,462,679 | *116 | 100.00% | +7.27% |

*This column totals to more than 116 because the products of a few advertisers fall into two or more classifications. Politicals not included.

## CBS

<table>
<thead>
<tr>
<th>Classification</th>
<th>Total Gross Expenditures</th>
<th>Number of Advertisers</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>$2,976,346</td>
<td>5</td>
<td>871</td>
</tr>
<tr>
<td>Building materials</td>
<td>5,827</td>
<td>3</td>
<td>68,215</td>
</tr>
<tr>
<td>Confectionery and soft drinks</td>
<td>1,676,051</td>
<td>7</td>
<td>5,880</td>
</tr>
<tr>
<td>Drugs and toilet goods</td>
<td>5,773,504</td>
<td>12</td>
<td>9,030</td>
</tr>
<tr>
<td>Financial and insurance</td>
<td>214,143</td>
<td>12</td>
<td>954,334</td>
</tr>
<tr>
<td>Foods and food beverages</td>
<td>6,586,827</td>
<td>27</td>
<td>627,661</td>
</tr>
<tr>
<td>Jewelry and silverware</td>
<td>85,095</td>
<td>10</td>
<td>55,455</td>
</tr>
<tr>
<td>Lubricants and fuel</td>
<td>993,909</td>
<td>13</td>
<td>24,130</td>
</tr>
<tr>
<td>Machinery</td>
<td>43,405</td>
<td>13</td>
<td>237,875</td>
</tr>
<tr>
<td>Radios</td>
<td>174,049</td>
<td>13</td>
<td>3,077,079</td>
</tr>
<tr>
<td>Shoes</td>
<td>10,450</td>
<td>13</td>
<td>4,969,474</td>
</tr>
<tr>
<td>Soaps, house supplies</td>
<td>192,750</td>
<td>13</td>
<td>524,209</td>
</tr>
<tr>
<td>Tobacco</td>
<td>265,810</td>
<td>13</td>
<td>5,061</td>
</tr>
<tr>
<td>Travel</td>
<td>52,803</td>
<td>13</td>
<td>9,255</td>
</tr>
<tr>
<td>Wines, beer</td>
<td>52,803</td>
<td>13</td>
<td>30,933</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>40,000</td>
<td>13</td>
<td>441,528</td>
</tr>
</tbody>
</table>

| TOTAL | $27,345,397 |

## MUTUAL

<table>
<thead>
<tr>
<th>Classification</th>
<th>Total Gross Expenditures</th>
<th>Number of Advertisers</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>$871</td>
<td>5</td>
<td>68,215</td>
</tr>
<tr>
<td>Building materials</td>
<td>5,827</td>
<td>3</td>
<td>5,880</td>
</tr>
<tr>
<td>Confectionery and soft drinks</td>
<td>1,676,051</td>
<td>7</td>
<td>9,030</td>
</tr>
<tr>
<td>Drugs and toilet goods</td>
<td>5,773,504</td>
<td>12</td>
<td>954,334</td>
</tr>
<tr>
<td>Financial and insurance</td>
<td>214,143</td>
<td>12</td>
<td>627,661</td>
</tr>
<tr>
<td>Foods and food beverages</td>
<td>6,586,827</td>
<td>27</td>
<td>55,455</td>
</tr>
<tr>
<td>Jewelry and silverware</td>
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</tr>
<tr>
<td>Lubricants and fuel</td>
<td>993,909</td>
<td>13</td>
<td>237,875</td>
</tr>
<tr>
<td>Machinery</td>
<td>43,405</td>
<td>13</td>
<td>3,077,079</td>
</tr>
<tr>
<td>Radios</td>
<td>174,049</td>
<td>13</td>
<td>4,969,474</td>
</tr>
<tr>
<td>Shoes</td>
<td>10,450</td>
<td>13</td>
<td>524,209</td>
</tr>
<tr>
<td>Soaps, house supplies</td>
<td>192,750</td>
<td>13</td>
<td>5,061</td>
</tr>
<tr>
<td>Tobacco</td>
<td>265,810</td>
<td>13</td>
<td>9,255</td>
</tr>
<tr>
<td>Travel</td>
<td>52,803</td>
<td>13</td>
<td>30,933</td>
</tr>
<tr>
<td>Wines, beer</td>
<td>52,803</td>
<td>13</td>
<td>441,528</td>
</tr>
</tbody>
</table>

| TOTAL | $2,920,324 |
RANKING SPONSORS’ PERCENTAGE OF NETWORK DOLLAR VOLUME

The table below shows the percentage of total network revenue (dollar volume) derived in 1936, 1937 and 1938 from the leading 10 advertisers on each chain. Figures in parentheses indicate the number of sponsors whose time purchases amounted to $1,000,000 or more.

<table>
<thead>
<tr>
<th>Network</th>
<th>Year</th>
<th>Percentage of Total Network Revenue (Dollar Volume)</th>
<th>Number of Sponsors</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>1936</td>
<td>43.32%</td>
<td>7</td>
</tr>
<tr>
<td>CBS</td>
<td>1936</td>
<td>47.17%</td>
<td>6</td>
</tr>
<tr>
<td>NBC</td>
<td>1937</td>
<td>49.10%</td>
<td>9</td>
</tr>
<tr>
<td>CBS</td>
<td>1937</td>
<td>51.47%</td>
<td>9</td>
</tr>
<tr>
<td>NBC</td>
<td>1938</td>
<td>51.06%</td>
<td>10</td>
</tr>
<tr>
<td>CBS</td>
<td>1938</td>
<td>55.95%</td>
<td>10</td>
</tr>
</tbody>
</table>

WHAT READER-LISTENERS PAID FOR RADIO, MAGAZINES, NEWSPAPERS, AND FARM PAPERS DURING 1938

Total money spent by readers in the purchase of magazine subscriptions and single-copy sales ................................................................. $171,656,300*

251 Monthlies ................................................. $99,260,107
47 Weeklies .................................................. 45,330,327
18 Group Publications ................................... 15,566,584
13 Semi-Monthlies ......................................... 9,195,791
16 Bi-Monthlies ........................................... 1,181,061
1 Daily ....................................................... 655,839
4 Quarterlies ................................................ 208,813
3 Miscellaneous ............................................. 157,755
1 Semi-Annual ................................................ 74,653
2 Annuals ..................................................... 25,370
14 Free Publications ....................................... ( )
3 Groups, Data Missing ..................................... ( )
118 Publications, Data Missing ......................... ( )

Total money spent by readers in the purchase of morning, evening, and Sunday newspapers ................................................................. $524,144,586†

15,107,981 daily morning circulation at $9.24 ........ 139,597,744
24,463,858 daily evening circulation at $9.24 ........ 226,046,048
30,480,922 Sunday circulation at $5.20 ............... 158,500,794

Total money spent by readers in the purchase of farm papers ................................................................. $10,978,000*

87 Monthlies .................................................. 6,528,520
22 Bi-Weeklies ............................................... 2,003,605
14 Weeklies .................................................. 1,481,206
17 Semi-Monthlies ......................................... 474,215
5 Dailies ...................................................... 341,233
2 Semi-Weekly ............................................... 106,903
1 Bi-Monthly ................................................ 42,328
8 Free Publications ......................................... ( )
32 Publications, Data Missing ......................... ( )

Total money spent by listeners in the purchase, operation, repair and upkeep of radio sets ................................................................. $505,000,000**

New set sales ............................................... $210,000,000
Repair services ............................................. 60,000,000
Use of electricity and cost of batteries ............. 150,000,000
Parts and supplies used in repairs .................... 45,000,000
Tubes ......................................................... 40,000,000

* Compiled from the January, 1939, Magazine and Farm Paper Section of Standard Rate & Data Service. Circulation figures therein pertain generally to the Spring of 1938.
† Aggregate morning, evening and Sunday newspaper circulation figures supplied through the courtesy of Editor & Publisher. They pertain to Dec. 31, 1938.
** Data supplied by Dr. Orestes H. Caldwell, editor of Radio Today.
AGENCIES

COMPARATIVE AGENCY SPENDING: 1938

(With CBS, Mutual and NBC)

It should be noted that at the foot of this compilation are figures indicating the leading agencies' total spending, plus the percentage which this spending represents against total network gross revenue. The figures for 1937 include three agencies not appearing in the 1937 column: Neisser-Myerhoff, Inc., Mazon, Inc., and Roche, Williams & Cunnyngham, Inc. The figures for 1936 include four agencies not appearing in the 1936 column: Hutchins Advertising Co., Inc., Paris & Peart, Campbell-Ewald Co., and Roche, Williams & Cunnyngham, Inc.

Ward Wheelock Co.—marked with an asterisk in the 1938 column—in previous years was listed as F. Wallis Armstrong Co.

<table>
<thead>
<tr>
<th>AGENCY</th>
<th>1938</th>
<th>1937</th>
<th>1936</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Blackett-Sample-Hummert ...</td>
<td>$9,093,125</td>
<td>$7,293,490</td>
<td>$6,294,641</td>
</tr>
<tr>
<td>2. J. Walter Thompson Co.</td>
<td>5,320,608</td>
<td>5,283,134</td>
<td>5,148,557</td>
</tr>
<tr>
<td>3. Young &amp; Rubicam, Inc.</td>
<td>5,093,640</td>
<td>3,821,010</td>
<td>2,330,114</td>
</tr>
<tr>
<td>4. Benton &amp; Bowles, Inc.</td>
<td>4,800,399</td>
<td>3,634,240</td>
<td>6</td>
</tr>
<tr>
<td>5. Lord &amp; Thomas</td>
<td>4,791,586</td>
<td>5,549,195</td>
<td>5,613,774</td>
</tr>
<tr>
<td>6. Ruthrauff &amp; Ryan, Inc.</td>
<td>4,015,959</td>
<td>3,407,886</td>
<td>1,310,180</td>
</tr>
<tr>
<td>7. Compton Advertising, Inc.</td>
<td>3,107,788</td>
<td>3,001,600</td>
<td>2,018,344</td>
</tr>
<tr>
<td>8. Ward Wheelock Co.*</td>
<td>2,258,425</td>
<td>1,128,540</td>
<td>1,256,154</td>
</tr>
<tr>
<td>10. Batten, Barton, Durstine &amp; Osborn</td>
<td>1,588,554</td>
<td>Not among 20 first spenders.</td>
<td></td>
</tr>
<tr>
<td>11. Pedlar &amp; Ryan, Inc.</td>
<td>1,588,185</td>
<td>1,380,063</td>
<td>843,711</td>
</tr>
<tr>
<td>12. Lennen &amp; Mitchell, Inc.</td>
<td>1,500,635</td>
<td>1,380,063</td>
<td>1,567,014</td>
</tr>
<tr>
<td>13. N. W. Ayer &amp; Son.</td>
<td>1,379,535</td>
<td>2,842,215</td>
<td>3,276,155</td>
</tr>
<tr>
<td>15. H. W. Kastor &amp; Sons</td>
<td>1,245,302</td>
<td>Not among 20 first spenders.</td>
<td></td>
</tr>
<tr>
<td>17. Erwin, Wasey &amp; Co.</td>
<td>1,105,072</td>
<td>920,263</td>
<td>1,567,014</td>
</tr>
<tr>
<td>18. William Esty &amp; Co.</td>
<td>1,096,359</td>
<td>1,033,263</td>
<td>1,166,123</td>
</tr>
<tr>
<td>20. Stack-Goble</td>
<td>1,007,060</td>
<td>1,495,307</td>
<td>1,586,843</td>
</tr>
</tbody>
</table>

Total $54,278,083 | $50,267,217 | $43,393,742

Portion of total network gross revenue 75.7% | 72.2% | 72.7%

CBS GROSS BILLINGS TO AGENCIES: 1938

(With same agencies' 1937 rank and expenditures)

<table>
<thead>
<tr>
<th>1938 (With same agencies' 1937 rank and expenditures)</th>
<th>1937</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ruthrauff &amp; Ryan, Inc.</td>
<td>$3,359,373</td>
</tr>
<tr>
<td>2. Benton &amp; Bowles, Inc.</td>
<td>3,298,840</td>
</tr>
<tr>
<td>3. Young &amp; Rubicam, Inc.</td>
<td>2,405,048</td>
</tr>
<tr>
<td>4. Blackett-Sample-Hummert, Inc.</td>
<td>2,057,048</td>
</tr>
<tr>
<td>5. Lord &amp; Thomas</td>
<td>1,662,262</td>
</tr>
<tr>
<td>6. Newell-Emmett Co., Inc.</td>
<td>1,118,355</td>
</tr>
<tr>
<td>7. William Esty &amp; Co.</td>
<td>1,081,013</td>
</tr>
<tr>
<td>Rank</td>
<td>Agency Name</td>
</tr>
<tr>
<td>------</td>
<td>----------------------------------------------------------</td>
</tr>
<tr>
<td>8</td>
<td>N. W. Ayer &amp; Son, Inc.</td>
</tr>
<tr>
<td>9</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td>10</td>
<td>Neisser-Myerhoff, Inc.</td>
</tr>
<tr>
<td>11</td>
<td>Lennen &amp; Mitchell, Inc.</td>
</tr>
<tr>
<td>12</td>
<td>Ward Wheelock Co.</td>
</tr>
<tr>
<td>13</td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
</tr>
<tr>
<td>14</td>
<td>Gardner Advertising Co.</td>
</tr>
<tr>
<td>15</td>
<td>Compton Advertising, Inc.</td>
</tr>
<tr>
<td>16</td>
<td>Biow Co., Inc.</td>
</tr>
<tr>
<td>17</td>
<td>Arthur Kudner, Inc.</td>
</tr>
<tr>
<td>18</td>
<td>Buchanan &amp; Co., Inc.</td>
</tr>
<tr>
<td>19</td>
<td>D’Arcy Advertising Co.</td>
</tr>
<tr>
<td>20</td>
<td>Geyer, Cornell &amp; Newell, Inc.</td>
</tr>
<tr>
<td>21</td>
<td>Roche, Williams &amp; Cunyngham, Inc.</td>
</tr>
<tr>
<td>22</td>
<td>Frances Hooper Advertising.</td>
</tr>
<tr>
<td>23</td>
<td>Lambert &amp; Feasley, Inc.</td>
</tr>
<tr>
<td>24</td>
<td>Campbell-Ewald Co.</td>
</tr>
<tr>
<td>25</td>
<td>Knox Reeves Advertising, Inc.</td>
</tr>
<tr>
<td>26</td>
<td>Pedlar &amp; Ryan, Inc.</td>
</tr>
<tr>
<td>27</td>
<td>Maxon, Inc.</td>
</tr>
<tr>
<td>28</td>
<td>McCann-Erickson, Inc.</td>
</tr>
<tr>
<td>29</td>
<td>U. S. Advertising Corp.</td>
</tr>
<tr>
<td>30</td>
<td>Morse International, Inc.</td>
</tr>
<tr>
<td>31</td>
<td>Bermingham, Castleman &amp; Pierce.</td>
</tr>
<tr>
<td>32</td>
<td>Aubrey, Moore &amp; Wallace, Inc.</td>
</tr>
<tr>
<td>33</td>
<td>Brooke, Smith &amp; French, Inc.</td>
</tr>
<tr>
<td>34</td>
<td>MacManus, John &amp; Adam</td>
</tr>
<tr>
<td>35</td>
<td>Hutchins Advertising Co.</td>
</tr>
<tr>
<td>36</td>
<td>Erwin, Wasey &amp; Co.</td>
</tr>
<tr>
<td>37</td>
<td>Lawrence C. Gumbinner</td>
</tr>
<tr>
<td>38</td>
<td>Bowman &amp; Columbia</td>
</tr>
<tr>
<td>39</td>
<td>Brown &amp; Tarcher</td>
</tr>
<tr>
<td>40</td>
<td>H. W. Kastor &amp; Sons Advertising Co.</td>
</tr>
<tr>
<td>41</td>
<td>Botsford, Constantine &amp; Gardner</td>
</tr>
<tr>
<td>42</td>
<td>Hixson-O’Donnell, Inc.</td>
</tr>
<tr>
<td>43</td>
<td>Walsh Advertising Co.</td>
</tr>
<tr>
<td>44</td>
<td>Cockfield, Brown &amp; Co., Ltd</td>
</tr>
<tr>
<td>45</td>
<td>Walker &amp; Downing</td>
</tr>
<tr>
<td>46</td>
<td>Baker Advertising</td>
</tr>
<tr>
<td>47</td>
<td>Sidney Garfinkel Adv. Agency</td>
</tr>
<tr>
<td>48</td>
<td>Leo Burnett Co., Inc.</td>
</tr>
<tr>
<td>49</td>
<td>McKee, Albright &amp; Ivey, Inc.</td>
</tr>
<tr>
<td>50</td>
<td>Tomaschke-Elliott, Inc.</td>
</tr>
<tr>
<td>51</td>
<td>Emil Brisacher &amp; Staff</td>
</tr>
<tr>
<td>52</td>
<td>Arnold &amp; Chase</td>
</tr>
<tr>
<td>53</td>
<td>H. M. Kiesewetter Advertising Agency, Inc.</td>
</tr>
<tr>
<td>54</td>
<td>A. McKim, Ltd.</td>
</tr>
<tr>
<td>55</td>
<td>Albert Frank-Guenther-Law, Inc.</td>
</tr>
<tr>
<td>56</td>
<td>Walter Biddick Co.</td>
</tr>
<tr>
<td>57</td>
<td>Milton Weinberg Co.</td>
</tr>
<tr>
<td>58</td>
<td>Marschak &amp; Pratt, Inc.</td>
</tr>
<tr>
<td>59</td>
<td>Long Advertising Service</td>
</tr>
<tr>
<td>60</td>
<td>Hillman-Shane Advertising Agency</td>
</tr>
<tr>
<td>61</td>
<td>Joe Lowe Advertising Agency</td>
</tr>
<tr>
<td>62</td>
<td>James Houlihan, Inc.</td>
</tr>
<tr>
<td>63</td>
<td>MacLaren Advertising Co.</td>
</tr>
<tr>
<td>64</td>
<td>H. M. Frost Co.</td>
</tr>
<tr>
<td>65</td>
<td>Gillham Advertising.</td>
</tr>
<tr>
<td>66</td>
<td>Dowd Ostreicher, Inc.</td>
</tr>
<tr>
<td>67</td>
<td>Lockwood-Shackelford Adv. Agency</td>
</tr>
<tr>
<td>68</td>
<td>Shattuck &amp; Ettinger</td>
</tr>
<tr>
<td>69</td>
<td>Burton A. Osterhoudt</td>
</tr>
</tbody>
</table>
CBS AGENCY BILLINGS—Continued

<table>
<thead>
<tr>
<th>Agency</th>
<th>1938.</th>
<th>1937.</th>
</tr>
</thead>
<tbody>
<tr>
<td>70. C. Ellsworth Wylie</td>
<td>1,950</td>
<td></td>
</tr>
<tr>
<td>71. R. H. Alber Co.</td>
<td>1,500</td>
<td></td>
</tr>
<tr>
<td>72. Kelly, Nason &amp; Winsten</td>
<td>1,190</td>
<td></td>
</tr>
<tr>
<td>73. Larsen &amp; Aurrecoechea</td>
<td>1,080</td>
<td></td>
</tr>
<tr>
<td>74. Fishler, Zealnd &amp; Co., Inc</td>
<td>1,040</td>
<td></td>
</tr>
<tr>
<td>75. Mason L. Ham, Advertising</td>
<td>815</td>
<td></td>
</tr>
<tr>
<td>76. James R. Lunke</td>
<td>360</td>
<td></td>
</tr>
<tr>
<td>77. Ray Davidson</td>
<td>360</td>
<td></td>
</tr>
<tr>
<td>78. C. Brewer Smith Adv. Agency</td>
<td>290</td>
<td></td>
</tr>
</tbody>
</table>

No Agency (Billed Direct) | 2,675 |       |

Totals (78 Agencies and Direct) | $27,345,397 | *$28,722,118

* Sixty-six Agencies.

MUTUAL GROSS BILLINGS TO AGENCIES: 1938

(With same agencies’ 1937 rank and expenditures)

<table>
<thead>
<tr>
<th>Agency</th>
<th>1938.</th>
<th>1937.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Erwin, Wasey &amp; Co.</td>
<td>$397,393</td>
<td>(1) $224,611.03</td>
</tr>
<tr>
<td>2. Ivey &amp; Ellington, Inc</td>
<td>259,436</td>
<td></td>
</tr>
<tr>
<td>3. Ruthrauff &amp; Ryan, Inc</td>
<td>244,111</td>
<td>(4) 125,573.00</td>
</tr>
<tr>
<td>4. R. H. Alber &amp; Co.</td>
<td>182,842</td>
<td>(6) 96,556.05</td>
</tr>
<tr>
<td>5. Young &amp; Rubicam, Inc</td>
<td>182,574</td>
<td>(15) 57,902.40</td>
</tr>
<tr>
<td>6. Blackett-Sample-Hummert, Inc.</td>
<td>137,492</td>
<td>(3) 154,410.70</td>
</tr>
<tr>
<td>7. Franklin Bruck Adv. Co</td>
<td>110,926</td>
<td>(5) 98,633.00</td>
</tr>
<tr>
<td>8. Lennen &amp; Mitchell, Inc</td>
<td>99,948</td>
<td></td>
</tr>
<tr>
<td>9. Redfield-Johnstone, Inc</td>
<td>98,805</td>
<td>(21) 32,466.00</td>
</tr>
<tr>
<td>10. Kelly, Stuhlman &amp; Zahrndt</td>
<td>94,034</td>
<td>(12) 69,063.90</td>
</tr>
<tr>
<td>11. Blow Co., Inc</td>
<td>91,071</td>
<td>(38) 7,858.32</td>
</tr>
<tr>
<td>12. J. Walter Thompson Co</td>
<td>87,450</td>
<td>(13) 67,727.00</td>
</tr>
<tr>
<td>13. Critchfield &amp; Co</td>
<td>82,473</td>
<td>(46) 4,100.00</td>
</tr>
<tr>
<td>14. Russel M. Seeds Co</td>
<td>75,615</td>
<td>(31) 12,720.00</td>
</tr>
<tr>
<td>15. Albert M. Ross</td>
<td>72,019</td>
<td>(16) 54,731.00</td>
</tr>
<tr>
<td>16. Lambert &amp; Feasley, Inc</td>
<td>58,108</td>
<td></td>
</tr>
<tr>
<td>18. Lord &amp; Thomas</td>
<td>49,217</td>
<td>(41) 5,600.00</td>
</tr>
<tr>
<td>19. N. W. Ayer &amp; Son, Inc</td>
<td>46,844</td>
<td>(28) 16,720.00</td>
</tr>
<tr>
<td>20. Cecil, Warwick &amp; Legler</td>
<td>41,958</td>
<td>(23) 28,586.50</td>
</tr>
<tr>
<td>21. Rohrabaugh &amp; Gibson</td>
<td>38,257</td>
<td></td>
</tr>
<tr>
<td>22. Roche, Williams &amp; Cunyngham, Inc</td>
<td>31,721</td>
<td>(19) 40,030.80</td>
</tr>
<tr>
<td>23. Badger &amp; Browning</td>
<td>29,353</td>
<td>(34) *12,003.75</td>
</tr>
<tr>
<td>24. Klepner Co., Inc</td>
<td>28,750</td>
<td></td>
</tr>
<tr>
<td>25. Batten, Barton, Durstine &amp; Osborn, Inc</td>
<td>27,221</td>
<td>(9) 88,207.90</td>
</tr>
<tr>
<td>26. H. M. Kiesewetter Advertising Agency, Inc</td>
<td>26,926</td>
<td>(14) 63,817.56</td>
</tr>
<tr>
<td>27. Brooke, Smith, French &amp; Dorrance</td>
<td>23,754</td>
<td>(2) 224,228.71</td>
</tr>
<tr>
<td>28. Emil Reinhardt</td>
<td>22,008</td>
<td></td>
</tr>
<tr>
<td>29. Rocke Productions, Inc</td>
<td>20,412</td>
<td>(49) 3,298.00</td>
</tr>
<tr>
<td>30. Flack Adv. Agency</td>
<td>20,360</td>
<td></td>
</tr>
<tr>
<td>31. Fishler, Zeald &amp; Co</td>
<td>20,291</td>
<td>(42) 5,072.00</td>
</tr>
<tr>
<td>32. Lawrence C. Gumbinner</td>
<td>18,954</td>
<td></td>
</tr>
<tr>
<td>33. Kenyon &amp; Eckhardt, Inc</td>
<td>17,517</td>
<td></td>
</tr>
<tr>
<td>34. Sterling Adv. Agency</td>
<td>14,297</td>
<td></td>
</tr>
<tr>
<td>35. Wm. Esty &amp; Co</td>
<td>11,700</td>
<td>(8) 91,101.00</td>
</tr>
<tr>
<td>36. Weston-Barnett, Inc</td>
<td>10,543</td>
<td>(48) 3,744.00</td>
</tr>
<tr>
<td>37. Gardner Advertising Co</td>
<td>10,400</td>
<td></td>
</tr>
<tr>
<td>38. Small &amp; Seiffer</td>
<td>10,050</td>
<td>(47) 4,050.00</td>
</tr>
<tr>
<td>39. Buchanan &amp; Co</td>
<td>9,840</td>
<td></td>
</tr>
</tbody>
</table>

* Listed in 1937 as Badger, Browning & Hersey.
### MUTUAL AGENCY BILLINGS—Continued

<table>
<thead>
<tr>
<th>Agency</th>
<th>1938</th>
<th>1937</th>
</tr>
</thead>
<tbody>
<tr>
<td>De Biasi Adv. Agency</td>
<td>9,255</td>
<td></td>
</tr>
<tr>
<td>Philip Klein Adv. Agency</td>
<td>9,030</td>
<td></td>
</tr>
<tr>
<td>J. Ralph Corbett</td>
<td>8,169</td>
<td></td>
</tr>
<tr>
<td>B gagley, Horton &amp; Hoyt, Inc.</td>
<td>6,989</td>
<td>(11) 79,027.50</td>
</tr>
<tr>
<td>G. Lynn Sumner</td>
<td>5,880</td>
<td></td>
</tr>
<tr>
<td>Morgan Rechner &amp; Co.</td>
<td>5,064</td>
<td></td>
</tr>
<tr>
<td>Stack-Goble Adv. Agency</td>
<td>5,061</td>
<td>(29) 16,610.00</td>
</tr>
<tr>
<td>Charles Dallas Reach</td>
<td>4,144</td>
<td>(7) 91,774.00</td>
</tr>
<tr>
<td>Marschalk &amp; Pratt, Inc.</td>
<td>1,831</td>
<td></td>
</tr>
<tr>
<td>Gem Adv. Agency</td>
<td>1,650</td>
<td></td>
</tr>
<tr>
<td>L. W. Ramsey Co.</td>
<td>1,500</td>
<td></td>
</tr>
<tr>
<td>Rogers &amp; Smith</td>
<td>1,400</td>
<td>(35) 10,926.67</td>
</tr>
<tr>
<td>No Agency (Billed Direct)</td>
<td>1,639</td>
<td></td>
</tr>
<tr>
<td><strong>Totals (51 Agencies &amp; Direct)</strong></td>
<td><strong>$2,920,324</strong></td>
<td><em>$2,239,076.54</em></td>
</tr>
</tbody>
</table>

* Fifty-three Agencies and Direct.

### NBC GROSS BILLINGS TO AGENCIES: 1938

(With same agencies' 1937 rank and expenditures)

<table>
<thead>
<tr>
<th>Agency</th>
<th>1938</th>
<th>1937</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blackett-Sample-Hummert, Inc.</td>
<td>$6,898,585</td>
<td>(1) 5,086,667</td>
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<tr>
<td>J. Walter Thompson Co.</td>
<td>4,192,162</td>
<td>(2) 4,376,915</td>
</tr>
<tr>
<td>Lord &amp; Thomas</td>
<td>3,080,107</td>
<td>(3) 3,872,588</td>
</tr>
<tr>
<td>Compton Advertising, Inc.</td>
<td>2,529,636</td>
<td>(4) 2,916,100</td>
</tr>
<tr>
<td>Young &amp; Rubicam, Inc.</td>
<td>2,505,961</td>
<td>(5) 2,772,680</td>
</tr>
<tr>
<td>Ward Wheelock Co.</td>
<td>1,565,637</td>
<td></td>
</tr>
<tr>
<td>Benton &amp; Bowles, Inc.</td>
<td>1,501,559</td>
<td>(7) 1,200,461</td>
</tr>
<tr>
<td>Wade Advertising Agency</td>
<td>1,383,741</td>
<td>(6) 1,457,470</td>
</tr>
<tr>
<td>Pedlar &amp; Ryan, Inc.</td>
<td>1,341,453</td>
<td>(16) 609,161</td>
</tr>
<tr>
<td>H. W. Kastor &amp; Sons Advertising Co.</td>
<td>1,201,392</td>
<td>(9) 873,255</td>
</tr>
<tr>
<td>Stack-Goble Advertising Agency</td>
<td>1,001,999</td>
<td>(8) 1,192,559</td>
</tr>
<tr>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
<td>877,632</td>
<td>(12) 764,162</td>
</tr>
<tr>
<td>Needham, Louis &amp; Brorby, Inc.</td>
<td>675,190</td>
<td>(23) 455,744</td>
</tr>
<tr>
<td>Hays MacFarland &amp; Co.</td>
<td>648,815</td>
<td>(70) 8,480</td>
</tr>
<tr>
<td>Sweeney &amp; James Co.</td>
<td>635,206</td>
<td>(18) 537,634</td>
</tr>
<tr>
<td>Roche, Williams &amp; Cunyngham, Inc.</td>
<td>631,667</td>
<td>(14) 698,101</td>
</tr>
<tr>
<td>McCann-Erickson, Inc.</td>
<td>625,441</td>
<td>(13) 698,496</td>
</tr>
<tr>
<td>Lennen &amp; Mitchell, Inc.</td>
<td>622,277</td>
<td>(10) 851,357</td>
</tr>
<tr>
<td>Erwin, Wasey &amp; Co.</td>
<td>601,079</td>
<td>(15) 595,652</td>
</tr>
<tr>
<td>Newell-Emmett Co., Inc.</td>
<td>574,959</td>
<td>(34) 144,720</td>
</tr>
<tr>
<td>Hutchinson Advertising Co.</td>
<td>563,400</td>
<td>(21) 504,521</td>
</tr>
<tr>
<td>Biow Company, Inc.</td>
<td>528,684</td>
<td>(20) 509,704</td>
</tr>
<tr>
<td>Gardner Advertising Co.</td>
<td>505,478</td>
<td>(25) 397,712</td>
</tr>
<tr>
<td>McKee &amp; Albright, Inc.</td>
<td>493,928</td>
<td>(46) <em>68,280</em></td>
</tr>
<tr>
<td>Cecil &amp; Presbrey, Inc.</td>
<td>455,936</td>
<td>(22) ♠482,600</td>
</tr>
<tr>
<td>Ruthrauff &amp; Ryan, Inc.</td>
<td>412,175</td>
<td>(58) 38,870</td>
</tr>
<tr>
<td>Maxon, Inc.</td>
<td>391,871</td>
<td>(24) 416,155</td>
</tr>
<tr>
<td>L. W. Ramsey Co.</td>
<td>365,563</td>
<td>(29) 257,462</td>
</tr>
<tr>
<td>Aubrey, Moore &amp; Wallace, Inc.</td>
<td>364,298</td>
<td>(17) 582,611</td>
</tr>
<tr>
<td>Arthur Kudner, Inc.</td>
<td>350,329</td>
<td>(27) 330,301</td>
</tr>
<tr>
<td>N. W. Ayer &amp; Son, Inc.</td>
<td>284,746</td>
<td>(11) 782,166</td>
</tr>
<tr>
<td>James A. Greene &amp; Co.</td>
<td>247,792</td>
<td></td>
</tr>
<tr>
<td>Sherman K. Ellis &amp; Co.</td>
<td>240,774</td>
<td></td>
</tr>
<tr>
<td>Hixson-O’Donnell Advertising, Inc.</td>
<td>202,940</td>
<td>(32) 156,236</td>
</tr>
</tbody>
</table>

* Listed in 1937 as McKee, Albright & Ivey, Inc.
† Listed in 1937 as Cecil, Warwick & Legler, Inc.

185
NBC AGENCY BILLINGS—Continued

<table>
<thead>
<tr>
<th>Agency Name</th>
<th>1938</th>
<th>1937</th>
</tr>
</thead>
<tbody>
<tr>
<td>35. Henri, Hurst &amp; McDonald, Inc.</td>
<td>189,019</td>
<td>(30) 201,475</td>
</tr>
<tr>
<td>36. Russel M. Seeds Co.</td>
<td>175,482</td>
<td></td>
</tr>
<tr>
<td>37. Westco Advertising Agency</td>
<td>117,488</td>
<td>(38) 140,913</td>
</tr>
<tr>
<td>38. Morse International, Inc.</td>
<td>116,448</td>
<td></td>
</tr>
<tr>
<td>39. Donahue &amp; Co., Inc.</td>
<td>114,456</td>
<td>(36) 143,836</td>
</tr>
<tr>
<td>40. Charles W. Hoyt Co., Inc.</td>
<td>107,359</td>
<td></td>
</tr>
<tr>
<td>41. Wessel Co.</td>
<td>103,365</td>
<td>(44) 75,919</td>
</tr>
<tr>
<td>42. Ralph H. Jones Co.</td>
<td>93,934</td>
<td>(45) 70,856</td>
</tr>
<tr>
<td>43. Glicksman Advertising Co., Inc.</td>
<td>76,736</td>
<td>(69) 10,476</td>
</tr>
<tr>
<td>44. Kenyon &amp; Eckhardt, Inc.</td>
<td>71,288</td>
<td>(41) 102,336</td>
</tr>
<tr>
<td>45. Lambert &amp; Feasley, Inc.</td>
<td>67,320</td>
<td>(51) 58,344</td>
</tr>
<tr>
<td>46. Bert S. Gittins Advertising</td>
<td>67,236</td>
<td></td>
</tr>
<tr>
<td>47. Gale &amp; Pietsch, Inc.</td>
<td>65,656</td>
<td></td>
</tr>
<tr>
<td>48. Logan &amp; Stebbins</td>
<td>61,021</td>
<td>(55) 49,512</td>
</tr>
<tr>
<td>49. Botsford, Constantine &amp; Gardner</td>
<td>59,872</td>
<td>(54) 52,800</td>
</tr>
<tr>
<td>50. McJunkin Advertising Co.</td>
<td>57,924</td>
<td>(39) 133,674</td>
</tr>
<tr>
<td>51. U. S. Advertising Corp.</td>
<td>51,155</td>
<td></td>
</tr>
<tr>
<td>52. J. M. Mathes, Inc.</td>
<td>48,276</td>
<td>(59) 36,036</td>
</tr>
<tr>
<td>53. Fitzgerald Advertising Agency, Inc.</td>
<td>45,552</td>
<td>(56) 42,072</td>
</tr>
<tr>
<td>54. C. Wendel Muench &amp; Co.</td>
<td>42,078</td>
<td></td>
</tr>
<tr>
<td>55. Long Advertising Service.</td>
<td>40,974</td>
<td>(62) 35,046</td>
</tr>
<tr>
<td>56. Tomaschke-Elliott, Inc.</td>
<td>37,268</td>
<td>(61) 35,072</td>
</tr>
<tr>
<td>57. Federal Advertising Agency</td>
<td>36,904</td>
<td>(72) 7,372</td>
</tr>
<tr>
<td>58. Baker Advertising Agency, Ltd.</td>
<td>35,025</td>
<td>(83) 3,032</td>
</tr>
<tr>
<td>59. Emil Brisacher &amp; Staff</td>
<td>30,168</td>
<td>(57) 39,680</td>
</tr>
<tr>
<td>60. Baggage, Horton &amp; Hoyt, Inc.</td>
<td>28,028</td>
<td>(47) 67,298</td>
</tr>
<tr>
<td>61. H. M. Kiesewetter Advertising Agency, Inc.</td>
<td>21,892</td>
<td></td>
</tr>
<tr>
<td>62. Clements Co., Inc.</td>
<td>21,432</td>
<td>(66) 20,580</td>
</tr>
<tr>
<td>63. L. D. Wertheimer Co., Inc.</td>
<td>15,420</td>
<td>(76) 4,590</td>
</tr>
<tr>
<td>64. Marschalk &amp; Pratt, Inc.</td>
<td>13,112</td>
<td></td>
</tr>
<tr>
<td>65. Dan B. Miner Co.</td>
<td>8,576</td>
<td>(74) 5,360</td>
</tr>
<tr>
<td>66. Critchfield &amp; Co.</td>
<td>6,912</td>
<td>(82) 3,072</td>
</tr>
<tr>
<td>67. Walter Biddick Co.</td>
<td>6,880</td>
<td></td>
</tr>
<tr>
<td>68. Walker &amp; Downing.</td>
<td>5,546</td>
<td>(56) 63,500</td>
</tr>
<tr>
<td>69. Leon Livingston Advertising Agency</td>
<td>4,212</td>
<td></td>
</tr>
<tr>
<td>70. R. H. Alber Co.</td>
<td>4,196</td>
<td></td>
</tr>
<tr>
<td>71. Cockfield, Brown &amp; Co., Ltd</td>
<td>4,165</td>
<td></td>
</tr>
<tr>
<td>72. Wm. Esty &amp; Co.</td>
<td>3,546</td>
<td></td>
</tr>
<tr>
<td>73. Joseph Katz Co.</td>
<td>3,541</td>
<td>(77) 3,722</td>
</tr>
<tr>
<td>74. Morgan Reichner &amp; Co.</td>
<td>3,284</td>
<td></td>
</tr>
<tr>
<td>75. Blaker Advertising Agency, Inc.</td>
<td>3,200</td>
<td>(36) 144,104</td>
</tr>
<tr>
<td>76. C. Ellsworth Wylie Co.</td>
<td>3,200</td>
<td></td>
</tr>
<tr>
<td>77. Doremus &amp; Co., Ltd.</td>
<td>3,136</td>
<td>(84) 2,744</td>
</tr>
<tr>
<td>78. Lowe Features</td>
<td>3,096</td>
<td></td>
</tr>
<tr>
<td>79. D'Evelyn &amp; Wadsworth, Inc.</td>
<td>2,920</td>
<td>(64) 24,403</td>
</tr>
<tr>
<td>80. William A. Ingoldsby Co.</td>
<td>2,236</td>
<td></td>
</tr>
<tr>
<td>81. Fisher, Zeeland &amp; Co., Inc.</td>
<td>1,769</td>
<td></td>
</tr>
<tr>
<td>82. Larsen &amp; Aurrecoechea</td>
<td>1,671</td>
<td></td>
</tr>
<tr>
<td>83. J. P. Muller &amp; Co.</td>
<td>856</td>
<td></td>
</tr>
<tr>
<td>84. Scholts Advertising Service.</td>
<td>688</td>
<td></td>
</tr>
<tr>
<td>85. Howard G. Hanvey.</td>
<td>680</td>
<td></td>
</tr>
<tr>
<td>86. Theodore H. Segall Advertising Agency</td>
<td>424</td>
<td></td>
</tr>
<tr>
<td>87. Shattuck &amp; Ettinger.</td>
<td>344</td>
<td></td>
</tr>
<tr>
<td>88. Faraon Jay Moss, Inc.</td>
<td>228</td>
<td></td>
</tr>
<tr>
<td>No Agency (Billed Direct).</td>
<td>874,843</td>
<td>1,009,087</td>
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</tbody>
</table>

Total (88 Agencies) | $41,462,679 | *$38,651,286 |

* Eighty-five Agencies and Direct.
825 NETWORK, NATIONAL SPOT AND REGIONAL RADIO ACCOUNTS

Compiled Under the Supervision of
ELLEN L. DAVIS
Associate Editor, Variety Radio Directory

Note: These sponsors and/or accounts are a cross-index of the agency information presented in the section immediately following this list. They do not include all network, national spot and regional accounts noted on the books of the industry from June 1, 1938, to June 1, 1939, but only that portion of them placed by the agencies on whom the DIRECTORY was able to obtain information.

It should also be borne in mind that inasmuch as information was obtained on network business from both networks and agencies, a difference in the number of network stations accredited each account in various sections of this book occurs frequently. While this difference is not large, it is recognized by the editors, and herewith explained as being due to differences in time of gathering information, as well as differences in source of information.

No local accounts occur in this listing.

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Agency</th>
<th>Time Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>A &amp; O Co.</td>
<td>J. Carson Brantley</td>
<td>2 A</td>
</tr>
<tr>
<td>Absorene Mfg.</td>
<td>Ross-Gould</td>
<td>31 A</td>
</tr>
<tr>
<td>Acme Breweries</td>
<td>Emil Brisacher &amp; Staff</td>
<td>1 News; 6 A</td>
</tr>
<tr>
<td>Acme White Lead &amp; Color Works (Paint Products, Lin-X)</td>
<td>Henri, Hurst &amp; McDonald</td>
<td>31 NBC</td>
</tr>
<tr>
<td>Adam Hat Stores</td>
<td>Glicksman Advertising</td>
<td>53 NBC, Boxing Bouts</td>
</tr>
<tr>
<td>Aero Industries Technical Institute</td>
<td>Critchfield &amp; Co.</td>
<td>.13 P &amp; 5M</td>
</tr>
<tr>
<td>Air Conditioning Training Corp</td>
<td>Weill &amp; Wilkins</td>
<td>.49 P</td>
</tr>
<tr>
<td>Alber Bros. Milling (Cereals)</td>
<td>Erwin, Wasey</td>
<td>.5 NBC</td>
</tr>
<tr>
<td>Alkine Laboratories (Flem-O-Lyn Cough Medicine)</td>
<td>Charles Dallas Reach</td>
<td>.9 A &amp; 5M</td>
</tr>
<tr>
<td>Allis-Chalmers</td>
<td>Bert S. Gittins</td>
<td>.36 NBC, 21 P, 16 Special Events; 10 A; 2 Texas Quality Network; 2 News; one 5M</td>
</tr>
<tr>
<td>Allis-Chalmers</td>
<td>Russel M. Seeds</td>
<td>.4 Mutual</td>
</tr>
<tr>
<td>Alvinor Products</td>
<td>Ardie Advertising Agency</td>
<td>.3 A</td>
</tr>
<tr>
<td>American Airlines</td>
<td>Ruthrauff &amp; Ryan . Spot; number of stations not listed</td>
<td></td>
</tr>
<tr>
<td>American Automobile Assn</td>
<td>Henry J. Kaufman</td>
<td>.2 A</td>
</tr>
<tr>
<td>American Bakeries (Merita Bread, Cake, Crackers)</td>
<td>Tucker Wayne</td>
<td>.24 P</td>
</tr>
<tr>
<td>American Bird Products</td>
<td>Weston-Barnett</td>
<td>.15 Mutual</td>
</tr>
<tr>
<td>American Brewing</td>
<td>Hughes, Wolf</td>
<td>.7 A</td>
</tr>
<tr>
<td>American-Chiffon Hosiery</td>
<td>First United Broadcasters</td>
<td>.7 A</td>
</tr>
<tr>
<td>American Cigarette &amp; Cigar (Fall Mall)</td>
<td>Young &amp; Rubicam</td>
<td>.50 NBC, 56 CBS</td>
</tr>
<tr>
<td>American Institute of Meritism</td>
<td>Darwin H. Clark</td>
<td>.4 Mutual, Don Lee; 1 A</td>
</tr>
<tr>
<td>American Life &amp; Accident Insurance</td>
<td>Kelly, Stuhlman &amp; Zahrndt</td>
<td>.35 P</td>
</tr>
<tr>
<td>American Molasses</td>
<td>Charles W. Hoyt</td>
<td>.2 P</td>
</tr>
<tr>
<td>American Oil</td>
<td>Joseph Katz</td>
<td>.42 CBS; 1 News</td>
</tr>
<tr>
<td>American Pop Corn Co.</td>
<td>Coolidge Advertising</td>
<td>.60 P</td>
</tr>
</tbody>
</table>

Key: All numerals (except 5M, which signifies five-minute programs) indicate number of stations purchased. NBC, CBS, and Mutual indicate the three major networks. A = announcements. P = full-length programs. CBC = Canadian Broadcasting Corp. PP = participating program.
<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Agency</th>
<th>Time Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Rolling Mill</td>
<td>N. W. Ayer</td>
<td>52 NBC</td>
</tr>
<tr>
<td>American Safety Razor</td>
<td>Federal Advertising Agency</td>
<td>1 A</td>
</tr>
<tr>
<td>American School Courses</td>
<td>Presba, Fellers &amp; Presba</td>
<td>5 A</td>
</tr>
<tr>
<td>American Telephone &amp; Telegraph</td>
<td>N. W. Ayer</td>
<td>8 P &amp; 7 Cut-ins, Michigan Radio Network</td>
</tr>
<tr>
<td>American Tobacco (Half &amp; Half Tobacco)</td>
<td>Young &amp; Rubicon</td>
<td>52 CBS</td>
</tr>
<tr>
<td>American Tobacco (Lucky Strike)</td>
<td>Lord &amp; Thomas</td>
<td>.99 NBC, plus transcription on WOR; 102 CBS; 2 Mutual</td>
</tr>
<tr>
<td>American Tobacco (Roi-Tan Cigars)</td>
<td>Lord &amp; Thomas</td>
<td>59 CBS; 37 A</td>
</tr>
<tr>
<td>American Tobacco (Roi-Tan Cigars)</td>
<td>Milton Weinberg</td>
<td>.5 CBS Pacific</td>
</tr>
<tr>
<td>Anacin Co</td>
<td>Blackett-Sample-Hummert</td>
<td>51 CBS; 49 NBC and spot; 38 NBC; 2 P; 1 Hockey</td>
</tr>
<tr>
<td>Anaconda Sales</td>
<td>McCord Co</td>
<td>8 A</td>
</tr>
<tr>
<td>Angostura-Wupperman Corp</td>
<td>Donahue &amp; Co</td>
<td>.5 PP</td>
</tr>
<tr>
<td>Anheuser-Busch</td>
<td>D'Arcy Advertising</td>
<td>.21 Texas State Network</td>
</tr>
<tr>
<td>Archer-Daniels-Midland (Wheat Germ Oil-Vitamin F)</td>
<td>Olmsted-Hewitt</td>
<td>1 P</td>
</tr>
<tr>
<td>Armstrong Rubber</td>
<td>Cowan &amp; Dengler</td>
<td>3 A</td>
</tr>
<tr>
<td>Arrow Lines (Travel Buses)</td>
<td>Hammer Advertising Agency</td>
<td>3 A</td>
</tr>
<tr>
<td>Atlantic Ale &amp; Beer</td>
<td>Donahue &amp; Co</td>
<td>22 Chain Breaks</td>
</tr>
<tr>
<td>Atlantic Macaroni (Caruso Products)</td>
<td>Inselbuch Broadcasting</td>
<td>3 P</td>
</tr>
<tr>
<td>Atlantic Refining (Gas, Oil, Lubrication)</td>
<td>N. W. Ayer</td>
<td>.39 Baseball, Colonial Network plus independent stations; 74 Football, Yankee &amp; CBS New England networks plus independent stations; 4 Sports Reviews; 1 Basketball</td>
</tr>
<tr>
<td>Associated Serum Producers</td>
<td>Fairall &amp; Co</td>
<td>17 A</td>
</tr>
<tr>
<td>Aurora Laboratories</td>
<td>Erwin, Wasey</td>
<td>.9 Mutual; 24 Don Lee</td>
</tr>
<tr>
<td>Austin, Nichols (Heineken's Beer)</td>
<td>Kelly, Nason &amp; Winsten</td>
<td>2 A</td>
</tr>
<tr>
<td>Axton-Fisher (Spud, Twenty Grand)</td>
<td>McCann-Erickson</td>
<td>.3 News; 2 P</td>
</tr>
<tr>
<td>Axton-Fisher (Twenty Grand)</td>
<td>McCann-Erickson</td>
<td>Aggregate of 17 P</td>
</tr>
<tr>
<td>B. T. Babbitt (Bab-O)</td>
<td>Blackett-Sample-Hummert</td>
<td>.26 NBC and spot; 45 A</td>
</tr>
<tr>
<td>Ballard &amp; Ballard (Oven-Ready Biscuits)</td>
<td>Henri, Hurst &amp; McDonald</td>
<td>17 NBC</td>
</tr>
<tr>
<td>Barbasol Co. (Shave Cream)</td>
<td>Erwin, Wasey</td>
<td>1 P</td>
</tr>
<tr>
<td>Barbasol Co. (Shave Cream)</td>
<td>Erwin, Wasey</td>
<td>2 Mutual</td>
</tr>
<tr>
<td>Barber Oil Co</td>
<td>McCord Co</td>
<td>Two 5 M; 7 A</td>
</tr>
<tr>
<td>W. H. Barber Co.</td>
<td>Lee S. Biespiel</td>
<td>5 A</td>
</tr>
<tr>
<td>Barney's</td>
<td>Austin &amp; Spector</td>
<td>2 News; 3 P; 6 A</td>
</tr>
<tr>
<td>Bathasweet Corp</td>
<td>H. M. Kiesewetter</td>
<td>2 Mutual</td>
</tr>
<tr>
<td>Bayer Co. (Bayer Aspirin)</td>
<td>Blackett-Sample-Hummert</td>
<td>.58 NBC; 29 CBS; 4 P; 1 P</td>
</tr>
<tr>
<td>Bayuk Cigars</td>
<td>Ivey &amp; Ellington</td>
<td>17 Mutual</td>
</tr>
<tr>
<td>B. C. Remedy (Headache Powders)</td>
<td>Charles W. Hoyt</td>
<td>1 News; 1 P; 1 A</td>
</tr>
<tr>
<td>Beatrice Creamery (Meadow Gold Products)</td>
<td>Lord &amp; Thomas</td>
<td>16 P</td>
</tr>
<tr>
<td>Bell Telephone (Canada)</td>
<td>Cockfield, Brown</td>
<td>18 P</td>
</tr>
<tr>
<td>Benrus Watch Co</td>
<td>Simons-Michelson</td>
<td>6 A</td>
</tr>
<tr>
<td>Berry Bros. (Paints)</td>
<td>Maxon, Inc</td>
<td>18 A</td>
</tr>
<tr>
<td>Best Foods (Nucoa)</td>
<td>Benton &amp; Bowles</td>
<td>1 News</td>
</tr>
<tr>
<td>Beverwyck Brewing</td>
<td>Peck Advertising</td>
<td>4 P &amp; News</td>
</tr>
<tr>
<td>Bireley's Orange Drink</td>
<td>Raymond R. Morgan</td>
<td>10 A</td>
</tr>
<tr>
<td>BiSoDoI</td>
<td>Blackett-Sample-Hummert</td>
<td>.39 NBC; 38 NBC</td>
</tr>
<tr>
<td>BiSoDoI Tablets</td>
<td>Blackett-Sample-Hummert</td>
<td>24 NBC</td>
</tr>
<tr>
<td>Blackstone Products (Aspertine)</td>
<td>Redfield-Johnstone</td>
<td>2 News</td>
</tr>
<tr>
<td>Blue Moon Cheese Products</td>
<td>C. Wendel Muench</td>
<td>12 A</td>
</tr>
<tr>
<td>Sponsor</td>
<td>Agency</td>
<td>Time Purchases</td>
</tr>
<tr>
<td>---------</td>
<td>--------</td>
<td>----------------</td>
</tr>
<tr>
<td>Blue Ribbon, Ltd.</td>
<td>Cockfield-Brown</td>
<td>7 A</td>
</tr>
<tr>
<td>Bona Allen, Inc. (Shoes)</td>
<td>Groves-Keen</td>
<td>4 A</td>
</tr>
<tr>
<td>Borden Co.</td>
<td>McCann-Erickson</td>
<td>10 News</td>
</tr>
<tr>
<td>Borden Co.</td>
<td>Tracy-Locke-Dawson</td>
<td>6 News</td>
</tr>
<tr>
<td>Borden Co.</td>
<td>Young &amp; Rubicam</td>
<td>32 NBC; 1 5M</td>
</tr>
<tr>
<td>Borden Co. (Borden Products)</td>
<td>Pedlar &amp; Ryan</td>
<td>1 P</td>
</tr>
<tr>
<td>Borden Co. (Reid's Ice Cream)</td>
<td>Pedlar &amp; Ryan</td>
<td>1 P</td>
</tr>
<tr>
<td>Bosco (Chocolate Milk Amplifier)</td>
<td>Kenyon &amp; Eckhardt</td>
<td>4 Mutual; 17 News, Yankee Network; 3 News (15 min); 2 News (10 min); 2 News (5M); 4 A</td>
</tr>
<tr>
<td>Boston Auto Show</td>
<td>Harry M. Frost</td>
<td>4 A</td>
</tr>
<tr>
<td>Bowey's, Inc. (Dari-Rich)</td>
<td>Stack-Goble</td>
<td>22 NBC</td>
</tr>
<tr>
<td>Boydell Bros. White Lead &amp; Color</td>
<td>MacManus, John &amp; Adams</td>
<td>2 A</td>
</tr>
<tr>
<td>A. S. Boyle (Old English Wax)</td>
<td>Blackett-Sample-Hummert</td>
<td>38 NBC; 24 NBC; 1 P</td>
</tr>
<tr>
<td>Bree Cosmetics</td>
<td>Ruthrauff &amp; Ryan</td>
<td>Spot P; number of stations not listed</td>
</tr>
<tr>
<td>M. J. Breitenbach (Gude's Pepto Mangan)</td>
<td>Morse International</td>
<td>20 A</td>
</tr>
<tr>
<td>Brewers' Radio Show Assn</td>
<td>U. S. Advertising Corp</td>
<td>46 CBS</td>
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<tr>
<td>Breyer Ice Cream</td>
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</tr>
<tr>
<td>T. G. Bright &amp; Co. (Wines)</td>
<td>Sherman K. Ellis &amp; Co</td>
<td>5 P</td>
</tr>
<tr>
<td>Bristol-Myers (Ipana, Sal Hepatica)</td>
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<tr>
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</tr>
<tr>
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<tr>
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</tr>
<tr>
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<td>Russel M. Seeds</td>
<td>63 NBC; 23 A; 7 P; 6 Sports</td>
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<tr>
<td>Brown &amp; Williamson (Bugler Tobacco)</td>
<td>Russel M. Seeds</td>
<td>3 Mutual</td>
</tr>
<tr>
<td>Brown &amp; Williamson (Bugler Tobacco)</td>
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<tr>
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<tr>
<td>Brown &amp; Williamson (Wings Cigarettes)</td>
<td>Russel M. Seeds</td>
<td>63 NBC; 23 A; 7 P; 6 Sports</td>
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<tr>
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<td>Chet Crank</td>
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<tr>
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<td>Biow Co</td>
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<tr>
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<tr>
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<tr>
<td>Dr. W. B. Caldwell</td>
<td>Cramer-Krasselt</td>
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<tr>
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<tr>
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<tr>
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Key: All numerals (except 5M, which signifies five-minute programs) indicate number of stations purchased. NBC, CBS, and Mutual indicate the three major networks. A = announcements. P = full-length programs. CBC = Canadian Broadcasting Corp. PP = participating program.
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<td>Ralph H. Jones</td>
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<td>Rufus Rhoades</td>
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<tr>
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<td>Chanticler Inn (Taverns)</td>
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<tr>
<td>Chappel Bros. (Ken-L-Ration Products)</td>
<td>C. Wendel Muench</td>
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<tr>
<td>Dr. Chase Medicine Co.</td>
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<tr>
<td>Chateau Martin Wine</td>
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<tr>
<td>Chattanooga Medicine Co.</td>
<td>J. Carson Brantley</td>
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<tr>
<td>Cherry Park (Amusements)</td>
<td>Hammer Advertising Agency</td>
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<tr>
<td>Chesebrough Mfg. (Vaseline Products)</td>
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<tr>
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<td>Tracy-Locke-Dawson</td>
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<tr>
<td>Christmas Club</td>
<td>Brooke, Smith, French &amp; Dorrance</td>
<td>.43 A</td>
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<tr>
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<td>J. Stirling Getchell</td>
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<td>Chrysler Corp. (Chrysler, DeSoto, Dodge, Plymouth)</td>
<td>Ruthrauff &amp; Ryan</td>
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<tr>
<td>Cities Service (Petroleum Products)</td>
<td>Lord &amp; Thomas</td>
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<tr>
<td>Clay Equipment Co.</td>
<td>Weston-Barnett</td>
<td>.5 A</td>
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<tr>
<td>Clearwater Chamber of Commerce</td>
<td>Griffith Advertising Agency</td>
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<tr>
<td>Cluett, Peabody (Sanforizing Division)</td>
<td>Cockfield, Brown</td>
<td>.6 A (Canada)</td>
</tr>
<tr>
<td>Cluett, Peabody</td>
<td>Young &amp; Rubicam</td>
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<tr>
<td>Coast-to-Coast Stores</td>
<td>McCord Co.</td>
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<tr>
<td>Coca-Cola Co.</td>
<td>D'Arcy Advertising</td>
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<tr>
<td>Cold Springs Brewing</td>
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<td>.4 A</td>
</tr>
<tr>
<td>Colgate-Palmolive-Peet (Colgate Dental Cream)</td>
<td>Benton &amp; Bowles</td>
<td>.59 CBS</td>
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<tr>
<td>Colgate-Palmolive-Peet (Colgate Toothpowder)</td>
<td>Benton &amp; Bowles-Chicago</td>
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<tr>
<td>Colgate - Palmolive- Peet (Palmolive Shave Cream)</td>
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<tr>
<td>Colgate - Palmolive - Peet (Palmolive Soap)</td>
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<tr>
<td>Colgate-Palmolive-Peet (Super Suds)</td>
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<tr>
<td>Colgate-Palmolive-Peet (Vel)</td>
<td>Benton &amp; Bowles-Chicago</td>
<td>.4 A</td>
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<tr>
<td>Colman's Mustard</td>
<td>J. Walter Thompson</td>
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<tr>
<td>Colonial Bread</td>
<td>Fairall &amp; Co.</td>
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</tr>
<tr>
<td>Colonial Steamship Line</td>
<td>Albert Frank-Guenther Law</td>
<td>.3 A</td>
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<tr>
<td>Colt Shoes, Inc.</td>
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<tr>
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<td>Northwest Radio Advertising</td>
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<tr>
<td>Commercial Solvents (Norway Anti-Freeze)</td>
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<tr>
<td>Condon Bros.</td>
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<tr>
<td>Congress Cigars</td>
<td>Marschalk &amp; Pratt</td>
<td>.1 A; 1 Baseball</td>
</tr>
<tr>
<td>C. E. Conkey (Feeds)</td>
<td>Rogers &amp; Smith</td>
<td>.8 A</td>
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<tr>
<td>Conrad Fur Co.</td>
<td>McCord Co.</td>
<td>.7 P; 7 A</td>
</tr>
<tr>
<td>Sponsor</td>
<td>Agency</td>
<td>Time Purchases</td>
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<td>-------------------------------------------------------------------------------</td>
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<tr>
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<td>Erwin, Wasey</td>
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<tr>
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<tr>
<td>Continental Baking (Wonder Bread, Hostess Cake)</td>
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<tr>
<td>Thos. Cook &amp; Sons-Wagon-Lits (Travel)</td>
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<tr>
<td>Cooper &amp; Cooper (Automatic Stokers)</td>
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<tr>
<td>Coward Shoe Co.</td>
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<tr>
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<tr>
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<tr>
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<tr>
<td>Cudahy Packing (Old Dutch Cleanser)</td>
<td>Roche, Williams &amp; Cunyngham</td>
<td>18 CBS; 2 Mutual</td>
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<tr>
<td>Cummer Products (Energine)</td>
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<tr>
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<td>Stack-Goble</td>
<td>34 NBC; 53 NBC</td>
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<tr>
<td>Curtice Bros. (Tomato Juice)</td>
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<tr>
<td>Dairy Association Co.</td>
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<tr>
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<tr>
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<tr>
<td>R. B. Davis (Baking Powder)</td>
<td>Charles W. Hoyt, 16 Yankee Network plus WGY</td>
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</tr>
<tr>
<td>R. B. Davis (Cocomalt)</td>
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<tr>
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<tr>
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<tr>
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</table>

**Key:** All numerals (except 5M, which signifies five-minute programs) indicate number of stations purchased. NBC, CBS, and Mutual indicate the three major networks. A = announcements. P = full-length programs. CBC = Canadian Broadcasting Corp. PP = participating program.

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<tr>
<td>Falstaff Brewing</td>
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<td>Falstaff Brewing</td>
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<tr>
<td>Famous Department Stores</td>
<td>Mayers Co</td>
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</tr>
<tr>
<td>Farmers &amp; Mfrs. Beet Sugar Assn</td>
<td>Zimmer-Keller</td>
<td>.7 A (Michigan Radio Network); three 5M</td>
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<tr>
<td>Fellows Medical (Syrup of Hypophosphites)</td>
<td>Ted Nelson Associates</td>
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</tr>
<tr>
<td>Fels Co. (Fels Naphtha Soap Chips)</td>
<td>Young &amp; Rubicum</td>
<td>43 NBC</td>
</tr>
<tr>
<td>H. Hendrich (La Hendrich, Charles Denby Cigars)</td>
<td>Ruthrauff &amp; Ryan</td>
<td>21 NBC</td>
</tr>
<tr>
<td>Firestone Tire &amp; Rubber</td>
<td>Sweeney &amp; James</td>
<td>78 NBC</td>
</tr>
<tr>
<td>First National Stores</td>
<td>Calkins &amp; Holden</td>
<td>Yankee Network; varying number of stations</td>
</tr>
<tr>
<td>F. W. Fitch (Fitch Shampoo)</td>
<td>L. W. Ramsey</td>
<td>40 NBC; 80 NBC</td>
</tr>
<tr>
<td>Fitger Brewing (Fitger’s Nordlager Beer)</td>
<td>Benton &amp; Bowles-Chicago</td>
<td>5 P</td>
</tr>
<tr>
<td>Fleet-Wing Gasoline</td>
<td>Griswold-Eshleman</td>
<td>12 A</td>
</tr>
<tr>
<td>Flex-O-Glass Mfg</td>
<td>Presba, Fellers &amp; Presba</td>
<td>20 A &amp; P</td>
</tr>
<tr>
<td>Foley &amp; Co. (Honey &amp; Tar Cough Syrup)</td>
<td>Lauesen &amp; Salomon</td>
<td>20 P</td>
</tr>
<tr>
<td>J. A. Folger (Folger Coffee)</td>
<td>Gardner Advertising</td>
<td>22 P; 7 P</td>
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<tr>
<td>J. A. Folger (Folger Coffee)</td>
<td>Raymond R. Morgan</td>
<td>33-5M; 2 P</td>
</tr>
<tr>
<td>J. B. Ford (Wyandotte Cleanser)</td>
<td>N. W. Ayer</td>
<td>7 PP, Yankee Network</td>
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<tr>
<td>Ford Dealers</td>
<td>McCann-Erickson</td>
<td>.7 P</td>
</tr>
<tr>
<td>Ford Dealers Assn. (Omaha)</td>
<td>N. W. Ayer</td>
<td>6 A</td>
</tr>
<tr>
<td>Ford Motor Co</td>
<td>McCann-Erickson</td>
<td>4 A</td>
</tr>
<tr>
<td>Ford Motor (Chester Branch)</td>
<td>N. W. Ayer</td>
<td>1 A</td>
</tr>
<tr>
<td>Ford Motor (Coke)</td>
<td>N. W. Ayer</td>
<td>3 P; 1 A</td>
</tr>
<tr>
<td>Ford Motor (Cristobal, Honduras Branch)</td>
<td>N. W. Ayer</td>
<td>1 P</td>
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<tr>
<td>Ford Motor (Green Island Branch)</td>
<td>N. W. Ayer</td>
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<tr>
<td>Ford Motor (Lincoln-Zephyr)</td>
<td>N. W. Ayer</td>
<td>74 A</td>
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<td>Ford Motor (Mercury)</td>
<td>N. W. Ayer</td>
<td>89 A</td>
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<tr>
<td>Ford Motor (Milwaukee Branch)</td>
<td>N. W. Ayer</td>
<td>.1 A</td>
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<tr>
<td>Ford Motor (New Cars)</td>
<td>N. W. Ayer</td>
<td>56 A; 1 A</td>
</tr>
<tr>
<td>Ford Motor (Omaha Branch)</td>
<td>N. W. Ayer</td>
<td>3 A</td>
</tr>
<tr>
<td>Ford Motor (Pittsburgh Branch)</td>
<td>N. W. Ayer</td>
<td>5 A</td>
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<tr>
<td>Forhan’s Toothpaste</td>
<td>Cowan &amp; Denger</td>
<td>44 A &amp; 5M</td>
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<tr>
<td>I. J. Fox (Furs)</td>
<td>Peck Advertising</td>
<td>8 P &amp; News</td>
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<tr>
<td>Friend Bros. (Baked Beans, Bread)</td>
<td>Ingalls Advertising Agency</td>
<td>10 PP, Yankee</td>
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<td></td>
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<td>Network; 1 P; 1 PP</td>
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<tr>
<td>Fruit Growers Cooperative</td>
<td>B. J. Paulson Associates</td>
<td>4 A</td>
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<tr>
<td>Fruit Industries</td>
<td>Emil Brisacher &amp; Staff</td>
<td>6 A, Mutual-Don Lee</td>
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<tr>
<td>W. P. Fuller &amp; Co.</td>
<td>McCann-Erickson</td>
<td>36 A</td>
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<tr>
<td>Furst-McNess (Specialty Salesman)</td>
<td>Rogers &amp; Smith</td>
<td>3 A</td>
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<tr>
<td>Gallenkamp’s Stores (Shoes)</td>
<td>Long Advertising</td>
<td>.4 NBC Pacific</td>
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<tr>
<td>Gambrelli &amp; Davitto (Wines, Vermouth)</td>
<td>Mario de Blasi</td>
<td>3 Mutual; 1 News</td>
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<tr>
<td>Gardner Nursery</td>
<td>Northwest Radio Advertising</td>
<td>305 P &amp; A</td>
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<tr>
<td>Garfield Headache Powders</td>
<td>Redfield-Johnstone</td>
<td>.2 A</td>
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<tr>
<td>Gas Appliance Society of California</td>
<td>Jean Scott Frickelton</td>
<td>.25 A</td>
</tr>
<tr>
<td>General Baking (Bond Bread)</td>
<td>BBD&amp;O</td>
<td>.27 CBS; 18 Mutual; Spot P, number of stations not listed</td>
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<tr>
<td>General Electric (Mazda Lamps)</td>
<td>Maxon, Inc.</td>
<td>56 NBC</td>
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<tr>
<td>General Foods (Calumet, Swans Down)</td>
<td>Young &amp; Rubicam</td>
<td>76 CBS</td>
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<tr>
<td>General Foods (Diamond Crystal Salt)</td>
<td>Benton &amp; Bowles</td>
<td>15 CBS</td>
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<tr>
<td>General Foods (Grape Nuts)</td>
<td>Young &amp; Rubicam</td>
<td>58 NBC; 71 NBC</td>
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<tr>
<td>General Foods (Huskies)</td>
<td>Benton &amp; Bowles</td>
<td>.75 CBS; 8 P</td>
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<tr>
<td>General Foods (Jell-O)</td>
<td>Young &amp; Rubicam</td>
<td>110 NBC</td>
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<tr>
<td>General Foods (La France, Satina)</td>
<td>Young &amp; Rubicam</td>
<td>.39 CBS</td>
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<tr>
<td>General Foods (Maxwell House Coffee)</td>
<td>Benton &amp; Bowles</td>
<td>.83 NBC; 1 P</td>
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<tr>
<td>General Foods (Post 40% Bran Flakes)</td>
<td>Benton &amp; Bowles</td>
<td>15 P</td>
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<tr>
<td>General Foods (Post Toasties)</td>
<td>Benton &amp; Bowles</td>
<td>.68 CBS</td>
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<tr>
<td>General Foods (Postum)</td>
<td>Young &amp; Rubicam</td>
<td>49 CBS</td>
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<tr>
<td>General Foods (Sanka, Jell-O Ice Cream</td>
<td>Young &amp; Rubicam</td>
<td>55 CBS</td>
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<tr>
<td>Preparations</td>
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<tr>
<td>General Mills</td>
<td>BBD&amp;O</td>
<td>.34 CBS</td>
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<tr>
<td>General Mills</td>
<td>Charles A. Rawson</td>
<td>.3 P</td>
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<tr>
<td>General Mills (Bisquick, Wheaties)</td>
<td>Knox Reeves</td>
<td>.29 NBC</td>
</tr>
<tr>
<td>General Mills (Bisquick, Wheaties, Corn Kix)</td>
<td>Blackett-Sample-Hummert</td>
<td>.64 NBC and spot</td>
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<tr>
<td>General Mills (Corn Kix)</td>
<td>Blackett-Sample-Hummert</td>
<td>.59 NBC and spot; 35 NBC; 2 P; 1 A</td>
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<tr>
<td>General Mills (Corn Kix, Wheaties)</td>
<td>Blackett-Sample-Hummert</td>
<td>.2 Football</td>
</tr>
<tr>
<td>General Mills (Kitchen-Tested Flour)</td>
<td>Blackett-Sample-Hummert</td>
<td>.2 P</td>
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<tr>
<td>General Mills (Kitchen-Tested Flour)</td>
<td></td>
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<tr>
<td>General Mills (Bisquick, Wheaties)</td>
<td>Knox Reeves</td>
<td>29 NBC</td>
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<tr>
<td>General Mills (Wheaties, Corn)</td>
<td>Knox Reeves</td>
<td>29 NBC; 30 P; 30 P; 1 P</td>
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<tr>
<td>General Mills (Softasilk)</td>
<td>Blackett-Sample-Hummert</td>
<td>.29 NBC</td>
</tr>
<tr>
<td>General Mills (Wheaties)</td>
<td>Blackett-Sample-Hummert</td>
<td>.45 NBC and spot; 6 Mutual; 3 P</td>
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<tr>
<td>General Motors (Bisquick, Wheaties)</td>
<td>Knox Reeves</td>
<td>.60 Baseball</td>
</tr>
<tr>
<td>General Motors (Wheaties)</td>
<td>Westco Advertising</td>
<td>15 Baseball</td>
</tr>
<tr>
<td>General Motors</td>
<td>MacLaren Advertising Agency</td>
<td>.32 CBC</td>
</tr>
<tr>
<td>General Motors (Buick)</td>
<td>Arthur Kudner</td>
<td>155 CBC (Louis-Schmeling Fight); 156 CBC (Louis-Lewis Fight)</td>
</tr>
<tr>
<td>General Motors (Frigidaire Division)</td>
<td>Lord &amp; Thomas</td>
<td>.55 A</td>
</tr>
</tbody>
</table>

Key: All numerals (except 5M, which signifies five-minute programs) indicate number of stations purchased. NBC, CBS, and Mutual indicate the three major networks. A = announcements. P = full-length programs. CBC = Canadian Broadcasting Corp. PP = participating program.
<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Agency</th>
<th>Time Purchases</th>
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<tbody>
<tr>
<td>General Motors (Oldsmobile)</td>
<td>D. P. Brother</td>
<td>25 A</td>
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<tr>
<td>General Motors (Pontiac)</td>
<td>McManus, John &amp; Adams.</td>
<td>A (placed by dealers)</td>
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<tr>
<td>Gillette Rubber</td>
<td>Cramer-Krasselt</td>
<td>17 P</td>
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<tr>
<td>Gillette Safety Razor</td>
<td>Maxon, Inc.</td>
<td>currently test campaigns</td>
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<tr>
<td>Gilmore Oil</td>
<td>Botsford, Constantine &amp; Gardner</td>
<td>2 A</td>
</tr>
<tr>
<td>Glad Rag Products</td>
<td>Donahue &amp; Co.</td>
<td>4 Chain Breaks</td>
</tr>
<tr>
<td>Globe &amp; Mail (Newspaper)</td>
<td>MacLaren Advertising Agency</td>
<td>31 P</td>
</tr>
<tr>
<td>Globe Brewing</td>
<td>Joseph Katz</td>
<td>2 Sports; 2 News; 3 5M</td>
</tr>
<tr>
<td>Gluek Brewing</td>
<td>Hutchinson Advertising</td>
<td>2 Sports</td>
</tr>
<tr>
<td>Glyco Thymoline</td>
<td>Peck Advertising</td>
<td>2 News &amp; A</td>
</tr>
<tr>
<td>Godfrey Mfg. Co.</td>
<td>Anfenger Advertising Agency</td>
<td>1 P; 2 A</td>
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<tr>
<td>Gold Medal Oil</td>
<td>Klinger Advertising</td>
<td>12 A</td>
</tr>
<tr>
<td>Golden State Co. (Dairy Products)</td>
<td>N. W. Ayer</td>
<td>2 Station Breaks; 8 A</td>
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<tr>
<td>Good Luck Food</td>
<td>Hughes, Wollf.</td>
<td>14 A</td>
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<tr>
<td>B. F. Goodrich (Truck and Bus Tires)</td>
<td>Cockfield, Brown</td>
<td>3 P (Canada)</td>
</tr>
<tr>
<td>Good Year Tire &amp; Rubber</td>
<td>Arthur Kudner</td>
<td>53 NBC; 4 A; 1 News</td>
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<tr>
<td>Gordon Baking</td>
<td>Young &amp; Rubicam</td>
<td>4 Mutual</td>
</tr>
<tr>
<td>Gospel Broadcasting Association</td>
<td>R. H. Alber</td>
<td>.30 Mutual and spot</td>
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<tr>
<td>Gould Negative Ion Co.</td>
<td>Louis Glaser</td>
<td>2 P</td>
</tr>
<tr>
<td>Governor’s Highway Safety Council (Penna.)</td>
<td>Barnes &amp; Aaron</td>
<td>33 News &amp; A</td>
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<tr>
<td>S. Grover Graham Co.</td>
<td>Peck Advertising</td>
<td>3 A</td>
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<tr>
<td>W. H. Graham Corp (Undertakers)</td>
<td>Harry M. Frost</td>
<td>2 P (Yankee Network)</td>
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<tr>
<td>Grand Prize Beer</td>
<td>Ruthrauff &amp; Ryan</td>
<td>Spot; number of stations not listed</td>
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<tr>
<td>Griesedieck Brewing</td>
<td>BBD&amp;O</td>
<td>P; number of stations not listed</td>
</tr>
<tr>
<td>Griffin Mfg. (Griffin Allwite)</td>
<td>Birmingham, Castleman &amp; Pierce</td>
<td>40 CBS; 45 CBS; 25 P, A &amp; News</td>
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<tr>
<td>Grosberg-Golub (Food Market Chain)</td>
<td>Leighton &amp; Nelson</td>
<td>1 5M</td>
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<tr>
<td>Grove Laboratories (Bromo Quinine)</td>
<td>Stack-Goble</td>
<td>57 NBC</td>
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<tr>
<td>Gruen Watch</td>
<td>McCann-Erickson</td>
<td>4 Time Signals &amp; A; 100 P; 100 P; 100 P; 60 P; aggregate of 3 P</td>
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<tr>
<td>Guaranty Union Life Insurance</td>
<td>Stodel Advertising</td>
<td>6 P &amp; News</td>
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<tr>
<td>Charles Gulden (Mustard)</td>
<td>Charles W. Hoyt</td>
<td>7 NBC</td>
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<tr>
<td>Gulf Oil</td>
<td>Young &amp; Rubicam</td>
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<tr>
<td>Gum, Inc.</td>
<td>Austin &amp; Spector</td>
<td>3 A</td>
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<tr>
<td>Hamm Brewing</td>
<td>McCord Co.</td>
<td>7 CBS PP</td>
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<tr>
<td>Hammandsport Wineries</td>
<td>Peck Advertising</td>
<td>5 A</td>
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<tr>
<td>George Harris &amp; Son</td>
<td>Mackay &amp; Savary</td>
<td>6 A</td>
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<tr>
<td>Hartz Mountain Canaries</td>
<td>Franklin Bruck</td>
<td>1 P</td>
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<tr>
<td>Hawaiian Pineapple Co.</td>
<td>N. W. Ayer</td>
<td>2 P</td>
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<td>Hawaiian Pineapple (Dole Pineapple Jems, Pineapple Juice)</td>
<td>Young &amp; Rubicam</td>
<td>62 CBS</td>
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<tr>
<td>Hecker H-O</td>
<td>Erwin, Wasey</td>
<td>7 Yankee Network</td>
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<td>Hecker Products</td>
<td>BBD&amp;O</td>
<td>P; number of stations not listed</td>
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<tr>
<td>James Heddon’s Sons (Fishing Tackle)</td>
<td>Rogers &amp; Smith</td>
<td>11 Sports</td>
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<td>H. J. Heinz</td>
<td>Maxon, Inc.</td>
<td>58 CBS</td>
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<tr>
<td>Helen Beauty Co. (Beauty Preparations)</td>
<td>Hammer Advertising Agency</td>
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<tr>
<td>Hemphill Diesel Schools</td>
<td>R. H. Alber</td>
<td>20 P</td>
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<tr>
<td>Hemphill Diesel Schools</td>
<td>Critchfield &amp; Co.</td>
<td>23 5M; 1 P</td>
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<tr>
<td>Dr. Hess &amp; Clark (Fly Spray)</td>
<td>N. W. Ayer</td>
<td>2 P; 7 A</td>
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<tr>
<td>Hollingshead Corp. (All-Nu Floor Wax)</td>
<td>Ted Nelson Associates</td>
<td>2 A</td>
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<tr>
<td>Honor Brand Frosted Foods</td>
<td>N. W. Ayer</td>
<td>2 PP</td>
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<tr>
<td>Edna Wallace Hopper (Restorative Cream, White Youth Pack)</td>
<td>Blackett-Sample-Hummert</td>
<td>30 CBS; 24 NBC</td>
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<tr>
<td>Horlick’s Malted Milk</td>
<td>Roche, Williams &amp; Cunyngham</td>
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<tr>
<td>Geo. A. Hormel &amp; Co.</td>
<td>BBD&amp;O</td>
<td>.24 CBS; Spot P, number of stations not listed</td>
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<td>Hotel Jefferson</td>
<td>Anfenger Advertising Agency</td>
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<tr>
<td>Household Finance (Loans)</td>
<td>BBD&amp;O...28 CBS; Spot P, number of stations</td>
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<td>Household Magazine</td>
<td>Presba, Fellers &amp; Presba...50 A &amp; P</td>
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<tr>
<td>Houston Packing Co.</td>
<td>John L. DeBruyrs...7 A</td>
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<td>Hudson Coal (D &amp; H Anthracite)</td>
<td>Leighton &amp; Nelson...1 A</td>
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<tr>
<td>Hulman &amp; Co. (Clabber Girl Baking Powder)</td>
<td>Arbee Agency...26 A</td>
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<tr>
<td>Hyde Park Beer</td>
<td>Ruthrauff &amp; Ryan...Spot; number of stations</td>
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<td>Hydro-Electric Power Commission of Ontario</td>
<td>MacLaren Advertising Agency...5 Provincial</td>
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<td>Network; 9 Provincial Network</td>
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<tr>
<td>I.T.S. Co. (Rubber Heels)</td>
<td>Carr Liggett...1 A</td>
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<td>Imperial Oil</td>
<td>MacLaren Advertising Agency...Hockey (34</td>
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<td>CBS; 7 French Network; 2 Special Network)</td>
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<tr>
<td>Imperial Sugar</td>
<td>Tracy-Locke-Dawson...Aggregate of 11 P, TQN</td>
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<tr>
<td>Independent Taxi Operators Assn</td>
<td>Harry M. Frost...8 P, Yankee Network</td>
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<tr>
<td>Industrial Training Corp.</td>
<td>James R. Lunke &amp; Associates...80 P &amp; 5M;</td>
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<td>50 5M; 36 P</td>
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<tr>
<td>International Cellucotton (Kleenex)</td>
<td>Lord &amp; Thomas...41 CBS</td>
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<tr>
<td>International Harvester</td>
<td>Aubrey, Moore &amp; Wallace...83 A; 16 News;</td>
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<td>4 P</td>
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<tr>
<td>International Harvester</td>
<td>McCord Co...9 P; 5 P; 3 A; 1 5M</td>
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<tr>
<td>International Milling (Seal of Minnesota</td>
<td>Olmsted-Hewitt...5 P; 1 News</td>
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<td>sota Flour)</td>
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<td>International Shoe Co.</td>
<td>Long Advertising...2 NBC</td>
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<td>International Silver (1847 Rogers Bros.)</td>
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<tr>
<td>Wm. Rogers &amp; Son</td>
<td>Young &amp; Rubicam...50 CBS</td>
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<tr>
<td>Interstate Navigation</td>
<td>Arthur Braitsch...2 A</td>
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<tr>
<td>Ironized Yeast</td>
<td>Ruthrauff &amp; Ryan...6 Inter-City, 13 Mutual,21</td>
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<td></td>
<td>Don Lee, 18 TSN, plus 45 Spot</td>
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<tr>
<td>Jackson Brewing</td>
<td>Anfenger Advertising Agency...10 Sports;</td>
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<tr>
<td></td>
<td>15 A; 4 P; 2 News</td>
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</tr>
<tr>
<td>Jadwiga Remedies</td>
<td>Klinger Advertising...3 A</td>
<td></td>
</tr>
<tr>
<td>John F. Jelke (Good Luck Margarine)</td>
<td>Blackett-Sample-Hummert...6 A</td>
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<tr>
<td>Jell-Well Dessert Co.</td>
<td>Lord &amp; Thomas...8 P</td>
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<tr>
<td>Andrew Jergens (Jergens Lotion)</td>
<td>Lennen &amp; Mitchell...69 NBC</td>
<td></td>
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<tr>
<td>S. C. Johnson &amp; Son</td>
<td>Needham, Louis &amp; Brorby...Successively 14</td>
<td></td>
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<tr>
<td>(Wax, Glo-Coat, Auto Wax)</td>
<td>NBC, 65 NBC</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
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</tr>
<tr>
<td>S. C. Johnson (Wax, Glo-Coat, Auto Wax)</td>
<td>Needham, Louis &amp; Brorby...100 NBC; 26 A;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6 P</td>
<td></td>
</tr>
<tr>
<td>Journal of Living</td>
<td>Austin &amp; Spector...6 Mutual</td>
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</tr>
<tr>
<td>Julep Co. (Howell's Root Beer)</td>
<td>C. Wendel Muench...30 one-min. dramas; 19 A</td>
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<tr>
<td>Jules Chain Stores</td>
<td>Klinger Advertising...9 A</td>
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<tr>
<td>Kay Jewelry Co.</td>
<td>Hammer Advertising Agency...6 P &amp; A</td>
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</tr>
<tr>
<td>Kellogg Co.</td>
<td>N. W. Ayer...14 NBC; 2 P</td>
<td></td>
</tr>
<tr>
<td>Kellogg Co</td>
<td>N. W. Ayer...50 P, Don Lee Network of 26,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>plus independent stations; 58 Baseball,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Colonial &amp; Michigan Networks plus independent stations</td>
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<tr>
<td>Kellogg Co (All-Bran)</td>
<td>Kenyon &amp; Eckhardt...12 P; 1 P; 1 P; 1 P</td>
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<tr>
<td>Kellogg Co (Corn Flakes)</td>
<td>J. Walter Thompson...32 NBC; 40 CBS</td>
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</tr>
<tr>
<td>Kellogg (Wheat Krispies)</td>
<td>Hays MacFarland...23 NBC</td>
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<tr>
<td>Kemp &amp; Lane</td>
<td>Hughes, Wolff...12 A</td>
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<tr>
<td>KenRad Tube &amp; Lamp</td>
<td>Allen, Heaton &amp; McDonald...1 P</td>
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<tr>
<td>Keystone Steel &amp; Wire</td>
<td>Russel M. Seeds...2 P</td>
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<tr>
<td>King Candy Co.</td>
<td>Albert Evans &amp; LeMay...3 A</td>
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<tr>
<td>Kirkman &amp; Son</td>
<td>N. W. Ayer...1 5M</td>
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<tr>
<td>Charles B. Knox Gelatine Co.</td>
<td>Kenyon &amp; Eckhardt...6 CBS Pacific; 6 NBC</td>
<td></td>
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</tbody>
</table>

Key: All numerals (except 5M, which signifies five-minute programs) indicate number of stations purchased. NBC, CBS, and Mutual indicate the three major networks. A = announcements. P = full-length programs. CBC = Canadian Broadcasting Corp. PP = participating program.
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<tr>
<td>Kolynos Toothpaste</td>
<td>Blackett-Sample-Hummert</td>
<td>31 CBS; 38 NBC; 7 Yankee and NBC New England Networks; 11 P; 1 P; 1 Baseball News</td>
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<tr>
<td>Kraft-Phenix Cheese (Cheese, Salad Dressing)</td>
<td>J. Walter Thompson</td>
<td>87 NBC; 1 P on Kraft Music Hall; 1 P</td>
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<tr>
<td>Kraft-Phenix Cheese (Parkay)</td>
<td>Needham, Louis &amp; Bro</td>
<td>36 A; 26 cut-in A on</td>
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<tr>
<td>Keml</td>
<td>Erwin, Wasey</td>
<td>1 P</td>
</tr>
<tr>
<td>Krim Ko</td>
<td>Benison Co</td>
<td>6 A</td>
</tr>
<tr>
<td>Kroger Grocery &amp; Baking</td>
<td>Ralph H. Jones</td>
<td>21 P</td>
</tr>
<tr>
<td>Kruschen Salts</td>
<td>Stack-Goble</td>
<td>10 P</td>
</tr>
<tr>
<td>Lady Esther (Cosmetics)</td>
<td>Pedlar &amp; Ryan</td>
<td>.52 NBC; 49 CBS</td>
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<tr>
<td>Lambert Pharmaceutical (Listerine)</td>
<td>Lambert &amp; Feasley</td>
<td>.5 Mutual</td>
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<tr>
<td>Lambert Pharmaceutical (Listerine Products, Prophylactic Brushes)</td>
<td>Lambert &amp; Feasley</td>
<td>.52 CBS</td>
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<tr>
<td>Lamont Corliss (Nestle's Everready Cocoa)</td>
<td>Warwick &amp; Legler</td>
<td>2 NBC</td>
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<tr>
<td>Lamont Corliss (Nestle's Everready Cocoa)</td>
<td>Cecil &amp; Presbrey</td>
<td>2 NBC</td>
</tr>
<tr>
<td>Lamont Corliss (Hot Nestle's)</td>
<td>Cecil &amp; Presbrey</td>
<td>1 PP; 1 PP</td>
</tr>
<tr>
<td>Lamont Corliss (Pond's)</td>
<td>J. Walter Thompson</td>
<td>34 NBC; 13 NBC PP</td>
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<tr>
<td>Langendorf Bakeries (Holsum Bread)</td>
<td>Leon Livingston</td>
<td>1 P</td>
</tr>
<tr>
<td>Langendorf Bakeries (Homestead Bread)</td>
<td>Leon Livingston</td>
<td>1 P</td>
</tr>
<tr>
<td>Langendorf Bakeries (Langendorf Bread)</td>
<td>Leon Livingston</td>
<td>20 P &amp; News</td>
</tr>
<tr>
<td>Larus &amp; Bro. (Edgeworth Tobacco, Domino Cigarettes)</td>
<td>Warwick &amp; Legler</td>
<td>Hockey, 10 Colonial Network; 12 A; 1 Baseball</td>
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<tr>
<td>La Touraine Coffee Co</td>
<td>Ingalls Advertising</td>
<td>10 A &amp; PP</td>
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<tr>
<td>Lea &amp; Perrins (Worcestershire Sauce)</td>
<td>Schwimmer &amp; Scott</td>
<td>30 A</td>
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<tr>
<td>Frank H. Lee (Hats)</td>
<td>Bermingham, Castleman &amp; Pierce</td>
<td>1 P</td>
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<tr>
<td>Wm. W. Lee &amp; Co. (Cold Remedy)</td>
<td>Leighton &amp; Nelson</td>
<td>3 P</td>
</tr>
<tr>
<td>Thomas Leeming (Baume Bengue)</td>
<td>William Esty</td>
<td>70 A</td>
</tr>
<tr>
<td>Thos. Leeming (Baume Bengue)</td>
<td>William Esty</td>
<td>2 Mutual</td>
</tr>
<tr>
<td>Lehn &amp; Fink (Hinds Honey &amp; Almond Cream)</td>
<td>William Esty</td>
<td>50 A</td>
</tr>
<tr>
<td>Lever Bros. (Lifebuoy)</td>
<td>J. Walter Thompson</td>
<td>91 CBS; 86 CBS</td>
</tr>
<tr>
<td>Lever Bros. (Lux Flakes, Toilet Soap)</td>
<td>Ruthrauff &amp; Ryan</td>
<td>.60 CBS; 65 CBS; 56 CBS</td>
</tr>
<tr>
<td>Lever Bros. (Rinso)</td>
<td>Ruthrauff &amp; Ryan</td>
<td>.60 CBS</td>
</tr>
<tr>
<td>Levin Furniture Co</td>
<td>McCord Co</td>
<td>7 A</td>
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<tr>
<td>Lewis-Howe (Tums)</td>
<td>H. W. Kastor</td>
<td>22 and 29 NBC; 43 NBC</td>
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<tr>
<td>Liebmann Breweries (Reingold Beer)</td>
<td>Lord &amp; Thomas</td>
<td>.14 P; 1 PP</td>
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<tr>
<td>Liggett &amp; Myers (Chesterfields)</td>
<td>Newell-Emmett</td>
<td>.102 CBS; 96 CBS; 51 NBC; 75 NBC; 96 CBS</td>
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<tr>
<td>Liquid Veneer Corp. (Polish)</td>
<td>Ellis Advertising</td>
<td>2 A</td>
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<tr>
<td>Little Crow Milling (Coco-Wheats, Pancake Flour)</td>
<td>Rogers &amp; Smith</td>
<td>14 P</td>
</tr>
<tr>
<td>Long Island Outfitting Co</td>
<td>Peck Advertising</td>
<td>6 A</td>
</tr>
<tr>
<td>Look Magazine</td>
<td>Allen, Heaton &amp; McDonald</td>
<td>1 News</td>
</tr>
<tr>
<td>Look Magazine</td>
<td>Austin &amp; Specter</td>
<td>2 News</td>
</tr>
<tr>
<td>Look Magazine</td>
<td>Critchfield &amp; Co</td>
<td>1 P</td>
</tr>
<tr>
<td>Look Magazine</td>
<td>Fairall &amp; Co</td>
<td>.16 A, Yankee Network; 1 News</td>
</tr>
<tr>
<td>Look Magazine</td>
<td>Placed direct</td>
<td>3 News</td>
</tr>
<tr>
<td>Loose-Wiles Biscuit Co</td>
<td>Newell-Emmett</td>
<td>.5 NBC Pacific; News, 10 Yankee Network plus 5 Spot; 1 PP; 1 Time Signals; 2 News; 1 P</td>
</tr>
<tr>
<td>P. Lorillard (Old Golds)</td>
<td>Lennen &amp; Mitchell</td>
<td>Successively 78 CBS and 108 NBC; 1 Hockey; 2 Baseball</td>
</tr>
<tr>
<td>P. Lorillard (Sensation Cigarettes)</td>
<td>Lennen &amp; Mitchell</td>
<td>.72 Mutual and Spot</td>
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<tr>
<td>Sponsor</td>
<td>Agency</td>
<td>Time Purchases</td>
</tr>
<tr>
<td>--------------------------------------</td>
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<tr>
<td>Los Angeles Motor Car Dealers</td>
<td>Chet Crank</td>
<td>4 A</td>
</tr>
<tr>
<td>Joe Lowe Corp. (Popsicles)</td>
<td>Biow Co</td>
<td>.95 P</td>
</tr>
<tr>
<td>Joe Lowe Corp. (Popsicles)</td>
<td>Blackett-Sample-Hummert</td>
<td>.76 CBS and spot</td>
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<tr>
<td>Luden Cough Drops</td>
<td>J. M. Mathes</td>
<td>31 Chain Breaks, News, Weather Reports</td>
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<tr>
<td>George W. Luft (Tangee Lipstick)</td>
<td>Warwick &amp; Legler</td>
<td>.9 NBC</td>
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<tr>
<td>Lutheran Laymen’s League</td>
<td>Kelly, Stuhlman &amp; Zahrndt.</td>
<td>.66 Mutual</td>
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<tr>
<td>Lycar Co.</td>
<td>Albert Evans &amp; LeMay</td>
<td>2 A</td>
</tr>
<tr>
<td>Lyon Tailoring</td>
<td>Ohio Advertising Agency</td>
<td>2 A</td>
</tr>
<tr>
<td>M &amp; N Cigar Mfgs.</td>
<td>Ohio Advertising Agency</td>
<td>3 Weather Reports, 1 News</td>
</tr>
<tr>
<td>Manhattan Soap (Sweetheart Soap)</td>
<td>Franklin Bruck</td>
<td>7 NBC; 4 Yankee Network; 82 P, A &amp; News</td>
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<tr>
<td>Manhattan Soap (Sweetheart Soap)</td>
<td>Milton Weinberg</td>
<td>.14 P</td>
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<tr>
<td>Manischewitz Bread Co.</td>
<td>Inselbuch Broadcasting</td>
<td>3 P</td>
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<tr>
<td>Mantle Lamp (Kerosene Lamps)</td>
<td>Presba, Fellers &amp; Presba</td>
<td>75 A &amp; P</td>
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<tr>
<td>Maple Leaf Milling, Ltd.</td>
<td>Cockfield, Brown</td>
<td>.25 P</td>
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<tr>
<td>Mars, Inc. (Candy Bars)</td>
<td>Grant Advertising</td>
<td>20 NBC</td>
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<tr>
<td>Jordan Marsh (Department Store)</td>
<td>Harry M. Frost</td>
<td>.7 A</td>
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<tr>
<td>Marshall Canning Co.</td>
<td>Coolidge Advertising</td>
<td>22 P</td>
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<tr>
<td>Maryland Baking Co.</td>
<td>Austin &amp; Spector</td>
<td>121 P</td>
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<tr>
<td>Maryland Pharmaceutical</td>
<td>Joseph Katz</td>
<td>A; number of stations not listed</td>
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<tr>
<td>Master Lock Co.</td>
<td>Scott-Telander</td>
<td>100 A</td>
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<tr>
<td>Math Barzen Co.</td>
<td>McCord Co</td>
<td>4 A; 1 5M</td>
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<tr>
<td>McClintock Stern Co.</td>
<td>Emil Brisacher &amp; Staff</td>
<td>2 A</td>
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<tr>
<td>Mcconnon &amp; Co.</td>
<td>McCord Co</td>
<td>21 P</td>
</tr>
<tr>
<td>McCoy Laboratories (Vitamin Tablets)</td>
<td>Neff-Rogow</td>
<td>3 A</td>
</tr>
<tr>
<td>McKesson &amp; Robbins (Calox, Solid Albolene, Soretone)</td>
<td>Bowman &amp; Columbia</td>
<td>10 CBS</td>
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<tr>
<td>McKesson-Western Wholesale</td>
<td>General Advertising Agency</td>
<td>10 P</td>
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<tr>
<td>Meio-Paya</td>
<td>Kelly, Stuhlman &amp; Zahrndt.</td>
<td>2 P</td>
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<tr>
<td>Mennen Co.</td>
<td>H. M. Kiesewetter</td>
<td>7 CBS; 12 Mutual</td>
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<tr>
<td>Mentholatum Co.</td>
<td>Dillard Jacobs</td>
<td>5 A</td>
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<tr>
<td>Metropolitan Life Insurance</td>
<td>Young &amp; Rubicam</td>
<td>2 Mutual plus 4 Spot</td>
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<tr>
<td>Michigan Brewers Assn.</td>
<td>Zimmer-Keller</td>
<td>6 A</td>
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<tr>
<td>Midway Chemical (Aero White, Fly-Ded)</td>
<td>Blackett-Sample-Hummert</td>
<td>19 NBC</td>
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<tr>
<td>Midway Chemical (Fly-Ded)</td>
<td>Blackett-Sample-Hummert</td>
<td>.30 CBS; 13 P</td>
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<tr>
<td>Midway Chemical (Freezone)</td>
<td>Blackett-Sample-Hummert</td>
<td>.19 NBC</td>
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<tr>
<td>Miles Laboratories (Alka-Seltzer)</td>
<td>Wade Advertising Agency</td>
<td>.84 NBC; 30 NBC; 45 5M</td>
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<td>Miles Laboratories (Canada), Ltd.</td>
<td>Cockfield, Brown</td>
<td>14 P</td>
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<tr>
<td>Milwaukee Road</td>
<td>Roche, Williams &amp; Cunyngham</td>
<td>12 A</td>
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<tr>
<td>Min-Aqua</td>
<td>Roth Agency</td>
<td>2 P</td>
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<tr>
<td>Modern Food Process (Thrivo Dog)</td>
<td>Clements Co</td>
<td>13 NBC</td>
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<tr>
<td>Molsons Bakery, Ltd.</td>
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<tr>
<td>Montana Milling (Sapphire Flour)</td>
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<tr>
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<tr>
<td>Monty &amp; Co. (Nu-Vet)</td>
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<tr>
<td>Moody Bible Institute</td>
<td>Critchfield &amp; Co.</td>
<td>9 Mutual</td>
</tr>
</tbody>
</table>

Key: All numerals (except 5M, which signifies five-minute programs) indicate number of stations purchased. NBC, CBS, and Mutual indicate the three major networks. A = announcements. P = full-length programs. CBC = Canadian Broadcasting Corp. PP = participating program.
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<td>John Morrell &amp; Co. (Red Heart Dog Food)</td>
<td>Henri, Hurst &amp; McDonald.</td>
<td>30 NBC</td>
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<tr>
<td>Philip Morris</td>
<td>Biow Co</td>
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<td>Moskin Stores</td>
<td>Klinger Advertising</td>
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<tr>
<td>Muehlebach Brewing</td>
<td>Bozell &amp; Jacobs</td>
<td>1 P; 4 A</td>
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<tr>
<td>Murphy Co., Ltd.</td>
<td>Cockfield, Brown</td>
<td>5 P</td>
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<td>Musterole Co.</td>
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<td>E. Myers Lye Co.</td>
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<tr>
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<td>Ardiel Advertising Agency</td>
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<td>National Ice Advertising</td>
<td>Donahue &amp; Co</td>
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<td>National Orange Show</td>
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<tr>
<td>Nehi, Inc. (Royal Crown Cola)</td>
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<tr>
<td>Nehi, Inc. (Royal Crown Cola)</td>
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<tr>
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<tr>
<td>New England Confectionery Co.</td>
<td>Lavin Co</td>
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<tr>
<td>New York Harbor Steamship Co.</td>
<td>Redfield-Johnstone</td>
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<tr>
<td>N. Y. Mattress Co.</td>
<td>Louis Glaser</td>
<td>2 A &amp; Cut-ins</td>
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<tr>
<td>New York School of Music</td>
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<tr>
<td>New York State Fair</td>
<td>J. M. Mathes</td>
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<tr>
<td>New York State Milk</td>
<td>J. M. Mathes</td>
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<tr>
<td>Norge</td>
<td>Cramer-Krasselt</td>
<td>A (placed by local dealers)</td>
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<tr>
<td>Northern Electric, Ltd.</td>
<td>Cockfield, Brown</td>
<td>30 A</td>
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<tr>
<td>Northern Pacific Railway</td>
<td>Luther Weaver</td>
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<tr>
<td>Northrup, King (Feeds, Seeds)</td>
<td>Olmsted-Hewitt</td>
<td>1 P; 7 A</td>
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<td>Nox Laboratories</td>
<td>Benison Co</td>
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<td>Nozaxema Chemical Co.</td>
<td>Ruthrauff &amp; Ryan</td>
<td>.72 CBS</td>
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<tr>
<td>Nu-Enamel Paints</td>
<td>Advertising Arts</td>
<td>1 P</td>
</tr>
<tr>
<td>Nu-Enamel Paints</td>
<td>Neff-Rogow</td>
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<tr>
<td>Nutrena Mills (Poultry &amp; Livestock Feeds)</td>
<td>Simmonds &amp; Simmonds</td>
<td>15 A</td>
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<tr>
<td>O M Talbot Co.</td>
<td>Lou Sterling &amp; Associates</td>
<td>4 P</td>
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<tr>
<td>Oakite Products (Oakite Cleaning Compound)</td>
<td>Calkins &amp; Holden, Yankee Network; varying number of stations</td>
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<tr>
<td>Oakland Chemical (Dioxogen Face Cream)</td>
<td>Kleppner Co.</td>
<td>.6 Mutual</td>
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<tr>
<td>Ohleen Dairy</td>
<td>Olmsted-Hewitt</td>
<td>1 P; 1 A</td>
</tr>
<tr>
<td>Old Trusty Dog Food Co.</td>
<td>H. B. Humphrey</td>
<td>3 CBS</td>
</tr>
<tr>
<td>Olde Dutch Mills Coffee</td>
<td>Peck Advertising</td>
<td>3 A</td>
</tr>
<tr>
<td>Olive Tablets</td>
<td>Erwin, Wasey</td>
<td>6 A</td>
</tr>
<tr>
<td>Olson Rug Co.</td>
<td>Presba, Fellers &amp; Presba</td>
<td>.75 A &amp; P</td>
</tr>
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<td>Oshkosh B’Gosh</td>
<td>Ruthrauff &amp; Ryan</td>
<td>Spot; number of stations not listed</td>
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<td>Ostrex Co.</td>
<td>Steuerman Advertising Agency</td>
<td>10 A</td>
</tr>
<tr>
<td>Ottawa Paints</td>
<td>Stevenson &amp; Scott</td>
<td>3 A</td>
</tr>
<tr>
<td>Oxo (Canada), Ltd.</td>
<td>Platt-Forbes</td>
<td>.16 A; 1 P</td>
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<tr>
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<tr>
<td>Pacific Guano Co.</td>
<td>Tomaschke-Elliott</td>
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<tr>
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<td>McCann-Erickson</td>
<td>4 A; 1 P</td>
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<tr>
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</tr>
<tr>
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<td>William Esty</td>
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<tr>
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<td>Hammer Advertising Agency</td>
<td>.9 A</td>
</tr>
<tr>
<td>Palace Hotel</td>
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<td>.15 A</td>
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<tr>
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<tr>
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<td>J. Walter Thompson</td>
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<tr>
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<tr>
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<tr>
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<td>Tracy-Locke-Dawson</td>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
<td>Pocahontas Fuel (O-P Stoker)</td>
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<tr>
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<td>Arthur Kudner</td>
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<td>Gale &amp; Pietsch</td>
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<tr>
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<td>Ed Wolff &amp; Associates</td>
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<tr>
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<td>CBC French Network, number of stations not listed</td>
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<tr>
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<td>Blackett-Sample-Hummert</td>
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</table>

Key: All numerals (except 5M, which signifies five-minute programs) indicate number of stations purchased. NBC, CBS, and Mutual indicate the three major networks. A = announcements. P = full-length programs. CBC = Canadian Broadcasting Corp. PP = participating program.
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<td>H. W. Kastor &amp; Sons</td>
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<tr>
<td>Procter &amp; Gamble (Teel, Drene)</td>
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<tr>
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<td>Leo Burnett</td>
<td>11 CBS; 41 CBS</td>
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<tr>
<td>Purina Mills</td>
<td>James Fisher</td>
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<tr>
<td>Quaker Oats</td>
<td>Ruthrauff &amp; Ryan</td>
<td>60 NBC; 37 NBC; Spot, number of stations not listed</td>
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<td>Benton &amp; Bowles—Chicago</td>
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<tr>
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<tr>
<td>Quality Biscuit (Princess Crackers)</td>
<td>Sherman K. Ellis</td>
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<tr>
<td>Railway Express Agency</td>
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<td>46 A</td>
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<tr>
<td>Ralston Purina (Purina Feeds)</td>
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<td>Ralston Purina (Ralston Cereal)</td>
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<td>Ralston Purina (Ry-Krisp)</td>
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<tr>
<td>Ralston Purina (Shredded Ralston)</td>
<td>Gardner Advertising</td>
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<tr>
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<td>Wm. Irving Hamilton</td>
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<tr>
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<tr>
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<tr>
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<td>Bennett, Snow &amp; Walther</td>
<td>15 PP</td>
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<tr>
<td>Remington Rand (Portable Typewriters)</td>
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<td>Reynolds Health Offices</td>
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<tr>
<td>R. J. Reynolds Tobacco (Camel Cigarettes)</td>
<td>William Esty</td>
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<tr>
<td>R. J. Reynolds Tobacco (George Washington Smoking Tobacco)</td>
<td>William Esty</td>
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<tr>
<td>R. J. Reynolds Tobacco (Prince Albert Tobacco)</td>
<td>William Esty</td>
<td>1 P</td>
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<tr>
<td>Rhode Island Ice Co</td>
<td>Arthur Bratsch</td>
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<tr>
<td>Rhythm Step Shoes</td>
<td>Ruthrauff &amp; Ryan</td>
<td>P; number of stations not listed</td>
</tr>
<tr>
<td>Richardson &amp; Robbins (Bonied Chicken)</td>
<td>Charles W. Hoyt</td>
<td>5 NBC</td>
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<tr>
<td>Richfield Oil</td>
<td>Hixson-O'Donnell</td>
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<tr>
<td>Richfield Oil of N. Y</td>
<td>Sherman K. Ellis</td>
<td>30 A; 1 News</td>
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<tr>
<td>Richman Bros. (Clothes)</td>
<td>McCann-Erickson</td>
<td>7 Mutual plus 2 Spot; 13 A; 1 News; 1 Sports; 1 News Flashes; 2 5M</td>
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<td>Rio Grande Oil</td>
<td>Hixson-O'Donnell</td>
<td>3 CBS Pacific</td>
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<td>Riverbank Canning</td>
<td>Klinger Advertising</td>
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<tr>
<td>Robin Hood Flour Mills</td>
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<tr>
<td>J. W. Robinson Co. (Department Store), Mayers Co.</td>
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<td>Rockwood &amp; Co. (Pecan Feast)</td>
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<td>Roma Wine Co.</td>
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<tr>
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<tr>
<td>Ryde &amp; Co. (Feed)</td>
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<td>Sales Affiliates (Loxol Oil Shampoo)</td>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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</table>

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<td>J. Walter Thompson</td>
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<tr>
<td>Standard Brands (Royal Baking Powder)</td>
<td>McCann-Erickson</td>
<td>3 P</td>
</tr>
<tr>
<td>Standard Brands (Royal Desserts)</td>
<td>J. Walter Thompson</td>
<td>4 P</td>
</tr>
<tr>
<td>Standard Brands (Royal Desserts, Fleischmann Foil Yeast)</td>
<td>J. Walter Thompson</td>
<td>51 NBC</td>
</tr>
<tr>
<td>Standard Brands (Tender Leaf Tea)</td>
<td>J. Walter Thompson</td>
<td>77 NBC</td>
</tr>
<tr>
<td>Standard Candy (Belle Camp Chocolates)</td>
<td>C. P. Clark</td>
<td>5 P</td>
</tr>
<tr>
<td>Standard Furnace &amp; Supply</td>
<td>Bozell &amp; Jacobs</td>
<td>3 A</td>
</tr>
<tr>
<td>Standard Oil of California</td>
<td>McCann-Erickson</td>
<td>5 NBC; 13 NBC; 12 Time Signals</td>
</tr>
<tr>
<td>State Theatre, Inc.</td>
<td>Hammer Advertising Agency</td>
<td>4 P &amp; A</td>
</tr>
<tr>
<td>Steelcote</td>
<td>Benison Co.</td>
<td>12 A</td>
</tr>
<tr>
<td>Stein's (Men's Clothes)</td>
<td>Allied Advertising Agencies</td>
<td>10 A</td>
</tr>
<tr>
<td>Sterling Brewers</td>
<td>Ruthrauff &amp; Ryan</td>
<td>Spot; number of stations not listed</td>
</tr>
<tr>
<td>Stewart &amp; Ross</td>
<td>Ralph H. Jones</td>
<td>21 A</td>
</tr>
<tr>
<td>Stewart-Warner (Alemite, Refrigerators, Radios)</td>
<td>Hays MacFarland</td>
<td>31 NBC</td>
</tr>
<tr>
<td>Stokely's Tomato Juice</td>
<td>Raymond R. Morgan</td>
<td>34 P</td>
</tr>
<tr>
<td>E. V. Stratton Corp. (Autos)</td>
<td>Leighton &amp; Nelson</td>
<td>4 A</td>
</tr>
<tr>
<td>Stroh Brewery</td>
<td>Zimmer-Keller</td>
<td>7 A, Michigan</td>
</tr>
<tr>
<td>S. Stroock &amp; Co.</td>
<td>Weil &amp; Wilkins</td>
<td>6 News</td>
</tr>
<tr>
<td>Studebaker Corp.</td>
<td>Roche, Williams &amp; Cunyngham</td>
<td>77 P</td>
</tr>
<tr>
<td>R. G. Sullivan</td>
<td>Broadcast Advertising</td>
<td>10 A</td>
</tr>
<tr>
<td>Sun Valley Lodge</td>
<td>Caples Co.</td>
<td>1 A</td>
</tr>
<tr>
<td>Sunset Oil</td>
<td>Pacific Market Builders</td>
<td>4 P</td>
</tr>
<tr>
<td>Sussman, Wormser (S &amp; W Fine Foods)</td>
<td>Emil Brisacher &amp; Staff</td>
<td>9 NBC; 8 CBS</td>
</tr>
<tr>
<td>Sweet Candy Co.</td>
<td>Gillham Advertising Agency</td>
<td>4 P</td>
</tr>
<tr>
<td>Sweats Co. of America (Tootsie Rolls)</td>
<td>Bown Co.</td>
<td>3 Mutual</td>
</tr>
<tr>
<td>Swift &amp; Co. (Sunbrite Cleanser)</td>
<td>Lack-Goble</td>
<td>55 NBC</td>
</tr>
<tr>
<td>Tastyeast</td>
<td>Peck Advertising</td>
<td>6 P &amp; A</td>
</tr>
<tr>
<td>Taugney McGinn Hotels</td>
<td>Fairall &amp; Co.</td>
<td>4 A</td>
</tr>
<tr>
<td>Tegge-Jackman Cigar Co.</td>
<td>MacManus, John &amp; Adams</td>
<td>5 A</td>
</tr>
<tr>
<td>Terre Haute Brewing (Champagne Velvet Beer)</td>
<td>Arbee Agency</td>
<td>3 News</td>
</tr>
<tr>
<td>Texas Co. (Texaco Petroleum Products)</td>
<td>Buchanan &amp; Co.</td>
<td>96 CBS; 153 P</td>
</tr>
<tr>
<td>Texas Co. of Canada</td>
<td>Mackay &amp; Savary</td>
<td>6 News</td>
</tr>
<tr>
<td>Thermo Air-Conditioning Institute</td>
<td>R. H. Alber</td>
<td>25 P</td>
</tr>
<tr>
<td>Thermo Air-Conditioning Institute</td>
<td>Critchfield &amp; Co.</td>
<td>37 P &amp; 5 M</td>
</tr>
<tr>
<td>Tide Water Associated Oil</td>
<td>Lennen &amp; Mitchell</td>
<td>17 News, Yankee Network</td>
</tr>
<tr>
<td>Tide Water Associated Oil</td>
<td>Lord &amp; Thomas</td>
<td>Football, Basketball and Track on majority of coast stations; 7 A</td>
</tr>
<tr>
<td>Tillamook County Creamery</td>
<td>Botsford, Constantine &amp; Gardner</td>
<td>5 NBC Pacific</td>
</tr>
<tr>
<td>Time, Inc. (Time, Life, Fortune)</td>
<td>BBD&amp;O</td>
<td>30 NBC</td>
</tr>
<tr>
<td>Treesweet Orange Juice</td>
<td>Raymond R. Morgan</td>
<td>2 5 M</td>
</tr>
<tr>
<td>Trems</td>
<td>Kelly, Stuhlmann &amp; Zahrdt</td>
<td>2 A</td>
</tr>
<tr>
<td>Tuckett, Ltd. (Cigarettes)</td>
<td>MacLaren Advertising Agency</td>
<td>13 P</td>
</tr>
<tr>
<td>Tuckett, Ltd. (Cigarettes, Tobacco)</td>
<td>MacLaren Advertising Agency</td>
<td>9 News</td>
</tr>
<tr>
<td>Uncle Sam Breakfast Food</td>
<td>Bozell &amp; Jacobs</td>
<td>5 A</td>
</tr>
<tr>
<td>Union Biscuit (Princess Biscuits)</td>
<td>Gardner Advertising</td>
<td>3 P</td>
</tr>
<tr>
<td>Union Oil</td>
<td>N. W. Ayer</td>
<td>11 NBC Pacific; 10 NBC Pacific</td>
</tr>
<tr>
<td>Union Pacific Railroad</td>
<td>Caples Co.</td>
<td>70 P; 16 P</td>
</tr>
<tr>
<td>Union Pacific Railroad</td>
<td>Raymond R. Morgan</td>
<td>29 P</td>
</tr>
</tbody>
</table>
### 825 RADIO ACCOUNTS—Continued

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Agency</th>
<th>Time Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Chemical (Big Five Cleanser)</td>
<td>Stevenson &amp; Scott</td>
<td>5 A</td>
</tr>
<tr>
<td>United Drug (Bisma-Rex)</td>
<td>Calkins &amp; Holden</td>
<td>2 A</td>
</tr>
<tr>
<td>United Drug (Bisma-Rex and others)</td>
<td>Ronalds Advertising Agency</td>
<td>39 A</td>
</tr>
<tr>
<td>United Factories (Oil Burners)</td>
<td>Presba, Fellers &amp; Presba</td>
<td>5 A</td>
</tr>
<tr>
<td>United States Bakery</td>
<td>Mac Wilkins &amp; Cole</td>
<td>2 Mutual; 1 P</td>
</tr>
<tr>
<td>U. S. Bedding Co</td>
<td>McCord Co</td>
<td>18 A</td>
</tr>
<tr>
<td>U. S. Rubber</td>
<td>Campbell-Ewald of N. Y</td>
<td>82 CBS</td>
</tr>
<tr>
<td>United States Shoe Corp</td>
<td>Stockton, West, Burkhart</td>
<td>A &amp; 5M (placed by dealers)</td>
</tr>
<tr>
<td>U. S. Tire Dealers Mutual Corp</td>
<td>Campbell-Ewald of N. Y., New York</td>
<td>85 CBS</td>
</tr>
<tr>
<td>Unity School of Christianity</td>
<td>R. H. Alber</td>
<td>2 P</td>
</tr>
<tr>
<td>Universal Credit</td>
<td>McCann-Erickson</td>
<td>7 A</td>
</tr>
<tr>
<td>Utah Oil Refining (Vico Motor Oil, Pep 88 Gasoline)</td>
<td>Gillham Advertising Agency</td>
<td>2 A</td>
</tr>
<tr>
<td>Utica Club Beer</td>
<td>Compton Advertising</td>
<td>News &amp; Baseball; number of stations not listed</td>
</tr>
<tr>
<td>Utilities Engineering Institute</td>
<td>First United Broadcasters</td>
<td>45 P</td>
</tr>
<tr>
<td>VBEV</td>
<td>Austin &amp; Spector</td>
<td>1 P; 6 5M</td>
</tr>
<tr>
<td>Vadsco Sales (Quinlax)</td>
<td>Lawrence C. Gumbinner</td>
<td>24 Mutual and Spot</td>
</tr>
<tr>
<td>Vadsco Sales Corp</td>
<td>Albert M. Ross</td>
<td>20 Mutual; 6 Mutual</td>
</tr>
<tr>
<td>Van Camp Pork &amp; Beans</td>
<td>Raymond R. Morgan</td>
<td>.56 P</td>
</tr>
<tr>
<td>Vanette Hosiery Mills</td>
<td>Grant Advertising</td>
<td>12 NBC</td>
</tr>
<tr>
<td>Vermont Transit Co</td>
<td>Hays Advertising</td>
<td>5 P</td>
</tr>
<tr>
<td>Vick Chemical (Vapo Rub, Va-tro-nol, Cough Drops)</td>
<td>Morse International</td>
<td>.57 NBC; 1 P</td>
</tr>
<tr>
<td>Vocational Service</td>
<td>Critchfield &amp; Co</td>
<td>3 P &amp; 5M</td>
</tr>
<tr>
<td>Wadhams Oil</td>
<td>Scott-Telander</td>
<td>2 P; number of stations not listed</td>
</tr>
<tr>
<td>Wait &amp; Bond (Cigars)</td>
<td>BBD &amp; O</td>
<td>P; number of stations not listed</td>
</tr>
<tr>
<td>Walker Remedy</td>
<td>Weston-Barnett</td>
<td>17 A</td>
</tr>
<tr>
<td>Henry K. Wambole (Cod Liver Extract, Hygeol)</td>
<td>Ronalds Advertising Agency</td>
<td>29 A</td>
</tr>
<tr>
<td>Wander Co. (Ovaltine)</td>
<td>Blackett-Sample-Hummert</td>
<td>36 NBC and Spot; 10 NBC and Spot</td>
</tr>
<tr>
<td>Ward Baking (Ward’s Bread)</td>
<td>Sherman K. Ellis</td>
<td>14 NBC; 6 P; 17 A</td>
</tr>
<tr>
<td>Warner Bros. Theatres</td>
<td>Stodel Advertising</td>
<td>8 A</td>
</tr>
<tr>
<td>Wm. R. Warner (Sloan’s Liniment)</td>
<td>James Fisher</td>
<td>12 A</td>
</tr>
<tr>
<td>Wm. R. Warner (Sloan’s Liniment)</td>
<td>Warwick &amp; Legler</td>
<td>.45 NBC</td>
</tr>
<tr>
<td>F. B. Washburn Candy Corp</td>
<td>Bennett, Snow &amp; Walther</td>
<td>.2 A</td>
</tr>
<tr>
<td>G. Washington Coffee Refining</td>
<td>Cecil &amp; Presbrey</td>
<td>.7 NBC</td>
</tr>
<tr>
<td>G. Washington Coffee Refining</td>
<td>Warwick &amp; Legler</td>
<td>.7 NBC</td>
</tr>
<tr>
<td>Frances Waterman, Inc</td>
<td>Arthur Braitisch</td>
<td>4 A</td>
</tr>
<tr>
<td>R. L. Watkins (Dr. Lyon’s Toothpow-der)</td>
<td>Blackett-Sample-Hummert</td>
<td>.35 NBC; 32 NBC; 23 NBC; 4 P; 1 P</td>
</tr>
<tr>
<td>Webb’s Seeds</td>
<td>Ardie Advertising Agency</td>
<td>2 P</td>
</tr>
<tr>
<td>Webster-Eisenlohr</td>
<td>N. W. Ayer</td>
<td>.4 P, TQN; 1 Sports Quiz; 2 News</td>
</tr>
<tr>
<td>Welch Grape Juice</td>
<td>H. W. Kastor &amp; Sons</td>
<td>.51 NBC</td>
</tr>
<tr>
<td>Wesson Oil &amp; Snowdrift (Blue Plate Foods)</td>
<td>Fitzgerald Advertising Agency</td>
<td>3 P</td>
</tr>
<tr>
<td>Wesson Oil &amp; Snowdrift (Scoco)</td>
<td>Fitzgerald Advertising Agency</td>
<td>11 P &amp; Time Signals</td>
</tr>
<tr>
<td>Wesson Oil &amp; Snowdrift (Snowdrift)</td>
<td>Fitzgerald Advertising Agency</td>
<td>1 Time Signals</td>
</tr>
<tr>
<td>Wesson Oil &amp; Snowdrift (Wesson Salad Oil)</td>
<td>Calkins &amp; Holden</td>
<td>7 NBC Pacific; 1 P</td>
</tr>
<tr>
<td>Dr. West’s Toothpaste</td>
<td>Austin &amp; Spector</td>
<td>3 P</td>
</tr>
<tr>
<td>Western Auto Supply</td>
<td>Dan B. Miner</td>
<td>4 P</td>
</tr>
<tr>
<td>Western Grocer Co</td>
<td>Coolidge Advertising</td>
<td>6 P</td>
</tr>
</tbody>
</table>

**Key:** All numerals (except 5M, which signifies five-minute programs) indicate number of stations purchased. NBC, CBS, and Mutual indicate the three major networks. A = announcements. P = full-length programs. CBC = Canadian Broadcasting Corp. PP = participating program.
<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Agency</th>
<th>Time Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Westinghouse Electric &amp; Mfg.</td>
<td>Fuller &amp; Smith &amp; Ross</td>
<td>84 NBC; 79 NBC</td>
</tr>
<tr>
<td>Weybosset Markets</td>
<td>Arthur Braitsch</td>
<td>3 A</td>
</tr>
<tr>
<td>Wheatena</td>
<td>C. M. Rohrbaugh</td>
<td>12 Mutual</td>
</tr>
<tr>
<td>Wheeling Steel Corp</td>
<td>Critchfield &amp; Co.</td>
<td>23 Mutual</td>
</tr>
<tr>
<td>Whitcomb Sulphur Springs Hotel</td>
<td>First United Broadcasters</td>
<td>10 A</td>
</tr>
<tr>
<td>White King Soap</td>
<td>Raymond R. Morgan</td>
<td>.56 A, Don Lee &amp; Arizona Networks; 2 P</td>
</tr>
<tr>
<td>White Laboratories (Feen-A-Mint)</td>
<td>William Esty</td>
<td>300 A</td>
</tr>
<tr>
<td>Whiting Milk Co.</td>
<td>Ingalls Advertising Agency</td>
<td>10 A &amp; PP</td>
</tr>
<tr>
<td>Willard Talbot Co.</td>
<td>First United Broadcasters</td>
<td>17 P</td>
</tr>
<tr>
<td>J. B. Williams Co. (Glider and Williams Shaving Cream)</td>
<td>J. Walter Thompson</td>
<td>12 Mutual; 44 NBC; 1 P</td>
</tr>
<tr>
<td>Williams SLK Laboratories (Williams Formula, RUX, Gasa Tablets)</td>
<td>General Advertising Agency</td>
<td>12 P</td>
</tr>
<tr>
<td>Wilmington Transportation Co. (affiliate of Wm. Wrigley, Jr., Co.)</td>
<td>Neisser-Meyerhoff</td>
<td>6 CBS</td>
</tr>
<tr>
<td>Wilshire Oil (Polly Gas, Polly Penn Motor Oil)</td>
<td>Dan B. Miner</td>
<td>2 NBC Pacific; 3 P; 1 News</td>
</tr>
<tr>
<td>Winter &amp; Co. (Musette Pianos)</td>
<td>Samuel C. Croot</td>
<td>2 Mutual</td>
</tr>
<tr>
<td>Wise Shoes</td>
<td>Peck Advertising</td>
<td>.4 P &amp; A</td>
</tr>
<tr>
<td>Wizard Products</td>
<td>First United Broadcasters</td>
<td>2 A</td>
</tr>
<tr>
<td>Wonder Lake Syndicate</td>
<td>Critchfield &amp; Co.</td>
<td>3 P</td>
</tr>
<tr>
<td>John H. Woodbury (Soap, Cream, Powder)</td>
<td>Lennen &amp; Mitchell</td>
<td>.69 NBC</td>
</tr>
<tr>
<td>Wm. Wrigley, Jr., Co. (Wrigley Gum)</td>
<td>Neisser-Meyerhoff</td>
<td>.72 CBS</td>
</tr>
<tr>
<td>Wm. Wrigley, Jr., Co. (Wrigley Gum)</td>
<td>Neisser-Meyerhoff</td>
<td>.46 CBS</td>
</tr>
<tr>
<td>Wm. Wrigley, Jr., Co. (Doublemint Gum)</td>
<td>Frances Hooper</td>
<td>.67 CBS; 109 CBS</td>
</tr>
<tr>
<td>Rudolph Wurlitzer (Musical Instruments)</td>
<td>Schwimmer &amp; Scott</td>
<td>.12 P</td>
</tr>
<tr>
<td>Wyeth Chemical Co.</td>
<td>Blackett-Sample-Hummert</td>
<td>.1 P</td>
</tr>
<tr>
<td>Wyeth Chemical (Hill’s Cold Tablets)</td>
<td>Blackett-Sample-Hummert</td>
<td>.30 NBC</td>
</tr>
<tr>
<td>Wyeth Chemical (Hill’s Nose Drops)</td>
<td>Blackett-Sample-Hummert</td>
<td>.32 CBS</td>
</tr>
<tr>
<td>Yellow Cab Co.</td>
<td>Rufus Rhoades</td>
<td>.2 Mutual; 2 P</td>
</tr>
</tbody>
</table>

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ADVERTISING AGENCIES

All major agencies on whose activities and accounts information was available, are included in the following list. The period covered is from June 1, 1938, to June 1, 1939.

Characteristically, the problem of terminology—an old industry problem—has faced the editors in compiling this information. The solution (or what is hoped to be such) was attempted along the lines of greatest simplicity. Thus, “spot” is here taken to mean time purchases by national and regional advertisers over individual stations (as opposed to network broadcasting). “Local” means time purchases by strictly local advertisers. Abbreviations are deemed self-explanatory, but may be checked against the key to the cross-index (foregoing section in this volume) if difficulties arise.

Again, the reader should bear in mind that the number of stations accredited network accounts is apt to vary in various sections of this book. The reason for this slight divergence is due to: 1) differences in the time of gathering information; 2) differences in sources of information; and 3) the continual changes in size of hook-ups.

ADVERTISING ARTS AGENCY, Security Bldg., 510 S. Spring St., Los Angeles, Calif.; MI 3884. Manager: Paul R. Winans. Space Buyer: Arthur C. Richards. Writer: Stella M. Lauch. Radio Director: Arthur C. Richards. Local: Buyers & Sellers Blackboard (ann-1); Farmers Market (pgm-1); Forrest Stove Works (pgm, ann-1); Benjamin Franklin Life Assurance Co. (ann-1); Inglewood Park Cemetery Association (pgm-1); Dr. Francis King (ann-1); Nu-Enamel Paint Corp. (pgm-1); Pasadena Playhouse (ann-1); Rosicrucian Fellowship (pgm-1); Sahara Chemical Co. (pgm-1); Slavick Jewelry Co. (pgm, ann-2); Superior Macaroni Co. (pgm-1).


DOUGLASS ALLEN & LELAND DAVIS. See Allen, Heaton & McDonald, Inc.

EARL ALLEN CO., 638 Insurance Bldg., Omaha, Nebr.; HA 3241. President: Earl H. Allen. Vice-Presidents: Milton H. Reynolds, Richard Cole. Radio Directors: Robert Savage, Earl H. Allen. Spot Time and Talent Buyer: Earl H. Allen. Regional: Petersen Baking Co. (pgm-5). Local: Nebraska Consolidated Mills (pgm-4); E. M. Peet Mfg. Co. (pgm-3); Economy Housing Co. (pgm-1); J. C. Robinson Seed Co. (pgm-2, ann-2); Evans Laundry Co. (ann-2); Kimball Laundry Co. (ann-2); Boyer Lumber & Coal (ann-2); Byron Reed Co. (ann-1); Hotel Hill (ann-3); Pioneer Glass & Paint Co. (ann-1); Nebraska Bankers Assn. (ann-10); Omaha Tanning Co. (ann-1); Roberts Dairy Co. (ann-2); Zoric Combination Advertising (ann-2).


ALLIED ADVERTISING AGENCIES, 4354 W. Third St., Los Angeles, Calif.; Drexel 7331. Owner: W. F. Gardner. Manager: Walter McCreery. Production Director: Mel Roach. Radio Director: Mel Roach. Branch Office: 525 Market St., San Francisco (Douglas 7018); Robert O. Davis, manager. Spot: Stein's Men's Clothes (ann-10); Reynolds Health Offices (pgm-4); Cambria Development Co. (news, ann-6); J. Wycliffe Stack, Furniture (pgm, ann-10); Seven-Up Bottling Co. (ann-5). Local: Star Outfitting Co.
(pgm-2); Pridham Davis, Optometrist (time signals-1); Zinsmaster Baking Co. (pgm-1).


ARDEL ADVERTISING AGENCY, LTD., 143 Wellington St., W., Toronto, Ont.; AD 4995. President: Lorne Ardiel. Vice-President: Robert E. Ardiel. Radio Director, Spot, Talent, Continuity and Script Buyer: Clark Wright. Branch Offices: 1016 Colborne St., W., Oakville, Canada (Oakville 1016); W. A. Chant, manager. Bank of Toronto Chambers, James St., Hamilton, Canada (Hamilton 2-8224); S. P. Westaway, manager. Spot: National Fertilizers (pgm-4); Webb’s Seeds (pgm-2); Dr. Chase Medicine Co. (ann-16); Alvinnor Products (ann-3). Local: Hamilton Pure Milk Co. (pgm-1); R. B. Hill Co. (pgm-1). Writers: William Edwards (Dr. Chase Medicine Co.); M. E. Hampson (Hamilton Pure Milk Co.); Rex Frost (National Fertilizers).


AUSTIN & SPECTOR CO., INC., 32 East 57th St., New York City; EL 5-1270. President: Raymond Spector. Vice-President: Alvin Austin. Secretary: Emil Mogul. Radio Director: Emil Mogul. Spot Time Buyer: Genevieve G. Conover. Network: Journal of Living (Mutual-6). Spot: Serutan (news-6); VEBV (pgm-1, 5 mins-6); Dr. West’s Toothpaste (pgm-1, pgm-2); Maryland Baking Co. (pgm-121); Gum. Inc. (ann-3); Chateau Martin Wine (pgm-2, news-2, ann-2); Barney’s (news-2, pgm-3, ann-6); Pilot Radio Corp. (news-1); Look Magazine (news-2). Writers: Norman Brokenshire (VEBV), Victor H. Lindlahr (Journal of Living).


Regional: American Telephone & Telegraph Co. (Michigan Radio Network-8, cut-ins on Michigan Radio Network-7); Curtice Bros. for Tomato Juice (participation, Yankee Network-7); Detroit Creamery (Michigan Radio Network plus WSPD-9; 5-mins. on Michigan Radio Network-9); Ford Motor Co. (pgm and news, Michigan Radio Network-8; announcements on Michigan Radio Network plus 4 stations-aggregate of 12); J. B. Ford Co. for Wyandotte Cleanser (participation, Yankee Network-7); Thomas D. Richardson Co. for Mints (participation. Yankee Network-7, participation-1); Webster-Eisenlohr, Inc. (Texas Quality Network-4, sports quiz-1, news-2); Socony-Vacuum Oil Co. (baseball, Colonial Network and Michigan Network plus WKBZ-aggregate of 23); Kellogg Co. (Don Lee Network of 26, plus independent stations-aggregate of 58; baseball on Colonial Network, Michigan Radio Network, and independent stations-aggregate of 58); Atlantic Refining Co. for Gasoline, Oil, Lubrication (baseball on Colonial Network plus independent stations-aggregate of 39; football on Yankee and CBS New England Networks plus independent stations-aggregate of 74). Spot: Detroit Creamery (cut-ins-4, ann-6); Ford Motor Co. for New Cars (ann-56, ann-1); Ford Motor Co. for Lincoln Zephyr (ann-74); Ford Motor Co. for Mercury (ann-89); Ford Motor Co. for Coke (pgm-aggregate of 3, ann-1); Ford Motor Co., Green Island Branch (ann-2); Ford Motor Co., Omaha Branch (ann-3); Ford Motor Co., Pittsburgh Branch (ann-5); Ford Dealers' Association, Omaha (ann-6); Atlantic Refining Co., (basketball-1, sports reviews-aggregate of 4); Golden State Co. for Dairy Products (station breaks-2, ann-8); Hawaiian Pineapple Co. (pgm-2); Dr. Hess & Clark, Inc. for Fly Spray (ann-7, pgm-2); W. L. Douglas Shoe Co. (pgm-2, ann-2); Illinois Bell Telephone Co. (ann-25); Kellogg Co. (pgm-2). Local: American Telephone &amp; Telegraph Co. (5 mins and ann-1); Appalachian Apples, Inc. (ann-1); Paul F. Beich Co. for Candy Bars (pgm-1); Burdett College (pgm-1); Curtice Bros. Co. for Tomato Juice (participation-1, participation-1); Ford Motor Co., Cristobal (Honduras) Branch (pgm-1); Ford Motor Co., Chester Branch (ann-1); Ford Motor Co., Milwaukee Branch (ann-1); Gordon Baking Co. for Silver Cup Bread (baseball pgm-1); Honor Brand Frosted Foods Corp. (participation-2); Jersey Ice Cream Co. (pgm-1); Kirkman & Son, Inc. (5-mins-1); Philadelphia Coke Co. (ann-1); Dr. Price Flavoring Extract Co. for SPK (ann-1); John H. Pulh Products Co. (ann-1); Sheffield Farms Co. (pgm-1, time signals-1); Supplee-Wills-Jones Milk Co. (pgm-1, pgm-1). Free Lance Writers: Monroe Upton, Wallace Acton, Charles Speer, Michael Davidson, William Barr, Willfred G. Moore, Samuel R. Guard, Frank Siedel, Don Tranter, Aubrey Wisberg, James Frederick, Carleton Murray, H. P. Godwin, Raymond Sweeney, Andrew Albert, Arthur Mcaffrey, Cynthia Drew, Maurice Marks, Samson Gordon. Staff Writers: Meredith Page, G. David Guibebe, Edward Schneebegg, Olve Sharman, Robert Collins. Producers, Directors: Larry Sizer, Les Quallet, Robert Burle, James Peterson, B. C. Herrick, R. A. Mortensen, Bradford Browne, William J. Redlick, N. E. Keessely.


BAGGALEY, HORTON & HOYT, INC., 8 S. Michigan Ave., Chicago, Ill.; State 2154. President: W. B. Baggailey. Vice-Presidents: S. V. Horton, W. S. Hoyt. (Note: This information was not supplied by the agency, hence no further details are available.)

ADVERTISING AGENCIES—Continued

Trimbles. Branch Office: 600 Great West Permanent Bldg., Winnipeg, Manitoba (9-2626); J. F. Horler, manager.

BARNES & AARON, 1616 Walnut St., Philadelphia, Pa.; Pennypacker 0437. Partners: Warren S. Barnes, Maurice W. Aaron. Radio Director: Charles Hoban. Spot Time Buyer: E. S. Brown. Regional: Governor’s Highway Safety Council, Commonwealth of Pennsylvania (news, ann-33); Local: Yellow Cab Co. of Philadelphia (pgm-1); Southern California Fish Corp. (pgm-1); Philadelphia Rapid Transit Co. (ann-5); Hershel California Fruit Products (ann-1). Writer: Powers Gouraud and agency (Yellow Cab).

BARNES-CHASE CO., 530 Broadway, San Diego, Calif.; F-7771. Partners: Norman R. Barnes (San Diego), Henry H. Chase (Los Angeles). Radio Director: David F. Titus (San Diego). Branch Office: 1121 S. Hill St., Los Angeles (PR 4118). Local: Qualitee Dairy Products (pgm-1); Southern California Baking Co. (pgm-1, ann-1); San Diego Federal Savings & Loan Assn. (ann-1); Whitney & Co. (ann-2); Exclusive Florists, Inc. (ann-1); Gazoza Beverage Co. (ann-1).


THE BENISON CO., LTD., Canada Cement Bldg., Montreal, Que., Canada; PL 6666. President: Lionel Benison. Secretary, Treasurer: D. E. Pearce. Director of All Radio Activities: D. E. Pearce. Branch Offices: Imperial Bank Bldg., Toronto, Ont. (Adelaide 2301), E. V. Hammond, director. 675 W. Hastings St., Vancouver. B. C., Volney Irons, director. Spot: Crown Diamond Paint (ann-10); Nox Laboratories (pgm-10); Steelcote
ADVERTISING AGENCIES—Continued

(ann-12); Krim Ko (ann-6); Direct Merchandising Companies (ann-8). Local: McGill Cigarettes (pgm-1); Lanzette Laboratories (ann-1); Coty Perfumes (ann-2); Norman G. Cull (pgm-1); Imperial Optical Co. (pgm-2); Forest Lawn Memorial Park (pgm-1); Harvey & Riach (pgm-1); Shanahan’s, Ltd. (ann-1); Kik Co. (pgms-1); Laurel Dairy (ann-2).

BENNETT & SNOW, INC. See Bennett, Snow & Walther, Inc.


BENTON & BOWLES-CHICAGO, INC.
Complete Advertising Agency Service

NOW PLACING

“STEPMOTHER”
Daytime dramatic serial for Colgate Tooth Powder. CBS—Monday through Friday.

“WE, THE WIVES”
New interview program for Quaker Farina. Mutual network—Sunday afternoons.

“THE MAN ON THE FARM”
Farm interviews for Quaker Oats, Ful-O-Pep Feeds. 15 stations, originating WLS—Saturday noons.

“SPORTSMEN’S SPECIAL”
30-Minute Variety program for Fittergur’s Nordlager Beer. Northwest network—Friday nights.

Transcribed dramatized spots on 57 stations for Dr. Caldwell’s Laxative

919 NORTH MICHIGAN AVENUE CHICAGO, ILLINOIS

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THE BIOW CO., INC., 9 Rockefeller Plaza, New York City; CI 6-9300. President: Milton H. Biow. Radio Director: Miss R. Schuebel. Spot Time Buyers: W. A. Tibbals, Miss R. Schuebel. Talent Buyer: W. A. Tibbals. Network: Philip Morris & Co., Ltd. (NBC Red-59, CBS-49, Mutual-3); Sweets Co. of America for Tootsie Rolls (Mutual-3); Dunhill Cigarettes (Mutual-3). National Spot: Bulova Watch Co. (time signals-165); Joe Lowe Corp. for Popsicles (pgm-95). Writers: Jack Johnstone (Philip Morris, Joe Lowe); Max Marcin (Philip Morris); George Lowther (Sweets Co. of America). Producers: W. A. Tibbals and Jack Johnstone (Philip Morris); William Hammerstein (Sweets Co. of America).

BLACKETT-SAMPLE-HUMMERT, INC., 221 N. La Salle St., Chicago, Ill.; Dearborn 9900. President: Hill Blackett. Vice-President, Treasurer: J. G. Sample. Vice-Presidents: E. F. Hummert, L. D. Milligan, H. M. Dancer, O’Neill Ryan, Jr., P. G. Parker. Secretary: J. R. Lieber. Radio Director: Kirby Hawkes. Spot Time Buyer: Harlow Roberts. Branch Offices: 247 Park Ave., New York City (WI 2-2701); E. F. Hummert, vice-president. Network: General Mills for Softasilk (NBC Red-29), for Corn Kix (NBC Red-35), for Wheaties (Mutual-6); Procter & Gamble for Lava (NBC Red and Blue-31), for Oxydol (NBC Red-63, CBS-14); The Anacin Co. (CBS-51, NBC Red-38); The Bayer Co. for Bayer Aspirin (NBC Red-58, CBS-29); Personal Finance Co. (CBS-28); BiSoDol (NBC Blue-39, NBC Red-38); BiSoDol Tablets (NBC Red-24); A. S. Boyle Co. for Old English Wax (NBC Red-24, NBC Red-38); Chas. H. Phillips Chemical Co. for Cal-Aspirin (NBC Red-22); Edna Wallace Hopper for Restorative Cream and White Youth Pack (CBS-30, NBC Red-24); Kolynos Toothpaste (CBS-31, NBC Red-38); Midway Chemical Co. for Aero White and Fly-Ded (NBC Red-19), for Fly-Ded (CBS-30), for Freezone (NBC Red-19); Louis Philippe, Inc., for Angelus Rouge and Lipstick (NBC Red-19, CBS-30); Chas. H. Phillips Chemical Co. for Phillips’ Milk of Magnesia (NBC Red-57), for Toothpaste and Tablets (NBC Red-23, NBC Red-7), for Haley’s M-O (NBC Red-22); R. L. Watkins Co. for Dr. Lyon’s Toothpowder (NBC Red-32, NBC Blue-3, NBC Red-35); Wyeth Chemical Co. for Hill’s Cold Tablets (NBC Red-30), for Nose Drops (CBS-32). Network and National Spot (number of stations given for the following are total network and spot stations used): General Mills, Inc., for Bisquick, Wheaties and Corn Kix (NBC Red-64), for Corn Kix (NBC Red-59), for Wheaties (NBC Red-45); Procter & Gamble for Drefit (NBC Red-45), for Oxydol (CBS-26, NBC Red-143); Skelly Oil Co. (CBS-29); Wander Co. for Ovaline (NBC Red-36, NBC Red-10); The Anacin Co. (NBC Blue-49); B. T. Babbitt for Bab-O (NBC Red-26); Joe Lowe Corp. for Popsicles (CBS-76); Chas. H. Phillips Chemical Co. for Phillips’ Milk of Magnesia & Creams (NBC Red-46). National Spot: John F. Jelke Co. for Good Luck Margarine (ann-6); Procter & Gamble for Oxydol (pgm-2, pgm-7, news-15, pgm-5); Sears, Roebuck & Co. (pgm-47); Skelly Oil Co. (pgm-24); Wander Co. for Ovaline (ann-45); Bayer Aspirin (pgm-4); Personal Finance Co. (ann-4); Midway Chemical Co. for Fly-Ded (pgm-13); R. L. Watkins for Dr. Lyon’s Toothpowder (pgm-4). Local Spot: F & F Cough Drops (news-2); General Mills for Corn Kix (pgm-2, ann-1), for Corn Kix and Wheaties (football-2), for Gold Medal Kitchen-Tested Flour (pgm-2), for Wheaties (pgm-3); La Choy Food Products (pgm-1); Procter & Gamble for Drefit (pgm-1), for Lava (ann-3), for Oxydol (pgm-6, ann-3); Anacin (pgm-2, Hockey-1); Bayer Aspirin (pgm-1); A. S. Boyle Co. for Old English Wax (pgm-1); Chas. H. Phillips Chemical Co. for Cal-Aspirin (pgm-1); Childs Restaurants (pgm-1); J. C. Penney Co. (pgm-1);
ADVERTISING AGENCIES—Continued

Chas. H. Phillips Chemical Co. for Phillips’ Creams (pgm-1); R. L. Watkins for Dr. Lyon’s Toothpowder (pgm-1); Wyeth Chemical Co. (pgm-1). Writers: Mrs. Gertrude Berg, Thaddeus Borun, John Alcorn, Lee Gebhart, Orin Tovrov (P & G for Oxydol); Guila Adams, Mona Kent, Ferrin Fraser, Wallace K. Norman (Wander Co. for Ovaltine); Aline Ballard (Sears, Roebuck & Co., P & G for Lava); Caroline Ellis (General Mills for Tested Flour); Nat Hiken, Cliff Thomas (General Mills for Corn Kix); Leston Huntley (P & G for Dreyf); Day Keene (P & G for Dreyf, Wander Co. for Ovaltine); C. D. Morris & Associates (General Mills for Corn Kix, P & G for Oxydol); Talbot Mundy (General Mills for Wheaties); Margaret Sangster (General Mills for Softasilk); Al Shebel, James Waters (Skelly Oil); Irving Vendig (P & G for Lava). Producers: Mrs. Gertrude Berg, Walter Sikora, George Fogle; Walter Hart, director, C. D. Morris & Associates (P & G for Oxydol); Fritz Blocki (Skelly Oil); Fran Heyser (General Mills for Tested Flour); Jack Hurdle (General Mills for Corn Kix, Wander Co. for Ovaltine); Jack Mathae (Sears, Roebuck); Edwin H. Morse (General Mills for Softasilk, Wheaties); Wyn Orr, Courtney Savage (P & G for Dreyf); Brad Simpson (Wander Co. for Ovaltine); Alan Wallace (Ovaltine, P & G for Lava); Wynn Wright; Owen Crump, director, Warner Bros. Studios (General Mills for Corn Kix).

THE BLACKSTONE CO., 1270 Sixth Ave., New York City; CI 7-7890. Radio Director: Milton Blackstone.

BLITZ & SHORT, ADVERTISING, 301 Rothschild Bldg., Portland, Ore.; Beacon 5872. Partners: Arnold Blitz, Jr., Hal E. Short. Radio Director: Robert M. Bovee. Spot Time Buyer: Arnold Blitz, Jr. Local: Blitz-Weinhard Co. (wrestling-1, pgm-1, ann-3); Director’s Furniture Co. (ann-1); Hilaire’s Restaurant (ann-1); Imperial Hotel (ann-1); Kiddie Kolor Kontest (ann-2); Oregon Automobile Credit Corp. (ann-1). Writers: John Keating Co. (Oregon Automobile Credit Corp.).


BOTSFORD, CONSTANTINE & GARDNER, 115 S. W. Fourth Ave., Portland, Ore.; AT 8541. President: D. M. Botsford. Vice-President: Ray Andrews. Vice-President, Secretary: F. Coykendall. Vice-President, Treasurer: Merle Manly. Radio Director: Caryl Coleman. Branch Offices: 814 Second Ave. Bldg., Seattle; C. P. Constantine, vice-president. Russ Bldg., San Francisco; S. G. Swanberg, vice-president. Petroleum Securities Bldg., Los Angeles; John Weiser, vice-president. Network: Tillamook County Creamy Association (NBC Pacific Blue-5): Durkee Famous Foods (CBS-12); Gilmore Oil (NBC Pacific Blue-6). Spot: MacFarlane Candy Co. (ann-8). Local: Esben cott Laboratories (ann-1); Glass Container Association (ann-1); MacFarlane Candy Co. (pgm-1); Richmond Chase Co. (ann-1); Gilmore Oil (ann-2); Riverside Dairymen’s Association (ann-1).

BOWMAN & COLUMBIA, INC., 155 East 44th St., New York City; MU 2-8260. President: C. Luckey Bowman. Executive Assistant: Martin Munzer, Jr. Vice-President: Curtis F. Columbia. Network: McKesson & Robbins for Calox Toothpowder, Solid Albolene, Soretone (CBS-10). (Note: This information was not supplied by the agency, hence further details are not available).

BOZELL & JACOBS, INC., 510 Electric Bldg., Omaha, Nebr.; Jackson 2261. President, Treasurer: Leo E. Bozell. Vice-President, Secretary: Morris E. Jacobs. Vice-President, General Manager: F. C. Miller. Vice-President: R. H. Wensberg. Radio Director: None; handled by account executives. Branch Offices: 122 S. Michigan Ave., Chicago (Wabash 2292); Nathan E. Jacobs, vice-president and general manager. 411 Traction Terminal Bldg., Indianapolis (Lincoln 6326); Ernie Lundgren, vice-president and general manager. 717 Southern Standard Bldg., Houston (Fairfax 4106); D. C. Schnabel, president, treasurer. Elby Rominger, vice-president, general manager. Spot: Nebraska Power Co. (pgm-2); Standard Furnace & Supply Co. (ann-3); Uncle Sam Breakfast Food Co. (ann-5); Muehlebach Brewing Co. (pgm-1, ann-4). Local: Iton-Barmettler Biscuit Co. (pgm-1); Occidental Bldg. & Loan Assn. (pgm-1); Yellow Cab & Baggage Co. (ann-1); Fontenelle Brewing Co. (pgm-1, ann-1); Metropolitan Utilities (pgm-1).

ARTHUR BRAITSCH, ADVERTISING, 1017 Hospital Trust Bldg., Providence, R. I.; Dexter 5313. Proprietor: Arthur Braitsch. Space Buyer, Account Executive: John A. Lorimer. Secretary: Frances Whalen. Radio Director, Talent,
Continuity and Script Buyer: Arthur Braitsch. Spot Time Buyer: John A. Lorimer. Regional Network: Narragansett Brewing Co. (news, Yankee Network-16). Local Spot: Rhode Island Ice Co. (ann-4); Frances Waterman, Inc. (ann-4); Weybosset Markets (ann-3); New England Upholstery Co. (ann-1); Weinberg Canadian Fur Co. (ann-1); C. I. Biguey Construction Co. (ann-1); Interstate Navigation Co. (ann-2); MacDonald Furniture Co. (ann-2); Rhode Island Hospital National Bank (ann-1); Sportman’s Show (ann-8). Local: Narragansett Brewing Co. (news-2); Morris Plan Co. of Rhode Island (pgm-1); Citizens Savings Bank (pgm-1); Heilborn Shoe Co. (pgm-2). Writer, Producer: Fred Friendly (Citizens Savings Bank).


BREWER-WEEKS CO., 564 Market St., San Francisco, Calif.; DOUG 8284. President: F. T. Weeks. Secretary, Treasurer: W. A. Brewer. Director of All Radio Activities: W. A. Brewer. Regional and Spot: Political (pgm-12). Spot: Palace Hotel (ann-15). Local: Pacific Brewing & Malting Co. (pgm-1); Berkeley Chamber of Commerce (ann-1); Fontana Food Products (news-1).


BROOKE, SMITH & FRENCH, INC., 82 Hancove Ave., E., Detroit, Mich.; Columbia 0860. Chairman of the Board: Charles W. Brooke. President: Willard S. French. Executive Vice-President, Secretary, Treasurer: Guy C. Smith. Radio Director: H. H. Ohlmacher. (Note: This information was not supplied by the agency, hence further details are not available).


ADVERTISING AGENCIES—Continued

Soap Co. (pgm, ann, news-82); Remington Rand for Portable Typewriters (news-30); Sitroux Co. for Facial Tissues (pgm-3). Local: Hartz Mountain Canaries (pgm-1).


ADVERTISING AGENCIES—Continued

CAMPBELL-EWALD CO., INC., General Motors Bldg., Detroit, Mich.; Trinity 2-6200. President: H. T. Ewald. Radio Director: J. H. Neebe. Branch Offices: 230 N. Michigan Ave., Chicago (Central 1946); John Tiogo, vice-president. 723 Petroleum Securities Bldg., Los Angeles (Prospect 1275); S. S. Arnett, manager. Claus Spreckels Bldg., San Francisco (Douglass 5670); R. V. Dunne, manager. (Note: This information was not supplied by the agency, hence further details are not available.)


THE CAPLES CO., 230 Park Ave., New York City; MU 6-6500. President: R. C. Caples. Vice-President: Albert Woodley. Vice-President, Secretary, Treasurer: R. N. Hartsing. Radio Director: Ernest F. Bader (Los Angeles). Spot Time Buyers: Ruth D. Folster (New York); Miss M. Cronk (Los Angeles). Branch Offices: 225 E. Erie St., Chicago (Superior 6016); R. N. Hartsing, vice-president in charge. 1416 Dodge St., Omaha (Jackson 1107); L. M. Branch, manager. 412 West 6th St., Los Angeles (Prospect 1542); William P. Pearre, manager. Spot: Railway Express Agency, Inc. (ann-46); Railroad Federal Savings & Loan Association (ann-1); Union Pacific Railroad (pgm-16, pgm-70); Sun Valley Lodge (ann-1). Writer: Carveth Wells (Union Pacific).


CECIL, WARWICK & LEGLER, INC. See Cecil & Presbrey, Inc., and Warwick & Legler, Inc.


CESANA & ASSOCIATES, LTD., 418 Monadnock Bldg., San Francisco, Calif.; Exbrook 8572. Executives: Renzo Cesana, Carl H. Brockhagen. Director of All Radio Activities: Carl W. Pierce. Net-
ADVERTISING AGENCIES—Continued


C. P. CLARK, INC., 2411 West End Ave., Nashville, Tenn.; 7-6602. President: C. P. Clark. Vice-President: Herbert Armstrong. Secretary-Treasurer: D. G. Goodwin. Branch Office: Gottschaldt-Humphrey, Inc., Norris Bldg., Atlanta, Ga.; Bruce Moran, executive vice-president in charge (all stock in this company owned by C. P. Clark, Inc.). National Spot: Standard Candy Co. for Belle Camp Chocolates (pgm-5). Local: O' Bryan Bros., Inc., for Duck Head Overalls (pgm-1); Tennessee Automobile Insurance Co. (ann-1); American National Bank (pgm-1); Dietro Products Co. (ann-1); Family Photograph Co. (pgm-1).


COCKFIELD, BROWN & CO., LTD., 224 Canada Cement Co. Bldg., Montreal, Que.; HA 4171. President: G. W. Brown. Vice-President: T. L. Anderson. Managing Director: H. R. Cockfield. Treasurer: G. C. Hammon. Secretary: J. A. Ryan. Radio Director, Talent Buyer: E. W. McQuillan. Spot Time Buyer: H. R. Conway. Continuity and Script Buyer: F. W. Gross. Branch Offices: Metropolitan Bldg., Toronto, Ont.; T. L. Anderson, vice-president in charge. Electric Railway Chambers, Winnipeg, Man.; H. Lavender in charge. Royal Bank Bldg., Vancouver, B. C.; Jeffry Brock in charge. Brettenham House, Lancaster Place, London W. C. 2, England; Eric Choyce in charge. Network: Bell Telephone Co. (pgm-18); Molson's Brewery, Ltd. (pgm-3); The Murphy Co., Ltd. (pgm-5); Canada Packers, Ltd. (5 mins-4); Maple Leaf Milling Co., Ltd. (pgm-25); Pure Gold Mfg. Co., Ltd. (pgm-13); B. F. Goodrich Co. (pgm-3). National Spot: Canadian Marconi Co. (ann-35); Ex Lax, Ltd. (ann-6); Northern Electric Co., Ltd. (ann-30); Miles Laboratories, Ltd. (pgm-14); Blue Ribbon, Ltd. (ann-7); Cluett Peabody (ann-6); Simmons Co. (ann-10). Local: Canada Cement Co., Ltd. (pgm-1); Canadian Laco Lamps, Ltd. (ann-1); Crescent Creamery Co., Ltd. (pgm-2); E. Griffiths Hughes, Ltd. (pgm-1); Dooler & Co. (ann-1); Sterling Distributors, Ltd. (pgm-1); Toronto Star Weekly (ann-1); Burns & Co. (pgm-1); National Biscuit & Confection Co., Ltd. (ann-1).

ADVERTISING AGENCIES—Continued


THE CONDON CO., INC., 1021 Washington Bldg., Tacoma, Wash.; MA 3483. President: John Condon. Directors of All Radio Activities: John Condon, Victor Kaufman. Local: J. E. Burkeimer Mfg. Co. (ann-1); Brad-Lee, Inc. (ann-1); Buckley-King Funeral Service (ann-1); Cammarano Bros. (ann-2); Harold E. Dahl Co. (ann-1); A. G. "Dusty" Hoskins (ann-1); Jordan Baking Co. (pgm-1, ann-1); Mueller-Harkins (ann-1); Mecca Cafe (ann-1); W. H. Opie & Co. (ann-1); Puget Sound National Bank (ann-2); Sanitary Infant Dairy Products (ann-1); Tacoma Hotel (ann-1); Tacoma Secretarial School (ann-1); Walker Chevrolet Dealers (ann-1); Western Furnaces, Inc. (ann-1); Olympic Dairy Products (pgm-1); Smith Bros. Bakery (ann-1).


ning Co. (pgm-22). Regional Spot: Western Grocer Co. (pgm-6). Local: Bankers Trust Co. (ann-1); Central Service Co. (pgm-1); Chase Investment Co. (ann-2); Cowrie Furs (pgm, ann-3); Oelwein Chemical Co. (farm news-1); Yellow Cab Co. (ann-2).

COWAN & DENGLER, INC., 1250 Sixth Ave., New York City; CI 7-6190. President: Stuart D. Cowan. Vice-President, Secretary, Treasurer: H. W. Dengler. Spot Time Buyer: Ralph H. Bain. Spot: Forhan's Toothpaste (5 mins and ann-44); Armstrong Rubber Co. (ann-3). Local: Burry Biscuit Corp. (pgm-1). Writers: John Casey (Forhan's); Josephine Felts (Burry Biscuit); Charles J. Cutajar (Armstrong Rubber).

THE CRAMER-KRASSELT CO., 733 N. Van Buren St., Milwaukee, Wis.; Daly 3500. Chairman of Board: W. A. Krasselt. President: A. W. Seiler. Secretary, Treasurer: C. T. McElroy. Radio Director, Spot Time and Talent Buyer: J. E. Giebisch. Continuity and Script Buyer: Sandra Michael. Spot: Dr. W. B. Caldwell, Inc. (pgm-56); Gillette Rubber Co. (pgm-17); Condon Bros. (pgm-7); Plankinton Packing Co. (ann-17); Norge (ann-placed by local dealers). Local: Higgins Supply Co. (ann-1); Dr. W. D. LeGear Medicine Co. (pgm-1). Writer: Sandra Michael (Dr. W. B. Caldwell, Inc.)

CHET CRANK, INC., 950 Broadway, Los Angeles, Calif., FE 9111. President: Chet Crank. Vice-President: Dave Marks. Secretary: A. J. Nack. Radio Director, Spot Time Buyer: Mack Crank. Spot: Brown's (ann-4); Santa Monica Land & Water Co. (ann-3); National Orange Show (ann-6); Los Angeles Motor Car Dealers (ann-4). Local: Petrol Corp. (pgm-1).

CRITCHFIELD & CO., 720 N. Michigan Ave., Chicago, Ill.; Superior 3061. President: Scott S. Smith. Vice-Presidents: W. Frank McClure, E. P. Nesbitt, C. C. Greene, Scott Smith, Jr. Secretary: R. C. Scrymiger. Treasurer: N. W. Smith. Director of All Radio Activities: M. E. Blackburn. Network: Moody Bible Institute (Mutual-9); Wheeling Steel Corp. (Mutual-23). Spot: Aero Industries Technical Institute (pgm and 5 mins-13); Chicago Technical College (pgm and 5 mins-30); Hemphill Diesel Schools (5 mins-23); Thermo Air-Conditioning Institute (pgm and 5 mins-37); Vocational Service (pgm and 5 mins-3); Wonder Lake Syndicate (pgm-3). Local: Hemphill Diesel Schools (pgm-1); Letz Mfg. Co. for Feeders (5 mins-1); Look Magazine (pgm-1) Nah-
gan Bros., Inc., for Carpets (ann-1); Wright & Lawrence Co. for Cosmetics (pgm-1).

SAMUEL C. CROOT CO., INC., 28 West 44th St., New York City; BR 9-2508. President: Samuel C. Croot. Vice-Presi-
dents: Robert D. Merrill, William Krue-
ger. Network: Winter & Co. for Musette
Pianos (Mutual-2). (Note: This infor-
mation was not supplied by the agency).

D'ARCY ADVERTISING CO., Missouri
Pacific Bldg., St. Louis, Mo.; Centrat
6700. President: W. C. D'ArCY. Vice-
Presidents: J. F. Oberwinder, A. L. Lee,
P. J. Orthwein, E. H. Turner, J. Y.
Secretary, Treasurer: C. C. Pangman.
Space Buyer: F. C. Weber. Branch
Offices: 515 Madison Ave., New York
City (Eldorado 5-3765); F. W. Coste,
vice-president. Terminal Tower, Cleve-
lンド; S. P. Seward, manager. 310 North
Ave., N. W., Atlanta; W. Pflueger. 90
Broadview St., Toronto, Ont.; G. P. A-
tenbernd, manager. Network: Coca-Cola
Co. (CBS-94).—Regional; Anheuser-
Busch, Inc. (Texas State Network-21).
Spot: Coca-Cola Co. (pgm-150). Local:
Pevely Dairy Co. (pgm-3); Western
Cardtage Co. (pgm-3).

JMM DAUGHERTY, INC., 211 N. 7th St.,
St. Louis, Mo.; Main 0790. President:
James M. Daugherty. Secretary-Treas-
urer: Pauline Otto Daugherty. Director
of All Radio Activities: James M. Daugh-
erty. Local: St. Louis Dairy Co. (pgm-1).

DAVID, INC., ADVERTISING AGENCY,
W-3173 First National Bank Bldg., St.
Paul, Minn.; GA 3872-3-4. President-
Treasurer: Quentin J. David. Secretary:
Roger H. David. Vice-President: John C.
Fabbri. Radio Director: Angeline Cle-
ment. Spot Time Buyer: Gerald F. Con-
way. Branch Offices: 410 White Bldg.,
Seattle; Carl Cleveland, in charge. 1025
Monadnock Bldg., San Francisco; R. H.
Watters, in charge. Local: Koppers Coke
(news-1, ann-1); Stott Briquets, coal
products (football previews-1, weather
reports-1, ann-6); Ballard’s & Skellet’s
Transfer & Storage (station breaks-1);
Hotel St. Paul (ann-1); Associated Gar-
ages (ann-1); Hilex, bleach (ann-1); Min-
nesota Macaroni (ann-2, pgm-3); Minne-
haha Cleaners (pgm-1). Writers: Angeline
Clement (Koppers Coke, Stott Briquets,
Ballard’s & Skellet’s, Minnehaha Clean-
ers, St. Paul Hotel, Associated Garages),
Josephine Mack (Minnehaha Cleaners).

MARIO DE BIASI ADVERTISING
AGENCY, INC., 51 Chambers St. New
York City; WO 2-7093. President: A. de
Biasi. Vice-President: P. de Biasi. Treas-
urer: E. de Biasi. Radio Director: A. de
Biasi. Spot Time and Talent Buyers: A.
de Biasi, A. Mauro. Network and Local:
Gambrelli & Davitto (Mutual-3, news-
1).

JOHN L. DE BRUEYS, ADVERTISING,
Ben Milam Hotel, Houston, Tex.; Capitol
2241. Owner: John L. de Bruyes. Radio
Director: John L. de Bruyes. Spot: Hou-
ston Packing Co. (ann-7). Local: A-B-C
Stores, Inc. (pgm-1).

IRA E. DE JERNETT ADVERTISING
SERVICE, 1621 Cotton Exchange Bldg.,
Dallas, Tex.; 2-2620. Owner, Space Buy-
er: Ira E. De Jernett. Radio Director:
Violet Short. Spot Time and Talent Buy-
er: Ira E. De Jernett. Regional: Employ-
ers Casualty Co. (Texas Quality-4, plus
(ann-2); Metropolitan Building & Loan
(ann-2); Dallas Morris Plan Bank (ann-
3); Padgitt Bros. Co. (ann-3); Darver’s
Babyland & Junior Shop (ann-1).

RALPH L. DOMBROWER CO., INC., 210
E. Franklin St., Richmond Va.; 3-111-3.
President, Treasurer: Ralph L. Dom-
brower. Vice-President: Morton L. Wal-
lerstein. Secretary: H. D. Britt. Space
Buyer: Dorothy Fowler. Art Director: J.
H. R. Pickett. Radio Director, Spot Time,
Script and Continuity Buyer: E. I. Wal-
lberstein. Branch Office: Woodward Bldg.,
Washington, D. C.; Philip Rosenfeld,
manager.

DONOHUE & COE, INC., 1270 Sixth Ave.,
New York City; CO 5-4252. President:
E. J. Churchill. Vice-Presidents: A. B.
Churchill, Lynn B. Clarke, Charles F.
Hanser, E. I. LaBeaume, Robert E. Rine-
hart. Secretary: O. A. Kingsbury.
Treasurer: William D. Patterson. Space
Buyer: Jack B. Peters. Art Director:
William H. Schneider. Account Execu-
tives: L. P. Bott, Jr., Rufus Choate, Mar-
jorie Hyndman, Samuel Lanham, James
J. Maloney, Lloyd G. Seilham. Radio Di-
rectors: Clifford Strohl, Fred F. Waters.
Branch Office: 411 Hurt Bldg. Atlanta
(Main 5662); Harry L. Morrill, vice-
president. Network: National Ice Adver-
tising, Inc. (NBC Red-57). Spot: Scholl
Mfg. Co. (ann-12); Glad Bag Products
Co. (chain breaks-4); Angostura-Wup-
perman Corp. (participation-5); Atlantic
Ale & Beer (chain breaks via list of 22
stations).

JOHN C. DOWD, INC. (formerly Dowd &
Ostreichel), 1059 Park Square, Boston,
THE JOHN H. DUNHAM CO., 333 N. Michigan Ave., Chicago, Ill.; State 0511. President: John H. Dunham. Vice-President, Treasurer: J. Carleton Jones. Network: Chamberlain Laboratories (CBS-number of stations not available from network records). (Note: This information was not supplied by the agency, hence further details are not available).

ELLIS ADVERTISING CO., Ellis Bldg., 3053-57 Main St., Buffalo, N. Y.; University 4591. Partners: Michael F. Ellis (sales), Jerome R. Ellis (production). Account Executives: Henry Well, John Adema. Art Department: Art Wakefield. Radio Director: Jerome R. Ellis. Branch Office: Dominion Bldg., 465 Bay St., Toronto, Ont.; Abbey Muter, Jack Culliner. Spot: Liqui-Veneer Corp. for Polish (ann-2); Bar Associations (pgm-4). Local: Nemmer Furniture (sports pgm-3); Household Outfitting (ann-3); Cornblums (ann-1); Postmantur's (pgm-1); Buffalo Optical Co. (5 mins and ann-3); John Hendrich Co. (pgm'and 5 mins-2); Peoples Collateral Loan Corp. (5 mins-1); Ulbrich's (ann-1); Motor Tire & Appliance Stores (ann-1); Pfieffers Restaurant (ann-1); Adler's (5 mins-1); Frank & Lesswing (ann-1); Glickstein (pgm-1); Independent Wallpaper (ann-3); Bell Credit Clothing (pgm-1); Frank Wolf, Inc. (news and ann-2); Moskins Credit Clothing (pgm-1); Stewart's Clothing (ann-1); Weed & Co. (ann-1).


ERWIN, WASEY & CO., INC., 420 Lexington Ave., New York City; MO 4-8700. President: L. R. Wasey. Vice-President: Owen B. Winters. General Manager: Howard D. Williams. Art Director: Paul Newman. Radio Director: To be appointed. Spot Time Buyer: Tom Carson. Talent, Continuity and Script Buyer: Gager Wasey. Branch Offices: 230 N. Michigan Ave., Chicago (Randolph 4952); Roy Marshall, in charge. Security Bldg., Minneapolis (Atlantic 1233); Mac Martin, in charge. 714 West 10th St., Los Angeles (Prospect 5317); H. A. Stebbins, in charge. 333 Montgomery St., San Francisco (Exbrook 7004); H. A. Stebbins, in charge. Skinner Bldg., Seattle (Maine 6435); Warren Kraft, in charge. Network: Lydia Pinkham Medicine Co. (Mutual-9, Mutual-90); Murdoch Co. (NBC Blue-40); Carnation Co. (NBC Red-59); Aurora Laboratories (Mutual-9). Regional: Hecker H-O (Yankee Network: 2 pgms-7); Aurora Laboratories (Don Lee-24). Spot: Mustero Co. (ann-10); Olive Tablets (ann-6). Local: Barbason Co. (pgm-1); Kreml (pgm-1); Carnation Co. (pgm-1, pgm-1); Consolidated Cigar Co. (pgm-1, 5 mins-1, news-1). Writers: Stella Unger and M. Sayle Taylor (Lydia Pinkham), Carson Robison (Musterole). Producers: Car-
son Robison (Musterole), Roy Post (Consolidated Cigar).


ALBERT EVANS & LE MAY, 816 Dan Waggoner Bldg., Fort Worth, Tex.; 2-4184. Radio Director: Victor LeMay. Spot Time Buyer: Ed Hamann. Branch Office: Dallas, Tex. (Dallas-24586); Albert Evans, Jr., in charge. Spot: King Candy Co. (ann-3); Lycar Co. (ann-2). Local: Universal Mills (pgm-1).

FAIRALL & CO., Paramount Bldg., Des Moines, Ia.; 3-5255. President: L. R. Fairall. Radio Director: C. R. Dudley. Spot Time and Talent Buyers: C. R. Dudley, J. S. McLaren, L. R. Fairall. Regional: Look Magazine (ann, Yankee Network-16). Spot: Sargent & Co. (5 mins-8); Colonial Bread (pgm-4); Employers Mutual (pgm-3); Sidles Co. (ann-2); Burch Biscuit (ann-3); Christian Science Commission (pgm-5); Associated Serum Producers (ann-17); Taunney McGinn Hotels (ann-4); Look Magazine (news-1).


ROBERT G. FIELDS & CO., Bennie-Dillon Bldg., Nashville, Tenn.; 6-1977. President: Robert G. Fields. Secretary: R. H. Lane. Radio Director: Robert G. Fields. Local: St. Bernard Coal Co. (pgm-1); Southern Coal & Coke Co. (news-1); Tennessee Products Corp. (ann-1); Nashville Pure Milk Co. (ann-1); Ice Refrigeration Agency (ann-1).

FIRST UNITED BROADCASTERS, 201 N. Wells St., Chicago; Randolph 7800. Managing Director: Hugh Rager. Vice-President: Homer Hogan. Foreign advertising: Harry Kopin. National Spot: Utilities Engineering Institute (pgm-45); Willard Tablet Co. (pgm-17); Piowaty Bros., Inc. (ann-1); Wizard Products Co. (ann-2); American-Chiffon Hosiery Co. (ann-7); Whitcomb Sulphur Springs Hotel (ann-10); National Refund Co. (ann-5). Local: Walton Motors, Inc. (ann-1); Protective Health Foundation (ann-1).


ADI\-TERING AGENCIES—Continued

(pgm-3); Dixie Brewing Co. (ann, sports review, baseball scores-3). Local: Louisiana Power & Light Co. (pgm-1). Writers: Ted Maxwell (scripts for Wesson Oil & Snowdrift); Roy M. Schwarz (commercial continuity for all programs).


JEAN SCOTT FRICKELTON, 1355 Market St., San Francisco, Calif.; Hemlock 6030. Radio Director: Jean Scott Frickleton. Spot: Gas Appliance Society of California (ann-25); Electric Appliance Society of Northern California (ann-22); 5 mins and ann-1. Writer, Producer: Donald Dudley.

HARRY M. FROST CO., INC., 260 Tremont St., Boston, Mass.; Liberty 0813-4-5; 0748. President: Karl M. Frost. Secretary: Harvey P. Newcomb. Treasurer: Harry M. Frost. Assistant Treasurer: Edith G. Robinson. Space Buyer, Production Manager: Harold E. Bessom. Art Director: Reginald A. Maurer. Copy Chief: Victor P. Klefbeck. Radio Director: Harvey P. Newcomb. Spot Time, Talent, Continuity and Script Buyers: Karl M. Frost, Harvey P. Newcomb. Regional: Cranberry Canners, Inc. (Yankee Network: news-6, ann-7); Democratic State Committee (Yankee Network and local pgm-17); Durkee-Mower, Inc., for Marshmallow Fluff and Sweeco (Yankee Network: pgm-6, ann-16); W. H. Graham Corp., Undertakers (Yankee Network pgm-2); Independent Taxi Operators Association (Yankee Network pgm-8). Spot: Campbell-Fairbanks Expositions, Inc., for Sportsmen's Shows (pgm-3, ann-20); Cold Springs Brewing Co. (ann-4); Cranberry Canners, Inc. (ann-5); Durkee-Mower, Inc. (ann-7); Jordan-Marsh Co., Department Store (ann-7); Boston Auto Show (ann-4); Brockton Fair (ann-7). Local: James A. Alward & Sons for I-Car-De Mayonnaise (ann-1); Bankers Finance Corp. (ann-1); Boston Globe (ann-1); Clover Farm Stores (ann-1); Cushman Bakery (pgm-1); Casa Manana Restaurant (ann-1); Daggett Chocolate Co. (ann-1); Dennison Airport (ann-1); Gentes Baking Co. (ann-1); Haines Creak, Inc., for Ice Cream (ann-1); Independent Taxi Operators Association (ann-2); Howard D. Johnson Co. for Ice Cream and Restaurants (ann-3); Paine Furniture Co. (ann-2); George E. Warren Corp., for Coal (ann-1); Schick Razor Co. (ann-1).

FULLER & SMITH & ROSS, INC., 71 Vanderbilt Ave., New York City; MU 6-5600. Branch Office: 1501 Euclid Ave., Cleveland (Cherry 6700). Network: Westinghouse Electric & Mfg. Co. (NBC Blue-successively 84 and 79). (Note: This information was not supplied by the agency, hence further details are not available).


Radio Directors, Talent, Continuity and Script Buyers: Roland Martini (New York), Charles E. Claggett (St. Louis).

Spot Time Buyers: E. A. Schuilenburg, Charles H. Gardner. Branch Offices: 9 Rockefeller Plaza, New York City (5-2000); H. S. Gardner, chairman of the board; Roland Martini, vice-president.

1419 Heyburn Bldg., Louisville, Ky. (Jackson 3328); Warren Schwengel, manager. 2238 LaSalle-Wacker Bldg., Chicago (Franklin 5295); C. L. Menser, manager, radio promotion department.

Network: Falstaff Brewing Corp. (NBC Red-23); Pet Milk Co. for Pet Irradiated Milk (CBS-63, CBS-54); Ralston Purina Co. for Ralston (NBC Red-35), for Ralston (NBC Blue-24), for Shredded Ralston (CBS Pacific-7, NBC Blue-61).

Spot: J. A. Folger & Co. for Folger Coffee (pgm-22, pgm-7); Falstaff Brewing Corp. (ann-46); Pet Milk Co. (pgm-19); Ralston Purina Co. for Purina Feeds (pgm-94); Union Biscuit Co. for Princess Biscuits (pgm-3). Local: Union Biscuit Co. (pgm-1); St. Louis Independent Packing Co. for Mayrose Meats (pgm-1). Writers: Leonard T. Holton (Shredded Ralston); Melvin P. Wamboldt (Ralston); William Meredith (Purina Feeds) Irving Vendig, Courtenay Savage (Folger Coffee). Producers: C. L. Menser (Shredded Ralston); Melvin P. Wamboldt (Shredded Ralston, Falstaff Brewing, Ralston, Purina Feeds, Folger Coffee); Anne Seymour (Folger Coffee).

SIDNEY GARFINKEL ADVERTISING AGENCY, 703 Market St., San Francisco, Calif.; EX 3420. President: Sidney Garfinkel. Vice-President: Donald Manchester. Network: Euclid Candy Co. of California (CBS Pacific-9). Local: Euclid Candy Co. of Illinois (pgm-1); Kay Jewelry Co., of Oakland (pgm-1); Kay Jewelry Co., of Long Beach (pgm-1); Remar Baking Co. (pgm-2); Graven-Ingels Baking Co. (pgm-2); C. H. Baker Co. (pgm-1); Continental Hotel (ann-2); Log Cabin Baking Co. (pgm-2); El Dorado Brewing Co. (ann-1); United Meat Co. (pgm-1). Writers: Knox Manning (Euclid Candy Co. of California); Walter Guild (Remar Baking Co.); Scott Weakley (Kay Jewelry Co., of Oakland).


J. J. GIBBONS, LTD., 159 Bay St., Toronto, Ont., Canada; Elgin 2111. President, Managing Director: J. J. Gibbons. Vice-Presidents: H. M. Tedman, R. A. Sta-
ADVERTISING AGENCIES—Continued

GILLHAM ADVERTISING AGENCY, 220
Continental Bank Bldg., Salt Lake City, Utah; Wasatch 1347. President, Treasurer: M. C. Nelson. Vice-Presidents: J. Y. Tipton, Lon Richardson. Secretary: Genevieve Hunt. Radio Director: J. Y. Tipton. Spot Time Buyer: A. W. Rogers. Radio Copy: J. Y. Tipton, Genevieve Hunt, Lon Richardson. Spot: Excelcis Beauty Salon (ann-7); Sweet Candy Co. (pgm-4); Sego Milk Products Co. (pgm-2); Utah Oil Refining Co. for Vico Motor Oil and Pep 88 Gasoline (ann-2). Local: Cloverleaf Dairy (ann-2); Colville Ice Cream Co. (ann-2); Excelcis Beauty Salon (pgm-1); Mountain Fuel Supply Co. for Natural Gas and Gas Appliances (ann-3); Fisher Brewing Co. (ann-1); Ogden First Federal Savings & Loan Assn. (ann-1); Ogden Troy Laundry (5 mins-1); Pacific State Cast Iron Pipe Co. for Super-Heater and Pipe (ann-2); Peoples Finance & Thrift Co. (5 mins, ann-1); Dr. Pepper Bottling Co. (ann-1); Sego Milk Products Co. (pgm-1); Royal Baking Co. for Bread and Cakes (ann-3); United States Fuel for King Coal (news-1); Troy Laundry (5 mins-1); Tracy Loan & Trust Co. (ann-1); Walker Bank & Trust Co. (ann-1). Writers: Gladys W. Pinney (Sweet Candy Co.), agency staff writers (all other clients). Producers: Louise Hill Howe (Sweet Candy Co.), Edith Abbott (Sego Milk Products Co.)

BERT S. GITTINS, ADVERTISING, 739


RAY K. GLENN ADVERTISING, 1366

FRANCIS K. GLEW, ADVERTISING,

GLICKSMAN ADVERTISING CO., INC.,
400 Madison Ave., New York City; PL 8-0716. President: Joseph Glucksman. Network: Adam Hat Stores (NBC Blue-53). (Note: This information was not supplied by the agency, hence further details are not available.)


GOTHAM ADVERTISING CO., 2 West 46th St., New York City; LO 5-2616. President: G. Ellsworth Harris. Executive Vice-President: Duncan D. Sutphen. Secretary, Treasurer: Arthur A. Kron. Radio Director, Talent, Continuity and
ADVERTISING AGENCIES—Continued


GRANT ADVERTISING, INC., Gulf States Bldg., Dallas, Tex.; 2-5082. President: Will C. Grant. Branch Office: Palmolive Bldg., Chicago (Superior 1986). Network: Mars, Inc., for Chocolate Bars (NBC Blue-20); Vanette Hosley Mills (NBC Blue-12). (Note: This information was not supplied by the agency, hence further details are not available.)

JAMES A. GREENE & CO. See Tucker Wayne & Co., Inc.

GRIFFITH ADVERTISING AGENCY, 317 Times Bldg., St. Petersburg, Fla.; 4511. General Manager: T. M. Griffith. Account Executives: Robert F. Bullard, O. D. Dyer, Charles Dove. Radio Director: Robert F. Bullard. Spot: Pensacola Chamber of Commerce (ann-4); Daytona Beach Chamber of Commerce (ann-3); Clearwater Chamber of Commerce (ann-5); St. Petersburg Chamber of Commerce (ann-6); Silver Springs (ann-3). Local: Pinellas Lumber Co. (pgm and 5 mins-1); First Federal Savings and Loan (5 mins-1).


GROVES-KEEN, INC., 401 Bona Allen Bldg., Atlanta, Ga.; Walnut 4517-18. President: J. L. Groves, Jr. Secretary-Treasurer: Charlton Keen. Director of All Radio Activities: Norman Frankel. Spot: Bona Allen, Inc., for Shoes (ann-4); John B. Daniel Co. for Cough Syrup (ann-4). Local: Economy Auto Stores (ann-2); McCord Stewart Co. for Coffee (ann-2); New Yorker Gingerale Co. (ann-1); Atlanta Hotel (ann-1); W. O. Pierce Dairy (ann-2).


H. S. G. ADVERTISING AGENCY, INC., 19 East 53rd St., New York City; WI 2-3338. President, Treasurer: Harry S. Goodman. Vice-Presidents: H. Krelstein, A. Schloss. Secretary: H. Knuth. Director of All Radio Activities: Harry S. Goodman. Branch Office: 134 N. LaSalle St., Chicago; H. Knuth, secretary in charge. Local: Penn Furniture (pgm-1); Frontier Fuel Oil Corp. (pgm-1); Chattanooga Gas Co. (pgm-1); L. Fish Furniture Co. (pgm-1); Schulze Baking Co. (pgm-1); Equity Savings & Loan (pgm-1); Oswald Jaeger Baking Co. (pgm-1); Warsaw Brewing Corp. (pgm-1); Barnett Furniture (pgm-1); D. H. Holmes Co. (pgm-1); Ludwig Baumann (pgm-1); Southern Breweries, Norfolk (pgm-1); Southern Breweries, Richmond (pgm-1); May Stern & Co. (pgm-1); Fisher Flouring Mills (pgm-1); Will Sales (pgm-1); Liberty Fire Insurance (pgm-1); Eckert Brewing (pgm-1); Sakowitz Bros. (pgm-1); Interstate Finance (pgm-1); Square Deal Miller (pgm-1); Sam’s Cut Rate (pgm-1); K & B Packaging & Provision (pgm-1); E. M. Kahn & Co. (pgm-1); Ohio State Federal Savings & Loan (pgm-1); Morrey’s (pgm-1); Glick Furniture (pgm-1); Queens City Bottling (pgm-1); Weills (pgm-1); Red Top Brewing (pgm-1); Cardozo & Bro. (pgm-1); Miller Auto Co. (pgm-1); Pacific Brewing & Malting (pgm-1); Karotkin Furniture (pgm-1); Schwabacher Bros. (pgm-1); Merchants Coffee Co. (pgm-1); Fowler, Dick & Walker (pgm-1); Lansburgh & Bro. (pgm-1); Wilshire Oil (pgm-1); Peerless Furniture (pgm-1); Nehi Beverage.
HANSEN-WILLIAMS, INC., 267 Fifth Ave., New York City, MU 5-1737. *Network:* Ramsdell, Inc., for Sulphur Cream (Mutual-2). (Note: This information was not supplied by the agency, hence further details are not available.)

HALLMAN Advertising Agency, 983 Main St., Hartford, Conn.; 5-4883. *Executives:* M. H. Hallman, Robert Eckleson, Florence Trazzini, Arthur Gould. *Radio Directors:* Arthur Gould, M. H. Hallman. *Spot Time Buyer:* Robert Eckleson. *Talent, Continuity and Script Buyer:* M. H. Hallman. *Spot:* Sally’s Fur Studio (pgm-2, ann-6); Pag Laboratories for Cosmetics (ann-9); Helen Beauty Co., for Beauty Preparations (ann-5); State Theatre, Inc. (pgm, ann-4); Kay Jewelry Co. (pgm, ann-6); Cherry Park, for Amusements (ann-7); Chanticler Inn for Taverns (ann-4); Scott Furriers (ann-6); Arrow Lines for Travel Busses (ann-3). *Local:* Herrup’s Furniture (pgm, ann-3); Atlas Cleaners (ann-2); Helen Beauty Shops (ann-1); Frederick Beauty Shops (ann-1); Allen Cut Rate Perfumery (pgm-1); Fashions Centre (ann-3); Dr. J. F. Fagan, Dentist (ann-3); Hygrade Oil Co. (ann-2); Loew’s Theatres (ann-2); Rose Marie Beauty Shops (ann-2).


HART-CONWAY CO., INC., Genesee Valley Trust Bldg., Rochester, N. Y.; Main 2073. *President:* H. L. Hart. *Vice-President:* H. E. Kennedy. *Secretary:* M. B. Hart. *Radio Director:* John P. Street. *Local:* Levis Music Stores (pgm-2); Doyle Gas & Oil Corp. (sports review-2); Chapin-Owen Co. (pgm-2); L. C. Forman Co. (ann-2); Banks of Rochester (pgm-1); E. J. Scheer, Inc. (ann-2); Hedge’s Memorial Chapel (pgm-1); Rochester Auto Dealers, Inc. (pgm and ann-3); Whiting Buick, Inc. (ann-2); Fincher Motors, Inc. (ann-2) Chevrolet Dealers of Western New York (ann-3); C. W. Fields, Inc. (ann-1); DeMarle Co. (ann-1); Barr & Creelman Co. (ann-2). *Writers:* Lowell MacNunn (Doyle Gas & Oil); Charlotte Edwards (Banks of Rochester). *Producer:* Kenneth French (Banks of Rochester).

HAYS Advertising Agency, 252 College St., Burlington, Vt.; 852. *President:* Treasurer: W. A. Myers. *Secretary:* A. E. Hawkins. *Radio Director, Talent:* *Script and Continuity Buyer:* Norman H. Myers. *Spot Time Buyers:* W. A. Myers, Norman H. Myers. *Regional:* Vermont Transit Co. (pgm-5). *National Spot:* Dairy Association Co. (pgm-2). *Local:* Abrahams Cut Rate Drug Stores (sports-1); Vermont Cleansing Co. (sports-1); Socony Dealers (sports-1); Dominion Dry Co. (sports-2, sports news-1); M. M. Farrell & Sons (weather, time ann-4); Kinox (pgm-3); Moquin Baking Co. (pgm-1); Vermont Confectionery Co. (time ann-1); LaBarge Florists (pgm, time ann-1); Shepard Lumber Co. (weather ann-1); C. P. Smith, Jr., Inc. (pgm-1); F. J. Preston & Son (pgm-1).

HENRI, HURST & McDONALD, INC., 520 N. Michigan Ave., Chicago, Ill.; Superior 3000. *President:* W. B. Henri. *Executive Vice-President:* A. L. Decker. *Secretary:* W. D. McDonald. *Treasurer:* J. F. Hurst. *Radio Director:* Frank Ferrin. *Network:* Ballard & Ballard Co. for Oven-Ready Biscuits (NBC Red and Blue-17); John Morrell & Co. for Red Heart Dog Food (NBC Red-30); Acme White Lead and Color Works for Paint Products and Lin-X (NBC Blue, with repeat on Red-31). (Note: This information was not supplied by the agency, hence further details are not available.)


HIXSON-O’DONNELL Advertising, INC., Richfield Bldg., Los Angeles, Calif.; 224.
Mutual 8331. Radio Director: Mel William.  
Radio Time Buyer: H. D. Walsh.  
Network: Rio Grande Oil (CBS Pacific-3); Richfield Oil (NBC Pacific Red-7).  
(Note: This information was not supplied by the agency, hence further details are not available.)

HOFFMAN & YORK, 606 Century Bldg., Milwaukee, Wis.; Daly 6510.  
Radio Director, Talent, Continuity and Script Buyer: Howard L. Peck.  
Spot Time Buyer: Wilford York.  
Local: Meier Ice Cream Co. (ann-1); Milwaukee Real Estate Board (ann-3); Milwaukee Gas Light Co. (ann-3).

FRANCES HOOPER ADVERTISING AGENCY, 400 N. Michigan Ave., Chicago, Ill.; Superior 5480.  
(Note: This information was not supplied by the agency, hence further details are not available.)

CHARLES W. HOYT CO., INC., 551 Fifth Ave., New York City; VA 3-4690.  
President: Winthrop Hoyt.  
Vice-Presidents: Richard Stanton, William Dingledine.  
Secretary: Everett Hoyt.  
Radio Directors: Everett Hoyt, Richard Pratt.  
Spot Time Buyer: C. B. Donovan.  
Talent, Continuity and Script Buyer: Richard Pratt.  
Branch Office: 650 Main St., Hartford, Conn. (Hartford 5-6068); Frank Wippie, vice-president.  
Network: Charles Gulden, Inc., for Mustard (NBC Red and Blue-7); Richardson & Robbins for Boney Chicken (NBC Red and Blue-5).  
National Spot: R. B. Davis Co. for Baking Powder (Yankee Network plus WGY-16); American Motasses Co. (pgm-2).  
Local: B. C. Remedy Co. for headache powders (news-1, pgm-1, ann-1).  
Producers: Chase & Ludlam (Charles Gulden); Josef Stopak (Richardson & Robbins).

HUGHES, WOLFF & CO., INC., Taylor Bldg., Rochester, N. Y.; Stone 2080.  
President, Treasurer: F. A. Hughes.  
Secretary: John P. McCarthy.  
Radio Director, Talent, Continuity and Script Buyer: F. A. Hughes.  
Personnel: James J. Brady, L. W. Simonds, Jr.  
Spot: Kemp & Lane (ann-12); Good Luck Food Co. (ann-14); American Brewing Co. (ann-7).

Branch Office: 60 East 42nd St., New York City (MU 2-0362).  
Network: Old Trusty Dog Food Co. (CBS-3).  
(Note: This information was not supplied by the agency, hence further details are not available.)

HUTCHINS ADVERTISING CO., INC., Cutler Bldg., Rochester, N. Y.; Main 3528.  
President: M. S. Hutchins.  
Vice-President: Frank A. Hutchins.  
Treasurer: F. I. Hutchins.

HUTCHINSON ADVERTISING CO., 1000 Hodgson Bldg., Minneapolis, Minn.; Atlantic 5238.  
President, Treasurer: Merrill Hutchinson.  
Vice-Presidents: H. K. Painter, J. M. Bridge, H. R. Stevenson.  
Secretary: J. V. Pidgeon.  
Director of All Radio Activities: H. K. Painter.  
Network: Pillsbury Flour Mills Co. for Flour and Cereals (NBC Red-35).  
Local: Gluek Brewing Co. (sports-2); Northland Milk & Ice Cream (pgm-1); Twin City Federal Savings & Loan Association (pgm-1).  
Writers: Irna Phillips, John Young (Pillsbury); Rollie Johnson, George Higgins (Gluek Brewing); Tod Williams (Northland Milk & Ice Cream).  

INGALLS ADVERTISING AGENCY, 137 Newbury St., Boston, Mass.; Commonwealth 5767.  
President: Arthur W. Ingalls.  
Vice-Presidents: J. Raymond Miniter, Clinton Jordan.  
Treasurer: F. S. Thompson.  
Auditor: James Barbour.  
Radio Director: Edward McGee.  
Regional: Friend Bros. for Baked Beans and Bread (participation on Yankee Network-10).  
Spot: Whiting Milk Co. (participation and ann-10); La Touraine Coffee Co. (participation and ann-10).  
Local: Friend Bros. (pgm-1, participation-1); Diamond Watch Co. (ann-1).  
Writers: Martha Deane (Friend Bros.), Marjorie Mills (Friend Bros., Whiting Milk, La Touraine Coffee).

WILLIAM A. INGOLDSBY CO., 257 Werdin Place, Los Angeles, Calif.; MU 7451.  
Account Executive: William A. Ingoldsby.  
Radio Director, Account Executive: Arthur W. Ingoldsby.  
Spot Time, Talent, Continuity Buyer, Account Executive: James W. Ingoldsby.

INSELBUCH BROADCASTING SERVICE, 1619 Broadway, New York City; CI 7-0657.  
Executive: Samuel Inselbuch.  
Spot Time Buyer: H. Hermelin.  
Talent Buyer: M. Lubetsky.  
Spot: Atlantic Macaroni Co. for Caruso Spaghetti, Noodles and Soup Mixture (pgm-3); Coward Shoe Co. (pgm-4); Manischewitz Bread Co. (pgm-3); New York School of Music (pgm-2).
INTERSTATE ADVERTISING AGENCY, INC., 1008 Marshall Bldg., Cleveland, O.; Main 9444. President: G. A. Kirkendale. Vice-President: Carl Marvin. Production Director: William Dye. Secretary: Evelyn Boyer. Sales Director: W. A. Kirkendale. Radio Director, Talent Buyer: William Dye. Spot Time Buyer: W. A. Kirkendale. Continuity and Script Buyer: Evelyn Boyer. National Spot: Townsend National Recovery Plan, Inc. (news-9). Local: Woldorf beer (5 min sports resume-3); Canfield Oil Co. (pgm-1); West End Laundry (pgm-1); Bonne Bell Cosmetics (5 mins-1); Fuller Shorthand School (pgm-1); Marshall Drug Co. (pgm-1); Bailey Dept. Store (5 min sports highlights-1); Les Julis Salons (5 mins-1); New Hunger, Inc. (5 mins-2); Pfaffman Noodle Co. (pgm-1); Wilcox College Commerce (5 mins-1).

IVEY & ELLINGTON, INC., 1400 S. Penn Square, Philadelphia, Pa.; Locust 7909. President: Neal D. Ivey. Network: Bayuk Cigars, Inc. (Mutual-17). (Note: This information was not supplied by the agency, hence further details are not available).


ADVERTISING AGENCIES—Continued

Stein Bedding Co. (news, 5 mins-1);
Trew Motor Co. (ann-1): Rock Creek
Ginger Ale Co. (ann-1); Seven-Up
Bottling Co. (ann-1); D. J. Kaufman
Stores (ann-2).

RAYMOND KEANE ADVERTISING
AGENCY, 501 Railway Exchange, Den-
ver, Colo.; Tabor 7166. Partners: Ray-
mond Keane, Ethel N. Hines. Radio
Director: Ethel N. Hines. Spot Time,
Continuity and Script Buyer: Raymond
Keane. Staff Announcer: Robert Harris.
Local: Amter's Fashion Shop (ann-2);
Ambrose & Co. (pgm-1); American Na-
tional Bank (pgm-1, pgm-1); American
Furniture Co. (ann-1); American Army
Store (ann-1); Continental Airlines
(ann-1); Capitol Rubber & Tire (ann-1);
Capitol Cooperative Burial Assn. (ann-
2); Dave Cook Sporting Goods (ann-2,
pgm-1); Civic Association (pgms-aggre-
gate of 4); Denver Buick (pgm-1); Dun-
deee's Smart Clothes (sports review-1);
Gigantic Cleaners-Dyers (ann-2); Golden
Gate Grill (ann-1); Golden West Milling
(pgm-3, pgm-2); Harris Linen (pgm-1);
Hopper Furs (ann-2); Joslin's Jewelry
Co. (ann-1); Kay's Credit Jewelers
(pgms-aggregate of 3); K & B Packing
(pgm-1, pgm-1); Kortz Jewelry Co.
(pgm-1); Latcham Tire Co. (ann-1); My
Esther Beauty Shop (5 mins-1); Neu-
steter Co. (time signals-1, 5 mins-2);
Pencil Drug Store (pgm-1, news-1);
Republic Drug Co. (ann-4); Rosenweig
Jewelry Co. (pgm-1); Seven-Up (pgm-1);
Steinberg Furs (ann-3); Stillwill's Cafe
(ann-1); Yacht Club (ann-3). Writers:
Ethel N. Hines, Raymond Keane, Ruth
L. Grafft, Louise Glackemeyer, Louise
G. Wadsworth, Katharine Augelius.

KEELOST & STITES CO., 3001-3 Carew
Tower, Cincinnati, O.; PA 1311. Presi-
dent: Sells Stites. Vice-Presidents:
P. R. Hume, S. M. Levy, Secretary:
O. A. Klausmeyer. Treasurer: H. G.
Keelor. Radio Director: Sam Malcolm
Levy.

KELLY, NASON & WINSTEN, INC., 30
Rockefeller Plaza, New York City; CO
5-6300. President: John C. Kelly. Treas-
urer: James R. P. Nelson. Secretary:
Frank J. Herel. Radio Director, Talent,
Continuity and Script Buyer: John H.
Donahue. Spot Time Buyer: Joseph Bur-
land. Spot: Austin, Nichols & Co. for
Heineken's Beer (ann-2). Local: New
York State Bureau of Publicity, Con-
servation Dept. (pgm-1). Producers:
Clifford Fowler, Fulton Dent.

KELLY, STUHLMAN & ZAHNRNDT, INC.,
1101 Mart Bldg., St. Louis, Mo.; Garfield
0777. President: Charles F. Kelly, Jr.
Vice-President: V. A. Kelly. Vice-Presi-
dent, Secretary: C. F. Stuhlman. Vice-
President, Treasurer: W. W. Zahrndt.
Radio Directors: Charles F. Kelly, Jr.,
W. W. Zahrndt. Spot Time Buyer: W. W.
Zahrndt. Continuity and Script
Buyer: V. A. Kelly. Network: Lutheran
Laymen's League (Mutual-66). Spot:
American Life & Accident Insurance Co.
(pgm-35); Trems, Inc. (ann-2); Melo-
Paya (pgm-2); Brown Shoe Co. (pgm-
64). Producers: Charles F. Kelly, Jr.,

KENNY ECKHARDT, INC., 247 Park
Avenue, New York City; WI 2-3920. Chai-
rian of the Executive Board:
Henry Eckhardt. President: Thomas D'A.
Brophy. Treasurer: Otis A. Kenyon. Vice-
President, Controller: Charles H. Vasoll.
Vice-President: Edwin Cox. Director of
All Radio Activities: Tyler Davis. Branch
Office: Kenyon & Eckhardt, Ltd., Sun-
Life Bldg., Montreal, Que., Canada. Net-
work: Bosco Co. for Bosco, Chocolate
Milk Amplifier (Mutual-4); Charles B.
Knox Gelatine Co. (CBS Pacific-6, NBC
Pacific Red-6). Regional: Bosco Co.
(news, Yankee Network-17); Charles B.
Knox Gelatine Co. (pgm-New England
NBC Affiliates & Yankee Network-7).
Spot: Bosco Co. (15 min. news-3, 10 min.
news-2, 5 min. news-2, ann-4); Charles
B. Knox Gelatine Co. (pgm-11); Kellogg
Co. for All-Bran (pgm-12); Macfadden
Publications for True Story Magazine
(pgm-4). Local: Charles B. Knox Gela-
tine Co. (pgm-1, news and views of base-
ball-1); Kellogg Co. for All-Bran (pgm-1,
pgm-1, pgm-1). Writers: Williams Sweets
(Macfadden Publications), Don Ross
(Bosco Co.) Producer: William Sweets.

KETCHUM, MAC LEOD & GROVE, INC.,
2000 Koppers Bldg., Pittsburgh, Pa.; At-
lantic 1100. President: George Ket-
chum. Vice-President, Secretary: Robert
E. Grove. Vice-Presidents: Ernest T.
Giles, Emil Hofsos, Vincent Drayne.
Director of All Radio Activities: C. E.
Livingston. Local: Colonial Trust Co.
(ann-1); Isaly Dairy Co. (pgm-1); Car-
bonil Co. for Liquid Carbon Remover
(pgm-1); Drake Bakery Co. (ann-1);
Natural Gas Association of Pittsburgh
(ann-1); Pittsburgh District Dairy Coun-
cil (pgm-1); Peoples Natural Gas Co.
(ann-1). Writer: Gail Gordon (Isaly
Dairy Co.). Producer: George Heid Pro-
ductions (Isaly Dairy Co.).

KEY ADVERTISING CO., 805 Fountain
Square Bldg., Cincinnati, O.; Main 1164.
President, Treasurer: Samuel Glueck.
Vice-President: Nathan P. Glueck. See-
H. M. KIESEWETTER ADVERTISING
AGENCY, INC., 9 East 40th St., New
York City; LE 2-0025. President, Treas-
urer: E. T. Kiesewetter. General Man-
ger: H. M. Kiesewetter. Radio Director:
Samm S. Baker. Spot Time Buyers: A. C.
Christensen, S. G. Alexander. Network:
Mennen Co. (CBS-7, Mutual-12); Batha-
sweet Corp. (Mutual-2).

THE KLEPPNER CO., INC., 551 Fifth
Ave., New York City; MU 2-6467. Radio
Director: Moran McKinless.

KLINGER ADVERTISING CORP., 119
West 57th St., New York City; CQ 5-5990.
President: A. A. Klinger. Vice-
President: A. Green. Treasurer: I. Cohen.
Radio Director: A. A. Klinger. Spot:
Riverbank Canning Co. (pgm-10); Ja-
dwiga Remedies Co. (ann-3); Jules
Chain Stores (ann-9); Moskin Stores
(ann-5); Gold Medal Oil (ann-12). Local:
Madison Personal Loan Co. (pgm-3).

KNOX REEVES ADVERTISING, INC. See
listing under Reeves, Knox.

KRAFF ADVERTISING AGENCY, INC.,
1010 Second Ave., S., Minneapolis, Minn.;
Bridgeport 3166. President: Norm E.
Kraff. Radio Director: Joseph H. Degen-
dorf. Spot Time Buyers: Norm E. Kraff,
Joseph H. Degendorf. Talent, Continuity
and Script Buyer: Norm E. Kraff.

ARTHUR KUDNER, INC., 630 Fifth Ave.,
New York City; CI 6-3200. President:
Arthur H. Kudner. Vice-Presidents:
James H. S. Ellis, E. J. Owens, Samuel
D. Fuson, Charles F. Gannon. Radio
Director: Charles F. Gannon. Spot Time
Buyer: J. Nutt. Talent, Continuity and
Script Buyer: Alan Ward. Branch Of-
cines: New Center Bldg., Detroit (Ma-
dison 5315); Robert Copeland, in charge.
Albee Bldg., Washington, D. C. (Na-
tional 5306); Frank Getty, in charge. Net-
work: General Motors Corp., Buick Divi-
sion (Louis-Schmeling Fight, NBC Red
and Blue-155, Louis-Lewis Fight, NBC
Red and Blue-156); Goodyear Tire &
Rubber Co., Inc. (NBC Blue-63); Mac-
fadden Publications, Inc. (NBC Blue-
42); United States Tobacco Co. (CBS-50).
Spot: General Motors Corp., Buick Divi-
sion (ann-100); Goodyear Tire & Rubber
Co. (ann-4); J. L. Prescott Co. (ann-3).
Local: Goodyear Tire & Rubber Co.
(news-1). Writer: William Sweets. Pro-
ducers: Hendrik Booraem, Alan Ward,
Ed Krug.

THOMAS J. LA BRUM, INC., Franklin
Trust Bldg., Philadelphia, Pa.; Locust
2162-63. President: Thomas J. LaBrum.
Production Manager: George Grossman.
Radio Directors: Thomas J. LaBrum,
George Grossman. Spot Time Buyer:
George Grossman. Talent Buyer: Thomas
J. LaBrum. Continuity and Script
Buyer: George Grossman. Local: Phila-
delphia Merchants Association (pgm-2,
ann-4); Philadelphia National Home
Show (ann-5); Philadelphia Sportmen's
Show (ann-5).

LANDSHEFT & WARMAN, INC., 810 Lib-
erty Bank Bldg., Buffalo, N. Y.; Cleve-
land 7260. President: A. William Lans-
sheft. Vice-President: Robert B. War-
man. Account Executive: Henry L. Bar-
ber. Production Manager: E. T. Drul-
lard. Art Director: F. Scibetta. Radio
Director: None; handled by account
executives. Local: Kendall Refining Co.
(sports review-3); Magnus Beck Brew-
ning Co. (5 mins-1); Loblaw Grocerias
(pgm-1); Buffalo General Laundries
(pgm-1). Writers: Mrs. Esther E. Huff
(Loblaw Grocerias); Charley Bailey
(Magnus Beck Brewing).

LANpher & SCHONFARBER, INC., 58
Weybosset St., Providence, R. I.; GA
4813. President: Gordon Schonfarber.
Secretary: Carlton Goff. Treasurer:
Lawrence Lanpher. Radio Director: E.
D. Armstrong.

LAUSEN & SALOMON, 520 N. Michigan
Ave., Chicago, Ill.; Superior 0738. Exec-
utives: A. M. Salomon, Wendell Walker,
Frank P. Wagener. Spot: Foley & Co.
for Foley's Honey & Tar Cough Syrup

THE LAVENSON BUREAU, 12 South 12th
St., Philadelphia, Pa.; Lombard 1158.
Proprietor: Jay Lavenson. Copy Chief:
Harrison M. Terrell. Art Director: Ray-
mond S. Reinhart. Account Executives:
Roland Israel, W. Staunton Moylan, Rol-
land V. Tooke. Director of All Radio
Activities: Roland Israel. Local: Sears,
Roebuck & Co. for Philadelphia retail
stores (news-1, ann-4); Erlanger Brew-
ing Co. for Erlanger Pilsner and Perone
Beer (ann-4).

THE LAVIN CO., 805 Statler Bldg., Bos-
ton, Mass.; Liberty 0030. President: J. L.
Lavin. "Vice-President: R. W. Mickham.
Treasurer: Elmer Pillsbury. Media Direc-
tor: Charles C. Palmer. Director of All
Spot: New England Confectionery Co.
(ann-5); Dutchland Farms (ann-4).
ADVERTISING AGENCIES—Continued


LEIGHTON & NELSON, 202 State St., Schenectady, N. Y.; 6-4202. Partners: Winslow P. Leighton, George R. Nelson. Radio and Copy Director, Continuity and Script Buyer: Robert S. Cragin. Spot Time Buyer: Winifred S. Niles. Talent Buyers: Winslow P. Leighton, George R. Nelson. Production Manager: Edward F. Flynn. Account Executives: Winslow P. Leighton, George R. Nelson, Robert S. Cragin. National Spot: Wm. W. Lee & Co. for cold remedy (pgm-3); Saratoga Race Track (pgm and ann-6). Spot: Albany Business College (5-mins and ann-1); Breslaw Bros., Furniture Store Chain (pgm-1); Cooper & Cooper for Automatic Stokers (ann-1); D’Jimas Reliable Fur Co. (weather reports-1); Grosberg-Golub Co., Food Market Chain (5 mins-1); Hudson Coal Co. for D & H Anthracite (ann-1); Jonathan Levi Co., Food Wholesaler (pgm 5 mins-1); Muesebeck Shoe Co. for Health Spot Shoes (5 mins-1); Monty & Co. for Nuvet (5 mins-1); National Accessories Stores (5 mins-1); Personal Finance Co. (pgm-1); Rudolph Bros., Jewelry Chain (ann-2); Rutland Fair (ann-1); E. V. Stratton Corp. for Automobiles (ann-4); Empire State Distributors (pgm-2).

Local: Ashgrove Farms, Restaurant (ann-1); Bailey Rug Co. (ann-1); H. S. Barney Co., Department Store (ann-1); Burtiss Motor Sales (pgm-1); Carl Co., Department Store (ann-1); T. Arthur Cohen for Shoes (ann-1); Holzheimer & Shaul, Department Store (5 mins-1); Murray Furniture (ann-1); A. L. Parsons & Son, Ford Dealers (pgm-1); Steiner Co. for Wallpaper (ann-1); Wallace Co., Department Store (ann-1); Webster Motor Sales (ann-1); J. B. White, Bathing Beach (ann-1); W. M. Whitney & Co., Department Store (pgm-1); Vogue Motors (pgm-2). Writers: Robert S. Cragin, Edward Flynn, Sylvia Klaresfeld, Michael Carlo. Producers: George R. Nelson, Robert S. Cragin, Edward Flynn.


CARR LIGGETT, ADVERTISING, NBC Bldg., Cleveland, O.; Cherry 3434. President: Carr Liggett. Research Director: E. C. Sheeler. Radio Director: Rockwell H. Austin. Spot: I. T. S. Co. for Rubber Heels (ann-1); Spaide Shirt Co. (ann-1). Local: Equity Savings & Loan Co. (pgm-1); Cleveland Bar Association (5 mins. and ann-3); Ohio State Bar Association (ann-1).


LOGAN & STEBBINS. See Barton A. Stebbins.


W. E. LONG CO., 155 N. Clark St., Chicago, Ill.; Randolph 4606. President: W. E. Long. Vice-President, Treasurer: Lloyd R. Wolfe. Vice-President: Walter D. Warrick. Secretary: Mildred Allrich. Radio Director, Talent Buyer: Dan Ryan. Spot Time Buyer: L. Bicking. Continuity and Script Buyer: T. K. Denton. Local: Paramount Baking Co. (pgm-1); Papendick Baking Co. (pgm-1); West Baking Co. (pgm-1); Schmidt Baking Co. of Cumberland (pgm-1); Schmidt Baking Co. of Baltimore (ann-2); Mueller Baking Co. of Tulsa (pgm-1); Mueller Baking Co. of Springfield (pgm-1); Buri's Sunlit Bakery (pgm-1); Warren Baking Co. (pgm-1); Morehouse Baking Co. (pgm-1); Braun Baking Co. (pgm-1); Way Baking Co. (pgm-1); Kimmey Baking Co. (pgm-1); Holsum Baking Co. (pgm-1); Zimmerman Baking Co. (news-1); Pioneer Baking Co. (pgm-1); Carpenter Baking Co. (ann-2); Cameron & Barr Baking Co. (ann-1); San Joaquin Baking Co. (ann-1); Cotton Baking Co. (ann-3); Sunlit Baking Co. (ann-1); Murfreesboro Bread Co. (ann-1); Ungle Baking Co. (ann-1); Charlotte Bread Co. (ann-1); Supreme Baking Co. (ann-1); Fuchs Baking Co. (ann-1); Butter Crust Baking Co. (ann-1). Writers: Dan Ryan (Buri's Sunlit Bakery, Warren Baking Co., Mueller Baking Co. of Springfield); Tom Axelson (Paramount Baking Co.). Producers: Lone Ranger, Inc. (Papendick Baking Co., West Baking Co., Schmidt Baking Co. of Cumberland, Mueller Baking Co. of Tulsa).

LORD & THOMAS, 247 Park Ave., New York City; WI 2-6600. President: Don Francisco. Executive Vice-Presidents: Sheldon R. Coons; David M. Noyes (Chicago). Vice-President, Treasurer: William R. Sachse. Vice-Presidents: Mrs. M. L. Fureman; Edward Lasker; Thomas M. Kersey; Edgar Kobak; Don Belding (Los Angeles); John F. Whedon (San Francisco). Vice-President in Charge of Radio: Edward Lasker (New York). Radio Directors: Norman Morrall, Karl Schullinger (New York); Thomas A. McAvity (Hollywood). Spot Time Buyers: John Hymes (New York); Miss Holly Shively (Chicago). Continuity & Script Buyer: Frank Wilson (New York). Lucky Strike Account Executive: George Mc Garrett (New York). Branch Offices: 919 N. Michigan Ave., Chicago (Superior 4800); David M. Noyes. 601 W. Fifth St., Los Angeles (Michigan 7651); Don Belding. 235 Montgomery St., San Francisco (Sutter 2355); John F. Whedon. 6331 Hollywood Blvd., Hollywood (Hollywood 6265); Thomas A. McAvity. Network: American Tobacco for Lucky Strike Cigarettes (NBC Red-99, plus transcribed show on WOR, CBS-102, Mutual-2); American Tobacco for Rollant Cigars (CBS-59); International Celucotton Products for Kleenex (CBS-41); Pepsodent Co. for Toothpaste, Toothpowder, Antiseptic (NBC Red-55); Petroleum Advisers for Cities Service Products (NBC Red-54); Union Oil Co. (NBC Pacific Red-11, NBC Pacific Red-10); Calavo Growers of California (CBS-8); Lady Esther, Ltd., for Cosmetics (NBC Red-47, CBS-43); Pepsodent Co. for Antiseptic (NBC Pacific Red-5); Tide Water Associated Oil Co. (football, basketball and track-majority of Pacific Coast stations). Spot: American Tobacco for Rollant Cigars (ann-37); Beatrice Creamery Co. for Meadow Gold Products (pgm-16); Calavo Growers of California (participation-36, ann-1); California Walnut Growers Association for Diamond Walnuts (pgm-11); Jell-Well Dessert Co. (pgm-8); Liebmann Breweries for Rheingold Beer (pgm-14); California Prune Industry (pgm-6); General Motors, Frigidaire Division (ann-55); California Fruit Growers Exchange for Sunkist Oranges and Lemons (pgm-18); Tide Water Associated Oil (ann-7). Local: M. J. B. Coffee (participation-1); Colorado Chain Stores (pgm-1); Adohr Milk Farms (pgm-1); Liebmann Breweries for Rheingold Beer (participation-1); Lindsay Ripe Olive Co. (ann-1). Writers: Frank Wilson, Gordon Auchincloss (American Tobacco), Frank Wilson (Cities Service), French Duplisse, Jack Douglas, Mel Frank, Norman Panima, Al Schwartz, Milt Josephberg, Mel Shavelson, Norman Sullivan, Eugene Wang, Henry R. Hermann, Ted Sherdenman (Pepsodent), David Victor, Herbert Little, Jr. (Kleenex), Alfred Leonard (Adohr Milk Farms), David Taylor, Mary C. Chase (Colorado Chain Stores), Fran Stryker (Jell-Well Desserts), John
ADVERTISING AGENCIES—Continued


MACKAY & SAVARY ADVERTISING SERVICE, 1 Union Bldg., Calgary, Alberta, Can.; M 4560. President: M. H. Mackay. Vice-President, Manager: A. W. Savary. Secretary-Treasurer: S. C. James. Radio Directors: A. W. Savary, A. D. Wood. Spot Time Buyer: L. Willis. Talent Buyer: S. C. James. Continuity and Script Buyer: D. Fitzgerald. Spot: Texas Co. of Canada, Ltd. for Texaco Petroleum Products (news-6); George Harris & Son (ann-6). Local: Government of Alberta (pgm-varies); Maclin Motors, Ltd. (5 mins-1); Campbell & Laybourne (pgm-1); A. C. Fleming (pgm-1); J. G. Piggott (pgm-1); J. McDonald (pgm-1); Lone Star Service (pgm-1).


ADVERTISING AGENCIES—Continued

Boydell Bros. White Lead & Color Co. for Paints and Varnishes (ann-2). Local: Tivoli Brewing Co. (sports review-1). Writers: H. E. Hougen, Don Ephlin (Tivoli Brewing), H. Hagerman (Fontiac), H. E. Hougen (Teget-Jackman Cigar), Sherwood Reekie (Boydell Bros.)

MALCOLM - HOWARD ADVERTISING AGENCY, 20 E. Jackson Blvd., Chicago, Ill.; Webster 2110. Owner: Arthur M. Holland. Radio Director, Account Executive: Arthur M. Holland. Continuity and Script Buyer: Ray Freedman. Radio Executive: Frances Shore. Spot: Roller Derby (trackside broadcasts-21). Local: Nu-Enamel (pgm-1); Joy Candy Shopspe (pgm-1, ann-1); Newart Co., Clothiers (baseball scores-1, pgm-2, news-1, sports interviews-1); Rubins, Clothing (pgm-1); Alert Laundries (ann-1); Holland Jewelers (ann-3); Bell Auto Repair (sports review-1); Cascade Laundries (pgm-1); Lanathan's, Accessories (ann-1); Greenstone Furniture (5 mins-1). Writers: John Sullivan (Newart Co.); Ray Freedman (Joy Candy Shoppes, Nu-Enamel); I. Wagner, Marge Loringer (Rubins). Producers: Ray Freedman, John Sullivan, Ben Kantor.

DAVID MALKIEL ADVERTISING AGENCY, 260 Tremont St., Boston, Mass.; LIB 1421. Owner: David Malkiel. Production Manager: Harry Lane. Secretary: Martha Brest. Account Executives: Harry Lawrence, Martin Kadis, Fred Meyer, Alfred Black, Harry Weinbaum. Radio Director: Harry Lane. Spot Time, Talent, Continuity and Script Buyer: David Malkiel. Local: Enterprise Stores (ann-3); Economy Stores (ann-3); Estabrook & Eaton, Cigars (ann-1); I. J. Fox, Furs (pgm and ann-6); Frellicher Kabtzen, Cooperative (pgm-1); Family Finance Co. (ann-1); Gordon Mfg. Co., Clothing (ann-2); Great Northern Co. Furs (ann-3); Hayward Wine Co. (ann-2); Keith RKO Theatre (ann-4); Paramount Bakeries (pgm and ann-2); Loew's Theatres (ann-5); Lithuanian Association (pgm-1); Nu-Enamel (ann-7); Rosoff's, Restaurant (ann-2); L. P. Rogers, Furs (ann-3); Rogers Jewelry Co. (ann-6); Steuben's, Restaurants (ann-2); Singer-Snow, Clothing (sports and pgm-4); Barney Sheff, Food Products (ann-2); Great Boston Theatres, Inc. (ann-5). Writer: Aaron Bloom, of Kasper-Gordon Studios, for several accounts.


MASON-RELLIN CO., 369 Lexington Ave., New York City; AS 4-3531. President: Roger B. Relkin. Radio Director: Roger B. Relkin. Local: Home Diathermy Co. (pgm and 5 mins-4); Arch Craft Shoes (ann-1); Coward Shoe Co. (ann-1); W. C. Kernan (pgm-1); Jefferson Personal Finance Co. (pgm-1).


ADVERTISING AGENCIES—Continued


MAYERS CO., 1240 S. Main St., Los Angeles, Calif.; PR 0101. Principals: Henry Mayers, J. R. Mayers, Arthur Mayers. Radio Directors: Ted Cate, Hal Hodge. Spot Time Buyer: Alden Wels. Local: Sears, Roebuck & Co. Department Stores of California (pgm-2, ann-3); J. W. Robinson Co., Department Store (ann-4); Famous Department Stores (ann-7); Desmonds, Men’s Clothing (sports-1); Gordon Bread Co. (pgm-1); Parmelee-Dohrmann Co., Home Furnishings (ann-3); Weinstein, Jeweler (sports-1).

tor. 665 Skinner Bldg., Seattle; Burt Cochran, manager, radio director. 1308 Public Service Bldg., Portland; Vernon R. Churchill, manager, radio director. The H. K. McCann Co. has offices in Montreal, Toronto, Winnipeg, Vancouver, Paris, London and Frankfort, Germany. Network: Cheseborough Mfg. for Vaseline Products (CBS-60); National Biscuit Co. (NBC Red-13 plus 23 spot); Standard Oil of California (NBC Red-5, NBC Blue-13), Pacific Coast Borax Co. (NBC Red-30); Richman Bros. for Clothes (Mutual-7 plus 2 spot); Regional Advertisers for Gas Companies (NBC Red-17). Spot: Axton-Fisher for Twenty Grand Cigarettes (pgm-aggregating 17), for Spud and Twenty Grand (news-3, pgm-aggregating 2); Crowell Publishing Co. (pgm-31); Ford Motor Co. (ann-4); Gruen Watch Co. (time signals and ann-4, pgm-100, pgm-100, pgm-60, pgm-aggregating 3); National Biscuit Co. (pgm-14); Stanco, Inc., for Nujol, Mistol, Flit, Daggett & Ramsdell (pgm-10, pgm-4, ann-10); Standard Brands for Royal Baking Powder (pgm-3); Borden Co. (news-10); Dwight Edwards Co. (ann-2); Ford Dealers (pgm-7); Universal Credit Co. (ann-7); W. P. Fuller & Co. (ann-36); Pacific Power & Light (ann-4, pgm-1) Standard Oil of California (time signals-12); Richman Bros., for Clothes (ann-13, news-1, sports-1, news flashes-1, 5 mins-2); Standard Oil of Ohio (ann-5, news-5); Great Western Sugar Co. (ann-5). Local: Consolidated Edison Co. (pgm-1); Croft Brewing (pgm-1); Provident Loan Society (pgm-1); Anglo-California National Bank (ann-2); General Brewing Corp. (time signals and ann-1); Cities Service & Fuels (ann-2); Perfection Stove Co. (ann-1). Writers: Frank Phares (Royal Baking Powder), Helga Lund, Phyllis Parker, Nora Stirling (Stanco, Inc.), John E. Hasty (Consolidated Edison), Ruth Cornwall Woodman (Pacific Coast Borax). Producers: Transamerican Radio & Television, Inc., World Broadcasting System.

ADVERTISING AGENCIES—Continued

THE McCORD CO., INC., 1100 Hodgson Bldg., Minneapolis, Minn.; Bridgeport 1225. President: R. D. McCord. Vice-President: Louis Melamed. Secretary: C. F. Baker. Radio Director: Elizabethen Grove. Network: Hamm Brewing Co. (participation, CBS-7). Spot: Anaconda Sales Co. (ann-8); McConnion & Co. (pgm-21); International Harvester Co. (pgm-5, pgm-9, ann-3, 5 mins-1); Barber Oil Co. (5 mins-2, ann-7); Chocolate Products Co. (pgm-5, 5 mins-1, ann-1); Conrad Fur Co. (pgm-7, ann-7); Math Barzen Co. (5 mins-1, ann-4); U. S. Bedding Co. (ann-13); Coast-to-Coast Stores, Inc. (ann-22); Levin Furniture Co. (ann-7). Local: Boulton Bros. (pgm-1, ann-1); Central Cooperative Association (pgm-1); E. G. Clinton Co. (ann-1); Cowden Mfg. Co. (5 mins-2, 3 mins-1, ann-2); Furniture Exposition Mart (ann-3); Minnesota Farm Bureau Federation (pgm-3); Zinsmaster Baking Co. (pgm-3, ann-1); Zinsmaster Bread Co. (pgm-3, ann-4); Hancock-Nelson Mercantile Co. (pgm-1); Hotel Dyckman (ann-3); Hotel Nicollet (ann-1); Jester Bros. (pgm-1); Kindly Optical Co. (ann-2).

McJUNKIN ADVERTISING CO., 228 N. LaSalle St., Chicago, Ill.; State 5060. President, Treasurer: William D. McJunkin. Radio Director, Vice-President: Frank Steel. (Note: This information was not supplied by the agency, hence further details are not available.)


A. MC KIM, LTD., ADVERTISING AGENCY, 710 Confederation Bldg., Mon-}

treal, Que., Canada; Lancaster 5192. President, General Manager: Charles T. Pearce. Assistant General Manager: A. Fairbairn Smith. Vice-President: James Baxter. Secretary-Treasurer: J. B. Stephens. Board of Directors: Major James Baxter, B. A. Bennett, W. T. Brace, A. N. McIntosh, C. T. Pearce, A. Fairbairn Smith, J. W. Thain. Radio Director, Talent, Continuity & Script Buyer (Toronto): D. H. Henshaw. Spot Time Buyer (Montreal): L. Mackay. Branch Offices: Canada Permanent Bldg., Toronto, Ont.; J. W. Thain, in charge. Royal Bank Bldg., Winnipeg, Man.; A. A. Brown, in charge. Province Bldg., Vancouver, B. C.; F. S. Auger, in charge. Dennis Bldg., Halifax, N. S.; W. J. McKay. Manfield House, 376 Strand, W. C. 2, London; D. E. Longemore, in charge. Radio Clients (programs): O'Keefe's Beverages; Nash-Kelvinator; Purity Baking; Brosseau, Ltd.; Model Baking; Robertson's Bakery; Walker's Bakery; Slater Shoes; J. & T. Bell Shoes; Western Canada Flour Mills; Androu Proulx, Ltd.; Premier Vacuum Cleaner Co.; Taylor & Bate, Ltd.; Cosgrave-Dominion Brewery; Carling-Kuntz Brewery; Hovis Bread; Lehnh & Fink (Canada), Ltd.; Blue Mountain Mineral Products; Snap, Superfine Powder; Walter M. Lowney Co.; Lyman's Agencies for D. W. Gibbs and Iclima; Nova Scotia Provincial Exhibition. Announcements: White Laboratories for Feen-a-mint; Nash-Kelvinator; Canadian Pacific Steamships; Bray-Nash Motors; Purity Baking; Brosseau, Ltd.; Model Baking; Robertson's Bakery; Bryce Baking; Chas. Hansen's Laboratory; Lewis, Ltd.; Premier Vacuum Cleaner Co.; Empire Wall Paper; General Dry Batteries of Canada; Rolls Razors; Esapotabs; Bird's Custard; County Chemical Co.; Familex, for Ozogermo; Frank W. Horner, for Riga Water; International Correspondence Schools; National Drug, for Gin Pills; Oxo; Shadene; F. W. Hampshire, for Zubes; Lewis, Ltd.; Nova Scotia Provincial Exhibition; Marshall Wells, for Paint; Dominion Electrohome, for Portable Purifiers; Royal Crown Soaps; McCabe Bros.; B. C. Tree Fruitgrowers Assn. (Note: Further details on these clients, such as number of stations used, etc., are not available.)

ADVERTISING AGENCIES—Continued

Breakfast Club Coffee (pgm-1); Rose Hills Memorial Park (pgm-1); Imperial Mutual Life Insurance Co. (news-1).

HARRY M. MILLER, INC., 22 E. Gay St., Columbus, O.; Adams 7243. President: Harry M. Miller. Vice-President: James H. Warburton. Secretary-Treasurer: Jack Miller. Director of All Radio Activities (Cincinnati); Robert M. Fleming. Branch Office: 1235 Enquirer Bldg., Cincinnati; Robert M. Fleming, manager. Local: The Strietmann Biscuit Co. (pgm-6, pgm-1); Felber Biscuit Co. (pgm-1); Vienna Brewing Co. (pgm-2); Miami Butterline Co. (pgm-1); Uffelman Baking Co. (ann-1); Tenda Kitchens, Inc. (pgm-1); Tresler Oil Co. (baseball-1). Producer: Transair, Inc.

DAN B. MINER CO., 1151 S. Broadway, Los Angeles, Calif.; Richmond 3101. President: Dan B. Miner. Vice-Presidents: J. C. Morse, Isabel Moses, L. L. Johnson, Fred W. Meyer. Secretary: Marie Sweeney. Radio Director, Talent, Continuity and Script Buyer: John Guedel. Spot Time Buyers: Fred W. Meyer, J. S. Miner. Branch Office: None, as such but affiliated with Continental Agency Network. Network: Wilshire Oil Co. for Polly Gas and Polly Penn Motor Oil (NBC Red-2). Spot: Western Auto Supply Co. (pgm-4). Local: Forest Lawn Memorial Park, Mortuary (pgm-3); Los Angeles Electrical League (pgm-1); Eckert Brewery (pgm-1); Wilshire Oil (pgm-3, news-1); Coast Fishing Co. for Balto Dog and Cat Food (pgm-1). Writers: John Guedel (Forest Lawn, Wilshire Oil); Edward Lynn, Leonard Cox, Forrest Barnes, Daniel Lundberg, James Grant, Arthur Shank (Forest Lawn); Walter Guedel (Forest Lawn, Wilshire Oil); Ben Sweetland (Los Angeles Electrical League); Harry Goodman Co. (Wilshire Oil). Producers: Sam Pierce, of Mutual, and Ralph Scott, of CBS (Forest Lawn); Glen Heisch, of KFI, and Myron Dutton, of NBC (Wilshire Oil). (John Guedel is agency producer.)


FARAON JAY MOSS, INC., 1462 N. Stanley Ave., Hollywood, Calif.; Granite 8878. President: Faraon Jay Moss. Vice-President: George B. Hull. Treasurer: Ardys M. Moss. Secretary, Space Buyer: W. E. Brennan. Production Manager: R. V. Greno. Radio Director: Ardys M. Moss. Local: Pierce School of Practical Nursing (pgm-2); Townsend National Recovery Plan (pgm-2); F. Arnold Young (pgm-3); Khawaja Khan (pgm-1); Richard Harrison Food Products (pgm-1); Fenwick Holmes (pgm-1).

C. WENDEL MUENCH & CO., 210 E. Ohio St., Chicago, Ill.; Whitehall 7717. President: C. Wendel Muench. Radio Director, Continuity & Script Buyer: George Euwena. Spot Time & Talent Buyer: C. E. Forsberg. Network: Durkee Fa-
mous Foods for Margarine (NBC Blue-29). Spot: Chappel Bros. for Ken-L-Ration Products (pgm-17, ann-5); The Julep Co. for Howel's Root Beer (1 min dramas-30, ann-19); Blue Moon Cheese Products for Cheese Spreads (ann-12); Durkee Famous Foods for Margarine (ann-15). Writers: Howard McKent Barnes (Durkee's Margarine), Don Thompson and Robert Gingrich (Ken-L-Ration), Robert Gingrich (Howel's Root Beer). Producers: Don Thompson (Durkee's Margarine, Ken-L-Ration), Jim Dickert (Ken-L-Ration, Howel's Root Beer).


TED NELSON ASSOCIATES, 1650 Broadway, New York City; CI 7-2830. Director of All Radio Activities: Ted Nelson. Spot: Hollingshead Corp. for All-Nu Floor Wax (ann-2); Fellows Medical Co. for Fellows Syrup of Hypophosphites (ann-10).

THE NESBITT SERVICE CO., 1462 Hanna Bldg., Cleveland, O.; CH 4804-5-6. Radio Director, Spot Time Buyer: M. C. Nesbitt.


OHIO ADVERTISING AGENCY, 1740 East 12th St., Cleveland, O.; Prospect 7177. President: Samuel L. Abrams. Vice-President: John F. Williams. Treasurer: Arthur Roth. Radio Director: John F. Williams. Spot: Starlet Products Co. (ann-2); Lyon Tailoring Co. (ann-2); M. & N. Cigar Manufacturers, Inc. (weather reports-3, news-1). Local: H. Blonder Co. (ann-1); Clothing Clearing House (5 mins-1).

P. F. O'KEEFE ADVERTISING AGENCY,
ADVERTISING AGENCIES—Continued


BURTON A. OSTERHOUDT ADVERTISING AGENCY, State Bank Bldg., Albany, N. Y.; 4-2175.

PACIFIC MARKET BUILDERS, 530 W. Sixth St., Los Angeles, Calif.; TR 4937. President: Fred G. Swartz. Executive Vice-President, Treasurer: A. J. Cornelson. Vice-President: J. B. Kiefer. Secretary, Legal Counsel: Harrison M. Dunham. Director of All Radio Activities: J. B. Kiefer. Regional: Ethyl Gasoline Corp. (California Radio System-3); Sunset Oil Co. (California Radio System-3). Local: Karl's Shoe Stores, Ltd. (news-1); Olson Baking Co. (news-1); Sunset Oil Co. (ann-1).


PECK ADVERTISING AGENCY, 444 Madison Ave., New York City; PL 3-0900. Chairman of Board: Harry Peck. President: A. H. Messing. Secretary: Harry Krawitz. Treasurer: David Bloch. Radio Director, Talent, Continuity and Script Buyer: Arthur Sinheimer. Spot Time Buyer: Al Moss. Spot: Candiecod, for Vitamins (ann-8); Beverwyck Breweries (pgm, news-4); Tastyeast, Inc. (pgm, ann-6); Roxy Clothes (pgm, ann-4); Garcia Grande Cigars (ann-3); Long Island Outfitting Co. (ann-6); Wise Shoes (pgm, ann-4); Fairfax Tobacco Co. (ann-10); S. Grover Graham Co. (ann-3); Hammondspurst Wineries (ann-5); Glyco Thymoline (news, ann-2); I. J. Fox (pgm, news-8); Oilde Dutch Mills Coffee (ann-3).


HAROLD W. PICKERING ADVERTISING AGENCY, 310 Templeton Bldg., Salt Lake City, Utah; Wasatch 2658. Owner: Harold W. Pickering. Associate: L. H. Malzahn. Local Spot: Bennett Glass & Paint Co. (ann-1); Utah State Fair Association (ann-3); Boyd Park Jewelers, Inc. (ann-1); Gray's Motor Service, Inc. (ann-1).

ADVERTISING AGENCIES—Continued

Allen Clothing (pgm-1); Brooks-Shatterly Tire Co. (time-signals-1); Georgia Milk Producers (pgm-1); R. H. Hogg for Olde Towne Ale (5-min sports pgm-1); Mason Kominers Tire Co. (5-min sports pgm-1); Orange Crush Co. (5 mins, ann-1); Southern Grocery Stores (news-1); Southern Wire & Iron Works (pgm-1); Willingham Tift Lumber Co. (pgm-1); Whitman's Laundry (5-min news-1); Parks Printing Co. (ann-1); White Roofing Co. (ann-1); Carithers-Wallace for Office Supplies (ann-1); Dixie Electric Co. (ann-1); Mehto-Melson Co. (ann-1); Imperial Laundry (ann-1); Independent Laundry (ann-1); Bireley's Orange Drink (ann-1); Atlanta Stove Works (ann-1); Bromon Specialties Co. for Chigger Chaser (ann-1); Maler & Berkele (ann-1); McCullough Bros. (ann-1); Milwaukee Beverage Co. (ann-1); Olshine Co. for Clothing (ann-1); Rainbow Cleaner (ann-1); Southern Gold Medal (ann-1). Writers: Polly Vaughan, Mrs. Richard H. Patat, Roberta Lyndon, John A. Snyder.


EMIL REINHARDT, 324 Thirteenth St., Oakland, Calif.; Templebar 2408. Spot Time Buyer: Mildred McMahon. Talent Buyer: Dove Lane. Continuity and Script Buyer: LaFayette Mathews. Local: Standard Beverages (ann-5, pgm-1); Parisian Baking Co. (ann-1); Kilpatrick's Bakery (ann-1, pgm-2); Golden Gate Macaroni Co. (ann-1).

RUFUS RHODES & CO., 909 de Young Bldg., San Francisco, Calif.; Exbrook.
ROSS-GOULD CO., 10th & Olive Sts., St.


E. C. ROGERS AGENCY, 80 East Ave., Rochester, N. Y.; Stone 2367. President: E. C. Rogers. Manager, Continuity Writer: G. J. Dunkleberg. Copy and Art Departments Manager: Margaret Williams. Director of All Radio Activities: George B. Tucker. Local: Weed & Co. (ann-1); E. E. Bausch (ann-1); Weis & Fisher's (ann-1); Langie Fuel Co. (ann-1); Likly's Luggage Co. (ann-1).


C. M. ROHRABAUGH CO., (formerly Rohrbaugh & Gibson), Lincoln-Liberty Bldg., Philadelphia, Pa.; Rittenhouse 0557. Network: Wheatena Corp. (Mutual-12). (Note: This information was not supplied by the agency, hence further details are not available.)


ROBERTSON, ADVERTISING, 721 U. S. N. Bldg., Denver, Colo.; KE 4657. President: Marshall G. Robertson. Vice-President: Mary A. Robertson. Radio Directors: Marshall G. Robertson, Mary A. Robertson. Spot Time Buyer: Marshall G. Robertson. Talent, Continuity and Script Buyer: Mary A. Robertson. Local: Miller Grocer (pgm-1, weather reports-1); Cassidy Hicks Wallpaper Co. (pgm-1); King's Luggage (5 mins 1, ann-1); Millar Coffee Co. (pgm-1); Grayson Apparel (ann-1); Gaylord Apparel (ann-1); Rainbow Ballroom (ann-1); Cottrell. Men's Clothing (pgm-1, news-1, ann-1 special events-1); Friedman's Jewelry (news-2, pgm-1, ann-4 time signals-1, f mins-1).


ADVERTISING AGENCIES—Continued


ROTH AGENCY, 1619 Broadway, New York City, CI 7-8220-28. President, Treasurer: Bud Roth. Vice-President: Arthur L. Ross. Secretary: Edna Calvaldi. Radio Director, Continuity, and Script Writer: Jimmy Lyons. Spot Time Buyer: Bud Roth. Talent Buyers: Robert H. Calvert, Jr., Fred Robbins. Account Executive: Sam Freundel. Spot: Min-Aqua Co. (pgm-2). Local: Gottfried Baking (pgm-1, news-1); Hanscom Bake Shops (news-1); Jacksonville Chamber of Commerce (pgm-1); Charlotte Chamber of Commerce (pgm-1); Los Angeles Times (pgm-1); Quiet May (pgm-1); Berkeley Razor Blades (pgm-1). Writers: Jimmy Lyons (Quiet May, Berkeley Razor Blades); Jonas Rosefield (Jacksonville Chamber of Commerce, Los Angeles Times, Gottfried Baking, Min-Aqua). Producers: Jimmy Lyons (Gottfried Baking, Quiet May, Berkeley Razor Blades), Martin Block (Min-Aqua); Jonas Rosefield (Jacksonville Chamber of Commerce), Allan Ward (Los Angeles Times).


2nd Blvd., Detroit (Madison 1980); Ellis Travers, manager. 812 Olive St., St. Louis (Main 0128); O. A. Zahner, manager. 1680 N. Vine St., Hollywood (Hillside 7593); W. E. Betts, manager. 235 Montgomery St., San Francisco; C. Perrine, manager. Northern Life Tower Bldg., Seattle; Frederick Duerr, manager. Network: Lever Bros. for Lifebuoy (CBS-60), for Rinso (CBS-60, CBS-65), for Spey (CBS-56); Chrysler Corp. for Chrysler, DeSoto, Dodge, Plymouth, (CBS-92); Quaker Oats for Quaker Oats, Aunt Jemima Pancake Flour (NBC Red-60, NBC Red-37); Noxzema Chemical Co, for Noxzema Skin Cream (CBS-72); Penn Tobacco Co. for Kentucky Club Pipe Tobacco (NBC Red-30); R. B. Davis for Cocomalt (CBS-39), Ironized Yeast (Inter-City-6, Mutual-13, Don n Lec.1, Texas State Network-18, plus 45 spot stations); Delaware, Lackawanna & Western Coal for Blue Coal (Mutual-15, plus 5 spot stations); H. Fendrich, Inc., for LaFendrich and Charles Denby Cigars (NBC Blue-21). Spot: (details as to program length, number of stations, etc., not available): Dodge Motors; Quaker Oats; Grand Prize Beer; Hyde Park Beer; Oshkosh B’Gosh; Rhythm Step Shoes; Star Brewery; American Airlines; Penn Tobacco; Ironized Yeast; Bree Cosmetics; Shwayder Bros.; Sterling Brewers.

SCHWIMMER & SCOTT, 75 E. Wacker Drive, Chicago, Ill.; Dearborn 1810. Partners: Walter Schwimmer, R. J. Scott. Radio Director, Talent Buyer: N. E. Heyne. Spot Time Buyer: John B. Davies. National Spot: Rudolph Wurlitzer Co. for Musical Instruments (pgm-12); Lea & Perrins, Inc., for Worcestershire Sauce. (pgm-31). Local: Saierme-Megowen Biscuit Co. (pgm-1); Peter Fox Brewing Co. (pgm-3); Balaban & Katz (pgm-1); Mohawk Bedding Co. (pgm-1); Walgreen Drug Co. (baseball-1); Morris B. Sachs for Clothing (pgm-1).

ADVERTISING AGENCIES—Continued

Director: Harry H. Scott. Spot Time Buyer: Esther Block. Spot: Wadhams Oil (sports pgm-2, sports-1 or more, depending on event); Master Lock Co. (ann-100). Local: Wisconsin Bankers Association (pgm-1); John Graf Co. (pgm-1, sports pgm-1) Milwaukee Western Fuel Co. (ann-2); First Wisconsin National Bank (ann-1). Writers: M. A. Lemkuhl (Wadhams Oil, First Wisconsin National Bank, Wisconsin Bankers Association, John Graf Co.), Earl H. Swanson (Wadhams Oil, Master Lock Co.).


SHAW BETTS, INC. See Bob Betts, Inc., Advertising.


SIMONS-MICHELSON CO., 1207 Washington Blvd., Detroit, Mich.; Cherry 3000. Partners: Leonard N. Simons, Lawrence J. Michelson. Radio Directors: Ivan Frankel, Glenn Kyker. Spot Time, Continuity and Script Buyer: Glenn Kyker. Spot: Benrus Watch Co. (ann-6). Local: Cole & Erwin, Jewelers (ann-2); Detroit White Lead Works (ann-2); Grinnell Bros., Music Store (ann-2); Fleet Oil Corp. (football-1); Hudson Cleaners (ann-3); Forest Cleaners (ann and 5 mins-3); others.

GORDON SMITH ADVERTISING SERVICE, 24½ N. Second St., Yakima, Wash.; 6344. Owner: K. Gordon Smith. Local: Gibson Packing Co. (pgm, ann-1); Lee Semon Store (ann-1); W. P. Fuller & Co. (ann-1); Harold H. Schultz (pgm, ann-1); Shaw & Sons (pgm-1); Surety Finance Co. (ann-1).


ADVERTISING AGENCIES—Continued

7444); R. A. Porter, vice-president in charge. 1397 Jefferson St., E., Detroit (Cherry 5313); Cliff Knoble, vice-president in charge. San Francisco; James Houlihan, vice-president in charge. Net-


STEELE ADVERTISING AGENCY, INC., 714 M & M Bldg., Houston, Tex.; Preston 9997. President: H. Wirt Steele. Vice-President: Clarence W. Payne. Secretary: Martha Frances Hill. Treas-


LOU STERLING & ASSOCIATES, North Hollywood, Calif.; SU 2-3877. Execu-

tives: Lou Sterling, Sr., Lou Ster-

ling, Jr. Radio Director, Talent Buyer: Lou Sterling, Jr. Spot Time, Continuity and Script Buyer: Lou Sterling, Jr. Regional: O. M. Tablet Co. (Pacific Coast-4); Sal-Ro-Cln (Pacific Coast-2). Local: St. George Winery (pgm-1); Rome Chemical Co. (pgm-1); Dana Point Oil Co. (pgm-1); Major Land Co. (pgm-1).

STERNFIELD-GODLEY, INC., 280 Broad-

day, New York City; BA 7-3030. Presi-

dent: Samuel I. Godley. Treasurer:


STEUERMAN ADVERTISING AGENT,


STEVENSEN & SCOTT, LTD., 1820 Univer-


ties: B. A. Burns, B. J. Cossman. Branch Office: 100 Adelaide St., W., Toronto, Ont. (AD 1166-77); D. L. Reburn, manager; Hal Watson, account executive; Hazel Kelly, production manager. Spot: Ot-

tawa Paints (ann-3); Canadian Pacific Railway (pgm-5); United Chemical Co. for Big Five Cleanser (ann-5); The Montreal Standard (ann-9); Provincial Transport (ann-2). Local: Guaranteed Pure Milk (pgm-1); L. P. Lazare for Furs (5 mins-1); Holt, Renfrew for Furs (ann-3); Modern & Household Ap-

pliances (ann-2); Burnett, Ltd., Cleaners (5 mins-1); Charliebois Hat Co. (ann-

1); Dow Old Stock Ale (sports reporter-

1).

STOCKTON, WEST. BURKHART, INC. 905 First National Bank Bldg., Cincin-


placed by dealers); United States Shoe Corp. (5 mins, ann-placed by dealers). Local: Clyffside Brewing Co. (news-1, pgm-1).

ADVERTISING AGENCIES—Continued

Bros. Theatres (ann-8); Guaranty Union Life Insurance Co. (news, pgm-6). Local: Eastern Columbia Budget Finance Plan (pgm-2); Brooks Clothing (news-1).


SWEENEY & JAMES CO., Bulkley Bldg., Cleveland, O.; Main 7142. President: John F. Sweeney. Radio Director, Vice-President: Frank G. James. Network: Firestone Tire & Rubber Co. (NBC Red-78). (Note: This information was not supplied by the agency, hence further details are not available).

J. WALTER THOMPSON CO., 420 Lexington Ave., New York City; MO 4-7700. Branch Offices: Chicago and Hollywood. Network: Standard Brands for Chase & Sanborn Coffee (NBC Red-88), for Tender Leaf Tea (NBC Red-77), for Fleischmann’s Foil Yeast (NBC Blue-53, NBC Pacific Red-5), for Royal Desserts and Fleischmann’s Foil Yeast (NBC Red-51); Kellogg Co. for Corn Flakes (NBC Red-52, CBS-40); Lever Bros. for Lux Flakes and Toilet Soap (CBS-91, CBS-86); Emerson Drug for Bromo-Seltzer (NBC Blue-32); Lamont Corliss for Pond’s (NBC Blue-34, participation on NBC Red-13); J. B. Williams for Glider and Williams Shaving Cream (NBC Blue-44, Mutual-12); Kraft-Phenix Cheese Corp. for Cheese and Salad Dressing (NBC Red-87). Spot: Colman’s Mustard (ann-3); Penick & Ford for Vermont Maid Syrup and Brer Rabbit Molasses (ann-32, ann-14); Standard Brands for Royal Desserts (pgm-4); Scott Paper Co. for ScotTowels (participation on Yankee Network-7, participation pgm-36). Local: Northern Trust Co. (pgm-1); Kraft-Phenix Cheese Corp. (pgm-1); J. B. Williams (pgm-1); Seeck & Kade for Pertussin (ann-1). Note: Agency policy does not permit complete listing of personnel.


TRACY-LOCKE-DAWSON, INC., 22 East 40th St., New York City; AS 4-1690. President: Joe M. Dawson. Executive Vice-President: Raymond P. Locke. Vice-Presidents: V. M. Wallace, Manfred Darmstadter. Treasurer: J. H. Wellenkamp. Secretary: Monty Mann. Assistant Secretary-Treasurer: George A. Mitten, Sr. Radio Directors, Talent, Continuity and Script Buyers: Mario Messina (New York), James J. Jefferies (Dallas). Spot Time Buyers: H. E. Hendrick (New York), Monty Mann (Dallas). Branch Office: 1307 Pacific Ave., Dallas (7-8655). Regional: Dr. Pepper Co. (Dixie Network-24); Imperial Sugar Co. (TQN-aggregating 11); S. W. Chevrolet Dealers (Dixie Network-8). Spot: Dr. Pepper Co. (pgm-30); Postex Cotton Mills (ann-3); Borden Co. (news-6). Local: Dr. Pepper Co. (pgm-1). Various other spot clients. Writers: Raymond P. Locke, James J. Jefferies, Glenn G. Addington (Dr. Pepper, Chevrolet Dealers), J. A. McPhail, Jr., (Dr. Pepper, Chevrolet Dealers, Imperial Sugar), Grace Spaulding (Imperial Sugar). Producers: Raymond P. Locke, Erle Racey, Glenn G. Addington, Mario Messina, Monty Mann.

DAVID A. TYNION, ADVERTISING, 206 E. Genesee St., Syracuse, N. Y.; 3-3542.

This information was not supplied by the agency, hence further details are not available.)


WALKER & DOWNING, Oliver Bldg., Pittsburgh, Pa.; Grant 1900. Partners: William S. Walker, Harold S. Downing. Network: Pittsburgh Coal Co. (NBC Blue-4). (Note: This information was not supplied by the agency, hence further details are not available.)


WAXELBAUM & CO., 110 West 40th St., New York City; PE 6-0043. Partners: Benjamin Waxelbaum, Joshua S. Epstein. Director of All Radio Activities: Joshua S. Epstein. Local: Fairmont Creamery Co. (pgm-1); Morris Plan Industrial Bank (ann-1); International Salt Co. (pgm-1); Tree Mark Shoe Co. (ann-4); Triebitz Shoes (ann-2); Daitch Dairy (ann-1). (Note: Agency specializes in Jewish programs.)


ADVERTISING AGENCIES—Continued

national Spot: Air Conditioning Training Corp. (pgm-49). Local: Loan and Finance Advisory Council (pgm-3); Ellbee Furriers (pgm-7); Busch Kredit Jewelers Co. (ann-4); May’s 34th Street Store (pgm-1); Metropolitan Merchants Guild (pgm-1); Amac Co. for Cosmetics (pgm-1). Writers: Larry Marks, William Packard, Louis Tappe.


MILTON WEINBERG ADVERTISING CO., 325 West 8th St., Los Angeles, Calif.; Tucker 4111. Co-Owners: Milton Weinberg, Bernard Weinberg. Account Executive: George N. Laws. Radio Director: Talent, Continuity and Script Buyer: Bernard Weinberg. Spot Time Buyer: E. Cousino. Network: Sales Affiliates for Loxol Oil Shampoo Tint (CBS Pacific-2); American Tobacco for Roi-Tan Cigars (CBS Pacific-5). Spot: Manhattan Soap Co. for Sweetheart Soap (pgm-14). Local: Myer Siegel Department Store (ann-6); Various Los Angeles Athletic Events (ann-8); Globe Bottling Co. for Wilshire Club Beverages (ann-6); May Department Store (ann-10); Commerce Finance & Investment Co. for Loans (pgm-1); Capitol Milling Co. for Flour (news-1). Writers: Mark Kelly (Roi-Tan Cigars), Thomas Conrad Sawyer (Sweetheart Soap).

WENDT ADVERTISING AGENCY, 1061 Spitzer Bldg., Toledo, O.; Adams 4713. Radio Director: H. F. Wendt. Local: The O & M Seed Co. (pgm-2); The Athletic Supply Co. (ann-2).


FIELDS CO. (pgm-1); Feldenheimer's Jewelry (pgm-1). Writer, Producer: Showalter Lynch.


WORLD WIDE ADVERTISING CORP., 11 West 42nd St., New York City; LO 5-4500. President: Emil M. Scholz. Secretary: Phoebe C. Marks. Radio Directors: Emil M. Scholz, Bryce Oliver. Spot Time Buyer: John B. Flynn. Local: National Transportation Co. (pgm-1); Fifth Avenue Coach Co. (pgm-1). Writers: Bryce Oliver (National Transportation); Amie B. Brunn (Fifth Avenue Coach).

C. ELLSWORTH WYLIE CO., 608 S. Hill St., Los Angeles, Calif.; TR 6134. President: C. Ellsworth Wylie.


PRODUCTION AIDS

MUSIC LICENSING SOCIETIES

THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

Gross ASCAP 1938 and 1937 Receipts:

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ASCAP history and purpose: Founded in 1914 to protect the legal rights of its publisher and composer-author members against infringement by unlawful public performance of music for profit. ASCAP is a voluntary, unincorporated and non-profit association.

Scope: ASCAP membership includes some 1,450 authors and composers, about 130 publishing firms controlling 155 subsidiaries, plus 50,000 composers, authors, and publishers in 20 foreign nations (via affiliated societies in those nations). The complete repertoire of ASCAP music, while difficult to total at any one time, may be said to include about 2,000,000 separate compositions.

ASCAP licenses: Only "small" (i.e., strictly non-dramatic) performing rights are licensed by ASCAP. The license is issued in blanket—as distinguished from per-piece—form; hence frequency or infrequency of use has no bearing on rates charged. Radio licenses now in effect were negotiated between ASCAP and the National Association of Broadcasters on a basis which runs to Dec. 31, 1940. The license contract stipulates the following: (1) that the station pay a sustaining program fee; (2) that the station pay ASCAP 5% of its net receipts—"net" being defined as the full amount of the station's receipts from the sale of broadcast time less 15% advertising agency commission if actually paid; (3) that ASCAP will protect the station against litigation resulting from law-suits against domestic ASCAP music.* In the case of newspaper-owned stations (51% or more owned by a newspaper) the fee is a straight 5% of net receipts from time sold for programs containing ASCAP music; but the station must agree that in no event shall the total payment to ASCAP fall below a certain minimum.

Availability of music: Licensees may play any and all ASCAP compositions, except certain numbers from musical comedies and/or films which are temporarily placed on a restricted list to protect their popularity and life. To play re-

* The ASCAP license is the only performing rights license containing this protection clause.
Deduct permission: "special permission," but no charge is made if such permission is granted.

Division of ASCAP royalties: ASCAP's annual gross receipts are disbursed as follows:

**Total gross receipts** ................. 100%
**Deduct for operating expenses** ..... 21%*
**Deduct for foreign affiliates** ...... 10%
**Net distributable royalties** ...... 69%

Of the net distributable royalties 50% (or 34.5% of the total net receipts) goes to publishers, and 50% (or the other 34.5% of net receipts) goes to composers-authors. The composers-authors have a committee which apportions the money among nine classes (AA down to D) and also awards four quarterly bonuses of $12,500 each to young writers in the lower brackets as

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*In previous years the average operating expense amounted to 18%. The 1938 rise is attributed by ASCAP to the expense of combating the "anti-ASCAP" legislation initiated in many states, mainly be it said, at the instigation of radio broadcasters.

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ASCAP headquarters: The main office is located at 30 Rockefeller Plaza, New York City. The phone is COLUMbus 5-7464.

ASCAP officers: Gene Buck, president; Louis Bernstein and Otto A. Harbach, vice-presidents; George W. Meyer, secretary; Gustave Schirmer, treasurer; J. J. Bregman, assistant secretary; Irving Caesar, assistant treasurer; E. C. Mills, chairman administrative committee; John G. Paine, general manager; Schwartz & Frohlich, general counsel.


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ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

**Founding of AMP:** Associated Music Publishers was founded as a private corporation in the State of New York on Dec. 22, 1926. Radio licenses have been issued since August, 1928. The corporation conducts a wholesale and retail music business, including the rental of music, and is engaged in the manufacture of electrical transcriptions for library service and commercial purposes.

**Scope:** AMP is composed of 18 U. S. and European music houses, controlling additionally some 15 subsidiaries or subdivisions. Virtually all of these houses have assigned to the AMP their U. S. copyrights. The AMP catalogue contains over 500,000 entries of which approximately 15,000 are copyrights.

**AMP licenses:** These licenses cover performing and mechanical rights, "small" (i.e. strictly musical) and "grand" (i.e., musical-dramatic). AMP's radio license is unique in that it is the only radio license which covers "small" and "grand" rights simultaneously under a single fee. The radio license stipulates that: (1) the annual fee shall be equal to the sum of a station's 12 one-time quarter-hour rate charges; (2) that AMP will sell the license any music which is for sale, and rent such music as is not for sale; (3) that AMP will not institute a suit against the licensee for infringements of its performing rights prior to the granting of the license; (4) that both "small" and "grand" rights are fully covered.

**AMP headquarters:** Located at 25 W. 45th Street, New York City. The phone is BRYANT 9-0847.

**AMP officers:** Waddill Catchings, chairman of the board; M. E. Tompkins, president; Anna M. Kerner, secretary and treasurer.

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MUSIC PUBLISHERS' PROTECTIVE ASSN. (MPPA)

History: The MPPA came into existence as an unincorporated voluntary association in April, 1917, to correct certain existing evils in the music publishing industry and encourage music and music writing. The Association in subsequent years brought about agreements to discontinue payments to actors for singing songs, established facilities for the registration of titles, provided regulations for mechanical recording (and later for sound pictures), installed a credit and collection bureau, inveighed against piracies and the unlawful manufacture and sale of song sheets, supported favorable copyright legislation, and at times acted on behalf of its members in the settlement of claims against licensees. In 1935 the MPPA was reorganized and incorporated, but its aims and functions have remained virtually the same as prior to reorganization.

The MPPA actively entered the field of licensing mechanical rights in 1927 when an agreement was negotiated with Electrical Research Products, Inc. (ERPI), a Western Electric subsidiary, to cover reproduction of copyrighted musical compositions by devices serving to synchronize the same with the presentation of motion pictures.

In 1933 the MPPA through an agent and trustee took another step in the same direction by becoming the central licensing bureau for its members with reference to electrical transcriptions for radio broadcasting.

During the past year (1938), the MPPA has extended its activity in the mechanical field by acting as a central agency for the licensing of phonograph recording rights for 78 publishers. Phonograph licensing operations (previously conducted separately by the publishers) are effected through an agent and trustee connected with the MPPA.

Scope: Music available for radio transcription purposes comes from a reservoir to which 62 MPPA members among several other publishers contribute.*

MPPA transcription licenses: These licenses concern "small" (strictly musical) rights only. The scale of fees is as follows: sponsored transcriptions are billed at 25¢ per popular composition per broadcast, and if the composition is derived from a film or theatrical production, the fee is 50¢; in this respect, each broadcast is considered a separate manufacture. Sustaining transcriptions are billed at $15 per composition per year.

MPPA headquarters: Located at 45 Rockefeller Plaza, New York City. The phone is Circle 6-3084.

MPPA officers: Walter G. Douglas, chairman of the board; E. H. Morris, president; Lester Santly, vice-president; Max Dreyfus, treasurer; Jack Mills, secretary; Harry Fox, general manager.

* Note: MPPA membership includes only publishers. Composers and authors as such are not eligible to membership.

NATIONAL ASSOCIATION OF PERFORMING ARTISTS (NAPA)

NAPA history and purpose: Founded in 1934 by Fred Waring, Meyer Davis, Paul Whiteman, Frank Crumit, Don Voorhees, Lewis James, Guy Lombardo, Walter O'Keefe, Josef Pasternack and Fritz Reiner. The purpose of the society is described as "handling and protecting the artistic interpretations of its members." In short, the NAPA contends (and has been legally upheld in Pennsylvania)* that an

DIRECTORY, Vol. II, pages 554-564.) Meanwhile a similar suit instituted by Paul Whiteman against radio station WNEW in the New York Federal Court was dropped by Whiteman, although the RCA Victor firm pressed for adjudication of the issue.

On another legal front, the NAPA has backed the so-called "Perry bill" in the New York State Legislature, the gist of the bill being that it is a statutory offense (larceny) to record a broadcast off-the-air without permission of the artist.
artist has a property right in the interpretation he places on an artistic composition—and particularly in an interpretation mechanically recorded so that it may be re-used or re-played as performance for profit. Eligible for membership in the NAPA are: (1) any actor, singer, conductor, leader, instrumentalist, lecturer, and any other interpretive artist or performer; (2) any orchestra which has a "legal" or "equitable" right in mechanical reproductions; (3) "any firm, person or corporation which has rendered to the art or industry of music, or to this Association, a notable or conspicuous service." The NAPA is a non-profit group.

NAPA radio license: There is no general form of contract.

NAPA headquarters: The main office is located at 630 Fifth Avenue. New York City. The phone is Circle 7-8194.

NAPA officers: Fred Waring, president; Meyer Davis, Al Jolson and Paul White- man, vice-presidents; Josef Hofmann, honorary president; Frank Crumit, secretary; Don Voorhees, treasurer, Maurice J. Speiser, general counsel. The recording secretary is Wally H. Rose.


G. RICORDI & CO. (MILAN)

History: G. Ricordi & Co. of Milan (not to be confused with G. Ricordi & Co., Inc., of New York) was established in Italy in 1808 as a music publishing house. Until 1933 its reservoir of compositions was available through ASCAP, but in that year Ricordi withdrew from the Societa Italiana Degli Autori Ed Editori (an ASCAP affiliate), and began to do its own licensing.

Scope: Ricordi's catalogue contains about 130,000 compositions. Some 500 of these are operas, while hundreds of others are symphonies.

Ricordi licenses: These licenses separately cover not only "small" (i.e., strictly musical), but also "grand" (i.e., musical-dramatic) rights. Ricordi further provides licenses for mechanical and synchronization rights. The contract issued to radio stations states that: (1) payment for use of the music shall be in a pre-arranged lump sum; (2) the license shall cover only "small" rights, and shall not extend to symphonic works, operas, operettas, plays, revues, ballets, or arias and songs performed with full orchestra accompaniment.* "Grand" rights licenses may be obtained on payment of a special fee.

Ricordi headquarters: The U. S. headquarters are located at 12 West 45th Street, New York City. The phone is Murray Hill 2-0300.

Ricordi officers: Dr. Renato Tasselli is managing director in the U. S.

* Ricordi and SESAC are the only licensing societies whose radio licenses expressly state that television rights are not included.

SOCIETY OF EUROPEAN STAGE AUTHORS AND COMPOSERS, INC. (SESAC)

Date of founding: SESAC, a private corporation, was founded in 1930.

Scope: The SESAC reservoir is comprised of approximately 125 separate catalogues of American and foreign publishers and organizations. Radio station licensees thus have available some 35,000 compositions including operettas, symphonic works, plays, dramas, and radio sketches.

SESAC licenses: These licenses separately cover "small" (strictly musical) rights, "grand" (musical-dramatic) rights, and recording rights. The regular license in effect between SESAC and radio stations provides that: (1) the station pay a scheduled blanket license fee for use of SESAC's catalogue; (2) all SESAC musical compositions must be announced by
title and composer, and, if taken from a musical production or sound film, the name of the production or film be mentioned; (3) that SESAC may from time to time place certain compositions on a restricted list, but that the list cannot at any time exceed 10% of the total SESAC reservoir; (4) that the license extends only to "small" rights, "grand" rights requiring a special license and separate fees*.

The license for recording electrical transcriptions states that: (1) only "small" rights are covered in the contract; (2) that the transcription manufacturer pay $15 per year per SESAC composition; (3) that the transcriptions containing SESAC compositions may be broadcast only on sustaining or local commercial programs, and that they may be so performed for one year following issuance of the license, with a longer period requiring a special extension of license; (4) that the contract does not permit the existence of any artistic or interpretive rights arising from the participation of any party in the recorded rendition.*

There is a special license for "custom built" transcriptions with this distinguishing clause: that the transcription manufacturer pay 25c per quarter per SESAC composition for each station broadcasting the transcription.

Division of SESAC royalties: The annual intake is divided via a system based on five major points: (1) number of performances; (2) availability; (3) current activity; (4) seniority; and (5) diversity.

SESAC headquarters: Executive headquarters are at 113 West 42nd Street, New York City. The phone is Bryant 9-3223. SESAC also has traveling representatives visiting stations, and a program service department to assist stations in copyright clearance, etc.

SESAC officers: President of the corporation is Paul Heinecke.

*SESAC and Ricordi are the only societies whose radio licenses expressly state that television rights are not included.

**SESAC's license is the only one containing this express precaution.

THE SOCIETY OF JEWISH COMPOSERS, PUBLISHERS AND SONG WRITERS

Date of founding: The Jewish Society was founded on February 5, 1932.

Scope: The Jewish Society's reservoir includes approximately 2,500 separate compositions which are the property of its 23 member writers and publishers.

Jewish Society license: This license covers only "small" (strictly musical) rights. It stipulates that: (1) access to the Society's reservoir may be had on payment of an annual pre-arranged sum; (2) that "grand rights" are not included.

Jewish Society headquarters: Located at 152 West 42nd Street, New York City.

Jewish Society officers: Sholom Secunda, president; Cantor Fincus Jassinowsky, vice-president; Henry Lefkowitch, secretary; Alexander Olshanetsky, treasurer; Salom J. Pearlmutter, general manager; A. Edward Moskowitz, counsel.

RADIO LIFE OF "HIT" SONGS

Songs were counted only so long as they had 10 or more plugs per week.

<table>
<thead>
<tr>
<th>Songs</th>
<th>Times Played Over</th>
<th>Weeks in Hit Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cathedral in the Pines</td>
<td>360</td>
<td>12</td>
</tr>
<tr>
<td>Cry, Baby, Cry</td>
<td>570</td>
<td>17</td>
</tr>
<tr>
<td>Don't Be That Way</td>
<td>620</td>
<td>21</td>
</tr>
<tr>
<td>This Time It's Real</td>
<td>560</td>
<td>18</td>
</tr>
<tr>
<td>Ti-Pi-Tin</td>
<td>600</td>
<td>20</td>
</tr>
<tr>
<td>You Couldn't Be Cuter</td>
<td>570</td>
<td>20</td>
</tr>
<tr>
<td>You're an Education</td>
<td>600</td>
<td>19</td>
</tr>
<tr>
<td><strong>AVERAGE</strong></td>
<td><strong>554</strong></td>
<td><strong>19</strong></td>
</tr>
</tbody>
</table>

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POPULAR SONGS: 1929-1938

This list is intended to be a miniature "cavalcade" of popular music for the past decade. In reading it, however, the following allowances should be kept in mind:

1. The years under which certain songs are listed are not necessarily the years of copyright. In such instances, however, copyright years are also noted. The criterion for assigning songs to years was the peak of popularity, song by song. This procedure necessarily involved a certain amount of judgment. However, as many checks as possible with members of the music publishing industry were made.

2. While sheet music sales are the general standard on which the list is based, several other considerations have been kept in mind: (a) the song should have some remembrance at the present day; (b) if a song heralded a change in musical style, or in any other way set a new standard professionally for the industry, that fact was given due weight; and (c) a few purely instrumental numbers are included, but they are plainly marked to stand off in a list intended primarily as a song list.

3. Some songs are classified by year only with great difficulty due to steady sales, continual use as theme or background melodies, etc.


1929

Ain't Misbehavin'.
Aren't We All.
[Canto] Siboney (instrumental).
Happy Days Are Here Again.
I'll Always Be in Love with You.
A Little Kiss Each Morning.
Pagan Love Song.
Singin' in the Rain.
Tip Toe thru the Tulips.
Wedding Bells Are Breaking up That Old Gang of Mine.
When It's Springtime in the Rockies.

1930

Body and Soul.
Cheerful Little Earful.
Dancing with Tears in My Eyes.
Exactly Like You.
I Got Rhythm.
[Maine] Stein Song (revival).
On the Sunny Side of the Street.
Three Little Words.
Two Hearts in ¾ Time.
What Is This Thing Called Love?

1931

All of Me.
Goodnight, Sweetheart.
I Found a Million Dollar Baby—in a Five and Ten Cent Store.
The Peanut Vendor.
River, Stay 'Way from My Door.
Someday I'll Find You.
Time on My Hands (c. 1930).
When the Moon Comes over the Mountain.

When Your Hair Has Turned to Silver (c. 1930).
You're Driving Me Crazy! (c. 1930).

1932

Forty-Second Street.
How Deep Is the Ocean?
In a Shanty in Old Shanty Town.
I've Told Every Little Star.
Just an Echo in the Valley.
Let's Put out the Lights and Go to Sleep.
Night and Day.
Play, Fiddle, Play.
Say It Isn't So.
Star Dust (c. 1929).

1933

Annie Doesn't Live Here Anymore.
Carioca.
Did You Ever See a Dream Walking?
Easter Parade.
In the Valley of the Moon.
The Last Round-up.
Lazybones.
Smoke Gets in Your Eyes.
Stormy Weather.
Who's Afraid of the Big Bad Wolf?

1934

The Continental.
Little Man, You've Had a Busy Day.
Love in Bloom.
The Man on the Flying Trapeze (revival; originally issued in 1868).
The Old Spinning Wheel (c. 1933).
Santa Claus Is Coming to Town.
SONGS 1929-1938—Continued

Stay as Sweet as You Are.
Two Cigarettes in the Dark.
Wagon Wheels.
You’re the Top.

1935
Beautiful Lady in Blue.
Begin the Beguine (could be assigned to 1939 for current, renewed popularity).
Cheek to Cheek.
Deep Purple (instrumental).
Isle of Capri (c. 1934).
Lullaby of Broadway.
On the Good Ship Lollipop (c. 1934).
Red Sails in the Sunset.
Take Me Back to My Boots and Saddle.
There Is a Tavern in the Town (revival; original c. 1883; renewed 1911).
When I Grow Too Old to Dream.

1936
Goody Goody.
I’m Gonna Sit Right Down and Write Myself a Letter (c. 1935).
In the Chapel in the Moonlight.
Is It True What They Say About Dixie?
It’s a Sin to Tell a Lie.
Lights Out.
Moon over Miami (c. 1935).
The Music Goes ‘Round and Around (c. 1935).
Pennies from Heaven.
Until the Real Thing Comes Along.

1937
Boo Hoo.
Harbor Lights.

1938
(A list longer than customary is given for this year, because the numbers are still too current to permit foretelling how time will treat them—in usage and memory.)

Alexander’s Ragtime Band (c. 1911).
All Ashore.
A-Tisket, A-Tasket.
Bei Mir Bist Du Schoen.
Cathedral in the Pines.
Change Partners.
Dipsy Doodle.
Flat Foot Floogie.
Heigh Ho (from Snow White; c. 1937).
I Double Dare You.
I’m Gonna Lock My Heart.
I’ve Got a Pocketful of Dreams.
Music, Maestro, Please.
My Reverie.
Says My Heart.
So Help Me.
So Little Time.
Thanks for the Memory.
There’s a Far Away Look in Your Eye.
There’s a Gold Mine in the Sky.
Ti-Pi-Tin.
Whistle While You Work (from Snow White; c. 1937).

NBC-CBS ADAPTATIONS OF LITERARY WORKS:
MAY 1, 1938 TO MAY 1, 1939

The main titles of all literary pieces are noted in bold face. Plays marked with an asterisk (*) were also broadcast one or more times prior to May 1, 1938.

ADAPTATIONS OF STAGE PLAYS
(Including dramas, etc., plus musical comedies and operettas)

A
* Aaron Slick From Punkin Creek; Beale Cormack (radio adaptation by Constance Brown).
Abe Lincoln in Illinois; R. E. Sherwood.

* Abraham Lincoln; John Drinkwater.
Alison’s House; Susan Glaspell.
American Way, The; George S. Kaufman and Moss Hart.
PLAY ADAPTATIONS—Continued

Among the Breakers; George M. Baker (radio adaptation by Constance Brown).
* Anna Christie; Eugene O'Neill. 
Artists, The; Maxo de la Roche.
Aunt Jerushy on the Warpath; Beale Cormack (radio adaptation by Constance Brown).
* Awake and Sing; Clifford Odets.

B

Ballad of Youth, The; Alfred Kreymborg.
Bar Haven; Gordon V. May (radio adaptation by Constance Brown).
Bastion Saint Gervais, The; Maxwell Anderson.
* Bells, The; Leopold Lewis.
* Berkeley Square; John L. Balderston.
Best Policy, The; H. Simpson.
Better Than Gold; George M. Baker (radio adaptation by Charles Speer).
Beyond the Horizon; Eugene O'Neill.
* Bluebird, The; Maurice Maeterlinck.
Both Your Houses; Maxwell Anderson.
Breaking Point, The; Edward Garnett.
Buccaneer, The; Maxwell Anderson and L. Stallings.
Bud and Baby; Alfred Kreymborg.
* Burlesque; George Manker Watters and Arthur Hopkins.
* Bury the Dead; Irwin Shaw.

C

* Call It a Day; Dodie Smith.
* Camille; Alexander Dumas (fils).
Cancelled Debt, The; Isla Paschal Richardson (radio adaptation by Guy Bolte).
Captain Cranberry; Gladys Ruth Bridgeham (radio adaptation by Constance Brown).
* Ceiling Zero; Frank Wead.
* Christmas Carol; Charles Dickens.
Cid, The; Pierre Corneille.
* Clarence; Booth Tarkington.
College Chap, The; Harry L. Newton and John Pierre Roche (radio adaptation by Guy Bolte).
Come of Age; Clemence Dane.
* Commuters, The; James Forbes.
Confession; K. Nicholson (?), J. H. Reid (?)
* Copperhead, The; Augustus Thomas.
Correspondence Courtship; L. Irving Dunn (radio adaptation by Charles Speer).
* Counsellor-at-Law; Elmer Rice.
Country Doctor, The; Arthur Lewis Tubbs (radio adaptation by Charles Speer).
Country Minister, The; Arthur Lewis Tubbs (radio adaptation by Charles Speer).
Courage; Kate Harvey (?), W. F. Manley (?).
* Craig's Wife; George Kelly.
Cranberry Corners; Arthur Lewis Tubbs (radio adaptation by Merrill Rogers).

Cricket Wings; Alfred Kreymborg.
* Criminal Code, The; Martin Flavin.
Cymbeline; William Shakespeare.
* Cyrano de Bergerac; Edmond Rostand.

D

* Dark Angel, The; H. B. Trevelyan.
* Death Takes a Holiday; Walter Ferris, based on a play of the same name by Albert Casella.
* Dr. Faustus; Christopher Marlowe.
* Doll's House, A; Henrik Ibsen.
Down East; Justin Adams (radio adaptation by Constance Brown).

E

Elmwood Folks; Charles S. Bird (radio adaptation by Ernest Howard Culbertson).
* Everyman; anonymous (morality play).

F

Father Crocodile; Alfred Kreymborg.
Fish After Fish; Alfred Kreymborg.
* Five Star Final; Louis Weitzenkorn.
Forest Acres; Frank Barnett Lindsay (radio adaptation by Guy Bolte).
Foul Tip, A; Charles S. Allen (radio adaptation by Katherine Lane).
Four Apes, The; Alfred Kreymborg.
Four Winds Talk It Over, The; Alfred Kreymborg.

G

Gentle People, The; Irwin Shaw.
Government Detective, The; Bernard Francis Moore (radio adaptation by Charles Speer).
* Great Magician, The; Lawrence Carra.
* Green Goddess, The; William Archer.

H

Happy Journey to Trenton and Camden; Thornton Wilder.
Haunted Water; Alfred Kreymborg.
Henry IV; Luigi Pirandello.
Henry Brocken; Walter de la Mare.
Hernani; Victor Hugo.
Highwayman, The; J. M. Morton.
Hole in the Wall, The; Alfred Kreymborg.
How Jim Made Good; Charles S. Bird (radio adaptation by Charles Speer).

I

I Got a Destiny; Dorothy Calhoun.
Icebound; Owen Davis.
In Abraham's Bosom; Paul Green.
* Inspector General, The; N. V. Gogol.
* Interference; Roland Pertwee and Harold Dearden.
It Happened in June (Better Than Gold); Eugene G. Hafer (radio adaptation by Guy Bolte).

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PLAY ADAPTATIONS—Continued

J
Jest, The; P. Eldridge.
*Journey's End; R. C. Sherriff.
*Julius Caesar; William Shakespeare.
*Justice; John Galsworthy.

K
Knickerbocker Holiday; Maxwell Anderson.
*Le Bourgeois Gentilhomme; Moliere.
Lepanto; G. K. Chesterton.
Letter, The; W. Somerset Maugham.
Life Is a Dream; George Calderon.
*Little Stone House, The; George Calderon.
Lord Arthur Saville's Críme; Oscar Wilde.

M
Mamba's Daughters; DuBose Heyward's dramatization from the novel by Dorothy and DuBose Heyward.
Mary Stuart; F. von Schiller.
Masquerade; R. Hillyer.
*Master of the Revels; Don Marquis.
*Mayor and the Marquis, The; George Ade.
*Men in White; Sidney Kingsley.
*Men, Women and Goats; Charles O'Brien Kennedy.
*Midsummer Night's Dream, A; William Shakespeare.
Missouri Legend; Elizabeth B. McGinty.
Mr. Bob; Rachel M. Baker (radio adaptation by Constance Brown).
Murder in the Cathedral; T. S. Eliot.

N
Nature Rides Again; Alfred Kreymborg.
*Nervous Wreck, The; Owen Davis.
Nine Days Queen, The; Rachel Field.

O
*Octoroon, The; Dion Boucicault.
Old Acre Folk; Dana J. Stevens (radio adaptation by Constance Brown).
Old Bannerman; Eden Phillpotts.
Olympia; Ference Molnar.
*Othello; William Shakespeare.
Our Folks; George M. Baker (radio adaptation by Constance Brown).
Out West; Justin Adams (radio adaptation by Charles Speer).
*Outward Bound; Sutton Vane.

P
Passenger to Bali, A; Ellis St. Joseph (radio adaptation by David Golden).
*Passing of the Third Floor Back, The; Jerome K. Jerome.
*Patience; Gilbert and Sullivan.
*Peter Pan; Sir James M. Barrie.
Plain People; Dana J. Stevens (radio adaptation by Merrill Rogers).
Planets, The; Alfred Kreymborg.

R
*Prelude; J. Oppenheim.
*Private Lives; Noel Coward.

Rain Down Death; Alfred Kreymborg.
Red Acre Farm; no author given and none listed in the indices.
*Redemption; L. N. Tolstoi.
Resurrection; D. Corkery (?).
Return of Peter Grimm; David Belasco.
Revolt; George Calderon (?) or J. M. Viliers de L'Isle Adam (?).
*Richelieu; Bulwer Lytton.
Rocket to the Moon; Clifford Odetts.
*Romance; Edward Sheldon.

S
*School for Scandal; Richard Sheridan.
Seven Keys to Baldpate; George M. Cohan's dramatization of Earl Derr Biggers' book.
*Seventeen; Booth Tarkington (stage version by H. S. Stange, S. Mears and S. Walker).
The Stoop to Conquer; Oliver Goldsmith.
*Shining Hour, The; Keith Winter.
*Show Boat; Edna Ferber.
The Spring Waters; Howard Reed (radio adaptation by Constance Brown).
*Stage Door; Edna Ferber and George S. Kaufman.
Strange Interlude; Eugene O'Neill.
The Sunny Acres; Richard Hill Wilkinson (radio adaptation by Constance Brown).
*Swan, The; Ferenc Molnar.
Swan Song, The; A. P. Chekhov.
*Swing Your Lady; Kenyon Nicholson.

T
Teaser, The; Charles S. Allen (radio adaptation by Olivia Saunders).
*Terrible Meek, The; Charles Rann Kennedy.
The They Knew What They Wanted; Sidney Howard.
The Topaz; Benn W. Levy adaptation of the Marcel Pagnol play.
The Tovarich; Robert E. Sherwood adaptation of the Jacques Deval play.
The Trojan Women, The; Euripides.
*Twentieth Century; Ben Hecht and Charles MacArthur.
The Twisting of the Rope, The; Douglas Hyde.

V
Valiant, The; Holworthy Hall and Robert Middlemass.
Valley Farm; Arthur Lewis Tubbs (radio adaptation by Guy Bolte).
*Valley Forge; Maxwell Anderson.
*Victoria Regina; L. Housman.
Village School Ma'am; Arthur Lewis Tubbs (radio adaptation by Guy Bolte).
PLAY ADAPTATIONS—Continued

W
Well of the Saints, The; John Millington Synge.
Why Marry; Jessie Lynch Williams.
Willowdale; Arthur Lewis Tubbs (radio adaptation by Guy Bolte).
Windy Willows; Ted and Virginia Maxwell (radio adaptation by Constance Brown).
*Within the Law; Bayard Veiller.
Y
*Yellow Jack; Sidney Howard's dramatization of Paul de Kruif's book.

ADAPTATIONS OF PROSE AND POETRY
(Including short stories, novels, poems)

A
Arrowsmith; adaptation of the Sinclair Lewis novel.
At Midnight on the 31st of March; adaptation of the narrative poem by Josephine Young Case.
B
Babbitt; adaptation of the Sinclair Lewis novel.
Back Pay; adapted from Hillary Blake.
Beau Geste; adaptation of the Percival Christopher Wren book.
Black Daniel; adapted from Honore Morrow.
Blind Man's Holiday; adapted from O. Henry.
Bridge of Mercy; adapted by True Boardman from Norman Reilly Raine.

C
Canary Murder Case; adapted from S. S. Van Dine.
Capture of Bill Sykes, The; adapted from Charles Dickens' "Oliver Twist."
Challenge for Three, A; adapted by True Boardman from the short story by David Garth.
Cop and the Anthem, The; adapted from O. Henry.
Count and the Wedding Guest, The; adapted from O. Henry.
Count of Monte Cristo; adapted from Alexandre Dumas.

F
Farewell to Arms; adapted from the book by Ernest Hemingway.
For Future Reference; adapted from Stephen Vincent Benet.

G
Gift of the Magi, The; adapted from O. Henry.
Glass Key, The; adapted from the work of Dashiell Hammett.
Gold Bug, The; adapted from the story of Edgar Allen Poe.
Green Light; adapted from Lloyd C. Douglas' novel.

H
Happiness; story by Conrad Bercovici, adapted by Edward James.
Harlem Tragedy, A; adapted from O. Henry.
Haunted House, The; adapted from the work of Charles Dickens by Richard McDonagh.
Hiding of Black Bill, The; adapted from O. Henry.

I
I Lost My Girlish Laughter; Jane Allen.
In The Train; adapted from the short story of Frank O'Connor by Hugh Hunt.

J
Jane Eyre; adapted from the novel of Charlotte Bronte.

L
Last of the Troubadours, The; adapted from O. Henry.
Les Miserables; adapted from the book by Victor Hugo.
Lickpenny Lover, A; adapted from O. Henry.
Lives of a Bengal Lancer; adapted from the book by Francis Yeats-Brown.

M
Markheim; adapted from Robert Louis Stevenson.
Memento; adapted from O. Henry.
Mr. Pickwick Takes a Bow; adapted from Charles Dickens.
Monkey's Paw, The; adapted from W. W. Jacobs.
Mutiny on the Bounty; adapted from the book by Nordhoff and Hall.

N
Nine Prisoners; adapted from William March's work by Brian J. Byrne.

O
Of Human Bondage; adapted from Somerset Maugham's book.
Orphan Ego; adapted by Leslie Urbach from Arnold Manoff's story "Maxie Makes a Splash."
PROSE-POETRY ADAPTATIONS—Continued

P
Patriot, The; from the Pearl S. Buck work.
Peer Gynt; Henrik Ibsen.
Peter Ibbetson; George Du Maurier (also an opera from the Du Maurier book by Deems Taylor).
Phantom Rickshaw, The; Rudyard Kipling.
Prophecy; adapted by Sylvia Marks from the story "Sooth" by Wilbur Daniel Steele.
Rebecca; adapted from the novel of Daphne Du Maurier.
Royal Regiment; Gilbert Frankau.

S
Sea Drift; Walt Whitman.
Signal Tower, The; Wadsworth Camp.
So Big; from the novel by Edna Ferber.
State Fair; from the novel by Phil Stong.

T
Tale of Two Cities; from the book by Charles Dickens.

Tell Tale Heart, The; adapted from the work of Edgar Allen Poe.
Transmutation of Ling; adapted from the work of Ernest Bramah (Smith).
Trilby; adapted from the book by George Du Maurier.

V
Vanity and Some Sables; adapted from O. Henry.

W
War of the Worlds; adapted from H. G. Wells.
Wet Saturday; adapted by Lee Anderson from the short story of John Collyer.
Wickford Point; J. P. Marquand.
William Wilson; adapted from Edgar Allen Poe.

Y
Young Man with a Horn; adapted from the book of Dorothy Baker by Welbourn Kelley.

PLAYS SPECIFICALLY WRITTEN FOR RADIO
(This list does not include serials or semi-dramatic writing for guest stars)

A
Alone in Paris; Delmar Daves.
Alter Ego; Arch Oboler.
American Song; Albert Williams.
Aussa, The Arab; John Fleming.
Autobiography; Paul Franklin.

B
Baron and the Lady, The; Bonneviere Arnaud.
Best Two Out of Three; Ben Lee.
Bonnie Banks of Loch Lomond, The; Richard McDonagh.
Breathes There a Man; Forrest Barnes and Ashmead Scott.
Bubbling Over; Anthony Wayne.
Bullets in the Night; Addison Simmons.
By the Grace of Dishwater; Merritt P. Allen.

C
Can Long Endure; Charles Tazewell.
Can We Forget; Mary McCall, Jr.
Case of the Missing Skyscraper, The; James Costello.
Catacombs, The; author not listed.
Catcher's Mitt, A; author not listed.
Celestial Influence; Merritt P. Allen.
Chanson de Noel; Edward James.
Chimney House; Pauline Bigson.
Chinaman's Chance, A; Donald Beddoe.
Christmas Present; Jack Gilhon.
Cliff, The; Arch Oboler.
Comeback, The; Aubrey Wisberg.

Cradle of Peace, The; Calvin Grinnell.
Crime Doesn't Play; Warren Gale.
Cupid Cops a Headline; J. Douglas Cook.
Cupid Runs the Show; Peter Dixon.
Cupid With Brass Knuckles; Roswell Rogers.

D
Dark Dilemma; Addison Simmons.
Dark Voice, The; Elizabeth Carver.
Dark World; Arch Oboler.
Dawn Over Hong Kong; Calvin Grinnell.
Day of Glory; Francis Wilson and Raymond Scudder.
Dear Victim; Grover Jones and True Boardman.
Death of a King; Norman Rosten.
Debutante; Grover Jones and True Boardman.
Dictated But Not Read; Aubrey Wisberg.
Doctor Jones; Ashmead Scott.
Doctor of Tingham, The; Edward Tomlinson.
Don't Ask a Woman Why; no author listed.
Duty Bound; Nathalie Feldman.

E
Each Wish of My Heart; Forrest Barnes and Harry Kronman.
Earth Is Deep, The; Forrest Barnes.
Edna's Fruit Hat; John Pudney.
Eigerwand; Arch Oboler.
Emergency Case; Irene Wicker.
Empty Coffin, The; Roderick Ainsworth Mays.
End of the Beginning, The; Sam O'Casey.
Episode in Red; Merritt P. Allen.
Escape from Tomorrow; Gene Towne and Graham Baker.
Exorcist for the Evening, The; Philip Bloom.
Ethel and Her Engine; John Pudney.
Everything Happens to Me; Edward James.
Expert Opinion; True Boardman.

Fate Rides the Rails; Roger Quayle Denny.
Father and Son; Burr Cook.
Festival, The; Albert Williams.
Firing Squad; George Hamaker.
First in Peace—Our First President; Ernest Boyd.
First Two Weeks in July, The; Jerry Devine.
Fogarty's Code; Ben Broder.
For Us the Living; True Boardman.
Forgot in the Rains; William Merrick.
Forgotten Woman; Mignon Schreiber.

Gift, The; Arch Oboler.
Grandma Takes a Hand; Anthony Wayne.
Greater Loves; Peter Dixon.
Green Angel, The; Merritt P. Allen.
Guest of the Evening; no author given.

Hand of Providence, The; Charles Tazewell.
Happy Ending; Patterson McNutt.
He Caught a Tartar; Keith Fowler and Milton Geiger.
Headline Hostage; Ralph Hunter and Larry Kaiser.
Hire Men—Fire Me; Addison Simmons.
His Private Life; Jock MacGregor and Victor McGovern.
Home Port, The; Albert Williams.
Home Remedies; Merritt P. Allen.
Horrible Hallucination, The; James Costello.
Horse Car, The; Jerry Devine.
Humbug Weed; Arch Oboler.
Humbug Weed; Merritt P. Allen.

I.O.U. My Love; Peter Dixon.
I Do; Arch Oboler.
I Don't Like Mountain Music; Robert L. Cooper.
Imitation of Glory; author not listed.
Ineffable Essence of Nothing, The; Ranald MacDougall.
It May Be Forever; True Boardman.

John Keats, Human Being; Ben Lee.
Jury Trial; Elizabeth and James Hart.
Just a Bum; Helen Norris.

King in Washington, A; Mildred Hark and Noel McQueen.

Lamplighter of Queer Street, The; Milton Geiger.
Last Flight to Paradise; Charles Martin.
Last Frontier, The; Edward James.
Late Mr. Early, The; Stanley Kauffman.
Lend Me Your Eyes; Ashmead Scott.
Letter from Home, A; Charles R. Jackson.
Lilley Murder Case, The; Anthony Wayne.
Little Dove, The; Keith Fowler.
Little Town of Bethlehem; Anthony Wayne.
Love and Kisses; Ranald MacDougall.
Love Is Our Destiny; Paul Franklin.
Love Is Where You Find It; Grover Jones and True Boardman.
Love Me Forever; William C. Hodapp.
Love Walked Beside Him; Ashmead Scott.
Lovely Light, The; Ashmead Scott.

M

MacLean, Man of Honor; Elizabeth Carver.
Madame Dictator; Calvin Grinnell.
Man from Medicine Bow, The; Paul Franklin.
Manhattan Highlight; Harriet Lessing.
Manhattan Masquerade; Ashmead Scott.
Martha (Invalid Nurse); no author listed.
Memoriam; Arch Oboler.
Midsummer Nightmare; James Costello.
Miracle at Lourdes; Edward James.
Mirage; Arch Oboler.
Miss Brown of Worcester; Dwight Taylor and Arthur Sheekman.
Miss Mystery; Calvin Grinnell.
Miss Pringle Gets a Ticket; Keith Fowler.
Mr. Important; Arch Oboler.
Mr. Midnight Sees the Light; Warren Gale.
Mr. Whipple Is Worried; James Frederick.
Misty Mountain; Grover Jones and True Boardman.
Monument to Love, A; Edward James.
More Perfect Union, A; Ernest Boyd and Raymond Scudder.
My Son and I; no author given.

N

Never in This World; Stephen Morehouse Avery.
Next Day It Rained; Douglas Cook.
Night of Mystery, The; no author given.
Not to Be Opened for Five Thousand Years; no author given.
Now Playing Tomorrow; Arthur Laurents.

O

Of Good Family; Herbert L. Jacobson.
Old Gray Mare Comes Back, The; Merritt P. Allen.
Old Maid School Teacher; no author given.
On a Sunday Afternoon; Merritt P. Allen.
On Naseby Hill; Donald Bedloe.
On Stage, Please; Ashmead Scott.
On the Upswing; Jerry Devine.
On the Verge; Peter Dixon.
Once a Reporter; Forrest Barnes and Robert Fender.
Out of the Fog; Leon Ware.
Out of Thin Soil; no author given.
Out of This World; Paul Franklin.

P

Page Five, Column Two; Ashmead Scott.
Pepito Inherits the Earth; William Merrick.
Persistent Mr. Slade, The; Anthony Wayne.
Pie Cure, The; Merritt P. Allen.
Pine Tavern, The; Merritt P. Allen.
Play, Benedict, Play; Stanley Kauffman.
Poet of the Air; Stella Reynolds.
Processional; John L. Greene.
Protection; Victor McGovern and Jock MacGregor.

R

Rain on the Roof; Ashmead Scott.
Rendezvous with Kit Carson, A; Elaine Ryan.
Reno Flyer; Vickey Corey.
Revolt of the Native; Merritt P. Allen.
Road to Sipri, The; Addison Smith.

S

Safe Deposits; James J. Eaton and Norman Hillas.
Saint in the Making, A; Richard McDonagh.
Samson Agonistes; Norman Rosen.
Scratch a Press Agent; Peter Cooper.
Seeing Is Deceiving; Anthony Wayne.
Seeing Timmie Through; Ben Lee.
Shape of Darkness, The; Milton Geiger.
Sketch for a Larger Canvas; Robert Meltzer and Oscar Brodney.
Small One, The; no author given.
Small Town Editor; Anthony Wayne.
Sole Survivors; Arch Oboler.
Something About Love; Burgess Meredith.
Son of the Navy; Grover Jones and True Boardman.
Spectacular Spinkle, The; Randal MacDougall.
Star Dust; Arnold Moss and Stella Reynolds.
Stars Fell on Uncle Eben; Merritt P. Allen.
Stars Never Lie, The; Robert L. Cooper.

Story of Auguste Rodin, The (The Sculptor Comes to Life); Samm S. Baker.
Story of Cotton, The; Welbourn Kelley.
Story of the Preakness; Richard McDonagh.
Stronger Man, The; Richard Well.
Study in Triangles; True Boardman.
Surrealism; Roland Bradley.

T

Tailored by Toni; Connie Lee.
Thanks to Mr. Shakespeare; John L. Greene.
Thanks to Thanksgiving; Merritt P. Allen.
Thanksgiving; Robert Newman.
That a Nation Might Live; Richard McDonagh.
They Fly Thru the Air with the Greatest of Ease; Norman Corwin.
This Is Radio; Tom Langan.
This Is the Day; Elaine Sterne Carrington.
Three Days March; Laurence Stallings.
Three Men and a Message; Carl Jonas.
Three Who Face Death; Addison Simmons.
Timber Valley; True Boardman.
Timely Accident, A; Allen Wood.
Too Many Roses; Felicia Lampert and Arthur Rothafel.
Truth, The; Arch Oboler.
Twice Around the Clock; Edward James.
Twilight Shore, The; Milton Geiger.

U

Ugliest Man in the World, The; Arch Oboler.

V

Valor Fulfilled; Aubrey Wisberg.
Villain Still Pursued Her, The; True Boardman.

W

Wall Street Wife; Calvin Grinnell.
Welterweight Championship; Jerry Devine.
Winged Victory, The; David Redstone.
With All My Heart; Jerry Devine.

Y

Yankee Art, The; Merritt P. Allen.
Year of the Lord, 1938; Jerry Devine.
Your Honor; John Greene and Harry Kronman.

FEDERAL THEATRE RADIO DIVISION
ADAPTATIONS

DRAMATIZATIONS OF BOOKS

Clinton Street; Chaver Paver (in Yiddish).
Drums; James Boyd.
Epic of America; James Truslow Adams.
Fight for Life, The; Dr. Paul de Kruif.

From the Earth to the Moon; Jules Verne.
Hunger Fighters; Dr. Paul de Kruif.
Italians of New York; WPA Federal Writers' Project (in Italian).
King Arthur and His Knights of the Round Table.
Men Against Death; Dr. Paul de Kruif.
Microbe Hunters; Dr. Paul de Kruif.
Mysterious Island; Jules Verne.
Pickwick Papers; Charles Dickens.
Why Keep Them Alive?; Dr. Paul de Kruif.

OPERETTAS

Billee Taylor; Edward Solomon.
Black Mantels; Bucalossi.
Bohemian Girl, The; Michael Balfe.
Chimes of Normandy; Robert Planquette.
Cox and Box; F. C. Burnand and Sir Arthur Sullivan.
Fille de Mme. Angot, La; Charles Lecocq.
Geisha, The; Sidney Jones.
Gondoliers, The; Gilbert and Sullivan.
Iolanthe; Gilbert and Sullivan.
Janice; Karl Schulz.
Maritana; W. Vincent Wallace.
Mascot, The; Edmond Audran.
Mikado, The; Gilbert and Sullivan.
Nell Gwynne; Robert Planquette.
Patience; Gilbert and Sullivan.
Pirates of Penzance; Gilbert and Sullivan.
Princess Ida; Gilbert and Sullivan.
Ruddigore; Gilbert and Sullivan.
Sorcerer, The; Gilbert and Sullivan.
Trial by Jury; Gilbert and Sullivan.
Witch, The; Abraham Goldfaden (in Yiddish).
Yeomen of the Guard; Gilbert and Sullivan.

PLAYS

Altars of Steel; Thomas Hall Rogers.
American Holiday; Edwin L. and Albert Barker.
Awake and Sing; Clifford Odets (adapted in Yiddish by Chaver Paver).
Battle Hymn; Michael Blankford and Michael Gold.
Created Equal; John Hunter Booth.
Duchess of Malfi, The; John Webster.
Eastward Ho!; George Chapman, with Ben Johnson et al.
Everyman in His Humor; Ben Johnson.
Help Yourself; Paul Vulpian.
If Ye Break Faith; Maria M. Coxe.
Jefferson Davis; John McGee.
Lonely Man, The; Howard Koch.
Malcontent, The; John Marston.
Mississippi Rainbow; Charles Brownell (scenes from play).
Murder in the Cathedral; T. S. Eliot.
New Way to Pay Old Debts, A; Philip Massinger.
Old Wives Tale, The; George Peele.
On the Rocks; George Bernard Shaw (scenes from play).
One Third of a Nation; Arthur Arent (also scenes from play).
Philaster; Beaumont and Fletcher.
Power; Arthur Arent.

Shoemakers' Holiday, The; Thomas Dekker.
Silent Woman, The; Ben Johnson.
Sun and I, The; Barrie and Leona Stavis.
Sun Rises in the West, The; Federal Theatre Southwestern Unit.
Tamburlaine the Great; Christopher Marlowe.
Tragical History of Doctor Faustus; Christopher Marlowe.
Unconquered, The; Carl Glick.
Volpone; Ben Johnson.
Woman Killed with Kindness, A; Thomas Heywood.

STORIES

Accident, An; Manuel Komroff.
Actor's Blood; Ben Hecht.
Aladdin and the Wonderful Lamp; (fairy tale) Arabian Nights.
Brother Orchid; Richard Connell.
Christ in Concrete; Pietro di Donato.*
Death in Shanghai; Lionel Wigram.
Devil's Mother-in-Law, The; (fairy tale).
Duel by Candlelight; Andreas Latzko.
Emelyan, The Fool; (fairy tale).
Family in the Wind; F. Scott Fitzgerald.
Fate of a Hero, The; James T. Farrell.
Fisherman and His Soul, The; (fairy tale) Oscar Wilde.
Five Men Came Home; Margaret Lee Runbeck.
Frost Giants, The; (fairy tale).
Give Us This Day; Margaret Lee Runbeck.
Going My Way?; George Harmon Coxe.
Good Place to Eat, A; Maurice Samuel.
Greatest Man in the World, The; James Thurber.
How the River God's Wedding Was Broken Off; (fairy tale).
I'll Send You a Snapshot; Laura Z. Hobson.
Jack and the Beanstalk; (fairy tale).
Jonah, The; Jakcland Marmur.
Late . . 299; John Galsworthy.
Law Beaters, The; Richard Connell.
Let Freedom Ring; Robert Carson.
Man Who Did Not Wish to Die, The; (fairy tale).
Man Who Won the War, The; Robert Buckner.
Mr. Geiger; Jean Feles Williams.
Mr. Mergenthwirker's Lobbies; Nelson S. Bond.
Necklace, The; Guy de Maupassant.
One Head Well Done; John B. Swain.
Pied Piper, The; (fairy tale).
Pinocchio; (fairy tale).
Rip Van Winkle; (fairy tale) Washington Irving.
Sad Shepherd, The; Henry Van Dyke.
Sleeping Beauty, The; (fairy tale) Charles Perrault.

* To be published as a book by Bobbs-Merrill Co.
F. T. R. D. ADAPTATIONS—Continued

Spring Maiden, The; (fairy tale).
Surprise for the Boys; Herbert Lewis.
Thousand Dollar Bill, The; Manuel Kom- roff.
Three Sisters, The; (fairy tale).
Twenty-Fourth Hour, The; Jerome Beatty.
What Price Story?; Max Brand.
Written in Water; Barnham Carter.
You Do Solemnly Swear; Sterling Brandt.
Zdomirsky's Duel; Alexander Dumas.

EXPERIMENTS IN SYMPHONIC DRAMA
(Original drama written to music)
Age of Steel, The; Prokofiev.
L'Apres Midi D'un Faune; Debussy.
Concerto No. 2 in C Minor; Rachmaninoff.
Enigma Variations; Elgar.
Grand Canyon Suite; Ferde Grofe.
Hary Janos; Zoltan Kodaly.
Nuteracker Suite, The; Tchaikowsky.
Les Preludes; Liszt.
Symphony No. 1 in C Major (Fantastic); Berlioz.
Symphony No. 3 (Eroica); Beethoven.
Symphony No. 4; Brahms.
Symphony No. 5; Tchaikowsky.
Symphony No. 6 (Pathetique); Tchaikowsky.

SYMPHONIC DRAMAS
All for Love: John Dryden.
L'Arlesienne; Alphonse Daudet.
Camille; Alexander Dumas (fils).
Doll's House, A; Henrik Ibsen.
Everyman; Peter Dorlandus.
King Henry VIII; William Shakespeare.
King Oedipus; Sophocles.
Lady from the Sea; Henrik Ibsen.
Mistress of the Inn, The; Carlo Goldoni.
Peer Gynt; Henrik Ibsen.
Rosmersholm; Henrik Ibsen.
Salome; Oscar Wilde.
Scheherazade; from "The Arabian Nights."

Note: The Federal Theatre Radio Division is a project of the Works Progress Administration under the Federal Theatre Project. During the past three years the FTRD has prepared and broadcast a large number of adaptations, plus material specifically written for radio. Adaptations listed below cover the interval between May 1, 1938, and May 1, 1939.

Headquarters of the FTRD are at 1697 Broadway, New York City (phone Colum- bus 5-5364). Evan Roberts is managing director.

Educational bodies and similar groups may obtain FTRD materials on a loan without payment of any kind. For recordings of FTRD productions, Evan Roberts should be consulted. For scripts, queries should be directed to Samuel Gold, manager of the script service. For general information, contact Ivan Black, manager of the department of information. (Note: The FTRD issues catalogues of its works, including plays, etc., still in copyright and thus bearing a royalty).

RESEARCH ORGANIZATIONS
(These firms gather data on advertising media)

AMERICAN MARKETING ASSOCIA-
cago, and Theodore N. Beckman, Ohio State University, Columbus, vice-presi-
dents; John J. Karol, CBS, New York, treasurer; Albert Haring, Lehigh Uni-
versity, Bethlehem, Pa., secretary.

ANDERSON, NICHOLS, ASSOCIATES,
330 West 42nd St., New York, N. Y. (Bryant 9-2278). Executives: E. R.
Anderson, president; H. B. Nichols, sec-
retary and treasurer; P. W. Stewart, di-

BOOZ-FRY-ALLEN & HAMILTON, 135 S.
LaSalle St., Chicago, Ill. (State 8344). Branch office: 285 Madison Ave., New

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RESEARCH ORGANIZATIONS—Continued

York (Caledonia 5-1223); Mark Cresap, manager.

WALTER P. BURN & ASSOCIATES, 7 West 44th St., New York, N. Y. (Murray Hill 2-7462). Executives: Walter P. Burn, president; William Noble, vice-president; William G. Davis, research director; Edgar Felix, technical director; Allen Howard, art director; Charles Finsilver, E. Hoffman, H. Schwabik.


PAUL T. CHERINGTON, 9 Rockefeller Plaza, New York, N. Y. (Circle 6-0926).

COORDINATING ANALYSIS OF BROADCASTING, 330 West 42nd St., New York, N. Y. (Medallion 3-3898). Governing Committee: Dr. D. P. Smelser, Procter & Gamble Co., chairman; Dr. George Gallup, Young & Rubicam, Inc., treasurer; A. W. Lehman, manager and secretary; C. H. Lang, General Electric Co.; A. Wells Wilbor, General Mills, Inc.; L. D. H. Weld, McCann-Erickson, Inc.

CROSSLEY, INC., Princeton, N. J. President and treasurer; Archibald M. Crossley. Branch office: 330 West 42nd St., New York City (Bryant 9-5462).

FACTS, INC., 420 Lexington Ave., New York, N. Y. (Circle 6-0926).

ROY S. FROTHINGHAM, 111 Sutter St., San Francisco, Calif. (Douglas 6446). Branch offices: None, as such; representatives in leading cities of 11 western states.

C. E. HOOPER, INC., 51 East 42nd St., New York, N. Y. (Vanderbilt 6-4630). Executives: C. E. Hooper, president; E. A. Tomsett, vice-president; H. G. Boyd, radioradio service manager; Edythe F. Bull, field staff director.

HOOPER-HOLMES BUREAU, INC., THE, 102 Maiden Lane, New York, N. Y. (Beekman 3-5500). Executives: John J. King, president; Clarence P. Bryant, vice-president; Edward King, secretary and treasurer; Miss E. C. Pond, executive secretary; Chester E. Haring, director, market research division; J. Charles King, director of sales; David G. Fenelon, supervisor. Branch offices: Offices in 80 cities in the U. S. and Canada.

IRWIN & IRWIN, 1627 Locust St., St. Louis Mo. (Republic 3179). Executive in charge: M. C. Irwin, manager.


HELEN KING, 17 East 48th St., New York, N. Y. (Wickersham 2-1127-8).


MARKET DATA SERVICE, INC. (Division of Walter P. Burn & Associates) 7 West 44th St., New York, N. Y. (Murray Hill 2-7462). Executives: W. G. Davis, president; W. Noble, vice-president; Walter P. Burn, secretary-treasurer.


Cummings, executive secretary. **Branch office:** Convention Hall, Atlantic City, N. J. (Atlantic City 4-6538); William H. Appleby, in charge.

**A. C. NJEelsen CO.,** 2101 Howard St., Chicago, Ill. (Hollycourt 6100). **Executives:** Arthur C. Nielsen, president; James O. Peckham, Frederick K. Leisch, Hugh L. Rusch, vice-presidents. **Branch offices:** 500 Fifth Ave., New York (Pennsylvania 6-7126); London, England.

**R. L. PolK & Co.** (Market Research Division), 431 Howard St., Detroit, Mich. (Cadillac 9470). **Manager:** H. H. Geddes. **Branch offices:** 354 Fourth Ave., New York; 401 N. Broad St., Philadelphia; 113 St. Claire, N. E., Cleveland; 367 W. Adams, Chicago; 411 N. 10th St., St. Louis.

**Psychological Corp.,** 522 Fifth Ave., New York, N. Y. (Murray Hill 2-2145). **Executives:** Paul S. Achilles, managing director; Henry C. Link, secretary-treasurer, head of market research division.

**Publishers’ Information Bureau, Inc., National Advertising Records,** 799 Broadway, New York, N. Y. (Stuyvesant 9-7334). **Executives:** Anne R. Edgerly, president; Mrs. S. E. Barnes, vice-president; Mrs. Mae B. Irbing, treasurer. **Branch office:** 333 N. Michigan Ave., Chicago (Randolph 3442).

**Elmo Roper,** 30 Rockefeller Plaza, New York, N. Y. (Circle 6-7164). **Executives:** Elmo Roper, Robert Williams, Arthur B. Chivvis, Carolyn Crusius.

**Ross Federal Research Corp.,** 18 East 48th St., New York, N. Y. (Plaza 3-6500). **Executives:** H. A. Ross, president, treasurer; D. A. Ross, general manager, vice-president; C. B. Ross, director of research, vice-president; R. E. Ross, vice-president in charge of theatre operations; F. X. Miske, secretary; Donovan Hall, director of advertising and sales promotion; W. I. Brown, Walter O. Anderson, Harold Lund, J. A. Kraker and Ruel G. Williams, executive district managers. **Branch officers:** In all principal cities.

**Elsie M. Rushmore,** 551 Fifth Ave., New York, N. Y. (Murray Hill 2-3053). **Executives:** Elsie M. Rushmore, Mrs. William Meigs, Jr.

**Daniel Starch,** 420 Lexington Ave., New York, N. Y. (Mohawk 4-6624).

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**RADIO NEWS SERVICES**

Press associations and other sources supplying news for radio broadcast are listed herewith with full particulars.

**Associated Press,** 50 Rockefeller Plaza, New York, N. Y. **Phone:** Circle 6-4111. **Executive assistant:** O. S. Gramling. **Branch offices:** Bureaus throughout the U. S. and all foreign nations. **Services:** Non-profit organization for the gathering and distribution of news and pictures for member newspapers. Under membership regulations, member papers may now make arrangements with advertisers for sponsored broadcast of AP news.

**Christian Science Monitor,** 1 Nor- way St., Boston, Mass. **Phone:** Commonwealth 4330. **Executives:** Volney D. Hurd, director of broadcasting. **Services:** The Monitor Views the News, supplied to U. S. and foreign radio stations, free of charge.

**International News Service,** 235 East 45th St., New York, N. Y. **Phone:** Murray Hill 2-0131. **Executives:** Joseph V. Connolly, president; Barry Faris, editor-in-chief. **Branch offices:** Bureau and staff correspondents are maintained in all principal cities of the U. S. and foreign countries. **Services:** In addition to complete day and night wire service to clients, the following daily supplementary printed news copy is delivered by mail: Fast Mail; Sports Service.

**Press-Radio Bureau, Inc.,** 551 Fifth Ave., New York, N. Y. **Phone:** Murray Hill 2-5670. **Executives:** James W. Barrett, president and editor. **Services:** News reviews, commentaries, and features furnished stations.

**Transradio Press Service, Inc.,** 342 Madison Ave., New York, N. Y. **Phone:** Murray Hill 2-4053; 4054. **Executives:** Herbert Moore, president; W. G. Quisenberry, vice-president; Dixon
NEWS SERVICES—Continued

Stewart, vice-president; Alma Shesnut, editor of women's news. Branch offices: Bureaus in Chicago, San Francisco, Washington, D. C., Atlanta, Boston, Detroit, New Orleans, Seattle, Los Angeles, Baltimore, Minneapolis, Austin, Cincinnati, Columbus, Dallas, Des Moines, Hartford, Kansas City, Montgomery, Ala., Montreal, Philadelphia, Phoenix, Olympia, Toronto, Tulsa, Denver; staff correspondents are also maintained in the principal cities of the U. S. and foreign countries. Services: Flash and bulletin news supplied clients 18-hours-a-day, every day; complete sports results; specialized news features.

UNITED PRESS ASSOCIATIONS, News Building, 220 East 42nd St., New York, N. Y. Phone: Murray Hill 2-0400. Executives: Hugh Baillie, president; Edwin Moss Williams, general sales manager; Clem J. Randau, general business manager; Earl J. Johnson, general news manager; A. F. Harrison, radio sales manager; Webb Artz, radio editor. Branch offices: Bureaus and staff correspondents are maintained in the principal cities of the U. S. and foreign countries. Services: Daily news service; feature service (including sports); baseball service, inning-by-inning; weekly feature service; all services are by special wire.

TRANSCRIPTION PRODUCERS

(Firms marked with an asterisk are MPPA licensees)

*A & W SOUND SERVICE, 138 West 4th Ave., Columbus, O. Phone: University 7508. Manager: J. E. Anderson. Type of services offered: Recordings, air checks. Library service: None. (At press time, no further information was available).

AEROGRA M CORP., 1611 Cosmo Street, Hollywood, Calif. Phone: Hillside 7211. Executives: George H. Bird, president; Herman Brugger, vice-president; G. Curtis Bird, secretary-treasurer, sales director. Representatives: Charles J. Basch, Jr., 171 Madison Ave, New York City, MU 4-4717; F. R. Jones, 228 N. LaSalle St., Chicago, State 5096; Alonzo Hawley, Bulkley Bldg., Cleveland, Prospect 2922. Type of transcriptions manufactured: Lateral cut; all types of wax and instantaneous recordings. Library service: Dramatized 30 second library announcements for specialized industries.

AMERICAN ROYAL PRODUCTIONS, 1622 Harrison St, Oakland, Calif. Phone: Higate 3738. Executives: M. Scott Weakley, general manager; L. J. O'Rourke, assistant manager; Fred Howard, continuity; David Bain, sales. Type of transcriptions manufactured: All types of transcriptions, personal recordings, air checks, tailor-made shows. Library service: None.

ASSOCIATED BROADCASTING CO., LTD., Hermant Bldg., Toronto, Ont., Canada. Phone: Elgin 3345. Executives: E. A. Byworth, president; J. C. Tobin, transcription manager; A. S. R. Toby, recording engineer. Branch office: Dominion Square Bldg., Montreal, Que. (Belair 3325); M. Maxwell, vice-president; W. A. Eversfield, secretary-treasurer. Type of transcriptions manufactured: Lateral cut, on acetate, for both syndicate and custom recordings. Library service: None.

ASSOCIATED MUSIC PUBLISHERS, INC., 25 West 45th Street, New York, N. Y. Phone: Bryant 9-0847. (Recording Studios, 151 W. 46th St., New York; Ben Selvin, general manager). Executives: M. E. Tompkins, president; Griffith B. Thompson, sales manager. Type of transcriptions manufactured: Any type, both vertical and lateral cut; licensed by ERPI to manufacture Western Electric wide-range recordings. Library service: Two separate services maintained—(1) Associated Recorded Program Service, containing 2,500 basic selections with 2 hours of continuous playing time a month; all selections vertical cut. (2) Syndicated dramatic serials for local station sponsorship, both vertical and lateral cut.

AUDIO-SCRIBITIONS, INC., 1619 Broadway, New York, N. Y. Phone: Circle 7-7690. Manager: Ezekiel Rabinowitz. Type of transcriptions manufactured: Studio recordings; “Clipping Bureau of the Air.” Library service: Library of 100,000 voices through clipping bureau of the air, with daily additions.
WOODS RECORDING STUDIOS
CHICAGO

We specialize in
TRANSCRIPTION RECORDINGS

• SPOT ANNOUNCEMENTS

• RECORDING TRAILERS FOR
LOCATION SPOT WORK

• TELEVISION EXPERIMENTS

WOODS RECORDING STUDIOS
Henry A. Kaufman, President
9th Floor Woods Bldg., Chicago
DEArborn 3646
TRANSCRIPTION PRODUCERS—Continued

BALDWIN RECORDING STUDIOS, INC., 17 West 46th St., New York N. Y. Phone: Bryant 9-8592. Executives: C. Paul Baldwin, president; Paul P. Wrigley, vice-president, treasurer. Type of transcriptions manufactured: All type lateral cut recordings, specialize in foreign language programs. Library service: None.

*WALTER BIDDICK CO. (Radio Programs Division), Chamber of Commerce Bldg., Los Angeles, Calif. Phone: Richmond 6184. Manager: T. N. Turner. Library Service: None. (At press time no further information was available.)

E. V. BRINCKERHOFF & CO., INC., 29 West 57th St., New York, N. Y. Phone: Plaza 3-3015. Executives: E. V. Brinckerhoff, president. Type of transcriptions manufactured: All types of transcriptions, in own studios for regulation reproducing tables, or by remote control through permanent wires; also synchronized slide-films, etc. (Also see Time Abroad, with which this company is affiliated.) Library Service: None.


CHAMPION RECORDING CORP., 17 West 60th St., New York, N. Y. Phone: Columbus 5-4445-6. Executives: Joy J. Pierri, president; Joseph L. Victoris, vice-president. Type of transcriptions manufactured: Off-the-air checks, studio recordings. Library service: None.

*COLUMBIA RECORDING CORP. (formerly American Record Corp.) a subsidiary of Columbia Broadcasting System, 1473 Barnum Ave., Bridgeport, Conn. Executive: Edward Wallerstein, president. Type of transcriptions manufactured: Lateral cut, for regulation reproducing table; pressings for independent recorders. Library service: None.


ELECTRO-VOX RECORDING STUDIOS, 5546 Melrose Ave., Hollywood, Calif. Phone: Gladstone 2189. Owner, general manager: Bert B. Gottschalk. Type of transcriptions manufactured: Instantaneous acetate and processed type with either flexible or shellac pressings in sizes of 10, 12 and 16 inches; lateral cut at 33 1/3 and 78 R.P.M. Library service: None.

*FEDERAL TRANSCRIBED PROGRAMS, INC., 101 Park Ave., New York, N. Y. Phone: Caledonia 5-7530-31. President, general manager: A. R. Steinberg. Type of transcriptions manufactured: All types, lateral cut at 33 1/3 and 78 R.P.M.; foreign language programs, off-the-air
recordings, studio auditions and recordings. Library service: None.

GENERAL BROADCASTING SYSTEM, INC., 500 Buhl Bldg., Detroit, Mich. Phone: Cherry 0400. Executives: Donald C. Jones, president, treasurer; Raymond C. Leonard, vice-president, sales manager; Richard Borden, production manager. Branch office: Bulkley Bldg., Cleveland (Prospect 4735); Bob Haviland, manager Type of transcriptions manufactured: Both lateral and vertical cut recordings at 33 1/3 and 78 R.P.M.; also slide-films, etc. Library service: None.

*GENNETT RECORDS (Division of Starr Piano Co.), Richmond, Ind. Phone: 1117. Branch offices: 729 Seventh Avenue, New York; Thomas J. Valentino, manager. 1344 S. Flower Street, Los Angeles; Harry Gennett, Jr. Type of transcriptions manufactured: Any type in 10, 12 and 16-inch sizes, either at 33 1/3 or 78 R.P.M.; Gennett Sound Effects and transcriptions for chapels and skating rinks are recorded on 10-inch records at 78 R.P.M. Library service: None. (Note: Starr Piano Co. of California, owned by the same interests, but operating as a separate corporation, also manufactures same type transcriptions.)

*JEAN V. GROMBACH, INC., 113 West 57th St., New York, N. Y. Phone: Circle 6-6540. Executives: Capt. Jean V. Grombach, president; M. Kearney, treasurer; Chester Boggs, chief engineer; T. Sills, in charge of production. Type of transcriptions manufactured: Both lateral and vertical cut, 33 1/3 and 78 R.P.M.; both studio recording and remote control from permanent lines. Library service: None. (Grombach Productions, Inc., program producers (q.v.) has the same officers and directors as this organization, but is a separate company inasmuch as there is no interchange of stock.)


*KASPER-GORDON STUDIOS, INC., 140 Boylston St., Boston, Mass. Phone: Devonshire 7357-58. Executives: Edwin H. Kasper, president, production manager; Aaron S. Bloom, secretary-treasurer, director commercial department; Edmund N. Buzzell, manager recording division; Robert W. Graham, assistant production manager; Ralph R. Giffin and George Fisher, sales; M. McQuillan, program sales. Branch office: 9 Rockefeller Plaza, New York (Circle 7-4560); William B. Gellatly, director. Type of transcriptions manufactured: Lateral cut; dramatic syndicated productions and tailor-made. Library service: None.

KENNEDY KUT RECORDING CO., 221 Chronicle Bldg., San Francisco, Calif. Phones: Sutter 1235; Bayview 0852. Executives: David W. Kennedy, manager; John Wolfe, sales manager; Caryl Coleman, program manager; Marianne Sinclair, secretary-treasurer. Type of transcriptions manufactured: Processed master, or instantaneous, lateral cut at 33 1/3 and 78 R.P.M.; custom built recordings; portable recording service for delayed broadcast. Library service: None.

*C. P. MacGREGOR (formerly MacGregor & Sollie, Inc.), 729 S. Western Avenue, Hollywood, Calif. Phone: Fitzroy 4191. Executives: C. P. MacGregor, president; Paul Quan, treasurer; M. J. Mara, sales manager. Type of transcriptions manufactured: Lateral cut, for regulation reproducing table. Library service: Two separate services maintained — (1) A musical library consisting of 700 basic selections, plus 40 new selections a month, 48 strips of continuity a week, and merchandising helps; (2) A dramatic library consisting of 24 quarter-hour programs a week, plus merchandising helps.

MAK-A-RECORD TRANSCRIPTION CO., 640 Riverside Drive, New York, N. Y. Phone: Edgecombe 4-7267. Executives: Owen M. Seelig, president, owner; Dorothy E. Cimarosa, secretary; Alfred E. Seelig, treasurer. Branch office: Chamber of Commerce Bldg., Pittsburgh, Pa. (Court 2991); Glenn M. Comstock, in charge of sales. Type of transcriptions manufactured: Vertical cut recordings at 33 1/3 and 78 R.P.M.; sound effects. Library service: None.
TRANSCRIPTION PRODUCERS—Continued

R. U. McINTOSH & ASSOCIATES, INC., 10558 Camarillo St., North Hollywood, Calif. Phone: Stanley 71035. Executives: R. U. McIntosh, president; M. McIntosh, vice-president; Agnetta Petersen, secretary. Type of transcriptions manufactured: Lateral cut, 33 1/3 R.P.M. Library service: Limited library service to small stations only.

*MERTENS & PRICE, INC., 3923 W. Sixth St., Los Angeles, Calif. Phone: Drexel 1118. Executives: Fred C. Mertens, president, in charge of sales; George Logan Price, secretary-treasurer, in charge of production and promotion. Representatives: Charles Michelson, 545 Fifth Ave., New York (Murray Hill 2-3376); Coughlin & Co., 505 N. Michigan Ave., Chicago; Gene Goldbach, Richardson Bldg., Toledo; C. N. Mullican, Realty Bldg., Louisville; Harold S. Chamberlin, 681 Endicott Bldg., St. Paul (Garfield 4855); Broadcasting-Programme-Service, 12 Rue Abel-Ferry, Paris, France; American Radio Transcription Agencies, Savoy House, 29 Bligh St., Sydney, N. S. W., Australia. Type of transcriptions manufactured: Lateral cut waxes produced in own studios. Library service: The Sunday Players Bible Dramas, 52 half-hour programs; Leisure House, 156 quarter-hour programs for electrical industry; Wade Lane’s Home Folks, 52 quarter-hour programs; Leisure Kitchen, 40 quarter-hour programs; Have You Heard?, 5-minute spots; The Fullness of Jimes, half-hour religious drama series.

CHARLES MICHELSION, 545 Fifth Ave., New York, N. Y. Phone: Murray Hill 2-3376. President: Charles Michelson. Branch office: Michelson & Sternberg, Inc., 116 Broad St., New York (Bowling Green 9-8925); A. Michelson, manager. Type of transcriptions manufactured: None: Functions as distributors for Pacific Coast transcription firms; all recordings supplied on lateral cut 33 1/3 and 78 R.P.M. Library service: 50 various series of dramatic, educational and musical programs; also exclusive distributors of Speedy-Q library, comprising over 1,000 sound effects.

*MID-WEST RECORDINGS, INC., 4835 Minnetonka Blvd., St. Louis Park, Minn. Phone: Walnut 9131. Executives: Harold D. Field, president; D. E. Field, treasurer; Kermit L. Sueker, general manager. Type of transcriptions manufactured: Lateral cut at 33 1/3 or 78 R.P.M. for regulation reproducing table. Library service: None.

GEORGE MILLER PRODUCTIONS, INC., Birmingham, Mich. Executive: George Miller, president. Type of transcriptions manufactured: Lateral cut recordings at 33 1/3 R.P.M. Library service: None.


*NATIONAL BROADCASTING COMPANY, INC., RCA Building, Radio City, New York, N. Y. Phone: Circle 7-8300. Executives: C. Lloyd Eger, manager; Frank E. Chizzini, assistant manager; Reginald Thomas, program director. Branch office: Merchandise Mart, Chicago; Maurice Wetzel, manager. Type of transcriptions manufactured: NBC Thesaurus Service, syndicated series, reference recordings; all lateral cut, for any standard make equipment. Library service: NBC Thesaurus, with 2,600 basic selections, 52 monthly selections, 22 hours of continuity a week, plus sales promotion material.


NATIONAL TRANSCRIPTION AND RECORDING STUDIO, 1040 Geary St., San Francisco, Calif. Phone: Ordway 3671. Executives: Max Graf manager; Charles H. Hill, auditor. Type of transcriptions manufactured: All types of lateral cut recordings at 33 1/3 and 78 R.P.M.; sound truck maintained with portable recording equipment and public address system. Library service: None.

*RCA MANUFACTURING COMPANY, INC., Camden, N. J. Executives: Frank B. Walker, manager of activities throughout the country. Branch offices: 155 E. 24th St., New York; George L. Keane, manager. 445 Lake Shore Drive, Chicago; Edwin G. Foreman, Jr., manager. 1016 North Sycamore Ave., Hollywood; Harry A. Meyerson, manager. Type of transcriptions manufactured: Vertical or lateral cut, the latter for regulation reproducing table. Library service: None, as such, but act as recorders and manufacturers for NBC Thesaurus, Standard Radio, Inc., and Lang-Worth libraries.
**TRANSCRIPTION PRODUCERS—Continued**

**RADIO ATTRACTIONS, INC.,** 1270 Sixth Ave., New York, N. Y. Phone: Circle 7-4483. President: Herbert R. Ebenstein. Type of transcriptions manufactured: Lateral cut, 33 1/3 R.P.M.; producers and distributors of The Shadow of Fu Manchu. Library service: None.

**RADIO CENTRE LIMITED,** 100 Adelaide St. W., Toronto, Ont., Canada. Phones: Waverley 2036-2846. Executives: George A. Wright, manager; Ralph Snelgrove, recording engineer; Austin Keogh, sales manager; David Fenn, transcription supervisor. Branch office: 127 Seventh Ave., E., Calgary, Alberta (Main 3204); M. H. Pitcher, manager. Type of transcriptions manufactured: Lateral cut, 33 1/3 and 78 R.P.M.; syndicated and custom transcriptions; air checks, etc. Library service: None, as such, but are Canadian representatives for library service of Davis & Schwegler (q.v.).


**RADIO RECORDING STUDIO, 1619 Broadway, New York, N. Y. Phone: Columbus 5-9037. Manager: A. Moran. Type of transcriptions manufactured: Off the air recordings, studio recordings, electrical transcriptions. Library service: None.


**REC-ART STUDIOS,** Radio Center Bldg., 1120 S. Main St., Los Angeles, Calif. Phone: PR 9232. Executives: Al Nazareth, general manager; A. Nazareth, recording manager; A. Norman, musical director; Helen Thayer, radio production. Type of transcriptions manufactured: Lateral cut recordings at 33 1/3 and 78 R.P.M. Library service: None.


**SHRYOCK RADIO CO.,** Penn A. C. Bldg., Rittenhouse Square, Philadelphia, Pa. Phone: Pennypacker 4404-05, 3300; Race 1308. Executives: J Richard Shryock, proprietor; Nace Hopple, manager; Lawrence Oebbecke, recording engineer. Type of transcriptions manufactured: Any size lateral cut transcriptions; off the air recordings. Library service: None.


**TECHNISONIC RECORDING LABORATORIES, 818 S. Kingshighway Blvd., St. Louis, Mo. Phone: Franklin 2060. Co-owners: James M. Althouse, Charles E. Harrison. Type of transcriptions manufactured: Lateral cut, 33 1/3 and 78 R.P.M.; syndicate slide-film records; air checks. Library service: None.

**TIME ABROAD, INC.,** 29 West 57th St., New York, N. Y. Phones: Plaza 3-3015-6-7. Cable address: Timab. Executives: John Donohue, in charge of sales; E. P. Kampf, in charge of engineering. Type of transcriptions manufactured: Both
TRANSCRIPTION PRODUCERS—Continued

lateral and vertical cut recordings, in own studios or by remote control through permanent lines; also slide-films, etc. Library service: None.

TITAN PRODUCTION CO., INC., 1040 Geary St., San Francisco, Calif. Phone: Ordway 3671. Affiliated recording studios in Los Angeles. Branch offices: New York, Chicago, Los Angeles. Type of transcriptions manufactured: Lateral cut, for regulation reproducing table; acetate direct recordings; recording equipment. Library service: Consisting of public domain numbers only. Program service of mystery serials, comedies and special features.


UNITED BROADCASTING CO., 134 N. LaSalle St., Chicago, Ill. Phone: Andover 1683. Executives: William L. Klein, radio director; Egmont Sonderling, commercial manager. Type of transcriptions manufactured: Acetate recordings, 33 1/3 and 78 R.P.M. Library service: None; at press time, however, such a service was contemplated.

UNIVERSAL RECORDING CO., INC., RKO Bldg., New York, N. Y. Phone: Circle 5-4855. General manager: Lester Troob. Type of transcriptions manufactured: Vertical and lateral cut, 33 1/3 and 78 R.P.M. Library service: None.


WOODS RECORDING STUDIOS, 54 W. Randolph St., Chicago, Ill. Phone: Dearborn 3646. Executives: Henry A. Kaufman, president; J. D. Slutzky; Lee Stremlau, chief recorder. Type of transcriptions manufactured: Both lateral and vertical cut, at 33 1/3 and 78 R.P.M. Library service: None.

*WOR ELECTRICAL TRANSCRIPTION & RECORDING SERVICE, 1440 Broadway, New York, N. Y. Phone: Pennsylvania 6-8383. Executive: Ray S. Lyon, manager. Type of transcriptions manufactured: Lateral cut at 33 1/3 and 78 R.P.M.; master records and low surface noise pressings. Also offer complete distribution service. Library service: None.


TAPE TRANSMISSION

MILLER BROADCASTING SYSTEM, INC., 113 West 57th St., New York, N. Y. Phone: Circle 6-0141. Executives: James A. Miller, president; C. M. Finney, vice-president, treasurer; E. B. McCutcheon, secretary; David D. Chrisman, commercial manager. Type of services offered: "Tape Transmission"—programs engraved on Millertape by the use of a sapphire stylus; this type of recording, like motion picture film, can be cut and edited. Library service: None.
**RADIO CORRESPONDENTS' ASSOCIATION**

(Radio correspondents now admitted to the White House and Capitol press conferences; this list was compiled June 15, 1939, and is somewhat tentative)

**OFFICERS:** Fulton Lewis, Jr., president; Albert L. Warner, vice-president; William R. McAndrew, secretary; Fred Morrison, treasurer.

**COLUMBIA BROADCASTING SYSTEM:**
Albert L. Warner; Ann Gillis; James Hurlbut; William Slocum; John Charles Daly.

**MONTANA NETWORK:** Ed Cooper.

**MUTUAL BROADCASTING SYSTEM:**
Fulton Lewis, Jr.; Stephen McCormick; Frank Blair, Walter Compton.

**NATIONAL BROADCASTING CO.:**
William R. McAndrew; Carleton Smith; Charles Barry; H. R. Baukhage; Tom Knodle; Rex Lampman; Earl Godwin.

**RADION NEWS ASSN.:**
John Reddy; Howard Lampman; Harvey Roessler.

**TRANSRADIO PRESS:**
Macon Reed; Fred Harmon; Robert Moore; Theodore Noun; Fred Morrison; Gertrude Chestnut; Edwin A. Kampmann; Tom W. Davis.

**RADIO STATION WMAL:** W. E. Coyle.

**YANKEE NETWORK:** Francis Tully.

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**BOOKS BY TYPES: 1934—1938**

Basic material for this compilation was provided by The Publishers' Weekly. Plain figures indicate new books; figures enclosed in parentheses indicate new editions of old works.

<table>
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<th>Type</th>
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<td>Philosophy</td>
<td>89 (15)</td>
<td>128 (24)</td>
<td>107 (13)</td>
<td>154 (31)</td>
<td>186 (27)</td>
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<td>Religion</td>
<td>790 (31)</td>
<td>767 (44)</td>
<td>684 (26)</td>
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<td>Sociology, Economics</td>
<td>758 (80)</td>
<td>693 (60)</td>
<td>489 (46)</td>
<td>616 (75)</td>
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<td>128 (21)</td>
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<td>318 (16)</td>
<td>301 (31)</td>
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<td>173 (49)</td>
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<td>Science</td>
<td>423 (102)</td>
<td>382 (91)</td>
<td>371 (110)</td>
<td>331 (104)</td>
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<td>Technical Books</td>
<td>319 (135)</td>
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<td>275 (115)</td>
<td>154 (65)</td>
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<td>Medicine, Hygiene</td>
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<td>338 (147)</td>
<td>291 (115)</td>
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<td>276 (26)</td>
<td>211 (19)</td>
<td>189 (20)</td>
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<td>Music</td>
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<td>112 (15)</td>
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<td>Games, Sports</td>
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<td>204 (26)</td>
<td>219 (24)</td>
<td>152 (23)</td>
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<td>General Literature</td>
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<td>299 (38)</td>
<td>473 (87)</td>
<td>372 (74)</td>
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<td>Poetry, Drama</td>
<td>698 (46)</td>
<td>673 (81)</td>
<td>679 (129)</td>
<td>473 (121)</td>
<td>503 (58)</td>
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<td>Fiction</td>
<td>1,217 (446)</td>
<td>1,355 (541)</td>
<td>1,327 (572)</td>
<td>1,362 (677)</td>
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<td>Juvenile</td>
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<td>853 (114)</td>
<td>701 (142)</td>
<td>532 (138)</td>
<td>466 (135)</td>
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<td>History</td>
<td>776 (81)</td>
<td>863 (71)</td>
<td>667 (86)</td>
<td>359 (88)</td>
<td>433 (54)</td>
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<tr>
<td>Geography, Travel</td>
<td>317 (49)</td>
<td>280 (47)</td>
<td>284 (61)</td>
<td>174 (38)</td>
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<tr>
<td>Biography</td>
<td>604 (58)</td>
<td>596 (64)</td>
<td>626 (73)</td>
<td>471 (77)</td>
<td>435 (50)</td>
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<td>Miscellaneous</td>
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<td>68 (8)</td>
<td>92 (8)</td>
<td>34 (5)</td>
<td>43 (7)</td>
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</table>

Totals ................. 9,464 (1,603) | 9,273 (1,639) | 8,584 (1,852) | 6,914 (1,852) | 6,788 (1,410)
PROGRAM TITLES

25,000 NAMES OF PROGRAM SERIES

Including 12,000 Titles on Record
Prior to May, 1937;
8,000 New Titles Added Since
May, 1937;
And
5,000 New Titles Added Since
May, 1938

By "program titles" are meant the designations via which program series are, or were, known (as distinct from individual "single-shot" programs). And in presenting them, the object is two-fold:

(1) To create a reference list which may aid in avoiding over-frequent duplication—and hence, confusion—in program titles. And (2) to give an index of program types, insofar as types can be identified from program names alone.

Symbols in parentheses following the actual titles represent the user, or users, of that title at some time or other. This use may have been sustaining, or it may have been commercial.

Ordinarily it is assumed that the symbols are station call letters. In the following instances, however, special symbols are employed:


In using this list, the following caution should be kept in mind as regards indexing: when a program title begins with the name of a radio artist, it is filed under that artist's first name (not last name). Thus "Andy & Virginia Mansfield," to cite an example, is filed under "A" and not under "M." This departure from ordinary indexing methods was observed here due to the familiarity—and importance—of artists' given names.

Program titles marked with an asterisk (*) were culled from the review files of VARIETY, and were not sent in by stations, networks, or transcription companies. Such titles are noted here for the record, but the VARIETY RADIO DIRECTORY takes no responsibility for their ownership.
A

A & S Choral Society (NBC)
A.A.U., Sports Parade (WRVA)
ABC Juniors (WIND)*
ABC of NBC, The (NBC)
ABC Revue (KMBC)
A.B.C. Spelling Bee (KCMO)
ABC’s in the Modern Manner (KOB)
A la Carte (KGO-KPO)
A Montmartre (CHR)
A Recreo (KDKA)
A Votre Choix (CJBR)
Aberdeen Civic Association Program (KABR)
Abide with Me (CJRM)
Abie and Sandy (CKY)
Abilene Abroad (KRBC)
Abilene Goes Forward (KRBC)
Abner Pinfeathers (KGGF)
About Town (WAAT, WHN, KDON)
Abby Town Program (WCOL)
About Town with Sue (KROY)
About Us (WEEI)
About Women (WBRY)
Abraham, A Man and His Search for God (WSAY)
Abram Chasins—Piano Pictures (CBS)
Abreast of the Times (WMCA)
Academy of Medicine (WLW)
Academy Theatre (KFWB)
Academy Theatre of the Air, Warners’ (WMCA)*
Accent on Brass (NBC)
Accent on Music (CBS)
Accent on Rhythm (KSEO)
Accent on Science (WNYC)
Accent on Song (WHAS)
Accident News (WAVE)
Accident Prevention Series (FTRD)
According to Hoyt (WNED)
According to the Accordion (KLOS)
Accordion Band, Larry Yester’s (WAPI)
Accordion Capers (KSUB, KROC)
Accordion Echoes (CFCO)
Accordion News (KWKH)
Accordion on Parade (KVI)
Accordion School of the Air (WGRC)

Accordion Singer, The (WKBN)
Accordion Styles (KTO)
Accordiona (CJRC, KGO-KPO, KFXJ, WBIG, WCLE, WEEI, WNAC)
Accordioniers, The (WSAU)
Ace Bands of the Air (WCFL)
Ace of Clubs (WATL)
Ace Reporter of the Air (CBS)*
Ace Tunes of the Air (WNOX)
Aces High (WLW)
Aces of the Air (WIL)
Aces Up (WHN)
Aches and Pains (WSPA)
Acrobatic Songsters, The (WDAY)
Across the Boards (WOR)
Across the Breakfast Table (KMBC)
Across the Bridge Table (WNYC)
Across the Desk (WFBM)
Across the Dinner Table (WBBM)
Across the Footlights (CJCA)
Across the Keyboard (KFJZ)
Across the Mike (WLS)
Across the Mike, Freddie Heywood’s (CJRC)
Across the Music Counter (KGO-KPO)
Acts and Actors (WBZ-A)
Acts from Broadway Plays (NBC)
Actualities Francaises, Les (CKAC)
Ad and Lib (KTO)
Ad Club Gleeman (KIOIN)*
Ad-Lib (WIP)
Ad Lib Club (WDNC)
Ad-Lib Frolic (KONO)
Ad-Liner, The (WDRC)
Ad Shop (WGY)
Adam and Eve (KOA, WIP)
Adam ‘n’ Eve (KROY)
Adam’s Hour (WAIM)
Addressed to R.F.D. (WCBS)
Adhesive Pontoone (MacG)
Adolphe Opera, The (KFI, KEC)
Adolph and Denny (KGX)
Adolph’s Bohemians (WOAI)*

Adrian Hour, The (KFIZ)
Adult Amateur Programs (WTNJ)
Adult Education Series (NBC)
Adult Recreation Program (WORL)
Adult School for Americanism (WGES)
Advance Sports Forum (CBS)*
Adventure Club (KMCB, KSL)
Adventure Land, Wanda Jim’s (WNBC)
Adventure of Santos Vegas (WMCA)
Adventure Reporter, The (WHBC)
Adventurer’s Club (WOR)*
Adventurers Club, The Elkin (NBC)
Adventures, The (CBS)
Adventures Abroad (WGN)*
Adventures & Discoveries In Literature (NBC)
Adventures d‘Arsene Lupin, Les (CKAC)
Adventures in Agriculture (WLW)
Adventures in Exploration (CBS)
Adventures in Health (NBC)
Adventures in Melody (CBL)
Adventures in Navajo Land (KAWM)
Adventures in Paradise (NBC)
Adventures in Philanthropy (NBC)
Adventures in Reading (NBC)
Adventures in Rhythm (CBS)
Adventures in Science (CBS)
Adventures in Verse (KLZ)
Adventures in Words (CBS)
Adventures of Ace Williams (WOWO)*
Adventures of Betty and Bob, The (KPLT)
Adventures of Bud Morton (WMIN)
Adventures of Captain Diamond (NBC)
Adventures of Colonel Powell at the Back of Beyond (CBS)
PROGRAM TITLES—Continued

Adventures of Dick & Sam, The (NBC)
Adventures of Don Quick (CBS)
Adventures of Donald Ayer (WOR)*
Adventures of Great Merchants (WCAE)
Adventures of Green Hornet (WXYZ)*
Adventures of Helen and Mary (CBS)
Adventures of Ito (KECA)*
Adventures of Jack & Jill (KABC)
Adventures of Jimmie Baxter (WTMJ)
Adventures of Little Gwendolyn (WCSC)
Adventures of Major King (CKWX)
Adventures of Polly Preston (NBC)
Adventures of Putty Pete (WBZ-A)*
Adventures of Sally and Ann (WJAR)
Adventures of Scoutland (WTMJ)
Adventures of Sherlock Holmes (NBC)
Adventures of Swannee Shore (KVOD)
Adventures of Tom Mix—Ralston Purina Co. (NBC)
Adventures of Tom Sawyer (KHJ)
Adventures of Tony & Gus (WCBS)
Adventures of Uncle Jimmy (KFWB)
Adventures with Aunt Helen (KVQ)
Adventures with Major Campbell (WPHR)
Advertising Club Luncheon (NYBS)
Advertising News (WOR)
Advertising Pays (WLW)
Advice on Living (WMCA)*
Aelolian Ensemble (CBS)
Aelion Trio (KHQ)
Aeronautical Notes (WJW)
Aeroplane, The (WWL)
Aesop's Fables (KGO-KPO)
Affaires D'Armour, Les (WTON)
Affairs of Anthony (WENR)
Affairs of the Hemingways (WNAC, WINS, NYBS)
Afield with Ranger Mac (WHA)
African Adventures (WOR)*
African Ripples (CKCL)
African Tales (KFOR)
Afro-America Speaks (WKY)
After Breakfast Club (WTMJ)
After Dinner Revue (WEER)*
After Dinner Varieties (WDBJ)
After School Swing Session (WBXN)
After Twilight (CJCA)
Afterglow (WTAM)
Afternoon Concert (KGO-KPO)
Afternoon Edition (KSTP, WLW)
Afternoon Floor Show (KNEL)
Afternoon Interlude (WTAG)
Afternoon Melodies (KVOO, KWJB, WLAC)
Afternoon Mixup (WBLK)
Afternoon Musical: (KGO, WBZ-A, WJAY, WOR)
Afternoon News (WJAG)
Afternoon News, Jack Ingersoll (WINS)
Afternoon News Review, Harris Brown's (WTJS)
Afternoon Off (KSTP)
Afternoon Party (CBS)
Afternoon Recess (WMT)
Afternoon Recital (WCKY)
Afternoon Review (WSAU)
Afternoon Roundup (WMSD)
Afternoon Serenade (WDWS, WRVA)
Afternoon Shopper (WCAM)
Afternoon Show, The (WBAL, WTBN)
Afternoon Siesta (WTMV)
Afternoon Special, Pat's (WLS)
Afternoon Swing Party (KFXR)
Afternoon Tea (KMPC)
Afternoon Tea, Pond's (NBC)
Afternoon Tea Dance (KHUB)
Afternoon Topics (KWSO)
Afternoon Varieties (KPDN, WIL, WGAN, WTMV, WOAI, WDRC)
Afternoon Vignettes (WJR)
Afternoon Visitor (WMBD)
Afternoon's Biggest News Story (KICA)
Age of Progress, The (KONO)
Agony Column of the Air (WFIL)
Agricultural Briefs (WCA)
Agricultural Bulletin (KGO-KPO)
Agricultural Daily (KQW)
Agricultural Extension Service (WQO)
Agriculture In the News (KFYR, WDAY, WLW)
Agriculture in Utah (KLO)
Agriculture—Then and Now (WHA)
Agriculture Today (KGO-KPO)
Agua Caliente Troubadours (KGJF)
Ah Ha Club (WOAI)
Ahead of the News (WMAQ)
Aho & Wahoo, the Medicine Men (WALA)
Air Adventures of Jimmy Allen (KGO-KPO, WBS)
Air Breaks (WKDY)
Air Burlesque (KXBY)
Air Cadets, The (WDAE)
Air Castle Melodies (WWVA)
Air Castles (WFTC)
Air Circus, The (KGVO)
Air College (WNYC)*
Air Exchange (WOMT)
Air Fare (WPTF)
Air Finds (WHN)
Air Forum (WFLA)
Air Gliders (KMOX)
Air Hostess (KMPC)
Air Is Yours, The (WHO)
Air Juniors (WEND)*
Air Lane Reverses (KABC)
Air Lanes to Home Making (WHA)
Air News (KMTT)
Air-O-Model Club (WWSW)
Air Parade, The (WABI, WIBU)
Air Raiders (KMPC)
Air-Scoops with Elinor Smith (NBC)
Air Shopping (KOIN)
Air Show Time (KONO)
Air Theatre, The (WFAS (WFAS)
Air Traveler Airs His Views (WLAC)
Air Wave Theatre (KDKA)
Air Your Pevee (WWJ)
Airbreaks (CFRN)
Aircyclopedia (NBC)
Airflights (WFAS)
Airflow Harmonies (WBBM)
Airialto (KABR)
Airlines (WCAU)*
Airline News (WTAD)
Airliners, The (WCAE, WFAS)
Airmasters, The (WCFL)
Airwave Airplanes (WTMV)
Air-Wave Want Ads (WHLS)
Airway News (WKZO)
Airways (WOP)
Airy Fairy Singer, The (CBS)
Aisle Seat, An (WIRE)
Al and Agnes (KTUL)
Al and Dutch (WKY)
Al and Johnnie (WHEB)
Al and Molly (KFOX)
Al and Pete (NBC)
Al Crocker and Eddy Sharratt (WDAF)
Al Davis' Hawaiians (WLNH)
Al Dutton & Piano Capers (KGC)
Al Eldridge (CRS)
Al Jolson (NBC)
PROGRAM TITLES—Continued

Al Pearce and His Gang (KGO-KPO)
Al Roth and His Orchestra (WAPI)
Al Sur Del Rio Grande (CBS)
Al White Presents (WDRC)
Alabama Boys, The (KGFF, KGNC)
Alabama College Hour (WAPI)
Alabama Farm and Family Bureau (WAPI)
Alabama in the News (WAPI)
Alabama Radio Minstrels (WGY)
Alabama Tea Party (WAPI)
Alabama Trio (WMCA)
Aladdin and His Lamp (WHO)
Aladdin Family (KMBC)
Alamo, The (NBC)
Alamo Bank Quartet (WDAI)
Alan Werner (WLU)
Alarm Clock (KWTN, CJCOC, KRMD, WRJN, WWSW)
Alarm Clock, The Hyde Park (KWOS)
Alarm Clock Club (CKCK)
Alarm Clock Frolic (WPTF)
Alarm Clock Hour (CFCT)
Alarm Clock Program (KFEJ)
Alarm Clock Revue (WBRC)
Alarm Clock Salute (WNAC)
Alarmclock Serenade (WICC)
Alley Clock Klub (KIEV, KJBS)
Albany at the World (WOKO)
Albany on Parade (WGY)
Alberta Cowgirls, Fred Hadaller's (CJRC)
Album Leaves Quartet (WBKZ)
Album of Dreams (CJCOC)
Album of Familiar Classics (WAIR)
Album of Familiar Jewish Music (WBBC)
Album of Familiar Music (KBIX)
Album of Life (RRI, WIND)
Album of Love (WOV)
Album of Melody, The (WRJN)
Album of Musical Memories (KPH)
Album of Old Family Music (NBC)
Album of Song (WSAU)
Album of Songs (WHN, WROL)
Albuquerque High School Hour (KOB)
Alexander Views the News (WMC)
Alexander's Vagabonds (WOKO)*
Alfred Gus Karger (WLW)
Alfred Wallenstein's Sinfonietta (WOR)
Algonquin Luncheons (WOR)*
All Baba's Knights (WHBQ)
Alias Edward Tailor (NBC)
Alias Jimmy Valentine (WBS)
Alibi Airings (KDAL)
Alice in Orchestralla (NBC)
Alice in Wonderland (CBM, NBC)
Alice Marie Meyn, Songstress (WREN)
Alice Remsen (NBC)
Alistair Cooke (NBC)
All Board (KNX, WHN)
All Board for Shoppers Special (KFVS)
All Board on Track 9 (CKCL)
All About You (CBS)
All American Football Show (CBS)
All American Hawaiians (WKY)
All American Melodies (KANS)
All American Sports Review (WCLO)
All Around the Town (WIBC)
All Ashore (WHN)
All Church Hour (KGNC, KSAL)
All Concordia Hour (KFUO)
All-Electric Kitchen (KTUL)
All for the Ladies (WTAD)
All for You (KWOS)
All-Girl Minstrels, Bob Kent's (KFEI)
All Girl Orchestra, Frank Grasso's (WFLA)
All Hands on Deck (KMOX)
All in a Day's Work (KFOR)
All Nations' Review (KDON)
All Nighter, The (KRE)
All Request (WGR)
All Request-All Swing (WVFW)
All Request Club (WFAS)
All Request Feature (WOP)
All Request Hour (KVOL, KGDE)
All Sports Forum (WGAR)
All-Sports Review (WCKY)
All Sports' Review, The (WBNY)
All-Star Dance Revue (KELD)
All Star Hillbillies (WROL)
All Star Mixup (KONO)
All Star Revue (KELO)
All Star Roundup (WBS)
All Stringers, The (WSBT-WFAM)
All the Best (KMTR)
All-Weather Club of the Air, The Goodyear (KOA)
All Westchester Interscholastic Football Round-up (WFAS)
All's Well (CJCA)
Allan Clark and His Orchestra (WKY)
Allen Family, The (WQDM, WSYB)
Allen Franklin (WLW)
Allen Trio (NBC)
Alligator Academy (WSAI)
Alligator Musicale (KYW)*
Alma Hispana (KDB)
Alma Kitchell's Brief Case (NBC)
Almanac, The Boston (WORL)
Almanac, The Grapico (WBRC)
Almanac, Phil Cook's (WABC)*
Almanac of the Air (CHSJ, CFRB, MWR)
Almond Club, The (KOH)
A-Leaf Bakers Present Judy and Frank (KOB)
Aloha, California (KEHE)
Aloha Land (KJUP)
Aloha Serenaders (KKR)
Aloha Sunset Land (KCCD)
Along Dance Avenue (WCOP, WAGM, WELI)
Along Fifth Avenue (WZJ)
Along Gypsy Trails (CBL, CBY)
Along King's Highway (KOY)
Along Melody Boulevard (KGMB)
Along Melody Lane (KDY)
Along Radio Row (KEHE, WIP)
Along Rialto Row (CBS)
Along Sweet Music Avenue (KANS)
Along the Airways (WHP)
Along the Avenue (KLZ)
Along the Banks of the Volga (CFRN)
Along the C. & E. I. Trail (WBBM)*
Along the Danube (CBM)
Along the Sidelines (WRUF)
Along the Volga (CHAB)
Alphabetical Antics (CJOC)
Alpine Apartments (WOKO)
Alpine Inn, The (KSO)*
Alpine Varieties (KMOX)
Al 'Wien (WOR)
Altar Bound (WGAR)
Amanda's Party (NBC)
Amanda Snow (NBC)
Amateur Announcers (WABI)
Amateur Announcers' Contest (KANS)
PROGRAM TITLES—Continued

Amateur Announcer's Hour, The (WLVA (WLVA))
Amateur Authors (KFWB)
Amateur Cameradicts (WFLA)
Amateur Chef, The (WFLA)
Amateur Cooking School of the Air (NBC)
Amateur Dramatic Hour (WNEW)
Amateur Gardener, The (KLZ, KMTR)
Amateur Hour (KVRS, WCAO, WSAT)
Amateur Hour, The (Austin (WSGN))
Amateur Hour, The WFLA (WFLA)
Amateur Hour from Fox Brooklyn Theatre (WFLA)
Amateur Night, The KDLR (KDLR)
Amateur Night in Harlem (WFLA)
Amateur Night on Beale Street (WBNR)
Amateur Review (WCPO)
Amateur Script Writers Hour (WBNX)
Amateur Show of the Air, Johnnie Marvin's (WYK)
Amateur Song Writers Hour (WBNX)
Amateur Songwriters' Opportunity Contest (WMA)
Amateur Variety Hour (CKCH)
Amateurs on Parade (CHWK)
Ambassador Concert Trio (WBTM)
Ambassador Coconut Grove (KFI)
Ambassador of Knowledge, The (WCPO)
Ambassador of Song (KFVS)
Ambassador of the Air (KMPC)
Ambassadors (WHAS)
Ambassadors of Good Will, The (CHAB)
Ambassadors of Song (CJOC)
Ambassadors of Style (CJRC)
Ambitious Amateurs (CFAC)
Ame Canadienne, Le (CJBR)
America Abroad (NBC)
America Answers (WHN)
America at Work (NBC)
America Calling (NBC)
America Dances (CBS)
America Dances Tonight (KONO)
America Goes Bowling (NBC)
America in Action (KFRU, WTJS)
America in Music (NBC)
America in Peace (WFAM)
America's Review (NBC)
America Keeps Faith (WHAM)*
America Marches On (KFWB, WMCA)
America on Wheels (NBC)
America Presents—Musical Seesaw (NBC)
America Speaks (WWJ)
America Through the Years (KOIN)
America Travels (NBC)
America's Debutante Star (WBBM)*
America's Flag Abroad (WSM)
America's Future Stars (KANS)
America's Grub Street Speaks (CBS)
America's Hour (CBS)
America's Little House (CBS)
America's March on Crime (NBC)
America's Melody (WRUF)
America's Miracle Man (KGB)
America's Music (WHK)
America's Oldest Radio Singer (WREN)
America's Sweetheart (NBC)
America's Town Meeting of the Air (NBC)
America's Yesterdays (WNYC)
American Abroad (KMTR)
American Adventure (WWSW)
American Album of Familiar Music (NBC)
American Arbitration Society (NBC)
American Attitude, The (KHQ)
American Authors (Wha)
American Beauty Album (KIDW)
American Caravan (KFWB)
American Cities on the March (WGES)
American Citizenship Series (NBC)
American Composers (KJH)
American Education Forum (NBC)
American Families, Inc. (WHO)
American Family (KFWB)*
American Family Forum, The (NBC)
American Family Robinson, The (WCEB, WBS, KFIZ)
American Fellowship Program (KGO-KPO)
American Fireside, An (NBC)
American Forum (WMCA)
American Forum of the Air (WOL)
American Golfer (NBC)
American Heroes in Art (WCAP)
American Holiday (WEVD)*
American Home (KYA)
American Institutions (WBA)
American League for Peace and Democracy (NBC)
American Legion Auxiliary (KGD)
American Legion Hour (WGRC)
American Legion Parade (KFI)
American Legion Program (KKRD)
American Life and Books (WHA)
American Literature (CBS)
American Melody (WRUF)
American Music Festival (WJZ)*
American O'pry House (WMCA)
American Pageant of Youth, The (NBC)
American Parade (KMPC)
American Pianists' Series (WQXR)
American Poetry Theatre (WBNX)
American Portraits (NBC)
American Progressive (KFD)
American Radio Relay League (NBC)
American Radio Warblers (WTCN)*
American Revue (WXYZ)
American Rhythm Masters (NBC)
American Salutes (WMA)
American-Scandinavian Hour (WIBA)
American Scene (WORL)
American School of the Air (CBS)
American Singers, The (CBS)
American Symphonettes (KSRO)
American Trapshooters' Meet (WHO)
American Trio (WGY)
American Viewpoints (CBS)
Americanana (WBS, WRUF)
Americanana Quiz (WMCA)
Americans, Inc. (KFWB)
Americans Abroad (KMTR)
Americans All—Immigrants (ALL)
Americans At Work (CBS)
Among My Souvenirs (CKAC, KLO, WBIL, WGN)

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PROGRAM TITLES—Continued

Are You Listening (KOTN, WSB)
Are You Positive? (KYOS)
Argentine Tea Party (WDAQ)
Argentine Trio (KGO-KPO)
Argus (WGR)
Arion Trio (KGO-KPO)
Arizona Vocal Trio (KYA)
Aristocrats (MacG, WTMJ, KFRC)
Arizona Dude Ranch (KOY)
Arizona Gloom Chasers (KOY)
Arizona News Dramas (KOY)
Arizona Rider (WLW)
Arizona Red (WNEW)*
Arizona Sunrise Hour (KOY)
Arizona Sunshine Hour (KOY)
Arizona Trail Riders, The (WJTS)
Ark Valley Boys (KFH)
Arkansas Razorbacks (WKOJ)
Arkansas Travelers (KMMJ, KTHS)
Arkansawyers, The (WKY)
Arlene Jackson & Green Bros. (NBC)
Armchair Adventures (KNX)
Armchair Chat (WISN)
Armchair Chats (WGY)
Armchair Club, The (CFRB)
Armchair Cruise Along the Waterfront (KOL)
Arm Chair Driver (KDKA)
Arm Chair Fancies (KFFA)
Arm Chair Melodies (KANS, WGN, WWSW)
Armchair Playhouse (KFWB)
Armchair Quartet (NBC)
Arm Chair Traveler (WBS)
Arnold Grimm’s Daughter (WGN)*
Arnold’s Dinner Club (WMCA)
Around a Gypsy Campfire (WHN)
Around a Theatre (CJRC)
Around Omaha (KOIL)
Around the Bandstands (CKTB)
Around the Base Lines (CFCF)
Around the Breakfast Table (WBAL, WDBO, WTAD)
Around the Breakfast Table with Henry Carey (KGNO)
Around the Christmas Tree (WWBC)
Around the Clock (WCHV, WPTF, WWVF)
Around the Clock with Kay (WEBC)
Around the Clock with the Good Morning Man (WATL)
Around the Console (WJSJ)
Around the Cracker Barrel (KPDM, WHP, WOWO, WGL, WCAE, WHP)
Around the Dial (WJR)
Around the Dinner Table (WBAL, WTMJ)
Around the Fair (WMAQ)*
Around the Family Bible (WNOX)
Around the Festive Board (CBS)
Around the Fireside (KGO)
Around the Globe (KFIO)
Around the Globe with Tunes and News (KGNO)
Around the Mikes (WHBB)
Around the Musical World (WBBC)
Around the Network (KGO-KPO)
Around the Ranch House (WSGN)
Around the Samovar (CBS)
Around the Shops with Mike Rafone (WSPA)
Around the Sports Dial (KTOK)
Around the Theatre (WCAU)*
Around the Town (KGBM, KELO, KRM, WDNC, WJNO, WFMD, WMEX, WPEN, WRAK, WTMJ, KMPC, WKY, WDAF, KMOR, CFCF)
Around the Town with Ann Ginn (WTBN)
Around the Town with Camille Brown (WSFA)
Around the Town with Tom and Helen (KFVS)
Around the Town with Virginia Rounds (WEEI)
Around the Town with WT-XAC (KFPY)
Around the Towner (WSAI)
Around the Used Car Lots (KTSZ)
Around the World (WCAU)*
Around the World Cooking School (CBS)
Around the World in a Dither (NBC)
Around the World in a Giant Amphibian (KGY)*
Around the World in Fifteen Minutes (WOW)
Around the World in New York (WMCA)
Around the World in Song (WHN)
Around the World with Betty Ross (NBC)
Around the World with Boake Carter (WBS)
Around the World with Dr. Mecklenberg (WTCN)
Around the World with Libby (NBC)
Around the World with Music (WLW)
Around the World with Numbers (CKWX)
Around the World with Santa Claus (WEEI)*
Around the World with Transradio Press (CFCY)
Around Town (WQXR)
Around Town with Martha (KNW)
Arrow Head Review (WDFD)
Art and Music (KGO-KPO)
Art Appreciation (NBC)
Art Club of the Air, The (WWSW)
Art for the People (WGES)
Art Haines and His Ragtime Rascals (KGGF)
Art of Conversation (KNX)
Art of Living (WJJD)
Art of Musical Russia (NBC)
Art of Song, The (WOR)
Art on View (WQXR)
Art Review (KGO-KPO)
Art Vocal, Le (CJBR)
Artistry of Homemaking (WTIC)
Artists and Models (WCOP)
Artists’ Bureau Presents, The (KONO)
Artists in Exile (WVJD)
Artists in Music (WNB)-
Artists Life (WKRC)
Artists on Parade (WSGR)
Artists’ Recital (CBO, WQXR)
Artists’ Recital, The WHEC (WHEC)
Artists’ Review, The (KONO)
Artist’s Review, The (KONO)
Artz Trio (WOAI)
Arzen Melody Time (KGO-KPO)
As Friend to Friend (Walmart)
As I See It (KLPM, WBLK)
As Kansas City Dines (KMBC)
As One Man Sees It (WMBH)
As Others See You (WESG, KTUL)
As the Globe Turns (KWS)
As the Moments Fly (CFCR)
As the Nuts Have It (KGO)
As the Psychologist Sees You (WHLC)
As We Live (WWSW)
As Woman to Woman (KGO-KPO)
As You Like It (KLO, WMCI, WRGA, WMSD, WSAU, WQDM, WSAI, WJBK)
Ashcroft Journal (FCFJ)
Asher and Little Jimmy (WASL)*
Asher Sizemore and Little Jimmy (WCKY)
Ask and Answer (WLVA)
Ask-It-Basket (CBS)
Ask Me Another (WMBD, KFUO, WHO, KDYL, WTMV)
Ask Mr. Jones (KYA)
Ask the Ladies (KOIL)
Ask the Mrs. (WAAB)
Ask the Scientist (WSYR)
Assembly Programs (WZWA)
Assembly Sideshow (WRVA)
Assistant Housewife, The (WWL)
Associated Spotlight Revue (KGO-KPO)
Astronomy (NBC)
At Close of Day (WGN)
At Eight Thirty (WCAE)
At End o' Day (WBHQ)
At Home (KLO)
At Home Abroad (WESG)
At Home and Abroad (WBTM)
At Home with Aunt Jane (NYBS)
At Home with Carolina Rawls (KARK)
At Home with Janet Wilson (WMCA)
At Home with Miss Van (WCBS)
At Home with Mrs. Chapman (KSL)
At Home with the Grants (WSAR)
At Home with the Ladies (WROK)
At Home with the Masters (CBS)
At Home with the Mortons (WBNS)
At Home with the Stars (KMPM)
At Our Home (WJW)
At Our House (WSAY)
At the Baldwin (NBC)
At the Captain's Table (NBC)
At the Console (WBAL, WTM)
At the Console—Bob van Camp (WSJS)
At the Crossroads (WSYR)
At the End of the Day (KMBC)
At the Fair Grounds (WFLA)
At the Feet of the Master (KFUC)
At the Grands (CJRC)
At the Legislative Keyhole (KHJ)
At the Music Counter (CJRC)
At the Novachord (WCOU)
At the Opera (KGO-KPO)
At the Opr'y House (WOR)
At the Organ Console (WRR)
At the Park (WDZ)
At the Piano (KGO-KPO)
At the Post (KEHE)
At the Rostrum (WDWS)
At the Theatre (WMSD)
At the Theatres (WSGN)
At the Twilight Hour (WSPA)
At Thirty (WAA)
At 1210 Kilocycles (KVOS)
At Your Command (KIDO, KORE)
At Your Leisure (KMOX)
At Your Request (WHLB, WTJS)
At Your Service (WDAY, WDZ, WMIN, WMNN)
Athletic League (WBAL)
Atlantic Forum of the Air (WSB)
Atlantic City Entertainers (WPG)
Attention, Men (KRGV)
Attic Treasures (WMBD)
Attorney-at-Law (WLS)*
Au Bal Musette (CHRC)
Au Jour Le Jour (CBM)
Au Rythme de la Rhumba (CJBR)
Au Rythme du Tango (CJBR)
Au Village de Par Chez-Nous (CKAC)
Aubade Ensemble (WAAT)
Aubade for Strings (CBS)
Auction Action (KROC)
Auction Block, The (KGHI)
Auction Bridge Game (NBC)
Auction Sale of the Air (WAPI)
Auctionair (WBAL)
Audience Decides, The (MacG)
Audience Speaks, The (KMPM, WHK)
Audographs (WWSW)
Auditions (KDYL, KNX)
Audition Hour, The (WDRC)
Audition Hour, The (WLBZ (WLBZ)
Audition Time (KELA, WELL, WQAM)
Auditions, The KUOA (KUOA)
Auditions, The State Opticians' (WORC)
Auditions on the Air (WCOA, WFL, WLAB, WTMV)
Auditor Sings, An (WTMV)
Audrey Ann Dancing Class (WHJB)
Auld Lang Syne (WCEL)
Aunt Abbie Steps Out (NBC)
Aunt Addie and Bert (KGFJ)
Aunt Claire (CHR)
Aunt Dinah's Kitchen (WSAI)
Aunt Elizabeth, the Story Lady (KWKh)
Aunt Harriet's Children's Hour (WEEI)
Aunt Harriet's Family (WHBQ)
Aunt Jemima on the Air (WMQA)*
Aunt Jemima Songs (CBS)
Aunt Jemima's Cabin on the Crossroads (NBC)
Aunt Jenny's Real Life Stories (CBS)
Aunt Jerusha (WHT)
Aunt Jemima and Her Tottyville Tots (CBS)
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Cafe Continental (KMR, WTMO)
Cafe Franz Josef (CFAC, CKCK)
Cafe Imagination (KITE)
Cafe Noir (WRUF, WTBO)
Cafe of the Red Dagger (WOR)*
Cahill-Logues (NBC)
Cakes and Coffee (WKY)
Calendar for Men, Hibbs' (KSL)
Calendar Man (WCHV, WJW)
Calendar of Events (KIDO, WGH)
Calendar of Events for the Day (KABR)
Calendar of Memories (WKY)
Calendar of the Week (KSUB)
California Concert (KGO-KPO)
California Dons (KGO-KPO)
California Melodies (KHJ)
California Tea Time (KFSO)
California Trio (KGO-KPO)
Californians on Parade (KGO-KPO)
California's Hour (KGO-KPO, KHJ)
Californians' Music (KRKD)
Call Boy, The (KTUL, CFRN)
Call of the North (WCCO)
Call of the South (KRD)
Call to Church (WCOP)
Call to Worship (WAPI, WSB, WOAI)
Call to Youth, The (NBC)
Calle de Olvera (KFAC)
Callin' on the Neighbors (WCAE)
Calling All Cars (CJCA, KHJ)
Calling All Citizens to Safety (WBBC)
Calling All Drivers (WRGB)
Calling All Men (WJNO)
Calling All Parties (WHN)
Calling All Sportsmen (WKY)
Calling All Stamp Collectors (NBC)
Calling All Stars (WBAL, KTSA)
Calling All Sweethearts (NBC)
Calling All Tourist Cars (KVCO)
Calling All Tourists (KPAB)
Calling All Travellers (CFGP)
Calling Alligator's (WWSW)
Calling Hollywood (WORL)
Calling on the Neighbors (WCAE)
Calling Santa (WLAC)
Calling Warren (WJTN)
Callippe & Miss Kath'rine (NBC)
Calvert Milchoaters (KVSO)
Cambridge Is Calling (WALR)
Cameo Coal Cwiz (WKOK)
Cameo of Modern Song, The (KSD)
Cameo Quiz (WRAK)
Cameo Theatre, Hart's (KFH)
Cameos (KPG, WBBM)
Camera Catches Rockford High (WROK)
Camera
Clicker Club of the Air (KFBB)
Camera Clicks (WCPO)
Camera Club (WBAL, WDEV, WHP)
Camera Club of the Air (KFBB, WCPO, CJCA, WMIN, WSGN)
Camera Forum (WHK)
Camera Hour, T. E. Litt's (KVOA)
Camera Man, The (KRSC, KFRC, KSO)
Camera, Please (WBAL)*
Camera Reflections (WBRY)
Camera Shots (WGAR)
Camp Meetin' (KGO-KPO)
Camp Meeting of the Air (WBIG)
Camp Talks (NBC)
Campbelleers, The (WHB)
Campfire (KHSJ)
Campfire Boys, The (WBZ-A)
Camp Fire Girls' Pow-Wow (KIM)
Campfire Melodies (KHSJ)
Campus, The (NBC)
Campus Capers (KYW, KANS, WEW, WRUF, WAIM)
Campus Carnival (KTUL)
Campus Chatter (WSAI, KQW, WBZ-WBZA)
Campus Clambake (WRUF)
Campus Coeds (WDAY)
Campus Comedians (KGO-KPO)
Campus Comment (NBC)
Campus Congress (KGO)
Campus Echoes (WAAW, WTMV)
Campus Highlights (WMMN)
Campus Hour, The Illinois (WILL)
Campus News and Interviews (WFBL)
Campus Reporter (KGO)
Campus Reporter, The Junior College (KFBK)
Campus Reverie (WWVA)
Campus Review, The (KLZ)
Campus Scenes (WIRE)
Campus Theatre of the Air (WSM)
Campus Tralls (KLZ)
Campus Varieties (WMEX)
Camarose Mailman (CFRN)
Can It Be Done? (WQXR)
Can They Return? (KTBS, KOIL)
Can You Answer? (CHWK)
Can You Imagine (WTEL)
Can You Name It (KLO)
Can You Pronounce It? (WBAA)
Can You Solve It? (WOAI)
Can You Spare a Job? (KYOS, WSPA)
Can You Stump Susie? (WMTV)
Can You Take It? (KGFW)
Can You Tie That (KHQ)
Can You Write a Song? (KFWB)*
Canada, 1937 (CFCF)
Canada, 1938 (CBM, KFRC)
Canada Calling (CJRC-CJRO-CJRX)
Canadian Capers (WQDM)
Canadian Club Reporter (CJRL)
Canadian Institute of International Affairs (CJRC)
Canadian Mosaic (CBL)
Canadian Railway Problem (CJRC)
Canadian Sunday School Mission (CJRC)
Canal Days (WSAI)
Cannery Amateur Hour (WMCA)
Canyon Concert (WGES)
Cancer Relief (CJRC)
Candid Camera, Radio's (WGN)
Candid Camera Chats (WMMN)
Candid Camera of Radio (KWK)
Candid Microphone, The (WIOD)
Candid Mike, The (KYOS)
Candid Radio Camera (CJRC)
Candidly Speaking (WBNX)
Candlelight Singers (CBS)
Canine Comments (KOY)
Canned Heat (KORE)
Cannibal King of the Board (KYOS)
Cannin' Time (KGO-KPO)
Canning Family, The (KGB)
Canning School of the Air (KTUL)
Canny Cook (NBC)
Cantata Group, The (WPHR)
Can't We Talk It Over (WNEW)
Canzonetta (KGO-KPO)
Can Marble and His BKTA Program (KGO-KPO)
Cape Diamond Light (NBC)
Capers at the Console (KFBI)
Capital City Capers (WBNS)
Capital Comment (WGN, WKY)
Capitol Hill (WTHT)
Capitol Opinions (CBS)
Capitol Parade (KFRC)
Capitol Speaks, The (KSTP)
Caps & Small Caps (CAFC)
Capt. A.C. Branigan (WWJ)*
Captain and the Organ, The (KFVS)
Captain Argus (KYA)
Captain Bill and Lieutenant Hal (KYA)
Captain Bill and Little Gertie (WJAY)
Capt. Bill's Rod and Gun Club (WINS)*
Capt. Boyle and Sam (WAAT)
Capt. Bud's Hobby Club (KCMO)
Captain Diamond's Adventures (WJZ)
Captain Dobbs (KGO-KPO)
Captain Dobbs, Retired (KGO-KPO)
Captain Dobbsie's Ship of Joy (NBC)
Capt. Don & Radio Scouts (WIBO)*
Captain Duval (CFRN)
Cap'n Hawkins and His Jolly Crew (KMBC)
Captain Jack (CBS)
Capt. Jack, the Tune Pirate (WHBQ)
Capt. Jimmy's Show Boat (CFL)
Captain Jolly and His Crew (WFAA)
Captain Midnight (WGN)*
Captain of the Keyboard (WWVA, KTHS)
Captain Ozie and the Colorado Rangers (KLZ)
Captain Salt and Jim (WHJ)
Captain Tim's Stamp Club (WJZ)
Captains of Industry (RRI)
Captains of Peril (KSD)*
Captivators (CBS)
Card Card Carnival (WENE)
Car Gazing (KFOX)
Cara Lynn (KFJZ)
Caravan (WWL)
Caravan, The Boone County (WLJW)
Caravan, The Dromedary (NBC)
Caravan from the Canon (KVOR)
Caravan of Dreams (WHIS, KOMA)
Caravan of Melody (WKBW)
Caravan of Song (WTHT)
Caravan of the Night (KFVF)
Caravan of Truth, The (NBC)
Caravan of Values (KOCA)
Cardinal Highlights (KMOX)
Care and Feeding of Hobby Horses (CBS)
Care and Feeding of Husbands (CBS)
Career Girl (WHN)*
Career Women (KMBC)
Carefree Capers (WOR, WRUF)
Celestial Singers (KABR)
Celia Gamba, Violin Stylist (NBC)
Cellar Knights (CBS)
Cello Quartette (CFCF)
Celluloid Astrology (WSSA)
Celluloid Rhythm (CJIC)
Centennial Hour (KFBK)
Centennial Scenes (KROY)
Central City (NBC)
Central Singers (WTAG)
Century Blue Jackets (WBBM)*
Century of Commerce (KGO-KPO)
Century of Progress in Science (NBC)
Cesare Sodero Directs (WOR)
C'est Paris (CBF, CBM)
Ceux qu'on Aime (CKAC)
Chain of Gems (KHQ)
Chained Before Marriage (NBC)
Chantons, Le quel Passe, Le (CKCV)
Challenge of Education (NBC)
Challenge of the Yukon (WXYZ)
Challenging the Experts (WJJD)
Chamber Music (CBM)
Chamber Music Concerts (NBC)
Chamber of Commerce's Salutes (WOAI)
Chamber Vibrations (WATR)
Champion, The Studebaker (WMAQ)
Champions of the Keyboard (NBC)
Champs Corner, The (WBZ-A)
Chancellor of the Air (WSYR)
Chandler Chats (WLW)
Chandler Goldthwaite Ensemble (NBC)
Chandu the Magician (WBS)
Changes in Rhythm (KFOR)
Chanson Express, La (CKAC)
Chansonnelle (CFCF, CBL, CBY, WOR)
Chansonnettes (KGO-KPO)
Chansons (WKBN)
Chansons de Paulette Mauve, Les (CKAC)
Chanticler Club (WBOV)
Chants on Choeur (CKAC)
Chapparal Club (KECA)
Chapel Chanson (CJCA)
Chapel Chimes (CKOC, CFAC, KHQ, KORE, KIDO)
Chapel Echoes (KDPN, WICC)
Chapel Hour, The (KMTR, KPMC, KWTN)
Chapel of Cheer (KFXM)
Chapel of the Air (WHDL, KFXJ, WSPR)
Chapel Serenade (WALR)
Chapel Singer, The (WSGC)
Chapel Singers (CKY, KMBC)
Chapel Window (KFUO, WBNX)
Chapters from History of Music (WCBM)
Character Building, Forum on (NBC)
Character Education (CBS)
Character Sketches (KFUO)
Characters in the News (CFCF)
Charioters (WBS)
Charis Players with Dorothy Chase (NBC)
Charles Mitchell and His Magic Melodies (KWKH)
Charley and Marge (KRC)
Charley Hamp (CRS)
Charlie and Jane Entertain (WSAI)
Charlie Craft's Discoveries (KMTR)
Charlie Hector's Music (WEEI)
Charlie Kent and His Ad- lerikans (MWR)
Charlie on the Spot (WMAQ)
Charlot S'Promene (CKCV)
Charm Chats (KGB, WCOL)
Charm Chatter (KFAM)
Charm Class (WBO)
Charm Clinic, The (WKRC)
Charm for You (WHEC)
Charm Hour, The (WJAY)
Charm House (WIBC)
Charm in Women (WMCA)
Charm School (KROY, KSL, WESG)
Charm School, Dr. West's (KCMO)
Charm vs. Romance (KWLK)
Chase Minstrels (WDAF)
Chasin' the Blues (KGMB)
Chasing Rackets (WKBW)*
Chasing Shadows (KDKA)
Chasing the Cat (CJRC)
Chasins Music Series (WMAQ)
Chat Awhile with Betty (KVOE)
Chateau Bell Club, Le (WDAY)
Chats, The Philco (KVI)
Chats Between the Acts (NBC)
Chats with Labor (WGRC)
Chats with Peggy Winthrop (NBC)
Chats with Your University Faculty (WJBO)
Chatter Box (KDFN, WTCN)
Chatter School—Jack Hamilton (WIBX)
Chatter Time (KASA)
Chatterbox Hour, The (WRAK)
Chattering with Ida Bailey Allen (CBS)
Chatting with Phyllis Foster (WDAS)
Check and Double Check (WPHR)
Checkerboard Program (WEEI)
Checkerboard Time (WGY)*
Cheek to Cheek (WHDL, WOR)
Cheer Club (KIJ)*
Cheer-Em-Up Program (WJMS)
Cheer Program, The (WGBI)
Cheer Up (WNOX)
Cheer-Up Club, The (KOB)
Cheer-up-o-dist—Christopher Layman (WBRY)
Cheer Up Program (WIND)
Cheerful Charlie (WKOK)
Cheerful Chatter (WBRY)
Cheerful Chore Club (WSBT-WFAM)
Cheerful Confessions (KFUO)
Cheerful Givers, The (WRTW)
Cheerful Home Chats (WBBH)
Cheerio Melodies (WJAS)
Cheerio (NBC)
Cheerio Club (KHS)
Cheerio Crew (KOL)
Cheerio Musical Mosaics (NBC)
Cheerio Time (CFAR)
Cheerleaders (KGO-KPO)
Cheerology (WIOD)
Cheery Berry's Almanac (WGH)
Cheery Chatter (KQV)
Chef, The (KWKH)
Chef Circle (WQAR)
Chemistry of Today (WAAB)
Chester and Millicent (MWR)
Chestnut Time (KRE)
Chestnuts of Melody (KGO)
Chet & Sleepy (KOOS)
Chevrolliers (WFAA)
Chez Paree (WENR)
Chez Paree Folles (KSSO)
Chic Hoo & His Melodiers (KAY)
Chicago Hour, The (WBBM)
Chicago Knights (WBBM)
Chicago Parade (CBS)
Chicago Serenade (NBC)
Chicago Varieties (WBBM)
Chicagoans, The (WBBM)
PROGRAM TITLES—Continued

Chicago's Guild Dramatists
(WEDC)

Chick and His Happy Ramblers
(WCAAX)

Chick Chats (KGNF, WMT)

Chick Chick Fun (CBS)

Chick Webb Orchestra
(WENR)

Chickasaw Debating Council
(WNC)

Chicken Bill (KFBI)

Chicken Chat (KMA)

Chicken Chatter (KUOA)

Chickie (WBBM)*

Chick's Chatter (CJCS)

Chico and His Guitar (WAAAT)

Chief Guamo (WLS)

Chief Topics (WEAN)

Chiffon Interludes (KFYR)

Chiffon Jazz (KGO-KPO)

Chik-Chatter (KFAM)

Child Clinic (WLW)

Children Grows Up, The
(NBC)

Child Guidance Clinic
(WLTH)

Child Heroes (WCAU)

Child Study (NBC)

Child Study Club (WOI)

Childhood in the Making
(NBC)

Children of Bethlehem
(NBC)

Children of Divorce (NBC)

Children on Parade
(WDBJ)

Children's Amateurs
(WHEC)

Children's Birthday Hour
(KFQD)

Children's Birthday Party
(WPTF, WDBO)

Children's Caravan
(WLNH)

Children's Circle (KFUO)

Children's Clinic of the Air
(KFSO)

Children's Community Sing
(WLBZ)

Children's Concerts
(WQXR)

Children's Corner (KGO-KPO)

Children's Corner of the Air
(WEAU)

Children's Hit Parade
(KMTR)

Children's Hour, The
(KLZ, WBAL, KGO-KPO, WFBM, WPHR, WAPA, WCAU, KABC, WSYE, CHNC, WOR)

Children's Hour, The Elks
(WKOK)

Children's Musicodity
(WHEC)

Children's Opportunity Program
(WMCA)

Children's Parade, The
(CKMO)

Children's Party (KDYL, KMFC)

Children's Playhouse
(WWJ)

Children's Program, The
(WJAR (WJAR)

Children's Programs
(WTNJ)

Children's Question Box
(KFUO)

Children's Recess (WHEC)

Children's Songfest
(WHEC, WMBC)

Children's Story Hour
(KABR)

Children's Story Party
(KGVO)

Children's Talent Hunt
(WCNW)

Children's Theatre, The
WFBL (WFBL)

Children's Theatre of the Air
(KPVD, WGY, WXYZ, WLTH, KSFO)

Children's Time (KGN)

Children's Variety Hour
(KFUO)

Child's Melody Meal
(WOR)*

Childway's Counselor
(KOIN)

Chill Beaners (WCCO)

Chill of Sunset (WHK)

Chimney Corner, The
(WFBR)

Chimney House (NBC)

China Maids (KWJJ)

Chitowntown Mission
(WMCA)

Chitowntown Squad (KGO-KPO)

Chloe—Raggdoll of the Organ
(WAPI)

Choice of the People, The
(KSL)

Choir and Strings (WRUF)

Choir, The (WHBL)

Choir Invisible (WTAM, WOR)

Choir Loft (WIN)

Choir Loft, The (WAAB)

Choir Loft, John Metcalfe's
(WCAY)

Choeux du Connaiseur, Le
(CRCV)

Choose Your Announcer
(KFVS)

Choosing a Vacation
(KRMD)

Choosing Your Life Work
(CJRC)

Choral Cameos (KTAT)

Choral Contrasts (FTRD)

Choral Echoes (WHK, WLW)

Choral Gems (WCPO)

Choral Orchestra, The
(Chase & Sanborn, NBC)

Choral Program, The Swedish American (WTAG)

Choral Reveries (CBS)

Choeur Time (WDBZ)

Choreastra, The KFI-KECA
(KFI-KECA)

Choristers (KIRO)

Chorus and Choir (NYBS)

Chorus Quest (CBS)

Christian Business Men's Committee (KIRO)

Christian Doctrine (KFUO)

Christian Fellowship Hour
(KROY)

Christian Science Program
(WCAO, KRM)

Christian Science Programme (WORL)

Christianity in Action
(WCBI)

Christmas Bell-Ringer, Belk's (WIS)

Christmas Choral Singers
(WTAG)

Christmas Choristers
(CJRC)

Christmas Club Contest—Melba Ryder Lindgren
(WORL)

Christmas in Pine Glen
(CKLM)

Christmas Lady (KVOR)

Christmas Party (WHAS)*

Christmas Shopper, The
(WPHR, WSAY, KTUC)

Christmas Shoppers' Guide
(WKBO)

Christmas Street Scene
(WFR)

Christmas Tree Club
(KFVS)

Christmas Tree Grove
(WTAG)

Christmas Tree in the Window
(WMCA)

Christmas Tree Lady
(KFVS)

Chronicle Comics (KGO-KPO)

Chronicle News Highlites
(KTRH)

Chronicle of Events
(KFYO)

Chronicles of Memphis
(WMCA)

Chronicles of the Presidents
(WMCA)

Chronique Bibliographique, La (CRCK)

Chuck and Mary (KWTO)

Chuck Wagon, The (WGST, WFBM)

Chuck Wagon Boys
(WFBC)

Chuck Wagon Cowboys, Tonto Bill's (KOFY)

Chuck Wagon Gang
(WBAP, KGKO)

Chuck Wagon Jamboree
(KWKL)

Chuck Wagon Melodies
(WDAB)

Chuck Wagon Opera (KLZ, KROY)

Chuck Wagon Opery (KANS)

Chuck Wagon Riders, The
(WCAS)

Chuckle Clinic (KDKA, WHB)
PROGRAM TITLES—Continued

Chuckles and Oddities in the News (WOAI)
Chuckles in the News (WMBD)
Chukker, The (KMTR)
Church by the Sea (WPG)
Church on the Side of the Road (WLW, CKCA)
Church Calendar, The (WCOP, WHBQ, KTFI)
Church Chimes (WOFI, WSAY, KRBC)
Church Directory (KFUO)
Church Editor of the Air (WSAY)
Church Forum (WSAI, WLW)
Church in the Dale (WREN, WPIC)
Church in the Redwoods (KSER)
Church in the World Today, The (NBC)
Church Invisible (WCOP)
Church Music Appreciation Hour (WTCN)
Church News (KFUO)
Church of All Nations, The Morgan Memorial (WORL)
Church of Christ Program, The (KGNU)
Church of the Air (CKNX, WBBR, WSC, KTFI)
Church of the Air, Oklahoma Network (KCR)
Church of the Air: Sunrise Service (KSEI)
Church of the Air: Vesper Service (KSEI)
Church of the Wildwood (KOEO)
Church on the Hillside (WJJD)
Church Parade, Your (KGUI)
Church Reporter, The (KSEI)
Church Songs of Long Ago (WCAM)
Church Vespers (WDAF)
Churches, Brief History of (KFUO)
Chy and His Hot Shots (KCGX)
Cigarette Girl, The (CKCD)
Cincinnati Girl (WCKY, WKRC)
Cincinnati Sings (WSAI)
Cinderella Hour, The (WOSC)
Cinderella Story, The (KGUI)
Cinema Chatter (WHO)
Cinema Comment (WQXR)
Cinema Lady, The (WWSW)
Cinema Memories (WG
Cinema Sidelights (WQAM)
Cinema Theatre, The NBC (NBC)
Cinemania (WAAT)
Cinemelodies (WEW)
Circle, The (NBC)
Circle of Romance (WJZ)*
Circle X Cowboy's Round-up (WTVS)
Circus, The Gilmore (KFI)
Circus, The Steffen's Ice Cream (WCKY)
Circus Adventures of Clyde Beatty (KMBC)
Circus Comes to Town. The (NBC)
Circus Court (KXBY, KGW)
Circus Days (NBC)
Circus Night in Silvertown (NBC)
Circus of Life (WBT)*
Circus of the Air (KMBC)
Circus Saints and Sinners (NBC)
Circus Side Show of the Air (KIDO)
Circus Tommy (KFOX)
Citadel Sunshine Hour (WFDP)
Cities of the World (WHJB, WRNL)
Citizen on the Air, The Belmont (WCOP)
Citizens' Forum (WMCA, WNEW)
Citizens Forum—With Baxter Pickering (WNEW)
Citizens of Tomorrow (KVOR)
Citizen's Reporter, The (CJRC)
Citizenship Questionnaire (WBNX)
City Consumer's Guide (CBS)
City Council Sessions (WBT)*
City Desk (NBC)
City Editor's Secrets (WFIL)*
City Fellers (KMPC)
City Mission (WJAY)
City of Stories (KRLD)
City of Tomorrow, The (NBC)
City Reporter (WGL)
City Safety Chats (WDBO)
City Salute (KNX)
City Spies (WVF)
City Speaks, The (WFIL)
City Voices (KGO-KPO)
City Within Itself (KRBC)
City Within Itself Orchestra, A (KRBC)
Civic Calendar (WFBR, WOW)
Civic Center (WMBR)
Civic Club, Belk's (WBIG)
Civic Club, The Coca-Cola (WCKY-WBIG)
Civic Club, The WBIG (WBIG)
Civic Comments (KARK)
Civic Crusader (WEBC)
Civic Forum, The (WJSV, CKCD)
Civic Hour (KUOA)
Civic Matinee (KVOO)
Civic News (WJE)
Civic Radio Forum (CKMO)
Civic Roundup (WKB)
Civic Salute (WCBM, WITS, WPT)
Civic Service Period (WIL)
Civic Service Period—Mr. Fixit (WIL)
Civic Talks (KPMC)
Civic Theatre of the Air (KGW-KEX)
Civic Theatre Radio Players (KLZ)
Civil War in Spain, The (WCAD)
Clambake, (WAVE, WICA)
Clara Dawes (KFI)
Claire, Lu n' Em (NBC)
Clarence Rice Comments (KCKN)
Clarinet Marmalade (KLRA)
Clark Home Service School of the Air, The (WJTN)
Clark Household Counselor, The (WJTN)
Clarkwatchers, The (KTUL)
Class in Agriculture (WOI)
Classic Cameos (WRUF)
Classic Four (WBZ-A)
Classic Hour (KMBC, KECA, KMR, KTS)
Classic Interlude (KABC)
Classic Matinee (KGC)
Classic Nocturne (KON)
Classic Strings (WRUF, KON, KPD)
Classical Fragments (CFRN)
Classical Gems (KCGX)
Classical Hour, The Jewish (KFVD)
Classical Matinee (KGV)
Classical Moments (WOAI)
Classical a la Moderne (CHRC)
Classics in Cameo (CTR)
Classics in Music (KOB)
Classics in Swing (WOM)
Classics of the Keyboard (WOR)
Classified Ads of the Air (KU)
Classified Cal (WSM)
Classified Capers (CFRN)
Classified Column of the Air (KNN, WMBO)
Classified Directory (KFXM)
Classified Edition of the Air (KMD)
Classified Page of the Air (WAAW, WJ)
Classified Section of News (WFIL)
Classified Section of the Air (KIDO)
Classroom Echoes (KW)
Classroom of the Air (WMT)
Classroom Whispers (KCKN)
PROGRAM TITLES—Continued

Clate Hazelwood, The Gift (WORL)
Claudine MacDonald Says (NBC)
Club of Campions (WCOL)
Clearinghouse of the Air, The (KCRJ) (KCRJ)
Clef Club Boys (WMEX)
Clef Dwellers (KGO-KPO)
Clem and Hezzy (KGNU)
Clem Morgan and Guitar (KJUL)
Clem Park and His Cowpunchers (WFDP)
Cleveland Comments (WCLE)
Cliff and Lolly (KGJ)
Clifford Herzer & Jascha Zayde (WQXR)
Clinic of the Air, The (KMA, KOL)
Clipping Bureau (NBC)*
Clippings (CKNX, KRLH)
Clo & Alberta (WAPI)
Clock Settin' Time (KANS)
Closed Monitor, The (WFBJ, WFJ)
Clock Watcher's Program (WCBS)
Cloister Bells, (WMAQ, WENR)
Cloister Echoes (KRE)
Cloister in the (CBS)
Close Harmony (KORE)
Close-ups (CBS)
Close-Ups of Cinema City (CJRC)
Closing Market Prices (CBS)
Clothes Are Different This Spring (NBC)
Clouds of Joy (KYOS)
Clover Tossers, The (CJRM)
Cloverdale Limelights (NBC)
Clover Court (KSTP)*
Clown of the Air (WBOW)
Clowns and Fawns (CKLW)
Club and Civic Period (WTM)
Club and Program News (CFAC)
Club Augila (WOAI)
Club Bulletin of the Air (KHQ, KPQ)
Club Cabana (MacG)
Club Calendar of the Air (KGO-V)
Club Car Revue (WMCA)
Club Car Special (WOR)
Club Carefree (WWSW)
Club Celebrity (WWSW)
Club Columbia (CBS)
Club Control Room (WMFN)
Club Cosmos (WGR)
Club de la Gaite (CKCV)
Club de la Mascotte (CKCV)
Club Diary (CFAC, CKOC)
Club Fantasy (WDWS)
Club House News (WCW)

Club House Politics (WCW)
Club Kelo (KELO)
Club Matinal (WCOU)
Club Matinee (NBC)
Club Mayfair Orchestra (NYBS)
Club Mayfair Review (KGK)
Club of All Nations (WSGN)
Club of Air (KFOX)
Club Oldsmobile (KQV)
Club Program (KMBC)
Club Radio (WBAL)
Club Reporter, The (WPHR)
Club Rhythm (KFJB)
Club Romance (CBS)
Club Sandwich (WLBZ)
Club 13 (CFAC)
Club 1370 (WDAS)
Club Valspar (NBC)
Clubhouse Party (WWJD)
C'mon n' Dance (WIP)
Cocktail to Toast (MWR)
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Dixie Colonel, The (WSPD)
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Dixie Doin's (KMBC)
Dixie Early Birds (WSIX)
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Dixie Hillbilly Jubilee (WPHR)
Dixie Hot Shots (WRDW)
Dixie Humming Bird (WAPI)
Dixie Jubilee (WRUF)
Dixie Mamouth Minstrels (WBT)
Dixie Melodears (KGHI)
Dixie Melodians, The (WTJS)
Dixie Memories (KGO-KPO)
Dixie Minstrels (KTUL)
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Dixie Pioneers (WBRC)
Dixie Plowboys, The (WHAM)
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Dixie Reelers (WIS)
Dixie Serenaders (CBS)
Dixie Spiritual Singers (CBS)
Dixieland Capers (CJRC)
Dixieland Jamboree (KTUL)
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Dixieland Special (WRUF)
Dixielanders (WFMD)
Dixie's Lumber Jacks (WHB)
Dixon McMillan Melody Revue (WCSC)
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Do Be Mi (CBS)
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Do You Believe in Ghosts? (KGO-KPO, MacG)
Do You Believe in Miracles? (KNX)
Do You Follow? (WATR)
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Do You Know It's True? (WHO)
Do You Know New Mexico (KOB)
Do You Know Your Radio (WDAY)
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Do You Want a Job? (KTUL, WCKY, WTAR, WSAL, KMO)
Do You Want Law Enforcement? (WBHF)
Do You Want to Announce? (WAPI)
Do You Want to Be a Radio Star? (KGLO)
Do You Want to Be an Actor? (NBC)
Do You Want to Be an Announcer? (WJNO, KCKN, KIDO, WMIN)
Do You Want to Write? (NBC)
Doc Bailey's Bus (KRKD)
Doc Barclay's Daughters (CBS)
Doc Hayes Swing Clinic (KWK)
Doc Query (CHML)
Doc Rockwell's Brain Trust (NBC)
Doc Schneider and His Yodeling Cowboys (NBC)
Doc Sunshine (CFRN, CFRB, CKLW)
Doc Whipple (WMAQ)
Doctor Dick (KGO-KPO)
Doctor Easy (KWK)
Doctor Fax (KFMC)
Doctor of Family Finance (KDFY)
Doctor Q (WKY)
Doctor Satan (WWSW)
Dr. Charles M. Courboin-Recital Hall (WOR)
Dr. Christian (CBS)
Dr. Coleman's Travelogue (KFCF)
Dr. Copeland's Health Hour (CBS)
Dr. Dollar (NBC)
Dr. Doolittle (NBC)
Dr. Facts (KPMC)
Dr. George Cohen's Pet Club (NBC)
Doctor H (WMCA)
Dr. Humperdinck's Medicine Show (WDWS)
Dr. I. Q. (KTRH)
Dr. I. Q., Jr. (KTSA)
Dr. I. Q. Junior Quiz (KRLD)
Dr. Karl Reiland (NBC)
Dr. Loughran (NBC)
Dr. Luther Little (WBT)
Dr. Noseall (WFTC)
Dr. Pepper Energy Club (WLVA)
Dr. Pratt's Breakfast Club (WHB)
Dr. Query (CKY)
Dr. Rup and Dr. Mup (WGBQ)
Dr. Ruth Wadsworth—Health Talks (NBC)
Dr. Shirley W. Wynne (NBC)
Dr. Sunshine (WLTH, KDKA)
Dr. Sunshine and His Radio Sunday School (WORL)
Dr. Thatcher Clark (CBS)
Dr. Tinker, the Gadgeteer (KFPG)
Dr. Tinkle (WCCO)*

Dr. Wickum's Cuckoo Clock (WCAZ)
Doctors Courageous (KFAC)*
Doctors, Dollars and Disease (CBS)
Doctor's Message, Your (WJIM)
Doctrinal Discussions (KFUO)
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Doc Ratchman's Old Time Orchestra (KFTZ)
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Dog Heroes (NBC)
Dog House (KGO-KPO, KDDA)
Dog House Twins, The (WPAY)
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Dog Show of the Air (WBAL)
Doggie Dan, the Red Heart Man (WMAQ)
Doggin' the Piano (WCHS)
Doggone (WINS)
Dogholler General Store (WAAW)
Doghouse Court (WTMJ, WKY)
Dogs and Game (WCKY)
Dogs in the Home (WINS)
Dog's Tail, A (WINS, KGO-KPO)
Dog's Tales (WOR)
Doin' the Town (WAAW, WMT)
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Doings of the Hunt Family (KABR)
Doings of the Legislature (WIP)
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Dollar a Minute, A (KTUL)
Dollar Daze (WJBC)
Dollar Derby (WLTH)
Dollar Derby Quiz, The (WBRC)
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Dollars and Sense (WBEN)
Dollars for Answers (WFBC)
Dollars in the Air (WNBF)
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Domino Orchestra (NBC)
Domino Orchestra (CHNS)
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Don Antonio and His Muchachos (KIUL)
Don Artiste (WEEI)
Don Carney Dog Chats (NBC)
Don Freeland's Hillbillies (KFVD)
Don Isham Presents (KOL)
Don Juan of Song (CKAC)
Don Dixote (WJZ)*
Don Winslow of the Navy (NBC)
Donald McGibeny (WMAQ)
Donna and Rita (KFH)
Donnez-moi une chance (CKAC)
Donnie and His Uke (KRGB)
Don't Apologize (KWLK)
Don't Be Swindled (KMOX)
Don't What Uncle Sam (KTBS)
Don't Forget (NBC)
Don't Have An Accident (WRGA)
Don't Let Your Accident Happen (WIBX)
Don't Look Now (WCE)
Don't Miss It (KVI, WBC)
Don't You Believe It (KFRC)
Doodlebug, The (KXRO)
Doodle-Bugs, The (CHAB)
Doodlers, The (CKMO)
Door to the Moon (KON)
Door with 88 Keys, The (WGDI)
Doorways to Yesterday (KGO-KPO)
Dooliesockers, The (WJZ)*
Dope from the Dugout (KXMO, WSAI)
Doric Quartette (KGO-KPO)
Doring Sisters (WENR)
Doris Hare, The Piccadilly Hill Billy (NBC)
Dorothy and Don (KDSA)*
Dorothy Dix Dramas (WHAT)*
Dorothy Godwin Reviews Books (KMOX)
Dorothy Gordon Presents (NBC)
Dorothy Melton (WJEX)
Dorothy Melvine's Charm Mirror (WAA"
Dorothy Tells All (WMBR)
Dot and Dan (KDFN)
Dot and Dash Club (KXBY)
Dot and Four Dashes (KOIN)
Dot and Her Boy Friends (KLRA)
Dot & Jerry (WCAE)*
Dot and Pat (KDKA)
Dot & Will (NBC)
Dot Hedge's Talks on Beauty (WPHR)
Dot Leach at the Orgatron (WFLA)
Dot's Dashes (KSKD)
Dot's Musical Dashes (WOPI)
Dot's and Bill, the Married Melodists (WGY)
Doty Didoes (WMIN)
Double-Barrelled Dinner Dance (WIBU)
Double Everything (CBS)
Double In Stars (WCFL)
Double It Night Club (WBNS)
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Doubling in Ivory (KJOY)
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Doughboy (WBAP)
Doughnut Danny (WSBT-WFAM)
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Dougout Dope (WBBM)
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Down a Long, Long Trail (WSTP)
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Down at Otto's (WCLO)
Down at Pappy's (KFFY)
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Down by Herman's (WSIN)
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Down Happiness Lane (DR)
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Down Homers (WHB)
Down in Cherry Valley (WICA)
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Down in Possum Hollow (KGNQ)
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Dramalogue, The Charis (NBC)
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Dramas in Ink (WAAT)
Dramas of Destiny (WOKO)
Dramas of Life (KGEZ, MacG)
Dramas of Science (WJCA)
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Dramatic Episodes (WRUF)
Dramatic Fantasies (WHK)
Dramatic Guild (WK)
Dramatic Guild, The Public School (WMEX)
Dramatic Guild, The WDBJ (WDBJ)
Dramatic Guild, The WGR (WGR)
Dramatic Guild, The WOPI (WOPI)
Dramatic Interlude (KWK)
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Dramatic Medley (CKW)
Dramatic Moments (WO, WWJ, WNYC)
Dramatic Moments in History (WHA)
Dramatic Secrets (KSO)
Dramatic Snapshots (WHN)
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Dramelodies (KFRC)

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Dream Awhile (WTJS)
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Dream Boat (CKCK, WHBB, KMBC)
Dream Caravan, The (KTFI)
Dream Come True, A (WSAR)
Dream Doctor, The (WINS)
Dream Dramas, The Big Ben (NBC)
Dream Fantasies (KOL)
Dream Fantasy (WSPD)
Dream Girl, The (KOY, KRMC)
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Dream House, The Hayes-Lucas (KROC)
Dream Idylls (WCOL)
Dream Island (CJRC)
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Dream of Love (WSGN)
Dream Peddler (WBRB)
Dream Pictures (NBC)
Dream River (WCOL, CKCW, KELO)
Dream Road, The (KFYR)
Dream Serenade, The (WHAS, WMT)
Dream Shadows (WSM)
Dream Ship (KDKA, WGN, KSTP, KSLM)
Dream Singer of the Air (WSAL)
Dream Singer with Al and Lee Reiser, The (NBC)
Dream Songs (WMBH, WMT, CHAB)
Dream Time (KEHE, KGLO, WTJS, WBIG)
Dream Train (KFWB)
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Dream Weaver, The (KLZ, KMPC, KWTQ)
Dream Weaver and His Romantic Violin, The (WBTM)
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Dreamer’s Haven (WGBI)
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Dreamers’ Rendezvous (WBTM)
Dreamer’s Serenade (WTJS)
Dreamin’ Time (WGY)
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Dreamland (CJAT)
Dreamland Adventures (WDBO)
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Dreams (WCOA, WKY)
Dreams Come True (NBC)
Dreams for Sale (WWVA, KABC)
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(NEW)  
Europe Since 1876 (WILL)  
Evangel in Song (WHJB)  
Evangelist Quartet  
(WFAA)  
Evelyn and Her Noverleers  
(WFAA)  
Evelyn, Jack and Ivan  
(WFAA)  
Even at You & I (WISN)  
Evenglow (WJIM)  
Evening (WFAA)  
Evening Altar (KDKA)  
Evening at Home (WXYZ,  
WLW)  
Evening at the Neighbors, An  
(KCKN)  
Evening Bells (WGES)  
Evening Breeze (KDBC)  
Evening Concert (KGO-KPO, KANS)  
Evening Echoes (KMA,  
WLVA, KFAM, WHP)  
Evening Fantasy (WHBB,  
WSM)  
Evening Harmonies  
(WBIG)  
Evening Hour, The  
(WPTF, WHN)  
Evening Hymns (WSOC)  
Evening Idyl (WED)  
Evening in Naples (WAAT)  
Evening in Old Virginia  
(WRVA)  
Evening Interlude (WHP)  
Evening Meditations  
(WTJS)  
Evening Melodies (KWBG,  
WBB, WHBC)  
Evening Melodies (KTUL)  
Evening Memories (KLO)  
Evening Moods (WCCO)  
Evenin', Neighbor  
(WMAQ)*  
Evening News Roundup  
(KGLO)  
Evening Prayer (CHAB)  
Evening Prelude (KGO-KPO,  
WTAM)  
Evening Reverie (WRUF)  
Evening Reveries (KSUB,  
KPH, WGPC)  
Evening Revue (WTAG)  
Evening Salon (KGO-KPO)  
Evening Scrapbook  
(KMPC)  
Evening Serenade (KFP,  
BBOW, WCF, WSPA,  
KMOX, KSF0, WHLB,  
WRUF, WPHR, IBS,  
KMB, WREN, WFL)  
Evening Serenade  
(WCOL)  
Evening Sports Review  
(WDEV)  
Evening Star (WDBO,  
CICA)  
Evening Stars (CJO,  
WNDC)  
Evening Swing Time Sere-  
nade (WGT)  
Evening Tatler (WEE)*  
Evening Time Signals  
(NBC)  
Events under the Stars, An  
(WBRY)  
Events Varieties (WMF)*  
Evenings with Papa Haydn  
(CBS)  
Evensong (WHAM, CFRN,  
WDBO, CBS, KTHS,  
WCLA, WMC, CKCD)  
Eventide (KABR, KGGF)  
Eventide Echoes (JCRC)  
Eventide Reflections  
(KWTO-KGBX)  
Eventide Serenaders  
(WWL)  
Events and Circumstances  
(NBC)  
Ever as You and I (WISN)  
Evergreen and Tinsel  
(KDKA)  
Evergreen Empire on Pa-  
rade (KOL)*  
Evergreen Program (NBC)  
Every Day Devotions  
(KWK)  
Every Man a King (KJR)*  
Every Man's Boy (KV0O)  
Every Man's Palace (KGO-KPO)  
Every Night at Eight  
(KONO)  
Every Night at Seven  
(CHSJ)  
Every Sunday 3-4 p.m.  
(KGCU)  
Every Woman (WBBM,  
WCO, KGO)  
Every Woman's Hour  
(KGNC)  
Everybody Dance (WHN,  
CHAB)  
Everybody Likes Credit  
(KLZ)  
Everybody Sing (WHBQ,  
WAHM, KGO-KPO,  
KDYL, KGW-KEX)  
Everybody Wins (KIN)  
Everybody's Birthday Party  
(KFBI)  
Everybody's Business  
(WTOC)  
Everybody's Farm (WLW)  
Everybody's Favorites  
(CJRC)  
Everybody's Hour (KLPM,  
WLS, WRAK, CBM)  
Everybody's Hymn Sing  
(WSIX)  
Everybody's Invited  
(WFBC)  
Everybody's Mother  
(KSAN)  
Everybody's Music (WCP)  
Everybody's Opinion  
(KFPY)  
Everybody's Program  
(CBO)  
Everyday Beauty (NBC)
F

F.H.S. Forum (WFAS)
F.O.B. Detroit (WJR)
Fables in Music (WTAM)
Fables in Verse (NBC)
Fabon Street Follies (KTAT)
Face the Music (KOL)
Faces on the Front Page (WEVD)*
Fact and Fancies (WTAM)
Fact and Melody (WTIC)
Fact Finder, The (WXYZ, KVI, WDRC)
Facts about Fraud (WWSW)
Facts and Errors (WMC)
Facts and Fancies (KDKA, WTAM, WJIM, Wkop, CKCW, WWVA)
Facts and Fashions (WADC, WCLS)
Facts and Fiction (KFAM)

Experimental Drama (CBS)
Experimental Workshop (WNYC)*
Experiments in Symphonic Drama (FTRD)
Expert's Table (WNBZ)
Explorers Club (WQXR)
Exploring America with Carveth Wells (JVG)
Exploring in Music (KSTP)
Exploring Music (CBS)
Exploring Our Needs (WHAA)
Exploring the Arts and Sciences (WQXR, FTRD)
Exploring the Magazines (WPEN)
Exploring the Seven Arts (FTRD)
Exposing the Rackets (WFBR)
Exposition Previews (KFRC)
Exposition Reporter (KSFQ)
Exposition Stroller (KGO)
Express Isle Royale Broadcast (WEBC)
Ex-Rays of Trenton (WTNJ)
Exterior Decorator, Your (WHIO)

Fair Freight Rate Forum (WAPR)
Fair Store (WMAQ)
Fair Variety Dance Party (WATL)
Fair Warning (KFRC)
Fair Weather Ahead (WESG)
Fairway Facts (KGB)
Fairy Lady, The (KSLM)
Fairy Princess (KGNC, WMBO)
Fairy Tales (NBC)
Fairyland Express (WHN)
Faith (WAPI)
Faith Tabernacle (WCAO)
Faith Temple (WMBR)
Falconer's Noon Hour Clock (KCKN)
Familiar Favorites (WDAB)
Familiar Melodies (CJCA)
Familiar Melodies Presentation (KFH)

Extra Pair, The (KVI)
Eye-Closer (WSJS)
Eye Opener, The (WBBC, WHBB, WESC, KGNC
WHN, WSJS, WMBD, WWVA, KRAT, KFAT, WCFL, WCLE)
Eye-Opener, Tony's (WJMS)
Eye Opener Program (WBBC)
Eye Openers (WEAU, KRGV, KTSA)
Eye Openers Club (CBS)
Eye Witness of the News (WEER)
Eyelights in Music (KELA)
Eyes Front (WGAR)
Eyes Have It, The (WHEC)
Eyes in the Dark (WMBI)*
Eyes of the Community (WCO)
Eyes of the Eagle (WHN)
Eyes of the World (KCOIN, WIRE)
Eyes on Sports (KRBC)
Eyesight Dramas (WRR)
Ezra and the Bar Nothin' Ranch Boys (WIBW)
Ezra Hawkins and Aunt Faye (WIBW)
Ezra Martin and the Folks from Pleasant Valley (WBNS)
Famous Babies (CBS)
Famous Ballads (WHO)
Famous Cases of the FBI (WAPO)
Famous Composers (WBDZ-A)
Famous Composers Series (WHN)
Famous Concertos (WTAM)
Famous Dance Bands (WIND)
Famous English Composers (CBL)
Famous Fallacies of Business (NBC)
Famous Farmers (WLW)
Famous Fires of History (KVOD)
Famous First Facts (WOR)
Famous Folk (CBS)
Famous Foods Parade (KGO-KPO)
Famous Homes of Famous Americans (WQXR)
Famous Jury Trials (WLW)
Famous Light Operas (CBS)
Famous Loves (NBC)
Famous Men in History (WCIN)
Famous Mistakes in History (KFJ)
Famous Music (KFXD)
Famous Music by Famous Bands (KFOR)
Famous Musical Evenings (CBS)
Famous Names (KRSC)
Famous Pennsylvania Women of Yesteryear (WFIL)
Famous Philadelphia Woman of the Week (WIP)
Famous Romances (RRI)
Famous Romances of History (KFAC)*
Famous Scenes from Literature (WRUF)
Famous Scenes from Opera (WRUF)
Famous Short Stories (FRD)
Famous Songs and Singers (CKBI)
Famous Songs and Their Stories (WMFJ)
Famous Stories (KMPF)
Famous Violins (NBC)
Famous Vocalists (CFAC)
Famous Voices (CJGR)
Famous Women (KFWO)
Famous Women Pianists (WOR)
Famous Works of Religious Literature (WDAF)
Fan Club, The (CHAB)
Fan on the Street (WXYZ)
Fancy Fiddlin' (CJRC)
Fancy's Fabric (KOL)
Fanfare (WLS, CHSJ)
Fans and Pans (KXBY)
Fans in the Stands (WSAI)
Fans in the Street (WSAI)
Fantasy (KGO-KPO)
Fantasy in Black and White (KTUL)
Fare Horizons (WDFD)
Farewell Blues (WINS)
Farms and Family Forum, The Auburn (WAPI)
Farm & Home Almanac (CJCS)
Farm and Home Builders (WGRC)
Farm and Home Forum (KRCB, CFRN)
Farm and Home Hour (KABR, WPHR, WMAQ WTIC)
Farm and Home Hour, The Canadian (CKNX)
Farm and Home Hour, The Midwest (WMC)
Farm & Home Hour, The Western Ontario (CFCO)
Farm and Home Program (WHBB)
Farm and House Hour (WSPA)
Farm Bulletin Program (WBTM)
Farm Bureau Briefs (WVZD)
Farm Bureau Forum and News (KNNR)
Farm Business Half Hour (KSAO)
Farm Community Program (CBS)
Farm Council (KPDN)
Farm Dinner Concert (WAAW)
Farm Facts and Music (KVOS)
Farm Featuers, The WBT (WBT)
Farm Flashes (KGB, WBNX, WSBT, WFMF, KABR, KWTN, KSOO, WGAR, KMOX)
Farm Folks, The Fels (WBO)
Farm Fiber Frolic (CHML)
Farm Forum, The WGY, MWR, KFAM, WXYZ)
Farm Friends (WMD)
Farm Frolic, The KFVS)
Farm Front (WQDM)
Farm Front News (WOW)
Farm Hints (WBAL)
Farm Hints from Farmer to Farmer (WBT)
Farm Hour (KSAO, WJR)
Farm Hour, Illinois (WILL)
Farm Hour, Northwest's Greatest (WDGY)
Farm Hour, The Dane County (WIBA)
Farm Hour, The Saskatchewan (CJRM)
PROGRAM TITLES—Continued

Farmers' Institute Programs (NBC)
Farm Journal (WBBM)
Farm Journal of the Air (KOTN)
Farm Life (WCHS)
Farm Men Only (KIDO)
Farm News (KMOX)
Farm News, The WHO (WHO)
Farm News and Views, The Miami Valley (WHIO)
Farm News on the Nose (WKY)
Farm Paper of the Air, The WGY (WGY)
Farm Question Box (KOA, KFDY)
Farm Radio News, Goodyear (NBC)
Farm Reporter (KSFO, WKSST)
Farm Revue (KFIZ)
Farm Rhymes (KFDY)
Farm Sales (KFNF)
Farm Service (KLRA)
Farm Service, The Goodyear (NBC)*
Farm Service Department, The (WIBU)
Farm Service Program (KLZ)
Farm Talent Program (CJRC)
Farm Weekly (WCAU)
Farm Woman (WJAG)
Farm Women's Council (WAIM)
Farmbelt Parade (KMA)
Farmer (CJCA)
Farmer Bill (KGLO)
Farmer Fiddlers (CKCD)
Farmer in the Dell (WPG)
Farmer in the News, The (WHBF)
Farmer on His Farm, The (WDZ)
Farmer Takes the Mike (CBS)
Farmer's Digest (KSLM, WOR)
Farmers' Exchange (WSAU)
Farmers' Favorites (CFRN)
Farmers' Forum (WSAY, CJXJ, WLS)
Farmer's Friend (KONO)
Farmers Home Frolic (KVOR)
Farmer's Hour (KFBF, WHB, CJCO, KBND, WSVA)
Farmers Hour, The Western Ontario (CFCO)
Farmer's Information Hour (KDFN)
Farmers' Saturday Night Frolic (KMA)
Farmers' Service Series (WHP)

Farmers Sing Song (CHNS)
Farmers Trading Post (WMBD)
Farmer's Viewpoint (WRJN)
Farmhands, The WRJN (WRJN)
Farming in Dixie (WSB)
Farmyard Frolics (WTMJ)
Fascinating Facts (CBS)
Fascinating Melodies (KMOX)
Fascinating Rhythm (WRUF)
Fashion Chatter (UP)
Fashion Congress (WMEX)
Fashion Corner (WHEC)
Fashion Events with Helen Worden (NBC)
Fashion Facts of 1931 (CBS)
Fashion Fancies (WEAU)
Fashion Flashes (KGO-KPO, KWK, KGNC)
Fashion Forecasts (NBC)
Fashion Guild (WAPI)
Fashion Parade (KHZ, KFJZ, WATD, WDRC, KDYL, WMCA, WSPR)
Fashion Parade, The Hollywood (WSBT)
Fashion Pointers (WSBT-WFAM)
Fashion Previews, Vanette (NBC)
Fashion Quest (WHK)
Fashion Quiz (WTCN)
Fashion Revue (KSO)
Fashion Revue by Caroline Cabot, Chandler's (WEEI)
Fashion Revue of the Air (WEEI)
Fashionnaires, The (CBL)
Fashionette (WIND)
Fashions about Town (WHBC)
Fashions and Fancies (KORE)
Fashions and Figures (NBC)
Fashions and Thrift (WHG)
Fashions for Men (WNBZ)
Fashions for Your Home (WHBQ)
Fashions in Fabric (WDAF)
Fashions in Furs (KANS)
Fashions in Loveliness (WTCN)
Fashions in Melody (KFVS, KGB, KSL, WIBU, WLBC)
Fashions in Melody, Gateway's (WJBL)
Fashions in Melody Styled by Annette (WGY)
Fashions in Music (WHKC, WMIN)
Fashions in Rhythm (WAAB)
Fashions in Swing (WMCA)
Fashions in Swingtime (WMIN)

Fast Stepping (WOR)*
Fate of the Clara Mae (KPDN)
Father and Son (KSD)
Father Goose Comes to Town (KIRO)
Father Knickerbocker (WOKO)
Father Reads the News (WHN)
Fathers of the Funnies (WINS)
Fats Waller and His Rhythm (NBC)
Fatty Lewis (WDAF)
Favorite Dance Bands (WACO)
Favorite Favorites (WBIG, WOMI)
Favorite Hawaiian Melodies (KANS)
Favorite Hymn, Your (WHAS)
Favorite Hymns (WTOI)
Favorite Melodies (WHO, WBZ-A, WJR, KMOX)
Favorite Refrains (WQXR)
Favorite Songs, Old and New (WDBJ)
Favorite Stories from the Old Testament (KFUO)
Favorites of the Air (WLAC)
Favorites of the Console (KELO)
Favorites Yours and Mine (WCCS)
Fay Entertains (WGRC)
Fay Frasers Studio Party (KGO-KPO)
Fay Templeton (NBC)
Faye and Cleo (KGKO)
Feather for Luck (NBC)
Feather Your Nest, Schewel's (WBTM)
Feather Your Nest Hour (WLVA)
Feathered Friends (WEMP)
Feature Foods (WLS)
Feature Half Hour (WRUF)
Feature Page, The KXBY (KXBY)
Feature Page of the Air (KROC)
Feature Parade (KWK)
Feature Time (CBS)
Featuring Tomorrow's Features (WKY)
Federal Bureau of Investigation (KLZ)
Federal Housing Administration (CBS)
Federal Radio Drama (KRD)
Federal Show Window (WOL)
Federal Theatre of the Air (KRD)
Federal Theatre Players (KYA)
Feed Facts (KPDN)
Feed Store, Hiram Horn's (KFEQ)
Feeding a City (NBC)
Feeding Forum, Fred Farnum's (KOBH)
Feeling the Public Pulse (CBS)
Fehr Sisters, The (KRCM)
Fehr's Players (WOAI)
Feld Sets the Stage (KCKN)
Fellowship Club (KGDE)
Fellowship Forum, The (WICA)
Fellowship Haven (KWWJ)
Fellowship Hour (WHDL, KFBI, WINA, NNEW)
Fellowship Program (CJRM)
Femina (CBF)
Feminea Angle, The (KFJZ)
Feminea Domain (KSLM)
Feminea Fancies (KHJ)
Feminea Forum (KIRO)
CHAB, KFRC, WGBI, KCKN)
Feminea Hour Glass (WTOC)
Feminea Newsflashes (WCCO)
Feminea Profile (WEBC)
Feminea Side, The (KIRO)
Feminea Viewpoints (WJAS)
Feminea World (CKAC)
Femme a la Page, La (CKAC)
Fender Benders (WCCO)*
Ferdinand Forum (WDWS)
Ferris Wheel, The (WTCN)
Festival of Lights (KGO-KPO)
Festival of Music (KDKA)
Festive Board, Around the (CBS)
Feter Scholom's Kinder-\-
inkel (WETH)
Fiber Muskers (KGU)
Fibber McGee & Co. (NBC)*
Fibber McGee and Molly (NBC)
Fictitious Football (WWSS)
Fiddillana (CJRC)
Fiddle Talks (KGO-KPO)
Fiddlers Fancy (CBS)
Fiddlers Three, The (KFYR, WISN, CBM)
Fiddlin' Around (KYA)
Fiddlin' Joe (WTMV)
Fidelity Family (KCKN)
Fields and Hall (NBC)
Fiesta (WRUF, KOB)
Fiesta at Rancho Pancho (KXX)
Fiesta Doings (KONO)
Fiesta Time (KFRC)
15 Good-Will Minutes (WVFW)
1500 Kilicycle Dance Parade (KDB)
15-Minute Mysteries (WOR)*
Fifteen Melodies in Fifteen Minutes (WLA)
Fifteen Minutes Between Two Good Programs (KASA)
Fifteen Minutes in the Nation's Capitol (NBC)
Fifteen Minutes of Fun (NBC)
Fifteen Minutes of Melody (KVYO)
Fifteen Minutes with Magazine Readers (KRE)
Fifth Avenue Fashions (NBC)
Fifth Avenue Gossip (KRCM)
Fifth Ave. Knights (NBC)
Fifth Estate (WESG)
Fifty-Fifty (KSRO)
Fifty Flying Fingers (KFOR)
50 Yard Line Review (WJR)
Fifty Years a Chambermaid (NBC)
Fighting for a Continent (WABI)
Fighting Crime (CBS)
Fights and Fighters of Yesteryear (WMCA)*
Figure Facts (WMBC)
Figures in Brass (WCAE)
Fiji Hour (KVOR)
Files of Melody, The (KSD)
Film Facts (WXYZ)
Film Favorites (WHB)
Film Mystery Mysteries (WELL)*
Filtmart's Fantasies (KGDF)
Final Edition (IBS, KGIW, WPIC)
Final Edition with Tex De Weese, The (KPDN)
Final Market Review (KFRV)
Final News Edition (WIBA)
Financial Helps (WMCA)
Financial Service (KGO-KPO)
Find the Woman (KSRO)
Fine and Dandy (KDYL)
Fine Art Series (WAAB)
Finger Fantasies (CBI)
Fingers and Keys (WSAZ)
Fingertop Fantasies (KDKA)
Finicky Program (KGDE)
Finn and Hattie (CLKW)*
Finnish-American Hour (WICA)
Finnish Lutheran Hour (WICA)
Finnish News (WEBC)
Finwald (WMBC)
Fire (WBZ-A)
Fire Chief's Uncle (WEAF)*
Firelight Fantasies (KGCX)
Fireman Club, The (WKR)
Fireside and Home (KGHI)
Fireside Bible Study (KORE)
Fireside Chats (KFVX)
Fireside Circle (WLLH)
Fireside Concert, The (KGEZ)
Fireside Dramas (KRE)
Fireside Fairytale (KFWB)
Fireside Fancies (WBA)
Fireside Fantasies (KABR, WTM, WOR)
Fireside Fantasy (KGO-KPO)
Fireside Forum (WQDM)
Fireside Frolic (WIBU)
Fireside Group, The (WELL)
Fireside Hour (KGC-KE, WOBW, KABC, KMA)
Fireside Hour, Huntley's (WBIG)
Fireside Informalities (KELO)
Fireside Interviews (WADC)
Fireside Legends (NBC)
Fireside Melodies (KSL, WGMT, WTC)
Fireside Memory Hour (WWSS)
Fireside Mystery Hour (WLS)
Fireside Philosophy (WHIO, WJAX)
Fireside Program (CKAC)
Fireside Quartette, The (WTMJ)
Fireside Recitals (NBC)
Fireside Reflections (WPAY)
Fireside Reversals (WGH)
Fireside Salon Orchestra (KFBB)
Fireside Singers (NBC)
Fireside Trio (KOVCA)
Fireside Varieties (KOVCA, KVOR)
Fireside Verse (CHNC)
Firms You Should Know (WGRC)
First Call for Breakfast (WQAM)
First Frontiers (FTRD)
First Impressions and Second Thoughts (WHAM)
First in Atlanta with the News (WATL)
First Lady of Swing (KWK)
First Nighter, The (NBC)
First Nights in Review (WCL)
First Noel, The (WLAC)
First Offender, The (WELL, WIC)
First on Your Dial (WQAM)
First Person Singular (CBS)
First Prize Jamboree (WOR)*
First Prize Kitchen Studio, The (WGY)
First Prize Time (WJZ)
First Prize Time Keeper (WGY)
First Radio Parish Church of America (WCOP)
First Radio Parish Church of America Hour of Worship (WCHS)
First Radio Parish of Aroostook (WAGM)
1st Section Shoppers' Special (KCRC)
First Timers (WWVA, KMBC)
First Timers Broadcast (WCS)
Fish and Game (WMCA)
Fish Facts and Fancies (WJAX)
Fish Jugglers (WALA)
Fish Pond (CBS)
Fish Tales (WBBM)*
Fisherman's Friend (WQAM)
Fisherman's Guide (WMFO)
Fishing Angles (WOR)
Fishing Finder (WFBR)
Fishing Fantasies (WISN)
Fishing Flashes (WOR)
Fishing Fool (KFSO)
Fishing in the Blue (WJNO)
Fishing News, Thurnions' Guide (KFOR)
Fishing Pals (KMTR)
Fishing Reporter, The (CFCF)
Fishing Time (WORL)
Fishing Time with the Metropolitan Angler (WORL)
Five Hours, The (KWKH)
5-Alarm Fun (KELO)
Five Ambassadors (KWTO)
Five Arts (CBS)
Five Cards (KGO-KPO)
5 Chefs, The (KMPC)
Five Fifty-Five Special (KINO)
Five Hours Back (NBC)
560 Club (WIS)
Five Jokers of Jazz (WKY)
Five Men and a Miss (KLP)
Five-Minute Bible Test (KFJO)
Five Minute Mysterie (TH)
Five Minutes (KTSW, EAU)
Five Minutes in Hollywood (WQDM)
Five Minutes of Fact (WBD)
Five Minutes with Radio Stars (WDCR)
Five O'Clock Fables (KTHS)
Five O'Clock Flash (KINO)
Five O'Clock Fun (KXY)
Five O'Clock Revue (WMBC)
Five O'Clock Rhythm (WTHT)
Five O'Clock Rhythms (WTHT)
Five O'Clock Sweethearts (CBS)
Five Soul Stirrers (KRKD)
Five Spirits of Rhythm (CBS)
Five Star Final (KMOX, WMCA, WRJN, WSU)
Five Star Final Sports Parade (WMC)
Five Star Jones (NBC)
Five Star Revue (KMOX, WTA)
Five Star Theatre (NBC)
Five Strings, The (WBIG)
Five Texans (CKCR)
5:30 Club (WAT)
Five-Three Request Club (WAT)
Flagship, the Justrice (WLVA)
Flame Fighters (WHN)
Flamagrams (WBBM)
Flapperettes (WHB)
Flash Cart (WLAC)
Flash Gordon (WBS)
Flash News from Yester-
day's Press (KGU)
Flashbacks of History (WOWO-WGL)
Flashes of Fashion (WAPI)
Flashes of Life (WMIN)
Flashes of Truth (WMEX)
Flat Foot Flingue Club, The (WSGN)
Flax Schutcher (WHJB)
Flicker Flashes (KMOX, WMC)
Flight Swing (WDNC)
Flint Today (WFDF)
Flirtations (KGO-KPO)
Floor Show (KYA, CRS)
Floral Patterns (WAPI)
Florally Speaking (KGW-
KEX)
Florence George (WENR)
Florence Rangers (WBA-Z)
Florence Trio (WAAT)
Florida Cowboys (WDBO)
Florida Cowboys, Norman Beasley's (WDBO)
Florida Facts (WRUF)
Florida Farm Hour (WRUF)
Florida Fishing (WIOD, WJAX)
Florida Fruits and Flowers (WFLA)
Florida Home Neighbor (WRUF)
Florida, The Garden Beau-
tiful (WRUF)
Florida's Original Cowgirl (WJNO)
Flower & Garden Man (WBB)
Flower Club of the Air (KFXR)
Flower Girl, The (WATL)
Flower Lady (KFN)
Flowers for Madame (WMBH)
Flowers for the Living (WMBH)
Flowers You May Grow (KTAR)
Floyd Gibbons (NBC)
Fluffettes (WNAC)
Fly Dope (KANS)
Fly Swatters, The (KMMJ)
Flychasers, The Flyosan (NBC)
Flyin' High (KGF)
Flying Americans (KTAT)
Flying Arrow Ranch Bunk-
house Jamboree (WDAY)
Flying Club, The Newhio (WHIO)
Flying Dutchmen (WCL)
Flying Family, The (NBC)
Flying Feather Ranch (KTSA)
Flying Fingers (WITAM, KGO-KPO, WAKC)
Flying Fingers—Louis Bray (WORL)
Flying Goose, The (KIDO)
Flying Priest, The—Rev.
Paul Shulte (WHAZ)*
Flying Radio Horse Review (WGY)*
Flying Reporters, The
(WMBC, KPPC)
Flying School of the Air
(WORL)
Flying Time (WENR)
Focal Medleys (KHI)
Foley Family, The (WBRY)
Folgeria (KIJ)
Folio of Facts (KFVS)
Folk Festival Dance Party
(WLTH)
Folk Music of the South
(NBC)
Folk Song Lady (WIP)
Folk Tales of the Western
World (CBS)
Folklore (NBC)
Folks from Dixie (NBC)
Folks from Neighborville
(KFAB)
Folks With Knowing (WK)
Folksongs of the World
(WRUF)
Follies, The Crosley
(WLW)
Follies, The Fairmont
(WMMN)
Follies, The Philmore
(KTUL)
Follies of the Air (CBS)
Follow the Cardinals (KGGI)
Follow the Leader
(WBQ)
Fly Hope (NBC)
Following Congress (WAH)
Following Huskers with
Lyman (KPO)
Following the Eagle
(WBRC)
Following the Flickers (CHML)
Following the News (WQXR)
Following the Reds (WSAI)
Foot Recollections (NBC)
Foot Expert, The (KVOA)
Foot Facts (WMBC)
Foot for Thought (KAST, KFUO, KPDN, WPAY, KFRO)
Foot Forum, The (CJRC)
Foot Forum, Mrs. Chap- man's (KSL)
Foot Fundamentals (CBS)
Foot Magician (KGO-KPO, WABA, WEII)
Foot Parade (KGNC)
Foot Scout, The (WMBH)
Foot Scout, The Pickwick (KMBC)
Foots, Facts and Fashions (KFVS)
Foolish Fables (WFIAA)
Foolish Questions (WAAF)
Foot Health Clinic, The
Swan (WDAY)
Foot Parade (WRDW)
Foot Specialist (CJRC)
Football Dope (WBMM)
Football Flashes (WBZ-A)
Football Follies (KYOS, CKCW)
Football Footnotes (WHP)
Football Melodies (WDAE)
Football Miniatures (WMC)
Footlights & Fashions (WIBC)
Footlights and Stardust (WWSW)
Footlights on Parade (WNBF)
Footlites, The Brownbitt (NBC)
Footnotes (WSEG, WDAF, WECB)
Footnotes on Famous Feet (KDKA)
Footnotes on Heads line (NBC)
Footnotes on the Heads line (WBAA)
For Alle Skandanavia (CFRN)
For Better Hearing (WHDL)
For Better or for Worse (KWK)
For Boys and Girls Only (KSFO)
For Children Only (WJAG)
For Dancers Only (WHJB)
For Dancing Only (WABA)
For Distinguished Service (KFAM)
For Farm Folk (CFPL)
For Farmers Only (WHO)
For Friends of Music (CBL)
For Gentlemen Only (WOAI)
For Girls and Boys Only (KGO-KPO)
For Lories Only (WNRX, WGTM, WCP, WHBF, WSPA, WSGN, WMFD, KGB, KTS, WRDW)
For Madame (WSJS)
For Men (WNBX)
For Men Only (WJAY, WHN, WOW, KFHB, WLY)
For Mother and Dad (KGHI, KFHW, WHJB)
For Music Lovers Only (KUOA)
For Novelties' Sale (KWTO)
For People Only (WLS)
For Short Wave Listeners Only (CJRC-CJRO-CJRC)
For Sportsmen (WSAL)
For the Farming Man (CJRC)
For the Home Folks (CKCA)
For the Ladies (KCMO, KDON, WABI, WTCN, WTJS)
For the Ladies—By the Ladies (CKSO)
For the Lazybones (WSPA)
For the Mr. & Mrs. at Home (KGO-KPO)
For the Moment (WDAA)
For the Piano (WCP)
For the Shut-ins (KGB)
For Us the Living (WRJN)
For Women Only (KTUL, WCKY, WFBM, WFLA, WNEW, KLPM, WCBS, WCFL, WMBR, WMMN, WSUN, WTOL)
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For You (KTUL, WCLE, WCBS, WBHC, WGRC, WPAY)
For You Alone (KWSC)
For You and Me (WATR)
For You, Madame (CJRC)
For You Today (WQAM)
For Your Amusement (WQDM)
For Your Criticism (CFRB)
For Your Entertainment (WDAY)
For Your Health's Sake (WDBJ, WMBR)
For Your Information (WDNC, WJAS, WHBF)
For Your Listening Pleasure (KABC)
Ford Perry Presents (KLPM)
Forecast School of Cookery (NOC)
Forecasting 1937 (CBS)
Foreign Affairs Forum (WMCA)
Foreign Language Courses (KFI)
Foreign Language Half Hour (KFUO)
Foreign News of the Week (WGAR)
Foreign Series (WMFG)
Foremost Favorites (KGF)
Foremost Safety Club (WMBR)
Forenoon Frolic (KLPM)
Foresome, The Fels Naphtha (WCCO)
Forever Young (NBC)
Forget-Me-Not's, The (KFBI, KGO-KPO)
Forging Ahead with Old Dorge (WGBI)
Forgotten Canadians (CKY)
Forgotten Favorites (CJRO)
Forgotten Headlines (WDAY)
Fort San Program (CHAB)
Fortune Calls (WISN)

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Friend of Youth (WCAU)
Friendly Adviser (KFUO)
Friendly Builders (WOAI)*
Friendly Circle (KSL, KFXR, KSLM)
Friendly Circle Hour (KFXR)
Friendly Circle Program (KFXR)
Friendly Club, The (WRJN, WCA)
Friendly Counselor, The (WDAF, WBNS, KOL)
Friendly Cowboy, The (CJRM)
Friendly Debates (KFUO)
Friendly Driver, The (WGY)*
Friendly Enemies (WMCA)*
Friendly Family Fellowship (KGDE)
Friendly Five Footnotes (NBC)
Friendly Folks (WICC)
Friendly Forum (WFIL, WMBD, KTA)
Friendly Freemans, The (WRTD)
Friendly Frolic, Famo’s (WJJM)
Friendly Gardner, The (WWJ)
Friendly Health Advisor (WCOP)
Friendly Homemaker, The (KSF)
Friendly Hour, The (KONO, KVI, WDOD, WKY, KTK)
Friendly Hour with O. Henry, The (KSEI)
Friendly Kitchen, The Edison (WEEI)
Friendly Motorist, The (KGNC)
Friendly Mountaineer (WDRC)
Friendly Muse (KMBC)
Friendly Music (CBL)
Friendly Musical Neighbors (WWVA)
Friendly Nabor (KTSA)
Friendly Neighbor, The (KXXBY)
Friendly Neighbor, Your (WHAI)
Friendly Neighbors (WTRC, WTBN)
Friendly Neighbors, KMA’s (KMA)
Friendly Observer, The (WNBC)
Friendly Philosopher, The (KSL, WBBM, KCMO, WOW)
Friendly Poet (KIUN)
Friendly Quarter Hour, The (KWG)
Friendly Shopping Hour (WWVA)
Friendly Sing, Dr. Ross Stover’s (WDAS)
Friendly Singer, The (WMEX)
Friendly Store, The (KFCB)
Friendly Thoughts and Songs (WDRC)
Friendly Time (WAVE)
Friendly Tips (KWJ)
Friendly Troubador, The (KFAB, WSB)
Friendly Visitors (WBAL)
Friendly Voice, The (KAND, WVFW, WMBR, WSOC, WHAM, KMP)
Friendly Voice of the Maritime, The (CFCY)
Friends and Neighbors (WSAY, WSM)
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Friends o’ Mine (KDYL)
Friends of Libraries (KOB)
Friends of Yours (WHB)
Friend’s Student Radio Club (WAAB)
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Friendship Circle Hour (KMED)
Friendship Corners (WFAA)
Friendship Hour (WWYA)
Friendship Time (WFTC)
Friendship Town (WJZ)*
Friendship Village (NBC)
Frigidarians (KWTN)
Frim Sisters (WLW)
Fritz & His Band (KONO)
Fritz & the Cap’n (WBT)
Fritz and the Major (WAVE)*
Fritz und His German Band (KONO)
Frohle’s Sisters (MI)
Frohe Sisters, The (WXYZ)
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Frolic Makers, The (WCOP)
Frolic Time (KMOX)
Frolicmakers Club (WCOP)
Frolics, Charlie Brock’s (WBNX)
Frolics, The Frigidaire (KFVS)
Frolics, Tha’ Fro-Joy (WGY)*
From a Book of Poems (WHBC)
From a Window on Beacon Street (WEEI)
From Berlin to Brahms (WGBR)
From Cotton Fields to Harlem (WHK)
From Darkened Stages (WDBO)
From 52nd Street (WATR)
From Headquarters (WSAI)
From Him to You (KMXR)*
From Hollywood to You (CKCL)
From Many Lands (WRUF)
From Me to You (CKBI)
From Old Vienna (CBS)
From Organ House (WABI)
From Studio “A” (KSOO)
From Symphony to Swing—From Beethoven to Bing (KGU)
From Toe to Green (WCOP)
From the Album of Melody (WJR)
From the Bishop’s Study (WRVA)
From the Bookcase to You (KYOS)
From the Bookshelf (KUOA, WABI, WAIM, CKY)
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From the Checkerboard Bag (KMC)
From the Earth to the Moon (WHN)*
From the Ends of the Earth (WGN)*
From the Gridiron Today (KEX)
From the Heart of the Empire (CBM)
From the Holyoke City Hall (WSPR)
From the Horizon (CJRM)
From the Judge’s Point of View (WHB)
From the Mayor’s Office (WAAB, WEAN, WMAS)
From the Music Box (WRUF)
From the Music Room (WFAA)
From the Organ Loft (CBS)
From the Outside Looking In (WIRE)
From the Pastor’s Study (WWSW)
From the Patio (WOAI)
From the Picture of the Same Name (WNLC)
From the Radio Press-Box (WTIC)
From the Ringside (WLAC)
From the Rose Room (KFEQ)
From the St. Lawrence Hilltop (WCAD)
From the Top of the Town (WGBR)
From—To— (WNBH)
From Treasured Volumes (WHA)
From Two to Three (CAS)
From Yesterday (KFXR)
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G-G Men's Club (CJQR)
G-Men (WEAF)*
Gabby Corners (KTHS)
Gabby Dames (WDAF)
Gadabout, The (KVOR)
Gadabout, The (WKY)
Gadabout and Her Gang (WHB)
Gadabouts (WHIO)
Gadgets and Doodads Shop (WGH)
Gael Howard and Her Secretary (KWBG)
Gaelic Half Hour (CJRC)
Galete Parisienne, La (CHRC)
Galetlies, The (CFRB)
Gaelities of 1933 (KFI)*
Gaitly and Romance (NHS)
Gail North (WFQA)
Gaites du Regiments, Les (CKCV)
Fulco's Tangos (WHL)
Full Gospel Hour (WTMV)
Full Gospel Singers (KNO)
Full Speed Ahead (CBS)
Fuller Man (NBC)
Fun and Foolishness (WFBC)
Fun and Foolishness (WAW)
Fun and Philosophy (WBT)*
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Fun Club (WMAS, WMO)
Fun Factory, The KFI (KFI)*
Fun Farm (WDZ)
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Fun Forum (KMO)
Fun in Music (NBC)
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Fun Quiz, Bob Hawk's (WMAQ)
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Gail on the Avenue (KROY)
Gala Hour, The (WOW)
Gala Humoristique et Musical (CKAC)
Galaxy and Verse (WLTH)
Galaxy of Stars (NBC)
Gallery of Favorites (KHJ)*
Galloping Gallions (KPO)
Galloping Housewives (WHB)
Gambooleers (MWR)
Gamecock Review (WIS)
Games of Aircyclopedia, The (NBC)
Gandy and Borodkin (CJRC)
Gang Busters (CBS)
Gang from Gorman's (WHB)
Gang Plank, The WMCA (WMCA)
Gangplank Gossip (WBBM)
Gang's All Here, The (WKRC)
Gangs & Gangsters (NBC)
Garden and Home Program (WLAC)
Garden Club, The (KFEQ, WPHR, WLS)
Garden Club of the Air, The Westchester (WFAS)
Garden Forum (WKST)
Garden Gang, The (KFAB)
Garden Gossip (WBZ-A)
Garden Guide (KGK-PKO)
Garden Melodies (KAWN, KFAB)
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Globe News from Round the Globe (KGNQ)
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Gloom Chasers (WSWW, WOV, CBL, CBY)
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Gloom Chasers Frolic (KGBI)
Gloom Dodgers (WBBM)*
Gloom Swatters, The (KMBC)
Gloomy Gus (WKY)
Gloomy Gus and Sunny Jim (KANS)
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Gloria Gay's Affairs (NBC)
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Glory Road, The (WKY)
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Gobbelgators (WGAR)
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Godfrey's Gazette (WJSV)
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God's Quarter Hour (WOL)
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Goin' Down to Rio (KLO)
Goin' Home (WTON)
Goin' Places (KGW-KEX)
Goin' to Town (WCMI)
Going Forward with Shreveport (KWKH)
Going Gypsy (WAPI)
Going Hollywood (WOL)
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Going out on the Limb (WGY)*
Going Places (KCKN, WOR)
Going Through Life with Betty and Bob (CBS)
Going to Press (CBS)
Going to Town (WCM, WTHT, WMT)
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Gold Coast Express (WEAU, KTS)
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Golden Days (KRE)
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Golden Empire Trio (KHS)
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Golden Gate Jubilee Quartet (WIS)
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Golden Half Hour (WJJ)
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Golden Keys to Your Heart (WBTM)
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Good Morning Farmer
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Good Morning from Cleveland (WCLE)
Good Morning from WOAI (WOAI)
Good Morning Hoosiers
(WIBC)
Good Morning Hour, The
(KSTP)
Good Morning Jamboree
(WHB)
Good Morning, Judge
(WMBR, KSL)
Good Morning Ladies
(WKJB)
Good Morning Madam (WBT)
Good Morning Man
(WCOA, WJNO)
Good Morning March (KOBH)
Good Morning Melodies
(WTAM)
Good Morning Melodies, Kay's (KLZ)
Good Morning, Mrs. Homemaker
(WHBB)
Good Morning Neighbor
(KUMA, WCFM, WIBU, KPMC, WBRC, WROL)
Good Morning Neighbors (KFPY, KGNC)
Good Morning News
(WMFF)
Good Morning Review (WVO)
Good Morning Rhythms
(WDAE)
Good Morning Sunshine
(WBBC)
Good Morning Time
(WHO)
Good Morning to You
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Good Morning Tonight
(KG-KPO)
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Good Neighbor Club, Darrell Martin's (WJAS)
Good Neighbor League (CBS)
Good Neighbor Parade
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Good Neighbor Program, Lordsburg (KGLU)
Good Neighbor Programs (WHO)
Good Neighbors (CKLW, WNOX)
Good Neighbors of Hollywood (KMTR)
Good News (KLP, KGB)
Good News! (WWJ)
Good News Bible Class Orchestra (KRM)
Good News Half-Hour (WCL)

Good News in Song
(WMIN)
Good News Magazine
(KDKA)
Good News of 1938 (WHN)
Good News Program
(KLPM)
Good News Tunes (WIND)
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Good Old Timers (WFPA, KABC)
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Good Samaritan, The (WSB)
Good Samaritan Club, The
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(CJRC)
Good Ship Prosperity
(KGFL)
Good Ship Treasure Chest
(WIS)
Good Time Grab Bag
(WTMV)
Good Time Society
(WZNC)
Good Will Ambassador
(WHB, WJR)
Good Will Ambassadors
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Goofus Gang, The (WRVA)
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Gotham Nights (WHN)
Gotham String Quartet, The (WOR)
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Gothamaires, The (CBS)
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Grab Bag — Hugh Conover (WSJ)

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Grace Fresh (WCAO)

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Grady Cole's Alarm Clock (WBT)
Grainbelters, Del Genthon's (CJRC)
Gramophone Echoes (WSEB, WFAM)
Grand Canyon Program (NBC)
Grand Central Station (NBC)

Grand Hotel (NBC)
Grand Junction (WAPI)
Grand Moments from Great Music (WOMT)

Grand Ol' Opry (WSM)
Grand Old Singin' Convention, The (WBRC)

Grand Ole "Finalle", The (WHBB)

Grand Opera, American Radiator (NBC)

Grand Opera Concert (CBS)

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Grandpa and Snuggins (WCAU)

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Grandpa Higgin's Githering (WJD)

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Grandstand, The (WKY)

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Graney's Sport Review (WJAY)

Grange Hour, The (KFIO)

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Grangeville Folks (WDA)

Granny Stubbins (CHAB)

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Greater Louisville Ensemble (WAVE)

Greater Louisville Hour (WHAS)

Greater Manitoba (CJRC)

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Greatest Show on Earth, The (WLW)

Greatest Story Ever Told (CBS)

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Green Bottle Tavern (WSAI)

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Green Oil Revue (KPMC)
Green Room (WBRB, CJRC)
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Green Valley Ranch Boys (CKMO)
Greenfield Village Chapel (CBS)
Greenfrog Rambles (KRMD)
Greetings! And Good Reading! (WSPR)
Greetings & Uncle Ezra (WLBJ)
Greetings from Old Kentucky (WHAS)
Greetings with Uncle Josh (WAGM)
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Grey Velvet Moods (KMBC)
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Grover Family (WCFL)
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Guess Again (CKBI, WHBF)
Guess Artist (WCBS)
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Guess It (WTAD)
Guess 'n Giggle (WCPO)
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Guess Who? (CJCA, WKY, WTMJ, WWSW, KGNO, WDRC, WJBC)
Guess Who'll Win (KORE)
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(WFTC)
Honolulans (CBS)
Honor the Law (RRR)
Hook, Line and Sinker
(WBT)
Hoppin' Holler Dude Ranch
(KFPY)
Hoosier Boy (WGRC)
Hoosier Editor (CBS)
Hoosier Hop (CBS)
Hoosier Housewarming
(WLW)*
Hoosier News Review
(WIRE)
Hoosier Observer (WIND)
Hoosier Philosopher
(WAAF)
Hoosier Schoolmaster, The
(WBAA)
Hoosier Town Hall
(WBAA)
Hoot Mon (KLO)
Hoot Owl Frolic (WOAI)
Hop, Skip and Jump
(KFRI)
Hoppy's Alden's Romance
(KBIX)
Hona Estrellia (KONO)
Hona Portuguesa (WORL)
Horace and His Brigadiers
(NBC)
Horas Felices (WDAE)
Horizon Handshake, The
(WIBU)
Horror Parade, The
(WYSR)
Horroscope, The (WPG)
Horse and Buggy Days
(NBC)
Horse-Car Harmonies
(WIP)
Horse Dealer, The (WDEV)
Horse d'Oeuvres (CKCL)
Horse Sense Philosopher
(CRS)
Horse Sense Philosophy
(WGY)
Horse Talks (WGES)
Horton Radio Bridge Party
(WCSC)
Horton Rhyme Time
(WQAM)
Hoskins Family, The
(KASA)
Hospital Broadcast, The
Miami Valley (WHOIO)
Hospital Highlights
(WTMV)
Hospital Register (WMBH)
Hospital Reports (WJAG)
Hospital Roses (KOVZ)
Hospitality House (KLZ)
Hospitality Time (WMC)
Hostess Counsel Program
(CBS)
Hostess Hour (KMBC)
Hostess Hour, The Moxie
(NBC)
Hostess of the Air (WBBC,
WCAP)
Hosts of the Air, Frazer's'
(KGNO)
Hot Clock Headlines (KOH)
Hot Club, The—Ted
Locke (WORL)
Hot Dates in History
(WBS)
Hot Dates in Music (WJR)*
Hot from Hollywood (CBS)
Hot Off the Press (KONO)
Hot Peppers (WOWO)*
Hot Record Club of Wor-
cester (WTAG)
Hot Shots (KDB)
Hot Spell (WFAM)
Hot Spot Revue (CKCL)
Hot Stuff League (KMOX,
CKCL, WHAM, KELD,
KON, KTUL, WTA)
Hot Stove League of the
Air (WIP)
Hot Stove Musicale
(WSAI)
Hot Stuff Boys (WNOX)
Hot Town (WSAZ)
Hotcakc Headlines (KOH)
Hotel Fantasy (KYA)
Hotel Ko-Ko (WBRY)
Hotel Ko-Ko Head
(WBRY)
Hots and Headlines
(WGR)
Hotshot Varieties (KIDW)
Hour Glass, The (WPRO,
WEI)
Hour Glass, Hanley's
(WEED)
Hour of Champions (WHN)
Hour of Charm (NBC)
Hour of Cheer (WTIC,
WICC)
Hour of Comfort (WSAI)
Hour of Drama (WHA)
Hour of Dreams, The
(KTOK, WXYZ)
Hour of Evensong, The
(WGN)
Hour of Friendship
(WCFL)
Hour of Gold, The (CKCW)
Hour of Good Cheer
(CHS)
Hour of Hope (WNEW)
Hour of Living Art
(WFAS)
Hour of Meditation
(KRLD)
House of Memories
(WMAQ)
Hour of Peace (WLBC)
Hour of Prayer (KSFQ)
Hour of Relaxation, The
(KGKL)
Hour of Remembrance
(KSLM)
Hour of Repose, The
(CHRC, WJDVX)
Hour of Romance (KSFO)
Hour of Smiles (KFJP, WHO)
Hour of the Nations
(WINS, NYBS)
Hour of Worship (W GAR)
Hour of Youth (WBNX)
Hour That Is Worth While,
The (KFBI)
Hour, The Ideal Fuel
(KUA)
Hour, The Royal Gelatin
(NBC)
Hour with Shakespeare
(NBC)
Hour with Sigmund Rom-
berg, An (NBC)
House with the Masters
(WRUF)
Hours Ahead, The (KGLO)
Hours of Great Music
(WSC)
House & Home Hour
(WWNC)
House Beautiful (WFPM,
WHB)
House Beside the Road
(WABC)*
House by the Side of the
Road, The (WWL,
WCB-WSAN, WROK,
KOMA)
House Detective, The
(NBC)
House Divided (WABC)*
House-Friend, The
(WBBC)
House in the Stars (KGB)
House of a Thousand Eyes
(WBS)
House of Dreams (WBB-A,
WKBV)
House of Friendship, The
(WJSJ)
House of Glass (WJZ)*
House of Happiness
(WFAA, WWVA, WMC)
House of Harmony (KRE,
KBB)
House of Knowledge, The
(CFCY)
House of Melody, The
(KGO-KPO, KDYL)
House of Music (WHBF,
WMCA)
House of Peter MacGregor
(MacG, KGEZ)
House of Reflections
(CFCF)
House of Song (WAVE)
House of the Dead (KOL)
House of the Philosopher,
The (WLAC)
House of Treasure (KGB)
House on the Hill (CBS)
House Party (WWJ, WGY)
House Party, Ed East's
(WHN)*
House Party, The Colgate
(NBC)
House Party, The WHOIO
(NBC)
PROGRAM TITLES—Continued

House Party, The Y.M.C.A. (WHIO)
House That Jack Built (WNAC, KSL)
House That Jack and Jill Built, The (KXRO)
House Undivided (KHJ)
Houseboat Hannah (WBS)
Household Chats (WDAF, WGY)
Household Club (WHB, KSD)
Household Commentator (WAVE)
Household Harmony (KROC)
Household Helpers (WFDF)
Household Hints (WMCA)
Household Hour (WCKY)
Household Magazine of the Air (WHEB)
Household Music Box (WCAU)*
Householders’ Guide (WNAC)
Housekeepers Club of the Air (KAWM)
Housemakers’ Program (WHA)
Housewarming (KFWC)
Housewife’s Scrapbook (KFXR)
Housewives’ Chit Chat (KHSL)
Housewives Friendly Service (WELL)
Housewives’ Half Hour (KSAC)
Housewives’ Hour (WFAS)
Housewives’ Matinee (WFBR)
Housewives Prom (WHN) Exchange (WJAR)
Housewives’ Radio Housewives’ Serenade (WRUF, WIBU)
How About It? (WHN, WOR)
How About Music? (WORL)
How Are You? (CFRN)
How Can We Stay Out of War? (CBS)
How Did You Meet Your Husband? (WKY)
How Do You Say It? (WACO)
How He Lied to Her Husband? (NBC)
How I Met My Better Half (KRLD)
How Programs Begin (WTJS)
How Smart Are You? (WQAM)
How Songs Were Born (WHN)*
How the Other Half Lives (WKY)
How to Be a Detective (KECA)
How to Be Charming (NBC)
How to Get a Job (KTUL, CJRC)
How to Get the Most Out of Life (CBS)
How to Hold a Husband (WMCA)
How to Know Your Child (NBC)
How to Live (WBBC)
How to Open a Shop (NBC)
How to Speak in Public (CJRC)
How, When and Where to Go in and Around Albu-
querque (KOB)
How Will You Vote? (WHIO)
How Would You Say It?
How Your Federal Government Operates (WTIC)
Howard Landies (WMCA)
Howard Ely at the Organ (KMBB)
Howard Hale’s Musical Snowflakes (WKY)
Howard Lanin’s Swing Kings (WILL)
Howdy, Judge (WSM)
Howdy, Neighbor (KFAB, WCMC)
Howdy, Neighbors (WMBO, KWOS, WMMN, WSAZ, WDJ)
Howie Wing (CBS)
How’s Business (WJR)
How’s the Weather (KROC)
How’s Your English? (WOMI)
How’s Your Memory? (WHBQ)
Hub City Herald (KVOD)
Huffman Harmonies (KLZ)
Hugh Cross and His Radio Pals (WLW)
Hughesreels (KGZE, Mack)
Hula Moon (KGU)
Hum and Strum Boys (WGY)
Human Distortions (WLBC)
Human Engineer, The (WCFL)
Human Interest (KIDW)
Human Nature (NBC)
Human Relations Forum (CBS)
Human Side of Art (KCLW)
Human Side of Banking (WDNC)
Human Side of Life, The (WSAI)
Human Side of Music, The (WJAY, WBS)
Human Side of Poetry (CKCO)
Human Side of Science (KSRJ)
Human Side of the News, The (NBC)

Human Side of Uncle Sam, The (WLW)

Human Touch, The (KXBY)

Human Understanding (KFI)

Human Values (WKBW)

Humanitarian Hour (WBEN, WHO)

Humber Lugs (KYOS)

Humdingers (CBL)
Humming Bird (WELL)
Humor in the News (CKTB)
Humorous Side of the News (WTCN, WJSV)
Humorous Squibs, The (KMA)
Humour & Serieux (CKCV)

Humpty Dumpty Animal Circus (WHKC)

Hungarian Brass Band Concerts (WAWZ)

Hungarian Hour (WTNJ)

Hungarian News (WTNJ)

Hungarian Romance (WYES)

Hunting Valley Club (WGR)*

Hurdy Gurdy Man (WGR)

Hurricane Jones (WHN)

Hurricanes and Earth-
quakes (NBC)

Hurry-Uppers (KIOI)

Husbands and Wives (WOR)

Huskin’ Bee, The (KTUL)

Husky Hall of Fame (KOL)

Hutton Corners (WHKC)

Hyacinths and Home-mak-
ing (WHEF)

Hyland Echoes (KFXD)

Hymn Book, The (WBNX, WRR, WCAZ)

Hymn Book of Melody (KYOS)

Hymn Harmony (WAPI)

Hymn of the Day (KRLD)

Hymn Singer, The (WDAY)

Hymn Singing Time (WDNC)

Hymn Singin’ Time (WPTF)

Hymn Talks (KFUO)

Hymn Time (KROY, WGR, WMBD, WTJS, WAIM, WGAU, WPIC)

Hymn Time at Aunt Mary’s (WMFD)

Hymn Time with the Nelson Sisters (WEBBC)

Hymner, The (KHUB)

Hymnfest (KIDW)

Hymnology (WBNX)

Hymns and Music (KOV)

Hymns and Their History (WHB)

Hymns at Twilight (CHLT)

Hymns by Charles Lee (WDOD)
PROGRAM TITLES—Continued

Hymns of All Churches (NBC)
Hymns of Cheer (WOW)
Hymns of Memory (CKCD, WMBD)

Hymns of the Churches (KFXD)
Hymns of the Morning (WMBR)

Hymns of “We Americans” (WCLE)
Hymns You Love (WGH)
Hysterical History (WHO, WKY)

Idyl of the Eagle (KABC)
Idylls of Drama (WOR)*
Idylls of the King (KSFO)
If I Had My Way (WMBG)
If I Had the Chance (NBC)
If I Were You—with Lady Lillian (WOR)
Igmus and Intellic (WBZ-A)
Ike and George (WGY)*
Ike and Mike, The Katz Boys (WDAF)
II Tenore Del Bel Canto (WOV)
I’ll Ask You (WLVA)
I’ll Never Forget (WRK)
I’ll Sing You a Song (WBT)
I’ll Swap You (WICA)
I’ll Take Rhythm (WCBS)
Ilene Trio, The (WDWS)
Illinois and Its Mineral Resources (WILL)
Illustrations in Ivory (WCAM)
Illustrious Pen Woman (WTAG)
I’m Asking You! (KFSD)
Imaginary Theatre (WTH)
Imagination (KOL)
Immortal Dramas (WMAQ)*
Immortal Dreams (NBC)
Immortal Melodies (WJR, CJRC)
Immortals of Italy (WOV)
Immortals of Science (KMPC, KFRC)
Imperial, The (KGEZ)
Imperials, The (CKSO)
Imperial Hawaiians (CBS)
Imperial Interlude (KTUL)
Imperial Serenaders (WRDW)
Imperial Singers (KOL)
Impersonation Contest (WOK)
Impressions (WOR, WIND)
Impressions of the American Wastelands (KGO-KPO)
Impressions on Wax (WAAT)
Impromptu (KFWB)
Impromptu Interviews (KFYR)

Impromptu Serenade (WIOD)
Improvisation (WCLE)
Improvisations (WIBX)
In a Beer Garden (WJZ)*
In a Cathedral (WWSW, WMMN)
In a Clock Store (WBNX)
In a Concert Hall (WOMT)
In a Cozy Corner (WBNX)
In a Dancing Mood (WCHS, KABC)
In a French Cafe (KGO-KPO)
In a Little Spanish Town (WBZ-A)
In a Mist (NBC)
In a Rathskegger (WBBC)
In a Rhythmood (CKCW)
In a Romantic Mood (CBL)
In a Sentimental Mood (CKCL)
In a Spanish Cafe (WBZ-A)
In a Spanish Village (WFIA)
In a Tea Room (KDKA)
In a Troubled World (WATR)
In Between Times (KSL)
In Concert Hall (KIUP)
In Days of Old (WSB)
In Deutscher Sprache (WHA)
In Grandmother’s Day (KFPY)
In His Service (CKTB)
In Laws (KFAC, KJH)*
In Martial Mood (WSPA)
In Melodious Mood (KGVO)
In Memory’s Garden (WHE)
In Movieland (UP)
In My Solitude (KRKD)
In Old Bohemia (WGAR)
In Old Brazil (KGO-KPO)
In Old Heidelberg (WBZ-A, KHUB)
In Old Vienna (WIP, CJRC, WSM)
In Our Music Room (WBZ-A)
In Palestine (KPUO)
In Peaceful Valley (WJR)
In Radioland with the Shut-Ins (WSB)
In Recital (CJCA, CKX)
In Remembrance Program (KGHI)
In Shadowland (WJR)
In That Sentimental Mood (WEW)
In the Air; On the Air (WSB)
In the Attic (WEBR)
In the Bandstand (WBBC)
In the Blue Room (WHN)
In the Classroom (WFBL)*
In the Crimelight (KGEZ, MacG)
In the Day's News (KFDY)
In the Field (KFUO)
In the Future with Biff Baker (KOMA)
In the Gloaming (KRE, WFMJ, WROX, WINS, KMBC, WTJS, WSB, CJRS, NYBS)
In the Good Old Summer-time (WGY)
In the Groove (KEHE, WTJS, WCAP)
In the Hermit's Cave (WJR)
In the Jam Pantry (WSUN)
In the Lamplight (KDYL, WHBQ)
In the Lenseslight (WFIL)
In the Lobby (WTJS)
In the Locker Room (WELL)
In the Mayfair Manner (WRUP)
In the Mike-Light (KFAM)
In the Modern Manner (KGGM, WIND, WAIR)
In the Music Room (WFBL, WMCA, WSYR)
In the Name of Humanity (NBC)
In the Old Barn Loft (WJOS)
In the Other Fellow's Shoes (WAAF)
In the Popular Mode (WTJS)
In the Public Interest (CFCY)
In the Radio Limelight (WSBT-WFAM)
In the Sport Spotlight (KGNF, WKW)
In the Sportlight (CKNX)
In the Sports Spotlight (KTOK)
In the Spotlights (WINS, WNEW, WOR, WRNL)
In the Still of the Night (WKBO, WROL)
In the Swing (KPDN)
In the Time of Roses (NBC)
In the Valley of the Moon (KCMO)
In Town Today (WBAL)
In Town Tonight (CKSO)
In Town Tonite (KBBY, WCAP)
In Tune with the Masters (WBNX)
In Tune with the Times (KFBJ, KYOS)
In Your Garden (WRVA)
Ina Claire Presenting Plays (NBC)
Incense and Lotus Blossoms (WFAA)
Incidentally (WNEW)
Incidently Montana's History (KGVO)
Income Tax Explanations (WIP)
Incredible Truth (WOV)
Independent Weekly (KGVO)
Index, The (WJHB)
Indian Call, The (WHAI)
Indian Good Luck (KFWB)*
Indian Legends (KIUP)
Indian Lore (WAPI)
Indian Love (KHSL)
Indian Trails (WBZ-A)
Indian Trails (KMTR)
Indian Trico (KOIL)
Indian Indigo (WOWO)
Indian on Parade (WIRE)
Indianapolis Motor Sweepstakes (NBC)
Indianapolis Speedway (NBC)
Indians All (NBC)
Industrial Development (WQDM)
Industrial Leaders (NBC)
Industry on Parade (WBB)
Industry Speaks (WBNS, WJHB)
Infallible Pair, The (KLZ, KOA)
Info (WFBR)
Informal Chats (CJGX)
Informal Evening at Home (WCOA)
Informal Moments (CBL)
Information (WJAY, KFII)
Information Artistique (CKAC)
Information Booth (WBZ)
Information Box (WBBC)
Information Bureau (WCKY, WIND)
Information Desk (WAAW, WKST)
Information Desk, The (KFOR, KFOR)
Information, Please (WNAX, WRNL)
Informative Religious Forum (KMOX)
Informative Religious Talks (KMOX)
Inglenook Hour (KCAR)
Ink Spots (NBC)
Inkpot, The (CFCY)
Ino the Cow (WMP'S)
Inquiring Baker, The (KVOR)
Inquiring Historian (KRKD)
Inquiring Kegler, The (WMOB)
Inquiring Microphone (WINS, NYBS)
Inquiring Microscope (WINS)
Inquiring Mike (WSGN, WWVA)
Inquiring Professor, The (WBAA)
Inquiring Reporter (KFS, WCOL, WHDL, WIL, KFW, WBNX, WCK, KLZ, KMOX, WJRD)
Inquiring Traffic Policeman (WGRC)
Inquisitive Baker (WFMD)
Inside Angles on Sports (KSL)
Inside Football Dope (WSAI)
Inside News (CBS)
Inside of Sports (WJR)
Inside Story, The (WGRA)
Inside Story of Pennsylvania Politics (WHO)
Inside the Books (WILL)
Inside the City Hall (KFOR)
Inside the Night Clubs (WMC)
Insomnia Club (KNX)
Insomnia Hour (WMC)
Inspector Keyes (WJLM)
Inspiration (WSPA)
Institute of Human Relations Program (NBC)
Institute of Understanding (KOBH)
Instrument City Four (WSBT-WFAM)
Instrumental Fancies (WOR)
Instrumental Illusions (WRUF)
Instrumental Lessons for Beginners (WHA)
Instrumental Trio (CBM)
Instrumentalists (CBS)
Insurance Counsellor of the Air (WFCO)
Insurance Forum (BNX)*
Insurance Problems (WMC)*
Inter-City Express (WMC)
Intercollegiate Council on Public Affairs (CBS)
Intercollegiate Radio Debate (WFIL)
Intercontinental Concerts (NBC)
Interesting Facts (KSL)
Interesting Facts and Features (WEBQ)
Interesting Neighbors (NBC)
Interesting People (WBRB)
Interesting People in the Black Hills (KGB)
Interesting Questions and Answers (WSBT-WFAM)
Interior Decorating (CBS)
Interior Decorators, The Anderson (KCKN)
Interlude (KGO-KPO, WLW)
Interlude, The Kirkman (NBC)
Interlude at Eleven (WWSW)
Interlude in Ivory (CKX)
Interlude in Melody (KFOX)
Interlude in Music (CBS)
Interlude of Music and Poetry (KOVQ)
Interludes of Music and Poetry (KOVQ)
Intermede (CJRR)
Intermezzo (WTMV)
International Air News (WHBF)
International Amalgamated Association of Bath Tub Singers (WDAY)
International Cruise (WGAR)
International Dance Exchange (NBC)
International Goodwill (KEDO)
International Hour (WTMV)
International House (WGR)
International Insights (NBC)
International Instrumentalists (WNBF)
International Liars Club (WLW)
International Liars Fraternity, The WLW (WLW)
International Looking Glass (WLW)
International Melodies (CJRC, WGY, WJBK)
International Mirror, The (WBNX)
International Problems and Their Solutions (WILL)
International Radio Forum (NBC)
International Radio Newsreel (KTRM)
International Review and Dance Parade (KFVD)
International Salon (WOR)
International Scene (WAPI, WJAG)
International Singers (CBS)
International Song Favorites (KGB)
International Sunday School Lesson (KGNC)
International Sunday School Lesson Commentary (WTJS)
International Tenor (WJBK)
International Turf Review (CKCL)
Interpreter, The (KGB)
Interpreter's House, The (WIRE)
Interscholastic Quiz (WHDL)
Interstate Reporter (KABC)
Interviewographies (WDAN)
Interviewing Visitors (WCAP)
Interviews (KFUO, WFLA)
Interviews—Walter B. Pitzkins (NYBS)
Interviews in the News (WHBQ)
Interviews with the Immortals (WQXR)
Interviews with the Past (KCVQ)
Interwoven Pair (NBC)
Intimate Glimpses (KIQ)
Intimate Glimpses into the Lives of Great Composers (WWL)
Intimate Glimpses of Animals (WGN)*
Intimate Hour of Music with Major White (CBS)
Intimate Interviews with Olaf Soward (KCKN)
Intimate Music (WIP)
Intimate Review (WCLO)
Intimate Revue (NBC)
Into Blue Moonlight (KXYB)
Into Your Home with the Piano Lady (WCLO)
Introducing Albuquerque (KB)
Introducing Mrs. Jones (KQV)
Inventors Congress (WKY)
Invested Leisure (KEMP)
Investigate Before You Invest (WDAF)
Invisible Microphone (WOR)*
Invisible Trails (KGO-KPO)
Invitation Interviews (CKCL)
Invitation to a Dance (WROL)
Invitation to a Waltz (KSL)
Invitation to Listen (WLW)
Invitation to Romance (KYW)
Invitation to the Dance (NBC)
Invitation to the Waltz (WOR)*
Ironian Quartet (NBC)
Iowa Barn Dance Frolic (WHO)
Iowa, Blue Ribbon State (WHO)
Iowa Poets' Corner (IBS)
Iowa Reviewing Stand (IBS)
Iowa Speaks (IBS, WMT, WHO)
Irene Wicker's Musical Plays (NBC)
Ireland on the Air (WVWF)
Irene and Her Songs (CKMO)
Irene Rich, Welch Presents (NBC)
Irene's Grab-Bag Program (WMBD)
Iridescent Melodies (WWVA)
Irish Breakfast Club (WLTH)
Irish Echoes (WAAB, WHOM)
Irish Guide (WINS, NYBS)
Irish Hour, The Four Provinces (WDAS)
Irish Minstrel (KFRC)
Irish Poetry and Song (NBC)
Irish Ramblers Orchestra (WDAS)
Irish Show Boat (WHN)*
Irma Glen (WENR)
Iron Master Program, The (Armco (NBC)
Ironing Board Club (WDZ)
Irvin Cobb's Paducah Plantation (NBC)
Is It True or False? (WHLB)
Is My Face Red? (WBBG)
Is That a Fact (CKGB)
Is That So? (CKCK, WKBN)
Is Your Tie Straight? (WJEJ)
Isla Garcia (WFLL)
Island Airs (KGU)
Island Echoes (KDAL)
Island Harmony (KGGM)
Island of Paradise (KGW-KEX)
Island of the Pirates (KEX)
Island Treasure Hunt, The (KGG)
Islanders, The (CBO, KECA, WMCA, WHJB)
Isle of Dreams (KLO, KOLN, WAPO, WLAC)
Isle of Golden Dreams (WMCA, KFBF)
Isle of Romantic Paradise (KOMA)
Israel Speaks (KJAT)
It Actually Happened (WBBM)
It Can Be Done (NBC)
It Can Happen Here (WHEC)
It Can't Be Done (KFWB)*
It Can't Happen Here (KMOX)
It Can't Happen Today (WKBW)
It Could Be You (WLAC)
It Could Have Been Avoided (WMC)
It Goes Like This (WBNS)
It Happened by Chance (WRC)
It Happened Here (CKOC)
It Happened in Baltimore (WBAL)
It Happened in Hollywood (CBS)
It Happened So Quick (WBAL)
It Happened This Week (WAPI, WSAL)
It Happens Every Day (WORL)
It Happens Here (KVOD)
It Happens to Every Family (KFOX)
It Is Strange (WSAI)
It Might Happen to You (WWJ, WCBS)
It Might Have Happened to You (CBS)
It Might Have Been You (WIOD)
It Pays to Learn (WGES)
It Really Happened (WHB, KUJ)
It Seems Like Only Yesterday (WCAE)
It Was Yesterday (WJJD)
Italy (NYBS)
Italian Favorites (WIBX)
Italian Gypsy Program (WCOL)
Italian Idylls (KFWB)
Italian Intermezzo (WGY)
Italian Melody Album, The (WIBX)
Italian Musical Gems (WKBN)
Italian News (KYA)
Italian News Parade (WRAX, WPEN)
Italian Novelties (WVO)
Italian Request Parade (WLTH)
Italian Serenade (WHBC, WIBX)
Italian Serenaders, The (WHBQ)
Italian Street Songs (WJAY)
Italian Theatre of the Air (KGDM)
Italics (WOR)
Italics Are Mine, The (WOR)*
It's a Case of Books (KIRO)
It's a Crime (WSM)
It's a Date (WWVA)
It's a Fact (WCBA-WSAN, KMED, KPO, WIP, WMC)
It's a Great Life (KWK)
It's a Hit (WMC)
It's a Racket (WJR, KVOO, WOR, WNEW)
It's a Risin' Time (WJJD)
It's a Woman's World (WMAQ)
It's All Yours (KXBY)
It's Debating Time (WIP)
It's Different (WAAT)
It's Irish! (WIBG)
It's Melody Time (WLAC)
It's My Job (KWOS)
It's New (KABR)
It's News to Me (NBC)
It's on the Tip of My Tongue (WBNX)
It's Piano Time with Ann Sambuck (KHUB)
It's Question Time (KWYO)
It's Rhythm (CJRC)
It's Smart to Think (WRBR)
It's Swingtime (WWVA)
It's the Berries (WAPI)
It's the Law (WGN)
It's the Talk of the Town (KTSM)
It's the Truth (WJB)
It's Time to Swing (KPAB)
It's Up to the Women (NBC)
It's Up to You (NBC)
It's Variety Time (KTKO)
It's Waikikian Time (KHUB)
It's Wheeling Steel (WWVA)
It's Worth Knowing (KOY)
It's Your Own Fault (KTEM)
Itty Bitty Kiddie Hour (WHN)
Ivan Harrington (KCRC)
Ivanhoe Saladiers (WBZ-A)
I've Always Known (WATR)
I've Got an Idea (KSTP)
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<tr>
<td>King Coal's Court (WCCO)</td>
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<td>King Coal's Old Timers (CFCO)</td>
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<td>King Coal's Quarter Hour (WTMJ)</td>
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<td>King Cole's Melody Court (WHB)</td>
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<td>King Kole (WEVD)</td>
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<td>King Kong (NBC)</td>
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<td>King Neptune Islanders (WPG)</td>
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<td>King of Hearts (WMAQ, WOV)</td>
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<td>King of the Keys (WGBI, WJAY)</td>
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<td>King Solomon Meek (WB)</td>
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<td>King Street Kwiz Klass (WCSC)</td>
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<td>Kings and Queens of Sport (WBS)</td>
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<td>King's Friendly Trio (WQAI)</td>
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<td>King's Men Quartette (SR)</td>
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<td>Kings of Harmony (KFNF)</td>
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<td>Kings of Swing (RRI)</td>
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<td>Kings of the Keyboard (WSBT, WFAM)</td>
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<td>Kings, Queens and Pawns (WNYC)</td>
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<td>King's Swinglish, The (KMO)</td>
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<td>Kiro Louis's Time Klock Klub (KIRO)</td>
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<td>Kiss Me Again (WHK)</td>
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<td>Kit and Kay (KMBC)</td>
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<td>Kit Kats, The KVOD (KVOD)</td>
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<td>Kitchen Aristocrats (WDDO)</td>
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<td>Kitchen Barn Dance (WDZ)</td>
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<td>Kitchen Clinic (WSBT-WFAM)</td>
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<td>Kitchen Close-Ups (CKBI, WCCO)</td>
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<td>Kitchen Gossipers (WGAL)*</td>
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<td>Kitchen Kapers (KLZ, WNEW, WOW, CJCA)</td>
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<td>Kitchen Kinks (KFAM)</td>
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<td>Kitchen Klatsch (WEW)</td>
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<td>Kitchen Klatter (KPNF)</td>
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<td>Kitchen Klub, The WGRC (WGRC)</td>
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<td>Kitchen Komments (WNB)</td>
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<td>Kitchen Kwiz (KGVO)</td>
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<td>Kitchen Limited (WLTH)</td>
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<tr>
<td>Kitchen of the Air (WABY)*</td>
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<td>Kitchen Party, The General Foods (WGY)*</td>
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<td>Kitchen Philosophy (KFPY)</td>
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<td>Kitchen Quiz (WHK)</td>
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<td>Kitchen Serenade (KFJB)</td>
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<td>Kitchen Topics (WSAU)</td>
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<td>Kitcheneree, The Scot Towel (WMC)</td>
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<td>Kitchenette (WND)</td>
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<td>Kitchenette Revue, The (CKCK)</td>
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<td>Kitten Kapers (WROK)</td>
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<td>Kittle Klub Kapers (WCOA)</td>
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<td>Kitty Keene, Inc. (WBS)</td>
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<td>Kitty Kelley (WHB)</td>
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<td>Kiwanis' Club Luncheon (KRM)</td>
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<td>Kiwanis Kapers (KDYL)</td>
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<td>Kla-Ha-Ya (KKRO)</td>
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<td>Klever Kiddies (KABR, KOY)</td>
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<td>Klock, The KOOS (KOOS)</td>
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<tr>
<td>Knickerbocker Knights (KBC)</td>
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<td>Knickerbocker String Ensemble (WMC)</td>
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<td>Knickerbockers (KGO-KPO)</td>
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<td>Knights of Youth Radio Club (KSL)</td>
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<td>Knights of Gladness (CJCA)</td>
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<td>Knights of Rhythm (WHBF)</td>
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<td>Knock Knock (KPD)</td>
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PROGRAM TITLES—Continued

Knot Hole Club (WSAI)
Knot Hole Gang (WRDW)
Know Alberta Better (CJCA)
Know British Columbia Better (CKCD)
Know Central Louisiana Better (KALB)
Know Durham (WDNC)
Know Florida (WFOY)
Know Knoxville (WNOX)
Know Our Schools (KWKH)
Know Thy Neighbor (CJCA, WATR)
Know Ye! (WATR)
Know Your Artist (KONO)
Know Your Authors (WCFL)
Know Your Bible (KFUO, WIS)
Know Your Child (WHA)
Know Your City (KFVS, WMB, WSAI, WSGN, CFJC)
Know Your Clinton County (WMFF)
Know Your Constitution (WBT)
Know Your Dog (KFEQ)
Know Your Government (WBAL, WBT, WDAF, WHBF, WIBX)
Know Your High School (WHBP)
Know Your History (WHJB)
Know Your Job (WBBM)

Know Your Library (KTUL)
Know Your Merchants (WGRC)
Know Your Michigan (WMBC)
Know Your Neighbor (CKOC, WBO)
Know Your Neighbor (CKCK)
Know Your News (WCBS)
Know Your Opera (WBNX)
Know Your Public Schools (KNOW)
Know Your School (KPDN)
Know Your Schools (KGNC, KLZ, KFPY, WLS)
Know Your State (KFRC, WMBC)
Know Your Texas Public Schools (KGNC)
Know Your Town (WSAL)
Know Your University (KSTP)
Know Your Washington (WOL)
Know Yourself (WCFL)
Knowing West Virginia Better (WMNN)
Knowledge College (WTAG)
Knuckling Down (WSB)
Knuttis Keyboard Cut-Ups (WMNN)
Koffee Klotch (KTUL)
Koile Komments (KOIL)
Kollege Knowledge (KGO)

Komic Klub of the Air (WSAI)
Komiss Kwizz Kontest (WCFL)
Konsole Kapers (WCBS)
Konsole Konsolations (KDKA)
Kontest Kwiz, Koberlein's (KOTN)
Konner Kwiz (WHEC)
Kozy Konner (WBRG)
Kreiker Komedy Kids (WMBR)
Krausmeyer and Cohen (WOWO)*
Krazy Kapers, The KOIN (KOIN)
Krazy Limericks (KGW)*
Kreiter Brothers, The (KRPC)
Kremlin Art Quartette (WQLO)
Krome Klan (KOIL)
Kringle Kuris (WTMV)
Kris Kriss Klues (CKCL)
KSFQ Goes to a Party (KSFQ)
Kuluva Kut-Ups (KCKN)
Kuluva Presents (KCKN)
Kurbstone Kollege (WHB)
Kurbstone Kollege, Keener's (KVWC)
Kurt and Klare (WGRC)
Kurtesy Kitchen, KFBB's (KFBB)
Kut-up Kollege (WTMJ)
Kuzzlin Tom's Kiddie Klut (KWK)
Kwestionite (WMPG)
Kwikads (KANS)
Kwiz Kort (CKCW)

La Marba Predicts Football (WWSW)
LeBoueuf Sketch Book (WBZ-A)
LeRoy Piano Lessons (WHB)
Labor and the Nation (CBS)
Labor Flashes (WCFL)
Labor Hour (WVD)
Labor on the Air (KYA)
Labor on the March (WED)
Labor Parade (WOL)
Labor Speaker (WGRC)
Labor Speaks (WRJN)*

Ladder of Fame, The (WCBD)
Ladies' Aid (KLZ)
Ladies' Day (WLV)
Ladies' Digest, The (CHWK)

Ladies First (WCCO)
Ladies Health Class (WEW)

Ladies in the News (NCBS)
Ladies' Listen! (KONO)
Ladies' Matinee (KFH)
Ladies Only (KMOX)
Ladies' Party, The (KTSA)

Lady, The WWL (WL)

Lady About Town (CJCA)
Lady Be Good (WLW)
Lady Beautiful, The (KLO)
Lady Betty (WGY)*
Lady Beverwyck (WGY)
Lady Called Anne, A (CFPL)
Lady Esther Serenade (NBC)
Lady Fingers (WGY)
Lady from Town Talk, The (WTAG)
Lady in Blue (KMBC)
Lady in White, The (WJBC)
Lady Joy (KRPC)

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Lady, Land We Live In, The (KMOX)
Lands We Love (KOBH)
Landscape Gardener, The (KFOX)
Landscape Gardening (NBC)
Landt Trio (NBC)
Landt Trio and White (NBC)
Lane Family, The (WJNO)
Langendorf Porti-cular (KGO-KPO)
Langer Sisters, The (WJNO)
Language Contest, The Linguaphone (WXQR)
Language of Music, The (WHA)
Lanny Ross and His Log Cabin Orchestra (NBC)
Lansing Speaks (WJIM)
Lapsus Linguae (WDWS)
Earned on Parade (KYGB)
Larry & Lila (WDEV)
Larry and His Souvenirs (WOPI)
Larry and Sue (WLW, WSAI)
Larry Clinton’s Orchestra (NBC)
Lassen Lobby Interviews (KANS)
Lasses and Honey (KEHE)*
Last Call for Breakfast (WNAX)
Last Call for Dinner (KFAB)
Last Minstrel, The (WMEX)
Last Minute News (KFH)
Last Night in Manhattan (WHB)
Last Nighter, The (SR)
Last of the Logwoods (NBC)
Last Week’s News in Review (KGNA)
Last Word, The (WKY, WMBC)
Last Word in Sports (WTMJ)
Last Year’s Hits (KGO-KPO)
Late Complete Sports Review (WJNO)
Late News Time with Bill Wignington (WDGY)
Late Night Round Up (WGR)
Late Risers Club (WCLO, Wfmt, WGAN)
Late Risers’ Programme, The (CKW)
Late Risers' Sunday Morning Club (WCLO)
Latin American Rhythms (WRDW, CJGX)
Latin American Tempos (CJRC)
Latin Hour, The (KOB)
Latin Rhythm (KGO-KPO)
Latin Rhythms (WAAW)
Laugh a While (WRDW)
Laugh Clinic (KMOX)
Laugh Liner, the (WBBM)
Laugh Lobby (WCLE)
Laugh with Sid Pearl (KABC)
Laughin’ at the Funnies (KWK)
Laughing at Laughs in the News (UP)
Laughing at the World (WOKO)
laughs from Life (NCBS, KSO)
Laughter and Music (WTJS)
Laura Suarez, Brazilian Singer (NBC)
Laurentian Mountaineers, The (CHRC)
Laurier Rhythmakers, The (CKCH)
Lavendar and Lunacy (WMC)
Lavender and Lace (CJAT)
Lavender and Old Lace (CBS)
Law Beaters, The (WOR)*
Law Enforcement (WLAC)
Law for the Layman (WCAE)
Law Forum, The (WSBT-WFAM)
Law in Everyday Life (KECA)
Lawn Party, The (WBRC)
Lawrence School on the Air (WLAW)
Lawrence Speaks Its Mind (WLAW)
Laws that Safeguard Society (NBC)
Lawyer and the Public, The (CBS)
Lawyer Bill (WCHV)
Lawyer Lincoln (WLS)
Lawyer ‘Q’ (WJNO)
Lawyers’ Drama (WEBR)*
Laymen’s Hour (KFUO)
Lazzanne Trio (WXQR)
Lazy (NBC)
Lazy Interlude (KNN)
Lazy Jim Day Sings the News (WDZ)
Lazy Liza Lee (KGJ)
Lazy Rhapsodies (WORL)
Lazy Rhapsodies with Bob Perry (WORL)
Lazy Rhythm (CHAB)
Lazytime Tunes (KYOS)
Leading Lady, The (WTCN)
Leadoff Man, The (WSGN)
League of Insurance Women Talk (WINS)
League of Western Writers (KGO-KPO)
League of Women Voters (WHIO)
League of Women Voters Series (WAVE)
Learn the Words (WLW)
Learn to Dance with Charlotte Kingston (WSPR)
PROGRAM TITLES—Continued

Learn to Live (KSFD)
Learning to Swim and Keeping Fit (CBS)
Leaves from a Doctor's Diary (WJJD)
Leaves from My Scrapbook (WHL)
Leaves in the Wind (KNX)
Lebenthal Opera Hour (WQXR)
Lectures on Christian Doctrine (KFJ)
Lee Erwin, Organ (WLW)
Lee Shannon's Music Box (WHAM)
Lee Way Music (KGNC)
Lee Wiley Sings (KJH)
Leesburg Salute (WFMD)
Lefty and Lucky (WOR)*
Lefty Culppepper (WTMJ)
Legal Clinic of the Air (WMAQ)*
Legends Du Danube, Les (CKCV)
Legends of Canada (CHRC)
Legends of Hawai'i (KMB)*
Legends of Palestine (WLT)
Legends of the Opera (WLA)
Legends of the Southwest (KVOR)
Legion of Honor (KMBC)
Legion of the Lost (NBC)
Legislative Highlights (WMCA)
Legislative Interviews (KLZ)
Legislative Roundup (WQH)
Lei Vendors, The (CJRC)
Leibert Ensemble (NBC)
Leisure Gold (WINS)
Leisure Hour, The (WIP)
Leisure House (WDAE)
Leisure Turner and Four Dons (WHO)
Lemuel Hopkins (WMFG)
Lend a Hand (WNEW)*
Lend an Ear (WATR)
Lenten Choir (CBS)
Lenten Meditations (WMC)
Lenten Program (WTAG)
Leo Kahn's Amateur Program (WMC)
Leola and Her Songs (KVG)
Leon Mojica (CRS)
Leon Mojica's Orchestra (KYA)
Les Hartman (IBS)
Lesson in Swing, A (WPHR)
Lessons from the News (CKY)
Lessons in Living (WRVA, WWSW)
Lessons in Love (KFWB)
Lessons in Loveliness (CBS)
Lessons in Swing (KTUL)
Lest We Forget (WWSW)
Lest You Forget (KARM)
Lester Green's Tall Tales (WTIC)
Lestonaletes, The (KSD)
Let Freedom Ring (CBS)
Let Me Dream (CJCA)
Let There Be Music (CBS)
Let Yourself Go (WFBR)
Let's Act (CJRC)
Let's All Be Merry (CBL)
Let's All Go to the Music Hall (CRCY)
Let's Be Friends (KFOR)
Let's Be Healthy (KGW-KEK)
Let's Call It a Day (WKBO)
Let's Chat Awhile (KLRA)
Let's Communicate (KSL)
Let's Compare Notes (KMOX, KWK)
Let's Daily with Dorsey (CJLS)
Let's Dance (CJCA, WAGM, WBKO, WNOX, WRDW, WSPA, WSIX, MacG, CFCF, WCFL, WBB)
Let's Dance and Dream (WGH)
Let's Dance Awhile (WTJS)
Let's Disagree (CFRB)
Let's Draw (WHAS)
Let's Dream (WPAY)
Let's Face the Music (WATL)
Let's Get a Touchdown (WWSW)
Let's Get Acquainted (KWG, WHIS, KGIR)
Let's Get Friendly (WBT)*
Let's Get Together (CFG, KROC)
Let's Get Up (KIEH)
Let's Go (WBKW)
Let's Go-a-Visiting (CKY)
Let's Go Backstage (WSAI)
Let's Go Calling (KIDL)
Let's Go Cowboy (KABC)
Let's Go Fishing' (WMBR)
Let's Go Fishing (WICA)
Let's Go Formal (CKCL)
Let's Go Hollywood (KFWB, KIJH)*
Let's Go Househunting (WFMD)
Let's Go to Pittsburgh (WWSW)
Let's Go Places (KABC, WBS, WEAU)
Let's Go Places and Do Things (WHB)
Let's Go Shopping (WAYX)
Let's Go Shopping with Dorothy Lawrence (KBST)
Let's Go Shopping with Sue (WPHR)
Let's Go Stepping (CJRC)
Let's Go to College (KMOX)
Let's Go to Press (KRNT)
Let's Go to School (WGBI)
Let's Go to the Movies (WDAF, WRVA)
Let's Go to Town (WTMV)
Let's Go to Work (WTIC)
Let's Go Visit (WKY)
Let's Go Visiting (WHBF, WAVE)
Let's Have a Party (KMP)
Let's Have a Word Together (WTOC)
Let's Have Lunch (WOD)
Let's Hear from You (WHJB)
Let's Join the Ladies (WHAM)
Let's Listen (WSUN)
Let's Listen to Harris (NBC)
Let's Listen Tonight (KOLO)
Let's Look at a Book (KOY)
Let's Look at a Star (CBL, CBY)
Let's Look at Life (WKW)
Let's Look at the Inside Page (WQD)
Let's Look at the Paper (CJIC)
Let's Pitch a Little Woo (KPAB)
Let's Pimp Our Garden (WOD)
Let's Play Bridge (CFRN, WMIN)
Let's Play Games (WOR)
Let's Play House (KFAM)
Let's Pop the Question (WFL)
Let's Pretend (CBS)
Let's Read the Funnies (WEC, WKT)
Let's Remember (KFVS, WFAA)*
Let's Reminisce (WSVA)
Let's Share the Day (KMPC, CKLW)
Let's Shuffle with Shaw (CJLS)
Let's Sing (KFAB, WHAM)
Let's Sing Again (KFVD, WWSW)
Let's Sing Together (WOP)
Let's Sing with Wilkins (WJAS)
Let's Swap (WOD)
Let's Swap Stories (WOKO)*
Let's Swing It (CFAR, WCAS, KSOO KONO, KGO, KPO, WSVA)
Let's Take Time Out (KIDL)
Let's Talk About Books (WSIP)
Let's Talk About Our Neighbors (CJRC)
Let's Talk About Stars (WAAT)
Let's Talk about the Weather (WAPI)
Little Broadcasters
(WACO)
Little Brown Book, The
(WHP)
Little Brown Church in the
Dell, The (CKOC)
Little Brown Church of the
Air (WLS)
Little Cafe Off Broadway
(WMCA)*
Little Chapel of Faith, The
(KFOR)
Little Chapel of the Air
(CJRM)
Little Choir (WLW)
Little Church Around the
Corner (WMAQ)*
Little Church Family Hour
(CBS)
Little Church in the Valley
(KFJB)
Little Church on Sunset
Trail (KFJZ)
Little Close Harmony, A
(WDAF)
Little Colleen, The (KGOKPO)
Little Colonel, The (WCKY)
Little Concert (KGWKEX, WDBJ)
Little Country Church in
Town (WLYA)
Little Dan, The Movie Man
(WROL)
Little Dramas of the Traff-
cic Court (KGFF)
Little Dutch Band, The
(WBZ (WBZ-A)
Little Garden Series (NBC)
Little Gems for Little Peo-
ple (WRAK)
Little German Band
(KRMC)
Little German Band,
Wally's (WBNY)
Little Grey Home (KGGO)
Little Helps, A (WBAL)
Little Home Theatre (KOY)
Little Honeymoones-
ners (WMCA)*
Little Italy (NBC)
Little Jack Little (NBC)
Little Jamboree (WSBT)
Little Joe (WPHR)
Little Joe, the Wrangler
(KMBC)
Little Johnnie Walker
(KCKN)
Little Jorneys (WWNC)
Little Journeys Through
Homes of Famous People
(WMACA)
Little Known Facts About
Denver (KLZ)
Little-Known Facts About
We, Known Industries
(WTAR)
Little Known Works of
Great Composers (NBC)
Little Lady of Song—
Leatha Lee (KWTO)
Little Lectures (WNBH)
Little Lessons in Living
(KNEL)
Little Man (WOW)
Little Messenger (KFUO)
Little Miss Baby's Sur-
prise Party (NBC)
Little Miss Happiness
(WWSW)
Little Miss Manners
(KFAM)
Little Miss Melody
(WMCA)*
Little Miss Modern
(WGPC)
Little Miss Nobody from
Everywhere (KGKX)
Little Mister Manny Roy
(KITE)
Little Moments with Big
People (WIN, NYBS)
Little Nell in Pducah
(WMFD)
Little Night Music (CBS)
Little Old Church in the
Valley (WEAU)
Little Old Fashion Music
Box, The (WMSD)
Little Old Man, The (NBC)
Little Old New York
(WMCA)*
Little Ole and His Squirrel
Dogs (KROC)
Little Orphan Annie
(WBS)
Little Queen of Pep
(WGPC)
Little Red Chapel (KGGM)
Little Red Riding Hood
(KWRO)
Little Red Schoolhouse,
The (WIND, KMPC, KSD, WICC, WMBC, WWL)
Little Review, The (CBM)
Little Shaver, The (WMCA)
Little Show (KYA, WSAI)
Little Show, Fehey Brock-
man's (KQIN)
Little Show, Howard's
(WGR)
Little Show of the Air
(MWR)
Little Slam Review
(KDKN)
Little Soldiers of Fortune
(KVOD)
Little Stars (KLPW, CBW)
Little Stone Church on the
Corner (KRBC)
Little Stories of Great
Lives (WHA)
Little Story Bag (WOW)
Little Symphony (KYW)
Little Symphony, WOW's
(WOW)
Little Symphony Orchestra
(WOR)
Little Tea Shop (KWLK)
Little Thea-Air (KIOI)
Little Theatre-Aire (WRNJ)
Little Theatre (WHBC, KWLK)
Little Theatre of Life
(WMCA)
Little Theatre of Music
(KLZ)
Little Theatre of the Air
(WRJN, KNOW, WAPO)
Little Theatre of the Air,
The (KFYO (KFYO)
Little Theatre of the Air,
The State College (KFDD)
Little Theatre of the Air-
ways (KABR)
Little Theatre on the Air
(KGLO)
Little Things in Life
(WNEW)
Little Toky (KRD)
Little Tom (WHO)
Little Variety Show (WBZ-
WBZA, WDAY)
Little Visits to the Great
Musicians (CFRB)
Little White Church
(WIMO, KXY)
Little White House, The
(WDAF)
Little Willie (WRR)
Little Woman, The
(WHKC)
Live and Learn (KFVD, WBIG)
Live and Let Live (KFRC)
Live Wires (KIDW)
Lives at Stake (WOKO)
Lives Between the Lines
(CBS)
Lives of Famous Com-
posers (WCBD)
Lives of Great Americans
(WOAI)
Lives of Great Men (NBC)
Lives of Stars (KFWB)
Lives of the Great (WGBI)
Lives of the Great Masters
(KVOR)
Lives of the Saints (KTFI)
Lives of the Theatre
(KGFF)
Lives Relived (KNX)
Living American Art
(WQXR)
Living and Learning
(KQW)
Living Around the World
(WHEB)
Living Dramas of the Bible
(CBS)
Living Each Day (WTOR)
Living Headlines (WSBT-
WFAM)
Living History (CBS)
Living Messages (WHEB)
Living Music (WRGA)
Living Today (WAVE)
Living with Our Children
(WWSW)
Lizbeth Ann (NBC)
Lloyd and Thelma (KGFF)
Lloyd Pantages Covers
Hollywood (CBS)
Lobby Interviews (WKBN)
Lobby Loungers (KIDO,
WOA)
Local Happenings (CJCA)
Local News (KJCA)
Local News Service, Summers' (WAGM)
Local Poets (KCKN)
Local Police Reports (KFXD)
Local Social Calendar, The, KTAR (KTAR)
Local Varieties (WIBC)
Loew Down on Hollywood (KFAS)
Log Cabin Boys (WORL)
Log Cabin Choir Practice (CKCK)
Log Cabin Dude Ranch (NBC)
Log Cabin Musical Gems (KHSL)
Log Cabin Revue, The (NBC)
Log of the Hell Ship (KTRM)*
Log of Unusual Facts (KIU)
Lois and Enice (KFUO)
Lois and Joe, Sweetheart of the Air (KFBI)
Lollipop Parade (WXYZ)
Loma (NBC)
London Music Hall, A (CJCA)
Lone Cowboy and His Hillbillies (WBTM)
Lone Ranger, The (WXYZ)
Lone Scout Troup Meeting (KJEM)
Lone Star Cowboy (WVL)
Lone Star Cowboys, The (KXFL)
Lone Star Minstrels (WTAR, WFAA)
Lone Star Ranger (CFRN)
Lone Star Rangers, The (IBS, WGR, KGFJ)
Lone Star Troubadour (KXFL)
Lone Wolf (CBS)
Lone Wolf Tribe (CBS)
Lonely Gondolier (KFH)
Lonely Philosopher (WFVF)
Lonely Traveler (NBC)
Lonely Troubadour (KWTO-KGBX, WHP)
Lonesome Cowboy (KVGB, WBBH, CHRC, KWJB)
Lonesome Cowboy, Roy Faulkner, The (WIBW)
Lonesome Cowgirl (CKCR)
Lonesome Georgia Cowboy (WNJO)
Lonesome House (CBS)
Lonesome Luke (WGR)
Lonesome Rambler (WCHV)
Lonesome Singers of the Air (WPHR)
Long Beach Municipal Band (KGER)
Long du Danube, Le (CBM)
Long-Haired Swing Session, The (KELD)
Long Island Hour (WICC)*
Long, Long Ago (CKCD)
Long Remember (WNOX)
Longhorn Guess Meal (KNOW)
Longhorn Luke and His Cowboys (WOAL)
Loee and Little (WJAY)
Look Out! It's a Racket! (KVOO)
Look Who's Here' (CFRN)
Lookin' Around (WBOW)
Looking Ahead with Asheville (WVVNC)
Looking at Life (CBS)
Looking at the World (KGVO)
Looking Back (WHN)
Looking for a Bride (WEVD)*
Looking for New Faces (WWVA)
Looking into the Past (WMBH)
Looking on the Bright Side (CKCK, CFAC)
Looking Out on the World (WGBE)
Looking Through the Windshield (WICC)*
Looking Thru Your Window (KVEC)
Looks at Books (WBTM, KECA)*
Loose Ends (KELD)
Lora Lane's Club Notes (KOL)
Lora Lee and The Prairie Pioneers (KMBC)
Lord Baltimore Ginger Boys (WFBR)
Lord Fitznoodle and Ole Swenson (KYA)
Lord Stuffingwell Tours America (KFH)
Lorenzo Jones (NBC)
Los Amigos (WLW)
Los Caballeros (WTMJ)
Los Espanalitos (WDAE)
Los Tocadores (WBAP)
Lost — a Dog (KTAT)*
Lost & Found (KTSW)
Lost and Found (WHBB)
Lost and Found Bureau, The (WMCA, KIRO)
Lost and Found Bureau of the Air (KPDN)
Lost and Found Column (WLAC)
Lost and Found Column of the Air (KLL, KTUL, WGMT, KOMA, KANS, WDFI)
Lost and Found of the Air (WDOD)
Lost and Found Program (KTSW, WALA)
Lost and Found Want Ad Program (KDFN)
Lost Legions, The (CBS)
Lost Personalities (WCOR)*
Lost Pet Column (KIEV)
Lotos Land (WOR)
Lotta Hotta (KGB)
Lotus Land (CBL, WJAY)
Lou Allen Lyrics (KTUL)
Lou and Ruth at Studio Organ (WBO)
Lou and Stan—with Comics for the Little Ones (WRTD)
Louis Bach, Harpist (KFIZ)
Louis Rich Entertains (WCLE)
Louisiana Hayride (WWSW, KJH)
Louisville Loons (CBS)
Lovable Liars, The (WBBM)*
Lovable Music (WENR)*
Love & Learn (NBC)
Love-Bug Program, The (WCAZ)
Love Cycles in Song (NBC)
Love Letters in the Air (WOAI)
Love, Live and Laugh (KWSC)
Love Lyrics (CJRM, WHN)
Love Me, Love My Dog (WTMV)
Love Nest (KJVW)*
Love of Joan Christopher (WOR)*
Love on a Budget (WBRC)
Love Racketeer, The (KZOR)*
Love Sit-Down Strike (WDJH)
Love Song Time (KBST)
Love Songs (WOR, WGN)
Love Songs & Waltzes (NBC)
Love Songs at Twilight by Rosemary (WHEB)
Love Stories of Opera Heroines (NBC)
Love Thy Neighbor (WMTW, KGBX, KMOX, KWTX*)
Loveliness for You (WCPO)
Lovely Ladies (WAFF, WCAE, WCAU, KJY)
Lovely Lady (WBOB, KDIN, WNOX)
Lovely Lady Hour (KROY)
Lovely Melodies (WWSW)
Lovely to Look At (WAVE)
Love's Old Sweet Song (WBTM)
Lowell Thomas (NBC)
Luana (NBC)
Lucky (CHSJ)
Lucky Break (Mutual)*
Lucky Dollar (WJN)
Lucky Doorbell (KOL)
Lucky Family, The (WBBC)
Lucky Girl (WGN)*
Lucky Gypsys (WCAU)
Lucky Kids Program (CBS)
Lucky Melodies (KJBS)
Lucky Name Program (CFRN)
Lucky Seven (KGFJ, WNOX)
Lucky Seven, Daly's (KJEM)
**PROGRAM TITLES—Continued**


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PROGRAM TITLES—Continued

Magic City Revels (WBRC)
Magic City Varieties (WDB)  
Magic Clipper Story Hour (KELD)
Magic Console, The (WCLE, WHK)
Magic Dial (WTMV)
Magic Dial, The KOBH (KOBH)
Magic Empire Mirror (KTLUL)
Magic Garden, A (CHUB)
Magic Harmonies (WOR)
Magic Hour (KNEL, KGO-KPO, KJBS)
Magic in the Air (WTAD)
Magic Island (WMFJ-RRI)
Magic Ivories by Ed King (KGHI)
Magic Key (NBC)
Magic Keyboard, The (WCOB)
Magic Keys (KCRJ)
Magic Kitchen (WCOP, WMBH, WMT, KMOX, IBS, WHB)
Magic Kitchen, Martha Lane's (WCAZ)
Magic Kitchen of the Air (WCOP)
Magic Melodies (WKRC)
Magic Microphone (WMCA)*
Magic Mirror (KJOIN)
Magic Moments (KGO-KPO)
Magic Night Club, The (KTOK)
Magic Numbers (WBBM)
Magic of a Voice (CBS)
Magic of Melody (KGCX)
Magic of Music (WATR, WHN)
MAGIC OF SERVICE, The (WHO)
Magic of Speech (NBC)
Magic Piano Twins (CBS)
Magic Recipes (KGO-KPO)
Magic Spotlight (WBBQ)
Magic Stories (WWVA)
Magic Story Lady (WRVA)
Magic Swing, The (WAAT)
Magic Telescope (WLTH)
Magic Violin, The (KHQ)
Magic Voice (NBC)
Magic Words (KGB)
Magic XYlophone, The (CHR)
Magical Isles (KMTR)
Magical Journeys (KHZ)
Magical Merry-Go-Round (WDSW)
Magical Music (WAAT)
Magician of Menlo Park (WLW)
Magnavox Symphonic Concert (WQXR)
Magnolia and Sunflower (WAV)
Magnolia Blossoms (WSM)
Magnolia Lane (KGFJ)
Magnolia Minstrels (KGO-KPO)
Mahray (WOR)*
Maid and a Man, A (WMBR)
Maid, Man, and Music, A (KLO)
Maid of Melody (WPAY)
Maids and Mistresses (KSTP)*
Mail Bag (WJAG, WWVA, WPHR)
Mail Bag, The (WLW)
Mailbag of the Air, The (WMBC)
Mailbag Program (WRNL)
Mail Bag Request Program (KCR)
Mail Box, The (KFVS, WDEV)
Mailman, The (KMBC)
Main Street (WWVA)
Main Street Crusader (WHI)
Main Street Opinions (WADC)
Main Street Parade (WHO)
Main Street Sketches (WOR)
Maine Historical Sketches (WCSH)
Mainten Huntsee, La (CKCV)
Maitres de la Musique, Les (CBF, CBM)
Majesty of Song (WTQN)
Majical Merry-Go-Round (WDWS)
Majik Square (KRLD)
Major and Minor (KMPH, WHAM)
Major Baker's Tales of the Jungle (WGY)
Major Bill (CBM)
Major Bowes and His Capitol Family (NBC)
Major Guess (KWSC)
Major I Q Rating (KGGC)
Major McGonigle's Stock Co. (WBBM)*
Major, Minor and Stuff (WGST)
Major Quigley (WEBR)
Make Believe (WROK)
Make Believe Ballroom (KFAC, WNEW, WMBH, KLZ, KMTR)
Make Believe Ball Room of the Air (KPAB)
Make Believe Danceland (WCFL)
Make Believe Follies (WCAU)
Make Believe Night Club (WCFL)
Make Harrisburg Beautiful (WKBO)
Make Mine Music (CBL, CBY)
Make Up Your Mind (WMCA)*
Makers of Dreams (KFFO)
Makers of Men (WMCA)
Makin's Melody Mixers (WFKY)
Making Headlines (WELL)
Making Democracy Work (WLW)
Making Over Mother (CBS)
Making the Deadline (WBBM)
Making the Movies (NBC)
Malcolm Claire (NBC)
Male and Female (WEEI)
Mama that Ban's Here Again (KPAB)
Mama's Little Helper (WSFR)
Mammoth Carolina Jamboree (WBIG)
Mammoth Melody Maid (KGGF)
Mammy's Menus (WGRC)
Man About the Campus (WDSW)
Man About Town (KMPH, KWTG-KGBX, WDEV, WSUN, MacG, WALA, WBBR, WPHR, KMBH, KSD, WIP, WCBS, WHN, KELA, WEEI, WMFS)
Man About Town, The Douglas (NBC)
Man Among Men, A (WDRC)
Man at the Fair (WDO)
Man at the Hotel, The (WLC)
Man-at-the-Mill (WIND)
Man at the Transom, The (WMT)
Man at the Wheel (WHB)
Man Behind the Cartoon, The (WINS, NYBS)
Man Behind the Job, The (WEL)
Man-Behind-the-Wheel (WBA)
Man Behind Your Pen, The (WMNS)
Man for the Job, The (WTAD)
Man from Cook's, The (WJZ)*
Man from the Farm, The (KITE)
Man from the South, The (NBC)
Man in the Barn, The (WHN)*
Man in the Front Row, The (CBS)
Man in the Grandstand (WIRE)
Man in the Hall (KMOX, WSAI)
Man in the Lobby, The (KIDO, WCP, KRCB, WIP)
Man in the Lobby Speaks His Mind, The (WCHV)
Man in the Moon (WLW)
Man in the Sheet (KTHS)
Man in the Stands (KKH, KTAT)
Man in the Store (WHLS)
Man in the Street, The (KKXO, WBIX)
Marko (KIDW)
Marlowe and Lyon (WENR)
Marmalade (KGO-KPO)
Marriage Clinic (WOR)
Marriage, History of (WOR)
Marriage License Bureau (WGN)*
Marriage License Reporter (WMBH)
Marriage License Romances (WGN)
Marriage Proposals (WMCA)
Married Melodists (WGY)*
Marselm's Popular Concert (WTCN)
Marshall Family (KMOX)
Marshall Mavericks (KGO-KPO)
Marston of the Mounted (CKCD)
Mart Reporter, The (WTAG)
Martha and Her Playboys (WGY)
Martha Meade and Hazel Warner (KGO-KPO)
Martha Meade Society (KGO-KPO)
Martha Meade's Household Headlines (KGO-KPO)
Martha Phillips' Garden Class (KGO-KPO)
Marthy & Elmer (WCFL)
Martial Airs (WMBH)
Martin's Corner (WTED)
Marvelous Melodies (KTUL)
Marvels of Eyesight (WHAM)
Marvin's Scrapbook (CHNS)
Mary Alcott (WSAI)
Mary and Bill (WEAF)
Mary and Bob's True Stories (NBC)
Mary and Dorothy (WMBO)
Mary and Her Moods in Music (WOPI)
Mary and John (KSL)
Mary and Johnny (WOKO)
Mary Ann Presents (WISN)
Mary Baker's Shopping News (WTMJ)
Mary Buyer and Jack (WINS)
Mary Dixon (WEBR)
Mary Hale Martin's Household Period (NBC)
Mary Kitchen (MacG)
Mary Lee, Your Shopper (WEBC)
Mary Lou Morris (WPHR)
Mary of the Movies (KFAC)*
Mary Paxton (WSAI)
Mary Rogers (KWK)
Marv Ross' Kitchen (KLPN)
Mary Tucker's Smiles (WFAA)
Maryland Inter-Collegiate Debate (WCBM)
Maryland State News (WFBR)
Marylin and Her Merry Men (WBNS)
Masculine Modes (KTHS)
Masked Canaliiero (WJSV)
Mason and Dixon (WMCA)
Masquerade (WFMA)
Masquerader (CJRC)
Mass Singers (KSHO)
Massachusetts Federation of Music Clubs (WORL)
Massachusetts State Federation of Woman's Clubs (WORL)
Massachusetts There She Stands (WEEI)
Massie Ann, Sage of Sod-town (KNOW)
Master Builder, The (NBC)
Master Gardener, The (NBC)
Master Library (KGO-KPO)
Master Mechanic, The (KCKN (KCKN)
Master Melodies (KHSL)
Master Mind, The (WIRE)
Master Music Room (WGES)
Master Musicians (WOR)
Master of Mystery Story (WAAB)*
Master Pieces (KGO-KPO)
Master Singers (KFAB, WHK)
Master Singing Canaries (WMAQ)
Master Violins (CBS)
Master Works (WOI)
Mastering the Ceremonies (CKY)
Masterpieces in Music (KALE)
Masterpieces of Melody (KECA)*
Masters, The (KXBY)
Master's Men, The (KTAT)
Master's Music Room (WMBC, WJBK)
Masters of Classics (WMTD)
Masters of Literature (KDON)
Masters of Melody (WRUF, WAVE)
Masters of Rhythm (WMTJ)
Masters of Science (WGN)
Masterwork Hour (WNYC)
Matching Jobs and Men (KFEO)
Matching Men and Jobs (WMBH)
Matching Minds (WBAL)
Maternity Discussions (KECA)
Matinae, The Lustre Boys' (WMEX)
Matinee (KMBC)
Matinee, Ruth Chilton's (WSYR)
Matinee, The KOOS (KOOS)
Matinee Club (WHJB)
Matinee Dance (KVOD)
Matinee Dance Party (WSGN)
Matinee Dance Time (WCLE)
Matinee Ensemble (WDAF)
Matinee Frolic (WINS)
Matinee Gems (NBC)
Matinee Hour (KGO-KPO)
Matinee Hour, Kate Smith's (CBS)
Matinee Idols (KEHE)
Matinee in Manhattan (CBS)
Matinee in Rhythm (WBEN)
Matinee Manor (KOL)
Matinee Melodies (WBZ-A, WIL, KGO, WBO, WMBD, WELI, WJIM)
Matinee Memories (WHK, WRFU)
Matinee Musical (WCAZ)
Matinee Musicals (KSL, WRFU, WBO, WRE, WIBC, WMEX)
Matinee Musicale Excel (CKAC)
Matinee of Modern Music Makers (WCAX)
Matinee of the Air (WMTV)
Matinee of the Air, The (KCRJ (KCRJ)
Matinee of the Air, The (WNJF, WNPL)
Matinee Promenade (WEEI)
Matinee Serenade (KTAT)
Matinee Swing (KPAB)
Matinee Varieties (WIRE, WFL, WIND)
Matrimonial Bureau (KMBC)
Matrimonial Club of the Air (KFRO)
Matrimonial Marathon (KGO-KPO)
Matt Clemens, the Melody Master (NBC)
Matters Musical (WHAM)
Matters of Modern Marriage (WCAU)
Matters of Moment to Young Men (NBC)
Mattintta (NBC)
Maud & Cousin Bill (NBC)
Maureen of Merritt Crest (KFRU)
Mauni Hawaiians (WAP)*
Maurine, the Millinery Mannequin (WEEI)
Maverick Jim (WOR)*
Mawmim, Folks (WBBQ)
Maxine at the Orgatron (WFLA)
Maxine's Piano Sketches (WFLA)
PROGRAM TITLES—Continued

May I Have the Floor? (KFXO)
May I Suggest (WHO)
May Madison (WCAO)
May We Introduce? (WATR)
May We Present? (CFCF)
Mayfair Melodies (CBS)
Mayfair Singers (CBS)
Mayor of Melody (WMAL)
Mayor Reports, The (WQAM)
Maytime (WINS, NYBS)
Maytime Salute (WKY)
Me and Mike (WGR)*
Me and My Dad (WLTH)
Me and My Job (WFBL)
Me and My Shadow (KGW-KEX)
Meadowbrook Meditations (WLAW)
Meat of the Meal (WCLE)
Meddler Club (WCSH)*
Medical Debunker, The (WCPO)
Medical Information (WGRC)
Medical Notes (WSYR)
Medicine Man (WEBC)
Medicine Show (KGO-KPO)
Mediation (KSAC, WCBS, WWVA, WJR, CFAC, KMOX, WCKY, WWSW)
Mediation Hour (CJOC, WBT, WHK)
Mediation in Psalms (WMCA)
Mediation Moments (WQAM, WCBD)
Mediation Period (WMFD)
Mediations (KUOA, WJR, WOY, WSYR)
Meditations, Meadowbrook (WLAW)
Meditations in Melody (KTUL)
Meditranean Hour (WGES)
Meditranians, The (KSD)
Meet Mr. Wise (WIBX)
Meet Mr. Wismer (WJR)
Meet Missus Janesville (WCLO)
Meet Our Guests (WAP)
Meet My Musicians (WIP)
Meet Myrene (WCBS)
Meet the Bride (WMRO)
Meet Some People (KHD)
Meet the Announcer (KIRO)
Meet the Artist (CBS)
Meet the Author (KMPC, WEEI, WLW)
Meet the Champ (CBS)
Meet the Clubwomen (WGR)
Meet the Comics (WGR)
Meet the Composer (KARK)
Meet the Editor (KIRO)
Meet the Exporters (KFDM)
Meet the Family (WORL)
Meet the Folks (WFAA, WLS, WCBS, WCFL)
Meet the Good Friends (KGO-KPO)
Meet the Inventor (KFWB)
Meet the Ladies (WCLE)
Meet the Lady (KNOW)
Meet the Leader (WEEN)
Meet the Maestro (WIBU, WRNL)
Meet the Merchant (WCBS)
Meet the Minnesota (WQBC)
Meet the Missus (WWBBM, WJR, WJAS)
Meet the Motorist (WWSW)
Meet the New Hans Anderson (NBC)
Meet the Orchestra (WWVA, KGO-KPO)
Meet the Princess (KFRC)
Meet the Professor (WHAM, WHDL)
Meet the Song Writer (NBC)
Meet the Staff (WPTF)
Meet the Stars (WEEI, KTAT)
Meet the Visitor (KTAT, KSDL)
Meet Your Announcer (KWWA)
Meet Your Favorites (WPHR)
Meet Your Neighbor (KGO, WFBC, KFPY, KOH, KQV, WDAY)
Meet Yourself (WIP, WGEN)
Meeting at the Crossroads (WSYR)
Meeting Comes to Order (WMIN)
Meeting of the Music Makers (WPDW, WRGA)
Meislinger Radio Club (KSLM)
Meistersingers, The (WLAW)
Melange in Melody (WBAP)
Meli-Melo (CJBB)
Meller Drammer (WRGC)
Meller Drammers (WHN)
Mello Cello (WMTJ)
Mello Melodies (WFBM)
Mellow Console Moments (WIL)
Mellow Mandrillers (WESC)
Mellow Melodies (NBC)
Mellow Memories (KOMA)
Mellow Moments (CBS)
Mellow Moods (KDYL)
Mellow Time (KMOX)
Mellowed Songs (CFRN)
Melly-drama (WNEW)
Melo-Clarions (NBC)
Melodee Canary Concert (WDAP)
Melodeers, The (KOL)
Melodeers, The Gulden (NBC)
Melo-Lefbusters (WESC)
Melodettes, The (KROK, WBRC, WHBF)
Melodi-Men (WOW)
Melodiana (KGK-KPO, WIREF)
Melodians (KALB)
Melodic Cameos (WRC)
Melodic Casements (WLAW)
Melodic Contrasts (WJZ)*
Melodic Echoes (WIP)
Melodic Ensemble (WBZ-A)
Melodic Fancies (WCAK)
Melodic Gems (WOMT)
Melodic Gold (KHZ)
Melodic Impromptu (CFCF)
Melodic Interlude (WDNC, WSAI)
Melodic Measures (KTOK)
Melodic Meditations (WAAW)
Melodic Melodies (WEXL)
Melodic Mementoes (KSD)
Melodic Memories (KGB)
Melodic Memories in the Modern Manner (WHIO)
Melodic Moments (KFPW, KTUL, WBAP, WGPC, WGY, KYOS)
Melodic Moods (KFPY, WSG)
Melodic Musings (KFXR, WEW)
Melodic Panorama, The (Abrahamson-Bigelow (WJTN)
Melodic Rhythms (WSAI, WSAI)
Melodic Serenade (WTAM)
Melodic Strings (CBL, KPH, WTC)
Melodic Styles (KCCL)
Melodic Teasers (KVEC)
Melodic Time (WBBM)
Melodic Contrasts (KFRO)
Melodie Gems (KFRO)
Melodiers, The (WSAI)
Melodies, The Enna Jettick (NBC)
Melodies All for You (KBD)
Melodies and Memories (CBS)
Melodies Antique (WTAM)
Melodies at Eventide (WGY, WHP, WHDL)
Melodies by Maryland (KOMA)
Melodies by Moonlight (KSL)
Melodies de France (NBC)
Melodies et Chansons (CJBR)
Melodies for Madam (WBB)
Melodies for Moderns (KDON)
Melodies for Two (WAAW)
Melodies from Aladdin's Magic Lamp (KGVO)
Melodies from Home (WHAS)
Melodies from Painterville (WOB)
Melodies from the Family Album (WHP)
Melodies from the Sky (WGN, WHJB, WROK, WGPC, WHBB)
Melodies in Song (WRUP)
Melodies in the Modern Manner (WSAY)
Melodies in the Morning (KFAM)
Melodies in the Rain (WBRC)
Melodies l'Argentine (KGVO)
Melodies Moderne (WHAS)
Melodies of Home (WHAS)
Melodies of Manhattan (KMOX)
Melodies of Prague (WABN)
Melodies of Romance (WIND)
Melodies of the Moment (KRBC, WRL)
Melodies of the Music Masters (CFRN, CJRC)
Melodies of the Night (WIL)
Melodies of the South (KPIO)
Melodies of the Southland (WEAU)
Melodies of Yesterday (WBBM, KFAB)
Melodies of Yesteryear (WRUF, CFCF)
Melodies on Velvet (WBRC)
Melodies Organistic (KSFO)
Melodies out of the Past (WNBZ)
Melodies out of the Sky (WFCY)
Melodies Populaires (CJBR)
Melodies Soft and Sweet (WKBJ)
Melodies Sweet and Lovely (KALB)
Melodies That Endure (WJJD)
Melodies That Linger (KTKC, WJMS)
Melodies That Linger On (WHN)
Melodies That Never Grow Old (WHB)
Melodies Under Blue Skies (WBRY)
Melodies We Love (CHRC)
Melodies with Margie (KOMA)
Melodigram (WINS)
Melodious Measures (WKRC)

Melodies in Rhyme (WTAM)
Melody in Song and Story (WRVA)
Melody in Spring (CJCA)
Melody in Three-Quarter Time (WBIL, KGW-WKEK)
Melody Jamboree (WVFW)
Melody Kitchen (WDNC)
Melody Lady, The (WGRC)
Melody Land (WBZ-A)
Melody Lagniappe (CJCA, KRRN, KABC, WPHR, KMBC, KFEQ, WBZ-A, CKCD)
Melody Lane of the Air (WMBH)
Melody Limited (KFRO)
Melody Lingers On (CKLW, KGO-KPO)
Melody Madcaps (CBS)
Melody Madness (CFCH, WPAY)
Melody Magazine (KDB)
Melody Magic (WDNC, WGAR)
Melody Moods (KGNC, WMBC, KSAL)
Melody Maker, The (KMBC)
Melody Makers, The (WCHS)
Melody Makers with Bob Stacks, The (KGHI)
Melody Man (WFIL, KGW-WKEK, WOR)
Melody Man, The O'Coder (NBC)
Melody Manor (WEMP, WWVA)
Melody Marches On! (KARK)
Melody Market, Paul's (CKTB)
Melody Mart (KPAB)
Melody Masquerade (KGO-KPO)
Melody Master (KOA, WFBM, KLZ)
Melody Masterpieces (CBS)
Melody Masters (WSAU, KOB)
Melody Matinee (KGO-KPO, WCCO, KOY, WMBC, WOV)
Melody Medley (WIL)
Melody Melange (KDYL, WEST)
Melody Memoirs (KGW-WKEK)
Melody Memories (WIRE, WDZ)
Melody Memory Contest (WSAR)
Melody Men, The (CBW, KLZ, WJAY, WNOX)
Melody Merchandise Parade (KTUL)
Melody Merry-Go-Round (WBBO-WWSW)
Melody Mike and His Mountaineers (WHB)
PROGRAM TITLES—Continued

Melody Milkman, The (WGY)*
Melody Mill (KGBM)
Melody Miniature (WMBD)
Melody Mirror (WMEX)
Melody Mixers (KGO-KPO, KGST)
Melody Moderne (KVEC)
Melody Moments (WMBO, KPAB)
Melody Moods (WGAR, KSD, WTBO, CJCA)
Melody Mosaic (WHO, WTBO)
Melody Muse (KJJ)
Melody Musings (CBS)
Melody Musketees (NBC)
Melody Night-Cap (WMCA)
Melody Notes (WCO)
Melody of Romance (NBC)
Melody of the Morning, The (KYFO)
Melody of Words (KPDN)
Melody on Parade (WHEB, WBAP, WBEN)
Melody Palatte (WOR)
Melody Pledge (KQKY, WIL, KMA, WSAW, WSUN, WDAF, KSHL, WBZ-A, CKAC, CKCL, WHBC, WLS)
Melody Parade, Ward’s (KDAL)
Melody Parade, The Pluto (WBS)
Melody Percolator (WMCA)
Melody, Poem and a Song (KGVO)
Melody Pot Pouri (KOMA)
Melody Previews (KNX)
Melody Puzzle Night (KLO)
Melody Puzzles (WOR)*
Melody Quiz (WCKY)
Melody Quizz (WNBX)
Melody Ramblings (CBS)
Melody Range Finders (WAVE)
Melody Rendezvous (NBC)
Melody Review (KGO-KPO)
Melody Romance (WOF)
Melody Salute, Pilley’s (KTRI)
Melody Serenade (KALE, KHQ)
Melody Series (WLWL)*
Melody Shop, The (KGHI)
Melody Souvenirs (WAAA)
Melody Snoaks (WMBC)
Melody Special (KTUL)
Melody Spinnners (WOWO)
Melody Strings (WAA)
Melody Sweethearts (WINS, WAAB, WNAC)
Melody Swingstes, The (CFLC)
Melody Theatre (KON)
Melody Three, The (WNAX)
Melody Thru the Ages—Roy Harris (WXQR)
Melody Time (WDAS, KGLO)
Melody Trail (WDAY)
Melody Train (KGO-KPO, WMCA, WGIB, WHB)
Melody Treasure Hunt (WOR)*
Melody Vignettes (KOB)
Melody Weavers (CBL, WCOC, WRJN, WBRM)
Melody Window (WMTJ)
Melody with Grace (WOV)
Melograin Orchestra (CKCD)
Melomanes, Les (CJBR)
Melomanics (CBS)
Melo-Rhythm (WOV)
Melotone Melodies (KWTN)
Melo-tones (WSYR)
Melting Pot, The (KAWM)
Melvin and Merciful (KOIN)
Melvin Cerventi (KGDM)
Melwood’s Book-o-scope (KPDN)
Memo Pad, The (CJOC)
Memoirs of a Concert Master (WBS)
Memoirs of Dr. J. O. Lambert (CHRC)
Memorial Hospital Tours (KTRH)
Memories (KMTR, KTUL, WCAP, WLAC, WOR)
Memories and Melodies (WLS, WCF)
Memories at Twilight (WBIG, WRUP)
Memories Bookshelf (WDV)
Memories Garden (CBS)
Memories in Melody (CBS)
Memories in Miniature (KGO)
Memories in Music (WRR)
Memories of England (CJRU)
Memories of Hawaii (WQDM, RRI)
Memories of Portugal (KROY)
Memories of Romance (WAVE)
Memories of the Old Opr’y House (WKY)
Memories of Yesterday (KRSC, WDZ)
Memories of Yesteryear (KOY, WTJS)
Memories of You (KMBC)
Memories That Endure (KOB, MacG)
Memory Baseball (KWKH, WSGN)
Memory Book, Your (WHB)
Memory Book of Melodies (CKSO)
Memory Bouquet (WLW)
Memory Chest (KHJ)
Memory Contest (KWTN, WFDF)
Memory Game, The (KSD)
Memory Garden (KSL, KFEL)
Memory Lane (CBL, KRGV, KVGB, KWKH, WEF, WPAS, WFB, WKBO, WQDM, WRDW, WDAY, KGO-KPO, KVSO, WCBS, CJRN, WRNL, KFBB, KOIL, KSAL, WDAF, WKB)
Memory Lane Trio (WFMD)
Memory Man, Johnson’s (KGN)
Memory Man, The (KGN)
Memory Melodies (WJW, KSD, WAML, WABI, WAWZ, KAEC, WWVA, WFM, WLLH)
Memory Minstrel (WJIM)
Memory Music (KGNF)
Memory Music of the Aristocrats (WTJS)
Memory Pals (WJW)
Memory Parade (WESG)
Memory Room (KGB)
Memory Singer (KLZ)
Memory Song Man (WICO)*
Memory Songs (WOR)*
Memory Teasers (KSLM)
Memory Tester, The (KMAC)
Memory Theatre (KALE)
Memory Time (KFO, WLAB)
Memory Time in Caroline (WFTC)
Memory-Timekeeper (KALE)
Memory Trio (WMSD)
Memory’s Album (WFAM)
Memory’s Concert Hall (WINS)
Memos on the Maestros (WHBC)
Memo-Scopics (WESG)
Memphis Five (NBC)
Memphis Original Amateur Show (WQB)
Men about Town (KRR)
Men Against Death (KIRO)
Men and Manners on the Air (WRDC)
Men and Superman (KWJJ)
Men and Their Messages (WACO)
Men and Women Who Made History (WBEN)
Men at Work—The Story of the FWA (NBC)
Men behind the Classics (KFLZ)
Men behind the Mike (NBC)
Men Behind the Stars (CBS)
Men in the News (WA, WAP)
Men in Uniform (KOIL)
Men of All (WJ)
Men of Destiny (WGN)
Men of Manhattan (CBS)
PROGRAM TITLES—Continued

Men of Maryland (WFBR)
Men of Melody (WHJ)
Men of Music (WHB)
Men of Note, Culp's (WJO)
Men of Notes (WEBC)
Men of the Skylanes (WBN)
Men of the West (KO, WMAQ)
Men of Tomorrow (WGBI, WCKY)
Men of WOR (WOR)
Men of Zest (WBMM)
Men on the March (CJOC)
Men Over Forty (WCAM)
Men Who Have Achieved (KDYL)
Men Who Made America (NBC)
Men Who Made History (WMAQ)
Men Who Make Melody (WSSW)
Men with Courage (WFBR)
Men, Women and Songs (KWOS)
Mendelssohn's Speech (WBAX)
Mendelssohn's Organology (WBNX)
Mennen Men (NBC)
Men's Corner, The (KVOR)
Men's School for Fashion (WSWR)
Men's Shorts (KOB)
Men's Style Talk (WSPA)
Men's Wear Revue, The (CBO)
Mental Confusion (WMBC)
Mental Detective, The (CKMO)
Mental Meanderings (WSBT-WFAM)
Menu Club (CBS)
Menu Mart (KTHS)
Menus and Recipes, Snider's (NBC)
Merchandise Party (WBAX)
Merchandising Melodies (KGNU)
Merchant's Business Birthday Parties (KGNF)
Merchants' Calendar (WCAM)
Merchants' Clipper (WNLC)
Merchants' Express (WWL)
Merchants' Hour, The (WBAL)
Merchants in Melody (WMCA)
Merchants' Matinee Program (KFXR)
Merchants' News Review (KIUL)
Merchants on Parade (WAIM)
Merchants' Parade (KCRJ, WAYX, WMFJ)
Merchants' Review (KFI, WAGM)
Merchants Revue (KFIZ)
Merchants Service Bureau (WBQ)
Mercury Dialogs (WHN)*
Mercury Theatre (CBS)*
Meredith Sacred Hour (WRDW)
Merely Anne (CKCL)
Meridian Moods (WOWO)
Meridian Music (WTAM)
Meridians (CBS)
Merly Personality Perfumes (NBC)
Merrie Melodies (WBRR)
Merrie Men of Windsor (WFM)
Merrily Yours (WAAT)
Merrmaids (WWJ)
Merrimen, Antkow's (WHEB)
Merry Country Boys, The (CHNC)
Merry Gardens (WMAQ)
Merry Gentleman (WMCA)
Merry-Go-Round, The (KGMB, KXRO, WCPO, WPHR, WJR, CFGP, CJOC, CJRC, WSPA)
Merry-Go-Round, The Emerymen (WTCL)
Merry-Go-Round, The Lin-X (WNAC)*
Merry-Go-Round, The Minnesota (KSTP)*
Merry-Go-Round, The Motor City (WXYZ)*
Merry-Go-Round, The WLS (WLS)
Merry-Go-Round, Damsky's (WVFW)
Merry-Go-Round, Junior (WDAS)
Merry-Go-Round, Senior (WDAS)
Merry-Go-Round Mike's Opportunity Program (KCNO)
Merry Go Round of the Air (KOIN)
Merry-Go-Round-Up (WTMJ)
Merry Madcaps, The (WTIC)
Merry Makers (WFTC, KHJ, CJIC, LWL)
Merry Makers, The Beatty (CKCR)
Merrymakers (WKY)
Merrymakers' Club (WGY)
Merrymakers, Pinky Dawson's (KRLD)
Merry Marriage Mill, The (KMO)
Merry Melodies (CBS)
Merry Men, The (KOL)
Merry Minstrel Men (WGLI)*
Merry Minstrels, The Moller (NBC)
Merry Mountaineers (WAAT)
Merry Music (KDKA)
Merrytime Siesta (WRDW)
Mess Hall Music (WAIM)
Message of Israel (NBC)
Message of the Flowers, The (WTIC)
Messenger (WMCA)
Messengers of Melody (CFCF)
Messiah, The (IBS)
Meter Miser Quizzer (KFH)
Metro Brass Quartet (WFM)
Metropolis (RRH)
Metropolitan Echoes (NBC)
Metropolitan Matinee (KDAL)
Metropolitan Melodies (WJL)
Metropolitan on Parade (WRUP)
Metropolitan Opera Auditions (NBC)
Metropolitan Opera Guild (NBC)
Metropolitan Opera Series (NBC)
Metropolitan Operas (NBC)
Metropolitan Players (WDRC)
Metropolitan Skyline (CBL)
Metropolitan Travelogue (WMCA)
Metropolitans (KGO-KPO)
Mexican Marimba Orchestra (NBC)
Mexican Minstrels (WHBQ)
Mexican Musical Tours (NBC)
Mexican Players (WOI)
Mexican Serenade (WOS)
Meyer, the Buyer (CBS)
Miami Daily News of the Air (WIOD)*
Michael Strange, Diseuse (NBC)
Michigan Boulevarians (WBBM)
Michigan Junior Safety Club (WMBC)
Michigan Radio Revival, The (WIBM)
Michigan Speaks (WJR)
Mickey and His Music (KGO-KPO)
Mickey Mouse Club (WBRC, WIS)
Mickey Mouse Theatre of the Air (NBC)
Mickey of the Circus (CBS)
Microbats (CJRM)
Microbes and Mice (KMPC)
Micromancing (KYOS)
Micronews (WSBT-WFAM)
Microphobians (KYA)
Microphone Hi-lites (KMPC)
Microphone in the Sky (WOR)
Microphone on the Campus (WMIN)
PROGRAM TITLES—Continued

Microphonians (WBZ-A)
Microopinions (KRNT)
Mid-Afternoon Madness (KWK)
Mid-Afternoon Matinee (KRCO)
Mid-Afternoon Music (KVOR)
Midafternoon Musicians (KGO-KPO)
Mid-afternoon Variety (WDD)
Midday Devotional, The (WAPI, WSGN)
Mid-Day Frolic (KFRU)
Midday in a Madhouse (WAAT)

Midday Melodies (CHWK, WAIM, WPTF, WOW, KDKA)
Midday Melody Parade (WPG)
Mid-day Merry-Go-Round (CJCA, WDO, WNOX, WATL, WCAE, CRS)
Midday Message (WMCA)
Midday Musical Notes (KGO-KPO)
Midday Musique (KGO-KPO, WHB)
Mid-day News Roundup (WITAL)
Midday Parade of Old Time Tunes (WMFO)
Mid Day Revue (KFOR)
Midday Roundup (KTAT, WJJD)
Midday Serenade (KFRO, WSGN)
Midday Service, The (WGN)
Middle-name Club (KELD)
Midseat Theatre of the Air (WCKY)
Midland Melodic Choir (KMBC)
Midmorning Danse (WGPC)
Mid-Morning Matinee (KPO)
Mid-morning Melodies (WTMV, KGCX, WCAX, KFAM)
Mid-Morning Musical Revue (KFVS)
Mid-Morning Musical (WPGA, WQXR)
Mid Morning News, The (KTFI)
Midnight Classics (WBNX)
Midnight Express (KRD)
Midnight Dancing Party (CHML)
Midnight Dancing Party, The WBT (WBT)
Midnight Extra (WHN)
Midnight Fliers (WSBT-WFAM)
Midnight Frolic (WWVA)
Midnight Frolic, The KFI (KFI)
Midnight in Manhattan (WOR)*
Midnight in Mayfair (NBC)
Midnight Jamboree (KWJJ, WWVA, WJNO)
Midnight Melodeers (WBBM)
Midnight Melodies (KGO-KPO, WKOK, WCOL)
Midnight Merry-Go-Round (WKRC)
Midnight Merry Makers (KWK)
Midnight Moods (KFPY, KOL)
Midnight Mummers (KTHS)
Midnight Musings (KFPY)
Midnight Organ Recitals (KFOR)
Midnight Phantoms (WHEC)
Midnight Reflections (KGFJ)
Midnight Rendezvous, The (WWRL)
Midnight Reporter (WMIN)
Midnight Request Hour (KFPY)
Midnight Reverie (WWFW)
Midnight Revelers (WOW, KELA)
Midnight Review (KDON, CHAB)
Midnight Serenade (KON, KSWB)
Midnight Vespers (WBEN)
Midnite Clambake (KRE)
Midnite Matinee (KOL)
Mid-Pacific Melody (KYOS)
Mid-South Dinner Time (WMP)
Midstream (WLW)
Midway Melodies (KFA)
Mid-Week Bible Stories (KTS)
Mid-week Forum (WMCA)
Mid-week Jubilee (KOL)
Mid-Week Matinee (KGFJ)
Mid-Week Novelty (CBM)
Mid-week Vesper Service (KFUO)
Mid-Week Vespers (WBB)
Midnight on Parade (WLS, WCFL)
Midwestern Stars (NBC)
Midwesterners, The (KMBE)
Mighty Oracle (WBT)
Mighty Show (CBS)
Mighty WCAZ Staff Artists Players (WCAZ)
Mike and Aireo (KSP)
Mike Fright (KTHS)
Mike Goes to—(WSJS)
Mike Hanapi's Illama Islanders (WTC)
Mike Mites (KDKA)
Milady of Melody (WHAM, WLAW)
Milady's Day (WMBH)
Milady's Hour (WTMV)
Milady's Matinee (NBC)
Milady's Mirror (CBS)
Milady's Moments (KVOE)
Milady's Serenade (KCMO)
Midled Boyer's Program (KSFN)
Mile a Minute Revue, The (WMT)
Mile Hi Melodies (KVOD)
Miles Away (KWOS)
Miles of Smiles (KPEN, KTEN, WHBF)
Miles of Smiles Revue, The (WPTF)
Milestones (CBS)
Milestones in the History of Music (NBC)
Milestones of Freedom (WHN)
Milestones of Melody (NBC)
Military Classics (CJOC)
Military Commentator, Walter P. M. Young (WHIO)
Milk Bottles (WAVE)
Milk Will's Morning Matinee (KSL)
Milk Time (WCCO)
Milkman's Club (WTCN)
Milkman's Matinee (KWK, WIND, WBH, KRE, WNEW, KCKN)
Milkman's Morning Matinee (KLO)
Mill Shavings (KYOS)
Miller of St. Lawrence, The (CHRC)
Miller's Melody Makers (WBI)
Millie and Tillie (WOW)
Milligan and Mulligan (WGN)*
Million Dollar Smiles (KJH)*
Million Dollar Thrills (WWSW)
Millwood Silver Cornet Band (WKZ)
Mimics' Hour, The (KFI, KECA)
Mind Your Business (WHDL)
Mind Your Manners (NBC)
Mind Your P's and Q's (KDAL)*
Mindways (KGO-KPO)
Miniature Concert (KONO, WAAF, KPAB)
Miniature Concert Series (WQXR)
Miniature Fairy Tales (NBC)
Miniature Magazine (KMTR, KGFJ)
Miniature Magazine of the Air (KMBE)
Miniature Minstrels (WHEC, WLAC)
Miniature Minstrels, The Rival (WMAQ)
PROGRAM TITLES—Continued

Miniature Monday Revue (KTUL)
Miniature Musicale (KOL)
Miniature Playhouse (KMPC)
Miniature School of the Air (CBFC)
Miniature Theatre (WJAY)
Minister of Song (KHQ)
Ministers' Question Box (WPDF)
Minstral Association, The (KQBF)
Minuit Interviews (WAVE)
Minnesota Poets (WTCN)
Minnesota's News and Views (KROC)
Minnie and Maud (NBC)
Minstrel Gems (WCAM)
Minstrel Maids, The (WMC)
Minstrel Man (WLW)
Minstrel Show, The (KKEQ)
Minstrel Show, The Ford (WDAE)
Minstrel Show, The NBC (NBC)
Minstrel Singer, The (WQDM)
Minstrels, Bill Barber's (WOK)*
Minstrels, The Dutch Masters (NBC)
Minstrels, The KFBI (KFBI)
Minstrels, The Midland (KMBC)
Minute Interviews (WAG)
Minute Man (KTUL, WSIX, WKRC)
Minute Man and Canaries (WSFA)
Minute Manners (WBS)
Minute Manners with Mrs. Briley (BFRY)*
Minute Melodies (CRS)
Minute Men (KDYL, WEEI)
Minute Men of America (WCNW)
Minute Mysteries (WBBM, CFB)
Minute Mysteries, The Colgate (WOR)*
Minute Parade, The A & P (WHB)
Minutes and Melodies (KQFP, CHWK)
Minutes on Mountain Peaks (WJIM)
Miracle Man (WJBC, CKCW)
Miracle Mirage (WQAI)
Miracles of Magnolia (NBC)
Miracles of Sport (TPC, KQSL)
Mirandy's Kitchen (KMBC)
Mirandy's Mixin's (WMC)
Mirror of Events (WGES)
Mirror of Fashion (WEBJ)
Mirror of Life, The (WRAX-WPEN, WFBAB)
Mirror of Melody (WHB)
Mirror of Music (WAPI)
Mirror Reflections (WMCA)
Mirrors of Beauty (CBS)
Mirrors of Manhattan (WBNX)
Mirth and Melody (KANS)
Mirth and Music (WTJS)
Miscellaneous Talks (NBC)
Misco Entertains (WTAG)
Miss Ann's Comic Club (WSGN)
Miss Chatterbox (WWVA)
Miss K. (KTSA)
Miss Kaye and Lilac (WQBF)
Miss King Presents (KFRU)
Miss Lizabeth (KSL)
Miss Mack (KCKN)
Miss Marion (WEBB)
Miss Preview (WEVD)
Miss Robinhood (WHN)
Miss Trent's Children (CBM)*
Missing Persons Bureau (KTRH)
Mission in Brass (WSNJ)
Mission of Advertising, The (NBC)
Mission of the Air, The (CKCL)
Mission Period (KFUO)
Mission Players (WASI)
Missionary Letters (KFUO)
Mississippi Memories (WMTV)
Mississippi Minstrel (CBS)
Mississippi Minstrel, Dale Wimbrow (NBC)
Mississippi Syncopators (KMOX)
Missouri Amateur Night (KMOX)
Missouri Calendar (KFRU)
Missouri Slope Review (KFRU)
Missus Goes to Market (WBBM)
Missus Takes the Mike (WROK)
Mist, The (WEAN)
Mistaken Romance (WOAI)
Mr. and Mrs. (KLZ, WGY)
Mr. and Mrs. Detective (KDKA)
Mr. and Mrs. Fairway (WMAQ)*
Mr. and Mrs. News (WPAY)
Mr. & Mrs. Powerpenny (KPDPN)
Mr. and Mrs. Program (KELO)
Mr. and Mrs. Pumpernickle (WBBB)
Mr. and Mrs. Reader (WINS)
Mr. and Mrs. Shopper (WGRC)
Mr. and Mrs. Smith (KJH)*
Mr. & Mrs. Swing (KONO)
Mr. & Mrs. Valspar (NBC)
Mr. & Mrs. Wisepenny (WBS)
Mr. B. and Harry G. (WGAI)
Mr. Askem (WGIL)
Mr. Average Man (WMTV)
Mr. Bones & Company. (NBC)
Mr. Brain Teaser (KERN)
Mr. Business Man (WAIM)
Mr. Chairman (CFCF)
Mr. District Attorney (NBC)
Mr. Dodd Looks At the News (NBC)
Mr. E. (WMCA)
Mr. Editor (KSTP)
Mr. Fixit (WFBIL, WIL, WOR)
Mr. Fox Hunter and Watson (WSVA)
Mr. Goldstein and Mr. Bernstein (WCG)*
Mr. Hollywood Puts the Question (KFJW)
Mr. K. (KTS)
Mr. Keene, Tracer of Lost Persons (NBC)
Mr. Matter O' Fact (KTGRK)
Mr. Prosper (WMTV)
Mr. Right & Mr. Wrong (NBC)
Mr. Settle (NBC)
Mr. Sloughfoot (WMTV)
Mr. Sunshine (WEI)
Mr. Wise (WBX)
Mr. "T" (WBK)
Mr. Thrifty Figures (WBAX)
Mr. Twister (WIZJ)*
Mr. Van's Caravan Store Notes (WFIL)
Mr. Versus Mrs. (KZL)
Mr. Wise Guy (WKU)
Mr. Yex'n No (KFOR, WJNO)
Mrs. A. M. Goudiss-Rumford (NBC)
Mrs. Bee Chesborough (KFAB)*
Mrs. Blake's Radio Column (NBC)
Mrs. Culp (WJW)
Mrs. Ely Cubeltibet (NBC)
Mrs. Emmons Blaine (NBC)
Mrs. Florabelle Brennan (KGD)
Mrs. Haddocks' Family (WHBC)
Mrs. Miller's Boarding House (MWR)
Mrs. Nagsby (NBC)
Mrs. Neighbor (KOMA)
Mrs. O'Brien's Boarding House (KWK)
Mrs. Sampson's Market Basket (WRVA)
Mrs. Sandman & Jimmy (WRVA)
Mrs. Shopper (WOP)
Mrs. Thrifty Buyer (WHAM)

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PROGRAM TITLES—Continued

Mrs. Trent’s Children (CBM)
Mrs. Tucker's Smiles (WFAA)
Mrs. Wiggs of the Cabbage Patch (WBS)
Mistress Mary (WSGN)
Mistress of Melodie (KWTN)
Mistresses of Melody (WEAU)
Mixing Bowl (CFCY, WEAU, WTIC, WBNS, WGIL)
Mixing Bowl, Beth Barton’s (KOY)
Mixing Bowl, The Junior (KFAM)
Mixing Spoon, The (WDAY)
Mixing Spoon of the Air (WXYZ)
Molly Kilia Boulander (NBC)
Mo and Jo (KELD)
Mocking Birds, The (CFJC, WESG)
Model Aircraft League (CJRM)
Model Airplanes, The (KFVS, KFVS)
Model Builder, The (WHJB)
Model Electric Kitchen, The (WAPI, WAPI)
Model Kitchen, The (KANS, KCKN, WCBS)
Model Laundry Singers (WSOC)
Model Plane Meet (WSGN)
Model Spelling Bee (KLO)
Modene Merrymakers (WBZ-A)
Moderate Melodies (WFAM)
Modern Airs (WMMN)
Modern and Melodic (WAVE)
Modern Beauty Highlights (WIBU)
Modern Cadenzas (WDNC)
Modern Choir (WFAA, WEEED)
Modern Cinderella (WCBA-WSAN)
Modern Detective Science (NBC)
Modern Ensemble, The (WOR)
Modern Fairy Stories (KMBC)
Modern Girl’s Romance, A (KOMA, CBS, WINS)
Modern Grecian Melodies (WELL)
Modern Harmonics (WBZ-A)
Modern Hillbillies (WAVE)
Modern Home Forum (WOWO-WGL)
Modern Homemakers (WFAA)
Modern Lady, The (NBC)
Modern Living (WHK)
Modern Love Story (CBS)
Modern Male Chorus (CBS)
Modern Marco Polo (WROK)
Modern Masters (CBS)
Modern Medicine Show (KTSA)
Modern Melodeers, The (CKBI)
Modern Melodies (KLO, WGY, WOR, KGO-KPO, KDKA, WGY, KORE, WCAE)
Modern Melody Masters, The (KSOO)
Modern Minstrels (CBS)
Modern Miracles (KOL)
Modern Modes (KPMC)
Modern Motor Marvels (KIELM)
Modern Mountaineers (KWKH, KTRH)
Modern Music Box (KGGM, WDAF)
Modern Music Hour (WQXR)
Modern Music Maker, The (KMBC)
Modern Music Makers (KGO-KPO)
Modern Music Masters (WBNZ)
Modern Musical (KSAO)
Modern Musical Treats (WFBM)
Modern Newsical (WLAC)
Modern Parallels to Bible (KPUO)
Modern Pianist, The (CHRC)
Modern Plainsmen (WLAC)
Modern Players (WORL)
Modern Rhyme (WSAU)
Modern Rhythms (KGGY)
Modern Romances (NBC)
Modern Science (KIRO)
Modern Serenade (KTUL)
Modern Song Stylists (WSUN)
Modern Songsters (WKBE)
Modern String Ensemble (WHN)
Modern Strings (KOIN, CJRC)
Modern Symphonies (CBS)
Modern Tempos (WRUF)
Modern Variations (WIND)
Modern Varieties (CHRCD)
Modern Woman, The (WMCA)
Modern Woman at Home (KGO-KPO)
Modernaires, The (WBZ-A, KQV)
Modernettes (WDRC)
Modernique (KABC)
Modernistes, Les (CKCV)
Modernistic High Jinks (KIN)
Modernistic Melodies (WHLB)
Modernistic Piano Moods (KFH)
Modern Moods and Moods (WTAM)
Modulations (CBS)
Moffit & Pelpho Hour (WWLC)
Mohawk Powwow (WFBM)
Mohawk Treasures Chest (NBC)
Mohawk Valley Trails (WIBX)
Mollie Halstead’s Home Forum (WSAI)
Molly Kennedy Mysteries (WOR)*
Mom and Lilly (WOWA)
Moment Musical (WDAF)
Moment of Meditation (KABC)
Moment with the Moderns, A (KOL)
Moments in Dance time (WHLB)
Moments Musical (WACM)
Moments Musical (WOW, WTAD)
Moments of Adventure (NBC)
Moments of Comfort (KFOU)
Moments of Life (WRDJN)
Moments of Meditation (KCHX, WGH)
Moments of Melody (WNOX, TH, WCHS, WCHS, WCHS)
Moments of Music (WSAU)
Moments of Reverie (KDYL)
Moments of the Masters (CFCO)
Moments with the Masters (WPTF, WEF)
Moments with the Old Masters (KFUO)
Moments You Never Forget (WBS)
Moments You'll Never Forget (WRVA)*
Mon Ounce (CBF)
Monabits (KWBC)
Monday and Thursday Bridge Club (WLAW)
Monday at Home (KTUL)
Monday Blues (KGO-KPO)
Monday Blues Chasers Club (KOMA)
Monday Blues Cure (CBS)
Monday Evening Quarter-Back (WRJ)*
Monday Matinee (KGO-KPO, WAIM, WHN)
Monday Merrymakers (KYW)
Monday Minstrels (WMBW)
Monday Morning Revue (CBS)
Monday Night Show (CBS)
Monday Night Song Fest (WMSD)
Monday Parade (KFSQ)
Money for Words (WABY)
Money, Magic and Music (KMBC)
Monkey Talks (WBS, WMAQ)
Monitor Children's Pro-
gram (KHSX)
Monitor Views the News, 
The (KIEM, WORL, 
WSAU, KHSX)
Monkey Business (KELD)
Monkey Cleaner's Program 
(WDAF)
Monkey Club (WKZO, 
WBO)
Monogram Community 
Calendar (WFVA)
Monologs in Melody (KMO)
Monologues (KFUO)
Montague's Millions, Mrs. 
(NBC)
Montana Cowgirls (KRKD)
Montana Mountaineers, 
The (KGCX)
Montana Pete (WEBBC)
Montana Radio Forum 
(KGIR)
Montana Wranglers 
(WELL)
Monte Magee-Voice of the 
Southland (WOCI)
Months in Review, The 
(KFFPY)
Monticello Party Line 
(KHL)
Monticello String Band 
(WCHV)
Montparnasse (WCFL)
Montrealers, The (CBS)
Moo Club, The (WELL)
Mood Classique (KFWB)
Mood Ebony (WAAT)
Mood Magic (WGAR)
Mood Neapolitan (CBS)
Mood Oriental (WTAM)
Moods (WTAM)
Moods and Fancies (WHA, 
KFVS, KFWB)
Moods and Impressions 
(KWJB)
Moods and Melodies 
(KFBB, KGJ)
Moods and Melody (KMA)
Moods and Memories 
(NBC)
Moods and Music (WMBO, 
KPMC)
Moods for Moderns 
(WABC)*
Moods in Blue (KMBC, 
WTJS)
Moods in Ivory (WATL)
Moods in Melody (KFPPY, 
WWVA, KGDM)
Moods in Music (KIEV, 
WHBC, WHOM, WMCA, 
WJR, KFAC, WELL, 
WTAG)
Moods in Rhythm (WAPI, 
WFTC, WGH)
Moods in Song (WSJS)
Moods in Song at the Con-
sole (WIBW)
Moods Musical (MacG, 
CFRN)
Moods Musicale (KTUL)
Moon Dial (WJSV)
Moon Magic (NBC)
Moon of Manakooa 
(WCFL)
Moon of My Delight 
(CJRM)
Moon Over Africa (RRJ)
Moon Patterns (KFBB)
Moon Ripples (CJRM)
Moon River (WLW)
Moonbeams (WDBO, 
WDAF, WOR)
Moonbeams and Music 
(WELL)
Moonettes, The (WBIG)
Moonlight (CBS)
Moonlight and Shadows 
(WTMJ)
Moonlight and Stardust 
(WHN)
Moonlight Cruise on the 
Good Ship Rhythm 
(WGPC)
Moonlight Meditation 
(CKCL)
Moonlight Melodies 
(KABC, KLPM)
Moonlight Music (KIRO)
Moonlight Musicale 
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<tr>
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<td>Old James Coby (NBC)</td>
<td>Old Prairie Schooner, The (KGIF)</td>
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<td>Old James Coby (NBC)</td>
<td>Old Professor, The (KMBC)</td>
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<td>Old James Coby (NBC)</td>
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<td>Old James Coby (NBC)</td>
<td>Old Prospector (KHQ)</td>
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Phil-Harmonia (KECA)
Philharmonic Notes (WHIO)
Philharmonic Symphony Society of New York (CBS)
Philistine, The (KGO-KPO, WNAC)
Phillip Courtneidge Mysteries (KOB)
Phillipine Nights (WBZ-A)
Phillips Family (WMBC)
Phillips Lord Calling on You (NBC)
Phillis Vance, Style Sleuth (KWK)
Philosopher Dixie (WBS)
Philosopher of Sight (WOKO)
Phlubb Clubb Kangaroo Court (WMBD)
Phone in, Folks (KFOX)
Phoneside Chats (KGBK)
Phono (WTMV)
Photo Hobby (WHBC)
Photocrafters, The WFAS (WFAS)
Photographs in Tone (KTUL)
Photography for the Amateur (WBEN)
Phun Quiz (WGR)*
Phyl Coe Mysteries (WOR)*
Phyllis and Her Fiddle (WBIG)
Phyllis Foster Women’s Program (WDAS)
Physical Education (CJOR)
Pianarimba Twins (KFH)
Pianissimo (WESG)
Pianist Capers (WBZ-A)
Pianistic Moods (WVFW)
Pianistic Panorama (WDEL)
Piano and Cabbages and Kings (KFPY)
Piano and I (WDIR)
Piano & Organ Interpretations (WDO)
Piano and Poetry (CFAC)
Piano Antics (WBRY)
Piano Business (WAVE)
Piano by Request (WMFG)
Piano Capers (KGO-KPO)
Piano Carnival (KTUL)
Piano Club (WACP)
Piano Club of the Air, Phil Saltman’s (WED)
Piano Contrasts (KGO-KPO, KMBC)
Piano Encores (WQXR)
Piano Etchings (WBZ-A)
Piano Fantasies (WDAF)
Piano Gadgets (KFBK)
Piano Hints (WKBG)
Piano Impressions (KBST, KOVC)
Piano Keys (KHD)
Piano Man and His Pal (KTUL)
Piano Melodies (WTJS)
Piano Memories (KOVC)
Piano Minuet (KTUL)
Piano Moderne (KCMO, WGBK)
Piano Moderniste (WKBO)
Piano Moods (KUOA, WEBQ, WGRC, WKG, KOOS, KLZ, KTUL, WSAU, WBZ-A, WPHR, KROC, KG CX, Kol, KGFW, KOB, KUOA, WBNL, WDTL)
Piano Moods of Harry Grimes (WGAU)
Piano Notes (KTUL)
Piano Paintings (KFWB)
Piano Pal (WMSD)
Piano Pals (KSLM, WGY, WRH, KGO-KPO, WISN)
Piano Pals and Lang Sisters (NBC)
Piano Pals—Paul and Charlotte (KWTO)
Piano Party (KYOS)
Piano Patchwork (CKBI)
Piano Patter (KGO, KNOW)
Piano Patterns (CFAC, KYSM)
Piano Pettin’ (KV00)
Piano Pictures (KVOR, KGO-KPO, KABR)
Piano Pleasantries (KFPY)
Piano Poetry (WPAY)
Piano Pointers (CBS)
Piano Populaire (CJBR)
Piano Portraits (WKX)
Piano Prattle (KTUC)
Piano Quartet, The *California (KSF0)
Piano Ramblings (CKMO, WDBO, WIBW, KCKN, WMF D, WCOU)
Piano Recital Period (NBC)
Piano Reflections (WJJD, WSGN)
Piano Request (WAAW)
Piano Request Program (WQDM)
Piano Reverses (KGVO)
Piano Rhapsody (WKBO)
Piano Shorts (KGEZ)
Piano Soiliquoos (KGVO)
Piano Specials (WIB)
Piano Styles of the Future (WBRY)
Piano Stylist, The (WCKY)
Piano Stylist—Rosa Linda (NBC)
Piano Surprises (KGW-KEX)
Piano Symphonic (WIBG)
Piano Talk (KTHS)
Piano Thoughts (KSLM)
Piano Time (KOB)
Piano Twins (KO A, WGY, WFBM, KLO)
Piano Varieties (WOP1)
Piano Vignettes (KGO-KPO)
Pianotes (CJR, CKSO, WHFB)
Pianofare (WKBN)
Pianograms (WSFA)
Pianola (CXX)
Pianoland with Dr. Rudolph (WCDP)
Planologue (WFTC, KFXJ, CKAC, CFRN)
Planology (WATR, WGB)
Planorama (WIBC)
Planes Three (WRC)
Plantone (KOL)
Piccadilly Music Hall (WREN)*
Pick a Number (WHBC)
Pick a Winner (WOA1)
Pick and Pat (CBS)
Pick of the Hits (KABC)
Pick of the Pictures (CRS)
Pick the Hit (CKSL)
Pickard Family (NBC)
Picked Favorite (WHEB)
Pickin’ the Winners (WBIG)
Pickwick Papers (NBC)
Pickwick Travelers, The (KMB)
Pictorial, The Primo (KGB)
Pictorial Cameos (WLVA)
Pictorial Parade (KMMR)
Pictorials, The Pickmoor (KTUL)
Picture Frame, The (WTAG)
Picture Parade (KGMB)
Picture Time (WPL)
Pictures in Melody (CJRM)
Pictures of Yesterday (KMO)
Pieces of Eight (KNX, WCLF)
Pieces You Like to Hear (NBC)
Pied Piper (WOL)
Pied Piper Club (KTUL)
Pied Piper of Storyland, The (WLAW)
Pied Piper Show Club (WKY)
Pied Pipers, The (WTMW)
Personal Personities (KRE)
Pierre the Trapper (WCAE)
Pietro, the Hurdy-Gurdy Man (WJSV)
Pigskin on Parade (WNEW)
Pigskin Parade (KDYL, KTAT, KVOD, WHIO, WJIM)
Pigskin Parade, Dr. Pepper's (WTBM)
Pigskin Post-Mortems (WPTF)
Pigskin Preview (WPTF)
Pigskin Prophet (KIDO)
Pigskin Romances (KGO-KPO)
Pilgrim, The (NBC)
Pilgrim Broadcast, The (WHP)
Pilgrim Services (KFUO)
Pilgrim's Period, The (WBIG)
Pillar of Fire Church Services (WAWZ)
Pilots Quarter Hour (KOOS)
Pine Corners Party (WCCO)*
Pine Corners Social (WCCO)
Pine Mountain Merry-makers (WLS)
Pine State Playboys (WPTF)
Pine Tavern, The (NBC)
Pine X Rancho (WLS)
Pink & the Judge (WBT)
Pink Elephant Club (CFRN)
Pinky Hunter Sings (WCLE, WHK)
Pinky Lee (NBC)
Pioneer American Women (KWKH)
Pioneer Americans (WCLE)
Pioneer Day's Round-Up (KLO)
Pioneer Melodies (WRNL)
Pioneer Pathways (WLW)
Pioneer Playboys (KPDN)
Pioneer Revues (KIDW)
Pioneer Stories (WBS)
Pioneer Theatre Program (KIDW)
Pioneer Trails (KSL)
Pioneer Voice of Kansas, The (KFGI)
Pioneering in Coastal Conservation (WSPR)
Pioneers, The Fairmont (KMMJ)
Pioneers, The Kelvinator (KELD)
Pioneers and Progress (KIUP)
Pioneers in Health (WHAS)
Pioneers of Science (WHN, KTRD, WFIL)
Pip and Rabbitt (WHBB)
Pipe Club, The (WHJB)
Pipe Dreamer (WOR)
Pipe Dreams (KGO-KPO, WBZ-A, WWVA, KOIN, KTUL, WKY, WPTF)
Pipe Smoking Time (CBS)
Pipes and Strings (WKY)
Pipes of Pan (WTAM)
Piping in the Haggis (NBC)
Pirate Club (WFBM, WCPO)
Pirate Prince, The (NBC)
Pistol Pete's Cowboys (WHP)
Pitchmen on Parade (WMCA)
Pittsburgh Backstage (WJAS, WCAE)
Pittsburgh by Night (KQV)
Pittsburgh Dances (KQV)
Pittsburgh on Parade (WWSW)
Pittsburgh Prefers (WWSW)
Pittsburgh Symphony Orchestra (NBC)
Pittsburgh Today (KQV)
Pittsburgh Varieties (KDKA)
Pittsburghers, The (WJAS)
Pittsburghersque of the Air (WCAE)
Pittston on Parade (WGBI)
Pix and Things (WSGN)
Placement Service of the Air (WECB)
Places to Go (KGLH)
Plain Jane Looks Around (CKWXX)
Plain People (KFWB)*
Plain Talk (WDRC)
Plainsmen, The (WFAA, WJIM)
Plane-Saïde Interviews (KIRO)
Plane Talks (WOWO)
Planned Recovery (NBC)
Planning a Career (WESG)
Planning Your Career (WWSW)
Plantation (KGO-KPO)
Plantation Boys (KON0)
Plantation Days (WKBG, WJJD)
Plantation Echoes (WWVA)
Plantation Melodies (KGMB)
Plantation Memories (WRUF)
Plantation Moods (WSAI)
Plantation Party (NBC)
Plantation Rhythm (WIL)
Plastic Arts Series (NBC)
Platform of Democracy (WBIL)
Platter Parade (WTEL)
Play Awhile (KFDY)
Play Ball (KWJB)
Play Ball with Yale (KGHL)
Play Boys, (NBC)
Play Boys, The K.V.G.B. (KVGB)
Play Days (WBBM)
Play Goers Club (KGFJ)
Play of the Month, The (CBS)
Play Party, The Kentucky (WHAS)
Play Prosperity (WMIN)
*Play Shop, The (WCPO)
Playbox Theatre, The (WMT)
Playboy of Song, The (WHAS)
Playboys' Quartet (WINS)
Players, The KGKO ((KGKO)
Players, The KIDW (KIDW)
Players, The WBNS (WBNS)
Players, The WGY (WGY)
Players Guild of the Air Program (KPPC)
Players Present (WHBB)
Playgoer (WMCA)
Playground Echoes (WPG)
Playground Highlights (WPG)
Playhouse (WTIC, WHBQ)
Playhouse, The Campbell (CBS)*
Playhouse, The Home Pride (WICC)*
Playhouse, The WHN (WHN)
Playhouse, The WHO (WHO)
Playhouse of the Air (WSAR)
Playhouse Presents, The (KVOR)
Playing Around (KYOS)
Playing the Game (WHJB)
Playmates (WAW)
Play's the Thing, The (WDAF, WMIN)
Playshop of the Air (WSBTP-WFAM)
Playtime Lady (KFWB)
Plaza 4900 (WBAL)
Plaza Quizzers (KVGB)
Pleasant Valley Frolics (WLW)
Pleasant Valley Trio (WKY)
Please Tell Me (NBC)
Passes to Pass It On (WEDC)
Pleasure Bound (KGO-KPO, KDYL, WWSW)
Pleasure Cruise, The (WHAM)
Pleasure Hour, The Camel (NBC)
Pleasure Party (KTHS)
Pluses of the Table (KSJI)
Plenty for All (WEDC)
Plough Jockeys, The (WDZ)
Pluckett Family (KSLM)
Plus Beaux Disques, Les (CJBR)
Plus Beaux Poèmes du Monde, Les (CKCV)
Poacher, The (WJZ)*
Pocket Minstrels, The (WRJN)
Poet’s Tales (WFIL)
Poem, a Melody, and a Song, A (KGVO)
Poem and a Song, A (WSPA)
Poem for Today, A (KFOR)
Poem Reveries (KFBI)
Poem Vender (WMFJ)
Poems and Melody (KRBC)
Poems and Reveries (CKCH)
Poems in Song (NBC)
Poems of the Bookshelf (WCOP)
Poems of Yesteryear (WRGA)
Poet and the Organ, The (WGBI, KLO)
Poet Baritone (WESG)
Poet of the Piano (WGPC, WKBN)
Poet Philosopher, The (WBNX)
Poetic Album (WSPA)
Poetic Dreams (WHAZ)
Poetic Interlude (WEBR, WIBA)
Poetic Justice (WQXR)
Poetic License (WQXR)*
Poetic Master Speaks, The (KABR)
Poetic Melodies (WBBM)
Poetic Memories (WFLA)
Poetic Memories by the Old Poet (KTFI)
Poetic Musical (WOSC)
Poetic Musings (WBTM, WPTIC)
Poetic Nocturne (WAGA)
Poetic Paradise (KSL, KWK)
Poetic Phil (WSAI)
Poetic Serenade (WSVA)
Poetic Silhouettes (KSUB)
Poetic Strings (CKBI, WIND)
Poetic Titles (KABC)
Poetic Tones (WGRC)
Poetry and an Organ (WELI)
Poetry and Songs (WHAZ)
Poetry Corner (WSAY)
Poetry Hour (WTAG)
Poetry in Motion (KCMO)
Poetry in Music (KVOR)
Poetry Man, The (KMBC)
Poetry Parade (KWSC)
Poetry Roundtable, Marjorie Stewart’s (WJAS)
Poetry Scrapbook, Elmo Russ’ (WVFW)
Poetry That’s Good (WNEZ)
Poetry with Pauses (WHLI)
Poet’s Armchair (CKTB, WMMN)
Poet’s Corner (WJEJ, KFUO, WPHR, KELD, WEMP, WHBB, KVSO, KWTQ, WQFC, WHEB, WIP, WSPD, KFNF, KVOA)
Poet’s Corner, Ken Murray’s (CJRC)
Poet’s Corner, The (KFIO, KVWC, WHBB)
Poet’s Dream (WRGA)
Poet’s Gold (CRS, KGCX, KVOE)
Poets, Harold Hunts (KWJJ)
Poet’s Memories, The (WTJS)
Poet’s Novel, The (KGEZ)
Poets of Harmony (CBS)
Poets of Our Time (WGN)*
Poet’s Pages (WHP)
Poet’s Paradise (KGFJ)
Poet’s Reverie (WBAX)
Pointer Parade (IBS)
Pola-Lo-La (WGES)
Pland on Parade (WJAY)
Polar Bears, The (WNAC)
Police Court of the Air (WOW)
Police Headquarters (CJOC)
Police Honor Men (WHN)
Police Program (WINS)
Police Records on the Air (WTMV)
Police Reporter, The (WLAW)
Police Reports (WHB)
Polish Early Birds (WGES)
Polish Echoes (WIBX)
Polish Hour (WTMV)
Polish Merrymakers (WISN)
Polish Music (WINS)
Polish Radio Hall (WTOL)
Polish Varieties (WELI)
Political Opinions (WJW)
Political Pulse, Harrisburg’s (WWSW)
Political Scene, The (WELI)
Political Situation in Washington Tonight (NBC)
Political Talks (WINS)
Polkadots, The (WFBM)
Polly and Her Pals (WBZ-A)
Polly and Olly (KGNO)
Polly Entertains (WCAE)
Polly Jenkins & Ploughboys (WOR)*.
Polly of the Range (WMBD)
Polly Preston, Adventures of (NBC)
Polly Punches (WHO)
PROGRAM TITLES—Continued

Popular Tunes of By Gone Days (WJNO)
Popular Varieties (KGNB)
Popularity Parade (KVOD)
Popularity Program, The (WHEB, WHEB)
Port of Dreams (WKY)
Port of Melody (WEBE)
Port of Missing Hits (NBC)
Port of Poets (KVVO)
Porter Lorains (WAOI)
Portrait Miniatures (KRE, WATL)
Portraits of Song (KRKD)
Portraits at Dusk (KPO)
Portraits Canadians (CBM)
Portraits in Black and White (KYOS, KFPY)
Portraits in Harmony (NBC)
Portraits in Music (KRE)
Portraits in Oil (FRTRD)
Portraits in Rhythm (WKBZ)
Portraits of Song (WRVA, CKCW)
Portraits of Beauty (KRMB)
Portraits of Great Characters (WMCA)*
Portraits of Thinkers (WCAD)
Portraits Pianistic (WHEC)
Port of Call (RII)
Ports of Romance (WMCA)
Posey Playlets (KGW-KEX)
Post Luncheon Re-Former (WHBF)
Post Office, The Pinex (WLB)
Post Office Dramas (WISN)
Post Time (WORC)
Postal Oddities (WHIO, WCFL)
Postal Program (CRS)
Postal Puzzlers (WESG)
Postman's Salute (WEED)
Postmortems (WESG)
Postscript Edition (WFIL)
Pot Luck (KRQA)
Pot of Gold (CBS)
Potash and Pearlmutter (NBC)
Potato Diggers (WOKO)*
Potnourri (CKCK, KIDW, WFAM, WKOK)
Poultry and Garden Club (KFRU)
Poultry Chats (KVGB)
Poultryman's Serenade (WHRN)
Poultrymen Take the Air (WSNJ)
Poultry-Parley (KWTO)
Poultry Service Time (WLS)
Poultry Shop Talks (KFBX)
Powder Puff Review (KGO-KPO)
Power of the Word of God in the Lives of Eminent Men of God (KFUO)
Power Parade (WBB, WBBR)
Practical Economies (WHAM)
Practical Philosopher (CKC)
Prairie Birthday Party (CJR)
Prairie Cities Parade (CJRC)
Prairie Lullabye (KGMB)
Prairie Melodies (KFXD)
Prairie Nocturne (WFCA)
Prairie Poets (WCM)
Prairie Parade (CJRM)
Prairie Pioneers (KMBC)
Prairie Playhouse, The (KOMA)
Prairie President, The (WLS)
Prairie Ramblers (WQAM)
Prairie Riders (WAVE)
Prairie Rose (KRCM)
Prairie Schooner, The (KFEQ)
Prairie Show Wagon (WLW)*
Prairie Stomp (WFCA)
Pratt & McNeill Unlimited (NBC)
Prayer Meeting Time (WSBT-WFAM)
Prayer of Today (WGA)
Precision in Industry (KROY)
Prehistoric Game Trails (NBC)
Prelude to Dreams (WBN)
Prelude to Midnight (CJRC, KNX, CJCA)
Prelude to Peace (WHN)
Prelude to Summer (CBL)
Prelude to the Mass (WGES)
Premier (KGW-KEX)
Premier Performances (WJO)
Premiere of a Premiere (WSC)
Prep School Follies (WMBC)
Prep Sports (WBBM)
Preparedness for Peace (WAH)
Pres de l'atere (CKAC)
Prescriptions in Rhythm (KSL)
Presenting 50-50 (WAGM)
Presenting for Milady (KBIX)
Presenting Helen Watts Schreiber (WHO)
Presenting Julian Fuhs (NBC)
Presenting Ken Wright (WKB)
Presenting Virginia Dare (WHO)
Presidential Forum of the Air (WNEW)
President's Day (CFAR)
Press Agents' Paradise (WDAW, WNEW)
Press Club of the Air, Nissen's (WKB)
Press Passes (WSG)
Press Room Echoes (WBBF)
Press Time (KJFZ)
Preston Trio (WFBA)
Pretty as a Picture (WCSB)
Pretty Kitty Kelly (CBS)
Preview Hour, The (KFYO)
Preview Tonight (KECA)
Previews and Encores (KSRQ)
Previews and Premieres (NBC)
Prevue (KGW-KEX)
Prevue Moderne (WIOD)
Price Talker, The (KFYO)
Primitive Rhythm (KIO)
Prince and Princess of Song, The (WTMJ)
Prince of Song (WSYR)
Prince of the Ivories (CFTD)
Princess Begonia (KFEQ)
Princess Charming (KFYO)
Princess Obolensky Youth Matinee (NBC)
Princess Peggy (WELL)
Princess Shu Shu (WKB)
Principles of Economies (WILL)
Principles of Singing (WBK)
Printer's Plums (CJGX)
Priscilla and Her Piano (WJJL)
Priscilla Wayne (IBS)
Prissey and Pat (WJNO)
Private Affairs of the Jones Family (KGW)*
Private Detectives Incorporated (WGB)
Private Lives (KSRQ)
Private Moments in Public Lives (KNX)
Price Bag (WPG)
Price Songs (WIX)
Prize Takers, The (KTUL)
Pro Bono Publico (WLL)
Problem Clinic (KSO)
Problemaire Sketch (WAG)
Problems Clinic, South Carolina (WDS)
Problems of Peace (KERN)
Production Hits (KBEC)
Productive Years, Edison's (WOR)
Professional Parade (FRTRD, WENR)
Professionals on Parade (WINS)*
Professor, The (CBS)
Professor and His Quiz, The (KFVS)
Professor Ask (KAFD)
Professor Beetlebrow (KFBW)
Professor Camp and His Swing School (WDEV)
Professor Crankcase (CFRN)
Prof. Curio (WLAC)
Professor Elmer J. Crank-case (CFRN)
Professor Faxon Figures (WJR)
Professor Fiddle Dee Dee (WJZ)*
Professor Fox and His Question Box (WEBQ)
Professor Goosepinkle (CFRN)
Professor Herman and Swifty (WHN)*
Professor Hoffenpopper (KCKN)
Professor I. Q. (WHB)
Professor Minnowitch (KVOOD)
Prof. Omta and Dr. Kuka (WSBT-WFAM)
Professor Ponders, The (CJLS)
Professor Puzzlewit (KPO)
Professor Quiz (CBS)*
Professor Quiz and His Brain Busters (WJSV)
Professor Sauerkraut and His Little German Band (KFYR)
Professor Snoop (KELA)
Professor Speaks, The (WHDL)
Professor Stewart and Buck (WEAU)
Professor Stewart and Buck Warner (KTSM)
Professor Thrift (WLAK)
Professor Toc, Le (CKCV)
Professor Tripp (WCOA)
Professor Twigleaf (KFYO)
Professor Twigleaf's School of the Drama (KGNC)
Prof. X (WTNJ)
Professor Yes 'n' No (WWSW)
Professor Yogi Fogi (WSAI)
Professors Off Record (KVOO)
Program Builders Contest (KUJ)
Program Colorful (KIDO)
Program Different (KGLU)
Program Director's Little Black Book, The (KMO)
Program Director's Program (KIRO)
Program for Farmers and Gardeners (CKPR)
Program Hi-Lights (WSAU)
Program Is Yours, The (KFVS)
Program Notes (WEAN)
Program Parade, The (KOIL)
Program Pointers (WCBS)
Program Preludes (WHB)
Program Preview (WKY)
Program Previews (WDAY)
Program Teasers (KLZ)
Program to Admiral Byrd (WDAF)
Programables (WAVE)
Programs Today at WSFA, The (WSFA)
Progress Hour, The Washington (KELA)
Progress in Public Speaking (KLZ)
Progress in the World of Sports (WKY)
Progress of Affairs (WRUF)
Promenade Concert (WHN)
Prominent People Series (WWRL)
Prominent Women in Washington Official Life (NBC)
Promising Personalities, Yale's (WBRY)
 Pronunciation Bee (NBC)
Prophetic Bible News (WCBD)
Proroguing Morning Slumbers (WHBF)
Prosperity Limited (WFAA)*
 Proudly We Hail (WSM)
Prouty Family, The (KOIN)
Prowlin' Mike (WWVA)
Prudent Polly (WDGY)
Prudy's Party (WMBC)
Prutt's Country Boys (KBIK)
Psalms of Faith (KFUO)
Psychic Detective, The (CBS)
Psycho-Sensory (KVGB)
Psychologist Delves, The (WATR)
Psychologist Says, The (WOR)
Psychology Clinic of the Air (WEVD)*
Psychology Talks (NBC)
Psychopathic Hour (KFXJ)
Public Affairs Council (NBC)
Public Calendar (KVVO)
Public Education Forum (WILL)
Public Forum (KPH)
Public Enemies (WHAM)
Public Health Series (CBS)
Public Hero Number One (NBC)
Public Hour of Music (WORC)
Public Inquest (KNX)
Public Interest in Democracy, The (NBC)
Public Opinion, (WFIL, WHBF, KTAT, WEVD)
Public Pulse (WGN)*
Public Relations Bureau (WBNX)
Public School Music Activities (WDAS)
Public Service and Public Servants (WWRL)
Public Service Forum (WBIL)
Public Speaker—Stockton High School (KGDM)
Public Speaks, The (WCAU, WPHR, WCBM, WOR)
Public Square (WGAR)
Publicity Pups, The (KMBR)
Pulitzer Prize Plays (NBC)
Pull Over, Neighbor (KFI)
Pulpit Highlights (KGB)
Pulse of Buffalo, The (WBNW)
Pulse of Business (KLZ)
Pulse of the City, The (KMOX, WFRG, WSAT)
Pumpkin Hollow Gang (WNAS)
Punkin Center Revel (KMN)
Punkin Valley (KFI)
Pupils on Parade (WMCA)
Purchases Make Jobs (WEAN)
Pure Food Forum (WGAR)
Purely Curious (KWJ)
Purple Ray, The (KJR)*
Putting Out the Lights (WCAP)
Puzzle Man, The Colonial (KTUL)
Puzzle Tunes, Purity (WAIM)
Puzzlers (WWSW)
Puzzlers, The Pepsodent (WHAM)
Q

Q S T (WOKO)
Quackerbox, The (KSTP)
Quaiff Hillbilly Family (WPHR)
Quaker Party (NBC)
Quaker Players, The (KANS)
Quaker Tunes (CKNX)
Quakers, The Armstrong (NBC)
Quakertown Meeting (WFIL)
Quality Court (KYOS)
Quality Game (WDSU)
Quality Hour of Music (WMBH)
Quality Music Hour (WQXR)
Quality of Mercy (KHJ)*
Quality Street (WHOM)
Quality Twins (CBS)
Quand La Brise Vagabonde (CBF, CBM)
Quart d’Heure Ave......, Un (CJBR)
Quart d’Heure de Tante Ninette, Le (CKAC)
Quarterback Club (KSL)
Quarter Hour (KPMC)
Quarter Hour, The Prince Albert (NBC)
Quarter-Hour in Three-Quarter Time (KELO, CFCO, KHQ, WOR)
Quarter Hour of Friendship (WNOX)
Quarter to One Club (KTSA)
Quartermaster (WJNO)
Quartet, The Barbasol (WHAM)
Quartet Time (KGO-KPO)
Quebec on Parade (CHRC)
Quebec S’Amuse (CKCV)
Queen City Revue (WABI)
Queen of Song (WCFL)
Queen of the Ivories (WJAY)
Queen’s Favorites (KMOX)
Queens Goes to Press (WWRL)
Queen’s Minstrel (WLW)
Quelques Originalités (CJBR)
Queriology (WATR)
Query Court (CFAR)
Query Court, The Tivoli (CFRN)
Quest of the Perfect Woman, The (NBC)
Question-Air (KFBB)
Question Air, The Salerno (WMAQ)
Question Airs (WBNX)
Question and Answer Man (KICA)
Question Bee, The (WQXR, WCFL)
Question Bottle (WKBO)
Question Box (KFUO, WHO, WJAS, CJCS, KGMB, WHP, WTAG, WWNC, WPHR, WALA, WDBJ, WFAA, WMEX)
Question Box, Biltmore College (WWNC)
Question Box, The Lister-ine (KGMB)
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Singerin' Piano Man (WMBD)
Singing Policeman (WBC)
Singing Sam (WLW)
Singing Annunciator, The (KOY)
Singing Baker (WCCO)
Singing Balladeer, The (WHL)
Singing Bandit, The (KF)
Singing Barber, The (WQAM)
Singing Bee, The (KMBC)
Singing Bee, The Welcome Lewis (WHN)
Singing Brothers, The (KRM)
Singing Cabman, The (CKCL)
Singing Cadets, The (WHBQ)
Singing Canaries (BBM)
Singing Cello (WJAY)
Singing Chef (CBS)
Singing Chefs (WSAL)
Singing Chefs, Slade's (WAAB)
Singing Circle (WBNX)*
Singing Clerk, The (KFYO)
Singing Coed (KRLD)
Singing Colonels (WAVE)
Singing Convention (KASA)
Singing Convention of the Air (KRLD)
Singing Cowboy (WEOA)
Singing Cowboys (KWBX)
Singing Dolls (CHRC)
Singing Fariner, The (KMB)
Singing Gauchos (KMOX, KMAC)
Singing Grocery Boy (WGY)*
Singing Guitar (WJJD)
Singing Guitars, The (WSJS)
Singing Hatters (WAAT)
Singing Housewives (KHSV)
Singing Icelander (WINS)
Singing Iceman (KGDM)
Singing Jewel, The (WSJS)
Singing Lady (WGN, WJNO, WQDM, WMSD)
Singing Lumberjack, The (CFCY)
Singing Milkman (WSYR)
Singing Newsboy (WAAT)
Singing Painter, The Seid-litz (WIR)
Singing Painters, The (CHRC)
Singing Parson, The (WP, WCAU, WBNX, WIP)
Singing Party, The WEAN (WEAN)
Singing Poet, The (WFAB)
Singing Redheads (WYZ)*
Singing Salesman, The (KGO-KPO, KFAB, KTO)
Singing Salesmen, Wards (KGK)
Singing School of the Air (WCP)
Singing Scouts (KIDO)
Singing Secretary (WHK, KHQ)
Singing Seven (KDIA)
Singing Shoe Salesman (WSFA)
Singing Society (WXY)*
Singing Songsmith (KHUB)
Singing Stars (KWTN, WRDW, KABC, CJCA)
Singing Stranger (WJJ)*
Singing String (KCRJ)
Singing Strings (WFA, CJOC, WDKA, WJBY, WPR, KFO, KGVO, WTMJ, KPDN, WGR, MWR, WAAW, KFAB, WMMN, WOR)
Singing Strings—Bobby Norris (WAAB)
Singing Strings That Swing (KFJ)
Singing Symphony (NBC)
Singing the Blues (WBB-A)
Singing the Old Songs (WHOM)*

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Singing—The Well Spring of Music (NBC)
Singing Tree (WAVE)
Singing Troubadour, The (WTAG)
Singing Vagabond (CBS)
Singing Vagabonds (WRR, WKZO)
Singing Violins (WSAI, WRC, WOW)
Singing Walter, The (WMSD)
Singing Waiters (CBS)
Singing Weatherman (WDZ)
Singtime (KDYL, KHJ)
Sinosaur Hunters (NBC)
Sir Alfred's Party (WCAU)
Sir Leon Bloom & His Knights of the Song Table (KHJ)*
Sis Mirandy (KMCB)
Slayers in the Kitchen (KWOS)
Sisters of the Skillet (NBC)
Sisters Three (WAAW, KGKO)
Sitting on Top of the World (NBC)
Six Double O Ranch (WMT)
680 Club, The (WPTF)
Six Flags Over Texas (WFAX)
Six-For-Sons, The (KFVS)
Six Forty Five Time (WEBC)
Six-Gun Justice (CBS)
Six Icemen, The (KFVS)
6 Little Jits (KMTR)
Six Men and a Girl (WCSH)
Six o’Clock Jamboree (KSEI, WSPR)
Six Star Revue (WMCA)
Six Swell Tunes (CBS)
Six-to-Niners (WCPO)
Six to Sixteen (WEII)
Sixteen-Fingered Phillips (KIDW)
Sixteen Singers (NBC)
Sizzlers, The (NBC)
Sizzling Syncopation (WIL)
Skating Time (WHB)
Skeeter’s Adventure Club (KMCB)
Skets Morris (WAVE)
Skeletons in the Closet (WATR)
Sketch Book, The (WHBB, WTAG)
Sketches, The Soonyaland (NBC)
Sketches from Life (WXYZ, WHAM)
Sketches in Melody (KABC, KGEZ, MacG, KRLD)
Sketches in Paint (WPTF)
Sketches in Swing (KCMO)
Sketches of Life (KTFI)
Ski Express (WNEW)
Ski-Highway Program (KIRO)
Ski-Mann (KFBK)
Ski Meister Comes to Vermont, The (WDEV)
Ski-Vues (KYOS)
Skip, Step and Happyanna (WGY)
Skipper The (WKY, WJSV, KTAT)
Skipper Hawkins and His Jolly Crew (KMCB)
Skipper Jim (WMCA)
Skipper Scans the News (CJOR)
Skippy (NBC)
Skookums (KOME)
Skullcrackers (KROW)
Skullery Skits (WCCO)
Sky Pilot, The (KGNH)
Sky Reporter (KXYB)
Sky Riders (KWK, KFH)
Sky Sketches (NBC)
Sky Trails (WAPD)
Skylights (CBS)
Skyliners, The (NBC)
Skyride (KSOO)
Skyriders, The (KFH)
Skyscraper (NBC)
Skyway News with Joseph Brunell (WDAS)
Skyways & Byways (WJNO)
Skyways Reporter ((WNEW)
Slappin’ the Bass (WATR)
Slavonic Serenade (NBC)
Sled Derby (KDYL)
Sleep Producing Girl (NBC)
Sleep Scoffers Club (WDBO)
Sleep Serenade (KPO)
Sleep That Dreams (WMBH)
Sleep Tomorrow Club (WFBM)
Sleepwalkers’ Club (WBNS)
Sleepwalkers’ Night Club (WBNS)
Sleepy & Swede (CFQC)
Sleepy and the Blues Chaser (KOOS)
Sleepy Hollow Program (WBRE)
Sleepy Time Gal (WAPI)
Sleepy Time Girl (KOY)
Sleepy Town Express, The (CFCY)
Sleepy Valley (CKLW)
Sleepyhead Serenade (WCSC)
Sleepyhead’s Serenade (WAPI)
Sleepytime Storyteller, The (CHNC)
Slenderize & Vitalize (KGB)
Slices of Life (KFI)*
Slim & His Rhythm Rangers (KWTO)
Slim and Snookums (KGBK)
Slim Gym Girl (KFRC)
Slim Jim and His Rough Riders (WDGY)
Slim Jim and the Vagabond Kid (WDGY)
Slim, Smoky and the Senator (KWTO)
Slopes That Pass in the Mike (KDNC)
Slo ’n’ Ezy (WFAX)
Slovak Songs (WJAY)
Slow and Sleepy (KNEL)
Slumber Boat (KOWN, WSB, KGBO)
Slumber Dreams (WBB)
Slumber Hour (KGO–KPO, WDRC, KGLO, KGFJ)
Slumber Hour, The Kaffee Hag (NBC)
Slumber Music (NBC)
Slumber On (KIO)
Slumber Song (CJCA)
Slumber Time (KHUB)
Slumberbuster Society (KRLS)
Slumberbusters (KOME)
Slumbertime (KFWB)
Slums Cost You Money (FTRD)
Smackout (NBC)
Small Hotel (WRNL)
Small Town Hotel (KFOX)
Smart Places for Smart People (KWCOP)
Smart Set to Music (WHN)
Smart Shoppers Guide (KGD)
Smart Talk (KVOA)
Smart Topics in Verse (KTUL)
Smarties (WOR)*
Smile-a-While (KYA, WBRC, WMBS)
Smile a While Time (WLS)
Smile Club, The (WCMI, WCPO, WSPD)
Smile Club Kiddies’ Hour (CFLC)
Smile Market, The (WLS)
Smile Parade, The (NBC)*
Smile Parade, Sunbrute (NBC)
Smile Philosopher, The (WFW)
Smarties (WOR)*
Smile Time (KANS)
Smile Tunes (WGPC)
Smilers, The (WFAX)
Smiles and Stretches (KLS)
Smillin’ Artie (WDCN)
Smillin’ Dan (KBWG)
Smillin’ Jack (Mutual)*
Smillin’ Jim—Rovin’ Cowboy (KWTO)
Smillin’ Rangers (WBTM)
Smillin’ Serenade (WSUN)
Smillin’ Through (CBW, KWSC, WESC)
Smillin’ Thru (WJIM, CFAR, WMEX)

PROGRAM TITLES—Continued

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PROGRAM TITLES—Continued

Smilin' Valley Ranch (KMB)
Smiling Cowboy, The (KBIX)
Smiling Hillbilly, The (WSFA)
Smiling Ray Saunders (kvq)
Smiling Thru (CFRN)
Smiling Twins (CBS)
Smith Brothers, Trade and Mark (NBC)
Smith Family (WMAQ)*
Smith Sisters (WBZ)
Smithville Neighbors, The (KMA)
Smoke Dreams (CKX, KOL, WLY)
Smoke Rings (KSFO, WIL, KDIA, WIBA)
Smoke Rings, with Leonard Woolen (WIBA)
Smoky Joe for the Rodeo (KGNO)
Smoky and Poky (WRVA)
Smoky Mountain Boys (WCTA)
Smooth Sailing (WNAX, WIL, WSTP)
Smooth Swinders (WCLF)
Smoothies, The (CBL, WLY)
Smuggler's Luck (WFAS)
Snappy Rhythms (CKCL)
Snapshots (KGO-KPO)
Snapshots in Rhythm and Sports (WWSW)
Snapshots of Rhythm (WVVA)
Sneak Pre-Views (WQAM)
Sneaks, The (KTUL)
Snoop and Peep (NBC)
Snoop and Sneak (KGW)*
Snooper, The (KOVX, KFAM)
Snooping on the Smiths (WQR)
Snow Village Sketches (NBC)
Snow White Club (WHBF)
Snow White Parade (WRA)
Snowball and Sunshine (CBS)
Snowbirds, The Frigidaire (KFVS)
So Goes the World (KJR)*
So the People May Know (WJLB)
So This Is Love (WOR)*
So This Is New York (KSFO)
So What? (CKCK)
So You Expect to See Us Soon? (WATR)
So You Haven't the Time (WQXR)
So You Want To Be (CBS)
Soap Box of the Air (KMG)
Soap Creek Corners (WWAE)*
Soap Suds (KDON)
Soap-Suds Serenaders (WTMJ)
Sob Ballads of the Gay Nineties (WGY)
Sob Chasers (WESG)
Sociable, The NBC (WENR)
Society and Civic Jottings (WLAW)
Social Calendar, The (WIBM, WOTM)
Social Calendar, This Week's (KGMP)
Social Chronicle (WHAM)
Social Column of the Air (WCLS)
Social Correspondent (KFIO)
Social Problems (NBC)
Social Register (WCAM, WSYR, WIBX)
Social Secretary (WKZO)
Social Secretary of the Air (KMP)
Social Security for Women (WAVE)
Social Security Talk (WINS)
Social Service in a Changing World (NBC)
Social Shopper (WSYR)
Social Sidelights (KPDD)
Social Whirl, The (WBNS)
Society and Fashions (WLAF)
Society Column of the Air (WMPG, WBLK)
Society Editor (KHI)
Society Editor of the Air (KTSA)
Society for Ethical Culture (WQXY)
Society Gossip (WNEW)
Society Limelights (KOCY)*
Society News and Shopping Views (KVOA)
Society of Amateur Chefs, The (NBC)
Society on the Air (WNAC*)
Society Reporter (WFBM, WDRC, WADC)
Society Sidelights (KGO-KPO)
Society Sleuth (WHN)
Society-Ing with Sarah Lou (KICA)
Sod Busters, The Saskatchewan (CTR)
Sodbusters Old Time (CKCR)
Soft Lights and Sweet Music (WLH, WAIR)
Soggy Jones (WLY)
Soggy Jones and His Ridge-runners (WLY)*
Soil Conservation Tips (WBT)
Soil Science (KFDY)
Sol's Sport Slant (WDAE)
Sole and His Violin (WLR)
Soldiers of Fortune (WBS)
Soliloquy (CRCK)
Soliloquy (WHN, KGMB, WRUF)
Soliloquy and Organ—Varner Paulsen (WCOU)
Soliloquy in Song (KFH)
Solitude (WBR)
Solos for Three (WNYC)
Solos in Swingtime (WHN)
Somebody's Birthday (WESG)
Somebody's Favorites of Yesterday (KQPA)
Somebody's Son (WCAU)
Something Different (CKY)
Something Else (KQV)
Something for All (WABC)*
Something for Everybody (WHEB, KSO)
Something for Everyone (KALB, WIND)
Something for You, Madam (KQW)
Something New (KVOD)
Something of Everything (WCAM)
Something of Interest (KQV)
Something Old and Something New (WOAI, WEFR)
Something Old, Something New (KJBS, WDNC)
Something Simple (KGO-KPO)
Something to Talk About (WLS)
Something to Talk about with Snoop and Scoop (KFYO)
Something to Think About (KFU)
Somno Melodies (WBZ-A)
Sonata Program (WEAN)
Sonata Recital (KGO-KPO)
Sonata Recitals (WOR)
Sonatas in Jazz (WBR)
Song, The (WTMV)
Song a Day (WKY)
Song-a-Day Songfellow, The (KIEL)
Song a Minute (WJR, WELL)
Song-A-Minute-Song-Test, The (WNBC)
Song Album (KGO-KPO)
Song and a Dance, A (WBR, WRUF)
Song and Dance (WGH, WAVE)
Song and Rhythm (CKTB)
Song and Story Man (WGY)
Song Appreciation (WOR)
Song at Evening, A (KIRO)
Song at Twilight (COC)
Song Bag, The (KLL)
Song Chest (WGES)
Song Contest (WIN)

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Song Contrasts (WESG)  
Song Dramas (KLZ, WHN)  
Song Dramatists (WDBO)  
Song Fashioners (WMCA)  
Song Fest, The WDAY  
Song Festival, The (KRMC)  
Song Fiesta, The (WBC)  
Song for Saturday (NBC)  
Song for Today, A (WFAA)  
Song Girl (WDRC)  
Song Hit of the Day (WOR)  
Song Hits by Detroiters (WWJ)  
Song Hits of 1935 (WHB)  
Song Hits of Popular Composers (WHB)  
Song Hits of the Century (WHB)  
Song Hits of Yesteryear (WPTF)  
Song Is Yours, The (CJRC)  
Song Kitchen (WMC)  
Song Makers (WOR)*  
Song Master (KLZ)  
Song Matinee (WDAF, WJRB)  
Song Merchants, The (WHJB)  
Song Nuggets (KGO-KPO)  
Song-O-Grams (KDYL)  
Song of the City (NBC)  
Song of the Flame (KDAL)  
Song of the Strings (WSBT, WFAA)  
Song of Today (KWT)  
Song Parade, The (WGAR, KANS, WCFL)  
Song Parade, Your (WFAS)  
Song Pedler, The (CKWX)  
Song Personalities (KGO-KPO)  
Song Pictures (WBZ-A, WNAC)  
Song Pluggers on Parade (WNEW)  
Song Portraits (NBC)  
Song Recital (KHJ)  
Song Reporter (CBS)  
Song Romancer (WIRE)  
Song Search, The Nabob (CKWX)  
Song Serenade (WHEB, WTAG)  
Song Session (KGO-KPO, WKBG)  
Song Shop, The (WDBO, WJAY, WXYZ, KFBI, CKSO, WSAY)  
Song Shop, Del’s (WEEL)  
Song Shop, Todd Russell’s (CKOC)  
Song Shopping (WBIG)  
Song Siesta (KYS)  
Song Silhouettes (WLVA)  
Song Smiths, The (KMBC)  
Song Stories (WHAM, KOL)  
Song Story, The (KMBC, WHN)  

Song Styles (KTUL, WOPI, WFDF)  
Song Stylist (WMIN, WPAY)  
Song Stylist—Rose Marie (NBC)  
Song Stylists (WOMT, CJCA, WHB)  
Song Stylists on Revue (WHB)  
Song Thoughts (KGO-KPO)  
Song Time (WJMS)  
Song Time for Carolyn (KTUL)  
Song Title Contest (WMCA)  
Song Title Contest, Scott Furler’s (WCOP)  
Song Treasures (KOL)  
Song Varieties (WMCA)  
Song Weavers (KTUL)  
Song Weavers, Pray’s (WEEJ)  
Songalogues (NBC)  
Songbag, The (KFRO)  
Songbird—Irene Forest (WOK)  
Songcopators (WHB)  
Songfellow, The (KOA)  
Songfellows, The (WHO)  
Songfest (KVOD, WCL)  
Songland (KGO-KPO, WHEB)  
Songographs (CFAR)  
Songology (WIOD)  
Songs After Noon (KVOA)  
Songs All for You (KBST)  
Songs and Patters (CBL)  
Songs and Singers (CFLC)  
Songs and Smiles (WRR)  
Songs and Sonnets (WGBI, WBX)  
Songs at Eventide (WRRB, KVOE, KMOX, KGWEKX, WDB)  
Songs at 14 (KTUL)  
Songs at the Piano (WBB-A)  
Songs at Twilight (WCAE, WPEN,WLAC, WROL)  
*7 Before the Noon Hour (WBRC)  
Songs by Alberta (WAPI)  
Songs by Bobbie O’Donnell (CHL)  
Songs by Faye (WGRC)  
Songs by La Conchita (WICA)  
Songs by Marjorie (WFIL)  
Songs by Southern (WSJS)  
Songs by the Kitchen Sink (KGO-KPO)  
Songs for Everyone (WCKY)  
Songs for Mother (WMT)  
Songs for Sale (WBO, WWVA, WNOX, WWSW)  
Songs for You (KGWKEKX, KSL, WBBM, WJMS)  
Songs for Your Hearth and Fireside (KTRI)  

Songs from the Shows (CKCK, CPAC, CHAB, KSL)  
Songs From Yesterday (WNAV)  
Songs in Drama (WHOM)  
Songs in My Heart (WPAY)  
Songs in Strings (WGRC)  
Songs in the Night (WQAM, KFuo, KRLD)  
Songs Moderne (KMP)  
Songs My Mother Sang (KDKA)  
Songs My Mother Taught Me (WTMY, WGY)  
Songs My Mother Used to Sing (CBS)  
Songs New and Old (CFGF)  
Songs of a Lifetime (WMAL)  
Songs of All Flags (KHC)  
Songs of All Nations (WFBE)*  
Songs of All Of Us, The (WVV)  
Songs of Araby (CJRM)  
Songs of By-Gone Days (CHAB)  
Songs of Devotion (KFH)  
Songs of Don Carlos, The (WOV)  
Songs of Eventide (KGO)  
Songs of Hearth and Home (WMT)  
Songs of Hill and Plain (NBC)  
Songs of Home (WJBD)  
Songs of Home Sweet Home (NBC)  
Songs of Ireland (WDRC)  
Songs of Israel (WMCA)  
Songs of Long Ago (WCAX, WHBC, WDRC, KGVO)  
Songs of Memory (NBC)  
Songs of Old (KFFY)  
Songs of Out of Doors (CBS)  
Songs of Pioneers (CRJR)  
Songs of Prague (WGAR)  
Songs of Romance (WCBS, NBCS, WDAF)  
Songs of Russia (CBS)  
Songs of Saddle and Sage (CJR)  
Songs of Swannee (WGB)  
Songs of the Bayou (WIP)  
Songs of the Church (KFOX)  
Songs of the Dawn (WHB)  
Songs of the Day (WBZ-A)  
Songs of the Homeland (NBC)  
Songs of the Island (CFG)  
Songs of the Islands (WRD, KELA, WIND, WOR, WRUF)  
Songs of the Maritimes (CFGY)  
Songs of the Nations (KSUB)
PROGRAM TITLES—Continued

Songs of the North
(WCAL)
Songs of the Open Road
(KRMC)
Songs of the Open Trail
(KGO-KPO)
Songs of the Prairie
(KMOX)
Songs of the Range
(WSAY)
Songs of the Season (NBC)
Songs of the South
(WBZ-A)
Songs of the Stars (WTJS)
Songs of the Strings
(KGVO)
Songs of the Sunset Trail
(KANS)
Songs of the Ukraine
(CHAB)
Songs of the Violin
(WDRC)
Songs of the West (RRI)
Songs of the World
(KGMB)
Songs of Warsaw (WGAR)
Songs of Yesterday (KFJB, KMOX, WMFP)
Songs of Yesterday and
Today (KFYR)
Songs of Yesterday &
Today (WIP)
Songs of Yesteryear
(KALE, KCRJ, KGW-
KEX, WEM, WHB,
WKST)
Songs of Yore (CHRC)
Songs Salesmen (WHN)
Songs, Swaps &
Syncopations (KELA)
Songs That Are Old
(KONO)
Songs That Live
(CFCF)
Songs That Live Forever
(WHBB)
Songs That Never Grow
Old (KGO-KPO, CKX)
Songs That Never Had a
Chance (WHBE)
Songs That Sweethearts
Sing (WHKC)
Songs the Old Folks
Knew (WCZA)
Songs the Whole World
Loves (WWVA)
Songs to Remember
(WFAA)
Songs to Today (WWVA)
Songs We All Enjoy
(WPEN)
Songs We Love (KXBY)
Songs We Sing (CJRC)
Songs with Martha Gowen
(WTJS)
Songs with Val Morse
(WTJS)
Songs Without Words
(RRI, WGFC)
Songs You Forgot to
Remember (KBST, KOL)
Songs You Like
(WESG)
Songs You Like to Hear
(WHN)

Songs You Like to Remem-
ber (CFCF)
Songs You Love (WHBQ)
Songs You Love to Hear
(WRUF)
Songs You Remember
(WDBW)*
Songs You Sing (CHAB)
Songs You’ll Like
(WEBR)
Songs Your Mother Sang
(WTOL)
Songshop (WKY)
Songshop of the Air
(WMCA)
Songsmith, The (WSNJ)
Songster’s Spotlight
(CJOC)
Songtime in Songland
(CJIC)
Songwriters’ Opportunity
Contest (WMCA)
Songs o’ Guns (WWVA)
Songs of the Lone Star
(KGO)
Songs of the Pioneers
(KFWB, KHSR, SR,
KVOO)
Songs of the Prairie
(KMOX)
Songs of the Saddle, The
(KPDN)
Songs of the Sun (KRQA)
Songs of the West (KGNC,
KRMC)
Songs of the Western Soil
(KRLD)
Sooner Pepsters, The
(KTOR)
Sooner Sweethearts
(KVOO)
Sophie Tucker and Her
Show (CBS)*
Sophisticated Harmonies
(KMBC)
Sophisticated Ladies
(WCAE)
Sophisticated Lady (CBS)
Sophisticated Swing
(KDYL, WHIO, WCAZ,
WDAE, WRUF)
Sophisticates, The (KGNC)
Sophisticates of Melody
(KTUL)
Sophisticates Trio, The
(WTJS)
Sopisto-Cats (WWJ)
Sophomore Selector, The
(WQAM)
Sophomores, The (WFAA)
Sorority Shop Syncopa-
tions (KVOE)
Sorrento Serenaders (CBS)
Soul of the Organ (WTJS)
Sound Effects Man (WOR)*
Sound Stage (WHN)
Sound Stage Number Seven
(KNX)
Sound Track (WNEW,
CFAC)
Sounds of Industry
(WAIM)
Sounds of Silence (CBS)

Soup to Nuts (CFRC,
WDLH)
Soup’s On! With Dinah
Lee (WFAS)
Souppus Time (WBAL)
Sourwood Mountain
(WJZJ)*
Sous l’Abat Jour (CHGB)
South American Echoes
(KVOO)
South Americans (MacG)
South Carolina Economic
Assn. (WBT)
South Carolina School of
the Air (WIS)
South Dakota Education
Association (KSOO)
South Georgia Barn Dance
(WGPC)
South of the Rio Grande
(KOB, WLW)
South Sea Boys (KRKD)
South Sea Island Magic
(KHQ)
South Sea Islanders (NBC)
South Sea Serenaders
(KJRM)
South Sea Shadows
(WCCO)*
South Sea Strains (WGH)
South Seas, From the
(CKCL)
South Winds Quartet
(WMCA)
Southeast on Parade
(KMTR)
Southeast Serenade
(KDYL)
Southeastern Revue (NBC)
Southern Baptist Men’s
Hour (KWHK)
Southern College Program
(WFLA)
Southern Cruise (CBS)
Southern Echoes (WGH,
WELI)
Southern Harmony Four
(KGO-KPO)
Southern Heroes (WSB)
Southern Hospitality
(WCPO)
Southern Jubilee Quartet
(WGY)
Southern Melody Boys
(WELL)
Southern Oklahoma Entertains
(KVSO)
Southern Reminiscences
(WWL)
Southern Reveries
(WBZ-A)
Southern Rhapsody
(KTHS)
Southern Roses (WPHR)
Southern Rubes, Arty
Hall’s (NBC)
Southern Selectors (KTAT)
Southern Serenade
(KEHE)
Southern Serenaders
(WDNC, KGHJ)
Southern String Ensemble
(WBTM)
PROGRAM TITLES—Continued

Southern Symphonies (WCKY)
Southern Syncopated Minstrels (KTUL)
Southerners (WENR)
Southerners, Stamp's (WAPI)
Southerners, The (KTSA, WSFA)
Southland Echoes (WPTF)
Southland Melodies (WHB)
Southland Singers (WBBF, WJNO)
Southland Sketches (NBC)
Southland Soliloquy (WTJS)
Southlanders, The (WJAY)
Southwest on Review (KFOY)
Southwestern Artists' Hour (WFAA)
Southwestern Players (WMC)
Southwestern Serenaders (KOB)
Southwestern Stars (NBC)
Souvenir (CBS)
Souvenirs (WCBS, WWL, WWJ, WRAK, WSAU, KGO-KPO, WTLS)
Souvenirs from Shows (WJO)
Souvenirs of Melody (WGY)
Souvenirs of Song (WJAY)
Souvenirs of Yesteryear (WHRC)
Spanish Cavalier, Emmanuel Gonzalez, The (KGNU)
Spanish Dreams (NBC)
Spanish Garden, In a (CBS)
Spanish Hour in the Spanish Tongue (KCRJ)
Spanish Idyls (NBC)
Spanish Newscast (KONQ)
Spanish Relief (WINS)
Spanish Revue, El Chico (NBC)*
Spanish Rhythms (WDAE)
Spanish School and Theatre of the Air, The (KOB)
Spanish Serenade (WIDW)
Spanish Serenades (KPDN)
Spanish String Ensemble (CBS)
Spanish Strings (WCCO)
Previewing the World (CBS)
Spare a Moment—Save a Life (KASA)
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(KFF)
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(WSYR)
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Sweet and Lovely (WIP, WMFD)
Sweet and Low (KLO)
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(NBC)
Sweet and Low Music
(WCLE, WHK)
Sweet and Slow (CJJC, WOKK, WAAF, CJRC)
Sweet and Swing (CJCA, KMTX, CHSJS, KSFO)
Sweet and Swing Serenade
(WHBC)
Sweet Melodies (KMOX)
Sweet Melodies Old and New (KSUB)

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Sweet 'n Hot (CKC)
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Sweet Shop Revue (WHO)
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Sweet Springtime (KTS)
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Sweeten Swing (KPI)
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(NBC)
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Control (KNOW)
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the Merry Makers,
Maine's (WCSH)
Sweetheart of the Air-
Lanes (WDO)
Sweetheart Pair (WCG)
Sweetheart Program
(NBC)
Sweetheart Rhumba, Wil-
liam Scotti's (NBC)
Sweetheart Serenade
(KTAT, WEW)
Sweetheart Theatre, The
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Sweethearts (CBS)
Sweethearts Forever
(KH)
Sweethearts of Melody
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(KANS)
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(WHP)
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Swing-a-Long (WQAM)
Swing and Sing (WNOX)
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Reverse (WSJS)
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Swing Around the World,
A (KRBC)
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Swing Club, The WSGN (WSGN)
Swing Concert (KMTR)
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Swing Fancies (WVFW)
Swing Fever (WGRC)
Swing Fiesta (WHB)
Swing for Sale—Ned French (WORL)
Swing for the Smart Set (WWJR)
Swing For Your Supper Music (WBRY)
Swing Four (KFFY)
Swing High (WAAF, WOL)
Swing High, Swing Low (WEW)
Swing High—Swing Low (CBW)
Swing in the Air (KSOO)
Swing in the Organ Loft (CKNX)
Swing Interlude (WBIG)
Swing Is Here to Stay (WEED)
Swing Is in the Air (WATL)
Swing Is the Thing (KNOW)
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Swing Kings (WKY)
Swing Low (WHAS)
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Swing Sanitarium (WMT)
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Swing Session Is Called, The (KFXR)
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Swing Song (CJCA, CFRN)
Swing Spotlight (KLS)
Swing Spree (KYOS)
Swing Stops (KTHS)
Swing Stuff (KGHF)
Swing Styles (KIDW)
Swing Stylist (WHN)
Swing Sublime (KOMA)
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Swing Symphony Swing (WHN)
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Swing Time Lane (WGTM)
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Swing Tunes (KROY)
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Swinging Along (CBS)
Swinging Down the Airlanes (WTAL, WSB)
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Swingtime Siesta (KBO)
Swingtime Trio (WBZ-WBZA)
Swingtimers, The (KFVS)
Swiss Yodelers, The (KMB)
Switch to Better Living (KOB)
Sycamore Street (KGB, KJH)
Sylvan Trio (NBC)
Sylvania Foresters (NBC)
Sylvester Midnight Program (KFUO)
Sylvia (MWR)
Symphoners, The (KMOX)

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Symphonetta (KTUL)
Symphony Orchestra (KFWB, WJBC)
Symphonies, The (N. Y. C.)
Symphonies, The (WGN, WGAR, CKAC)
Symphonettes (KGO-KPO)
Symphonic Band (WCAM)
Symphonic Dramas (FTRD)
Symphonic Echoes (WJJD)
Symphonic Hour, The (WRUF)
Symphonic Hour, The (WAAF, WQXR, WBLI)
Symphonic Hour, Your (WTAM)
Symphonic Interlude (CBS)
Symphonic Jam (WGBI)
Symphonic Matinee (WORL)
Symphonic Moderne (NBC)
Symphonic Mood (CFCH)
Symphonic Moods (WBIL, WOV)
Symphonic Novelties (WVO)
Symphonic Preview (KRNT)

Take It or Leave It (WADC)
Take It or Leave It (KSDK)
Take the Air (KFDB)
Take Time to Be Holy (KRE)
Take Time to Be Holy Hour (KFVD)
Taking Democracy Seriously (WGAR)
Tale of a Town (WDAY)
Tale of Today, A (NBC)
Talent Contest, The Humko (WMC)
Talent Detective (WEVD)*
Talent Discovery Program, WTAG (WTAG)
Talent Foundation, The (WMC)
Talent in Review (WSAY)
Talent on Tap (WBLI)*
Talent Parade (WIBX, WRDW, KERN, WAPI)
Talent Parade, the G. W. H. S. (WBTM)
Talent Program (WCHS)

Talent Quest (KGB, KSEI, WHB)
Talent Scout (WHB)
Talent Scout, The (WCAE, WDAS, KROY, WHB)
Talent Scout Presents (WCL)
Talent Try-Outs (WQAM)
Talented Musicians (KSD)
Tales and Details (KGB)
Tales at Twilight (CJOR)
Tales from an Antique Shop (KPCR)
Tales from Far and Near (CBS)
Tales from Harlem (WMCA)
Tales from Maupassant (CJRC)
Tales from Shakespeare (KGO-KPO)
Tales from the Treasure House (KIRO)
Tales of California (KGO-KPO)
Tales of Courage (NBC)
Tales of Error (CJOR)
PROGRAM TITLES—Continued

Tales of Industry (WDAF)
Tales of Old Virginia (WTAR, WRVA)
Tales of Opera (WENR)
Tales of Terror (CJOR)
Tales of the Emerald Isle (NBC)
Tales of the Far East (KOMA)
Tales of the Foreign Legion (CRS)
Tales of the Frozen North (WGY)*
Tales of the Highway (WKY)
Tales of the Highway Patrol (WKY)
Tales of the Northwest (WGY)
Tales of the Oklahoma Highway Patrol (WKY)*
Tales of the Seven Seas (WHN)
Tales of the Supernatural (KKBY, WAPO)
Tales of the Titans (NBC)
Tales of the Tuna Clippers (RCB)
Talk About Books (WOR)
Talk It Over (KFOR, WGY)
Talk of the Industry (WHN)
Talk of the Town (KIDW, KRL, KROY, WFLA, WABC, WBT, WJAX, WMBH, WKY, KGO-KPO, WAAT, WSYR, WCCO, WCLE, WCOU)
Talk of the Town Jamboree (WSAI)
Talkie, The Rinso (NBC)
Talkie Picture Time (NBC)
Talking Drums (MacG)
Talking of Talkies (CKCA)
Talking Shops (WESG)
Talking Story Book, The (WGPC)
Talking Things Over
Talking Things Over with Katheryn Stone (KFOR)
Talks by Mrs. Roosevelt (NBC)
Talks to Men—Jack Minton (WLAC)
Talks to Teachers (WHO)
Tall Corn Time (IBS)
Tall Story Club (WLS)
Tall Tales (KSL)
Tall Tales of the Timber (WMIN)*
Tallcorn Jamboree (KFJB)
Tally Ho (KGO-KPO)
Talmudic Tales (KCKN)
Talmudic Tales with David Morantz (KMBG)
Tangled Lives (KSTP)
Tango Cabaret (WOW)
Tango Fantasies (WTJS)
Tango Serenade, Don Michael’s (KONB)
Tango Talks, The (KYOS)
Tango Tempo (WFBC)
Tango Time (WISN, KLO, KONO, WAVE, KVOL, KGY, KABC, WHK, WJAG)
Tank Town Follies (KARK)
Tantalizing Tempters (KXRF)
Tantalizing Tunes (KLPM)
Tap Dance Review (KFIO)
Tapestrites of Life (WGBP)
Tapestry of Melody (NBC)
Tapestry of Moods (WWNC)
Tea Party (WJAY)
Tea Reel Folks (WEED)
Tea Reel Tales (WPTF)
Tearzan (RRI)
Teardrop of the Apes (WOR)*
Tasty Krust Boys (KFBI)
Tate’s Cowboy (KGGI)
Tatters and Mule (NBC)
Tattered Man (NBC)
Tattler, The (KMBC)
Tattler Sports Review, The (KMBC)
Taumbean’s Men’s Bible Class (KGER)
Tea in the Town (WHO)
Tavern in the Town (WHO)
Tavern of Tunes (WHBB)
Tea in the Town (WHO)
Tax Problems, Your (WAVE)
Tax Talk (WINS)
Taxation in Wisconsin (WHA)
Tea (JVC)
Taxicab Night Club of the Air (WCKY)
Taximeter Listens (WCAU, WHN)
Taxitunes (WCAU)
Taylor and Kahn (KRRK)
Taylor Made Revue (WCAU)
Tea and Crumpets (WHO)
Tea at the Ritz (CBS)
Tea Chat (KGO-KPO)
Teacup Philosopher, The (KFRC)
Teacup Tunes (KGO-KPO)
Tea Dance (WAVE)
Tea Dance Music (WOR)
Tea Edansant (KGO-KPO, WCFL)
Tea D’ansante (KGW-KEX)
Tea for Two (KABC)
Tea in Studio 2 (KSP)
Tea on the Terrace (CJOC)
Tea Party, The Boston Edison (WEEL)
Tea Room Trio (WPHR)
Tea Table Tete-a-Tete (CBS)
Tea Time (WRGA, WRUF, WNOX)
Tea Time, The California (KGO)
Tea Time at Morrell’s (NBC)
Tea Time Dance Tunes (WEED)
Tea Time Dansante (WRJN)
Tea Time Jamboree (KPH)
Tea-Time Melodies (KPDN, WJR, WHAM)
Tea Time Serenaders (WBZ-A)
Tea Time Tabloid (WCB)
Tea Time Topics (WQAN, WPG, CFRRB)
Teatime Troubadours (CBS)
Tea Time Tunes from Our Turntable Terrace (WCAX)
Tea Time with Nancy Grey (WTMJ)
Tea Timers (KGO-KPO, WEED)
Teachers College on the Air (KGF)
Teachers Holiday (KGO-KPO)
Teaching the Teachers (WGBK)
Team Mates (KGO-KPO)
Tear It Down (KON)
Tech Tattler (KJFO)
Ted and Bobby (KMMJ)
Ted and His Gang (WMAC)
Ted Bateman at the Piano (WCHV)
Ted Brown at the Console (KNO)
Ted Flo-Rito (CBS)
Ted Hiron’s Sportscast (WFLA)
Ted Hiron’s Sports Parade (WFLA)
Ted’s Newspaper Adventures (KCMO)
Teddy Lane of the Air (WJAS)
Tee-Off (KOL)
Teen Age Follies (WGBK)*
Teen Time Tunes (KOBH)
Teeny, Tiny and Tack (WIS)
Tek Music (NBC)
Telatunes Requests (KSD)
Telechats (WMTV)
Telegram Topics (WESG)
Telephone Quiz (KFWB, KSAN)
Telephone Reporter, The (WRVA)
Telephone Troubadours (WATA)
Telephone Tunes (WATR)
Telequiz (KROY)
Tele-Talks (KYOS)
Tele-Topics (KYOS)
Television Flashes (KXBY)
Tell Me a Story (WFAS)

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PROGRAM TITLES—Continued

Tell Me a Story Lady (WDAF)
Tell Mrs. Griggs (WTMJ)
Tell Tale Mike (WHK)
Tell Tale Tavern (WGBI)
Tell Us Your Story (CBS)
Teller of Curious Tales (KHSI)
Teller of Strange Tales (CKCL)
Telling Tales (KEHE)
Telling the World (WBIG)
Temple Bells (KMOX)
Temple of Sacred Songs (WHP)
Temple of Song (WFMD)
Temple Reveries (WBOW)
Tempo Capers (WDNC)
Tempo Changes, The (KARK, WFMD)
Tempo Chango (KIDW)
Tempo di Modernage (KORA)
Tempo for Youth (KEX)
Tempo of Today (CJCA)
Tempo Tempest (KYOS)
Tempo Time and More (WJW)
Tempo Trio (CJBS)
Tempos at Ten (WAIR)
Ten Pin Timers (WBZ-A)
Tempter Detective (WDAF)
Tempters Three, The (KJQI)
Ten Best Sellers (WHN)
Ten Commandments (WCV)
10:45 Club (WHK)
Ten Hundred Melodies (WDAF)
Ten Minute Topics (WQDM)
Ten Nimble Fingers (WGPC)
Ten o’Clock Melody Market (WTMJ)
Ten o’Clock Scholars (WHK)
10 o’Clock Tabloid (KTHS)
10 o’Clock Tunes (WJAY)
Ten Pin Man, The (WHBF)
10:30 Sports Revue (WSB)
Ten-Thirty Telegram (CJCA)
Ten Top Tunes (WMBR)
Ten Torrid Tunes (KRE)
Ten-Tunes, Ten-Minutes (KFAM)
Ten-Twenty-Third (NBC)
Ten-Types of Melody (KFAM)
Ten Wise Guys, The (KABC)
Ten Years Ago Today (WHP)
Ten and Tim (MWR)
Tena Reid Presents (CKNX)
Tennessee Mountaineers (WROL)
Tennessee Playboys Band (WPHR)
Tennessee, The Song Stylist (KSD)
Tennessee Trio (WBT)
Tennessee Valley Players (WROL)
Tennessee Yodeler, The (WBTM)
Tenor and Baritone (CJCA)
Tennin Tattler, The (WCF)
Tenth Inning (WTCN, WBBM, KMOX)
Terhune Dog Drama (KGO-KPO)
Terrible Meek, The (WMCA)*
Terrible Two (WDBO)
Terror by Night (CBS)
Terry and Ted (WBS)
Terry and the Pirates (NBC)
Terry Blackburn, the Playwright Chef (WFBR)
Terry Regan, Attorney-at-Law (NBC)
Tese Tales (KFUO)
Test of Time (WSGN)
Testimony Broadcast (WMCI)
Tex and Ginger (KQV)
Tex & Tony (KGNO)
Tex Owens (KMB)
Tex Terie (WSBT-WFAM)
Texans (WHEB, WOAI)
Texas Jack Schneider’s (KVOY)*
Texas Broncho Buster (WPHR)
Texas Buckaroos, the (KGL)
Texas Cowboy, The (KGL)
Texas Cowgirls (KGO)
Texas Dates and Places (KTS)
Texas Drifters (KFXR)
Texas Entertain (KTAT)
Texas Farm & Home Program (WFAM)
Texas Fire-Chief (CBS)
Texas History Sketches (WOAI)
Texas Kid, The (KPY)
Texas Outlaws (KGFL)
Texas Plainsman, The (WTJS)
Texas Play Boys (WEXL)
Texas Ramblers (WOAI, KGFJ)
Texas Rangers, The (KMB)T
Texas Roundup (WJ)
Texas Toby (KVGB)
Texas Treasures (WOAI)
Texas Viewpoints (KGK)
Texas Weekly, The (WOAI)
Texas Wonders (KVOL)
Texcomo Forum (KLUP)
Thanks for the Memory (KIO)
That Couple Next Door (KDON)
That Morning Bugle (WSBT-WFAM)
That Old Song (KLO)
That Radio Man (KGMB)
That Reminds Me (KGFJ)
That Was the Time (KXRO)
Thatcher Colt (NBC)
That’s for the Day (WCLA)
That’s Life (NBC)
That’s My Job (WHAM, WRC)
That’s Odd! (KTAT)
That’s Paris (CBS)
That’s That (KNOW)
That’s What They Said (KALE)
That’s What You Think (CFRN)
The Dansant (CJBR)
Theatre-aire, The (WHBF)
(Theatre Brightlights (KROC)
Theatre Calendar (WRJ)
Theatre Calendar of the Air (WNOX)
Theatre Club of the Air (WOR)
Theatre Comique (KOIL)
Theatre de Chez-Nous, Le (CKAC)
Theatre Digest (WLW)
Theatre for the People (WGES)
Theatre Forum (NBC)
Theatre Guide, The (WINS, KGPF)
Theatre Guide, Winnep’s (CJRC)
Theatre Guild (WINS)
Theatre Guild Mystery Plays (WJNO)
Theatre Matinee (CBS)
Theatre of Music (KGMB)
Theatre of Romance, The (WMMAC)
Theatre of the Air (KTUL, WB)
Theatre of the Air, The Federal (KRD)
Theatre of the Air, The WFL (WFL)
Theatre of the Air, WSO (WOS)
Theatre of Today (CBS)
Theatre of Youth (KPPC)
Theatre Players, The Baker (KIO)
Theatre Presents, The (WEAF)*
Theatre Preview (CJOC)
Theatre Programs (NBC)
Theatre Review, The (WR)
Theatre Revue (CFCJ)
Theatre Row (WOL)
Theatre Spotlight (CJRC, KIO)
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Twenty Fingers of Rhythm (KTUL)
Twenty Fingers of Sweetness (KDKA, WISN)
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Valley Radio Chapel (KRGV)
Valley News (CHWK)
Valley Rangers, The (WSGN)
Valleymore Hillbillies (KFIO)
Vallis Trio (WOAI)
Value Varieties, The (KYOS)
Van Teeters, The (RRI)
Vanilla and Chocolate Drop (WTJS)
Vanished Voices (CBS)
Vanishing New Yorkers (WMCA)
Vanities of the Air (WHB)
Vanity Box (WHKC)
Vanity Fair (NBC)
Variations (WJJD)
Variations in Rhythm (WROK)
Variations on Youth (WFBR)
Varied Voices (WMCA)
Varieteers, The (WPTF)
Varietes Classiques (CJBR)
Varietes Internationales (CJBR)
Varietes Laurentiennes, Les (CJBR)
Varietes Universelles (CJBR)
Varieties (KFIZ, WCAO, WOMT, CJC)
Varieties, Carrier's (IBS)
Varieties, The Colorado College (KVOR)

Varieties, The Levis (CHRC)
Varieties, The McCormick-Deering (KGLO)*
Varieties, The Mistletoe (WKY)*
Varities, The RCA Radio-thon (NBC)
Varieties, The Sidenfaden (KFEQ)
Varieties, The WBIG (WBIG)
Varieties, Harry Cooke's (CKMO)
Varieties, Westinghouse (KIBM)
Varieties Revue (KSLM)
Variety Brevities (KIUP)
Variety Clock (WHK)
Variety Club (WMBC)
Variety Fair (WAVE)
Variety Features (KSD)
Variety Headlines (KEHE)*
Variety Half Hour (WPOI)
Variety Hour (WAPI, WHO, KFUO, WSPA, KFNF, WOR)
Variety Hour, The Palladium (WEAP)*
Variety Hour, The WFLA (WFLA)
Variety in Rhythm (WBAP)
Variety in Swing (KGLU)
Variety Matinee (KIN)
Variety Musical Parade (WRUF)
Variety Night (KTUL)
Variety Parade (WCLC)
Variety Party, The KSRO (KSRO)
Variety Revue (WHB)
PROGRAM TITLES—Continued

Variety Shop—Judy Jene (KFPW)
Variety Show (CFCY, CHAB, CJAT, KRNR, WHB, WOW, WSGN)
Variety Show, Harry Musgrave’s (KTFI)
Variety Show, WFLA (WHBB)
Variety Show, WHBB’s (WHBB)
Variety Show of the Air (KRNR)
Variety Time (KFJB, KTVN)
Variety Times (WRUF, WLW)
Variety Trios, The (CKWX)
Variety with Vares (WEDC)
Variety Workshop (CBS)
Variety’s (WNOX)
Varneys, The (WCAO)
Varsitee’s Quartet (KDKA)
Varsity Club of the Air (WEBE)
Vassar Collegiate Reporter (WIP)
Vassar Funsters (KGFI)
Vassar Hour (WRUF)
Vassar Show, The Pontiac (NBC)
Vassar Speaks (CKCL)
Vassar Time (CJOR)
Vassar Varieties (CBS, CJRC, KIEM)
Varsity Vespers (WDAS)
Vase Family (WMAQ)
Vassar Chocolates Girl (KOA)
Vaudville of the Air (WRJN)
Vaudville Theatre, The (WAAF)
Vaudville Varieties (CFCN)
Vaughn de Leath (NBC)
Vedettes de la Chanson Francaise (CBM)
Vedettes Parisiennes (CJBR)
Velvet Rendezvous (WSJS)
Velvet Tones (WBOW)
Velvet Varieties (KMOX)
Velvet Violin (WAIR)
Velvet Violins (KLZ)
Velvet Voice, The (WSJS)
Velvet Voices (NBC)
Velveteers (WTAM)
Velvo Melodies (WBZ-A)
Vendetta (KFWB)
Vender o’ Poems (KOY)
Venetian Vagabond (KMPC)
Venetians (WTAM, WFLA)
Vera Wood Program, The (NBC)
Vermont Lumber Jacks (NBC)
Vermont Symphony Orchestra (WSYB)
Versatillians (KFAB)
Verse and a Song, A (WLAC)
Verse-Speaking Chorus (WFLA)*
Verse, Violin and Voice (WSPA)
Very Truly Yours (KSRO)
Vesper Chorale (WICC)
Vesper Hour (KRE, WCBS, KANS)
Vesper Meditation (WKZO)
Vesper Melodies (KLZ)
Vesper Psalmist, The (KFVD)
Vesper Reveries (KGNF)
Vesper Service (WRUF)
Vesper Service for Dutch Listeners (WAWZ)
Vesper Service from Hollywood (CBS)
Vesper Services (WCHV)
Vesper Singers, The (WCM)
Vesper Song (CFRN)
Vesper Voices (KLZ)
Vespers (KHS)
Vespers, Vickland’s (WMRD)
Vespide (KOL)
Vest Pocket Varieties (KGO-KPO)
Vestradamas (WCAM)
Veterans Campfire (WNWE)
Veterans’ Forum (WHO)
Veteran’s Jubilee (KGW-KEK)
Vi ‘n’ Tony (CKOC)
Vibraphobia (KONO)
Vibraphone Melodies (CFCN)
Vibraphone Serenade (WMFO)
Vibratin’ (WATR)
Vic and Sade (NBC)
Victor Herbert Opera Series (NBC)
Victorian Ensemble (WMC)
Victrola Hour, RCA (KGDM)
Vie Francais, Le (KJFZ)
Vienna Dreams (WTMV)
Viennese (WSYR)
Viennese Echoes (KGO-KPO)
Viennese Ensemble (WENR, WTAM)
Viennese Melody (KOL)
Viennese Sextet (CBL)
Vieux Poulalla, Le (CBF)
Vigilant’s Interviews (KABC)
Views and Reviews from the Bookshelf (WCAX)
Views of Local News (WHBF)
Views of the News (WMCA, KRRK)
View of the News, Harry W. Flannery (KMOX)
Views on the News (KMOX)
Vigilantes, The (WCLE)
Vigilantes Ride Again, The (KGIR)
Vignettes (WOR)
Vignettes of Life (WLAC)
Vignettes of Romance (WQAM)
Village Boys, The (CHRC)
Village Choir (KFRU, WSYR, KMBG)
Village Crier (WNWC)
Village Green, On the (CBS)
Village Nutsmith, The (WBZ-A)
Village Parson, The (WBIG, KQV)
Village Pastor (CKAC)
Village Strollers (WSAY)
Village Vignettes (WFIL)
Villeros Allegrass (KQRA)
Vince “Blue” Mondi—One-Man Band (WINS)
Vindicators (WENR)*
Vine Street Varieties (WHB)
Viocellano (KTUL)
Violin Encores (WQXR)
Violin in the Night (WTAM)
Violin Miniatures (WILL)
Violin Reveries (CBO)
Violin Virtuoso, The (WPHR)
Violon Hongrois, Le (CJBR)
Virginia Aces, The (WRVA)
Virginia Dare Hour Party (WHO)
Virginia Fair Entertains (CBM)
Virginia Farm and Home Hour (WRVA)
Virginia in the Arts (WRVA)
Virginia Lane (KPO)
Virginia Lee and Sunshine (NBC)
Virginia Legislative Forum (WRVA)
Virginia Players (WCHV)
Virginia Vagabonds, The (WPHR)
Virginia Weekly on the Air (WRVA)
Virgilians, The (WSAI, WLFW)
Virtuosites (CJBR)
Visibility Unlimited (MWR)
Visions of Italy (WHOM)
Visit to Aunt Kate’s Cottage, A (WFOY)
Visit to Poland (WFLB)
Visit Variety Hall (WWSW)
Visiting Microphone (CKY)
Visit with the Happys, A (WTIC)
Visiting the In-Laws (WNYC)
Visiting with Captain Dobbs (KGO-KPO)
Visiting with the Famous (WMAL)
Visiting with Uncle Bill (WAAW)
Visitor Looks at America (CBS)
Vita Gold Qiang, The (KNOW)
Vital Statistics (KWTO)
Vital Vegetables (CBS)
Vitality (WABC)*
Vitamin Varieties (CFAC, CJCA)
Vocalettes (JCOP)
Vivian Vorden's All-Girl Orch. (KONO)
Vocabulary Building (WTIC)
Vocal Art Trio (CBS)
Vocal Contrasts (CJCA)
Vocal Gems (WTAG, KHSL)
Vocal Harmonies (KALB)
Vocal Interlude (CJRC)
Vocal Parade (WVFW)
Vocal Symphonies (WHB)
Vocal Harmony (KARK)
Vocal Variations (WCAX, WTHT, WTOL)
Vocal Varieties (CJCA, KCRJ, WLW, KIDW, WVFW, WMBO, KWTO, WHB, WLW, CFGP)
Vocal Varieties, Dodd's (WMBO)
Vocal Vignettes (CKBI)
Vocal Visions of Yesterday (KYOS)
Vocal Vues (NBC)
Vocal-aires (CKTB)
Vocalists (KRBC)
Vocalettes (WKBW)
Vocalisms (KRSC)
Vocalists and Orchestra (NYBS)
Vocalities (CRCY, KFYO)
Vocalities (KABC)
Vocalizations (WTJS)
Vocally Speaking (CFAC)
Vocational Agriculture (KGO-KPO, WHK)
Vocational Guidance (KMBC, WHK, WXYZ)
Vocational Guidance Series (WOI)
Vocational Opportunities (NBC)
Vocational Problems (KFDY)
Voce Italica, La (WEDC)
Vod-Air-Vil (KGFI)
Vogues and Vagaries (WGH)
Vogues in Melody (WGH)
Vogues in Vocalisms (WFAB)
Voice and a Violin, A (CJRM)
Voice and the Organ, The (KMA)
Voice Behind the Mike (KHQ)
Voice from the Tower (KBIX)
Voice in the Old Village Choir, The (WABI)
Voice in the Wilderness (WPHR)
Voice of American Women (KWJJ, KGW-KEX)
Voice of Ann Hoyes, The (KCMO)
Voice of Carelessness (WWBM, WBS, WMAQ, WWJ, WGIL)
Voice of Columbus (CBS)
Voice of Conversation (WHBF)
Voice of Cookery (WCFL)
Voice of Duluth, The (WEBC)
Voice of Experience (NBC)
Voice of Fashion—Beauty on a Budget (WICC)
Voice of Fashion—How Smart Are You? (WICC)
Voice of Firestone (NBC)
Voice of Gold (KFOR)
Voice of Good Health, The (KTRI)
Voice of Government (KRI)
Voice of Grace (KWLK)
Voice of Greece, The (WORL)
Voice of Hawaii, The (NBC)
Voice of Health (WIP)
Voice of Heart (WMBC)
Voice of Hollywood, The (KNX)
Voice of India, The (KTUL)
Voice of Inspiration, The (CKY)
Voice of Iowa, The (WMT)
Voice of Israel (WMEX)
Voice of Jerusalem (WMCA)
Voice of Jewish Knowledge, The (WRAX-WPEN)
Voice of Kansas City (WHB)
Voice of Kitchen Freedom (CFAC)
Voice of Labor (KWJJ, WHK)
Voice of Love (WWBM)*
Voice of Masonry (WSOC)
Voice of Methodism (WTCN)
Voice of Montecatini (WOV)
Voice of Morning Worship (KELA)
Voice of Motordom (KFI)
Voice of Music (CJRC)
Voice of Niagara (CBS)
Voice of Ohio (WGAR)
Voice of Opportunity (KFVD)
Voice of Organized Labor (KIEM)
Voice of Pan (KGO-KPO)
Voice of Pimlico (WFRB)
Voice of Public Opinion, The (KVOD)
Voice of Progress (WGRC)
Voice of Romance (WAIM, JVG, CKMO)
Voice of St. Louis, The (KMOX)
Voice of Safety (WHB)
Voice of Santa Anita (KFWB)
Voice of Scriptures (WOL)
Voice of Stamps (KSF0)
Voice of Temperance (WSOC)
Voice of the Apothecary (WNAC)
Voice of the C.C.C., The (WPHR)
Voice of the City (WHN)
Voice of the Community, The (WNAC, WCOP)
Voice of the Consumer (WDRC)
Voice of the Crusader (CBS)
Voice of the Exposition (KSFO)
Voice of the Farm (WGY)*
Voice of the Feedlot (WLS)
Voice of the Future (WFMD)
Voice of the Harp (WGR)
Voice of the Heart, The (WHOM)
Voice of the Kitchen, The (KTFQ)
Voice of the Legion (WSYR)
Voice of the Library (WFBL)
Voice of the Market Place (CJJC)
Voice of the Motor City (WRJ)
Voice of the Motorist (WHP)
Voice of the News (KLZ)
Voice of the Night (WEOA, KYW)
Voice of the North Iowa Press (KGLO)
Voice of the Organ (WBZ-A)
Voice of the Organ, The (CFJC)
Voice of the People (WRR, KWTN)
Voice of the Police, The (WEED)
Voice of the Public (KGGM)
Voice of the Public Schools (KFOR, KRBC, WHBF)
Voice of the Soul, The (WRAX-WPEN)
Voice of the Southland (WRR)
Voice of the Stars, The (WJBC)
Voice of the Street (WJAG)
Voice of the Strings (WSPA)
Voice of the Theatre (WMBR)
Voice of the Trapline (KMMJ)
PROGRAM TITLES—Continued

Voice of the Trumpet (WHEB)
Voice of the Unemployed (WCNW)
Voice of the Violin (WCHV)
Voice of the Week (KGGM)
Voice of 1,000 Shades (CBS)
Voice of Today, The (KTSM, WEAU)
Voice of Truth, The (WSGN)
Voice of Wisconsin (WHA)
Voice of Wisdom, The (KMPC)
Voice of Yesterday (KFPY)
Voice of Your Advisor (WFAS)

Voice of Youth (WCBA-WSAN)
Voices (NBC)
Voices & Tunes of Yesterday (WSNJ)
Voices for Peace (WMCA)*
Voices from Other Lands (WNJ)
Voices of Hot Springs (KTHS)
Voices in the Night (NBC)
Voices of Praise (WDEL)
Voices of the Past (WQXR)
Voices of the Street (WLTH)
Voices of the World (KFWB)
Voices of Tomorrow (KMOX)

Voices of Yesterday (WHN)*
Voices Out of the Sky (WHN)
Voices That Mean Dollars (CJOR)
Voices You Know (CHML)
Voisins (CKAC)
Volunteer Organist (WMCA)
Volunteers Service (NBC)
Vox Etheria (WSB)
Vox Pop (KTRH, KOCA)
Vox Pop, The Detroit (WJBK)*
Vox Pop Junior (WGAR)
Vox Preferes (CJBR)
Vox Pup, The Voice of Man's Best Friend (CJRC)

WBNY's Kiddies' Karnival (WBNY)
WBZ Presents (WBZ-WBZA)
WCLO Rhythm Review (WCLQ)
WDAE's Church of the Air (WDAE)
WEAI Goes to a Party (WEAI)
WELE Does the Town (WELI)
WFDW Blues Chasers (WDFD)
WFDW Musical Clock (WDFD)
WGST Tea Party, The (WGST)
WHAM and Egg Club (WHAM)
WHAM Billies (WHAM)
WHAM Light Opera Company (WHAM)
WHB Better Housing Programs (WHB)
WHB Musical Clock (WHB)
WHB Sunrise Show (WHB)
WHEC Presents (WHEC)
WIP Homemakers' Club (WIP)
WJR Presents (WJR)
WLW Mail Bag (WLW)
WMFG Stock Company (WMFG)
WOOD Presents (WOOD-WASH)

WP A Report Program (NBC)
WRJN Presents (WRJN)
WSAI Openers (WSAI)
WSAI Revue (WSA1)
WSB on Wheels (WSB)
WTHT Visits (WTHT)
WWNC Theatre (WWNC)
Wabash Moon Girl (KBST)
Wadsworth Program (NBC)
Wagon Wheels (CJCA)
Wagons West! (KFAC)
Waikiki Islanders (WCAX)
Waikiki Serenaders (KFNF)
Waikiki Swing, Don Carr's (WSPR)
Wake Up (KOA)
Wake Up and Laugh (WSAY, WCAW, WCDL)
Wake Up and Listen (KBMR, KDON, WKBZ, WDOD)
Wake Up and Live (WORL, WTRC, CKY, WCLS)
Wake Up and Live Broadcast (WTMV)
Wake Up and Stand (WTBO)
Wake Up and Sing (WSAY, CFJC, CKCL, CKX, KVOO, WJR, WTAM, WCLE)
Wake Up and Sing Club (WMCA)

Wake Up and Smile (WCAU, KDYL)
Wake Up and Swing (WCEU, WHB, WCAZ)
Wake-Up Melodies (KVOR)
Wake Up, Wilkes-Barre (WBRE)
Wake-Uppers, The (KMOX)
Waker Upper (WNOX)
Waker-Upper Program (KGM)
Waker Uppers (KFJZ, KPDB)
Walberg Brown String Quartet (NBC)
Walk of Life (WBIG)
WalkaShow, The (WCFL)
Walker Family, The (JBS)
Walker-Over Cavaliers (WDAF)
Walkover Girl (WFLA)
Walks and Talks with Masters of Music (KJW)*
Wallace Silversmiths (NBC)
Wallen Players, The (WDAS)
Walter B. Pitkin Interview (WINS)
Walter Dawley's Organ Melodies (WTIC)
Walter Kimble at the Console (WDBO)
Walter Logan's Musciale (WTAM)
PROGRAM TITLES—Continued

Walter Winchell (NBC)
Walther League Forum (KFUO)
Walther League Messenger Preview (KFUO)
Walther League News Review (KFUO)
Walzi! (WLNI)
Walzt Album, The (WCAB, WIP)
Walzt and Swing (WTBO)
Walzt Waltz While (WTJS, CHAB)
Walzt Dreams (CBS)
Walzt Favorites (NBC)
Walzt in Springtime (KDFY)
Walzt in Swingtime (KMTR)
Walzt Interlude (KGO)
Walzt Is On, The (WGY)
Walzt Serenade (WTIC, CHAB)
Walzt Time (KGO-KPO, WDCY, KASC, WPHR, KHSI, WFL, WFMFD, WISN, WHB, KFXJ, WEAN, KGO, KLZ, WSAU, KOL, WQXR, WBBC)
Walzt Troubadours (WFADA)
Walzt with Me (WJAG)
Walzters, The (WIL)
Walztes from the Past (KRE)
Walztes from Vienna (WIRF)
Walztes of the World (CBS)
Walzing Strings (WDBO)
Walzing with Wayne (CKCL)
Wanderer, The (KIRO, WOW, KOIN, KFED, WGBI, WFWF)
Wanderers, The (WBZ-A)
Wanderers of the Wasteland (WBTM)
Wandering Around Little Old Broadway (NBC)
Wandering Bard, The (NBC)
Wandering Boy (CBS)
Wandering Cowboy (KVI)
Wandering Cowboys (WBT)
Wandering Gypsy, The (WORL)
Wandering Melody Man (WHEB)
Wandering Microphone (KPKN)
Wandering Minstrel, The (WBAL, WWVA, WCCO, KGO-KPO)
Wandering Minstrel, The Windex (WCCO)
Wandering Troubadour (KPDN)
Wandering Troubadour (WBRB)
Wandering Vagabond, The (WELL)
Wandering Vagabonds, The (WXXZ)
Wanderlust (WWJ)
Wanna Club (WSAZ)
Want a Job? (WSAU)
Want Ad Sketch (WWJ)
Want Ad Spotlight (IBS)
Want Ads (KGM)
Wanta Write a Play? (KVO)
Wanted—A Job (KDFY)
Wanted—By the Law (KPO)
War Games Series (NBC)
War Propaganda Exposed (IBS)
Warblers, The (KTAT)
Ward's Native Hawaiians (WTJS)
Ward's Popular Serenaders (WTJS)
Warning Signals (WMCA)*
Washboard Band (KMPQ)
Washboard Rhythm Makers (WAPO)
Washday Revue (KFBK)
Washington Letter (WJAG)
Washington Merry-go-Round (WOR)*
Washington Roundup (NBC)
Washington Speaks (WOL, WOAU)
Washington Speaks (Man on Street) (WOL)
Washington Woman's Radio Hour (KOL)
Waste of Time, The (WBR)
Wastebasket, The (WJAS)
Watch the Clock (KTOK)
Watch the Fun Go By (CBS)
Watch Tower Service, The (CKMO)
Watch Your Step (WDAE)
Watching the Clock (KLB)
Washington (WMCA)*
Water for the Reporter (KGB)
Waterfront Wayside (WLW)
Watson Sewing Circle (WMBH)
Wattle, the Magnificent (WHN)
Wattles the Magnificent (WHN)
Watt's the Answer? (WMMN)
Waves of America (NBC)
Waves of Rhythm (KCLU)
Waves of Romance (NBC)
Way Back When (KGO-KPO, KVOR, KDKA, WLO, WATD)
Way Down East (WBS)
Way Down Home (NBC)
Way Down South (KPA)
Way of Living, A (WATR)
Way of Things (WHN)
Way Out West (KONO)
Way to a Man's Heart, The (NBC)
Way to Progress (KELD)
Wayward Men (WABC)*
Wayne & Dick (WCLB)
Ways with Webster (KAST)
Wayside Chapel (WMBD)
Wayside Cottage (CBS)
Wayside Inn (NBC)
Wayside Neighbor, The (CKCL)
Wayside Theatre, The (WWSW)
We Americans (WHK)
We and Our Government (WVD)
We Are Four (WGN)
We Are in the Money (KFO)
We Are Only Human (WIBC)
We Can Prove It (KMOX)
We Carry Manhattan (WHN)
We Have With Us (WHEC)
We Heard (KGAR, KTUC, WZD, WJMS)
We Heard Today (WEBR)
We Like Mountain Music (WDOD)
We Live Again (WLO)
We Live to Learn (KTUL)
We Old-Timers (WWJ)
We Play 'Em, You Guess 'Em (WMBC)
We Present (KFOR, WGY)
We Present Another (WCKY)
We Salute You (KFVS)
We Shall Have Music (WWSW)
We Take You Now To America (NBC)
We, the Kids, Derby (DTSA)
We, the People (NBC)
We, the Students (KAND)
We, the Wives (WBBM, WGN)
We, the Women (KFA)
We Three (KFEQ, WO-WGL)
We Want a Touchdown (Mutual)*
Wealth of Harmony (CJOC)
Weather Producers of the Inland Empire (KFPY)
Weary Blues (KLRA)
Weather Eye, The (WINS)*
Weather Man Speaks, The (KONO)
Weather Master, The (WCTN)
Weather Prophet, The (KSL)
Weatherman (WHB)
Weaver of Dreams (KFA, KMPQ, WTMJ)
Weaver of Tales (WHN)*
Weavers of Melody (KOA)
Web of Dreams (KCN)
PROGRAM TITLES—Continued

Weber and Fields—Webster Program (NBC)
Wedding Anniversary Program (WDAF)
Wedding Bells (WHB, WSJS)
Wedding Bells and Blessed Events (WSYR)
Wedding Dress Revue (KCRC)
Wednesday Evening Varities (WMMN)
Wednesday Matinee, The (WPEN, WHAS, WTIC)
Wednesday Midnighiter (WSM)
Wednesday Night at Ten (KGMB)
Wednesday Serenade, A (KTBS)
Wee Drap o' Scrotch, A (CJLS)
Week in Review, The (CKSO, WAPI, WBAL, WBBM, WAPI, WBNS, WJIM)
Week in Reviews (KPDN)
Week in Sports, The (WRUF)
Week in the Theatre, The (WQXR)
Weekend Club, The (CJRC)
Weekend Dancing Party (KGB)
Weekend Express (WIP)
Week-End Frolics (WMC)
Weekend News Review with Gabriel Heatler (NBC)
Weekend News Reviews (UP)
Weekend Potpourri (WBAM)
Weekend Review, El Toro (NBC)
Weekend Revue (WBTM, WENR, CKCK)
Weekend Safety on the Highway (WIS)
Week-End Serenade (KLZ)
Weekend Special (CBS)
Weekend Varieties (WIP)
Weekenders (CBS)
Weekend's End (WFBC)
Weekend H Club Review (KFMY)
Weekly News Digest, The (WHO)
Weekly Newspaper for Boys and Girls, The (KFYR)
Weekly Reader, The (CJRC)
Weekly Reviewing Stand (WBRY)
Weekly Song Sheet (CBM)
Weekly Sports Review (CFCY)
Week's News in Review, The (WBT, WTMJ)
Weibels Health Club (KCRC)
Weigh In, The (WSGN)

Weenie Schnitzel and His Pretzel Benders (CKNX)
Welcome Lewis (WABC)*
Welcome, Neighbor (KAU, WOR)
Welcome Singer, The (WORL)
Welcome, Stranger (KAWN, WBT, WMBG, WMBD, WMT, KITE, WPTF)
Welcome Sunday (WKRC)
Welcome to Anderson (WAIM)
Welcome to Tulsa (KTUL)
Welcome Wagon (WAIM)
Welfare Reporter (WINS)
Well Babies and Children (CBS)
Well Dressed Woman (KGO-KPO)
Well Groomed Men (NBC)
Welliesley Townsman on the Air, The (WCOP)
Wells of Music (KOA)
Wendell Hall (WPFR)
Wendall Hall, the Red-Headed Music Maker (NBC)
We're Glad You're Here! (WSPA)
We're Stepping Along (CBS)
Werewolf (WMCA)
Wesley Prudden's Little Country Church (KGHI)
Wesleyan Juniors (KSAL)
West End Story Tower (WCSC)
West of Cheyenne (WLW)
West String Ensemble (KOIL)
West Texas State College Hour (KGNC)
West Virginia Mountain Boy (WHJB)
West Virginia Mountaineers (KRKD)
Westchester Remembers When (WFAS)
Western Agriculture (KGO-KPO)
Western Artiste Series (KGO-KPO)
Western Drifters (KWBG)
Western Education Forum (KGO)
Western Farm and Home Hour (KGO-KPO)
Western Frontiers (CRE)
Western Harmoners (WCNW)*
Western Music (KHSL)
Western Ramblers (WRGC, WMFF)
WESTern Round-Up (WEST)
Western Sandwich a la Music (CJLS)
Western Singers (WGR)
Western Trails (KDKA)
Western Wizards (WSPA)
Western You (WORL)
Westernaires, The KOA)
Westerner, The (KUA)
Westerners, The (KMB)
Westward Hol (KFOR)
WESTer Welcome (KFPY)
We've a Date for... (CFRN)
We've Got Your Number (WHEB)
Whaling We Must Go, A (NBC)
What A Fix! (WKZO)
What Are You Doing Tonight? (WBZ)*
What Are You Reading? (WELL, WDAN)
What Can I Do? (WBBM)
What Can You Do? (WSAL)
What Congress Did Today (CBS)
What Do You Know? (WIRE, KLO, WIND)
What Do You Know About America (WMCA)
What Do You Know About the Bible (WBT)
What Do You Think? (WOAI, WGR, WABI, KFEQ, WMFJ, WBAM, KFRC, WCCL, WMCA, WTOL)
What Do You Want to Know (NBC)
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<td>Your O G &amp; E Program (WKY)</td>
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<td>Your Opinion (KTAT)</td>
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<td>Your Organization (WBB)</td>
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<td>Your Owensboro and Our (WQMI)</td>
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<td>Your Parlor Playhouse (WGN)*</td>
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<td>Your Personal Shopper (KBIX, WQAM, KLZ)</td>
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<td>Your Problems and Mine (WATT)</td>
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<td>Your Program (KGO-KPO, KVOR, CKCW)</td>
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<td>Your Pronouncer (KFWB)</td>
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<td>Your Radio Review (KGW-KAX)</td>
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<td>Your Requests (WBNX)</td>
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<td>Your School Parade (WSVA)</td>
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<td>Your Showtime Topics (WTJS)</td>
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<td>Your Station and Mine (WHAI)</td>
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<td>Your Stroller on the Street of Dreams (WTJS)</td>
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<td>Youth and the World (KYW, WBFR)</td>
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<td>Youth Challenges (WKST)</td>
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<td>Youth Crusade (WBG)</td>
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Youth Finds Itself (NBC)  Youth of Duluth, The (WEBC)
Youth Forum (WBRB)  Youth of the World (NBC)
Youth Hour (WRDW)  Youth on Parade (FTRD)
Youth in Music (WTAG)  Youth on Wings of Song, Rochester (WHAM)
Youth in the Modern World (KLZ)  Youth Parade (WGY)*
Youth in the News (WIP)  Youth 'Round the World (WCFL)
Youth Intervenes (CRCY, CBL, CBY)  Youth Sketches (KFUO)
Youth Looks Ahead (WHA)  Youth Speaks (WJR, WCQL, WIBX)
Youth Meets Government (NBC)  Youth's Round Table of Current Events (KTFI)
Youth of Duluth, The (WEBC)  Youth's Science Parade (WBNS)
Youth of the World (NBC)  Yvonne and the Off Beats (WBNS)
Youth on Parade (FTRD)  Za Zoo Zology (WIBC)
Youth on Wings of Song, Rochester (WHAM)  Zeke and Andy (KFH)
Youth 'Round the World (WCFL)  Zeke & His Saddle Pals (KWTO)
Youth Sketches (KFUO)  Zeke and Zeb (WJRD)
Youth Speaks (WJR, WCQL, WIBX)  Zeke Manners' Gang (WMCA)
Youth Time (WHK)  Zeke Smart (WJAY)
Youthful Loveliness (WEEI)  Zeke's Gazette (WJAY)
Youths' Opportunity Program (WEAN)  Zephyrs (CBS)
Youth's Round Table of Current Events (KTFI)  Zero Hour, The (IBS, WPG)
Youth's Science Parade (WBNS)  Ziegfeld Follies of the Air (CBS)*
Yvonne and the Off Beats (WBNS)  Zig and Zag (KOL)
Za Zoo Zology (WIBC)  Zion Four (KRBC)
Zac and Zeb (KROC)  Zionist Program (WINS)
Zada—Pet's Brown Mule (WOPI)  Zip and Old Timer (KTUL)
Zampecini Concerta (WDEV)  Zip Bentley's Zippers (WDRC)
Zany Family, The (CBS)  Zither Tunes (WJAX)
Zarephath Bible Seminary Chorus (WAWZ)  Zollie Gand (KSLM)
Zeb Turner's Mountain Men (WJIM)  Zoo Antics (KLRA)
Zphericus Concerta (WDEV)  

**CHECKING PROGRAM TITLES**

The legal status of program titles has been defined thus by Francis Gilbert (Variety Radio Directory, Vol. I, page 306): "Names or titles used in connection with these programs are of the same general nature as the titles to theatrical, motion picture or other forms of entertainment, and as trade marks or trade names used in connection with merchandise."

In checking new program titles, the foregoing title lists should be consulted first of all. Thereafter the titles should be checked against lists of: 1) motion picture titles; 2) plays and dramatic works; 3) books; and 4) short stories. This is the minimum number of checks which should be made in all cases. Motion picture and similar title lists are available in most public libraries.

Radio stations, transcription producers, and program builders are invited to send any new program titles to the Variety Radio Directory as soon as they are created, in order that further duplication may be avoided.
SHOWMANSHIP AWARDS

Special Citations, Survey Supplement, Made Under 12 Different Categories

RECOGNITION IN SPECIAL GROUPS

Annual Follow-up to City-By-City Rankings Designates Leading Examples of Station Showmanship Under Various Types of Station

DATA

- Showmanship is a calculated effort. It has nothing to do with eccentricities or creations and impractical ideas.

ECCENTRICITY IS DISCOUNTED

Showmanship in its best form is apt to be conspicuous with prestige. Vuarness's annual survey and those percentages carried particularly disregard anything that might be considered irresponsible publicity-seeking.

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# PRODUCTION

## VARIETY SHOWMANSHIP PLAQUES

Since 1933 VARIETY has made periodic (usually annual) surveys of the local showmanship displayed by radio stations. These surveys have been restricted to cities where two or more radio stations operate in commercial competition.

An outgrowth of the surveys is the newer annual award of showmanship plaques (see facing page for facsimile reproduction) which were presented in 1936, 1937, and 1938, to the stations under the categories listed below (brackets indicate duplicate awards in any given year):

### SPONSOR AWARDS

- **1938**
  - Atlantic Refining Co. (for "good taste in radio commercials").

### PROGRAM ORIGINATING STATION

- **1938**
  - WLW, Cincinnati, O.

- **1937**
  - WXYZ, Detroit, Mich.

- **1936**
  - WLW, Cincinnati, O.

### PRESTIGE SUBSIDIARY STATION

- **1938**
  - WTIC, Hartford, Conn.

- **1937**
  - WOW, Omaha, Neb.

- **1936**
  - KSL, Salt Lake City, U.

### FARM SERVICE STATION

- **1938**
  - WSM, Nashville, Tenn.

- **1937**
  - KMMJ, Grand Island, Neb.

- **1936**
  - WHAM, Rochester, N. Y.

- **1936**
  - WHAS, Louisville, Ky.

### NETWORK-OWNED STATION

- **1938**
  - KNX, Los Angeles, Calif.

- **1937**
  - WBT, Charlotte, N. C.

- **1936**
  - KMOX, St. Louis, Mo.

### NEWSPAPER-OWNED STATION

- **1938**
  - WWJ, Detroit, Mich.

- **1937**
  - WDBJ, Roanoke, Va.

- **1936**
  - WFAA, Dallas, Tex.

- **1936**
  - WKY, Oklahoma City, Okla.

### PART-TIME STATION

- **1938**
  - No award.

- **1937**
  - No award.

- **1936**
  - WHB, Kansas City, Mo.

### FOREIGN-LANGUAGE STATION

- **1938**
  - WOV, New York City.

- **1937**
  - CKAC, Montreal, Que.

- **1936**
  - WBNX, New York City.

### SOCIAL SERVICE STATION

- **1938**
  - WHA, Madison, Wis.

- **1937**
  - KSTP, St. Paul, Minn.

- **1936**
  - WSM, New Orleans, La.

### SPORTS STATION

- **1938**
  - No award.

- **1937**
  - No award.

- **1936**
  - WIND, Gary, Ind.

### NATIONALLY EXPLOITED STATION

- **1938**
  - WOR, New York City.

- **1937**
  - WFBR, Baltimore, Md.

- **1936**
  - WCKY, Cincinnati, O.

### COMMUNITY EXPLOITED STATION

- **1938**
  - KVOR, Colorado Springs, Colo.

- **1937**
  - WGN, Chicago, Ill.

- **1936**
  - KFPY, Spokane, Wash.

### CANADIAN STATION

- **1938**
  - No award.

- **1937**
  - No award.

- **1936**
  - CFRB, Toronto, Ont.
PROGRAM POPULARITY POLLS

Listed herewith are the major program and talent popularity polls of the past year, with winners presented in order of their rank. Methods by which the polls were conducted are briefly indicated. The order in which the polls appear is in chronological sequence.

FIFTH ANNUAL RADIO GUIDE POPULARITY POLL. Conducted by Radio Guide magazine among its readers and published in 13 weekly divisions from April 8 to June 25, 1938. Winners, ranked according to popularity in each classification:

**Musical Division**
1. Chase and Sanborn Hour.
2. Kraft Music Hall.
3. Ford Sunday Evening Hour.
5. NBC Breakfast Club.
6. Your Hit Parade.
7. The Hour of Charm.
8. Rudy Vallee's Variety Hour.
9. Metropolitan Opera.
10. Lady Esther Serenade.

**Dramatic Division**
1. One Man's Family.
2. Lux Radio Theatre.
3. Arnold Grimm's Daughter.
4. Bachelor's Children.
5. First Nighter.
8. The Story of Mary Marlin.
11. Follow the Moon.
12. "Those We Love.
   \{ Girl Alone.

**Children's Division**
1. Singing Lady.
2. Coast to Coast on a Bus.
3. Mickey Mouse Theatre of the Air.
5. Let's Pretend.
7. The Lone Ranger.
8. Don Winslow of the Navy.
10. Our Barn.
11. Malcolm Claire.
12. Dick Tracy.

**Best Actors**
1. Don Ameche.
3. Lester Tremayne.
4. \{ Tyrone Power.
   \{ Michael Raffetto.
5. Ed Prentiss.

10. Lanny Ross.
11. \{ James Ameche.
    \{ John Walsh.
12. Martin Gable.

**Female Singers (Popular Songs)**
1. Frances Langford.
2. Kate Smith.
3. Dorothy Lamour.
4. Annette King.
5. Frances Allison.
6. Jeanette MacDonald.
7. Jessica Dragonette.
8. Jane Pickens.
12. Anne Jamison.

**Male Singers (Popular Songs)**
1. Bing Crosby.
2. Jerry Cooper.
3. Donald Novis.
5. Lanny Ross.
11. Frank Parker.

**Female Singers (Classical Songs)**
1. Jessica Dragonette.
2. Anne Jamison.
3. Jeanette MacDonald.
5. Grace Moore.
**POPULARITY POLLS—Continued**

**Male Singers (Classical Songs)**
2. Lanny Ross.
4. Lawrence Tibbett.
5. Frank Parker.
7. Frank Munn.
12. James Melton.

**Comedian or Comedy Program**
1. Jack Benny.
2. Edgar Bergen.
3. Fibber McGee.
4. Fred Allen.
5. Eddie Cantor.
6. Lum and Abner.
8. Burns and Allen.
10. Amos 'n' Andy.
11. Joe Penner.
12. Pick and Pat.
13. Al Pearce.

**Dance Orchestra**
1. Richard Himber.
2. Phil Spitalny.
3. Wayne King.
5. Horace Heidt.
10. Eddy Duchin.
11. Hal Kemp.

**Female Commentator**
1. Dorothy Thompson.
2. Kathryn Cravens.
3. Kate Smith.
4. Mary Margaret McBride.
5. Harriet Parsons.

**Studio Announcers**
1. Don Wilson.
2. Ken Carpenter.
3. Phil Stewart.
5. Harry von Zell.
6. Howard Claney.
10. James Wallington.

**Sports Announcers**
1. Ted Husing.
2. Graham McNamee.
5. Tom Manning.
7. Pat Flanagan.
8. Red Barber.

**Male Commentator**
1. Boake Carter.
2. Lowell Thomas.
3. Edwin C. Hill.
5. Walter Winchell.

**Promising New Star**
1. Anne Jamison.
2. Edward Roeecker.
5. Deanna Durbin.
8. Tommy Riggs.

**Best Human-Interest Program**
1. We, the People.
2. Vox Pop.
3. Professor Quiz.
5. Interesting Neighbors.
6. Uncle Jim's Question Bee.
7. What's My Name?
8. Information, Please.

**Star of Stars**
1. Jessica Dragonette.
4. Edgar Bergen.
5. Lanny Ross.
7. Don Ameche.
8. Joan Blaine.
10. Eddie Cantor.
11. Frances Langford.
12. Lulu Belle.
POPPULARITY POLLS—Continued

FOURTH ANNUAL BOYS' ATHLETIC LEAGUE RADIO PREFERENCE POLL.
Conducted by the Boys' Athletic League, New York, among 49,343 New York boys and girls and released Jan. 27, 1939. Winners, ranked according to popularity:

Favorite Performer (Boys)
1. Eddie Cantor.
2. Jack Benny.
3. Joe Penner.
4. Lone Ranger.

Favorite Performer (Girls)
1. Kate Smith.
2. Bing Crosby.
3. Eddie Cantor.
5. Joe Penner.
7. Al Jolson.

Favorite Program (Boys)
1. Gang Busters.
2. Lone Ranger.
3. The Shadow.
5. Joe Penner.
6. Kate Smith.
8. Fred Allen.
10. Big Town.

Favorite Program (Girls)
1. Lux Radio Theatre.
2. Eddie Cantor.
3. Kate Smith.
5. Big Town.
6. Fred Allen.
7. Rudy Vallee.
9. We, The People.
10. Let's Pretend.

EIGHTH ANNUAL NEW YORK WORLD-TELEGRAM NEWSPAPER EDITORS RADIO POLL. Conducted by Alton Cook, radio editor of the New York World-Telegram among 156 radio editors in the United States and Canada, and announced February 4, 1939. Votes were tabulated on the basis of 3 points for each editor's first choice, 2 for the second and 1 for the third. Winners, ranked according to popularity in each classification, with number of votes received:

Favorite Programs
1. Jack Benny .................................. 159
2. Charlie McCarthy .......................... 138
3. Bing Crosby .................................. 119
4. Information, Please ......................... 97
5. Fred Allen .................................. 72
6. Good News of 1939 .......................... 54
7. Lux Radio Theatre .......................... 46
8. Orson Welles ................................. 37
9. One Man's Family .......................... 30
10. Kay Kyser's College of Musical Knowledge ......................... 28
11. Bob Hope .................................. 24
12. Toscanini concerts ........................ 23
13. Rudy Vallee ................................. 22
16. Philharmonic Symphony Orchestra ........... 19
17. Fibber McGee ............................... 15
18. Detroit Symphony Orchestra ....... 14

Comedians and Comedy Acts
1. Jack Benny .................................. 269
2. Fred Allen .................................. 177
3. Charlie McCarthy .......................... 169
4. Bob Hope .................................. 51
5. Fibber McGee ................................ 42
6. Burns and Allen ............................. 32
7. Robert Benchley ............................. 25
8. Fannie Brice ................................. 19
9. Amos 'n Andy ................................. 18
10. Frank Morgan ............................... 16
11. Bob Burns .................................. 13
12. Eddie Cantor ................................. 12

Quiz Programs
1. Information, Please ......................... 316
2. Professor Quiz ................................ 158
3. Kay Kyser's College of Musical Knowledge ................. 139
4. What's My Name? ............................. 53
5. Ask-It-Basket (Jim McWilliams) ............. 44
6. Vox Pop ..................................... 34
7. Battle of the sexes .......................... 30
8. True or False ................................. 29
9. Uncle Jim's Question Bee .................. 17
10. Paul Wing's Spelling Bee ................. 10

Light Orchestras
1. Guy Lombardo ............................... 274
2. Kay Kyser .................................. 86
3. Horace Heidt ................................ 73
4-5. Artie Shaw and Benny Goodman .............. 66
6. Tommy Dorsey ............................... 60
7. Wayne King .................................. 37
8. Richard Himber .............................. 33
9. Paul Whiteman ............................... 27
POPULARITY POLLS—Continued

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<th>Number</th>
<th>Name of Program</th>
<th>Number of Listeners</th>
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<td>10-11.</td>
<td>Larry Clinton and Andre Kostelanetz</td>
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<td>12.</td>
<td>Eddy Duchin</td>
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<td>Fred Waring</td>
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<td>Hal Kemp</td>
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<td>15-16.</td>
<td>Russ Morgan and Phil Spitalny</td>
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<td>17.</td>
<td>Casa Loma (Glen Gray)</td>
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<tr>
<td>18.</td>
<td>Sammy Kaye</td>
<td>10</td>
</tr>
</tbody>
</table>

Female Popular Singers

<table>
<thead>
<tr>
<th>Number</th>
<th>Name of Female Singer</th>
<th>Number of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Frances Langford</td>
<td>206</td>
</tr>
<tr>
<td>2.</td>
<td>Kate Smith</td>
<td>174</td>
</tr>
<tr>
<td>3.</td>
<td>Connie Boswell</td>
<td>102</td>
</tr>
<tr>
<td>4.</td>
<td>Jane Froman</td>
<td>77</td>
</tr>
<tr>
<td>5.</td>
<td>Dorothy Lamour</td>
<td>45</td>
</tr>
<tr>
<td>6-7.</td>
<td>Maxine Sullivan and Bea Wain</td>
<td>26</td>
</tr>
<tr>
<td>8.</td>
<td>Mildred Bailey</td>
<td>21</td>
</tr>
<tr>
<td>9.</td>
<td>Nan Wynn</td>
<td>15</td>
</tr>
<tr>
<td>10.</td>
<td>Lucille Manners</td>
<td>14</td>
</tr>
<tr>
<td>11-12.</td>
<td>Martha Tilton and Virginia Simms</td>
<td>13</td>
</tr>
</tbody>
</table>

Male Popular Singers

<table>
<thead>
<tr>
<th>Number</th>
<th>Name of Male Singer</th>
<th>Number of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Bing Crosby</td>
<td>341</td>
</tr>
<tr>
<td>2.</td>
<td>Kenny Baker</td>
<td>228</td>
</tr>
<tr>
<td>3.</td>
<td>Frank Parker</td>
<td>64</td>
</tr>
<tr>
<td>4.</td>
<td>Lanny Ross</td>
<td>51</td>
</tr>
<tr>
<td>5.</td>
<td>Nelson Eddy</td>
<td>44</td>
</tr>
<tr>
<td>6.</td>
<td>Jerry Cooper</td>
<td>18</td>
</tr>
<tr>
<td>7.</td>
<td>Rudy Vallee</td>
<td>17</td>
</tr>
<tr>
<td>8.</td>
<td>Buddy Clark</td>
<td>16</td>
</tr>
<tr>
<td>9.</td>
<td>Frank Munn</td>
<td>15</td>
</tr>
<tr>
<td>10.</td>
<td>Tony Martin</td>
<td>12</td>
</tr>
<tr>
<td>11.</td>
<td>Donald Novis</td>
<td>11</td>
</tr>
</tbody>
</table>

Dramatic Programs

<table>
<thead>
<tr>
<th>Number</th>
<th>Name of Program</th>
<th>Number of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Lux Radio Theatre</td>
<td>269</td>
</tr>
<tr>
<td>2.</td>
<td>Orson Welles (Campbell Playhouse)</td>
<td>198</td>
</tr>
<tr>
<td>3.</td>
<td>One Man's Family</td>
<td>94</td>
</tr>
<tr>
<td>4.</td>
<td>Edward G. Robinson (Big Town)</td>
<td>57</td>
</tr>
<tr>
<td>5.</td>
<td>Columbia Workshop</td>
<td>54</td>
</tr>
<tr>
<td>6.</td>
<td>Silver Theatre</td>
<td>32</td>
</tr>
<tr>
<td>7.</td>
<td>First Nighter</td>
<td>26</td>
</tr>
<tr>
<td>8-9.</td>
<td>Tyrone Power (Woodbury Playhouse) and Star Theatre (Texaco)</td>
<td>20</td>
</tr>
<tr>
<td>10.</td>
<td>Gang Busters</td>
<td>15</td>
</tr>
</tbody>
</table>

New Stars

<table>
<thead>
<tr>
<th>Number</th>
<th>Name of New Star</th>
<th>Number of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Orson Welles</td>
<td>296</td>
</tr>
<tr>
<td>2.</td>
<td>Tommy Riggs (and Betty Lou)</td>
<td>27</td>
</tr>
<tr>
<td>3.</td>
<td>Clipton Fadiman</td>
<td>23</td>
</tr>
<tr>
<td>4.</td>
<td>Bob Hope</td>
<td>21</td>
</tr>
<tr>
<td>5-6.</td>
<td>Kay Kyser and H. V. Kaltenborn</td>
<td>12</td>
</tr>
</tbody>
</table>

Commentators

<table>
<thead>
<tr>
<th>Number</th>
<th>Name of Commentator</th>
<th>Number of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>H. V. Kaltenborn</td>
<td>168</td>
</tr>
<tr>
<td>2.</td>
<td>Lowell Thomas</td>
<td>77</td>
</tr>
<tr>
<td>3.</td>
<td>Edwin C. Hill</td>
<td>30</td>
</tr>
<tr>
<td>4.</td>
<td>Dorothy Thompson</td>
<td>24</td>
</tr>
<tr>
<td>5.</td>
<td>Walter Winchell</td>
<td>21</td>
</tr>
<tr>
<td>6.</td>
<td>Alexander Woollcott</td>
<td>18</td>
</tr>
<tr>
<td>7.</td>
<td>Paul Sullivan</td>
<td>17</td>
</tr>
<tr>
<td>8-9.</td>
<td>Gabriel Heather and Boake Carter</td>
<td>14</td>
</tr>
</tbody>
</table>

Sports Announcers

<table>
<thead>
<tr>
<th>Number</th>
<th>Name of Sports Announcer</th>
<th>Number of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Ted Husing</td>
<td>301</td>
</tr>
<tr>
<td>2.</td>
<td>Bill Stern</td>
<td>229</td>
</tr>
<tr>
<td>3.</td>
<td>Clem McCarthy</td>
<td>93</td>
</tr>
<tr>
<td>4.</td>
<td>Red Barber</td>
<td>27</td>
</tr>
<tr>
<td>5.</td>
<td>Bob Elson</td>
<td>21</td>
</tr>
<tr>
<td>6.</td>
<td>Graham McNamee</td>
<td>20</td>
</tr>
<tr>
<td>7.</td>
<td>Tom Manning</td>
<td>17</td>
</tr>
<tr>
<td>8.</td>
<td>Paul Douglas</td>
<td>14</td>
</tr>
<tr>
<td>9.</td>
<td>Bill Slater</td>
<td>10</td>
</tr>
</tbody>
</table>

Studio Announcers

<table>
<thead>
<tr>
<th>Number</th>
<th>Name of Studio Announcer</th>
<th>Number of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Don Wilson</td>
<td>152</td>
</tr>
<tr>
<td>2.</td>
<td>Ken Carpenter</td>
<td>84</td>
</tr>
<tr>
<td>3.</td>
<td>Harry von Zell</td>
<td>48</td>
</tr>
<tr>
<td>4.</td>
<td>Milton Cross</td>
<td>42</td>
</tr>
<tr>
<td>5.</td>
<td>David Ross</td>
<td>18</td>
</tr>
<tr>
<td>6.</td>
<td>Paul Douglas</td>
<td>15</td>
</tr>
<tr>
<td>7-8.</td>
<td>Ben Grauer and Graham McNamee</td>
<td>12</td>
</tr>
</tbody>
</table>

Symphonic Conductors

<table>
<thead>
<tr>
<th>Number</th>
<th>Name of Symphonic Conductor</th>
<th>Number of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Arturo Toscanini</td>
<td>333</td>
</tr>
<tr>
<td>2.</td>
<td>John Barbirolli</td>
<td>116</td>
</tr>
<tr>
<td>3.</td>
<td>Frank Black</td>
<td>82</td>
</tr>
<tr>
<td>4.</td>
<td>Jose Iturbi</td>
<td>42</td>
</tr>
<tr>
<td>5.</td>
<td>Alfred Wallenstein</td>
<td>41</td>
</tr>
<tr>
<td>6.</td>
<td>Leopold Stokowski</td>
<td>36</td>
</tr>
<tr>
<td>7.</td>
<td>Andre Kostelanetz</td>
<td>32</td>
</tr>
<tr>
<td>8.</td>
<td>Artur Rodzinski</td>
<td>23</td>
</tr>
<tr>
<td>9.</td>
<td>Howard Barlow</td>
<td>22</td>
</tr>
<tr>
<td>10.</td>
<td>Fritz Reiner</td>
<td>19</td>
</tr>
<tr>
<td>11.</td>
<td>Erno Rapee</td>
<td>16</td>
</tr>
<tr>
<td>12.</td>
<td>Eugene Ormandy</td>
<td>15</td>
</tr>
</tbody>
</table>

Classical or Operatic Singers

<table>
<thead>
<tr>
<th>Number</th>
<th>Name of Classical or Operatic Singer</th>
<th>Number of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Nelson Eddy</td>
<td>150</td>
</tr>
<tr>
<td>2.</td>
<td>Lawrence Tibbett</td>
<td>138</td>
</tr>
<tr>
<td>3.</td>
<td>Richard Crooks</td>
<td>117</td>
</tr>
<tr>
<td>4.</td>
<td>Lily Pons</td>
<td>93</td>
</tr>
<tr>
<td>5.</td>
<td>Kirsten Flagstad</td>
<td>72</td>
</tr>
<tr>
<td>6.</td>
<td>Margaret Speaks</td>
<td>47</td>
</tr>
<tr>
<td>7.</td>
<td>Lucille Manners</td>
<td>44</td>
</tr>
<tr>
<td>8.</td>
<td>John Charles Thomas</td>
<td>41</td>
</tr>
<tr>
<td>9.</td>
<td>Gladys Swarthout</td>
<td>24</td>
</tr>
<tr>
<td>10.</td>
<td>John Carter</td>
<td>19</td>
</tr>
<tr>
<td>11.</td>
<td>Jeanette MacDonald</td>
<td>14</td>
</tr>
<tr>
<td>12.</td>
<td>Beniamino Gigli</td>
<td>11</td>
</tr>
<tr>
<td>13-14.</td>
<td>Grace Moore and Lauritz Melchior</td>
<td>10</td>
</tr>
</tbody>
</table>

Quarter-Hour Programs

<table>
<thead>
<tr>
<th>Number</th>
<th>Name of Quarter-Hour Program</th>
<th>Number of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Amos 'n Andy</td>
<td>99</td>
</tr>
<tr>
<td>2.</td>
<td>Lum and Abner</td>
<td>78</td>
</tr>
<tr>
<td>3.</td>
<td>Easy Aces</td>
<td>60</td>
</tr>
<tr>
<td>4.</td>
<td>Lowell Thomas</td>
<td>53</td>
</tr>
<tr>
<td>5.</td>
<td>Walter Winchell</td>
<td>51</td>
</tr>
<tr>
<td>6.</td>
<td>Vocal Varieties</td>
<td>36</td>
</tr>
<tr>
<td>7.</td>
<td>Edwin C. Hill</td>
<td>26</td>
</tr>
<tr>
<td>8.</td>
<td>Vic and Sade</td>
<td>21</td>
</tr>
<tr>
<td>9.</td>
<td>Jimmie Fidler</td>
<td>20</td>
</tr>
<tr>
<td>10.</td>
<td>Sophie Tucker</td>
<td>14</td>
</tr>
<tr>
<td>11.</td>
<td>Uncle Ezra</td>
<td>10</td>
</tr>
</tbody>
</table>

Children's Programs

<table>
<thead>
<tr>
<th>Number</th>
<th>Name of Children's Program</th>
<th>Number of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Let's Pretend</td>
<td>130</td>
</tr>
<tr>
<td>2.</td>
<td>Irene Wicker</td>
<td>122</td>
</tr>
<tr>
<td>3.</td>
<td>Lone Ranger</td>
<td>72</td>
</tr>
<tr>
<td>4.</td>
<td>Little Orphan Annie</td>
<td>68</td>
</tr>
<tr>
<td>5.</td>
<td>American School of the Air</td>
<td>44</td>
</tr>
<tr>
<td>6.</td>
<td>Dick Tracy</td>
<td>27</td>
</tr>
</tbody>
</table>
FIFTH ANNUAL AWARDS OF THE WOMEN’S NATIONAL RADIO COMMITTEE. Announced April 19, 1939.

7. Howie Wing ........................................ 23
8. March of Games .................................... 19
9-10. Jack Armstrong and Kaltenmeyer's Kindergarten ............... 17
11-12. Don Winslow and Music for Fun 13
13. Tom Mix ........................................... 12
14. White Rabbit Line ................................. 10

Major Radio Events of 1938
1. H. V. Kaltenborn’s Coverage of the Czechoslovakian Crisis . . . . 371
2. Orson Welles “War of the Worlds” program .......................... 62

LADIES’ HOME JOURNAL POLL OF RADIO FAVORITES. Conducted by the Ladies’ Home Journal and announced in the February, 1939, issue, this survey is based on personal interviews with women by 600 field workers throughout the country. Distribution of interviews considered factors of age, marital and economic status, religion, geographic division and size of community. Winners, ranked according to popularity, with percentage of votes received:
1. Chase & Sanborn Hour (Charlie McCarthy) ..................... 12%
2-3. Major Bowes and Jack Benny . 7%
4-5. One Man’s Family and symphonic music .......................... 6%
6-7. News broadcasts and Kraft Music Hall ........................... 5%
8-9. Lux Radio Theatre and Lucky Strike Hit Parade ............... 3%
10. Rudy Vallee ........................................ 2%
11. All others ........................................... 44%

In conjunction with this survey, the Ladies’ Home Journal published a survey on “What the Women of America Think of Entertainment.” As regards radio, 60% of those Ladies Home Journal readers surveyed (radio owners only) thought that too much time was given to radio advertising; the same percentage figure also applied to non-readers who were asked the same question. To the question “Does (the advertising) annoy or irritate you?” 56% of the readers, and 50% of the non-readers, said it did. However, only 33% of both readers and non-readers preferred that there be no advertising at all via radio. Regarding children’s programs, 68% readers and 62% non-readers thought they were too exciting.

POPULARITY POLLS—Continued

Programs Best Serving Democratic Ideals
America’s Town Meeting of the Air
Americans All—Immigrants All.

Best Variety Programs
Good News of 1939.
Chase & Sanborn Hour.

Best Light Music
Firestone Symphony Orchestra.
Cities Service Concert.
American Album of Familiar Music.

Best Quiz Program
Information, Please.

Best Adult Education Programs
The World Is Yours.
What Price America.
Americans at Work.

Best Serious Music (Sponsored)
Ford Sunday Evening Hour.
Standard Oil broadcasts of West Coast symphonies.

Best Serious Music (Sustaining)
NBC Symphony Orchestra.
New York Philharmonic.
Metropolitan Opera Broadcasts.
Sinfonietta.

Best Dramatic Programs
Campbell Playhouse.
Woodbury Playhouse.
NBC Great Plays.
Lux Radio Theatre.

Best Children’s Programs
Musical Plays by Irene Wicker.
Let’s Pretend.

Best Children’s Educational Programs
NBC Music Appreciation Hour.
American School of the Air.

Best Serial Program
One Man’s Family. (Though serials were not officially included in the balloting, this program received enough votes to warrant “special recognition”).

Best News Commentators
H. V. Kaltenborn.
Paul Sullivan (of WHAS, Louisville, for Mid-West networks).

Unique Radio Program
Salute of Nations.

Advertising Best Presented
General Foods’ Jell-O Program.
Standard Brands’ Tender Leaf Tea Program.

Special Award
Americans All—Immigrants All (as “the most original and informative program introduced on the airwaves between April 1, 1938 and March 31, 1939”).
NETWORK COMMERCIAL PROGRAM TYPES:
SEASONS OF '37-'38 AND '38-'39
(This material may not be reproduced without permission)

There has ever been much disagreement within the broadcasting industry—and particularly among the three major networks—as to what constitutes a program "type," or by what method to compute a "type" quantitatively. Hence all network figures on program types are fashioned by different methods and cannot be added together, or handled in any statistical manner.

In the following pages (448-451) the Variety Radio Directory presents, in chart form, a two-season comparison of commercial program types, figured by special methods and procedures.

Program "Types"

For one thing, in making "types" or categories, the showman's viewpoint was employed. That is, programs were classified according to their predominant content and not according to the individual pieces that went into their make-up. To illustrate: the Royal Desserts Program (Rudy Vallee) is classified as variety, which is the most suitable designation from a showman's standpoint.

The "Station Hour"

For a second thing, it should be noted that programs are quantitatively computed by "station hours" and not by simple addition. This method was used to balance out factors which in ordinary arithmetic cannot be included. To illustrate:

Supposing that "variety" comprises 10 programs, each 30 minutes per program, and each broadcast on 25 stations. Supposing, also, that "drama" comprises 15 programs, each 30 minutes per program, but each broadcast only on 3 stations. It is obvious that by arithmetical addition "drama" would be considered the predominant program type; but it is equally obvious that such a calculation would be completely awry. For variety would be available to listeners on 250 stations, whereas drama would be available on only 45 stations.

Thus the Directory has adopted the "station hour" yardstick. A "station hour" is one hour over one station one time. If a certain program is broadcast via 100 stations and consumes 30 minutes (half-hour) per week, it is counted as 50 station hours. Or if a program is broadcast five times per week on 25 stations, each broadcast consuming 15 minutes (quarter-hour), it would be counted as 31.25 station hours per week.

In reading "station hour" totals, however, the following should be borne in mind: (1) since the number of stations allotted to each program is apt to vary, the highest number used during a series is the basis for the calculation; and (2) the station hour total is cumulative for a season. In short, the figures do not fit any one week of the season. They represent cumulative additions from the start of the season to its end, and include all programs found on the NBC, CBS, and Mutual books.

Revisions of Data

It should also be noted that a new category—"single act"—has been added this year. This category takes care of one-person variety entertainment, and makes room for those entertainers who single-handedly announce, sing, joke, etc.

The figures for June 1, 1937, to May 1, 1938, have been slightly revised since they appeared in Variety Radio Directory, Vol. II, pages 316-319. In the main, the revisions are of slight consequence in any, except a statistical, manner.

During the season from June 1, 1938, to June 1, 1939, eight programs (all very small) could not be classified for lack of sufficient information concerning content or number of stations per hookup.
NETWORK COMMERCIAL PROGRAMS
EVENING *

JUNE 1, 1937 TO MAY 1, 1938

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Number of Programs</th>
<th>Station Hours Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Variety</td>
<td>52</td>
<td>1675.00</td>
</tr>
<tr>
<td>2. Straight Popular Music</td>
<td>28</td>
<td>764.50</td>
</tr>
<tr>
<td>3. Drama</td>
<td>39</td>
<td>538.75</td>
</tr>
<tr>
<td>4. Audience Participation</td>
<td>16</td>
<td>388.50</td>
</tr>
<tr>
<td>5. Semi-Classical Music</td>
<td>9</td>
<td>254.50</td>
</tr>
<tr>
<td>6. Classical Music</td>
<td>5</td>
<td>207.00</td>
</tr>
<tr>
<td>7. News Commentators</td>
<td>7</td>
<td>189.25</td>
</tr>
<tr>
<td>8. Familiar Music</td>
<td>6</td>
<td>171.50</td>
</tr>
<tr>
<td>9. Comedy Teams</td>
<td>6</td>
<td>164.75</td>
</tr>
<tr>
<td>10. Talks-Instruction</td>
<td>14</td>
<td>163.00</td>
</tr>
<tr>
<td>11. Sports</td>
<td>5</td>
<td>111.50</td>
</tr>
<tr>
<td>12. Religion</td>
<td>1</td>
<td>35.00</td>
</tr>
<tr>
<td>13. Brass, or Wind, Bands</td>
<td>1</td>
<td>9.00</td>
</tr>
</tbody>
</table>

Children’s Programs: 10  154.75

*Revised Figures.
**NETWORK COMMERCIAL PROGRAMS EVENING**

**JUNE 1, 1938 TO JUNE 1, 1939**

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Number of Programs</th>
<th>Station Hours Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Variety</td>
<td>64</td>
<td>2189.00</td>
</tr>
<tr>
<td>2. Drama</td>
<td>50</td>
<td>932.50</td>
</tr>
<tr>
<td>3. Audience Participation</td>
<td>27</td>
<td>639.75</td>
</tr>
<tr>
<td>4. Straight Popular Music</td>
<td>20</td>
<td>535.50</td>
</tr>
<tr>
<td>5. News Commentators</td>
<td>11</td>
<td>215.75</td>
</tr>
<tr>
<td>6. Semi-Classical Music</td>
<td>4</td>
<td>161.00</td>
</tr>
<tr>
<td>7. Comedy Teams</td>
<td>4</td>
<td>160.50</td>
</tr>
<tr>
<td>8. Familiar Music</td>
<td>7</td>
<td>137.00</td>
</tr>
<tr>
<td>9. Talks-Instruction</td>
<td>9</td>
<td>121.50</td>
</tr>
<tr>
<td>10. Sports</td>
<td>6</td>
<td>114.75</td>
</tr>
<tr>
<td>11. Classical Music</td>
<td>3</td>
<td>109.50</td>
</tr>
<tr>
<td>12. Religion</td>
<td>1</td>
<td>50.00</td>
</tr>
<tr>
<td>13. Single Act</td>
<td>1</td>
<td>3.00</td>
</tr>
</tbody>
</table>

Children's Programs........... 15........ 273.50
# NETWORK COMMERCIAL PROGRAMS
## DAYTIME *

**JUNE 1, 1937 TO MAY 1, 1938**

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Number of Programs</th>
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<tr>
<td>Serials and Drama</td>
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<tr>
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*Revised Figures.
### NETWORK COMMERCIAL PROGRAMS
#### DAYTIME

**JUNE 1, 1938 TO JUNE 1, 1939**

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<thead>
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<th>Type of Program</th>
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<td>13. Popular Music</td>
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COMMERCIAL NETWORK PROGRAMS:
SEASON OF 1938-1939

All programs included in this listing were broadcast at some time between June 1, 1938, and June 1, 1939. Data pertains solely to that interval. It has been checked with networks and agencies.

Completeness is the aim of this presentation. Deviations occur only where adequate checks with networks or agencies were lacking; or possibly where changes in cast, etc., were of such short duration that no record was made of them.

In reading this listing, the following should be kept in mind:
1. All time is Eastern Time unless otherwise noted.
2. In the cross-references, all proper names are filed by LAST NAMES.
3. The commercial programs of the NBC Red and Blue, Columbia, and Mutual Networks are included. No regional network programs are listed, unless they are found on the books and account sheets of the three major chains.

A

Abbott and Costello
(See “Kate Smith’s Hour”)

Acme White Lead & Color Works
(See “Smilin’ Ed McConnell”)

Chuck Acree
(See “We, the Wives, Quiz”)

Adam Hat Stores
(See “Madison Square Garden Boxing Bouts”)

Alber Bros. Milling Co.
(See “Good Morning Tonite” for Cereals)

Eddie Albright*

Sponsor: Chamberlin Laboratories, Inc.
Agency: John H. Dunham Co.
Air Time: Monday, Wednesday and Friday, 5:45 to 6 p.m., PST.
Network: CBS; number of stations not shown on network records, nor available from other sources.
Talent: Eddie Albright.
Length of Run: March 6, 1939 to April 28, 1939.

* This information not supplied by the agency.

Aldrich Family
(See “Kate Smith’s Hour”)

Alias Jimmy Valentine

Sponsor: R. L. Watkins Co. (Dr. Lyon’s Toothpowder).
Agency: Blackett-Sample-Hummert, Inc.
Air Time: Monday, 7 to 7:30 p.m. (repeat from 11 to 11:30 p.m.; repeat cancelled Dec. 6, 1938).
Network: NBC Blue; 24 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Original Story Line of Radio Sequel to Book and/or Play: Frank and Anne Hummert.
Dialogue Writers: Ruth Borden (June 6, 1938, one script), Ernest Shenkin (June 13, 1938, to July 25, 1938), Doris Halman (Aug. 1, 1938, to Nov. 14, 1938), Ellery Queen (Nov. 21, 1938, one script), Doris Halman (Nov. 28, 1938, to Feb. 13, 1939).
Agency Script Editor: Charles Christoph.
Talent: James Melghan (Jimmy Valentine); Elizabeth Day (Rose Lane); Al Swenson (Mr. Lane); Paul Nugent (Red).
Agency Director: Martha Atwell.
Announcer: Ford Bond.
Conductor: Al Rickey (also known as Don Donnie).
Length of Run: June 6, 1938, to Feb. 13, 1939. (Original contract started Jan. 18, 1938, for Edgeworth Tobacco.)

Bob Allen
(See “Time to Shine”)

Fred Allen
(See “Town Hall Tonight”)

Gracie Allen
(See “Burns & Allen”)
Stuart Allen
(See "Monday Night Show")

Allis Chalmers Mfg. Co.
(See "Renfro Barn Dance")

Ambassadors
(See "Kate Smith's Hour")

Don Ameche
(See "Chase & Sanborn Program")

American Album of Familiar Music
Sponsor: Bayer Co., Inc. (Bayer Aspirin).
Agency: Blackett-Sample-Hummert, Inc.
Air Time: Sunday, 9:30 to 10 p.m.
Network: NBC Red; 58 stations.
General Supervisor of Script and Production: Frank Hummert.
Author of Title and Original Story Line: Frank Hummert.
Agency Script Editor: Frank Hummert.
Talent: Frank Munn; Jean Dickenson; Elizabeth Lennox; Arden & Arden (Victor and Wall), piano team; Bertrand Hirsch (violinist); Gus Haenschens' orchestra; Amsterdam Chorus.
Announcer: Andre Baruch.
Conductor: Gus Haenschens.
Length of Run: Started Oct. 1, 1931.

American Bird Products, Inc.
(See "American Radio Warblers")

American Cigarette & Cigar Co.
(See "Eddy Duchin & His Orchestra" for Pall Mall Cigarettes)

American Oil Co.
(See "Human Side of the News")

American Radio Warblers
Sponsor: American Bird Products, Inc.
Agency: Weston-Barnett, Inc.
Origination: WGN, Chicago.
Air Time: Sunday, 11:45 to 12 noon (repeat from 3:45 to 4 p.m.).
Network: Mutual; 15 stations.
Talent: Trained canaries program.
Length of Run: Oct. 16, 1938 to May 7, 1939.

American Rolling Mills Co.
(See "Frank Simon & His Armco Band" for Sheet Steel)

American Tobacco Co.
(See "Ben Bernie and All the Lads" for Half and Half)
(See "Buddy Clark & Orchestra" for Lucky Strikes)
(See "Kay Kyser's College of Musical Knowledge" for Lucky Strikes)
(See "Man to Man Sports" for Roi-Tan Cigars)
(See "Sophie Tucker & Her Show" for Roi-Tan Cigars)
(See "Your Hit Parade" for Lucky Strikes)

Amos 'n' Andy
Sponsor: Campbell Soup Co.
Agency: Ward Wheelock Co.
Air Time: Monday through Friday, 7 to 7:15 p.m. (repeat from 11 to 11:15 p.m.)
Network: CBS; 55 stations. (Previous to April 3, 1939, NBC Red; 43 stations.)
Production: Diana Bourbon (of the agency).
Script Writers: Freeman Gosden, Charles Correll.
Talent: Freeman Gosden (Amos); Charles Correll (Andy); Madeline Lee (Miss Blue).
Agency Director: Diana Bourbon.
Announcer: Bill Hay.
Conductor: Gaylord Garter, organist.
Length of Run: Started Jan. 3, 1938, on NBC Red; shifted to CBS, April 3, 1939.

Anacin Co.
(See "Easy Aces")
(See "Just Plain Bill")
(See "Our Gal Sunday")

Andrews Sisters
(See "Honolulu Bound")
(See "Just Entertainment")

John J. Anthony
(See "Good Will Hour")

Jane Arden
Sponsor: Ward Baking Co. (Bread and Cake).
Agency: Sherman K. Ellis & Co., Inc.
Robert Armbruster Orchestra

(See “Chase & Sanborn Program”)

Jack Armstrong

Sponsor: General Mills, Inc. (Wheaties).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 5:30 to 5:45 p.m.
Network: NBC Red; 16 stations.
Production: Edwin H. Morse.
Script writer: Talbot Mundy.
Talent: Stanley Harris (Jack Armstrong); Sara Jane Wells (Betty Fairfield); John Gannon (Billy Fairfield); Jim Goss (Uncle Jim).
Agency Director: Leslie Daniels.
Announcer: Franklyn McCormick.
Length of run: July 31, 1933 to April 28, 1939. (Program was off the air during 1938 from April 22 to Sept. 26). (Replaced by Billy and Betty).

Edward Arnold

(See “Chase & Sanborn Program”)

Atlantic Refining Co.

(See “Football Play-By-Play” for White Flash Gas, Atlantic Motor Oil)

Attorney-at-Law

Sponsor: S. C. Johnson & Son, Inc. (Johnson’s Wax).
Agency: Needham, Louis & Brorby, Inc.

Aurora Laboratories, Inc.

(See “Hollywood News girl”)

Origination: Chicago.
Air Time: Tuesday, 9:30 to 10 p.m., after July 5, 1938 (from May 30 to July 5, 1938, Monday through Friday, 3 to 3:15 p.m.; previous to May 30, 1938, Monday through Friday, 10:30 to 10:45 a.m.).
Production: L. D. Barnhardt (previously Carl Wester, Howard Keegan).
Script Writers: Milton Geiger (Jim Pease, July 5 to 19, 1938; Jack Fraser, July 26, 1938; John L. Greene, Aug. 2 to 30, 1938).
Talent: Henry Hunter; Betty Winkler; Phil Lord; Robert Griffin; Barry Hopkings; Pat Murphy; Bret Morrison. (This cast replaced the following on July 5, 1938: Jim Ameche; Frances Carlon; June Meredith; Lucy Gilman; Fred Sullivan: Grace Lockwood Bailey; Betty Lou Ger son [who replaced Margaret Fuller]; Ethel Owen.)
Agency Director: Helen Wing.
Announcers: Harlow Wilcox (replaced Fort Pearson July 5, 1938).
Conductor: Billy Mills (from July 5 to Aug. 30, 1938).
Music Arranger: Billy Mills.
Length of Run: Jan. 3, 1938, to Aug. 30, 1938. (From July 5 to end of run, this program shifted from a daytime serial to an evening show to replace Fibber McGee & Co. for the summer).

Roy Atwell

(See “Joe Penner”)

Artie Auerbach

(See “Wonder Show—Jack Haley”)

Aunt Jenny’s Real Life Stories

Sponsor: Lever Brothers Co. (Spry).
Agency: Ruthrauff & Ryan, Inc.
Air Time: Monday through Friday, 11:45 to 12 noon (repeat from 2:15 to 2:30 p.m.).
Network: CBS; 56 stations.
Production: Handled by the agency.
Script writers: Various free lance.
Talent: Edith Spencer (Aunt Jenny); Elsie Thompson, organist; and dramatic cast.
Agency Director: John Loveton.
Announcer: Dan Seymour.
Conductor: Elsie Thompson, organist.
Length of run: Started Jan. 18, 1937.
NETWORK COMMERCIALS—Continued

Gene Austin
(See “Park Avenue Penners’’)

Avalon Time

Sponsor: Brown & Williamson Tobacco Co. (Avalon Cigarettes).
Agency: Russel M. Seeds Co.
Origination: Chicago (previous to May 6, 1939, Cincinnati).
Air Time: Saturday, 8:30 to 9 p.m. (repeat from 12 midnight to 12:30 a.m.) (Previous to March 11, 1939, 7 to 7:30 p.m., with repeat from 12:30 to 1 a.m.).
Network: NBC Red; 65 stations.
Production: Tom Wallace (of the agency).
Script Writers: Cecil Widdifield, Fred Kress.
Talent: Del King, m. c.; Kitty O’Neil (off since Nov. 19, 1938; Red (Clyde J.) Foley; Red Skelton (since Jan. 7, 1939); Neighborhood Boys (Arnold Staley, Jerry Behrens, Roland Gaines, Guy Blakeman) (off since March 11, 1939); Avalon Chorus; Phil Davis’ orchestra.
Agency Director: Tom Wallace.
Announcer: Peter Grant.
Conductor: Phil Davis.
Music Arranger: Robert Strong.
Length of Run: Started Oct. 1, 1938; closing date contemplated at press time was Sept. 23, 1939.

Axton-Fisher Tobacco Co.
(See “Captain Herne”)

B

B. T. Babbitt, Inc.
(See “David Harum” for Bab-O)

Harry Babbitt
(See “Kay Kyser’s College of Musical Knowledge”)

Bachelor’s Children

Sponsor: Cudahy Packing Co. (Old Dutch Cleanser).
Agency: Roche, Williams & Cunnynham, Inc.
Origination: WGN, Chicago.
Air Time: Monday through Friday, 11:15 to 11:30 a.m.
Network: Mutual; 2 stations.
Production: Russ Young.
Script Writer: Bess Flynn.

Talent: Hugh Studebaker (Dr. Robert Graham); Marjorie Hannan (Janet Dexter); Patricia Dunlap (Ruth Ann Dexter); Olan E. Soule (Sam Ryder); Marie Nelson; Milton Charles.
Agency Directors: J. P. Roche, Lloyd Maxwell.
Announcer: Russ Young.
Length of Run: Sept. 9, 1935 to Sept. 23, 1938.

Bachelor’s Children

Sponsor: Cudahy Packing Co. (Old Dutch Cleanser).
Agency: Roche, Williams & Cunnynham, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 9:45 to 10 a.m.
Network: CBS; 18 stations.
Production: Russ Young.
Script Writer: Bess Flynn.
Talent: Hugh Studebaker (Dr. Robert Graham); Olan E. Soule (Sam Ryder); Patricia Dunlap (Ruth Ann Dexter); Marjorie Hannan (Janet Dexter); Milton Charles; Marie Nelson.
Agency Directors: J. P. Roche, Lloyd Maxwell.
Announcer: Russ Young.
Length of Run: Started Sept. 28, 1936.

Backstage Wife

Sponsor: R. L. Watkins Co. (Dr. Lyon’s Toothpowder).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 4 to 4:15 p.m. (Previous to April, 1938, 11:15 to 11:30 a.m.).
Network: NBC Red; 35 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story Line: Frank and Anne Hummert.
Dialogue Writers: Marie Baumer (March 7 to April 1, 1938); Doris Halman (April 4 to 15, 1938); Dena Reed (one script, April 18, 1938); Stewart Ayers (April 19 to 26, 1938); Cornelia Gillam (April 27 to May 5, 1938); Doris Frankel (May 6 to 10, 1938); Bosley Crowthers (May 11 to Sept. 23, 1938); Ann Mortland (one script, Sept. 26, 1938); John Caldwell (Sept. 27 to 30, 1938); Jerry McGill (Oct. 1, 1938, to date).
Agency Script Editor: Charles Christoph.
Talent: Vivian Fridell (Mary Noble); Ken Griffin (Larry Noble); and variable cast.
Agency Director: Blair Walliser.
Announcer: Stuart Dawson.
NETWORK COMMERCIALS—Continued

Conductor: Alice Parton (theme).

Kenny Baker

(See “Jell-O Program Starring Jack Benny”)
(See “Texaco Star Theatre”)

Phil Baker

(See “Phil Baker”)
(See “Honolulu Bound”)

Phil Baker

Sponsor: Gulf Oil Corp.
Agency: Young & Rubicam, Inc.
Air Time: Sunday, 7:30 to 8 p.m.
Network: CBS; 62 stations.
Production: Handled by the agency.
Talent: Phil Baker; Ward Wilson (Beetle); Harry McNaughton (Bottle); Al Garr; Oscar Bradley’s orchestra; guests.
Agency Director: Glenhall Taylor.
Announcer: Harry von Zell.
Conductor: Oscar Bradley.

Baker’s Broadcast

Sponsor: Standard Brands, Inc. (Fleischmann’s Yeast for Bread).
Agency: J. Walter Thompson Co.
Air Time: Sunday, 7:30 to 8 p.m.
Network: NBC Blue; 65 stations.
Production: Handled by the agency.
Talent: Feg Murray; Harriet Hilliard; Ozzie Nelson’s orchestra; guests.
Announcer: John Hiestand.
Conductor: Ozzie Nelson.

Lucille Ball

(See “Wonder Show—Jack Haley”)

Ballard’s OvenReady Biscuit Program

Sponsor: Ballard & Ballard Co. (Oven-Ready Biscuits).
Agency: Henri, Hurst & McDonald, Inc.
Origination: Cincinnati.
Air Time: Friday and Saturday, 10 to 10:15 a.m.
Network: NBC Red and Blue; 17 stations.
Script Writers: Ed McConnell, Marguerite Lyon.
Talent: Smilin’ Ed McConnell.
Agency Director: Frank W. Ferrin.
Announcers: Gene Trace, Peter Grant.
Music Arranger: Jock Saatkomp.
Length of Run: Sept. 16, 1938, to March 11, 1939.

Sam Balter

(See “Inside of Sports”)

Barbasol Co.

(See “Gabriel Heatter” for Shave Cream)

Howard Barlow Orchestra

(See “March of Time”)

Bob Barrie

(See “Radio Newsreel”)

John Barrymore

(See “Texaco Star Theatre”)

Bathasweet Corp.

(See “Quin Ryan’s News Commentary”)

Battle of the Sexes

Sponsor: Cummer Products Co. (Molle Shaving Cream).
Agency: Stack-Goble Advertising Agency.
Air Time: Tuesday, 9 to 9:30 p.m. (repeat from 12:30 to 1 a.m.).
Network: NBC Red; 25 stations.
Production: Harold Kemp, Paul Wing.
Script Writers: Welbourn Kelley, Ruth Hopkins.
Talent: Julia Sanderson; Frank Crumit; contestants; Alan Kent, referee.
Agency Director: R. A. Porter.
Announcers: Alan Kent, Jack Costello.
Length of Run: Started Sept. 20, 1938. (Replaced Vox Pop).

Bayer Co., Inc.

(See “American Album of Familiar Music”)
(See “Second Husband”)

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NETWORK COMMERCIALS—Continued

Bayuk Cigars, Inc.
(See "Inside of Sports")

Bob Becker's "Chats About Dogs"

Sponsor: John Morrell & Co. (Red Heart Dog Food).
Agency: Henri, Hurst & McDonald, Inc.
Origination: Chicago.
Air Time: Sunday, 3:45 to 4 p.m. (Previous to Jan. 1, 1939, 1:45 to 2 p.m.).
Network: NBC Red; 30 stations.
Production: Blair Walliser.
Script Writers: Marguerite Lyon, Blair Walliser, Bob Becker.
Talent: Bob Becker; David Dale (Red Heart, the Talking Dog); plus incidental
dramatic players.
Agency Director: Frank W. Ferrin.
Announcer: Pierre Andre.
Length of Run: Started Jan. 9, 1939; latest series ran from Sept. 11, 1938, to April
23, 1939.

Jerry Belcher
(See "Interesting Neighbors")

Believe It or Not
(The Caravan of Truth)

Sponsor: General Foods Corp. (Huskeys, Post's Bran Flakes).
Agency: Benton & Bowles, Inc.
Air Time: Monday, 8 to 8:30 p.m. (repeat from 10:30 to 11 p.m. (Previous to Aug.
8, 1938, Tuesday, 10 to 10:30 p.m.).
Network: NBC Red; 64 stations.
Production: Handled by the agency.
Script Writers: Various writers.
Talent: Robert L. Ripley; Linda Lee; Men About Town (Harold [Scrappy] Lam-
bert, Jack Parker, Phil Duey); B. A. Rolfe's orchestra; dramatic cast; guests.
Agency Director: Kenneth MacGregor.
Announcer: Ford Bond.
Conductor: B. A. Rolfe.
Music Arranger: B. A. Rolfe.
Length of Run: July 16, 1937 to Oct. 3,
1939.

Robert Benchley
(See "Melody and Madness")

Helen Bennett
(See "Letters Home from the New York World's Fair with Ray Perkins, The West-
inghouse Postmaster")

Jack Benny
(See "Jell-O Program Starring Jack Benny")

Jack Berch and His Boys
(Before May, 1939, Jack Berch—The
Sweetheart Serenader)
Sponsor: Manhattan Soap Co. (Sweetheart
Soap).
Agency: Franklin Bruck Advertising Corp.
Air Time: Monday, Wednesday and Friday
10:30 to 10:40 a.m. (Before May, 1939, Wednesday and Friday, 7:45 to 8 p.m.).
Network: NBC Blue; 8 stations. (Before
May, 1939, NBC Red; 6 stations).
Script Writer: Cecil Billings.
Talent: Jack Berch.
Agency Director: M. J. Kleinfeld.
Announcer: Edward Herlihy.
Length of Run: Jan. 11, 1939 to July 7, 1939.

Edgar Bergen
(See "Chase & Sanborn Program")

Teddy Bergman
(See "Big Sister")
(See "Al Pearce & His Gang")
(See "The Royal Crown Revue")

Ben Bernie and All the Lads
Sponsor: American Tobacco Co. (Half and
Half Smoking Tobacco).
Agency: Young & Rubicam, Inc.
Air Time: Sunday 5:30 to 6 p.m. (repeat
from 12 midnight to 12:30 a.m.).
Network: CBS; 52 stations.
NETWORK COMMERCIALS—Continued

Ben Bernie and All the Lads
Sponsor: U. S. Tire Dealers Mutual Corp.  
Agency: Campbell-Ewald Co. of New York, Inc.  
Air Time: Wednesday, 8:30 to 9 p.m. (Previous to Feb. 23, 1938, 9:30 to 10 p.m.) (repeat from 11:30 p.m. to midnight).  
Network: CBS; 85 stations.  
Production: Harry von Zell.  
Conductor: Ben Bernie.  
Talent: Ben Bernie and orchestra: Lew Lehr; Bobby Gibson; Mary Small; Manny Prager.  
Agency Director: Ben Bernie.  

Ben Bernie and All the Lads
Sponsor: U. S. Tire Dealers Mutual Corp.  
Agency: Campbell-Ewald Co. of New York, Inc.  
Air Time: Wednesday, 8:30 to 9 p.m. (Previous to Feb. 23, 1938, 9:30 to 10 p.m.) (repeat from 11:30 p.m. to midnight).  
Network: CBS; 85 stations.  
Production: Harry von Zell.  
Conductor: Ben Bernie.  
Talent: Ben Bernie and orchestra: Lew Lehr; Buddy Clark; double quartet; Jane Pickens (for first 13 weeks only, after which she was replaced by guests).  
Announcer: Ralph Edwards.  
Director: Louis Dean.  
Talent: Ben Bernie and orchestra: Lew Lehr; Agnes Moorehead; Buddy Clark; double quartet; Jane Pickens (for first 13 weeks only, after which she was replaced by guests).  
Agency Director: Louis Dean.  
Announcer: Ralph Edwards.  
Conductor: Ben Bernie.  
Music Arranger: Al Evans and others.  
Length of Run: Jan. 12, 1938 to July 6, 1938.  

Betty and Bob
Sponsor: Lever Brothers Co. (Rinso).  
Agency: Ruthrauff & Ryan, Inc.  
Air Time: Tuesday, 8 to 8:30 p.m. (repeat from 12:30 to 1 a.m.)  
Network: CBS; 60 stations.  
Production: Clark Andrews (of the agency), Thomas Freebairn-Smith (CBS).  
Script Writers: Free lance writers.  
Talent: Edward G. Robinson (Steve Wilson); Claire Trevor (Lorelei Kilbourne); dramatic cast.  
Agency Director: Clark Andrews.  
Announcer: John Conte.  
Conductor: Fran Frey.  

Big Town
Sponsor: Lever Brothers Co. (Rinso).  
Agency: Ruthrauff & Ryan, Inc.  
Air Time: Tuesday, 8 to 8:30 p.m. (repeat from 12:30 to 1 a.m.)  
Network: CBS; 60 stations.  
Production: Clark Andrews (of the agency), Thomas Freebairn-Smith (CBS).  
Script Writers: Free lance writers.  
Talent: Edward G. Robinson (Steve Wilson); Claire Trevor (Lorelei Kilbourne); dramatic cast.  
Agency Director: Clark Andrews.  
Announcer: John Conte.  
Conductor: Fran Frey.  

Billy and Betty
Sponsor: General Mills, Inc. (Corn Kix).  
Agency: Blackett-Sample-Hummert, Inc.  
Origination: Chicago.  
Air Time: Monday through Friday, 5:30 to 5:45 p.m.  
Network: NBC Red; 6 stations.  
Production: Leonardo Bercovici.  
Script Writer: Frances Ellis.  
Talent: Audrey Egan (Betty); Jimmy McCallon (Billy); Jackie Grimes (Oliver); Ted Reid (Melvin); Selena Royle (Mr. White).  
Agency Director: Robert Sloane.  
Announcer: Lyle Van.  
Music Arranger: Frank Novak.  
Length of Run: Started May 1, 1939. (Replaced Jack Armstrong).  

BiSoDol
(See "John's Other Wife")  
(See "Mr. Keen, Tracer of Lost Persons")  
(See "Mrs. Wiggs of the Cabbage Patch")
NETWORK COMMERCIALS—Continued

Dr. Frank Black Orchestra
(See “Carnation Contented Hour”)
(See “Cities Service Concert”)
(See “Magic Key of RCA”)

Ray Bloch Orchestra
(See “Johnny Presents”)
(See “Johnny Presents ‘What’s My Name?’”)
(See “Model Minstrels”)
(See “Pick & Pat in Pipe Smoking Time”)

Shirley Booth
(See “Johnny Presents ‘Where Are We?’”)

Borden Co.
(See “Hughesreel”)

Bosco Co.
(See “The Rhyming Minstrel”)

Connie Boswell
(See “Monday Night Show”)

Major Bowes’ Amateur Hour
Sponsor: Chrysler Corp. (Chrysler, De Soto, Dodge, Plymouth).
Agency: Ruthrauff & Ryan, Inc.
Origination: Manhattan Theatre, New York.
Air Time: Thursday, 9 to 10 p.m.
Network: CBS; 92 stations.
Production: Major Edward Bowes.
Talent: Major Edward Bowes and amateurs.
Agency Director: John Gordon.
Announcer: Ralph Edwards.
Conductors: Joe Meresco and Harry Merkur (pianists).
Length of Run: Started Sept. 17, 1936.

Bowey’s, Inc.
(See “Terry and the Pirates” for Dari-Rich)

Charles Boyer
(See “Woodbury’s Hollywood Playhouse”)

A. S. Boyle Co.
(See “John’s Other Wife” for Old English Floor Wax)
(See “Mrs. Wiggs of the Cabbage Patch” for Old English Floor Wax)

Oscar Bradley Orchestra
(See “Phil Baker”)
(See “Hollywood Guild”)
(See “Passing Parade”)
(See “Radio Newsreel”)

Gary Breckner
(See “Catalina Islander”)

Breezing Along
Sponsor: Philip Morris & Co., Ltd.
Agency: The Blow Co., Inc.
Air Time: Friday, 8 to 8:30 p.m.
Network: Mutual; 3 stations.
Production: Walter A. Tibbals (of the agency).
Script Writers: L. W. Thomas, Bob Goldsmith.
Talent: Johnny Roventini; Johnny Green’s orchestra; Beverly (Freeland) and Her Bel-Airs, directed by Ray Bloch; Charles O’Connor.
Agency Director: Walter A. Tibbals.
Announcer: Charles O’Connor.
Conductor: Johnny Green.
Length of Run: Started May 19, 1939. (Replaced Guess Where).

Brewers’ Radio Show Assn.
(See “Monday Night Show”)

Fannie Brice
(See “Good News of 1939”)

Bristol-Myers Co.
(See “For Men Only” for Vitalis)
(See “Town Hall Big Game Hunt” for Ipana, Sal Hepatica)
(See “Town Hall Tonight” for Ipana, Sal Hepatica, Minute Rub)
(See “Town Hall Varieties”)

David Broekman Orchestra
(See “Texaco Star Theatre”)

Joe E. Brown
Sponsor: General Foods Corp. (Post Toasties).
Agency: Benton & Bowles, Inc.
Air Time: Thursday, 7:30 to 8 p.m. (repeat from 11:30 p.m. to 12 midnight). (Before April 6, 1939, Saturday, 7:30 to 8 p.m. with repeat from 11 to 11:30 p.m.).
NETWORK COMMERCIALS—Continued

Network: CBS; 61 stations.
Production: Handled by the agency.
Script Writers: Frank Gill, Bill Demling, Carl Harzinger, Paul Henning, Joseph Twerp, others.
Talent: Joe E. Brown; Frank Gill; Bill Demling; Margaret McCrae; Paula Winslowe; Harry Sosnik's orchestra.
Agency Director: Don Cope.
Announcer: Don Wilson.
Conductor: Harry Sosnik.
Music Arranger: Harry Sosnik.
Length of Run: Started Oct. 8, 1938.

Brown & Williamson Tobacco Co.
(See "Avalon Time" for Avalon Cigarettes)
(See "Tommy Dorsey's Orchestra" for Raleigh, Kool)
(See "News, Views and Sports Reviews by Hughes")
(See "Plantation Party" for Bugler)
(See "Uncle Walter's Dog House" for Raleigh)

Burns & Allen
Sponsor: General Foods Corp. (Grape Nuts).
Agency: Young & Rubicam, Inc.
Air Time: Monday, 8 to 8:30 p.m. (repeat from 10:30 to 11 p.m.).
Network: NBC Red; 71 stations.
Production: Everard Meade (of the agency).
Script Writers: John Medbury, Willie Burns.
Talent: George Burns; Gracie Allen; Tony Martin; John Conte; Glen Gray's orchestra (Jan Garber previous to July 4, 1938; Ray Noble previous to April 4, 1938).
Agency Director: Everard Meade.
Announcer: John Conte.
Conductor: Glen Gray.
Length of Run: April 12, 1937, to Aug. 1, 1938.

Burns & Allen
Sponsor: Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).
Agency: Newell-Emmett Co., Inc.
Air Time: Friday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).
Network: CBS; 102 stations.
Script Writers: George Burns, John Medbury, Harvey Helm, Burke Kalmar, Harry Ruby, William Burns.
Talent: George Burns; Gracie Allen; Frank Parker (replaced by Tony Martin from Oct. 21 to Dec. 30, 1938); Ray Noble's orchestra.
Agency Director: Don Langan.
Announcer: Paul Douglas.
Conductor: Ray Noble.
Music Arranger: Ray Noble.
Length of Run: Sept. 30, 1938, to June 29, 1939.

Bob Burns
(See "Kraft Music Hall")

Francis X. Bushman
(See "Stepmother")

Wallace Butterworth
(See "Vox Pop")

C

Calavo Growers of California
(See "Fletcher Wiley")

California Prune & Apricot Growers Assn.
(See "Fletcher Wiley")

Calling All Cars
Sponsor: Rio Grande Oil, Inc. (Petroleum Products).
Agency: Hixson-O'Donnell, Inc.
Air Time: Monday, 9 to 9:30 p.m.
Network: CBS; 3 stations.
Production: Mel Williamson.
Script Writer: Mel Williamson.
Talent: Varies.
Agency Director: Robert M. Hixson.
Announcer: Frederick Lindsley.
Conductor: Wilbur Hatch.
Music Arranger: (?) Murray.
Length of Run: Started Nov. 29, 1933.

Campana Sales
(See "First Nighter" for Italian Balm Dreskin, Coolies, D.D.D.)

Campbell Playhouse
Sponsor: Campbell Soup Co.
Agency: Ward Wheelock Co.
NETWORK COMMERCIALS—Continued

Air Time: Friday, 9 to 10 p.m.
Network: CBS; 85 stations.
Script Writers: Orson Welles, John Houseman and organization.
Talent: Orson Welles; guest stars; varying dramatic cast.
Agency Director: Diana Bourbon.
Announcer: Ernest Chappell.
Conductor: Bernard Herrman.
Music Arranger: Under direction of Bernard Herrman.
Length of Run: Dec. 9, 1938, to June 2, 1939. (Scheduled to return Sept. 10).

Campbell Soup Co.
(See "Amos 'n' Andy")
(See "Campbell Playhouse")
(See "Hollywood Hotel")
(See "Human Side of the News")

Canada Dry Ginger Ale Co., Inc.
(See "Information, Please")

Candid Lady
Sponsor: Pepsodent Co. (Antiseptic).
Agency: Lord & Thomas.
Air Time: Monday through Friday, 2:15 to 2:30 p.m. (Previous to April 25, 1938, 3:15 to 3:30 p.m.).
Network: NBC Red; 5 stations.
Production: Thomas A. McAvity (of the agency), Ted Sherdeman (of NBC).
Script Writer: Ted Sherdeman.
Talent: Ann Stone (Ann Webster); Fred Shields (Tom Adamson); Verna Felton (Aunt Julia); Cliff Arquette (Mike Bufano); Wally Maher (Duke Murphy).
Agency Directors: Jack Runyon, Don Francisco, Jr.
Announcer: John Frazer.
Length of Run: Started March 21, 1938.

The Canovas
(See "Chase & Sanborn Program")

Eddie Cantor's Camel Caravan
Sponsor: R. J. Reynolds Tobacco Co. (Camel Cigarettes, Prince Albert Smoking Tobacco).
Air Time: Monday, 7:30 to 8 p.m. (repeat from 10:30 to 11 p.m.).
Network: CBS; 88 stations.
Production: Vic Knight.
Script Writers: Harry Conn, Sidney Fields.
Talent: Eddie Cantor; Bert Gordon (the Mad Russian); Fairchild & Carroll (Edgar Fairchild and Adam Carroll); Hattie Noel; Sid Fields; Bert Parks (replaced Walter Woolf King); Edgar Fairchild's orchestra; guests.
Agency Director: Joe C. Donohue.
Announcers: Bert Parks (previously Walter Woolf King).
Conductor: Edgar Fairchild.
Length of Run: March 28, 1938, to June 26, 1939. (Off for summer of 1938 from June 27 to Oct. 3.).

Cardinet Candy Co.
(See "Night Editor")

Rachael Carlay
(See "Manhattan Merry-Go-Round")

Carnation Contended Hour
(International Nights Series)
Sponsor: The Carnation Co. (Carnation Milk).
Agency: Erwin, Wasey & Co.
Origination: Chicago.
Air Time: Monday, 10 to 10:30 p.m.
Network: NBC Red; 84 stations.
Production: Handled by the agency.
Script Writers: Charles Lewis, Richard Skeen.
Talent: Marek Weber and orchestra (replaced Dr. Frank Black, Jan. 3, 1938); Continental Quartet (Reinhold Schmidt, Herman Larsen, William Miller, Earle Tanner; Bob Child, accompanist and arranger); Opal Craven (Lullaby Lady); guest stars.
Agency Director: Holland Engle.
Announcers: Vincent Pelletier, Claude Kirchner.
Conductor: Marek Weber.
Music Arranger: Leo A. Kempinski.

Dale Carnegie, How to Win Friends and Influence People
Sponsor: Colgate-Palmolive-Peet Co. (Colgate Shave Cream).
Agency: Benton & Bowles—Chicago, Inc.
Air Time: Saturday, 8:30 to 8:45 p.m. (Previous to June 4, 1938, Tuesday, 10:45 to 11 p.m.). (Repeat from 12 midnight to 12:15 a.m.).
Network: NBC Red; 30 stations.
Production: Douglas Storer.

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NETWORK COMMERCIALS—Continued

Talent: Dale Carnegie; dramatic cast; guests.
Agency Director: Ed Aleshire.
Announcer: Ben Grauer.
Length of Run: Jan. 11, 1938 to July 9, 1938.

Madeleine Carroll
(See "The Circle")

Boake Carter Program
Sponsor: General Foods Corp. (Post Toasties, Huskies).
Agency: Benton & Bowles, Inc.
Origination: Philadelphia.
Air Time: Monday, Wednesday, Thursday and Friday, 7:45 to 8 p.m. (repeat, Monday through Friday, 8:45 to 9 p.m.). (Previous to July 11, 1938, program was heard Monday through Friday, 6:30 to 6:45 p.m., with repeat from 8:45 to 9 p.m.).
Network: CBS; 74 stations.
Production: Handled by the agency.
Script Writer: Boake Carter.
Talent: Boake Carter.
Agency Director: Chester MacCracken.
Announcer: Erik Rolf.

John Carter
(See "Chase & Sanborn Program")

Carters of Elm Street
Sponsor: The Wander Co. (Ovaltine).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 12 noon to 12:15 p.m.
Network: NBC Red; 7 stations.
Production: Jack Hurdle.
Script Writer: Mona Kent.
Talent: Virginia Payne (Mrs. Carter); Vic Smith (Mr. Carter); Ann Russell (Bernice); William Rose (Jeff); Virginia Jones (Mildred); Harriette Widmer (Mattie Bell); Herbert Nelson (Sydney); Jonathan Hole (Ken Kearney).
Agency Director: Kirby Hawkes.
Announcer: Don Dowd.

Catalina Islander
Sponsor: Wilmington Transportation Co., affiliate of Wm. Wrigley, Jr., Co. (Santa Catalina Island).
Agency: Neisser-Meyerhoff, Inc.
Origination: Santa Catalina Island.
Air Time: Monday through Friday, 2:15 to 2:30 p.m.
Network: CBS; 6 stations.
Production: Nelson Shawn.
Talent: Gary Brecker, interviewer.
Agency Director: George A. Taylor.
Announcer: Maurie Webster.

Cavalcade of America
Agency: Batten, Barton, Durstine & Osborn, Inc.
Air Time: Monday, 8 to 8:30 p.m. (Previous to June 29, 1938, program was heard Wednesday, same time; repeat from 12 midnight to 12:30 a.m.).
Network: CBS; 55 stations.
Production: Homer Fickett and John Driscoll (of the agency).
Script Writers: Homer Fickett, Kenneth Webb, John Driscoll and staff.
Talent: Thomas Chalmers, narrator; Basil Ruysdael, commentator; dramatic cast; Don Voorhees' orchestra.
Agency Director: Homer Fickett.
Announcer: Basil Ruysdael.
Conductor: Don Voorhees.
Length of Run: Oct. 9, 1935, to May 29, 1939. (Off during 1938, from June 29 to Dec. 5).

Central City
Sponsor: Procter & Gamble (Oxydol).
Agency: Blackett-Sample-Hummert, Inc.
Air Time: Monday through Friday, 10 to 10:15 a.m.
Network: NBC Red; 34 stations (NBC Blue prior to Jan. 2, 1939).
Production: Walter Hart.
Talent: Tom Powers, commentator; Eric Dressler (Fred Winston); Arlene Frances (Miriam Allen); Kent Smith (Sam Allen); Elspeth Eric (Emily Olsen); Robert Sloan (Joe Olsen); Muriel Kirkland (Virginia Livingston); Charles Dingle (Bill Roland); Myron McCormack (Bob Shallenberger); Van Heflin (Mayor Bate man).
NETWORK COMMERCIALS—Continued

Agency Director: Henry Selinger.
Announcer: Geoffrey Bryant.
Length of Run: Started Nov. 21, 1938.

Chamberlin Laboratories, Inc.
(See “Eddie Albright”)

Champions of the Keyboard*

Sponsor: Pittsburgh Coal Co.
Agency: Walker & Downing, Inc.
Origination: Pittsburgh.
Air Time: Wednesday, 7:30 to 7:45 p.m.
Network: NBC Blue; 4 stations.
Talent: Organist and pianist.
Length of Run: Nov. 16, 1938 to Jan. 11, 1939.

* This information was not supplied by the agency.

Chase & Sanborn Program, The

Sponsor: Standard Brands, Inc. (Chase & Sanborn Coffee).
Agency: J. Walter Thompson Co.
Air Time: Sunday, 8 to 9 p.m.
Network: NBC Red; 88 stations.
Production: Handled by the agency.
Talent: Don Ameche; Dorothy Lamour; Edgar Bergen and Charlie McCarthy; The Canovas (Judy, Zeke and Annie) (replaced the Stroud Twins, Clarence and Claude, Oct. 2, 1938, and remained on show until Dec. 29, 1938); John Carter; Donald Dickson (replaced Nelson Eddy, Feb. 6, 1939); Robert Armbruster’s orchestra; guests. (Edward Arnold replaced Don Ameche as m.c. for summer of 1938).
Announcer: Wendall Niles.
Conductor: Robert Armbruster.
Length of Run: Original contract started Sept. 8, 1929; current program started May 9, 1937.

Chesebrough Mfg. Co.
(See “Dr. Christian” for Vaseline Products)

Chesterfield Daily Sports Column

Sponsor: Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).
Agency: Newell-Emmett Co., Inc.
Air Time: Monday through Saturday, 6:30 to 6:45 p.m.
Network: NBC Red; 50 stations.
Production: Al Williams.

Talent: Paul Douglas.
Agency Director: Donald Langan.
Announcers: Paul Douglas assisted by staff announcer.
Length of Run: April 18, 1938, to Oct. 1, 1938. (Replaced by Eddie Dooley’s Last Minute Football News).

Chesterfield Presents

Sponsor: Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).
Agency: Newell-Emmett Co., Inc.
Air Time: Wednesday, 9 to 9:30 p.m.
Network: CBS; 101 stations.
Production: Douglas Coulter (of CBS).
Script Writer: Deems Taylor (writes own comment); Paul Douglas (writes own opening and closing announcements).
Talent: Andre Kostelanetz’ orchestra; Deems Taylor, commentator; Grace Moore (previous to March 30, 1938, Lawrence Tibbett); Paul Douglas; guests.
Agency Director: Donald Langan.
Announcer: Paul Douglas.
Conductor: Andre Kostelanetz.
Length of Run: July 6, 1937, to June 22, 1938.

Chesterfield Program

Sponsor: Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).
Agency: Newell-Emmett Co., Inc.
Origination: New York (elsewhere, according to Whiteman’s engagements).
Air Time: Wednesday, 8:30 to 9 p.m. (Previous to July 13, 1938, Friday, 8:30 to 9 p.m.) (repeat from 11:30 p.m. to 12 midnight).
Network: CBS; 99 stations.
Production: Phil Cohran (for the sponsor), Douglas Coulter (of CBS).
Script Writers: Al. Lewis, Hank Garson, Tom Langan (to March 25, 1938), Phil Cohran, Leslie Leiber.
Talent: Paul Whiteman and orchestra; Oliver Wakefield (to March 25, 1938); Joan Edwards; The Modernaires (Ralph Brewster, Hal Dickinson, Bill Conway, Chuck Goldstein); Clark Dennis (since Jan. 4, 1939); guests.
Agency Director: Don Langan.
Announcer: Paul Douglas (since May 2, 1939; previously Fred Uttal, Carlton Kadell).
Conductor: Paul Whiteman.
Length of Run: Started December 31, 1937.

Chrysler Corp.
(See “Major Bowes’ Amateur Hour”)
**CITIES SERVICE CONCERTS**

**Sponsor:** Petroleum Advisers for Cities Service (Gas and Oil).

**Agency:** Lord & Thomas.

**Origination:** New York.

**Air Time:** Friday, 8 to 9 p.m.

**Network:** NBC Red; 54 stations.

**Production:** Handled by the agency.

**Script Writer:** Frank Wilson, Gordon Auchincloss.

**Talent:** Lucille Manners; Ross Graham; Cities Service Singers; Dr. Frank Black’s orchestra (latter two groups replaced the Revelers and Rosario Bourdon’s orchestra, Feb. 4, 1938).

**Agency Director:** John Hymes.

**Announcer:** Ford Bond.

**Conductor:** Dr. Frank Black (previously Rosario Bourdon).

**Music Arranger:** Frank Black.

**Length of Run:** Original contract started Feb. 10, 1927; latest series started Feb. 3, 1939.

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**Buddy Clark**

*(See “Ben Bernie and All the Lads”)  *(See “Buddy Clark & Orchestra”)*

**Buddy Clark & Orchestra**

**Sponsor:** American Tobacco Co. (Lucky Strike Cigarettes).

**Agency:** Lord & Thomas.

**Origination:** New York.

**Air Time:** Monday, Wednesday and Fri-

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**Larry Clinton Orchestra**

*(See “Quaker Party”)*

**Coca-Cola Co.**

*(See “The Song Shop”)*

**Colgate Ask-It-Basket**

**Sponsor:** Colgate-Palmolive-Peet Co. (Colgate Dental Cream).

**Agency:** Benton & Bowles, Inc.

**Origination:** New York.

**Air Time:** Wednesday, 7:30 to 8 p.m. (repeat from 10:30 to 11 p.m.).

**Network:** CBS; 61 stations.

**Production:** Handled by the agency.

**Talent:** Jim McWilliams, m.c.; question and answer contestants.

**Agency Director:** Jack Mullen.

**Announcer:** Del Sharbutt.

**Length of Run:** Oct. 5, 1938, to June 28, 1939. (Scheduled to return Aug. 17).

**Colgate-Palmolive-Peet Co.**

*(See “Dale Carnegie, How to Win Friends and Influence People” for Shave Cream)*

*(See “Colgate Ask-It-Basket” for Colgate Dental Cream)*

*(See “Gang Busters” for Brushless Shave)*

*(See “Hilltop House” for Palmolive Soap)*

*(See “Myrt and Marge” for Super Suds)*

*(See “Stepmother”)*

**Ted Collins**

*(See “Kate Smith—Noonday Chats”)*

*(See “Kate Smith’s Hour”)*

**Ronald Colman**

*(See “The Circle”)*

**Jerry Colonna**

*(See “Pepsodent Program Starring Bob Hope”)*
NETWORK COMMERCIALS—Continued

Nadine Conner
(See "The Song Shop")

Continental Baking Co., Inc.
(See "Pretty Kitty Kelly" for Wonder Bread, Hostess Cake)
(See "Wonder Show—Jack Haley" for Wonder Bread, Hostess Cake)

Thomas Cook & Son-Wagon-Lits, Ltd.
(See "The Man from Cook’s")

Jerry Cooper
(See "Vocal Varieties")

Court of Human Relations
Sponsor: Vadsco Sales Corp.
Agency: Albert M. Ross, Inc.
Origination: WOR, New York.
Air Time: Sunday, 9 to 9:30 p.m. (4 to 4:30 p.m., first 13 weeks).
Network: Mutual; 6 stations (20 stations, first 13 weeks).
Production: Ruth Roberts Ross.
Script Writers: Scripts based on stories from True Story Magazine.
Talent: Wilmer Walter; Wilfred Lytell; and dramatic cast.
Agency Director: Ruth Roberts Ross.
Announcer: Tom Slater.
Length of Run: Jan. 9, 1938, to July 3, 1938.

Court of Human Relations
Sponsor: Vadsco Sales Corp. (Quinlax).
Agency: Lawrence C. Gumbinner Advertising Agency.
Air Time: Sunday, 4:30 to 5 p.m.
Network: Mutual; 5 stations, plus rebroadcasts on 19 stations through off-the-line recordings.
Production: Agency and Frank Chase.
Script Writer: Arnold Scheuer, Jr.
Talent: Varied dramatic cast.
Agency Director: Herschel Deutsch.
Announcer: Tom Slater.
Conductor: Nat Brusiloff.
Music Arranger: Nat Brusiloff.
Length of Run: Oct. 9, 1938, to Jan. 1, 1939.

Court of Missing Heirs
Sponsor: Skelly Oil Co.
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Sunday, 10:30 to 11 p.m. (Previous to Dec. 5, 1937, Monday, 7 to 7:30 p.m.).
Network: CBS; 20 stations.
Production: Fritz Blocki.
Script Writers: Al Shebel; James Waters.
Talent: Burton Wright; Burr Lee; Dick Wells; and dramatic cast.
Agency Director: Karl Wehmeyer.
Announcer: Tom Shirley.
Conductor: Peter A. Cavallo, Jr.

Criminal Case Histories, with Warden Lewis E. Lawes
Agency: Warwick & Legler, Inc.
Air Time: Friday, 8 to 8:30 p.m.
Network: NBC Blue; 43 stations.
Production: Preston H. Pumphrey (of the agency).
Script Writers: Nathaniel Curtis; R. B. Schall.
Talent: Warden Lewis E. Lawes; and dramatic cast.
Agency Director: Preston H. Pumphrey.
Announcer: Nelson Case.
Length of Run: Original contract started Jan. 22, 1933; latest series ran from Oct. 21, 1938, to April 14, 1939.

Betty Crocker
Sponsor: General Mills, Inc. (Gold Medal Kitchen-Tested Flour, Softasilk Cake Flour, Bisquick).
Agency: Knox Reeves Advertising, Inc.
Origination: Chicago.
Air Time: Wednesday and Friday, 2:45 to 3 p.m.
Network: NBC Red and Blue; 29 stations.
Talent: Betty Crocker.
Agency Director: Lloyd Griffin.
Announcer: Pierre Andre.
Length of Run: Started June 1, 1936, on CBS; above series ran from May 30, 1938, to May 26, 1939, over NBC.

Richard Crooks
(See "The Voice of Firestone")

Bing Crosby
(See "Kraft Music Hall")

Frank Crumit
(See "Battle of the Sexes")
(See "The Song Shop")
Cudahy Packing Co.
(See “Bachelor’s Children” for Old Dutch Cleanser)

Cummer Products Co.
(See “Battle of the Sexes” for Molle)
(See “Radio Newsreel” for Energine)
(See “Spelling Bee” for Energine)
(See “Spy Secrets” for Energine)
(See “Vox Pop” for Molle)

Dialogue Writers: Stuart Ayers (Oct. 25, 1937 to Nov. 2, 1938); Marie Baumer (Nov. 3, 1938 to date).
Agency Script Editor: George Nobbs.
Talent: Anne Elstner (Stella Dallas); Vivian Smolen (Laurel Dallas Grosvenor); MacDonald Carey (Dick Grosvenor); Julie Benell (Helen Dallas); Arthur Hughes (Stephen Dallas).
Agency Director: Richard Leonard.
Announcer: Ford Bond.
Length of Run: Started June 6, 1938. (Originally started Oct. 25, 1937, as local show on WEAF for Tetley Tea).

Dangerous Road
Sponsor: Sperry Flour Co. (Pancake and Waffle Flour).
Origination: San Francisco.
Air Time: Monday through Friday, 10:30 to 10:45 a.m., PST.
Network: NBC Red; 6 stations.
Production: Cameron Prud’homme (of NBC).
Talent: Nancy Douglass (Nadja Butler); Don McLaughlin (Pierre Bradley); Carl Kroence (Choo-choo); others.
Agency Director: R. W. Stafford.
Announcer: Sam Moore.
Music Arranger: Edna Fischer.
Length of Run: Started Sept. 26, 1938.

Dad and Junior
Sponsor: The Wheatena Corp.
Agency: C. M. Rohrabaugh Co. (formerly Rohrabaugh & Gibson).
Origination: Philadelphia.
Air Time: Monday, Wednesday and Friday, 5:45 to 6 p.m.
Network: Mutual; 12 stations.
Talent: Ford Rush; Ford Rush, Jr.; Tinkle Toy Band conducted by Pat Shevlin.
Agency Director: C. M. Rohrabaugh.
Conductor: Pat Shevlin.
Music Arranger: Pat Shevlin.

Stella Dallas
Sponsor: Chas. H. Phillips Chemical Co. (Phillips’ Milk of Magnesia and Milk of Magnesia Cream).
Agency: Blackett-Sample-Hummert, Inc.
Air Time: Monday through Friday, 4:15 to 4:30 p.m.
Network: NBC Red; 42 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Original Story Line of Radio Sequel to Book and/or Play: Frank and Anne Hummert.

Dorothy Davis
(See “Uncle Walter’s Dog House”)

Phil Davis Orchestra
(See “Uncle Walter’s Dog House”)

R. B. Davis Co.
(See “Park Avenue Penners” for Coco-malt)

Honey Dean
(See “Two on a Shoestring”)

Death Valley Days
Sponsor: Pacific Coast Borax Co. (Twenty Mule Team Borax).
Agency: McCann-Erickson, Inc.
Air Time: Friday, 9:30 to 10 p.m. (repeat from 11:30 to 12 midnight).
Network: NBC Red; 23 stations.
Production: Agency and Edwin Whitney (of NBC).
Script Writer: Ruth Cornwall Woodman.
Talent: Harry Humphrey (replaced Tim Frawley, the original Old Ranger); Jean King; Jack MacBryde; Milton C. Herman; Jas. J. Van Dyke; Frank Butler; Paul Nugent; Richard Barrows; Geoffrey Bryant; Edwin Whitney; Irene Hubbard.
Agency Director: Dorothy Barstow.
Announcer: George Hicks.
Conductor: Josef Bonime.

Rosemary DeCamp
(See “Dr. Christian”)

Eddie De Lange Orchestra
(See “Honolulu Bound”)

Delaware, Lackawanna & Western Coal Co.
(See “The Shadow” for Blue Coal)

Cecil B. De Mille
(See “Lux Radio Theatre”)

Clark Dennis
(See “Chesterfield Program”)

Andy Devine
(See “Jell-O Program Starring Jack Benny”)

Donald Dickson
(See “Chase & Sanborn Program”)

Doc Barclay’s Daughters
Sponsor: Personal Finance Co. (Loan Service).
Agency: Blackett-Sample-Hummert, Inc.
Air Time: Monday through Friday, 2 to 2:15 p.m.
Network: CBS; 28 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story Line: Frank and Anne Hummert.
Dialogue Writers: Marie Baumer (Jan. 23, 1939 to Jan. 27, 1939); Joel Hammil (Jan. 30, 1939, one script); Sue White (Jan. 31, 1939 to Feb. 10, 1939); Joel Hammil (Feb. 13 and 14, 1939); Sue White (Feb. 15, 1939 to date).
Agency Script Editor: Rosser Reeves.
Talent: Bennett Kilpack (Doc Barclay); Mildred Robin (Mimi); Elizabeth Reller (Connie); Vivian Smolen (Marge); Carleton Young (Brett); Albert Hayes (Tom Clarke); Alan Bunce (Billy Van Cleve); Audrey Eagen (Bess).
Conductor: Ann Leaf, organist (theme).
Length of Run: Started Jan. 23, 1939.

Dr. Christian
Agency: McCann-Erickson, Inc.
Air Time: Tuesday, 10 to 10:30 p.m.
Network: CBS; 57 stations.
Production: Dorothy Barstow.
Talent: Jean Hersholt (Dr. Christian); Rosemary DeCamp (Judy Price); Gloria Holden; others.
Agency Director: Dorothy Barstow.
Announcer: Arthur Gilmore.
Conductors: Ivan Ditmar, organist (when from Hollywood); Lew White, organist (when from New York).
Length of Run: Nov. 7, 1937 to April 11, 1939. (At press time, this program was scheduled to return in the fall).

Dr. I. Q.
Sponsor: Mars, Inc.
Agency: Grant Advertising, Inc.
Origination: St. Louis and Chicago.
Air Time: Monday, 9:30 to 10 p.m.
Network: NBC Blue; 20 stations. (Changed to NBC Red July 9, 1939).
Production: Bob White.
Script Writers: Dr. I. Q. Productions under contract to and direction of the agency.
Talent: Lew Valentine (Dr. I. Q.); theatre audience participation.
Agency Director: Lew Valentine.
Announcer: Allen Anthony.
Length of Run: Started April 10, 1939.

Doctor Kate
Sponsor: Sperry Flour Co.
Origination: San Francisco.
Air Time: Monday through Friday, 10:45 to 11 a.m., PST.
Network: NBC Red; 6 stations.
Production: Hal Burdick.

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Script Writer: Hal Burdick.
Talent: Cornelia Burdick (Dr. Kate); Vickie Vola and Zella Layne (Nurse Lynn Miller); Montgomery Mohn (Dr. Crowley); Charles MacAlister (Judge Halsey); Helen Kleebl (Nurse Sarah); Earl Lee (Hank Elzy); Everett Glass (Kelton Pringle).
Agency Director: R. W. Stafford.
Announcers: Sam Moore, Archie Presby, Leo Cleary, Armand Girard.
Music Arranger: Charles Runyon.

**Dog Heroes**

Sponsor: Modern Food Process Co. (Thrivo Dog Food).
Agency: The Clements Co., Inc.
Air Time: Sunday, 5:45 to 6 p.m. (Previous to Jan. 1, 1939, 3 to 3:15 p.m.; previous to Oct. 23, 1938, 1:30 to 1:45 p.m.).
Network: NBC Blue; 13 stations.
Production: Robert H. Smith (of the agency).
Script Writers: Agency staff.
Talent: Intermittent roles: Harry Swan; Maurice Tarplin; Jackson Beck; Milton Herman; Tony Burger; Milo Boulton; Bradley Barker; Sidney Slon; Leo Needham; William Quinn; Albert Aley; Phillip Clarke; Charles Webster; Ned Reese; Lloyd Barry; Bruno Wick; Warren Colston; Stanley Shier; Effie Palmer; Mitzi Gould; Virginia Gregori; Jeannie Parrillo; Jeanette Dowling; Eunice Howard.
Agency Director: Robert H. Smith.
Announcer: Pat Kelly.
Conductors: George Crook and J. Russel Robinson, organists.
Music Arrangers: George Crook and J. Russel Robinson.
Length of Run: Original contract started Oct. 6, 1936; latest series ran from Oct. 16, 1938 to April 23, 1939.

**Robert Emmet Dolan Orchestra**

*(See “The Circle”)*

**Don’t You Believe It**

Sponsor: P. Lorillard & Co. (Sensation Cigarettes).
Agency: Lennen & Mitchell, Inc.
Air Time: Tuesday and Thursday, 7:30 to 7:45 p.m. (repeat from 7:45 to 8 p.m.).
Network: Mutual; 27 stations.
Production: Blayne Butcher (of the agency).
Script Writer: Cranston Chamberlin.

Talent: Alan Kent.
Agency Director: Blayne Butcher.
Announcer: Tom Slater.
Length of Run: Started July 26, 1938.

**Eddie Dooley’s Last Minute Football News**

Sponsor: Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).
Agency: Newell-Emmett Co., Inc.
Air Time: Thursday and Saturday, 6:30 to 6:45 p.m.
Network: NBC Red; 49 stations.
Production: Fred Weihe.
Script Writer: Eddie Dooley.
Talent: Eddie Dooley; guests.
Agency Director: Don Langan.
Announcers: Eddie Dooley and staff assistant.

**Tommy Dorsey’s Orchestra**

Sponsor: Brown & Williamson Tobacco Co. (Raleigh and Kool Cigarettes).
Agency: Batten, Barton, Durstine & Osborn, Inc.
Air Time: Wednesday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).
Network: NBC Red; 56 stations.
Production: Herbert Sanford (of the agency).
Script Writer: Herbert Sanford.
Talent: Tommy Dorsey and orchestra; Jack Leonard; Eddy Wright; Three Esquires (Earl Hagen, Jack Leonard, Allen Stordahl).
Agency Director: Herbert Sanford.
Announcers: Clayton Collyer (previous to April 26, 1939, Lyle Van).
Conductor: Tommy Dorsey.
Music Arrangers: Paul Wetstein, Axel Stordahl, Deane Kincaid.
Length of Run: Started Nov. 9, 1936.

**Paul Douglas**

*(See “Chesterfield Daily Sports Column”)*
*(See “Chesterfield Presents”)*

**Saxie Dowell**

*(See “Time to Shine”)*

**Morton Downey**

*(See “Eddy Duchin & His Orchestra”)*
NETWORK COMMERCIALS—Continued

Drackett Co.
(See “Hello Peggy” for Drano and Windex)

Duart Mfg. Co.
(See “Problem Clinic” for Cream of Milk Face Cream, Lotion, Lipstick)

Eddy Duchin & His Orchestra
Sponsor: American Cigarette & Cigar Co. (Pall Mall Cigarettes).
Agency: Young & Rubicam, Inc.
Air Time: Monday, 9:30 to 10 p.m.
Network: NBC Red; 50 stations.
Production: Bennett Larson (of the agency).
Talent: Eddy Duchin and orchestra; Morton Downey (since Jan. 23, 1939).
Agency Director: Bennett Larson.
Announcer: Dwight Weist.
Conductor: Eddy Duchin.
Length of Run: Sept. 5, 1938, to May 29, 1939.

Dunhill Cigarettes
(See “Name Three”)

Eddie Dunstedter & Orchestra
(See “It Happened in Hollywood”)

E. I. duPont de Nemours & Co.
(See “Cavalcade of America”)

Durkee Famous Foods, Inc.
(See “Madame Courageous”)
(See “My Secret Ambition”)

E
Craig Earl
(See “Professor Quiz”)

Mary Eastman
(See “Saturday Night Serenade”)

Easy Aces
Sponsor: The Anacin Co.
Agency: Blackett-Sample-Hummert, Inc.
Air Time: Tuesday, Wednesday and Thursday, 7 to 7:15 p.m.

Network: NBC Blue; 40 stations.
General Supervisor of Script and Production: Goodman Ace.
Author of Title and Original Story Line: Goodman Ace.
Dialogue Writer: Goodman Ace.
Talent: Jane and Goodman Ace.
Announcer: Ford Bond.
Conductor: Abe Goldman, organist (theme).
Length of Run: Started Feb. 4, 1935.

Nelson Eddy
(See “Chase & Sanborn Program”)

Hal Edison Orchestra
(See “Vocal Varieties”)

Joan Edwards
(See “Chesterfield Program”)

Harry Einstein (Parkyakarkus)
(See “Tuesday Night Party”)

Dave Elman
(See “Hobby Lobby”)

Emerson Drug Co.
(See “Harriet Parsons” for Bromo-Seltzer)

Skinnay Ennis Orchestra
(See “Pepsodent Program Starring Bob Hope”)

Ethyl Gasoline Corp.
(See “Tune-Up Time”)

Euclid Ballot Box
(Before May 1, 1939, Headlines on Parade with Knox Manning).
Sponsor: Euclid Candy Co. of California.
Air Time: Monday, 9:30 to 9:45 p.m., PST.
(Before May 1, 1939, Monday, 5:30 to 5:45 p.m.; before Feb. 20, 1939, 5:45 to 6 p.m.; before Sept. 26, 1938, Wednesday, 5:45 to 6 p.m.; before April 27, 1938, Tuesday. 5:30 to 5:45 p.m.).
Network: CBS; 9 stations.
Production: Don Forbes.
NETWORK COMMERCIALS—Continued

Fels

Clifton Fadiman
(See “Information, Please”)

Edgar Fairchild Orchestra
(See “Eddie Cantor’s Camel Caravan”)

Falstaff Brewing Corp.
(See “Public Hero No. 1”)

Famous Jury Trials

Sponsor: Local sponsors.
Agency: Various.
Air Time: Quarter and half-hour periods.
Network: Mutual; various number of stations.
Script Writer: Samm Baker; scripts checked by Martin Young, attorney for technical accuracy.
Talent: Alice Frost; Ed Jerome; Bill Johnstone; Sidney Slon; others.
Announcers: Varied.
Length of Run: Nov. 9, 1938, to March 8, 1939.

Fels Co.
(See “Hobby Lobby”)

H. Fendrich, Inc.
(See “Smoke Dreams” for La Fendrich and Charles Denby Cigars)

Fibber McGee & Co.

Sponsor: S. C. Johnson & Son, Inc. (Glo-Coat, Johnson’s Wax, Auto Cleaner and Polish).
Agency: Needham, Louis & Brorby, Inc.
Air Time: Tuesday, 9:30 to 10 p.m. (Previous to March 15, 1938, Monday, 9 to 9:30 p.m.).
Network: NBC Red; 74 stations.
Production: Cecil Underwood.
Script Writer: Don Quinn.

Talent: Jim Jordan (Fibber McGee); Marion Jordan (Molly McGee), (off from Nov. 1937 to April 18, 1939); Harlow Wilcox; Bill Thompson (Nick de Populus, The Old Timer, Horatio K. Boomer); Hugh Studebaker (Silly Watson) (off since Jan. 24, 1939); Harold Peary; Isabel Randolph; Betty Winkler (off since June 27, 1938); Donald Novis (since Sept. 6, 1938); Four Notes (Marjorie Whitney, Lee Gillette, Lee Gotch, Bob Krumenacher) (during June 1938, and since Sept. 6, 1938); Clark Dennis (off since June 28, 1938); Billy Mills’ orchestra (replaced Ted Weems, Jan. 17, 1938).
Agency Director: Cecil Underwood.
Announcer: Harlow Wilcox.
Conductor: Billy Mills (previously Ted Weems).
Music Arranger: Billy Mills.
Length of Run: Started April 16, 1935. (Off for summer of 1938 from June 28 to Sept. 6. At press time, program was scheduled to be off in 1939 from June 27 to Aug. 29). (Replaced during summer of 1939 by Alec Templeton Program).

Jimmy Fidler

Sponsor: Proctor & Gamble (Drene Shampoo).
Agency: H. W. Kastor & Sons Advertising Co.
Air Time: Tuesday and Friday, 7:15 to 7:30 p.m. (repeat from 10:30 to 10:45 p.m., Tuesday; 10:45 to 11 p.m., Friday).
Network: NBC Red; 50 stations (Tuesday), 31 stations (Friday).
Script Writer: Jimmie Fidler.
Talent: Jimmie Fidler.
Agency Director: Robert G. Jennings.
Length of Run: Tuesday contract started March 16, 1937 and ended Nov. 8, 1938; Friday contract started May 21, 1937.

Jimmie Fidler’s Hollywood Gossip

Sponsor: Proctor & Gamble (Drene Shampoo).
Agency: H. W. Kastor & Sons Advertising Co.
Air Time: Tuesday, 7:15 to 7:30 p.m. (repeat from 10:30 to 10:45 p.m.).
Network: CBS; 59 stations.
Script Writer: Jimmie Fidler.
Talent: Jimmie Fidler.
Agency Director: Robert G. Jennings.
Length of Run: Started Nov. 15, 1938.
NETWORK COMMERCIALS—Continued

Sid Fields
(See “Eddie Cantor's Camel Caravan”)

Sidney Fine
(See “Texaco Star Theatre”)

Ted Fio Rito Orchestra
(See “Wonder Show—Jack Haley”)

Firestone Tire & Rubber Co.
(See “The Voice of Firestone”)

First Nighter

Sponsor: Campana Sales (Italian Balm, Dreskin, Coolies, D.D.D.)
Agency: Aubrey, Moore & Wallace, Inc.
Origination: Chicago.
Air Time: Friday, 8 to 8:30 p.m. (repeat. Oct. 7, 1938 to April 30, 1939, 12 midnight
to 12:30 a.m.). (Time changed June 30,
1939, to 9:30 to 10 p.m.).
Network: CBS; 55 stations.
Production: Handled by the agency.
Script Writer: Free lance writers.
Talent: Lester Tremayne; Barbara Luddy.
Agency Director: J. T. Ainley.
Announcer: Bret Morrison.
Conductor: Eric Sagerquist.
Length of Run: Original contract started
Nov. 27, 1930, on NBC; latest series, on
CBS, started Sept. 2, 1938. (Program
has been on the air continuously except
for the summer of 1936).

F. W. Fitch Co.
(See “Fitch Band Wagon”)
(See “Interesting Neighbors”)

Fitch Band Wagon

Sponsor: F. W. Fitch Co. (Fitch Shampoo).
Agency: L. W. Ramsey Co.
Air Time: Sunday, 7:30 to 8 p.m.
Network: NBC Red; 77 stations. (Previous
to March 26, 1939, 53 stations).
Production: E. G. Naeckel (of the agency).
Script Writer: Ward Byron.
Talent: Guest orchestra each week.
Announcers: Fort Pearson, Jack Costello.
Conductor: Guest conductors.
Length of Run: Started Sept. 4, 1938. (Re-
placed Interesting Neighbors).

Ed Fitzgerald—Informal Chatter

Sponsor: Thomas Leeming & Co. (Baume
Bengue, Pacquin’s Hand Cream).
Air Time: Monday, Wednesday and Fri-
day, 2:45 to 3 p.m.
Network: Mutual; 2 stations.
Talent: Ed Fitzgerald, commentator.
Agency Director: Kenneth M. Fickett.
Announcer: Ed Fitzgerald.
Length of Run: Started Oct. 31, 1938, as a
network show; previous to that, from
Oct. 17, was heard locally over WOR,
N. Y.

Football Broadcasts*

(Title was names of competing teams)
Sponsor: Tide Water Associated Oil Co.
Agency: Lord & Thomas.
Origination: Various points.
Air Time: Saturday, 15-minute period
prior to kickoff and during game.
Network: CBS and NBC; varying number
of stations.
Announcers: Various.
Length of Run: 1938 season ran from Sept.
24 to Nov. 26.

* See sports records of stations on the
Pacific Coast in Sports Section.

Football Play-By-Play*

Sponsor: Atlantic Refining Co. (White
Flash Gas, Atlantic Motor Oil).
Agency: N. W. Ayer & Son, Inc.
Origination: Pickups from games along
Atlantic seaboard.
Air Time: Saturday, 2 to 4:30 p.m.
Network: Various special networks; 75
stations.
Production: Wallace Orr; Lester Quailey.
Agency Directors: Wallace Orr; Lester
Quailey.
Announcers: Station announcers.
Length of Run: Sept. 24, 1938, to Dec. 3,
1938.

* See also Sports Section.

For Men Only

Sponsor: Bristol-Myers Co. (Vitalis).
Agency: Pedlar & Ryan, Inc.
Air Time: Tuesday, 8:30 to 9 p.m. (Pre-
vious to June 29, 1938, Monday, 10:30 to
11 p.m.) (From July 6 to Sept. 28, 1938,
took over second half of Town Hall To-
night and was heard Wednesday, 9:30 to
10 p.m.).
Network: NBC Red; 44 stations.
Production: Edgar G. Sisson, Jr. (of the agency).
Script Writers: John Archer Carter; Finis Farr; Robert J. Mann.
Talent: George Jessel, m.c. (replaced Fred Uttal, March 21, 1939); The Merry Macs (Helen Carroll, Judd, Ted and Joe McMichael) (since Jan. 24, 1939); Peg La Centra (off since Jan. 17, 1939); Peter Van Steeden’s orchestra; guests.
Agency Director: Edgar G. Sisson, Jr.
Conductor: Peter Van Steeden.
Length of Run: Started Jan. 10, 1938. (Took over second half of Town Hall Tonight from July 6 to Sept. 28, 1938).

Ford Motor Co.

(See “Ford Sunday Evening Hour”)
(See “Watch the Fun Go By”)

Ford Sunday Evening Hour

Sponsor: Ford Motor Co. (Ford, Mercury, Lincoln-Zephyr and Lincoln Cars).
Agency: N. W. Ayer & Son, Inc.
Origination: Masonic Temple Auditorium, Detroit.
Air Time: Sunday, 9 to 10 p.m.
Network: CBS; 79 stations.
Production: William J. Reddick (of the agency).
Script Writer: Meredith Page (of the agency).
Talent: Detroit Symphony Orchestra; guest conductors and soloists; W. J. Cameron; Ron Gamble, narrator (replaced Truman Bradley, Sept. 11, 1938).
Agency Director: William J. Reddick.
Announcer: Ron Gamble (previously Truman Bradley).
Conductor: Guest conductors.
Length of Run: Original contract started Oct. 7, 1934; latest series ran from Sept. 12, 1937, to June 4, 1939. (Off for summer of 1938 from June 5 to Sept. 11).

Front Page Parade

Sponsor: Richman Clothes.
Agency: McCann-Erickson, Inc.
Origination: Cincinnati.
Air Time: Monday, Wednesday and Friday, 5:30 to 6:45 p.m. (Repeat from 7:30 to 7:45 p.m.).
Network: Mutual; 7 stations.
Production: Roger White.
Talent: Jacques Fray and Mario Braggioitti, piano team; Bob Carol.
Agency Director: Bernard Weinberg.
Announcer: Frank Graham.
Length of Run: Feb. 27, 1939, to May 26, 1939.

Alice Frost

(See "Big Sister")
(See “Famous Jury Trials”)

Peggy Fuller

(See “We, the Wives Quiz”)

Jack Fulton

(See “Just Entertainment”)
(See “The Laugh Liner”)

G

Gallenkamp’s Stores, Inc.

(See “Professor Puzzlewit”)

Network commercials—Continued
NETWORK COMMERCIALS—Continued

Gambarelli & Davitto
(See “Moonbeams”)

Gang Busters

Sponsor: Colgate - Palmolive - Peet Co. (Palmolive Brushless Shave).
Agency: Benton & Bowles, Inc.
Air Time: Wednesday, 8 to 8:30 p.m. (repeat from 12 midnight to 12:30 a.m.).
Network: CBS; 58 stations.
Production: Handled by the agency.
Agency Directors: Chester MacCracken, Harry Frazee.
Announcer: Frank Gallop.
Length of Run: Started Jan. 15, 1936. (Off during summer of 1938 from June 15 to Aug. 17). (Off during summer of 1939 from June 28 to August 17).

Jan Garber Orchestra
(See “Burns & Allen” for Grape Nuts)

Al Garr
(See “Phil Baker”)
(See “Passing Parade”)

Johnny Gart
(See “Gulden Serenaders”)

Gateway to Hollywood

Sponsor: William Wrigley, Jr., Co. (Wrigley Doublemint Gum).
Agency: Frances Hoo per Advertising Agency.
Air Time: Sunday, 6:30 to 7 p.m.
Network: CBS; 67 stations.
Production: Charles Vanda.
Script Writers: Russ Johnston, Everett Tomlinson.
Talent: Jesse Lasky; guest stars; and stage-screen aspirants.
Announcers: Ken Niles; Cliff Howell.
Conductor: Wilbur Hatch.
Length of Run: Started Jan. 8, 1939.

General Electric Hour of Charm

Sponsor: General Electric Co.
Agency: Maxon, Inc.
Air Time: Monday, 9 to 9:30 p.m. (Before July 3, 1938, Sunday, 10 to 10:30 p.m.; also heard at various times during earlier part of series, on Monday at 9:30 to 10 p.m., 9 to 9:30 p.m., 4 to 4:30 p.m.).
Network: NBC Red; 56 stations.
Production: Robert S. Allison, Jr. (of the agency).
Talent: Phil Spitalny’s All Girl Orchestra; Evelyn and her Magic Violin; Three Little Words (Frances, Connie and Fern); Maxine; Mary Ann Bock (Dec. 6, 1937 to Oct. 3, 1938); Dorothy Thompson, commentator (since Oct. 3, 1938).
Agency Director: Don Forker.
Conductor: Phil Spitalny.
Length of Run: Nov. 2, 1936 to May 22, 1939. (Off during summer of 1938 from July 31 to Oct. 3.).

General Foods Corp.
(See “Believe It or Not” for Huskies and Post’s Bran Flakes)
(See “Joe E. Brown” for Post Toasties)
(See “Burns & Allen” for Grape Nuts)
(See “Boake Carter Program” for Post Toasties, Huskies)
(See “Good News of 1939” for Maxwell House Coffee)
(See “Hobby Lobby” for Jell-O)
(See “Jell-O Program Starring Jack Benny”)
(See “Lum and Abner” for Postum)
(See “Mary Margaret McBride” for Lafayette, Satina, Minute Tapioca)
(See “Al Pearse & His Gang” for Grape Nuts)
(See “Joe Penner” for Huskies)
(See “Kate Smith—Noonday Chats” for Diamond Crystal Salt)
(See “Kate Smith’s Hour” for Calumet, Swans Down)
(See “We, the People” for Sanka Coffee)

General Mills, Inc.
(See “Jack Armstrong” for Wheaties)
(See “Betty and Bob” for Bisquick)
(See “Billy and Betty” for Corn Kix)
(See “Betty Crocker” for Gold Medal, Softasilk, Bisquick)
(See “Curtain Time” for Corn Kix)
(See “Get Thin to Music with Wallace” for Wheaties)
(See “Arnold Grimm’s Daughter” for Softasilk)
(See “The Grouch Club” for Corn Kix)

General Baking Co.
(See “Guy Lombardo & His Orchestra”)
(See “The Lone Ranger” for Bond Bread)
NETWORK COMMERCIALS—Continued

(See “Hymns of All Churches” for Gold Medal, Softasilk, Bisquick)
(See “Kaltenborn Comments”)
(See “Those Happy Gilmans” for Corn Kix)
(See “Valiant Lady” for Wheaties, Bisquick)

Get Thin to Music with Wallace

Sponsor: General Mills, Inc. (Wheaties).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 9:30 to 9:45 a.m. (repeat from 10:30 to 10:45 a.m.).
Network: Mutual; 6 stations.
Production: Mr. Wallace.
Script Writer: Mr. Wallace.
Talent: Mr. Wallace (full name not given).
Agency Director: Mix Dancer.
Announcer: Jim Fleming.
Length of Run: March 28, 1938 to Dec. 24, 1938.

Getting the Most Out of Life

Sponsor: Standard Brands, Inc. (Fleischmann’s Yeast for Health).
Agency: J. Walter Thompson Co.
Air Time: Monday through Friday, 11:45 a.m. to 12 noon.
Network: NBC Blue; 53 stations.
Production: Handled by the agency.
Script Writer: Dr. William L. Stidger.
Talent: Dr. William L. Stidger; soloists (replaced New England Singers, directed by Dr. James Houghton, April 2, 1939); Frank White, organist.
Announcer: Pat Kelly.
Conductor: Frank White, organist.
Length of Run: May 30, 1938, to June 30, 1939.

Bobby Gibson
(See “Ben Bernie and All the Lads”)

Fredda Gibson
(See “The Royal Crown Revue”)

Julie Gibson
(See “Park Avenue Penners”)

Gilmore Circus

Sponsor: Gilmore Oil Co.
Agency: Botsford, Constantine & Gardner.
Air Time: Friday, 9 to 9:30 p.m.

Network: NBC Red; 6 stations.
Length of Run: Feb. 18, 1938, to May 12, 1939.

Girl Alone

Sponsor: Quaker Oats Co. (Quaker Oats, Monday through Thursday, Aunt Jemima Pancake Flour, Friday.)
Agency: Ruthrauff & Ryan, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 4:45 to 5 p.m.
Network: NBC Red; 37 stations.
Production: Handled by the agency.
Talent: Betty Winkler (Patricia Rogers); Pat Murphy (Scoop Curtis); and dramatic cast.
Agency Director: Ros Metzger.
Announcer: Charles Lyons.
Length of Run: Started Sept. 26, 1938; closing date contemplated at press time was Sept. 22, 1939. (Previously sponsored, July 13, 1938, to April 8, 1938, by Kellogg Co.).

Girl from Maine, The

Sponsor: Maine Development Commission.
Agency: Brooke, Smith, French & Dorrance.
Origination: WNAC, Boston.
Air Time: Tuesday and Thursday, 2:15 to 2:30 p.m. (repeat from 2:45 to 3 p.m.).
Network: Mutual; 17 stations.
Talent: Marjorie Mills.

Glidden Co.
(See “Madame Courageous” for Durkee Famous Foods)

Lud Gluskin Orchestra
(See “Tuesday Night Party”)

Goldbergs, The

Sponsor: Procter & Gamble (Oxydol).
Agency: Blackett-Sample-Hummert, Inc.
Air Time: Monday through Friday, 1 to 1:15 p.m.
Network: CBS; 24 stations.
Production: Mrs. Gertrude Berg.
Script Writer: Mrs. Gertrude Berg.
Talent: Gertrude Berg (Molly Goldberg); James Waters (Jake Goldberg); Rosalind Silber (Rose Goldberg); Everett Sloane (Sammy Goldberg); Stephan Schnable
Music Talent: (Mr. Kuhne); Menasha Skulnick (Uncle David); Judy Laub (Sybil); Jeanette Chinley (Libby).
Agency Director: Henry Selinger.
Announcer: Art Millet.

Golden Gate Quartette
(See “The Royal Crown Revue”)

Good Morning Tonite
Agency: Erwin, Wasey & Co.
Origination: San Francisco.
Air Time: Friday, 8 to 8:30 p.m. (Before June, 1939, Tuesday, 9:30 to 10 p.m.)
Network: NBC Red; 5 stations.
Production: Marigold Cassin (of the agency), assisted by John Lyman (of NBC).
Script Writer: Marigold Cassin.
Talent: Gyula Ormay and Alber Bros. Concert Orchestra; Singing Ensemble (Albert Gillette, Armand Girard, Edwin Imhaus, Ben Classen, Agatha Turley, Margaret O'Dea); occasional guests.
Agency Director: Marigold Cassin.
Announcers: Cliff Engle, Abbott Tessman.
Conductor: Gyula Ormay.
Length of Run: Started Sept. 29, 1937.

Good News of 1939
Sponsor: General Foods Corp. (Maxwell House Coffee).
Agency: Benton & Bowles, Inc.
Air Time: Thursday, 9 to 10 p.m.
Network: NBC Red; 80 stations.
Production: Agency and Metro-Goldwyn-Mayer staff.
Script Writers: M-G-M writers.
Talent: Robert Young, m.c. (previously Robert Taylor and others); Fannie Brice (Baby Snooks) and Hanley Stafford; Frank Morgan; Meredith Willson's Orchestra; M-G-M contract players, authors, directors, stars and other personnel.
Agency Director: Don Cope.
Conductor: Meredith Willson.
Music Arranger: Meredith Willson.
Length of Run: Original contract started Oct. 6, 1932, for Maxwell House Showboat; above program started Nov. 4, 1937. (Off during summer of 1938 from June 30 to Sept. 1). (Off June 29, 1939).

Good Will Hour
Sponsor: Ironized Yeast Co.
Agency: Ruthrauff & Ryan, Inc.
Origination: WMCA, New York.
Air Time and Network: Sunday, 10 to 11 p.m. (Inter-City Network, 6 stations; Mutual, 13 stations; Don Lee, 21 stations; Texas State Network, 18 stations; plus half-hour transcriptions on 45 stations). (Previous to Sept. 23, 1938, 10 to 10:30 p.m. on 4 Mutual stations, 10 to 11 p.m., on 10 Inter-City stations).
Production: Handled by the agency.
Script Writers: Litigants speak extemporaneously.
Talent: John J. Anthony and Litigants.
Agency Director: John Loveton.
Announcer: Bob Carter.

Benny Goodman's Orchestra
(Benny Goodman's Swing School prior to March 29, 1938)
Sponsor: R. J. Reynolds Tobacco Co. (Camel Cigarettes, Prince Albert Smoking Tobacco).
Agency: Willis Esty & Co.
Air Time: Tuesday, 9:30 to 10 p.m. (Previous to March 29, 1938, 10 to 10:30 p.m.).
Network: CBS; 91 stations.
Production: Handled by the agency.
Script Writers: Helen Phillips, Bernard Dougall.
Talent: Benny Goodman and orchestra; Martha Tilton; Johnny Mercer (since Jan. 17, 1939).
Agency Director: Harry Holcombe.
Announcer: Harry Holcombe.
Conductor: Benny Goodman.
Length of Run: Started Dec. 29, 1936, as Jack Oakie's College with Benny Goodman; above program started June 29, 1937. (Replaced by Bob Crosby Orchestra, June 27, 1939).

Goodyear Farm Radio News
Sponsor: Goodyear Tire & Rubber Co., Inc. (Auto, Tractor and Truck Tires and Life Guards).
Agency: Arthur Kudner, Inc.
Air Time: Monday through Friday, 1:15 to 1:30 p.m.
Network: NBC Red and Blue; 32 stations (before March 24, 1939, 46 stations).
Production: Handled by the agency.
Script Writers: Don Goddard, Phil Evans.
and Robert S. Clough (last-named to March 24, 1939).

**Talent:** Commentators: Don Goddard, New York; Phil Evans, Chicago; Robert S. Clough, Kansas City (off since March 24, 1939).

**Agency Director:** Ed Krug.

**Length of Run:** Started Sept. 26, 1938.

**Bert Gordon**

*(See “Eddie Cantor’s Camel Caravan”)*

**Dorothy Gordon—The Children’s Corner**

**Sponsor:** The Wheatena Corp.

**Agency:** C. M. Rohrabaugh Co. (Formerly Rohrabaugh & Gibson).

**Origination:** Philadelphia.

**Air Time:** Monday, Wednesday and Friday, 5:45 to 6 p.m. (6 stations); 5 to 5:15 p.m. (2 stations); 9:30 to 9:45 p.m. (2 stations); 6:15 to 6:30 p.m. (2 stations).

**Network:** Mutual; 12 stations.

**Script Writer:** Dorothy Gordon.

**Talent:** Dorothy Gordon.

**Agency Director:** C. M. Rohrabaugh.

**Announcer:** Henry Morgan.

**Length of Run:** Dec. 16, 1938, to March 17, 1939.

**Gordon Bakeries**

*(See “The Lone Ranger”)*

**Gospel Broadcasting Assn.**

*(See “Old Fashioned Revival”)*

**Gospel Singer, The**

**Sponsor:** Procter & Gamble (Ivory Soap).

**Agency:** Compton Advertising, Inc.

**Origination:** New York.

**Air Time:** Monday through Friday, 1:45 to 2 p.m.

**Network:** CBS; 22 stations.

**Production:** O. Hancock (of CBS).

**Talent:** Edward MacHugh; William Meeder, organist.

**Agency Director:** Mary Louise Anglin.

**Announcer:** Jack Fraser.

**Conductor:** William Meeder, organist.

**Music Arranger:** William Meeder.

**Length of Run:** May 30, 1938, to Nov. 4, 1938.

**Red Grange Forecasts & Scores**

**Sponsor:** Pure Oil Co. (Petroleum Products).

**Agency:** Leo Burnett Co., Inc.

**Origination:** Chicago.

**Air Time:** Thursday and Saturday, 6 to 6:15 p.m.

**Network:** CBS; 11 stations.

**Production:** Handled by the agency.

**Talent:** Red Grange (forecasts Thursdays, scores Saturdays).

**Agency Director:** Strother Cary.

**Announcer:** Vincent Pelletier.

**Length of Run:** Sept. 22, 1938, to Nov. 26, 1938.

**Gary Grant**

*(See “The Circle”)*

**Peter Grant**

*(See “Front Page Parade”)*
NETWORK COMMERCIALS—Continued

Glen Gray Orchestra
(See “Burns & Allen” for Grape Nuts)

Johnny Green Orchestra
(See “Breezing Along”)
(See “Johnny Presents”)

Green Hornet, The

Sponsor: Local sponsors.
Agency: Various.
Origination: WXYZ, Detroit.
Air Time: Tuesday and Thursday, half-hour periods at varying times.
Script Writer: Fran Striker.
Talent: WXYZ policy prevents listing of cast names.
Announcer: Fielden Farrington.

Jimmy Grier Orchestra
(See “Park Avenue Penners”)

Griffin Mfg. Co.
(See “Time to Shine”)

Arnold Grimm’s Daughter

Sponsor: General Mills, Inc. (Softasilk).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 2:15 to 2:30 p.m.
Network: NBC Red and Blue; 29 stations.
Production: Edwin H. Morse.
Script Writer: Margaret Sangster.
Talent: Betty Lou Gerson (Constance Grimm); Don Merrifield (Arnold Grimm); Jeanne Juvelier (Madame Babette); Mento Everitt (Judy); Butler Manville (Mr. Tweedy); Verne Smith (Bill Hartley); Florence Ravenal (Mrs. Sniffen).
Agency Director: David Owen.
Announcer: Don Dowd.
Length of Run: Started July 5, 1937 on CBS; above series started May 30, 1938, on NBC.

Groucho Club, The

Sponsor: General Mills, Inc. (Corn Kix).
Agency: Blackett-Sample-Hummert, Inc.
Air Time: Sunday, 6:30 to 7 p.m. (repeat from 9:15 to 9:45 p.m.). (Prior to April 16, 1939, Tuesday, 9:30 to 10 p.m., PST, with no repeat).
Network: NBC Red, 34 stations (prior to April 16, 1939, CBS, 7 stations plus KFWB).
Production: Owen Crump.
Script Writer: Nat Hiken.
Talent: Jack Lescoulie; Arthur Bryan; Beth Wilson; Charley Lung; Leon Leonard and orchestra.
Agency Director: David Owen.
Announcer: James Berry.
Conductor: Leon Leonard.
Length of Run: Started Oct. 17, 1938, on CBS; shifted to NBC Red, April 16, 1939.

Grove Laboratories, Inc.
(See “Fred Waring & His Pennsylvanians” for Bromo-Quinine)

Edgar Guest
(See “It Can Be Done—with Edgar Guest”)

Guiding Light, The

Sponsor: Procter & Gamble (White Naphtha Soap).
Agency: Compton Advertising, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 3:45 to 4 p.m.
Network: NBC Red; 58 stations.
Production: Howard Keegan.
Talent: Arthur Peterson (Dr. Ruthledge); Sara Jane Wells (replaced Mercedes McCambridge) (Mary Ruthledge); Edward Prentiss (Red Holden); Margaret Fuller (Frederika Lang); Ruth Bailey (Rose Kransky); Mignon Schreiber (Mrs. Kransky); Seymour Young (Jacob Kransky); Gladys Heen (Torchy Reynolds); Frank Behrens (Rev. Tom Bannion); Henrietta Telido (Ellen).
Agency Director: John Taylor.
Announcer: Fort Pearson.
Length of Run: Started Jan. 25, 1937.

Gulden Serenaders

Sponsor: Charles Gulden. Inc. (Mustard).
Agency: Charles W. Hoyt Co., Inc.
Air Time: Wednesday and Friday, 6:30 to 6:45 p.m.
Network: NBC Blue; 6 stations.
Production: Frank Chase, Richard Pratt (of the agency).
Talent: The Three Jesters (Red Latham, Wamp Carlson, Guy Bonham); Peg La Centra; Johnny Gart.
NETWORK COMMERCIALS—Continued

Agency Director: Richard Pratt.
Announcer: Hjerluff Provensen.
Length of Run: Oct. 5, 1938, to April 28, 1939.

Gulf Oil Corp.

(See "Phil Baker")
(See "Hollywood Guild")
(See "Passing Parade")

H

Gustav Haenschen Orchestra

(See “Saturday Night Serenade”)
(See “The Song Shop”)

Dr. Harry Hagen

(See “True or False”)

Jack Haley

(See “Wonder Show—Jack Haley”)

Dan Harding’s Wife

Sponsor: National Biscuit Co. (Biscuits, Shredded Wheat).
Origination: Chicago.
Air Time: Monday through Friday, 12 noon to 12:15 p.m. (Before April 25, 1938, 9:45 to 10 a.m.).
Network: NBC Red; 13 stations.
Production: Clinton Stanley.
Script Writer: Ken Robinson.
Talent: Isabel Randolph (Mrs. Harding); Merrill Fugit (Dan Harding); Loretta Poynton (Rhoda); Betty Winkler; Pat Murphy; Hugh Rowlands; Herbert Butterfield; Maria Wood; Herbert Nelson; Gladys Heeninn.
Agency Director: Stuart D. Ludlum.
Announcer: Les Griffith.

Phil Harris Orchestra

(See “Jell-O Program Starring Jack Benny”)

David Harum

Sponsor: B. T. Babbitt, Inc. (Bab-O Cleanser).
Agency: Blackett-Sample-Hummert, Inc.

Air Time: Monday through Friday, 11 to 11:15 a.m.
Network: NBC Red; 23 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Original Story Line of Radio Sequel to Book and/or Play: Frank and Anne Hummert.
Dialogue Writer: John DeWitt (Dec. 7, 1936 to date).
Agency Script Editor: Rosser Reeves.
Talent: Wilmer Walter (David Harum); Charme Allen (Aunt Polly); Peggy Allenby (Susan); Vivian Smolen (Myra).
Agency Director: Lester Vall.
Announcer: Ford Bond.

Hawaiian Pineapple Co.

(See “Honolulu Bound” for Dole)

Bob Hawk

(See “Name Three”)
(See “People’s Rally & Fun Quiz”)

Hawthorne House

Sponsor: Wesson Oil & Snowdrift Sales Co., Inc.
Origination: San Francisco.
Air Time: Monday, 9 to 9:30 p.m. (Previous to April 25, 1938, Wednesday, 8 to 9:30 p.m.).
Network: NBC Red; 7 stations (previous to March 27, 1938, 5 stations).
Script Writers: Ted Maxwell; Roy M. Schwarz, of the agency, writes the dramatized commercials.
Talent: Pearl King Tanner (Mary Sherwood); Montgomery Mohn (Mel Sherwood); Bobbe Deane (Marietta Sherwood); Eddie Firestone, Jr. (Billy Sherwood); Ted Maxwell (Chick Morgan); Bert Horton (Duke Callaway); Don Dudley (Jerry Tremaine); Natalie Park (Lois Tremaine); others.
Agency Director: Joe L. Killeen.
Announcer: NBC staff announcer.

Sam Hayes

(See “The People’s Vote”)

Headlines

Sponsor: Locally sponsored.
Agency: Redfield-Johnstone, Inc.
NETWORK COMMERCIALS—Continued

Captain Tim Healy’s Stamp Club

Sponsor: Kellogg Co. (Pep).
Agency: N. W. Ayer & Son, Inc.
Air Time: Monday, Wednesday and Friday, 6:45 to 7 p.m. (repeat from 7:30 to 7:45 p.m.).
Network: Mutual; 2 stations.
Production: Bradford Browne (of the agency).
Script Writers: Wallace Acton, Billy Barr, Charles Speer.
Talent: Capt. Tim Healy; Burford Hampton; Jerry Macy; Henry Burbig; Gene Leonard; Alan Devitt; Roland Winters; Charles Webster; others.
Agency Director: Bradford Browne.
Announcer: Henry Morgan.
Length of Run: Sept. 12 to Dec. 9, 1938.

Gabriel Heather
(See “Gabriel Heather”)
(See “We, The People”)

Gabriel Heather

Sponsor: The Barbasol Co. (Shave Cream), R. B. Semler, Inc. (Kreml).
Agency: Erwin, Wasey & Co.
Air Time: Sunday and Tuesday, 9:45 to 10 p.m.
Network: Mutual; 2 stations.
Production: Handled by the agency.
Script Writer: Gabriel Heather.
Talent: Gabriel Heather.
Agency Director: John Shultz.
Announcer: Alois Havrilla.

Horace Heidt & His Brigadiers

Sponsor: Stewart-Warner Corp. (Alemite, Radios, Refrigerators).
Air Time: Sunday, 10 to 10:30 p.m.
Network: NBC Red; 31 stations.
Production: Handled by NBC.
Script Writers: Horace Heidt and staff.
Talent: Horace Heidt and orchestra; Lysbeth Hughes; Alvino Rey; Larry Cotton; Yvonne King; The Four Kings; The Three Trumpetmen; Jerry Bowone; Bob McCoy.
Agency Director: Evelyn Stark.
Conductor: Horace Heidt.

Hello Peggy

Sponsor: The Drackett Co. (Drano and Windex).
Agency: Ralph H. Jones Co.
Air Time: Wednesday and Friday, 11:30 to 11:45 a.m. (Previous to June 1, 1938, 11:45 a.m. to 12 noon).
Network: NBC Red; 20 stations.
Production: Charles Warburton.
Script Writer: George Sparling.
Talent: Eunice Howard (Peggy); Alan Bunce (Ted); Jackie Kelk (Speedy); Lawson Zerbe (Windy).
Agency Director: Charles J. Coward.
Announcer: Clyde Kittell.

Her Honor, Nancy James

Sponsor: International Cellucotton Products Co. (Kleenex).
Agency: Lord & Thomas.
Air Time: Monday through Friday, 12:15 to 12:30 p.m.
Network: CBS; 41 stations.
Production: Handled by Wolf Associates, Inc.
Script Writers: David Victor, Herbert Little, Jr.
Talent: Barbara Weeks (Her Honor, Nancy James); Ned Wever (Anthony Hale); Alice Reinheart (Carrie Dean); Joseph Curtin (Richard Wharton); Chester Stratton (Stan Adamic).
Agency Director: Basil Loughrane.
Announcer: Frank Gallop.

Captain Herne

Sponsor: Axton-Fisher Tobacco Co., Inc.
Agency: McCann-Erickson, Inc.
Origination: WGN, Chicago.
Air Time: Monday through Friday, 7:15 to 7:30 p.m.
Network: Mutual; 3 stations.
Talent: Captain Herne, commentator.
Announcers: Staff announcers.
Length of Run: Started May 6, 1939.

Jean Hersholt
(See “Dr. Christian”)

Hildegarde
(See “Raymond Paige, 99 Men and a Girl”)

Edwin C. Hill
(See “Human Side of the News”)
(See “Stop, Look and Listen with Edwin C. Hill”)

Harriet Hilliard
(See “Baker’s Broadcast”)

Hilltop House
Sponsor: Colgate-Palmolive-Peet (Palmolive Soap).
Agency: Benton & Bowles, Inc.
Air Time: Monday through Friday, 10:30 to 10:45 a.m. (Previous to April 22, 1938, 5:45 to 6 p.m.) (repeat from 4:30 to 4:45 p.m.).
Network: CBS; 57 stations.
Production: Handled by the agency.
Script Writers: Adelaide Marstone (previously Addy Richton, Lynn Stone).
Talent: Bess Johnson (Bess Johnson); Jackie Kelk (Marvy); Laddie Seaman (Buzz); Gee Gee James (Tulip); Carleton Young (Dr. Robbie); Janice Gilbert (Jean); Jimmy Donnelly (Jerry); Irene Hubbard (Thelma Gidley); John Moore (David Barton); Alfred Swenson (Paul Hutchinson).
Agency Directors: Carlo de Angelo; Ed Mead.
Announcer: Frank Gallop.
Conductor: Abe Goldman, organist.
Length of Run: Started Nov. 1, 1937.

Richard Himber Orchestra
(See “Monday Night Show”)

Hobby Lobby
Sponsor: The Fels Co. (Fels Naphtha Soap Chips).
Agency: Young & Rubicam, Inc.

Air Time: Wednesday, 8:30 to 9 p.m.
Network: NBC Blue; 43 stations.
Production: Handled by the agency.
Script Writers: Dave Elman, Jerry Rice.
Talent: Dave Elman; Harry Salter’s orchestra; guests.
Agency Director: Joseph Hill.
Announcer: Alan Kent.
Conductor: Harry Salter.
Length of Run: Oct. 5, 1938; closing date contemplated at press time was Sept. 27, 1939.

Hobby Lobby
Sponsor: General Foods Corp. (Jell-O).
Agency: Young & Rubicam, Inc.
Air Time: Sunday, 7 to 7:30 p.m. (repeat from 11:30 p.m. to 12 midnight).
Network: NBC Red; 74 stations.
Production: Bob Welch (of the agency).
Script Writers: Dave Elman, Jerry Rice.
Talent: Dave Elman; Harry Salter’s orchestra; Ray Morton; Harry von Zell; guests.
Agency Director: Bob Welch.
Announcer: Harry von Zell.
Conductor: Harry Salter.
Length of Run: July 3, 1938 to Sept. 25, 1938 (replaced Jell-O Program Starring Jack Benny for the summer).

Carl Hoff Orchestra
(See “Watch the Fun Go By”)
(See “Al Pearce and His Gang”)

Portland Hoffa
(See “Town Hall Tonight”)

Carl Hohengarten’s Orchestra
(See “Just Entertainment”)
(See “The Laugh Liner”)

Hollywood Guild
Sponsor: Gulf Oil Corp.
Agency: Young & Rubicam, Inc.
Air Time: Sunday, 7:30 to 8 p.m.
Network: CBS; 61 stations.
Production: Adrian Samish, Tom Lewis (of the agency).
Script Writers: Austin Peterson, Jess Oppenheimer, Charles Tazewell, Sam Kurtzman.
Talent: George Murphy, m.c.; stars of stage and screen; Oscar Bradley’s orchestra.
Agency Directors: Tom Lewis, Adrian Samish.
NETWORK COMMERCIALS—Continued

Announcer: John Conte.
Conductor: Oscar Conte.
Music Arranger: Earl Bradley.
Length of Run: Jan. 8, 1939, to June 4, 1939.

Hollywood Hotel

Sponsor: Campbell Soup Co.
Agency: Ward Wheelock Co.
Air Time: Friday, 9 to 10 p.m.
Network: CBS; 52 stations.
Production: Brewster Morgan (of CBS).
Script Writers: Brewster Morgan, John McClain.
Talent: William Powell, m.c. (replaced Herbert Marshall Oct. 21, 1938); Frances Langford; Jean Sablon; Victor Young's orchestra; guests.
Agency Director: Diana Bourbon.
Announcer: Ken Niles.
Conductor: Victor Young.
Length of Run: Original contract started Oct. 5, 1934; above program started Sept. 9, 1938, replacing Ken Murray & Oswald, and ended Dec. 2, 1938. (Replaced by Campbell Playhouse.)

Hollywood Newsgirl

Sponsor: Aurora Laboratories, Inc. (Clear Again).
Agency: Erwin, Wasey & Co.
Orignation: New York.
Air Time: Monday, Wednesday and Friday, 1:15 to 1:30 p.m.
Network: Mutual; 9 stations.
Production: Handled by the agency.
Script Writer: Stella Unger.
Talent: Stella Unger.
Agency Director: Gager Wasey.
Announcer: John Shultz.
Length of Run: Jan. 9 to Feb. 17, 1939.

Hollywood Newsgirl

Sponsor: Lydia Pinkham Medicine Co.
Agency: Erwin, Wasey & Co.
Orignation: New York.
Air Time: Monday, Wednesday and Friday, 1:45 to 2 p.m.
Network: Mutual; 10 stations.
Production: Handled by the agency.
Script Writer: Stella Unger.
Talent: Stella Unger.
Agency Director: Gager Wasey.
Announcer: John Shultz.
Length of Run: June 27 to Sept. 2, 1938.

Hollywood Screenscoops

Sponsor: P. Lorillard & Co. (Old Gold).
Agency: Lennen & Mitchell, Inc.
Air Time: Tuesday and Thursday, 7:15 to 7:30 p.m. (repeat from 11:15 to 11:30 p.m.).
Network: CBS; 62 stations.
Production: Jay Clark (of the agency).
Script Writer: George McCall.
Talent: George McCall; Grace Stafford; Bernard Phillips, and variable cast.
Agency Director: Mann Holiner.
Announcer: Wendall Niles.
Length of Run: Nov. 16, 1937, to Nov. 10, 1938.

Lou Holtz

(See “Monday Night Show”)

Honolulu Bound

Sponsor: Hawaiian Pineapple Co. (Dole Pineapple Jams, Pineapple Juice).
Agency: Young & Rubicam, Inc.
Orignation: New York.
Air Time: Saturday, 9 to 9:30 p.m.
Network: CBS; 62 stations.
Script Writers: Mac Benoss, Howard Harris, David Schwartz, Douglas McCoy.
Talent: Phil Baker; Andrews Sisters (La Verne, Patty, Maxine); Harry McNaughton (Bottle); Ward Wilson (Beetle); Elise Cooper; Harry Salter's orchestra (replaced Eddie De Lange, April 15, 1939).
Agency Director: Jack Van Nostrand.
Announcer: Harry von Zell.
Conductor: Harry Salter (previously Eddie De Lange).

Bob Hope

(See “Pepsodent Program Starring Bob Hope”)

Edna Wallace Hopper

(See “The Romance of Helen Trent”)

George A. Hormel & Co.

(See “It Happened in Hollywood”)

Billy House

(See “The Laugh Liner”)

Houseboat Hannah

Sponsor: Procter & Gamble (Lava Soap).
Agency: Blackett-Sample-Hummert, Inc.
NETWORK COMMERCIALS—Continued

Ted


Human Side of the News, The


Ted Husing

(See “Monday Night Show”)

Hymns of All Churches


I

I Love a Mystery

NETWORK COMMERCIALS—Continued

I Want a Divorce
Agency: Emil Brisacher and staff.
Origination: San Francisco.
Air Time: Friday, 8:15 to 8:30 p.m., PST. (Before May 5, 1939, Thursday, 9:15 to 9:30 p.m.; before Jan. 8, 1939, Sunday, 8:15 to 8:30 p.m.; before Jan. 16, 1938, Sunday, 8:15 to 8:30 p.m. and Thursday, 9:15 to 9:30 p.m.; before Dec. 5, 1937, Sunday, 8:15 to 8:30 p.m. and Wednesday, 9:15 to 9:30 p.m.).
Network: NBC Red; 9 stations.
Talent: Vicki Vola; Lou Tobin, dramatic cast.
Agency Directors: Emil Brisacher, Walton Purdom, Weston Settlementer.
Announcers: Archie Presby, Hal Gibney.
Conductor: Van Fleming.

Information, Please
Sponsor: Canada Dry Ginger Ale Co., Inc.
Agency: J. M. Mathes, Inc.
Air Time: Tuesday, 8:30 to 9 p.m.
Network: NBC Blue; 54 stations, plus transcriptions.
Production: Dan Golenpaul (owner of the program).
Talent: Clifton Fadiman, m.c.; Franklin P. Adams; John Kiernan; Oscar Levant; guests.
Agency Director: Wilfred S. King.
Announcer: Milton Cross.
Length of Run: Started Jan. 16, 1939.

Inside of Sports
Sponsor: Bayuk Cigars, Inc.
Agency: Ivey & Ellington, Inc.
Air Time: Monday through Saturday (Mon. to Fri., 7:45 to 8 p.m., 1 station); (Mon. to Sat., 7:45 to 8 p.m., 2 stations); (Tues., Thurs. and Sat., 7:45 to 8 p.m., 6 stations); (Tues., Thurs. and Sat., 10:15 to 10:30 p.m., 4 stations); (Mon., Wed. and Fri., 7:30 to 7:45 p.m., 4 stations).
Script Writer: Sam Balter.
Talent: Sam Balter (Jack Stevens on Mon., Wed. and Fri., 7:30 to 7:45 p.m.).
Length of Run: Started June 14, 1938.

Inside Story, The
Sponsor: Ralston Purina Co. (Shredded Ralston).
Agency: Gardner Advertising Co.
Origination: Chicago.
Air Time: Tuesday, 8 to 8:30 p.m. (repeat from 10:30 to 11 p.m.). (Test program was heard Thursday, 8 to 8:30 p.m., PST.)
Network: NBC Blue; 61 stations. (CBS Pacific; 7 stations, on test program.)
Production: Clarence L. Menser. (Test program was handled by M. P. Wamboldt).
Talent: Fred Sullivan, m.c.; varied dramatic cast each week.
Agency Director: Charles E. Claggett.
Conductor: Glenn Welty.
Music Arranger: Glenn Welty.
Length of Run: Test program ran from Dec. 6, 1938, to March 2, 1939; coast-to-coast program started March 14, 1939.

Interesting Neighbors
Sponsor: F. W. Fitch Co. (Fitch Shampoo).
Agency: L. W. Ramsey Co.
Origination: Chicago and various other points.
Air Time: Sunday, 7:30 to 8 p.m. (Before Jan. 9, 1938, Saturday, 11:45 a.m. to 12 noon).
Network: NBC Red; 39 stations.
Production: G. E. Bischoff.
Talent: Jerry Belcher; Dean Fosher, organist; Roy Shield's orchestra; guests.
Agency Director: E. G. Naechel.
Announcer: Fort Pearson.
Conductor: Roy Shield.
NETWORK COMMERCIALS—Continued

Internat. Cellucotton Products Co.
(See "Her Honor, Nancy James" for Kleenex)

International Shoe Co.
(See "It's a Fact")

International Silver Co.
(See "The Silver Theatre")

Ironized Yeast Co.
(See "Good Will Hour")

It Can Be Done (with Edgar Guest)
Sponsor: Household Finance Corp. (Personal Loan Service).
Agency: Batten, Barton, Durstine & Osborn,
Origination: Chicago.
Air Time: Wednesday, 10 to 10:30 p.m.
(Previous to June 7, 1939, 10:30 to 11 p.m.).
Network: CBS; 28 stations.
Production: Handled by agency.
Script Writer: Edgar Guest.
Talent: Edgar Guest; Marion Francis;
Frankie Masters' orchestra; dramatic cast.
Agency Director: Harry Klein.
Announcer: Vincent Pelletier.
Conductor: Frankie Masters.
Length of Run: Original contract started
Jan. 6, 1931 on NBC, above program
started April 6, 1936, on CBS, and ended
June 28, 1939.

It Happened in Hollywood
Sponsor: George A. Hormel & Co.
Agency: Batten, Barton, Durstine & Osborn,
Inc.
Air Time: Monday, Wednesday and Friday,
11 to 11:15 a.m.
Network: CBS; 24 stations.
Production: Jack Smalley.
Script Writer: Dane Lussier.
Talent: Eddie Dunstedter and orchestra;
Martha Mears; John Conti; others.
Agency Director: Wayne Tiss.
Announcer: John Hiestand.
Length of Run: Started April 3, 1939.

It's a Fact
Sponsor: International Shoe Co.
Agency: Long Advertising Service.
Origination: San Francisco.
Air Time: Sunday, 2:45 to 3 p.m.

Jell-O Program, Starring Jack Benny
Sponsor: General Foods Corp. (Jell-O).
Agency: Young & Rubicam, Inc.
Air Time: Sunday, 7 to 7:30 p.m. (repeat
from 11:30 p.m. to 12 midnight!).
Network: NBC Red; 110 stations.
Production: Murray Bolen (of the agency).
Talent: Jack Benny; Mary Livingston;
Kenny Baker; Andy Devine; Eddie
Anderson (Rochester); Don Wilson; Phil
Harris' orchestra.
Agency Director: Murray Bolen.
Announcer: Don Wilson.
Conductor: Phil Harris.
Length of Run: Started Oct. 14, 1934. (Replac-
ed from June 28 to Sept. 25, 1938, by
Hobby Lobby). (Replaced June 25, 1939,
by the Aldrich Family).

Andrew Jergens Co.
(See "Jergens Journal—Walter Winchell")
(See "Win Your Lady" for Woodbury)
(See "Winchell Column Quiz")

Jergens Journal (Walter Winchell)
Sponsor: Andrew Jergens Co. (Jergens' Lotion).
Agency: Lennen & Mitchell, Inc.
Air Time: Sunday, 9:30 to 9:45 p.m. (repeat
from 11 to 11:15 p.m.).
Network: NBC Blue; 62 stations.
Production: Blayne Butcher.
Script Writer: Walter Winchell.
Talent: Walter Winchell.
Agency Director: Blayne Butcher.
Announcer: Ben Grauer.
Length of Run: Started Dec. 4, 1932. (Replac-
ed for summer of 1938 from July 3
to July 31, by Winchell Column Quiz).
(Replaced during summer of 1939 by
Edwin C. Hill, beginning July 9).

Jergens-Woodbury Sales Corp.
(See "Woodbury's Hollywood Playhouse")

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George Jessel

(See "For Men Only")
(See "Thirty Minutes in Hollywood")

Johnny Presents

Sponsor: Philip Morris & Co., Ltd. (Philip Morris Cigarettes).
Agency: The Biow Co., Inc.
Air Time: Friday, 8:30 to 9 p.m. (Repeat from 11:30 to 12 midnight). (Previous to June 30, 1939, Saturday, 8 to 8:30 p.m., with repeat unchanged).
Network: CBS; 49 stations.
Production: Miss R. Schuebel (of the agency).
Script Writers: Milton Biow, Max Marcin.
Talent: Johnny Roventini; Genevieve Rowe; Ray Bloch’s Swing Fourteen; Beverly (Freeland); Floyd Sherman; Glenn Cross; Three Harmonics (Beverly and Jude Freeland, Helen Jackson); Jack Johnstone’s dramatizations (previously Charles Martin); Frances Adair; Johnny Green’s orchestra (replaced Russ Morgan, Jan. 28, 1939).
Agency Director: Miss R. Schuebel.
Announcer: Charles O’Connor.
Conductor: Johnny Green (previously Russ Morgan).

Johnny Presents

Sponsor: Philip Morris & Co., Ltd. (Philip Morris Cigarettes).
Agency: The Biow Co., Inc.
Air Time: Tuesday, 8 to 8:30 p.m. (repeat from 11:30 p.m. to 12 midnight).
Network: NBC Red; 59 stations.
Production: Miss R. Schuebel (of the agency), Lester O’Keefe (of NBC).
Script Writers: Milton H. Biow, Max Marcin.
Talent: Johnny Roventini; Beverly (Freeland); Ray Bloch’s Swing Fourteen; Genevieve Rowe; Floyd Sherman; Glenn Cross; Three Harmonics (Beverly and Jude Freeland, Helen Jackson); Frances Adair; Johnny Green’s orchestra (replaced Russ Morgan, Jan. 31, 1939); special feature: The Perfect Crime, conceived by Max Marcin, which replaced The Tale of the Tune, Nov. 22, 1938.
Agency Director: Miss R. Schuebel.
Announcer: Charles O’Connor.
Conductor: Johnny Green (previously Russ Morgan).
Length of Run: Started April 17, 1933; latest series runs from Jan. 31, 1939, to Jan. 23, 1940.

Johnny Presents “What’s My Name?”

Sponsor: Philip Morris & Co., Ltd. (Philip Morris Cigarettes).
Agency: The Biow Co., Inc.
Air Time: Friday, 8 to 8:30 p.m.
Network: Mutual; 3 stations.
Production: Walter A. Tibbals (of the agency).
Script Writers: Joe A. Cross, Ed A. Byron.
Talent: Johnny Roventini; Budd Hullick; Arlene Francis; Ray Bloch’s orchestra.
Agency Director: Miss R. Schuebel.
Announcer: Charles O’Connor.
Conductor: Ray Bloch.
Length of Run: March 25, 1938 to March 17, 1939. (Replaced by Where Are We?)

Johnny Presents “Where Are We?”

Sponsor: Philip Morris & Co., Ltd. (Philip Morris Cigarettes).
Agency: The Biow Co., Inc.
Air Time: Friday, 8 to 8:30 p.m.
Network: Mutual; 3 stations.
Production: Walter A. Tibbals (of the agency).
Script Writer: Max Marcin.
Talent: Johnny Roventini; Budd Hullick; Shirley Booth (replaced June Walker, March 31, 1939); Charles Cantor.
Agency Director: Miss R. Schuebel.
Announcer: Charles O’Connor.
Length of Run: March 24, 1939, to May 12, 1939. (Replaced by Breezing Along).

John’s Other Wife

Sponsor: A. S. Boyle Co. for Old English No-Rubbing Floor Wax (Monday, Tuesday and Wednesday), BiSoDol (Thursday and Friday).
Agency: Blackett-Sample-Hummert, Inc.
Air Time: Monday through Friday, 10:15 to 10:30 a.m.
Network: NBC Red; 38 stations.
General Supervisors of Script and Production: Frank and Anne Humert.
Authors of Title and Original Story: Frank and Anne Humert.
Dialogue Writers: Doris Halman (Jan. 3, 1938, to Feb. 12, 1939); Jerry Cady (Feb. 13, 1939 to date).
Agency Script Editor: Lloyd Rosenmond.
Talent: William Post, Jr. (John Perry); Adele Ronson (Elizabeth Perry); Elaine Kent (Carlie Prince).
Agency Director: Lester Vail.
Announcer: Hjerluf Provensen.
Conductor: Stanley Davis (theme).
Length of Run: Started Sept. 14, 1936.
Edward Johnson
(See "Metropolitan Opera Auditions of the Air")

Parks Johnson
(See "Radio Newsreel")
(See "Vox Pop")

S. C. Johnson & Son, Inc.
(See "Attorney-at-Law" for Johnson's Wax)
(See "Fibber McGee & Co." for Glo-Coat, Johnson's Wax, Auto Cleaner and Polish)

Johnson, Carvell & Murphy
(See "Woman's Magazine of the Air")

Johnson Family, The
Sponsor: Ramsdell, Inc.
Agency: William Irving Hamilton, Inc.
Air Time: Monday through Friday, 6:45 to 7 p.m.
Network: Mutual; 2 stations.
Talent: Jimmy Scribner (plays all roles).
Announcer: Tom Slater.
Length of Run: Started April 17, 1939.

Al Jolson
(See "Tuesday Night Party")

Lorenzo Jones
Sponsor: Chas. H. Phillips Chemical Co. (Phillips' Magnesia Toothpaste, Milk of Magnesia Tablets).
Agency: Blackett-Sample-Hummert, Inc.
Air Time: Monday through Friday, 11:15 to 11:30 a.m.
Network: NBC Red; 23 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story: Frank and Anne Hummert.
Dialogue Writers: Mr. and Mrs. Ted Ferro (April 29, 1937 to Sept. 23, 1938), Sue White (Sept. 26, 1938, to Oct. 13, 1938), Kay Semour (Oct. 14, 1938, to Nov. 25, 1938), Sue White (Nov. 28, 1938, to March 15, 1939), Jerry Cady (March 16, 1939, to date).
Agency Script Editor: Charles Christoph.
Talent: Karl Swenson (Lorenzo Jones); Betty Garde (Belle Jones), and dramatic cast.

Agency Director: Norman Sweetser.
Announcer: Don Lowe.
Conductor: Ann Leaf, organist (theme).
Length of Run: Started April 28, 1937.

Joyce Jordan—Girl Interne
Agency: Bowman & Columbia, Inc.
Air Time: Monday through Friday, 9:30 to 9:45 a.m.
Network: CBS; 10 stations.
Production: Himan Brown.
Script Writer: Julian Funt.
Talent: Elspeth Eric (Joyce Jordan); Erik Rolf (Dr. Hans Simon); George Cououlirs (Neil Reynolds); Michael Fitzmaurice (David Morgan).
Agency Director: Himan Brown (for the agency).
Announcer: Len Sterling.

Journal of Living
(See "Victor H. Lindlahr")

Just Dogs*

Just Entertainment
Sponsor: William Wrigley, Jr., Co. (Wrigley Gum).
Agency: Neisser-Meyerhoff, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 7 to 7:15 p.m. (repeat from 11 to 11:15 p.m.).
Network: CBS; 46 stations.
Production: Walter Preston.
Script Writer: Myron Chon.
Talent: Jack Fulton; Andrews Sisters (La Verne, Patty, Maxine); Carl Hohengarten's orchestra.
Agency Director: Nelson Shawn.
Announcer: Don Hancock.
Conductor: Carl Hohengarten.
Length of Run: March 21, 1938 to July 1, 1938.

*This information was not supplied by the agency as the program appeared in CBS records too late for checking.
NETWORK COMMERCIALS—Continued

Just Plain Bill
Sponsor: Anacin (Mon., Tues., Wed.), Koly-nos Toothpaste (Thurs., Fri.).
Agency: Blackett-Sample-Hummert, Inc.
Air Time: Monday through Friday, 10:30 to
10:45 a.m.
Network: NBC Red; 44 stations.
General Supervisors of Script and Produc-
tion: Anne and Frank Hummert.
Authors of Title and Original Story Line:
Anne and Frank Hummert.
7, 1936 to Jan. 12, 1939), David Davidson
(Jan. 13, 1939 to Jan. 20, 1939), Robert
Andrews (Jan. 21, 1939 to date).
Agency Script Editor: George Nobbs.
Talent: Arthur Hughes (Bill); Ruth Rus-
sell (Nancy); James Meighan (Kerry
Donovan).
Agency Director: Martha Atwell.
Announcer: Tom Shirley.
Conductor: Hal Brown (theme).
Length of Run: Started as evening show,
Sept. 19, 1932; changed to daytime Aug.
14, 1933.

Larry Keating
(See “Professor Puzzlewit”)

Kellogg Co.
(See “The Circle” for Corn Flakes)
(See “Captain Tim Healy’s Stamp Club”
for Pep)
(See “Singing Lady”)
(See “Hovie Wing” for Corn Flakes)
(See “Don Winslow of the Navy” for
Wheat Krispies)

Mark Kelly
(See “Man to Man Sports”)

Patsy Kelly
(See “Pepsodent Program Starring Bob
Hope”)

Hal Kemp Orchestra
(See “Time to Shine”)

John B. Kennedy
(See “People’s Rally & Fun Quiz”)

Alan Kent
(See “Don’t You Believe It”)

Walter Woolf King
(See “Eddie Cantor’s Camel Caravan”)

Wayne King Orchestra
(See “Lady Esther Serenade”)

Kitty Keene, Inc.
Sponsor: Procter & Gamble (Dreft).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 11:45
a.m. to 12 noon.
Network: NBC Red; 16 stations.
Production: Wyn Orr.
Script Writer: Leston Huntley.
Talent: Gail Henshaw (Kitty Keene);
Janet Logan (Jill); Dick Wells (Bob
Jones); Beulah Brandon (Hulda); Bill
Bouchey (Charles Williams).
Agency Director: Henry Selinger.
Announcer: Jack Brinkley.
Length of Run: Latest series started Sept.
13, 1937.

Just Plain Bill
Sponsor: Anacin (Mon., Tues., Wed.), Koly-
sos Toothpaste (Thurs., Fri.).
Agency: Blackett-Sample-Hummert, Inc.
Air Time: Monday through Friday, 10:30 to
10:45 a.m.
Network: NBC Red; 44 stations.
General Supervisors of Script and Produc-
tion: Anne and Frank Hummert.
Authors of Title and Original Story Line:
Anne and Frank Hummert.
7, 1936 to Jan. 12, 1939), David Davidson
(Jan. 13, 1939 to Jan. 20, 1939), Robert
Andrews (Jan. 21, 1939 to date).
Agency Script Editor: George Nobbs.
Talent: Arthur Hughes (Bill); Ruth Rus-
sell (Nancy); James Meighan (Kerry
Donovan).
Agency Director: Martha Atwell.
Announcer: Tom Shirley.
Conductor: Hal Brown (theme).
Length of Run: Started as evening show,
Sept. 19, 1932; changed to daytime Aug.
14, 1933.

Larry Keating
(See “Professor Puzzlewit”)

Kellogg Co.
(See “The Circle” for Corn Flakes)
(See “Captain Tim Healy’s Stamp Club”
for Pep)
(See “Singing Lady”)
(See “Hovie Wing” for Corn Flakes)
(See “Don Winslow of the Navy” for
Wheat Krispies)

Mark Kelly
(See “Man to Man Sports”)

Patsy Kelly
(See “Pepsodent Program Starring Bob
Hope”)

Hal Kemp Orchestra
(See “Time to Shine”)

John B. Kennedy
(See “People’s Rally & Fun Quiz”)

Alan Kent
(See “Don’t You Believe It”)

Walter Woolf King
(See “Eddie Cantor’s Camel Caravan”)

Wayne King Orchestra
(See “Lady Esther Serenade”)

Kitty Keene, Inc.
Sponsor: Procter & Gamble (Dreft).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 11:45
a.m. to 12 noon.
Network: NBC Red; 16 stations.
Production: Wyn Orr.
Script Writer: Leston Huntley.
Talent: Gail Henshaw (Kitty Keene);
Janet Logan (Jill); Dick Wells (Bob
Jones); Beulah Brandon (Hulda); Bill
Bouchey (Charles Williams).
Agency Director: Henry Selinger.
Announcer: Jack Brinkley.
Length of Run: Latest series started Sept.
13, 1937.
Knickerbocker Playhouse

Sponsor: Procter & Gamble (Teel and Drene).
Agency: H. W. Kastor & Sons Advertising Co.
Origination: Chicago.
Air Time: Sunday, 10 to 10:30 p.m.
Network: CBS; 58 stations.
Production: George L. Fogle.
Talent: Elliott Lewis; guest stars.
Agency Director: Robert G. Jennings.
Announcer: Dick Wells.
Conductor: Carl Hohengarten.
Music Arranger: Larry Russell.
Length of Run: Started May 21, 1939.

Knox Gelatine
(See “Woman’s Magazine of the Air”)

Josef Koestner Orchestra
(See “Ry-Krisp Presents Marion Talley”)

Kolynos Toothpaste
(See “Just Plain Bill”)
(See “Our Gal Sunday”)

Andre Kostelanetz Orchestra
(See “Chesterfield Presents”)
(See “Tune-Up Time”)

Kraft Music Hall

Sponsor: Kraft-Phenix Cheese Corp. (Cheese, Salad Dressing).
Agency: J. Walter Thompson Co.
Air Time: Thursday, 10 to 11 p.m.
Network: NBC Red; 87 stations.
Production: Handled by the agency.
Script Writers: Carrol Carroll for Bing Crosby, plus general dialogue; Duke Attebury for Bob Burns*.
Talent: Bing Crosby; Bob Burns; Music Maids (Denny Wilson, June Clifford, Dotty Messner, Alice Sizer, Virginia Erwin) (replaced Paul Taylor Choristers, Feb. 23, 1939); John Scott Trotter’s orchestra; guests.
Announcer: Ken Carpenter.
Conductor: John Scott Trotter.
Length of Run: Original contract started June 26, 1933; new cast with Bing Crosby started Jan. 2, 1936.

*Information not supplied by agency.

Benny Krueger Orchestra
(See “Pick & Pat in Pipe Smoking Time”)

Kay Kyser’s College of Musical Knowledge

Sponsor: The American Tobacco Co. (Lucky Strike Cigarettes).
Agency: Lord & Thomas.
Air Time: Wednesday, 10 to 11 p.m.
Network: NBC Red; 96 stations.
Production: Handled by the agency.
Script Writers: Frank Wilson, Gordon AUCHINLOSS.
Talent: Kay Kyser’s orchestra; Virginia Simmes; Harry Babbitt; Sully Mason; members of studio audience.
Agency Director: Karl W. Schullinger.
Announcers: Ben Grauer, Basil Ruysdael.
Conductor: Kay Kyser.
Music Arranger: George Dunning.
Length of Run: Started March 30, 1938.

L

Peg La Centra
(See “For Men Only”)
(See “Gulden Serenaders”)

Lady Esther Serenade*

Sponsor: Lady Esther, Ltd. (Cosmetics).
Agency: Pedlar & Ryan (since April 17, 1939; previous to Jan. 17, 1939, Lord & Thomas; placed direct in interim).
Origination: New York (Chicago previous to Nov. 11, 1938).
Air Time: Friday, 10 to 10:30 p.m. (Previous to Sept. 2, 1938, Tuesday, 8:30 to 9 p.m.).
Network: NBC Red; 51 stations.
Production: Edgar G. Sisson, Jr.
Talent: Guy Lombardo’s orchestra (Wayne King to Oct. 14, 1938).
Agency Director: Edgar G. Sisson, Jr.
Announcer: Kenneth Roberts.
Conductor: Guy Lombardo (previously Wayne King).
Length of Run: Started Sept. 27, 1931.

(*See also “Guy Lombardo and his Orchestra”)

Lambert Pharmacal Co.
(See “Grand Central Station”)
(See “True Detective Mysteries”
NETWORK COMMERCIALS—Continued

Lamont Corliss & Co.
(See “Quite By Accident” for Nestle’s Everready Cocoa)
(See “Those We Love” for Pond’s)
(See “Woman’s Magazine of the Air” for Danya Hand Lotion)

Dorothy Lamour
(See “Chase & Sanborn Program”)

Lamplighter, The
Sponsor: Local sponsors.
Agency: Network Features, Inc.
Air Time: Sunday, 12:30 to 12:45 p.m.
Network: Mutual; 3 stations.
Production: Jeff Sparks.
Script Writers: Jacob Tarshish (program);
Leon A. Friedman (commercials).
Talent: Jacob Tarshish, The Lamplighter.
Agency Director: Leon A. Friedman.
Announcer: Jeff Sparks.

Frances Langford
(See “Hollywood Hotel”)
(See “Texaco Star Theatre”)

Malcolm La Prade
(See “The Man from Cook’s”)

Jesse Lasky
(See “Gateway to Hollywood”)

Laugh Liner, The
Sponsor: William Wrigley, Jr., Co. (Wrigley Doublemint Gum).
Agency: Frances Hooper Advertising Agency.
Origination: Chicago.
Air Time: Sunday, 6:30 to 7 p.m.
Network: CBS; 109 stations.
Production: Robert Hafter.
Script Writers: Sid Zelinka, Arthur Stander (replaced Hugh Wedlock and Howard Snyder, Nov. 9, 1938).
Talent: Billy House; Jack Fulton; Carl Hohengarten’s orchestra; Glee Club directed by Bernard Pearlman; guests.
Announcer: Tommy Bartlett.
Conductor: Carl Hohengarten.
Length of Run: July 10, 1938, to Jan. 1, 1939. (Gateway to Hollywood followed this program).

Warden Lewis E. Lawes
(See “Criminal Case Histories with Warden Lewis E. Lawes”)

Linda Lee
(See “Believe It or Not”)

Thomas Leeming & Co.
(See “Ed Fitzgerald—Informal Chatter”)

Lew Lehr
(See “Ben Bernie and All the Lads”)

Jack Leonard
(See “Tommy Dorsey’s Orchestra”)

Agency: Fuller, Smith & Ross, Inc.
Air Time: Sunday, 5:45 to 6 p.m.
Network: NBC Blue; 84 stations (later changed to 79 stations).
Talent: Ray Perkins; Helen Bennett, assistant.
Announcer: Milton Cross.
Length of Run: Started May 7, 1939.

Let’s Go Back to the Bible
Sponsor: Moody Bible Institute.
Agency: Critchfield & Co.
Origination: WMBI, Chicago.
Air Time: Sunday, 2 to 2:30 p.m. (repeat from 3 to 3:30 p.m.).
Network: Mutual; 10 stations.
Talent: Will H. Houghton; The Moody Singers.
Agency Directors: W. Frank McClure, M. E. Blackburn.

Lever Brothers Co.
(See “Aunt Jenny’s Real Life Stories” for Spry)
(See “Big Sister” for Rinso)
(See “Big Town” for Rinso)
(See “Life and Love of Dr. Susan” for Lux)
(See “Lux Radio Theatre” for Lux)
(See “Tuesday Night Party” for Lifebuoy, Rinso)
NETWORK COMMERCIALS—Continued

Elliott Lewis

(See “Knickerbocker Playhouse”)
(See “Midstream”)

Fulton Lewis, Jr.

Sponsor: Local sponsors (fuel companies). 
Agency: Varies.
Origion: WOL, Washington, D. C.
Air Time: Varies; quarter-hour periods.
Network: Mutual; number of stations varies.
Talent: Fulton Lewis, Jr., commentator.
Length of Run: Started Oct. 17, 1938. (This program has been alternately a sustaining and commercial feature. Changes have been frequent and dates are not available).

Lewis-Howe Co.

(See “Bert Lytell in ‘Golden Theatre Group’ for Tums)
(See “Vocal Varieties” for Tums)

Life and Love of Dr. Susan

Sponsor: Lever Brothers Co. (Lux Flakes and Toilet Soap).
Agency: J. Walter Thompson Co.
Origion: New York.
Air Time: Monday through Friday, 2:15 to 2:30 p.m. (repeat from 5:15 to 5:30 p.m.).
Network: CBS; 91 stations.
Production: Handled by the agency.
Script Writer: Edith Meiser.
Talent: Eleanor Phelps (Dr. Susan); variable dramatic cast.
Announcer: Frank Luther.
Conductor: Richard Leibert, organist.
Length of Run: Started Feb. 13, 1939.

Life Can Be Beautiful

Sponsor: Procter & Gamble (Ivory Soap).
Agency: Compton Advertising, Inc.
Origion: New York.
Air Time: Monday through Friday, 1:15 to 1:30 p.m.
Network: CBS; 32 stations.
Production: Chick Vincent (of Transamerican Broadcasting & Television Corp.).
Script Writers: Don Becker, Carl Bixby.
Talent: Alice Reinheart (Chichi Conrad); Ralph Locke (David Solomon); John Holbrook (Stephen Hamilton); Carl Eastman (Toby Nelson); Richard Kollmer (Barry Markham); Charles Webster (Dr. Markham); Adelaide Klein (Mrs. Wadsworth); Mildred Robin (Priscilla Wadsworth); John Parrish (Wellington); Peggy Allenby (Kimball).

Agency Director: Hal E. James.
Announcer: Ralph Edwards.
Length of Run: Started Nov. 7, 1938.

Life Can Be Beautiful

Sponsor: Procter & Gamble (Ivory Soap).
Agency: Compton Advertising, Inc.
Origion: New York.
Air Time: Monday through Friday, 4:30 to 4:45 p.m.
Network: NBC Red; 20 stations.
Production: Chick Vincent (of Transamerican Broadcasting & Television Corp.).
Script Writers: Don Becker, Carl Bixby.
Talent: Alice Reinheart (Chichi Conrad); Ralph Locke (David Solomon); John Holbrook (Stephen Hamilton); Carl Eastman (Toby Nelson); Richard Kollmer (Barry Markham); Charles Webster (Dr. Markham); Adelaide Klein (Mrs. Wadsworth); Mildred Robin (Priscilla Wadsworth); John Parrish (Wellington); Peggy Allenby (Kimball).
Agency Director: John Taylor.
Announcer: Jack Fraser.
Length of Run: Sept. 5, 1938, to Nov. 4, 1938.

Lifetime Revue

Sponsor: W. A. Sheaffer Pen Co.
Agency: Russel M. Seeds Co.
Origion: WGN, Chicago.
Air Time: Monday, 8 to 8:15 p.m.
Network: Mutual; 4 stations.
Talent: Harold Stokes’ orchestra; guest soloists.
Agency Director: Tom Wallace.
Conductor: Harold Stokes.
Length of Run: Nov. 28, 1938, to Dec. 12, 1938.

Liggett & Myers Tobacco Co.

(See “Burns & Allen” for Chesterfield Cigarettes)
(See “Chesterfield Daily Sports Column”)
(See “Chesterfield Presents”)
(See “Chesterfield Program”)
(See “Eddie Dooley’s Last Minute Football News” for Chesterfields)

Victor H. Lindlahr

Sponsor: Journal of Living.
Origion: WOR, New York.
Air Time: Tuesday and Thursday, 9:30 to 10 a.m. (repeat from 12 to 12:30 p.m.).
Network: Mutual; number of stations varied from 4 to 7 stations.
NETWORK COMMERCIALS—Continued

Announcer: Jeff Sparks.

Little Orphan Annie
Sponsor: The Wander Co. (Ovaltine).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 5:45 to 6 p.m.
Network: NBC Red; 16 stations plus WGN.
Production: Alan Wallace (of the agency).
Script Writers: Wallace K. Norman, Day Keene.
Talent: Shirley Bell (Little Orphan Annie); Francis Derby (Joe Connors); Henry Saxe (Daddy Warbucks); Edmund Sprague (Mr. Silo); Henrietta Tedro (Mrs. Silo); Al Halus.
Agency Director: Alan Wallace.
Announcer: Pierre Andre.
Length of Run: Started April 6, 1931.

Mary Livingstone
(See “Jello-O Program Starring Jack Benny”)

Carole Lombard
(See “The Circle”)

Guy Lombardo & His Orchestra
Sponsor: General Baking Co. (Bond Bread).
Agency: Batten, Barton, Durstine & Osborne, Inc.
Air Time: Sunday, 5:30 to 6 p.m.
Network: CBS; 27 stations.
Production: David W. White (of the agency).
Script Writer: David W. White.
Talent: Guy Lombardo and orchestra; Carmen and Leibert Lombardo; commercial cast.
Agency Director: David W. White.
Announcer: Del Sharbutt.
Conductor: Guy Lombardo.
Music Arranger: Boyd Bunch.

Guy Lombardo & His Orchestra *
Sponsor: Lady Esther, Ltd. (Cosmetics).
Agency: Pedlar & Ryan, Inc. (since April 17, 1939; Lord & Thomas, to Jan. 17, 1939; handled direct in interim).
Origination: Chicago.
Air Time: Monday, 10 to 10:30 p.m.
Network: CBS; 48 stations.
Production: Edgar J. Sisson, Jr. (of the agency) (previously Leonard Hole).
Script Writers: Agency staff.
Talent: Guy Lombardo and orchestra (replaced Wayne King, Oct. 10, 1938); Carmen Lombardo; Kenneth Roberts speaking for Lady Esther (previously Basil Loughraine, Bess Johnson).
Agency Director: Edgar J. Sisson, Jr.
Announcer: Kenneth Roberts.
Conductor: Guy Lombardo (originally Wayne King).
Music Arranger: Boyd Bunch.
Length of Run: Original contract started Oct. 9, 1933; above program started Oct. 10, 1938.

Lone Ranger, The
Sponsor: General Baking Co. (Bond Bread).
Agency: Batten, Barton, Durstine & Osborne, Inc.
Origination: WXYZ, Detroit.
Air Time: Monday, Wednesday and Friday, 7:30 to 8 p.m., 16 stations; Tuesday, Thursday and Saturday, 7:30 to 8 p.m., 2 stations.
Network: Mutual; 18 stations.
Script Writer: Fran Striker.
Talent: John Todd; Charles Livingstone; Jack Petruzzi; Bud Michaels; Ruth Rickaby; Herschell Mayal.
Announcer: Harold True.
Conductor: Ted Robertson.

Lone Ranger, The
Sponsor: Local sponsors.
Agency: Various.
Origination: WXYZ, Detroit.
Air Time: Monday, Wednesday and Friday, half-hour periods at varying times.
Script Writer: Fran Striker.
Talent: John Todd; Charles Livingstone; Jack Petruzzi; Bud Michaels; Ruth Rickaby; Herschell Mayal; Bruce Beemer, narrator.
Length of Run: Program originally started in Nov., 1933. Local sponsors change frequently, hence no starting and closing dates can be given.

*See also “Lady Esther Serenade.”
NETWORK COMMERCIALS—Continued

Loose-Wiles Biscuit Co.
(See "Woman's Magazine of the Air")

Phillips H. Lord
(See "Gang Busters")
(See "Seth Parker")

P. Lorillard & Co.
(See "Don't You Believe It" for Sensation Cigarettes)
(See "Hollywood Screen scoops" for Old Golds)
(See "Melody and Madness" for Old Golds)

Joe Lowe Corp.
(See "Popeye, The Sailor" for Popsicles)

Barbara Luddy
(See "First Nighter")

George W. Luft Co.
(See "The Right Thing to Do" for Tangee)

Lum and Abner
Sponsor: General Foods Corp. (Postum).
Agency: Young & Rubicam, Inc.
Air Time: Monday, Wednesday and Friday, 7:15 to 7:30 p.m. (repeat from 11:15 to 11:30 p.m.). (Before Sept. 26, 1938, 6:45 to 7 p.m., with repeat unchanged).
Network: CBS; 49 stations.
Production: William L. Stuart.
Script Writers: Chester Lauck, F. Norris Goff.
Talent: Chester Lauck (Lum); F. Norris Goff (Abner); Sybil Chism, organist.
Agency Director: William L. Stuart.
Announcer: Lew Crosby.
Conductor: Sybil Chism, organist.
Length of Run: Started Feb. 28, 1938. (Off during summer of 1938 from June 28 to Sept. 5). (Off during summer of 1939 from June 30 to August 26).

Lutheran Hour
Sponsor: Lutheran Laymen's League.
Agency: Kelly, Stuhlman & Zahrndt, Inc.
Origination: KFUO, St. Louis.
Air Time: Sunday, 1 to 1:30 p.m. (13 stations); 1:30 to 2 p.m. (1 station); 2:30 to 3 p.m. (1 station); 4:30 to 5 p.m. (51 stations).
Network: Mutual; 66 stations.
Continuity Writer: Virgil A. Kelly.
Talent: St. Louis A Capella Choir, conducted by William B. Heyne; Lutheran Hour Chorus, conducted by Norman Gienapp.
Agency Director: Walter W. Zahrndt.
Announcer: R. W. Janetzke.

Lux Radio Theatre, The
Sponsor: Lever Brothers Co. (Lux Toilet Soap, Lux Flakes).
Agency: J. Walter Thompson Co.
Origination: Music Box Theatre, Hollywood.
Air Time: Monday, 9 to 10 p.m.
Network: CBS; 86 stations.
Production: Handled by the agency.
Talent: Cecil B. DeMille, director; stage and screen stars; Louis Silvers' orchestra.
Announcer: Melville Ruick.
Conductor: Louis Silvers.

Abe Lyman Orchestra
(See "Waltz Time")

Bert Lytell in "Golden Theatre Group"
Sponsor: Lewis-Howe Co. (Tums).
Agency: H. W. Kastor & Sons Advertising Co.
Origination: Chicago.
Air Time: Friday, 7 to 7:15 p.m. (repeat from 10:30 to 10:45 p.m.).
Network: NBC Blue; 43 stations.
Production: Winthrop Orr.
Script Writers: Various free lance.
Talent: Bert Lytell; dramatic cast.
Agency Director: Robert G. Jennings.
Announcer: Bob Brown.
Length of Run: February 17, 1939, to March 24, 1939.

M

Ma Perkins
Sponsor: Procter & Gamble (Oxydol).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
NETWORK COMMERCIALS—Continued

Air Time: Monday through Friday, 3:15 to 3:30 p.m.
Network: NBC Red; 60 stations.
Production: George Fogle.
Script Writer: Orin Tovrov.
Talent: Virginia Payne (Ma Perkins); Rita Ascot (Fay); Dora Johnson (Evey); Gil Faust (John); Murray Forbes (Willie); Charles Egelston (Shuffle); Jack Brinkley (Rufus); Fred Howard (Toohey).
Agency Director: Henry Selinger.
Announcer: Dick Wells.
Length of Run: Started Dec. 4, 1933.

Macfadden Publications, Inc.
(See “Mary & Bob’s True Stories”)  
(See “True Story Time”)

Edward MacHugh
(See “The Gospel Singer”)

John MacPherson
(See “The Mystery Chef”)

Madame Courageous

Sponsor: Glidden Co. for Durkee Famous Foods (Margarine).
Agency: C. Wendel Muench & Co.
Origination: Chicago.
Air Time: Monday, Wednesday and Friday, 10:30 to 10:45 a.m.
Network: NBC Blue; 20 stations.
Script Writer: Howard McKent Barnes.
Talent: Betty Caine (Sarah Brayden); Harold Peary (Tom Brayden); Joan Winter (Cleo Brayden); Willard Farnum (Dick Brayden); Barbara Fuller (Peggy Brayden); Donald Kraatz (Paul Brayden); Catherine Card (Mary Brady).
Agency Director: Robert Gingrich.
Announcer: Lynn Brandt.
Length of Run: Sept. 26 to Dec. 23, 1938.

Madison Square Garden Boxing Bouts

Sponsor: Adam Hat Stores.
Agency: Glikmsan Advertising Co., Inc.
Air Time: Various days, according to boxing schedule; 10 p.m. to end of bout.
Network: NBC Blue; 53 stations.
Talent: Sam Taub, blow-by-blow description; Bill Stern, commentator between rounds.
Agency Director: Joseph Glikmsan.
Announcers: Sam Taub, Bill Stern.
Length of Run: Started Nov. 26, 1937.

Magic Key of RCA

Sponsor: Radio Corp. of America.
Agency: None.
Origination: New York (with worldwide pickups).
Air Time: Sunday, 2 to 3 p.m.; Monday, 8:30 to 9 p.m. after June 26, 1939.
Network: NBC Blue; 107 stations.
Production: Howard Wiley (NBC), and a special committee headed by Bertha Brainard, NBC Commercial Program Manager.
Script Writer: Welbourn Kelley.
Talent: Dr. Frank Black; Magic Key Orchestra; guests.
Announcers: Milton Cross, Ben Grauer.
Conductor: Dr. Frank Black.
Music Arranger: Dr. Frank Black.
Length of Run: Started Sept. 29, 1935.

Maine Development Commission
(See “Girl From Maine”)

Pick Malone
(See “Pick & Pat in Pipe Smoking Time”)

Man From Cook’s. The

Sponsor: Thomas Cook & Son—Wagon-Lits, Ltd. (Travel Service).
Agency: Newell-Emmett Co., Inc.
Air Time: Sunday, 5:30 to 5:45 p.m.
Network: NBC Blue; 22 stations.
Talent: Malcolm LaPrade; Lew White, organist.
Length of Run: Prior contract started on CBS, Dec. 6, 1936; latest series, on NBC, Dec. 18, 1938, to March 12, 1939.

Man to Man Sports

Agency: Lawrence C. Gumbinner Advertising Agency.
Air Time: Tuesday, 9 to 9:15 p.m.
Network: CBS; 5 stations.
Production: Bernard Weinberg, W. H. Krauch.
Talent: Mark Kelly; guests.
Announcer: Tom Hanlon.
Length of Run: April 5, 1937, to June 28, 1938.

Manhattan Merry-Go-Round

Sponsor: R. L. Watkins Co. (Dr. Lyon’s Toothpowder).
Agency: Blackett-Sample- Hummert, Inc.
NETWORK COMMERCIALS—Continued

Air Time: Sunday, 9 to 9:30 p.m.
Network: NBC Red; 31 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Author of Title and Original Story Line: Frank Hummert.
Dialogue Writer: Anne Hummert.
Agency Script Editor: Anne Hummert.
Talent: Men about Town (Harold [Scrappy] Lambert, Jack Parker, Phil Duey); Pierre Le Kreun; Rachael Carlay; Alfred Rickey's orchestra.
Agency Director: Anne Hummert.
Announcer: Alfred Rickey (also known as Don Donnie).
Length of Run: Original contract started Nov. 6, 1932; latest series runs from Feb. 5, 1939, to Jan. 28, 1940.

Manhattan Mother
Sponsor: Procter & Gamble (Chipso).
Agency: Pedlar & Ryan, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 9:15 to 9:30 a.m.
Network: CBS; 10 stations.
Production: John McLean (of the agency); Stuart Dawson.
Script Writer: Orin Tovrov.
Talent: Margaret Hillas (Patricia Locke); Louise Fitch (Dae); Dan Sutter (Tony); Ken Griffin (Lawrence Locke); Marie Nelson (Hannah); John Walsh (Bump).
Agency Director: John McLean.
Announcer: James Fleming.
Length of Run: Started March 6, 1939.

Manhattan Soap Co.
(See “Jack Berch, The Sweetheart Serenade” for Sweetheart Soap)

Lucille Manners
(See “Cities Service Concerts”)

Knox Manning
(See “Euclid Ballot Box”)

March of Time
Sponsor: Time, Life and Fortune Magazines.
Agency: Batten, Barton, Durstine & Osborn, Inc.
Air Times: First series, Thursday, 8:30 to 9 p.m.; second series, Thursday, 8 to 8:30 p.m.; third series, Friday, 9:30 to 10 p.m.

Network: NBC Blue; 30 stations.
Production: Homer Fickett, William Spier.
Script Writers: William Geer, editor; Time writers.
Talent: Ted de Corsia; Edwin Jerome; Dwight Weist; C. Westbrook Van Voorhis; Ted Jewett; William Johnstone; Frank Readick; Agnes Moorehead; William Adams; Adelaide Klein; Paul Stewart; Patricia Reardon; others.
Agency Directors: Homer Fickett, Frank Linder.
Announcer: C. Westbrook Van Voorhis.
Conductor: Howard Barlow.

March of Time
Sponsor: Servel, Inc (Electrolux Refrigerators).
Agency: Batten, Barton, Durstine & Osborn, Inc.
Air Time: Tuesday, 8 to 8:30 p.m. (repeat on NBC Red, 1:15 to 1:45 a.m.; before April 28, 1938, 12:15 to 12:45 p.m.).
Network: NBC Blue (repeat on Red); 32 stations.
Production: Homer Fickett, William Spier.
Script Writers: Editor of Time on script; agency on commercials.
Talent: Ted de Corsia; Edwin Jerome; Dwight Weist; C. Westbrook Van Voorhis; Ted Jewett; William Johnstone; Frank Readick; Agnes Moorehead; William Adams; Adelaide Klein; Paul Stewart; Patricia Reardon; others.
Agency Directors: Homer Fickett, William Spier.
Announcer: C. Westbrook Van Voorhis.
Conductor: Howard Barlow.
Length of Run: April 7 to June 30, 1938.

Marriage License Romances
Sponsor: Local cooperative program.
Agency: None.
Origination: Chicago.
Air Time: Monday, Wednesday and Friday, 3 to 3:15 p.m.
Network: Mutual; 3 stations.
Talent: Quinn Ryan, interviewer.
Announcer: Jeff Sparks.
Length of Run: Started June 27, 1938. (This program has been alternately a sustaining and commercial feature. Changes were frequent and dates are not available).

Mars, Inc.
(See “Dr. I. Q.”)
Herbert Marshall  
*(See “Hollywood Hotel”)*

Jane Martin  
*(See “Town Hall Big Game Hunt”)*

Tony Martin  
*(See “Burns & Allen” for Chesterfields)*

Mary and Bob’s True Stories

**Sponsor:** Macfadden Publications, Inc. (True Story Magazine.)  
**Agency:** Arthur Kudner, Inc.  
**Origination:** New York.  
**Air Time:** Tuesday, 9:30 to 10 p.m. (before May 23, 9 to 9:30 p.m.).  
**Network:** NBC Blue; 25 stations.  
**Production:** Handled by the agency.  
**Script Writer:** William Sweets.  
**Talent:** Joan Banks (Mary); Erik Rolf (Bob); varying dramatic cast.  
**Agency Director:** Alan Ward.  
**Announcer:** Nelson Case.  
**Conductor:** Arnold Johnson.  
**Music Arranger:** Arnold Johnson.  
**Length of Run:** Oct. 11, 1938, to May 16, 1939. (Replaced by True Story Time).

Sully Mason  
*(See “Kay Kyser’s College of Musical Knowledge”)*

Frankie Masters’ Orchestra  
*(See “It Can Be Done—with Edgar Guest”)*

Harpo and Chico Marx  
*(See “The Circle”)*

Mary Margaret McBride

**Sponsor:** General Foods Corp. (LaFrance, Satina and Minute Tapioca at various periods).  
**Agency:** Young & Rubicam, Inc.  
**Origination:** New York.  
**Air Time:** Monday, Wednesday and Friday, 12 to 12:15 p.m. (repeat from 4:45 to 5 p.m., April 25 to May 6, 1938, and May 1, 1939, to date).  
**Network:** CBS; 29 stations.  
**Production:** Handled by the agency.  
**Script Writer:** Mary Margaret McBride.  
**Talent:** Mary Margaret McBride (also known in radio as Martha Deane); Milt Krass, pianist.

George McCall
*(See “Hollywood Screenscoops”)*

Ed McConnell
*(See “Ballard’s OvenReady Biscuit Program”)*  
*(See “Smilin’ Ed McConnell”)*

James McCormack and Milton Kaye’s Orchestra

**Sponsor:** Slide Fasteners, Inc. (Talon).  
**Agency:** G. Lynn Sumner Co., Inc.  
**Origination:** New York.  
**Air Time:** Tuesday and Thursday, 11:45 to 12 noon.  
**Network:** Mutual; 2 stations.  
**Production:** Miss R. L. Dunbacher (no longer with the agency).  
**Script Writer:** Miss R. L. Dunbacher.  
**Talent:** James McCormack; Milton Kaye’s orchestra.  
**Agency Director:** Miss R. L. Dunbacher.  
**Announcer:** Vincent Connolly.  
**Conductor:** Milton Kaye.  
**Length of Run:** April 26, 1938, to July 21, 1938.

McKesson & Robbins, Inc.
*(See “Joyce Jordan—Girl Intern” for Calox Tooth Powder, Solid Albolene, Soretone)*

Graham McNamee
*(See “The Royal Crown Revue”)*

Harry McNaughton ("Bottle")
*(See “Honolulu Bound”)*  
*(See “Phil Baker”)*

Dorothy McNulty
*(See “Thirty Minutes in Hollywood”)*

Jim McWilliams
*(See “Colgate Ask-It-Basket”)*  
*(See “Jim McWilliams’ National Question Bee”)*
NETWORK COMMERCIALS—Continued

Jim McWilliams’ National Question Bee

Agency: Cecil & Presbrey, Inc. (previously Warwick & Legler, Inc.).
Air Time: Saturday, 7:30 to 8 p.m.
Network: NBC Blue; 7 stations.
Production: Keith McLeod (of the agency; previously Preston H. Pumphrey, of Warwick & Legler), Joseph Bell (of NBC).
Script Writers: Material used from letters sent in by listeners.
Talent: Jim McWilliams (replaced by Bill Slater in April, 1939); Joseph Bell; members of studio audience.
Agency Director: Henry Souvaine (for the agency) (previously Preston H. Pumphrey, of Warwick & Legler).
Announcer: Joseph Bell.
Length of Run: Original contract started Sept. 26, 1936; latest series started Sept. 24, 1938.

Martha Meade

Sponsor: Sperry Flour Co.
Origination: San Francisco.
Air Time: Thursday, 8:30 to 8:45 a.m., PST.
Network: NBC Red; 6 stations.
Production: Fred Hegelund (of NBC).
Script Writer: Memory Roberts.
Talent: Martha Meade; occasional guests.
Agency Director: R. W. Stafford.
Announcers: NBC staff members.
Music Arranger: Charles Runyon.
Length of Run: Started in the spring of 1931 (definite date not available).

Jack Meakin’s Orchestra
(See “Quite By Accident”)

Melody and Madness

(See “Stop, Look & Listen with Edwin C. Hill”)

Men About Town
(See “Believe It or Not”)
(See “Manhattan Merry-Go-Round”)

Adolphe Menjou
(See “Texaco Star Theatre”)

Helen Menken
(See “Second Husband” for Bayer Aspirin)

Mennen Co.
(See “People’s Rally & Fun Quiz”)
(See “The People’s Vote”)

Johnny Mercer
(See “Benny Goodman’s Orchestra”)

Una Merkle
(See “Texaco Star Theatre”)

Merry Macs
(See “For Men Only”)
(See “Town Hall Tonight”)
(See “Town Hall Varieties”)

Metro-Goldwyn-Mayer
(See “Good News of 1939”)

Metropolitan Life Insurance Co.
(See “Stop, Look & Listen with Edwin C. Hill”)

Metropolitan Opera Auditions of the Air

Sponsor: Sherwin-Williams Co. (Paints).
Agency: Warwick & Legler, Inc.
Air Time: Sunday, 5 to 5:30 p.m.
Network: NBC Blue; 51 stations.
Production: James Haupt (of NBC).
Script Writers: Agency staff.
Talent: Wilfred Pelletier and orchestra; Edward Johnson, m. c.; guests.
Agency Director: Preston H. Pumphrey.
Network Commercials—Continued

Announcer: Milton Cross.
Conductor: Wilfred Pelletier.
Music Arranger: Louis Brunelli.
Length of Run: Original contract started Dec. 22, 1935; latest series ran from Oct. 9, 1938 to April 2, 1939.

Midstream
Sponsor: Procter & Gamble (Teel).
Original: Chicago.
Air Time: Monday through Friday, 5 to 5:15 p.m.
Network: NBC Red; 39 stations.
Production: Gordon Hughes.
Script Writer: Pauline Hopkins.
Talent: Betty Lou Gerson; Hugh Studebaker; Connie Osgood; Mercedes McCambridge; Willard Farnum; Elliott Lewis; Glen Goodwin; Bill Bouchey; Lenore Kingston; Helen Behmiller.
Agency Director: Robert G. Jennings.
Announcer: Dick Wells.
Conductor: Larry Larsen, organist.
Length of Run: Started May 1, 1939.

Mighty Show, The
Sponsor: Penick & Ford, Ltd. (My-T-Fine Dessert).
Agency: Batten, Barton, Durstine & Osborn, Inc.
Original: New York.
Air Time: Monday through Friday, 5:45 to 6 p.m.
Network: CBS; 11 stations.
Production: Irving Mitchell (BBD & O).
Script Writers: Thomas Cochran, John Martin (of the agency).
Talent: Bradley Barker (animal imitator); Agnes Moorehead; Fred Irving Lewis; Jay Meredith; Elliott (Ted) Reid; Don Costello; Helen Lewis; Artells Dickson; Waldemar Kappel; Harold DeBecker; Frank Readick; Paul Stewart; Kingsley Colton; William Pringle; Ann Boley; Kenneth Daigheau; Arnold Moss; Sarah Fussell; Ed Latimer; Jerry Macy; Julian Noa; Stefan Schnabel; Al Shire; Francis Woodbury; Karl Swenson; James Boles; James Monks; Robert Lynn; Craig McDonnell; John Milton; Said Riza; Jack Orrison; Maurice Franklin.
Announcer: Ted Jewett.
Conductor: Fred Feibel, organist.
Length of Run: Started Sept. 12, 1938.

Miles Laboratories, Inc.
(See "National Barn Dance" for Alka-Seltzer)

(See "Uncle Ezra" for Alka-Seltzer)
(See "Uncle Ezra's Sunday Afternoon in Rosedale" for Alka-Seltzer)

Jack Miller Orchestra
(See "Kate Smith's Hour")

Felix Mills' Orchestra
(See "The Silver Theatre")

Marjorie Mills
(See "Girl From Maine")

Mr. Keen, Tracer of Lost Persons
Sponsor: The BiSoDol Co.
Agency: Blackett-Sample-Hummert, Inc.
Original: New York.
Air Time: Tuesday, Wednesday and Thursday, 7:15 to 7:30 p.m.
Network: NBC. Blue; 39 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Original Story Line of Radio Sequel to Book and/or Play: Frank and Anne Hummert.
Dialogue Writer: Jerome Ross (Dec. 19, 1937, to date).
Agency Script Editor: Mildred Fenton.
Talent: Bennett Kilpack (Mr. Keen); Florence Malone (Miss Ellis); others.
Agency Director: Martha Atwell.
Announcer: Ben Grauer.
Conductor: Ann Leaf (organ theme).
Length of Run: Started Oct. 12, 1937.

Mrs. Wiggs of the Cabbage Patch
Sponsor: Old English No-Rubbing Floor Wax and BiSoDol (in the past, at various periods, Anacin, Hill's Nose Drops, Fly Ded, Three-in-One Oil).
Agency: Blackett-Sample-Hummert, Inc.
Original: New York.
Air Time: Monday through Friday, 10 to 10:15 a.m. (repeat from 1:15 to 1:30 p.m.)
Network: NBC Red; 24 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Original Story Line of Radio Sequel to Book and/or Play: Frank and Anne Hummert.
NETWORK COMMERCIALS—Continued

Talent: Betty Garde (Mrs. Wiggs); Jay Jostyn (Mr. Wiggs); Agnes Young (Miss Hazy); John McGovern (Mr. Prentiss); Peg Calver (Mrs. Prentiss); Andy Donnelly (Hal); Mary Lou Forster (Europea); Peggy Zinke (Australia); Van Heflin (Joe); Ed O’Brien (Gregory).
Agency Director: Martha Atwell.
Announcer: George Ansbro.

Tom Mix Straight Shooters Program

Sponsor: Ralston Purina Co. (Ralston Wheat Cereal).
Agency: Gardner Advertising Co.
Origination: Chicago.
Air Time: Monday through Friday, 5:45 to 6 p.m. (repeat from 6:45 to 7 p.m.).
Network: NBC Blue; 24 stations.
Production: M. P. Wamboldt.
Script Writer: M. P. Wamboldt.
Talent: Jack Holden (Tom Mix); Jane Webb (Jane); Percy Hemus (The Old Wrangler); Hugh Rowlands (Reginald Tittle); Harold Peary (Li Loo, Henry Aikens, Mike Shaw, Bertie and Foghorn); Forest Lewis (Prof. Bentley, Zug and other roles); Sidney Ellstrom (Clamshell Pete); George Goebel (Jimmy); Helen Jane Behlke (Peggy).
Agency Director: Charles E. Claggett.
Announcer: Jack Stilwill.
Length of Run: Original contract started Sept. 25, 1933; latest series ran from Sept. 26, 1938, to March 24, 1939.

Model Minstrels

Sponsor: U. S. Tobacco Co. (Model Tobacco).
Agency: Arthur Kudner, Inc.
Air Time: Monday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).
Network: CBS; 50 stations.
Production: Frank McMahon (free lance).
Script Writer: Tom Howard.
Talent: Tom Howard; George Shelton; double male quartet; Ray Bloch’s orchestra.
Agency Director: Frank McMahon (for the agency).
Announcer: Mel Allen.
Conductor: Ray Bloch.
Length of Run: Started Feb. 27, 1939. (Replaced Pick and Pat in Pipe Smoking Time.)

Modern Food Process Co.

(See “Dog Heroes” for Thrivo Dog Food)

(The Modernaires
(See “Chesterfield Program”)

Monday Night Show

Sponsor: Brewers’ Radio Show Association.
Agency: U. S. Advertising Corp.
Air Time: Monday, 8 to 8:30 p.m. (repeat from 12 midnight to 12:30 a.m.).
Network: CBS; 46 stations.
Production: Tom McKnight, Frederick Mayer.
Talent: Henny Youngman (replaced Lou Holtz, Sept. 5, 1938); Ted Husing; Connie Boswell (after April 25, 1938); Stuart Allen (replaced Kay Thompson, Sept. 5, 1938); Richard Himber’s orchestra.
Agency Director: Frederick Mayer (for the agency).
Announcers: Ken Roberts (Dan Seymour for several weeks).
Conductor: Richard Himber.
Length of Run: March 7, 1938, to Nov. 28, 1938.

Moody Bible Institute

(See “Let’s Go Back to the Bible”)

Moonbeams

Agency: De Biasi Advertising Agency, Inc.
Air Time: Friday, 9:30 to 10 p.m.
Network: Mutual; 3 stations.
Production: George Shackley.
Talent: Moonbeams Trio (Rhoda Arnold, Veronica Wiggins, May Merker).
Agency Director: A. de Biasi.
Announcer: Jerry Lawrence.
Conductor: George Shackley.
Music Arranger: George Shackley.
Length of Run: Nov. 11, 1938, to Dec. 23, 1938.

Benjamin Moore & Co.

(See “Betty Moore” for Paints, Varnish, Muresco)

Betty Moore

Sponsor: Benjamin Moore & Co. (Paints, Varnish, Muresco).
Agency: Placed direct.
Air Time: Saturday, 11 to 11:15 a.m.
NETWORK COMMERCIALS—Continued

Ken Murray
(See “Texaco Star Theatre”)

Lyn Murray
(See “Raymond Paige, 99 Men and a Girl”)
(See “Town Hall Tonight”)

Musical Steelmakers, The
Sponsor: Wheeling Steel Corp.
Agency: Critchfield & Co.
Origination: WWVA, Wheeling.
Air Time: Sunday, 6 to 6:30 p.m. (Previous to March 26, 1939, 5 to 5:30 p.m.).
Network: Mutual; 18 stations.
Production: J. L. Grimes; Walter S. Patterson.
Production: J. L. Grimes; S. Patterson.
Talent: Earl Summers’ orchestra; Dorothy Anne Crow; John Wincholl; The Singing Millmen; the Old Timer; Steele Sisters (Lucille Bell, Lois Mae Nolte, Kathleen Nelson); Walter S. Patterson, m.c.
Agency Directors: R. C. Schrymiger; M. E. Blackburn.
Announcer: Walter S. Patterson.
Conductor: Earl Summers.
Music Arranger: Maury Longfellow.

Musterole Co.
(See “Carson Robison & His Buckaroos”)

My Secret Ambition
Sponsor: Durkee Famous Foods, Inc.
Agency: Bostford, Constantine and Gardner.
Air Time: Friday, 7:30 to 8 p.m. (Previous to April 17, 1938, Sunday, 6:30 to 7 p.m.)
Network: CBS; 12 stations.
Production: Caryl Coleman (of the agency).
Script Writer: Caryl Coleman.
Talent: Ted Maxwell, m.c. (replaced Tom Breneman in June, 1938); dramatic cast; Newell Chase’s orchestra. (Cast changed weekly; most frequent appearances were made by Bobbe Deane, Grace Holland, Marjorie Smith, Ruth Sprague, Joyce Cole, Charles McAlister, Earl Lee, Carl Kronke, Ivan Green, Lew Tobin, William H. Royle, Kenneth Garcia).
Agency Director: Caryl Coleman.
Announcers: Allan Sheppard, Jack Myles.
Conductor: Newell Chase.

Grace Moore
(See “Chesterfield Presents”)

Agnes Moorehead
(See “Ben Bernie and All the Lads”)
(See “Big Sister”)
(See “March of Time”)
(See “The Mighty Show”)
(See “The Shadow”)
(See “Spy Secrets”)
(See “Terry and the Pirates”)

Frank Morgan
(See “Good News of 1939”)

Russ Morgan Orchestra
(See “Johnny Presents”)

John Morrell & Co.
(See “Bob Becker’s ‘Chats About Dogs’ for Red Heart Dog Food”)

Philip Morris & Co., Ltd.
(See “Breezing Along”)
(See “Johnny Presents” for Philip Morris)
(See “Johnny Presents ‘What’s My Name?’” for Philip Morris Cigarettes)
(See “Johnny Presents ‘Where Are We?’” for Philip Morris Cigarettes)

Frank Munn
(See “American Album of Familiar Music”)
(See “Waltz Time”)

George Murphy
(See “Hollywood Guild”)

Feg Murray
(See “Baker’s Broadcast”)
NETWORK COMMERCIALS—Continued

Myrt and Marge

Sponsor: Colgate-Palmolive-Peet (Concentrated Super Suds).
Agency: Benton & Bowles, Inc.
Air Time: Monday through Friday, 10:15 to 10:30 a.m. (repeat from 4:15 to 4:30 p.m.; previous to Sept. 23, 1938, 4 to 4:15 p.m.).
Network: CBS; 58 stations.
Production: Handled by the agency.
Script Writer: Stuart Hawkins.
Talent: Myrtle Vail (Myrt); Donna Damereel (Marge); Gene Morgan; Ray Hedge; Edith Evanson; Santos Ortega; Leo Curley; Linda Carlson; Joe Latham; Joanne Myers; John Pickard; Roger De Koven; others.
Agency Director: Jack Mullen.
Announcer: Del Sharbutt (previously Jean Paul King).
Conductor: John Winters, organist.
Music Arranger: John Winters.
Length of Run: Started Jan. 4, 1937.

Mystery Chef, The

Sponsor: Regional Advertisers (Gas Companies).
Agency: McCann-Erickson, Inc.
Air Time: Tuesday and Thursday, 9:45 to 10 a.m. (previous to May 30, 1938, 11:45 to 12 noon) (repeat from 1 to 1:15 p.m.).
Network: NBC Red; 17 stations.
Production: Various NBC personnel.
Script Writer: John Macpherson.
Talent: John Macpherson.
Announcer: Ben Grauer.

N

Conrad Nagel

(See “Passing Parade with John Nesbitt”)
(See “The Seventy-Six Revue with Conrad Nagel”)
(See “The Silver Theatre”)

Name Three

Sponsor: Dunhill Cigarettes.
Agency: The Biow Co., Inc.
Origination: WOR, New York.
Air Time: Monday, 8 to 8:30 p.m.

Network: Mutual; 4 stations.
Production: Walter Tibbals (of the agency).
Script Writers: Letters from listeners comprise script.
Talent: Bob Hawk, m. c.
Agency Director: Walter Tibbals.
Announcer: Frank Knight.
Conductor: Dave Terry.
Length of Run: Started April 10, 1939.

Nash-Kelvinator Corp.
(See “Professor Quiz”)

National Barn Dance

Sponsor: Miles Laboratories, Inc. (Alka-Seltzer).
Origination: Chicago.
Air Time: Saturday 9 to 10 p.m. (repeat from 11 p.m. to 12 midnight).
Network: NBC Blue; 68 stations.
Production: William E. Jones.
Talent: Joe Kelly, m. c.; Henry Burr; Lulu Belle (Mrs. Scott Wiseman); Hoosier Hot Shots (Frank Kettering, Kenneth Trietsch, Paul Trietsch, Charles O. Ward); Joe Parsons; Pat Barrett; Maple City Four (Al Rice, Fritz Meissner, Art Janes, Pat Petterson); Skyland Scotty (Scott Wiseman); Lucille Long; Arkie, the Arkansas Woodchopper (Luther Os- senbrink); Vass Family (Sally, Virginia, Emily, Louisa and Frank Vass); Bill O’Connor; Skip Farrell; Trio (Ann, Pat and Judy); octet.
Agency Director: W. A. Wade.
Announcer: Jack Holden.
Conductor: Glenn Welty.
Length of Run: Original contract started July 15, 1933; latest series runs from Oct. 1, 1938 to Sept. 23, 1939.

National Biscuit Co.
(See “Dan Harding’s Wife”)

Nehi Corp.
(See “Believe It or Not” for Royal Crown)
(See “The Royal Crown Revue”)

Ozzie Nelson Orchestra
(See “Baker’s Broadcast”)

John Nesbitt
(See “Passing Parade”)
(See “Passing Parade with John Nesbitt”)

500
Networking Commercials—Continued

News, Views and Sport Reviews by Hughes

Sponsor: Brown & Williamson Tobacco Corp.
Agency: Russel M. Seeds Co., Inc.
Air Time: Sunday, Monday, Wednesday and Friday, 8:30 to 8:45 p.m., EST.
Network: CBS; 7 stations.
Talent: John B. Hughes.
Length of Run: Started March 19, 1939.

Night Editor

Sponsor: Cardinet Candy Co., Inc.
Agency: Tomaschke-Elliott, Inc.
Origination: San Francisco.
Air Time: Sunday, 7:45 to 8 p.m.
Network: CBS; 10 stations.
Production: Tom Breneman.
Script Writer: Hal Burdick.
Talent: Hal Burdick (Night Editor); Wally Elliott (Bobby).
Agency Director: Wallace F. Elliott.
Announcer: Cliff Engle, Larry Keating.
Length of Run: Started Sept. 12, 1934.

Ray Noble Orchestra

(See "Burns & Allen")

Noxzema Chemical Co.

(See "Professor Quiz")

Oakland Chemical Co.

(See "Two on a Shoestring" for Dioxogen Face Cream)

Charles O'Connor

(See "Breezing Along")

Walter O'Keefe

(See "Tune-Up Time")

Old Fashioned Revival

Origination: KHJ, Los Angeles.
Air Time: Sunday, 6 to 7 p.m., PST (repeat from 11 p.m. to 12 midnight). (During daylight saving time, 5 to 6 p.m., with repeat unchanged).
Network: Mutual; 50 stations, plus transcriptions on 25 stations Sunday night.
Production: Charles E. Fuller.
Talent: Rev. Charles E. Fuller; quartet; audience participation.
Agency Director: R. H. Alber.
Announcer: Hugh Brundage.
Music Arranger: Rudy Atwood.
Length of Run: Original contract started April 4, 1937; latest series runs from Jan. 1, 1939, to Dec. 24, 1939.

Old Trusty Dog Food Co.

(See "Just Dogs")

George Olsen Orchestra

(See "The Royal Crown Revue")

O'Neills, The

Sponsor: Procter & Gamble (Ivory Flakes).
Agency: Compton Advertising, Inc.
Air Time: Monday through Friday, 12:15 to 12:30 p.m.
Network: NBC Red; 19 stations.
Production: Carlo De Angelo.
Script Writer: Jane West.
Talent: Kate McComb (Mrs. O'Neill); James Tansey (Danny O'Neill); Violet Dunn (Peggy O'Neill Kayden); Janice Gilbert (Janice Collins); Chester Stratton (Monte Kayden); Jane West (Mrs. Bailey); Jack Rubin (Mr. Levy); Ethel Everett (Mayme Gordon); Charles Carroll (Jack Vernon); Helen Claire (Sally Scott).
Agency Director: John Taylor.
Announcer: Howard Petrie.
Length of Run: Original contract started Oct. 8, 1935; latest series ran from July 4, 1938, to June 30, 1939.
One Man's Family

Sponsor: Standard Brands, Inc. (Tender Leaf Tea).
Agency: J. Walter Thompson Co.
Air Time: Wednesday, 8 to 8:30 p.m. (repeat, Sunday, from 12:30 to 1 a.m.)
Network: NBC Red; 77 stations.
Production: Handled by the agency.
Script Writer: Carlton E. Morse.
Talent: J. Anthony Smythe (Henry Barbour); Minetta Ellen (Fanny Barbour); Page Gilman (Jack Barbour); Michael Raffetto (Paul Barbour); Kathleen Wilson (Claudia Barbour); Winifred Wolfe (Teddy); Helen Musselman (Ann Waite); Barton Yarborough (Clifford); Bernice Berwin (Hazel); Walter Patterson (Nicky); Jean Rouveral (Betty); Barbara Jo Allen (Beth Holly); Lucy Gilman (various roles).
Announcer: Ken Carpenter.
Length of Run: Original contract started April 3, 1935; latest series runs from Jan. 1, 1939, to Dec. 27, 1939.

Orphans of Divorce

Sponsor: R. L. Watkins Co. (Dr. Lyon’s Tooth Powder).
Agency: Blackett-Sample-Hummert, Inc.
Air Time: Monday, 7 to 7:30 p.m.
Network: NBC Blue; 36 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story Line: Frank and Anne Hummert.
Dialogue Writer: Doris Halman.
Agency Script Editor: George Nobbs.
Talent: Margaret Anglin (Nora Kelly Worthington); Richard Gordon (Cyril Worthington); Joan Tompkins (Barbara Worthington Pratt); James Creiger (Alexander Pratt); Vivian Ogden (Annie Smith).
Agency Director: Martha Atwell.
Announcer: Ford Bond.
Conductor: Al Rickey (also known as Don Donnie).
Length of Run: Started Feb. 20, 1939.

Our Gal Sunday

Sponsor: Kolynos Toothpaste (Monday and Tuesday), Anacin (Wednesday, Thursday and Friday).
Agency: Blackett-Sample-Hummert, Inc.
Air Time: Monday through Friday, 12:45 to 1 p.m.
Network: CBS; 30 stations.

General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Original Story Line of Radio Sequel to Book and/or Play: Frank and Anne Hummert.
Dialogue Writers: William McMorrow (Nov. 29, 1937, to Jan. 14, 1938), Marie Baumer (Jan. 17 to April 4, 1938), Jerome Ross (April 5 to 15, 1938), Marie Baumer (April 18 to 27, 1938), Jerome Ross (April 28 to June 7, 1938), Ruth Borden (June 8, 1938 to date).
Agency Script Editor: Lloyd Rosenmond.
Talent: Dorothy Lowell (Sunday); Karl Swenson (Lord Henry); variable cast.
Agency Director: Stephen Gross.
Announcer: John Reed King.
Conductor: Fred Feibel (organ theme).
Length of Run: Started March 29, 1937.

P

Pacific Coast Borax Co.

(See “Death Valley Days”)

Pat Padgett

(See “Pick & Pat in Pipe Smoking Time”)

Raymond Paige, 99 Men and a Girl

Sponsor: United States Rubber Co.
Agency: Campbell-Ewald Co. of New York, Inc.
Air Time: Friday, 9 to 9:30 p.m. (Before June 9, 1939, Wednesday, 10 to 10:30 p.m.).
Network: CBS; 82 stations.
Production: Louis Dean (of the agency).
Talent: Raymond Paige, 99-piece orchestra; Hildegarde; Lyn Murray Chorus.
Agency Director: Louis Dean.
Announcer: Dan Seymour.
Conductor: Raymond Paige.
Music Arrangers: Raymond Paige and staff.
Length of Run: Started Feb. 22, 1939.

Park Avenue Penners

Sponsor: R. B. Davis Co. (Cocomalt).
Agency: Ruthrauff & Ryan, Inc.
Air Time: Sunday, 6 to 6:30 p.m. (repeat from 12 midnight to 12:30 a.m.; before April 24, 1938, 11 to 11:30 p.m.).
Network: CBS, 39 stations.
Production: Handled by the agency.
Script Writers: Don Prindle, Roswell Rogers, Max Hayes.
Talent: Joe Penner; Julie Gibson; Gene Austin; Coco & Malt (Dick Ryan and
Passing Parade

Sponsor: Gulf Oil Corp.
Agency: Young & Rubicam, Inc.
Air Time: Sunday, 7:30 to 8 p.m.
Network: CBS; 61 stations.
Production: Austin Peterson (of the agency).
Script Writer: John Booth Nesbitt.
Talent: John Booth Nesbitt; Al Garr; Oscar Bradley's orchestra.
Agency Director: Austin Peterson.
Announcer: John Conte.
Conductor: Oscar Bradley.
Length of Run: July 10, 1938, to Jan. 1, 1939. (Replaced Phil Baker program).

Passing Parade with
John Nesbitt, The

Sponsor: Union Oil Co.
Agency: Lord & Tomas.
Air Time: Monday, 8 to 8:30 p.m.
Network: NBC Red; 11 stations.
Production: Thomas A. McAvity.
Script Writer: Paul Dudley.
Talent: John Nesbitt (April 25 to July 18, 1938); Conrad Nagel (July 25 to Oct. 22, 1938).
Agency Director: Jack Runyon.
Announcer: Carlton Kadell.
Conductor: David Broekman.

Al Pearce

(See "Al Pearce & His Gang")
(See "Watch the Fun Go By")

Al Pearce and His Gang

Sponsor: General Foods Corp. (Grape Nuts).
Agency: Young & Rubicam, Inc.
Air Time: Monday, 8 to 8:30 p.m., EST (repeat, 9:30 to 10, PST) (during daylight saving time, program remained at 8 p.m., EDST, with repeat from 8:30 to 9 p.m., PST).
Network: NBC Red; 58 stations.
Production: Carroll O'Meara (of the agency).
Talent: Al Pearce (Elmer Blurt); Arlene Harris, the Human Chatterbox; Everett West; Kitty O'Neil, the Laughing Lady;
Bill Wright (Zeb, of Eb & Zeb); Charlene Wyatt; Barbara Jo Allen; Elvia Allman; Bill Comstock (Tizzie Lish) (off after March 6, 1939); Hanley Stafford (off, Jan. 23, 1939); Alice Frost; Teddy Bergman; Vince Barnett (Jan. 30 to April 3, 1939).

Agency Director: Carroll O'Meara.
Announcers: Bill Goodwin (previous to April 10, 1939, Harry von Zell; previous to Jan. 30, 1939, John Conte).
Conductor: Carl Hoff.
Music Arrangers: Carl Hoff, Dick McCaffery.
Length of Run: Started Oct. 10, 1938; closing date contemplated at press time was Sept. 25, 1939.

Wilfred Pelletier Orchestra

(See "Metropolitan Opera Auditions of the Air")

Penick & Ford, Ltd.

(See "The Mighty Show")

Penn Tobacco Co.

(See "Vox Pop" for Kentucky Club Pipe Tobacco)

Joe Penner

(See "Park Avenue Penners")
(See "Joe Penner")

Joe Penner

Sponsor: General Foods Corp. (Huskies).
Agency: Benton & Bowles, Inc.
Air Time: Thursday, 7:30 to 8 p.m.
Network: CBS; 62 stations.
Production: Kenneth MacGregor; Max E. Hayes.
Script Writers: Don Prindle; Sid Cornell; Wendall Niles.
Talent: Joe Penner; Roy Atwell; Gay Seabrook; Cliff Hall; Dick Ryan; Margaret Brayton; Joe Fort; Mel Blanc; Ben Pollack’s orchestra.
Announcer: Lew Crosby.
Conductor: Ben Pollack.

People’s Rally and Fun Quiz The

Sponsor: The Mennen Co.

Air Time: Sunday, 3:30 to 4 p.m.
Network: Mutual; 12 stations.
Talent: John B. Kennedy; Bob Hawk.
Agency Director: Samm S. Baker.
Announcers: Al Helfer, John Holbrook.

People’s Vote, The

Sponsor: The Mennen Co.
Air Time: Tuesday, 8:15 to 8:30 p.m. (Before April, 1939, Monday, 8 to 8:15 p.m.).
Network: CBS; 7 stations.
Talent: Sam Hayes, news and voting.
Agency Director: Samm S. Baker.

Pepper Young’s Family

Sponsor: Procter & Gamble (Camay Soap).
Agency: Pedlar & Ryan, Inc.
Air Time: Monday through Friday, 3:30 to 3:45 p.m. (NBC Red), 11:30 to 11:45 a.m. (NBC Blue).
Network: NBC Red, 58 stations; NBC Blue, 16 stations.
Production: Edwin Wolfe.
Script Writer: Elaine Sterne Carrington.
Talent: Betty Wragge (Peggy Young); Curtis Arnall (Pepper Young); Marion Barney (Mrs. Mary Young); Jack Roseleigh (Mr. Sam Young); Johnny Kane (Nick Havens); Jean Sot hern (Edie Gray); Eunice Howard (Linda Benton); Laddie Seaman (Biff Bradley); Eric Dressler (Charlie Hurd); Blaine Corder (Andy Holt); Florence Freeman (Connie Davis).
Agency Director: Elisabeth Howard.
Announcer: Stuart Metz.
Length of Run: Original contract started Jan. 13, 1936, for "Forever Young"; above program began June 29, 1936, on the Red; Aug. 31, 1936, on the Blue.

Pepsodent Co.

(See "Candid Lady" for Antiseptic)
(See "Pepsodent Program Starring Bob Hope" for Toothpaste, Toothpowder, Antiseptic)

Pepsodent Program Starring Bob Hope

Sponsor: The Pepsodent Co. (Toothpaste, Toothpowder and Antiseptic).
Agency: Lord & Thomas.
NETWORK COMMERCIALS—Continued

Air Time: Tuesday, 10 to 10:30 p.m.
Network: NBC Red; 58 stations.
Production: Thomas A. McAvity.
Talent: Bob Hope; Patsy Kelly (replaced Honey Chile [Patricia Wilder], Jan. 7, 1939); Skinnay Ennis and orchestra; Jerry Colonna; Six Hits & a Miss (Pauline Byrnes, Bill Beckler, Vincent Degnan, Marvin Bailey, Howard Hudson, Mack McLean); guests.
Agency Director: Carl M. Stanton.
Announcer: Bill Goodwin.
Conductor: Skinnay Ennis.
Music Arranger: Claude Thornhill.
Length of Run: Sept. 27, 1938, to June 20, 1939. (Replaced by Mr. District Attorney).

Ray Perkins
(See “Letters Home from the New York World’s Fair with Ray Perkins, The Westinghouse Postmaster”)

Bill Perry
(See “Saturday Night Serenade”)

Personal Finance Co.
(See “Doc Barclay’s Daughters”)

Pet Milk Co.
(See “Pet Milky Way” for Irradiated Milk)
(See “Saturday Night Serenade” for Irradiated Milk)

Pet Milky Way
Agency: Gardner Advertising Co.
Origination: St. Louis (Experimental Kitchen, Gardner Adv. Co.).
Air Time: Tuesday and Thursday, 11 to 11:15 a.m. (repeat from 1:45 to 2 p.m.).
Network: CBS; 63 stations.
Production: Chester Ranier (Program Director, KMOX).
Script Writer: Mrs. Erma Proetz (of the agency).
Talent: Mary Lee Taylor, home economist.
Agency Director: Mrs. Erma Proetz.
Announcer: John Cole.
Length of Run: Started Nov. 7, 1933.

Eleanor Phelps
(See “Two on a Shoestring”)

Louis Philippe, Inc.
(See “The Romance of Helen Trent”)

Chas. H. Phillips Chemical Co.
(See “Stella Dallas” for Phillips’ Milk of Magnesia and Milk of Magnesia Cream)
(See “Lorenzo Jones” for Phillips’ Milk of Magnesia Toothpaste and Tablets)
(See “Waltz Time” for Phillips’ Milk of Magnesia)
(See “Young Widder Brown” for Cal-Aspirin and Haley’s M-O)

Pick and Pat in Pipe Smoking Time
Sponsor: U. S. Tobacco Co. (Model Tobacco).
Agency: Arthur Kudner, Inc.
Air Time: Monday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).
Network: CBS; 50 stations.
Production: Frank McMahon (free lance).
Script Writers: Dale Jackson, Harry Pepper (previous to Jan. 17, 1938, Mort Lewis).
Talent: Pick Malone; Pat Padgett; Ed Rocker; Ray Bloch’s orchestra (replaced Benny Krueger, Dec. 7, 1938); Eton Boys.
Agency Director: Frank McMahon (for the agency).
Announcer: Mel Allen.
Conductor: Ray Bloch (previously Benny Krueger).
Length of Run: Original contract started June 3, 1935; last series ran from May 30, 1938, to Feb. 20, 1939. (Replaced by Model Minstrels).

Jane Pickens
(See “Ben Bernie and All the Lads”)

Pillsbury Flour Mills Co.
(See “The Woman in White”)

Lydia Pinkham Medicine Co.
(See “Hollywood Newsgirl”)
(See “Voice of Experience”)

Pittsburgh Coal Co.
(See “Champions of the Keyboard”)

Plantation Party
Sponsor: Brown & Williamson Tobacco Co. (Bugler Tobacco).
Agency: Russel M. Seeds Co.
NETWORK COMMERCIALS—Continued

Origination: Cincinnati.
Air Time: Saturday, 10 to 10:30 p.m. (Previous to Oct. 1, 1938, 9:30 to 10 p.m.).
Network: Mutual; 3 stations.
Production: Tom Wallace (of the agency).
Script Writer: Margot O'Flaherty.
Talent: Red (Clyde J.) Foley; Girls of the Golden West (Dolly and Milly Good); Southern Planters Orchestra; Tobacco-town Quartette (members varied); John Lair and his Album of American Folk Music.
Agency Director: Tom Wallace.
Announcer: Del King.
Length of Run: Aug. 27, 1938, to Nov. 19, 1938. (Started May 7, 1938, as local show on WLW).

Plantation Party

Sponsor: Brown & Williamson Tobacco Corp. (Bugler Tobacco).
Agency: Russel M. Seeds Co., Inc.
Origination: Cincinnati.
Air Time: Friday, 9 to 9:30 p.m.
Network: NBC Blue; 45 stations.
Production: Tom Wallace (of the agency).
Script Writers: Margot O'Flaherty, Harry Maus, Tom Wallace.
Talent: Whitney Ford, m.c.; Range Riders (Guy Blakeman, Roland Gaines, Jerry Behrens, Arnold Staley); the Planters Orchestra; Girls of the Golden West (Dolly and Milly Good); Tom, Dick and Harry (Bud Van Dover, Marlin Hurt, Gordon Van Dover).
Agency Director: Tom Wallace.
Announcer: Jimmy Leonard.
Music Arranger: Grace Raine.
Length of Run: Started Dec. 9, 1938.

Ben Pollack Orchestra

(See "Park Avenue Penners")
(See "Joe Penner")

Popeye, The Sailor

Sponsor: Joe Lowe Corp. (Popsicles).
Agency: Blackett-Sample-Hummert, Inc.
Air Time: Monday, Wednesday and Friday, 6:15 to 6:30 p.m.
Network: CBS; 16 stations.
Dialogue Writer: Don Johnson.
Agency Script Editor: Lloyd Rosenmond.
Talent: Don Costello (Popeye); Jay Jostyn (Captain Dick); Everett Sloane (Wimpy); Jean Roy (Oliver Oyl).
Agency Director: Lloyd Rosenmond.
Announcer: Art Millet.
Length of Run: May 2, 1938, to July 29, 1938.

Emily Post

(See "The Right to Do")

Dick Powell

(See "Tuesday Night Party")

William Powell

(See "Hollywood Hotel")

Tyrone Power

(See "Woodbury's Hollywood Playhouse")

Manny Prager

(See "Ben Bernie and All the Lads")

Pretty Kitty Kelly

Sponsor: Continental Baking Co. (Wonder Bread, Hostess Cake).
Agency: Benton & Bowles, Inc.
Air Time: Monday through Friday, 10 to 10:15 a.m. (repeat from 4 to 4:15 p.m.; before Sept. 23, 1938, 4:15 to 4:30 p.m.).
Network: CBS; 32 stations.
Production: Handled by the agency.
Script Writer: Frank Dahm.
Talent: Arline Blackburn (Kitty Kelly); Clayton Collyer (Michael); Helen Chiot (Bunny); Dennis Hoey (Mr. Welby); Ethel Intropidi (Mrs. Welby); Matt Crowley, narrator.
Agency Director: Chester MacCracken.
Announcer: Andrew Stanton.
Conductor: Ann Leaf, organist.
Length of Run: Started March 8, 1937. (Replaced Renfrew of the Mounted).

Princess Pat, Ltd.

(See "A Tale of Today")

Problem Clinic

Sponsor: Duart Mfg. Co. (Creme of Milk Face Cream, Lotion, Lipstick).
Agency: Erwin, Wasey & Co.
Origination: San Francisco.
Air Time: Sunday, 2:30 to 3 p.m.
Network: CBS; 7 stations.
Production: Marigold Cassin (of the agency) assisted by Van Fleming (of CBS).
Script Writer: Marigold Cassin.
Talent: Tom Breneman as "Clinic Counselor"; with varying members on Clinic board of discussion.

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NETWORK COMMERCIALS—Continued

Procter & Gamble

(See “Central City” for Oxydol)
(See “Jimmie Fidler” for Dreft Shampoo)
(See “Jimmie Fidler’s Hollywood Gossip” for Dreft Shampoo)
(See “The Goldbergs” for Oxydol)
(See “The Gospel Singer” for Ivory Soap)
(See “Houseboat Hannah” for Lava Soap)
(See “Kitty Keene, Inc.” for Dref)
(See “Knickerbocker Playhouse” for Teel and Drene)
(See “Life Can Be Beautiful” for Ivory Soap)
(See “Ma Perkins” for Oxydol)
(See “Manhattan Mother” for Chipso)
(See “Midstream” for Teel)
(See “The O’Neill’s” for Ivory Flakes)
(See “Pepper Young’s Family” for Camay)
(See “The Road of Life” for Chipso)
(See “Story of Mary Martin” for Ivory Soap and Snow)
(See “This Day Is Ours” for Crisco)
(See “Vic and Sade” for Crisco)

Professor Puzzlewit

Sponsor: Gallenkamp’s Stores, Inc. (Shoes).
Agency: Long Advertising Service.
Origination: San Francisco.
Air Time: Sunday, 3 to 3:30 p.m. (Before May, 1939, 4 to 4:30 p.m.).
Network: NBC Red; 4 stations.
Production: Arnold Marquis.
Script Writer: Mrs. Gertrude Murphy.
Talent: Larry Keating, the Professor Puzzlewit.
Agency Director: Hassel W. Smith.
Announcer: Burton Bennett.
Length of Run: Started March 19, 1937.

Professor Quiz

Sponsor: Nash-Kelvinator Corp. (Nash Motors Division, Kelvinator Division, Mar. 6 to Sept. 4, 1937).
Air Time: Saturday, 8:30 to 9 p.m. (repeat from 12 midnight to 12:30 a.m.; previous to Oct. 15, 1938, program was heard 9 to 9:30 p.m.).
Network: CBS; 72 stations.
Production: George Allen (of CBS) (replaced Leonard Hole in spring of 1938), E. L. Larsen (of the agency).
Script Writers: Craig Earl and staff.
Talent: Craig Earl (Professor Quiz); Bob Trout (replaced Arthur Godfrey, Sept. 4, 1937); audience participation.

Agency Director: Marigold Cassin.
Announcer: Joe Walters.
Length of Run: Started Jan. 15, 1939.

Agency Director: E. L. Larsen.
Announcers: Bob Trout (previously Arthur Godfrey), Lee Little.
Length of Run: March 6, 1937, to Sept. 24, 1938.

Professor Quiz

Sponsor: Noxzema Chemical Co. (Nox-zena Skin Cream).
Agency: Ruthrauff & Ryan, Inc.
Air Time: Saturday, 8:30 to 9 p.m. (repeat from 12 midnight to 12:30 a.m.).
Network: CBS; 42 stations.
Production: Handled by the agency.
Script Writers: Craig Earl and staff, agency writers.
Talent: Craig Earl (Professor Quiz); Bob Trout; audience participation.
Agency Director: John Gordon.
Announcer: Bob Trout.
Length of Run: Oct. 1, 1938, to June 24, 1939.

Prudential Life Insurance Co. of America

(See “When a Girl Marries”)

Public Hero No. 1

Sponsor: Falstaff Brewing Corp. (Beer).
Agency: Gardner Advertising Co.
Origination: Chicago.
Air Time: Monday, 10:30 to 11 p.m. (Previou s to Sept. 26, 1938, 8 to 8:30 p.m.).
Network: NBC Red; 23 stations.
Production: Melvin P. Wamboldt.
Script Writer: Charles E. Claggett (of the agency).
Talent: Sydney Ellstrom; Forest Lewis; Edward Davison; Gilbert Faust; Murray Forbes; Bernardine Flynn; Templeton Fox; Robert Griffin; Raymond Johnson; Willard Waterman; others; cast varied weekly.
Agency Director: Charles E. Claggett.
Announcers: Charles Lyon, Jack Holden.
Conductor: Glenn Welty.
Music Arranger: Glenn Welty.

Pull Over, Neighbor

Sponsor: Wilshire Oil Co.
Agency: Dan B. Miner Co.
Air Time: Saturday, 6 to 6:30 p.m., PST. (Previously Tuesday same time).
Network: NBC Red; 2 stations.
NETWORK COMMERCIALS—Continued

Production: John Guedel (of the agency); Bob Maas (of NBC).
Script Writer: John Guedel.
Agency Director: John Guedel.
Announcer: Herb Allen.
Length of Run: Started June 8, 1938.

Pure Oil Co.
(See “Red Grange Forecasts & Scores”)
(See “Kaltenborn Edits the News”)

Q

Quaker Oats Co.
(See “Girl Alone” for Quaker Oats, Aunt Jemima Pancake Flour)
(See “Quaker Party”)
(See “Dick Tracy” for Puffed Wheat and Rice)
(See “We, The Wives Quiz” for Farina)

Quaker Party

Sponsor: Quaker Oats Co.
Agency: Ruthrauff & Ryan, Inc.
Origination: Hollywood, March 4 to April 8, 1939.
Air Time: Saturday, 6:00 to 6:15 p.m.
Network: NBC Red; 60 stations.
Production: Handled by the agency.
Script Writers: Gene Conrad, Jerry Devine.
Talent: Tommy Riggs and Betty Lou; Bea０Wain; Freddie Rich’s orchestra (replaced Larry Clinton, March 4, 1939, guests).
Agency Director: Nate Tufts.
Announcer: Dan Seymour.
Conductor: Larry Clinton.
Length of Run: Oct. 1, 1938, to May 27, 1939. (At press time, this program was scheduled to return Sept. 2, 1939).

Quite By Accident

Sponsor: Lamont Corliss & Co. (Nestle’s Everready Cocoa).
Agency: Warwick & Legler, Inc.
Air Time: Tuesday, 7:30 to 8 p.m.
Network: NBC Red; 2 stations.
Production: Harry MacFayden (of NBC).
Script Writer: Gene Stafford.
Talent: William Worthington; Jack Meakin’s orchestra; guests.
Agency Director: Preston H. Pumphrey.
Announcer: Kelvin Keech.
Conductor: Jack Meakin.
Music Arranger: Jack Meakin.

R

R & R Entertainers, The

Sponsor: Richardson & Robbins (Boned Chicken).
Agency: Charles W. Hoyt Co., Inc.
Air Time: Wednesday and Friday, 7:30 to 7:45 p.m. (Previous to July 13, 1938, Monday, Wednesday and Friday, 6:15 to 6:25 p.m.).
Network: NBC Red and Blue; 5 stations.
Production: David Jeldell, R. Pratt (of the agency).
Scripts: Handled by the agency.
Talent: The Revelers (Robert Simmons, Lewis James, John Herrick, Wilfred Glenn); Sam Herman; Three Singing Strings directed by Joseph Stopak.
Agency Director: R. Pratt.
Announcer: Jack Costello.
Conductor: Joseph Stopak.
Music Arranger: Joseph Stopak.
Length of Run: April 18, 1938, to July 7, 1939. (Previously local.)

Radio Corp. of America
(See “Magic Key of RCA”)

Radio Newsreel, The

Sponsor: Cummer Products Co. (Energine).
Agency: Stack-Goble Advertising Agency.
Air Time: Sunday, 5:30 to 6 p.m. (Previous to May 22, 1938, 3 to 3:30 p.m.).
Network: NBC Red; 23 stations.
Production: Handled by the agency.
Talent: Bob Barrie (prior to June 12, 1938, Wallace Butterworth and Parks Johnson).
Agency Director: R. A. Porter.
Announcer: Bob Barrie (previously Wallace Butterworth).
Length of Run: Oct. 24, 1937, to July 31, 1938. (Replaced by Spy Secrets.)

Ralston Purina Co.
(See “Inside Story” for Shredded Ralston)
(See “Tom Mix Straight Shooters Program” for Ralston Wheat Cereal)
(See “Ry-Krisp Presents Marion Talley”)

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NETWORK COMMERCIALS—Continued

Ramsdell, Inc.
(See “Johnson Family”)

Basil Rathbone
(See “The Circle”)

Martha Raye
(See “Tuesday Night Party”)

Jack Raymond
(See “Thirty Minutes in Hollywood”)

Regional Advertisers
(See “The Mystery Chef”)

Max Reinhardt
(See “Texaco Star Theatre”)

Renfro Barn Dance
Agency: Russel M. Seeds Co.
Origination: Cincinnati.
Air Time: Saturday, 10 to 10:30 p.m. (Previous to April 9, 1938, 7 to 7:30 p.m.).
Network: Mutual; 4 stations.
Production: John Lair (of the agency).
Script Writer: John Lair.
Talent: Whitey Ford; Brown County Revelers; Harvest Hands; Aunt Idy and Little Clifford; Coon Creek Girls.
Agency Director: John Lair.
Announcer: Eugene Trace.
Length of Run: Feb. 19, 1938, to July 2, 1938. (Continued as a local show on WLW until Sept. 24, 1938).

R. J. Reynolds Tobacco Co.
(See “Eddie Cantor’s Camel Caravan” for Camel, Prince Albert)
(See “Benny Goodman’s Orchestra” for Camel, Prince Albert)

Rhyming Minstrel, The
Sponsor: Bosco Co. (Chocolate Health Drink).
Agency: Kenyon & Eckhardt, Inc.
Air Time: Monday, Wednesday and Friday, 12 noon to 12:15 p.m. (repeat from 2:30 to 2:45 p.m.).
Network: Mutual; 4 stations.
Production: Tyler Davis (of the agency).
Script Writer: Don Ross.

Talent: Don Ross.
Agency Director: Tyler Davis.
Announcer: Roger Lyons.
Music Arranger: Paul Baron.
Length of Run: April 4, 1938, to July 1, 1938.

Irene Rich
(See “Welch Presents Irene Rich”)

Richardson & Robbins
(See “R. & R. Entertainers”)

Richfield Reporter, The
Sponsor: Richfield Oil Corp.
Air Time: Monday through Friday, 10 to 10:15 p.m.
Network: NBC Red; 7 stations.
Script Writers: Wayne Miller, John Wald, Ken Barton.
Talent: John Wald, Ken Barton.
Agency Director: C. K. Breitenstein.
Announcers: John Wald, Ken Barton.
Length of Run: Started Aug. 1, 1932.

Richman Clothes
(See “Front Page Parade”)

Alfred Rickey Orchestra
(See “Manhattan Merry-Go-Round”)

Tommy Riggs
(See “Quaker Party”)

Right Thing To Do, The
Sponsor: George W. Luft Co. (Tangee Lipstick).
Agency: Warwick & Legler, Inc.
Air Time: Tuesday, 7:45 to 8 p.m. (Before Jan. 3, 1939, Monday, 7:30 to 8 p.m.).
Network: NBC Red; 9 stations.
Production: Morris Hamilton (of NBC).
Script Writers: Garcia Wood, Cecil Secrest.
Talent: Emily Post; dramatic cast.
Agency Director: Preston H. Pumphrey.
Announcer: Nelson Case.

Rio Grande Oil, Inc.
(See “Calling All Cars”)
NETWORK COMMERCIALS—Continued

Robert L. Ripley
(See "Believe It or Not")

Road of Life, The

Sponsor: Procter & Gamble (Chipso).
Agency: Pedlar & Ryan, Inc.
Air Time: NBC: Monday through Friday, 11:45 a.m. to 12 noon; CBS: Monday through Friday, 1:30 to 1:45 p.m. (prior to May 30, 1938, 9:30 to 9:45 a.m.).
Networks: NBC Red, 29 stations; CBS, 28 stations.
Production: Elisabeth Howard (of the agency), Howard Keegan.
Talent: Chicago cast: Leo Curley (Mr. Brent); Percy Hemus (Dr. Winslow); Fannie Ellen Hogg (Julia Brent); Allen Baruch (Andy Brent); Joan Kay (Myrtle Brooks); Frankie Pacelli (Junior Stephenson); Dorothy Shideler (Sally Barnett); Malcolm Meacham (Dr. Bill Evans); John Larkin (Dr. Sam Martin); Janet Lane (Helen Gowan); Ken Griffin (Jim Brent); Reese Taylor (Dr. Parsons); Lesley Woods (Carol Evans Martin); Vivian Fridell (Mary Holt); Frank Dane (Fred Brent); Doris Rich (Mrs. Evans); Donald Kraaz (Butch McEwen); Cecil Roy (Mrs. McEwen); Sidney Breese (Dr. Thompson); Hugh Studebaker (Grandpa Sutter); Mary Smith (Sylvia Bertram); Ken Christy (Pete); Grace Lockwood (Mrs. Brent); Marie Nelson (Mrs. Holt).
New York cast (prior to Oct. 24, 1938): Matt Crowley (Jim Brent); Effie Palmer (Mrs. Brent); Joseph Latham (Mr. Brent); Dale Burch (Mary Holt); Jack Roseleigh (Dr. Winslow); Peggy Allenby (Helen Gowan); John Anthony (Dr. Parsons); Jennette Dowling (Sally Barnett); Olive Parker (Julia Brent); Lawson Zerbe (Fred Brent); Andy Donnelly (Andy Brent).
Agency Director: Elisabeth Howard.
Announcer: James Fleming (previous to Feb. 27, 1938, Stuart Metz, on NBC).
Length of Run: Started Sept. 13, 1937, on NBC, Jan. 3, 1938, on CBS.

Edward G. Robinson
(See "Big Town")

Carson Robison & His Buckaroos

Sponsor: The Musterole Co.
Agency: Erwin, Wasey & Co.
Origination: Chicago.
Air Time: Monday, 8 to 8:30 p.m.
Network: NBC Blue; 45 stations.
Production: Handled by the agency.
Script Writer: Carson Robison.
Talent: Carson Robison; Pearl Mitchell; John Mitchell; Bill Mitchell.
Agency Director: Gager Wasey.
Announcer: Jack Costello.
Conductor: Carson Robison.
Music Arranger: Carson Robison.
Length of Run: Oct. 4, 1938, to April 3, 1939.

Romance of Helen Trent, The

Sponsor: Louis Philippe, Inc. (Thurs. and Fri.), Edna Wallace Hopper (Mon., Tues., Wed.).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 12:30 to 12:45 p.m.
Network: CBS; 30 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story Line: Frank and Anne Hummert.
Dialogue Writer: Mary Watkins Reeves.
Agency Script Editor: Mildred Fenton.
Talent: Virginia Clark (Helen Trent); dramatic cast.
Agency Director: Blair Walliser.
Announcer: Paul Luther.
Conductor: Leslie Clucas (theme).
Length of Run: Started July 24, 1933.

B. A. Rolfe Orchestra
(See "Believe It or Not")

Don Ross
(See "The Rhyming Minstrel")

Lanny Ross
(See "Your Hit Parade")

Genevieve Rowe
(See "Johnny Presents")

Royal Crown Revue, The

Sponsor: Nehi, Inc. (Soft Drinks).
Agency: James A. Greene & Co.
Air Time: Friday, 9 to 9:30 p.m. (repeat from 12:30 to 1 a.m.).
Network: NBC Blue; 46 stations.
Production: Lester O'Keefe (of NBC).
Script Writers: Bud Pearson; Les White.
Talent: Tim & Irene (Tim Ryan and Irene Noblette); George Olsen’s orchestra; Ted Bergman (Uncle Happy); Fredda Gibson; Graham McNamee; The Golden Gate Quartette (Willie Johnson, William Lankford, Henry Owens, Arlandis Wilson).
Announcer: Graham McNamee.
Conductor: George Olsen.
Length of Run: March 11, 1938, to Sept. 2, 1938.

Royal Desserts Program
(Royal Gelatin Hour before April 18, 1938)
Sponsor: Standard Brands, Inc. (first half-hour: Royal Desserts; second half-hour: Fleischmann’s Foil Yeast).
Agency: J. Walter Thompson Co.
Air Time: Thursday, 8 to 9 p.m.
Network: NBC Red; 51 stations.
Production:Handled by the agency.
Talent: Rudy Vallee and orchestra, guests.
Announcers: Graham McNamee; others.
Conductor: Rudy Vallee.

Charles Ruggles
(See “Texaco Star Theatre”)

Ry-Krisp Presents Marion Talley
Sponsor:Ralston Purina Co. (Ry-Krisp).
Agency: Gardner Advertising Co.
Air Time: Sunday, 5 to 5:30 p.m.
Network: NBC Red; 35 stations.
Production: Marvin Young.
Script Writer: Roland Martini (of the agency).
Talent: Marion Talley; Paul Taylor’s Choristers; Josef KoeStner’s orchestra.
Agency Director: Roland Martini.
Announcer: Ken Carpenter.
Conductor: Josef KoeStner.
Length of Run: Original contract started April 3, 1936; latest series ran from Sept. 26, 1937 to Sept. 18, 1938.

Dick Ryan
(See “Joe Penner”)

Quin Ryan
(See “Marriage License Romances”)
(See “Quin Ryan’s News Commentary”)

Quin Ryan’s News Commentary
Sponsor: Bathasweet Corp.
Origination: WGN, Chicago.
Air Time: Monday, Wednesday and Friday, 12:30 to 12:45 p.m.
Network: Mutual; 2 stations.
Talent: Quin Ryan, commentator.
Agency Director: A. C. Cristensen.
Length of Run: Started Feb. 27, 1939.

S
Jean Sablon
(See “Hollywood Hotel”)

Sales Affiliates, Inc.
(See “Fray & Braggiootti” for Loxol Oil Tint Shampoo)

Harry Salter Orchestra
(See “Hobby Lobby”)
(See “Honolulu Bound”)

Julia Sanderson
(See “Battle of the Sexes”)

Saturday Night Serenade
Agency: Gardner Advertising Co.
Air Time: Saturday, 9:45 to 10:15 p.m. (Before July 8, 1939, 9:30 to 10 p.m.).
Network: CBS; 54 stations.
Production: Roland Martini (of the agency).
Script Writer: Mrs. Erma Proetz (of the agency).
Talent: Mary Eastman; Bill Perry; Gustav Haenschen’s orchestra; The Serenaders (14 choral voices).
Agency Directors: Mrs. Erma Proetz, Roland Martini.
Conductor: Gustav Haenschen.
Music Arranger: Gustav Haenschen.

Scattergood Baines
Sponsor: William Wrigley, Jr., Co. (Wrigley Gum).
Agency: Neisser-Meyerhoff, Inc.
Origination: Chicago.
Network Commercial—Continued

Air Time: Monday through Friday, 10:15 to 10:30 a.m. (repeat from 4 to 4:15 p.m.).
Network: CBS; 72 stations (previous to Oct. 31, 1938, program was heard on Pacific Coast only).
Production: Walter Preston.
Script Writers: George Milburn, Allan Seager.
Talent: Jess Pugh (Scattergood Baines); Frances Trout (Pliney Pickett); Catherine McCune (Clara Potts); Arnold Robertson (Ed Potts).
Agency Director: Nelson Shawn.
Announcer: Tom Builta.
Length of Run: Started Feb. 22, 1937.

Col. Norman H. Schwarzkopf
(See “Gang Busters”)

Raymond Scott Quintet
(See “Your Hit Parade”)

Jimmy Scribner
(See “Johnson Family”)

Gay Seabrook
(See “Joe Penner”)

Sealtest, Inc.
(See “Your Family and Mine”)

Second Husband

Sponsor: The Bayer Co. (Bayer Aspirin).
Agency: Blackett-Sample-Hummert, Inc.
Air Time: Tuesday, 7:30 to 8 p.m.
Network: CBS; 32 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story: Frank and Anne Hummert.
Dialogue Writers: Carol L. Bixby (June 2, 1937, to April 26, 1939), Katherine Seymour (April 20, 1938, one script), Marie Baumer (May 3, 1938, to Aug. 23, 1938), Mary W. Reeves (Aug. 30, 1938, one script), Ruth Borden (Sept. 6, 1938, one script), Kenneth L. Watt (Sept. 13, 1938, to Sept. 20, 1938), Winifred Dunn (Sept. 20, 1938, to Oct. 4, 1938), David Davidson and Charles O’Neill, alternately (Oct. 11, 1938, to date).
Agency Script Editor: Lloyd Rosenmond.
Talent: Helen Menken (Brenda Cummings); Joseph Curtain (Grant Cummings); Jay Jostyn (Ben Porter); Janice Gilbert (Fran); Tommy Donnelly (Dick); Carleton Young (Bill Cummings); Ralph Locke (Milt Brownspun).
Agency Director: Stephen Gross.
Announcer: Andre Baruch.
Conductor: Victor Arden.
Length of Run: Started June 2, 1937, on NBC; shifted to CBS, Aug. 3, 1937.

R. B. Semler, Inc.
(See “Gabriel Heatter” for Kreml)

Servel, Inc.
(See “March of Time” for Electrolux)

76 Review with Conrad Nagel*

Sponsor: Union Oil Co.
Agency: Lord & Thomas.
Air Time: Monday, 8 to 8:30 p.m., PST.
Network: NBC Red; 10 stations.
Talent: Conrad Nagel.

* This information was not supplied by the agency.

Shadow, The

Sponsor: Delaware, Lackawanna & Western Coal Co. (Blue Coal).
Agency: Ruthrauff & Ryan, Inc.
Origination: WOR Playhouse, New York.
Air Time: Sunday, 4:30 to 5 p.m. (8 stations), 5:30 to 6 p.m. (6 stations), 6 to 6:30 p.m. (1 station).
Network: Mutual; 15 stations.
Production: Handled by the agency.
Script Writers: Free lance writers.
Talent: Bill Johnstone; Agnes Moorehead; others.
Agency Director: Nathan Tufts.
Announcer: Kenneth Roberts.

Artie Shaw Orchestra
(See “Melody and Madness”)

W. A. Sheaffer Pen Co.
(See “Lifetime Revue”)

George Shelton
(See “Model Minstrels”)
NETWORK COMMERCIALS—Continued

Sherwin-Williams Co.
(See "Metropolitan Opera Auditions of the Air")

Roy Shield Orchestra
(See "Interesting Neighbors")
(See "Win Your Lady")

Show of the Week, The
Sponsor: Local Cooperative Campaign.
Agency: Redfield-Johnstone, Inc.
Origination: WOR Playhouse, New York.
Air Time: Sunday, 6:30 to 7 p.m.
Network: Mutual; 80 stations.
Production: Ernest Chappell (of Rocke Productions, Inc.).
Talent: Ernest Chappell, m.c. and news editor (replaced Ray Perkins, Jan. 1, 1939); name band and guest singers each week.
Agency Director: Norman Livingston.
Announcers: Local announcers.
Conductor: Changed weekly.
Music Arranger: Changed weekly.
Length of Run: Sept. 25, 1938, to June 18, 1939.

Signal Carnival
Sponsor: Signal Oil Co.
Agency: Barton A. Stebbins (formerly Logan & Stebbins).
Origination: Hollywood (originally San Francisco).
Air Time: Tuesday, 9:30 to 10 p.m. (at previous periods, 9:30 to 10 p.m., 7 to 7:30 p.m., 6 to 6:30 p.m.).
Network: NBC Red; 11 stations.
Production: Dave Elton.
Script Writers: Marvin Fisher, Karl Herzinger.
Talent: Rush Hughes, m.c.; Barbara Jo Allen (Vera Vague); John Gibson (Deems); Hans Conried (J. Thorndike Boone); Signaleer Quartette (Dick Davis, Bob Stevens, Kirby Grant, Harry Stanton); Kay St. Germaine, soloist.
Agency Director: Barton A. Stebbins.
Announcer: John Frazer.
Conductor: Meredith Willson.
Music Arranger: Meredith Willson.
Length of Run: Started Nov. 20, 1936.

Silver Theatre, The
Sponsor: International Silver Co. (1847 Rogers Bros., Wm. Rogers & Son).
Agency: Young & Rubicam, Inc.
Air Time: Sunday, 6 to 6:30 p.m.

Network: CBS, 50 stations.
Production: Glenhall Taylor.
Script Writers: Grover Jones, True Boardman.
Talent: Conrad Nagel; guest stars of stage and screen; Felix Mills orchestra.
Announcer: John Conte.
Conductor: Felix Mills.

Louis Silvers’ Orchestra
(See "Lux Radio Theatre")

Virginia Simms
(See "Kay Kyser's College of Musical Knowledge")

Frank Simon & His Armco Band
Sponsor: American Rolling Mills Co. (Sheet Steel).
Agency: N. W. Ayer & Son, Inc.
Origination: Cincinnati.
Air Time: Sunday, 3 to 3:30 p.m.
Network: NBC Blue; 25 stations.
Production: Bradford Browne (of the agency).
Talent: Dr. Frank Simon and band; The Ironmaster; guest artists.
Agency Director: Bradford Browne.
Announcer: Stuart Finley.
Conductor: Dr. Frank Simon.
Length of Run: Original contract started Nov. 10, 1933; latest series ran from Jan. 15, 1939, to April 9, 1939.

Singing Lady
Sponsor: Kellogg Co.
Agency: N. W. Ayer & Son, Inc.
Air Time: Monday through Thursday, 5:30 to 5:45 p.m.
Network: NBC Blue; 13 stations.
Production: Irene Wicker.
Script Writer: Irene Wicker.
Talent: Irene Wicker.
Agency Director: Nicholas Keesely.
Conductor: Milton Rettenberg.

Skelly Oil Co.
(See "Court of Missing Heirs")
NETWORK COMMERCIALS—Continued

Bill Slater
(See "Jim McWilliams’ National Question Bee")

Slide Fasteners, Inc.
(See “James McCormack & Milton Kaye’s Orchestra”)

Mary Small
(See “Ben Bernie and All the Lads”)

Smilin’ Ed McConnell
Agency: Henri, Hurst & McDonald, Inc.
Origination: Cincinnati.
Air Time: Tuesday and Thursday, 10:30 to 10:45 a.m. (repeat on the Red from 5:30 to 5:45 p.m. to Dec. 22, 1938, and April 14, 1939, to date).
Network: NBC Blue, with repeat on the Red; 31 stations.
Script Writers: Ed McConnell, Marguerite Lyon.
Talent: Smilin’ Ed McConnell, the Singing Philosopher.
Agency Director: Frank W. Ferrin.
Announcers: Gene Trace, Peter Grant.
Music Arranger: Jock Saatkomp.
Length of Run: Sept. 27, 1938, to June 22, 1939.

Smilin’ Jack
Sponsor: Sweets Co. of America (Tootsie Rolls).
Agency: The Biow Co., Inc.
Air Time: Monday, Wednesday and Friday, 5:30 to 5:45 p.m. (repeat from 6:30 to 6:45 p.m.).
Network: Mutual; 3 stations.
Production: Jack Johnstone.
Script Writers: George Lowther, Jack Johnstone.
Talent: Frank Readick (Smilin’ Jack); Wanna Paul (Dixie); Chester Stratton (Rufus); Paul Nugent (Dude); John Griggs (Top Hat).
Agency Director: Jack Johnstone.
Announcer: John Jaeger.
Length of Run: Started Feb. 13, 1939.

Kate Smith—Noonday Chats
Sponsor: General Foods Corp. (Diamond Crystal Salt).
Agency: Benton & Bowles, Inc.
Air Time: Tuesday, Thursday and Saturday, 12 noon to 12:15 p.m.
Network: CBS; 14 stations.
Production: Handled by the agency.
Script Writers: Jane Tompkins, Ed Mead.
Talent: Kate Smith.
Agency Director: Ed Mead.
Announcer: Ted Collins.
Conductor: Charles Paul, organist.

Kate Smith’s Hour
Sponsor: General Foods Corp. (Calumet Baking Powder, Swans Down Cake Flour).
Agency: Young & Rubicam, Inc.
Air Time: Thursday, 8 to 9 p.m. (repeat from 11:30 p.m. to 12:30 a.m.).
Network: CBS; 76 stations.
Production: Ted Collins (Kate Smith’s manager), Bob Welch (of the agency).
Script Writers: Sylvan Taplinger, Bob Welch, Clifford Goldsmith (for the Aldrich Family).
Talent: Kate Smith; Ted Collins; Abbott & Costello (Bud Abbott, Lou Costello); Ted Straeter’s Choir; The Ambassadors; the Aldrich Family (Ezra Stone, Tom Shirley [replaced Clyde Fillmore], Regina Wallace [replaced Leah Penniman]); Jack Miller’s orchestra; guests.
Agency Director: Ted Collins (for the agency), Bob Welch.
Announcer: Andre Baruch.
Conductor: Jack Miller.
Length of Run: Started Sept. 30, 1937. (Off during summer of 1938 from June 23 to Sept. 29). (Off during summer of 1939 from June 29 to Oct. 6).

Smoke Dreams
Sponsor: H. Fendrich, Inc. (La Fendrich and Charles Denby Cigars).
Agency: Ruthrauff & Ryan, Inc.
Origination: Cincinnati.
Air Time: Tuesday, 10:45 to 11 p.m.
Network: NBC Blue; 21 stations.
Production: Mr. Carr (of WLW).
Script Writer: Arthur E. Trask (of the agency).
Talent: “The Dreamer”; Virginio Maruccio and orchestra; soloists; guests.
Agency Director: A. K. Bucholz.
Announcer: Charles Wood.
Conductor: Virginio Maruccio.
Music Arranger: Virginio Maruccio.
The Smoothies
(See "Time to Shine")
(See "Vocal Varieties")

Soil-Off Mfg. Co.
(See "Fletcher Wiley" for Cleaning Fluid)

Song Shop, The
Sponsor: The Coca-Cola Co.
Agency: D'Arcy Advertising Co., Inc.
Air Time: Friday, 10 to 10:45 p.m.
Network: CBS; 94 stations.
Production: Walter Craig.
Script Writers: Ken Burton, Howard Miller.
Talent: Nadine Conner (replaced Kitty Carlisle, Jan. 28, 1938); Frank Crumit; Del Sharbutt; Reed Kennedy; Alice Cornett; Song Shop Quartet directed by Kenneth Christie (Scrappy [Harold] Lambert; Robert Moody, Leonard Stokes, Randolph Weyant); Gus Haenschen's orchestra; occasional guests.
Agency Director: Felix W. Coste.
Announcer: Del Sharbutt.
Conductor: Gus Haenschen.

Harry Sosnik Orchestra
(See "Joe E. Brown")
(See "Woodbury's Hollywood Playhouse")

Margaret Speaks
(See "The Voice of Firestone")

Spelling Bee
Sponsor: Cummer Products Co. (Energine).
Agency: Stack-Goble Advertising Agency.
Air Time: Sunday, 5:30 to 6 p.m.
Network: NBC Red; 21 stations.
Production: Harold Kemp (of the agency).
Script Writer: Paul Wing.
Talent: Paul Wing, conductor; contestants.
Agency Director: R. A. Porter.
Announcers: Jack Costello, Alan Kent.
Length of Run: Started Sept. 11, 1938. (Replaced Spy Secrets).

Phil Spitalny Orchestra
(See "General Electric Hour of Charm")

Spy Secrets
Sponsor: Cummer Products Co. (Energine).
Agency: Stack-Goble Advertising Agency.
Air Time: Sunday, 5:30 to 6 p.m.
Network: NBC Red; 24 stations.
Production: Himan Brown.
Script Writers: Various writers.
Talent: Ed Jerome; Erik Rolf; Charles Cantor; William Podmore; Ray Collins; Agnes Moorehead; Peggy Allenby; Karl Swenson.
Agency Director: Himan Brown (for the agency).
Announcer: Jack Costello.
Length of Run: Aug. 7, 1938, to Sept. 5, 1938. (Replaced by Spelling Bee.)

Hanley Stafford
(See "Al Pearce and His Gang")
(See "Good News of 1939")

Standard Brands, Inc.
(See "Baker's Broadcast" for Fleischmann's Yeast for Bread)
(See "Chase & Sanborn Program")
(See "Getting the Most Out of Life" for Fleischmann's Yeast for Health)
(See "I Love a Mystery" for Fleischmann's)
(See "One Man's Family" for Tender Leaf Tea)
(See "Royal Desserts Program")

Standard School Broadcast
Sponsor: Standard Oil Co. of California.
Agency: McCann-Erickson, Inc.
Origination: San Francisco and Honolulu.
Air Time: Thursday, 11 to 11:45 a.m.
(Honolulu, Tuesday, 8:15 to 9 a.m.).
Network: NBC Blue; 13 stations.
Production: John Ribbe.
Script Writers: Adrian F. Michaelis, Arthur S. Garbett, John Ribbe.
Talent: Standard Ensemble of 10 pieces; "Rondomel," the Music Sprite; Bob Rockwell (Philomel, the Troubadour); Raymond Marlowe (tenor; Jack-of-Old-Tunes); Armand Girard, baritone.
Agency Directors: H. G. Anderson; Adrian F. Michaelis (sponsor director).
Announcer: Grant Pollock.
Conductor: Arthur Schwarzman.
Length of Run: Throughout each school season since Oct. 1, 1928; Honolulu, since Oct., 1937.
Network Commercials—Continued

Standard Symphony

Sponsor: Standard Oil Co. of California.
Agency: McCann-Erickson, Inc.
Origination: San Francisco.
Air Time: Thursday, 8:15 to 9:15 p.m.
Network: NBC Red; 5 stations.
Production: John Ribbe.
Script Writers: John Ribbe, Adrian F. Michaelis.
Talent: San Francisco Symphony Orchestra; Los Angeles Philharmonic Orchestra; Seattle Symphony Orchestra; Portland Symphony Orchestra; Standard Symphony Orchestra of San Francisco; Standard Symphony Orchestra of Los Angeles.
Agency Directors: H. G. Anderson; Adrian F. Michaelis (sponsor director).
Announcers: Hal Gibney (San Francisco, 1938); Clinton Twiss (Los Angeles, 1938); Burton Bennett (San Francisco, 1939); Dresser Dahlstead (Los Angeles, 1939); Hal Wolff (Seattle); Jack Little (Portland).

Josephine Starr
(See “Thirty Minutes in Hollywood”)

Judy Starr
(See “Time to Shine”)

Stepmother

Sponsor: Colgate-Palmolive-Peet (Colgate Toothpowder).
Agency: Benton & Bowles of Chicago, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 10:45 to 11 a.m. (Previous to April 25, 1938, 5:30 to 5:45 p.m.) (repeat 4:45 to 5 p.m.).
Network: CBS; 26 stations.
Production: Les Weinrott.
Script Writers: Joclyn Gerry; Les Weinrott.
Talent: Francis X. Bushman (John Fairchild); Sunda Love (Kay Fairchild); Peggy Wall (Peg Fairchild); Cornelius Peeples (Bud Fairchild); Edith Davis (Mattie); Ethel Owen (Gen Porter and Grandma Fairchild).
Agency Director: Edward Aleshire.
Announcer: Don Hancock.

Bill Stern
(See “Madison Square Garden Boxing Bouts”)

Jack Stevens
(See “Inside of Sports”)

Virginia Stewart
(See “Vanette Fashion Previews”)

Stewart-Warner Corp.
(See “Horace Heidt & His Brigadiers”)

Harold Stokes Orchestra
(See “Lifetime Revue”)

Stop, Look & Listen with Edwin C. Hill*

Sponsor: Metropolitan Life Insurance Co.
Agency: Young & Rubicam, Inc.
Air Time: Monday through Friday (previously heard Friday only), 9:15 to 9:30 p.m.
Network: Mutual; 2 stations.
Talent: Edwin C. Hill.
Length of Run: Started May 22, 1939.

* This information not supplied by the agency.

Story of Mary Marlin

Sponsor: Procter & Gamble (Ivory Soap and Snow).
Agency: Compton Advertising, Inc.
Origination: Chicago.
Air Time and Network: Monday through Friday, 3 to 3:15 p.m. (NBC Red; 60 stations) and Monday through Friday, 11 to 11:15 a.m. (NBC Blue; 19 stations). (Previous to May 30, 1938, Red was heard 4:15 to 4:30 p.m.; previous to Jan. 3, 1938, Red was 4:30 to 4:45 p.m., the Blue 10 to 10:15 a.m.).
Production: Maurice Lowell.
Script Writer: Jane Crisbinberry.
Talent: Anne Seymour (Mary Marlin); Robert Griffin (Joe Marlin); Carlton Brickert (David Post); Arthur Kohl (Arnold); June Meredith (Eve Underwood); Dolores Gillon (Davey Marlin); Phillipp Lord (Frazer Mitchell); Frances Carlson (Bunny Mitchell); Rupert La Belle (Rufus Kane); Harvey Hays (Michael Dorne); Frankie Pacelli (Timothy); Helen Behmiller (Sarah Jane Kane).
NETWORK COMMERCIALS—Continued

Arthur Peterson (Pater Hujas); Catherine Card (Della Worthington); Robert Jellison (Oswald Ching); Renne Radier (Celeste); Mary McKinley (Maria Higgin$).

Agency Director: John Taylor.
Announcer: Bob Brown.
Length of Run: Started March 29, 1937.

Fred Sullivan
(See "Inside Story")

Sun Oil Co.
(See "Lowell Thomas—The Day's News")

Sunbrite Smile Parade
Sponsor: Swift & Co. (Sunbrite Cleanser)
Agency: Stack-Goble Advertising Agency.
Origination: Chicago.
Air Time: Thursday, 4 to 4:30 p.m. (Before March 2, 1939, Friday, 9:30 to 10 a.m. on the Red and Blue, with repeat from 12:30 to 1 p.m. on the Pacific Coast Red).
Network: NBC Blue; 55 stations (previously Red and Blue).
Production: Wyn Orr, Alden Goble (of the agency).
Script Writer: Ransom Sherman.
Talent: Ransom Sherman; Rex Maupin and orchestra; Francis Allison; Wayne Van Dyne; Ethel Owen; Serenaders Quartet.
Agency Director: Alden Goble.
Announcer: Louis Roen.
Conductor: Rex Maupin.
Length of Run: Started Sept. 30, 1938; closing date contemplated at press time was Sept. 22, 1939.

Sussman Wormser & Co.
(See "I Want a Divorce")

Sweets Co. of America
(See "Smilin' Jack" for Tootsie Rolls)

Swift & Co.
(See "Sunbrite Smile Parade" for Sunbrite)

T

Tale of Today, A
Sponsor: Princess Pat, Ltd. (Cosmetics).
Origination: Chicago.
Air Time: Sunday, 6:30 to 7 p.m.

Network: NBC Red; 14 stations.
Production: Wynthrop Orr.
Script Writer: Gordon St. Clair.
Talent: Carlton Brickert (Robert Houston); Laurette Fillbrandt (Dot Houston); Frank Pacelli (Billy Houston); Willard Farnum (Dick Martin); Luise Barclay (Joan Houston Allen); Ethel Owen (Harriet Houston); Ruth Bailey (Maisie Lavelle); Robert Jellison (John Lester Ward); Ed Prentiss (David Allen); David Gothard (Otis Cliff).
Announcer: Verne Smith.
Conductor: Milton Preeves.
Length of Run: Original contract started Jan. 7, 1934; latest series ran from Dec. 18, 1938, to April 9, 1939.

Marion Talley
(See "Ry-Krisp Presents Marion Talley")

Jacob Tarshish
(See "The Lamplighter")

Sam Taub
(See "Madison Square Garden Boxing Bouts")

Deems Taylor
(See "Chesterfield Presents")

F. Chase Taylor (Col. Stoopnaggle)
(See "Town Hall Varieties")

Dr. M. Sayle Taylor
(See "Voice of Experience")

Mary Lee Taylor
(See "Pet Milky Way")

Robert Taylor
(See "Good News of 1939")

Terry and the Pirates
Sponsor: Bowey's, Inc. (Dari-Rich).
Agency: Stack-Goble Advertising Agency.
Air Time: Monday, Tuesday and Wednesday, 5:15 to 5:30 p.m.
Network: NBC Blue; 19 stations.
Production: Himan Brown.
NETWORK COMMERCIALS—Continued

Script Writer: George Lowther.
Talent: Jackie Kelk (Terry); Clayton Colyer (Pat Ryan); Charles Cantor (Chang); Peter Donald (Connie); Agnes Moorehead (the Dragon Lady, since Jan. 12, 1939; previously William Podmore was a member of the cast).
Agency Director: R. A. Porter.
Announcer: Howard Petrie.
Length of Run: Nov. 1, 1937, to March 22, 1939. (Off during the summer of 1938 from June 1 to Sept. 26).

Texaco Star Theatre

Sponsor: The Texas Co.
Agency: Buchanan & Co., Inc.
Air Time: Wednesday, 9 to 10 p.m. (Previous to Nov. 16, 1938, 9:30 to 10:30 p.m.).
Network: CBS; 95 stations.
Production: Bill Bacher.
Talent: Ken Murray, m.c (John Barrymore, Nov. 9, 1938, to Jan. 11, 1939; Adolphe Menjou, Oct. 5, 1938, to Nov. 2, 1938); Frances Langford; Kenny Baker; James Wallington; Sidney Fine; David Broekman’s orchestra; guests. (Formerly also Charlie Ruggles; Texaco Star Chorus directed by Harry Simeone; Una Merkel; Jane Froman; Max Reinhardt’s radio plays.)
Announcer: James Wallington.
Conductor: David Broekman.
Music Arrangers: Sidney B. Cutner, Theodore Duncan, Sidney Fine.
Length of Run: Oct. 5, 1938 to June 28, 1939. (Scheduled to return Sept. 13.)

Thirty Minutes in Hollywood

Sponsor: Local sponsors.
Agency: Redfield-Johnstone, Inc.
Origination: WOR Playhouse, New York.
Air Time: Sunday, 6 to 6:30 p.m.
Network: Mutual; 53 stations.
Production: Rockefeller Productions, Inc.
Script Writer: Sam Carleton (for George Jessel).
Talent: George Jessel; Dorothy McNulty; Tommy Tucker’s orchestra; Tommy Tucker Trio (Amy Arnell, Kerwin Somerville, Al Evans (replaced Archie Ber-dahl)); Jack Raymond; Epy Persons; Josephine Starr.
Agency Director: Norman S. Livingston.
Announcers: Local announcers.
Conductor: Tommy Tucker.

This Day Is Ours

Sponsor: Procter & Gamble (Crisco).
Agency: Compton Advertising, Inc.
Air Time: Monday through Friday, 1:45 to 2 p.m.
Network: CBS; 22 stations.
Production: Chick Vincent (of Transameri-can Broadcasting & Television Corp.).
Script Writers: Don Becker, Carl Bixby.
Talent: Jay Jostyn (Curt Curtis); Temple-ton Fox (Eleanor MacDonald); Erik Rolf (Paul Cromwell); Alan Devitt (Wong); Joe Granby (Rev. MacDonald); Julian Noa (Eugene Snell); Helene Dumas (Beulah); Santos Ortega (Gen-eral Ming); Florence Golden (San Su); Peter Goo Chong (various Chinese parts); Spencer Bentley (Wallace Thayer).
Agency Director: John Taylor.
Announcer: Melvin Allen.
Length of Run: Started Nov. 7, 1938.

Lowell Thomas—The Day’s News

Sponsor: Sun Oil Co. (Sunoco Motor Oil).
Agency: Roche, Williams & Cunyngham, Inc.
Air Time: Monday through Friday, 6:45 to 7 p.m.
Network: NBC Blue; 24 stations.
Production: Charles Warburton (of NBC).
Script Writer: Lowell Warburton.
Talent: Lowell Thomas.
Announcer: Hugh James.

Dorothy Thompson

(See “General Electric Hour of Charm”)

Kay Thompson

(See “Monday Night Show”)

Those Happy Gilmans

Sponsor: General Mills, Inc. (Corn Kix).
Agency: Blackett-Sample-Hummert, Inc.
Those We Love
Sponsor: Lamont Corliss & Co. (Pond’s Cream and Face Powder).
Agency: J. Walter Thompson Co.
Air Time: Monday, 8:30 to 9 p.m.
Network: NBC Blue; 34 stations.
Production: Handled by the agency.
Script Writer: Agnes Ridgway.
Talent: Nan Grey (Kathy Marshall); Richard Cromwell (Kit Marshall); Alma Kruger (Aunt Emily); Victor Rodman (Jerry Marshall); Donald Woods (Dr. Leslie Foster); Owen Davis, Jr. (Alan); Virginia Sale (Martha).
Length of Run: Jan. 4, 1938, to March 27, 1939. (Replaced Husbands and Wives).

Three Esquires
(See “Tommy Dorsey’s Orchestra”)

The Three Jesters
(See “Gulden Serenaders”)

Lawrence Tibbett
(See “Chesterfield Presents”)
(See “The Circle”)

Tide Water Associated Oil Co.
(See “Football Broadcasts”)

Tillamook County Creamery Assn.
(See “Bennie Walker’s Tillamook Kitchen”)

Martha Tilton
(See “Benny Goodman’s Orchestra”)

Tim & Irene
(See “The Royal Crown Revue”)

Time. Inc.
(See “March of Time”)

Time to Shine
Sponsor: Griffin Mfg. Co. (Griffin All-wite).
Agency: Birmingham, Castleman & Pierce, Inc.
Air Time: Tuesday, 10 to 10:30 p.m.
Network: CBS; 40 stations (first series), 45 stations (second series).
Production: Ed. Cashman.
Script Writer: Jack Rose.
Talent: First series: Hal Kemp’s orchestra; Judy Starr; Bob Allen; Saxie Dowell. Second series: Hal Kemp’s orchestra; Bob Allen; Saxie Dowell; Jack LaMaire; Nan Wynn; Mickey Bloom; Eddie Kusby; Bob Trout; The Smoothies (Babs Perran, Charlie Ryan, Little Ryan).
Agency Directors: Arch Birmingham, Stewart Wark.
Announcer: David Ross.
Conductor: Hal Kemp.

Town Hall Big Game Hunt
Sponsor: Bristol-Myers Co. (Ipana, Sal Hepatica).
Agency: Young & Rubicam, Inc.
Air Time: Wednesday, 9 to 9:30 p.m. (repeat from 12 midnight to 12:30 a.m.).
Network: NBC Red; 50 stations.
Production: Jack Van Nostrand (of the agency).
Talent: Norman Prescott; Jane Martin; Peter Van Steeden’s orchestra; guests.
Agency Director: Jack Van Nostrand.
Announcer: Harry von Zell.
Conductor: Peter Van Steeden.
Length of Run: July 6 to July 27, 1938. (Replaced first half-hour of Town Hall Tonight for portion of summer and was, in turn, replaced by Town Hall Varieties. Second half of Town Hall Tonight was taken over by For Men Only.)

Town Hall Tonight
Sponsor: Bristol-Myers Co. (Ipana, Sal Hepatica; Minute Rub, since Oct. 5, 1938)
Agency: Young & Rubicam, Inc.
Air Time: Wednesday, 9 to 10 p.m., (repeat from 12 midnight to 1 a.m.).
Network: NBC Red; 53 stations.
NETWORK COMMERCIALS—Continued

Production: Jack Van Nostrand and Tom Smith (of the agency), William Schorr (for Fred Allen).

Script Writers: Fred Allen, assisted by Arnold Auerbach and Herman Wouk.

Talent: Fred Allen; Portland Hoffa; Merry Macs (Helen Carroll, Judd, Ted and Joe McMichael); Town Hall Singers, directed by Lyn Murray; Peter Van Steeden’s orchestra; guests.

Agency Directors: Jack Van Nostrand, Tom Smith.

Announcer: Harry von Zell.

Conductor: Peter Van Steeden.

Length of Run: Started Jan. 3, 1934, as Sal Hepatica Revue; present program began March 21, 1934.

Town Hall Varieties

Sponsor: Bristol-Myers Co. (Ipana, Sal Hepatica).

Agency: Young & Rubicam, Inc.


Air Time: Wednesday, 9 to 9:30 p.m. (repeat from 12 midnight to 12:30 a.m.).

Network: NBC Red; 50 stations.

Production: Jack Van Nostrand (of the agency).

Talent: Colonel Lemuel Q. Stoopnagle (F. Chase Taylor); Merry Macs (Helen Carroll, Judd, Ted and Joe McMichael); Peter Van Steeden’s orchestra; Harry von Zell.

Agency Director: Jack Van Nostrand.

Announcer: Harry von Zell.

Conductor: Peter Van Steeden.

Length of Run: Aug. 10, 1938 to Sept. 28, 1938. (One of several shows replacing Town Hall Tonight during summer. See also Town Hall Big Game Hunt and For Men Only.)

Dick Tracy

Sponsor: Quaker Oats Co. (Puffed Wheat and rice).

Agency: Sherman K. Ellis & Co., Inc.


Air Time: Saturday, 7 to 7:30 p.m. (repeat from 10:30 to 11 p.m.). (Previous to May 6, 1939, Monday through Friday, 5 to 5:15 p.m., with no repeat.)

Network: NBC Red; 20 stations, plus transcriptions.

Production: Himan Brown (supervised by Lawrence Holcomb, of the agency).

Script Writer: George Lowther.

Talent: Ned Wever (Dick Tracy); Walter Kinsella (Pat Patton); Andy Donnelly (Junior Tracy); John Brown (Inspector); Charles Cantor (Blackie Moran); Gilbert Mack (Franklin Webb).

Agency Director: Lawrence Holcomb.

Announcer: Dan Seymour.

Length of Run: Jan. 3, 1938, to March 24, 1939. (Off from June 1 to Sept. 26, 1938.)

Lester Tremayne

(See “Betty & Bob”)
(See “First Nighter”)

Claire Trevor

(See “Big Town”)

John Scott Trotter Orchestra

(See “Kraft Music Hall”)

Bob Trout

(See “Time to Shine”)

True Detective Mysteries

Sponsor: Lambert Pharmacal Co. (Listerine).

Agency: Lambert & Feasley.

Origination: Cincinnati.

Air Time: Tuesday, 10 to 10:15 p.m.

Network: Mutual; 5 stations.

Production: Handeled by WLW, Cincinnati.


Talent: Varied dramatic cast.

Agency Director: Martin Horrell.

Length of Run: April 5, 1938, to March 28, 1939.

True or False

Sponsor: J. B. Williams Co. (Glider and Williams Shaving Cream).

Agency: J. Walter Thompson Co.


Air Time: Monday, 10 to 10:30 p.m.

Network: NBC Blue; 44 stations.

Production: Handled by the agency.

Script Writer: Dr. Harry Hagen (prepares questions).

Talent: Dr. Harry Hagen and two competing teams each week.


Length of Run: Started July 4, 1938; closing date contemplated at press time was Dec. 25, 1939.

True or False

Sponsor: J. B. Williams Co. (Glider and Williams Shaving Cream).

Agency: J. Walter Thompson Co.
True Story Time*
Sponsor: Macfadden Publications, Inc.
Agency: Arthur Kudner, Inc.
Origion: New York.
Air Time: Tuesday, 9:30 to 10 p.m.
Network: NBC Blue; 42 stations.
Talent: Dramatic cast.
Announcer: Nelson Case.
Length of Run: Started May 23, 1939. (Replaced Mary & Bob’s True Stories).

*S this information not supplied by agency. Program started too near press time to permit checking.

Sophie Tucker & Her Show
Agency: Lord & Thomas.
Origion: New York.
Air Time: Monday, Wednesday and Friday, 6:45 to 7 p.m. (repeat from 12:30 to 12:45 a.m., Monday and Wednesday; from 1 to 1:15 a.m., Friday). (Not heard in New York.)
Network: CBS; 59 stations.
Script Writers: Frank Wilson, Gordon Auchincloss.
Talent: Sophie Tucker; Mark Warnow and orchestra; Kenneth Roberts.
Agency Directors: Norman Morrell, John Hymes.
Announcers: Kenneth Roberts, John Reed King.
Length of Run: Started Nov. 7, 1938.

Tuesday Night Party
(Al Jolson Show to March 21, 1939)
Sponsor: Lever Brothers Co. (Lifebuoy and Rinso, at various periods).
Agency: Ruthrauff & Ryan, Inc.
Air Time: Tuesday, 8:30 to 9 p.m. (repeat from 12:30 to 1 a.m.; previous to April 26, 1938, 11:30 to 12 midnight).
Network: CBS; 60 stations.
Production: Handled by the agency.
Talent: Dick Powell (replaced Al Jolson, March 21, 1939); Martha Raye; Harry Einstein (Parkyakarkus); Lud Gluskin’s orchestra (replaced Victor Young, July 5, 1938); guests.
Agency Director: Everard Meade (replaced G. Bennett Larson, Sept. 20, 1938).
Announcer: Tiny (Edmund B.) Ruffner.
Conductor: Lud Gluskin (formerly Victor Young).
Music Arranger: Lud Gluskin.
Length of Run: Original contract started March 24, 1936, with Ken Murray; Al Jolson Show started Dec. 22, 1938; Dick Powell show started March 21, 1939. (Off during summer from July 12 to Sept. 20, 1938.)

Tune-Up Time
Sponsor: Ethyl Gasoline Corp.
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origion: New York.
Air Time: Monday, 8 to 8:30 p.m. (repeat from 12 midnight to 12:30 a.m.). (Before June 5, 1939, program was heard Thursday, 10 to 10:45 p.m.)
Network: CBS; 62 stations.
Production: William Spier (of the agency).
Talent: Walter O’Keefe, m.c., and cast; Andre Kostelanetz and orchestra; Kay Thompson’s Rhythm Singers; guest stars.
Agency Director: William Spier.
Announcer: Dan Seymour.
Conductor: Andre Kostelanetz.
Music Arranger: Carroll Huxley.
Length of Run: Started Jan. 12, 1939.

Two on a Shoestring
Sponsor: Oakland Chemical Co. (Dioxogen Face Cream).
Agency: Kleppner Co., Inc.
Origion: WOR, New York.
Air Time: Monday through Friday, 2 to 2:15 p.m.
Network: Mutual; 6 stations.
Talent: Honey Dean, Eleanor Phelps.

Uncle Ezra
Sponsor: Miles Laboratories, Inc. (Alka-Seltzer).
NETWORK COMMERCIALS—Continued

Uncle Ezra’s Sunday Afternoon in Rosedale

Sponsor: Miles Laboratories, Inc. (Alka-Seltzer).
Origination: Chicago.
Air Time: Sunday, 5 to 5:30 p.m.
Network: NBC Red; 30 stations.
Production: Edward Simmons.
Script Writer: Pat Barrett.
Talent: Pat Barrett (Uncle Ezra); Henry Burr; Cliff Soubier; Clarence Hartzell (Uncle Billy); Florence Folsom (Mrs. Whipple); Vass Family (Sally, Virginia, Emily, Louisa and Frank Vass); Hoosier Hot Shots (Frank D. Kettering, Paul E. [Hezzie] Trietsch, Kenneth H. Trietsch, Charles O. Ward); Vass Family (Sally, Virginia, Emily, Louisa and Frank Vass); Hoosier Hot Shots (Frank D. Kettering, Paul E. [Hezzie] Trietsch, Kenneth H. Trietsch, Charles O. Ward).
Agency Director: W. A. Wade.
Announcers: Jack Holden, Charles Lyon.

Uncle Walter’s Dog House*

Sponsor: Brown & Williamson Tobacco (Raleigh).
Agency: Russel M. Seeds Co.
Origination: Cincinnati.
Air Time: Tuesday, 10:30 to 11 p.m.
Network: NBC Red; 62 stations.
Talent: Tom Wallace (Uncle Walter); Phil Davis and orchestra; Dog House Male Trio; Sweet Adeline (Dorothy Davis).
Conductor: Phil Davis.
Length of Run: Started May 2, 1939.

* Information not supplied by agency.

Stella Unger

(See “Hollywood Newsgirl”)

Union Oil Co.

(See “Passing Parade with John Nesbitt”)  
(See “The Seventy-Six Review with Conrad Nagel”)  
(See “Woman’s Magazine of the Air”)

U. S. Rubber Co.

(See “Raymond Paige, 99 Men and a Girl”)

U. S. Tire Dealers Mutual Corp.

(See “Ben Bernie and All the Lads”)

U. S. Tobacco Co.

(See “Model Minstrels”)

(See “Pick & Pat in Pipe Smoking Time” for Model)

Fred Ulltal

(See “For Men Only”)

V

Vadsco Sales Corp.

(See “Court of Human Relations”)

Lew Valentine

(See “Dr. I. Q.”)

Valiant Lady

Sponsor: General Mills, Inc. (Wheaties; Bisquick before Aug. 22, 1938).
Agency: Knox Reeves Advertising, Inc.
Air Time: Monday through Friday, 2:30 to 2:45 p.m.
Network: NBC Red and Blue; 29 stations (formerly CBS).
Production: D. Gordon Graham.
Script Writers: Katherine Chase and Thomas Goodrich (Bayard Veiller, before Dec. 2, 1938).
Talent: Joan Blaine (Joan Barrett); Bill Johnstone (Jim Barrett); Ray Johnson (Paul Morrison); Kingsley Colton (Billy); Judith Lowry (Stevie); Charles Carroll (Dr. Tubby Scott); Parker Fennelly (Mike).
Agency Director: Lloyd Griffin.
NETWORK COMMERCIALS—Continued

Announcer: Art Millet.
Length of Run: Started March 7, 1938 on CBS; shifted to NBC on May 30, 1938 and ended May 28, 1939.

Rudy Vallee Orchestra
(See “Royal Desserts Program”)

Peter Van Steeden Orchestra
(See “For Men Only”)
(See “Town Hall Big Game Hunt”)
(See “Town Hall Tonight”)
(See “Town Hall Varieties”)

Vanette Fashion Previews
Sponsor: Vanette Hosiery Mills.
Agency: Grant Advertising, Inc.
Origination: Chicago.
Air Time: Saturday 9:45 to 10 a.m. (Before May, 1939, 8:45 to 9 a.m.).
Network: NBC Blue; 12 stations.
Production: Bob White.
Script Writer: Virginia Stewart.
Talent: Virginia Stewart (Miss Vanette) in interviews with celebrities from all fields.
Agency Director: Jean Love.
Announcer: Gene Rause.
Conductor: Dean Fossler, organist.

Virginia Verrill
(See “Wonder Show—Jack Haley”)

Vic and Sade
Sponsor: Procter & Gamble (Crisco).
Agency: Compton Advertising, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 1:15 to 1:30 p.m.
Network: CBS; 42 stations.
Production: Clint Stanley.
Script Writer: Paul Rhymer.
Talent: Art Van Harvey (Vic); Bernardine Flynn (Sade); Billy Idelson (Rush).
Agency Director: John Taylor.
Announcer: Bob Brown.
Length of Run: May 30, 1938, to Nov. 4, 1938.

Vic and Sade
Sponsor: Procter & Gamble (Crisco).
Agency: Compton Advertising, Inc.
Origination: Chicago (commercials, lead-in, etc., from New York).
Air Time: Monday through Friday, 11:15 to 11:30 a.m. (NBC Blue); 4:30 to 4:45 p.m. (NBC Red).
Network: NBC Blue, 20 stations; NBC Red, 51 stations.
Production: Ted MacMurray, Chicago; James Haupt, New York (both of NBC).
Script Writer: Paul Rhymer.
Talent: Art Van Harvey (Vic); Bernardine Flynn (Sade); Billy Idelson (Rush).
Agency Director: Frederick K. Gropper.
Announcer: Ralph Edwards.
Length of Run: Original contract started Nov. 5, 1934; latest series ran from July 4, 1938, to June 30, 1939.

Vick Chemical Co.
(See “Seth Parker” for VapoRub, Va-Trol, Nol, Cough Drops)

Vocal Varieties
Sponsor: Lewis-Howe Co. (Tums).
Agency: H. W. Kastor & Sons Advertising Co., Inc.
Origination: Cincinnati.
Air Time: Tuesday and Thursday, 7:15 to 7:30 p.m.; Friday, 7 to 7:15 p.m. (Before March 31, 1939, Tuesday and Thursday only) (repeat Tuesday, from 11:15 to 11:30 p.m.).
Network: NBC Red; 22 stations Tuesday, 29 stations Thursday.
Production: Samuel C. Fuller.
Talent: Jerry Cooper; The Smoothies (Babs Perran, Charlie Ryan, Little Ryan); De Vore Sisters (Marjorie, Bille, Ruth); The 8 Men (Ezra Hoffman, Steve Merrill, Herbert Spieckerman, Milton Flinn, Ralph Nyland, Franklin Bens, Ellis Frakes, Milton Sachs); Lynn Cole; Ellis Frakes; Deon Craddock; Hal Edison’s orchestra; William Stoess, director of choral group.
Agency Director: Robert G. Jennings.
Announcer: James Leonard.
Conductor: Hal Edison.
Length of Run: Original contract started April 6, 1936, for Pratt & McNeill, Unlimited; above program started Jan. 28, 1937.

Voice of Experience
Sponsor: Lydia Pinkham Medicine Co.
Agency: Erwin, Wasey & Co.
Air Time: Monday, Wednesday and Friday, 1:45 to 2 p.m.
Network: Mutual; 80 stations.
Production: Handled by the agency.
Script Writer: Dr. M. Sayle Taylor.
Talent: Dr. M. Sayle Taylor (Voice of Experience).
NETWORK COMMERCIALS—Continued

W

Bea Wain
(See “Quaker Party”)

Oliver Wakefield
(See “Chesterfield Program”)

June Walker
(See “Johnny Presents Where Are We?”)

Bennie Walker’s Tillamook Kitchen
Sponsor: Tillamook County Creamery Association.
Agency: Botsford, Constantine & Gardner.
Origination: San Francisco.
Air Time: Thursday, 9:45 to 10 a.m.
Network: NBC Red; 5 stations.
Production: Edith Abbott (of the agency).
Script Writer: Edith Abbott.
Talent: Bennie Walker (Ben McLaughlin); Tillamook Dairy Maid (Virginia Dawson).
Agency Director: Edith Abbott.
Announcers: Commercials handled by Ben McLaughlin and Virginia Dawson.
Length of Run: Kitchen demonstrations, as above, started Jan., 1934, but Tillamook has been on the air for 8 years. Present contract ended June 29, 1939; scheduled to return the middle of Sept., 1939.

Tom Wallace
(See “Uncle Walter’s Dog House”)

Alfred Wallenstein Orchestra
(See “The Voice of Firestone”)

James Wallington
(See “Texaco Star Theatre”)

Waltz Time

Agency: Blackett-Sample-Hummert, Inc.
Air Time: Friday, 9 to 9:30 p.m.
Network: NBC Red; 44 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Author of Title and Original Story Line: Frank Hummert.

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Network Commercials—Continued

Agency Script Editors: Frank and Anne Hummert.
Talent: Frank Munn; Abe Lyman’s orchestra; Manhattan Chorus.
Announcer: Andre Baruch.
Conductor: Abe Lyman.
Length of Run: Original contract started Sept. 27, 1933; latest series runs from Feb. 3, 1939 to Jan. 26, 1940.

Wander Co.
(See “Carters of Elm Street” for Ovaltine)
(See “Little Orphan Annie” for Ovaltine)

Ward Baking Co.
(See “Jane Arden” for Bread and Cake)

Fred Waring & His Pennsylvanians
Sponsor: Grove Laboratories, Inc. (Bromo-Quinine).
Agency: Stack-Goble Advertising Agency.
Air Time: Saturday, 8:30 to 9 p.m. (repeat from midnight to 12:30 a.m.).
Network: NBC Red; 51 stations.
Script Writers: Waring Productions.
Talent: Fred Waring and orchestra; All-College Glee Club; Two Bees and a Honey (Hal Kanner, Murray Kane, June Perron); Donna Dae; Patsy Garrett (since Jan. 14, 1939); Twin Trio (Roy Ringwald, Craig Lietch, Paul Gibbons, Margaret Bullard, Lucy James, Jean Norman); Jane Wilson; Stuart Churchill; Gordon Goodman; Tom Waring; Jimmy Atkins (since Dec. 10, 1938).
Agency Director: R. A. Porter.
Announcer: David Ross.
Conductor: Fred Waring.
Length of Run: Oct. 8, 1938, to March 4, 1939.

William R. Warner Co.
(See “Criminal Case Histories with Warden Lewis E. Lawes” for Sloan’s Liniment)

Mark Warnow Orchestra
(See “Sophie Tucker and Her Show”)
(See “We, The People”)
(See “Your Hit Parade”)

G. Washington Coffee Refining Co.
(See “Jim McWilliams’ National Question Bee”)

Watch the Fun Go By
Agency: N. W. Ayer & Son, Inc.
Air Time: Tuesday, 9 to 9:30 p.m. (repeat from 12 midnight to 12:30 a.m.).
Network: CBS; 71 stations.
Production: Bradford Browne (of the agency).
Script Writers: Monroe Upton, Thomas K. Carpenter, Jr.
Talent: Al Pearce; Arlene Harris; Tizzie Lish (Bill Comstock); Monroe Upton; Carl Hoff’s orchestra.
Agency Director: Bradford Browne.
Announcer: Kenneth Roberts.
Conductor: Carl Hoff.
Length of Run: Jan. 5, 1937 to June 28, 1938.

R. L. Watkins Co.
(See “Alias Jimmy Valentine” for Dr. Lyon’s Toothpowder)
(See “Backstage Wife” for Toothpowder)
(See “Manhattan Merry-Go-Round” for Toothpowder)
(See “Orphans of Divorce” for Toothpowder)

We, The People
Sponsor: General Foods Corp. (Jell-O Chocolate Pudding; Sanka Coffee before May, 1939).
Agency: Young & Rubicam, Inc.
Air Time: Tuesday, 9 to 9:30 p.m. (Previous to May 12, 1938, Thursday, 7:30 to 8 p.m.).
Network: CBS; 55 stations.
Production: Handled by the agency.
Script Writers: Various.
Talent: Gabriel Heather and guests; Mark Warnow’s orchestra.
Agency Director: Hendrik Booraem (formerly Adrian Samish).
Announcer: Harry von Zell.
Conductor: Mark Warnow.

We, The Wives, Quiz
Sponsor: Quaker Oats Co. (Farina).
Agency: Benton & Bowles of Chicago, Inc.
Origination: WGN, Chicago.
Airtime: Sunday, 4 to 4:30 p.m.
Network: Mutual; 4 stations.
Script Writer: Chuck Acree.
NETWORK COMMERCIALS—Continued

Talent: Chuck Acree; Peggy Fuller; audience participation.
Agency Director: Ed Aleshire.
Announcer: Jess Kirkpatrick.
Length of Run: Feb. 5, 1939 to April 16, 1939.

Marek Weber Orchestra
(See “Carnation Contented Hour”)

Welch Presents Irene Rich
Sponsor: Welch Grape Juice Co.
Agency: H. W. Kastor & Sons Advertising Co.
Air Time: Sunday, 9:45 to 10 p.m. (repeat from 11:15 to 11:30 p.m.).
Network: NBC Blue; 51 stations.
Production: Robert Redd (of NBC).
Script Writers: Free Lance.
Talent: Irene Rich; Gale Gordon (replaced John Deering in Feb., 1938); dramatic cast.
Agency Director: Robert G. Jennings.
Announcer: Bob Sherwood.

Orson Welles
(See “Campbell Playhouse”)

Wesson Oil & Snowdrift Sales Co., Inc.
(See “Hawthorne House”)

Westinghouse Electric & Mfg. Co.
(See “Letters Home from the New York World’s Fair with Ray Perkins, The Westinghouse Postmaster”)

Wheatena Corp.
(See “Dad and Junior”)
(See “Dorothy Gordon—The Children’s Corner”)

Wheeling Steel Corp.
(See “The Musical Steelmakers”)

When a Girl Marries
Sponsor: Prudential Insurance Co. of America.
Agency: Benton & Bowles, Inc.
Air Time: Monday through Friday, 2:45 to 3 p.m., EDT.
Network: CBS; 50 stations.
Script Writer: Elaine Sterne Carrington.
Talent: John Raby (Harry Davis); Frances Woodbury (Mrs. Stella Field); Noel Mills (Joan Field); Ed Jerome (Samuel Tilden Field); Joan Tetzl (Sylvia Field); Michael Fitzmaurice (Phil Stanley); Irene Winston (Eve Topping); Marion Barney (Anne Davis); Laddle Seaman (Tom Davis).
Announcer: Frank Gallop.
Length of Run: Started May 29, 1939.

Paul Whiteman Orchestra
(See “Chesterfield Program”)

Irene Wicker
(See “Singing Lady”)

Louise Wilcher at the Musette
Sponsor: Winter & Co. (Musette Pianos).
Agency: Samuel C. Croot Co.
Air Time: Tuesday 5:45 to 6 p.m.
Network: Mutual; 2 stations.
Talent: Louise Wilcher.
Agency Director: William Krieger.
Announcer: Ray Winters.
Length of Run: Jan. 10, 1939, to April 4, 1939.

Fletcher Wiley
Sponsor: Calavo Growers of California.
Agency: Lord & Thomas.
Air Time: Thursday, 12:45 to 1 p.m.
Network: CBS; 8 stations.
Production: Fletcher Wiley (of CBS).
Script Writer: Fletcher Wiley.
Talent: Fletcher Wiley, news commentator.
Announcer: Fletcher Wiley.
Length of Run: Jan. 18 to March 8, 1939.

Fletcher Wiley
Sponsor: California Prune & Apricot Growers Assn. (Sun-sweet Prunes).
Agency: Long Advertising Service.
Air Time: Friday, 12:45 to 1 p.m.
Network: CBS; 6 stations.
Talent: Fletcher Wiley, commentator.
Agency Director: Alvin Long.
Length of Run: Sept. 26, 1938, to Nov. 27, 1938.
Fletcher Wiley
Air Time: Thursday and Friday, 12:45 to 1 p.m. (repeat from 3:45 to 4 p.m.).
Network: CBS; 2 stations.
Talent: Fletcher Wiley, news commentator.
Length of Run: Sept. 8 to Dec. 8, 1938.

J. B. Williams Co.
(See “True or False”)

Meredith Willson Orchestra
(See “Good News of 1939”)
(See “Signal Carnival”)

Wilshire Oil Co.
(See “Pull Over, Neighbor”)

Ward Wilson
(See “Phil Baker”)
(See “Honolulu Bound”)

Win Your Lady
Sponsor: Jergens-Woodbury Sales Corp. (Woodbury Facial Soap).
Agency: Lennen & Mitchell, Inc.
Origination: Chicago.
Air Time: Sunday, 9 to 9:30 p.m. (repeat from 10:30 to 11 p.m.).
Network: NBC Blue; 62 stations.
Production: Mann Holiner (of the agency).
Script Writer: Jim Pease.
Talent: Jim Ameche; Phil Lord; Betty Lou Gerson; Ethel Owen; Ruth Bailey; Ray Johnson; Roy Shield’s orchestra.
Agency Director: Mann Holiner.
Announcer: Bret Morrison.
Conductor: Roy Shield.
Length of Run: July 3, 1938 to Sept. 25, 1938. (Replaced Woodbury’s Hollywood Playhouse for the summer).

Walter Winchell
(See “Jergens Journal—Walter Winchell”)

Winchell Column Quiz
Sponsor: Andrew Jergens Co. (Jergen’s Lotion).
Agency: Lennen & Mitchell, Inc.
Air Time: Sunday, 9:30 to 9:45 p.m. (repeat from 11 to 11:15 p.m.).
Network: NBC Blue; 62 stations.
Production: Blayne Butcher.
Script Writers: Various.
Talent: Ben Grauer; audience participation.
Agency Director: Blayne Butcher.
Announcer: George Ansbro.
Length of Run: July 10, 1938 to July 24, 1938. (Replaced Walter Winchell during July).

Howie Wing
Sponsor: Kellogg Co. (Corn Flakes).
Agency: J. Walter Thompson Co.
Air Time: Monday through Friday, 6:15 to 6:30 p.m. (repeat from 8:15 to 8:30 p.m.).
Network: CBS; 40 stations.
Talent: William Janney (Howie Wing); Mary Parker (Donna Cavendish); Neil O’Malley; others.
Announcer: Ralph Edwards.

Paul Wing
(See “Spelling Bee”)

Don Winslow of the Navy
Sponsor: Kellogg Co. (Wheat Krispies).
Origination: Chicago.
Air Time and Network: Monday through Friday, 5:30 to 5:45 p.m. (NBC Blue, 15 stations; repeat from 6 to 6:15 p.m., NBC Blue, 7 stations). (Previous to Sept. 26, 1938, 5:30 to 5:45 p.m., NBC Blue, 15 stations, with repeat from 7 to 7:15 p.m. on NBC Red, 5 stations; previous to Aug. 12, 1938, 7 to 7:15 p.m., NBC Red, 5 stations, with no repeat).
Production: Handled by the agency and NBC.
Talent: Bob Guibert (Don Winslow); Edward Davison (Red Pennington); Lenore Kingston (Mercedes Colby); Ruth Barth (Misty); Betty Ito (Lotus); Howard Hoffman (Scorpion); Fred Sullivan (Michael Splendor); Ray Suber (Moy); Dick Holland (Joe Printzla); Betty Jeffries (Pat); Margaret Fuller (Tasmia); Rupert LaBelle (Admiral Colby).
Agency Director: Evelyn Stark.
Announcer: Fort Pearson.
Length of Run: May 2, 1938 to March 24, 1939.
NETWORK COMMERCIALS—Continued

Winter & Co.
(See "Louise Wilcher at the Musette")

Woman in White, The
Sponsor: Pillsbury Flour Mills Co. (Flour and Cereals).
Agency: Hutchinson Advertising Co.
Origination: Chicago.
Air Time: Monday through Friday, 10:45 to 11 a.m.
Network: NBC Red; 35 stations.
Production: Howard Keegan (of Carl Wester & Co.).
Talent: Luise Barclay (Karen Adams); Ruth Bailey (Alice Day Craig); Toni Gilman (Betty Adams); Willard Farnum (John Adams); Henrietta Telro (Aunt Helen Spaulding); Finney Briggs (Uncle Bill Spaulding); Dan Sutter (Dr. Lee Markham); Dave Gothard (Bryant Chandler); Frank Behrens (Roy Palmer); Lois Zarley (Sybella Mansfeld); Bill Bouchey (Kenneth Craig); Beverly Ruby (Ruth Craig); Pat Murphy (Jerry Craig); Virginia Payne (Miss Morton and Mrs. Henahan); Karl Weber (Dr. Kirk Harding); Virginia Clark (Edith Harvey); Fay Warren (Miss West); Helen Van Tuyl (Mrs. Hamilton); Margaret Fuller (Donna Lee); Reese Taylor (Tom Reynolds); Phillip Lord (Thomas Hawkins).
Agency Director: H. K. Painter.
Announcer: Louis Roen.
Length of Run: Original contract started Sept 11, 1933; above program began Jan. 3, 1938, replacing Today's Children, and ended May 26, 1939.

Woman's Magazine of the Air*
Sponsor: Lamont Corliss & Co. (Danya).
Agency: J. Walter Thompson.
Origination: San Francisco.
Air Time: Wednesday and Friday, 3:45 to 4 p.m., PST.
Network: NBC Red; 5 stations.
Length of Run: Nov. 2, 1938, to April 28, 1939.

Woman's Magazine of the Air
Sponsor: Sperry Flour Co.
Origination: San Francisco.
Air Time: Tuesday, 2:45 to 3 p.m., Wednesday and Friday, 2:30 to 2:45 p.m., PST. (Before April 21, 1939, Tuesday and Thursday, 3:45 to 4 p.m. and Wednesday, 3:30 to 3:45 p.m.).

Network: NBC Red; 5 stations.
Production: Lee Strahorn (of NBC).
Script Writers: Charles Gerrard, Charlie Marshall (comedy skits), Ruth Sprague (Little Benney & Suzie Q comedy skits), Janet Baird (interviews), Lee Strahorn (commercial and continuity).
Talent: Ricardo (Harvey Peterson); and Magazine Melodists; Quartet (Ben Klassen, John Teel, George Nickson, Armand Girard); Benny Walker; Ruth Sprague (Suzie Q); Ann Holden; Janet Baird; Charles Gerrard and Helen Klee (the Fashionable Finneys); Charlie Marshall; Happy Gordon & his Rangers (cowboy orchestra); Verna Osborne (soprano); Hazen Warner (contralto); Lu chloride Squires (hillbilly yodeler); Ted White (baritone).
Agency Director: Memory H. Roberts.
Announcer: Bennie Walker.
Conductor: Ricardo (Harvey Peterson).
Music Arrangers: Harvey Peterson, Happy Gordon, Hal Drieske.
Length of Run: March 14 to May 19, 1939.

Woman's Magazine of the Air*
Sponsor: Johnson, Carvell & Murphy; Knox Gelatine; Lamont Corliss Co.; Loose-Wiles Biscuit Co.; Union Oil Co., others.
Origination: San Francisco.
Network: NBC Red; varying number of stations.

* For typical setup of this participating program, see Woman's Magazine of the Air as sponsored by Sperry Flour.

Wonder Show—Jack Haley
Sponsor: Continental Baking Co., Inc. (Wonder Bread, Hostess Cake).
Agency: Benton & Bowles, Inc.
Air Time: Friday, 7:30 to 8 p.m. (repeat from 12:30 to 1 a.m.).
Network: CBS; 41 stations.
Production: Handled by the agency.
Script Writers: Harry Conn, Ernie Phillips and others.
Talent: Jack Haley; Lucille Ball; Virginia Verrill; Ted Fio Rito’s orchestra; Artie Auerbach; Ricardis Chorus; guests.
Agency Director: Kenneth MacGregor.
Announcer: Gale Gordon.
Conductor: Ted Fio Rito.
Length of Run: Oct. 14, 1938 to April 7, 1939.
Woodbury’s Hollywood Playhouse

Sponsor: Jergens-Woodbury Sales Corp. (Woodbury Facial Soap).
Agency: Lennen & Mitchell, Inc.
Air Time: Sunday, 9 to 9:30 p.m. (repeat from 10:30 to 11 p.m.).
Network: NBC Blue; 62 stations.
Production: Mann Holiner (of the agency), Jay Clark.
Script Writers: Various.
Talent: Charles Boyer (replaced Tyrone Power from Oct. 2 to Dec. 26, 1938, and headed the show permanently on Feb. 5, 1939); Harry Sosnik’s orchestra; guests.
Agency Director: Mann Holiner.
Announcer: Lew Crosby.
Conductor: Harry Sosnik.

Wm. Wrigley, Jr., Co.
(See “Catalina Islander”)
(See “Gateway to Hollywood”)
(See “Just Entertainment”)
(See “The Laugh Liner”)
(See “Scattergood Baines”)

Robert Young
(See “Good News of 1939”)

Victor Young Orchestra
(See “Hollywood Hotel”)
(See “Tuesday Night Party”)

Young Widder Brown
Sponsor: Chas. H. Phillips Chemical Co. (Cal-Aspirin, Mon. and Tues.; Haley’s M-O, Wed., Thurs. and Fri.).
Agency: Blackett-Sample-Hummert, Inc.
Air Time: Monday through Friday, 11:30 to 11:45 a.m.
Network: NBC Red; 20 Stations.
General Supervisor of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story Line: Frank and Anne Hummert.
Agency Script Editor: Charles Christoph.
Talent: Florence Freeman (Ellen Brown); Clayton Collyer (Peter); Bennett Kilpack (Uncle Josh); Marilyn Erskine (Janey Brown); Tommy Donnelly (Mark Brown); House Jameson (Herbert).
Agency Director: Martha Atwell.
Announcer: George Ansbro.
Length of Run: Started Sept. 26, 1938.

Henny Youngman
(See “Monday Night Show”)

Your Family and Mine
Sponsor: Sealtest, Inc. (subsidiary of National Dairy Products Corp.; Ice Cream and Milk).
Agency: McKee & Albright, Inc.
Air Time: Monday through Friday, 2:30 to 2:45 p.m.
Network: CBS; 36 stations, plus transcriptions on 20 stations. (Before May 1, 1939, NBC Red).
Script Writers: Scripts handled by Henry Souvaine, Inc.
Talent: Bill Adams (Matthew Wilbur); Lucille Wall (Winifred Wilbur); Joan Tompkins (Judy Wilbur); Jackie Jordan (Kenny Wilbur); Parker Fennelly (Lem Stacey); Ray Johnson (Woody Marshall); Jack Roseleigh (J. J. Marshall); Ruth Yorke (Valerie Treadwat); Ray Bramley (Eric Chantel); James Krieger (Dick Burgess); Geraldine Kay (Addie); Ralph Locke (Boroff); Francesci Lenni (Milly Pennington); Ann Garrett (Miss Peterson).
Announcers: Ford Bond, Irene Hubbard.
Length of Run: Started April 25, 1938 on NBC Red; shifted to CBS, May 1, 1939.

Your Hit Parade
Sponsor: American Tobacco Co. (Lucky Strike Cigarettes).
Agency: Lord & Thomas.
Air Time: Saturday 10 to 10:45 p.m.
Network: CBS; 101 Stations.
Production: Handled by the agency.
Script Writer: Gordon Auchincloss.
Talent: Lanny Ross; Raymond Scott and Quintet; Kay Lorraine; Songsmiths Quartet (Scrappy [Harold] Lambert, Leonard Stokes, Robert Moody, Randolph Weyant); Mark Warnow’s orchestra (guest conductors and orchestras from time to time).
Agency Director: Karl W. Schullinger.
Announcers: Basil Ruysdael, Andre Baruch.
Conductor: Mark Warnow (and others).
Length of Run: Started April 20, 1935.
UNIONS

DEVELOPMENTS OF 1938-1939

What happened in vaudeville in 1900-1901 and in the legitimate theatre in 1919 happened to radio in January-February, 1939—i. e., the actors forged their union into sufficient strength to win a victory. The counterpart of the White Rats of 1901 and Actors Equity of 1919 was in this instance the American Federation of Radio Artists (AFRA). The code resulting from the January-February negotiations with agencies and networks is reproduced in the following pages.

Evolution of AFRA

The AFRA is chartered by the Associated Actors and Artistes of America, an international union which in turn is chartered by the American Federation of Labor. The AFRA's president is Eddie Cantor. Other officers are: Lawrence Tibbett, Norman Field, Jascha Heifetz and James Wallington, vice-presidents; Lucille Wall, recording secretary; Emily Holt, executive secretary; George Heller, associate secretary and treasurer; Paul N. Turner, counsel; Henry Jaffe and Laurence W. Beilenson, associate counsels.

AFRA has been in existence barely two years. In the summer of 1938 AFRA gained its first major impetus when the networks accepted AFRA agreements on sustaining pay scales, and recognized AFRA as sole bargaining agent for sustaining actors, singers, etc.

In the fall of 1938, the AFRA proceeded toward making similar agreements for network commercial work, and this drive was climaxed by victory early in 1939. Unlike the unionization maneuvers in vaudeville and the legitimate theatre, however, the AFRA drive was unaccompanied by a strike or interruption of radio schedules.

One previous union operating in radio is now all but telescoped as a result of the AFRA victory. That union is the American Guild of Radio Announcers and Producers. It was formed in April, 1937, and had contracts with several stations, principally WABC, New York, key station for the Columbia Broadcasting System. Since the AFRA victory, the AGRAP's role in commercial programs was taken over by AFRA and it now functions only as regards sustaining programs.

Other Unions in Radio

Aside from AFRA and AGRAP, a number of other unions are operative in the field of radio. These include: American Federation of Musicians whose last great drive for employment of union musicians came in September, 1937, and resulted in an agreement satisfactory to the A.F. of M. (see VARIETY RADIO DIRECTORY, Vol. II, pages 1170-1181); the Radio Writers' Guild (complete radio policies and mode of action not yet formulated); International Alliance of Theatrical Stage Employees Union; American Guild of Musical Artists (which in November, 1939, charged before the FCC that NBC and CBS have a "monopolistic control" of the concert management business); International Brotherhood of Electrical Workers (panelmen); American Communications Association (technicians); plus numerous local unions (chiefly for technicians and engineering personnel).
AMERICAN FEDERATION OF RADIO ARTISTS
CODE OF FAIR PRACTICE
for
COMMERCIAL BROADCASTING MINIMUM
TERMS AND CONDITIONS
for
RADIO ARTISTS*

We, the undersigned, on this.........
day of............... ..........1939, agree
with the American Federation of Radio
Artists that we will accept and conform
to the Code of Fair Practice and the min-
imum terms and conditions promulgated
by them for the engagement of radio art-
sists on commercial broadcast programs
produced under our auspices on the
network systems and their several stations.
We hereby accept notice of the minimum
terms and conditions as specified in the
schedules annexed to this Code, which
schedules (pages 2 to 6, both inclusive) are
included herein and are hereby made a
part of this Code.

The American Federation of Radio Art-
ists (herein called AFRA) agrees and rep-
resents that it is and will continue to be
an open union. AFRA agrees that it will
keep its membership rolls open and will
admit to membership all eligible radio art-
sists whom we engage to appear on such
commercial broadcasts. We agree that on
all present and future commercial broad-
casts produced by us, or under our auspices,
we will use the services only of perform-
ers, including actors, singers and announc-
ers, who are members in good standing
of AFRA or become such members prior
to their appearance on such broadcasts.
AFRA agrees not to impose unreasonable
entrance fees or dues upon its members.

It is mutually agreed that it is a part of
this Code of Fair Practice that the engage-
ment of radio performers for all such pres-
ent and future commercial broadcasts can
be made only under the minimum terms
and conditions provided herein or better.

We agree that we will not, for the pur-
pose of evading performance under this
Code, sublet or transfer responsibility for
commercial network programs produced by
us to any third person, and that we will not
transfer our operations to any other points
of origination for the purpose of defeating
or evading this Code.

This agreement is in effect beginning
with February 12, 1939, until and including
February 12, 1941.

We agree with the American Federation
of Radio Artists for this period to submit
to arbitration all questions relating to wages
and working conditions affecting
live commercial broadcasts not covered
by this agreement and Code, as well as any
controversy or dispute between AFRA
and ourselves arising with respect to this Code
or the interpretation or breach thereof.

Such arbitration shall be conducted un-
der the rules then obtaining, of the Ameri-
can Arbitration Association, with the fol-
lowing specific provisions:

Either party may demand such arbitra-
tion in writing, which demand shall in-
clude the name of the arbitrator ap-
owned by it. Within three days after
such demand, the other party shall name
its arbitrator, or in default of such ap-
pointment, such arbitrator shall be
named forthwith by the Arbitration
Committee of the American Arbitration
Association. The two arbitrators so ap-
pointed shall select a third within a pe-
riod of five days, from a panel submitted
to them by the Arbitration Committee of
the American Arbitration Association,
and in lieu of their agreement upon such
third arbitrator, he shall be appointed by
the Arbitration Committee of the
American Arbitration Association. The
hearing shall be held on two days’ notice
and shall be concluded within fourteen
days unless otherwise ordered by the
arbitrators. The award of the arbitrators
shall be made within seven days after
the close of the submission of evidence.
An award agreed to by a majority of
the arbitrators so appointed shall be
binding upon both parties, during the
period of this agreement, and judgment
upon such award may be entered by
either party in the Highest Court of the
Forum, State or Federal, having juris-
diction.

* See also AFRA’s “Letter to CBS and NBC” on pages 536 ff.
AFRA CODE—Continued

This agreement and Code of Fair Practice shall be construed by the laws of the State of New York.

In Witness whereof, we have signed this agreement and Code of Fair Practice on the day and year above stated.

SCHEDULE OF MINIMUM FEES AND CONDITIONS FOR RADIO ARTISTS APPEARING ON COMMERCIAL PROGRAMS USING THE FACILITIES OF THE NATIONAL BROADCASTING COMPANY, THE COLUMBIA AND MUTUAL BROADCASTING SYSTEMS AND THEIR SEVERAL STATIONS

ACTORS

<table>
<thead>
<tr>
<th>Length of program</th>
<th>Re-broadcast Fee</th>
<th>15% Guaranteed Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 minutes or less</td>
<td>$15.00</td>
<td>$10.00</td>
</tr>
<tr>
<td>16 to 30 minutes</td>
<td>25.00</td>
<td>12.50</td>
</tr>
<tr>
<td>31 to 60 minutes</td>
<td>35.00</td>
<td>17.50</td>
</tr>
</tbody>
</table>

Rehearsal: $6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid in half-hour periods at the rate of $3.00 per half hour or part thereof. Rehearsal for programs in excess of 15 minutes, may be held in two sessions, each session to be computed and paid for as a separate unit and no such session shall be computed as less than one hour. Individual compensation shall be on the basis of time contracted for, but additional rehearsal time may be requested and if agreed to, paid for.

In the event that an actor is engaged and paid for five 15-minute programs per week, then and only in that event the rehearsal time shall be computed at $5.00 per hour, the first hour being required, and thereafter rehearsals may be computed and paid in half-hour periods at the rate of $2.50 per half hour or part thereof.

THIRTEEN WEEKS’ CONTINUOUS GUARANTEE

(a) Where a producer on a fifteen minute dramatic strip show by written contract with the actor guarantees a thirteen weeks' continuous non-cancellable engagement on such show, the producer may discount the actor’s scales to the extent shown in the following schedule if the producer guarantees the actor the minimum amounts shown in the schedule, no matter whether he plays or rehearses or not. Base rate on rehearsals where such discount is effective is six dollars per hour. The schedule follows:

SINGLE BROADCAST PER DAY

<table>
<thead>
<tr>
<th>Number of Appearances per Week</th>
<th>Discount</th>
<th>Guaranteed Minimum</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>15%</td>
<td>$105</td>
</tr>
<tr>
<td>4</td>
<td>10%</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>5%</td>
<td>80</td>
</tr>
</tbody>
</table>

BROADCAST AND REPEAT

<table>
<thead>
<tr>
<th>Number of Appearances per Week</th>
<th>Discount</th>
<th>Guaranteed Minimum</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>15%</td>
<td>$140</td>
</tr>
<tr>
<td>4</td>
<td>10%</td>
<td>125</td>
</tr>
<tr>
<td>3</td>
<td>5%</td>
<td>100</td>
</tr>
</tbody>
</table>

ADVANCE RECORDING PLUS LIVE NETWORK BROADCAST

(Each appearance means one for recording and one for live)

<table>
<thead>
<tr>
<th>Number of Appearances per Week</th>
<th>Discount</th>
<th>Guaranteed Minimum</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>15%</td>
<td>$160</td>
</tr>
<tr>
<td>4</td>
<td>10%</td>
<td>145</td>
</tr>
<tr>
<td>3</td>
<td>5%</td>
<td>115</td>
</tr>
</tbody>
</table>

The compensation which shall be paid to the performer under a thirteen weeks’ continuous guarantee contract as above specified, shall be the applicable fees plus rehearsal pay, less the discount above set forth, or the guaranteed minimum, whichever is higher.

(b) On written guaranteed continuous thirteen weeks’ non-cancellable engagement of actors for half-hour and hour shows, a discount from scale of ten percent of the basic scale is allowed.

(c) On half-hour shows after four hours' rehearsal per appearance, rehearsal rate drops to three dollars an hour beginning with the fifth hour of rehearsal, and on hour shows, the same is true after six hours, beginning with the seventh hour of rehearsal.

Program Auditions: Shall be paid for at one-half the broadcast fee. Rehearsal time for auditions at the same rate as specified for regular broadcasts.

This compensation is for program auditions; voice tests may be made without compensation, but the producer shall not use this privilege unreasonably.

Recordings: Off-the-line recordings may be made and used only by the original sponsor or his affiliated companies. They must be used without extra fees to the
performer under the following conditions:

(a) Providing that such recordings are not broadcast on any major station in the city of origination; or broadcast to a network from the city of origination; or broadcast to any network providing national facilities; and providing further that such recordings are used once only for the original sponsor and are not broadcast on any major station affiliated with the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., or the Mutual Broadcasting System, Inc., in New York, Chicago, San Francisco, Hollywood or Los Angeles. Further providing, however, that this latter restriction shall not apply if recordings are made by network stations for later broadcasts only on that station because of unavailability of facilities at time of live broadcast, and such operations are billed to the sponsor as a network operation without recording charges;

If off-the-line recordings are made and broadcast, except under the provisions outlined above, the performer shall be paid not less than the re-broadcast fee for such recording broadcast, unless he has already been paid a fee for a live re-broadcast.

(b) Providing that such recordings are not broadcast later than .......... months after the discontinuance of the program on a live basis;

(c) Where a record is made either prior to or subsequent to a live broadcast or re-broadcast, and an extra performance is thereby required, the actor should be paid under the advance recording date and rehearsal time as specified here-tofore in this scale.

Dramatized Commercials: Where the actor is engaged for a dramatized commercial, the following minimum scale shall apply:

<table>
<thead>
<tr>
<th>Length of program</th>
<th>Fee</th>
<th>Re-broadcast</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 minutes or less</td>
<td>$15</td>
<td>$7.50</td>
</tr>
<tr>
<td>16 to 30 minutes</td>
<td>20</td>
<td>10.00</td>
</tr>
<tr>
<td>31 to 60 minutes</td>
<td>25</td>
<td>12.50</td>
</tr>
</tbody>
</table>

A fifteen-minute rehearsal period prior to the dress rehearsal may be included in the foregoing scale.

***

SINGERS

CLASS 1

GROUPS OF 9 OR MORE VOICES

<table>
<thead>
<tr>
<th>Length of program</th>
<th>Fee</th>
<th>Re-broadcast</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 minutes or less</td>
<td>$14</td>
<td>$7</td>
</tr>
<tr>
<td>16 to 30 minutes</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>31 to 45 minutes</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>46 to 60 minutes</td>
<td>20</td>
<td>10</td>
</tr>
</tbody>
</table>

Rehearsal: Orchestra and all coaching rehearsal $4.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of $1.00 per quarter hour or part thereof.

CLASS 2

GROUPS OF 5 TO 8 VOICES INCLUSIVE

<table>
<thead>
<tr>
<th>Length of program</th>
<th>Fee</th>
<th>Re-broadcast</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 minutes or less</td>
<td>$24</td>
<td>$8</td>
</tr>
<tr>
<td>16 to 30 minutes</td>
<td>28</td>
<td>10</td>
</tr>
<tr>
<td>31 to 45 minutes</td>
<td>32</td>
<td>12</td>
</tr>
<tr>
<td>46 to 60 minutes</td>
<td>36</td>
<td>14</td>
</tr>
</tbody>
</table>

Rehearsal: Orchestra rehearsal $4.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of $1.00 per quarter hour or part thereof.

CLASS 3

GROUPS OF 2 TO 4 VOICES INCLUSIVE

<table>
<thead>
<tr>
<th>Length of program</th>
<th>Fee</th>
<th>Re-broadcast</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 minutes or less</td>
<td>$30</td>
<td>$10</td>
</tr>
<tr>
<td>16 to 30 minutes</td>
<td>35</td>
<td>12</td>
</tr>
<tr>
<td>31 to 45 minutes</td>
<td>40</td>
<td>14</td>
</tr>
<tr>
<td>46 to 60 minutes</td>
<td>45</td>
<td>16</td>
</tr>
</tbody>
</table>

Rehearsal: Orchestra rehearsal $5.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of $1.25 per quarter hour or part thereof.

CLASS 4—SOLOISTS

<table>
<thead>
<tr>
<th>Length of program</th>
<th>Fee</th>
<th>Re-broadcast</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 minutes or less</td>
<td>$40</td>
<td>$15.00</td>
</tr>
<tr>
<td>16 to 30 minutes</td>
<td>50</td>
<td>17.50</td>
</tr>
<tr>
<td>31 to 45 minutes</td>
<td>60</td>
<td>20.00</td>
</tr>
<tr>
<td>46 to 60 minutes</td>
<td>70</td>
<td>22.50</td>
</tr>
</tbody>
</table>

Rehearsal: Orchestra rehearsal $6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of $1.50 per quarter hour or part thereof.

Program Auditions: Shall be paid for at one-half the broadcast fee and one-half the broadcast rehearsal fee for all time required. Individual voice tests may be had without compensation.

Special Minimum Working Conditions for Singers: Any performance must begin within twenty-four hours of the original to be considered a re-broadcast, otherwise, first performance fee prevails.

No rehearsal shall be considered as less than one hour in duration except such rehearsal as is called immediately before or after performance. However, a singer may be required to stand by fifteen (15) minutes before a performance without payment of rehearsal fee.

Orchestra rehearsal may not be divided into more than two sections.
AFRA CODE—Continued

There must be a rest period of five minutes each hour in rehearsals of more than one hour in duration.

Any member who auditions for a program, as a member of a group, shall, in the event that said group is accepted for the program, be considered to be a member of said group and may not be discharged without AFRA’s consent as long as group remains on said program or for a period of thirteen (13) weeks, whichever is less.

Coaching rehearsal is the designation applied to any rehearsal session other than rehearsal with orchestra or other acts in which material is prepared for a specific broadcast or audition.

On written guaranteed continuous thirteen weeks’ non-cancellable engagements of singers for 15-minute, half-hour and hour shows, a discount from scale of ten per cent. of the basic scale is allowed.

Signature numbers shall be at the rate of $15.00 for the broadcast and $7.50 for the re-broadcast, with dress rehearsal included. Exceptional situations, such as traveling on the road, will be met by waivers under paragraph “8” of the Rules.

* * * *

ANNOUNCERS

<table>
<thead>
<tr>
<th>Length of program</th>
<th>Fee</th>
<th>Re-broadcast fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 minutes or less</td>
<td>$15</td>
<td>$10.00</td>
</tr>
<tr>
<td>16 to 30 minutes</td>
<td>25</td>
<td>12.50</td>
</tr>
<tr>
<td>31 to 60 minutes</td>
<td>35</td>
<td>17.50</td>
</tr>
</tbody>
</table>

Rehearsal: $6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid in half-hour periods at the rate of $3.00 per half hour or part thereof. Rehearsals for programs in excess of 15 minutes, may be held in two sessions, each session to be computed and paid for as a separate unit and no such session shall be computed as less than one hour. Individual compensation shall be based on the time contracted for, but additional rehearsal time may be requested and if agreed to, paid for.

Where announcer is engaged for a commercial program for guaranteed terms of not less than thirteen (13) weeks, on 15-minute programs broadcast five (5) times or more a week, the following minimum weekly compensation may be provided:

<table>
<thead>
<tr>
<th>Weekly Minimum</th>
<th>Weekly fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Times a week</td>
<td>Compensation for re-broadcast</td>
</tr>
<tr>
<td>5</td>
<td>$75.00</td>
</tr>
<tr>
<td>6</td>
<td>85.00</td>
</tr>
</tbody>
</table>

In such cases of guaranteed term engagements at the weekly rate, 45-minute rehearsal time per day is included.

Network Commercial Cut-In Announcements: Shall be paid at the rate of $10.00 for each such announcement.

Program Auditions: Shall be paid for at one-half the broadcast fee. Rehearsal time for auditions at the same rate as specified for regular broadcasts. Voice tests may be had without compensation.

SPECIAL PROVISIONS REGARDING ANNOUNCERS

(a) Where a prior record is made in connection with a five-time a week live broadcast, the fee for five such recordings shall be $50.00.

(b) The 45-minute rehearsal allowed for each of five broadcasts may be computed as 225 minutes, to be used by producer as desired within five days. If producer desires, he may use such rehearsal time for prior recordings and announcer agrees to allow 15-minute rehearsal for each live broadcast. These conditions apply only in connection with 13-week uncancelable contracts.

(c) On five-minute local news broadcasts with not less than two per day, the fee for the news reporter shall be $5.00 for each such broadcast. In such cases where a supporting announcer is used, the fee for such supporting announcer shall be $4.00 for each such broadcast.

GENERAL SCHEDULE OF RULES

1. Engagements: Performer shall have specific notice of the part to be played, date, time and place of broadcast, time of re-broadcast, if any, place of rehearsal and rehearsal time contracted for. An actor or soloist is permitted to double one part per performance without additional compensation. In variety shows, or where the program consists of a series of short different episodes, such as, but not being limited to, dramatized news broadcasts or historical sequences, such program shall be considered an exception. Participation in crowd noises shall not be considered a double.

2. Compensation: Performer shall be paid not less than the minimum fee applicable in legal tender and not later than seven (7) calendar days after time specified for broadcast. The minimum fees shall be net to the performer and no deductions what-
AFRA CODE—Continued

ever may be made therefrom (except for such taxes and withholdings as are required by law). No term or provision of this Code may be waived by any performer without the prior written consent of AFRA, but nothing in this Code shall prevent any performer from agreeing to any terms and/or conditions more favorable to such performer than those specified herein.

3. AFRA Rules: Producer agrees that he has notice that the performer is a member of AFRA and must obey its rules. Producer admits specifically, notice of the rule which requires the AFRA member to render services only upon a program where all the Actors, Singers and Announcers are members in good standing of the AMERICAN FEDERATION OF RADIO ARTISTS.

4. Cancelled Program: Where the entire program is cancelled, the performer shall, nevertheless, be paid in full for all contracted time as specified in this agreement, unless he shall have been notified in writing of the cancellation at least 24 hours in advance of the first scheduled call for rehearsal.

5. Cancelled Individual Engagements: In the event the performer's engagement for the program is cancelled, Producer agrees, nevertheless, to pay the performer in full for all contracted time, as herein specified, except where cancellation is for gross insubordination or misconduct and AFRA consents to such dismissal without payment. Producer agrees that after the engagement is made, the risk of performer's incompetence is assumed by him.

6. Arbitration: Any controversy or claim between any Producer and any member of AFRA arising out of, or relating to, this Code or any contracts or engagements governed by this Code, or the breach thereof, shall (with the consent of AFRA) be settled by arbitration, in accordance with the rules then obtaining of the American Arbitration Association, and judgment upon the award rendered may be entered in the Highest Court of the Forum, State or Federal, having jurisdiction. The procedure for such arbitration shall be the same as that specified on page “1” of this Code.

7. Additional Services: No service of the performer is contracted for except as specified herein.

8. Waivers: AFRA will give waivers in proper cases upon application by the Producer to meet any program requirements with respect to working conditions. Minimum fees are not working conditions.

9. Production Prosecuted: In the event that the program for which the performer is engaged is complained of and any prosecution, civil or criminal, private or governmental, shall follow, Producer agrees at his expense, to defend the performer and to pay all charges and judgments so incurred.

10. Alterations: Producer agrees that he will make no contract with any performer at terms less favorable to such Performer than those contained in this Code and make no changes or alterations of these provisions without the written consent of AFRA, nor, without such consent, shall any performer be deemed engaged upon terms which would commit such performer to do any acts after this Code expires, which would violate any rule of AFRA.

11. Bond in Certain Cases: AFRA reserves the right, in the event it determines that a particular Producer is not reliable or financially responsible, to require the posting in advance, of an adequate bond, cash or other security.

12. Unfair Producers: Producer agrees that he has notice that the AFRA Code of Fair Practice represents the minimum terms and working conditions of performers in Network commercial broadcasting. Anyone engaging performers in this field who breaches or violates conditions of the Code may be regarded as unfair and performers may be instructed not to work for anyone who is unfair.

13. Notice of this Code will be given to AFRA members, and they will contract subject thereto, and as to such producers who either sign this Code or signify their intention to abide thereby, the member will sign any contracts subject to the fulfillment of all obligations of such producer hereunder.

14. Any representative of AFRA shall be admitted to the premises of the producer or where the rehearsal or broadcast takes place, at any reasonable time, to check the performance by the producer of this Code; but such checking shall be done so as not to interfere with the conduct of the producer's business.

15. The producer agrees, for the benefit of AFRA and all performers employed by the producer, that existing contracts with all performers are hereby modified in accordance herewith, but no terms, wages or hours now had by any such performers which are more favorable to such performers than the terms, wages or hours herein specified, shall be deemed so modified. If there are any other contracts between or among signatories to this Code or those who signify their intention of abiding thereby, which require performers to
work under terms, wages or conditions less favorable to such performers than this Code, then, notwithstanding such contracts, it is agreed that this Code shall, nevertheless, apply for the benefit of all such performers and of AFRA.

16. The terms and conditions covered by this agreement are for the engagement of radio artists on commercial “network” broadcast programs produced under the auspices of the producer, on the “network” facilities of the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., and the Mutual Broadcasting System, Inc., originating in New York, Chicago, Hollywood, Los Angeles or San Francisco. “Network” means two or more stations joined by wire for simultaneous broadcasting. On major stations in New York and Chicago, the network rate shall apply to a broadcast from one such station.

17. Nothing in this Code shall be construed as preventing the producer from buying package shows from fair independent contractors; provided that the producer must, in its agreement with the independent contractor, include a provision requiring such contractor to sign, adopt and conform to AFRA’s Code of Fair Practice, and further provided that such independent contractor becomes a signatory to such Code.

18. Signature voices on dramatic shows shall be paid a minimum of $50.00 for five programs a week and $25.00 for the rebroadcasts; $10.00 for single broadcast and $5.00 for re-broadcasts; and 15 minute rehearsal included.

19. The fee for a record made prior to the live broadcast on a 15 minute program shall be $10.00 and $6.00 per hour for first hour of rehearsal, $3.00 per half-hour or part thereof for additional rehearsal.

20. Audience participation is excepted.

21. Extras and supernumeraries who do not speak individual lines shall be paid not less than $7.50 for the program and $5.00 for re-broadcast, including 4 hours of rehearsal time in two sessions.

22. The re-broadcast fee on 15 minute shows includes a 15 minute dress rehearsal immediately preceding re-broadcast. This applies both to actors and announcers. In cases of lateness for rehearsal or other breach by any member of AFRA, AFRA will invoke its disciplinary power under its Constitution. In the event of a collection of any fine due to such disciplinary action, AFRA may reimburse the producer who has suffered loss due to lateness or other breach.

23. Children on adult programs shall receive the minimum applicable fee for adults. Special children’s programs where more than 75% of the cast are children come within the provisions of the waiver clause and shall be so treated.

**LETTER TO CBS AND NBC**

February 2, 1939

Columbia Broadcasting System, Inc.
485 Madison Avenue
New York City
National Broadcasting Company, Inc.
30 Rockefeller Plaza
New York City

Gentlemen:

This letter is written in connection with and is a part of the Code of Fair Practice for Commercial Broadcasting signed between your companies and the American Federation of Radio Artists, dated February 2, 1939, and in order to clarify the same.

The following clarifications or additional terms, as the case may be, are a part of such contract, namely:

1. On page 1, line 3, the words “promulgated by them” mean “herein contained.”

2. The mere fact that your facilities are used for the broadcast of a radio program does not make such program one produced under your auspices, nor does it bring such programs under the Code.

3. The words “several stations,” as used throughout the agreement, are clarified and controlled by paragraph 16, and no additional obligations are imposed by the addition of the words “several stations.”

4. The American Federation of Radio Artists represents that it does and will, for the duration of the agreement, represent for collective bargaining purposes, a majority of the actors, singers and announcers, as required by the National Labor Relations Act. The bargaining unit used for this agreement is without prejudice to either party.

5. Throughout the Code a variety of terms are used, such as “radio artists,” “performers,” etc. Nevertheless, the Code is intended to cover and does cover only actors, singers and announcers.

6. In any arbitration hereunder, each side bears half the expense.
AFRA Code—Continued

7. AFRA agrees that it has no present rule and will make no future rule in derogation of the Code, and paragraph 3 is so limited.

8. AFRA hereby consents to any arbitration requested by the producer under paragraph 6.

9. Paragraph 7 is not intended to prevent the performer from contracting for services of a kind not covered by the Code by individual contract at such rates of pay and under such conditions as the producer and the performer shall agree, subject only to the fact that it shall not be in conflict with this Code.

10. Paragraph 9 does not apply to a case where the prosecution is in respect of material furnished by the performer or acts done by the performer without the authorization of the producer.

11. Paragraph 12 is a statement by the producer that he has notice of the facts stated in paragraph 12, and goes no further.

12. With respect to paragraph 17, AFRA agrees with the producer that if an independent contractor has signed this Code and the producer has compiled with paragraph 17, AFRA will not exercise its right to strike against the independent contractor so as to create program emergencies for the producer.

13. Any more favorable terms or conditions given to competitors producing network shows at the five points of origination mentioned in paragraph 16 will be given by AFRA to the producer to the extent given such competitor. This does not apply to waivers given by AFRA in special instances, if such waivers be given in good faith and without intent either to evade this clause or to give an unfair competitive advantage.

14. So long as the producer performs this Code, AFRA will not strike against the producer as to the performers covered by this Code in the field covered by this Code. To the extent AFRA has agreed not to strike, it will order its members to perform their contracts with the producer. This paragraph only applies to producers who sign this Code.

15. AFRA agrees to give a waiver for persons employed for no more than one performance during the term of this agreement because of reputations acquired in fields other than the amusement field.

16. At least sixty days prior to the end of the term of this Code, AFRA and the producer agree to negotiate in good faith with respect to a new Code.

17. National Broadcasting Company, Inc., and Columbia Broadcasting System, Inc., by signing the Code, are signing such Code for and on behalf of themselves, respectively, and not for any other person, firm or corporation.

18. With respect to the last sentence of paragraph 16, the following stations and only the following stations are included in the term “major stations in New York and Chicago,” namely:

   New York: Stations WABC, WJZ, WEAF and WOR.

   Chicago: Stations WBBM, WMAQ, WENR, WGN and WLS.

19. With respect to AFRA’s agreement not to impose unreasonable entrance fees or dues upon its members, it agrees, wherever necessary for the producer’s program purposes, to qualify members within 24 hours after notice from the producer.

20. With respect to the following respective provisions on pages 2 and 4, respectively, reading as follows, to wit: “Rehearsal for programs in excess of 15 minutes may be held in two sessions” and “Orchestra rehearsal may not be divided into more than two sections” (misprint for “sessions”), AFRA does hereby waive such provisions, but the producer agrees not to use unreasonably the privilege so granted, taking into account the necessities of the programs and the convenience of the performers, but this does not alter the fact that whenever an actor or singer is called for rehearsal, he gets a minimum of one hour’s rehearsal pay, except as in the Code otherwise provided.

21. With respect to the section on “Recordings” at the top of page 3, add a sentence at the end of the second subparagraph of paragraph (a) reading as follows, to wit: “In such cases, the limitations of the first subparagraph of this paragraph (a) do not apply.”

22. Further in respect to the second subparagraph of paragraph (a) on page 3, one or more sponsors other than the original sponsor or his affiliated company, may be used in any off-the-line recording made, but in any such event, re-broadcast fees as herein provided shall be paid to the performers for each such additional sponsor so used.

23. Further in respect to “Recordings” at the top of page 3, the blank in subparagraph (b) is filled in with the word “two.”

24. Further in respect to the same general section, in subparagraph (c) the word “date” should be “rate.”

25. With respect to the last line before
the asterisks on page 3, after the phrase "dress rehearsal," insert the words "and the dress rehearsal."

26. All rates in the Code are per person and not per group.

27. In the second sentence of the second paragraph on page 4, after the word "Individual," insert the words "and group."

28. In the seventh paragraph on page 4, second line, after the word "discharged," insert the words "without justifiable cause."

29. In the same connection, on page 5, paragraph 5, line 4, strike out the words "and AFRA consents to such dismissal without payment."

30. With respect to paragraph 1, strike out the last two sentences and substitute therefor the following: "Multiple doubles are permitted in variety shows, or where the program consists of a series of short different episodes, such as, but not being limited to, dramatized news broadcasts or historical sequences. Participation in group noises shall not be considered a double and is permissible without additional compensation."

31. With respect to paragraph 2, the second line, "seven (7)" is amended to read "ten (10)."

32. With respect to paragraph 18, amend the paragraph to read as follows: "18. Signature voices on dramatic shows shall be paid a minimum of $50.00 for five programs a week and $12.50 for the re-broadcasts; $10.00 for single broadcast and $2.50 for re-broadcast; and 15 minute rehearsal; dress rehearsal included."

33. Paragraph 19 applies to both actors and announcers, but not to singers.

34. Paragraph 22 also applies to singers, and during the 15 minute period prior to broadcast, they will rehearse for timing and effect only.

35. Change the last sentence of paragraph 22 to read as follows: "In the event of a collection of any fine due to such disciplinary action, AFRA will reimburse the producer who has suffered loss due to lateness or other breach to the extent of such fine."

36. When a record is made prior to the live broadcast, the live broadcast fee includes 15 minute dress rehearsal immediately preceding the broadcast.

37. For the purposes of the Code, an actor is a person who is employed to enact a character or perform a role, or who enacts a character or performs a role; persons like Eddie Cantor who play themselves are actors; a singer is a person who is employed to give, or who gives, vocal renditions of musical compositions; announcer is defined as the term is generally understood in the industry, but the commercial rates specified in the Code do not apply to the performance by announcers on the staff of a broadcast company of station identification, music credit, cut-ins and local spots, except as specifically provided for in the Code, time signal and similar announcements, switching and giving switching cues, certifying master copies of continuities and performing similar routine duties for the broadcast company which are not part of the services rendered by announcers for sponsors or advertising agencies on commercial programs otherwise provided for in this Code.

38. Paragraph 16 is modified so that the rates in the Code do not apply to programs originating in Hollywood, Los Angeles or San Francisco, unless the same are available to stations in other than the eleven Western states. Originations from Chicago are only subject to the Code scales on hook-ups of two or more stations including the station of origin.

39. Referring to the sixth paragraph on page 1, the National Broadcasting Company, Inc., or the Columbia Broadcasting System, Inc., or AFRA may refuse to arbitrate wages and working conditions for programs produced by the National Broadcasting Company, Inc., or the Columbia Broadcasting System, Inc., at any of their managed or operated stations in cities other than the originating points mentioned in paragraph 16, but AFRA reserves its complete right to strike against such programs and stations without notice.

40. The numbered paragraphs mentioned in this letter refer to the numbered paragraphs in the General Schedule of Rules of the Code.

41. AFRA may, if it sees fit, reprint the Code to incorporate the substance of this letter, but such incorporation shall first be approved in writing by the National Broadcasting Company, Inc., and the Columbia Broadcasting System, Inc.

Yours very truly,

AMERICAN FEDERATION OF RADIO ARTISTS.

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Information on the three major networks, delivering nationwide service, is presented here via two methods:

1. Maps which indicate the call letters and locations of affiliated stations.
2. Personnel lists, wherein the locations of branch offices are also noted.

No effort has been made to give specific information on rate cards, hook-ups, etc. This material is so easily obtainable from the networks themselves, and so subject to change, that inclusion here might lead to confusion and even misinformation.

COLUMBIA BROADCASTING SYSTEM
485 Madison Avenue, New York City
(Telephone number, Wickersham 2-2000)

BOARD OF DIRECTORS
Paley, William S. ................................................. President
Levy, Leon ............................................................... Executive Vice-President
Louchheim, Jerome H. ........................................... Vice-President
Paley, Samuel ......................................................... Vice-President
Paley, Jacob ............................................................ Vice-President
Colin, Ralph F. ........................................................ Vice-President
Klauber, Edward ..................................................... Vice-President
Bush, Prescott S. .................................................... Vice-President
Swope, Herbert Bayard ........................................... Vice-President
Levy, Isaac D. ......................................................... Vice-President
Iglehart, J. A. W. .................................................... Vice-President
Richardson, Dorsay ................................................ Vice-President
Runyon, Mefford R. ................................................. Vice-President
Keston, Paul W. ....................................................... Vice-President

OFFICERS
Paley, William S. ...................................................... President
Klauber, Edward ..................................................... Executive Vice-President
Kesten, Paul W. ....................................................... Vice-President and Director
Runyon, Mefford R. ................................................ Vice-President and Director
Lowman, Lawrence W ............................................... Vice-President in Charge of Operations
Akerberg, H. V ......................................................... Vice-President in Charge of Station Relations
Pickard, Sam ............................................................. Vice-President
Lewis, W. B. ............................................................. Vice-President in Charge of Broadcasts
White, Frank K. ......................................................... Treasurer
Willis, F. A .............................................................. Assistant to the President and Director of
................................................................................ Short Wave Operations
Dean, Samuel R. ....................................................... Assistant Treasurer
Seward, James M. ..................................................... Assistant Treasurer
Ream, Jos. H. ............................................................ Secretary and General Attorney
Gittinger, William .................................................... . Sales Manager

STAFF
Ensign, William H .................................................. Assistant Sales Manager
Karol, J. J ............................................................... Market Research Counsel
Prockter, B. J ............................................................ Manager of Sales Service
Ratner, Victor M ....................................................... Director of Sales Promotion
Stanton, Frank ........................................................ Director of Research
Churchill, J. K ........................................................ Chief Statistician
Fox, John .............................................................. Sales Promotion Production Manager, Space Buyer
Sandler, Ted ............................................................ Art Director
Tyler, James S ........................................................ Trade News Editor

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This is the Columbia Broadcasting System
July 1, 1939

Additional Stations
Effective July 15, 1939, KWFT Wichita Falls, Texas
Effective May 1, 1940, WMT Cedar Rapids, Iowa
BROADCASTING SYSTEM

[Map of broadcasting system across the United States, including various cities and stations marked such as CKAC, Toronto, WBL, Burlington, etc.]

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CBS PERSONNEL—Continued

Maulsby, Gerald ........................................ Production Manager
Coulter, Douglas ........................................ Assistant Director of Broadcasts
Passman, Roy ........................................ Assistant Director of Program Operations
Taylor, Davidson ........................................ Assistant to Vice-President in Charge of Broadcasts
Wylie, Max ........................................ Director of Script Division
Barton, Francis C ........................................ Manager of Program Service
Zachary, George ........................................ Director of Music Division
Mattfeld, Julius ........................................ Music Librarian
Fisher, Sterling ........................................ Director of Talks and Education
Sioussat, Helen ........................................ Assistant Director of Talks
Levine, Leon ........................................ Assistant Director of Educational Programs
Schimek, Jan ........................................ Director of Copyright Division
Hess, Harriet ........................................ Manager of Typing Division
Gray, Gilson B ........................................ Commercial Editor
Ball, Donald I ........................................ Assistant Commercial Editor
Murphy, Adrian ........................................ Executive Director of Television
Seldes, Gilbert ........................................ Director of Television Programs
Hole, Leonard H ........................................ Manager of Television Operations
Tucker, Elizabeth ....................................... Director Short Wave Programs
Pierson, Walter R ....................................... Manager of Sound Effects Division
Burke, James ........................................ New Program Ideas
Rosenthal, H. I ........................................ Manager of Columbia Artists, Inc.
Becker, I. S ........................................ Business Manager of Columbia Artists, Inc.
White, Paul W ........................................ Director of Public Events and Special Features
Fitzgerald, John D ...................................... Assistant Director of Public Events and Special Features
Gude, J. G ................................................ Station Relations Manager
Ruppel, Louis ........................................ Director of Publicity
Reid, Luther J ........................................ Assistant Director of Publicity
Fish, Michael J ........................................ Manager Photographic Division
Cohan, Edwin King .................................. Director of General Engineering
Chamberlain, A. B ..................................... Chief Engineer
Cowham, Hugh A ...................................... Commercial Engineer
Goldmark, Peter G ..................................... Chief Television Engineer
Burgess, Jos. H., Jr ................................ Personnel Manager
Bryant, Albert H ...................................... Manager of Mail and Files
Forsander, John E .................................... Purchasing Agent
Flynn, W. J ........................................ Chief Accountant
Padgett, Arthur S .................................... Chief Auditor
McAllister, G. Stanley .............................. Manager of Construction and Building Operations

NEW YORK CITY—WABC, 485 MADISON AVE.

Hayes, Arthur Hull ..................................... Sales Manager
Allen, George ........................................ Director of Programs
Grossman, Henry ...................................... Chief Engineer

CHICAGO—410 NO. MICHIGAN AVE.

Atlass, H. Leslie ....................................... Vice-President in Charge at Chicago
Van Volkenburg, J. L ................................ Assistant to Mr. Atlass
Erikson, L. F ........................................ Western Sales Manager
Smith, Harry Mason ................................ Chicago Sales Manager
Rand, Frank ........................................ Publicity Manager
Falknor, Frank B ..................................... Chief Engineer
Weaver, J. Oren ....................................... News Editor
Brown, Robert N ..................................... Program Director
Hafter, Robert ....................................... Production Manager

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CBS PERSONNEL—Continued

Johnson, Urban .................................................. Sound Effects Manager
Grinstead, Wayde .............................................. Sales Promotion Director
McLoughlin, J. V. ................................................ Accountant

WASHINGTON—WJSV, EARLE BLDG.

Butcher, Harry C. ................................................. Vice-President in Charge at Washington
Willard, A. D., Jr. .............................................. Station Manager WJSV
Murdock, Wm. D. .................................................. Sales Manager WJSV
Hunt, Clyde .......................................................... Chief Engineer
Crow, Harry R. ....................................................... Accountant
Gillis, Ann .......................................................... Director of Public Events and Special Features
Porter, Paul A. ...................................................... Attorney
Dennis, Lloyd W. .................................................... Program Director
Slocum, William J., Jr. ............................................ Publicity Director

MINNEAPOLIS—WCCO, 625 SECOND AVE., SO.

Gammons, Earl H .................................................. Manager of Station WCCO
McCormick, John ................................................. Assistant Manager
Heerdt, Emmett J .................................................. Accountant
McCartney, H. S. .................................................... Chief Engineer
Cavanor, Hayle C .................................................. Program Director
Sheehan, Alvin B .................................................... Manager of Artists Bureau
Burkland, Carl ....................................................... Sales Manager

ST. LOUIS—KMOX, MART BUILDING

Jones, Merle S ..................................................... Manager of Station KMOX
Casey, Arthur ...................................................... Assistant to Station Manager
Tevis, G. L. .......................................................... Chief Engineer
Gillingham, R. S. .................................................. Accountant
Renier, C. G .......................................................... Program Director
Hoekstra, Jerry ..................................................... Director of Public Affairs and Publicity
Church, K. W ....................................................... Sales Manager
Johnson, James S .................................................... Sales Promotion Director

PACIFIC COAST

LOS ANGELES OFFICE, KNX, COLUMBIA SQUARE

Thornburgh, D. W ................................................. Vice-President in Charge of Pacific Coast
Doiph, John M ...................................................... Assistant to Vice-President
Moscovics, George .............................................. Director of Sales Promotion, Pacific Network
Ryder, Charles D., Jr. ............................................. Accountant
Bowman, Lester .................................................... Western Division Operations Engineer
Pringle, Nelson G .................................................. News Editor
Vanda, Charles ..................................................... Western Program Director
Johnston, Russ ..................................................... Continuity Chief
Case, Fox ........................................................... Director of Special Events
Todesca, Edith S ................................................... Production Manager
Rorke, Hal .......................................................... Publicity Manager
Witt, Harry W ...................................................... Sales Manager
Buckalew, Edwin W .............................................. Director of Sales Promotion
Cormack, Alan .................................................... Traffic Manager

SAN FRANCISCO OFFICE—PALACE HOTEL

Kemp, Arthur J ..................................................... Sales Manager, Pacific Network
Jackson, Henry M ................................................ Manager

CINCINNATI—WKRC, HOTEL ALMS

Schudt, William A., Jr ........................................... Manager of Station WKRC
Tiffany, John M ................................................... Chief Engineer
Lyons, Ruth Reeves .............................................. Program Director
THIS IS THE MUTUA NETWORK FACILITIES AS OF JULY 1ST, 1939

O AFFILIATED STATIONS  ● BASIC STATIONS
ROADCASTING SYSTEM
CBS PERSONNEL—Continued

Maloney, Margaret..................................................Publicity Director
Williamson, William J.............................................Sales Manager

CHARLOTTE, N. C.—WBT, WILDER BLDG.
Dellar, Lincoln.....................................................Manager of Station WBT
Carpenter, Robert W.............................................Accountant
Beloungy, James..................................................Chief Engineer
Crutchfield, Chas. H.............................................Program Director
Penny, Royal E.....................................................Sales Manager

BOSTON—WEEI, 182 TREMONT STREET
Fellows, Harold E................................................Manager of Station WEEI
Murray, John J.....................................................Accountant
Baldwin, Philip K.................................................Chief Engineer
del Castillo, Lloyd G...........................................Production Manager and Musical Director
Horton, Kingsley...................................................Sales Manager

DETROIT—FISHER BLDG.
Steele, Alfred N...................................................Manager of Detroit Office
Taylor, Webster H.................................................Assistant Manager of Detroit Office

EUROPEAN PERSONNEL
Murrow, E. R.......................................................Chief of European Staff—London
Shirer, William L................................................Central European Representative—Geneva
Willis, W. R........................................................Far Eastern Representative—Tokyo
Grandin, Thomas..................................................Paris Representative

STATIONS OWNED AND OPERATED, OR LEASED BY THE COLUMBIA BROADCASTING SYSTEM

WABC, New York City..............................................Owned and Operated by the CBS
WBBM, Chicago, Ill................................................““““““
WBT, Charlotte, N. C..............................................““““““
WCCO, Minneapolis-St. Paul, Minn..........................““““““
WJSV, Washington, D. C.......................................““““““
WKRC, Cincinnati, Ohio.........................................““““““
KMOX, St. Louis, Mo..............................................““““““
KNX, Los Angeles, Calif.........................................““““““
WEEI, Boston, Mass................................................Owned by the Edison Electric Illuminating Co. of Boston; leased and operated by the CBS

MUTUAL BROADCASTING SYSTEM
Chicago: Chicago Tribune Tower. Superior 0100
New York: 1440 Broadway. Pennsylvania 6-9600

MUTUAL PERSONNEL
McCosker, Alfred J...............................................Chairman of the Board
Macfarlane, W. E..................................................President
Streibert, T. C.....................................................Vice-President
Antrim, E. M........................................................Secretary-Treasurer
Weber, Fred........................................................General Manager
Schmid, Robert A................................................Sales Promotion Manager
Opfinger, Adolph................................................Program Service Manager
Poole, Andrew L................................................Traffic Manager
MBS PERSONNEL—Continued

Gottlieb, Lester ................................. Publicity Director
Lamphiear, Miles E ...................... Auditor
Overall, John R .............................. Sales Representative
Hult, Ade .................................. Sales Representative
Allen, Sidney P .......................... Sales Representative
Bowers, Ed ................................. Sales Representative
Mudge, Morris .............................. Sales Representative
Lambert, Burt ................................ Sales Representative
Pontius, Don ................................. Midwestern Program Coordinator
Steele, John ................................. London and Foreign Representative

BRANCH OFFICES
Los Angeles: Don Lee Building, Seventh and Bixel Street. Van Dyke 7117.
San Francisco: 1000 Van Ness Avenue. Prospect 0100.
Cleveland: 1311 Terminal Tower. Prospect 5800.
Other Offices Are Located in Affiliated Stations Throughout the Country.

NATIONAL BROADCASTING COMPANY, INC
30 Rockefeller Plaza, New York City
(Telephone number, Circle 7-8300)
Registered Telegraphic Address:
NATBROCAST NEW YORK

BOARD OF DIRECTORS
Angell, James Rowland .......................... Harden, Edward W.
Bliss, Cornelius N. ................................ Lohr, Lenox R.
Braun, Arthur E. ................................... McGrady, Edward F.
Dawes, Charles G ................................. Millhauser, Dewitt
Dunn, Gano ........................................ Nally, Edward J.
Harbord, James G ................................. Sarnoff, David
Trammell, Niles

OFFICERS
Sarnoff, David ................................. Chairman of the Board
Lohr, Lenox R .................................. President
Trammell, Niles .................................. Executive Vice-President
Ashby, A. L .................................... Vice-President and General Counsel
Engles, George .................................. Vice-President
Gilman, Don E .................................. Vice-President
Hanson, O. B .................................. Vice-President
Hedges, William S ................................ Vice-President
Mason, Frank E .................................. Vice-President
Morton, Alfred H ................................. Vice-President
Royal, John F .................................. Vice-President
Russell, Frank M ................................ Vice-President
Witmer, Roy C .................................. Vice-President
Woods, Mark .................................. Vice-President, Treasurer and Assistant Secretary
Horn, C. W .................................. Assistant Vice-President
MacConnach, Lewis .................. Secretary
Pfautz, C. E .................................. Assistant Secretary
Teichner, R. J .................................. Assistant Treasurer
This is the National

NATIONAL BROADCASTING COMPANY, INC.
NETWORK FACILITIES AS OF JUNE 26, 1939

RED NETWORK
BLUE NETWORK
SUPPLEMENTARY GROUPS
(Conventionalized Routings)

KSCI, Sioux City is scheduled to become affiliated with NBC on Sept. 24

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NBC PERSONNEL—Continued

PRESIDENT’S OFFICE

Lohr, Lenox R. .................................................. President
Trammell, Niles .................................................. Executive Vice-President
Almonte, J. de Jara ............................................ Assistant to the President
Angell, James Rowland ....................................... Educational Counselor
Kiggins, Keith. .................................................. Director of Blue Network
McGrew, Martha ................................................ Assistant to the President
Morgan, Clayland T. .......................................... Assistant to the President

ARTISTS SERVICE DEPARTMENT

Engles, George ................................................ Vice-President and Managing Director
Bottorff, O. O. ................................................ Vice-President and General Manager of Civic Concert Service, Inc. (subsidiary of NBC)
King, Frances Rockefeller ................................... Manager of NBC Private Entertainment Division
Levine, Marks .................................................. Manager of Concert Division
Tuthill, Daniel S. ............................................ Assistant Managing Director

CONTINUITY ACCEPTANCE

MacRorie, Janet ............................................... Editor
Kemble, Dorothy ............................................... Assistant Editor

ELECTRICAL TRANSCRIPTION DEPARTMENT

Egner, C. Lloyd ................................................ Manager
Chizzini, Frank E. ............................................ Assistant Manager
Thomas, Reginald ........................................... Program Director

ENGINEERING DEPARTMENT

Hanson, O. B .................................................... Vice-President and Chief Engineer
Clarke, William A. ........................................... Manager of Technical Services
Guy, R. F. ....................................................... Radio Facilities Engineer
McElrath, George .............................................. Operating Engineer
Milne, George O. ............................................ Eastern Division Engineer
Morris, Robert M. ............................................ Development Engineer
Rackey, C. A. ................................................... Audio and Video Facilities Engineer

GENERAL SERVICE DEPARTMENT

Gilcher, Vincent J. ........................................... Director of General Service
Lowell, Edward M. ........................................... Manager of Building Maintenance Division
Thurman, Charles H. ........................................ Manager of Guest Relations Division
Van Houten, D. B. ........................................... Manager of Office Services Division
Wallace, Dwight G. .......................................... Personnel Manager

INFORMATION DEPARTMENT

Mason, Frank E. .............................................. Vice-President in Charge
Braddock, Leonard W. ...................................... Manager of Information Division
Hickok, Guy .................................................... Director of International Short Wave Broadcasting
Kostka, William .............................................. Manager of Press Division

LEGAL DEPARTMENT

Ashby, A. L. .................................................... Vice-President and General Counsel
Graham, R. H. ................................................... Attorney—Assistant to Mr. Leuschner (Hollywood)
Grimshaw, I. L. ................................................ Attorney
Hennessey, P. J., Jr ........................................ Counsel—Washington
Howard, Henry, Jr. .......................................... Attorney—Washington
Hurley, J. ....................................................... Attorney
Ladner, Henry ................................................... Attorney
Leuschner, Frederick ............................. Attorney—Hollywood
McDonald, J. A. ............................................. Attorney—Chicago
Myers, R. P. ................................................... Attorney
Prime, E. G. ................................................... Attorney
Sweezey, Robert D. .......................................... Attorney

PROGRAM DEPARTMENT

Royal, John F. ................................................ Vice-President in Charge of Programs
Belviso, Thomas H. .................. Manager of Music Division
Black, Frank .................. General Music Director
Brainard, Bertha .................. Manager of Commercial Program Division
Carlin, Phillips . .................. Manager of Sustaining Program Division
Chotzinoff, Samuel .................. Director of Serious Music
Cuthbert, Margaret .................. Director of Women's and Children's Programs Division
Dillon, Zale .................. Supervisor of Sound Effects Section
Dunham, Franklin .................. Director of Religious Broadcasts
Fitch, C. W. .................. Business Manager
Kelly, Patrick J. .................. Supervisor of Announcing Division
Kelly, N. Ray .................. Manager of Sound Effects—Development and Maintenance
La Prade, Ernest .................. Director of Music Research
Miller, William Burke ............ Evening Program Manager
Preston, Walter G., Jr. ............ Assistant to Vice-President; in Charge of Education
Rainey, William S. .............. Manager of Production Division
Schechter, A. A. .................. Manager of News and Special Events
Titterton, Lewis H. .................. Manager of Script Division

SALES DEPARTMENT

Witmer, Roy C. .................. Vice-President in Charge of Sales
Beville, H. M., Jr. .................. Chief Statistician
Dyke, Ken R. .................. Director of National Sales Promotion
Greene, F. Melville .................. Sales Traffic Manager
Hitz, Edward R. .................. Assistant to the Vice-President
James, E. P. H. .................. Promotion Manager
Nelson, A. E. .................. Blue Network Sales Manager
Showerman, I. E. .................. Eastern Sales Manager

STATIONS DEPARTMENT

Hedges, William S. .............. Vice-President in Charge of Stations
Boyd, Maurice M. .................. Eastern Spot and Local Sales Manager
Hauser, Betram J. .................. Managed, Operated and Programmed Stations Promotion Manager
Hickox, Sheldon B., Jr. .......... Manager of the Red Network Division
Horn, C. W. .................. Assistant Vice-President in Charge of Development and Research
McClancy, B. F. .................. Manager of Traffic Division
McConnell, J. V. .................. National Spot and Local Sales Manager
Norton, John H., Jr. ............ Manager of the Blue Network Division
Walles, Lee B. .................. Assistant Manager of Managed, Operated and Programmed Stations
Wooley, Easton C. ............. Manager of the Service Division

STATION MANAGERS

Berkeley, Kenneth H. ............ Manager, WRC-WMAL, Washington, D. C.
Gregory, Sherman D. .................. Manager, KDKA, Pittsburgh, Pa.
Hager, Kolin .................. Manager, WGY, Schenectady, N. Y.
Holman, John A. .................. Manager, WBZ, Boston; WBZA, Springfield, Mass.
Owen, R. H. .................. Manager, KOA, Denver, Colo.
Pribble, Vernon H. .................. Manager, WTAM, Cleveland, Ohio
Yoder, Lloyd .................. Manager, KPO-KGO, San Francisco, Calif.

TELEVISION DEPARTMENT

Morton, A. H. .................. Vice-President in Charge of Television
Farrier, Clarence .................. Television Coordinator
Gordon, Max .................. General Production Director of Television
Hutchinson, Thomas H. ............ Manager of Television Program Division

TREASURY DEPARTMENT

Woods, Mark .................. Vice-President, Treasurer and Assistant Secretary
Bloxham, William H. .................. Purchasing Agent
The World's Greatest
Broadcasting System

is a title that NBC has earned by performance

The reference to NBC as the World's Greatest Broadcasting System is no self-imposed title. Everywhere, the majority of listeners consider Radio City, New York—the home of NBC—to be the world center of broadcasting. The roster of NBC services explains how NBC has won its title—The World's Greatest Broadcasting System.

Program Leadership
The Red and Blue Networks of NBC are each on the air for an average of 17½ hours a day, or a total of 35 hours. During 1938, NBC broadcast over 56,000 programs. Throughout 12 years, the style in programs has been set by NBC.

Network Leadership
Whether an advertiser wishes to obtain the most intensive available nation-wide circulation, or whether he prefers to "go National" at a new all-time low cost, NBC can serve him, through its Red and Blue Networks.

Leadership in Transcriptions
The outstanding entertainment provided by NBC Transcription Service is the result of facilities which no one else can offer. 221 stations use The NBC Thesaurus. Through RCA, NBC obtains the benefit of leadership in mechanical reproduction and recording of sound.

Leadership in Spot and Local Advertising
By every measurement NBC Managed Stations are unquestionably "Tops in Spot," because fewer stations are needed to cover broad territories.

Leadership in Artists' Service
NBC Artists' Service, provides talent specifically suited to advertiser's sales problems, furnishes sound program ideas and complete casts, and supplies artists for every type of entertainment, both public and private.

"In the Public Interest"
At all times the NBC aims to provide through radio an instrument of free discussion of important public questions. In this way, an informed electorate is built up—an electorate which can express itself intelligently at the polls.

News is reported skilfully and impartially..."in the public interest." The basic principle of impartiality also governs the conduct of all programs which go out over the NBC Networks.

That the services of NBC are outstanding is due in large measure to fact that NBC draws freely upon the experience and research of the Radio Corporation of America, the only organization that makes and does everything in radio and sound. All these points of leadership are the factors which make NBC The World's Greatest Broadcasting System.
NBC PERSONNEL—Continued

Kelly, Harold M ................................................ Assistant Auditor
McKeon, Harry F ................................................... Auditor
Payne, Glenn W ................................................ Commercial Engineer
Teichner, R. J ...................................................... Assistant Treasurer
Wall, C. A ......................................................... Assistant to the Treasurer

CENTRAL DIVISION—CHICAGO

Strotz, Sidney .................................................. Manager of Central Division
Carlson, Emmons C .............................................. Sales Promotion and Advertising Manager
Carpenter, Kenneth ............................................. Blue Network Sales Manager
Cunningham, E. C ................................................ Evening Manager
Herbuveaux, J .................................................... Program Manager
Kaney, A. W ....................................................... Assistant to the Manager
Kopf, R. C ........................................................... Sales Manager
Luttgens, Howard C ............................................ Central Division Engineer
McDonald, J. A ................................................... Attorney
Morton, Oliver .................................................... Local and Spot Sales Manager
Ray, William B ................................................... Manager of Press Relations
Stirton, James L ................................................ Sales Manager
Stockmar, Edward .............................................. Manager of Artists Service
Wetzel, Maurice S ............................................... Manager of Electrical Transcriptions
Whalley, John F .................................................. Office Manager and Auditor
Wright, W. P ...................................................... Production Manager

WESTERN DIVISION—HOLLYWOOD

Gilman, Don E ................................................... Vice-President in Charge
Andrews, William ............................................... Night Manager
Baker, Walter .................................................... Manager of Building Maintenance and General Service
Bock, Harold ...................................................... Manager of Press Relations
Brown, Charles .................................................. Sales Promotion Manager
Dellett, F. V ....................................................... Auditor
Dixon, Sydney L .................................................. Sales Manager
Frost, Lewis ........................................................ Assistant to the Vice-President
Gale, Paul .......................................................... Traffic Supervisor
Graham, R. H ..................................................... Attorney—Assistant to Mr. Leuschner
Leuschner, Frederick ........................................... Attorney
Robb, Alex S ...................................................... Manager of Artists Service
Saxton, A. H ....................................................... Western Division Engineer
Swallow, John ................................................... Program Director
Williams, Wendell ............................................... Continuity Editor

WASHINGTON, D. C.

Russell, Frank M ................................................ Vice-President in Charge
Berkeley, Kenneth H ........................................... General Manager of WRC and WMAL
Hennessey, P. J., Jr ........................................... Counsel
Hurley, J ............................................................. Attorney

FOREIGN REPRESENTATIVES

Bate, Fred .......................................................... England
Jordan, Max ....................................................... Switzerland

STATIONS OWNED OR MANAGED OR PROGRAMMED BY NBC

WEAF, New York City ............................................ Owned, managed, operated and programmed by NBC
WJZ, New York City ............................................. Owned, managed, operated and programmed by NBC
WMAQ, Chicago, Ill ............................................. Owned, managed, operated and programmed by NBC
WENR, Chicago, Ill ............................................. Owned, managed, operated and programmed by NBC
WRC, Washington, D. C ..................................... Owned, managed, operated and programmed by NBC
WTAM, Cleveland, Ohio ........................................ Owned, managed, operated and programmed by NBC
KPO, San Francisco, Cal ..................................... Owned, managed, operated and programmed by NBC
WMAL, Washington, D. C .................................... Owned by Evening Star Publishing Co.;
managed, operated and programmed by the NBC
NEW NBC PROGRAM POLICIES

This restatement of NBC’s policies regarding programs, program content, acceptable accounts, etc., was issued in June, 1939. For CBS program policies, see Variety Radio Directory, Vol. I, pages 723-726.

POLICIES APPLICABLE TO ALL PROGRAMS

The program policies of the National Broadcasting Company were first published in January, 1934. As the experience of the Company has grown, these policies have been amended and expanded from time to time, with the object of assuring interesting, diversified programs, compatible with a sound concept of public service.

1. The use of the Deity’s name, or reference to His powers and attributes, is permissible only when used reverently. Only when baptism, marriage, burial, or other sacraments and ceremonials are absolutely essential to the plot may they be used.

One of the most cherished heritages of every American in his inalienable right to worship God in his own way.

Statements and suggestions that are offensive to religious views are a challenge to that heritage and have no place in broadcast programs. Ministers of religion should not be presented as undesirable characters or subjects of amusement.

2. Statements and suggestions which are offensive to religious views, racial characteristics and the like must not appear in the program.

As every man has a right to his religious views, so has he the right to pride in his race. Radio cannot lend itself to ridicule of racial characteristics, nor can words derogatory to any race or nationality be used.

3. Material which depends upon physical imperfections or deformities such as blindness, deafness, or lameness, for humorous effect is not acceptable.

Physical infirmities are far from ludicrous to those afflicted, therefore radio must seek other sources for its humor.
4. Sacriligious, profane, salacious, obscene, vulgar or indecent material is not acceptable for broadcast, and no language of doubtful propriety will be used.

5. The introduction of murder or suicide is definitely discouraged at all times, and the methods employed must not be described in detail. It is the aim of the Company to broadcast drama plots free of morbidity.

That crime is unjustifiable and that the criminal is an enemy of society must be emphasized. The law-breaker must not be made an attractive or sympathetic figure. At the same time, punishment of the offender must not be over-stressed.

6. Details as to the technique employed to accomplish criminal or anti-social practices must be minimized.

This Company, in rejecting, insofar as possible, dramatic action that depends on crimes of violence for its effectiveness, believes that it is working in the best interests of the public. Law, whether it be natural or man-made, must be presented in its rightful character, as that of the bulwark of human rights and property.

7. Emphasis on insobriety is not permitted.

Insobriety and consumption of liquor in general are unhappy problems in many households. They are subjects which radio should not portray as excusable.

8. Figures of national prominence as well as the peoples of all nations shall be presented with fairness.

9. Except in case of factual news statements, appearances of or reference to persons featured in criminal or morbidly sensational news stories are not acceptable.

10. The use of the word "Flash!" is reserved for the announcement of special news bulletins exclusively and may not be used for any other purpose except in rare cases where by reason of the manner in which it is used no possible confusion may result.

11. False and misleading statements and all other forms of misrepresentation must be avoided. This applies to misrepresentation of origination point of program as well as to all other matters.

12. Speakers must be recognized authorities on subjects they discuss.

13. When commentators or others engaged as talent on sponsored programs include in their programs comments on one side of any controversial question which materially affects the life or welfare of any substantial group, it must be understood that the National Broadcasting Company has the right to require that the public be given an opportunity to hear the opposite side of the controversy presented by a speaker of similar importance. Furthermore, the advertiser, on demand, will give time for that purpose and will select a speaker approved by this Company.

COMMERCIAL STANDARDS

A—Procedure

1. All continuities, including the words of all spoken lines as well as the wording of the commercial copy, must be submitted to the Company at least forty-eight hours in advance of the broadcast, except when the nature of the program, such as comments on the news, does not permit. The forty-eight hour "dead-line" does not affect the advertiser's privilege to submit changes in his commercial continuity later.

2. All continuities, including the words of all songs or spoken lines as well as the wording of all announcements and a list of the cast, are subject to the approval of the Company.

The Company reserves the right to require of the advertiser, eliminations or substitutions, in whole or in part, of program or announcement which the Company deems inconsistent with its standards.

The Company reserves the right to investigate the accuracy of all statements and claims made in copy submitted for broadcast over its stations, and will not accept statements or claims which cannot be proved to its satisfaction.

3. The Company reserves the right to require the advertiser or his agency to furnish, in addition to the continuities mentioned in the foregoing paragraphs, a performed audition of a contemplated commercial program.

4. For the protection of both NBC and the advertiser, written lists in duplicate, showing correct titles, composers and copyright owners of the music to be used on the program are to be submitted to the National Broadcasting Company at least one week before the
broadcast, for copyright clearance. No changes may be made thereafter without approval of the Company's music rights department.

5. Upon request by the Company, evidence of the right to use musical or literary material must be supplied to NBC at least three full business days in advance of the broadcast.

6. The National Broadcasting Company wishes to be of service in preventing unnecessary duplication of subject matter and musical numbers. The cooperation of advertisers and agencies is invited to make possible proper coordination between all sponsors. When two or more advertisers using nearby periods on the same network submit programs containing the same musical number, the advertiser or his agent first submitting his detailed program shall have preference in the use of the number, and NBC will notify the other advertisers to submit a substitute number, subject to the same restrictions as to duplication.

7. When a living character is impersonated, written authorization of impersonation must be furnished, and it must be clearly announced at least once in the program that impersonation was made.

8. The laws of a number of states prohibit the use of a person's name for trade or advertising purposes without the written consent of such person. When there is submitted to NBC any script containing a testimonial or other use of a person's name for trade or advertising purposes, it must be accompanied by an original or photostatic copy of the written consent of the person whose name is to be used. Upon request original consents will be returned to the agency for its files after a copy has been made by NBC.

9. Any plans for displays, sampling or distribution of material on NBC premises must be discussed with the Company at least a week prior to the broadcast at which it is intended any of these are to be introduced. Wherever possible, the Company will endeavor to assist the advertiser to carry out his plans. There are products, however, which may not suitably be introduced for sampling in studios, and there are times when displays may conflict with other programs. Therefore, the Company reserves the right to reject such plans if found to be impossible or impracticable of execution.

B—Program Contents

1. Announcement of sponsorship must be made on all commercial programs.

2. In order that programs may be individual and distinctive and thus maintain the interest of the audience, they should not resemble too closely other programs.

3. Programs should be designed to provide good entertainment or agreeable instruction. The avoidance of unpleasant or gruesome material is essential.

4. No defamatory statements will be permitted. Statements which tend to undermine an industry by attributing to its products generally faults and weaknesses true only of a few, and statements which are derogatory to an individual, an institution, a group or an industry must be avoided.

5. Commercial programs shall not refer to any competitor, or his products, directly or indirectly.

6. Statements of prices and values must be confined to specific facts. Misleading price claims or misleading comparisons tend to challenge the integrity of all advertising and must not be used.

7. When an advertiser using more than one network for advertising any of his products finds it desirable to refer to his program on a competing network, such reference must be confined to mention of the title of his program, the product advertised, the talent employed and the day on which the program is broadcast. Mention of the hour or the broadcasting facilities used may not be made.

8. While factual statements are permitted on news programs, comment on, or discussion of, pending litigation must be avoided. Comment on pending court cases may tend to interfere with the administration of justice.

9. The advertiser must clear with the Company before entering into agreements to publicize appeals for funds through his radio program.

10. "Point-to-point communication" is not permitted. A broadcasting station departs from the terms of its license when it broadcasts a message intended primarily for a specific individual and not intended to be received by the public. A message may, however, be addressed to a particular person if it is
actually part of the formula of the program and is altogether understandable to the general public.

11. In order to protect the identity of broadcasting stations and to prevent misunderstanding, broadcasters must clear with the Company any use of radio station call letters that may be necessary to the plot or action of broadcast programs. The letters SOS are the signal of distress and may not be used for any purpose on any program.

12. When dramatized commercials are used that involve statements by doctors, dentists, druggists, nurses or other professional persons, the lines must be read by members of these professions reciting actual experiences, or explanation must be made by the announcer that the scenes enacted are fictitious.

13. Testimonials must reflect the authenticated experiences or opinions of competent living witnesses, and testimonials will not be accepted which contain claims unacceptable in other forms of commercial copy.

14. NBC announcers or other representatives of the Company may not give personal testimonials on the air, nor personally endorse the advertiser's product. Promises for the performance of the product may not be given in the first person singular by Company members.

15. In order to maintain good balance between the program content and the commercial copy, it is believed that, on a fifteen-minute daytime program, the formal advertising message is most satisfactory when it occupies less than three minutes of the entire period. When a sales promotion activity, such as a contest or an offer, is included, a good balance is obtained when commercial copy runs less than four minutes. In evening programs, standards for good radio balance indicate confining the formal advertising message to less than fifteen per cent of the period of a quarter-hour program, and less than ten per cent of longer program periods.

C—Contests

Proposed prize contests must be submitted to NBC in advance of the first public announcement in any medium tying in with the radio program, and at least ten days prior to the first broadcast of information concerning such contest. NBC will permit the broadcasting of contests only when they comply with the following regulations:

1. Contests must offer the opportunity to all contestants to win on the basis of ability and skill, rather than on chance. Games of chance are not acceptable.

2. The basis upon which contestants' submissions are judged must be clearly stated in each announcement of the contest.

3. The opinion of the judges is final. Duplicate prizes must be awarded in case of ties. These provisions must be stated in the continuity.

4. Closing date of the contest must be made known to NBC when the contest goes on the air. If the contest is to be of short duration, its closing date must be stated during the first broadcast announcement of the contest; if of long duration, the termination date must be announced at least two weeks in advance.

5. While advertisers may require contestants to submit box tops, wrappers or other evidence of purchase of products, it is recommended they also provide that reasonable facsimiles thereof will be equally acceptable.

6. Contest awards or prizes must be approved by NBC prior to the first announcement of the contest.

7. Contest decision should be made promptly, and the names of winners must be released as soon as possible thereafter. The announcement, whenever possible, should be made during a later program of the same series. When the broadcasting of the complete announcement of winners is undesirable because of its length, NBC must be supplied with the names of winners and other necessary information so that it may be in a position to answer inquiries.

D—Offers

1. Full details of proposed offers, including samples of premiums and “build-up” copy must be submitted for investigation and approval at least five full business days before the first announcement is to be broadcast.

2. No premium that depends upon its alleged “luck-bearing” powers for its attractiveness or in any fashion appeals to superstition can be approved.

3. It is desirable that announcement of the termination of an offer be made as
far in advance as possible. When the advertiser wishes to withdraw his offer, announcement must be broadcast to the effect that listeners’ letters in response to the offer may be postmarked not later than midnight of the business day following withdrawal of the offer.

4. If consideration is required, the advertiser must agree to return any complaints indicating dissatisfaction with the premium by returning the consideration. The advertiser must also hold NBC and the stations free from all liability in connection with the offer. Where offers require a consideration, the premium may not be described as a “gift” or as “absolutely free.”

5. Dramatic action of radio drama may not be used as a basis of appeal for help in the commercial portion of the program.

The fictitious character of the radio play may not be introduced into the commercial as follows: “By sending in a box top (wrapper or other consideration, including money), you will help Widow Jones to pay off the mortgage” or “you will help to send Johnny to school.”

POLICIES APPLICABLE TO MEDICAL ACCOUNTS

The advertising of medical products presents problems of such intimate and far-reaching importance to the consumer that it is necessary to consider separately the standards established by the Company in respect to such advertising.

The hour of the broadcast and the appropriateness of the broadcast theme to the time of its presentation are factors that influence all radio programs. This is especially true in the case of programs promoting the sale of medical products.

In addition to the general commercial standards of NBC, advertising copy of medical products is subject to the following additional restrictions:

1. NBC will not accept advertising of a medical product unless all material facts concerning the product are made known to the Company.

2. Due to the personal nature of the broadcast message, the Company reserves the right to strict control of claims made in medical advertising copy and to the phraseology in which these claims are made.

3. No blanket statements purporting to reveal the opinion of the medical profession in relation to the product advertised may be made in any of the continuity or advertising of the product.

4. The Company cannot accept commercial copy which, in its opinion, dramatizes distress or morbid situations involving ailments.

5. The Company will not accept a product for advertising which contains dangerous or habit-forming drugs, or which fails to comply in advertising copy with Governmental rules and regulations.

6. The words “safe” and “harmless” or words of similar meaning will not be accepted in medical copy.

7. The Company will not accept for advertising over its facilities products designed for relief of ailments known to be chronic, unremitting, or for conditions in which self-medication presents a risk.

8. Claims to cure are unacceptable.

POLICIES APPLICABLE TO CHILDREN’S PROGRAMS

Because of the obligation of the National Broadcasting Company to its juvenile audience, it is necessary that meticulous supervision be exercised over all programs designed for child listeners, and therefore NBC must insist that scripts of children’s programs be submitted at least three business days in advance of the broadcast.

All standards of the Company apply to children’s programs. Specifically, the following standards must be followed:

1. All scripts for children’s programs must be carefully written, having in mind the particular audience for which they are intended.

2. All stories must reflect respect for law and order, adult authority, good morals and clean living.

The hero or heroine and other sympathetic characters must be portrayed as intelligent and morally courageous. The theme must stress the importance of mutual respect of one man for another, and should emphasize the desirability of fair play and honorable behavior. Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero to the child listener.

3. Adventure stories may be accepted subject to the following prohibitions:
NBC PROGRAM POLICIES—Continued

No torture or suggestion of torture.
No horror—present or impending.
No use of the supernatural or of super-
stition likely to arouse fear.
No profanity or vulgarity.
No kidnapping or threats of kidnap-
ning.
In order that children will not be
emotionally upset, no program or epi-
sode shall end with an incident which
will create in their minds morbid
suspense or hysteria.
Dramatic action should not be over-
accentuated through gun play or
through other methods of violence. To
prevent the overstimulation of the
child's imagination, sound effects in-
tended to anticipate or simulate death
or physical torture are not permitted.

4. It is consistent that fair play and con-
siderate behavior be reflected through
the commercial copy as in the script
itself. Advice "to be sure to tell
mother" or "ask mother to buy" must
be limited to twice in the program.

5. The child is more credulous, as a gen-
eral thing, than the adult. Therefore
the greatest possible care must be used
to see that no misleading or extrava-
gant statements be made in com-
mercial copy on children's programs.
When promises are made as to the
benefits to be derived from use of the
product advertised, it will be neces-
sary to submit proof that such promises
can be kept.

6. Contests and offers which encourage
children to enter strange places and to
converse with strangers in an effort to
collect box-tops or wrappers may pre-
sent a definite element of danger to the
children. Therefore, such contests and
offers are not acceptable.

7. No appeal may be made to the child to
help characters in the story by sending
in box-tops or wrappers; nor may any
actors remain in character and, in the
commercial copy, address the child,
urging him to purchase the product in
order to keep the program on the air,
or make similar appeals.

8. No premium that depends upon its al-
leged "luck-bearing" powers for its
attractiveness or in any fashion ap-
peals to superstition will be approved.

9. The National Broadcasting Company
must be given assurance that no
premium offered over its facilities is
harmful to person or property.

10. The forming of clubs is often intro-
duced on children's programs. Some-
times initiation requirements and other
rules of such clubs are disseminated in
code form. Full details concerning the
organization of a children's secret
society or code must be submitted to
the National Broadcasting Company at
least ten business days before its intro-
duction on the air.

POLICIES APPLICABLE TO
NEWS PROGRAMS

All standards of the Company apply to
news programs. Specifically, the following
standards must be followed:

1. All news shall be reported from an un-
biased, non-partisan viewpoint.

2. News shall be treated factually and
analytically, never sensationality.

3. News announcements involving crime
or sex shall be avoided unless of na-
tional importance.

4. News shall not be broadcast in such a
manner as might unduly create alarm
or panic. No flash stories about acci-
dents or disasters shall be broadcast
until adequate details are available.

5. No suicide shall be reported, except in
the case of a nationally known figure.

6. No lotteries, gambling odds or similar
information shall be broadcast which
might tend to cause listeners to gamble
on the outcome of an event.

7. No libelous or slanderous news is per-
mitted.

8. The news announcer shall not de-
liberately distort the news by any
inflection of the voice.

9. Fictional events shall not be presented
in the form of authentic news an-
nouncements.

10. No legal or medical advice is allowed
in news broadcasts except when it is
an essential part of legitimate news
from official sources.

UNACCEPTABLE BUSINESS

The following classifications of products
and services are unacceptable for broad-
cast over the facilities of the Company.

Of course, many accounts offered the
Company may not fall into any of the
classifications that are listed below. In
such instances the Company considers
them individually and reserves the right to
decide upon their suitability for broad-
cast advertising.
1. Professions in which it is conceded to be unethical to advertise. For example: doctors, lawyers, dentists, and others.

2. All forms of speculative finance and real estate intended to promote the purchase of specific stocks, bonds, properties, etc. Proposed programs advertising the general services of financial institutions will be subject to approval in each specific case after consideration of company policies in light of federal, state and local regulations relating thereto.

3. “Cures,” and products claiming to cure.

4. Cathartics, including foods or beverages advertised for their value as cathartics. Also products generally known and used exclusively as cathartics, even when cathartic references are not made in broadcast advertising copy.

5. Personal hygiene products, including body deodorants or products advertised for that purpose.

6. Reducing agents as well as foods and beverages designed solely to perform that function.

7. Products to restore natural color to hair, eyebrow dyes, hair growers, depilatories, and products advertised to remove wrinkles.

8. All forms of fortune-telling and any services which may be construed to belong in this general field.

9. Cemeteries, morticians, casket manufacturers, and other products or services associated with burial.

10. Alcoholic beverages may not be advertised on any network program.

11. Firearms and fireworks.

**REGIONAL NETWORKS**

(Networks with sectional—as opposed to national—coverage)

**THE ALABAMA NETWORK**

Address: c/o WSGN, Birmingham, Ala. Stations: WSGN, Birmingham (key station); WMFO, Decatur; WJBY, Gadsden; WJRD, Tuscaloosa; WSFA, Montgomery. Operating schedule: No set schedule; cooperate on commercial programs and sustaining broadcasts of interest to people of the State. Founded: 1938. Rates: Rate of $221 (full hour after 6 P.M.) applies for WSGN, WSFA and WJBY only if purchased as a group; $193.80 (full hour before 6 P.M.) for total 5 stations, available as a group or in any combination provided at least 3 stations are used.

President: Henry P. Johnston, WSGN. Vice-president: Howard Pill, WSFA. Secretary-treasurer: Bascom H. Hopson, WJBY.

Rep: Kelly-Smith Co. Merchandising: Rendered through direct contact and letters to the trade; will also make surveys at cost. Publicity: Releases to 5 papers. Foreign language programs: Do not accept programs or announcements. Copy restrictions: Accept transcriptions, beer, wine and some patent medicines.

**KVOA, Tucson. Supplementary stations:** KWJB, Globe; KCRJ, Jerome; KUMA, Yuma. Operating schedule: 6 A.M. to 6 P.M. and 10:30 P.M. to 12 Midnight weekdays; 6 A.M. to 12 noon and 10:30 P.M. to 12 midnight Sunday. Founded: Feb. 5, 1939. Base rate: $160 (full hour, 6 to 10 P.M. daily, 12 noon to 10:30 P.M. Sunday, for primary stations only; for 3 supplementary stations, $45, full hour, any time).


Rep: Paul H. Raymer Co. Merchandising: Announcements over KTAR-KVOA prior to start of program and mention of client and program in schedule resumes; personal contact, phone calls or letters to distributors and dealers; advance program schedules to agencies, representatives, business organizations, etc.; mailing material, to be furnished by client, sent to listeners and others; special merchandising services furnished at cost. Publicity: Free daily listings in Arizona Republic (morning) and Phoenix Gazette (evening); weekly advance listings in Arizona Weekly Gazette. Foreign language programs: Accepted; Spanish and Mexican programs are currently broadcast each weekday morning.

ARIZONA BROADCASTING CO., INC.

Address: KTAR, Heard Bldg., Phoenix, Ariz. Primary stations: KTAR, Phoenix; KVOA, Tucson. Supplementary stations: KWJB, Globe; KCRJ, Jerome; KUMA, Yuma. Operating schedule: 6 A.M. to 6 P.M. and 10:30 P.M. to 12 Midnight weekdays; 6 A.M. to 12 noon and 10:30 P.M. to 12 midnight Sunday. Founded: Feb. 5, 1939. Base rate: $160 (full hour, 6 to 10 P.M. daily, 12 noon to 10:30 P.M. Sunday, for primary stations only; for 3 supplementary stations, $45, full hour, any time).


Rep: Paul H. Raymer Co. Merchandising: Announcements over KTAR-KVOA prior to start of program and mention of client and program in schedule resumes; personal contact, phone calls or letters to distributors and dealers; advance program schedules to agencies, representatives, business organizations, etc.; mailing material, to be furnished by client, sent to listeners and others; special merchandising services furnished at cost. Publicity: Free daily listings in Arizona Republic (morning) and Phoenix Gazette (evening); weekly advance listings in Arizona Weekly Gazette. Foreign language programs: Accepted; Spanish and Mexican programs are currently broadcast each weekday morning.

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REGIONAL NETWORKS—Continued

Copy restrictions: Accept transcriptions and certain recognized patent medicines; no wine or hard liquor; observe “clean” radio advertising policy, and reserve right to refuse copy not up to set standards.

ARIZONA NETWORK


Manager: Fred A. Palmer.
Rep: John Blair & Co.

Merchandising: Offer direct mail service. Publicity: Daily schedules in daily papers; publicity to trade magazines and papers. Foreign language programs: Accept Spanish programs, one currently being broadcast from 6:30 to 7 A.M.

Copy restrictions: Accept transcriptions; no hard liquor, but accept beer and wine advertising in late evening hours; all patent medicine copy subject to approval by Pure Food and Drug Laws.

ARROWHEAD NETWORK


Business manager: Thomas Gavvin.
Rep: George P. Hollingenry Co.

Merchandising, publicity: Offered as part of regular service; extra services, when required, rendered at cost.

Copy restrictions: Accept beer, but no wine or hard liquor; all contracts subject to network approval, government regulations, NAB Code of Ethics, and to the conditions of the standard AAAA contract form.

CALIFORNIA RADIO SYSTEM


General manager: Howard Lane.
Merchandising: Arrangements may be made for any service requested. Publicity: Listings in all major newspapers of California. Foreign language programs: Not accepted.

Copy restrictions: Accept transcriptions for beer, wine and patent medicines, with copy subject to approval in advance; no hard liquor advertising.

THE COLONIAL NETWORK

Address: 21 Brookline Ave., Boston, Mass. Stations: WAAB, Boston; WEAN, Providence; WICC, Bridgeport; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WTH, Hartford; WNBH, New Bedford; WATR, Waterbury; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston-Auburn; WBRK, Pittsfield; WSYB, Rutland. Operating schedule: 8 A.M. to 12 midnight. Founded: September, 1936. Base rate: Total 18 stations, $1,940.


Rep: Edward Petry & Co., Inc.

Merchandising: Following services performed on a minimum of a 13-week contract or its equivalent—contact key jobbers, wholesalers and chain store distributors of New England, informing them of new accounts; supply mailing lists for the leading retail classifications, and send out standard “radiograms” for cost of postage (special mailings at actual cost); conduct surveys on the movement of merchandise for specific accounts; arrange for distribution of sales literature by recognized distributing organizations, at cost; give auditions for advertiser’s sales representatives. Publicity: Daily releases and program news to over 100 newspapers, radio stations, advertising agencies, etc., throughout New England; close personal contact is maintained with six local dailies and one local magazine; pictures and mats supplied to local papers and sent on request to outside papers; weekly programs mailed to over 260 papers, stations, agencies. Foreign language programs: Accepted, with certain restrictions.

Copy restrictions: Accept beer and wine on announcement basis; no hard liquor; patent medicine advertising accepted providing it is approved by Boston Better
REGIONAL NETWORKS—Continued

Business Bureau and conforms to all Pure Food and Drug Laws.

DON LEE BROADCASTING SYSTEM

Address: Don Lee Bldg., 7th and Bixel Sts., Los Angeles; Stations: (California) KHJ, Los Angeles; KGB, San Diego; KFXM, San Bernardino; KDON, Monterey; KXO, El Centro; KFRC, San Francisco; KDB, Santa Barbara; KPMC, Bakersfield; KVOE, Santa Ana; KIEM, Eureka; KQW, San Jose; KVCV, Redding; KHSL, Chico; KTKC, Visalia; KVEC, San Luis Obispo; KYOS, Merced. (Oregon) KKNR, Roseburg; KALE, Portland; KSLM, Salem; KORE, Eugene; (Washington) KMO, Tacoma; KIT, Yakima, KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KOL, Seattle; Spokane (station to be announced); KGY, Olympia; KELA, Centralia; KRKO, Everett (operates daytime only); KWLK, Longview; KOOS, Marshfield. Operating schedule: 8 A.M. to 12 midnight P.S.T. * Type of lines used: Class A. Founded: 1928. Base rate: $1,550.


Rep: John Blair & Co.

Merchandising: Limited service offered. Publicity: Daily releases to 125 trade publications and newspapers; supply pictures, mats. Foreign language programs: Accepted at specified times.

Copy restrictions: Accept transcriptions. Accept, beer, wine, liquor and patent medicines, providing copy is truthful and conforms to standards of good taste.

* Some individual stations have operating schedule from 6 A.M. to 1 A.M.

GEORGIA BROADCASTING SYSTEM


Merchandising: Full service available, including embossed display signs.

Copy restrictions: Accept transcriptions. Accept, beer and wine; no hard liquor; all copy subject to FCC regulations and approval of network management.

GEORGIA MAJOR MARKET TRIO


INTER-CITY BROADCASTING SYSTEM


President: Donald Flamm. General manager: Donald S. Shaw. Sales director: Charles Stark.


Merchandising: Individual stations cooperate in extending various services to advertisers. Publicity: Head publicity office prepares news for over 700 newspapers and trade journals in the radio and other fields, and submits stories to the publicity departments of the individual stations for local placement. Foreign language programs: Not accepted.

Copy restrictions: Accept beer, wine, patent medicine advertising and transcriptions; all copy subject to station approval and FCC rules and regulations.

THE IOWA NETWORK

Address: Des Moines; Register and Tribune Bldg., Des Moines. Stations: WMT, Cedar Rapids - Waterloo; KRNT, Des Moines; KSO, Des Moines; WNAX, Yankton, S. D. Operating schedule: 5:30 A.M. to 1 A.M. Type of lines: Class C. Founded: 1935. Base rate: $400 (two network hook-ups available—WMT linked with KSO or with KRNT and WNAX).


Rep: The Katz Agency.

Merchandising: Feature items, pictures and program listings in the morning Register, evening Tribune and Sunday Register; cards on the rear of Des Moines streetcars; window displays in the network's reception lobbies; merchandising bulletins mailed every two weeks to leading grocers and druggists; personal calls on leading retail and wholesale grocers.
and druggists in Des Moines, Cedar Rapids and Waterloo. Publicity: See merchandising. Foreign language programs: No set rules; occasion has never arisen, as foreign population is very small.

Copy restrictions: No beer, wine or liquor advertising accepted; patent medicines must be approved by Iowa Network Medical Advisory Committee.

MASON-DIXON RADIO GROUP
Address: 8 W. King St., Lancaster, Pa.
Base rate: $468.
General manager: Clair McCollough.
Rep: Paul H. Raymer Co.
No further information available.

MICHIGAN RADIO NETWORK
Address: 17th Floor, Stroh Bldg., Detroit.
Stations: WXYZ, Detroit (key station); WELL, Battle Creek; WIBM, Jackson; WKZO, Kalamazoo; WFDF, Flint; WOOD-WASH, Grand Rapids; WBCM, Bay City; WJIM, Lansing. Operating schedule: 8:30 A.M. to 12:30 A.M. weekdays, 9 to 12:30 A.M. Sundays (WKZO signs off at sundown). Type of lines: Class A. Founded: Jan. 31, 1933. Base rate: $600.
Rep: The Paul H. Raymer Co.
Merchandising: Complete service offered to advertisers using five evening quarter-hours per week; varying amount of cooperation given advertisers using less time. Publicity: News releases and program schedules sent to newspapers in territory. Foreign language programs: Not accepted.
Copy restrictions: Accept beer and wine, but restricted in accordance with state and federal regulations, and all copy is subject to station approval. No offensive patent medicine copy, and none that tends to arouse religious, political and racial strife; all copy must conform to FCC rules and regulations.

MINNESOTA RADIO NETWORK
Address: Hotel St. Paul, St. Paul, Minn.
Sales manager: Ray C. Jenkins.
Rep: Edward Petry & Co., Inc.
Merchandising: Complete service available at cost. Publicity: Releases to 7 papers in Minneapolis, St. Paul, St. Cloud, Mankato and Rochester. Foreign language programs: No requests have been received as foreign population is not a factor in this area.
Copy restrictions: Accept transcriptions; beer and patent medicines accepted if copy is in good taste; no hard liquor. Political broadcasts must be clearly identified as such and may not be dramatized.

NORTH CENTRAL BROADCASTING SYSTEM, INC.
Address: Empire Bank Bldg., St. Paul, Minn. Stations: WTCN, St. Paul (key station); WBEC, Duluth; WMFG, Hibbing; WLBW, Virginia; WDAY, Fargo; KABR, Aberdeen; WNAX, Yankton; KMA, Shenandoah; KRNT, Des Moines; WMT, Cedar Rapids; KATE, Albert Lea (operates daytime only); KWNO, Winona (operates daytime only). Available stations: KRMC, Jamestown; KDLR, Devils Lake. Operating schedule: Currently limited to times commercial broadcasts are scheduled. Founded: Nov. 1, 1937. Base rate: $978 (daytime).
President, secretary, general manager: John W. Boler. Vice-president: Howard S. Johnson. Treasurer: David C. Shepard II.
Merchandising: Maintains separate staff; a 12-page tabloid farm magazine, to be issued regularly, is scheduled to appear Sept. 1 for the purpose of merchandising NCBS programs throughout the farm area.
Publicity: Releases to the following newspapers, affiliated with member stations, plus 33 weeklies throughout the Northwest: Minneapolis Tribune, St. Paul Pioneer Press, Duluth Herald-Tribune, Fargo Forum, Des Moines Register-Tribune, Winona Republican Herald.
Copy restrictions: Accept transcriptions, with reservations; no beer, wine or patent medicines; commercial copy limited to 10% of program time; political broadcasts accepted, cash in advance, and all copy to be submitted in advance; rates on request.

THE OKLAHOMA NETWORK, INC.
Address: KTOK Bldg., 1800 W. Main, Oklahoma City. Stations: KCRC, Enid; KTOK, Oklahoma City; KBIX, Muskogee; KGFF, Shawnee; KADA, Ada. Operating schedule: 6 A.M. to 12 midnight. Stock:
REGIONAL NETWORKS—Continued

Held by the member stations. Founded: April 1, 1937. Base rate: $310.


Merchandising: Cooperate with advertisers by contacting dealers by mail and personal calls, with department to work out any reasonable ideas directly. Publicity: Three of the stations — KCRC, KGFF, and KBIX—are newspaper owned, and supply publicity through their own papers; the others release news and schedules to local papers. Foreign language programs: No set rules; none requested to date, as foreign population is very small.

Copy restrictions: Beer advertising accepted by all stations except KADA; hard liquor prohibited by state laws; accept transcriptions.

PACIFIC BROADCASTING CO.


Rep: John Blair & Co.

Merchandising: Complete services maintained by all member stations. Publicity: Services offered via Don Lee Broadcasting System, with which network is affiliated. Foreign language programs: Do not accept programs or announcements.

Copy restrictions: Rules regarding copy acceptance are identical with those of the Don Lee Broadcasting System.

THE PENNSYLVANIA NETWORK

Address: WCAU, Philadelphia, Pa. Stations: WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allen-town; WFBG, Altoona; WLEU, Erie; WHP, Harrisburg; WKBQ, Harrisburg; WJAC, Johnstown; WRAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport. (Harrisburg station optional).


Manager: Kenneth W. Stowman. Merchandising: Services available according to product. Publicity: Mailing list of 150 newspapers. Foreign language programs: Not accepted.

Copy restrictions: Maintain same restrictions as WCAU, Philadelphia.

QUAKER NETWORK


Manager: R. W. Clipp.

Base rate: $1,930 (includes all charges and applies to non-political advertisers only).

No further information available.

TEXAS QUALITY NETWORK


Officers: None; network is not incorporated; each station acts as sales agent for all others.

Rep: Edward Petry & Co., Inc.

Merchandising: Separate departments are maintained by the individual stations. Publicity: Releases are sent to newspapers in Texas and adjoining states. Foreign language programs: Not accepted.

Copy restrictions: Accept beer, but no other alcoholic beverages.

TEXAS STATE NETWORK, INC.

Address: 1201 W. Lancaster, Fort Worth, Texas. Stations: KRBC, Abilene; KGNC, Amarillo; KHOW, Austin; KRIC, Beaumont; KBST, Big Spring; KRIS, Corpus Christi; KAND, Corsicana (available daytime only); WRR, Dallas; KRRV, Sherman (available daytime only); KFJZ, Fort Worth; KTAT, Fort Worth; KLUF, Galveston; KXYZ, Houston; KFRO, Longview; KFVO, Lubbock; KPLT, Paris (available daytime only); KGKL, San Angelo; KABC, San Antonio; KTEM, Temple (available daytime only); KCMC, Texarkana; KGKB, Tyler; WACO, Waco; KRGV, Weslaco. Operating schedule: 6 A.M. to 11 P.M. Founded: Sept. 15, 1938. Base rate: $1,218.37.

President: Elliott Roosevelt. Executive vice-president: Jack Adams. Vice-president in charge of production: Stephen R.

Rep: Own offices in New York and Chicago.

Merchandising: Staff at headquarters plus 23 representatives in Texas towns arrange for gratis spot announcements before and after start of program, contact jobbers or distributors, present merchandising and program plan to salesmen, assist in distribution of point of sale material, etc. Publicity: 20 to 40 releases sent daily to 72 papers, publications and individuals, plus extra releases for special events or territories. Foreign language programs: Not accepted.

Copy restrictions: Accept beer and wine, but no hard liquor; political advertising must be approved in advance; all contracts subject to musicians' local, state and Federal regulations, and all copy subject to acceptance of management.

VIRGINIA BROADCASTING SYSTEM, INC.


WEST VIRGINIA NETWORK


Merchandising: Complete service available at actual cost. Publicity: One of the stations, WBLK, is owned by the Daily Exponent, and supplies publicity in that paper; through special cooperation in Charleston, WCHS carries spot radio news, pictures, etc., in the local papers; releases are also sent to 74 daily and weekly newspapers by the network. Foreign language programs: Will accept, but restrictions are such they are rarely carried.

Copy restrictions: Accept transcriptions; accept beer, wine and patent medicines, providing copy conforms to network standards, but no hard liquor; all copy must be received 24 hours in advance of broadcast and is subject to the rules governing good taste and public service established by the network.

WISCONSIN RADIO NETWORK

Address: c/o KFIZ, Fond du Lac, Wis. Stations: KFIZ, Fond du Lac; WHBY, Green Bay; WIBU, Paynette; WHBL, Sheboygan. Base rate: $220. No further information available.

WORLD TRANSCRIPTION SYSTEM

Address: World Broadcasting System, Inc., 711 Fifth Ave., New York City. Rates: Stations are available in any combination, and rates are based on individual station charges.


Rep: Offices in Hollywood, St. Louis, San Francisco and Washington, D. C.

Merchandising, market research, publicity: Services available on request, usually at cost.

Copy restrictions: All programs and products subject to approval and policies of member stations.

THE YANKEE NETWORK, INC.

Address: 21 Brookline Ave., Boston, Mass. Stations: WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport; WCHS, Portland; WLBZ, Bangor; WFEA, Manchester; WSB, Fall River; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOV, Lewiston-Auburn; WBRK, Pittsfield; WSYB, Rutland. Operating schedule: 9 A.M. to 12 midnight. Founded: Nov. 18, 1932. Base rate: Total 18 stations, $2,500.

President: John Shepard, III. Vice-president in charge of operations: Roy Harlow.


Rep: Edward Petry & Co., Inc.

Merchandising: Following services performed on a minimum of a 13-week contract or its equivalent—contact key jobbers, wholesalers and chain store distributors of New England, informing them of new accounts; supply mailing lists for the leading retail classifications, and send out standard “radiograms” for cost of postage (special mailings at actual cost); conduct surveys on the movement of merchandise for specific accounts; arrange for distribution of sales literature by recognized distributing organizations, at cost; give auditions for advertiser’s sales representatives. Publicity: Daily releases and program news to over 100 newspapers, radio stations, advertising agencies, etc., throughout New England; close personal contact maintained with six local dailies and one local magazine; pictures and mats supplied to local papers and sent on request to outside papers; weekly programs mailed to over 260 papers, stations, agencies. Foreign language programs: Not accepted.

Copy restrictions: Accept beer and wine with certain copy restrictions; patent medicine advertising accepted providing it is approved by the Boston Better Business Bureau and conforms to all Pure Food and Drug Laws.

Z NET

Address: P. O. Box 1956, Butte, Montana. Stations: KGIR, Butte; KPFA, Helena. Base rate: $60 (half-hour).

Managing director: Ed Craney.

Rep: Gene Ferguson & Co.

No further information available.
STATIONS

U. S. STATIONS CLASSIFIED BY WATTAGE

In the accompanying lists, all U. S. radio stations, and all proposed radio stations (i.e., those having a construction permit only), are classified according to their power output. This classification was made from Federal Communications Commission records dated June 1, 1939 (and May 1, 1938).

The reader should bear in mind that the wattage assigned to certain stations is necessarily not always the wattage with which those stations are currently operating. Deviations occur where the F.C.C. has assigned a construction permit for higher wattage. In such instances the assigned higher wattage is credited to the station, although construction of equipment may as yet not be completed.

This breakdown of wattage results in the following totals for each power category:

<table>
<thead>
<tr>
<th>Wattage</th>
<th>1939</th>
<th>1938</th>
</tr>
</thead>
<tbody>
<tr>
<td>500,000 watts</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>50,000 watts</td>
<td>40</td>
<td>34</td>
</tr>
<tr>
<td>25,000 watts</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>25,000 and 10,000 watts</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>20,000 watts</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>10,000 watts</td>
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<td>7,500 watts</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>5,000 watts</td>
<td>29</td>
<td>27</td>
</tr>
<tr>
<td>5,000 and 1,000 watts</td>
<td>105</td>
<td>94</td>
</tr>
<tr>
<td>5,000 and 500 watts</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2,500 watts</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>2,500 and 1,000 watts</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>2,500 and 500 watts</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>1,000 watts</td>
<td>97</td>
<td>90</td>
</tr>
<tr>
<td>1,000 and 750 watts</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>1,000 and 500 watts</td>
<td>34</td>
<td>37</td>
</tr>
<tr>
<td>1,000 and 250 watts</td>
<td>8</td>
<td>4</td>
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<tr>
<td>500 watts</td>
<td>44</td>
<td>50</td>
</tr>
<tr>
<td>500 and 250 watts</td>
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<tr>
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<td>43</td>
<td>51</td>
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<tr>
<td>250 and 100 watts</td>
<td>203</td>
<td>158</td>
</tr>
<tr>
<td>200 watts</td>
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<td>2</td>
</tr>
<tr>
<td>100 watts</td>
<td>141</td>
<td>152</td>
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<tr>
<td>50 watts</td>
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<td>3</td>
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<tr>
<td>Wattage not assigned</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>774</td>
<td>733</td>
</tr>
</tbody>
</table>

{ Commercial stations in operation | 693 stations | 652 stations |
{ Non-commercial stations | 39 stations | 39 stations |
{ Construction permit only | 42 stations | 42 stations |
LOCATION OF STATIONS—Continued

WCOA, Pensacola, Fla.
WCOC, Meridian, Miss.
WCOF, Columbus, Ohio
WCOF, Bowling Green, Ky.
WCOG, Columbus, S. C.
WOUC, Lewiston, Me.
WCOV, Montgomery, Ala.
WCPO, Cincinnati, Ohio
WCR, Chicago, Ill.
WCSC, Charleston, S. C.
WCSH, Portland, Me.
WCSM, Detroit, Mich.
WDAF, Kansas City, Mo.
WDAH, El Paso, Tex.
WDAN, Danville, Ill.
WDAV, Philadelphia, Pa.
WDAY, Fargo, N. Dak.
WDBJ, Roanoke, Va.
WDBO, Orlando, Fla.
WDEL, Wilmington, Del.
WDEV, Waterbury, Vt.
WDGY, Minneapolis-St. Paul, Minn.
WDNC, Durham, N. C.
WDOD, Chattanooga, Tenn.
WDRC, Hartford, Conn.
WDSM, Superior, Wis.
WDVU, New Orleans, La.
WDW, Toledo, Ohio
WDZ, Tuscaloosa, Ala.
WEAF, New York City
WEAN, Providence, R. I.
WEAU, Eau Claire, Wis.
WEBC, Duluth, Minn.
WEBQ, Harrisburg, Ill.
WEBB, Buffalo, N. Y.
WEBE, Chicago, Ill.
WEED, Rocky Mount, N. C.
WEEL, Boston, Mass.
WEER, Reading, Pa.
WEIL, New Haven, Conn.
WELL, Battle Creek, Mich.
WEMP, Milwaukee, Wis.
WENC, Chicago, Ill.
WENZ, Elmiras, N. Y.
WOAO, Evansville, Ind.
WESG, Elmira, N. Y.
WEST, Easton, Pa.
WEVD, New York City
WEW, St. Louis, Mo.
WEXL, Royal Oak, Mich.
WFFA, Dallas, Texas
WFAM, South Bend, Ind.
WFAS, White Plains, N. Y.
WFBC, Greenville, S. C.
WFBG, Altoona, Pa.
WFBL, Syracuse, N. Y.
WFBM, Indianapolis, Ind.
WFBF, Baltimore, Md.
WFDF, Flint, Mich.
WFDA, Manchester, N. H.
WFDAV, Philadelphia, Pa.
WFLA, Tampa, Fla.
WFMD, Frederick, Md.
WFMY, Youngstown, Ohio
WFNC, Fayetteville, N. C.
WFOR, Hattiesburg, Miss.
WFOY, St. Augustine, Fla.
WFTC, Kinston, N. C.
WFVA, Fredericksburg, Va.
WGAL, Lancaster, Pa.
WGAN, Portland, Me.
WGAN, Columbus, Ohio
WGAR, Cleveland, Ohio
WGAU, Athens, Ga.
WGGB, Freeport, N. Y.
WGGBF, Florence, S. C.
WGBI, Scranton, Pa.
WGBR, Goldsboro, N. C.
WGCM, Gulfport, Miss.
WGES, Chicago, Ill.
WGH, Newport News, Va.
WGL, Galesburg, Ill.
WGBK, Charleston, W. Va.
WGLL, Galveston, Ind.
WGN, Chicago, Ill.
WGNC, Gastonia, N. C.
WGNY, Newburgh, N. Y.
WGPC, Albany, Ga.
WGR, Buffalo, N. Y.
WGRC, New Albany, Ind.; Louisville, Ky.
WGRM, Grenada, Miss.
WGST, Atlanta, Ga.
WGTM, Wilson, N. C.
WGY, Scheectady, N. Y.
WH, Madison, Wis.
WHAI, Greenfield, Mass.
WHAM, Rochester, N. Y.
WHAS, Louisville, Ky.
WHAZ, Troy, N. Y.
WHBB, Kansas City, Mo.
WHBB, Selma, Ala.
WHBC, Canton, Ohio
WHBF, Rock Island, Ill.
WHBI, Newark, N. J.
WHBL, Sheboygan, Wis.
WHBQ, Memphis, Tenn.
WHBU, Anderson, Ind.
WHBY, Green Bay, Wis.
WHDF, Calumet, Mich.
WHDH, Boston, Mass.
WHDL, Olean, N. Y.
WHEB, Portsmouth, N. H.
WHEC, Rochester, N. Y.
WHFC, Cicero, Ill.
WHIO, Dayton, Ohio
WHIP, Evamond, Ind.
WHIS, Bluefield, W. Va.
WHJB, Greensburg, Pa.
WHK, Cleveland, Ohio
WHKC, Columbus, Ohio
WHLB, Virginia, Minn.
WHLS, Port Huron, Mich.
WHMA, Anniston, Ala.
WHN, New York City
WHO, Des Moines, Ia.
WHOM, Jersey City, N. J.
WHP, Harrisburg, Pa.
WIBA, Madison, Wis.
WIBC, Indianapolis, Ind.
WIBG, Glenside, Pa.
WIBM, Jackson, Mich.
WIBU, Fayetteville, Wis.
WIBW, Topeka, Kans.
WIBY, Utica, N. Y.
WICA, Ashtabula, Ohio
WICC, Bridgeport, Conn.
WILL, St. Louis, Mo.
WILL, Urbana, Ill.
WILL, Wilmington, Del.
WIND, Gary, Ind.; Chicago, Ill.
WING, Dayton, Ohio
WINN, Louisville, Ky.
WINZ, New York City
WIOD, Miami, Fla.
WIOH, Youngstown, Pa.
WIRE, Indianapolis, Ind.
WIS, Columbia, S. C.
WISE, Asheville, N. C.
WJSN, Milwaukee, Wis.
WJAC, Johnstown, Pa.
WJAG, Norfolk, Nebr.
WJAR, Providence, R. I.
WJAS, Pittsburg, Pa.
WJAX, Jacksonville, Fla.
WJBC, Bloomington, Ill.
WJBK, Detroit, Mich.
WJBL, Decatur, Ill.
WJBO, Baton Rouge, La.
WJBW, New Orleans, La.
WJBY, Gadsden, Ala.
WJDX, Jackson, Miss.
WJEJ, Hagerstown, Md.
WJHL, Johnson City, Tenn.
WJHP, Jacksonvile, Fla.
WJIM, Lansing, Mich.
WJJD, Chicago, Ill.
WJLS, Beckley, W. Va.
WJMC, Rice Lake, Wis.
WJMS, Ironwood, Mich.
WJNO, West Palm Beach, Fla.
WJRB, Detroit, Mich.
WJRD, Tuscaloosa, Ala.
WJSV, Washington, D. C.
WJTN, Jamestown, N. Y.
WJW, Akron, Ohio
WJZ, New York City
WKAR, East Lansing, Mich.
WKAT, Miami Beach, Fla.
WKBB, Dubuque, Ia.
WKBH, La Crosse, Wis.
WKBN, Youngstown, Ohio
WKBO, Harrisburg, Pa.
WKBV, Richmond, Ind.
WKBW, Buffalo, N. Y.
WKBZ, Milwaukee, Mich.
WKEU, Griffin, Ga.
WKOK, Sunbury, Pa.
WKRC, Cincinnati, Ohio
WKST, New Castle, Pa.
WKY, Oklahoma City, Okla.
WKZO, Kalamazoo, Mich.
WLAC, Nashville, Tenn.
WLAK, Lakeland, Fla.
WLAP, Lexington, Ky.
WLAW, Lawrence, Mass.
WLBB, Minneapolis-St. Paul, Minn.
WLB, Milwaukee, Wis.
WLBW, Minneapolis-St. Paul, Minn.
WLCB, Muncie, Ind.
WLBL, Stevens Point, Wis.
WLBI, Bangor, Me.
WLBU, Erie, Pa.
WLAP, Lexington, Mass.
WLNA, Laconia, N. H.
WLOK, Lima, Ohio
WLRS, Chicago, Ill.
WLTH, New York City
WLVA, Lynchburg, Va.
WLW, Cincinnati, Ohio
WML, Washington, D. C.
WMAQ, Chicago, Ill.
WMAS, Springfield, Mass.
WMAZ, Macon, Ga.
<table>
<thead>
<tr>
<th>Location</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMBC</td>
<td>Detroit, Mich.</td>
</tr>
<tr>
<td>WMDD</td>
<td>Peoria, Ill.</td>
</tr>
<tr>
<td>WMBG</td>
<td>Richmond, Va.</td>
</tr>
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<td>WMGH</td>
<td>Joliet, Mo.</td>
</tr>
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<td>WMBI</td>
<td>Chicago, Ill.</td>
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<tr>
<td>WMBO</td>
<td>Auburn, N. Y.</td>
</tr>
<tr>
<td>WMJR</td>
<td>Jacksonville, Fla.</td>
</tr>
<tr>
<td>WMBN</td>
<td>Uniontown, Pa.</td>
</tr>
<tr>
<td>WMIC</td>
<td>Memphis, Tenn.</td>
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<tr>
<td>WMCA</td>
<td>New York City</td>
</tr>
<tr>
<td>WMEX</td>
<td>Boston, Mass.</td>
</tr>
<tr>
<td>WMFD</td>
<td>Wilmington, N. C.</td>
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<tr>
<td>WMFF</td>
<td>Plattsburg, N. Y.</td>
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<tr>
<td>WMFG</td>
<td>Hibbing, Minn.</td>
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<tr>
<td>WMFL</td>
<td>Dayton Beach, Fla.</td>
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<td>WMMF</td>
<td>Decatur, Ala.</td>
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<tr>
<td>WMFR</td>
<td>High Point, N. C.</td>
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<td>WMIN</td>
<td>Minneapolis-St. Paul, Minn.</td>
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<td>WMMN</td>
<td>Fairmont, W. Va.</td>
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<td>WMOB</td>
<td>Mobile, Ala.</td>
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<tr>
<td>WMPC</td>
<td>Lapeer, Mich.</td>
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<td>WMPS</td>
<td>Memphis, Tenn.</td>
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<td>WMRO</td>
<td>Aurora, Ill.</td>
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<td>WTJR</td>
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<td>WNAC</td>
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<td>Norman, Okla.</td>
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<td>WNAX</td>
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<td>WNBC</td>
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<td>WNFN</td>
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<td>WNBH</td>
<td>New Bedford, Mass.</td>
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<td>WNBX</td>
<td>Springfield, Vt.</td>
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<td>WNWE</td>
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<td>New London, Conn.</td>
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<td>WNOE</td>
<td>New Orleans, La.</td>
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<td>WNOX</td>
<td>Knoxville, Tenn.</td>
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<td>WNYC</td>
<td>New York City</td>
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<td>WOAI</td>
<td>San Antonio, Tex.</td>
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<td>WOC</td>
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<td>WOBC</td>
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<td>WOI</td>
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<td>WOKO</td>
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<td>WOLM</td>
<td>Washington, D. C.</td>
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<td>WOLS</td>
<td>Florence, S. C.</td>
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<td>WOMI</td>
<td>Owensboro, Ky.</td>
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<td>WOMT</td>
<td>Manitowoc, Wis.</td>
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<td>WOOD</td>
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<td>WOPN</td>
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<td>New York City</td>
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<td>York, Pa.</td>
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<td>WORL</td>
<td>Boston, Mass.</td>
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</table>
ALABAMA
(375,200 radio homes, or 56% ownership among the State's total of 670,000 families. Urban ownership is 154,600, or 75% of urban families; rural ownership is 220,600, or 48% of rural families.)

Radio Homes by Counties*

<table>
<thead>
<tr>
<th>County</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autauga</td>
<td>2,380</td>
</tr>
<tr>
<td>Baldwin</td>
<td>3,830</td>
</tr>
<tr>
<td>Barbour</td>
<td>4,080</td>
</tr>
<tr>
<td>Bibb</td>
<td>2,680</td>
</tr>
<tr>
<td>Blount</td>
<td>3,070</td>
</tr>
<tr>
<td>Bullock</td>
<td>2,570</td>
</tr>
<tr>
<td>Butler</td>
<td>3,730</td>
</tr>
<tr>
<td>Calhoun</td>
<td>8,370</td>
</tr>
<tr>
<td>Chambers</td>
<td>4,730</td>
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<tr>
<td>Cherokee</td>
<td>2,090</td>
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<tr>
<td>Chilton</td>
<td>2,800</td>
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<tr>
<td>Choctaw</td>
<td>2,430</td>
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<tr>
<td>Clarke</td>
<td>3,200</td>
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<tr>
<td>Clay</td>
<td>1,910</td>
</tr>
<tr>
<td>Cleburne</td>
<td>1,390</td>
</tr>
<tr>
<td>Coffee</td>
<td>3,730</td>
</tr>
<tr>
<td>Colbert</td>
<td>4,420</td>
</tr>
<tr>
<td>Conecuh</td>
<td>2,920</td>
</tr>
<tr>
<td>Coosa</td>
<td>1,330</td>
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<tr>
<td>Covington</td>
<td>5,160</td>
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<tr>
<td>Crenshaw</td>
<td>2,750</td>
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<tr>
<td>Cullman</td>
<td>4,500</td>
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<tr>
<td>Dale</td>
<td>2,820</td>
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<tr>
<td>Dallas</td>
<td>8,450</td>
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<tr>
<td>DeKalb</td>
<td>4,350</td>
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<tr>
<td>Elmore</td>
<td>3,850</td>
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<tr>
<td>Escambia</td>
<td>3,480</td>
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<tr>
<td>Etowah</td>
<td>9,700</td>
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<tr>
<td>Fayette</td>
<td>2,050</td>
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<tr>
<td>Franklin</td>
<td>2,920</td>
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<tr>
<td>Geneva</td>
<td>3,340</td>
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<tr>
<td>Greene</td>
<td>2,500</td>
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<tr>
<td>Hale</td>
<td>3,150</td>
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<tr>
<td>Henry</td>
<td>2,480</td>
</tr>
<tr>
<td>Houston</td>
<td>6,250</td>
</tr>
<tr>
<td>Jackson</td>
<td>4,080</td>
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<tr>
<td>Jefferson</td>
<td>85,710</td>
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<tr>
<td>Lamar</td>
<td>1,930</td>
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<tr>
<td>Lauderdale</td>
<td>5,480</td>
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<tr>
<td>Lawrence</td>
<td>2,860</td>
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<td>Lee</td>
<td>5,270</td>
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<tr>
<td>Limestone</td>
<td>4,270</td>
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<td>Lowndes</td>
<td>2,700</td>
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<tr>
<td>Macon</td>
<td>3,230</td>
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<tr>
<td>Madison</td>
<td>8,530</td>
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<tr>
<td>Marengo</td>
<td>4,780</td>
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<td>Marion</td>
<td>2,770</td>
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<tr>
<td>Marshall</td>
<td>4,580</td>
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<tr>
<td>Mobile</td>
<td>21,880</td>
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<tr>
<td>Monroe</td>
<td>3,370</td>
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<tr>
<td>Montgomery</td>
<td>18,520</td>
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<tr>
<td>Morgan</td>
<td>6,790</td>
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<tr>
<td>Perry</td>
<td>3,130</td>
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<tr>
<td>Pickens</td>
<td>2,810</td>
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<tr>
<td>Pike</td>
<td>4,170</td>
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<tr>
<td>Randolph</td>
<td>3,110</td>
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<tr>
<td>Russell</td>
<td>3,420</td>
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<tr>
<td>St. Clair</td>
<td>2,980</td>
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<tr>
<td>Shelby</td>
<td>3,440</td>
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<tr>
<td>Sumter</td>
<td>3,220</td>
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<tr>
<td>Talladega</td>
<td>5,570</td>
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<tr>
<td>Tallapoosa</td>
<td>3,800</td>
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<tr>
<td>Tuscaloosa</td>
<td>9,000</td>
</tr>
<tr>
<td>Walker</td>
<td>7,850</td>
</tr>
<tr>
<td>Washington</td>
<td>1,910</td>
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<tr>
<td>Wilcox</td>
<td>2,970</td>
</tr>
<tr>
<td>Winston</td>
<td>1,660</td>
</tr>
</tbody>
</table>

WHMA, ANNISTON

Operator: Anniston Broadcasting Co., WHMA Bldg. Phone: 2380. Power: 100 watts on 1420 kc (daytime). Affiliation: None. Opened: Nov. 3, 1938. (Note: This station is under the same ownership as the Anniston Star.)


Copy restrictions: County in which station is located is dry (although the State is not); "legitimate type" patent medicines accepted. E. T. library: World. News: UP. News periods: Five minutes, every hour on the hour, Monday through Saturday.

WAPl, BIRMINGHAM

Operator: Voice of Alabama, Inc., Protective Life Bldg. Phone: 3-8116. Power: 5,000 watts on 1140 kc. Affiliation: CBS. Opened: 1922. (Note: This station is owned by Alabama College, the Alabama Polytechnic Institute and the University of Alabama; "Voice of Alabama" is the operator, with a minority of the stock being held by the Columbia Broadcasting System, Inc.)


Rep: Radio Sales. Seating facilities: Cathedral Studio seats 200; city auditorium, capacity 5,000, may be obtained. Merchandising: Publicity on accounts and products; window displays, etc. Foreign language programs: Not accepted. Artists bureau: No regular setup; can furnish talent, however. Base rate: $160.


*Joint Committee on Radio Research estimate for Jan. 1, 1938
ALABAMA STATIONS—Continued

News periods: 8 A.M., 12:45 P.M., 6 P.M., 10:30 P.M., all five minutes, all Monday through Saturday.

WBRC, BIRMINGHAM


Copy restrictions: Accept light wines and beer on national rate; no hard liquors; accept patent medicines approved by Federal Trade Commission; words pertaining to certain bodily functions not allowed. E. T. library: None. News: INS. News periods: 8-8:15 A.M., and 9:45-9:50 A.M., Monday through Saturday; 1:15-1:30 P.M., Monday through Friday; 12:45-1 P.M., Saturday only; 6:30-6:45 P.M., Monday through Saturday; 9:30-9:45 P.M., Monday and Tuesday; 10:30-10:45 P.M., Wednesday only; 10:15-10:30 P.M., Thursday and Friday; 9-9:15 P.M., Saturday only.

WSGN, BIRMINGHAM

Operator: Birmingham News Company, Tutwiler Hotel. Phone: 4-3434. Power: 250 and 100 watts on 1310 kc. Affiliation: NBC Blue Southern Group; Alabama Network. Opened: 1926. (Note: This station is newspaper-operated by the Birmingham News and Age-Herald.)


Rep: Kelly-Smith Co. Seating facilities: Studio, seats 150 persons; local theatre seats 1,200. Merchandising: Publicity news, listings, new program advertisements; window displays, store-to-store and house-to-house surveys, etc.; all carried out at actual cost. Foreign language programs: Will accept; translation must be furnished in advance for approval. Artists bureau: None, as such, but maintain clearing house for talent through program department. Base rate: $100.

Copy restrictions: Beer and wine accepted; only recognized patent medicines accepted. E. T. library: Lang-Worth; NBC Thesaurus. News: AP. News periods: Five minutes, twice mornings (time not given), 12 noon, and twice afternoons (time not given) Monday through Saturday; spots sold only before and after the news.

WMFO, DECATUR


WAGF, DOTHAN


Copy restrictions: Beer, wine and liquor accepted; no patent medicine advertising; all copy subject to station approval. News: Transradio.

WJBY, GADSDEN

and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** May, 1928.

**President:** B. H. Hopson. **Commercial manager:** J. W. Buttram. **Studio and production director:** Beatrice Tate Benton. **Chief engineer:** Vernon Storey. **Publicity director:** Sam Benton.

**Rep:** Sears & Ayer. **Seating facilities:** None. **Merchandising:** Sales staff calls on dealers, urging display of advertised goods; issue house organ "Radiograms" to wholesalers and retailers; new commercial programs accorded publicity in "Southern Radio News," weekly radio publication circulated in the South. **Foreign language programs:** Not accepted; such population very meager. **Artists bureau:** None. **Base rate:** $60.

**Copy restrictions:** Accept beer and wine; all copy must meet requirements of Federal Trade Commission. **News:** Transradio.

**WBHP, HUNTSVILLE**

**Operator:** Wilson Harvey Pollard, Times Bldg. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** 1937.

**General manager:** Wilton Harvey Pollard. **Base rate:** $28 (¼ hr.).

No further information available after repeated requests.

**WALA, MOBILE**

**Operator:** Pape Broadcasting Co., Alabama-Tennessee & Northern R. R. Bldg. **Phone:** Dexter 5893. **Power:** 1,000 and 500 watts on 1360 kc. **Affiliation:** NBC Supplementary Red Southcentral and Blue Southern Groups. **Opened:** Feb. 7, 1930.

**Owner and general manager:** W. O. Pape. **Assistant manager:** J. H. Hunt, Jr. **Commercial and advertising manager:** H. K. Martin. **Program director:** Jack Bridges. **Chief engineer:** R. M. Cole. **Musical director:** Agnes Griffin Pirtle. **Publicity director:** J. H. Hunt, Jr.

**Rep:** John H. Perry Associates. **Seating facilities:** Capacity not listed. **Merchandising:** Obtain cooperation of clerks and displays in all stores where product is handled; other assistance rendered. **Foreign language programs:** Would not refuse; foreign population, however, very low. **Artists bureau:** None. **Base rate:** $120.

**Copy restrictions:** Alcoholic beverages accepted; objectionable wording must be omitted in patent medicine advertising. **E. T. library:** NBC Thesaurus. **News:** INS.

**WMOB, MOBILE**

**Operator:** S. B. Quigley. **Power:** 100 watts on 1370 kc (daytime).

At press time this station had a construction permit only.

**WCOV, MONTGOMERY**

**Operator:** Capital Broadcasting Co., Inc., Exchange Hotel. **Power:** 100 watts on 1210 kc (daytime). **Affiliation:** None. **Opened:** 1939.

**General Manager:** G. W. Covington, Jr. **Rep:** William R. Stewart. **Base rate:** $45.

No further information available.

**WSFA, MONTGOMERY**

**Operator:** Montgomery Broadcasting Co., Inc., Jefferson Davis Hotel. **Phone:** Cedar 5880. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** CBS. **Opened:** March 31, 1930.

**President, general manager, national advertising manager:** Howard E. Fill. **Local advertising manager:** John B. De Motte. **Program director, musical director:** Caldwell Stewart. **Chief engineer:** Paul B. Duncan. **Publicity director:** M. E. Price. **Rep:** Kelly-Smith Co. **Seating facilities:** Can use local auditorium, capacity 1,000. **Merchandising:** Offer "reasonable assistance"; pre-plug programs. **Foreign language programs:** Not accepted. **Artists bureau:** None, but can supply any type of local artist at cost. **Base rate:** $40 (¼ hr.).

**Copy restrictions:** Accept beer, wine and hard liquors; patent medicine copy subject to station approval; no further restrictions except adherence to laws of "good taste." **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 7:30 A.M., 9:30 A.M., 12:30 P.M., 2:30 P.M., 6:15 P.M., Monday through Saturday, all of 10-minute duration; 9-10 P. M. every day.

**WMSD, SHEFFIELD**

**Operator:** Muscle Shoals Broadcasting Corp., Muscle Shoals, Ala. **Phone:** 181. **Power:** 100 watts on 1420 kc. **Affiliation:** None. **Opened:** November, 1933.

**Station manager:** Joe Van Sandt. **Program director:** James Connolly. **Chief engineer:** Virgil Sanderson. **Rep:** Burn-Smith Co., Inc. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** $35.

**Copy restrictions:** Beer, wine and whiskey advertising accepted; patent medicines accepted, providing they meet Government inspection.

**WHBB, SELMA**

**Operator:** Selma Broadcasting Co., Inc., 209 Washington St. **Phone:** 1233. **Power:**
ALABAMA STATIONS—Continued

100 watts on 1500 kc. Affiliation: None. Opened: Nov. 11 1935.  


WJRD, TUSCALOOSA  
Operator: James R. Doss, Jr., First National Bank Bldg. Phone: 1401; 1022.

Power: 250 watts on 1200 kc (daytime only). Affiliation: None. Opened: Oct. 6, 1936. (Note: James R. Doss, Jr., also operates WMFO, Decatur.)  

Copy restrictions: No beer, wines and alcoholic beverages accepted; no patent medicines; copy must be submitted previous to broadcast, and station reserves right to cut objectionable matter. E. T. library: MacGregor. News: Transradio. News periods: 9 A.M. 1 P.M., 5 P.M., all 15 minutes, all daily.

ARIZONA

(79,600 radio homes, or 77% ownership among the State's total of 104,000 families. Urban ownership is 33,100, or 89% of urban families; rural ownership is 46,500, or 69% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apache</td>
<td>2,240</td>
</tr>
<tr>
<td>Cochise</td>
<td>7,790</td>
</tr>
<tr>
<td>Coconino</td>
<td>2,350</td>
</tr>
<tr>
<td>Gila</td>
<td>5,830</td>
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<tr>
<td>Graham</td>
<td>1,580</td>
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<tr>
<td>Greenlee</td>
<td>1,640</td>
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<tr>
<td>Maricopa</td>
<td>28,060</td>
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<tr>
<td>Mohave</td>
<td>1,140</td>
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<tr>
<td>Navajo</td>
<td>3,360</td>
</tr>
<tr>
<td>Pima</td>
<td>11,240</td>
</tr>
<tr>
<td>Pinal</td>
<td>3,510</td>
</tr>
<tr>
<td>Santa Cruz</td>
<td>1,780</td>
</tr>
<tr>
<td>Yavapai</td>
<td>5,480</td>
</tr>
<tr>
<td>Yuma</td>
<td>3,500</td>
</tr>
</tbody>
</table>

KWJB, GLOBE  


KCRJ, JEROME


No other information available.

KSUN, LOWELL


No other information available.
ARIZONA STATIONS—Continued

KONY, PHOENIX

Operator: Salt River Valley Broadcasting Co., 836 North Central Ave. Phone: 4-4144. Power: 1,000 watts on 1390 kc. Affiliation: CBS; Arizona Network. Opened: 1922. (Note: This station is affiliated with the Prairie Farmer, which controls and operates WLS, Chicago.)


Rep: John Blair & Co. Seating facilities: Audience room, 40. Merchandising: Furnish market statistics; testimonial letters; mail reports. Foreign language programs: Accepted; copy must be submitted 24 hours in advance and comply with station policies. Artists bureau: Setup nominal only. Base rate: $90.


KTLA, PHOENIX

Operator: KTLA Broadcasting Company, Heard Blg. Phone: 4-4161. Power: 1,000 watts on 620 kc. Affiliation: NBC Supplementary to Pacific Coast Red or Blue; Arizona Broadcasting Co. Opened: June 21, 1922. (Note: This station is newspaper-affiliated with the Arizona Republic [morning], Phoenix Gazette [evening], and the Arizona Weekly Gazette.)


Rep: Paul H. Raymer Company. Seating facilities: Two studios seating 90 persons; outside auditorium seating 2,500. Merchandising: Announcements several days prior to start of program; mention of clients and programs on the air in daily program resume several times before program is presented; paid newspaper listings, covering sponsor's name and program title in black face type, in Arizona Republic [morning] and Phoenix Gazette (evening) newspapers; weekly advance listing of all programs in Arizona Weekly Gazette; personal contact, telephone call or letter informing distributors and larger dealers of advertising campaign, suggesting their cooperation in window displays, etc.; mailings of advance program schedules to select group of advertising agencies, representatives, clients, local distributors, dealers and business organizations; issue direct mail material to listeners and others where it will prove effective in the interests of client; mailing material to be furnished by client; station is prepared to take care of any other merchandising service advertiser desires on a cost basis. Foreign language programs: Spanish accepted. Artists bureau: Yes. Base rate: $140.

Copy restrictions: Accept beer; no wine or hard liquor; no misleading or fraudulent advertising; no "cure-alls," fortune tellers, lotteries, etc.; no mail order advertising competitive to local merchants; all copy is subject to station approval and government regulations. E. T. library: NBC Thesaurus; Standard; MacGregor. News: UP. News periods: 7:30 A.M., 10 A.M., noon, 5:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 9-9:15 P.M., Sunday through Friday.

KYCA, PRESCOTT

Operator: Southwest Broadcasting Co. Power: 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only. Additionally, issues were being determined by the Court of Appeals, District of Columbia.

KGLU, SAFFORD


Rep: Cox and Tanz. Seating facilities: Observation-reception room has full view of studios, and can accommodate small audiences; direct line maintained to Safford Theatre which is available to sponsors for a fee depending on time of broadcast. Merchandising: Supervisory service only rendered. Foreign language programs: Spanish accepted, provided sponsor furnishes announcer. Artists bureau: None. Base rate: $25.

Copy restrictions: Alcoholic beverage and patent medicine advertising accepted, but not encouraged; all copy must represent legitimate merchandise. E. T. library: MacGregor; Standard. News: Transradio; Christian Science Monitor. News periods: 8:15-8:30 A.M., 12:30-12:45 P.M., 5 P.M. (sports), 6-6:15 P.M., 7:55-8:05 P.M., all Monday through Saturday; noon-12:15 P.M., 6-6:15 P.M., both Sunday; 11 A.M. (women's news), Tuesday, Thursday,
ARIZONA STATIONS—Continued

Saturday; 2 P.M. (Monitor news), Monday through Friday.

KTUC, TUCSON


Copy restrictions: Accept beer, wine and patent medicines, provided products are legitimate. E. T. library: Langworth; Mac Gregor; World (through Arizona Network). News: Transradio. News periods: 8-8:10 A.M., 10:15-10:30 A.M., 12:30-12:45 P.M., 4-4:10 P.M., 8-8:15 P.M., 10-10:15 P.M., all daily.

KVOA, TUCSON

Operator: Arizona Broadcasting Co., Inc., Box 3888. Phone: 3703-3704. Power: 1,000 watts on 1260 kc. Affiliation: NBC Red and Blue; Arizona Broadcasting Co. Opened: May, 1929. (Note: This station is under the same ownership as K TAR, Phoenix.)


Copy restrictions: Advertising of alcoholic beverages not accepted, with the exception of beer. E. T. library: NBC Thesaurus. News: UP. News periods: 7:30 A.M., noon, 5:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 9-9:15 P.M., Monday through Friday; 6-6:15 P.M., Sunday only.

KUMA, YUMA


ARKANSAS

(254,800 radio homes, or 51% ownership among the State's total of 501,000 families. Urban ownership is 88,100, or 78% of urban families; rural ownership 166,700, or 43% of rural families.)

Radio Homes by Counties

ARKANSAS STATIONS—Continued

Miller .................................. 4,740 Poinsett ............................. 3,600 Sebastian ................. 10,250
Mississippi ............................. 9,050 Polk ................................ 2,020 Sevier ......................... 2,100
Monroe .................................. 2,790 Pope ................................ 3,440 Sharp ......................... 1,200
Montgomery ............................ 1,210 Prairie .................. 1,790 Stone ......................... 800
Nevada .................................. 2,430 Pulaski ................. 28,430 Union ................. 8,910
Newton .................................. 1,020 Randolph ............. 1,850 Van Buren ............. 1,220
Ouachita ................................. 4,240 St. Francis .......... 4,310 Washington ...... 5,820
Perry ..................................... 820 Saline ..................... 2,110 White .................. 4,600
Phillips .................................. 6,740 Scott .................... 1,340 Woodruff ............... 2,550
Pike ...................................... 1,420 Searcy .................... 1,160 Yell ...................... 2,340

KLCN, BLYTHEVILLE
No other information available after repeated requests.

KELD, EL DORADO
Power: 100 watts on 1370 kc. Affiliation: None. Opened: Oct. 5, 1935. (Note: This station is affiliated with the Arkansas Farmer (as is KARK, Little Rock) and Pulaski Weekly Herald, Little Rock.)
Rep: Joseph Hershey McGillyva. Seating facilities: Reception room, 50 persons. Merchandising: Various services rendered by staff; regular issues of KELD house organ contain merchandising data relative to firms’ products advertised over KELD; house organ is distributed widely. Foreign language programs: Not accepted. Artists bureau: Setup is nominal; does not function as booking organization. Base rate: $37.50.

KFPW, FORT SMITH
Rep: None. Seating facilities: Hotel ballroom, 300 persons; main dining room, 250; station reception room, 30. Merchandising: Complete service available; make contacts with wholesale distributors free; contacts with retail trade made at actual cost. Foreign language programs: No policy; no foreign population. Artists bureau: None. Stock: Closed corporation, stockholders in which are John A. England, R. J. Ross, J. E. Reynolds, W. J. Echols, Jr., and the estate of W. R. Martin. Base rate: $25 (1/2 hr.).
Copy restrictions: Beer accepted, but no wines or hard liquors; recognized patent medicines accepted, but no others. E. T. library: None. News: UP. News periods: 8 A.M., noon, 6 P.M., 8 P.M., all 15 minutes, all Monday through Saturday.

KTHS, HOT SPRINGS
Rep: John Blair & Co. Seating facilities: Chamber of Commerce studios, 50 persons; city auditorium, 1,200; Grass Chapel, 200. Merchandising: Program listings in local dailies and dailies in other Arkansas cities; complete radio page in local Sunday edition and rural weekly; point-of-sale display service; displays in studios; personal or mail contact with dealers regarding new programs or campaigns; check sales; pre-announcements of new programs gratis. Foreign language programs: None. Artists bureau: Yes; all types of talent available. Base rate: $120.
Copy restrictions: Commercial copy must be kept at, or below, 10% of program time; beer and wine copy accepted, but no hard
ARKANSAS STATIONS—Continued

liquir; patent medicines must pass local Medical Committee; very few proprietary medicines accepted. E. T. library: Standard. News: AP. News periods: 12:45-1 P.M., 10:30-10:45 P.M., daily.

KBTM, JONESBORO
Rep: None. Seating facilities: 50 persons. Merchandising: Offered to accounts spending $100 or more per month; 1,000 trade bulletins mailed gratis; personal contacts with trade within 25 mile radius will be made free for accounts amounting to $1,000 or more. Foreign language programs: Not accepted. Artists bureau: Yes: list orchestras, ensembles, actors, announcers, etc. Base rate: $25.

KARK, LITTLE ROCK
Copy restrictions: Beer and wine accepted, but not on Sundays; no restrictions on copy other than those of "good judgment." E. T. library: World. News: INS. News periods: 7:30-7:35 A.M., 1-1:10 P.M., 5:55-6 P.M., 10-10:05 P.M., daily; sports daily 5:45-6 P.M.

KGHI, LITTLE ROCK
Operator: Arkansas Broadcasting Co., Gazette Bldg. Phone: 9166. Power: 250 and 100 watts on 1200 kc. Affiliation: None. Opened: 1927. (Note: This station is affiliated with—but not primarily owned by—the Arkansas Gazette).

KLRA, LITTLE ROCK
Operator Arkansas Broadcasting Co., Gazette Bldg. Power: 5,000 and 1,000 watts on 1390 kc. Affiliation: CBS. Opened: 1927. (Note: This station is affiliated with the Little Rock Arkansas Gazette as is KGHI, Little Rock.)
Rep: The Katz Agency. Merchandising: Certain amount is offered to sponsor; details not defined. Base rate: $100.
Copy restrictions: Beer and light wine advertising accepted. E. T. library: NBC Theaurus. News: UP. News periods: 8 A.M., noon, 6 P.M., 10 P.M., all five minutes, all Monday through Saturday (Esso).

KOTN, PINE BLUFF
Copy restrictions: Beer and wine advertising accepted; no hard liquors; all advertising must be in "good taste"; acceptance of patent medicine copy is subject to approval of the station manager. E. T. library: MacGregor. News: Transradio.

KUOA, SILOAM SPRINGS
Operator: KUOA, Inc., Siloam Springs. Phone: 170-77. Power: 5,000 watts on 1260
100% of the total Pacific Coast metropolitan ("Big City") population is in the Daytime Primary Area of the Columbia Pacific Network.

89.4% of the total Pacific Coast small city population (outside metropolitan areas) is in the Daytime Primary Area of The Columbia-Pacific Network.

83.7% of the total Pacific Coast rural population (farms and towns of less than 2500) is in the Daytime Primary Area of The Columbia Pacific Network.

92% of all Pacific Coast population is in the Daytime Primary Area of this network! (And 98.7% at Night!)

"Going radio" this one way permits you to blanket the front-and-back-country thoroughly. When you “go Columbia” you know your coast program is bracketed with the nation’s prime audience-builders—at one low cost.

COLUMBIA Pacific NETWORK
A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM • REPRESENTED BY RADIO SALES

TO SELL THESE 3
BUY THIS ONE
ARKANSAS STATIONS —Continued

kc (daytime). Affiliation: None. Opened: 1922. (Note: This station is owned by John Brown University).

Manager: Storm Whaley. Chief engineer: J. L. Miller.


Copy restrictions: No alcoholic beverages accepted; all copy subject to station approval and government regulations. E. T. library: World; Standard; Lang-Worth; NAB. News: UP. News periods: 7-7:15 A.M., 10-10:15 A.M., 12:15-12:30 P.M., 6-6:15 P.M., daily except Sunday.

CALIFORNIA

(1,719,800 radio homes, or 95% ownership among the State’s total of 1,818,000 families. Urban ownership is 1,287,100, or 94% of urban families; rural ownership is 432,700 or 96% of rural families.)

Radio Homes by Counties

Alameda .......... 145,680    Madera .......... 4,590    San Joaquin ...... 27,690
Alpine .......... 70         Marin .......... 11,350    San Luis Obispo ..  9,010
Amador .......... 2,170      Mariposa .......... 1,270    San Mateo ...... 22,250
Butte .......... 10,800       Mendocino .......... 6,780    Santa Barbara .... 18,630
Calaveras .......... 1,970    Merced .......... 9,820     Santa Clara .... 42,960
Colusa .......... 2,910       Modoc .......... 2,320    Santa Cruz ...... 12,410
Contra Costa 22,250        Mono .......... 390     Shasta .......... 4,410
Del Norte .......... 1,540    Monterey .......... 14,510    Sierra .......... 820
Eldorado .......... 2,910     Napa .......... 6,160      Siskiyou .......... 7,720
Fresno .......... 40,820      Nevada .......... 3,440    Solano .......... 11,800
Humboldt .... 12,790       Placer .......... 7,250    Stanislaus ...... 16,370
Imperial .... 15,960        Plumas .......... 2,310    Sutter .......... 4,110
Inyo ........ 2,260         Riverside .......... 24,310    Tehama .......... 4,940
Kern .......... 24,030        Sacramento .......... 36,400    Trinity .......... 980
Kings ........ 7,000         San Benito .......... 3,170    Tuolumne .......... 2,890
Lake ........ 2,520          San Bernardino .......... 39,600    Ventura .......... 15,820
Lassen ........ 3,340        San Diego .......... 67,530    Yolo .......... 6,550
Los Angeles ... 694,810     San Francisco .... 189,470    Yuba .......... 3,380

KERN, BAKERSFIELD

Operator: McClatchy Broadcasting Co., Elks Club. Phone: 5-700. Power: 100 watts on 1370 kc. Affiliation: NBC California Valley Group; California Radio System. Opened: Jan. 29, 1932. (Note: This station is not directly newspaper-operated, but is owned by the McClatchy newspapers.)


Copy restrictions: Wine and beer accepted; no other alcoholic beverages; no lotteries, etc.; no medicinal advertising. E. T. library: Standard. News: INS. News periods: 7-7:15 A.M., 12:15-12:30 P.M., Monday through Saturday; 5:45-6 P.M., Wednesday only; 6-6:15 P.M., Monday, Tuesday, Thursday, Friday, Saturday.

KPMC, BAKERSFIELD


Full Showing of Foster & Kleiser Billboards Now Proclaim to Greater Los Angeles that...

*In Southern California It's*  
**WARNER BROS.**  
**KFWB**  
950 ON YOUR DIAL  
FOR THE BEST IN RADIO ENTERTAINMENT!

PRODUCERS OF COAST-TO-COAST SHOWS TO THE NETWORKS

**THIS YEAR IT'S**  
"THE GROUCH CLUB"!

Heard on NBC Coast-to-Coast RED Network, Sundays, and on KFWB, 2:30 P. M., P. S. T.

**WARNER BROS. BROADCASTING CORP.**  
Owners and Operators of KFWB  
HOLLYWOOD, CALIFORNIA
CALIFORNIA STATIONS—Continued


Copy restrictions: Wine and beer accepted; no other alcoholic beverages; copy must be "ethical in every respect." E. T. library: World. News: UP. News periods: 7 A.M., 9 A.M. (women's news), noon, 5:45 P.M., 10 P.M., all 15 minutes.

KRE, BERKELEY


Copy restrictions: Average single commercial restricted by management to about 1 minute; beer and wines accepted; no hard liquor; patent medicines and health services accepted only at discretion of the management. E. T. library: Standard. News: INS. News periods: 9-9:15 A.M., 5:30-5:45 P.M., daily.

KMPC, BEVERLY HILLS


Copy restrictions: Commercial announce-
ments limited to 100 words; time signals limited to 75 words; not over 15% of any program period may be occupied by advertising; accept beer and wines; no hard liquors. E. T. library: MacGregor. News: UP. News periods: 9 A.M., 12:30 P.M., 2:30 P.M., 5:45 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday.

KHSL, CHICO


President, general manager, commercial manager, program director, publicity: Harold Smithson. Chief engineer: Robert Songstad.

Rep: None. Seating facilities: Studio accommodates about 100 persons. Merchandising: Contact dealers; arrange displays; distribute samples, etc. Foreign language programs: Not accepted. Artists bureau: None. Base rate: $55.

Copy restrictions: No beer, wine or other alcoholic beverage copy accepted; no patent medicines; no announcements on Sundays; all copy subject to station approval. News: INS.

KXO, EL CENTRO


Owner, station manager: F. M. Bowles. Rep: For any business outside network broadcasters. consult KXO or any recognized agency. Seating facilities: Limited accommodations in studios; El Centro high school auditorium available. Merchandising: Render personal calls on sponsor's local representatives or outlets. Foreign language programs: Accepted. Artists bureau: None: Base rate: $25.

Copy restrictions: Do not accept beer, wine or liquor advertising; no contract allowed calling for payment of station time on a percentage of sales.

KIEM, EUREKA


You folks certainly have got a swell climate, that's why I always spend my vacations out here... and I owe it all to DON LEE. Why? Because 9 out of every 10 radio homes on the Pacific Coast are within 25 miles of a DON LEE station, which means my advertising message is released locally on the entire Pacific Coast and becomes a friendly suggestion from a neighbor. That type of advertising brings immediate action. Furthermore, with their 30 primary stations in the 30 primary markets on the Pacific Coast, DON LEE reaches lots of communities which are practically isolated from any other radio broadcasting due to the uncertainty of long range reception. In the summer for instance, we found long range reception becomes virtually impossible as in the case of Eureka, a $17,000,000 market. Surveys taken there showed 100% exclusive audience for DON LEE during the summer. DON LEE is the only network that can guarantee complete Pacific Coast coverage... All this means more sales, and more money, so that I can spend nice long vacations out here lying on my back in the sun enjoying your wonderful climate and your marvelous scenery... Yessir, I owe it all to DON LEE.
KARM, FRESNO


KMJ, FRESNO

Operator: McClatchy Broadcasting Co., Fresno Bee Bldg. Phone: 2-8817. Power: 1,000 watts on 580 kc. Affiliation: NBC Pacific Coast Red; California Radio System. Opened: 1922. (Note: This station is owned and operated by the McClatchy newspapers, the Fresno Bee representing the McClatchy newspaper property in Fresno.)


Copy restrictions: Beer and wine accounts accepted; no patent medicines or hard liquor; 50-word announcements accepted on station breaks; 100-word announcements accepted on transcribed periods. E. T. library: NBC Thesaurus. News: UP.

KIEV, GLENDALE


Rep: None. Seating facilities: Limited facilities; station says its programs are mostly transcriptions. Merchandising: None. Foreign language programs: Accepted, providing there be no talks, speeches or lectures, and that 90% of the programs be music. Artists bureau: None. Base rate: $25.

Copy restrictions: “We conform with state and federal laws and leave the rest to good judgment.” E. T. library: None; station has, however, about 8,500 recordings. News: None.

KFOX, LONG BEACH


Owner, president, program director: Hal G. Nichols. Commercial manager, chief engineer: Lawrence W. McDowell.


Copy restrictions: Beer and light wines only accepted, providing programs do not come between 5 and 8:30 P.M.; commercial copy must not exceed 25% of program time; if copy is in excess, time-and-a-half rates are charged. E. T. library: Standard. News: UP. News periods: 7:30-7:40 A.M., 9:45-10 A.M., 11:30-11:40 A.M., 3:45-4 P.M., 9:30-9:45 P.M., all daily except Sunday; 6-6:10 P.M. daily including Sunday; 11:30-11:45 P.M., Monday through Friday; 7:45-8 P.M., Sunday only.
CALIFORNIA STATIONS—Continued

KGER, LONG BEACH

Power: 1,000 watts on 1360 kc. Affiliation: None. Opened: December, 1925. 
Rep: Howard H. Wilson Co. Seating facilities: Long Beach Studio, seats 150 persons; Los Angeles Studio, seats 25. Merchandising: Service adapted to each individual sponsor. Foreign language programs: Accepted, if musical numbers are also announced in English and the commercials kept to minimum. Artists bureau: None. Stock: Owned entirely by C. Merwin Dobyns. Base rate: $85. 
Copy restrictions: Beer and wine accepted; liquor advertising subject to approval; approved patent medicines accepted; copy restricted to not more than 25% of program time. E. T. library: World; Standard; NAB. News: Transradio. News periods: Every hour on the hour, duration not listed, all apparently daily. 

KECA, LOS ANGELES

Operator: Earle C. Anthony, Inc., 1000 S. Hope Street. Phone: Richmond 6111. Power: 5,000 and 1,000 watts on 1430 kc. Affiliation: NBC Pacific Coast Blue. Opened: Nov. 15, 1929. (Note: Same operator also owns KFI, Los Angeles.) 
Copy restrictions: Beer and wine accepted after 10:30 P.M.; patent medicines investigated for effectiveness, and copy checked for truthfulness and good taste; commercials limited to 300 words per quarter-hour; spot announcements limited to one minute; station breaks limited to 50 syllables. E. T. library: Standard; NAB. News: UP. News periods: 7:45-8 A.M., 9-9:15 A.M., 1:30-1:45 P.M., Monday through Friday; 5:15-5:30 P.M., Mondays and Wednesdays; 5:30-5:45 P.M., Tuesdays only; 3:25 P.M. (from NBC) Fridays only; 8 P.M. (from NBC) Sundays only. 

KEHE, LOS ANGELES*


*KAs the DIRECTORY went to press the FCC approved the sale of KEHE to Earle C. Anthony, Inc., which planned to call it KECA and relinquish the present KECA's 1430 frequency. 

KFAC, LOS ANGELES

Copy restrictions: No alcoholic beverages or medicines of any kind; copy carefully checked by station. E. T. library: Davis & Schwegler. News: UP. News periods: 7:45-8 A.M., noon-12:15 P.M., Monday through Saturday; 6-6:10 P.M., every day. 

KFI, LOS ANGELES


Copy restrictions: Beer and wine accepted after 10:30 P.M.; patent medicines investigated for effectiveness and copy checked for truthfulness and good taste; commercials limited to 300 words per quarter-hour; spot announcements limited to one minute, station breaks limited to 50 syllables. E. T. library: Standard; NAB.

News: UP, News periods: 7:15-7:30 A.M., 8:15-8:30 A.M., 4:45-5 P.M., 10-10:15 P.M. (last from NBC), Monday through Friday; 7:15-7:30 A.M. and 8:15-8:30 A.M., Saturdays only; 8-8:05 A.M. and 10-10:15 P.M. (both from NBC) Sundays only.

KFWB, LOS ANGELES


Copy restrictions: Accept beer and wine any time; no hard liquors; accept certain patent medicines, such as cough syrups, etc.; spot announcements limited to 100 words during daytime hours, 60 words during evening hours; all copy subject to station standards and government regulations. E. T. library: Associated. News: INS. News periods: 10 A.M., 12 noon, both 15 minutes both Monday through Saturday; 6 P.M., 9:30 P.M., both 15 minutes, both every day.

KGFJ, LOS ANGELES


Copy restrictions: Accept beer and wine, but no hard liquor or patent medicine advertising; commercials limited to 1 minute per 10-minute program, 2 minutes per quarter-hour, 3 minutes per half-hour, 5 minutes per hour; all copy subject to approval of local Better Business Bureau. News: INS.

KHJ, LOS ANGELES

Operator: Don Lee Broadcasting System, 1076 W. 7th St. Phone: Vandike 7111. Power: 5,000 and 1,000 watts on 900 kc. Affiliation: Mutual Broadcasting System;
CALIFORNIA STATIONS—Continued

Rep: John Blair & Co. Seating facilities: Studio auditorium seats 300 persons; Filmore Theatre seats 600. Merchandising: Limited service includes check of retail outlets, publicity releases to all newspapers and trade publications. Foreign language programs: No set rules; acceptance would depend on product and program, and time of broadcast would be restricted. Artists bureau: None. Base rate: $300.

Copy restrictions: Beer and wine accounts accepted under supervision; no hard liquor; accept some patent medicines; all copy subject to station standards and government regulations. E. T. library: World. News: INS. News periods: 7:45-8 A. M., Monday through Saturday; noon-12:15 P. M., 2:30-2:45 P. M., 5-5:15 P. M., Monday through Friday; 9-9:15 P. M., every day. (Note: All time is PST).

KMTR, LOS ANGELES


Copy restrictions: Beer and wine advertising accepted; no advertising medicos, lotteries, fortune tellers or astrology; all copy checked with station attorney. E. T. library: 20th Century International Newsreel. News: Transradio; 20th Century International Newsreel; Christian Science

Getting more business for advertisers is the business of KFI. We're sure we're doing a swell job of it (we report modestly), as indicated by the increasing number of accounts now using the Southland's favorite station—some 150 in all.

Place your sales message on the station with power and popularity to parallel the vast purchasing power of this billion dollar market . . . the 50,000 watt voice of KFI in Southern California.

KNX, LOS ANGELES

Rep: Radio Sales. Seating facilities: Columbia Square Playhouse, seating 918 persons; Vine St. Playhouse, seating 960; Music Box Theatre, seating 1,070; El Capitan Theatre, seating 1,460; Studio 1, seating 200; Studio 2, seating 200; Studio 3, seating 75; Studio 4, seating 75. Merchandising: Maintain, on non-profit basis, complete promotion and publicity departments. Foreign language programs: Not accepted. Artists bureau: Columbia Management of California, Inc. Base rate: $500.

KRKD, LOS ANGELES

Copy restrictions: Not more than 3 minutes of commercial copy in every quarter-hour, nor over 4½ minutes in a half-hour, nor over 9 minutes per hour; patent medicine copy may be within scope of law. E. T. library: None. News: UP. News periods: 6:30 A.M., 7:45 A.M., 11:30 A.M., 1:45 P.M., 4:15 P.M., 7 P.M., all 15 minutes, all Monday through Saturday; 7:45-8 A.M., Sunday.

KYOS, MERCED

Operator: Merced Broadcasting Company, P. O. Box 662. Phone: 1430. Power: 250 watts on 1040 kc (daytime). Affiliation: Mutual; Don Lee Broadcasting System. Opened: October 13, 1936. (Note: This station is newspaper-owned by the Merced Sun-Star).
Copy restrictions: Accept beer and wine, but no hard liquor; commercial copy limited to 14 minutes per hour program, 7 minutes per half-hour, 3½ minutes per quarter-hour and 100 words per 5-minute program. E. T. library: NBC Thesaurus; MacGregor. News: UP. News periods: 7:45 A.M., 12 noon, 3:45 P.M., 4:15 P.M., all 15 minutes, all daily except Sunday.

KTRB, MODESTO

General manager: T. R. McTammany.
Copy restrictions: Beer and wine accepted; no hard liquors; patent medicines subject to approval of Medical Assn. of California; all copy must be passed by manager before going on air. News: Local only.
The Only Regional Network With Stations In The First Eight Markets Of California

KFWB
HOLLYWOOD
KFOX
LONG BEACH
KSAN
SAN FRANCISCO
KFSD
SAN DIEGO
KFBK
SACRAMENTO
KMJ
FRESNO
KWG
STOCKTON
KERN
BAKERSFIELD
KTMS
SANTA BARBARA

CRS
THE CALIFORNIA RADIO SYSTEM
SACRAMENTO, CALIFORNIA
CALIFORNIA STATIONS—Continued

KDON, MONTEREY
Operator: Monterey Peninsula Broadcasting Co., 275 Pearl St. Phone: Monterey 8111. Power: 100 watts on 1210 kc. Affiliation: Mutual; Don Lee Broadcasting System. Opened: Nov. 9, 1935. (Note: This station is affiliated with the Monterey Peninsula Herald of Monterey, and the Salinas Newspapers, Inc., of Salinas.)


KLS, OAKLAND


KLX, OAKLAND
Operator: Tribune Building Co., Tribune Tower. Phone: Lakeside 6000. Power: 1,000 watts on 880 kc. Affiliation: None. Opened: 1922. (Note: This station is newspaper-affiliated with the Oakland Tribune.)


KROW, OAKLAND


Rep: None. Seating facilities: Can accommodate up to 125 persons in Oakland or San Francisco. Merchandising: Publicity sent to about 20 trade journals, neighborhood and regional newspapers; screen trailers in four local theatres, three of which are downtown houses; extensive merchandising available at cost. Foreign language programs: Portuguese and Italian programs current; English translation must be submitted with prospective foreign language programs. Artists bureau: None. Base rate: $153.90.

Copy restrictions: Announcements may not exceed 100 words; commercials limited to 20% of program time. E. T. library: MacGregor. News: UP. News periods: 8:15 A.M., noon, 6 P.M., 8 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 6:6-15 P.M., Sunday.

KPPC, PASADENA
Operator: Pasadena Presbyterian Church. Power: 100 watts on 1210 kc (shares time with KFXM.)

This station is non-commercial.

KVCV, REDDING
Operator: Golden Empire Broadcasting Co. Power: 100 watts on 1200 kc. Affiliation: None.
CALIFORNIA STATIONS—Continued

KFBK, SACRAMENTO
Operator: The McClatchy Broadcasting Co., 708 Eye St. Phone: Main 5000. Power: 10,000 watts on 1490 kc. Affiliations: NBC California Valley Group; California Radio System. Opened: 1921. (Note: This station is newspaper-owned by the Sacramento Bee, a McClatchy newspaper.)


KROY, SACRAMENTO

Station head: Royal Miller. Station and commercial manager: Will Thompson, Jr. Chief engineer: Milton Cooper.


KFXM, SAN BERNARDINO


Rep: John Blair & Co. Seating facilities: Main studio accommodates 200; audience room adjacent to studio accommodates 100. Merchandising: Pre-plug programs, place window displays, mail circulars to dealers and distributors, send publicity to newspapers. Foreign language programs: English translation must be submitted in advance, and the programs must be non-controversial; have Spanish staff announcers; acceptance of other languages subject to availability of announcers versed in the tongue wanted. Artists bureau: None. Stock: Company is a partnership of J. C. and E. W. Lee. Base rate: $50.

Copy restrictions: Accept beer and wine copy, but not "general run" of liquor; accept medicines "of known merit only," but do not encourage this type of account; all copy subject to local and Federal laws.


KFSD, SAN DIEGO


Rep: Paul H. Raymer Co. Seating facilities: Reception room available, seating 100 persons. Merchandising: Pre-plug programs with announcements; send publicity to local papers and 35 other papers and magazines in the station area; at request will make a "reasonable" number of phone calls to local wholesale and retail outlets, and distribute at cost a "reasonable" number of letters to such outlets; will handle any other service at cost; surveys (personal, not phone) generally are conducted on the basis of 15c per call within city limits. Foreign language programs: Not accepted. Artists bureau: None. Base rate: $120.

Copy restrictions: Beer and wine copy accepted; no hard liquors; all copy subject to approval of the station. News: UP.
CALIFORNIA STATIONS—Continued

KGB, SAN DIEGO
Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising; no stock-selling, advertising medics; no lotteries, fortune tellers, astrologists. E. T. library: World. News INS; Transradio; local. News periods: 7:45-8 A.M., Monday through Saturday; noon-12:15 P.M., 2:30-2:45 P.M., Monday through Friday; 9-9:15 P.M., every day.

KFRC, SAN FRANCISCO
Copy restrictions: Standards of “good taste” carefully observed; beer and wine accepted; no other alcoholic beverages; patent medicines subject to their general standing and the copy they wish to use. E. T. library: World. News: INS. News periods: 8:30-8:40 A.M., 12-12:10 P.M., 4:30-4:40 P.M., 9-9:25 P.M., Monday through Friday; 11-11:05 P.M., Monday through Saturday.

KGO, SAN FRANCISCO
Publicity director: Milton Samuel.
Rep: National Broadcasting Co. Seating facilities: Can accommodate about 100 in studios; outside theatre space rented when occasion demands; no admission charged for witnessing any programs thus staged. Merchandising: Some 800 pictures of KGO-KPO artists distributed in San Francisco, Oakland, and Northern California, in 200 stores as window and counter displays; regular news and feature stories to trade papers, general publications, and such newspapers in station area as still maintain a regular radio column; interviews of artists on 15-minute daily gossip broadcasts; listing of products, contests, and offers in house organ; availability of station representative to address client’s sales meetings; 14 courtesy announcements preceding initial program; sales and publicity department files available to assist in planning merchandising campaigns. Foreign language programs: None listed. Artists bureau: None listed. Base rate: $280.
Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days’ notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours’ notice; closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted for minimum of 15-minute program; no other alcoholic beverages; all copy subject to NBC program policies. E. T. library: NBC Thesaurus. News: UP; INS; AP. News periods: 9:45-9:55 A.M., Monday through Saturday; 11:45-noon, Monday through Saturday; 8:05 P.M., Monday through Friday; 11-11:15 P.M., every day.

KJBS, SAN FRANCISCO
Operator: Julius Brunton & Sons Co., 1470 Pine St. Phone: Ordway 4148. Power: 500 watts on 1070 kc (operates from 10:01 P.M. to sunset following day). Affiliation: None. Opened: Jan. 3, 1925.
General manager: Ralph R. Brunton.* Manager: E. P. Franklin.

* Also president of KQW, San Jose.
CALIFORNIA STATIONS—Continued

Rep: Joseph Hershey McGillvra. Seating facilities: About 75 persons. Merchandising: Theatre trailers calling attention to KJBS programs; pre-program announcements; advertisements on radio page of newspapers; display cards issued by station; syndicated merchandising service available. Foreign language programs: Not accepted. Artists bureau: None. Base rate: $60.

Copy restrictions: No intoxicating beverages; no patent medicines; announcements must not exceed 100 words—excess words charged for on proportional basis; all commercial continuations must be passed upon by production head of the station as to content and number of words. E. T. library: Standard; Lang-Worth; NAB; Davis & Schwegler. News: UP. News periods: 6-6:15 A.M., 10-10:15 A.M., 12:30-12:45 P.M., 3-3:15 P.M., 4:30-4:40 P.M., 6-6:15 P.M., Monday through Saturday; 4:30-4:40 P.M., 6-6:15 P.M., Sundays only; 11:30-11:35 P.M., every day.

KPO, SAN FRANCISCO


Rep: seating facilities; merchandising; foreign language programs; artists bureau: Same as KGO, San Francisco, q.v. Base rate: $380.


KSAN, SAN FRANCISCO


Rep: Howard H. Wilson Co. Seating facilities: Have remote line to downtown theatre; no facilities at studios. Merchandising: Publicity and notices on programs; throw-aways, etc., theatre trailers. Foreign language programs: Accepted; specified hours for same. Artists bureau: None. Base rate: $64.


KSFO, SAN FRANCISCO


Copy restrictions: No false or unwarranted claims; no infringement on another advertiser’s rights, programs or ideas; no disparagement of competitors; no lotteries; no vulgarity or offensiveness in any man-

KYA

“In 5½ months KYA received one letter from every 31½ listening radio homes in the eight San Francisco Bay Area counties.”

*Ksworn statement on sustaining audience mail for one morning and two evening hours surveyed against three-network competition from 307-310 listening radio homes.

KYA, San Francisco

1230 Kc.

5,000 W Day 1,000 W Night

Rep.: International Radio Sales
CALIFORNIA STATIONS—Continued

ner; no ambiguous statements that may mislead the listeners; no appeals for funds; no testimonials which cannot be authenticated; no continuity which repulsively describes internal bodily functions or symptomatic results of internal disturbances, and no reference to matters which are not considered acceptable topics in social groups; no use of broadcasting time for purposes other than advertising of the advertiser’s goods; no advertising matter which may, in the opinion of the station, be injurious or prejudicial to the interests of the public, the station, and/or its affiliated stations, or honest advertising and reputable business in general; beer okay; no hard liquors accepted; no controversial talks; no time sold for religious purposes. 

**E. T. library:** NAB; Standard; Lang-Worth. 
**News:** INS. News periods: 7:45 A.M., noon. 3 P.M., 5:45 P.M., all 15 minutes, all Monday through Saturday; 9:45-10 P.M., every day; 4:30-4:35 P.M., Sundays only.

**KYA, SAN FRANCISCO**

Operator: Hearst Radio, Inc., Hearst Bldg. Phone: Douglas 2536. Power: 5,000 and 1,000 watts on 1230 kc. Affiliation: None. Opened: December, 1926. (Note: This station is affiliated with the San Francisco Examiner.)


Copy restrictions: All acceptable accounts subject to the same rates; station reserves the right to refuse or cancel any contract for reasons sufficient to itself. 

**E. T. library:** Associated. News: INS. News periods: 8:15-8:30 A.M., 1-1:15 P.M., both Monday through Saturday; 3-3:15 P.M., Monday through Friday; 7:30-7:45 P.M., every day.

**KQW, SAN JOSE**


Rep: Joseph Hershey McGilvra. Seating facilities: None; can arrange for local theatres and civic auditorium. Merchandising: Fox West Coast theatre trailers in five houses may be used by sponsor for cost of trailers; limited newspaper display for program promotion free; other services at cost. Foreign language programs: None. Artists bureau: None. Stock: Held by Ralph R., Sherwood B., and Mott Q. Brunton. Base rate: $80.

Copy restrictions: No whiskey or hard liquor copy accepted; beer, wine and patent medicine advertising accepted subject to copy limitations determined in each instance after investigation through state and federal regulatory agencies. **E. T. library:** Standard; NBC Thesaurus. News: UP; also from San Jose Mercury Herald. News periods: 7-7:10 A.M., 7:45-8 A.M., 9:30-9:40 A.M., 12:15-12:30 P. M., 4:30-4:40 P.M., 9-9:15 P.M., 11:30-11:40 P. M., Monday through Saturday; 4:30-4:40 P.M., 9-9:15 P.M., Sundays only.

* Also general manager of KJBS, San Francisco.

**KVEC, SAN LUIS OBISPO**


Copy restrictions: Spot announcements limited to 35 and 100 words; straight announcements running longer than one minute not accepted; five and 10-minute periods furnished only if available without breaking longer periods. **E. T. Library:** Standard; MacGregor. News: INS. News periods: 7:45-8 A.M., Monday through Saturday; 12-12:15 P.M., 2:30-2:45 P.M., Monday through Friday; 9-9:15 P.M., every day.

**KVOE, SANTA ANA**

Operator: The Voice of the Orange Empire, Inc., Ltd., Walter Moore Bldg. Phone: 4900; 4901-R. Power: 100 watts on 1500 kc. Affiliation: Mutual; Don Lee
Broadcasting System. **Opened:** November, 1926.

**President, station, commercial manager:** Ernest L. Spencer. **Program director, chief engineer:** Wallace S. Wiggins. **Promotion manager:** Jack O’Mara.

**Rep:** John Blair & Co. **Seating facilities:** Studio, capacity 150. **Merchandising:** Will arrange for window displays gratis; newspaper display advertising three-weekly, with program schedules appearing in six publications; direct mail, brochures, etc., billed at actual cost. **Foreign language programs:** None listed. **Artists bureau:** None. **Base rate:** $35.

**Copy restrictions:** Beer and light wine advertising accepted; no hard liquors; spot announcements limited to 50 words; no disparagement of competitors or their products; nothing that would offend children, religious and fraternal beliefs, etc.; all copy must be in good taste and is subject to station approval. **E. T. Library:** MacGregor. **News:** From network. **News periods:** 7:45-8 A.M., Monday through Saturday; noon-12:15 P.M., 2:30-2:45 P.M., Monday through Friday; 9-9:15 P.M., daily.

**KDB, SANTA BARBARA**

**Operator:** Santa Barbara Broadcasters, Ltd., 17 E. Haley St. **Phone:** 21427. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual Broadcasting System; Don Lee Broadcasting System. **Opened:** 1924. (Note: KDB is owned by the Don Lee Broadcasting System.)

**Manager:** Earl M. Pollock. **Commercial manager:** Bill A. Skaggs. **Program director:** Tony La Frano. **Chief engineer:** Robert Arne.

**Rep:** John Blair & Co. **Seating facilities:** Studio seats 25 persons. **Merchandising:** Render any reasonable service, specifically store calls and checks on purchases. **Foreign language programs:** Accepted providing copy is submitted in English in advance. **Artists bureau:** None. **Base rate:** $50.

**Copy restrictions:** Accept beer, wine and hard liquors (latter only after 10:30 P.M.); will accept some patent medicines, depending on product. **E. T. library:** World. **News:** Transradio,

**KTMS, SANTA BARBARA**

**Operator:** News-Press Publishing Co., De la Guerra Plaza. **Phone:** 6111. **Power:** 500 watts on 1220 kc. **Affiliation:** NBC Pacific Coast Blue; California Radio System. **Opened:** Nov. 1, 1937. (Note: This station is newspaper owned by the Santa Barbara News and Press.)

**Station manager:** Charles A. Storke. **Rep:** Weed & Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Will make contacts and send letters to the trade. **Foreign language programs:** Spanish programs accepted. **Artists bureau:** None. **Base rate:** $75.

**Copy restrictions:** Alcoholic beverage advertising not accepted; copy for medicinal advertising must be submitted for approval with contract; all copy must conform to station policy, and may be cancelled by the station for reasons sufficient to itself. **E. T. library:** Standard; NBC Thesaurus. **News:** INS. **News periods:** 7:30 A.M., 9 A.M., 12:30 P.M., all 15 minutes, all Monday through Saturday; 3:30 P.M., 5:15 P.M., 9:30 P.M., all 15 minutes, all Sunday through Friday.

**KSRO, SANTA ROSA**

**Operator:** Press Democrat Publishing Co., Press Democrat Bldg. **Phone:** 110. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Sept. 19, 1927. (Note: E. L. Finley, owner of KSRO, is also owner and operator of the Santa Rosa Press Democrat and Santa Rosa Republican newspapers.)

**Owner:** E. L. Finley. **Station and commercial manager:** Wilt Gunzendorfer. **Program director:** Gordon Brown. **Chief engineer:** Robert Nichols. **Publicity director:** Mike Pardee.

**Rep:** None. **Seating facilities:** Audience room seats 75. **Merchandising:** Publicity in newspaper affiliates gratis; surveys, business analyses, etc. **Foreign language programs:** Accept Italian programs. **Artists bureau:** None. **Base rate:** $45.

**Copy restrictions:** No hard liquor or patent medicines; commercials limited to 75 words in time signals and weather reports. **E. T. library:** World. **News:** UP; INS; AP. **News periods:** 7:30 A.M., 10 A.M., 12:15 P.M., 5 P.M. (in Italian), 6 P.M., 8:45 P.M., all 15 minutes, all Monday through Saturday; 9-9:15 A.M., 12:15-12:30 P.M., Sundays only.

**KGDM, STOCKTON**

**Operator:** E. F. Peffer, 42 S. California St. **Phone:** 44551. **Power:** 1,000 watts on 1100 kc (daytime). **Affiliation:** None. **Opened:** February, 1927.

**Owner:** E. F. Peffer. **Station manager:** Edith Smith. **Musical director:** Lilian Best Parkin.

**Rep:** John Blair & Co. **Seating facilities:** Two studios, one seating 200 persons, the other 30. **Merchandising:** No information given. **Foreign language programs:** Italian, Spanish and Portuguese. **Artists bureau:** None. **Base rate:** $35.
CALIFORNIA STATIONS—Continued


KWG, STOCKTON

Operator: The McClatchy Broadcasting Co., Hotel Wolf. Phone: 2-2727. Power: 100 watts on 1200 kc. Affiliation: NBC California Valley Group; California Radio System. Opened: October, 1921. (Note: This station is newspaper-owned: McClatchy papers).


Rep: Paul H. Raymer Co. Seating facilities: Studio, about 300 persons. Merchandising: Contact dealers by phone or letter; make personal contacts with dealers and wholesalers; write letters to trade if advertiser pays for postage and stationery; distribute posters. Foreign language programs: Not accepted. Artists bureau: None. Base rate: $42.


KTKC, VISALIA

Operator: Tulare-Kings Counties Radio Associates, Box 511. Phone: 575. Power: 250 watts on 1190 kc (daytime) (station has construction permit for 1,000 watts on 890 kc unlimited). Affiliation: Mutual; Don Lee Broadcasting System. Opened: July 18, 1937. (Note: Owners of this station also own, severally, the Visalia Times-Delta, the Porterville Recorder, the Tulare Advance-Record and Times, and the Hanford Sentinel and Journal.)


Copy restrictions: Beer and wine advertising accepted; no hard liquors; patent medicines must be "reputable" to be accepted. E. T. library: MacGregor; Standard; NAB. News: UP. News periods: 7 A.M., 7:45 A.M., 10:30 A.M., 12:15 P.M., 5:15 P.M., all 15 minutes, all Monday through Saturday; 5:30-5:45 P.M., Sundays only.

KHUB, WATSONVILLE

Operator: John P. Scripps, Santa Cruz Highway. Phone: 1700. Power: 250 watts on 1310 kc (daytime). Affiliation: None. Opened: March 19, 1937. (Note: John P. Scripps, owner of KHUB, is also chief stockholder in the Watsonville Register and Pajaronian, Santa Ana Journal, Ventura Star and Free Press, and Santa Paula Chronicle and Redding Record.)


Copy restrictions: No hard liquor or patent medicines; beer and wines accepted subject to strict supervision; all programs and announcements subject to owners' approval and FCC regulations; owners reserve the right to refuse, discontinue or cancel any contract for advertising, for reasons sufficient unto themselves. E. T. library: Standard. News: AP. News periods: 7:30 A.M., 12:15 P.M., 4:15 P.M., all 15 minutes, all Monday through Saturday.
This Variety Directory will prove a valuable addition to your data file . . . but you may surround yourself with all available reference books on listening areas, radio homes, rate structures or retail sales charts and you will still find yourself lacking in complete information for an accurate evaluation of station ranking and effectiveness.

Listening area studies, for example, fail to show the listener loyalty built up by WKY, KLZ or KVOR. Census books on buying power fail to prove the consistent, effective merchandising force these stations exert for sponsors day in and day out. Rate cards fail to reflect the power of these stations to win Variety's recognition year after year as the outstanding stations in their fields.

The story of WKY, KLZ and KVOR is one of perfect coordination of men, methods and machinery . . . too much alive to be filed away in any steel cabinet . . . too big to be measured by the usual yardsticks.

**AND YOU'LL NEVER FIND IT IN DATA BOOKS!**

**WKY OKLAHOMA CITY**

NBC - 900 Kc.  
"Show Place of the Southwest"

**KVOR COLORADO SPRINGS**

CBS - 1270 Kc.  
"Home Station of Southern Colorado"

**KLZ DENVER**

CBS - 560 Kc.  
"The Pioneer of the West"

Affiliated Management

THE OKLAHOMA PUBLISHING CO. - THE DAILY OKLAHOMAN AND TIMES - THE FARMER-STOCKMAN

Represented Nationally by The Katz Agency, Inc.
**COLORADO**

(233,500 radio homes, or 81% ownership among the State's total of 288,000 families. Urban ownership is 138,200, or 91% of urban families; rural ownership is 95,300, or 70% of rural families.)

<table>
<thead>
<tr>
<th>Radio Homes by Counties</th>
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<tbody>
<tr>
<td>Adams .............. 3,660</td>
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<tr>
<td>Alamosa ............ 1,830</td>
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<td>Arapahoe ........... 5,210</td>
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<td>Archuleta .......... 590</td>
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<td>Bent .............. 1,620</td>
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<td>Boulder ........... 7,980</td>
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<td>Chaffee ............ 1,800</td>
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<td>Cheyenne .......... 670</td>
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<td>Clear Creek ....... 640</td>
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<td>Conejos ............ 1,540</td>
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<td>Costilla ........... 970</td>
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<td>Crowley .......... 1,070</td>
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<td>Custer ............ 460</td>
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<td>Delta .............. 2,770</td>
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<tr>
<td>Denver ....... 78,500</td>
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<tr>
<td>Dolores .......... 300</td>
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<td>Douglas ........... 720</td>
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<tr>
<td>Eagle .............. 800</td>
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<td>Elbert .......... 1,180</td>
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<td>El Paso ...... 13,190</td>
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**KGIW, ALAMOSA**

Rep: None. Seating facilities: None. Merchandising: Facilities—not described—are offered to national advertisers. Foreign language programs: No information given. Artists bureau: None. Base rate: $15 (1/2 hr.).

**KVOR, COLORADO SPRINGS**

Operator: Out West Broadcasting Co., Antlers Hotel. Phone: Main 278. Power: 1,000 watts on 1270 kc. Affiliation: CBS. Opened: 1922. (Note: This station is affiliated with the Colorado Springs Gazette-Telegraph; it is under the same ownership as WKY, Oklahoma City, and the Oklahoma Publishing Co., and is under affiliated management with KLZ, Denver.)

**KFEL, DENVER**

COLORADO STATIONS—Continued


Copy restrictions: Beer and wine accepted any time; hard liquor copy not accepted; all copy subject to station approval and government regulations. E. T. library: World; Lang-Worth; Standard; Davis & Schweger; NAB. News: Transradio. News periods: 8 A.M., noon, 4 P.M., 7 P.M., all 10 minutes daily. (Note: 5-minute periods sold after newcasts, and longer programs and participating announcements sold preceding them; time sold within 15 minutes of a newcast takes a 25% surcharge.)

KLO, DENVER

Operator: KLO Broadcasting Co., Shirley-Savoy Hotel. Phone: Main 4271. Power: 5,000 and 1,000 watts on 560 kc. Affiliation: CBS. Opened: June, 1920. (Note: This station is owned by interests controlling the Oklahoma Publishing Co., WKY in Oklahoma City, and KVOR, Colorado Springs.)


Rep: The Katz Agency, Inc. Seating facilities: Largest studio accommodates 150; auditorium with capacity of 1,400 available; three theatres of the Fox chain available when necessary. Merchandising: Prior to beginning of program KLO writes dealer letters, assists in preparing dealer and jobber advertising material, prepares addresses for sales meetings, and plugs the program via trailers, releases, posters, etc.; after program is on the air KLO assists in similar fashion; tie-up with Colorado Press Association permits stories and program listsings across the state; all costs borne by station except in large mailings or where more personnel is needed. Foreign language programs: Not accepted. Artists bureau: None; but production department can arrange for artists. Base rate: $180.

Copy restrictions: Copy on announcements limited to 25 words between 6 and 10:30 P. M., on chain breaks, 50 words between all sustainers, and 100 words on all participating programs; on regular-length programs copy is limited to 10% of program time at night, 15% daytime, except where such copy has news or entertainment value; beer accepted, but no wines or hard liquors; patent medicines accepted if copy is free from "offensive statements" or "untruthful claims." E. T. library: Associated. News: INS. News periods: 7:45 A. M. (daily except Sunday), 12:30 P. M. (daily), 5 P.M. (daily), 10:30 P. M. (daily), all 15 minutes.

KOA, DENVER


Rep: National Broadcasting Co., Inc. Seating facilities: Studio A seats 325; studio B seats 150; admission by courtesy tickets. Merchandising: Window display space provided in the KOA building lobby; letters sent to dealers when new programs are scheduled (postage paid by advertiser). Foreign language programs: Would accept, subject to approval of continuities; but 98% of population is English-speaking. Artists bureau: Yes; complete roster of announcers, conductors, writers, producers, directors, and players available. Base rate: $240.

Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days’ notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by station manager on 24 hours’ notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets complete station approval. E. T. library: NBC Thesaurus. News: From the Denver Post. News periods: 7-7:15 A.M., Monday through Saturday; 11-11:15 P.M., every
day. (Note: News periods are strictly non-commercial.)

KPOF, DENVER
This station is non-commercial; church-owned.

KVOD, DENVER
Rep: Edward Petry & Co., Inc. Seating facilities: Studio, 50 persons; adjacent auditorium, 450. Merchandising: Can be handled through a local agency; station lists publicity in mailed programs and newspapers and in pre-announcements over the station. Foreign language programs: Not accepted. Artists bureau: None. Base rate: $120.


KIUP, DURANGO
Station and commercial manager, program director: Raymond M. Beckner. Chief engineer: G. L. Schmehl.

Copy restrictions: Beer, wine and liquor advertising accepted after 9 P.M.; all copy subject to station approval; reserve right to refuse all announcements which do not "maintain a level of quality and character creditable alike to station and advertiser." E. T. library: None. News: Transradio. News periods: 10 A.M., 12:30 P.M., 3 P.M., 6:30 P.M., all 15 minutes, all daily except Sunday.

KFXJ, GRAND JUNCTION
Rep: None. Seating facilities: Studio A accommodates about 250 persons. Merchandising: Send out advance publicity releases and news stories, gratis, augmented by articles, pictures, etc., in house organ; cooperate in placing show cards, lobby displays, and in making dealer contacts, surveys and summaries both before and after campaign. Foreign language programs: No set rules; as foreign population is very small, question has never arisen, though sustaining programs in Spanish and German have been presented. Artists bureau: None.

Copy restrictions: Beer and wine advertising accepted; no hard liquor; no expression of superlative qualities; no false or misleading statements; commercial copy restricted to maximum of 300 words per quarter-hour. E. T. library: MacGregor; World. News: Transradio. News periods: 7:30-7:35 A.M., 9:30-9:45 A.M., 12:30-12:45 P.M., 4:30-4:45 P.M., 6-6:05 P.M. (sports news), 6:45-7 P.M., all Monday through Saturday.

KFKA, GREELEY
Operator: The Mid-Western Radio Corp. Power: 1,000 and 500 watts on 880 kc (shares time with KPOF). Affiliation: Mutual Broadcasting System.
Base rate: $70.

After repeated requests, no other information available.

KOKO, LA JUNTA
Base rate: $15 (½ hr.).

No other information available after repeated requests.

KIDW, LAMAR
THE POWER TO DO A JOB
—and an outstanding record for doing it!

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC
50,000 WATTS · HARTFORD, CONN.
The Station With the Friendly Audience
The Travelers Broadcasting Service Corporation
Member NBC Red Network and Yankee Network
Representatives: Weed & Company
New York · Chicago · Detroit · San Francisco

604
COLORADO STATIONS—Continued


General manager: Harold Anderson.


KGHF, PUEBLO


Rep: None. Seating facilities: Reception room seats about 100. Merchandising: No specific service listed; "try to be of service to clients in promoting the sale of their products." Foreign language programs: Accepted—only occasional announcement with no long term contracts; very little foreign language advertising in this area. Artists bureau: None. Base rate: $120.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines accepted "if proven to be okay." E. T. library: World; MacGregor. News: AP from the Pueblo Star-Journal and Chieftain. News periods: 7 A.M., 11:45 A.M., 4 P.M., all 15 minutes, all Monday through Saturday; 10-10:15 P.M., every day. (Note: Spots sold before and after, but not during the news.)

KGEK, STERLING


Copy restrictions: Accept alcoholic beverages, if usual standards of good taste are observed in program and copy. News: AP.

CONNECTICUT

(402,100 radio homes, or 92% ownership among the State's total of 437,000 families. Urban ownership is 281,400, or 92% of urban families; rural ownership is 120,700, or 92% of rural families.)

Radio Homes by Counties

Fairfield .......... 97,620 Middlesex .......... 12,410 Tolland .......... 7,340
Litchfield .......... 21,060 New London .......... 29,590

WICC, BRIDGEPORT


Rep: Edward Petry & Co., Inc. Seating facilities: Bridgeport, 40; broadcasts with larger audience allowed when outside facilities are rented; New Haven, about 150. Merchandising: Furnish lists of potential dealers; cooperate in any other merchandising service at cost. Foreign
Connecticut Stations—Continued

Language programs: Based entirely on individual merit of each program and client. Artists bureau: Through Yankee Network (see WNAC, Boston). Base rate: $160.

Copy restrictions: Commercials must conform to ethics of good broadcasting; all continuity on patent medicines submitted to Proprietary Association; wine and beer advertising accepted when it conforms to laws of city and state. E. T. library: Associated. News: Yankee Network News Service; also local news. Local news periods: 7:30 A.M., 11:25 A.M., 5:30 P.M. 11:30 P.M., all five minutes, all Monday through Saturday; 11:30-11:35 P.M., Sunday only. Yankee Network news periods: 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only.

WDRC, Hartford

Operator: WDRC, Inc., 750 Main St. Phone: 7-1188. Power: 5,000 and 1,000 watts on 1330 kc. Affiliation: CBS. Opened: 1922.


Rep: Paul H. Raymer Co. Seating facilities: 50 persons. Merchandising: Package service available to advertisers at cost; includes letters, display cards, display windows, personal contact publicity via station and fan papers, research; minimum of 13 weeks must be used to be eligible for this service; station reserves right to decline service where air time is deemed insufficient. Foreign language programs: None accepted. Artists bureau: None. Base rate: $175.

Copy restrictions: No liquor advertising is accepted; all other copy subject to station approval. E. T. library: NBC Thesaurus. News: UP. News periods: 9:30-9:45 A.M., Sunday only; also Esso Reporter seven times per day, six days per week (time and duration not specified).

WTHT, Hartford

Operator: The Hartford Times, Inc., 983 Main Street. Phone: 7-6481. Power: 250 and 100 watts on 1200 kc. Affiliation: Mutual; Yankee and Colonial. Opened: August 12, 1936. (Note: This station is newspaper-owned by the Hartford Times).


Copy restrictions: No beer, wine or liquor advertising accepted; all copy subject to station approval and government regulations. E. T. library: Standard; Associated. News: AP; Yankee Network News Service. Yankee Network news periods: 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, Sunday only. AP news periods: 7:30 A.M., 9 A.M., noon, 3 P.M., 5:30 P.M., all five minutes, all Monday through Saturday. (Note: Yankee Network sells announcements during its news, and WTHT sells them before and after; no sponsorship of AP news is allowed, but announcements are sold before and after.)

WTIC, Hartford


Copy restrictions: Contracts and manuscripts must be submitted a week in advance subject to station or government regulation; beer and wines, as well as certain patent medicines, accepted in the past; no hard liquor. E. T. library: World. News: Transradio. News periods: 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 12:45 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only.

WNBC, New Britain-Hartford

Operator: State Broadcasting Corp., 147 Main St., New Britain; 54 Pratt St., Hart-
WELL, NEW HAVEN


Rep: Gene Furgason & Co. Seating facilities: Arrangements can be made with Hotel Taft for balcony; also local theatres. Merchandising: Assist in distributing merchandise to local stores for about 50c, a call; notify merchants of new programs, either by phone or mail; other services rendered at slight additional charge. Foreign language programs: Accepted; scripts must be submitted in advance for translation and approval; talent must be live talent, and if instrumental must belong to Musicians' Union. Italian programs currently carried. Artists bureau: Setup nominal only. Base rate: $125.


WATR, WATERBURY


Copy restrictions: Accept beer, wine and liquor; patent medicines must meet approved standards. E. T. library: Standard. News: Transradio; Yankee Network News Service. Yankee News periods: 8 A.M., 1 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 1:30 P.M., 6:30 P.M., both 15 minutes, both Sunday only. Local news: 5:50-6 P.M., Monday through Friday; 12:30-12:45 P.M., Saturday only.

*Also operator of WBRK, Pittsfield, Mass.

WBRY, WATERBURY-NEW HAVEN

Operator: American-Republican, Inc., 136 Grand St. (New Haven, Conn., address: 152
CONNECTICUT STATIONS—Continued

Temple St.). Phone: 3-1125; (New Haven: 7-1243). Power: 1,000 watts on 1530 kc. Affiliation: CBS. Opened: Nov. 3, 1934. (Note: WBRY is newspaper-owned by the Waterbury American and Republican.)


Rep: Joseph Hershey McGillvra. Seating facilities: Theatre room, capacity 150. Merchandising: Advice on copy, and type of program; show cards and newspaper ads to satisfaction of client. Foreign language programs: Accepted; have Italian, Lithuanian, Polish and Hungarian live talent series. Artists bureau: None. Base rate: $100.

Copy restrictions: Accept beer, wines, and whiskey, with copy subject to good taste; patent medicine copy watched carefully; other restrictions not specific, other than demanding that "grade A" requirements be observed. E. T. library: NBC Thesaurus. News: Transradio; AP; local. News periods: 8 A.M., 12:15 P.M., 6 P.M., 6:30 P. M. (local news), 11 P.M., all 15 minutes, all Monday through Saturday; 11-11:15 P. M. Sunday.

DELWARE

(57,600 radio homes, or 86% ownership among the State's total of 67,000 families. Urban ownership is 30,800, or 90% of urban families; rural ownership is 26,800, or 81% of rural families.)

Radio Homes by Counties

Kent ............... 7,990 New Castle ........... 38,260 Sussex ................ 11,350

WDEI, WILMINGTON


WILM, WILMINGTON


*Also president of WAZL, Hazelton, Pa.; WEST, Easton, Pa.; WORK, York, Pa.; WILM, Wilmington, Del.; and vice-president of WGAL, Lancaster, Pa.
WJSV. WASHINGTON
Rep: Radio Sales. Seating facilities: Audiences from 100 to 1,200 can be seated. Merchandising: Services of publicity department offered without charge; letters to distributors, dealers or groups of individuals at cost of multigraphing, stamping, addressing and mailing; contact dealers by personal calls or phone at cost; research service among dealers, distributors or general public at cost. Foreign language programs: No rules; no demand for same, as foreign population is very small. Artists bureau: None, as such, but has contracts with artists appearing regularly on station. Base rate: $300.
Copy restrictions: CBS program policies.

WMAL, WASHINGTON
Operator: National Broadcasting Co., Inc. (owned by M. A. Leese Radio Corp. capital stock of which is owned by the Washington Star), 724-14th St., N. W. Phone: Republic 4000. Power 500 and 250 watts on 630 kc. Affiliation: NBC Blue Basic. Opened: 1926.
Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and the program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; other policies conform to NBC Program Policies. E.T. library: NBC Thesaurus. News: UP; INS. News periods: Sports news, 6:15-6:30 P.M. (6:45-7 during daylight saving time), Monday through Saturday; 6-6:15 P.M., Sunday only. Evening Star flashes, 15 minutes daily except Sunday. WMAL news, 7:25-7:30 A.M., daily except Sunday. Earl Godwin, 8:30-8:45 A.M., daily except Sunday. AP news (from NBC) 6:25-6:30 P.M. Saturday and 11-11:05 A.M. Sunday. Baggage Talking, three 10-minute periods daily except Sunday, two 10-minute periods Sunday only.

WOL, WASHINGTON
Rep: William G. Rambeau Co. Seating facilities: 200 persons. Merchandising: Supply lists of retailers and wholesalers; mail limited number of letters or printed matter, with advertiser paying postage and furnishing printed matter, station furnishing letter heads and labor; introduce salesman to key buyers; arrange audition of program for important local outlets, advertiser to pay for talent; personal calls informing chain stores, etc., of campaign. Foreign language programs: Not accepted. Artists bureau: None. Base rate: $180.
**DISTRICT OF COLUMBIA STATIONS**—Continued

**Copy restrictions:** Beer, wine and liquor advertising accepted weekdays only (liquor only after 10 P.M.); all copy subject to station approval and regulations of FCC, Federal Trade Commission and Better Business Bureau; spot announcements limited to 100 words, chain breaks to 35 words; commercial continuity on day and night quarter-hours limited to 325 words. E. T. library: Associated; Lang-Worth; NAB. News: Transradio. News periods: 7:30 A.M., 8:30 A.M., 9:45 A.M., 12:15 P.M., 3 P.M., 6:30 P.M., 9 P.M., 10:30 P.M., all five minutes, all daily except Sunday; 8:45 A.M., 12:15 P.M., 3 P.M., 10:30 P.M., all five minutes, all Sunday only.

**WRC, WASHINGTON**

**Operator:** National Broadcasting Co., Inc. (owner and operator), 724-14th St., N. W. **Phone:** Republic 4000. Power: 5,000 and 1,000 watts on 950 kc. **Affiliation:** NBC Basic Red. **Opened:** Aug. 1, 1923.

For officers, services and copy restrictions, see WMAL, Washington, D.C.


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**FLORIDA**

(297,900 radio homes, or 67% ownership among the State's total of 443,000 families. Urban ownership is 189,500, or 80% of urban families; rural ownership is 108,400, or 53% of rural families.)

**Radio Homes by Counties**

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<tr>
<th>County</th>
<th>Homes</th>
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<tr>
<td>Washington</td>
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**WMFJ, DAYTONA BEACH**

**Operator:** W. Wright Esch, 126½ Magnolia Ave. **Phone:** 91. **Power:** 100 watts on 1420 kc. **Affiliation:** None. **Opened:** April, 1935.


Rep: None listed. Seating facilities: Can accommodate about 50 persons. Merchandising: Complete service offered. Foreign language programs: Accepted if in French, Jewish, German or Spanish. Artists bureau: Yes; have about half a dozen orchestras, vocalists, actors, announcers. Stock: Owned by W. W. Esch. **Base rate:** $75.

Copy restrictions: No hard liquor; copy should “not offend ordinary good taste.”

610
FLORIDA STATIONS—Continued


WRUF, GAINESVILLE
Rep: None. Seating facilities: University auditorium, capacity 2,000. Merchandising: None. Foreign language programs: None; no need for them in this community. Artists bureau: None; staff composed entirely of non-pro artists. Base rate: $75.
Copy restrictions: No alcoholic beverage or patent medicine accounts of any kind; political speeches not accepted; all programs subject to approval by station management, rules and regulations of state and federal government, and policies of the Board of Control of Higher Learning of Florida; no business on a "per inquiry" basis. E. T. library: World; NAB. News: AP. News periods: 8:45-9 A.M. (Florida Facts), 11:55-noon, 1:55-2 P.M., 3:55-4 P.M., 5:15-5:30 P.M., all Monday through Saturday; 10:30-10:45 A.M., Sunday only.

WJAX, JACKSONVILLE
Operator: City of Jacksonville, 1 Broadcast Place. Phone: 5-5821. Power: 5,000 and 1,000 watts on 900 kc. Affiliation: NBC Florida Group. Opened: Nov. 25, 1925.
Station and commercial manager, chief engineer: John T. Hopkins III. Rep: John Blair & Co. Seating facilities: 100 persons. Merchandising: Complete service offered on contracts which "warrant" it at no charge other than actual cost of stamps, letterheads, etc.; install window displays, contact dealers by phone or personal calls, mail out circulars, etc. Foreign language programs: Not accepted. Artists bureau: None. Base rate: $190.
Copy restrictions: Beer and wine accepted; no hard liquor; some patent medicines accepted; all copy subject to station approval. E. T. library: NBC Thesaurus. News: None.

WJHP, JACKSONVILLE
At press time this station had a construction permit only.

WMBR, JACKSONVILLE
Copy restrictions: Accept beer and wine; no liquor advertising; all commercial copy checked for good taste and truthfulness and must not exceed 3 minutes per quarter-hour. E. T. library: NAB. News: UP. News periods: 6-6:15 A.M., 9-9:05 A.M., 12:30-12:45 P.M., 5:55-6 P.M., 7-7:15 P.M., 10:30-10:45 P.M., all Monday through Saturday.

WLAK, LAKELAND
Copy restrictions: Beer and wine advertising accepted, providing "high standard of advertising is maintained"; patent medicines and health advertising accepted only if rigidly complying with Federal Trade Commission regulations, and providing copy does not offend the listener. E. T. library: NBC Thesaurus. News: None listed: take NBC news at 9 A.M. and 4:45 P.M., Monday through Friday; 9 A.M. and 6:25 P.M., Saturday, and 11 A.M., Sunday (all five-minute periods); also Earl Godwin farm service program, 1:15 P.M., Monday through Friday.
WIOD, MIAMI

Operator: Isle of Dreams Broadcasting Corp., News Tower, 600 Biscayne Blvd. Phone: 36444. Power: 1,000 watts on 610 kc. Affiliation: NBC Florida Group. Opened: January, 1926. (Note: This station is newspaper-owned by the Miami Daily News.)


Rep: George P. Hollingbery. Seating facilities: Studio, seating 200 persons; spectators' gallery, 100. Merchandising: Co-operate, upon request, in supplying newspaper and other publicity, window displays, etc.; all services rendered at actual cost. Foreign language programs: Accepted, but must be accompanied by English translation. Artists bureau: Yes. Base rate: $150.


WQAM, MIAMI


Rep: John Blair & Co. Seating facilities: Studio, 50 persons. Merchandising: Write and mail dealer letters; conduct phone and personal call surveys; place reasonable number of displays; publicity; pre-views of air shows; supply studio facilities for dealer meetings; advertising in out-of-town newspapers; taxi bumper-strips. Foreign language programs: Accept announcements on programs in Spanish, if accompanied by English version simultaneously (this is mostly for transmission to Cuba). Artists bureau: None; can supply artists, however. Stock: Held by Miami Broadcasting Co., F. W. Barton, president, and W. W. Luce, vice-president. Base rate: $150.

Copy restrictions: Commercials must not exceed three minutes in 15; no hard liquors; all patent medicine copy first submitted to governmental agencies for examination before broadcast. E. T. library: World. News: UP. News periods: 7 A.M., 8 A.M., 9 A.M., 11 A.M., noon, 2 P.M., 3 P.M., 5 P.M., 6 P.M., 10 P.M., 11 P.M., all five minutes, all Monday through Saturday; 10 A.M., noon, 5 P.M., 11 P.M., all five minutes, all Sunday.

WKAT, MIAMI BEACH


WTMC, Ocala


At press time this station had a construction permit only.

WDBO, ORLANDO


**FLORIDA STATIONS—Continued**


**WCOA, PENSACOLA**
Operator: Pensacola Broadcasting Company, San Carlos Hotel. Phone: 4111. Power: 1,000 and 500 watts on 1340 kc. Affiliation: NBC Supplementary Group. Opened: February, 1926. (Note: This station is newspaper-owned by the Pensacola Journal and News.)


Rep: John H. Perry Associates. Seating facilities: Studios, seating over 100 persons; also have weekly shows from two local theatres, seating about 2,000; auditorium available seating 700. Merchandising: Maintain contacts with wholesalers; supply program listings and publicity for local and out-of-town papers. Foreign language programs: Not accepted. Artists bureau: Yes; number of artists not given. Base rate: $75.

Copy restrictions: Beer and wine accepted; hard liquor advertising not accepted; spot announcements limited to 100 words; chain breaks may not exceed 40 words. E. T. library: Standard. News: From NBC; two five-minute periods daily.

**WFOY, ST. AUGUSTINE**


Rep: None. Seating facilities: 50 persons. Merchandising: Complete service offered; rates vary according to amount of cooperation desired by advertiser. Foreign language programs: No rules; such programs have not been requested to date. Artists bureau: None. Stock: Principally held by Walter B. and Adeline Fraser. Base rate: $50.


**WTSP, ST. PETERSBURG**
Operator: Pinellas Broadcasting Co. Power: 250 and 100 watts on 1370 kc. At press time this station had a construction permit only.

**WSUN, ST. PETERSBURG**
Operator: St. Petersburg Chamber of Commerce, Municipal Pier. Phone: 4747. Power: 5,000 and 1,000 watts on 620 kc (shares transmitter and hours of operation with WFLA). Affiliation: NBC Florida group. Opened: 1927. (Note: This station is municipally owned.)


**WTAL, TALLAHASSEE**
Operator: Florida Capitol Broadcasters, Inc., Thomasville Highway. Phone: 1310-R. Power: 250 and 100 watts on 1310 kc. Affiliation: None. Opened: Oct. 7, 1935. (Note: Gilbert Freeman, major stockholder in this station, is also major stockholder in three weekly newspapers: Highlands County Pilot, Scenic Highlands Sun, and Lake Placid News.)


Copy restrictions: Beer and wine copy accepted; no hard liquor; all copy and continuity subject to inspection and censorship of station. E. T. library: World. News: UP.

WDAE, TAMPA

Operator: Tampa Times Company, Tampa Terrace Hotel. Phone: M-1818. Power: 5,000 and 1,000 watts on 1220 kc. Affiliation: CBS. Opened: May 17, 1922. (Note: This station is newspaper-owned by the Tampa Times.)


Rep: The Katz Agency. Seating facilities: Can accommodate about 40 persons. Merchandising: Dealer contacts personally or by phone; place show case and window cards; promotional letters. Foreign language programs: Accept Spanish programs; same rules as apply to regular commercials, with interpretation to be done by staff Spanish announcer. Artists bureau: None. Base rate: $100.


WFLA, TAMPA-CLEARWATER

Operator: Florida West Coast Broadcasting Co., Inc., Tarr Building, Tampa. Phone: Tampa: H-1828; Clearwater: 2753. Power: 5,000 and 1,000 watts on 620 kc. (Note: WSUN and WFLA share transmitter and hours of operation.) Affiliation: NBC Florida Group; Orange Network. Opened: November, 1925.


WJNO, WEST PALM BEACH


GEORGIA

(370,800 radio homes, or 52% ownership among the State's total of 716,000 families. Urban ownership is 180,500, or 74% of urban families; rural ownership is 190,300, or 40% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Radio Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appling</td>
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<td>Worth</td>
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</table>
GEORGIA STATIONS—Continued

WGPC, ALBANY


Copy restrictions: Adhere to NAB code on commercial copy; beer and wines accepted; no hard liquor; patent medicines acceptable if approved by the FTC. E. T. library: MacGregor. News: AP; also local news.


WGAU, ATHENS


Rep: None. Seating facilities: "Red" studio audience room seats 60; "Black" audience room seats 40. Merchandising: Distribute window cards and displays; help client in every way possible, especially in the drug field (one of the partners is a druggist); no charge for services. Foreign language programs: No rules. Artists bureau: None. Stock: Station is owned by an equal partnership composed of J. K. Patrick, Earl B. Braswell, Tate Wright, C. A. Rowland, and A. Lynne Brannen. Base rate: $50.

Copy restrictions: No alcoholic beverages; have carried beer, "but are not inclined to do so in the future"; patent medicines accepted.

E. T. library: Standard. News: AP through local newspaper. News periods: 9:15 A.M., 1:15 P.M., 4:30 P.M., all 15 minutes, Monday through Friday; 9:15-9:30 A.M., Saturday only. (Note: Spot announcements are sold before and after, but not during, the news.)

WAGA, ATLANTA

Operator: Liberty Broadcasting Co. is licensee; Atlanta Journal, owner and operator of WSB, same city, operates this station; Western Union Bldg. Phone: Main 6101. Power 1,000 and 500 watts on 1450 kc. Affiliation: NBC Blue, Southern Group. Opened: Aug. 1, 1937 (in Atlanta; previously operated in Athens, Ga., as WTFI).


Copy restrictions: No hard liquor accounts accepted; copy must be "in good taste."


WATL, ATLANTA


Rep: Sears and Ayer, Inc. Seating facilities: 150 persons. Merchandising: Conduct direct mail campaigns—blotters, brochures, etc.; invite wholesalers and retailers to visit studios during programs; program listing in daily papers; letters to the trade. Foreign language programs: Accept programs or announcements, copy subject to usual scrutiny. Artists bureau: None. Base rate: $160.

Copy restrictions: All copy subject to acceptance by management; accept beer and wines; no hard liquors; accept cough remedies, headache powders, etc. E. T. library: Associated.

News: INS. News periods: Five minutes every hour on the hour, 7 A.M. to 1 A.M., except 15 minutes at 7 P.M., all Monday through Saturday.

*J. W. Woodruff is also president of WRBL, Columbus, Ga.
WGST, ATLANTA

Operator: Southern Broadcasting Stations, Inc., Ansley Hotel. Phone: Walnut 8441. Power: 5,000 and 1,000 watts on 890 kc. Affiliation: CBS. Opened: 1929. (Note: This station is owned by the Georgia School of Technology).


Rep: The Katz Agency. Seating facilities: None. Merchandising: Complete service offered free of charge. Foreign language programs: No rules, as no requests have been received to date. Artists bureau: None. Base rate: $200.

Copy restrictions: Accept beer; no hard liquor; all copy subject to approval of program department. E. T. library: Standard. News: AP; Transradio. News periods: 6:25 A.M., 8:10 A.M., noon, 2 P.M., 4:45 P.M., 11 P.M., all five minutes, all apparently daily. (Note: Spots are sold around the news, but apparently not during the broadcasts).

WSB, ATLANTA

Operator: The Atlanta Journal Company, Atlanta Biltmore Hotel. Phones: Hemlock 5200; Walnut 5050. Power: 50,000 watts on 740 kc. Affiliation: NBC Red Southcentral Group. Opened: March 15, 1922. (Note: This station is newspaper-owned by the Atlanta Journal.)


Rep: Edward Petry & Co., Inc. Seating facilities: Studio reception parlor seats 200 persons; can use Biltmore Hotel auditoriums, seating 750. Merchandising: Not offered free; will cooperate with advertisers on request. Foreign language programs: Accepted, but no demand for such programs in this territory. Artists bureau: None. Base rate: $240 (1/2 hr.).


*Also executive director of WAGA, Atlanta.

WRDW, AUGUSTA


Rep: None. Seating facilities: Can accommodate about 100 persons. Merchandising: Distribute postal cards, window cards and blotters; make personal phone calls; send out direct mail; all services gratis. Foreign language programs: No rules listed. Artists bureau: Maintain service bureau placing artists without charge to the artist. Base rate: $90 (portable remote or shortwave equipment at special rates).


WRBL, COLUMBUS


Copy restrictions: Accept beer and wine, but no liquor advertising; all copy subject to station approval and government regulations. E. T. library: World. News: INS. News periods: 8:15-8:30 A.M., 10:30-10:45 A.M. (women's news), 12:15-12:30 P.M., 5-5:05 P.M., 7-7:15 P.M. (sports news), 9:45-10 P.M., all daily.

* Also president of WATL, Atlanta, Ga.

WKEU, GRIFFIN


President, station manager, chief engineer: A. W. Marshall, Jr. Commercial man-
GEORGIA STATIONS—Continued

WMAZ, MACON
Copy restrictions: Beer and wine accepted, but not on Sunday; no hard liquor; 100-word announcements made only on participating programs. E. T. library: World; Davis & Schwegler; NAB; Lang-Worth. News: AP. News periods: 8 A.M., 2 P.M., 4:45 P.M., plus one period at variable sign-off time, all 15 minutes, all Monday through Saturday; 8:15-8:30 P.M., Sunday.

WRGA, ROME

WSAV, SAVANNAH
At press time this station had a construction permit only.

WTOC, SAVANNAH
Rep: The Katz Agency. Seating facilities: Reception room with view of studio seats 30 persons. Merchandising: Send out regular bulletins to the trade; contact dealers and distributors; supply Embosograp signs for store windows, calling attention to advertiser’s program; send letters and bulletins to customers and dealers; pre-plug programs; signs on station shortwave truck. Foreign language programs: Accepted if certified translation is furnished for station scrutiny. Artists bureau: Yes. Base rate: $125.
Copy restrictions: Accept beer and wine, but no hard liquor; all copy subject to station approval and government regulations.
E. T. library: MacGregor; World. News: UP.

WPAX, THOMASVILLE
Base rate: $45.
No further information available after repeated requests.

WAYX, WAYCROSS
Operator: Jack Williams, 620 Plant Ave. Phone: 965. Power: 250 and 100 watts on 1200 kc. Affiliation: None. Opened: Oct. 12, 1936. (Note: Jack Williams, owner of this station, is also editor and publisher of the Waycross Journal-Herald).
Rep: None. Seating facilities: Reception
GEORGIA STATIONS—Continued

room seats 50. Merchandising: Newspaper publicity and window displays offered gratis. Foreign language programs: Accepted, subject to the approval of the management. Artists bureau: None. Base rate: $60.

Copy restrictions: Beer and wines accepted weekdays, but not on Sunday; no hard liquors; patent medicine copy subject to approval of Federal Trade Commission; station reserves the right to censor or reject any material which, in the opinion of the management, does not conform to “good taste.” E. T. library: World. News: AP. News periods: 8:45 A.M., 10:15 A.M., 12:30 P.M., 2:30 P.M., 6 P.M., all 15 minutes, all Monday through Saturday. (Note: Announcements are sold before and after, but not during the news).

IDAHO

(98,700 radio homes, or 80% ownership among the State's total of 124,000 families. Urban ownership is 34,200, or 90% of urban families; rural ownership is 64,500, or 75% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ada</td>
<td>9,690</td>
</tr>
<tr>
<td>Adams</td>
<td>640</td>
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<tr>
<td>Bannock</td>
<td>7,060</td>
</tr>
<tr>
<td>Bear Lake</td>
<td>1,500</td>
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<tr>
<td>Benewah</td>
<td>1,500</td>
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<tr>
<td>Bingham</td>
<td>3,460</td>
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<tr>
<td>Blaine</td>
<td>860</td>
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<tr>
<td>Boise</td>
<td>450</td>
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<td>Bonner</td>
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<td>Bonneville</td>
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<tr>
<td>Butte</td>
<td>430</td>
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<tr>
<td>Camas</td>
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<tr>
<td>Canyon</td>
<td>7,160</td>
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<td>430</td>
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<tr>
<td>Cassia</td>
<td>2,470</td>
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<td>Clark</td>
<td>220</td>
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<td>Elmore</td>
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<td>Franklin</td>
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<td>Fremont</td>
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<td>Gem</td>
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<td>Jefferson</td>
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<tr>
<td>Jerome</td>
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<td>Kootenai</td>
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<td>Latah</td>
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<td>Lemhi</td>
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<td>Twin Falls</td>
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<tr>
<td>Valley</td>
<td>810</td>
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<tr>
<td>Washington</td>
<td>1,870</td>
</tr>
</tbody>
</table>

KIDO, BOISE


Rep: John Blair & Co. Seating facilities: About 300 persons. Merchandising: Use live talent and transcription shows to promote sponsored NBC programs, and transcription promotions for national spot advertisers; give sponsors at least two time-break mentions weekly; local merchants enrolled to give sponsor's products preference in return for mention on series of promotional programs; store and window displays; Sunday column in local paper plugs national sponsors (network and spot); all above services gratis; will cooperate on special plans. Foreign language programs: None; but population (Basque) would warrant Spanish. Artists bureau: Sustaining talent is made available to sponsors via nominal setup. Base rate: $120.


KGCI, COEUR D'ALENE

All particulars concerning a construction permit for this station were stricken off the FCC record at press time.
KID, IDAHO FALLS

KRLC, LEWISTON
Rep: Walter Biddick Co. (Coast); Sears and Ayer (Chicago); Cox and Tanz (East). Seating facilities: None, except on remotes from local auditoriums. Merchandising: Any service rendered at cost. Foreign language programs: Accepted; same rules apply as for ordinary broadcasts. Artists bureau: None. Base rate: $25 (½ hr.).
Copy restrictions: No beer, wine or other alcoholic beverage advertising accepted; station reserves the right to reject any copy deemed to be "in bad taste for the community served." E. T. library: World; Lang-Worth. News: UP; Transradio. News periods: 7:45-8 A.M., 10-10:05 A.M., 12:15-12:30 P.M., 4:55-5 P.M., 6:30-6:45 P.M., 6:45-9 P.M., daily except Sunday; 7-7:15 P.M. every day.

KFXD, NAMPA
Rep: None. Seating facilities: 40 persons. Merchandising: Have a contact man covering a radius of 70 miles. Foreign language programs: No set rules; foreign population very small. Artists bureau: None. Base rate: $15 (½ hr.).
Copy restrictions: No beer, wine, liquor or patent medicines accepted. E. T. library: Lang-Worth; NBC Thesaurus; NAB; Davis & Schwegler; MacGregor. News: UP. News periods: 8:45 A.M., 10 A.M., 12:30 P.M., 3:15 P.M., 5:45 P.M. (local), 6:45 P.M., 8:45 P.M., all 10 minutes, all daily except Sunday.

KSEI, POCATELLO

KTFI, TWIN FALLS
Rep: Gene Furgason & Co. Seating facilities: KTFI Radioland Concert Hall, 500. Merchandising: Send circular letters calling attention to programs among dealers and distributors; arrange for newspaper space and publicity; courtesy announcements preceding start of "outstanding talent programs"; distribute publicity material for advertiser; any other reasonable cooperation desired. Foreign language programs: No call for these. Artists bureau: Partial service; information and prices on request. Base rate: $70.
Copy restrictions: Beer accepted; limited acceptance of wine; no other alcoholic beverages; commercial copy limited to 300 words per quarter-hour; patent medicines subject to prior audition and approval of copy; all copy subject to approval of Federal Trade Commission. E. T. library: Lang-Worth. News: Transradio. News periods: 7-7:10 A.M., 10-10:10 A.M., 12:30-12:45 P.M., 3:25-3:30 P.M., 5:45-5:55 P.M., 8-8:15 P.M., Monday through Saturday; 8:45-8:55 A.M., 4:45-4:55 P.M., 8:15-8:30 P.M., Sunday.

KWAL, WALLACE-KELLOGG
Operator: C. Howarth and C. Berger. Power: 250 and 100 watts on 1420 kc. At press time this station had a construction permit only.
ILLINOIS

(1,857,100 radio homes, or 90% ownership among the State’s total of 2,063,000 families. Urban ownership is 1,426,600, or 93% of urban families; rural ownership is 430,500, or 80% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Homes</th>
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</thead>
<tbody>
<tr>
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WMRO, AURORA


Copy restrictions: Patent medicines subject to strict supervision and generally "frowned on"; wholesale (but not retail) beer accounts accepted; hard liquor copy not accepted. E. T. library: NBC Thesaurus; Standard. News: AP through the Aurora Beacon. News periods: 11 A.M., 2:30 P.M., both 15 minutes, both Monday through Saturday.

WJBC, BLOOMINGTON


Rep: Cox and Tanz. Seating facilities:
In Chicago there are fifteen commercial radio stations. Of these fifteen, four are 50,000 watt network outlets (considering WLS & WENR as one). Rate these four as you will, but number five position definitely goes to WCFL - Chicago's popular independent.

We broadcast for more local and national spot advertisers than does any competitive station but most important is the fact that our advertisers stay with us and, a station with a low mortality rate can brag.

A typical example is the breakdown of the 523 WCFL broadcasting hours during the month of May, 1939:

- Commercial 333 hours - 30 min. - 63.8%
- Sustaining 123 " - 23.4%
- NBC 66 " - 30 " - 12.8%

No competitive station can equal this record because WCFL on basis of audience - ability to sell - and on basis of rate is the best "buy" in Chicago.

WCFL
5000 Watts - Fulltime
ILLINOIS STATIONS—Continued

50 persons. Merchandising: All programs with a contest or premium angle are handled without cost through Contest Editor, who answers fan mail, etc.; window displays, placards, direct mail, supplied at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: $60.

Copy restrictions: No beer, wine or hard liquor advertising; only such patent medicines as are recommended by reputable local dealers; commercials limited to 500 words per quarter-hour program, subject to announcement to 100 words; all copy checked for conformity to accepted standards of good taste. E. T. library: Lang-Worth; Standard; Davis & Schwegler.


WCAZ CARTHAGE


Copy restriction: Accept beer and some patent medicines; no wines or liquor.


WDWS, CHAMPAIGN

Operator: Champaign News Gazette, Inc., 48 Main St. Phone: 6-1855. Power: 250 and 100 watts on 1370 kc. Affiliation: None. Opened: Jan. 25, 1937. (Note: This station is newspaper-owned by the Champaign News Gazette.)


Rep: Sears & Ayer. Seating facilities: Can accommodate about 50 persons. Merchandising: Merchandising service maintained to perform services at cost; supply publicity, work out window displays, etc. Foreign language programs: Non rules; no call for these programs. Artists bureau: None. Base rate: $50.

Copy restrictions: Beer and wine accepted; no hard liquor or patent medicines accepted. E. T. library: NBC Thesaurus. News: UP. News periods: Five minutes every hour on the hour, 7 A.M. to 10 P.M., Monday through Saturday; 10:45-11 P.M., every day.

WAAF, CHICAGO


Copy restrictions: Accept beer and wine; no hard liquor; patent medicines subject to investigation and strict copy censorship. E. T. library: Associated; Lang-Worth; NAB. News: UP. News periods: Daily, five minutes every hour on the hour, except 9 A.M., 1 P.M., and 5 P.M., when the broadcasts run 15 minutes (summaries).

WWBM, CHICAGO


Rep: Radio Sales. Seating facilities: WBBM Air Theatre, seating 300 persons. Merchandising: Contact retailers by mail; arrange special window displays, etc.; all services rendered at actual cost. Foreign language programs: Not accepted. Artists bureau: Yes; lists about 40 artists. Base rate: $750.

THROUGH W-G-N, which since 1925 has consistently led the field, and through this one station alone, you thoroughly blanket twelve percent of the TOTAL potential American radio audience. With its new 750-foot vertical radiator and high fidelity transmitter at a new location, W-G-N’s already vast primary coverage area, as indicated by the above figures, will again be substantially improved. FIRST in facilities, FIRST in programs, FIRST in ideas, FIRST in service and FIRST in audience appeal, W-G-N stands as the leader of stations in Chicago and the Middle West, America’s second largest market.

STOP STARVING YOURSELF AND YOUR PRODUCT—CUT YOUR BIGGEST SLICE OF PIE TODAY

W-G-N, Inc.

50,000 WATTS
Eastern Sales Office:
William E. McGuineas
220 E. 42nd Street
New York City

720 KILOCYCLES
441-445 North Michigan Avenue
Chicago, Illinois

Member of—THE MUTUAL BROADCASTING SYSTEM

Pacific Coast Office:
Edward S. Townsend
Russ Building
San Francisco, Cal.
2:30-2:45 P.M., Saturday only (women’s news); 4:30-4:45 P.M., Monday through Friday; 5:45-6 P.M., Tuesday and Thursday; 6-6:15 P.M., Monday, Wednesday, Friday; 6:15-6:30 P.M., Tuesday, Thursday, Saturday; 10-10:15 P.M., Monday through Saturday; also use news spots on breaks, plus four periods spotted between locally sponsored programs.

**WCBD, CHICAGO**

Operator: WCBD, Inc., 2400 West Madison St. Phone: Seeley 8066. Power: 5,000 watts on 1080 kc (divides time with WMBI). Affiliation: None. (Note: WCBD, WGES and WSBC, all Chicago, are operated by Gene T. Dyer.)


Rep: None. Seating facilities: Visitors’ gallery for 50 persons. Merchandising: Complete division maintained; specific services not listed. Foreign language programs: Accepted; all copy must be submitted in advance in native tongue and English. Artists bureau: Setup nominal only. Base rate: $100.

Copy restrictions: Medical accounts must have approval of Food and Drugs administration as to product and copy. E. T. library: NAB; Davis & Schwegler. News: INS. News periods: 10-10:30 A.M., daily; 5:15-5:30 P.M., Tuesday, Thursday, Saturday.

**WCFL, CHICAGO**


Opened: June, 1926.


**WCRW, CHICAGO**

Operator: Clinton R. White, 2756 Pine Grove Ave. Phone: Diversey 4440. Power: 100 watts on 1210 kc (shares time with WSBC and WEDC; operates 11 A.M. to 2 P.M. and 5 P.M. to 7 P.M.). Affiliation: None. Opened: July, 1926.


Copy restrictions: Do not accept fortune tellers, lotteries, etc. E. T. library: None listed. News: None.

**WEDC, CHICAGO**


Rep: None. Seating facilities: None. Merchandising: New programs publicized through foreign language newspapers, and via a sound truck and handbills. Foreign language programs: Station specializes in these; have Polish, Bohemian, Jewish, Italian, Ukrainian, Russian, Lithuanian, Mexican and Greek programs. Artists bureau: Yes; list several musical and dramatic artists. Base rate: $125.

Copy restrictions: Patent medicines are restricted; extent of this restriction, or others, not mentioned. E. T. library: None. News: Foreign News Service. News periods: 8:45 A.M. (Bohemian), 9:15 A.M. (Polish), 4:15 P.M. (Bohemian), all 15 minutes, all Monday through Saturday.

**WENR, CHICAGO**


777,508 persons have paid admission (75¢) to attend the WLS National Barn Dance in seven years. Over three quarters of a million WLS listeners from every state in the nation and many foreign countries have packed the Eighth Street Theatre in Chicago every Saturday night for 370 consecutive performances.

WLS artists made 512 personal appearances in 1938, and 1,229,025 interested listeners came to see their favorite radio entertainers. Over 10,000,000 people have attended 4,786 personal appearances of WLS acts since 1932. All this is in addition to the box office records set at the Eighth Street Theatre by the National Barn Dance.

WLS Home Talent shows were presented in 463 cities of the WLS Major Coverage Area in 1938. 463,776 WLS listeners paid admission to see these shows supporting their own local civic organizations.

Popularity of WLS talent means listener interest and listener interest means "WLS Gets Results!"
**ILLINOIS STATIONS—Continued**


Copy restrictions: Accept beer; no other alcoholic beverages; no patent medicines; adheres to NBC Program Policies; see also WMAQ, Chicago. E. T. library: NBC Thesaurus. News: AP; UP; INS. News periods: 10-10:15 P.M., Monday through Friday.

**WGES, CHICAGO**


Rep: None. Seating facilities: Visitors' gallery seating 50 persons. Merchandising: Complete division maintained; specific services not listed. Foreign language programs: Accepted; copy must be submitted, with translation, in advance. Artists bureau: Set-up nominal only. Base rate: $95.

Copy restrictions: All medicinal accounts, products and copy must be approved by Food & Drug Administration. E. T. library: NAB; Davis & Schweger. News: INS. News periods: 7:55-8 A.M. (Polish), 8:45-9 A.M. (Lithuanian), 9:30-9:45 A.M. (English), 10:30-10:40 A.M. (Italian), 11-11:10 A.M. (Polish), 4-4:10 P.M. (Polish), 4:10-4:20 P.M. (Italian), 4:20-4:30 P.M. (Bohemian), 4:30-4:40 P.M. (German), all morning periods Monday through Saturday, all afternoon periods Monday through Friday.

**WGN, CHICAGO**


Copy restrictions: Do not accept depilatories, mortuaries, cemeteries, or real estate developments; no advertising matter which does not comply with Pure Food & Drug Act; comparative prices not allowed in commercials; no wine or hard liquor; beer accepted; station reserves right to cut copy, change, or eliminate any objectionable matter. E. T. library: World. News: UP; Press Radio; Chicago Tribune News Bureau. News periods: 8 A.M., 11:30 A.M.; 6:15 P.M., 8:30 P.M., all 15 minutes, all daily except Sunday.

**WIND, GARY (IND.)**

Operator: Johnson-Kennedy Radio Corp., 504 Broadway, Phone: 9191. Power: 5,000 and 1,000 watts on 560 kc. Affiliation: CBS. Opened: August 15, 1927. (Note: WIND and WJJD, Chicago, are under the same ownership.)


Foreign language programs: Carrying Swedish, German, Italian, Lithuanian, Hungarian, Roumanian; will accept no more foreign advertising; commercials limited to 35% of program time. Artists bureau: Nominal only. Base rate: $175.

Copy restrictions: Beer, wines, alcoholic beverages accepted; strict scrutiny of patent medicines; advertising cannot exceed 30% of time purchased, but average on current programs is reported much lower. E. T. library: Standard. News: Transradio. News periods: 8:45-9 A.M., 10:50-10:55 A.M., noon-12:15 P.M., 2-2:15 P.M., 4-4:15 P.M., 7:30-7:45 P.M., 9:45-10 P.M., 11:30-midnight, Monday through Saturday; 5-5:15 P.M., 9:45-10 P.M., Sunday only.

**WJJD, CHICAGO**


President: Ralph L. Atlass. Vice-president: Art Linick. Sales manager: Herbert


Copy restrictions: Beer, wine, alcoholic beverages accepted; patent medicine copy strictly watched; commercial copy may take a maximum of 30% of air time, but the average is reported as lower in actuality. E. T. library: Standard. News: Transradio. News periods: 6:15-6:20 A.M., 7:15-7:30 A.M., 8-8:05 A.M., 10-10:15 A.M., noon-12:15 P.M., 6:15-6:30 P.M., Monday through Saturday; 3:30-3:45 P.M., 6:15-6:30 P.M., Sunday only.

WLS, CHICAGO

Operator: Agricultural Broadcasting Co., 1230 West Washington Blvd. Phone: Haymarket 7500. Power: 50,000 watts on 870 kc (divides time with WENR). Affiliation: NBC Basic Blue Network. Opened: April 12, 1924. (Note: This station is owned by the Prairie Farmer, a weekly; same owners control KOY, Phoenix, Ariz.).


Rep: John Blair & Co. Seating facilities: Studio seating 50 persons; use local theatre, seating 1,200, every Saturday night, admission 75c. Merchandising: Co-operate in furnishing publicity, making dealer contacts, etc.; services rendered gratis. Foreign language programs: Not accepted. Artists bureau: Yes; handles bookings of all WLS acts. Base rate: $750 (evenings); $450 (daytime).


LIKE FINE WINE

each year finds

WJJD IMPROVED!

This year, 1939, is a vintage year with WJJD: Larger audiences as a result of careful showmanship, better programs, and a constant step ahead of others in this market.

Sample WJJD's effectiveness in 1939. Be sure that "The Nation's Largest Independent Station" is on your list.
WMAQ, CHICAGO


Personnel: See WENR, Chicago.


Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days’ notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by the station manager on 24 hours’ notice; closing date is two weeks in advance of initial program and the program material must be arranged one week in advance of broadcast date; beer is accepted; no other alcoholic beverages; station adheres to NBC Program Policies. E. T. library: NBC Thesaurus. News: AP; UP; INS. News periods: 8:40-8:45 A.M., 12:30-12:35 P.M., both Monday through Saturday; 6:30-6:35 P.M., 10:15-10:30 P.M., both Monday through Friday; 10-10:15 P.M., Sunday only.

WMBI, CHICAGO

Operator: Moody Bible Institute Radio Station, 153 Institute Place. Power: 5,000 watts on 1080 kc (shares time with WCBD). Opened: 1926.

This station is non-commercial; church-owned.

WSBC, CHICAGO


Rep: None. Seating facilities: Can accommodate about 50 persons. Merchandising: Complete division maintained; specific services not listed. Foreign language programs: Accepted; continuity written by staff members; translations checked from transcribed recordings of broadcast; time of advertising copy limited to conform with station regulations; copies of all talks, speeches, etc., must be submitted both in English and the foreign language at least 48 hours in advance. Artists bureau: Setup nominal only. Stock: Principally held by Gene T. Dyer and Evelyn Dyer. Base rate: $80.

Copy restrictions: Medical accounts must have approval of Food and Drug Administration as to product and copy. News: INS.

Gene Dyer is also president of WGES and WCBD, Chicago.

WHFC, CICERO


Rep: None. Seating facilities: Studio seats about 400. Merchandising: None listed. Foreign language programs: Accepted; continuity written by staff members; translations checked from transcribed recordings of broadcast; time of advertising copy limited to conform with station regulations; copies of all talks, speeches, etc., must be submitted both in English and the foreign language at least 48 hours in advance. Artists bureau: None. Base rate: $80.

Copy restrictions: Beer accepted, but no other alcoholic beverage advertising; patent medicines must comply with all Federal regulations and copy must be accepted in advance; all advertising copy should be submitted beforehand. E. T. library: None. News: UP. News periods: 10:30 A.M., 1 P.M., 4:15 P.M., 5:45 P.M., 11:15 P.M., all 15 minutes, all Monday through Saturday.

WDAN, DANVILLE

Operator: Northwestern Publishing Co., Hotel Wolford. Phone: Main 1700. Power:
ILLENOIS STATIONS—Continued

250 and 100 watts on 1500 kc. Affiliation: None. Opened: Oct. 30, 1938. (Note: Stock of this station is held by the Gannett Co., whose Danville newspaper is the Commercial-News.)


Rep: J. P. McKinney & Son. Seating facilities: South parlor of the Hotel Wolfdorf seats 140; junior ballroom, 350; ballroom, 600. Merchandising: Promotion manager handles surveys, trade route lists, merchandising helps, etc; service is rendered gratis. Foreign language programs: No rules; foreign population is very small. Artists bureau: No formal setup, but can supply necessary talent. Base rate: $80.

Copy restrictions: Alcoholic beverage advertising not accepted; all copy must conform to station standards and FCC regulations; six air appearances is maximum daily allowance per advertiser. E. T. library: World. News: UP. News periods: 8-8:05 A.M., 9:05-9:10 A.M., 11:40-11:45 A.M., 12:30-12:40 P.M., 2:15-2:30 P.M., 6-6:15 P.M. (sports news), Monday through Saturday; 8 A.M., 9 A.M., 10 A.M., 12:15 P.M., all 15 minutes, all Sunday only; 3:30 P.M., 5:15 P.M., 7 P.M., 9 P.M., all 15 minutes, all every day.

WJBL, DECATUR

Operator: Commodore Broadcasting, Inc., 357 N. Main St. Phone: 5371. Power: At press time WJBL had a construction permit for 250 and 100 watts on 1310 kc. Affiliation: None. Opened: 1925. (Note: This station is affiliated with the Decatur Herald and Review.)


WTMV, EAST ST. LOUIS

See St. Louis, Missouri.

WGIL, GALESBURG


Copy restrictions: Beer and light wines accepted; no hard liquor; all copy subject to station approval. E. T. library: Standard. News: INS. News periods: 7 A.M., 1 P.M., 6:30 P.M., all 15 minutes, all daily; 12:45-12:50 P.M. (local news), 6-6:15 P.M. (sports news), plus two or three-minute flashes every hour on the hour, all Monday through Saturday.

WEBQ, HARRISBURG


Rep: None. Seating facilities: Can accommodate about 50 persons. Merchandising: None. Foreign language programs: Accepted. Artists bureau: Yes; lists about 20 announcers, orchestras, string bands, individual artists, etc. Base rate: $40.

Copy restrictions: Beer and wines accepted; no hard liquors; all contracts subject to approval of the management. E. T. library: None. News: Transradio; local. News periods: 6:45 A.M., 2:45 P.M., 8:30 P.M., all 15 minutes, all Monday through Saturday.

WCLS, JOLIET

Owner, manager: L. W. Wood. Program
director: R. M. Holt. Chief engineer:
George Ives.

Foreign language programs: Accepted. Artists bureau: None. Base rate: $30.

Copy restrictions: Beer and wine advertising accepted providing it does not attempt to convey the impression that drinking is beneficial to the audience; all beer and wine copy carefully checked against Federal Trade Commission regulations before it is broadcast; no medical advertising of any kind unless approved by the American Medical Association and the local Better Business Bureau. E. T. library: Standard. News: UP. News periods: Every hour on the hour, 5 minutes, 7 A.M. to 8 P.M., except at 12 noon, all apparently daily; 12:15-12:30 P.M. (local news), Monday through Saturday.

WMBD, PEORIA


Copy restrictions: Accept beer, but copy must not seek to induce non-drinkers to drink; no wine or liquor advertising; no false or misleading statements, disparagement of competitors or their products, fortune telling, violation of good taste or Federal Trade Commission regulations; patent medicines must be approved by various government bureaus. E. T. library: None listed. News: UP; local. News periods: 6:15-6:20 A.M., 8-8:05 A.M., 9:15-9:30 A.M., noon-12:15 P.M., 4-4:10 P.M., 6-6:30 P.M., 10-10:15 P.M., all apparently daily.

* Also president of WDZ, Tuscola, Ill.

WTAD, QUINCY


WROK, ROCKFORD

Operator: Rockford Broadcasters, Inc., Rockford News Tower. Phone: Main 5632. Power: 1,000 and 500 watts on 1410 kc. Affiliation: None. Opened: November, 1924. (Note: This station is affiliated with the Morning Star and Register Republic.)


Rep: Kelly-Smith Co. Seating facilities: Studio, 75; also from remotes on occasion. Merchandising: Contact dealers; publicize program and product; surveys; special mailing to merchants. Foreign language programs: Accept Swedish, Swiss, German, Italian. Artists bureau: None. Base rate: $75.


WHBF, ROCK ISLAND

Operator: Rock Island Broadcasting Co., Safety Bldg., Rock Island; also 5th Avenue Bldg., Moline; also Orpheum Theatre, Davenport (Ia.). Phones: Rock Island 918, Moline 611; Davenport 3-2179. Power: 1000 watts on 1240 kc. Affiliation: Mutual Broadcasting System. Opened: Nov. 23, 1932. (Note: Station first began operating under management of C. L. Beardsley in
1925. In 1932 it became an affiliate of the J. W. Potter Co., publishers of the Rock Island Argus.)

**Vice-president, general manager, national sales manager:** Leslie C. Johnson. **Commercial manager:** Maurice J. Corken. **Production manager:** Ivan Streed. **Chief engineer:** J. E. Gray. **Musical director:** Lucia Thompson. **Traffic director:** Lois McDermund. **Publicity directors:** Don Wright, Helen M. Porter.

**Rep:** Gene Furgason & Co. **Seating facilities:** Three studios; also Fort Armstrong Hotel ballroom, capacity 500. **Merchandising:** Complete service; dealer contacts by personal calls and mail; studio displays and distribution of samples; preparation and distribution of supplementary advertising; route lists and photographic services available; complete program listing in Rock Island Argus; market research; instantaneous recording facilities; when possible national advertisers are requested to furnish samples of product for distribution to station's 48 rural news correspondents who assist merchandising in their communities. **Foreign language programs:** Mainly Swedish and Belgian; if broadcasts are of political or controversial character, they are checked by the language instructor at Augustana College. **Artists bureau:** None. **Base rate:** $110.

**Copy restrictions:** Liquor advertising not accepted; beer and wines okay if commercials concern only manufacture, quality, taste; patent medicines okay if recognized, and cleared through a national agency; commercial copy checked for exaggerations, false statements, references to lotteries, or any other subject disapproved by the FCC. **E. T. library:** MacGregor. **News:** UP; own local and rural news. **News periods:** 6-6:15 A.M., 7-7:15 A.M., 8-8:07 A.M., 9-9:07 A.M., 10-10:07 A.M., 12:30-12:45 P.M., 1:30-1:45 P.M., 3-3:15 P.M., 5:15-5:30 P.M., 6:45-6:52 P.M., 8-8:07 P.M., 10-10:15 P.M., 11:45-12 midnight, all Monday through Saturday; 12-12:07 P.M., 7-7:07 P.M., 7:52-8 P.M., 9-9:15 P.M., 10-10:15 P.M., 11:45-12 midnight, Sunday only.

**WCBS, SPRINGFIELD**

**Operator:** WCBS, Inc., 523 E. Capitol Ave. **Phone:** Main 8228; dial 9885. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** October, 1926. (Note: This station is affiliated with the Illinois State Journal.)

**President:** Harold L. Dewing. **Vice-president:** A. A. Shipton. **Secretary:** L. G. Pefferle. **Commercial manager:** Jack Heintz. **Program director:** Howard Dorsey. **Chief engineer:** Dick Ashenfelter. **Artists bureau head, musical director:** John Geil.

**Rep:** Sears and Ayer. **Seating facilities:** Studio A, 125 persons; Studio B, 15; Studio C, 8. **Merchandising:** Cooperative venture arranged with the Illinois State Journal; displays; handbills; surveys. **Foreign language programs:** No rules; no call for these programs. **Artists bureau:** No formal bureau; can supply talent. **Base rate:** $60.

**Copy restrictions:** Beer and wines accepted. **E. T. library:** NBC Thesaurus; World. **News:** INS. **News periods:** 8 A.M., 10 A.M., 11 A.M., noon, 1 P.M., 2 P.M., 3 P.M., 4 P.M., 5 P.M., 6:55 P.M., 10 P.M., all five minutes except at 10 P.M., which period runs 15 minutes, all daily except Sunday; 7-7:05 P.M., 10-10:15 P.M., Sunday only.

**WTAX, SPRINGFIELD**

**Operator:** Wtax, Inc., Reisch Bldg. **Phone:** Main 1600. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** October, 1930.

**President, station and commercial manager:** Jay A. Johnson. **Program director:** Bob Kay. **Chief engineer:** Edward Ring.

**Rep:** William R. Stewart. **Seating facilities:** No information given. **Merchandising:** Full cooperation available. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** $60.

**Copy restrictions:** Accept beer and wine accounts; patent medicine advertising rigidly censored for exaggerated claims; all copy subject to station approval. **E. T. library:** Associated. **News:** INS. **News periods:** 8 A.M., 10 A.M., 11 A.M., 12:30 P.M., 2 P.M., 3 P.M., 7 P.M., 11 P.M., all five minutes, all Monday through Saturday; 9-9:05 P.M., every day.

**WDZ, TUSCOLA**

**Operator:** WDZ Broadcasting Co., Star Bldg. **Phone** 96. **Power:** 1,000 watts on 1020 kc (operates daytime). **Affiliation:** None. **Opened:** June 20, 1920.

**President:** Edgar L. Bill.* **Station manager, commercial manager:** Clair B. Hull. **Chief engineer:** Mark Spies.

**Rep:** Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Full cooperation rendered. **Foreign language programs:** No rules. **Artists bureau:** Yes. **Base rate:** $75.

**Copy restrictions:** Wines, liquors not accepted; patent medicines accepted at discretion of station and depending on product. **E. T. library:** Standard. **News:** UP. **News periods:** 6:10-6:15 A.M., 7:30-7:45 A.M., 10-10:10 A.M., noon-12:15 P.M., 1:50-2 P.M., 4-4:05 P.M., 6:15-6:30 P.M., all apparently daily.

* Also president of WMBD, Peoria, Ill.
ILLINOIS STATIONS—Continued

WILL, URBANA
Operator: University of Illinois, 400 S. Wright St. Power: 5,000 watts on 580 kc (operates daytime). Opened: 1922. This station is non-commercial; university-owned.

INDIANA
(816,800 radio homes, or 87% ownership among the State's total of 934,000 families. Urban ownership is 480,300, or 92% of urban families; rural ownership is 336,500, or 82% of rural families.)

Radio Homes by Counties

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WHBU, ANDERSON
Rep: None. Seating facilities: None. Merchandising: Mail out letters to the trade and contact dealers at actual cost. Foreign language programs: Will accept, but foreign population is very small. Artists bureau: None. Base rate: $60.
Copy restrictions: Do not accept beer or other alcoholic beverages; patent medicine copy carefully checked before acceptance; commercial copy limited to one and a half minutes per quarter-hour program, and three minutes per half-hour program. E. T. library: Associated. News: INS. News periods: 10 A.M., 10:25 A.M., 11 A.M., 11:30 A.M., 12:55 P.M., 1:30 P.M., 2 P.M., 3 P.M., 4 P.M., 5 P.M., 6 P.M., 7 P.M., all five minutes, and 7:45-8 P.M., all Monday through Saturday.

WTRC, ELKHART
and 100 watts on 1310 kc. Affiliation: None. Opened: Nov. 19, 1931. (Note: This station is newspaper-owned by the Elkhart Daily Truth.)


Rep: Tenney, Woodward & Co. Seating facilities: None. Merchandising: Complete service locally at no charge; 5% charged for work outside county. Foreign language programs: Accepted, subject to station approval. Artists bureau: None. Base rate: $60.

Copy restrictions: Accept beer; no hard liquors or wines; commercial copy should be "authentic" and complying with "home standards"; patent medicines accepted. E. T. library: Standard; World. News: UP. News periods: Five minutes every hour on the hour, 7 A.M. to 9 P.M., all Monday through Saturday; noon-12:15 P.M., 6:30-6:45 P.M., both Sunday only.

WEOA, EVANSVILLE

Operator: Evansville on the Air, Inc., 519 Vine Street. Phone: 2-1171. Power: 250 and 100 watts on 1370 kc. Affiliation: CBS. Opened: 1936. (Note: Same owners control WGBF, also of Evansville.)


Rep: Weed & Co. Seating facilities: Auditorium, seating 400 persons; Memorial Coliseum, seating 3,000 (facilities shared with WGBF). Merchandising: Surveys, dealer contacts, promotion and publicity in city and county papers plus station's weekly bulletin (circulation 25,000); use of display window at downtown corner, free of charge; program publicity on nine billboards; special services are rendered at actual cost. Foreign language programs: No set rules; probably would accept. Artists bureau: None. Base rate: $100.


WGBF, EVANSVILLE

Operator: Evansville on the Air, Inc., 519 Vine Street. Phone: 2-1171. Power: 1,000 and 500 watts on 630 kc (shares nighttime with KFRU). Affiliation: NBC Basic Supplementary Red and Blue Service. Opened: 1923. (Note: Same owners control WEOA, also of Evansville.)

Secretary, station and commercial manager, publicity director: Clarence Leich. Program and musical director, artists bureau head: Pat Roper. Chief engineer: Fay Gehres.

For all other particulars as to representative, services, and copy restrictions, see WEOA.


WGL, FORT WAYNE


Rep: Free & Peters, Inc. Seating facilities: Studio observation auditorium, seating 100; studio B, 50; Test Kitchen studio, 50. Merchandising: Send publicity to newspapers; plug program on the air; prepare and mail letters to wholesale and retail outlets at cost; supply market information; distribute limited number of window displays and counter cards within city limits; make surveys and mail analyses; help manufacturer's salesmen or his jobbers. Foreign language programs: Not considered feasible in this area. Artists bureau: None. Stock: Held by Westinghouse Radio Stations, Inc., wholly owned subsidiary of Westinghouse Electric & Manufacturing Co. Base rate: $100.

Copy restrictions: Beer advertising accepted except on Sunday; no wine or hard liquor; all time sold in network optional periods is subject to change; time of announcements is not guaranteed, but advertisers' desires are respected; station reserves the right to delete exaggerated copy claims or remove objectionable and controversial copy. E. T. library: NBC Thesaurus; MacGregor. News: UP. News periods: 9:45-9:55 A.M., 6:45-7 P.M., Monday through Saturday; 5:45-6 P.M., Sunday only.
INDIANA STATIONS—Continued

WOWO, FORT WAYNE


Rep: Free & Peters, Inc. Seating facilities: Studio observation auditorium, seating 100; studio B, 50; Test Kitchen studio, 50. Merchandising: Send publicity to newspapers; plug program on the air; prepare and mail letters to wholesale and retail outlets at cost; supply market information; distribute limited number of window displays and counter cards within city limits; make surveys and mail analyses; help manufacturer's salesmen or his jobbers; all services free except for postage. Foreign language programs: Not considered feasible in this area. Artists bureau: None. Stock: Held by Westinghouse Radio Stations, Inc., wholly owned subsidiary of Westinghouse Electric & Manufacturing Co. Base rate: $250.


WIND, GARY

See under Chicago, Ill.

WHIP, HAMMOND

Operator: Hammond-Calumet Broadcasting Corp. Power: 5,000 watts on 1480 kc (operates to local sunset in Buffalo). Affiliation: None. (Note: Same owners operate WWAE, also of Hammond.)

Base rate: $125.

No further information available after repeated requests.

WWAE, HAMMOND

Operator: Hammond-Calumet Broadcasting Corp. Power: 100 watts on 1200 kc (operates unlimited daytime; shares hours with WFAM nighttime). Affiliation: None.

Base rate: $70.

No further information available after repeated requests.

WFBM, INDIANAPOLIS


Copy restrictions: No set rules; do not accept beer or hard liquor; do not accept copy in any manner “questionable.” E. T. library: Associated. News: INS. News periods: Noon, 6 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; also five-minute periods on “Early Bird” program at 6:55, 7:25 and 7:55 A.M.

WIBC, INDIANAPOLIS


WOWO reaches

MORE INDIANA HOMES

... and at less cost than any other major

HOOSIER MEDIUM

With a bonus of 179,940 additional homes in Ohio and Michigan.

Westinghouse Radio Stations, Inc.

Fort Wayne, Ind. 10,000 Watts

NBC Basic Blue 1160 Kc.
INDIANA STATIONS—Continued


Copy restrictions: "Good taste governs all copy." E. T. library: NBC Thesaurus. News: UP. News periods: Every hour on the hour, 6 A.M. to local sunset, all periods five minutes, all daily except Sunday.

WIRE, INDIANAPOLIS

Operator: Indianapolis Broadcasting, Inc., 540 N. Meridian St. Phone: Riley 4471. Power: 5,000 and 1,000 watts on 1400 kc. Affiliation: NBC Basic Red; Mutual. Opened: July 26, 1929. (Note: The stock of Indianapolis Broadcasting Inc., is owned by Central Newspapers, Inc.)


WLBC, MUNCIE


Copy restrictions: Beer okay; no other alcoholic beverages; mention of prices in commercial copy acceptable. E. T. library: World. News: UP. News periods: Daily, every hour on the hour, beginning at 6 A.M. and ending with 11 P.M., all five minutes, excepting 15-minute periods at 3 P.M., 6 P.M., 8 P.M., and 9 P.M.

WGRC, NEW ALBANY

See under Louisville, Ky.

WKBV, RICHMOND


No other information available.

WFAM, SOUTH BEND

Operator: South Bend Tribune, 223 W. Colfax. Phone: 3-6161. Power: 100 watts on 1200 kc (divides time with WWAE; operates 8 A.M. to 5 P.M. Sundays; 7 A.M. to noon, and 3:30 P.M. to 8 P.M. weekdays). Affiliation: None. Opened: 1931. (Note: This is a newspaper-owned station; WSBT, South Bend, is under same ownership.)


Copy restrictions: Beer is only alcoholic beverage allowed; patent medicines must have approval of FCC as well as local management; five "air appearances" maximum daily per advertiser for straight commercial announcements. E. T. library: Associated. News: UP. News periods: 7:30-7:35 A.M., 8:25-8:30 A.M., noon-12:05 P.M. (WSBT), 12:40-12:45 P.M. (WSBT), 10-10:15 P.M. (WSBT), all Monday through Saturday; 9-9:05 A.M., 1-1:05 P.M., 5:30-5:35 P.M. (WSBT), 10-10:05 P.M. (WSBT), Sunday only.

WSBT, SOUTH BEND

Operator: South Bend Tribune, 223 W. Colfax. Phone: 3-6161. Power: 500 watts
INDIANA STATIONS—Continued

on 1360 kc (divides time with WGES; operates Sundays 5 P.M. to 11 P.M., week-
days noon to 3:30 P.M. and 8 P.M. to midnight). Affiliation: CBS. Opened: 1922.
(Note: This station is newspaper-owned; WFAM, South Bend, is under same owner-
ship.)

Base rate: $100.
For all other information, see WFAM.

WBOV, TERRE HAUTE

Operator: Banks of Wabash, Inc., 303 S.
6th St. Phone: Crawford 3394. Power: 250
and 100 watts on 1200 kc. Affiliation:
NBC Basic Red and Blue Supplementary
Service. Opened: 1926. (Note: WBOV is
under the same ownership as WEOA and
WGBF, Evansville, Ind.)

Vice-president, station manager: W. W.
Chief engineer: Stokes Gresham, Jr. Mu-
sical director: Leo Baxter. Publicity di-
rector: George Jackson.

Rep: Weed & Co. Seating facilities:
About 100 persons. Merchandising: Con-
tact dealers, wholesalers; write letters; se-
cure displays; hold sales meetings; also
stunts and timely tie-ups; no service ren-
dered to accounts using less than 13 half-
hours. Foreign language programs: Not
accepted. Artists bureau; Set-up nominal
only. Base rate: $100.

Copy restrictions: Beer accepted; no
wine or hard liquors; patent medicines
accepted provided no excessive mention of
diseases, etc., is made. E. T. library: NBC
Thesaurus. News: INS. News periods: 8:15-
8:30 A.M., 12:45-12:55 P.M., 7-7:15 P.M.,
9:45-10 P.M., Monday through Saturday;
2-2:15 P.M., 5:30-5:45 P.M., Sunday only.

WBAA, WEST LAFAYETTE

Operator: Purdue University. Phone:
6076. Power: 1,000 and 500 watts on 890
kc (specified hours). Opened: 1919 on
temporary license; permanent license since
April 4, 1922.

This station is non-commercial; uni-
versity-owned.

IOWA

(577,800 radio homes, or 85% ownership among the State's
total of 680,000 families. Urban ownership is 262,500, or 93% of
urban families; rural ownership is 315,300, or 79% of rural
families.)

Radio Homes by Counties

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</tr>
</tbody>
</table>
IOWA STATIONS—Continued

Scott ............................................. 20,210 Union .......................................... 4,360 Webster ....................................... 9,500
Shelby ........................................... 3,510 Van Buren ....................................... 3,100 Winnebago .................................... 2,580
Sioux ............................................. 5,240 Wapello ......................................... 10,190 Winneshiek ..................................... 4,840
Story ............................................. 7,440 Warren .......................................... 4,220 Woodbury ..................................... 24,390
Tama .............................................. 5,120 Washington ................................... 4,740 Worth ........................................... 2,290
Taylor ............................................ 3,540 Wayne .......................................... 3,370 Wright ........................................ 4,490

WOI, AMES
Operator: Iowa State College of Agriculture and Mechanic Arts. Phone: 2210; 228. Power: 5,000 watts on 640 kc (daytime). Opened: April, 1922.
This station is non-commercial; college-owned.

KFGQ, BOONE
Operator: Boone Biblical College. Power: 100 watts on 1370 kc (operates specified hours daytime).
This station is non-commercial.

WMT, CEDAR RAPIDS
Operator: Iowa Broadcasting Co., Paramount Theatre Bldg., in Cedar Rapids; Russell-Lamson Hotel in Waterloo. Phones: 6127 (Cedar Rapids), 286 F (Waterloo). Power: 3,000 and 1,000 watts on 1500 kc. Affiliation: NBC Basic Blue; Iowa Network and WNAX; Mutual Broadcasting System. (Note: WMT is affiliated with the Des Moines Register & Tribune.)


Copy restrictions: Beer, wine or whiskey accounts not accepted; all patent medicine advertising must be approved by laboratory test before acceptance. E. T. library: World; NAB; Davis & Schwegler News; UP. News periods: 7:15-7:30 A.M., 9-9:15 A.M., 11:45-11:55 A.M., 5:50-6 P.M., 6:45 P.M., all Monday through Saturday; 1-1:15 P.M., Sunday only.

WOC, DAVENPORT
Operator: Tri-City Broadcasting Co., 1000 Brady St. Phone: 2-3521. Power: 250 and 100 watts on 1370 kc. Affiliation: CBS. Opened: March, 1921. (Note: WHO, Des Moines, and WOC are under cross-ownership: the original WOC operated synchronously with WHO until early 1933; on April 22 of that year both were combined into one 50,000-watt under the call letters WHO; in 1934 a new WOC was set up and affiliated with CBS.)


Rep: Free & Peters, Inc. Seating facilities: Auditorium. 500 persons; studio A, 50; studio B, 30. Merchandising: Render every service desired, except that advertisers are asked to pay postage costs. Foreign language programs: No information given. Artists bureau: None. Stock: Principally held by Dr. B. J. Palmer and family (Palmer School of Chiropractic). Base rate: $108 (when an advertiser uses WHO, Des Moines, and adds WOC, a 25% discount on general rates—but not spot announcements —is tendered.)

Copy restrictions: Accept beer and wines; no hard liquor; patent medicines accepted as long as they remain within bounds of good taste; copy subject to approval of management. E. T. library: World; Associated. News: UP. News periods: 6:45 A.M., 9:15 A.M., 12:30 P.M., 6:15 P.M., 10 P.M., all 15 minutes all Monday through Saturday; 12:30-12:45 P.M., 6:15-6:30 P.M., 10-10:15 P.M., Sunday.

KGCA, DECORAH
Operator: Charles Walter Greenley. Power: 100 watts on 1270 kc (daytime; shares hours with KWLC). No other information available.

KWLC, DECORAH
Operator: Luther College, 600 Leiv Eiriksson Drive. Phone: 690. Power: 100
"Most of the Listeners All of the Time"

KFNF

Announces
the Removal of Its
GENERAL OFFICES
and
STUDIOS
to
COUNCIL BLUFFS

Studios Also in Shenandoah (Ia.) and Omaha (Neb.)

M. H. PETERSEN, General Manager
watts on 1270 kc (daytime; shares hours with KGCA). Opened: December, 1926. This station is non-commercial; church-college owned.

**KRNT, DES MOINES**

Operator: Iowa Broadcasting Co., 715 Locust St. Phone: 3-2111. Power: 5,000 and 1,000 watts on 1320 kc. **Affiliation:** CBS; Iowa Network. Opened: March 17, 1935. (Note: KRNT is owned by the Des Moines Register and Tribune, and is affiliated with KSO, Des Moines, WMT, Cedar Rapids, and WNAX, Yankton, South Dakota.)


**Rep:** The Katz Agency. **Seating facilities:** Studio and lobby seat 250; standing room for 100 additional persons. **Merchandising:** Stories and pictures regularly, as well as daily listings in Register (m) 3 columns daily, Tribune (e) 3 columns daily, and Sunday Register (3 columns to full page), 100 cuts used weekly in these papers; full showing of billboards in Des Moines; cards on the rear of 150 Des Moines street cars; merchandising bulletins to druggists and grocers in area; special mailings on request on which advertiser pays only cost of postage; calls on key dealers and retailers; window displays in studio lobbies. **Foreign language programs:** Acceptance subject to board of approval; none current. **Artists bureau:** Yes; lists a roster of about 40 artists. **Base rate:** $200.

**Copy restrictions:** No beer, wine or liquor advertising; no laxatives during dinner or luncheon periods; patent medicines must be approved by the KRNT medical advisory committee; other rules and regulations as per N.A.B. Code of Ethics. **E. T. library:** Standard. **News:** UP; INS; Register and Tribune correspondents. **News periods:** 7:15 A.M., 8:15 A.M., noon, 10 P.M., (duration not listed) all Monday through Saturday; 9:45 A.M., 10 P.M. (duration not listed), Sunday.

**KSO, DES MOINES**

Operator: Iowa Broadcasting Co., 715 Locust St. Phone: 3-2111. Power: 5,000 and 1,000 watts on 1430 kc. **Affiliation:** NBC Basic Blue; Mutual; Iowa Network. Opened: Nov. 5, 1932. (Note: KSO is owned by the Des Moines Register and Tribune, and is affiliated with KRNT, Des Moines, WMT, Cedar Rapids, and WNAX, Yankton, South Dakota.)

For personnel, services, and copy restrictions, see KRNT, Des Moines.

**Base rate:** $160. **E. T. library:** Standard. **News:** UP; INS; Register and Tribune correspondents. **News periods:** 7 A.M., 8 A.M., 10 A.M., 12:30 P.M., 2 P.M., 4 P.M., 6 P.M., 8:45 P.M. (duration not listed), all Monday through Saturday; 9 A.M., 5:45 P.M., 8:45 P.M. (duration not listed), Sunday.

**WHO, DES MOINES**

Operator: Central Broadcasting Co., 914 Walnut St. Phone: 3-7147. Power: 50,000 watts on 1000 kc. **Affiliation:** NBC Basic Red. Opened: April 10, 1924. (Note: WHO is the result of a merger between WHO, established in 1924, and WOC, Davenport; from 1930 to 1933 both stations operated synchronously; on April 22, 1933, both were combined into one 50,000-watter, with studios and transmitter at Des Moines; subsequently, in 1934, a new WOC was set up in Davenport and affiliated with CBS; the new WOC is under cross-ownership with WHO.)

**Vice-president and manager:** J. O. Maland. **Sales manager:** Hale Bondurant. **Program director, musical director:** Harold Fair. **Traffic manager:** Fred A. Reed. **Chief engineer:** Paul Loyet. **WHO Radio Enterprises, Inc.** **manager:** Irving H. Grossman. **Publicity director:** Wilfred Woody Woods.

**Rep:** Free & Peters, Inc. **Seating facilities:** Studio A, 100 seats; studio B, 50; studio D, 100; reception room, 100 seats and open to the public; Iowa Barn Dance Frolic is held in the Shrine Auditorium, seating 4,500, with a 26c. and 10c. admission charge. **Merchandising:** Services of the station staff will be furnished without additional charge, except for cash expenditures (postage, etc.), which are paid by the advertiser; this pertains only to spot advertising, and not to network-fed advertising. **Foreign language programs:** Station has no rules on this matter. **Artists bureau:** WHO Radio Enterprises, Inc.; complete roster; also sight acts for fairs, etc. **Stock:** Principal holders are Col. (Dr.) B. J. Palmer, president; D. D. Palmer, vice-president and treasurer; Mabel Palmer; J. O. Maland, vice-president and manager; P. A. Loyet, technical director; Wm. M. Brandon, secretary; Ralph Evans, director public relations. **Base rate:** $425.

**Copy restrictions:** Commercial copy must not exceed 175 words for five minutes (should include entertainment or educational features); 350 words per quarter-
and 100 watts on 1500 kc. Affiliation: CBS. Opened: October, 1933. (Note: This station is licensed for East Dubuque, Ill., but its offices and studios are in Dubuque, Ia.; transmitter now under construction in Dubuque).


WSUI, IOWA CITY

Operator: State University of Iowa. Power: 1,000 and 500 watts on 880 kc. This station is non-commercial; university-owned.

---

Iowa's News Audience!

yours on KSO, of course!

It takes concentration on a job to do a job. That's one reason KSO has really concentrated on the news. Nine times a day, people in the largest single marketing area in Iowa—and there are more than 1,000,000 of them—hear local, state, national and world news through KSO. KSO also has a complete and fast moving merchandising set-up—together with fine programming—to assure your program a ready-built, responsive audience at rates that really make sense.

And, of course, you can buy KSO in the WNAX-Iowa Network combination at an exceptionally low rate.
IOWA STATIONS—Continued

KFJB, MARSHALLTOWN
Rep: None. Seating facilities: Memorial Coliseum, capacity 2,300. Merchandising: Contact dealers and distributors; other services rendered at actual cost. Foreign language programs: Will accept, but foreign population is very small. Artists bureau: None. Base rate: $75.
Copy restrictions: No liquor or patent medicine advertising; all copy must be in good taste and is subject to approval of management. E. T. library: MacGregor. News: UP. News periods: Every hour on the hour, five minutes, except 7 A.M. and 6 P.M. when 15-minute editions are broadcast.

KGLO, MASON CITY
Operator: Mason City Globe Gazette Co., Hanford Hotel. Phone: 2800. Power: 250 and 100 watts on 1210 kc. Affiliation: CBS. Opened: Jan. 17, 1937. (Note: This station is newspaper-owned by the Mason City Globe-Gazette.)
Copy restrictions: Accept beer; no wine or liquor advertising. E. T. library: NBC Thesaurus; NAB. News: UP. News periods: 6:45 A.M., 11 A.M., 12:30 P.M., all 15 minutes, all Monday through Saturday; 6-6:15 P.M., 8-8:15 P.M., 10-10:15 P.M., every day.

KFNF, SHENANDOAH
Operator: KFNF, Inc., 407 Sycamore St. Phone: No. 1. Power: 1,000 and 500 watts on 890 kc. (Has construction permit for

Top Per Family Income yours on KRNT, of course!

1938 figures gives Des Moines families an effective buying income of $3,778—highest among all of the 100,000 cities in the country. That in itself is enough to make KRNT—only Basic Columbia outlet in Iowa—really interesting. Add to that the fact that KRNT’s Daytime Primary area coincides with the outlines of the Des Moines market with more than 1,000,000 people who in 1938 had an effective buying income of $500,771,000. That’s why KRNT is a must in Iowa.

And, of course, you can buy KRNT in the WNAZ-Iowa Network combination at an exceptionally low rate.

KRNT
DES MOINES • Basic CBS • 1320 K.C.
5000 WATTS L.S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY
THE ONLY BASIC COLUMBIA NETWORK OUTLET IN IOWA
Responsive Audience yours on WMT, of course!

WMT is practically “the law and the prophets” in the some 747,569 radio homes lying within its day-time primary area. That’s tremendous coverage for a 5,000 watt station—but lay it to a 600 K.C. frequency. And, it’s a responsive audience; 11,852 requests for a printed give-away; 17,967 letters asking for a talent folder; 4,085 demands that a sustaining program be kept on the air. In eastern Iowa, Western Illinois, Southwestern Wisconsin and Southern Minnesota, WMT has influence.

And, of course, you can buy WMT with WNAX and KSO or KRNT at an exceptionally low rate.

WMT

Cedar Rapids - Waterloo • 600 Kilocycles
NBC Blue-MBS • 5000 Watts L.S. • 1000 Watts Night
Represented by THE KATZ AGENCY

69,000 Square Miles of the RICHEST PART of the MIDWEST

5,000 and 1,000 watts on 890 kc) (shares time with KUSD in a ratio of 3:0 to 3:1). Affiliation: None. Opened: February, 1924.


KMA, SHENANDOAH

Operator: May Seed and Nursery Co., Lowell and Elm Sts. Phone: 193. Power: 5,000 and 1,000 watts on 930 kc. Affiliation: NBC Basic Blue Supplementary; Mutual.

Opened: Aug. 25, 1925.


Copy restrictions: Commercials limited to four minutes per quarter-hour; beer accepted after 9 P.M.; no wines or hard liquors; medicines subject to FTC approval. E. T. library: World. News: UP. News periods: 5 A.M., 7 A.M., 10 A.M., 12:30 P.M., 4 P.M., 7:30 P.M., 10 P.M., all 15 minutes, all Monday through Friday; 9:45 A.M., 12:15 P.M., 7 P.M., 10 P.M., all 15 minutes, all Sunday only.

KSCJ, SIOUX CITY

Operator: Perkins Brothers Company, 415 Douglas St. Phone: 5-7993. Power: 5,000
IOWA STATIONS—Continued

and 1,000 watts on 1330 kc. **Affiliation:** CBS. **Opened:** April 4, 1927. (Note: This station is newspaper-owned by the Sioux City Journal.)

**General, station and commercial manager:** C. W. Corkhill. **Program director:** Ruth Marie Fachman. **Chief engineer:** Stephen Dier. **Musical director:** Bertha Reese. **Publicity director:** Roberta Deany.

**Rep:** George P. Hollingbery Co. **Seating facilities:** Studio audience hall, seating 150 persons.

**Merchandising:** Newspaper publicity; theatre screen ads; spot announcements. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** $175.

**Copy restriction:** Beer and wine accepted; no hard liquor; all copy, commercial or otherwise, subject to station approval.

**E. T. library:** MacGregor; Davis & Schwegler. **News:** From parent paper. **News periods:** 9:30-9:35 A.M., Monday through Friday; 12:30-12:45 P.M., Monday through Saturday; 10:10-10 P.M., every day.

KTRI, SIOUX CITY

**Operator:** Sioux City Broadcasting Co., Commerce Bldg. **Phone:** 80165. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** July 12, 1938. (Note: This station is affiliated with the Sioux City Tribune.)

**Station manager, publicity director:** Dietrich Dirks. **Commercial manager:** Ray Jensen. **Program director:** Deane Flett. **Chief engineer:** Carl Gray.

**Rep:** None. **Seating facilities:** Studio A seats 150 persons; Skylon studio seats 1,000. **Merchandising:** Radio, newspaper and trailer publicity rendered; charge, if any, depends upon the account and the contract. **Foreign language programs:** Accepted if "in the public interest." **Artists bureau:** None. **Stock:** 50% held by Dietrich Dirks, and 50% by the Tribune Co. **Base rate:** $100.

**Copy restrictions:** Alcoholic beverage advertising not accepted; copy must be in good taste and conform with station standards. **E. T. library:** Standard. **News:** UP. **News periods:** Five minutes, every hour on the hour, daily except 15 minutes at 8 A.M., noon, 6 P.M., and 9 P.M.

KANSAS

(367,800 radio homes, or 73% ownership among the State's total of 501,000 families. Urban ownership is 189,300, or 93% of urban families; rural ownership is 178,500, or 60% of rural families.)

**Radio Homes by Counties**

<table>
<thead>
<tr>
<th>County</th>
<th>Number of Radio Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allen</td>
<td>4,510</td>
</tr>
<tr>
<td>Anderson</td>
<td>2,420</td>
</tr>
<tr>
<td>Atchison</td>
<td>4,950</td>
</tr>
<tr>
<td>Barber</td>
<td>1,730</td>
</tr>
<tr>
<td>Barton</td>
<td>3,730</td>
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<tr>
<td>Bourbon</td>
<td>4,540</td>
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<tr>
<td>Brown</td>
<td>3,890</td>
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<tr>
<td>Butler</td>
<td>7,130</td>
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<tr>
<td>Chase</td>
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<tr>
<td>Chautauqua</td>
<td>1,820</td>
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<tr>
<td>Cherokee</td>
<td>6,280</td>
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<tr>
<td>Cheyenne</td>
<td>950</td>
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<tr>
<td>Clark</td>
<td>760</td>
</tr>
<tr>
<td>Clay</td>
<td>2,790</td>
</tr>
<tr>
<td>Cloud</td>
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<tr>
<td>Coffey</td>
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<td>Comanche</td>
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<tr>
<td>Cowley</td>
<td>8,860</td>
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<tr>
<td>Crawford</td>
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<tr>
<td>Decatur</td>
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<td>Dickinson</td>
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<td>Elk</td>
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<tr>
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<td>Gove</td>
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<td>Graham</td>
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<td>Harper</td>
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<td>Jefferson</td>
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<td>Jewell</td>
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<tr>
<td>Johnson</td>
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<td>Kearney</td>
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<tr>
<td>Kingman</td>
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<tr>
<td>Kiowa</td>
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<tr>
<td>Labette</td>
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**County** | **Number of Radio Homes** |
<table>
<thead>
<tr>
<th></th>
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</tr>
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<tbody>
<tr>
<td>Lane</td>
<td>500</td>
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<tr>
<td>Leavenworth</td>
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<td>Lincoln</td>
<td>1,460</td>
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<td>Linn</td>
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<tr>
<td>Logan</td>
<td>650</td>
</tr>
<tr>
<td>Lyon</td>
<td>5,990</td>
</tr>
<tr>
<td>McPherson</td>
<td>4,280</td>
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<td>Marion</td>
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<td>Marshall</td>
<td>4,100</td>
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<td>Meade</td>
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<td>Miami</td>
<td>3,940</td>
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<tr>
<td>Mitchell</td>
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<tr>
<td>Montgomery</td>
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<td>Morris</td>
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<tr>
<td>Morton</td>
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<td>Nemaha</td>
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<td>Neosho</td>
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<td>Ness</td>
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<tr>
<td>Norton</td>
<td>2,000</td>
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<td>Osage</td>
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<td>Osborne</td>
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<td>Phillips</td>
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<th><strong>Number of Radio Homes</strong></th>
</tr>
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<tbody>
<tr>
<td>Pottawatomie</td>
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KANSAS STATIONS—Continued

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<tr>
<th>Pratt</th>
<th>2,590</th>
<th>Scott</th>
<th>640</th>
<th>Sumner</th>
<th>5,470</th>
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<td>Rawlin</td>
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<td>Sedgwick</td>
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<td>9,810</td>
<td>Seward</td>
<td>1,550</td>
<td>Trego</td>
<td>870</td>
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<tr>
<td>Republic</td>
<td>2,490</td>
<td>Shawnee</td>
<td>19,960</td>
<td>Wabaunsee</td>
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<td>Rice</td>
<td>2,640</td>
<td>Sheridan</td>
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<td>Smith</td>
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<td>Wichita</td>
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<td>Wilson</td>
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<td>Russell</td>
<td>1,720</td>
<td>Stanton</td>
<td>310</td>
<td>Woodson</td>
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<td>6,400</td>
<td>Steven</td>
<td>680</td>
<td>Wyandotte</td>
<td>33,740</td>
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KFBI, ABILENE
Operator: Farmers and Bankers Broadcasting Corp. Phone: 1200. Power: 5,000 watts on 1050 kc (operates full daytime, limited nighttime, with KNX). Affiliation: None. Opened: 1934. (Note: KFBI also maintains studios in Salina, Kans., in charge of Clarence Rupp; the station has a construction permit to move to Wichita, Kans.).


Rep: Howard H. Wilson Co. Seating facilities: Studio, 100. Merchandising: Will make calls in Abilene and Salina; send out mailings at cost. Foreign language programs: Accepted; Bohemian and Swedish series current. Artists bureau: None. Base rate: $50 (½ hr.).


KVAK, ATCHISON
Operator: Carl Latenser. Power: 100 watts on 1420 kc (daytime).

At press time this station had a construction permit only.

KGGF, COFFEVILLE
Operator: Hugh J. Powell, Journal Bldg., 8th & Elm Sts. Phone: 147. Power: 1,000 watts on 1010 kc (shares time with WNAD). Affiliation: Mutual Broadcasting System. Opened: Oct. 20, 1930. (Note: This station is owned by the Coffeyville Daily Journal.)


Rep: The Katz Agency. Seating facilities: 96 persons. Merchandising: Publicity service; window displays in the Journal building; no charges except where postage and expensive printing are involved. Foreign language programs: Accepted from "responsible sources"; usually must be auditioned beforehand. Artists bureau: None. Base rate: $75.


KGNO, DODGE CITY
Operator: Dodge City Broadcasting Co., Inc., First National Bank Bldg. Phone: 1340. Power: 1,000 and 250 watts on 1340 kc. Affiliation: None. Opened: 1930. (Note: This station is newspaper-affiliated with the Dodge City Daily Globe.)


Rep: Arthur H. Haggard Associates. Seating facilities: Auditorium seats 30 persons, with standing room for 20 more; remote facilities available. Merchandising: In charge of Vaughn Kimmell; will render services as requested; publicity in newspaper affiliate. Foreign language programs: Accepted; foreign population very minor, however. Artists bureau: None. Base rate: $40.


KTSW, EMPORIA


KIUL, GARDEN CITY


Copy restrictions: Accept beer; no wine or hard liquor; all copy subject to station approval. E. T. library: NAB; Davis & Schwegler. News: Transradio. News periods: 6:45-7 A.M., 8:45-9 A.M., 12:30-12:45 P.M., 2:30-2:40 P.M., 6:15-6:30 P.M., all daily.

KVGB, GREAT BEND


Rep: None. Seating facilities: Can accommodate about 75 persons. Merchandising: Service can be arranged. Foreign language programs: Accepted; English translation must be furnished in advance; special rates apply. Artists bureau: None. Base rate: $30.

Copy restrictions: Beer copy accepted; no wines or hard liquors; all advertising must be "legitimate." E. T. library: World; Mac Gregor. News: UP. News periods: Every hour on the hour, five minutes per broadcast, six days per week.

KWBG, HUTCHINSON


President, station and commercial manager, publicity director: W. B. Greenwald. Chief engineer: Harold Bourell.

Rep: None. Seating facilities: Can accommodate 400 persons. Merchandising: Service available; also have exhibition room for clients' products. Foreign language programs: Not accepted. Artists bureau: None. Base rate: $20 (1/2 hr.).


KCKN, KANSAS CITY

Operator: The KCKN Broadcasting Co., 901 North Eighth St. Phone: Drexel 4300. Power: 100 watts on 1310 kc. Affiliation: Kansas Network (KCKN and WIBW, Topeka, both Capper-owned). Opened: Nov. 1, 1925. (Note: This station is newspaper-owned by the Kansas City Kansan—a Capper Publication.)


Rep: Capper Publications. Seating facilities: Exhibition Hall Studio, 200. Merchandising: Newspaper publicity; window displays, point of purchase tie-ups; direct mail. Foreign language programs: No rules against such broadcasts, except that interpreters selected by the station may scan the copy; no such broadcasts running, however. Artists bureau: Setup is nominal only. Base rate: $45. (25% discount to clients using a minimum of 10 inches per week in the Kansas City Kansan; applies only to programs, not announcements.)

Copy restrictions: No beer, wine, or other alcoholic beverages. E. T. library: Standard; MacGregor; Lang-Worth; NAB. News: UP. News periods: Five minutes every hour on the hour, except 15 minute period at 7 P.M., all daily except Sunday.

KFKU, LAWRENCE

Operator: University of Kansas. Power: 5,000 and 1,000 watts on 1220 kc (shares time with WREN).

This station is non-commercial: university-owned.
KANSAS STATIONS—Continued

WREN, LAWRENCE—KANSAS CITY

Operator: The WREN Broadcasting Co., Inc., WREN Bldg., Lawrence, Kans. Phone: 110. Power: 5,000 and 1,000 watts on 1220 kc (shares time with KFFCU; latter takes about a half-hour on weekday afternoons). Affiliation: NBC Basic Blue. Opened: 1927.


KSAL, SALINA


Rep: The Katz Agency, Inc. Seating facilities: Two studios, seating about 50 persons each; also available is the Municipal Auditorium, seating 3,000. Merchandising: All types of merchandising; program listings in Salina Journal, courtesy announcements, dealer and wholesaler contacts, previews; additional services at net cost. Foreign language programs: Accepted; currently running a Swedish educational program. Artists bureau: None. Stock: Held by R. J. Laubengayer. Base rate: $50.

Copy restrictions: No alcoholic beverages or patent medicines accepted; rule of "good taste" is copy criterion. E. T. library: NBC Thesaurus; Standard; Lang-Worth. News: AP; news from Salina Journal. News periods: 9 A.M., 10-10:30 A.M., 10:55 A.M. (weather, road news), 4 P.M., 5 P.M., 7:15 P.M., 8 P.M., 9 P.M., all five minutes, all Monday through Saturday; 7:15-7:30 A.M. (market and news), noon-12:15 P.M., 10:45-11 P.M., Monday through Saturday; 6-6:15 P.M., 7:45-8 P.M., Sunday only. Market news: 9:30 A.M., 10:45 A.M., 1:15 P.M., 3 P.M., Monday through Friday; noon, Saturday only. Local news: 5:30-5:45 P.M., Monday through Saturday.

KOAM, PITTSBURG


WIBW, TOPEKA

Operator: Topeka Broadcasting Assn., Inc., 1035 Topeka Blvd. Phone: 3-2377. Power: 5,000 and 1,000 watts on 580 kc (shares time with KSAC). Affiliation: CBS. Opened: 1927. (Note: This station is newspaper-affiliated with the Topeka Daily Capital, a Capper Publication.)


KANSAS STATIONS—Continued

in Capper Publications; contact retailers; send letters to distributors and dealers; have exclusive use of downtown windows for displays; services rendered free except for postage, which is billed at cost. Foreign language programs: No objections to such programs, but the foreign population is small. Artists bureau: None. Base rate: $125.

Copy restrictions: No alcoholic beverage advertising accepted; copy must be “discreet, tasteful and truthful.” E. T. library: Standard. News: UP; AP. News periods: 5:45 A.M., 7 A.M., 3:45 P.M., all 15 minutes, all Monday through Saturday; noon and 10 P.M., both 15 minutes, both every day.

KANS, WICHITA


General, station and commercial manager, chief engineer: Herb Hollister. Assistant manager, program director: Jack Todd. Promotion and merchandising manager: Phil McKnight. Musical director: Raymond Shelley.


Copy restrictions: Accept beer, but no wine or hard liquor; all copy must conform to station standards and Federal, State and Municipal rules and regulations. E. T. library: NBC Thesaurus; Standard; NAB. News: UP. News periods: 8 A.M., 9:15 A.M., 10:15 A.M., 12:30 P.M. 3 P.M. all 15 minutes, all daily; 6-6:15 P.M., Tuesday through Saturday.

*Also stockholder in KMMJ, Grand Island, Neb.

KFH, WICHITA

Operator: The Radio Station KFH Co., Inc., York Rite Temple Bldg. Phone: 3-5254. Power: 5,000 and 1,000 watts on 1300 kc. Affiliation: CBS. Opened: 1925. (Note: This station is newspaper-affiliated with the Wichita Eagle.)


Copy restrictions: Accept beer; no wine, or hard liquor; all copy subject to station approval. E. T. library: Associated. News: UP. News periods: 6 A.M., 7:30 A.M., 3:45 P.M., 6 P.M., all 15 minutes, all Monday through Saturday; 12 noon, 10 P.M., both 15 minutes, both every day.

KENTUCKY

(494,900 radio homes, or 70% ownership among the State’s total of 708,000 families. Urban ownership is 208,600, or 86% of urban families; rural ownership is 286,300, or 61% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Home Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adair</td>
<td>2,540</td>
</tr>
<tr>
<td>Allen</td>
<td>2,590</td>
</tr>
<tr>
<td>Anderson</td>
<td>1,550</td>
</tr>
<tr>
<td>Ballard</td>
<td>1,740</td>
</tr>
<tr>
<td>Barren</td>
<td>4,520</td>
</tr>
<tr>
<td>Bath</td>
<td>1,820</td>
</tr>
<tr>
<td>Bell</td>
<td>6,280</td>
</tr>
<tr>
<td>Boone</td>
<td>1,880</td>
</tr>
<tr>
<td>Bourbon</td>
<td>3,790</td>
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<tr>
<td>Boyd</td>
<td>9,690</td>
</tr>
<tr>
<td>Boyle</td>
<td>3,380</td>
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<tr>
<td>Bracken</td>
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<tr>
<td>Breathitt</td>
<td>2,660</td>
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<tr>
<td>Breckinridge</td>
<td>2,980</td>
</tr>
<tr>
<td>Bullitt</td>
<td>1,540</td>
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<tr>
<td>Butler</td>
<td>1,960</td>
</tr>
<tr>
<td>Caldwell</td>
<td>2,670</td>
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<tr>
<td>Calloway</td>
<td>3,100</td>
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<tr>
<td>Campbell</td>
<td>19,760</td>
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<td>Carlisle</td>
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<td>Carroll</td>
<td>1,570</td>
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<tr>
<td>Carter</td>
<td>3,380</td>
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<tr>
<td>Casey</td>
<td>2,340</td>
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<td>Christian</td>
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<td>Clark</td>
<td>3,780</td>
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<td>Clay</td>
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<td>Clinton</td>
<td>1,290</td>
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<td>Crittenden</td>
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<td>Cumberland</td>
<td>1,470</td>
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<tr>
<td>Daviess</td>
<td>9,020</td>
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<tr>
<td>Edmondson</td>
<td>1,680</td>
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<tr>
<td>Elliott</td>
<td>940</td>
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<td>Estill</td>
<td>2,690</td>
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<td>Fayette</td>
<td>16,360</td>
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<td>Fleming</td>
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<td>Floyd</td>
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<td>Franklin</td>
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<td>Fulton</td>
<td>2,850</td>
</tr>
<tr>
<td>Gallatin</td>
<td>850</td>
</tr>
</tbody>
</table>
HOW’S SALES IN DOG SCRATCH?

Get out a little way from Louisville, and you’ll quickly see why there’s not much use in going outside the Louisville Trading Area for your Kentucky business. . . . That observation promptly brings you to WAVE—the one radio station that gives you what you want in Kentucky—and nothing else! . . . May we show you how much we can do—for how little cost?

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION WAVE

INCORPORATED

LOUISVILLE, KY.

1000 WATTS . . . 940 K. C.
KENTUCKY STATIONS—Continued

Garrard ................. 1,920 Letcher .................. 5,290 Owen .................. 1,910
Grant ................... 1,900 Lewis .................. 2,250 Owensley .......... 960
Graves ................ 5,700 Lincoln ............... 2,910 Pendleton .... 2,000
Grayson ................ 2,760 Livingston .......... 1,460 Perry ........... 6,280
Green .................. 1,860 Logan ................ 3,970 Pike ............ 8,980
Greenup ............... 3,640 Lyon ................ 1,240 Powell .......... 850
Hancock ................ 1,100 McCracken .......... 10,470 Robertson .. 5,550
Hardin ................ 3,690 McCreary ............. 2,110 Robertson .. 5,550
Harlan ................ 10,220 McLean .............. 1,950 Rockcastle .. 2,170
Harrison .......... 3,050 Madison ............ 4,970 Rowan ........... 1,580
Hart ........... 2,630 Magoffin .......... 2,100 Russell ........ 1,670
Henderson .......... 5,240 Marion .............. 2,510 Scott .......... 2,950
Henry ................ 2,410 Marshall ........... 2,160 Shelby ......... 3,400
Hickman ............. 1,490 Martin .............. 1,080 Simpson .. 2,120
Hopkins ............. 7,470 Mason ................ 3,960 Spencer .. 1,070
Jackson ............ 1,400 Meade .............. 1,300 Taylor ....... 2,050
Jefferson .......... 91,040 Mercer ............. 2,760 Todd ........... 2,430
Jessamine .......... 2,380 Menifee ............ 650 Trigg ........... 1,960
Johnson ............ 3,300 Mercer ............. 1,500 Trimble .... 900
Kenton ............... 24,860 Monroe ............ 1,950 Union ...... 3,100
Knoth .......... 1,830 Montgomery ....... 2,350 Warren ....... 6,710
Knox .............. 3,890 Morgan ............. 2,050 Washington 1,920
Larue .............. 1,520 Muhlenberg ....... 6,590 Wayne ....... 2,250
Laurel .............. 3,010 Nelson ............. 2,600 Webster .... 4,100
Lawrence .......... 2,300 Nicholas .......... 1,650 Whitley .... 4,810
Lee ................. 1,380 Ohio ............... 4,270 Wolfe ........ 1,080
Leslie .............. 1,270 Oldham ............. 1,400 Woodford .. 2,080

WCMI, ASHLAND


Rep: Burn-Smith Co. Seating facilities: Main studio seats 300 persons; Paramount Theatre available, seating 1,700. Merchandising: Handle newspaper and other tie-ups; distribute samples, etc.; have a campaign for virtually every product advertised. Foreign language programs: Accepted. Artists bureau: Yes; list a score of announcers, musicians, etc. Base rate: $75.

Copy restrictions: Accept light wines and beer, but no hard liquor; announcements limited to 100 words or less and are only broadcast on station breaks (every 15 minutes) or during spot periods. E. T. library: Standard. News: UP. News periods: Five minutes, every half hour, 8:30 A.M. to 5:30 P.M., plus 6 P.M., all Monday through Friday; 15-minute periods at 7:30 A.M., 12:30 P.M., 6:30 P.M., and 10 P.M., all Monday through Saturday; Sunday has 15-minute periods only at 9 A.M., 12:30 P.M., 5 P.M., 7 P.M. and 10 P.M.

WLAP, LEXINGTON


Rep: Burn-Smith Co., Inc. Seating facilities: Can accommodate about 125 persons. Merchandising: None listed. Foreign language programs: No set rules; question has never arisen as foreign population is very small. Artists bureau: Yes; lists about 20 artists. Base rate: $100.

Copy restrictions: Accept beer, wine and patent medicine advertising provided it meets with approval of the State Pharmacy Board. News: UP.

WAVE, LOUISVILLE

The SHORTEST distance between two points is a STRAIGHT LINE

45½% GAIN IN RESIDENTIAL BUILDING
$46,954,853 GAIN IN BANK CLEARINGS
BANK DEPOSIT HIGHEST IN HISTORY
RETAIL SALES GOING UP!

to open
POCKETBOOKS in the
RICH KENTUCKIANA MARKET
YOU Must USE

Represented Nationally
By EDWARD PETRY Company
Owned and Operated By
THE COURIER-JOURNAL
THE LOUISVILLE TIMES

WHAS

50,000 WATTS
C.B.S. BASIC OUTLET
820 KILOCYCLES
KENTUCKY STATIONS—Continued


Rep: Free & Peters, Inc. Seating facilities: Main studio, 75 persons. Merchandising: Cooperate in any service relating to the program itself, i.e., publicizing program by various means. Foreign language programs: No rules; such programs never requested; foreign population very small. Artists bureau: Setup nominal only. Base rate: $220.

Copy restrictions: Accept beer and patent medicine accounts, provided they comply with Federal Trade Commission regulations; all copy must be in good taste and is subject to station approval. E. T. library: NBC Thesaurus; Standard. News: INS. News periods: 10:45 A.M., 12:45 P.M., 5:45 P.M., 9 P.M., all 15 minutes, all Monday through Saturday.

WGRC, NEW ALBANY (IND.)


Rep: None. Seating facilities: Have access to two theatres, capacity 1,100 apiece. Merchandising: Contact jobbers and distributors (also on foreign advertising); assist in all types of sales promotion. Foreign language programs: Accepted after approval by general manager. Artists bureau: Yes; has roster of about 30 or more artists, conductors, etc. Base rate: $45.

Copy restrictions: All copy subject to general manager's approval; accept beer advertising only; patent medicines accepted if they pass F.T.C. approval. E. T. library: Associated; Lang-Worth. News: Transradio. News periods: 12:30-12:40 P.M., 6:30-6:45 P.M., plus bulletins every half-hour, all every day; 6:30 A.M., 7:30 A.M., 10 A.M., 3 P.M., 5 P.M., all five minutes, all Monday through Saturday; 7:30-7:45 A.M., 10-10:05 A.M., 5-5:05 P.M., Sunday.

WHAS, LOUISVILLE
Operator: Louisville Times Company, Courier-Journal & Times Bldg. Phone: Wabash 2211. Power: 50,000 watts on 820 kc. Affiliation: CBS. Opened: July 18, 1922. (Note: This station is newspaper-owned by the Louisville Courier-Journal and Times.)


Copy restrictions: Hard liquor advertising not accepted; patent medicine advertising must conform to Federal Trade Commission regulations and station standards. E. T. library: Associated; Davis & Schwegler; Lang-Worth. News: UP; INS. News periods: 7:30 and 12 noon, Monday through Friday; 5 P.M., Monday through Saturday; 10 P.M., Sunday through Friday.

WINN, LOUISVILLE
Operator: Kentucky Broadcasting Corp. Power: 250 and 100 watts on 1210 kc.

At press time this station had a construction permit only.

WOMI, OWENSBORO


Copy restrictions: Beer accepted; also patent medicines; all copy subject to station approval and state and Federal laws. E. T. library: NBC Thesaurus. News: AP. News periods: 8 A.M., 10:15 A.M., 12:30 P.M., 2:30 P.M., 5:20 P.M., 6:30 P.M., 7 P.M., 9 P.M., 10:25 P.M., all five minutes, all Monday through Saturday.
KENTUCKY STATIONS—Continued

WPAD, PADUCAH

LOUISIANA
(297,400 radio homes, or 58% ownership among the State’s total of 510,000 families. Urban ownership is 168,100, or 78% of urban families; rural ownership is 129,300, or 44% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>Acadia</th>
<th>Allen</th>
<th>Ascension</th>
<th>Assumption</th>
<th>Avoyelles</th>
<th>Beauregard</th>
<th>Bienville</th>
<th>Bosier</th>
<th>Caddo</th>
<th>Calcasieu</th>
<th>Caldwell</th>
<th>Cameron</th>
<th>Catahoula</th>
<th>Claiborne</th>
<th>Concordia</th>
<th>De Soto</th>
<th>East Baton Rouge</th>
<th>East Carroll</th>
<th>East Feliciana</th>
<th>Evangeline</th>
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<td>3,310</td>
<td>22,060</td>
<td>5,980</td>
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<td>580</td>
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<td>4,680</td>
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<tr>
<td>St. Charles</td>
<td>St. Helena</td>
<td>St. James</td>
<td>St. John the Baptist</td>
<td>St. Landry</td>
<td>St. Martin</td>
<td>St. Mary</td>
<td>St. Tammany</td>
<td>Tangipahoa</td>
<td>Tensas</td>
<td>Terrebonne</td>
<td>Union</td>
<td>Vermilion</td>
<td>Vernon</td>
<td>Washington</td>
<td>Webster</td>
<td>West Baton Rouge</td>
<td>West Carroll</td>
<td>West Feliciana</td>
<td>Winn</td>
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</tbody>
</table>

KALB, ALEXANDRIA

WJBO, BATON ROUGE
LOUISIANA STATIONS—Continued


**KVOV, LAFAYETTE**

Operator: Evangeline Broadcasting Co., Inc., Evangeline Hotel. Phone: 336. Power: 250 and 100 watts on 1310 kc. Affiliation: None. Opened: July 29, 1935. (Note: This station is affiliated with the Lafayette Daily Advertiser.)


Copy restrictions: Accept beer, wine, liquor, and some patent medicine advertising; all copy must conform to station standards and government regulations.

News: AP.

**KPLC, LAKE CHARLES**


Rep: None. Seating facilities: Reception room seats 15 persons. Merchandising: Reasonable services offered free of charge. Foreign language programs: Accept French programs only, and these are restricted to a certain period of the day. Artists bureau: None. Base rate: $45.

Copy restrictions: Beer and wine advertising accepted; all copy must conform to station standards. E. T. library: Standard. News: INS. News periods: 7:30 A.M., 10:30 A.M., 12:30 P.M., 2:30 P.M. (Hollywood news), 3:30 P.M., 6:30 P.M., duration and days per week not listed; news flashes at 8:30 A.M., 9:30 A.M., 11:30 A.M., 1:30 P.M., 4:30 P.M., 5:30 P.M., 7:30 P.M., 8:30 P.M.

250 and 100 watts on 1200 kc. Affiliation: None. Opened: July 1, 1930.


Copy restrictions: Light wine and beer advertising accepted; all copy must be in good taste in the opinion of the station management. News: UP.

**WDSU, NEW ORLEANS**


Copy restrictions: Rate card states "advertising of alcoholic beverages accepted, but program must be in the late hours"; all copy must conform to government regulations and station approval. E. T. library: MacGregor. News: INS. News periods: 10 periods daily, all quarter hours, but schedule not furnished.

**WJBY, NEW ORLEANS**

Operator: C. C. Carlson, Goldchaux Bldg. Power: 100 watts on 1200 kc (specified hours). Affiliation: None. Base rate: $26 (1/2 hr.).

No other information available after repeated requests.

**WNONE, NEW ORLEANS**

Operator: James A. Noe, 720 Common St. Power: 250 and 100 watts on 1420 kc. Affiliation: None. Base rate: $25 (1/2 hr.).

No other information available after repeated requests.

**WSMB, NEW ORLEANS**

Operator: WSMB, Inc., Maison Blanche Bldg. Phone: Main 5920. Power: 5,000 and
1,000 watts on 1320 kc. Affiliation: NBC Red Southcentral Group. Opened: April, 1925. (Note: Newspapers, churches, schools and municipality may all use this station with moderation, at no cost; WSMB is affiliated with the Maison Blanche department store and Saenger Theatre Corp.)


Rep: Edward Petry & Co., Inc., Seating facilities: Lobby, 300 persons; also Maison Blanche Auditorium, capacity 1,000. Merchandising: Any reasonable service rendered, but cost must be borne by advertiser. Foreign language programs: None on station currently; French and Italian could be used. Artists bureau: Acts as supply house for talent, rather than contractor of permanent artists; picks performers from local musicians' union and Little Theatre, offering them a chance on the air on a rotating basis. Base rate: $120 ($1/2 hr.).

Copy restrictions: Beer and wines accepted; hard liquor only after 10 P.M.; copy restricted as to number of words, truthfulness and good taste; some patent medicines barred, as well as all cure-alls. E. T. library: NBC Thesaurus. News: Transradio. News periods: 8 A.M., 10 A.M., 12:30 P.M., 3:30 P.M., 5 P.M., 6:45 P.M., 10:30 P.M., all 15 minutes, all daily. (Note: During DST, not observed in New Orleans, the 6:45 P.M. period is switched to 9:30 P.M.)

WWL, NEW ORLEANS


Rep: The Branham Co. Seating facilities: University Room, 600 persons. Merchandising: WWL has a full-time merchandising director who interviews local dealers and distributors and arranges merchandising tie-ups; special merchandising service is available to meet individual sales problems; station stands ready to lend any "reasonable assistance" to insure the success of the advertiser's campaign. Foreign language programs: Not accepted. Artists bureau: None. Base rate: $200 ($1/2 hr.).

Copy restrictions: Beer and wine accepted; proprietaries must conform to station standards of public decency. E. T. library: Standard. News: UP. News periods: 8 A.M., noon, 6 P.M., 10 P.M., all five minutes, all daily (Esso).

KRMD, SHREVEPORT


KTBS, SHREVEPORT

Operator: Tri-State Broadcasting System, Inc., Commercial Bldg. Phone: 2-8711. Power: 1,000 watts on 1450 kc. Affiliation: NBC Red Southwestern Group. Opened: 1928. (Note: This station is newspaper-owned by the Shreveport Times, as is KWKH of the same city.)


Rep: The Branham Co. Seating facilities: 75 persons (studios shared with KWKH). Merchandising: Complete service rendered at actual cost, excepting sales letters and bulletins which are mailed to retailers gratis. Foreign language programs: No rules, as such programs have never been requested; foreign population nil in this territory. Artists bureau: Setup nominal only. Base rate: $150.

Copy restrictions: Accept beer, wine and liquor advertising; medical accounts accepted only on approval of management; all copy subject to station approval and Federal Trade Commission rules and regulations. E. T. library: NBC Thesaurus. News: UP. News periods: 8 A.M., 12:30
LOUISIANA STATIONS—Continued

P.M., 5:30 P.M., 10:15 P.M., all five minutes, all Monday through Saturday.

KWH, SHREVEPORT
Operator: International Broadcasting Corp., Commercial Bldg. Phone: 2-8711. Power: 50,000 watts on 1100 kc. Affiliation: CBS. Opened: 1925. (Note: This station is newspaper-owned by the Shreveport Times, as is KTBS of the same city.)
For representative, services, and copy restrictions, see KTBS, Shreveport.

MAINE

(201,100 radio homes, or 91% ownership among the State's total of 221,000 families. Urban ownership is 79,700, or 91% of urban families; rural ownership is 121,400, or 91% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Androscoggin</td>
<td>17,720</td>
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<tr>
<td>Aroostook</td>
<td>17,320</td>
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<tr>
<td>Cumberland</td>
<td>34,650</td>
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<tr>
<td>Franklin</td>
<td>5,290</td>
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<tr>
<td>Hancock</td>
<td>8,830</td>
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<tr>
<td>Kennebec</td>
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<tr>
<td>Knox</td>
<td>8,160</td>
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<tr>
<td>Lincoln</td>
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<td>Oxford</td>
<td>10,430</td>
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<td>Penobscot</td>
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<td>Piscataquis</td>
<td>4,920</td>
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<td>Sagadahoc</td>
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<td>Somerset</td>
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<td>Waldo</td>
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<td>Washington</td>
<td>9,650</td>
</tr>
<tr>
<td>York</td>
<td>19,260</td>
</tr>
</tbody>
</table>

WRDO, AUGUSTA
Station manager: Jack S. Atwood. Chief engineer: Harold Dinsmore.
Rep: None. Seating facilities: None. Merchandising: Contact dealers and prospective dealers in region, personally or by mail. Foreign language programs: Accepted. Artists bureau: None. Base rate: $60.
Copy restrictions: Accept beer and wine; no hard liquor advertising; patent medicines accepted subject to station approval; commercials must conform to station standards. News: Yankee Network News Service; Maine News Service (local).

WABI, BANGOR
Copy restrictions: Copy accepted at discretion of program director; beer and wines spotted at any desired time; hard liquors only after 8 P.M. E. T. library: None. News: AP from Bangor Daily Commercial. News periods: 8:45 A.M., noon, 1:15 P.M., 5 P.M. (duration per broadcast not listed). Monday through Saturday; 6 P.M., Sunday only (duration of broadcast not listed).

WLBZ, BANGOR
MAINE STATIONS—Continued


Copy restrictions: Beer and wine accepted; no hard liquor; wordage of commercials must conform generally to that of the networks; all spot copy is sold on a word limit rate. E. T. library: World. News: Yankee Network News Service; Maine Radio News (local). Yankee news periods: 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday. Local news: 12:40-12:45 P.M., 6:50-7 P.M., both Monday through Saturday; 6:45-7 P.M., Sunday.

WCOU, LEWISTON


Copy restrictions: Announcements limited to 100 words, and station breaks to 30 words; copy on quarter-hour programs limited to 250 words; beer advertising accepted, but no hard liquor. E. T. library: Standard. News: Yankee Network News Service. News periods: 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday.

WCSH, PORTLAND
Operator: Congress Square Hotel Co., 579 Congress St. Phone: 3-9667. Power: 2,500 and 1,000 watts on 940 kc. Affiliation: NBC Basic Red; Yankee Network. Opened: June 25, 1925. (Note: Same owners control WFEA, Manchester, N. H.).


Copy restrictions: Accept beer, ale, light wines; no hard liquor advertising; on half-hour programs, commercial copy must not exceed 500 words; quarter-hours, 300 words; five minutes, 200 words; one-minute announcements, 100 words. E. T. library: NBC Thesaurus. News: UP; Yankee Network News Service. News periods: 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, Sunday. (Also Esso Reporter 7:15-7:20 A.M., 12:15-12:20 P.M., 6:45-6:50 P.M., Monday through Saturday.)

WGAN, PORTLAND


Rep: Paul H. Raymer Co. Seating facilities: Can accommodate about 50 persons. Merchandising: Pre-announcements, distribution of window cards, and limited number of letters to the trade rendered gratis. Foreign language programs: None. Artists bureau: No formal setup; station can, however, supply producers, writers, and five announcers. Base rate: $125.

Copy restrictions: Beer and wine accounts accepted; patent medicine advertising must conform to all Federal regulations. E. T. library: Associated. News: From affiliated newspapers. News periods: 7:15 A.M., 12:30 P.M., 1:30 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 8-8:15 A.M., 6:45-7 P.M., both Sunday only.

WAGM, PRESQUE ISLE
Operator: Aroostook Broadcasting Corp., National Bank Bldg. Phone: 8821. Power:
MAINE STATIONS—Continued

100 watts on 1420 kc (specified hours). Affiliation: None. Opened: January, 1930.


Rep: Cox and Tanz. Seating facilities: Main studio, 50; auditorium studio available seating up to 700. Merchandising: Pre-plug programs at opening of series gratis.

FOREIGN LANGUAGE PROGRAMS:
Accept French and Swedish; programs of this type limited to 15 minutes per week per sponsor.

ARTISTS BUREAU: Yes; details not given.

BASE RATE: $40.

COPY RESTRICTIONS: Only such promulgations as are made by the Federal Trade Commission. E. T. LIBRARY: None listed.

NEWS: Transradio; also from WLBZ, WCSV, WRDO. NEWS PERIODS: Noon-12:05 P.M. (local), 5:30-5:40 P.M. (market news), 6:50-7 P.M., all daily. (Note: Spots are sold before and after the news.)

MARYLAND

(355,100 radio homes, or 87% ownership among the State's total of 410,000 families. Urban ownership is 225,100, or 59% of urban families; rural ownership is 130,000, or 82% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Home Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allegany</td>
<td>16,220</td>
</tr>
<tr>
<td>Anne Arundel</td>
<td>10,300</td>
</tr>
<tr>
<td>Baltimore</td>
<td>24,050</td>
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<tr>
<td>Baltimore City</td>
<td>187,770</td>
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<tr>
<td>Calvert</td>
<td>1,770</td>
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<tr>
<td>Caroline</td>
<td>3,860</td>
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<td>Carroll</td>
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<td>Cecil</td>
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<td>Charles</td>
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<td>Dorchester</td>
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<td>Frederick</td>
<td>11,170</td>
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<tr>
<td>Garrett</td>
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<td>Harford</td>
<td>6,330</td>
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<tr>
<td>Howard</td>
<td>3,120</td>
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<tr>
<td>Kent</td>
<td>3,120</td>
</tr>
<tr>
<td>Montgomery</td>
<td>10,490</td>
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<tr>
<td>Prince Georges</td>
<td>12,120</td>
</tr>
<tr>
<td>Queen Anne</td>
<td>3,090</td>
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<tr>
<td>St. Marys</td>
<td>2,590</td>
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<tr>
<td>Somerset</td>
<td>4,940</td>
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<tr>
<td>Talbot</td>
<td>4,180</td>
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<tr>
<td>Washington</td>
<td>14,160</td>
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<tr>
<td>Wicomico</td>
<td>6,830</td>
</tr>
<tr>
<td>Worcester</td>
<td>4,640</td>
</tr>
</tbody>
</table>

WBAL, BALTIMORE

Operator: WBAL Broadcasting Company, Lexington Bldg. Phone: Plaza 4900. Power: 10,000 watts on 1060 kc (after 9 P.M., 2,500 watts on 760 kc synchronized with WJZ, New York). Affiliation: NBC Basic Blue; Mutual. Opened: November 2, 1925. (Note: This station is a subsidiary of Hearst Radio and is affiliated with the Baltimore News-Post and American.)


COPY RESTRICTIONS: Beer and wine accepted; no liquor advertising; no dual sponsorship of programs; all copy subject to station approval. E. T. LIBRARY: World; Lang-Worth. News: INS; UP. NEWS PERIODS: 7:25 A.M., noon, 5:25 P.M., 10 P.M., all five minutes, all Monday through Saturday (Esso); 10-10:15 A.M., 12:30-12:35 P.M., 7-7:15 P.M., Sunday.

WCAO, BALTIMORE


COPY RESTRICTIONS: Price comparisons discouraged—advertisers should not state that the public can now purchase merchandise at such-and-such a price which is higher, or lower, than a previous price; beer accepted, but number of sponsors limited; other alcoholic beverages accepted only after 10 P.M.; limit the number of patent medicine advertisers. E. T. LIBRARY: None. News: INS. NEWS PERIODS: 7:30 A.M., 2 P.M., 5:55 P.M., 10 P.M., all five minutes, all Monday through Saturday.
Baltimore's Stand-out Station

WFBR's new home "Radio Centre"

Finest studios!
First in popularity!
First in advertising!
First in showmanship!
First in merchandising cooperation!

In Baltimore they listen to - WFBR
Maryland's Pioneer Broadcast Station
Basic N.B.C. Red Network
MARYLAND STATIONS—Continued

8:45 A.M., 12:40 P.M., 10 P.M., all five minutes, all Sunday.

WCBM, BALTIMORE

President and commercial manager: John Elmer. Station manager: George Roeder. Chief engineer: G. Porter Houston.

Rep: None. Seating facilities: 50 persons. Merchandising: None. Foreign language programs: Accepted; governed by same rules as regular programs and announcements. Arts bureau: None. Base rate: $120.

Copy restrictions: Beer and wine accepted; no liquor advertising; programs considered individually, but all must conform to federal and state laws, FCC regulations and the Pure Food & Drug Act. E. T. library: NBC Thesaurus; Lang-Worth; NAB. News: INS; Universal. News periods: 9:45 A.M., noon, 2:30 P.M., 6:30 P.M., 10:30 P.M., duration not listed, all Monday through Saturday; noon, 7 P.M., 11 P.M., duration not listed, Sunday only.

WFBR, BALTIMORE


Rep: Edward Petry & Co., Inc. Seating facilities: Studio A, 350; studios B and C, 125 each; also main ballroom Lord Baltimore Hotel, 500, and main ballroom Belvedere Hotel, 500. Merchandising: Sales Development Department will furnish route lists of druggists and grocers, and will notify dealers via "Trade Winds," a sheet prepared especially for dealers of products advertised and contests being conducted, etc.; stage dealer meetings in studios; display clients' wares in studios and in Radio Centre; check response to programs among dealers and consumers; other merchandising billed at cost; station has a tie-up with 10 newspapers and eight moving picture theatres and as long as this tie-up is in effect, will offer free merchandising of the radio programs through these mediums to clients of minimum 13-week contracts. Foreign language programs: Not accepted. Artists bureau: Setup nominal. Base rate: $300.

Copy restrictions: Not over four minutes of commercial in 15-minute programs; no comparative price mentions; will take beer and wine programs, but not announcements in this classification; no hard liquor advertising; no laxative announcements after 6 P.M.; station is associate member of Proprietary Association and member of Better Business Bureau. E. T. library: Associated. News: Transradio. News periods: 7:40 A.M., noon, 6:10 P.M., 11 P.M., all five minutes, all daily; 8:15-8:30 A.M., 1:30-1:45 P.M., Monday through Saturday.

WTBO, CUMBERLAND

General manager: H. B. McNaughton. Chief engineer: George Lenhert.


WFMD, FREDERICK


Rep: None. Seating facilities: Winchester Hall Auditorium, 500. Merchandising: None formulated as yet; clients largely local. Foreign language programs: Would accept, but population doesn't warrant such programs. Artists bureau: Books talent, but has no talent contracts; purpose of bureau is described as "to prevent ex-
exploitation for too many benefit performances.” Base rate: $60 (one hour, 13 times).


WJEJ, HAGERSTOWN


Rep: None. Seating facilities: Auditorium available for presenting public shows; capacity 1,000; admission to be charged, if any, is optional with the sponsor. Merchandising: Information on request. Foreign language programs: No information given. Artists bureau: Setup nominal only. Base rate: $60.

Copy restrictions: Accept beer and wines; patent medicines must stand scrutiny of Food & Drug Administration; all copy must conform with government regulations. News: Transradio.

WSAL, SALISBURY


Rep: Weed & Co. Seating facilities: 25 in the studios; use local theatre on Saturdays for Kiddies Show, and on Sundays (when the theatre is otherwise closed) for an amateur hour. Merchandising: Can render services on request. Foreign language programs: Station claims no foreign languages are used in the area. Artists bureau: Yes. Base rate: $45.

Copy restrictions: Beer and wine okay; no hard liquor; “we make every possible effort to keep commercials to within three minutes of every 15.” E.T. library: Standard; NAB. News: UF. News periods: 8 A.M., 12:10 P.M., 5:30 P.M., all five minutes, all Monday through Saturday; 1:30-1:45 P.M. (commentary) Monday through Friday.

MASSACHUSETTS
(1,019,200 radio homes, or 92% ownership among the State’s total of 1,104,000 families. Urban ownership is 912,100, or 92% of urban families; rural ownership is 107,100, or 96% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Home Count</th>
</tr>
</thead>
<tbody>
<tr>
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<td>9,550</td>
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<td>Berkshire</td>
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<td>Bristol</td>
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<td>Dukes</td>
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<td>Essex</td>
<td>123,560</td>
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<td>Franklin</td>
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<td>Hampden</td>
<td>81,090</td>
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<td>Hampshire</td>
<td>16,730</td>
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<td>Middlesex</td>
<td>223,760</td>
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<tr>
<td>Nantucket</td>
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<td>Norfolk</td>
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<td>Plymouth</td>
<td>42,530</td>
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<td>Suffolk</td>
<td>200,230</td>
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<tr>
<td>Worcester</td>
<td>116,080</td>
</tr>
</tbody>
</table>

WAAB, BOSTON


**WEZ-WEZA, BOSTON**

**Operator:** Owned and operated by Westinghouse Electric and Mfg. Co.; programmed by the National Broadcasting Co., Inc. WBZ: Hotel Bradford, Boston. WBZA: Hotel Kimball, Springfield. **Phone:** WBZ: Hancock 4261; WBZA: Springfield 6-8336. **Power:** WBZ: 50,000 watts on 990 kc; WBZA: 1,000 on 990 kc. (Note: Both stations operate simultaneously and in synchronism on the same frequency and wavelength.) Affiliation: NBC Basic Blue. **Opened:** WBZ: Sept. 15, 1921; WBZA: Nov. 15, 1924.

**General manager:** John A. Holman. **Commercial manager:** Frank R. Bowes. **Program director:** John F. McNamara. **Chief engineer:** (WBZ), Dwight A. Myer; (WBZA), H. E. Randol. **Musical director:** John H. Wright. **Sales promotion manager:** George A. Harder.

**Rep:** National Broadcasting Co. Seating facilities: Studio A, 250; studio B, 250; Hotel Bradford Auditorium, 2,000. **Merchandising:** None listed. **Foreign language programs:** None listed. **Artists bureau:** None listed. **Base rate:** $400.

**Copy restrictions:** Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days’ notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by the station manager on 24 hours’ notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; patent medicines subject to NBC acceptance rules. **E. T. library:** NBC Thesaurus; Associated. **News:** UP. **News periods:** 7 A.M., noon, 6 P.M., 11 P.M., all five minutes, all Monday through Saturday.

**WCOP, BOSTON**

**Operator:** Massachusetts Broadcasting Corp., Copley Plaza Hotel. **Phone:** Commonwealth 1717. **Power:** 500 watts on 1120 kc (operates daytime). **Affiliation:** None. **Opened:** Aug. 26, 1935. **President:** Harold A. Lafount. **Station manager:** Gerard H. Slattery. **Chief engineer:** Whitman N. Hall. **Sales manager:** Arthur Leary. **Program director:** Katherine F. Batchelder. **Musical director:** Sidney P. Reinherz. **Artists bureau head:** Eleanor G. Kane. **Publicity director:** John K. Gowen, III.

**Rep:** None. **Seating facilities:** Public function rooms of Copley Plaza Hotel, capacity 2,000. **Merchandising:** Dealer contacts; distribution of all promotion material; breakdown and tabulation of sponsor mail. **Foreign language programs:** Accepted; translation must be submitted in advance. **Artists bureau:** Supplies talent. **Base rate:** $75.

**Copy restrictions:** Accept beer and wine; commercial copy “carefully edited and must comply with state and government regulations.” **E. T. library:** World. **News:** Transradio. **News periods:** 8:15 A.M., 10 A.M., 12:45 P.M., all 15 minutes, all Monday through Friday; 8:15 A.M., 9:45 A.M., 12:45 P.M., all 15 minutes, Saturday; 9:15-9:30 A.M., 8-8:15 P.M., Sunday only.

**WEEL, BOSTON**

**Operator:** Columbia Broadcasting System, Inc., 182 Tremont St. **Phone:** Hubbard 2323. **Power:** 5,000 and 1,000 watts on 590 kc. **Affiliation:** CBS. **Opened:** Sept. 29, 1924.

**Station manager:** Harold E. Fellows. **Commercial manager:** Kingsley F. Horton. **Program director:** Lloyd G. Del Castillo. **Chief engineer:** Phillip K. Baldwin. **Musical director:** Charles R. Hector. **Publicity director:** Dorothy Drake.

**Rep:** Radio Sales. **Seating facilities:** Studio A, 100 persons; Salle Moderne, Hotel Statler, 500; Grand Ball Room, Hotel Statler, 1,200. **Merchandising:** Services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None; can supply talent, however. **Stock:** Owned by Edison Electric Illuminating Company of Boston; station is leased and operated by CBS. **Base rate:** $425.

**Copy restrictions:** CBS program policies. **E. T. library:** World. **News:** UP; also from Herald-Traveler (local). **News periods:** 6:50-7 A.M., 7:45-8 A.M., 3-3:15 P.M., 6-6:05 P.M., 11:05-11:15 P.M., all Monday through Saturday; noon-12:15 P.M., 11-11:10 P.M., both Sunday only.

**WHDH, BOSTON**

**Operator:** Matheson Radio Co., Inc., Hotel Touraine. **Power:** 1,000 watts on 830 kc
MASSACHUSETTS STATIONS—Continued


WMEX, BOSTON

Operator: The Northern Corp., 70 Brookline Ave. Phone: Commonwealth 3900. Power: 250 and 100 watts on 1500 kc (station has construction permit for 5,000 watts on 1470 kc). Affiliation: None. Opened: October 18, 1934.


Copy restrictions: Accept beer and wine, but no hard liquor or patent medicines; commercials limited to 150 words, with overboard wording and all direct comparison deleted by station. E.T. library: NAB; Davis & Schweger. News: INS. News periods: 11:45 A.M., 2:45 P.M., 5:45 P.M., 7:15 P.M., 10:30 P.M., 11:45 P.M., all 15 minutes, all Monday through Saturday; 6 P.M., 10:30 P.M., 11:45 P.M., all 15 minutes, all Sunday.

WNAC, BOSTON


Copy restrictions: Beer and wines accepted; copy on all programs must conform to Better Business Bureau standards; patent medicines subject to Proprietary Association copy rules. E.T. library: Associated. News: Yankee Network News Service. News periods: 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only.

WORL, BOSTON


Rep: Burn-Smith Co., Inc. Merchandising: Complete service, including market surveys, dealer notifications, distributor's analyses, publicity, etc. Foreign language programs: No information given. Artists bureau: No information given. Base rate: $75.

Copy restrictions: Advertising of intoxicating beverages not accepted; all copy subject to station approval. E.T. library: Standard. News: UP; Christian Science Monitor; Boston Evening Transcript. News periods: Every hour on the hour, periods varying from three to 15 minutes (exact time not listed), all apparently daily.

WSAR, FALL RIVER


Rep: Joseph Hershey McGillvra. Seating facilities: Two studios, larger one seating 100 persons. Merchandising: Publicity, coverage and market data offered free; tie-ins, displays and special features of other types rendered at actual cost. Foreign language programs: Accepted; French, Italian, Portuguese and Polish programs current; copy subject to station approval or revision. Artists bureau: Setup nominal only. Base rate: $120.

Copy restrictions: Accept beer, wine and liquor; no restrictions other than those

WHAL, GREENFIELD
Rep: Bertha Bannan, James Fay (Boston). Seating facilities: Local hall available, seating 300 persons. Merchandising: Commercial department claims to be equipped to handle requirements of clients; no charge except for materials. Foreign language programs: Accepted at specified times at national rates; payment must be made in advance. Artists bureau: Talent not under contract, but station can supply necessary artists, etc. Base rate: $60.

WOCB, HYANNIS
Operator: Harriett M. Alleman and Helen W. MacLellan doing business as the Cape Cod Broadcasting Co. Power: 250 and 100 watts on 1210 kc.
At press time this station had a construction permit only.

WLAW, LAWRENCE
Operator: Hildreth and Rogers Co., 278 Essex St. Phone: 4107. Power: 1,000 watts on 680 kc (daytime). Affiliation: None. Opened: Dec. 19, 1937. (Note: This station is newspaper-owned by the Lawrence Eagle and Tribune.)
Rep: Weed & Co. Seating facilities: Studio A can accommodate 150 people; 50 more can view studio through glass partition. Merchandising: Newspaper publicity on programs and artists in the two newspapers affiliated with the station.
Foreign language programs: Accepted, but with restrictions. Artists bureau: Setup nominal only. Base rate: $60.
Copy restrictions: None listed other than that station retains right to reject any copy for reasons sufficient unto itself. E. T. library: NBC Thesaurus; Standard. News: AP. News periods: 7-7:15 A.M., 10:30-10:45 A.M., 12:05-12:15 P.M., 12:45-1 P.M., plus an early evening 15-minute newscast changing with time of year, all Monday through Saturday; 7:50 A.M., plus an early evening newscast changing with time of year, both 10 minutes, both Sunday only. (Note: Spots are sold before and after, but not during, newscasts.)

WLLH, LOWELL (AND LAWRENCE)
Operator: Merrimac Broadcasting Co., Inc., 39 Kearney Square. Phone: Lowell 8715; Lawrence 22146. Power: 250 and 100 watts on 1370 kc (Lowell); 100 watts on 1370 kc (Lawrence). Affiliation: Mutual; Yankee Network; Colonial Network. Opened: Oct. 10, 1934 (Lowell); Dec. 1, 1937 (Lawrence). (Note: WLLH has special temporary authorization to operate a satellite station at Lawrence, Mass., unlimited synchronously with WLLH.)
Rep: Edward Petry & Co., Inc. Seating facilities: Auditorium, 2,300 persons; studio A, 100; studio B, 50; studio C, 20. Merchandising: Give air plugs, and perform reasonable amount of dealer contact work; mailings at cost. Foreign language programs: Have French, Italian, Portuguese, Greek and Polish; no English announcements allowed during these programs. Artists bureau: None. Base rate: $120.
Copy restrictions: Take wine and beer, but copy must not tend to encourage their use; no hard liquor; other copy must conform to "commonly accepted standards." E. T. library: Associated; Lang-Worth. News: Yankee Network News Service; also own local news service. Yankee news periods: 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only. (Note: Sponsorship sold around, but not during,

* Also president of WMAS, Springfield, Mass.
Yankee newscasts.) Local news periods: 7:45 A.M., 12:45 P.M., 6:30 P.M., 10:45 P.M., all five minutes, all Monday through Saturday; 9 A.M., 6:45 P.M., 9:55 P.M., all five minutes, Sunday only. (Note: These periods are sold in five-minute parcels, with an over-run of important news allowed gratis.)

WNBH, NEW BEDFORD
Operator: E. Anthony and Sons, Inc., 251 Union St. Phone: 5533. Power: 250 and 100 watts on 1310 kc. Affiliation: Mutual; Yankee Network; Colonial Network. Opened: May, 1921 (Note: This station is newspaper-owned by the Mercury and Standard-Times.)

Rep: None. Seating facilities: None. Merchandising: Any reasonable service rendered; newspaper display advertising given at start of sponsored program; letters mailed to merchants and listeners for cost of postage; products introduced to retailers by station solicitors when desired; theatre tie-ups arranged; station telephones available to sponsor for telephone orders. Foreign language programs: Accepted at any time under same rules as English programs. Artists bureau: Setup nominal only. Base rate: $100.

Copy restrictions: Laxative advertising, beer, wine or liquor not accepted; no Beano, Bingo or Bank Nights. E. T. library: Standard. News: INS; Yankee Network News Service. Yankee news periods: 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only. WBNH news: 10 A.M., 12:45 P.M., 5:30 P.M., 10 P.M., all 15 minutes, all Monday through Saturday.

WBRK, PITTSFIELD

Rep: None. Seating facilities: Studio A seats 50; WBRK Radio Playhouse, 250; (has stage, lighting, and lobby display space). Merchandising: Provide lobby space for displays; supply publicity material when possible; do some direct mail work; will display and distribute merchandise publicity when furnished by the client. Foreign language programs: Not accepted. Artists bureau: Service bureau operates without charge to talent. Base rate: $100.


WMAS, SPRINGFIELD


Copy restrictions: Accept beer and wine subject to strict supervision; patent medicine advertising restricted; all copy subject to station approval. E. T. library: Associated. News: Transradio. News periods: 8 A.M., 12:30 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., noon, 11 P.M., all 15 minutes, Sunday; 6-6:05 P.M., Monday through Friday; 6-6:15 P.M., Saturday and Sunday.

* Also president of WLLH, Lowell, Mass.

WSPR, SPRINGFIELD

Rep: George P. Hollingbery Co.; James F. Fay (Boston). Seating facilities: Reception room, capacity not listed. Merchandising: Supply coverage and market data; comprehensive information and suggestions for merchandising; co-operate in any plans worked out by sponsor. Foreign language programs: Will accept, but endeavor to keep them down to a minimum. Artists bureau: Setup nominal only. Base rate: $90.
Copy restrictions: Beer, wine and well-known patent medicines accepted; no liquor advertising; no standard rules restricting copy, as each case is considered individually. E. T. library: Standard. News: Transradio, Yankee Network News Service. Yankee news periods: 8 A.M., 1 P.M., 6 P.M., all 15 minutes, all Monday through Saturday; 8:45-9 A.M., 1:30-1:45 P.M., 6:30-6:45 P.M., Sunday only. Transradio news periods: 7:15 A.M., 9:45 A.M., 2:45 P.M., 5 P.M., all 15 minutes, all Monday through Saturday.

WORC, WORCESTER
Copy restrictions: Total commercial copy may not exceed 20% of total time purchased; will accept beer and wines. E. T. library: NBC Thesaurus. News: Transradio. News periods: 8 A.M., 12:15 P.M., 6:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 6:05 P.M., 11 P.M., Sunday.

WTAG, WORCESTER
Operator: Worcester Telegram Publishing Co., Inc., Franklin St. Phone: 5-4321. Power: 1,000 watts on 580 kc. Affiliation: NBC Basic Red; Yankee Network. Opened: May 1, 1924. (Note: This station is newspaper owned by the Worcester Telegram and Gazette.)
Copy restrictions: Accept beer, wines and patent medicines subject to station approval; no hard liquors. E. T. library: World. News: From parent papers. News periods: 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 6:30 P.M., 11 P.M., both 15 minutes, both Sunday only. (Note: Two 100-word announcements sold before and after each newscast; no commercials during the news.)
MICHIGAN

(1,122,200 radio homes, or 92% ownership among the State's total of 1,220,000 families. Urban ownership is 771,100, or 93% of urban families; rural ownership is 351,100, or 89% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcona</td>
<td>1,050</td>
</tr>
<tr>
<td>Alger</td>
<td>1,680</td>
</tr>
<tr>
<td>Allegan</td>
<td>9,510</td>
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<tr>
<td>Alpena</td>
<td>3,910</td>
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<tr>
<td>Antrim</td>
<td>2,350</td>
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<tr>
<td>Arenac</td>
<td>1,690</td>
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<tr>
<td>Baraga</td>
<td>1,810</td>
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<td>Barry</td>
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<td>Bay</td>
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<td>Benzie</td>
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<td>Berrien</td>
<td>20,200</td>
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<tr>
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<td>6,370</td>
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<tr>
<td>Calhoun</td>
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<tr>
<td>Cass</td>
<td>5,400</td>
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<td>Charlevoix</td>
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<td>Cheboygan</td>
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<td>Chippewa</td>
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<td>Clinton</td>
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<td>Crawford</td>
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<td>Delta</td>
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<td>Eaton</td>
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<tr>
<td>Genesee</td>
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<tr>
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<td>Gogebic</td>
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<td>Wayne</td>
<td>428,960</td>
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<tr>
<td>Wexford</td>
<td>3,910</td>
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</tbody>
</table>

WELL, BATTLE CREEK

Operator: Enquirer News Co., 1 W. Michigan Ave. Phones: 5655; 7166. Power: 100 watts on 1420 kc. Affiliation: NBC Basic Blue Supplementary; Michigan Radio Network. Opened: September, 1925. (Note: This station is newspaper owned by the Battle Creek Enquirer & News.)


Rep: Burn-Smith Co., Inc. Seating facilities: Studio, 30 persons. Merchandising: No regular service; salesmen, however, help with servicing; plugs over the air, in newspapers, or by display cards. Foreign language program: No rules; no call for such programs. Artists bureau: No regular setup; maintain file of available local talent. Base rate: $60.

Copy restrictions: Beer and wine accepted; no hard liquor; all contracts subject to government regulations and station approval; reserve right to refuse or discontinue any advertising program for reasons satisfactory to station; all programs and announcements subject to change of time to conform to network schedule. E. T. library: None. News: AP.

WBCM, BAY CITY


Copy restrictions: Beer, wines and alcoholic beverages accepted if properly presented; announcements on patent medicines have to be approved by the N.A.B. E. T.

**WHDF, CALUMET**

**Operator:** Upper Michigan Broadcasting Co., Hotel Scott, Hancock, Mich. **Phone:** Hancock 1. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1929. (Note: This station is newspaper-affiliated with the Calumet News and Houghton Daily Mining Gazette.)

**Vice-president, station manager, publicity director:** John W. Rice. **Commercial manager:** Merrill F. Trapp. **Program and musical director:** Albert W. Payne. **Chief engineer:** George L. Burgan.

**Rep:** Mitchell & Ruddell, Inc. **Seating facilities:** Studio can accommodate 700; Kerredge Theatre also available, seating 1,000 (regular theatre admission price charged). **Merchandising:** Station operates “in every way possible” with advertiser; service rendered gratis. **Foreign language programs:** Accepted on same basis as other programs; English translation must be submitted. **Artists bureau:** None. **Stock:** Held by A. L. Burgan (56.6%), W. G. Rice (27.9%), George L. Burgan (10%), and J. W. Rice (5.5%). **Base rate:** $60.

**Copy restrictions:** Beer accepted; no other alcoholic beverages; commercials must be submitted in advance for station approval. **E. T. library:** World; Lang-Worth. **News:** AP; also gather own local news. **News periods:** Noon (in Finnish), 1 P.M., 6 P.M. (duration not listed), all apparently daily.

**CKLW, DETROIT**

**Operator:** Western Ontario Broadcasting Co., Union Guardian Bldg., Detroit. **Phone:** Cadillac 7200. **Studios:** Guaranty Trust Bldg., Windsor. **Phone:** 4-1155: (American Company; Essex Broadcasters, Inc. Studios are maintained in Windsor and Detroit. Station license is issued by Canada.) **Power:** 5,000 watts on 1030 kc. **Affiliation:** Mutual Broadcasting System; Canadian Broadcasting Corporation. **Opened:** May 31, 1932.

**General manager:** J. E. Campeau. **Office manager:** M. W. Kemphorne. **Station manager:** W. J. Carter. **Commercial manager:** L. J. DuMahaut. **Program director:** John Gordon. **Chief engineer:** W. J. Carter. **Production manager:** Gordon Castle. **Publicity director:** Val Clare.

**Rep:** Station has branch office at 360 N. Michigan Ave., Chicago, Ill.; otherwise represented by Joseph Hershey McGillvra. **Seating facilities:** 200 persons. **Merchandising:** Staff of statisticians and demonstrators check window and counter displays; contact retailers; house-to-house canvass to check consumer acceptance; store canvass to check retailer acceptance; announcements of new programs sent to 1,000 retail outlets on request; supply market data; talent available for personal appearances: make coincidental telephone surveys; design direct mail, window and counter cards, announcements, publicity, etc., at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None; station can supply talent, however. **Base rate:** $320.

**Copy restrictions:** Provincial Statute prohibits beer, wine and liquor advertising; copy for patent medicines must be submitted to Department of Health at Ottawa; all accounts subject to rules of Canadian Broadcasting Corporation. **E. T. library:** World. News: UP. **News periods:** Noon, 3 P.M., 5:45 P.M., 11 P.M., all 15 minutes, all Monday through Friday.

**WJBK, DETROIT**

**Operator:** James F. Hopkins, Inc., 6559 Hamilton Ave. **Phone:** TR 2-2000. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** August, 1928.

**President, station manager:** James F. Hopkins. **Commercial manager:** Paul Y. Clark. **Program director:** Sybil Krieghoff. **Chief engineer:** Paul Frincke. **Musical director:** Fred Fenton. **Publicity director:** Charles Sterritt.

**Rep:** United Broadcasting Co. **Seating facilities:** None in studios; occasionally use ballroom, but capacity not listed. **Merchandising:** Separate department maintained to contact dealers, etc., for clients using a certain amount of time per week over a 13-week period. **Foreign language programs:** Accepted; currently have Polish, German, Jewish, Italian, Hungarian, Ukrainian and Arabic programs. **Artists bureau:** None. **Base rate:** $125.

**Copy restrictions:** No restrictions on beer and wine; liquor advertising accepted after 10 P.M. only; patent medicines accepted if claims are reasonable; commercial copy must conform to good advertising practices and standards of good taste. **E. T. library:** Associated; Standard. News: INS. **News periods:** 6:30-6:35 A.M., 8-8:05 A.M., 11-11:05 A.M., 11:45-noon, 1-1:05 P.M., 2-2:05 P.M., 3-3:05 P.M., 4-4:05 P.M., 5-5:05 P.M., 6-6:15 P.M., 8-8:05 P.M., 10:30-10:35 P.M., midnight-12:05 A.M., 1-1:05 A.M.
Ask the Men Who Sell

MICHIGAN RADIO NETWORK

WBCM-Bay City  WELL-Battle Creek  WJIM-Lansing  WXYZ-(Key Station) Detroit  WIBM-Jackson  WFDF-Flint  WKZO-Kalamazoo  WOOD-WASH-Grand Rapids

AVAILABLE FOR NBC BLUE COMMERCIALS AS A UNIT

The Best Radio
Who Sell the to Listeners

*BROKERS-JOBBERS-CASH AND CARRY DISTRIBUTORS

Learn From Michigan Retailers That Radio Advertising on MRN Moves Goods Right From the Start...

Retailers Learn From CUSTOMERS That Radio Advertising Brings Them To HIS Door...

WHICH STATION BRINGS THEM?
The Favored Station of Course—The One That is Heard With EASE and CLARITY...

In Seven of Michigan's Eight Major Markets There is Only One Radio Station in the Town—A Potent Factor in Answering—"WHERE IS THE BIGGEST AUDIENCE?"

Buy of 1939
MICHIGAN STATIONS—Continued

WJR, DETROIT


Copy restrictions: Accept beer, but no other alcoholic beverages; all copy subject to station approval and government regulations. E. T. library: World; Davis & Schwegler; NAB. News: INS. News periods: 6:45 A.M., 8:15 A.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 3:45-4 P.M., Monday through Friday.

* Also president of WGAR, Cleveland, O., and KMPC, Beverly Hills, Calif.

WMBC, DETROIT


Rep: None. Seating facilities: Studio A, 100 persons; studio B, 50. Merchandising: Have complete service for grocery and allied consumer lines; maintain staff of salesmen and contact men; close tie affected with grocery stores. Foreign language programs: Director of Polish programs is Valentine Yarosz; two Polish programs daily; Ukrainian programs directed by Nicolas Shustakovich; Lithuanian period on Saturday; Jewish hour, directed by Hyman Altman, on Sundays. Artists bureau: None. Stock: Principal holders are E. J. Hunt and E. A. Wooten. Base rate: $120.

Copy restrictions: Will accept beer or wine announcements or programs; no whiskey advertising; commercial announcements must be limited to 100 words; commercial programs of 15 minutes cannot contain more than three 100-word announcements; half-hour programs limited to four 100-word announcements. E. T.


WWJ, DETROIT

Operator: The Evening News Association, 626 Lafayette Blvd. Phone: Randolph 2000. Power: 5,000 and 1,000 watts on 920 kc. Affiliation: NBC Basic Red. Opened: August 20, 1920*. (Note: This station is owned by the Detroit News.)


* Opening date listed here was supplied by the station. KDKA and KQV, both Pittsburgh, Pa., along with WWJ are all claimants for the title of the U. S.'s oldest commercial station. (See KDKA and KQV.)

IN THE FIRST FIVE MONTHS OF 1939

235 ADVERTISERS have successfully sold everything from cigarettes to motor cars in this rich 4TH MARKET thru CKLW 2ND IN POWER in the DETROIT area
Copy restrictions: Beer and light wines accepted; no liquor advertising; “certain types” of patent medicines not accepted; all copy subject to station standards and governmental regulations. E. T. library: Davis & Schweger. News: UP. News periods: 7:45-8 A.M., 12:30-12:45 P.M., daily except Sunday; 6:30-6:40 P.M., 11-11:10 P.M., daily except Saturday.

WXYZ, DETROIT


Rep: Paul H. Raymer Co. Seating facilities: None in studios; broadcasts from theatres at regular admission prices. Merchandising: Complete service from market surveys to securing dealers, distributors, jobbers; place store and window displays; conduct store demonstrations and direct sampling crews. Foreign language programs: None. Artists bureau: None. Base rate: $375.

Copy restrictions: Beer and wines accepted providing copy does not enhance further use of these beverages or be deemed harmful for children; hard liquor accepted after 10 P.M. under same rules as for beer and wines; all copy censored that forthrightly offends by blatant phrases relating to medicines, proprietary and patent remedies; “thrill” copy not accepted, and all statements must be in conformity to regulations of FCC. E. T. library: Standard; Associated. News: UP. News periods: 7:30-7:40 A.M. 8:10-8:15 A.M. noon-12:10 P.M., 5:30-5:45 P.M. all Monday through Saturday; 5:30-5:40 P.M., Sunday.

WKAR, EAST LANSING


This station is non-commercial; college-owned.

WFDF, FLINT


Rep: None. Seating facilities: 75 persons. Merchandising: Supply publicity, suggestions for promotional tie-ins, etc., gratis; any additional services, such as direct mail, rendered at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: $100.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicine advertising must be “factual and conservative and in accordance with regulations of the FTC, Post Office Department, and Pure Food and Drug Act”; no competitive or “provocative” copy; no exaggeration or false testimonials. E. T. library: NBC Thesaurus. News: Transradio; also own local news. News periods: 7 A.M., 9 A.M., 11 A.M., 2 P.M., 5 P.M., 9 P.M., 11 P.M., all 10 minutes, all Monday through Saturday; 9 A.M., 2 P.M., 5 P.M., 9 P.M., 11 P.M., all 10 minutes, all Sunday.

WOOD-WASH, GRAND RAPIDS

Operator: King-Trendle Broadcasting Corp. (lessee), Grand Rapids National Bank Bldg. Phone: 9-4211. Power: 500 watts on 1270 kc. Affiliation: NBC Optional Basic Service; Michigan Radio Network. Opened: WASH, March 13, 1925; WOOD, October, 1924. (Note: WOOD-WASH are the same station, using WASH as call letters until noon, and WOOD thereafter; the King-Trendle Broadcasting Corp., lessee, also owns and operates WXYZ, Detroit, key station of the Michigan Radio Network for which King-Trendle holds all contracts.)


MICHIGAN STATIONS—Continued

Copy restrictions: Accept beer and wine; apply good taste and government regulations; each case considered individually. E. T. library: Associated. News: UP. News periods: 7:30-7:35 A.M., 8:30-8:45 A.M., 12-12:15 P.M., 10:30-10:45 P.M., all Monday through Saturday. (Note: Also use some NBC news.)

WJMS, IRONWOOD


Rep: Mitchell & Ruddell, Inc. Seating facilities: None. Merchandising: Send letters to the retail trade advising them of forthcoming sponsor schedule; will cooperate “to any reasonable” extent in promoting program and announcement schedules. Foreign language programs: Accepted, providing that the material and the announcer meet with station approval. Artists bureau: None. Stock: 1,687 shares outstanding; held by Wm. L. Johnson and N. C. Ruddell as majority stockholders. Base rate: $60.


WIBM, JACKSON


Rep: None. Seating facilities: No information given. Merchandising: Service available to clients; no details listed. Foreign language programs: Accepted, but have very little call for these programs inasmuch as population is 90% English-speaking. Artists bureau: Yes. Base rate: $75.


WKZO, KALAMAZOO


WJIM, LANSING


Copy restrictions: Accept beer and wine subject to strict censorship; all other copy should comply to rulings of truthful and ethical advertising, and regulations of the FCC and Federal Trade Commission. E. T. library: NBC Thesaurus. News: Transradio. News periods: 7:30-7:40 A.M., 6-6:10 P.M.,
and 10 minutes ahead of all set baseball games, all Monday through Saturday.

WMPC, LAPEER
Operator: First Methodist Protestant Church of Lapeer. Power: 250 and 100 watts on 1200 kc (specified hours). This station is non-commercial; church-owned.

WBEO, MARQUETTE

WKBZ, MUSKEGON
Operator: Ashbacker Radio Corp., Michigan Theatre Bldg. Phone: 22-651. Power: 250 and 100 watts on 1500 kc. Affiliation: None. Opened: Nov. 3, 1926. (Note: This station was removed from Ludington, Mich., to Muskegon on Sept. 10, 1934; it opened in Ludington in 1926.)
Copy restrictions: Beer advertising accepted. News: UP.

WHLS, PORT HURON


WEXL, ROYAL OAK
Copy restrictions: No whiskey, laxatives, deodorants, depilatories, tonics, reducing or flesh compounds, patent medicines, or any compounds or preparations of a general medicinal nature that are to be taken internally. E. T. library: None. News: No service listed; apparently local news. News periods: 12:30 P.M., 5 P.M., 9:30 P.M., all 10 minutes, all daily except Sunday.
### MINNESOTA

(556,900 radio homes, or 85% ownership among the State's total of 652,000 families. Urban ownership is 309,300, or 93% of urban families; rural ownership is 247,600, or 77% of rural families.)

#### Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aitkin</td>
<td>2,960</td>
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<tr>
<td>Anoka</td>
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<tr>
<td>Kittson</td>
<td>1,770</td>
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<tr>
<td>Koochiching</td>
<td>2,990</td>
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<tr>
<td>Lac qui Parle</td>
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<tr>
<td>Lake</td>
<td>1,720</td>
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<tr>
<td>Lake of the Woods</td>
<td>900</td>
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<tr>
<td>Le Seuer</td>
<td>4,010</td>
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<td>Lincoln</td>
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<td>Lyon</td>
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<td>McLeod</td>
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<td>Marshall</td>
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<tr>
<td>Martin</td>
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<td>Meeker</td>
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<td>Mille Lacs</td>
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<td>Morrison</td>
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<td>Mower</td>
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<td>Murray</td>
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<td>Norman</td>
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<td>Otter Tail</td>
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<td>Todd</td>
<td>4,980</td>
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<td>Traverse</td>
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<td>Wabasha</td>
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<td>Wadena</td>
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<td>Waseca</td>
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<td>Washington</td>
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<td>Wiona</td>
<td>8,390</td>
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<td>Wright</td>
<td>5,470</td>
</tr>
<tr>
<td>Yellow Medicine</td>
<td>3,100</td>
</tr>
</tbody>
</table>

#### KATE, ALBERT LEA

**Operator:** Albert Lea Broadcasting Co.  
**Power:** 250 and 100 watts on 1420 kc.  
**Affiliation:** North Central Broadcasting System.  
**Opened:** 1937.  
**Base rate:** $84.  
No further information available.

#### KDAL, DULUTH

**Operator:** Red River Broadcasting Co., Inc., 218 Bradley Bldg.  
**Phone:** Melrose 2230.  
**Power:** 250 and 100 watts on 1500 kc.  
**Affiliation:** CBS.  
**Opened:** Nov. 22, 1936.  
**Station manager:** Dalton A. LeMasurier.  
**Commercial manager:** A. H. Flaten.  
**Program director:** Gilbert Fawcett.  
**Chief engineer:** R. A. Dettman.  
**Publicity director:** Sam L. Levitan.  
**Rep:** None.  
**Seating facilities:** Studio, seating 75 persons.  
**Merchandising:** Supply surveys, market data, buyer contacts, and merchandising plans.  
**Foreign language programs:** No rules listed.  
**Artists bureau:** None.  
**Base rate:** $77.50.  
**Copy restrictions:** Accept beer and wine only; any merchandise must be "absolutely bona fide with respect to its announced merits, description, quality, prices or discounts from the price thereof..."  
**E. T. library:** Lang-Worth.  
**News:** Transradio.  
**News periods:** 7:30-7:45 A.M., 8:45-8:55 A.M., 10-10:10 A.M., 12:30-12:40 P.M., 2:45-2:55 P.M., 6:15-6:25 P.M., 10:10-10 P.M., all Monday through Saturday; 12:45-12:55 P.M., 10-10:10 P.M., Sunday only.

#### WEBC, DULUTH

**Operator:** Head of the Lakes Broadcasting Co., WLEC Building.  
**Phone:** MEL 1537.  
**Power:** 5,000 and 1,000 watts on 1290 kc.  
**Affiliation:** NBC Supplementary Basic.  
**Opened:** June, 1924.  
(Note: This station is affiliated with the Superior, Wis., Tele-
gram; same operator also controls WMFG, Hibbing, and WHLB, Virginia, Minn.)


Copy restrictions: Beer and wine advertising accepted for night broadcasting to reach adult audience only, and copy must not tend to induce non-drinkers to drink; patent medicines accepted with restrictions on mention of guaranteed cures; all copy must be honest, in good taste, free from exaggeration; no price mentions permitted. E. T. library: NBC Thesaurus. News: UP; AP. News periods: 6:40-6:45 A.M., 10:25-10:30 A.M., 11:15-11:20 A.M., 12:55-1 P.M., 3:05-3:15 P.M., 5:05-5:10 P.M., 10:15-10:30 P.M., all Monday through Friday; 6:40-6:45 A.M., 9-9:05 A.M., 10:30-10:35 A.M., 12:55-1 P.M., 10:30-10:45 P.M., Saturday only; 8-8:15 P.M., Sunday only.

KGDE, FERGUS FALLS


Copy restrictions: Accept 3.2% beer only; no medicinal claims or values must be attached to copy claims. E. T. library: MacGregor. News: Transradio. News periods: Every hour on the hour, 8 A.M. to 8 P.M. (duration per broadcast not listed), Monday through Saturday; also 7:30-7:45 A.M., 10:32-10:42 A.M. (following two minutes of grain market news), 12:30-12:35 P.M., 1:45-1:55 P.M., 3:45-4 P.M. (includes some sport news), 6:30-6:35 P.M., 8:45-8:55 P.M., all Monday through Saturday.

WMFG, HIBBING

Operator: Head of the Lakes Broadcasting Co. Address: Androy Hotel. Phone: 1150. Power: 250 and 100 watts on 1210 kc. Affiliation: CBS; North Central Broadcasting System; Arrowhead Network. Opened: Sept. 4, 1935. (Note: This station is newspaper-affiliated with the Superior (Wis.) Telegraph; same ownership as WHLB, Virginia, and WEBC, Duluth).


Copy restrictions: Beer advertising accepted at any time; other alcoholic beverages restricted to periods after 9 P.M. and must be via programs, not merely spot announcements; patent medicines accepted unless obviously fakes. E. T. library: None. News: From parent papers. News periods: 6:30-6:35 A.M., 12:45-12:50 P.M., 4:4-05 P.M., 10-10:15 P.M., all Monday through Saturday; 7:45-7:50 A.M., 10:45-10:50 A.M., 2:05-2:10 P.M., 5-5:05 P.M., all Monday through Friday.

KYSM, MANKATO

Operator: F. B. Clements & Co., 101 N. Second St. Phone: 4673. Power: 250 and 100 watts on 1500 kc. Affiliation: NBC Red and Blue Basic Supplementary Service; Minnesota Radio Network. Opened: July 11, 1938. (Note: KYSM also maintains studios in New Ulm, St. Peter and St. James, Minn.)


Copy restrictions: Accept beer advertising after 6 P.M.; patent medicines, wine and other alcoholic beverages not accepted; copy is subject to NAB Code of Ethics. E. T. library: NBC Thesaurus; Associated; Standard. News: UP. News periods: 7 A.M., 12:15 P.M., 6:15 P.M., 10 P.M., all 15 minutes, all Monday through Saturday.

KSTP, MINNEAPOLIS-ST. PAUL

Operator: National Battery Broadcasting Co., St. Paul Hotel (St. Paul), Radisson Hotel (Minneapolis). Phones: Cedar 5511 (St. Paul); Bridgeport 3222 (Minneapolis).
...but THE MINNESOTA NETWORK GIVES INDIVIDUALIZED INTENSE COVERAGE IN THE GREAT NORTHWEST...

INCLUDING THE 7th U.S. RETAIL MARKET

Direct your message to 4,108,220 PERSONS in the NORTHWEST'S RICHEST AREA

COVERAGE—WHERE and HOW YOU WANT IT... to 490,563 RADIO HOMES in the PRIMARY AREA

MARKET ANALYSIS MINNESOTA NETWORK
PRIMAR Y AREA ONLY

<table>
<thead>
<tr>
<th>KEY STATION</th>
<th>TOTAL POPULATION</th>
<th>RADIO HOMES</th>
<th>RETAIL SALES</th>
<th>SPENDABLE INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>KSTP TWIN CITIES P.A. - 40 Counties</td>
<td>1,619,118</td>
<td>338,413</td>
<td>$792,166,000</td>
<td>$919,664,000</td>
</tr>
<tr>
<td>KROC ROCHESTER P.A. - 10 Counties</td>
<td>261,600</td>
<td>56,450</td>
<td>82,537,000</td>
<td>130,516,000</td>
</tr>
<tr>
<td>KYSM MANKATO P.A. - 12 Counties</td>
<td>258,200</td>
<td>53,920</td>
<td>62,343,000</td>
<td>98,763,000</td>
</tr>
<tr>
<td>KFAM SAINT CLOUD P.A. - 9 Counties</td>
<td>221,200</td>
<td>41,780</td>
<td>49,678,000</td>
<td>84,249,000</td>
</tr>
<tr>
<td>Total IN PRIMARY AREA OF MINN. NETWORK</td>
<td>2,360,118</td>
<td>490,563</td>
<td>$986,724,000</td>
<td>$1,233,192,000</td>
</tr>
</tbody>
</table>

KSTP. 50.000* watts basic Red NBC, feeds both Red and Blue NBC programs to four of the Northwest's richest communities. By direct wire from KSTP, your program becomes a local feature in these enterprising cities and joins with the great shows of the NBC Red and Blue Networks. The new Minnesota Network is the ONLY means of thoroughly localizing your message to these important markets ... and that means more listeners and greater immediate returns per dollar.

MORE LISTENERS! MORE SALES! LOWER COST!

* 50,000 WATTS
DAY and NIGHT
* F.C.C. CP Granted

SAINT PAUL MINNEAPOLIS
STANLEY E. HUBBARD
Pres. & Gen. Mgr.

For Rates and Schedules, Address: Ray C. Jenkins, General Sales Manager, KSTP, MINNEAPOLIS-ST. PAUL, MINNESOTA, or our NATIONAL REPRESENTATIVES: In New York, Chicago, Detroit, St. Louis, San Francisco and Los Angeles—Edward Petry & Co., Inc.
MINNESOTA STATIONS—Continued

WDGY, MINNEAPOLIS-ST. PAUL


Owner-manager: Geo. W. Young.


Copy restrictions: All copy must be subject to NAB Code of Ethics; beer and wine accounts accepted, subject to station approval. E. T. library: Standard. News: Transradio. News periods: 8:30-8:40 A.M., 10:30-10:40 A.M., 2:30-2:45 P.M., all Monday through Saturday; 12:10-12:15 P.M., 5:30-5:45 P.M., both Monday through Friday.

WLB, MINNEAPOLIS-ST. PAUL

Operator: University of Minnesota. Power: 5,000 watts on 760 kc (shares 2-3 day time with WCAL).

This station is non-commercial; university owned.

WMIN, MINNEAPOLIS-ST. PAUL


Rep: None. Seating facilities: Main studio accommodates 50 persons. Merchandising: Arrangement with Twin City daily and shopping papers affords program publicity in these publications; also use direct mail and window display cards; service rendered gratis. Foreign language programs: Accepted. Artists bureau: Can supply free lance artists on call. Base rate: $75.

Copy restrictions: Beer, wine and hard liquors taken after 9 P.M.; patent medicine copy must pass inspection of station attorney before acceptance. E. T. library: Standard; Associated; MacGregor. Lang-Worth. News: INS. News periods: Five minutes every hour on the hour, 6 A.M., to midnight, all daily; two 15-minute periods daily at noon and 9 P.M.

WCCO, MINNEAPOLIS-ST. PAUL


Publicity and sales promotion director: Robert L. Hutton, Jr.

Rep: Radio Sales. Seating facilities: Six studios, seating from 50 to 100; auditorium, seating 450. Merchandising: Yes; maintains facilities. Foreign language programs: None accepted. Artists bureau: Yes; has over 500 performers available; plus regular list of 50 performers, announcers, orchestra leaders, writers, producers. Stock: Completely held by CBS. Base rate: $475.


Publicity director: Joe Meyers.

Rep: Edward Petry & Co., Inc. Seating facilities: In Minneapolis, 150 persons; in St. Paul, 250. Merchandising: Market information and temporary headquarters for out-of-town executives and salesmen supplied free of charge; announcements, publicity, special surveys, posters, and distribution or sampling service rendered for a fee. Foreign language programs: No rules; station has never been approached on this matter. Artists bureau: Functions only with respect to non-radio matters—conventions, meetings, etc.; station’s regular talent is not rendered in this bureau. Base rate: $240 (1/2 hr.).

Copy restrictions: Accept wine, beer and hard liquors, but not before 10:30 P.M.; other restrictions—as to copy length, honesty, etc.—are “standard”. E. T. library: World; NBC Thesaurus; Standard; NAB. News: UP. News periods: 7:30 A.M., 10:15 P.M. (duration of neither listed), Monday through Saturday; 12:30 P.M. (duration not listed), Monday, Wednesday, Friday; 10:15 P.M. (duration not listed), Sunday only.
MINNESOTA STATIONS—Continued

WTCN, MINNEAPOLIS-ST. PAUL

Operator: Minnesota Broadcasting Corp., Wesley Temple Bldg., Minneapolis; Minnesota Bldg., St. Paul. Phones: Ma 6562 (Minneapolis); Cedar 3666 (St. Paul). Power: 5,000 and 1,000 watts on 1250 kc. Affiliation: NBC Basic Blue. Opened: 1928. (Note: This station is newspaper-owned by the Minneapolis Tribune and St. Paul Dispatch-Pioneer Press.)


Rep: Free & Peters, Inc. Seating facilities: None. Merchandising: Through St. Paul Dispatch-Pioneer Press, and Minneapolis Tribune; supply market data; route lists; mail notifications to trade for cost of postage; distribute posters, etc.; supply audition facilities so sponsor can acquaint trade with his programs; printing of boards, inserts, etc., at advertiser’s expense. Foreign language programs: Accepted; none at present, however. Artists bureau: None. Base rate: $200.

Copy restrictions: No alcoholic beverage copy accepted; all copy subject to government regulations. E. T. library: Associated; Radio Attractions. News: AP; INS. News periods: 7:30-7:45 A.M., 12:45-1 P.M., 5:25-5:30 P.M., 9:30-9:45 P.M., all Monday through Saturday; 9:30-9:45 P.M., Sunday; 6:15-6:30 P.M., (dramatized news), Monday through Friday.

KVOX, MOORHEAD


Copy restrictions: Full compliance with Federal Trade Commission rules is necessary; no further restrictions listed. E. T. library: World. News: UP. News periods:

WCCO IS RIDING HIGH!

—with 10 times as many votes as ALL others combined!

In a popularity survey of Twin City announcers, the boys from WCCO walked off with TEN times as many votes as all the other announcers combined! The Director of Music at a Minneapolis High School asked his 664 pupils, "Who is your favorite announcer?" 94% raised their hands for WCCO announcers. That was more than a pat on the back... it was a push into commanding lead! • It's just one of hundreds of items which prove WCCO is riding high in a billion dollar market—urban Twin Cities and the rich Northwest.

WCCO 50,000 WATTS • MINNEAPOLIS-ST. PAUL • CBS
MINNESOTA STATIONS—Continued

Every hour on the hour, 6 A.M. to 6 P.M., each five minutes except at 8 A.M., noon, and 6 P.M., which are 15-minute periods, all Monday through Saturday.

WICAL, NORTHFIELD
Operator: St. Olaf College. Phone: 731-J. Power: 5,000 watts on 760 kc (shares ½ daytime with WLB). Opened: In 1918 as 9AM; in 1920 at 9YAJ; in 1922 as WCAL. This station is non-commercial.

KROC, ROCHESTER


Copy restrictions: Accept beer; no wine, hard liquor or patent medicines; standard length of announcements is 125 words. E. T. library: Associated; World. News: UP. News periods: 7:30 A.M., 8:30 A.M., 10:30 A.M., 12:45 P.M., 6 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday; 10:30 A.M., 6 P.M., 9 P.M., all 15 minutes, all Sunday.

KFAM, ST. CLOUD
Operator: The Times Publishing Co., Weber Bldg. Phone: 3330. Power: 250 and 100 watts on 1420 kc. Affiliation: NBC Basic Supplementary; Minnesota Radio Network. Opened: June 4, 1938. (Note: This station is owned by the St. Cloud Times-Journal.)


Rep: None. Seating facilities: Use facilities of Central Junior High School for KFAM amateur hour; admission 10c and 25c. Merchandising: Place store displays and list program in parent newspaper at no additional cost; cards printed, mailed and handled at cost; newspaper display ads placed at card rates. Foreign language programs: Accepted; translation must be furnished in advance. Artists bureau: None. Base rate: $75.

Copy restrictions: Beer copy accepted (subject to Minnesota statutes); accept advertising from places where beer and liquor is sold, but brand names of liquor may not be mentioned; all copy must be truthful in every respect and comply with FCC and Federal Trade Commission regulations. E. T. library: Standard. News: AP. News periods: 7:705 A.M., 10:15-10:30 A.M., 12:30-12:35 P.M., 1:20-1:30 P.M., 4:25-4:30 P.M., 6-6:10 P.M., all apparently daily.

WHLB, VIRGINIA
Operator: Head of the Lakes Broadcasting Co., Virginia, Minn. Phone: 2000. Power: 250 and 100 watts on 1370 kc. Affiliation: CBS; North Central Broadcasting System; Arrowhead Network. Opened: Oct. 12, 1938. (Note: WHLB—as well as WMFG, Hibbing—are under the same ownership as WEBC, Duluth; WEBC is affiliated with the Superior (Wis.) Telegram.)


KWNO, WINONA
Operator: Winona Radio Service, 216 Center St. Phone: 3314. Power: 250 and 100 watts on 1200 kc. Affiliation: None. Opened: Jan. 16, 1938. (Note: The owners of KWNO are also owners of the Winona Republican-Herald.)


Rep: None. News: AP.

No other information available.
MISSISSIPPI
(207,000 radio homes, or 42% ownership among the State's total of 494,000 families. Urban ownership is 64,600, or 71% of urban families; rural ownership is 142,400, or 35% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Radio Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams</td>
<td>3,580</td>
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<tr>
<td>Alcorn</td>
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<td>Amite</td>
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<td>Attala</td>
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<td>Benton</td>
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<td>Bolivar</td>
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<td>Calhoun</td>
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<tr>
<td>Carroll</td>
<td>1,530</td>
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<tr>
<td>Chickasaw</td>
<td>1,810</td>
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<tr>
<td>Choctaw</td>
<td>970</td>
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<td>Claiborne</td>
<td>1,180</td>
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<tr>
<td>Clarke</td>
<td>1,770</td>
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<td>Clay</td>
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<td>Coahoma</td>
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<td>Copiah</td>
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<td>Covington</td>
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<td>George</td>
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<td>Grenada</td>
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<td>Hancock</td>
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<td>Harrison</td>
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<td>Holmes</td>
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<td>Humphreys</td>
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<tr>
<td>Issaquena</td>
<td>550</td>
</tr>
</tbody>
</table>

WGCM, GULFPORT

WGRM, GRENADA

WFOR, HATTIESBURG

WJDX, JACKSON
MISSISSIPPI STATIONS—Continued

ed; copy subject to station approval. Artists bureau: None. Base rate: $140.
Copy restrictions: Accept beer; no wine or hard liquor; patent medicine advertising must comply with Federal Trade Commission regulations; all copy must be submitted in advance for station approval.

WSLL, JACKSON
Rep: None. Seating facilities: Two studios atop Robert E. Lee Hotel, respectively seating 300 and 100 persons. Merchandising: Plan special events and publicity gratis; issue letters and circulars at cost. Foreign language programs: No need for same in this area. Artists bureau: None. Base rate: $60.
Copy restrictions: Beer advertising accepted; no hard liquors; certain patent medicines restricted, according to the regulations of the State Board of Health. E. T. library: Standard. News: Transradio. News periods: Five minutes, every hour on the hour, Monday through Saturday.

WAML, LAUREL
Copy restrictions: Commercial copy must be limited to two minutes; beer accepted; no other alcoholic beverages; patent medicines accepted if manufactured by "reputable company." E. T. library: World. News: UP. News periods: 7:15 A.M., 9:15 A.M., 12:10 P.M., 3:30 P.M., 6:45 P.M. (duration of newscasts not listed), all Monday through Saturday; 1:30 P.M., 5:45 P.M. (duration of neither listed), Sunday only.

WCOC, MERIDIAN
Copy restrictions: Beer accepted; no other alcoholic beverages. News: UP.

WSKB, McCOMB
Operator: McComb Broadcasting Corp. Power: 100 watts on 1200 kc (daytime). At press time this station had a construction permit only.

WQBC, VICKSBURG
Operator: Delta Broadcasting Co., Inc. Power: 1,000 watts on 1360 kc (daytime). Affiliation: None. (Note: This station is newspaper-owned by the Vicksburg Herald and Vicksburg Evening Post). Base rate: $60. No other data available.
MISSOURI

(822,800 radio homes, or 77% ownership among the State's total of 1,072,000 families. Urban ownership is 525,600, or 94% of urban families; rural ownership is 297,200, or 58% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Number</th>
<th>County</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adair</td>
<td>4,290</td>
<td>Grundy</td>
<td>3,630</td>
</tr>
<tr>
<td>Andrew</td>
<td>2,420</td>
<td>Harrison</td>
<td>3,110</td>
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<td>Atchison</td>
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<td>Henry</td>
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<td>Audrain</td>
<td>4,910</td>
<td>Hickory</td>
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<td>Barry</td>
<td>3,910</td>
<td>Holt</td>
<td>2,350</td>
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<td>Barton</td>
<td>2,700</td>
<td>Howard</td>
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<tr>
<td>Bates</td>
<td>4,270</td>
<td>Howell</td>
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<td>Benton</td>
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<td>Iron</td>
<td>1,570</td>
</tr>
<tr>
<td>Bollinger</td>
<td>1,690</td>
<td>Jackson</td>
<td>131,600</td>
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<td>Boone</td>
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<td>18,860</td>
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<td>Buchanan</td>
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<td>4,330</td>
<td>Johnson</td>
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<td>Caldwell</td>
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<td>Lafayette</td>
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</table>

KFVS, CAPE GIRARDEAU


MISSOURI STATIONS—Continued

KFUO, CLAYTON
This station is non-commercial; church-owned.

KFRU, COLUMBIA
Operator: KFRU, Inc., 9th and Elm Sts. Phone: 4141. Power: 1,000 and 500 watts on 630 kc (shares night time with WGBF). Affiliation: None. Opened: March 13, 1925. (Note: This station is newspaper-owned by the St. Louis Star-Times.)
Rep: Weed & Co. Seating facilities: None. Merchandising: Services rendered at cost; equipped to do complete work. Foreign language programs: None running currently; no ruling against these broadcasts, however. Artists bureau: Yes, lists about 10 announcers, singers, orchestras.
Base rate: $100.

KWOS, JEFFERSON CITY
Operator: Tribune Printing Company, Adams and Capitol Avenues. Phone: 4000. Power: 250 and 100 watts on 1310 kc. Affiliation: None. Opened: January 30, 1937. (Note: This station is newspaper-owned by the Tribune Printing Co.).
Copy restrictions: Beer advertising accepted; all copy must conform to station standards and FCC rules and regulations. E. T. library: World; Standard. News: UP. News periods: 7:30-7:40 A.M., 10-10:10 A.M., noon-12:10 P.M., 1:30-1:40 P.M., 6-6:10 P.M., all daily except Sunday.

WMBH, JOPLIN
Rep: Sears & Ayer. Seating facilities: Studio seats 60 persons. Other facilities available: First Community Church, 700; High School Auditorium, 1,500; High School Gymnasium, 500; Memorial Hall, 3,200; Connor Empire Room, 300; Connor Bal Moderne, 500; Connor Gold Room and Colonial Room, 225. Merchandising: Contact dealers; arrange window displays and tie-ups; hold sales conferences; contact jobbers; mail broadsides to trade when costs are paid; mail station letters to trade for cost of postage; make surveys. Foreign language programs: Accepted. Artists bureau: None. Stock: 210 shares held by D. J. Poynor and the Joplin Globe Publishing Co. Base rate: $60.
Copy restrictions: Copy must not cause any embarrassment to audience; beer advertising accepted; no other alcoholic beverages; patient medicines accepted if meeting "standards of better advertising." E. T. library: NBC Thesaurus; NAB. News: UP. News periods: 7 A.M., 8 A.M., 9:30 A.M., 10:30 A.M., noon, 1:50 P.M., 3:30 P.M., 5:30 P.M., 8 P.M., 10:20 P.M., all 15 minutes, all Monday through Saturday; 8 A.M., 10:30 A.M., 3:30 P.M., 6:15 P.M., 8:30 P.M., 10:30 P.M., all 15 minutes, all Sunday.

KCMO, KANSAS CITY
Copy restrictions: Hard liquor advertisements not accepted. E. T. library: NBC
...that offers so many reasons for the popularity KMBC enjoys among the two and one-third million radio listeners who daily buy and buy and BUY in our P. D. A. Some of the radio services which only KMBC provides in this Middle Western Mecca of Sales are shown here—there are many others. Perhaps most important of all is the fact that KMBC is the only station in Kansas City with an attractive array of Audience Tested, Selling Tested Programs ready for sponsorship NOW.

**KMBC** is the ONLY Kansas City station

...with an exclusive full-time sports commentator, Walt Lochman, broadcasting all games of the Kansas City Blues play-by-play on KMBC this season.

...with an exclusive household economics director, Beulah Karney. Under her direction the KMBC Happy Kitchen annually makes happy many participating advertisers.

...with a full-time news editor who has metropolitan newspaper experience, Erle Smith—veteran of a dozen successful sponsorships!

...to develop locally personalities and programs that have become famous nationally. Left is Caroline Ellis, now doing "Caroline’s Golden Store" for General Mills on NBC—Red under direction of KMBC’s Fran Heyser, only Kansas City director producing national shows exclusively! Others are Margaret and Gordon Munro, Easy Aces, Life on Red Horse Ranch, PHENOMENON.

**KMBC** is the ONLY Kansas City station originating regular coast network programs. Since KMBC joined CBS in 1927, more than 3000 programs have originated to the Columbia network. The Texas Rangers are the only Kansas City radio who have been commissioned by a state governor—former Governor James V. Alford of Saturday afternoons at 2:30 Eastern Daylight Saving Time.

**KMBC** is the ONLY Kansas City station which dramatizes its relationship to the audience in a big variety show—...in fact, the only station with the talent to play such a show. Brush Creek Follies, broadcast Saturday nights, and playing to S. R. O. audiences week after week.

**KMBC** is the ONLY Kansas City station which maintains a constant policy of covering completely public events of special public interest, and KMBC is the only station with a short wave car to broadcast news where it happens, when it happens. Above, Neal drives first public remarks of Acting City Manager and Acting Police Director in city clean up.
MISSOURI STATIONS—Continued

Thesaurus; Davis & Schwegler. News: UP. News periods: Every hour on the hour Monday through Saturday, 7 A.M. to 9 P.M., all five-minute periods, except 15-minute periods at 7 A.M., noon and 6 P.M.; noon-12:15 P.M., 6-6:15 P.M., 10:30-10:45 P.M., Sunday only.

KITE, KANSAS CITY


KMBC, KANSAS CITY


Rep: Free & Peters, Inc. Seating facilities: Studio A, 50 persons. Merchandising: Mail letters to jobbers and brokers; letters and cards sent to retailers with sponsor sharing expense; help sponsor lay out special tie-ins; issue program schedules; surveys; furnish art work and plates for sponsors wishing to advertise their program in papers; merchandising help, in general, is commensurate with money spent on station; publicity department sends listings to seven daily papers; publicity releases sent same dailyes and several hundred weekly newspapers; publicity department gives courtesy program plugs to sponsored programs in two five-minute programs daily, “Program Notes” and “Program Highlights,” following mid-morning and mid-afternoon newscasts; unsold station breaks also used for same purpose. Foreign language programs: No rules; percentage of foreign population very small. Artist bureau: Yes. Base rate: $100 (1/4 hr.)


WDAF, KANSAS CITY

Operator: Kansas City Star Company, 1729 Grand Avenue. Phone: Harrison 1200. Power: 5,000 and 1,000 watts on 610 kc. Affiliation: NBC Basic Red. Opened: June 5, 1922. (Note: This station is newspaper-owned by the Kansas City Star.)


Copy restrictions: No beer, wine or liquor advertising; some patent medicines accepted, with copy subject to station approval; all copy must conform to accepted standards of “good taste” and be passed on by WDAF 24 hours in advance of broadcast. E. T. library: Standard; Lang-Worth. News: AP from Kansas City Star. News periods: 6:55-7 A.M., 10:50-10:55 A.M., 9:30-9:45 P.M., Monday through Saturday; 9-9:05 A.M., 9-9:15 P.M., both Sunday only. (Note: News is not available for sponsorship).
one of the MAny good stations in Kansas City!

WHB
1,000 WATTS • DAWN TO DUSK

DON DAVIS, PRESIDENT
JOHN T. SCHILLING, GENERAL MANAGER

MUTUAL BROADCASTING SYSTEM
MISSOURI STATIONS—Continued

WHB, KANSAS CITY


Rep: None. Seating facilities: Studio A, 10 persons; Studio B, 50; Studio C, 20; Little Theatre, 1,100; Music Hall, 2,600; Municipal Auditorium Arena, 15,000. Merchandising: For every dollar of station time purchased, advertiser is offered one unit of merchandising service; types of services, with unit values: supply wholesale and retail dealer lists of specific classifications, 50 units per list; mail out letters or printed matter, supplying letterheads, mimeographing, sealing, stamping, while advertiser pays postage and furnishes printed matter, one unit per piece; make cross section surveys, checking sale distribution and standing of advertiser's product against competitors' products in local trading areas (advertiser to pay traveling expenses if more than 20 miles), 5 units per personal call, 2 units per telephone call; introduce salesmen to key buyers, 50 units per call; window displays, 25 units per display placed; counter displays and cards, 25 units per display distributed; personal calls on jobbers, chain store buyers, department store buyers, etc., 10 units per call; arrange audition of program for important local outlets (advertiser to pay talent cost), 10 units per person attending audition. Foreign language programs: Accepted. Artists bureau: Yes; lists about 30 artists. Base rate: $120 (up to 6 P.M.; $240 thereafter).

Copy restrictions: Some patent medicines accepted; no beer, wine, or hard liquor; no false or misleading claims; no disparagement of competitors or their products; no lotteries, appeals for funds (other than generally accepted worthy causes); no testimonials which cannot be authenticated; no advertising matter in bad taste, or which station deems injurious or prejudicial to interests of public; commercial copy must not exceed 10½ minutes in an hour program, 7½ minutes in three-quarter-hour, 5½ minutes in half-hour, 3½ minutes in a quarter-hour. E. T. Library: Associated. News: INS. News periods: 6:15 A.M., 7:15 A.M., 8:45 A.M., 10:45 A.M., noon, 3 P.M., 4 P.M., 5 P.M., 6 P.M., 7 P.M., all 10 minutes, all daily except Sunday.

KWOC, POPULAR BLUFF


Copy restrictions: No beer, wine, or alcoholic beverage copy of any kind accepted; "some" patent medicines accepted. E. T. library: NBC Thesaurus; MacGregor. News: AP. News periods: 7:30-7:40 A.M., 10-10:05 A.M., 1-1:05 P.M., 3-3:05 P.M., 4:30-4:40 P.M., all Monday through Saturday.

KFEQ, ST. JOSEPH


Rep: Kelly-Smith Co. Seating facilities: Studio, 50 persons. Merchandising: No set rules; call on retail and wholesale accounts; distribution surveys; work with salesmen; letters to trade for cost of postage and mimeographing; special requests given consideration. Foreign language programs: No rules; foreign-born population too small for such fare. Artists bureau: None. Base rate: $78.

Copy restrictions: Beer accepted; no other alcoholic beverages; patent medicines subject to approval of station management; all copy must comply with FCC regulations. E. T. Library: NBC Thesaurus; Standard News; Transradio. News periods: 7 A.M., 7:30 A.M., 8:35 A.M., 9:45 A.M., 12:35 P.M., 3:30 P.M., 5 P.M., 5:50 P.M., 6:50 P.M., 8:05 P.M., all 10 minutes, all Monday through Saturday; 8:30 A.M., 2 P.M., 4:50 P.M., 6:35 P.M., 7:50 P.M., all 10 minutes, all Sunday only.

689
KMOX, ST. LOUIS

Rep: Radio Sales. Seating facilities: Columbia Playhouse seats 400. Merchandising: Advertiser-dealer-consumer merchandising plan available, including newspaper and magazine service, trade mailings, illuminated display windows, etc.; additional services upon request at actual cost. Foreign language programs: No information given. Artists bureau: None. Base rate: $500.

KSD, ST. LOUIS

Operator: Pulitzer Publishing Company, Post-Dispatch Bldg., 12th & Olive Sts. Phone: Main 1111. Power: 5,000 and 1,000 watts on 550 kc (divides time with KFUO, Clayton, a non-commercial station). Affiliation: NBC Basic Red. Opened: March 9, 1922. (Note: This station is newspaper-operated by the St. Louis Post-Dispatch).
Rep: Free & Peters, Inc. Seating facilities: Can accommodate 30 persons. Merchandising: Accounts rendered every service through the merchandising and marketing research departments of the St. Louis
MISSOURI STATIONS—Continued

Copy restrictions: Strict censorship; station broadcasts daily announcements to this effect; beer accepted, but no other alcoholic beverages; no medical products whatsoever accepted. News: AP.

KWK, ST. LOUIS
Rep: Paul H. Raymer Co. Seating facilities: Assembly Hall, 1,400 persons; Opera House, 3,600; Convention Hall, 14,000. Merchandising: No special service; station has tie-up with St. Louis Globe-Democrat (daily), in which clients' programs are publicized. Foreign language programs: Accepted. Artists bureau: Setup nominal only. Base rate: $350.
Copy restrictions: Accept beer and wine; no hard liquor; station reserves right to delete objectionable copy or reject material in conflict with federal or state laws. E. T. library: World. News: UP. News periods: 7:45-7:50 A.M., 10:45-10:55 A.M., 1:30-1:40 P.M., 6:40-6:45 P.M., all Monday through Friday; 8:45-9 A.M. (news comment), 10:30-10:40 P.M., Monday through Friday; 5-5:10 P.M., 6:25-6:30 P.M., Sunday only.

KKOX, ST. LOUIS
Operator: Star Times Publishing Co., Star Times Bldg. Power: 1,000 watts on 1250 kc. Affiliation: None. (Note: This station is owned by the St. Louis Star Times as is KFRU, Columbia, Mo.).
Rep: Weed & Co. Seating facilities: Observation room seats 25. Merchandising: Complete facilities of the Star Times merchandising department available without extra charge; staff of five special checkers contacts grocery, drug, and similar trades; window stickers; stories and displays in the newspaper, etc. Foreign language programs: Accepted at certain hours. Artists bureau: None. Base rate: $250.

WEW, ST. LOUIS
Operator: St. Louis University, 3642 Lindell Blvd. Phone: Franklin 5665. Power: 1,000 watts on 760 kc (daytime). Affiliation: None. Opened: April 26, 1921.
Rep: Wythe Walker. Seating facilities: Studio auditorium, 1,200. Merchandising: Capable of rendering such service at special rates. Foreign language programs: No rules; "Germania Broadcast" now running half-hour week days and full hour Sundays; Italian, Greek and Hungarian programs also current. Artists bureau: No regular setup, but can supply talent. Base rate: $70.40.
Copy restrictions: No patent medicines, wines or whiskey; copy must be truthful and "not exceed the bounds of good taste in length." E. T. library: Lang-Worth; Davis & Schwegler. News: INS. News periods: 7:30 A.M., noon, 5:15 P.M., all 15 minutes, all Monday through Saturday.

WIL, ST. LOUIS
Copy restrictions: Commercials limited to 400 words per quarter hour; announce-
ments may not exceed 100 words; beer accepted; no hard liquors; patent medicines must comply with Federal Trade Commission regulations; all copy subject to editing by the management. E. T. library: Standard; MacGregor; Lang-Worth; NAB. News: Transradio. News periods: 8:15-8:30 A.M., 10:45-10:55 A.M., 12:45-12:55 P.M., 5:05-5:15 P.M., 10-10:10 P.M., Monday through Saturday; 10:45-10:55 A.M., 7:15-7:30 P.M., 10-10:15 P.M., Sunday.

WTMV, EAST ST. LOUIS (ILL.)
Rep: None. Seating facilities: Broadview Hotel Ballroom, 1,000. Merchandising: Send mail to dealers, service men, and occasionally to general public; also supply envelope stuffers, store display layouts, etc. Foreign language programs: Any type accepted; Polish, German, Hungarian, current. Artists bureau: Yes, has about 75 artists. Base rate: $100.
Copy restrictions: Amount of commercial copy restricted to 15% of time bought; exaggerations, falsehoods, and untruths barred; patent medicines accepted if approved by Better Business Bureau; wines and liquors accepted only after 9 P.M. E. T. library: NBC Thesaurus; Associated. News: INS; local. News periods: Five minutes every hour on the hour, 6 A.M. to midnight, except a 15-minute summary at 6 P.M., all seven days per week.

KDRO, SEDALIA
At press time this station had a construction permit only.

KGBX, SPRINGFIELD
Operator: Springfield Broadcasting Co., 508 St. Louis Street. Phone: 1230. Power: 500 watts on 1230 kc. Affiliation: NBC Southwestern Optional Group. Opened: 1924 in St. Joseph, Mo.; present ownership dates from 1926, and Springfield transfer came in 1931. (Note: This station and KWTO of the same city, are
affiliated with the Springfield Newspapers, Inc., through cross ownership.)


Copy restrictions: Allow only beer; no other set copy rules. E. T. library: NBC Thesaurus; Standard. News: UP. News periods: 9 A.M., 12:30 P.M., 6 P.M., 8 P.M., all 15 minutes, all Monday through Saturday; 8-8:15 P.M., Sunday only. (Also NBC press news weekdays 8-8:05 A.M. and 5:25-5:30 P.M.; Sundays, 10-10:05 A.M.)

KWTO, SPRINGFIELD

Operator: The Ozarks Broadcasting Co., 508 St. Louis St. Phone: 1380. Power: 5,000 watts on 560 kc (to local sunset).

Affiliation: None. Opened: Dec. 25, 1933. (Note: KWTO is affiliated, via part ownership, with the Springfield Newspapers, Inc.—Evening Leader and Press; Morning Daily News and the Sunday News and Leader.)


Copy restrictions: Beer accepted but no other alcoholic beverages; scripts required in advance on all health products. E. T. library: NBC Thesaurus; Standard. News: UP. News periods: 5:30 A.M., 7:30 A.M., 12:30 P.M., 4 P.M., 6 P.M., all 15 minutes, all Monday through Saturday; 9:30-9:45 A.M., 1:15-1:30 P.M., Sunday only; five-minute daily flashes at 8:40 A.M. and 9:45 A.M.

MONTANA

(114,600 radio homes, or 81% ownership among the State’s total of 142,000 families. Urban ownership is 44,400, or 91% of urban families; rural ownership is 70,200, or 75% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Home Count</th>
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<td>Blaine</td>
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<td>Broadwater</td>
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KGLH, BILLINGS
Copy restrictions: All time is subject to change for NBC or outstanding local civic programs, with courtesy announcement to be made in case of change. E. T. library: NBC Thesaurus; Standard; Transco; Twentieth Century. News: UP. News periods: 7:30 A.M., 12:30 P.M., both 15 minutes, both Monday through Saturday; 4:15 P.M., 6:45-7 P.M., 9:15-9:30 P.M., every day.

KRBW, BOZEMAN
At press time this station had a construction permit only.

KGLR, BUTTE
Manager: E. B. Craney.*
Rep: Gene Furgason & Co. Seating facilities: Can accommodate about 200 persons. Merchandising: Any service desired rendered at cost. Foreign language programs: No information given. Artists bureau: Setup nominal only. Base rate: Station sold only as part of the Z Net with a base rate of $60 (1/2 hr.).
Copy restrictions: Beer, wines and alcoholic beverages accepted if copy passes inspection; no patent medicines accepted; no announcements may exceed 100 words; no two announcements are ever run together; locally, only 13-minute programs are sold, allowing room for a 100-word announcement on either end; otherwise only 30-word chainbreak announcements are sold. News: Transradio.

* Also managing director of KPFA, Helena, Mont., and stockholder in KXL, Portland, Ore.

KBBB, GREAT FALLS
Operator: Buttrey Broadcast, Inc., 300 Central Avenue. Phone: 4377. Power: 5,000 and 1,000 watts on 1280 kc. Affiliation: CBS. Opened: October 31, 1922. (Note: This station is newspaper-affiliated with the Great Falls Tribune.)
Copy restrictions: Accept beer; no wine or hard liquor; spot announcements limited to 100 words; all copy subject to station approval and government regulations. E. T. library: Standard; MacGregor; Davis & Schwegler. News: UP. News periods: 7:30 A.M., 12:30 P.M. (except Tuesdays at 12:15 P.M.), 2 P.M., 4 P.M., 7:45 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 7:45-8 P.M., Sunday.

KPFA, HELENA
Rep: Gene Furgason & Co. Seating facilities: Use local theatre, seating anywhere from 300 to 1,200 persons; admission charge occasionally, but not always made. Merchandising: Complete regular service offered gratis; special distribution work, and other special requirements, are billed according to time consumed. Foreign language programs: No rules for or against; almost no foreign-speaking population in station area. Artists bureau: Setup nominal only. Base rate: Station sold only as part of the Z Net; see KGIR.
Copy restrictions: Beer and wine advertising accepted; no hard liquors; patent medicines examined very carefully as to product and copy; commercial copy must not exceed 300 words per quarter hour.

*Also manager of KGIR, Butte, Mont., and stockholder in KXL, Portland, Ore.
and should be split into segments of not more than 150 words apiece; announce-
ments are sold as constituting 50 words, day and night, but actually vary from a
top limit of 85 words daytime to 25 words
nighttime on network station breaks.
E. T. library: Lang-Worth; Davis &
Schwegler; NAB. News: Transradio.
News periods: 12:30 P.M., 6 P.M., 9 P.M.,
all 15 minutes, all Monday through Saturday;
8:15-8:30 P.M., Sunday only.

KGEZ, KALISPELL
Operator: Donald C. Treloar, 203 First
Ave., E. Phone: 32-332. Power: 100
watts on 1310 kc. Affiliation: None.
Opened: January, 1927.
Manager: Don Treloar. Commercial
manager: W. B. La Bonte. Program direc-
tor: O. J. Hockley. Chief engineer: Don
Gorman.
Rep: None. Seating facilities: None.
Merchandising: Window displays; news-
paper listings. Foreign language programs:
Accepted subject to station approval. Ar-
Copy restrictions: Announcements may
not exceed 100 words; beer accepted; no
other alcoholic beverages; all scripts are
subject to station approval. E. T. library:
MacGregor. News: UP; Christian Science
Monitor. News periods: 8 A.M., 8:30 A.M.
(Monitor News), 12:30 P.M., 6:30 P.M., 9:15
P.M., duration not listed, all Monday
through Saturday; 10:15 A.M., 5:30 P.M.,
both Sunday.

KGVO, MISSOULA
Operator: Mosby’s, Inc., 132 W. Front
St. Phone: 2155. Power: 5,000 and 1,000
watts on 1260 kc. Affiliation: CBS. Opened:
Jan. 18, 1931.
Station manager: A. J. Mosby. Program
director: James Alden Barber. Commer-
cial manager: Jack Burnett. Production
manager: Marguerite Hood. Traffic man-
ger: L. Mathiesen. Chief engineer: Tom
Rep: None. Seating facilities: Studio
seats 100 persons. Merchandising: Assist
in distribution and placing of window dis-
plays; other general helps. Foreign lan-
guage programs: Population is less than
2% foreign; only program now is a sus-
tainer (educational). Artists bureau:
None. Base rate: $36 (½ hr.).
Copy restrictions: Copy restricted to
15% of program period; all copy must be
in “good taste”; beer and wines accepted;
no patent medicines unless they have “a
national standard acceptance.” E. T. li-
brary: Lang-Worth; Davis & Schwegler;
NAB. News: UP; also own local news
staff. News periods: 7:15 A.M., 9:15 A.M.,
12:15 P.M., 3:15 P.M., 6:15 P.M., 9:15 P.M.,
all 15 minutes, all daily except Sunday.

KGCX, WOLF POINT
Operator: E. E. Krebsbach, 2nd Street
and Assiniboine Avenue. Phone 102.
Power: 1,000 watts on 1450 kc. Affiliation:
None. Opened: 1926.
Owner and operator: E. E. Krebsbach.
Station and commercial manager: Milton
J. Severson. Program, musical and pub-
licity director: Adolph Jystad. Chief en-
gineer: Harold Klimpel.
Rep: None. Seating facilities: Studio
seats 30 persons. Merchandising: Publicity
in local papers. Foreign language pro-
gram: No rules; no requests for same.
Artists bureau: None. Stock: All held by
E. E. Krebsbach. Base rate: $42.
Copy restrictions: Beer and wine copy
accepted. E. T. library: World; Lang-
Worth; Davis & Schwegler. News: Trans-
radio. News periods: 9:30-9:35 A.M., Mon-
day through Friday; 8:45-8:50 A.M., 11:30-
11:35 A.M., 1:05-1:15 P.M., 7:15-7:30 P.M.,
all Monday through Saturday.
NEBRASKA

(284,100 radio homes, or 81% ownership among the State's total of 352,000 families. Urban ownership is 120,100, or 93% of urban families; rural ownership is 164,000, or 74% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Radio Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams</td>
<td>5,480</td>
</tr>
<tr>
<td>Antelope</td>
<td>2,770</td>
</tr>
<tr>
<td>Arthur</td>
<td>210</td>
</tr>
<tr>
<td>Banner</td>
<td>280</td>
</tr>
<tr>
<td>Blaine</td>
<td>280</td>
</tr>
<tr>
<td>Boone</td>
<td>2,040</td>
</tr>
<tr>
<td>Box Butte</td>
<td>2,560</td>
</tr>
<tr>
<td>Boyd</td>
<td>1,280</td>
</tr>
<tr>
<td>Brown</td>
<td>1,110</td>
</tr>
<tr>
<td>Buffalo</td>
<td>5,240</td>
</tr>
<tr>
<td>Burt</td>
<td>2,500</td>
</tr>
<tr>
<td>Butler</td>
<td>2,780</td>
</tr>
<tr>
<td>Cass</td>
<td>3,750</td>
</tr>
<tr>
<td>Cedar</td>
<td>2,830</td>
</tr>
<tr>
<td>Chase</td>
<td>960</td>
</tr>
<tr>
<td>Cherry</td>
<td>1,920</td>
</tr>
<tr>
<td>Cheyenne</td>
<td>1,970</td>
</tr>
<tr>
<td>Clay</td>
<td>2,810</td>
</tr>
<tr>
<td>Colfax</td>
<td>2,350</td>
</tr>
<tr>
<td>Cuming</td>
<td>2,510</td>
</tr>
<tr>
<td>Custer</td>
<td>4,850</td>
</tr>
<tr>
<td>Dakota</td>
<td>1,850</td>
</tr>
<tr>
<td>Dawes</td>
<td>2,350</td>
</tr>
<tr>
<td>Dawson</td>
<td>3,540</td>
</tr>
<tr>
<td>Deuel</td>
<td>730</td>
</tr>
<tr>
<td>Dixon</td>
<td>2,080</td>
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<tr>
<td>Dodge</td>
<td>5,660</td>
</tr>
<tr>
<td>Douglas</td>
<td>55,840</td>
</tr>
<tr>
<td>Dundee</td>
<td>1,000</td>
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<tr>
<td>Fillmore</td>
<td>2,640</td>
</tr>
<tr>
<td>Franklin</td>
<td>1,830</td>
</tr>
<tr>
<td>Frontier</td>
<td>1,510</td>
</tr>
<tr>
<td>Furnas</td>
<td>2,470</td>
</tr>
<tr>
<td>Gage</td>
<td>6,370</td>
</tr>
<tr>
<td>Garden</td>
<td>930</td>
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<tr>
<td>Garfield</td>
<td>630</td>
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<tr>
<td>Gosper</td>
<td>760</td>
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<tr>
<td>Grant</td>
<td>290</td>
</tr>
<tr>
<td>Greeley</td>
<td>1,410</td>
</tr>
<tr>
<td>Hall</td>
<td>6,120</td>
</tr>
<tr>
<td>Hamilton</td>
<td>2,470</td>
</tr>
<tr>
<td>Harlan</td>
<td>1,720</td>
</tr>
<tr>
<td>Hayes</td>
<td>610</td>
</tr>
<tr>
<td>Hitchcock</td>
<td>1,350</td>
</tr>
<tr>
<td>Holt</td>
<td>2,910</td>
</tr>
<tr>
<td>Hooker</td>
<td>230</td>
</tr>
<tr>
<td>Howard</td>
<td>1,890</td>
</tr>
<tr>
<td>Jefferson</td>
<td>3,540</td>
</tr>
<tr>
<td>Johnson</td>
<td>1,850</td>
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<tr>
<td>Kearney</td>
<td>1,590</td>
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<tr>
<td>Keith</td>
<td>1,290</td>
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<tr>
<td>Keyapaha</td>
<td>550</td>
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<tr>
<td>Knox</td>
<td>3,380</td>
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<tr>
<td>Lancaster</td>
<td>23,500</td>
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<tr>
<td>Lincoln</td>
<td>5,040</td>
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<tr>
<td>Logan</td>
<td>340</td>
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<tr>
<td>Loup</td>
<td>300</td>
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<tr>
<td>McPherson</td>
<td>250</td>
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<tr>
<td>Madison</td>
<td>5,350</td>
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<tr>
<td>Merrick</td>
<td>2,120</td>
</tr>
<tr>
<td>Morrill</td>
<td>1,680</td>
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<tr>
<td>Nance</td>
<td>1,600</td>
</tr>
<tr>
<td>Nemaha</td>
<td>2,640</td>
</tr>
<tr>
<td>Nuckolls</td>
<td>2,560</td>
</tr>
<tr>
<td>Otoe</td>
<td>4,210</td>
</tr>
<tr>
<td>Pawnee</td>
<td>1,860</td>
</tr>
<tr>
<td>Perkins</td>
<td>1,020</td>
</tr>
<tr>
<td>Phelps</td>
<td>2,060</td>
</tr>
<tr>
<td>Pierce</td>
<td>1,970</td>
</tr>
<tr>
<td>Platte</td>
<td>3,880</td>
</tr>
<tr>
<td>Polk</td>
<td>1,960</td>
</tr>
<tr>
<td>Redwillow</td>
<td>2,890</td>
</tr>
<tr>
<td>Richardson</td>
<td>4,080</td>
</tr>
<tr>
<td>Rock</td>
<td>590</td>
</tr>
<tr>
<td>Sarpy</td>
<td>1,900</td>
</tr>
<tr>
<td>Salmon</td>
<td>3,630</td>
</tr>
<tr>
<td>Sarpy</td>
<td>1,900</td>
</tr>
<tr>
<td>Saunders</td>
<td>4,090</td>
</tr>
<tr>
<td>Scotts Bluff</td>
<td>5,400</td>
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<tr>
<td>Seward</td>
<td>3,150</td>
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<tr>
<td>Sheridan</td>
<td>2,010</td>
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<tr>
<td>Sherman</td>
<td>1,620</td>
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<tr>
<td>Sloux</td>
<td>790</td>
</tr>
<tr>
<td>Stanton</td>
<td>1,380</td>
</tr>
<tr>
<td>Thayer</td>
<td>2,880</td>
</tr>
<tr>
<td>Thomas</td>
<td>290</td>
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<tr>
<td>Thurston</td>
<td>1,720</td>
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<tr>
<td>Valley</td>
<td>1,820</td>
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<tr>
<td>Washington</td>
<td>2,420</td>
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<tr>
<td>Wayne</td>
<td>1,960</td>
</tr>
<tr>
<td>Webster</td>
<td>2,040</td>
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<tr>
<td>Wheeler</td>
<td>370</td>
</tr>
<tr>
<td>York</td>
<td>3,560</td>
</tr>
</tbody>
</table>

KMMJ, GRAND ISLAND

Operator: KMMJ Inc., Radio Bldg. Phones 703 (4). Power: 1,000 watts on 740 kc (daytime). Affiliation: None. Opened: September, 1925. (Note: Owners of this station also operate the Clay County Sun, a weekly newspaper.)


Rep: Howard H. Wilson Co. Seating facilities: Auditorium, capacity 400. Merchandising: Send letters to dealers and salesmen, charging advertiser only for postage or special printing. Foreign language programs: Accepted. Artists bureau: Setup nominal only. Stock: Principally held by Don, Helen, and Harry Searle, and Herb Hollister.* Base rate: $100.

Copy restrictions: Beer accepted, but no wines or hard liquors; patent medicines must comply with FTC regulations; all copy subject to approval of the station management. E.T. library: Standard. News: UP. News periods: 7:30 A.M., 10 A.M., noon, 12:45 P.M., 3:30 P.M., 4:45 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday; noon-12:15 P.M., Sunday.

* General manager of KANS, Wichita, Kans.

KFW, KEARNEY

Operator: Central Nebraska Broadcasting Corp., Box 14. Phone: 31551. Power:
NEBRASKA STATIONS—Continued

250 and 100 watts on 1310 kc. Affiliation: None.
Rep: Cox and Tanz; Walter Biddick Co. (Coast). Seating facilities: Can accommodate about 25 persons. Merchandising: Direct mail, poster distribution, dealer tie-ins, dealer contacts, market information and other "reasonable services" rendered gratis except for postage and printing costs. Foreign language programs: Accepted. Artists bureau: None. Base rate: $40.

KFAB, LINCOLN

Operator: KFAB Broadcasting Co., Hotel Lincoln (Lincoln), 17th and Farnam (Omaha.) Phones: B-3214 (Lincoln); Jackson 7626 (Omaha). Power: 10,000 watts on 770 kc. Affiliation: CBS. Opened: 1924. (Note: KFAB is a member of the Central States Broadcasting System, with KOIL, and KFOR, and is affiliated with the Lincoln Star and Nebraska State Journal.)

KFOR, LINCOLN

Operator: Cornbelt Broadcasting Corp., Hotel Lincoln. Phone: B 3214. Power: 250 and 100 watts on 1210 kc. Affiliation: Mutual Broadcasting System. Opened: 1927. (Note: KFOR is affiliated with the Nebraska State Journal and Lincoln Star and, with KFAB and KOIL, is a member of the Central States Broadcasting System.)
Copy restrictions: Accept beer; no wines or hard liquors; patent medicines carefully checked. E. T. library: World. News: INS. News periods: 8 A.M., 11 A.M., 1 P.M., 6 P.M., 8 P.M., all 15 minutes, all Monday through Saturday; 1 P.M., 8 P.M., both 15 minutes, both Sunday.

WJAG, NORFOLK

Operator: Norfolk Daily News, 116 N. Fourth St. Phone: 20. Power: 1,000 watts on 1060 kc (daytime). Affiliation: None. Opened: July 15, 1922. (Note: This station is owned by the Norfolk Daily News.)
Copy restrictions: Competitive announcements and programs to be separated by at least three minutes; cannot guarantee reading of announcements at any particular minute—10 minute leeway necessary; beer and liquor advertising not accepted Sunday, noon or near children's and devotional programs; do not mention programs of other stations on air at same time as WJAG; announcements must be written in the third person (never the first person); announcements must conform with FCC rules and NAB code of ethics; no announcements accepted which begin with "S.O.S." or "Calling all Cars," etc.; announcements not accepted from advertisers under investigation by the FTC, Food and Drug Administration, or Post Office Dept.; announcements "objectionable to listeners while eating" not accepted at noon or between 6 and 7 P.M. E. T. library: Lang-Worth. News: AP. News periods: 10-10:05 A.M., 12:15-12:30 P.M., 4:15-4:30 P.M., all Monday through Saturday; 12:45-12:50 P.M., Sunday only.

KGNF, NORTH PLATTE

Operator: Great Plains Broadcasting Co., 1521 W. 12th St. Phone: 132. Power: 1,000
Alert time-buyers look to the rich middle-west for the "plus" business made possible by grain and livestock incomes aggregating billions of dollars annually.

WOW blankets an important part of the farm belt—serves portions of six states—is the preferred station of Nebriowa. WOW covers the "market basket of the nation," takes advertisers into the homes of millions of responsive, able-to-buy middlewesterners.

*NEBRIOWA—as Shown Above, WOW's Territory.

A "Must" Station on Every Spot Schedule

WOW

OMAHA, NEBRASKA

Owned and Operated by the Woodmen of the World Life Insurance Society.
NEBRASKA STATIONS—Continued

watts on 1430 kc (operates to sunset).
Affiliation: None. Opened: July 5, 1930.


Base rate: $55.

Copy restrictions: "Good taste" mandatory; beer accepted; medicines of all kinds must have Federal Trade Commission approval. E. T. library: MacGregor. News: UP. News periods: 7:15 A.M., 8:15 A.M., 10 A.M., noon (local news), 12:30 P.M., 3 P.M., 4:30 P.M., 6:15 P.M., 6:30 P.M. (duration of newscasts not listed), all Monday through Saturday.

KOIL, OMAHA

Operator: Central States Broadcasting Co., 17th and Farnam. Phone: Jackson 7626. Power: 5,000 and 1,000 watts on 1260 kc. Affiliation: CBS; Mutual Broadcasting System. Opened: July 5, 1925. (Note: KOIL, with KFAB and KFOR, forms the Central States Broadcasting System; affiliated with Lincoln Star and Nebraska State Journal.)


Copy restrictions: Beer accepted; no wines and liquors; patent medicine commercials carefully checked. E. T. library: World. News: INS. News periods: 7:30 A.M., 10 A.M., 12:30 P.M., 6:45 P.M., all 15 minutes, all Monday through Saturday; 10-10:15 P.M., Monday through Friday; 10:30-10:45 P.M., Saturday only; 12:30 P.M., 6 P.M., 9:45 P.M., all 15 minutes, all Sunday only.

KOWH, OMAHA

Operator: World Publishing Co., World Herald Bldg. Phone: Atlantic 2228. Power: 500 watts on 660 kc (operates to local sunset). Affiliation: None. Opened: 1922. (Note: This station is newspaper-owned by the World Herald; call letters previously were WAAW.)


Rep: George P. Hollingbery Co. Seating facilities: Can accommodate about 50 persons. Merchandising: Newspaper publicity; window displays; dealer tie-ups; all services rendered on a cooperative basis. Foreign language programs: Music directed at foreign-speaking audiences accepted, but all announcements must be in English. Artists bureau: None. Base rate: $100.


WOW, OMAHA


Rep: John Blair & Co. Seating facilities: Studio, 50 persons; auditoriums and theatres with larger capacities available. Merchandising: Have publication, Radio News Tower; assist in sales meetings; letters to dealers; in case of counter cards and similar activities, service is rendered at cost. Foreign language programs: Not accepted. Artists bureau: None; can, however, supply talent, latter receiving actual price charged by station. Base rate: $320.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines subject to thorough examination of product and copy; "good taste" demanded, with three days' cancellation notice on violations. E. T. library: Thesaurus; NAB. News: UP. News periods: 6 A.M., 7 A.M., 11:30 A.M., 12:30 P.M., 6 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday; 12:15-12:30 P.M., 10:30-10:45 P.M., Sunday only.

KGKY, SCOTTSBLUFF

Operator: Hilliard Co., Inc., 1517½ Broadway. Phone: 836. Power: 250 and
NEBRASKA STATIONS—Continued

100 watts on 1500 kc. **Affiliation:** None. **Opened:** March 15, 1930.
**General and station manager:** L. L. Hilliard. **Commercial manager:** R. M. Stewart. **Program and musical director:** Bill Walter. **Chief engineer:** Harland Morrison. **Rep:** None. **Seating facilities:** Can accommodate 35 persons. **Merchandising:** Full cooperation rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** None. **Stock:** Entirely held by L. L. and Ruth K. Hilliard. **Base rate:** $30. **Copy restrictions:** No formal rules listed.

E. T. **library:** NBC Thesaurus. **News:** Transradio. **News periods:** 6:45 A.M., 10 A.M., 12:15 P.M., 2:15 P.M., 6:15 P.M., 7 P.M., 8 P.M., all 15 minutes, all Monday through Saturday.

NEVADA

(28,500 radio homes, or 95% ownership among the State's total of 30,000 families. Urban ownership is 11,000, or 91% of urban families; rural ownership is 17,500, or 97% of rural families.)

**Radio Homes by Counties**

<table>
<thead>
<tr>
<th>County</th>
<th>Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Churchhill</td>
<td>1,600</td>
</tr>
<tr>
<td>Clark</td>
<td>2,880</td>
</tr>
<tr>
<td>Douglas</td>
<td>500</td>
</tr>
<tr>
<td>Elko</td>
<td>2,880</td>
</tr>
<tr>
<td>Esmeralda</td>
<td>520</td>
</tr>
<tr>
<td>Eureka</td>
<td>430</td>
</tr>
<tr>
<td>Humboldt</td>
<td>1,270</td>
</tr>
<tr>
<td>Landers</td>
<td>710</td>
</tr>
<tr>
<td>Lincoln</td>
<td>980</td>
</tr>
<tr>
<td>Lyon</td>
<td>1,180</td>
</tr>
<tr>
<td>Mineral</td>
<td>720</td>
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<tr>
<td>Nye</td>
<td>1,710</td>
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<tr>
<td>Ormsby</td>
<td>680</td>
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<tr>
<td>Pershing</td>
<td>810</td>
</tr>
<tr>
<td>Storey</td>
<td>280</td>
</tr>
<tr>
<td>Washoe</td>
<td>8,050</td>
</tr>
<tr>
<td>White Pine</td>
<td>3,300</td>
</tr>
</tbody>
</table>

KOH, RENO

**Operator:** The Bee, Inc., 440 N. Virginia Street. **Power:** 500 watts on 1380 kc. **Affiliation:** CBS. **Opened:** 1928. (Note: KOH is owned by the McClatchy Newspapers.)
**Manager:** Wallie D. Warren. **Rep:** Paul H. Raymer Co. **Seating facilities:** None listed. **Merchandising:** Full service available. **Foreign language programs:** No information given. **Artists bureau:** None listed. **Base rate:** $78. **Copy restrictions:** Accept beer and wine, but no hard liquor advertising; all copy subject to station approval. **E. T. library:** World; NAB. **News:** UP. **News periods:** 8:15-8:30 A.M., Monday through Friday; noon-12:15 P.M., Monday through Saturday; 5:30-5:45 P.M., Monday through Friday; 9:30-9:45 P.M., every day.

NEW HAMPSHIRE

(124,400 radio homes, or 92% ownership among the State's total of 136,000 families. Urban ownership is 69,700, or 91% of urban families; rural ownership is 54,700, or 93% of rural families.)

**Radio Homes by Counties**

<table>
<thead>
<tr>
<th>County</th>
<th>Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belknap</td>
<td>6,290</td>
</tr>
<tr>
<td>Carroll</td>
<td>4,340</td>
</tr>
<tr>
<td>Cheshire</td>
<td>9,200</td>
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<tr>
<td>Coos</td>
<td>9,320</td>
</tr>
<tr>
<td>Grafton</td>
<td>11,890</td>
</tr>
<tr>
<td>Hillsborough</td>
<td>36,360</td>
</tr>
<tr>
<td>Merrimack</td>
<td>15,070</td>
</tr>
<tr>
<td>Rockingham</td>
<td>15,250</td>
</tr>
<tr>
<td>Stafford</td>
<td>10,170</td>
</tr>
<tr>
<td>Sullivan</td>
<td>6,510</td>
</tr>
</tbody>
</table>

WLNH, LACONIA

**Operator:** Northern Broadcasting Co., Masonic Temple Bldg. **Phone:** Lac 501. **Power:** 100 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** 1922.
**Station manager and musical director:** Edward J. Lord. **Program director:** (Miss) D. G. Morley. **Sales manager:** Al Tyler. **Production director:** Sherwin Greenlaw. **Chief engineer:** George Brooks. **Rep:** Weed & Co. **Seating facilities:**
NEW HAMPSHIRE STATIONS—Continued

About 100 persons. Merchandising: Local cooperation with wholesalers and retailers; will supply market and coverage data, suggestions for promotional tie-ins, publicity, etc., gratis; additional services rendered at actual cost. Foreign language programs: French accepted. Artists bureau: Yankee Artists Bureau available for talent. Base rate: $60.

Copy restrictions: Beer, wine and liquors accepted; copy subject to approval of New Hampshire State Liquor Commission; patent medicines must conform to all laws and copy is subject to station approval. E. T. library: None. News: UP; Yankee Network News Service. News periods: 7:15-7:20 A.M., 4:55-5 P.M., 7:30-7:45 P.M. plus a minimum of 10 spot flashes daily, (Yankee news at 8 A.M., 1 P.M., 6 P.M., and 11 P.M., all 15 minutes, all weekdays, with other periods available.)

WFEA, MANCHESTER

Operator: New Hampshire Broadcasting Co., Carpenter Hotel. Power: 1,000 and 500 watts on 1340 kc. Affiliation: NBC Supplementary Basic Service; Yankee Network; Colonial Network; Mutual. Opened: 1932. (Note: This station is under the same ownership as WCSH, Portland, Maine.)

Manager: Charles Evans.

Rep: Weed & Co. Seating facilities: Largest studio has a capacity of about 35.

Merchandising: Send letters to the trade and make personal calls on wholesalers. Foreign language programs: Accepted. Artists bureau: None. Base rate: $120.


WHEB, PORTSMOUTH

Operator: Granite State Broadcasting Corp., 39 Congress St., P. O. Box 746. Phone: 2670-I. Power: 250 watts on 740 kc (7 A.M. to sunset at Atlanta, Georgia; no Sunday schedule). Affiliation: None. Opened: Aug. 8, 1932. (Note: WHEB operates on a non-profit basis, serving charitable, fraternal and benevolent societies without charge; carries four to six devotion programs daily; never carries commercials on Sunday, acting as radio pulpit at that time.)


Rep: None. Seating facilities: None. Merchandising: None. Foreign language programs: Accepted. Artists bureau: No talent listed, though setup is nominally maintained by station.

Base rate: $60.

Copy restrictions: No alcoholic beverages of any kind accepted. News: AP; also local.

NEW JERSEY

(1,022,500 radio homes, or 93% ownership among the State's total of 1,098,000 families. Urban ownership is 845,400, or 94% of urban families; rural ownership is 177,100 or 91% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic</td>
<td>33,120</td>
</tr>
<tr>
<td>Bergen</td>
<td>96,620</td>
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<tr>
<td>Burlington</td>
<td>23,350</td>
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<tr>
<td>Camden</td>
<td>68,410</td>
</tr>
<tr>
<td>Cape May</td>
<td>5,500</td>
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<tr>
<td>Cumberland</td>
<td>13,340</td>
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<tr>
<td>Essex</td>
<td>212,560</td>
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<tr>
<td>Gloucester</td>
<td>18,140</td>
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<tr>
<td>Hudson</td>
<td>170,920</td>
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<td>Hunterdon</td>
<td>9,410</td>
</tr>
<tr>
<td>Mercer</td>
<td>43,710</td>
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<tr>
<td>Middlesex</td>
<td>48,230</td>
</tr>
<tr>
<td>Monmouth</td>
<td>40,070</td>
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<tr>
<td>Morris</td>
<td>27,020</td>
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<tr>
<td>Ocean</td>
<td>9,450</td>
</tr>
<tr>
<td>Passaic</td>
<td>77,660</td>
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<tr>
<td>Salem</td>
<td>9,320</td>
</tr>
<tr>
<td>Somerset</td>
<td>15,580</td>
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<tr>
<td>Sussex</td>
<td>7,570</td>
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<tr>
<td>Union</td>
<td>75,800</td>
</tr>
<tr>
<td>Warren</td>
<td>13,020</td>
</tr>
</tbody>
</table>

WCAP, ASBURY PARK

NEW JERSEY STATIONS—Continued

Technical advisor: Thomas F. Burley, Jr.  
Station manager: V. N. Scholes.*  
Chief engineer: Ernest Ruckle.  
Artists bureau head: D. Johanson.

Rep: None.  
Seating facilities: Convention Hall, seats 4,500 persons; Berkeley Carteret Hotel Crystal Room, 500.  
Merchandising: None listed.  
Foreign language programs: Not accepted.  
Artists bureau: Set-up nominal only.  
Base rate: $100.

Copy restrictions: Beer and wine accepted; no hard liquor advertising; all copy must conform to station standards and FCC regulations.  
E. T. library: None.  
News: Local; Christian Science Monitor.  
News periods: 1 P.M. (local news; duration not listed), Monday through Saturday; 11:15-11:30 A.M. (Christian Science Monitor News) Tuesday, Thursday, Saturday; 12:45 P.M. (Monitor news; duration not listed), Sunday only; 8:15-8:30 P.M. Tuesday through Saturday.

* Also manager of WBRB, Red Bank, N. J.

WBAB, ATLANTIC CITY

Power: 250 and 100 watts on 1200 kc.

At press time this station had a construction permit only.

WPG, ATLANTIC CITY*

Operator: City of Atlantic City, Convention Hall.  
Phone: 4-6538.  
Power: 5,000 watts on 1100 kc (divides time with WBIL).  
Affiliation: CBS.  
Opened: January, 1925.

Station head: Mayor Charles D. White.  
Station manager: Norman Reed.  
Commercial manager: Wm. H. Appleby.  
Program director: Margaret Keever.  
Chief engineer: Earle Godfrey.

Copy restrictions: Copy must be free of objectionable references, or extravagant claims, and subject to editing by station; wine, beer, liquor okay; medicines must pass scrutiny of local medical society.  
E. T. library: NBC Thesaurus.  
News: UP.  
News periods: 11:45 A.M., 5:45 P.M., 11 P.M., all 15 minutes, all daily.

*Note: At press time this station was sold to the owners of WBIL, New York City (q.v.). WPG and WBIL will be consolidated into one full-time New York station. Meanwhile WOV, New York, will give up its wave-length and become the third party in the amalgamation.

WSNJ, BRIDGETON

Phone: 1600.  
Power: 250 and 100 watts on 1210 kc.  
Affiliation: None.  
Opened: Aug. 23, 1937.

President: Howard S. Frazier.  
Station manager: Paul Alger.  
Commercial manager: Burt McKinnie.  
Chief engineer: Russel Ely.  
Musical director: Lowell Ayars.  
Program, continuity and publicity director: Jack E. Plumley.

Rep: Fox and Tanz.  
Seating facilities: None.  
Merchandising: Have arrangements with local stores for introduction of new products; complete merchandising service gratis.  
Foreign language programs: Italian program currently running.  
Artists bureau: None.  
Stock: Principally held by Howard S. Frazier.  
Base rate: $50.

Copy restrictions: Beer and wine advertising accepted; no hard liquors.  
E. T. library: MacGregor; Lang-Worth.  
News: INS; Western Union sports.  

WCAM, CAMDEN

Operator: City of Camden, City Hall.  
Phone: 9000.  
Power: 500 watts on 1280 kc (divides time with WTNJ and WCAP).  
Affiliation: None.  
Opened: October, 1926.  
(Note: the licensee for this station is the City of Camden; supervisor of the station is Mayor George E. Brunner.)

Station manager: Frederick S. Caperoon.  
Program and publicity director: Robert Horn.  
Chief operator: Marvin Seimes.  
Musical director: Horace Hustler.

Rep: Mack Radio Sales Co.  
Seating facilities: Studio, 35.  
Merchandising: Cooperative city and county newspaper advertising; billboards; trailers.  
Foreign language programs: Time for these broadcasts is limited to 2 hours weekly.  
Artists bureau: None.  
Base rate: $80.

Copy restrictions: Beer, wines, and patent medicines must meet local and state laws and conform to Federal Trade Commission rulings; no advertising contrary to any government regulations or which is not “in the best interests of the station or the public”; city will not assume any liability for statements made by the advertiser.  
E. T. library: Standard.  
News: Transradio.  
News periods: 3:15 P.M. and 4:15 P.M., both five minutes, Monday through Friday; 11:15-11:20 A.M., Monday, Wednesday, Friday; 10-10:30 P.M., 11:30-11:45 P.M., Monday and Friday.

WAAT, JERSEY CITY

Operator: Bremer Broadcasting Corp., 50 Journal Square (Jersey City); RKO Bldg. (New York City).  
Phones: Journal Square 2-0716; Rector 2-5878; Market 3-0383; Circle 702
NEW JERSEY STATIONS—Continued

5-5780 (New York City). Power: 500 watts on 940 kc (operates to 6 P.M. EST; to 7 P.M. EDST). Affiliation: None. Opened: November, 1926.


Copy restrictions: Accept beer and wine; no liquor; all copy subject to station approval. E. T. library: NBC Thesaurus; Standard. News: UP. News periods: Every hour on the hour, every day.

WHOM, JERSEY CITY

Operator: New Jersey Broadcasting Corp., 2866 Hudson Blvd. Phones: Journal Square 2-2929; Plaza 3-4204 (New York City). Power: 250 watts on 1450 kc. Affiliation: None. Opened: 1930. (Note: This station also has studios in New York City at 29 W. 57th St.)


Rep: None. Seating facilities: None listed. Merchandising: None. Foreign language programs: Station specializes in same; currently carrying German, Jewish, Polish, Greek, Italian, Lithuanian, Spanish and Irish programs; translation must be submitted in advance. Artists bureau: Yes; artists not listed. Base rate: $125.

Copy restrictions: Accept beer and wine; all copy must be approved by management and conform to state and federal laws. E. T. library: None. News: Service not listed. News periods: 8:15-8:30 A.M. Monday through Saturday; 10:05-10:10 A.M. (Jewish), daily; 6-6:15 P.M. (Polish), daily; 7-7:15 P.M. (Jewish), Monday through Friday; 9-9:15 P.M. (Italian), daily.

WHBL, NEWARK


No other data available after repeated requests.

WOR, NEWARK

See listing under New York City, N. Y., where this station has been placed for logical reasons.

WRRB, RED BANK


* Also manager of WCAP, Asbury Park, N. J.

WTNJ, TRENTON


Rep: None. Seating facilities: War Memorial Auditorium available, seating 2,000. Merchandising: Advance spot announcements, display publicity, etc. Foreign language programs: Accepted; Polish, German and Hungarian programs current. Artists bureau: None. Base rate: $72.50.

Copy restrictions: All copy subject to station standards and government regulations. News: UP.

WAWZ, ZAREPHATH

Operator: Pillar of Fire. Phone: Bound Brook 223. Power: 1,000 watts on 1350 kc (divides time with WBNX). This is a non-commercial station; church and school-owned by Pillar of Fire, Alma White College and Zarephath Bible Seminary.

703
NEW MEXICO

(62,300 radio homes, or 61% ownership among the State's total of 102,000 families. Urban ownership is 23,700, or 88% of urban families; rural ownership is 38,600, or 51% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Number of Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bernalillo</td>
<td>8,780</td>
</tr>
<tr>
<td>Catron</td>
<td>440</td>
</tr>
<tr>
<td>Chaves</td>
<td>3,560</td>
</tr>
<tr>
<td>Colfax</td>
<td>2,980</td>
</tr>
<tr>
<td>Curry</td>
<td>2,700</td>
</tr>
<tr>
<td>De Baca</td>
<td>380</td>
</tr>
<tr>
<td>Dona Ana</td>
<td>3,730</td>
</tr>
<tr>
<td>Eddy</td>
<td>2,280</td>
</tr>
<tr>
<td>Grant</td>
<td>2,880</td>
</tr>
<tr>
<td>Guadalupe</td>
<td>870</td>
</tr>
<tr>
<td>Harding</td>
<td>520</td>
</tr>
<tr>
<td>Hidalgo</td>
<td>670</td>
</tr>
<tr>
<td>Lea</td>
<td>850</td>
</tr>
<tr>
<td>Lincoln</td>
<td>880</td>
</tr>
<tr>
<td>Luna</td>
<td>1,160</td>
</tr>
<tr>
<td>McKinley</td>
<td>3,030</td>
</tr>
<tr>
<td>Mora</td>
<td>1,120</td>
</tr>
<tr>
<td>Otero</td>
<td>1,500</td>
</tr>
<tr>
<td>Quay</td>
<td>1,680</td>
</tr>
<tr>
<td>Rio Arriba</td>
<td>2,520</td>
</tr>
<tr>
<td>Roosevelt</td>
<td>1,450</td>
</tr>
<tr>
<td>Sandoval</td>
<td>1,310</td>
</tr>
<tr>
<td>San Juan</td>
<td>1,660</td>
</tr>
<tr>
<td>San Miguel</td>
<td>3,520</td>
</tr>
<tr>
<td>Santa Fe</td>
<td>3,390</td>
</tr>
<tr>
<td>Sierra</td>
<td>710</td>
</tr>
<tr>
<td>Socorro</td>
<td>1,260</td>
</tr>
<tr>
<td>Taos</td>
<td>1,740</td>
</tr>
<tr>
<td>Torrance</td>
<td>1,200</td>
</tr>
<tr>
<td>Union</td>
<td>1,510</td>
</tr>
<tr>
<td>Valencia</td>
<td>2,020</td>
</tr>
</tbody>
</table>

KGGM, ALBUQUERQUE


Station and commercial manager: Mike Hollander. Production manager, program director: Elmer L. Fondren. Chief engineer: Leonard Dodds.


KOB, ALBUQUERQUE


Rep: The Katz Agency. Seating facilities: None in studios, but outside facilities available. Merchandising: Have such a service; details on request. Foreign language programs: Announcements and programs accepted in Spanish; additional charge made for announcer. Artists bureau: None. Base rate: $120.

Copy restrictions: Beer and wine accepted; no hard liquor; only restrictions on copy are that it must be within the law, and "in good taste." E. T. library: NBC Thesaurus; MacGregor. News: INS; UP; Transradio. News periods: 7:45-8 A.M., 9:25-9:30 A.M., 12:30-12:40 P.M., 3:25-3:30 P.M., 10:10-10 P.M., all Monday through Saturday; 6-6:15 P.M., Monday, Wednesday, Thursday, Friday, Saturday; 6:30-6:45 P.M., Tuesday; 7:30-7:40 P.M., Sunday.

KLAH, CARLSBAD

Operator: Carlsbad Broadcasting Co., Crawford Hotel. Phone: 244. Power: 250 and 100 watts on 1210 kc. Affiliation: None. Opened: December 20, 1936. (Note: This station is newspaper affiliated with the Pecos, Tex., Enterprise).


Copy restrictions: Accept beer, wine and
NEW MEXICO STATIONS—Continued


KICA, CLOVIS


KAWM, GALLUP


Rep: Cox and Tanz. Seating facilities: Studio auditorium, 70 persons. Merchandising: Window cards and banners used on occasion; distribution of novelties etc., undertaken; in cases of "special events" tie-up with merchants provides radio sets in the streets for passers-by; all services gratis. Foreign language programs: Accepted; 29 nationalities live in the area. Artists bureau: None. Base rate: $25.

Copy restrictions: Beer and wines okay; no hard liquor; patent medicine copy must bear approval of local medical society; copy subject to station approval. E. T. library: None. News: No service listed. News periods: 8-8:15 A.M., noon-12:15 P.M., each six days per week.

KWED, HOBBY


Base rate: $35.

No other information available.

KGFL, ROSWELL


No other data available.

KVSF, SANTA FE


705
### NEW YORK

(3,132,200 radio homes, or 93% ownership among the State's total of 3,372,000 families. Urban ownership is 2,623,300, or 93% of urban families; rural ownership is 509,000, or 90% of rural families.)

#### Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Radio Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany</td>
<td>55,630</td>
</tr>
<tr>
<td>Allegany</td>
<td>10,190</td>
</tr>
<tr>
<td>Bronx</td>
<td>326,350</td>
</tr>
<tr>
<td>Broome</td>
<td>35,550</td>
</tr>
<tr>
<td>Cattaraugus</td>
<td>18,270</td>
</tr>
<tr>
<td>Cayuga</td>
<td>16,620</td>
</tr>
<tr>
<td>Chautauqua</td>
<td>32,920</td>
</tr>
<tr>
<td>Chemung</td>
<td>19,210</td>
</tr>
<tr>
<td>Chenango</td>
<td>9,350</td>
</tr>
<tr>
<td>Clinton</td>
<td>9,780</td>
</tr>
<tr>
<td>Columbia</td>
<td>10,650</td>
</tr>
<tr>
<td>Cortland</td>
<td>8,460</td>
</tr>
<tr>
<td>Delaware</td>
<td>10,660</td>
</tr>
<tr>
<td>Dutchess</td>
<td>24,790</td>
</tr>
<tr>
<td>Erie</td>
<td>182,850</td>
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<tr>
<td>Essex</td>
<td>7,790</td>
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<tr>
<td>Franklin</td>
<td>10,170</td>
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<tr>
<td>Fulton</td>
<td>12,900</td>
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<td>Genesee</td>
<td>10,740</td>
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<tr>
<td>Greene</td>
<td>7,230</td>
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<tr>
<td>Hamilton</td>
<td>970</td>
</tr>
<tr>
<td>Herkimer</td>
<td>16,020</td>
</tr>
<tr>
<td>Jefferson</td>
<td>21,680</td>
</tr>
<tr>
<td>Kings</td>
<td>620,000</td>
</tr>
<tr>
<td>Lewis</td>
<td>5,610</td>
</tr>
<tr>
<td>Livingston</td>
<td>8,890</td>
</tr>
<tr>
<td>Madison</td>
<td>10,720</td>
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<tr>
<td>Monroe</td>
<td>106,720</td>
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<tr>
<td>Montgomery</td>
<td>14,810</td>
</tr>
<tr>
<td>Nassau</td>
<td>75,450</td>
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<tr>
<td>New York</td>
<td>461,300</td>
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<tr>
<td>Niagara</td>
<td>35,030</td>
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<tr>
<td>Oneida</td>
<td>47,740</td>
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<tr>
<td>Onondaga</td>
<td>72,790</td>
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<td>Ontario</td>
<td>13,810</td>
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<tr>
<td>Orange</td>
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<tr>
<td>Orleans</td>
<td>7,550</td>
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<tr>
<td>Oswego</td>
<td>17,610</td>
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<tr>
<td>Otsego</td>
<td>12,930</td>
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<td>Putnam</td>
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<tr>
<td>Queens</td>
<td>284,480</td>
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<tr>
<td>Rensselaer</td>
<td>30,950</td>
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<td>Richmond</td>
<td>35,970</td>
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<tr>
<td>Rockland</td>
<td>13,550</td>
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<tr>
<td>Saratoga</td>
<td>16,110</td>
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<td>Schenectady</td>
<td>31,630</td>
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<td>Schoharie</td>
<td>5,460</td>
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<tr>
<td>Schuyler</td>
<td>3,500</td>
</tr>
<tr>
<td>Seneca</td>
<td>5,880</td>
</tr>
<tr>
<td>Suffolk</td>
<td>37,740</td>
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<td>Sullivan</td>
<td>9,290</td>
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<td>Tioga</td>
<td>6,930</td>
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<tr>
<td>Tompkins</td>
<td>11,140</td>
</tr>
<tr>
<td>Ulster</td>
<td>21,150</td>
</tr>
<tr>
<td>Warren</td>
<td>9,150</td>
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<tr>
<td>Washington</td>
<td>11,510</td>
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<tr>
<td>Wayne</td>
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<td>Westchester</td>
<td>124,110</td>
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<tr>
<td>Wyoming</td>
<td>7,430</td>
</tr>
<tr>
<td>Yates</td>
<td>4,640</td>
</tr>
</tbody>
</table>

### WABY, ALBANY

**Operator:** Adirondack Broadcasting Co., Inc., Radio Centre (also studio in Hotel Troy, Troy, N. Y.). **Phone:** 4-4194. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** NBC Basic Blue Supplementary Service; Mutual Broadcasting System. **Opened:** 1934. (Note: WABY is affiliated with, but not controlled by, The Albany Knickerbocker News.)

**President and general manager:** Harold E. Smith.

**Rep:** None. **Seating facilities:** Studio seats 250 persons; also arrangements with Strand Theatre, Warner Bros., for programs from stage; no admission charge. **Merchandising:** Spot announcements to build up program; cooperation in obtaining newspaper publicity; letters in limited quantities to dealers and distributors. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** $120.

**Copy restrictions:** Accept beer, wines and patent medicines subject to investigation of product and strict supervision of copy; no hard liquor accounts accepted; exaggerated claims or mis-statements not tolerated. **E. T. library:** World; Associated.

### WOKO, ALBANY

**Operator:** WOKO, Inc., Radio Centre (also studio in Hotel Troy, Troy, N. Y.). **Phone:** 4-4193. **Power:** 1,000 and 500 watts on 1430 kc. **Affiliation:** CBS. **Opened:** 1924. (Note: WOKO is affiliated with, but not controlled by, The Albany Knickerbocker News.)

**General manager:** Harold E. Smith.

**Rep:** None. **Seating facilities:** Studio seats 250 persons; also arrangements with Warner Bros. Strand and Madison theatres; no admission charge. **Merchandising:** Courtesy announcements to build up program; letters to a limited number of dealers and distributors; attempts to obtain newspaper publicity. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** $175.

**Copy restrictions:** Beer and wines accepted; no hard liquors; no superlatives or exaggerated claims; patent medicines subject to investigation. **E. T. library:** World; Associated. **News:** UP. **News periods:** 7:25-7:30 A.M., noon-12:05 P.M., 6-6:15 P.M., 11-11:05 P.M., all Monday through Saturday.

### WMBO, AUBURN

**Operator:** WMBO, Inc., Metcalf Bldg., 141 Genesee Street. **Phone:** 433. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** January, 1926.

Rep: None. Seating facilities: Can accommodate 50 persons. Merchandising: Supply publicity gratis; rates upon request for special services. Foreign language programs: Accepted; translation must be furnished two days prior to broadcast. Artists bureau: Yes. Base rate: $70.


WNBF, BINGHAMTON


Rep: John Blair & Co. Seating facilities: None. Merchandising: Supply lists of wholesalers and retailers, supervise distribution of window and show cards, mail letters to retail outlets advising of new program, free of charge; mailing pieces to local distributors at cost of postage; personally conducted or coincidental telephone surveys at actual cost. Foreign language programs: Accept Slavic programs; for eight months of the year carry three such commercial programs. Artists bureau: None. Base rate: $125.

Copy restrictions: Accept limited number of beer accounts; no wine or hard liquor; limited number of patent medicines accepted after strict investigation; all copy subject to station approval and government regulations. E. T. library: None. News: Transradio. News periods: 8 A.M., 12:15 P.M., 5:15 P.M., all 10 minutes, all Monday through Saturday.

WBEN, BUFFALO

Operator: WBEN, Inc., Hotel Statler. Phone: Cleveland 6400. Power: 5,000 and 1,000 watts on 900 kc. Affiliation: NBC Basic Red. Opened: Sept. 8, 1930. (Note: This station is owned by the same stockholders owning the Buffalo Evening News, as is WEBR, Buffalo.)


Rep: Edward Petry & Co., Inc. Seating facilities: 400 in one room; 2,000 in the Hotel Statler ballroom; 3,000 in the Court St. Theatre. Merchandising: At cost. Foreign language programs: None. Artists bureau: None. Base rate: $180 (½ hr.).

Copy restrictions: No announcements or programs accepted on beer, wine or liquor. E. T. library: Thesaurus; Lang-Worth. News: UP; also from Buffalo Evening News. News periods: 7:30 A.M., 8 A.M., 9 A.M., 12:30 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday; 9 A.M., 12:07 P.M., 6:30 P.M., 11 P.M., all five minutes, all Sunday only.

WBNY, BUFFALO


Copy restrictions: Accept beer and wine; drug and medicinal advertising must comply with FCC and Federal Trade Commission rules and regulations, and all copy is subject to station approval or revision; use of word “free” prohibited except where samples of a product are offered gratis. E. T. library: Standard; Lang-Worth. News: Transradio. News periods: 7:15 A.M., 8:25 A.M., 10 A.M., 11 A.M., noon, 1 P.M., 1:55 P.M., 4:30 P.M., 6:30 P.M., 7:15 P.M., 8:30 P.M., 10 P.M., 11:30 P.M. (duration not listed), all daily.

WEBR, BUFFALO

Operator: WEBR, Inc. 23 North St. Phone: Lincoln 7133. Power: 250 and 100 watts on 1310 kc. Affiliation: NBC Basic Blue. Opened: Oct. 14, 1924. (Note: This station is newspaper-owned by the Buffalo Evening News; same stockholders own WBEN, also of Buffalo.)

President: Edward H. Butler. Station manager: C. Robert Thompson. Commer-

Copy restrictions: Beer and wine accepted; no hard liquors; copy must comply with FCC and Federal Trade Commission regulations, and be in good taste. E. T. library: NBC Thesaurus. News: Supplied by Buffalo Evening News. News periods: 7:30 A.M., noon, 4 P.M., 6:30 P.M., 10:30 P.M., 11:30 P.M., all five minutes, all Monday through Saturday; 10 A.M., noon, 3:30 P.M., 6 P.M., 8 P.M., 10:15 P.M., 11:30 P.M., all five minutes, all Sunday only.

WGR, BUFFALO


Copy restrictions: All copy subject to station approval. E. T. library: World; Associated. News: UP; local. News periods: 9 A.M., 11 A.M., 2 P.M., 5 P.M., 5:55 P.M., 6:45 P.M., 9 P.M., 10 P.M., all five minutes, all Monday through Friday; 10 A.M., 3:15 P.M., 6:45 P.M., 11 P.M., all 15 minutes, all Sunday only.

WKBW, BUFFALO


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**WSYR**

**A DOUBLE-BARRELED STATION!**

The Leading Programs of Two Networks (NBC Red and Blue)

Are Heard by A Double Audience

Not Only the Syracuse Listeners, but Also the Farm Residents in One of the Country's Richest Agricultural Areas

**WSYR**

SYRACUSE
NEW YORK STATIONS—Continued


Copy restrictions: All copy subject to station approval. E. T. library: World; Associated. News: UP; local. News periods: 10 A.M., 11:55 A.M., 1 P.M., 3 P.M., 4 P.M., 5:40 P.M., 7 P.M., 8 P.M., 11 P.M., midnight, all five minutes, all Monday through Friday.

WSVS, BUFFALO
Operator: Seneca Vocational High School (Elmer S. Pierce, principal). Power: 50 watts on 1370 kc (operates specified hours; shares daytime with WBNY).
This station is non-commercial.

WCAD, CANTON
This station is non-commercial; university-owned.

WENY, ELMIRA
Operator: Elmira Star-Gazette, Inc. Power: 250 and 100 watts on 1200 kc. (Note: Owners of this station also operate WESG, Elmira.) At press time this station had a construction permit only.

WESG, ELMIRA
Operator: Elmira Star-Gazette, Inc., Mark Twain Hotel. Phone: 5181. Power: 1,000 watts on 850 kc (operates to sunset in New Orleans). Affiliation: CBS. Opened: 1921; present operation since Oct. 2, 1932. (Note: This station is operated commercially under lease by the Elmira Star-Gazette, Inc. (Gannett); it is owned by Cornell University, and there are additional studios in Ithaca on the University campus; the Elmira Star-Gazette also operates WENY, Elmira.)
Copy restrictions: No copy advertising products aiding bodily functions; no beer, wines or alcoholic beverages; no promotion schemes, astrological, or fortune-telling programs. E. T. library: World. News: UP. News periods: 8:15-8:25 A.M. and 11:50-noon, Monday through Saturday; 6:30-6:40 P.M., every day.

WGGB, FREEPORT

WJTN, JAMESTOWN
Copy restrictions: Station reserves right to censor copy in accordance with "good practice"; accept beer and wine; patent medicines restricted in accordance with Federal Trade Commission procedure. E. T. library: Associated. News: UP. News periods: 8 A.M., 9 A.M., 10 A.M., 11 A.M., 12:30 P.M., 6 P.M., 7:30 P.M., all five minutes, all Monday through Saturday; 2:30-2:35 P.M., Monday through Friday; 10:30-10:35 P.M., Tuesday, Thursday, Friday; 11-11:05 A.M. (from NBC). 1-1:05 P.M., 11-11:05 P.M. (from NBC), Sunday only.

WGNY, NEWBURGH
Granted by the FCC June 21, 1939. 5000 Watts are a lot of Watts in any man's language. WBNX has 5000 Watts in Everyman's language!

"The Station That Speaks Your Language"
NEW YORK STATIONS—Continued

No other information available after repeated requests.

WABC, NEW YORK CITY


WARD, NEW YORK CITY


Rep: None. Seating facilities: Can accommodate about 100 persons. Merchandising: Services of sales promotion department available; mailing list of 25,000; keep close contact with grocery organizations. Foreign language programs: WARD specializes in this type of program; has Yiddish, Spanish, Irish, Greek, Hungarian, Scandinavian, Polish, Scotch and Ukrainian programs; translation of programs must be furnished in advance. Artists bureau: Yes; has talent available. Base rate: $200.

Copy restrictions: Accept beer; no other alcoholic beverages. E. T. library: None. News: None.

WBBC, NEW YORK CITY


Rep: None. Seating facilities: Can accommodate about 50 persons. Merchandising: Maintain publicity service department; sales department will advise and cooperate in dealer promotion campaigns and any other form of merchandising desired. Foreign language programs: Accept Italian, Jewish, German, Polish, Scandinavian and Irish programs; rates on application. Artists bureau: Yes. Base rate: $190.

Copy restrictions: Accept beer any time; wine for sacramental purposes only; no liquor advertising; patent medicines accepted if approved by Medical Society of Kings County; all copy subject to station approval and FCC rules and regulations. E. T. library: Lang-Worth. News: Scandinavian and Jewish news programs are current; news service and broadcast periods not listed.

WBBR, NEW YORK CITY

Operator: Watchtower Bible and Tract Society, Inc., Power: 1,000 watts on 1300 kc (shares time with WHAZ and WEVD). This station is non-commercial; church-owned.

WBIL, NEW YORK CITY*


Copy restrictions: Beer and wine adver-

*For complete details on this station, consult the station. At press time it was being amalgamated with WPG, Atlantic City, into a full-time New York station. WOV, New York, similarly entered into the consolidation in that its wave-length was given up.
of the grace and ease with which America's greatest time-buyers scale sales obstacles by using WOR
NEW YORK STATIONS—Continued

tising accepted, but no hard liquors; only supportable copy claims may be used; criticism of competitive products not allowed. E. T. library: Lang-Worth. News: INS. News periods: 6-6:15 P.M. (Italian) and 6:45-7 P.M. (Italian), both Monday through Saturday; 7:45-7:50 P.M., Tuesday, Thursday, Saturday.

WBNX, NEW YORK CITY


Rep: None. Seating facilities: Can accommodate 100 persons. Merchandising: No regular service; helps with production of foreign language programs; offers information on buying habits, statistics, etc. Foreign language programs: Specializes in these. Artists bureau: None. Base rate: $22.50.


WCNW, NEW YORK CITY


Rep: None. Seating facilities: Can accommodate about 25 persons. Merchandising: Complete service offered gratis. Foreign language programs: Accepted; copy must be accompanied by an English translation; all languages are taken and the station is currently running Jewish, Italian, German, Russian, Spanish and Lithuanian programs. Artists bureau: No artists under contract, but can supply all necessary talent. Base rate: $150.

Copy restrictions: Beer and wine advertising accepted; no hard liquors. E. T. library: None listed. News: None listed.

WEAF, NEW YORK CITY


Rep: National Broadcasting Co. Seating facilities: All Radio City studios available, if not previously scheduled for other programs; seating facilities range up to a capacity of 1,300. Merchandising: Two pre-announcements per day seven days prior to start of any new series; publicity department cooperates in promoting the campaign; letters mailed out at sponsor's expense. Foreign language programs: Not accepted. Artists bureau: Complete NBC Artists Service Department available. Base rate: $1,200.

Copy restrictions: Beer advertising accepted; time signals sold only to watch and clock companies; all products, copy and continuity subject to approval of NBC. E. T. library: NBC Theasaurus. News: AP; UP; INS. News periods: 7:30-7:45 A.M., 9-9:05 A.M. 1-1:05 P.M. 6:20-6:30 P.M., 11:30-11:35 P.M., all Monday through Saturday. (Note: News periods are sold only as complete periods; individual announcements are not sold during the news).

WEVD, NEW YORK CITY


Rep: None. Seating facilities: About 100 persons. Merchandising: None. Foreign language programs: Will accept; commercials limited to 100 words for any one announcement; medical copy subject to approval of Academy of Medicine; such copy also checked for “good taste.” Artists bureau: None. Base rate: $200.

Copy restrictions: No set rules; prefer announcements to be limited to one minute and kept within “realm of good taste.” E. T. library: None. News: None.
WHN, NEW YORK CITY


Rep: Edward Petry & Co., Inc. Seating facilities: Studio A, 150; Studio B, 100; Studio C, 100; Studio No. 1403, 50. Merchandising: None. Foreign language programs: None. Artists bureau: Complete service; artists booked directly plus booking tie-ups through Loew's Theatres and Metro-Goldwyn-Mayer pictures. Stock: WHN has no outstanding stock; it is affiliated with the Metro-Goldwyn-Mayer interests including Loew's Theatres, Marcus Loew Booking Agency, etc. Base rate: $450.

Copy restrictions: Commercials restricted to three minutes per quarter-hour of broadcast. E. T. library: Associated. News: UP. News periods: 7:15 A.M., 8:30 A.M., 9:45 A.M., noon, 2:15 P.M., all 15 minutes, all Monday through Saturday; 5:45-6 P.M., Monday, Tuesday, Wednesday, Thursday and Saturday; 10:45-11 P.M., Monday, Tuesday, Thursday, Friday and Saturday; 11-11:15 P.M., Wednesday only; 9:45-10 A.M., 10:30-10:45 P.M., Sunday.

WINS, NEW YORK CITY


Copy restrictions: Accept beer and wine.

HOOPER-HOLMES SHOWS

WNEW first as local station!
WABC first as chain station!

WNEW NEW YORK
ON THE AIR 24 HRS. A DAY
Serving New York City and its environs...the entire Metropolitan Trading Area

1250 KILOCYCLES – 5000 WATTS BY DAY – 1000 WATTS BY NIGHT
STUDIOS—501 MADISON AVENUE, NEW YORK CITY

714

WJZ, NEW YORK CITY


Personnel, services, and copy restrictions: See WEAF, New York City.

Base rate: $1,200. E. T. library: CBS. News periods: 7:55 A.M., noon, 6 P.M., 11 P.M., all five minutes, all Monday through Saturday. (Note: News periods are sold only as complete units; no individual announcements sold during, or before or after, the news).

WLTH, NEW YORK CITY


Copy restrictions: Beer, wines, liquor, patent medicines accepted if copy does not violate NAB Code of Ethics; patent medicine copy and hour of broadcast also supervised by station. E. T. library: Lang-Worth. News: None.

WMCA, NEW YORK CITY


WNEW, NEW YORK CITY


NEW YORK STATIONS—Continued

urday; 2:55-3 P.M., 3:55-4 P.M., Tuesday through Saturday; 7:45-8 P.M. (comment), Monday through Friday.

WNBC, NEW YORK CITY

Operator: City of New York, Municipal Broadcasting System, 2500 Municipal Bldg. Phone: Worth 2-4740. Power: 1,000 watts on 710 kc. Affiliation: Mutual Broadcasting System. Opened: February 22, 1922. (Note: This station is licensed to Newark, N. J., but maintains studios and general offices in New York City.)


Rep: Own offices in Chicago and Boston; Edward S. Townsend in San Francisco. Seating facilities: Two studios, seating 75 persons; WOR-Mutual Playhouse, with capacity of 700, also available to clients. Merchandising: None. Foreign language programs: Not accepted. Artists bureau: WOR Artists Service. Base rate: $1,100.

Copy restrictions: Accept beer and wine providing programs do not run less than 5 minutes; announcements accepted daytime only, but cannot be sponsored by drug manufacturers, nor can they mention contests or offers; reserve right to eliminate all or parts of programs considered contrary to policy or interest, without notice or consent. E. T. library: World. News: Transradio. News period: 6:25-6:55 A.M. (farm news), 6:55-7 A.M., 7:15-7:45 A.M., 12:30-12:45 P.M., 6:30-6:45 P.M., all Monday through Saturday; 11-11:15 P.M., 2-2:05 A.M., every day; 10-10:15 A.M., 12:45-1 P.M., 7:15-7:30 P.M., Sunday only.

WOR, NEW YORK CITY

Operator: Bamberger Broadcasting Service, Inc., 1440 Broadway. Phone: Pennsylvania 6-8383. Power: 50,000 watts on 710 kc. Affiliation: Mutual Broadcasting System. Opened: February 22, 1922. (Note: This station is licensed to Newark, N. J., but maintains studios and general offices in New York City.)


Rep: Own offices in Chicago and Boston; Edward S. Townsend in San Francisco. Seating facilities: Two studios, seating 75 persons; WOR-Mutual Playhouse, with capacity of 700, also available to clients. Merchandising: None. Foreign language programs: Not accepted. Artists bureau: WOR Artists Service. Base rate: $1,100.

Copy restrictions: Accept beer and wine providing programs do not run less than 5 minutes; announcements accepted daytime only, but cannot be sponsored by drug manufacturers, nor can they mention contests or offers; reserve right to eliminate all or parts of programs considered contrary to policy or interest, without notice or consent. E. T. library: World. News: Transradio. News period: 6:25-6:55 A.M. (farm news), 6:55-7 A.M., 7:15-7:45 A.M., 12:30-12:45 P.M., 6:30-6:45 P.M., all Monday through Saturday; 11-11:15 P.M., 2-2:05 A.M., every day; 10-10:15 A.M., 12:45-1 P.M., 7:15-7:30 P.M., Sunday only.

WOV, NEW YORK CITY

Operator: International Broadcasting Corp., 132 W. 43d St. Phone: Bryant 9-6080. Power: 1,000 watts on 1130 kc (to 6 P.M.). Affiliation: None; has had oc-casional hookups with WAAB, WICC, WEAN, WSPR, WNBC, WELI, WCOP, WABY, WIBX, WSAY, WSYR, WEBR. Opened: December, 1926.


Note: For complete details on this station, consult WBIL, New York. As a result of WBIL's purchase and consolidation with WPG, Atlantic City, as one New York full-time station, the wave-length and separate entity of WOV is being dropped.

WQXR, NEW YORK CITY


Copy restrictions: All programs must appeal to "quality" audience; accounts are solicited on this basis, and the station reserves the right to refuse, discontinue, or modify any sponsored programs conflicting with this policy; accept beer and wines; patent medicines accepted if approved by medical authorities; no hard liquors. E. T. library: World. News: A P. News periods: 8:55-9 A.M., 6:25-6:30 P.M., Monday through Saturday; 10:55-11 A.M., 5:45-6 P.M., 10:55-11 P.M., Sunday only. (Note: Spots accepted before and after, but not during, the news.)

WFWF, NEW YORK CITY

Operator: Paramount Broadcasting Corp., 1 Nevins St., Brooklyn. Phones: Triangle
NEW YORK STATIONS—Continued

5-0313; Triangle 5-2628. Power: 500 watts on 1400 kc (shares time with WARD, WBBC and WLTH). Affiliation: None.


Copy restrictions: No hard liquors or patent medicines; beer and wine copy accepted; commercials must be submitted 24 hours prior to broadcast. E. T. library: None. News: None.

WWRL, NEW YORK CITY


Rep: None. Seating facilities: Can accommodate 100 persons. Merchandising: Cooperate in any service requested, free of charge. Foreign language programs: Will accept; German, Polish, Czechoslovak, Hungarian, Italian and Greek programs current; translation must be furnished in advance for station approval. Artists bureau: None. Base rate: $80.

Copy restrictions: Accept beer and wine; no hard liquor; recognized patent medicines accepted if copy conforms to station standards; all copy subject to approval of management. E. T. library: Lang-Worth; NAB. News: Local. News periods: Not listed.

WHDL, OLEAN


WMFF, PLATTSBURG


WHAM, ROCHESTER


Publicity director: Art Kelly.

Rep: George P. Hollingsbery Co. Seating facilities: Auditorium studio seats 300. Merchandising: Pre-announcements and direct program publicity rendered gratis; other services rendered by outside organizations at cost. Foreign language programs: No announcements accepted; programs accepted if talent passes muster and if announcements are short, with repeats in English. Artists bureau: None. Base rate: $360.
WHAM

IS THE

"ONLY STATION"

WHICH SERVES

ROCHESTER

AND

Western New York

There is only one way to reach the wealthy area of ROCHESTER AND WESTERN NEW YORK . . . USE WHAM.

- YOU CAN COVER THIS AREA WITH WHAM ALONE;
YOU CANNOT COVER IT WITHOUT WHAM

- 50,000 WATTS—CLEAR CHANNEL

National Representative: GEORGE P. HOLLINGBERY CO.
NEW YORK STATIONS—Continued

Copy restrictions: No beer, wine, whiskeys or other alcoholic beverages; all copy must pass requirements of good taste, truthfulness and “public good.” E. T. library: World. News: UP. News periods: 7 A.M. (9 A.M. on Sunday), 12:05 P.M., 6 P.M., 11 P.M., all 10 minutes, all every day.

WHEC, ROCHESTER
Operator: WHEC, Inc., 40 Franklin St. Phone: Stone 1320. Power: 1,000 and 500 watts on 1430 kc. Affiliation: CBS. Opened: Feb. 1, 1922. (Note: WHEC is affiliated with, but not completely owned by, the Rochester Democrat and Chronicle, and the Rochester Times-Union—Gannett.)
Rep: Paul H. Raymer Co. Seating facilities: Studio A, 150; Studio B, 50. Merchandising: Has column appearing in Rochester Times Union and Democrat and Chronicle highlighting programs, with sponsors named; special announcements sent new programs; secures cooperation from dealers, many groups of which have been given time over the station without charge to publicize their type of industry. Foreign language programs: Accepted, though few features of this type are carried; English translation must be submitted in advance. Artists bureau: Yes; score of artists under contract. Base rate: $175.
Copy restrictions: Alcoholic beverages of any kind not accepted; all programs dealing with internal products or proprietors will be judged on the basis of good taste and public value; maximum of three and a half minutes of copy in a quarter-hour program; five minute maximum for half-hours; one minute announcements limited to 120 words, or, if transcribed, to 55 seconds playing time; flash announcements must not exceed 35 words; all programs must be in keeping with ethical standards. E. T. library: Associated. News: INS. News periods: 8 A.M., 12:15 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 4:45-15 P.M., Monday through Friday.

WNBZ, SARANAC LAKE

WGY, SCHENECTADY
Copy restrictions: Lectures and educational talks not accepted between 6 P.M.
NEW YORK STATIONS—Continued

and midnight, except by special arrange-
ment; time of broadcast subject to change
to other periods on 28 days’ notice to ac-
commodate network broadcasts, excepting
in the case of independent announcements,
which may be moved to other periods if
available, and as arranged by station man-
ger on 24 hours’ notice; closing date is
two weeks in advance of initial program
and program material must be arranged
one week in advance of broadcast date—
no change within two days preceding
broadcast; all programs subject to station
approval; beer or other alcoholic beverages
not accepted; no patent medicines except
well known proprietaries, or those accept-
able to the American Medical Association,
and then only if the copy meets complete
station approval.  E. T. library:  NBC The-
saurus.  News:  UP.  News periods:  7:30
A.M., 12:10 P.M., 6 P.M., 11 P.M., all five
minutes, all Monday through Saturday
(Esso).

WFBL SYRACUSE
Operator: Onondaga Radio Broadcasting
Corp., Onondaga Hotel.  Phone: 2-1147.

Power: 5,000 and 1,000 watts on 1360 kc.
Affiliation: CBS.  Opened: January, 1922.
President: Samuel H. Cook.  Station
manager: Samuel Woodworth.  Commer-
cial manager: Charles F. Phillips.  Pro-
gram director, artists bureau head: George
M. Perkins.  Musical director: Thelma
MacNell Curren.  Publicity director: Bob
Keneflick, Jr.

Rep: Free & Peters, Inc.  Seating facili-
ties: Roof garden, 350 persons; ballroom,
1,500; two theatres also available for cer-
tain hours.  Merchandising: Maintain cen-
trally located display window for use of
advertisers for one week periods; use
standard store counter display for pictures
and sales messages; invitation previews
and broadcasts for retailers; monthly cards
to retailers; newspaper publicity, theatre
trailers, pre-announcement letters; direct
mail and general promotion schemes.  For-
eign language programs: No rules.  Artists
bureau: None.  Stock: Principally held by
Samuel H. Cook, Oscar F. Soule, Robert G.
Soule, Frank C. Soule, Samuel Woodworth
and Charles H. Sanford, Jr.  Base rate:
$175.

Copy restrictions: All copy for beer,

Full Basic
COLUMBIA
Network Schedule...

Plus...

1. Complete, actual coverage of Syracuse and Central
New York.
2. Carries more network programs, more short wave
broadcasts, more national and local special features.
3. Finest and most modern equipment including new
403 foot vertical radiator and mobile transmitter (the
only one in Syracuse).
4. Active and cooperative merchandising and publicity.

WFBL SYRACUSE, N.Y.

5000 Watts Daytime
1000 Watts Nighttime

National Representatives—Free & Peters, Inc.

WSYR, SYRACUSE


Rep: Paul H. Raymer Co. Seating facilities: Studio seats 100 persons; also have use of two auditoriums, one seating 900, the other 500. Merchandising: Sponsors are, on request, and without charge, accorded letters and personal calls on dealers, news items and program listings in papers, follow-up surveys, pre-program announcements; also without charge, a sponsor may obtain salesmen's presentations, route lists, use of studios for dealer meetings, guest tickets for broadcasts, market data, display and promotion aids, one-week window display in the Hotel Syracuse Building; for a minimum expense the sponsor may obtain personal appearance of talent, handling and mailing of give-aways and premiums, counter and window display distribution, telegraphic promotion, distribution of 5,000 or more circulars, house to house canvas, mall notices to listeners and trade, display ads in newspapers, periodic calls on all retailers in his market, and repeating announcements anent his program in other spots. Foreign language programs: Will accept, with restrictions. Artists bureau: Yes, lists about 25 artists. Base rate: $220.


WSYU, SYRACUSE

This station is owned and operated by WSYR for the exclusive broadcasting of Syracuse University programs; operates one to two hours weekly on a non-commercial basis.

WHAZ, TROY

Operator: Rensselaer Polytechnic Institute, 110 Eighth St. Phone: 6810. Power: 1,000 watts on 1300 kc (divides time with WBBR and WEVD). Affiliation: None. Opened: August, 1922. (Note: This station is college-owned—Rensselaer Polytechnic Institute).


Copy restrictions: Beer, wine, liquor and patent medicine advertising not accepted; all-copy must conform to station standards. E. T. library: None. News: UP. News periods: 7:15-7:30 P.M., Monday (news not subject to sponsorship).

WTRY, TROY

Operator: Troy Broadcasting Co., Inc. Power: 1,000 watts on 950 kc (daytime). At press time this station had a construction permit only.

WIBX, UTICA


Rep: John Blair & Co. Seating facilities: Hotel ballroom, 1,500; Y. M. C. A. auditorium, 150. Merchandising: Cooperate in arranging window displays, counter displays, distribution of window cards, letters to the trade; personal calls on jobbers and retailers; all services rendered at actual cost. Foreign language programs: Will accept; subject to station standards. Artists bureau: None. Base rate: $105.

Copy restrictions: All copy subject to station approval. E. T. library: Associated. News: UP. News periods: 7-7:05 A.M., 8-

* Also president of WJTN, Jamestown, N. Y. and WNBX, Springfield, Vt.
NEW YORK STATIONS—Continued
8:05 A.M., 9:25-9:30 A.M., 12:30-12:45 P.M.,
6:45-7 P.M., 11-11:05 P.M., all Monday
through Saturday; 6:15-6:30 P.M., 10:30-
10:45 P.M., Sunday only.

WFAS, WHITE PLAINS
Operator: Westchester Broadcasting
Corp., Hotel Roger Smith. Phone: White
Plains 8332. Power: 100 watts on 1210 kc
(divides time with WGBK and WBRB).
President, program director, artists bureau
head, publicity: Frank A. Seitz. Station
manager: Selma Seitz. Commercial
manager: Fred W. Ayer. Chief engineer:
H. C. Laubenstein. Musical director: Ran-
dall Kaler.
in Greater New York (I. T. Porter, mgr.,
152 W. 42nd St.); Cox and Tanz; North-
west Radio Advertising (Seattle). Seating
facilities: Can accommodate about 300
persons; studio audiences not encouraged
for general run of programs. Merchandis-
ing: Furnish lists at $5 per thousand
names; make lay-outs for client's display
material; mailings for cost of printing,
postage and stationery. Foreign language
programs: Limited acceptance. Artists
bureau: Yes. Base rate: $100.
Copy restrictions: Beer, wines and hard
liquors accepted; copy must be in "good
usage and truthful." E. T. library: Lang-
News periods: 4:45-5 P.M., Monday,
Wednesday, Thursday, Friday, Saturday.

NORTH CAROLINA
(408,600 radio homes, or 55% ownership among the State's
total of 736,000 families. Urban ownership is 161,900, or 79%
of urban families; rural ownership is 246,700, or 47% of
rural families.)

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<th>Radio Homes by Counties</th>
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<tr>
<td>Franklin</td>
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<td>1,570</td>
<td>2,590</td>
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</tr>
</tbody>
</table>
WISE, ASHEVILLE


At press time this station had a construction permit only.

WWNC, ASHEVILLE

Operator: Asheville Citizen-Times Company, Inc., 14 O’Henry Ave. Phone: 5507. Power: 1,000 watts on 570 kc. Affiliation: CBS. Opened: Feb. 22, 1927. (Note: This station is newspaper-owned by the Asheville Citizen and Times.)


Rep: The Branham Co. Seating facilities: Can accommodate 25 persons. Merchandising: Cooperate in usual services, including listings and publicity in the Citizen and Times, without charge; special services rendered at actual cost. Foreign language programs: No set rules; requests have never been received, as foreign population is very small. Artists bureau: None. Base rate: $125.


WBT, CHARLOTTE


Rep: Radio Sales. Seating facilities: Studio seats 200; can secure Charlotte City Auditorium, capacity 5,000. Merchandising: Follow policies of Columbia Broadcasting System, Inc. Foreign language programs: Not accepted. Artists bureau: None; however, agreements have been made with 60 artists and musicians for service to the sponsor. Stock: Station is wholly owned by CBS, Inc. Base rate: $300.


WSOC, CHARLOTTE


Rep: Sears & Ayer, Inc. Seating facilities: 100 persons. Merchandising: Build-up announcements, dealer contacts, dealer mailings, wholesaler contacts and mailings, publicity, sales and distribution surveys, coincidental telephone surveys, displays (within city limits), and theatre tie-ins offered gratis except for cost of postage; regular rate for coincidental phone surveys if made by local branch of the Ross Federal firm; displays placed outside city limits are billed at 5c per mile travel expenses; department will handle any other type of merchandising campaign submitted by client. Foreign language programs: Not accepted. Artists bureau: Yes; lists about 75 artists. Base rate: $120.


WDNC, DURHAM

Operator: Durham Radio Corp., Chapel Hill St. Phone: R-155. Power: 250 and 100 watts on 1500 kc. Affiliation: CBS. Opened: April 9, 1934. (Note: This station is newspaper-owned by the Durham Morning Herald and Sun.)


Rep: The Katz Agency. Seating facilities: Auditorium studio seats 75; two small studios, one seating 15. Merchandising: Weekly publicity and program releases;
annual remote studios at local expositions; daily columns in newspapers; one sheet displays; other services through The Katz Agency. Foreign language programs: Not accepted. Artists bureau: Yes, lists about 40 artists. Base rate: $70.

Copy restrictions: Beer and wine accepted; no liquor advertising; "discretionary restrictions" on commercial copy. E. T. library: Standard. News: UP; AP. News periods: 7:55-8 A.M., Monday through Saturday; noon-12:05 P.M., 6-6:05 P.M., 10:05-10:15 P.M., every day.

**WFNC, FAYETTEVILLE**

Operator: W. C. Ewing and Harry Layman, doing business as Cumberland Broadcasting Co. Power: 250 watts on 1340 kc (daytime).

At press time this station had a construction permit only.

**WGNC, GASTONIA**


No other information available.

**WGBR, GOLDSBORO**


At press time this station had a construction permit only.

**WBIG, GREENSBORO**


Rep: George P. Hollingbery Co. Seating facilities: Sportarena, capacity 1,000; admission 20c. on current program. Merchandising: Contact distributors and jobbers; contact retail outlets; furnish letters to trade; arrange window displays and check placements; place counter cards; arrange route lists for salesmen; furnish market surveys; house organ. Artists bureau: Yes; has 50 artists under contract. Base rate: $100.

Copy restrictions: No alcoholic beverages accepted; no products presenting question of "good taste"; after 6 P.M. commercials may consume 10% of total time, with allowance of additional 40 seconds on 15-minute programs; daytime programs allowed 15% commercial leeway, with 40 extra seconds for 15-minute periods. E. T. library: World; Lang-Worth; NAB. News: Transradio. News periods: 9 A.M., 12:15 P.M., 5 P.M., 7:15 P.M., 11 P.M. (cavalcade), all 15 minutes, all apparently daily.

**WMFR, HIGH POINT**


Rep: None. Seating facilities: Guest room seats 40 persons. Merchandising: Reception room display window furnished in rotation to sponsors in two-week periods without charge; Commercial Service Department cooperates with advertisers in calling on the trade jointly with their representative; direct mail handled at actual cost. Foreign language programs: No request for such to date; foreign population less than 1%. Artists bureau: Setup nominal only. Stock: Principally held by Wayne M. Nelson and E. Z. Jones. Base rate: $35.

Copy restrictions: Accept beer and wine (no hard liquor; dry county) and patent medicines; commercials must not exceed 20% of program time. E. T. library: NAB; Lang-Worth. News: UP. News periods: 8:30-8:45 A.M., 11-11:05 A.M., 12:15-12:30 P.M., 5:45-6 P.M., 6:15-6:30 P.M. (sports news), 7-7:05 P.M., 9:45-10 P.M., all Monday through Saturday.

**WFTC, KINSTON**


Rep: Burn-Smith Co., Inc. Seating facilities: Studio seats 60 persons. Merchandising: Services rendered; window card displays handled at cost. Foreign language programs: Will accept, though such programs are not advised; foreign population very small. Artists bureau: None. Stock:
NORTH CAROLINA STATIONS—Continued


Copy restrictions: Accept beer and wine, but no hard liquor; station reserves right to edit all scripts. E. T. library: Standard; Lang-Worth. News: Local.

WPTF, RALEIGH


Copy restrictions: Copy must be in good taste and brief; beer accepted; no other alcoholic beverages; all medical accounts subject to approval of medical director. E. T. library: NBC Thesaurus; Lang-Worth; NAB. News: UP. News periods: 7:40-7:45 A.M., 12:30-12:35 P.M., 6:30-6:35 P.M., all apparently daily.

WRAL, RALEIGH


Rep: None. Seating facilities: One studio seats 30, another 20; Barn Dance is staged in the city auditorium, seating 1,000, with a 25c. admission. Merchandising: None. Foreign language programs: Accepted only as sustaining features. Artists bureau: No formal setup; station can, however, supply talent. Base rate: No card sent.

Copy restrictions: Wines or alcoholic beverages not accepted; patent medicines accepted only if approved by the Medical Society. E. T. library: Associated. News: Transradio. New periods: Five minutes every hour on the hour, 6 A.M. to 12:10 A.M., except sports news from 7-7:15 P.M. and news-in-review from 10-10:15 P.M., all apparently daily.

WEED, ROCKY MOUNT


WSTP, SALISBURY


Copy restrictions: Wine and beer advertising accepted; all copy checked against, and subject to, station policy. E. T. library: World; NBC Thesaurus. News: UP. News periods: 7:45 A.M., noon. 5 P.M., 11 P.M. all 15 minutes, all Monday through Saturday; noon, 5 P.M., 11 P. M., all 15 minutes, all Sunday.
WMFD, WILMINGTON

WGTW, WILSON
Rep: Cox and Tanz. Seating facilities: Main studio seats 30 persons. Merchandising: Mail letters to dealers advising them of new programs; furnish window cards, and "other suitable merchandising plans."
Foreign language programs: No rules; foreign population very small. Artists bureau: None, as such; supply advertisers with list of available local talent. Base rate: $30.
Copy restrictions: Accept beer, wine and patent medicines "recognized by the medical profession"; no hard liquor; all copy subject to station censorship. News: UP.

WAIR, WINSTON-SALEM
Copy restrictions: No alcoholic beverages; medicine accounts subject to inspection by medical adviser; all copy subject to station approval. E. T. library: World; NBC Thesaurus; NAB. News: Transradio. News periods: 6-6:05 A.M., 7-7:05 A.M., 8-8:05 A.M., 11-11:05 A.M., 2-2:05 P.M., 4-4:05 P.M., 6-6:15 P.M., daily.

WSJS, WINSTON-SALEM
NORTH DAKOTA
(119,600 radio homes, or 77% ownership among the State's total of 156,000 families. Urban ownership is 26,200, or 94% of urban families; rural ownership is 93,400, or 73% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Homes</th>
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<tbody>
<tr>
<td>Adams</td>
<td>1,080</td>
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<tr>
<td>Barnes</td>
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<tr>
<td>Benson</td>
<td>2,290</td>
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<tr>
<td>Billings</td>
<td>480</td>
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<tr>
<td>Bottineau</td>
<td>2,610</td>
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<tr>
<td>Bowman</td>
<td>930</td>
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<tr>
<td>Burke</td>
<td>1,710</td>
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<tr>
<td>Burleigh</td>
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<td>Cass</td>
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<tr>
<td>Cavalier</td>
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<td>Dickey</td>
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<tr>
<td>Emmons</td>
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<tr>
<td>Foster</td>
<td>1,080</td>
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<td>Golden Valley</td>
<td>760</td>
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<tr>
<td>Grand Forks</td>
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<td>Grant</td>
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<td>Griggs</td>
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<td>La Moure</td>
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<td>Ramsey</td>
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<td>Ransom</td>
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<tr>
<td>Renville</td>
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<tr>
<td>Richland</td>
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<td>Rolette</td>
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<td>Sargent</td>
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<td>Sheridan</td>
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<td>Sioux</td>
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<td>Steele</td>
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<td>Stutsman</td>
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<td>Ward</td>
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<tr>
<td>Wells</td>
<td>2,190</td>
</tr>
<tr>
<td>Williams</td>
<td>3,690</td>
</tr>
</tbody>
</table>

KDFYR, BISMARCK


Rep: Gene Furgason & Co. Seating facilities: None in studio; have access to city auditorium. Merchandising: Place window displays; call on dealers wherever possible; notify wholesalers by mail of new programs; length of contract governs amount of merchandising. Foreign language programs: Accepted, provided they are accompanied by an English translation. Artists bureau: None. Base rate: $200.


KDLR, DEVILS LAKE


Rep: Cox and Tanz (Philadelphia and Chicago). Seating facilities: Theatre seats 990 persons (25c. admission). Merchandising: Service offered at cost plus 10% for card distribution; tie-in trailers at theatres at cost plus 10%; window displays and general publicity included when available at no extra cost. Foreign language programs: Accepted; copy in English must be submitted, and programs must conform to standards of good taste. Artists bureau: None. Stock: Held by Bert and Hildur Marie Wick. Base rate: $20 (1/2 hr.).


WDAY, FARGO
Operator: WDAY, Inc., Black Bldg. Phone: 6800. Power: 5,000 and 1,000 watts.
NORTH DAKOTA STATIONS—Continued

on 940 kc. **Affiliation:** NBC Northwestern Group. **Opened:** May 22, 1922. (Note: This station is affiliated with the Fargo Forum.)

**President, station manager:** E. C. Reineke. **Commercial manager:** Barney J. Lavin. **Program director:** Ken Kennedy. **Chief engineer:** Julius Hetland. **Publicity director:** Dave Henley.

**Rep:** Free & Peters, Inc. **Seating facilities:** Studio, 150 persons. **Merchandising:** Pre-announce new programs, insert ads in Fargo Forum and give an air preview; notify all Fargo and Moorhead dealers of program; have signs on buses in Moorhead and Fargo. **Foreign language programs:** Will accept one-minute transcribed announcements in Scandinavian languages.

**Artists bureau:** Yes. **Stock:** Principal holders are E. C. Reineke, C. H. Reineke, Jenny C. Black, Norman D. Black, H. D. Paulson. **Base rate:** $160.

**Copy restrictions:** Take wine, beer, liquor. **E. T. library:** NBC Thesaurus. **News:** UP; Transradio. **News periods:** 6-6:10 A.M., 8-8:10 A.M., 10:06-10:14 A.M., 12:30-12:35 P.M., 2:15-2:30 P.M., 5:50-6 P.M., 9-9:15 P.M., all apparently daily.

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**KFYM, GRAND FORKS**

**Operator:** University of North Dakota, First National Bank Bldg. **Phone:** 1200. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** None. **Opened:** 1923. (Note: This station is owned and operated by the University of North Dakota.)

**General and station manager:** Dalton Le Masurier*. **Commercial manager:** Elmer Hanson. **Program director:** Helen A. La Velle. **Chief engineer:** Elwin O'Brien.

**Rep:** None. **Seating facilities:** 35 persons. **Merchandising:** Publicity, dealer contacts, and checks of window and counter displays and stocks carried out free; out-of-town contacts and surveys, mailing lists and mailings available at actual cost. **Foreign language programs:** Will accept, with no specific restrictions; Scandinavian, Polish and German programs recommended for territory. **Artists bureau:** None. **Base rate:** $24 (½ hr.).

**Copy restrictions:** Beer and light wines accepted; no hard liquor or patent medi-

* Also general manager of KOVC, Valley City, N. D., and KDAL, Duluth, Minn.
NORTH DAKOTA STATIONS—Continued

cine advertising; only restriction on copy
is that it be in good taste. E. T. library:
Periods: 7:15 A.M., 8:15 A.M., 10:15 A.M.,
12:15 P.M., 3:15 P.M., 6:15 P.M., 8:15 P.M.,
all 10 minutes, all Monday through Sat-
turday; 12:15 P.M., 8:15 P.M., both 10 minutes,
both Sunday only.

KRMU, JAMESTOWN

Operator: Roberts-MacNab Co., Glad-
stone Hotel. Phone: 100. Power: 250 and
100 watts on 1370 kc. Affiliation: None.
Opened: March 14, 1937.

General manager: R. B. MacNab. Sta-
tion and commercial manager: Harry
("Ike") Evans. Chief engineer: Lloyd
Amoo. Program director: Claudia Evans.

Rep: Cox and Tanz. Seating facilities:
Two studios in Gladstone Hotel (capacity
not listed); Jamestown Armory, 1,200.
Merchandising: Place window displays,
cards, etc.; have portable public address
system for meetings, etc.; space in county
papers; station will spend 10% of national
rate in merchandising, if the account is on
a 52-week basis. Foreign language pro-
grams: Accepted; German and Scandi-
navian preferable. Artists bureau: Under
the direction of Claudia and Harry Evans;
book station talent, and route dance bands
and stage shows. Base rate: $40.

Copy restrictions: Beer, wine and patent
medicine copy accepted; no hard liquors;
all copy subject to editing by station.
News periods: 9:30-9:40 A.M., 11-11:15 A.M.,
12:05-12:15 P.M., 4-7 P.M., 6:05-6:12 P.M.,
8:30-8:40 P.M., all apparently daily.

KGMC, MANDAN

Operator: Mandan Radio Association,
111 First Ave., N. W. Phone: 631. Power:
250 watts on 1240 kc. Affiliation: None.
Opened: 1925. (Note: KGMC also main-
tains studios in Prince Hotel, Bismarck).

General manager: J. K. Kennelly. Pro-
gram director: Arne Anzjorn. Chief en-
neer: James E. Gilfoy.

Rep: None. Seating facilities: Visitors’
Room seats 200 persons. Merchandising:
Reasonable services rendered free of
charge; special services at cost, plus 10%.
Foreign language programs: Accepted;
translation must be furnished in advance.
Artists bureau: None, as such, but station
has a register of 6 orchestras and 56 en-
tertainers for convenience of advertisers.
Base rate: $30.

Copy restrictions: Accept beer, but no
wine or hard liquor; announcements
limited to 100 words; all copy subject to
station approval. E. T. library: MacGregor.

News: Transradio; AP. News periods: 9:45
A.M., 11:45 A.M., 12:42 P.M. (AP news),
2:23 P.M., 5:25 P.M., 6:20 P.M., 8 P.M., all
10 minutes, all Monday through Saturday;
4:4:10 P.M., Sunday only.

KLPK, MINOT

Operator: John B. Cooley, Fair Block.
Phone: 1267. Power: 1,000 and 500 watts
on 1360 kc. Affiliation: None. Opened:
October 1, 1929.

General and commercial manager: E. H.
Cooley. Station manager, program and
publicity director: R. J. Schmidt. Chief
engineer: C. W. Baker. Artists bureau
head: Leslie E. Maupin. Musical director:
Kay McGrath.

Rep: Transamerican Broadcasting and
Television Corp. Seating facilities: Can
accommodate 100 persons. Merchandising:
Cooperate with advertisers upon request;
services worked out between station and
individual accounts. Foreign language
programs: Accept Norwegian, German and
Russian programs. Artists bureau: Setup
nominal only. Base rate: $30 (½ hr.).

Copy restrictions: Beer and wine ac-
cepted; no liquor or patent medicine ad-
vertising; copy censored for misleading
claims, and commercials are restricted to a
maximum of 3 minutes. E. T. library:
World. News: Transradio. News periods:
7:30-7:35 A.M., 8:30-8:35 A.M., 9:30-9:35
A.M., 10:30 - 10:35 A.M., 11:30 - 11:35
A.M., 12:35-12:40 P.M., 1:30-1:35 P.M., 6:30-
6:35 P.M., 7:30-7:35 P.M., 8-8:15 P.M., 9:30-
9:45 P.M., all Monday through Saturday;
5:45-6 P.M., Sunday only.

KOVU, VALLEY CITY

Operator: KOVC, Inc., 312 Fifth Ave.
Phone: 408. Power: 250 and 100 watts on
19, 1936.

General manager: Dalton Le Masurier*.  
Station director, commercial manager:
William L. Wallace. Program director:
Robert E. Ingstad. Chief engineer: Bly
Greene.

Rep: None. Seating facilities: 1,000 per-
sons. Merchandising: Partial service; two
display windows for sponsor use. Foreign
language programs: No restrictions on this
type of business. Artists bureau: Nominal-

Copy restrictions: Will accept beer; no
wines or other alcoholic beverages. E. T.
library: None. News: UP. News periods:
8-8:15 A.M., noon, 12:25-12:45 P.M. (local
news), 6:15-6:30 P.M., all daily.

* Also general manager of KFJM, Grand
Forks, N. D., and KDAL, Duluth, Minn.
We sell 5000 watts

—and elbow grease!

CINCINNATI has a lot of radio stations—some of them with lots of power. And all four of the bigger stations are network stations. Which ought to make things complicated for a time buyer. But they’re not. Crossley, Inc., conducting the largest coincidental study ever made in Cincinnati, demonstrated again that WKRC was an unquestioned first in popularity—day and night—among all of the local network stations.

It isn’t just the 5000 watts. It isn’t just the 550 kilocycles. It isn’t just the complete Columbia programming. It’s all of those things...plus elbow grease!

WKRC produces shows that catch the flavor of Cincinnati. And the interest. And the enthusiasm. WKRC "special events" is one of the livest outfits in radio. So listeners tune to WKRC when they want to know what’s doing in Cincinnati.

We always reserve a couple of cans of elbow grease for our dealers, too. Every important dealer in Cincinnati is contacted by WKRC all of the time—on behalf of our sponsors. WKRC advertising rings the bell all down the line...wholesaler, retailer, consumer.

You ought to sample some of our very special brand of elbow grease.

WKRC ★ COLUMBIA'S STATION FOR CINCINNATI

550 Kilocycles. Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Charlotte, N. C., Los Angeles, San Francisco
## Ohio

(1,641,500 radio homes, or 92% ownership among the State's total of 1,770,000 families. Urban ownership is 1,130,200, or 93% of urban families; rural ownership is 511,300, or 91% of rural families.)

### Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Number</th>
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<tbody>
<tr>
<td>Adams</td>
<td>4,990</td>
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<td>Allen</td>
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### WADC, Akron

**Operator:** Allen T. Simmons, Beacon Journal Bldg. **Phones:** Hemlock 5151-2-3. **Power:** 5,000 and 1,000 watts on 1320 kc. **Affiliation:** CBS. **Opened:** April 8, 1925.

**Owner, general manager, station manager:** Allen T. Simmons. **Promotion, publicity director:** E. A. Marchal. **Program director, musical director:** H. L. Hageman. **Chief engineer:** John Aitkenhead, Jr. **Artists bureau head:** R. B. Wilson.

**Rep:** George P. Hollingberry. **Seating facilities:** O'Neill's Auditorium, 1,000. **Merchandising:** Complete service available. **Foreign language programs:** Accepted. **Artists bureau:** No talent listed, though nominally there is an artists setup. **Base rate:** $175.

**Copy restrictions:** Federal Trade Commission rules and regulations observed; copy must be in "good taste"; alcoholic beverages accepted. **E. T. library:** Associated. **News:** Transradio. **News periods:** 8:30-8:45 A.M., 12:30-12:45 P.M., 5:45-5:55 P.M., 11-11:05 P.M., Monday through Friday; 8:30-8:45 A.M., 11-11:05 P.M., Saturday only; 12:30-12:35 P.M., Sunday only.

### WJW, Akron

**Operator:** WJW, Inc., 41 S. High St. **Phones:** Jefferson 3111, Franklin 1111; Hemlock 1000. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** October 1922.

**President:** John F. Weimer. **General manager:** Elythe Fern Melrose.

**Rep:** Kelly-Smith Co. **Seating facilities:** Akron Armory, 3,500 persons; Rudick's Auditorium, 250. **Merchandising:** Complete service available; devote space in local paper to new clients. **Foreign language programs:** Announcements accepted; extra charge of $1 per announcement if station announcer is used. **Artists bureau:** No talent listed, although a setup is nominally maintained. **Base rate:** $100.
Copy restrictions: Advertising of beer, wines and alcoholic beverages accepted. News: None listed.

WICA, ASHTABULA


Rep: None. Seating facilities: Two studios, seating 40 and 70. Merchandising: None listed. Foreign language programs: Accepted and encouraged; copy must be accompanied by translation. Artists bureau: Setup nominal only. Base rate: $60.


WHBC, CANTON*


Copy restrictions: Beer and wine copy accepted; no hard liquor; patent medicine copy must be worded in a manner acceptable to the average listener, and is subject to station approval. News: None.

* At press time this station was changing to new ownership, building new studios and transmitter, and otherwise changing policies, rate structure, etc.; the above data is therefore tentative.

WCKY, CINCINNATI


Rep: Free & Peters, Inc. Seating facilities: Studio, 75 persons; Gibson ballroom 500. Merchandising: Meetings with wholesaler and jobber salesmen, chain store employees, broker salesmen and manufacturers’ representatives; WCKY is a member of the Cincinnati Association of Manufacturers’ Representatives (food), Cincinnati Retail Grocers and Meat Dealers’ Association and the Ohio Valley Druggists Association, and maintains active contact with these men; personal calls on buyers for wholesale and chain trade to inform them of programs; call on retail dealers to place displays and report on stock and competitive stock, copy of which report is forwarded to company and agency; also taxicab signs and publicity department activity furnished without charge; notify dealers and jobbers by mail; make comparative surveys before and during contracts; merchandising service available at no cost to clients using 26 or more programs. Foreign language programs: Not accepted. Artists bureau: None. Base rate: $440.


WCPO, CINCINNATI
140,803 CALLS MADE IN THE 13 STARRED MARKETS REVEALED:

The average audience tuned to WLW is more than twice that of the ten dominant local stations (8:30 A.M. to 10:30 P.M., Monday through Friday). The combined cost of these stations is $1,830 per hour, or 69.4% greater than WLW's rate of $1,080.

Since these stations have an average of 22.8% of the listening audience and WLW has 48.3%, on an identical cost per listener basis WLW's rate would be $3,876.

Write WLW or Transamerican Broadcasting & Television Corporation for MORE FACTS AND FIGURES ON WHY I SHOULD BUY THE NATION'S STATION.
A #17 SIZE shoe is not the largest in the world. But it's astoundingly big! So with cities . . . WSAI covers Cincinnati—#17 in size of U.S. cities. There are plenty of people here—more than a million in the trading area. Plenty money, too! Income is 37% higher than the national average.

WSAI covers Cincinnati—and then some! WSAI's popularity is very high—because of NBC, Mutual, and the finest local programs—coming from the greatest array of talent of any regional station in the world. Rates are LOWEST of all local network stations. All of which means BULK AUDIENCE—AT LOW COST PER LISTENER!

WSAI will boost your sales. Shall we send proof?
OHIO STATIONS—Continued

General manager: M. C. Watters. Rep: Weed & Co. Seating facilities: Three studios, capacity about 150. Merchandising: Market and complete department; large street studio with display windows; tie-ins with merchandising facilities of The Cincinnati Post. Foreign language programs: Accepted at restricted hours. Artists bureau: Yes. Base rate: $60 (WCPO is also sold in combination with WNOX and WMPS).

Copy restrictions: All continuity subject to station approval; wine and liquor advertising not accepted. E. T. library: Associated; Standard. News: From Cincinnati Post. News periods: Ten minutes every hour on the hour, except 5 P.M., from 7 A.M. to midnight, all apparently daily.

WKRC, CINCINNATI


Rep: Radio Sales. Seating facilities: Auditorium studio seats 125 persons. Merchandising: Monthly merchandising letter to 1,450 retail and wholesale grocers and 488 wholesale and retail druggists; make surveys of 20-50 retail outlets to determine sponsor's program popularity; window display in the Hotel Alms (sponsor to furnish the trim); furnish distribution information, etc.; all foregoing services gratis. Special services include sending out of special mailings for sponsor at 4c per letter (WKRC furnishing everything except dealer helps or printed matter); will make intensive surveys of all types, cost depending on nature and extent of the work; trailers in 20 theatres available soon. Foreign language programs: No rules. Artists bureau: None. Base rate: $300.


WLW, CINCINNATI

Operator: The Crosley Corp., 1329 Arlington St. Phone: Kirby 4800. Power: 50,000 watts on 700 kc; 500,000 watts on 700 kc after midnight. Affiliation: NBC Red and Blue Supplementary Basic Service; Mutual. Opened: 1921. (Note: WSAI, Cincinnati, is under same ownership.)


Rep: Transamerican Broadcasting & Television Corp. Seating facilities: Auditorium studio seats 400 (shared with WSAI); second auditorium seats 6,000 (available via special arrangement). Merchandising: Conduct market research and field surveys of products advertised on station; issue organ publicizing sponsor's promotional activities; publicity sent to 2,910 newspapers, daily and weekly, radio publications, national and local fan magazines, plus trade journals. Foreign language programs: No policy listed. Artists bureau: Yes. Base rate: $1,080.

Copy restrictions: Beer accepted; no other alcoholic beverages; proprietary medicines subject to specific approval of management; length of commercial copy subject to time of day, length of program, and station restrictions. E. T. library: Associated; Davis & Schwegler. News: INS; UP. News periods: 7:15-7:30 A.M., 8:15-8:30 A.M., 11:30-11:35 A.M., Monday through Saturday; 7:40-7:45 A.M., Tuesday, Thursday, Saturday, 12:30-12:35 P.M., 5:45-6 P.M., Monday through Friday; 1:15-1:30 P.M., Monday, Wednesday, Friday; 10:30-10:45 A.M., 7:30-7:45 P.M., Sunday only; 11-11:15 P.M., 1-1:15 A.M., every day.

WSAI, CINCINNATI

Operator: The Crosley Corp., 1329 Arlington St. Phone: Kirby 4800. Power: 5,000 and 1,000 watts on 1330 kc. Affiliation: NBC Red and Blue Supplementary Basic Service; Mutual Broadcasting System. Opened: 1921. (Note: This station is under the same ownership as WLW, Cincinnati.)

OHIO STATIONS—Continued


Rep: International Radio Sales. Seating facilities: Auditorium studio seats 400 (shared with WLW); second auditorium seats 6,000 (available via special arrangement). Merchandising: Dealer tie-ins, car and bus cards, film trailers, changeable neon signs; monthly house organ; publicity sent to national and local fan magazines, trade journals, and 45 papers in WSAI area. Foreign language programs: No policy listed. Artists bureau: Yes. Base rate: $240.

Copy restrictions: Accept beer, but no other alcoholic beverages; some patent medicines accepted after investigation of products; commercials must conform to standards of good taste. E. T. library: Associated; Davis & Schwegler. News: INS; UP. News periods: 8:30-8:33 A.M., 12:25-12:30 P.M., 5:30-5:35 P.M., Monday through Saturday; 9:30-9:45 P.M., Sunday through Friday; 10:30-10:35 P.M., Monday through Friday.

WCLE, CLEVELAND

Operator: Cleveland Radio Broadcasting Corp., 1311 Terminal Tower. Phone: Prospect 5800. Power: 500 watts on 610 kc (to local sunset). Affiliation: Mutual Broadcasting System. Opened: Jan. 1, 1927, as WJAY. (Note: WCLE is newspaper-owned by the Cleveland Plain Dealer.)


Copy restrictions: Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words;
OHIO STATIONS—Continued

daytime hours, 1,350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising; beer and wines accepted if copy does not intend to spread further use of these beverages; no hard liquors.


WGAR, CLEVELAND


Rep: Edward Petry & Co., Inc. Seating facilities: Ballroom Hotel Statler, 1,000; studio A, 100; studio B, 75; Carnegie Hall auditorium, 400; Public Auditorium, 15,000; Music Hall, 2,500. Merchandising: Complete service; keep lists and mail announcements of new air campaigns; circulate retail outlets for cost; send speakers to sales meetings; help introduce products; check product sales; for cost of printing, will deliver street car cards and get them placed; send talent for retail store gatherings; preview air shows for dealers; lobby display. Foreign language programs: Will accept without restrictions as to day or evening hours; also announcements. Artists bureau: Yes; has complete talent roster. Stock: Privately held by G. A. Richards, Leo Fitzpatrick, P. M. Thomas, and John F. Patt. Base rate: $350.

Copy restrictions: Beer accepted at any
It takes "pulling power" to make radio programs pay out. It takes "low cost per inquiry" to produce profits. Will WHK-WCLE deliver these?

A nationally-known oil corporation offered as a test, a compass ring for children. To get it, five gallons of gasoline had to be purchased. The receipt plus a dime had to be sent in. Inside of 3 weeks, 13,000 rings were mailed out. From the advertising manager, this message: "We have enjoyed new, all time records in the Cleveland area."

A national advertiser offered a health magazine with a product sample requiring the sending in of money—from dimes to dollar bills. This produced 3,000 quick inquiries—and a grateful note from the agency in charge: "Your station is now producing the lowest cost per inquiry of any station of the 12 we are now using."

Another national advertiser made a test offer by four announcements only. A dime and a box top were required. 17,000 replies were received. The agency wrote: "Our offer on your station exceeded two other major markets and we are very much pleased."

Double PULLING POWER!

WHK
Now 5000 WATTS, daytime

When you buy WHK-WCLE for your radio program, you are harnessing top potential pulling power to your sales message. Result: PAY DIRT!

WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio
time; liquor and wine taken only after 10 P.M., with commercials limited to brand name and manufacturer; patent medicine acceptance limited insofar as restricted by government agencies; all copy subject to station approval and government regulations. E. T. library: Standard. News: INS. News periods: 8-8:15 A.M., 2-2:05 P.M., 5:55-6:00 P.M., 6:15-6:30 P.M., 11-11:15 P.M., Monday through Saturday.

WHK, CLEVELAND

Operator: Radio Air Service Corp., 1311 Terminal Tower. Phone: Prospect 5800. Power: 5,000 and 1,000 watts on 1390 kc. Affiliation: NBC Basic Blue; Mutual Broadcasting System. Opened: July 26, 1921, as 8ACS; March 5, 1922, as WHK. (Note: WHK is newspaper-owned by the Cleveland Plain Dealer.)


Rep: Radio Advertising Corp. Seating facilities: Two largest studios seat 350-400 apiece. Merchandising: Supply lists of retailers and wholesalers; mail out letters and/or printed matter; station to furnish letter heads and labor, advertiser paying for postage and furnished printing matter; make surveys by phone or personal contact (advertiser to pay traveling expense on personal calls if more than 20 miles from station); introduce salesmen to key buyers; arrange for window display space; distribute displays; arrange audition of program for important local outlets (advertiser to pay for talent); personal calls informing dealers, etc., of campaign. Foreign language programs: None accepted. Artists bureau: Yes; all station artists under its control for outside appearances. Stock: All stock held by the United Broadcasting Co.; this company also holds all stock of WCLE. Cleveland; WHK holds all stock of WHKC. Columbus; WKBN, Youngstown, is a UBC affiliate. Base rate: $340.

Copy restrictions: Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words; daytime hours, 1,350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising (station cooperates with Better Business Bureau); no disparagement of competitors or their products; no words such as "halitosis, poisonous, or body odor," or any violation of good taste; no fortune telling, etc.; beer and wines accepted if copy does not encourage further use of these beverages; no hard liquors. E. T. library: World; NAB; Lang-Worth. News: UP. News periods: 8-8:15 A.M., noon-12:10 P.M., 1-1:15 P.M., 4:55-5:00 P.M., 6-6:05 P.M., 11-11:05 P.M., midnight-12:02 A.M. 1-1:01 A.M., Monday through Saturday: 8-8:15 A.M., 1:30-1:45 P.M., 11-11:05 P.M., Sunday only.

WTAM, CLEVELAND


Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; patent medicines subject to NBC rules. E. T. library: NBC The-saurus. News: UP. News periods: 6:55-7 A.M., 7:30-7:45 A.M., Monday through Saturday.

WBNS, COLUMBUS

Operator: WBNS, Inc., 33 N. High St. Phone: Adams 9625. Power: 5,000 and 1,000 watts on 1430 kc. Affiliation: CBS. Opened: 1921. (Note: This station is affiliated with the Columbus Dispatch and Ohio State Journal.)

General manager, station manager: Richard A. Borel. Commercial manager: W. I.

Rep: John Blair & Co. Seating facilities: 50 persons. Merchandising: Have working agreement with Columbus Dispatch giving WBNS and clients access to news and radio columns with frequent editorials on public service rendered; full-time merchandising staff; installation of window posters and counter displays; call letters and time stickers supplied by station; informative letters issued on new programs, contests, etc., to distributors; tear-sheet service; complete exploitation files maintained; personal contacts; special efforts suggested by clients will be made. Foreign language programs: Accepted; none current. Artists bureau: None. Base rate: $175.

Copy restrictions: Beer copy not accepted; no wines or alcoholic beverages; patent medicines accepted only after station approves copy; “good taste angle carefully guarded.” E. T. library: Associated. News: Transradio. News periods: 7:30 A.M., 3 P.M., 6 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday; 5-5:15 P.M., Sunday only.

WCOL, COLUMBUS

Operator: WCOL, Inc. 33 North High St. Phone: Main 4581. Power: 100 watts on 1210 kc. Affiliation: NBC Basic Red and Blue Supplementary. Opened: September, 1934. (Note: Original call letters were WMAN; in 1929 the station was sold, and the letters changed to WSEN; another change was made in 1934.)


Rep: Weed & Co. Seating facilities: Can accommodate 40 persons; remote to Columbus Woman’s Club, 600 persons, available on request. Merchandising: Merchandising assistance rendered to all accounts; up to 500 postal cards announcing new programs mailed free; newspaper advertising and publicity. Foreign language programs: None. Artists bureau: None; talent available through program department. Base rate: $125.


WHKC, COLUMBUS

Operator: Associated Radiocasting Corp., 22 E. Gay Street. Phone: Adams 1101. Power: 500 watts on 640 kc (to sunset in Los Angeles). Affiliation: Mutual Broadcasting System. Opened: 1921. (Note: This station is owned by the Cleveland Plain Dealer, also owners of WHK and WCLE, Cleveland, and WKBN, Youngstown.)


Rep: Radio Advertising Corp. Seating facilities: None. Merchandising: Newspaper ads on new programs for two-week period, gratis; work out direct mail campaigns, window cards, truck posters, window displays, at actual cost; distribution is handled free. Foreign language programs: Accepted, but foreign element is very small; translation must accompany copy. Artists bureau: None. Stock: Owned entirely by Radio Air Service Corp., Cleveland. Base rate: $97.50.


WOSU, COLUMBUS

Operator: Ohio State University. Power: 1,000 watts on 570 kc (shares time with WKBN). This station is non-commercial; university-owned.

WHIO, DAYTON

Operator: Miami Valley Broadcasting Corp., 45 S. Ludlow. Phone: Adams 2261. Power: 5,000 and 1,000 watts on 1260 kc. Affiliation: CBS. Opened: Feb. 9, 1935. (Note: This station is newspaper owned by the Dayton Daily News, which also owns the Springfield News and Sun.)


Rep: George P. Hollingbery Co. Seating facilities: Can accommodate audiences up to 500. Merchandising: Calls on dealers; mailings to trade; mention of sponsor’s pro-
gram on broadcast summaries; deliver display material; issue a dealer house organ, and send out publicity; window posters; use of display window offered each sponsor for two weeks. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** $180.

**Copy restrictions:** No wines or alcoholic beverages accepted, but will take beer advertising; all copy must be in "good taste." **E. T. library:** None. **News:** AP; UP. **News periods:** 6:00-6:05 A.M., 7:00-7:05 A.M., 8:00-8:15 A.M., 9:45-9:50 A.M., 11:45-noon, 2:55-3:00 P.M., 5:35-5:40 P.M., 10:45-11:00 P.M., Monday through Friday; 6:00-6:05 A.M., 7:00-7:05 A.M., 8:00-8:15 A.M., 10:15-10:20 A.M., 11:45-noon, 12:45-12:50 P.M., 2:10-2:15 P.M., 5:00-5:05 P.M., 10:45-11:00 P.M., Saturday; 12:12:15 P.M., 1:30-1:45 P.M., 10:45-11:00 P.M., Sunday.

**WING, DAYTON**

**Operator:** WSMK, Inc., Loew's Theatre Bldg. **Phone:** AD 3288. **Power:** 500 and 250 watts on 1380 kc. **Affiliation:** None. **Opened:** 1922. (Formerly WSMK).

**General manager:** Ronald B. Woodyard.*  
**Rep:** None. **Seating facilities:** Can accommodate about 400 persons. **Merchandising:** Complete service, including publicity, window displays, etc., available; cost varies with contract. **Foreign language programs:** Accepted. **Artists bureau:** Yes. **Base rate:** $90.

**Copy restrictions:** Beer and light wine accounts accepted; patent medicines carefully checked prior to acceptance. **E. T. library:** NBC Thesaurus. **News:** Transradio; INS. **News periods:** 8-8:15 A.M., 10-10:05 A.M., 11-11:05 A.M., thereafter five minutes every hour on the hour to 8 P.M., 10-10:15 P.M., 11-11:05 P.M., midnight-12:05 A.M., all Monday through Saturday; noon-12:15 P.M., 6-6:15 P.M., and five minutes every hour on the hour from 8 P.M. until midnight, all Sunday only.

* Changes in personnel at press time did not permit a fuller staff listing.

**WLOK, LIMA**

**Operator:** The Fort Industry Co., Lima Trust Bldg. **Phone:** Main 1316. **Power:** 100 watts on 1210 kc (to local sunset). **Affiliation:** None. **Opened:** Dec. 15, 1936. (Note: The Fort Industry Co. also operates WSPD, Toledo.)

**President:** George B. Storer*. **Managing director, commercial manager, sales manager:** Don Ioset. **Program director:** How-

* Also president of WSPD, Toledo, and WWVA, Wheeling, W. Va.

ard Donahoe. **Chief engineer:** S. E. Gladfelter.

**Rep:** None. **Seating facilities:** Can accommodate a small number of persons. **Merchandising:** Distribute window cards (if furnished by sponsor), and assist in promotion of all types; no charge for service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** $50.

**Copy restrictions:** Accept beer and wines; no hard liquor. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 8:55-9 A.M., 2:30-2:35 P.M., 5-5:15 P.M., Monday through Friday; 12:15-12:30 P.M., Monday through Saturday.

**WPAY, PORTSMOUTH**

**Operator:** Vee Bee Corp., 1009 Gallia St. **Phone:** 1010. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** April 15, 1935. **Station and commercial manager:** Ralph H. Patt. **Program director:** Orville E. Fields. **Chief engineer:** Maurice Meyers.

**Rep:** Cox and Tanz (East only). **Seating facilities:** Studio can accommodate 100 persons. **Merchandising:** No set service; have sent cards to dealers and made telephone contacts with them for clients. **Foreign language programs:** Accepted, though such business is not solicited. **Artists bureau:** Nominal setup for obtaining talent. **Base rate:** $75.

**Copy restrictions:** None listed. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:45 A.M., noon, 6 P.M., all 15 minutes, all Monday through Saturday; 10 A.M., 9 P.M., both 15 minutes, both Monday through Friday; 9:45 A.M., 12:30 P.M., 3 P.M., 5:30 P.M., all 15 minutes, all Sunday; additionally five minutes of news on the hour.

**WSPD, TOLEDO**

**Operator:** The Fort Industry Co., Commodore Perry Hotel. **Phone:** Adams 3175. **Power:** 5,000 and 1,000 watts on 1340 kc. **Affiliation:** NBC Optional Red and Blue. **Opened:** April 15, 1921. (Note: The Fort Industry Co. also operates WLOK, Lima.)

**President:** George B. Storer. **Vice-president, general manager:** J. Harold Ryan. **Commercial manager:** Edward Y. Flanigan. **Program director, artists bureau head:** Russell A. Gohringer. **Chief engineer:** William Stringfellow. **Publicity director:** Merrill N. Pheat.

**Rep:** John Blair & Co. **Seating facilities:** Studio seats 75 persons. **Merchandising:** Any reasonable assistance rendered; market surveys, wholesaler and dealer contacts, distribution of displays, letters to merchants, etc.; other special services rendered at cost. **Foreign language programs:** Accepted, if run during daytime. **Artists**
bureau: Setup nominal only. Stock: Principal holders are George B. Storer, Mary P. Storer, Mabel M. Storer, J. Harold Ryan, and Frances S. Ryan; stock denotes ownership also in subsidiaries and minority interests. Base rate: $220.

Copy restrictions: Beer and light wines accepted; hard liquor copy not accepted; patent medicines carefully checked. E. T. library: NBC Thesaurus. News: INS. News periods: 8-8:15 A.M., Monday through Saturday; 8:45-9 A.M. (women's news), 12:45-1 P.M., 6-6:15 P.M., 10:30-10:45 P.M., Monday through Friday; 10:15-10 P.M., Sunday only.

WTOL, TOLEDO

Copy restrictions: Do not encourage beer, wine, liquor, or any type of alcoholic beverage; all commercial copy subject to station approval. E. T. library: Associated; Standard. News: UP. News periods: 7:30 A.M., noon, 6 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; also five minutes every hour on the hour 7 A.M. to 7 P.M., excepting when quarter-hour news is broadcast; 5:45-6 P.M., Sunday.

WFMJ, YOUNGSTOWN
Operator: Wm. F. Maag, Jr. Power: 100 watts on 1420 kc (daytime).
At press time this station had a construction permit only.

WKBN, YOUNGSTOWN
Operator: WKBN Broadcasting Corp., 17 N. Champion St. Power: 1,000 and 500 watts on 570 kc (operates specified hours with WOSU). Affiliation: CBS. Opened: 1926. (Note: This station is newspaper-affiliated with the Cleveland Plain Dealer.)

President: W. P. Williamson, Jr.

Copy restrictions: Alcoholic beverage advertising accepted, if not broadcast earlier than 10 P.M., while programs must not be of less than five minutes' duration, nor plug anything but institutional angles and brand names. E. T. library: World; NAB; Lang-Worth; Standard. News: Transradio. News periods: 8-8:15 A.M., Monday through Saturday; 11:15-11:30 A.M., Monday, Wednesday, Friday; 4-4:05 P.M. and 6:15-6:20 P.M., Monday through Friday; 10:15-10:30 P.M., Monday, Tuesday, Thursday.

WALR, ZANESVILLE

KADA, ADA
Operator: C. C. Morris, 115½ S. Rennie.
Phone: 1212. Power: 100 watts on 1200 kc.

KVSO, ARDMORE

Phone: 3030. Power: 250 and 100 watts on 1210 kc. Affiliation: None. Opened: August 4, 1935. (Note: This station is newspaper-owned by the Ardmore Daily Ardmoreite.)

Rep: Joseph Hershey McGillvra. Seating facilities: 100 persons. Merchandising: Publicity in Sunday radio page in Daily Ardmoreite; features on both local and national advertisers also run daily in connection with program schedule; direct mail, dealer reports. Foreign language programs: No rules; such programs have never been requested. Artists bureau: Setup nominal only. Base rate: $32.50.

Copy Restrictions: Beer and wine accepted; no liquor advertising; no soliciting of funds; all copy must be approved by station and conform to government regulations. E. T. library: NBC Thesaurus. News: From parent paper. News periods: 7:30 A.M., 11 A.M., 3 P.M., 6 P.M., all 15 minutes, all Monday through Saturday; 7:45-8 P.M., Saturday; 10:15-10:30 A.M., Sunday.
OKLAHOMA STATIONS—Continued

KASA, ELK CITY


Rep: None. Seating facilities: Reception room seats 300. Merchandising: Have a "KASA Radio Review" running in one daily and three weekly papers; newspaper publicity; employ sign writer to work up window displays; representative in each town in coverage area makes dealer contacts. Foreign language programs: None have been broadcast; no restrictions against them, however. Artists bureau: Setup nominal only. Base rate: $45.


KCRC, ENID

Operators: Enid Radiophone Co., Tower Studios. Phone: 447. Power: 250 watts on 1360 kc. Affiliation: Mutual; Oklahoma Network. Opened: April 1, 1928. (Note: Station is interlocked in ownership with Enid News and Eagle.)


Rep: Joseph Hershey McGilvra. Seating facilities: Two studios, capacity 250. Merchandising: Supply dealer contacts throughout territory, direct mail, stories in both Enid dailies, etc. Foreign language programs: No rules; German programs would best fit foreign audience and would be accepted. Artists bureau: Yes; number of artists not listed. Base rate: $80.

Copy restrictions: Beer and wine accepted; no hard liquors; only approved patent medicines accepted. E. T. library: World. News: AP; Christian Science Monitor. News periods: 8:30 A.M., 1 P.M., 7:45 P.M., all 15 minutes, all Monday through Saturday.

KBIX, MUSKOGEE


WNAD, NORMAN

Operator: University of Oklahoma. Power, 1,000 watts on 1010 kc (specified hours; divides time with KGGO). Opened: 1922.

This station is non-commercial; university-owned.

KOCY, OKLAHOMA CITY

Operator: Plaza Court Broadcasting Co., Hightower Bldg. Phones: 3-1773, 3-4333; 3-0419. Power: 250 and 100 watts on 1310 kc. Affiliation: None. Opened: 1925. (Note: This station is church-owned.)

Rep: None. Seating facilities: No specific information given, although station notes that it has several hundred visitors daily. Merchandising: Complete service available. Foreign language programs: Accepted when accompanied by full English translation. Artists bureau: Yes; lists several orchestras and singers. Base rate: $100.

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicines taken only if recognized nationally. News: No service listed.

KOMA, OKLAHOMA CITY

Operator: KOMA, Inc., Biltmore Hotel. Phone: 2-3291. Power: 5,000 watts on 1480 kc. Affiliation: CBS. Opened: 1923. (Note: This station is owned by the same stockholders owning KTUL, Tulsa.)

Manager: Neal Barrett. Commercial manager: Jack Howell. Program director:
OKLAHOMA STATIONS—Continued


Copy restrictions: Beer and light wine advertising accepted; no hard liquor; all copy subject to approval of the commercial editing department. E. T. library: None. News: UP. News periods: 6-6:05 A.M., 7:30-7:45 A.M., 3-3:15 P.M., 4:05-4:15 P.M., all Monday through Saturday; 10-10:15 P.M., every day.

K TOK, OKLAHOMA CITY

Operator Oklahoma Broadcasting Co., Inc., 1800 W. Main St. Phones: 3-8352-3. Power: 250 and 100 watts on 1370 kc. Affiliation: NBC Blue Southwestern Group; Mutual; Oklahoma Network. Opened: March 15, 1937 (as K TOK; station itself has been in operation since 1927). (Note: Major stockholder in the operating company is Harold V. Hough of Fort Worth Star-Telegram.)


WKY, OKLAHOMA CITY

Operator: WKY Radiophone Co., Skirvin Tower Hotel. Phone: 3-4306. Power: 5,000 and 1,000 watts on 900 kc. Affiliation: NBC Red Southwestern Group. Opened: 1920 (present company since Nov. 11, 1928). (Note: WKY is affiliated with the Oklahoma Publishing Co. under the Gaylord interests; same owners control KLZ, Denver, and KVOR, Colorado Springs.)


Rep: The Katz Agency. Seating facilities: Main studio, 275; Studio B, 100; Studio C, 75; Radio Kitchen, 100; auditorium, 1,300. Merchandising: Call on "reasonable" amount of tradesmen; assist in distributing sponsor's merchandising material; send out special letters to mailing list for cost of package or postage; station has a column in the Daily Oklahoman and Oklahoma City Times, and Farmer-Stockman (weekly); display space in Saturday afternoon's Times and Sunday's Oklahoman, featuring several programs each issue. Foreign language programs: No demand for these in this section. Artists bureau: Arrange for club, theatre or private bookings of WKY artists. Base rate: $240.

Copy restrictions: Beer advertising accepted; no wines or hard liquors; "old established patent medicines, with copy edited by station, can be accepted." E. T. library: NBC Thesaurus; Standard. News: AP. News periods: 7:15-7:30 A.M., 11:15-11:30 A.M., 12:50-1 P.M. (farm news), 4:45-5 P.M., 10:30-10:45 P.M., all daily except Sunday.

K HBOG, OKMULGEE


Base rate: $50.

No other information available.

WBBZ, PONCA CITY


Copy restrictions: Accept beer and light wine advertising; no patent medicines accepted; short, concise copy demanded; all copy is subject to station approval. News: None listed.
OKLAHOMA STATIONS—Continued

KGFF, SHAWNEE


Copy restrictions: All copy subject to approval of the management. E. T. library: None. News: AP; UP. News periods: 8:30 A.M., 1 P.M., 4 P.M., 8 P.M., all 15 minutes, all Monday through Saturday.

KOME, TULSA


Copy restrictions: Beer accepted; no other alcoholic beverages; abide by NAB Code of Ethics. E. T. library: Standard. News: UP. News periods: Five minutes every hour on the hour, 6 A.M. to local sunset, all daily.

KTUL, TULSA
Operator: Tulsa Broadcasting Co., Inc., National Bank of Tulsa Bldg. Phone: 4-8188. Power: 5,000 and 1,000 watts on 1400 kc. Affiliation: CBS. Opened: Jan. 22, 1934. (Note: Same stockholders also own KOMA, Oklahoma City, and plan a two-station network of their holdings.)


Rep: Free & Peters, Inc. Seating facilities: Radio theatre available; capacity not listed. Merchandising: Sales and promotion department offers merchandising service; assist in obtaining publicity, window displays, dealer tie-ups; conduct surveys; exploit merchandising "in every possible manner." Foreign language programs: None; no population warranting same. Artists bureau: Supply talent through station. Stock: Principal holders are J. T. Griffin, Bryan Matthes, and William C. Gillespie: the stock is cross-owned with that of the J. T. Griffin Wholesale Grocery Co. Base rate: $120.

Copy restrictions: Allow three minutes of commercial per quarter-hour, and five minutes per half-hour; beer accepted; no other alcoholic beverages. E. T. library: NBC Thesaurus. News: UP. News periods: 6:45-7 A.M., 7:45-8 A.M., 11:45-noon, 12:45-1 P.M., 6:05-6:10 P.M., all Monday through Saturday; 10:15-10:30 P.M., every day.

KVOO, TULSA


Rep: Edward Petry & Co., Inc. Seating facilities: Three studios seating, respectively, 15, 30 and 100 persons; also two remote studios seating 1,100 and 2,800 persons. Merchandising: Complete service including letters, bulletins, window and counter displays, personal contacts, and telephone surveys; no charge for the service except postage on letters numbering more than 100. Foreign language programs: None; population does not warrant same. Artists bureau: Yes; lists about 45 artists, musicians, orchestra leaders, writers, producers and announcers. Stock: Principally held by W. G. Skelly. Base rate: $260.
OKLAHOMA STATIONS—Continued

Copy restrictions: Advertising of alcoholic beverages not accepted; all copy must comply with station policy; no false or misleading claims; no lotteries; no advertising matter “in bad taste.” E. T. library: World: NAB; Davis & Schwegler. News: INS. News periods: 6:45 A.M., 7:45 A.M., 11:15 A.M., 5:45 P.M., 11 P.M., all 15 minutes, all Monday through Saturday.

OREGON

(285,400 radio homes, or 95% ownership among the State’s total of 299,000 families. Urban ownership is 147,000, or 94% of urban families; rural ownership is 138,400, or 97% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Home</th>
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</thead>
<tbody>
<tr>
<td>Baker</td>
<td>4,930</td>
</tr>
<tr>
<td>Benton</td>
<td>4,820</td>
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<tr>
<td>Clackamas</td>
<td>14,530</td>
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<tr>
<td>Clatsop</td>
<td>6,000</td>
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<td>Columbia</td>
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<tr>
<td>Coos</td>
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<td>Crook</td>
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<td>Deschutes</td>
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<td>Douglas</td>
<td>6,960</td>
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<tr>
<td>Gilliam</td>
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<td>Grant</td>
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<tr>
<td>Wheeler</td>
<td>710</td>
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<tr>
<td>Yamhill</td>
<td>6,750</td>
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</tbody>
</table>

KAST, ASTORIA

Operator: Astoria Broadcasting Co., 1006 Taylor Ave. Phone: 95. Power: 250 and 100 watts on 1200 kc. Affiliation: None. Opened: July 1, 1935. (Note: This station is affiliated with the Astorian-Budget and Pendleton East Oregonian.)


Rep: Walter Biddick Co.; Cox and Tanz.

Seating facilities: None. Merchandising: Window displays; contact wholesalers and dealers; affiliation with Astorian-Budget affords newspaper publicity. Foreign language programs: Accepted; copy on announcements or programs must be submitted in English, 48 hours in advance; region has 6,000 Finnish-speaking people.


Copy restrictions: No beer, wine or whiskey advertising except after 10 P.M.; patent medicines accepted if copy, product and advertising claims meet station approval. E. T. library: Standard; NAB. News: UP. News periods: 8:30-8:35 A.M., noon-12:15 P.M., 3:45-4 P.M., 5:55-6 P.M., all daily.

KBKR, BAKER

Operator: Louis J. Thornton. Power: 250 and 100 watts on 1500 kc. At press time this station had a construction permit only.

KBND, BEND

Operator: The Bend Bulletin, 1121 Wall St. Phone: 848. Power: 250 and 100 watts on 1310 kc. Affiliation: None. Opened: Dec. 20, 1938. (Note: This station is newspaper-owned by the Bend Bulletin.)


KOAC, CORVALLIS
Operator: Oregon State Agricultural College. Power: 1,000 watts on 550 kc. This station is non-commercial.

KORE, EUGENE

KFJI, KLAMATH FALLS

KLBM, LA GRANDE
Operator: Harold M. Finlay and Mrs. Eloise Finlay, Sacajawea Inn. Phone: 220. Power: 250 and 100 watts on 1420 kc. Affiliation: None. Opened: Sept. 30, 1938. (Note: Harold M. Finlay is also publisher

Sell the prosperous Oregon Market with

KGW
620 KC 5000 WATTS DAYTIME
1000 WATTS NIGHTS
NBC RED

KEX
1100 KC 5000 WATTS CONTINUOUS
NBC BLUE

RADIO STATIONS OF
THE
OREGONIAN
PORTLAND, OREGON

REPRESENTATIVES
EDWARD PETRY & CO. INC.
NEW YORK, CHICAGO, DETROIT, ST. LOUIS, SAN FRANCISCO, LOS ANGELES

748
OREGON STATIONS—Continued

of the La Grande Morning Observer.)
Manager: Harold M. Finlay. Program
director: Floyd Bryant. Chief engineer:
Paul Walden.
Rep: Cox and Tanz. Base rate: $15 (½ hr.).

Copy restrictions: Station reserves the
right to refuse any copy not on a level
with the character of the station or the
advertiser. E. T. library: NBC Thesaurus.
News: UP. News periods: 8:15 A.M.,
10:15 A.M., 12:15 P.M., 3:30 P.M., 6:30 P.M.,
al all 15 minutes, all Sunday through Friday.

KOOS, MARSHFIELD

Phone: 432. Power: 250 and 100 watts on
1200 kc. Affiliation: Mutual; Don Lee
(Note: KOOS also maintains studios in
North Bend; affiliated with Coos Bay
Times, Eugene News and Salem States-
man.)

President-manager, station manager, pub-
llicity director: Walter L. Read. Commer-
cial manager: Ben E. Stone. Program di-
rector, artists bureau head, musical di-
rector: Chester B. Wheeler. Chief engine-
ner: Paul Spargo.

Rep: Walter Biddick Co. Seating facili-
ties: None (can use local theatre when need
arises). Merchandising: Full service ren-
dered through commercial department.
Foreign language programs: Accepted.
Artists bureau: None. Base rate: $37.50.

Copy restrictions: All material subject to
Federal Trade Commission and FCC regu-
lations; alcoholic beverages not accepted.
periods: 7:30-7:45 A.M., 12:30-12:45 P.M.,
6-6:15 P.M., 9-9:15 P.M. (last named from
Don Lee), all apparently daily.

KMED, MEDFORD

Operator: Mrs. W. J. Virgin, Sparta Bldg.
Phone: 305. Power: 1,000 and 250 watts
on 1410 kc. Affiliation: NBC Red and Blue
Pacific Coast Supplementary Group.
Opened: September, 1932.
Owner: Mrs. W. J. Virgin. Commercial
manager: L. P. Bishop. Sales manager:
A. A. Adler. Program director: Gladys La

Rep: None. Seating facilities: Main studio
seats 50 persons. Merchandising: Help manu-
facturers and distributors in securing local
tie-ins and new retail outlets for their
products. Foreign language programs: Not
accepted; population less than 2% foreign.
Artists bureau: None. Base rate: $120.

Copy restrictions: Beer and light wines
accepted; no hard liquors; all proprietary
copy with a "personal" angle is closely
edited; all copy subject to station approval.
E. T. library: NBC Thesaurus; Standard.
News: Transradio. News periods: 8:30 A.M.,
12:30 P.M., 7 P.M., all 15 minutes, all Mon-
day through Saturday; 6:15-6:30 P.M., Sun-
days only.

KALE, PORTLAND

Operator: KALE, Inc., New Heathman
Hotel. Phone: Atwater 7209. Power: 5,000
and 1,000 watts on 1300 kc. Affiliation:
Mutual; Don Lee Broadcasting System.
(Note: KALE is affiliated with the Oregon
Journal, as is KOIN of the same city.)

President: C. Roy Hunt; Station man-
ager: Ted Kooreman. Sales manager:
Charles E. Couche. Production manager:
Ted Cooke. Program director: Henry
B. Swartwood, Jn. Technical director:
Louis S. Bookwalter. Publicity director:
Lester Halpin.

Rep: Free & Peters, Inc. Seating facili-
ties: None. Merchandising: Publicity in
the "Radio Advertiser," which is circu-
lated to retail stores; also advertise new
programs in the Oregon Journal. Foreign
language programs: Subject to restrictions
which practically prohibit; controversial
subjects not allowed. Artists bureau: None.
Stock: Principally held by C. Roy Hunt,
C. W. Myers and The Oregon Journal. Base
rate: $60 (¼ hr.).

Copy restrictions: Alcoholic beverage and
medicinal spot advertising not accepted.
E. T. library: World; Associated; Lang-
Worth. News: INS; UP. News periods:
8:45-9 A.M., 1:30-1:40 P.M., 4:30-4:40 P.M.,
9-9:15 P.M., all Monday through Saturday.

KBPS, PORTLAND

Operator: Benson Polytechnic School, R.
T. Stephens, agent. Power: 100 watts on
1420 kc (shares time with KXL).
This station is non-commercial.

KEX, PORTLAND

Operator: Oregonian Publishing Co.,
Oregonian Bldg. Phone: Atwater 2121.
Power: 5,000 watts on 1180 kc. Affiliation:
NBC Pacific Coast Blue. Opened: 1931.
(Note: This station is NBC owned, but
operated by the Portland Oregonian, also
owners of KGW, Portland.)

General and station manager: W. Carey
Chief engineer: Harold Singleton. Musical
director: Abe Bercovitz. Sales manager:
Paul Connet. Traffic manager: Ralph
Greer.

Rep: Edward Petry & Co., Inc. Seating
facilities: Studio A, 150 persons; studio C,
125 (facilities shared with KGW). Mer-

749
chandising: Publicity and information ac-
corded through newspaper affiliate. For-

orge language programs: Not accepted.
Artists bureau: None. Base rate: $93.75.

Copy restrictions: Beer and light wines
accepted weekdays after 10 P.M. only; no
liquor advertising; patent medicines ac-
cepted if approved by station manage-
ment; copy must not exceed 100 words in
each five minutes of program. E. T. library:
NBC Thesaurus. News: INS; Transradio.
News periods: 10:30 A.M., 11 P.M., both 15
minutes, both Monday through Saturday;
12:30 P.M., 8:15 P.M., both 15 minutes, both
every day.

KGW, PORTLAND

Operator: Oregonian Publishing Co.,
Oregonian Bldg. Phone: Atwater 2121.
Power: 5,000 and 1,000 on 620 kc. Affili-
tion: NBC Pacific Coast Red. Opened:
March 25, 1922. (Note: This station is
newspaper-owned by the Portland Ore-
gonian, which also operates KEX).

General and station manager: W. Carey
Chief engineer: Harold Singleton. Musical
director: Abe Bercovitz. Sales manager:
Paul H. Connet. Traffic manager: Ralph
H. Greer.

Rep: Edward Petry & Co., Inc. Seating
facilities: Studio A, 150 persons; studio C,
125 (these studios shared with KEX).
Merchandising: Publicity and listings
through newspaper affiliate. Foreign lan-
guage programs: Not accepted. Artists bu-
reau: None. Base rate: $165.

Copy restrictions: Beer and light wines
accepted weekdays after 10 P.M. only; no
liquor advertising; patent medicines ac-
cepted if approved by station management;
copy must not exceed 100 words in each
five minutes of program. E. T. library:
NBC Thesaurus. News: INS; Transradio.
News periods: 7:45-8 A.M., 11:45-noon, 3-4 P.M.
(participating program with news and music), 10-10:15 P.M., every day.

Koin, Portland's
CBS Outlet
FREE & PETERS
National Representatives
OREGON STATIONS—Continued

500 watts on 1040 kc (unlimited except between local sunset and 9 P.M.; station resumes broadcasting at 9 P.M. and operates to 3 A.M.). Affiliation: None. Opened: 1927.


Rep: Cox and Tanz. Seating facilities: Can accommodate about 500 persons. Merchandising: Have connection with amusement park for various exploitation; give out souvenir portraits; also newspaper publicity. Foreign language programs: Accepted if "of good character." Stock: Held by John C. Egan and Wilbur J. Jerman. Base rate: $30 (½ hr.).


KXL, PORTLAND

Operator: KXL Broadcasters, KXL Building. Phone: Broadway 6451. Power: 250 and 100 watts on 1420 kc (divides time with KBPS—three hours daytime per week only). Affiliation: With KFPY and KGIR. Opened: 1926.

President, station and commercial manager: T. W. Symons, Jr.*


Copy restrictions: Commercial copy can’t consume more than 15% of program time. E. T. library: Standard; MacGregor; NAB; Lang-Worth; Davis & Schwegler. News: UP. News periods: Every hour on the hour, daily, all five minutes, except 15 minute periods at 7 A.M., 9 A.M., noon and 7 P.M.

*Also president of KFPY, Spokane, Wash.

KRN R, ROSEBURG


KSLM, SALEM


Copy restrictions: Beer and wines not accepted before 10 P.M. nor on Sunday; no hard liquors; 15% of program time is maximum allowed for commercial use; copy subject to approval of management. E. T. library: None. News: UP. News periods: 7:30 A.M., 8:45 A.M., 10:15 A.M., 12:15 P.M., 6:45 P.M., 8 P.M., 9 P.M. (last-named from Don Lee), all 15 minutes, all Monday through Saturday; 9-9:15 P.M. (UP news), Sunday only.
PenNSylvania
(2,206,400 Radio homes, or 90% ownership among the state's total of 2,452,000 families. Urban ownership is 1,553,900, or 92% of urban families; rural ownership is 652,500, or 85% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th></th>
<th>Adams</th>
<th>Allegheny</th>
<th>Armstrong</th>
<th>Beaver</th>
<th>Bedford</th>
<th>Berks</th>
<th>Blair</th>
<th>Bradford</th>
<th>Bucks</th>
<th>Butler</th>
<th>Cambria</th>
<th>Cameron</th>
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<td></td>
<td>8,500</td>
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<td>66,850</td>
<td>46,910</td>
<td>22,250</td>
<td>15,850</td>
<td>41,710</td>
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<td>23,490</td>
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<td>Montour</td>
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<td>2,940</td>
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<td>1,990</td>
<td>4,240</td>
<td>49,570</td>
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<td>16,030</td>
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<td>3,750</td>
<td>41,130</td>
<td>116,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

WcBa, Allentown
This station is owned and operated by B. Bryan Musselman and is affiliated with WSAN of the same city. For all data, see WSAN.

Wsan, Allentown
Operator: WSAN, Inc., 39-41 N. Tenth St. Phone: 9511. Power: 500 watts on 1440 kc. Affiliation: NBC Supplementary Basic Service. Opened: 1925. (Note: This station is newspaper-owned by the Allentown Call; WCBA, of the same city is affiliated with WSAN.)
Rep: Gene Furgason & Co. Seating facilities: Studio seats 100 persons. Merchandising: Place window displays and mail circular letters; mimeograph, multi-graph and addressograph service available. Foreign language programs: Accepted; complete English translation must be furnished. Artists bureau: Yes; lists about 25 artists. Base rate: $120.


WfbG, Altoona
Base rate: $86.
No further information available after repeated requests.

West, Easton


* Also president of WAZL, Hazleton, Pa., WORK, York, WDEL-WILM, Wilmington, Del., and vice-president of W GAL, Lancaster, Pa.

**WLEU, ERIE**


**WIBG, GLENSIDE**


**WHJB, GREENSBURG**


Copy restrictions: None listed. E. T. Library: None. News: None.

**WSAJ, GROVE CITY**

Operator: Grove City College. Power: 100 watts on 1310 kc (operates specified hours.)

This station is non-commercial; college-owned.

**WHP, HARRISBURG**

Operator: WHP, Inc., Telegraph Bldg. Phone: 43211. Power: 5,000 and 1,000 watts on 1430 kc. Affiliation: CBS. Opened: 1924. (Note: This station is affiliated with the Harrisburg Telegraph.)


Rep: None. Seating facilities: Shriner’s Zembo Mosque, 3,000; State Forum, 1,800; Rio Theatre, 1,000. Merchandising: Write letters to dealers informing them of new programs and plugging the product; audition shows for sales organizations, etc.; distribute counter display cards supplied by advertiser; if program runs long enough, station makes showcards; if program has picture stars, tie-ups with theatres, and sometimes trailers, are arranged; publicity given in the Harrisburg Telegraph. Foreign language programs: Not accepted. Artists bureau: No booking arrangements,
but can contact talent for the sponsor. 

Base rate: $125.

Copy restrictions: Beer accepted, providing commercials are in "good taste"; liquors only after 11 P.M.; station reserves the right to censor misrepresentations, or products not conforming to federal laws. E. T. library: NBC Thesaurus. News: Transradio. News periods: 10:10-10:15 A.M., 12:30-12:45 P.M., 6:30-6:45 P.M., 11-11:05 P.M., Monday through Saturday; 1-1:30 P.M. (news in review), Sunday only.

WKBO, HARRISBURG

Operator: Keystone Broadcasting Corp., 31 North 2nd St. Phone: 4-0191. Power: 250 and 100 watts on 1200 kc. Affiliation: NBC Supplementary Basic Service. Opened: 1927. (Note: This station is newspaper-affiliated with the Harrisburg Telegraph.)


WAZL, HAZELTON


* Also president of WEST, Easton, Pa., WORK, York, Pa., WDEL and WILM, Wilmington, Del., and vice-president of WGAL, Lancaster.

WJAC, JOHNSTOWN

Operator: WJAC, Inc., Tribune Annex. Phone: 24-361. Power: 250 and 100 watts on 1310 kc (specified hours with WFBG). Affiliation: None. Opened: March, 1925. (Note: This station is owned by the Johnstown Tribune.)


Rep: Cox and Tanz. Seating facilities: None. Merchandising: None. Foreign language programs: Accepted; copy must be submitted in English as well as foreign language one week prior to broadcast.

Artists bureau: None. Base rate: $85.


WGAL, LANCASTER

Operator: WGAL, Inc., 8 W. King St. Phone: 5252. Power: 250 and 100 watts on 1500 kc. Affiliation: NBC Basic Supplementary Service; Inter-City Broadcasting System; Mason-Dixon Radio Group. Opened: 1922. (Note: This station is affiliated with the Lancaster New Era and Intelligence Journal.)


*See footnote to WAZL, Hazleton, Pa.

WKST, NEW CASTLE


President, general manager: S. W. Townsend. Station manager, program and musical director, artists bureau head: Arthur W. Graham. Commercial manager: Her-


Merchandising: Courtesy announcements, window displays, and distribution of window cards at no extra cost; estimate submitted on all additional services. Foreign language programs: Programs and announcements accepted in Hungarian, Italian, German, Slovak and Polish. Artists bureau: Setup nominal only. Stock: Held by S. W. Townsend, Fred W. Danner, Herbert S. Kirk, and Arthur W. Graham. Base rate: $75.

Copy restrictions: No beer, wine, or liquor copy accepted; station reserves right to eliminate all parts of programs or announcements not complying with NAB Code of Ethics or station standards; continuity must be submitted at least three days in advance; announcements exceeding word limit in any class will be broadcast as submitted, but billed at next higher rate. E. T. library: NBC Thesaurus. News: INS. News periods: Two-minute bulletins every hour on the hour daily, except 8 A.M., noon, and 6 P.M. when 10-minute periods are broadcast.

KYW, PHILADELPHIA


Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in case of independent announcements, which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; patent medicine acceptance dependent on the approval of NBC program and continuity acceptance departments. E. T. library: NBC Thesaurus. News: UP. News periods: 7:15 A.M., 12:45 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday.

WCAU, PHILADELPHIA


Rep: Reiter-Spadea Co. (Chicago only); Bertha Bannan (Boston only). Seating facilities: Auditorium-studio, 260 (has stage and modern kitchen). Merchandising: Sales promotion and research departments conduct surveys at various times; radio habits checked. Foreign language programs: Not accepted. Artists bureau: None, but talent can be furnished for sponsors. Base rate: $500.

Copy restrictions: Nothing offensive to the ear; no "intimate" products, such as laxatives, feminine hygiene, bedbug powders, etc.; no product accepted that contains harmful ingredients such as thyroid in weight-reducing tablets, or opium in cold remedies; no grossly exaggerated claims; no non-specific copy, such as claiming that a powder "will cure all headaches," etc.; five-minute periods may not have more than a 100-word commercial before and after program; before 6 P.M., quarter-hours may not have more than three minutes of copy, half-hours more than five minutes, and hours more than eight minutes; after 6 P.M., quarter-hours may not have more than three minutes of commercial, half-hours more than four and one-half minutes, and hours more than six and one-half minutes; beer and light wines accepted; no hard liquors. E. T. library: World. News: Transradio. News periods: 7:45-8 A.M. (comment), 10-10:05 A.M., 6-6:05 P.M., Monday through Saturday 10:30-10:45 P.M., Monday through Friday.

WDAS, PHILADELPHIA


President: Alexander W. Dannenbaum.

Rep: None. Seating facilities: Studios can accommodate 125 persons. Merchandising: Under direction of A. W. Dannenbaum, Jr.; foreign language merchandising directed by Nathan Fleisher; no charge for service, which includes tie-ins with direct mail, newspapers and radio; also surveys. Artists bureau: None (program department, however, places artists elsewhere). Stock: Privately held by A. W. Dannenbaum and the estate of W. Maurice Steppacher. Base rate: $75.

Copy restrictions: Copy should be "in good taste"; station reserves right to censor all spoken matter; will accept wine and beer advertising; patent medicines accepted, providing they meet with station policy and are subject to analysis. E. T. library: Lang-Worth; NAB. News: INS. News periods: Every hour on the hour, three minutes per period, 8 A.M. to 8 P.M., daily except Sunday.

WFIL, PHILADELPHIA


WHAT, PHILADELPHIA


President, general and station manager: W. Porter Ogelsby, Jr. Assistant manager: Milton Laughlin. Publicity: Sam Servita.

Rep: None. Seating facilities: Studio 1, seats about 100 persons; studio 2, about 75. Merchandising: Arrange for window cards and have 500 lines of newspaper space per week. Foreign language programs: Accepted, providing that the time is not resold, and that no unethical cut-rate, commission, or similar schemes be attempted. Artists bureau: None. Base rate: $60.

Copy restrictions: Station reserves the right to refuse or discontinue any advertising; all contracts subject to state and federal laws, and the rules of "good taste and propriety." E. T. Library: None.

WIP, PHILADELPHIA


WPEN, PHILADELPHIA

KDKA, PITTSBURGH


Rep: National Broadcasting Co. Seating facilities: Two studio observation rooms, 40 persons each; if and when guests are admitted to studios, the capacity is increased 125 per studio. Merchandising: None listed. Foreign language programs: None listed. Artists bureau: Yes; lists complete roster of talent. Base rate: $500.

Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; closing date for copy is one week in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well-known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets with NBC approval. E. T. library: NBC Thesaurus. News: UP. News periods: 8 A.M., noon, 6 P.M., 11 P.M., all five minutes, all Monday through Saturday; 1:30-1:45 P.M. (women’s news), Monday through Friday; 6:15-6:30 P.M., Sunday only.

KQV, PITTSBURGH


Copy restrictions: Accept beer and wine; no liquor; patent medicine copy must be

* Also president of WJAS, Pittsburgh.
WJAS does such a good radio job that more than 99½ percent of the people who listen to Columbia programs in the rich Pittsburgh trading area tune in this station.

More than 6 million people all reached by WJAS. No duplication of service from outside stations.

WJAS
5000 WATTS
Pittsburgh

COLUMBIA BASIC NETWORK

Wm. G. Rambeau Co. Representatives
approved by legal department; all copy checked for good taste and truthfulness. E. T. library: Standard; NAB; Davis & Schwegler. News: Transradio. News periods: 7:45 A.M., 10:45 A.M., 1:45 P.M., 5:45 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 10:45 A.M., 5:45 P.M., 7:30 P.M., 10 P.M., all 15 minutes, all Sunday.

**WCAE, PITTSBURGH**

Operator: WCAE, Inc., Hotel William Penn. Phone: Atlantic 6900. Power: 5,000 and 1,000 watts on 1220 kc. Affiliation: NBC Basic Red; Mutual. Opened: May 3, 1922. (Note: This station is affiliated with the Pittsburgh Sun-Telegraph.)


Copy restrictions: Beer and light wines accepted; patent medicines must be approved by Federal Trade Commission; station break announcements limited to 30 words; all copy subject to station approval or revision. E. T. library: World. News: INS. News periods: 6-8:10 A.M., noon-12:10 P.M., 6:15-6:25 P.M., 11-11:10 P.M., Monday through Saturday; 1:45-2 P.M., Sunday only.

**WJAS, PITTSBURGH**

Operator: Pittsburgh Radio Supply House, 411 Seventh Ave. Phone: Grant 4860. Power: 5,000 and 1,000 watts on 1290 kc. Affiliation: CBS. Opened: Aug. 4, 1922. (Note: Same operators also control WHJB, Greensburg, Pa.)


Copy restrictions: Wine programs taken after 10:30 P.M.; no liquors. E. T. li-

* Also president of KQV, Pittsburgh.

**WWSW, PITTSBURGH**

Operator: Walter and Downing Radio Corp., Hotel Keystone. Phone: Grant 5200. Power: 250 and 100 watts on 1500 kc. Affiliation: Quaker Network. Opened: May 31, 1931. (Note: This station is newspaper-owned by the Pittsburgh Post-Gazette.)


Copy restrictions: Beer, wine and liquor advertising accepted “with restrictions”; all copy must conform to station standards and government regulations. E. T. library: Standard; MacGregor. News: INS; also from parent paper. News periods: 8:30-8:45 A.M., Monday through Saturday; 12:05-12:15 P.M., 6-6:15 P.M., Sunday through Friday; 10:30-10:45 P.M., every day. (Note: Also broadcast numerous bulletins; all sponsored and subject to sponsorship.)

**WEEU, READING**


Base rate: $150.

No further information available.

**WRAW, READING**

Operator: Reading Broadcasting Co. Power: 100 watts on 1310 kc. Affiliation: NBC Basic Supplementary Service.

Base rate: $120.

No further information available after repeated requests.

**WGBI, SCRANTON**


Rep: John Blair & Co. Seating facilities:
None. Merchandising: Letters to dealers; pre-program announcements; newspaper publicity. Foreign language programs: Accepted; must give audition and review of the script; all copy must comply with the NAB Code of Ethics. Artists bureau: None. Base rate: $118.75.


WQAN, SCRANTON
Operator: The Scranton Times. Power: 1,000 and 500 watts on 880 kc (divides time with WGBI).
This station is non-commercial.

WPIC, SHARON


Copy restrictions: Beer copy accepted; no other alcoholic beverages; patent medicines accepted if complying with Federal Trade Commission rulings. E. T. library: Associated. News: UP. News periods: Every hour on the hour, five minutes, 8 A.M. to 5 P.M., all scheduled Monday through Saturday.

WKOK, SUNBURY
Operator: Sunbury Broadcasting Corp., 1150 N. Front St. Phone: 1326. Power: 100 watts on 1210 kc. Affiliation: Quaker Network. Opened: Sept. 1, 1933. (Note: This station is owned by individuals also owning the Sunbury Item.)

Copy restrictions: Copy is acceptable if it conforms to FCC regulations. E. T. library: Associated; Davis & Schwegler. News: UP. News periods: 8 A.M., 10 A.M., noon, 3 P.M., 5:55 P.M., 8:55 P.M., all five minutes, all daily; 3-3:05 P.M., Monday through Friday.

WMBS, UNIONTOWN


Copy restrictions: Beer and wine accepted; no other alcoholic beverages; commercial continuity must be submitted to station one week prior to broadcast. E. T. library: NBC Thesaurus; Standard. News: UP. News periods: 9-9:05 A.M., noon-12:10 P.M., 4-4:10 P.M., 8-8:15 P.M., all Monday through Saturday.

WBAX, WILKES-BARRE


Copy restrictions: Hard liquor advertis-
ing not accepted. E. T. library: NBC Thesaurus. News: UP. News periods:
7:30-7:45 A.M., 8:45-8:55 A.M., 11:50-noon,
5:45-6 P.M., all Monday through Saturday;
3:30-3:45 P.M., 10:30-10:45 P.M., Monday
through Friday; 10-10:15 P.M., Saturday
only; 10 A.M., 2 P.M., 5 P.M., 10 P.M., all
15 minutes, all Sunday.

WBRE, WILKES-BARRE

Operator: Louis G. Baltimore, 62 S.
Franklin St. Phone: 3-3101. Power: 250
and 100 watts on 1310 kc. Affiliation: NBC
Red and Blue Supplementary Basic Serv-
ice. Opened: 1924.

General and station manager: Louis G.
Baltimore. Commercial manager: S. R.
Baltimore. Program and publicity di-
rector: Franklin D. Coslett. Chief en-
egineer: Charles Sakoski. Artists bureau
head: Jerry Butler. Musical director:
Louis Savitt.

Rep: None. Seating facilities: Four stu-
dios, seating 100 persons; outside auditori-
um, seating 500. Merchandising: Render
“all possible cooperation.” Foreign lan-
guage programs: Accepted. Artists bureau
: Yes; lists about 55 artists. Base rate: $120.

Copy restrictions: Accept beer, wine,
liquor and legitimate patent medicine ad-
vancing; cooperate with “Truth in Adver-
tising” department of local Chamber of
Commerce in censoring copy. E. T. library:
News periods: 9:30-9:45 A.M., 12:30-12:35
P.M. (local news), 1:30-1:35 P.M. (local
news), 2:30-2:45 P.M., 3:45-4:30 P.M. (local
news), 6:15-6:30 P.M., 7:15-7:30 P.M., 11-
11:15 P.M., all Monday through Saturday.

WRAK, WILLIAMSPORT

Operator: WRAK, Inc., 244 W. Fourth
St. Phone: 2-6116. Power: 250 and 100
watts on 1370 kc. Affiliation: None.
Open ed: April 16, 1930. (Note: Majority
of stock in this station is held by publish-
ers of Williamsport Gazette & Bulletin and
Williamsport Sun.)

President: Ernest M. Case. Station man-
ger: George E. Joy. Commercial man-
ager: T. M. Metzger. Program director:
O. M. Linn. Chief engineer: Louis N.
Persio. Artists bureau head: P. M. Breining.
Musical director: I. R. Berndt. Pub-
licity director: J. W. Mackey.

Rep: J. P. McKinney & Son. Seating
facilities: Can accommodate 150 persons
(admission by card only). Merchandising:
Complete service rendered, including win-
don cards, newspaper and poster adver-
tising, and other promotional features.
Foreign language programs: None on sta-
tion. Artists bureau: Setup nominal only.
Stock: Principally held by the Sun-Gazette
Co. Base rate: $75.

Copy restrictions: No wine, beer or hard
liquor advertising accepted. News: Trans-
radio.

WORK, YORK

Operator: York Broadcasting Co., Inc.,
13 S. Beaver St. Phone: 6629. Power
1,000 watts on 1320 kc. Affiliation: Mason-
Dixon Radio Group; NBC Supplementary
Basic Service; Inter-City Broadcasting

President: Clair R. McCollough*. Station
and commercial manager: J. Robert Gulick.
Program director: Harold Miller. Chief
engineer: J. E. Mathiot. Artists bureau
head: Wilhelmina Hollinger. Musical di-
rector: Frank Renaut. Publicity director:
John Neff.

Rep: Paul H. Raymer Co. Seating facili-
ties: None. Merchandising: Usual services
rendered including publicity and listings
through newspaper affiliates. Foreign lan-
guage programs: Accepted. Artists bureau
: Setup nominal only. Base rate $125.

Copy restrictions: Beer and wine ac-
cepted; no liquor advertising; all copy
must conform to station standards. E. T.
periods: 7:55 A.M., 12:15 P.M., 6:30 P.M.,
11 P.M., duration not listed, all Monday
through Saturday.

* Also president of WEST, Easton, Pa.,
WAZL, Hazelton, Pa., WDEL and WILM.
Wilmington, Del., and vice-president of
WGAL, Lancaster, Pa.
RHODE ISLAND

(155,500 radio homes, or 92% ownership among the State's total of 169,000 families. Urban ownership is 142,500, or 92% of urban families; rural ownership is 13,000, or 93% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bristol</td>
<td>5,360</td>
</tr>
<tr>
<td>Kent</td>
<td>11,820</td>
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<td>Newport</td>
<td>9,670</td>
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<tr>
<td>Providence</td>
<td>121,450</td>
</tr>
<tr>
<td>Washington</td>
<td>7,200</td>
</tr>
</tbody>
</table>

WEAN, PROVIDENCE


Rep: Edward Petry & Co., Inc. Seating facilities: Studio, 40; can supply outside facilities with capacity up to 2,000, at cost. Merchandising: Any "reasonable" activity supplied at cost; will send out notices to trade on new programs, cooperate in making buyer contacts, and supply coverage and market data. Foreign language programs: Accept certain types, depending on merit as "public entertainment." Artists bureau: Through the Yankee Network Artists Bureau (Van D. Sheldon) in Boston. Base rate: $200.


WPRO. PROVIDENCE

Operator: Cherry and Webb Broadcasting Co., 15 Chestnut St. Phone: Plantations 9776. Power: 5,000 and 1,000 watts on 630 kc. Affiliation: CBS. Opened: As WLSI in 1919; as WPAW in 1924.


Rep: Paul H. Raymer Co. Seating facilities: Theatre, 3,400. Merchandising: Newspaper listings, publicity, and letters acknowledging contracts to company salesmen or distributor salesmen given free; any additional services can be handled at cost. Foreign language programs: Accepted Mondays through Fridays, 3:30 to 4:30 P.M.; programs must be approved by the station, and must be musical programs. Artists bureau: None. Base rate: $200.


WJAR, PROVIDENCE

Operator: The Outlet Company (Department Store), Weybosset St. Phone: Gasppee 1071. Power: 5,000 and 1,000 watts on 890 kc. Affiliation: NBC Basic Red. Opened: Sept. 6, 1922.


SOUTH CAROLINA

(207,300 radio homes, or 51% ownership among the State’s total of 407,000 families. Urban ownership is 69,500, or 70% of urban families; rural ownership is 137,800, or 45% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abbeville</td>
<td>2,610</td>
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<td>Aiken</td>
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<td>Allendale</td>
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<td>York</td>
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</tbody>
</table>

WAIM, ANDERSON

Operator: Wilton E. Hall, Anderson College. Phone: 800. Power: 100 watts on 1200 kc. Affiliation: CBS. Opened: April 8, 1935. (Note: This station is owned by the publisher of the Anderson Independent and Daily Mall.)


*Also manager of WIS, Columbia, S. C.*

WTMA, CHARLESTON

Operator: Y. W. Scarborough and J. W. Orvin doing business as the Atlantic Coast Broadcasting Co. Power: 250 and 100 watts on 1210 kc.

At press time this station had a construction permit only.

WCOS, COLUMBIA

Operator: Carolina Advertising Corp. Power: 250 and 100 watts on 1370 kc.

At press time this station had a construction permit only.
WIS, COLUMBIA
Operator: Station WIS, Inc., 1811 Main St. Phones: 2-2135; TWX Ciba 89. Power: 5,000 and 1,000 watts on 560 kc. Affiliation: NBC Southeastern Group. Opened: June, 1930.


Rep: Free & Peters, Inc. Seating facilities: Studio seats 100 persons. Merchandising: Supply station letterheads and envelopes for dealer letters (sponsor charged for postage); surveys made gratis within city limits; counter displays set up within city limits; programs scheduled for minimum of 13 weeks allowed up to six no-charge pre-announcements; program listings, with name of sponsor, published daily in 13-inch display ad in the Columbia State; program mat service sent to 15 weekly papers throughout the state. Foreign language programs: None; population less than 1% foreign born. Artists bureau: Yes; lists about 15 artists. Base rate: $130.

Copy restrictions: Adheres strictly to NAB Code of Ethics; no alcoholic beverages except beer and wine; patent medicine advertising is accepted on the condition that it is "in good taste and merchandise is of reliable manufacture." E. T. library: Standard. News: UP. News periods: 7:30 A.M., 8:45 A.M., noon, 1:15 P.M., 6:30 P.M., 11 P.M., all five minutes, all Monday through Saturday; 1 P.M., 11 P.M., both five minutes, both Sunday.

*Also vice-president of WCSC, Charleston, S. C.

WOLS, FLORENCE
No other information available.

WFBC, GREENVILLE
Operator: Greenville News-Piedmont Co., Hotel Greenville. Phone: 363. Power: 5,000 and 1,000 watts on 1300 kc. Affiliation: NBC Southeastern Group. Opened: May 20, 1933. (Note: This station is newspaper owned by the News and Piedmont.)


Rep: Bryant, Griffith & Brunson, Inc. Seating facilities: Large studio seats 50; outer lobby to same, 50. Merchandising: Display placards and advertising material in the studios; newspaper publicity given sponsors. Foreign language programs: Not accepted. Artists bureau: Yes; lists about a dozen singers and announcers. Base rate: $120.

Copy restrictions: Accept wine and beer; no hard liquor; not more than 10% of program time may be devoted to sponsor's product. E. T. library: NBC Thesaurus. News: UP; AP. News periods: 8 A.M., 12:15 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday. (Note: These periods are currently sponsored by Esso; no announcements taken around them, except after final station break.)

WRKL, ROCK HILL
All particulars stricken from the FCC records.

WSPA, SPARTANBURG


Rep: Kelly-Smith Co. Seating facilities: Can accommodate 400 persons. Merchandising: Contact dealers, work out window displays; suggest publicity tie-ins, etc.; all services rendered free. Foreign language programs: Would accept, but foreign population is practically non-existent. Artists bureau: None. Base rate: $60.

Copy restrictions: Accept beer; no other alcoholic beverages; patent medicine advertising subject to station censorship, as is all other copy. E. T. library: Lang-Worth. News: Transradio. News periods: 9-9-15 A.M., every day.
SOUTH DAKOTA

(132,900 radio homes, or 80% ownership among the State's total of 167,000 families. Urban ownership is 31,700, or 93% of urban families; rural ownership is 101,200, or 76% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
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<tr>
<td>Aurora</td>
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<td>Beadle</td>
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<tr>
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<tr>
<td>Brown</td>
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<tr>
<td>Brule</td>
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<td>340</td>
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<tr>
<td>Butte</td>
<td>1,670</td>
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<tr>
<td>Campbell</td>
<td>910</td>
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<td>Charles Mix</td>
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<td>Clark</td>
<td>2,010</td>
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<td>Clay</td>
<td>2,000</td>
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<tr>
<td>Codington</td>
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<td>Davison</td>
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<td>Day</td>
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<td>Edmunds</td>
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<table>
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<td>Haakon</td>
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<td>Hamlin</td>
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<td>Hutchinson</td>
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<td>Miner</td>
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<td>Minnehaha</td>
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<td>Moody</td>
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<td>Pennington</td>
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<td>Shannon</td>
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<td>Spink</td>
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<td>Sully</td>
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<td>Todd</td>
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<td>Tripp</td>
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<td>Turner</td>
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<td>Union</td>
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<td>Walworth</td>
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<td>Washabaugh</td>
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<td>Washington</td>
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<td>Yankton</td>
<td>2,950</td>
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<td>Ziebach</td>
<td>740</td>
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KABR, ABERDEEN


KFDY, BROOKINGS


This station is non-commercial.

KGFX, PIERRE


No further information available.

KOBH, RAPID CITY


Rep: Cox and Tanz. Seating facilities: Can accommodate 50 persons. Merchandising: No specific services; place dealer dis-
SOUTH DAKOTA STATIONS—Continued


Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to review by the management. E. T. library: NBC Thesaurus. News: Transradio.


WCAT, RAPID CITY

Operator: South Dakota State School of Mines. Power: 100 watts on 1200 kc (operates specified hours daytime). This station is non-commercial.

KELO, SIOUX FALLS


Power: 250 and 100 watts on 1200 kc. Affiliation: NBC Red and Blue Supplementary Service. Opened: Sept. 9, 1937. (Note: Sioux Falls Broadcast Association also owns KSOO, Sioux Falls.)


Copy restrictions: Accept beer; no wine or hard liquor; all programs must be in English, and are subject to federal, state and local rules and regulations. E. T. library: NBC Thesaurus. News: UP. News periods: Every hour on the hour from noon to 6 P.M., 6:30-6:40 P.M., 9:30-9:45 P.M., all seven days per week; 12:30-12:45 P.M., 6:30-6:40 P.M., 9:15-9:30 P.M., Sunday only.

Families at 31⁄3¢ Per M. Yours on WNAX, of course

At WNAX, 5,000 watts power does the job of 50,000—and at 5,000 watt rates. In the 275 county WNAX Daytime Primary Area live 3,917,000 people—719,500 radio homes—who last year spent $891,466,000 for the things you’re trying to sell. Rates in line with the 5,000 watts power (570 K.C. is the secret) make it possible for you to buy WNAX for as little as 3 1⁄3¢ per radio family. Drop us a line and ask for a copy of the map showing the job WNAX did for Wayne feeds.

And, of course, you can buy WNAX in combination with the Iowa Network at an exceptionally low rate.

WNAX YANKTON, S.D. • 570 Kilocycles • CBS 5000 WATTS L.S. • 1000 WATTS NIGHT Represented by THE KATZ AGENCY

Key to a 5-STATE, $900,000,000 MARKET in the MIDWEST

766
KSOO, SIOUX FALLS
Operator: Sioux Falls Broadcast Association, Inc., 317 S. Phillips Ave. Phone: 757. Power: 5,000 watts on 1110 kc (to local sunset) Affiliation: NBC Red and Blue Supplementary Service. Opened: Dec. 1, 1926. (Note: This company also owns KEO, Sioux Falls.)


KUSD, VERMILLION
Operator: University of South Dakota. Power: 500 watts on 890 kc (shares time with KFNF').

This station is non-commercial; university-owned.

KWTN, WATERTOWN


WNAX, YANKTON
Operator: WNAX Broadcasting Co., 2nd and Capitol Sts. Phone: 443. Power: 5,000 and 1,000 watts on 570 kc. Affiliation: CBS. Opened: April 4, 1927. (Note: WNAX is owned by the Des Moines Register & Tribune, and affiliated with KSO-KRNT, Des Moines, and WMT, Cedar Rapids.)


Copy restrictions: Beer accepted; no wines or hard liquor; no specific guarantee copy allowed; patent medicines must comply with all Federal Trade Commission rulings. E. T. library: Associated. News: UP. News periods: 5:45 A.M. (farm news and market review), 7:15 A.M., 12:15 P.M., 6 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 10 A.M., 9:30 P.M., both 15 minutes, both Sunday only.
TENNESSEE
(459,900 radio homes, or 67% ownership among the State's total of 689,000 families. Urban ownership is 211,200, or 82% of urban families; rural ownership is 248,700, or 58% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Homes</th>
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</thead>
<tbody>
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<td>Anderson</td>
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<td>Bedford</td>
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<td>Gibson</td>
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<td>Giles</td>
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<td>Wilson</td>
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WOPI, BRISTOL

Rep: Burn-Smith Co., Inc. Seating facilities: Large reception room; also Radiotorium, capacity 350, with admission charge for stage performances varying according to type of broadcast. Merchandising: Window cards; canvass distributors and larger merchants for proper display of merchandise, cooperation, etc. Foreign language programs: No rules. Artists bureau: None. Base rate: $36.

Copy restrictions: No wine, beer or hard liquor copy accepted. E. T. library: NBC Thesaurus; World; Standard. News: UP. News periods: 7 A.M., 8 A.M., 9 A.M., 9:55 A.M., 11:45 A.M., 1:15 P.M., 3 P.M., 4 P.M., 5 P.M., 6:15 P.M., 8 P.M., 9:15 P.M., 10 P.M., 10:45 P.M. (duration not listed), all Monday through Saturday; 8 A.M., noon, 2:30 P.M., 6:15 P.M., 9:15 P.M., 10 P.M. (duration not listed), all Sunday. (Note: Spots preceding, following, or during newscasts carry higher rates.)

WAPO, CHATTANOOGA

TENNESSEE STATIONS—Continued


Rep: None. Seating facilities: Reception room with view of studios seats 200. Merchandising: Form or individual letters for special promotions sent out at no charge to client, providing his time purchases are on a contract run. Foreign language programs: None. Artists bureau: Setup nominal only. Stock: WAPO is entirely owned by W. A. Patterson. Base rate: $120.

Copy restrictions: No hard liquor advertising accepted; all commercial copy left to discretion of station salesmen; all political copy must be approved by station manager. E. T. library: NBC Thesaurus. News: INS. News periods: 7 A.M., 8 A.M., 9 A.M., 11 A.M., 1 P.M., 3 P.M., 5 P.M., 7 P.M., 9 P.M., 11 P.M. (duration not listed), all apparently daily.

WDOD, CHATTANOOGA


WTJS, JACKSON


Rep: The Branham Co. Seating facilities: Can accommodate 100 persons. Merchandising: Complete service; publicity in affiliated paper; advance distribution; surveys; letters to trade; window displays; monthly sales surveys; will help plan cooperative efforts if desired. Foreign language programs: None indicated. Artists bureau: Entertainment bureau has musical units and other talent available. Base rate: $50.

Copy restrictions: Beer accepted; patent medicine copy must have station scrutiny and approval before acceptance. E. T. library: NBC Thesaurus. News: UP; station operates its own weather bureau. News periods: 7:30 A.M., 8:30 A.M., 10:30 A.M., 12:30 P.M., 2:30 P.M., 4:30 P.M., 7 P.M., 9:45 P.M. (all five and 10-minute periods, duration not individually specified), all apparently daily.

WJHL, JOHNSON CITY
Operator: Johnson City Broadcasting Co. Power: 250 and 100 watts on 1200 kc.

No further information available; at press time this station had only recently been put into operation.

WNOX, KNOXVILLE
Operator: Scripps-Howard Radio, Inc. (Scripps-Howard Newspapers), 110-112 S. Gay St. Phone: 3-3171. Power: 5,000 and 1,000 watts on 1010 kc. Affiliation: CBS. Opened: 1921. (Note: This station is newspaper-owned by Scripps-Howard; the local S-H paper is the Knoxville News-Sentinel.)


Rep: The Branham Co. Seating facilities: Auditorium seats 800; also street-front studios; admission ranges from 10c. to 35c.; average of 12 paid shows weekly. Merchandising: Complete service including calls on dealers anent window displays; also billboards, film trailers, publicity in the News-Sentinel, window displays in street-front studios, displays on auditorium stage, and announcement plugs on the air; taxicab tire covers; specified amount of money must be spent with station to receive all this cooperation. Foreign language programs: Not accepted. Artists bureau: Yes, lists a roster of 50. Base rate: $140.

A Salesman with
SEVEN LEAGUE
BOOTS
For Thirty Bucks
a week!

Just because WSM is big don’t get the idea that it costs a mint of money to buy.

It doesn’t. WSM has one of the lowest clear channel rates in America. For instance, you can buy a fifteen minute early morning program on WSM once a week for the unbelievably small sum of thirty dollars. And this, mind you, on one of America’s most effective sale mediums. The station that stands on the threshold of the New South and its gigantic program of expansion—the station that sends, and sells, north, west and east, as well.

Check your maps. You’ll find WSM near the American population center. Check your business expansion charts. WSM dominates America’s most active region. Check the places that show the biggest increases in electrical consumption. You’ll find the best of the South and almost all the TVA region within WSM’s primary listening area. Then listen to the economists. They will tell you that the economic future of America lies in this same land where WSM can do a really effective selling job. May we show you how little it will cost to put the WSM seven league salesman to work for your product in America’s most promising market?
through Saturday (Esso); 6:45-7 P.M., Monday through Saturday.

WROL, KNOXVILLE


Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines accepted; all copy subject to station approval. E. T. library: None. News: INS. News periods: 7:15-7:30 A.M., Monday through Saturday; 7-7:15 P.M., every day; 9-9:15 A.M., Sunday only.

WHBQ, MEMPHIS


Rep: None. Seating facilities: Auditorium studio, seats 850. Merchandising: Contact wholesalers and retailers; arrange counter and window displays: distribute sponsor’s printed material; periodic check-ups on effectiveness of program, sales, repeat orders, etc. Foreign language programs: Accepted, but only at specified time periods. Artists bureau: Setup nominal only. Base rate: $60.

Copy restrictions: Commercial copy may take a maximum of 15% of sponsored time; beer and wines accepted; no hard liquor; proprietary accounts subject to rigid investigation. E. T. library: Lang-Worth.

News: No service listed. News periods: Midweek news summary, Wednesday 8-8:15 A.M.; weekend news summary, Saturday, 8-8:15 A.M.

WMC, MEMPHIS
Operator: Memphis Commercial Appeal Co., Hotel Gayoso. Phone: 87464. Power: 5,000 watts on 780 kc. Affiliation: NBC Red Southcentral Group. Opened: Jan. 23, 1923. (Note: This station is newspaper-owned by the Commercial Appeal; Scripps-Howard interests similarly control WMPS of the same city.)


Rep: The Branham Co. Seating facilities: Reception room and mezzanine studio, seat 400. Merchandising: Furnish route lists and maps; special surveys conducted at actual cost; provide general market data; will mail, without cost, 200 letters to acquaint trade with new programs; additional letters at cost; distribute counter cards or window displays at 10c. per location; will make reasonable air announcements anent new campaigns; list programs in The Commercial Appeal. Foreign language programs: Accepted; must be repeated in English; foreign population is limited. Artists bureau: None. Base rate: $200.


WMPS, MEMPHIS
Operator: Memphis Broadcasting Co., Columbian Tower. Phone: 5-2721. Power: 1,000 and 500 watts on 1430 kc. Affiliation: NBC Blue Southern Group. Opened: 1925. (Note: This station is newspaper-owned by the Scripps-Howard Memphis Press-Scimitar Co.; WMC, same city, is likewise a Scripps-Howard station.)


Copy restrictions: “Rules of reason” govern commercial copy; beer accepted; no hard liquors; patent medicines subject to Food and Drug and FTC approval. E. T. library: Associated; Standard. News: None.
WREC, MEMPHIS

Copy Restrictions: Beer and patent medicine advertising accepted. News: UP.

WLAC, NASHVILLE

Rep: Paul H. Raymer Co. Seating facilities: Two observation rooms accommodate 50 persons each. Merchandising: Pre-program announcements calling attention to a forthcoming series; issue letters to the trade advising of the series; follow up with calls on the trade; help salesmen working in the territory for the sponsor; stories arranged for the newspapers; mailing pieces are sent out for cost of postage and material; displays delivered to the trade for a charge of $5 per day for one man's time (it takes about five days to cover the metropolitan grocery trade, and three days for the drug trade); displays built for minimum charges; will furnish a man for any sort of survey, calls, promotional work, and on occasion, actual sales work at a cost of $5 per day. Foreign language programs: No information given. Artists bureau: None. Base rate: $225.
Copy restrictions: Beer and wine accepted; no hard liquor; certain nationally known or well established medicinal remedies are accepted. E. T. library: World. News: UP. News periods: 7:30 A.M., 11:25 A.M., 2 P.M., 6 P.M., 10 P.M., all five minutes, all Monday through Saturday (Esso).

WSX, NASHVILLE

President: Jack M. Draughon. Chief engineer: Base porter.
Rep: Kelly-Smith Co. Base rate: $100.
Copy restrictions: All copy must conform to station standards. E. T. library: NBC Thesaurus; Standard; MacGregor; Davis & Schwegler; Lang-Worth. News: Trans-radio. News periods: 6:30 A.M., 8 A.M., 10:30 A.M., 1 P.M., 4 P.M., 7 P.M., all 15 minutes, all Monday through Saturday; 9 A.M., 1:30 P.M., 6 P.M., all 15 minutes, all Sunday only; 9:30-9:45 P.M., 11:45-11:50 P.M., both every day.

WSM, NASHVILLE

Rep: Edward Petry & Co., Inc. Seating facilities: Auditorium studio seats 500; lease on outside auditorium seating 2,200 persons. Merchandising: Complete service, including mailing pieces to the trade, point-of-sale displays, sales surveys, etc., at actual cost; programs are also merchandised by 3,500 field representatives of National Life & Accident Insurance Co., calling on thousands of homes in 21 states daily. Foreign language programs: Never requested to date; foreign population small. Artists bureau: Yes; lists about 125 artists. Base rate: $360.
Copy restrictions: Accept beer and wine; no hard liquor advertising; medical accounts subject to approval of WSM Executive Committee; commercial copy must be of reasonable length and conform to station's established standards of good taste. E. T. library: None. News: INS; UP local news bureau. News periods: 7:30-7:45 A.M., 9-9:15 A.M., 12:30-12:45 P.M., Monday through Saturday; 3-3:15 P.M. (women's news), 10:15-10:30 (comment), Monday through Friday.
TEXAS

(1,033,500 radio homes, or 68% ownership among the State's total of 1,516,000 families. Urban ownership is 556,200, or 84% of urban families; rural ownership is 477,300, or 56% of rural families.)

Radio Homes by Counties

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**KRBC, ABILENE**

Operator: Reporter Broadcasting Company, Hilton Hotel. Phone: 6255. Power: 250 and 1,000 watts on 1420 kc. Affiliation: Texas State Network; Mutual. Opened: October 1, 1936. (Note: This station is newspaper-affiliated with the Abilene Reporter and News and various other Texas papers.)


Rep: Joseph Hershey McGillivra. Seating facilities: Reception room seats 120. Merchandising: Services of this and the publicity department included in all contracts; except services, when requested, rendered at actual cost. Foreign language programs: Would accept, though occasion has not arisen as of this date; would require that announcements be given in English as well as foreign language. Artists bureau: Newly established; artists furnished on commercial programs at program rate. Base rate: $50.

Copy restrictions: No beer, wine or liquor advertising accepted; patent medicine copy strictly censored; commercials limited to 25 percent of program time, announcements to 100 words. E. T. library: MacGregor. News: AP; UP. News periods: Five minutes, every hour on the hour, Monday through Saturday.

**KFDA, AMARILLO**

Operator: Amarillo Broadcasting Corp. Power: 100 watts on 1500 kc. At press time this station had a construction permit only.

**KGNC, AMARILLO**

Operator: Plains Radio Broadcasting Company, Eighth & Harrison Sts. Phone: 4242. Power: 2,500 and 1,000 watts on 1410 kc. Affiliation: NBC Red and available on Blue Southwestern Group; Texas State Network; Mutual. Opened: June 1, 1935. (Note: This station is newspaper-affiliated with the Amarillo Globe and News, and various other Texas, Kansas and Nebraska papers.)


Rep: Howard H. Wilson Co. Seating facilities: 100 persons. Merchandising: Complete service offered free, except printed matter, for which advertiser is billed at actual cost; service includes letters to trade, market surveys, contacts with distributors and jobbers, window and store displays, personal calls, etc.; special services at cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: $120.
TEXAS STATIONS—Continued


O. L. Taylor is also president of KRGV, Weslaco, KFYO, Lubbock, and KTTS, San Antonio.

KNOW, AUSTIN


At press time this station had a construction permit only.

KFDM, BEAUMONT


KRIC, BEAUMONT


KBST, BIG SPRING

Operator: Big Spring Herald Broadcasting Co., Crawford Hotel. Phone: 1500. Power: 100 watts on 1500 kc. Affiliation: Mutual; Texas State Network. Opened: Dec. 21, 1936. (Note: This station is newspaper-affiliated with the Big Spring Herald.) President: Joe C. Galbraith. Station manager, publicity director: Howard Barrett. Commercial manager: Jack Wallace. Program and musical director, artists bureau head: Mary V. Keneaster. Chief engineer: John B. Casey. Rep: Joseph Hershey McGillvra. Seating facilities: Can accommodate 50 persons for smaller programs; for larger programs facilities in the Crawford hotel will accommodate 200. Merchandising: Distribute window cards, publicize programs in the Big Spring Herald, etc.; all services gratis unless special work is wanted. Foreign language programs: Accept only transcribed foreign language programs, which must be accompanied by an English script. Artists bureau: Yes. Stock: Held by Joe C. Galbraith (publisher of Big Spring Herald), M. Bernard Hanks (stockholder in KRBC, Abilene, and stockholder in various newspapers), Houston Harte (stockholder in KGKL, San Angelo, KRBC, Abilene, and in various newspapers), and Howard Barrett. Base rate: $45.

Copy restrictions: No beer, wines or hard liquor accounts accepted; patent medicines rigidly censored; adhere to NAB Code of Ethics; commercial copy limited to 20% of program time; spot announcements limited to 100 words; transcribed announcements limited to one minute; no programs may be shorter than five minutes. E. T. library: None. News: UP through Texas State Network. News periods: 7-7:15 A.M., 8:55-9 A.M., 11-11:05 A.M., 1-1:05 P.M., 2:30-2:35
KNEL, BRADY
Rep: Cox and Tanz. Seating facilities: Small reception room. Merchandising: Contact retail outlets, furnish letters to trade, arrange window displays, counter cards, route lists, market surveys, etc.; newspaper cooperation on programs. Foreign language programs: Spanish programs currently on station; all announcements subject to strict supervision. Artists bureau: Setup nominal only. Base rate: $50.
Copy restrictions: No announcements may be over 100 words in length. E. T. library: MacGregor; Davis & Schwegler.
News: From San Angelo Times & Standard; also local news. News periods: 8:15 A.M., 6:15-6:30 P.M., both every day.

KGFL, BROWNSVILLE
Rep: Cox and Tanz. Seating facilities: None listed. Merchandising: None listed. Foreign language programs: Accept Spanish programs only. Artists bureau: None. Base rate: $30 (1/2 hr.).

WTAW, COLLEGE STATION
Operator: Agricultural and Mechanical College of Texas. Power: 500 watts on 1120 kc (operates specified hours).
This station is non-commercial; college-owned.

KIRS, CORPUS CHRISTI
Operator: Gulf Coast Broadcasting Co. Power: 500 watts on 1330 kc. Affiliation: NBC Southwestern Additional to Red or Blue; Mutual; Texas State Network. Opened: 1937. (Note: This station is affiliated with the Corpus Christi Caller-Times.)
Base rate: $120.
No further information available.

KAND, CORSICANA
Personnel: Station policy does not permit such listing.
Rep: None. Seating facilities: Main studio accommodates 100; theatre available seating 800. Merchandising: Issue direct mail to dealers; distribute window cards. Foreign language programs: Accepted. Artists bureau: None. Base rate: $32.90.

KRLD, DALLAS
Operator: KRLD Radio Corp., Adolphus Hotel. Phone: 2-6811. Power: 50,000 watts on 1040 kc. Affiliation: CBS. Opened: 1926. (Note: This station is newspaper-owned by the Dallas Times-Herald.)
Copy restrictions: Accept beer and wine, but no hard liquors; reserve right to censor all copy not meeting station standards. E. T. library: Standard. News: INS. News
TEXAS STATIONS—Continued

periods: 6:40-6:45 A.M., 11:45-11:50 A.M., Monday through Friday; 7:55-8 A.M., 10-10:15 P.M. (latter news and sports), Monday through Saturday; 12:30-12:45 P.M., 5:05-5:10 P.M. (latter comprised of sports news following a prior CBS news interval), days of broadcast not listed.

WFAA, DALLAS
Operator: A. H. Belo Corp., Baker Hotel. Phone: 7-9631. Power: 50,000 watts on 800 kc. (Note: WFAA and WBAP, Fort Worth, use the same transmitter, sharing continuous operation.) Affiliation: NBC Southwestern Group; Texas Quality Network. Opened: June 26, 1922. (Note: This station is newspaper-owned by the Dallas Morning News.)


Rep: Edward Petry & Co., Inc. Seating facilities: Ballrooms of Baker Hotel and Adolphus Hotel. Merchandising: Maintain close contact with chains, wholesale houses, and distributing firms; advisory service; limited cooperation in making personal contacts and surveys without charge; all other services rendered at actual net cost to station. Foreign language programs: Station has had no requests for same. Artists bureau: None. Base rate: $420.


WRR, DALLAS
Operator: City of Dallas, Southland Life Insurance Co. Bldg. Phone: 2-1411. Power: 500 watts on 1280 kc. Affiliation: Mutual; Texas State Network. Opened: 1920. (Note: This is a municipally-owned station.)

Rep: None. Seating facilities: Can accommodate about 250 persons. Merchandising: No service rendered as part of regular broadcast rates; special arrangements can be made for outside sources to conduct a campaign of merchandising. Foreign language programs: Accepted, provided that commercial copy be read in both the foreign language and English; foreign-born population not large. Artists bureau: Inactive at present time. Base rate: $65 (½ hr.).

Copy restrictions: Accept beer, wines, and alcoholic beverages; station is "not favorable" to patent medicines, though they are not barred; no hard-and-fast rules beyond good taste. News: Transradio.

KDNT, DENTON
Operator: Harwell V. Shepard, 300 W. Ross St. Phone: 276. Power: 100 watts on 1420 kc (daytime). Affiliation: None. Opened: June 1, 1938. (Note: KDNT also maintains studios in Gainesville, Tex., whence half its programs originate.)


Rep: None. Seating facilities: Three large auditoriums available; capacities not listed. Merchandising: Pre-announcements, window cards, and personal letters issued, with a small fee for the cards and the letters. Foreign language programs: Accepted. Artists bureau: None. Base rate: No card sent.


KFPL, DUBLIN


Copy restrictions: None listed. E. T. library: None. News: None.

KROD, EL PASO

At press time this station had a construction permit only.

KTSM, EL PASO
WFAA - WBAP now has the largest 50,000 watt primary coverage in the United States

50,000 WATTS . . . NATIONALLY CLEARED CHANNEL . . . 800 KILOCYCLES

WFAA—WBAP

DALLAS       FORT WORTH

Martin Campbell, General Manager WFAA, General Sales Manager WFAA-WBAP
National Representatives: Edward Petry & Co.
TEXAS STATIONS—Continued


WDAH, EL PASO
Operator: Tri-State Broadcasting Co., Inc. Power: 250 and 100 watts on 1310 kc (shares time with KTSM).
This station is non-commercial.

KFJZ, FORT WORTH


Copy restrictions: Beer and wines accepted; no hard liquors; copy must adhere to contracted wording on spot announcements; no more than one-quarter of the contracted time on programs may be used for commercials. E. T. library: NBC Thesaurus. News: UP. News periods: 7:7:15 A.M., 8-8:05 A.M., 1-1:05 P.M., 3-3:15 P.M., 4-4:05 P.M., 7-7:05 P.M., all Monday through Saturday; 11-11:05 A.M., 8-8:05 P.M., both Monday through Friday; noon-12:15 P.M., 10-10:15 P.M., 11-11:05 P.M., every day.

KGKO, FORT WORTH
Operator: KGKO Broadcasting Co., Medical Arts Bldg. Phone: 3-1234. Power: 5,000 and 1,000 watts on 570 kc. Affiliation: NBC Blue Southwestern Group. Opened: 1928. (Note: This station is owned by the Fort Worth Star-Telegram as is WBAP, also of Fort Worth.)


KTAT, FORT WORTH


Rep: International Radio Sales. Seating facilities: Hotel Texas auditorium, capacity 500 to 650; station also has theatre tie-ups with seven houses. Merchandising: Every service rendered at cost; no charge for time or work of employees. Foreign language programs: No rules; population does not warrant such programs. Artists bureau: Set-up nominal only; books sustaining talent for outside engagements. Stock: Principal holder is Raymond Buck. Base rate: $125.

Copy restrictions: Accept wine and beer; no other alcoholic beverages; counsel investigates patent medicines before copy is accepted; abide by NAB Code of Ethics. E. T. library: Standard. News periods: 7-7:15 A.M., 8-8:05 A.M., noon-12:15 P.M., 3-3:15 P.M., 4-4:05 P.M., 6:30-6:35 P.M., 7-7:05 P.M., all Monday through Saturday.

WBAP, FORT WORTH
Operator: Carter Publications, Inc., Blackstone Hotel. Phone: 2-4466. Power:
TEXAS STATIONS—Continued

50,000 watts on 800 kc. (Note: WBAP and WFAA, Dallas, use the same transmitter, sharing continuous operation.) **Affiliation:** NBC Red Southwestern Group; Texas Quality Network. **Opened:** May 2, 1922. (Note: This station is newspaper-owned by the Fort Worth Star-Telegram as is KGKO, also Fort Worth.)

**President:** Amon G. Carter. **General manager:** Harold V. Hough. **Assistant general manager:** H. C. Southard. **Chief engineer:** A. M. Woodford. **Musical director:** Eugene Baugh. **Publicity director:** William Jolesch. **Technical supervisor:** R. C. Stinson.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Audience hall seats 200; also Blackstone Hotel ballroom. **Merchandising:** Maintain such a service. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** $420.

**Copy restrictions:** Governed by NAB Code of Ethics; beer advertising accepted, but no hard liquors. **E.T. library:** World; NAB; Davis & Schwegler. **News:** From parent newspaper. **News periods:** 6-6:15 A.M., Monday through Saturday; 6-6:15 P.M., Monday through Friday; 3:15-3:30 P.M., Sunday only. (Note: See also WFAA, Dallas.)

**KLUF, GALVESTON**

**Operator:** KLUF Broadcasting Co., 60th and Broadway. **Phone:** 6676. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1937.

**President, general manager:** George Roy Clough.

**Rep:** None. **Base rate:** $55.

**Copy restrictions:** All copy subject to station approval. **E.T. library:** Standard. **News:** Transradio; UP through Texas State Network. **News periods:** Not listed.

**KGVL, GREENVILLE**

All particulars stricken from FCC records.

**KPRC, HOUSTON**

**Operator:** Houston Printing Corporation, Lamar Hotel. **Phone:** Fairfax 7101. **Power:** 5,000 and 1,000 watts on 920 kc. **Affiliation:** NBC Red Southwestern Group; Texas Quality Network. **Opened:** May, 1925. (Note: This station is newspaper-affiliated with the Houston Post.)

**Station manager:** Kern Tips. **Program director:** Jack McGrew. **Chief engineer:** Harvey Wheeler. **Musical director:** Bert Sloan. **Publicity director:** Lois Cain.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 250 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** $250.

**Copy restrictions:** Accept beer and wine; no hard liquor; all copy subject to station approval. **E.T. library:** NBC Thesaurus. **News:** From parent paper. **News periods:** 7:55-8 A.M., Monday through Saturday; 6-6:15 P.M., 10:15-10:30 P.M., both Monday through Friday; 10:30-10:45 P.M., Sunday only.

**KTRH, HOUSTON**

**Operator:** KTRH Broadcasting Co., Rice Hotel. **Phone:** Preston 4361. **Power:** 5,000 and 1,000 watts on 1290 kc. **Affiliation:** CBS. **Opened:** March 25, 1930. (Note: This station is newspaper-owned by the Houston Chronicle.)

**Station manager:** B. F. Orr. **Commercial manager:** Ray E. Bright. **Program and publicity director:** Harry Grier. **Chief engineer:** King Robinson. **Plant supervisor:** Tom Hiner.

**Rep:** John Blair & Co. **Seating facilities:** KTRH Radio Theatre, 2,000. **Merchandising:** Complete service offered. **Foreign language programs:** Accepted, providing they "conform with a high standard." **Artists bureau:** None. **Base rate:** $250.

**Copy restrictions:** Beer and wine accounts accepted; no liquor advertising; station observes same standards as CBS relative to amount of copy and patent medicines. **E.T. library:** World; Standard. **News:** From parent newspaper. **News periods:** 5:05-5:15 P.M. (CST), Monday through Saturday.

**KXYZ, HOUSTON**

**Operator:** Harris County Broadcast Co. **Power:** 1,000 watts on 1440 kc. **Affiliation:** NBC Blue Southwestern group; Texas State Network; Mutual. (Note: This station is newspaper-affiliated with the Houston Chronicle and the Houston Post.)

**Base rate:** $200.

No other information available after repeated requests.

**KSAM, HUNTSVILLE**

**Operator:** Sam Houston Broadcasting Assn., 1021 Twelfth St. **Phone:** 666. **Power:** 250 watts on 1500 kc (daytime). **Affiliation:** None. **Opened:** Sept. 26, 1938.

**President:** H. G. Webster. **Station manager:** Harold C. Scott. **Program director:** Frank L. Dent. **Chief engineer:** Paul Wolf.
**TEXAS STATIONS—Continued**

**KOCA, KILGORE**

Opened: Dec. 23, 1938. (Note: This station is affiliated with the Kilgore Daily News.)


Copy restrictions: Beer, wine and patent medicines accepted; no liquor advertising; no restrictions on copy other than those of "common-sense rules of decency". E. T. library: Standard. News: UP. News periods: Every hour on the hour, five minutes, all Monday through Saturday.

**KPAB, LAREDO**


**KFRO, LONGVIEW**

Operator: Voice of Longview, Glover-Crim Building. Phone: 411. Power: 250 and 100 watts on 1370 kc (licensed for day time only, but operates by special monthly FCC authorization at night; operates weekdays 6:30 A.M. to 11:05 P.M.; Sundays, 7 A.M. to 11:05 P.M.) (Station has construction permit for 1,000 watts full time on 1340 kc.) Affiliation: Mutual; Texas State Network. Opened: January, 1935.

President: James R. Curtis.

Rep: Radio Time Agency (Chicago); Forjoe & Company (New York); Radio Advertising Associates (Atlanta); Walter Bid-dick Co. (Coast). Seating facilities: Studio, seats 50 persons; high school auditorium available, seating 1,000 persons, for a rental fee of $30. Merchandising: Supply route sheets and dealer lists; mail letters; newspaper publicity; price markers; contact key dealers and jobbers; other helps. Foreign language programs: None; market is 99% English speaking. Artists Bureau: Yes; several orchestras and other musical talent available. Base rate: $97.50.

Copy restrictions: Beer and wines accepted; no hard liquor; no lotteries, gift enterprises, or gambles allowed; no mention of competitors, directly or indirectly by company name, individual name or brand name; reserve right to cut off any program failing to conform to rules of management, FCC or FTC; false statements and obscene or libelous matter will be eliminated; testimonials must "reflect genuine experiences"; no per-inquiry or contingent accounts. E. T. library: NAB. News: UP. News periods: 7-7:15 A.M., 8-8:05 A.M., 8:55-9 A.M., 10-10:05 A.M., 11-11:05 A.M., noon-12:15 P.M., 1-1:05 P.M., 2-2:15 P.M., 3-3:15 P.M., 4-4:05 P.M., 5-5:15 P.M., 6:30-6:35 P.M., 8-8:05 P.M., 10-10:15 P.M., 11-11:05 P.M., all Monday through Saturday; 7-7:15 A.M., 8-8:05 A.M., noon-12:15 P.M., 10-10:15 P.M., all Sunday.

**KFYO, PLAINS, LUBBOCK**


President: O. L. Taylor*. Station and commercial manager: De Witt Landis. Sales and promotion: Bruce Collier. Program director: R. B. McAlister. Chief engi-

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* Also president of KRGV, Weslaco, and KGNC, Amarillo.

Rep: Howard H. Wilson Co. Seating facilities: None. Merchandising: Furnish personal contacts, mail, newspaper publicity displays. Foreign language programs: Accepted. Artists bureau: Has supply of local talent which is put directly under contract to advertiser on commercial programs. Base rate: $60.


KRBA, LUFIKIN

Base rate: $55.
No further information available.

KRLH, MIDLAND


Rep: None. Seating facilities: Can accommodate about 200 persons. Merchandising: Personal contacts, direct mail, window displays rendered. Foreign language programs: No rules; no demand for same, as foreign population is very small. Artists bureau: None. Base rate: $50.

Copy restrictions: No liquor, laxatives or “cure-all” advertising; all copy must conform to station standards and FCC rules and regulations. News: Transradio.

KNET, PALESTINE

Base rate: $55.
No further information available after repeated requests.

KPDN, PAMPA

Operator: R. C. Holles, 212½ N. Ballard St. Phone: 1100. Power: 100 watts on 1310 kc (to local sunset). Affiliation: None. Opened: April 12, 1936. (Note: This station is owned by the Pampa Daily News.)


Copy Restrictions: Beer and wine copy accepted; no liquor advertising; patent medicines must be approved by Pure Food & Drug Commission; copy must conform to station standards. News: Transradio.

KPLT, PARIS

Operator. North Texas Broadcast Co., Corner South Main and Austin Sts. Phone: 1124. Power: 250 watts on 1500 kc (daytime). Affiliation: Mutual; Texas State Network. Opened: Dec. 15, 1936. (Note: This station is newspaper-owned by the Paris News.)


KIUN, PECOS

Operator: Jack W. Hawkins and Barney H. Hubbs, KIUN Bldg. Phone: 21. Power: 100 watts on 1370 kc. Affiliation: None. Opened: Sept. 22, 1935. (Note: This station is newspaper-affiliated with the Pecos Enterprise.)

General and station manager: Jack


**Kpac, Port Arthur**
Operated: Port Arthur College, 1500 Procter Street. Phone: 3320. Power: 500 watts on 1280 kc (daytime); construction permit granted for 500 watts on 1220 kc (unlimited). Affiliation: None. Opened: August 24, 1933. (Note: This station is owned and operated by the Port Arthur College, Carl Vaughn, president.)


Rep: Cox and Tanz. Seating facilities: Studio in Hotel Sabine seats 700 persons; also studio in Port Arthur College, seating 1,200. Merchandising: Letters and pamphlets to dealers; advisory service; supply sound truck and live talent for personal appearances at cost. Foreign language programs: Accepted if English script is supplied. Artists bureau: Setup nominal only. Base rate: $55 (1/2 hr.).

Copy restrictions: Do not accept alcoholic beverages of any kind; all copy subject to station approval. News: Transradio.

**Kgkl, San Angelo**
Operated: KGKL, Inc., St. Angelus Hotel. Phones: 6715; 6716; 5516. Power: 250 and 100 watts on 1370 kc. Affiliation: Mutual; Texas State Network. Opened: Sept. 28, 1928. (Note: Houston Harte, one of the stockholders in this station, is publisher of the San Angelo Standard and San Angelo Times; same stockholder also holds stock in KRBC, Abilene.)


**Kabc, San Antonio**


Rep: None. Seating facilities: Studio seats 80 persons. Merchandising: Local outlets contacted personally and advised of programs; send letters to retail outlets, calling attention to program and advertiser's product; credit checks; surveys and listings on wholesalers and retailers supplied; demonstrations arranged at cost. Foreign language programs: Accepted; commercials must be limited and an English translation supplied in advance. Artists bureau: Set-up nominal only. Base rate: $50.

Copy restrictions: Beer and wines accepted weekdays; no whisky or hard liquors; copy subject to station approval and FCC regulations. E. T. Library: McGregor. News: UP. News periods: 7-7:15 A.M., 8-8:05 A.M., 11-11:05 A.M., noon-12:15 P.M., 1-1:05 P.M., 4-4:05 P.M., 6:30-6:35 P.M., 8-8:05 P.M., 10-10:15 P.M., all Monday through Saturday; noon-12:15 P.M., 6:30-6:35 P.M., 10-10:15 P.M., Sunday.

**Kmac, San Antonio**

President: W. W. McAllister. Station
TEXAS STATIONS—Continued


Rep: None. Seating facilities: Visitors gallery, adjacent to main studio and available for broadcasts, seats 300. Merchandising: Maintain contact with food, drug and beverage retail outlets; make personal calls; send out letters and other material supplied by advertisers; all services gratis. Foreign language programs: Not accepted "because we believe the broadcasting of foreign language programs does not encourage the assimilation of racial groups." Artists bureau: None. Stock: Station is a partnership of W. W. McAllister and Howard W. Davis. Base rate: $60.

Copy restrictions: Accept beverage and patent medicine advertising if it conforms with standards of the Bexar County Medical Assn., Better Business Bureau and San Antonio Chamber of Commerce; station reserves the right to edit, change or reject announcements not in keeping with its policy, and to refuse or discontinue any copy for reasons satisfactory to itself. News: None listed.

KONO, SAN ANTONIO


Rep: None. Seating facilities: Studio seats 150 persons. Merchandising: Publicity tie-ups, stunts, artists appearances, etc.; any other service at actual cost. Foreign language programs: Programs and spot announcements in Spanish accepted; must be placed on the nightly two-hour "International Goodwill Program." Artists bureau: Yes; lists a complete roster. Base rate: $36 (1/2 hr.).

Copy restrictions: Beer and wine accepted; no hard liquors; all products and copy must conform to "public welfare" and not be in violation of any laws. E. T. library: None. News: La Prensa (Spanish). News periods: 6:45-7 P.M., Monday through Saturday; 5:50-6 P.M., Sunday only. (Note: All news is in Spanish.)

53.4% of the combined San Antonio, Austin & Corpus Christi audience are tuned to

According to a week's study made by

ROSS-FEDERAL RESEARCH

Write us for further details

SAN ANTONIO

CLEARED CHANNEL
1100 KILOCYCLES

MEMBER TOC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
TEXAS STATIONS—Continued

KTSA, SAN ANTONIO

Copy restrictions: Beer and wine accepted any time; liquor advertising after 10 P.M.; all copy subject to station approval or revision. E. T. library: World. News: UP. News periods: 7:30-7:45 A.M., 12:45-1 P.M., 2:30-2:45 P.M., 5:45-6 P.M., 10-10:15 P.M., 11:55-midnight, all Monday through Saturday: 8:30-8:45 P.M., Sunday only.

WOAI, SAN ANTONIO

Copy restrictions: Beer and wine copy accepted; no hard liquors; strict censorship on patent medicines with very few accepted; all programs and announcements subject to approval of station management, government and FCC regulations, and NAB code of ethics; all contracts subject to conditions of standard AAAA form. E. T. library: Standard: Lang-Worth. News: UP. News periods: 7:45-8 A.M., noon-12:15 P.M., 3-3:15 P.M., 6-6:15 P.M., all Monday through Saturday: 10-10:15 P.M., every day, 10-10:05 A.M., Sunday only.

KRRV, SHERMAN


KXOX, SWEETWATER

At press time this station had a construction permit only.

KTEM, TEMPLE


Copy restrictions: Dry county, but will accept beer and wines; patent medicines accepted; price quoting permitted. E. T. library: MacGregor. News: UP. News periods: 7-7:15 A.M., noon-12:15 P.M., every day; 8-8:05 A.M., 8:55-9 A.M., 1-1:05 P.M., 3-3:15 P.M., 4-4:05 P.M., 5-5:05 P.M., all Monday through Saturday; 11-11:05 A.M., Monday through Friday.

KCMC, TEXARKANA
Operator: KCMC, Inc., 317 Pine Street. Phone: 958. Power: 250 and 100 watts on

785
TEXAS STATIONS—Continued

KVWC, VERNON

Operator: Northwestern Broadcasting Co., 1813 Wilbarger St. Phone: 1048. Power: 250 and 100 watts on 1500 kc. Affiliation: None. Opened: Feb. 12, 1939. (Note: R. H. Nichols, one of the three equal partners in this station, is publisher of the Vernon Daily Record.)


Copy restrictions: Beer and wine copy accepted; no hard liquors; patent medicines accepted if complying completely with Federal regulations; talks, programs, and continuities must be submitted one week in advance; announcements will be broadcast as submitted, if approved, but charges will be made at next higher rate if the number of words exceeds the limit of its class. E. T. library: NBC Thesaurus; MacGregor. News: AP. News periods: 10 A.M., 1 P.M., 5:30 P.M., all 15 minutes, Monday through Saturday.

WACO, WACO


KRGV, WESLACO

Operator: KRGV, Inc., P. O. Box 5. Phones: 375; 376; 118. Power: 1,000 watts
on 1260 kc. **Affiliation:** NBC, Additional to Red and Blue Southwestern Group; Mutual; Texas State Network. **Opened:** Sept. 6, 1926.  
**President:** O. L. Taylor. **Station manager:** Ken Lowel Sibson. **Commercial manager:** I. S. Roberts. **Program and musical director:** Dick Watkins. **Chief engineer:** Neal McNaughton. **Publicity director:** Tom Brown.  
**Rep:** Howard H. Wilson Co. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Special department handles display and poster distribution, trade mailings, air build-ups and sales reports; all services free except where special services are requested by the advertiser. **Foreign language programs:** Have daily Spanish program via which the services of announcers and program directors are ten- 

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*Also president of KFYO, Lubbock, and KGNC, Amarillo, Tex.*

dered without extra charge. **Artists bureau:** None. **Base rate:** $120.  
**Copy restrictions:** Beer accepted, but restricted on Sunday; no other alcoholic beverages; patent medicine copy must be "in good taste" and comply with all Federal Trade Commission regulations; **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:45-8 A.M., Monday through Friday; 1-1:15 P.M., Monday through Thursday; 4:50-5 P.M., Monday through Saturday (Spanish); 6:45-7 P.M., every day; 10-10:15 P.M., Monday through Friday; 2-2:15 P.M., Friday only; 8-8:15 A.M., 9:45-10 A.M., Saturday only; 10:50-11 A.M. (Spanish), 12:45-1 P.M., Sunday only.  

**KWFT, WICHITA FALLS**  
**Operator:** Wichita Broadcasting Co.  
**Power:** 1,000 and 250 watts on 620 kc.  
**At press time this station had a construction permit only.**

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**UTAH**

(*111,000 radio homes, or 90% ownership among the State's total of 123,000 families. Urban ownership is 61,800, or 91% of urban families; rural ownership is 49,200, or 89% of rural families.*)

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<thead>
<tr>
<th>Radio Homes by Counties</th>
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<tbody>
<tr>
<td>Beaver ................. 1,150</td>
<td>Iron ................. 1,560</td>
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<tr>
<td>Box Elder ............. 3,630</td>
<td>Juab ................. 1,890</td>
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<td>Cache ................. 5,930</td>
<td>Kane ................. 420</td>
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<td>Carbon ............... 3,680</td>
<td>Millard ............. 2,050</td>
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<td>Daggert ............... 90</td>
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<td>Davis ............... 2,940</td>
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<td>Duchesne ............ 1,630</td>
<td>Rich ............... 360</td>
</tr>
<tr>
<td>Emery ............... 1,410</td>
<td>Salt Lake ........... 44,720</td>
</tr>
<tr>
<td>Garfield ........... 850</td>
<td>San Juan ........... 700</td>
</tr>
<tr>
<td>Grand ............. 400</td>
<td>Sanpete ............. 3,420</td>
</tr>
<tr>
<td>Sevier ............. 2,260</td>
<td>Summit ............. 1,980</td>
</tr>
<tr>
<td>Toodle ............. 2,060</td>
<td>Uintah ............. 1,900</td>
</tr>
<tr>
<td>Utah .............. 10,060</td>
<td>Wasatch ........... 1,150</td>
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<tr>
<td>Washington ......... 1,490</td>
<td>Wayne .............. 370</td>
</tr>
<tr>
<td>Weber .............. 11,980</td>
<td></td>
</tr>
</tbody>
</table>

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**KSUB, CEDAR CITY**

**Operator:** Leland Perry, doing business as Southern Utah Broadcasters, El Escalante Hotel. **Phone:** 398. **Power:** 100 watts on 1310 kc. **Affiliation:** None. **Opened:** July 3, 1937.  
**Station manager, publicity director, chief engineer:** Sherman T. Wright. **Program and musical director, artists bureau head:** Inez Corry.  
**Rep:** Cox and Tanz. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** $20.  
**Copy restrictions:** None listed. **E. T. library:** NBC Thesaurus; MacGregor. **News:** Transradio. **News periods:** 9-9:05 A.M., 10-10:05 A.M., 12:45-1 P.M., 4:30-4:35 P.M., 6:30-6:45 P.M., all Monday through Saturday; 5:45-6 P.M., Sunday only.  

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**KVNU, LOGAN**

**Operator:** Cache Valley Broadcasting Co., 41 So. Main St. **Phone:** 1400. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Dec. 30, 1938.  
**Station manager, publicity director:** Reed Bullen. **Commercial manager:** Jack Luther. **Program director:** Don Wark. **Chief engineer:** J. M. Reeder.
KLO, OGDEN

Operator: Interstate Broadcasting Corp., Hotel Ben Lomond. Phone: 84. Power: 5,000 and 1,000 watts on 1400 kc. Affiliation: NBC Blue Mountain Group. Opened: December, 1926. (Note: This station is affiliated with the Ogden Standard-Examiner.)


Rep: Bryant, Griffith & Brunson, Inc. Seating facilities: Two auditoriums, one seating 650 persons, the other 400. Merchandising: Pre-program announcements, news stories in newspaper affiliate, and one gratis newspaper advertisement—this schedule depending on type of sponsor contract; will issue letters to the trade for exact cost of postage and printing; will mail promotional material supplied by advertisers for cost of postage. Foreign language programs: Would not be useful in this region. Artists bureau: None. Stock: Principally held by A. L. Glasmann and Paul R. Heitmeyer. Base rate: $125.

Copy restrictions: Beer accepted; no wines or hard liquors; all other advertising matter subject to existing federal, state and municipal regulations. E. T. library: MacGregor. News: AP. News periods: 8:30 A.M., 12:30 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday.

KDYL, SALT LAKE CITY


No restrictions against this type of program. Artists bureau: None. Base rate: $35.

Copy restrictions: Beer and wines accepted; no hard liquors; all contracts subject to government regulations. News: Transradio.

KOVO, PROVO

Operator: Clifton A. Tolboe tr. as Citizens Voice and Air Show. Power: 250 and 100 watts on 1210 kc.

At press time this station had a construction permit only.

In SALT LAKE CITY

—the first station in popularity—the first station in getting results for advertisers, is KDYL. This has been amply proved over many years.
UTAH STATIONS—Continued

M. Baldwin. Publicity director: D. N. Simmons.


Copy restrictions: Accept beer; no other alcoholic beverage advertising; patent medicines subject to prior audition and approval of copy; all copy subject to approval of Federal Trade Commission. E. T. library: World; NBC Thesaurus. News: Transradio. News periods: 7:30 A.M., 10:15 A.M., 3:30 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 6:15-6:30 P.M., Monday, Tuesday, Saturday; 6:30-6:45 P.M., Wednesday and Friday; 4:15-4:30 P.M., 11-11:15 P.M., Sunday only.

KSL, SALT LAKE CITY

Operator: Radio Service Corporation of Utah, Union Pacific Bldg. Phone: Was.

There can be only one

LEADER

In SALT LAKE CITY

and the

INTERMOUNTAIN MARKET

Its KSL

50,000 WATT
CBS AFFILIATE

Nationally Represented by

EDWARD PETRY & COMPANY

3900. Power: 50,000 watts on 1130 kc. Affiliation: CBS. Opened: April 20, 1921. (Note: KSL is affiliated with the Salt Lake Tribune).


Rep: Edward Petry & Co., Inc. Seating facilities: KSL Concert Hall seats 800. Merchandising: Circular letters calling attention to program sent to dealers and distributors; arrange for newspaper space and publicity; issue courtesy spot announcements pre-plugging programs; contact dealers, distributors, etc.; arrange display cards in studios; any other cooperation, deemed reasonable, will be offered. Foreign language programs: No call for these in view of the population's high (99%) English-speaking character. Artists bureau: Yes. Stock: Principal holders are the Latter Day Saints Church, The Salt
Lake Tribune, and several Salt Lake City citizens. **Base rate:** $300.

**Copy restrictions:** Commercial copy limited to 300 words per quarter-hour; no alcoholic beverages accepted; patent medicines not accepted unless approved by the American Medical Association. **E. T. library:** Associated; Standard; MacGregor. **News:** INS; UP. **News periods:** 7 A.M., 7:45 A.M., 12:30 P.M., 3:45 P.M., 5:45 P.M., 10:30 P.M. (duration not listed), Monday through Saturday; 11:30 A.M., 5:45 P.M., 9:45 P.M. (duration not listed), Sunday only.

**KUTA, SALT LAKE CITY**

**Operator:** Utah Broadcasting Co., Belvedere Apartment Hotel. **Phone:** Wasatch 1730. **Power:** 100 watts on 1500 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** Aug. 1, 1938. **Station manager:** Frank C. Carman.

**Commercial manager:** Arch Madsen. **Assistant manager, musical director:** William B. Sears. **Special events director:** Hal Parkes. **Chief engineer:** Lyle Walquist. **Artists bureau head, publicity director:** Victor Bell.

**Rep:** Joseph Hershey Mc Gillivra. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Pre-announcements and extensive direct mail campaign rendered gratis. **Foreign language programs:** Almost no foreign listeners claimed in station area. **Artists bureau:** Setup nominal only. **Base rate:** $100.

**Copy restrictions:** No alcoholic beverage announcements accepted; all copy subject to Federal Trade Commission and FCC regulations. **E. T. library:** Standard. **News:** INS. **News periods:** 7:30 A.M., 9 A.M., noon, 3 P.M., 6 P.M., 9:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 12:30 P.M., 6 P.M., 9 P.M., 11 P.M., all 15 minutes, all Sunday.

**VERMONT**

(88,600 radio homes, or 90% ownership among the State's total of 98,000 families. Urban ownership is 30,000, or 91% of urban families; rural ownership is 58,600, or 89% of rural families.)

<table>
<thead>
<tr>
<th>County</th>
<th>Home Count</th>
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<td>Caledonia</td>
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<td>Chittenden</td>
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<td>Essex</td>
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<tr>
<td>Franklin</td>
<td>6,990</td>
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<td>Grand Isle</td>
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<td>Lamoille</td>
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<tr>
<td>Orange</td>
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<td>Orleans</td>
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<tr>
<td>Windsor</td>
<td>9,490</td>
</tr>
<tr>
<td>Orleans</td>
<td>5,460</td>
</tr>
</tbody>
</table>

**WCAI, BURLINGTON**

**Operator:** The Burlington Daily News, Inc., 203 College St. **Phones:** 306; 373; 134. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** November 4, 1931. (Note: This station is newspaper-owned by the Burlington Daily News.)

**President:** C. P. Hasbrook. **Manager:** H. B. Wight. **Chief engineer:** J. W. Tierney. **Rep:** None. **Seating facilities:** About 75 persons. **Merchandising:** No information listed. **Foreign language programs:** Will accept; French program current; large French population claimed in station area. **Artists bureau:** Arrange dates for sustaining programs within a radius of 50 miles without charge or commission. **Base rate:** $50.

**Copy restrictions:** Accept beer, but no other alcoholic beverages; patent medicine copy censored for dubious or misleading statements; all copy must conform to station standards and government regulations. **E. T. library:** World. **News:** UP (for general news and sports); also local news from parent paper. **News periods:** 7:30 A.M., 9 A.M., 11 A.M., 12:30 P.M., 1:30 P.M., 2-2:15 P.M. (comment), 3:30 P.M., 5:30 P.M., 6:30 P.M., 7:30 P.M., 8:30 P.M., all daily.

**WSYB, RUTLAND**

**Operator:** Philip Weiss Music Co., 80 West Street. **Phone:** 1247. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** December 7, 1930. **President, publicity director:** P. Weiss. **Station manager:** J. H. Weiss. **Chief engineer:** M. R. Francis.
VERMONT STATIONS—Continued


Copy restrictions: Accept beer, but no other alcoholic beverages; some patent medicines accepted after investigation of products. News: Transradio.

WQDM, ST. ALBANS
Operators: E. J. Regan and F. Arthur Bostwick, doing business as Regan and Bostwick, 32 N. Main St, Phone: 1390. Power: 1,000 watts on 1390 kc (daytime). Affiliation: None. Opened: 1928. (Note: G. S. Wasser and Glenn D. Gillett have a management contract with option to purchase WQDM on file with the FCC.)


Rep: Weed & Co. Seating facilities: Studio seats 100; remote facilities from three theatres available. Merchandising: Check merchandise for sponsor; distribute posters, etc; direct mail and newspaper advertising; will aid in getting distribution through wholesalers and jobbers. Foreign language programs: French accepted. Artists bureau: Yes, for personal appearances; lists about 25 artists; Base rate: $50.


WNBX, SPRINGFIELD


Rep: Paul H. Raymer Co. Seating facilities: Can accommodate about 60 persons. Merchandising: Make regular coverage of the market. Foreign language programs: Accepted; scheduled at certain times when foreign news and music are featured; mostly Polish and Russian. Artists bureau: Set-up nominal only. Base rate: $125.

Copy restrictions: Accept beer and wines; no hard liquors; accept all advertising legal in the state of Vermont. E. T. library: Associated. News: UP. News periods: 7:45 A.M., 10 A.M., 1 P.M., 7:30 P.M., all 15 minutes, all Monday through Saturday; 6:45-7 P.M., Sunday only.

WDEV, WATERBURY


Rep: Howard H. Wilson. Seating facilities: Montpelier studio, 30. Merchandising: Make recommendations only; actual plans must be carried out by the sponsor. Foreign language programs: Accepted, but not encouraged or solicited. Artists bureau: Yes. Base rate: $60.

Copy restrictions: Liquor advertising not accepted; copy must not consume more than 10% of program time and must conform to FCC rules and regulations. E. T. library: Standard. News: UP. News periods: 7-7:30 A.M., 9-9:15 A.M., 10-10:15 A.M., noon-12:15 P.M., 2-2:15 P.M., 3-3:15 P.M., 4-4:15 P.M., all Monday through Saturday (note: in summer, when sunset is later, station also has periods at 5-5:15 P.M., 6-6:15 P.M., 7-7:15 P.M.); 10-10:15 A.M., noon-12:30 P.M., Sunday only.
WCHV, CHARLOTTESVILLE

Power: 250 and 100 watts on 1420 kc. Affiliation: Virginia Broadcasting System.
Opened: Aug. 28, 1933. (Note: Station gives time to charitable, religious and educational institutions.)

General manager: John F. Arrington, Jr.
Production manager: George B. Russell.
Chief engineer: W. W. Gray.

Rep: Burn-Smith Co., Inc. Seating facilities: Studio seats 30 persons. Merchandising: Newspaper space in two papers at station's expense; contacts with dealers to increase sale of goods; obtain orders and display space; distribute pamphlets and samples from house-to-house. Foreign language programs: Not accepted. Artists bureau: Set-up nominal only. Base rate: $60.

Copy restrictions: Beer and wine accepted. E. T. library: Associated; Lang-Worth.

WBTM, DANVILLE


VIRGINIA STATIONS—Continued


Copy restrictions: Beer and wine accepted; no liquor advertising, patent medicine copy subject to local censorship; no fixed rules for copy, other than that it conform to accepted standards of good taste. E. T. library: MacGregor. News: Transradio. News periods: 12:25 P.M. (Parade of Events; duration not listed), Monday through Saturday.

WFVA, FREDERICKSBURG


At press time this station had a construction permit only.

WSVA, HARRISONBURG


WLVA, LYNCHBURG


Copy restrictions: Beer and wine accepted; no hard liquors; FCC rulings cover other commercial copy. E. T. library: NBC Thesaurus; Lang-Worth; Davis & Schweger; MacGregor; NAB. News: Transradio. News periods: 7-7:05 A.M., 8:15-8:30 A.M., 9:10-9:15 A.M., 11-11:05 A.M., 12:30-12:35 P.M., 2-2:05 P.M., 4-4:05 P.M., 7:15-7:30 P.M., 10-10:05 P.M., 10:30-10:45 P.M., all Monday through Saturday; 9:30 A.M., 2:30 P.M., 5:15 P.M., all 15 minutes, all Sunday only.

WGH, NEWPORT NEWS


Rep: Burn-Smith Co., Inc. Seating facilities: Newport News, 25; Norfolk, 25; Portsmouth, 25. Merchandising: Contact dealers; will utilize newspapers and give programs publicity in advance. Foreign language programs: Would be acceptable if public interest in them were apparent, and if text conformed to station policies. Artists bureau: Yes; has about 20 performers available. Base rate: $60.

Copy restrictions: All copy must conform to AAAA standards; wine and beer acceptable under rules of Virginia Alcoholic Beverage Board; other beverages and patent medicines not accepted. E. T. library: NBC Thesaurus; NAB; Lang-Worth. News: AP; Transradio. News periods: 7:45 A.M., 12:15 P.M., 3:15 P.M., 6:15 P.M., 8:15 P.M., 10:45 P.M., all 15 minutes, all Monday through Saturday.
WRVA 50,000 WATTS MAKE CASH REGISTERS SING!

VIRGINIA'S ONLY 50,000 WATT STATION GIVES YOU MANY MARKETS AT THE COST OF ONLY ONE!

IT PAYS—in every way—to use WRVA, because only this radio station (with its new 50,000 watt power) provides such thorough coverage of Richmond and the rich Tidewater area in this great State.

Although located near Richmond, Virginia, WRVA's popularity helps sell the dealers as well as the customers throughout this broad area. That's why cash registers sing a song of sales!

Write, wire or 'phone for the naked truth about WRVA's new 50,000 watt coverage PLUS the bare facts about this rich and responsive market.

PAUL H. RAYMER COMPANY
National Representative
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

WRVA 50,000 WATTS
WTAR, NORFOLK

Power: 5,000 and 1,000 watts on 780 kc. Affiliation: NBC Basic Supplementary with Red or Blue Network. Opened: Sept. 21, 1923. (Note: WTAR Radio Corp. is a subsidiary of the Norfolk Newspapers, Inc.—Ledger-Dispatch and Virginian-Pilot.)

General manager: Campbell Arnoux.

Rep: Edward Petry & Co., Inc. Seating facilities: Studio seats 75-100 persons. Merchandising: Advance courtesy announcements; dealer and distributor contacts; sales and market analyses, etc. Foreign language programs: Will accept if complete contents are made clear and are acceptable to the standards of the station. Artists bureau: None. Base rate: $150.


WRNL, RICHMOND

Operator: Richmond Radio Corp., 323 E. Grace St. Phone: 3-4242. Power: 500 watts on 880 kc (operates to local sunset; station has construction permit for 1,000 watts unlimited time). Affiliation: Virginia Broadcasting System. Opened: 1927. (Note: This station is affiliated with the Richmond News Leader.)


Copy restrictions: Spot announcements limited to 100 words; no whiskey advertising; beer and wines accepted; patent medicines accepted if complying with Pure Food & Drug Act, and approved by the Virginia State Pharmaceutical Board. E. T. library: Associated; MacGregor; Lang-Worth. News: UP. News periods: 7:55 A.M., 9 A.M., 11 A.M., 1 P.M., 3 P.M., 5 P.M., all five minutes, all Monday through Saturday.

WRTD, RICHMOND

Operator: The Times Dispatch Radio Corp., State Planters Bldg. Phone: 3-7471.
Power: 100 watts on 1500 kc. Affiliation: NBC. Supplementary Basic Service. Opened: June 27, 1937. (Note: This station is licensed to the firm publishing the Richmond Times Dispatch.)


Copy restrictions: Accept beer and wine, but no hard liquor; proprietary medicines must be approved by station. News: Christian Science Monitor; local.

WRVA, RICHMOND


Rep: Paul H. Raymer Co. Seating facilities: Studio D seats about 100 persons; also reception room and smaller studios; Hotel Richmond Ballroom, 1,000. Merchandising: No formal department; will direct a campaign for an advertiser and furnish stationery for mailings; if personnel is otherwise involved, a charge is made. Foreign language programs: Not accepted generally. Artists bureau: Yes. Base rate: $300.

Copy restrictions: No beer, wines or hard liquors at any time; no laxatives after 6 P.M.; no reducing preparations under any conditions; in all other copy, rules of good taste are to be observed. E. T. library: World; Lang-Worth. News: UP. News periods: 7:55 A.M., 11:55 A.M., 5:55 P.M., 11 P.M., all five minutes, all Monday through Saturday (Esso).

WDBJ, ROANOKE

Operator: Times-World Corp., 124 West Kirk Ave. Phone: 8131. Power: 5,000 and 1,000 watts on 930 kc. Affiliation: CBS. Opened: June 20, 1924. (Note: WDBJ is newspaper-owned by The Roanoke Times and The Roanoke World-News.)


Rep: Free & Peters, Inc. Seating facilities: Studio A, 100 persons; studio B, 25. Merchandising: Write letters to dealers and distributors; free announcements regarding new programs; limited personal calls; displays in stores of leading dealers; displays in own studio building show windows; publicity with pictures in radio pages of parent newspapers. Foreign language programs: No rule against acceptance; but not recommended, since population is only 2% foreign born. Artists bureau: Yes; have about 40 singers and musicians under contract. Base rate: $100.

Copy restrictions: Beer and wines accepted; no hard liquors; accept "limited number of the highest type of patent medicines"; otherwise, rules are approximately the same as those of CBS. E. T. library: World. News: AP. News periods: 8:40-8:45 A.M., 1:50-2 P.M., 6:20-6:25 P.M., all Monday through Saturday; 10-10:05 P.M., Monday through Friday; 9:45-9:50 P.M., Saturday only; 5:45-5:55 P.M., Sunday only.
WASHINGTON

(443,300 radio homes, or 95% ownership among the State's total of 468,000 families. Urban ownership is 254,400, or 94% of urban families; rural ownership is 188,900, or 96% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Homes</th>
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<tr>
<td>Adams</td>
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<td>Benton</td>
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</table>


KELA, CENTRALIA-CHEHALIS


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KXRO, ABERDEEN


Copy restrictions: Accept beer and wine; no hard liquor; 100-word limit on commercials except with special dispensation. News: Transradio.

KVOS, BELLINGHAM


Station director: Rogan Jones.*

Rep: John Blair & Co. Seating facilities: Small facilities at studios (no number given); have access to outside facilities. Merchandising: Subject to arrangement with each account. Foreign language programs: Accepted; station runs regular

* Also president of KPQ, Wenatchee, Wash.
WASHINGTON STATIONS—Continued

Saturday; 7:30-7:35 A.M., 9-9:15 P.M., every day.

KRKO, EVERETT

KWLK, LONGVIEW
Operator: Twin City Broadcasting Corp., 1262 Fourteenth Ave. Phone: Lv. 1-500. Power: 250 watts on 780 kc (daytime). Affiliation: Mutual; Don Lee Broadcasting System. Opened: May 10, 1938. (Note: This station is affiliated with, but not owned by, the Longview Daily News.)
Rep: Cox and Tanz; Walter Biddick (Coast). Seating facilities: Two studios, seating 25 and 75 respectively. Merchandising: Work closely with clients in promotion of program and product; window placards, etc.; no charge for regular services. Foreign language programs: Accepted with copy subject to station revision; scripts must be in English and in the foreign language, and submitted 24 hours in advance. Artists bureau: None. Stock: Held by A. C. Campbell (11%), A. L. Raught (8%), J. M. McClelland (25%), Ray McClung (34%), Hugh McClung (22%). Base rate: $30.
Copy restrictions: Only "generally accepted" patent medicine accounts taken; beer and light wines accepted, but copy is subject to station approval and revision. E. T. library: NBC Thesaurus; Standard. News: AP. News periods: 7:45 A.M., 10:30

for SEATTLE and western WASHINGTON
* a new standard in local programming
* a new concept of true public service
* a new force in resultful advertising
* THE new choice of informed advertisers

CBS Affiliate

KIRO 710 Kilocycles

"THE FRIENDLY STATION"

National Representatives: THE KATZ AGENCY, INC.

798
WASHINGTON STATIONS—Continued

KGY, OLYMPIA

Operator: KGY, Inc., 11th and Capitol Way. Phone: 5000. Power: 100 watts on 1210 kc (unlimited except when KTW is operating; KGY is silent on Sundays; otherwise it operates to 11 P.M. except Thursdays when it signs off at 7:30 P.M.). Affiliation: Mutual; Don Lee Broadcasting System. Opened: 1922 (experimentally); 1932 (commercially).


Rep: John Blair & Co. Seating facilities: Auditorium below studios seats 2,000 persons; standing room for 1,000 more. Merchandising: Pre-plug new programs; arrange newspaper publicity; place window cards and displays; no charge for regular services. Foreign language programs: None current; Scandinavian would be suitable. Artists bureau: None. Base rate: $30.

Copy restrictions: Beer and wine advertising accepted; no hard liquor; chain-breaks limited to 40 words; local breaks limited to 100 words; patent medicine acceptance determined by individual circumstances. E. T. library: None. News: Transradio; UP; local. News periods: 7:15 A.M., 8 A.M., 9:30 A.M., 11 A.M., 12:30 P.M., 2:30 P.M., 5 P.M., 6:30 P.M., 8 P.M., 9 P.M. (from Don Lee), 9:45 P.M., all Monday through Saturday. (Note: Due to sign-off at 7:30 P.M. on Thursdays, the late evening periods are not run that night, but there is a special period at 7:15 P.M.)

*Also president of KGA and KHQ, Spokane.

KWSC, PULLMAN

Operator: State College of Washington. Phone: 376 M. Power: 5,000 and 1,000 watts on 1220 kc (divides time with KTW). Opened: Dec. 11, 1922.

This station is non-commercial; college-owned.

KEEN, SEATTLE


No further information available.

KIRO, SEATTLE


Copy restrictions: Beer and wine accepted; no liquor advertising; observe NAB and CBS policies generally. E. T. library: World; Standard. News: Transradio. News periods: 7:30-7:45 A.M., Monday through Saturday; noon-12:15 P.M., 10:30-10:45 P.M., both Monday through Friday; 10:45 A.M., 2 P.M., 7:45 P.M., 10:45 P.M., all 15 minutes, all Sunday only.

KJR, SEATTLE

Operator: Fisher’s Blend Station, Inc., Skinner Bldg. Phone: Elliott 5890. Power: 5,000 watts on 970 kc. Affiliation: NBC Pacific Coast Blue. Opened: 1923. (Note: This station is owned by the National Broadcasting Co., Inc. The lessee, Fisher’s Blend Station, Inc., also operates KOMO, same city.)


KOL, SEATTLE


Vice-president: Archie Taft. Station


Copy restrictions: Wine and beer advertising accepted; no hard liquors; some patent medicines acceptable; strict supervision of copy for propriety and good taste. News: Transradio.

**KOMO, SEATTLE**

Operator: Fisher’s Blend Station, Inc., Skinner Bldg. Phone: Elliott 5890. Power: 5,000 and 1,000 watts on 920 kc. Affiliation: NBC Pacific Coast Red. Opened: 1925. (Note: KJR, same city, is also under control of Fisher’s Blend Station, Inc.)


**KRSC, SEATTLE**


Rep: None. Seating facilities: None. Merchandising: Support advertisers with ads in 15 local and community newspapers; ads occupy 12 inches; account must furnish mats. Foreign language programs: None. Artists bureau: None. Stock: Principal holders are P. K. Leberman and R. E. Priebie. Base rate: $30 (½ hr.).

Copy restrictions: No alcoholic beverages of any kind; no patent medicines, doctors or dentists; commercial announcements must not exceed 100 words. E. T. library: Lang-Worth; Standard; Associated; Davis & Schwegler. News: Transradio; also gather own. News periods: 7-7:05 A.M., 8-8:10 A.M., 9-9:05 A.M., 10-10:10 A.M., 11-11:05 A.M., noon-12:10 P.M., 1-1:05 P.M., 2-2:05 P.M., 3-3:05 P.M., 4-4:10 P.M., 5-5:05 P.M., 6-6:10 P.M., 8-8:10 P.M., all Monday through Saturday; 4-4:10 P.M., 9-9:10 P.M., both Sunday.

**KTW, SEATTLE**

Operator: The First Presbyterian Church of Seattle, Washington. Power: 1,000 watts on 1220 kc (shares time with KWSC). This station is non-commercial.

**KXA, SEATTLE**

Operator: American Radio Telephone Co., 312 Bigelow Bldg. Phone: Seneca 1000. Power: 500 and 250 watts on 760 kc (limited evening time with WJZ, New York; have construction permit for 1,000 watts). Affiliation: None. Opened: May 1, 1928.


Copy restrictions: Accept beer; no wine, liquor or patent medicine advertising. E. T. library: None listed. News: INS. News periods: 8:30 A.M., 12:30 P.M., 5:30 P.M., 9:30 P.M., 11 P.M., all 10 minutes all Monday through Saturday.

**KFIO, SPOKANE**


WASHINGTON STATIONS—Continued

KFPY, SPOKANE


Copy restrictions: Beer and wine accepted; no hard liquors; patent medicine accounts not invited. E. T. library: Lang-Worth; NAB, News: UP; local. News periods: 8 A.M., 11:45 A.M., 4:30 P.M., all 15 minutes, all Monday through Saturday; 9:30-9:45 P.M., midnight-12:05 A.M., both every day.

*Also president of KXL, Portland, Ore.

KGA, SPOKANE

Rep: Edward Petry & Co., Inc. Seating facilities: 100 persons. Merchandising: Broadcast advance plugs on new programs gratis; other services rendered at actual cost. Foreign language programs: Accepted, but foreign population is very small. Artists bureau: Yes; lists about 50 artists. Base rate: $90 (½ hr.).

Copy restrictions: No beer, wine or hard liquor advertising accepted; all copy subject to station approval and FCC rules and regulations. E. T. library: NBC Thesaurus. News: UP. News periods: 7:45-8 A.M., 4:30-4:45 P.M., both Monday through Saturday; 10-10:15 P.M., Sunday through Friday; 11-11:15 P.M., Sunday only.

KHQ, SPOKANE

Rep: Edward Petry & Co., Inc. Seating facilities: 100 persons. Merchandising: Give pre-program announcements, or announce special features to be incorporated into programs; all other services billed at actual cost. Foreign language programs: Accepted, but foreign population is small. Artists bureau: Yes; lists several dozen artists, musicians and writers. Base rate: $115 (½ hr.).


KMO, TACOMA


Copy restrictions: No patent medicine or alcoholic beverage advertising accepted; all copy strictly censored. E. T. library: World; Lang-Worth; Davis & Schwegler. News: UP. News periods: 7:30 A.M., 9:30 A.M., 12:15 P.M., 4:15 P.M., 6:30 P.M., 8 P.M., all 15 minutes, all daily; 7:15-7:30 P.M. (sports news), Monday, Wednesday, Friday.

KVI, TACOMA
Operator: Puget Sound Broadcasting Co., Inc., Rust Bldg., Tacoma (Business office); Olympic Hotel, Seattle, and Rust Bldg., Tacoma (studios). Phones: Broadway 4211 (Tacoma); Main 1171 (Seattle). Power: 5,000 and 1,000 watts on 570 kc. Affiliation: CBS. Opened: February, 1929. President, general manager: Mrs. Vernice

Rep: Free & Peters, Inc. Seating facilities: Studios in both Seattle and Tacoma seat 100 persons; auditorium available in Seattle seating 1,600. Merchandising: All services rendered at cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: $125 (½ hr.).

Copy restrictions: Accept beer and light wines; no hard liquor; patent medicines accepted after investigation by legal and medical advisers; conform generally to CBS program policies. E. T. library: None. News: AP (not for sponsorship); local.

KVAN, VANCOUVER

Operator: Vancouver Radio Corp. Power: 250 watts on 880 kc (daytime). Affiliation: None. Opened: During July, 1939. (Note: This station is newspaper-affiliated with the Coos Bay Times, Eugene News and Salem Statesman.)


Seating facilities: None. Merchandising: Service available through regular sales department. Base rate: $40.

Copy restrictions: All copy must meet approval of the station, as well as comply with all state and federal regulations. E. T. library: Standard.

At press time this station had a construction permit only.

KUJ, WALLA WALLA


Rep: Walter Biddick; Sears & Ayer; Cox and Tanz. Seating facilities: Studio, small number. Merchandising: Surveys; contacts; letters to trade; other services at cost. Foreign language programs: Accepted if sufficient residents of that tongue are in station area. Artists bureau: None. Stock: Entirely owned by H. E. Studebaker. Base rate: $15 (¼ hr.).

* Also owner of KRLC, Lewiston, Idaho.

Copy restrictions: No beer, wine or alcoholic beverages of any kind; no "questionable" patent medicines; no stock-selling, oil, mining, real estate accepted unless meeting all state and federal legislation; no spiritualists, mind-readers, soothsayers, etc.; all copy must comply with NAB Code of Ethics and station standards. E. T. library: World; Lang-Worth. News: UP. News periods: 7-7:15 A.M., 8-8:05 A.M., 10:30-10:45 A.M., 12:15-12:30 P.M., 5-5:15 P.M., 6-6:15 P.M. (sports news), 7-7:15 P.M., 9-9:15 P.M., 10-10:05 P.M.

KPQ, WENATCHEE


* Also president of KVOS, Inc.

KIT, YAKIMA


Rep: John Blair & Co. Seating facilities: Studio. Accommodates about 150 persons. Merchandising: Service rendered gratis within city limits; direct mail within 60 miles of Yakima handled for cost of paper, multigraphing and stamps. Foreign language programs: Swedish, Norwegian and
WASHINGTON STATIONS—Continued

French accepted. **Artists bureau**: None. **Base rate**: $50.

**Copy restrictions**: Beer and wine copy accepted no hard liquor; all copy and program subject to station approval. **E. T. library**: Davis & Schwegler; Lang-Worth.

**News**: UP. **News periods**: 7:30-7:45 A.M., 10-10:15 A.M., 12:30-12:45 P.M., 2:35-2:40 P.M., 6:30-6:45 P.M., 9-9:15 P.M., 10-10:15 P.M., all Monday through Saturday; 12:30-12:45 P.M., 8-8:15 P.M., Sunday only.

WEST VIRGINIA

(348,300 radio homes, or 84% ownership among the State’s total of 417,000 families. Urban ownership is 111,800, or 86% of urban families; rural ownership is 236,300, or 82% of rural families.)

<table>
<thead>
<tr>
<th>Radio Homes by Counties</th>
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</thead>
<tbody>
<tr>
<td>Barbour ...............</td>
<td>3,920</td>
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<tr>
<td>Berkeley ..............</td>
<td>5,840</td>
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<td>Boone ..................</td>
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<td>Brooke ................</td>
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<td>Cabell .................</td>
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<td>Calhoun ...............</td>
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<td>Grant ................</td>
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<td>Greenbrier ..........</td>
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<td>Hampshire ............</td>
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<td>Hancock ..............</td>
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<td>16,850</td>
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<td>Jackson ..............</td>
<td>3,190</td>
</tr>
<tr>
<td>Jefferson ..........</td>
<td>3,400</td>
</tr>
</tbody>
</table>

WJLS, BECKLEY

**Operator**: Joe L. Smith, Jr., WJLS Bldg. **Phone**: 2700. **Power**: 250 and 100 watts on 1210 kc. **Affiliation**: None. **Opened**: March 5, 1939.

**Manager**: Joe L. Smith. **Commercial manager**: C. H. Murphey, Jr. **Program director**: Barnes H. Nash. **Chief engineer**: Marion McDowell. **Publicity director**: V. Z. Neal.

**Rep**: Howland & Howland. **Seating facilities**: Can accommodate about 25 persons. **Merchandising**: All services rendered at actual cost. **Foreign language programs**: Hungarian, Polish and Italian programs accepted. **Artists bureau**: None. **Base rate**: $66.25.

**Copy restrictions**: Beer and light wine advertising accepted; no hard liquor; all copy must conform to station standards. **E. T. library**: NBC Thesaurus. **News**: UP. **News periods**: Five minutes, every hour on the hour, Monday through Saturday; five five-minute periods, time not listed, Sunday only.

WHIS, BLUEFIELD


**Rep**: The Katz Agency. **Seating facilities**: None. **Merchandising**: Plug programs in columns of the Telegraph and Sunset News. **Foreign language programs**: Have a 30-minute Hungarian program. **Artists bureau**: Complete setup. **Stock**: All stock in WHIS, as well as the newspapers, is owned by H. I. Shott. **Base rate**: $70.

P.M., all five minutes, all Monday through Saturday; 6:15-6:25 P.M. (Monitor news), Tuesday through Saturday.

**WCHS. CHARLESTON**

**Operator:** Charleston Broadcasting Co., West Virginia Network Bldg. **Phones:** 28-131. **Power:** 1,000 and 500 watts on 580 kc. **Affiliation:** CBS; West Virginia Network. **Opened:** February, 1935.

**President, general manager:** John A. Kennedy. **Assistant general manager:** Howard Chernoff. **Program director:** Nicholas Pagliara. **Chief engineer:** Odes Robinson. **Publicity director:** James L. Cox.

**Rep:** The Branham Co. **Seating facilities:** WCHS Auditorium seats 3,000 persons; admission varies with performances. **Merchandising:** Complete service available, rendered at actual cost. **Foreign language programs:** Accepted, but restrictions are such they are rarely carried. **Artists bureau:** None listed. **Copy rate:** $150.

**Copy restrictions:** Advertising of alcoholic beverages accepted; patent medicines accepted with restrictions. **News:** UP.

**WGKV, CHARLESTON**

**Operator:** Kanawha Valley Broadcasting Co. **Power:** 100 watts on 1500 kc.

**At press time this station had a construction permit only.**

**WBLK, CLARKSBURG**

**Operator:** The Exponent Co., Robinson Grand Theatre Bldg. **Phone:** 3040. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** West Virginia Network. **Opened:** April 12, 1937. (Note: This station is newspaper-owned by the Clarksburg Exponent.)

**President, general and station manager:** John A. Kennedy. **Commercial manager:** Mike Layman. **Chief engineer:** Russell W. Banks. **Musical director:** Don McWhorter.

**Rep:** The Branham Co. **Seating facilities:** None. **Merchandising:** Tie-ups of various kinds arranged for the advertiser. **Foreign language programs:** Accepted. **Artists bureau:** None. **Copy rate:** $45.

**Copy restrictions:** Beer, wines and patent medicines accepted pending approval and restrictions of the station. **E. T. library:** World. **News UP. News periods:** 8-8:05 A.M., 1:30-1:35 P.M., 3-3:05 P.M., 6:15-6:30 P.M., 10:30-10:45 P.M., 11-11:05 P.M., all Monday through Saturday; noon-12:15 P.M., Monday through Friday; 12:55-1 P.M., 6-6:15 P.M., 11-11:05 P.M., Sunday only.

**WMMN, FAIRMONT**

**Operator:** Monongahela Valley Broadcasting Co., 208 Main St. **Phone:** 3100. **Power:** 5,000 and 1,000 watts on 890 kc. **Affiliation:** CBS. **Opened:** Dec. 22, 1928.

**Managing director, commercial manager:** O. J. Kelchner. **Program director, artists bureau head:** Howard Wolfe. **Chief engineer:** James R. Heck. **Musical director:** Frank Knutti. **Continuity director:** Wade Swiger. **Publicity director:** Kay Balfe.

**Rep:** John Blair & Co. **Seating facilities:** Accommodations for 2,000 at "Sagebrush Roundup" on Saturday night in Fairmont; also accommodations for 3,000 in Clarksburg. **Merchandising:** Full cooperation at no extra cost. **Foreign language programs:** Accepted, providing literal English translation is furnished in advance to Fred Shaffmaster, foreign program director. **Artists bureau:** Yes; complete roster of talent available. **Base rate:** $75.

**Copy restrictions:** No disparagement of competitors or their products; no words such as "poisonous," or designations of actual or imaginary bodily disorders offensive to good taste; no fortune telling, etc.; beer accepted, but no other alcoholic beverages. **E. T. library:** Standard. **News:** INS. **News periods:** 10-10:05 A.M., noon-12:05 P.M., 4-4:15 P.M., 6-6:10 P.M., 8-8:05 P.M., 10-10:15 P.M., all Monday through Saturday; 6:30-6:45 P.M., 10-10:15 P.M., Sunday.

**WSAZ, HUNTINGTON**

**Operator:** WSAZ, Inc., Keith-Albee Theatre Bldg. **Phone:** 4106. **Power:** 1,000 watts on 1190 kc (operates to 8 P.M.) **Affiliation:** None. **Opened:** April 5, 1927. (Note: This station is newspaper-affiliated with the Huntington Advertiser and Herald Dispatch.)

**President, station manager:** W. C. McKellar. **Commercial manager:** J. L. Henry. **Program director:** Fred Burns. **Chief engineer:** Glenn E. Chase. **Artists bureau head:** Lillian Swann. **Musical director:** Bill McKinney. **Publicity director:** Vernon Bailey.

**Rep:** None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Services to suit advertiser furnished at cost. **Foreign language programs:** Accepted when accompanied by English translation. **Artists bureau:** Yes. **Base rate:** $100.

**Copy restrictions:** Commercial copy must be truthful, contain no superlatives, or make invidious comparisons; beer and wine accepted; no hard liquors; patent medicines accepted if meeting FTC requirements. **E. T. library:** Standard; Lang-
WEST VIRGINIA STATIONS—Continued

WPAR, PARKERSBURG
Operator: Ohio Valley Broadcasting Corp., Grinter Bldg. Phone: 2530. Power: 100 watts on 1420 kc. Affiliation: CBS; West Virginia Network. Opened: July 11, 1935. (Note: WPAR is under the same ownership as WBLK, Clarksburg, and WCHS, Charleston, q.v.)


Rep: The Branham Co. Seating facilities: Small audience can be accommodated in the studio. Merchandising: Render complete service gratis, except mailings for which the sponsor is billed at actual cost. Foreign language programs: Not accepted. Artists bureau; None. Base rate: $75.


WWVA, WHEELING


* Also president of WSPD, Toledo.

WBTH, WILLIAMSON
Operator: Williamson Broadcasting Corp. Power: 100 watts on 1370 kc (daytime). At press time this station had a construction permit only.

WISCONSIN
(612,700 radio homes, or 83% ownership among the State's total of 735,000 families. Urban ownership is 377,000, or 93% of urban families; rural ownership is 235,700, or 71% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Home Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams</td>
<td>1,470</td>
</tr>
<tr>
<td>Ashland</td>
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<td>Barron</td>
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<td>Bayfield</td>
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<td>Brown</td>
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<td>Buffalo</td>
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<td>Burnett</td>
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<tr>
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<td>Eau Claire</td>
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<td>Fond du Lac</td>
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<td>La Crosse</td>
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<td>Racine</td>
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805
### WISCONSIN STATIONS—Continued

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<thead>
<tr>
<th>City</th>
<th>Frequency</th>
<th>City</th>
<th>Frequency</th>
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<tbody>
<tr>
<td>Richland</td>
<td>3,610</td>
<td>Sheboygan</td>
<td>15,920</td>
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<tr>
<td>Rock</td>
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<td>Taylor</td>
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<td>Trempealeau</td>
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<td>St. Croix</td>
<td>4,660</td>
<td>Vernon</td>
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<td>Shawano</td>
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<td>Wood</td>
<td>7,290</td>
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</table>

### WEAU, EAU CLAIRE

**Operator:** Central Broadcasting Company, 203 S. Barstow St. **Phone:** 6149.  
**Power:** 1,000 watts on 1050 kc (daytime) (has construction permit for 5,000 and 1,000 watts).  
**Affiliation:** None.  
**Opened:** April 19, 1937. (Note: This station is newspaper-affiliated with the Eau Claire Telegram and Leader, and the Superior Telegram.)  
**General, station and commercial manager:** John J. Stack. **Engineer:** T. Jorgenson.  
**Rep:** George P. Hollingsbery Co. **Seating facilities:** None. **Merchandising:** None.  
**Foreign language programs:** None at present, but would accept with same restrictions as other advertising. **Artists bureau:** None. **Base rate:** $50.  
**Copy restrictions:** Accept beer, wine, liquor and patent medicines; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** UP. **News periods:** 7-7:10 A.M., 8:45-8:55 A.M., 12:25-12:30 P.M., 2:30-2:45 P.M., 3:30-3:35 P.M., 6:15-6:30 P.M., Monday through Saturday; 10-10:05 A.M., Tuesday through Saturday; 9-9:15 A.M., 12:30-12:45 P.M., 6:15-6:30 P.M., Sunday only.

### KFIZ, FOND DU LAC

**Operator** Reporter Printing Co., 18 W. First St. **Phone:** 356. **Power:** 100 watts on 1420 kc. **Affiliation:** Wisconsin Radio Network. **Opened:** 1922. (Note: This station is newspaper-owned by the Fond du Lac Commonwealth Reporter.)  
**President:** A. H. Lange. **Station manager:** Lynn N. Fairbanks. **Program director:** Lucille Fairbanks. **Chief engineer:** Wendell S. Meyers.  
**Rep:** None. **Seating facilities:** Can accommodate 25 persons. **Merchandising:** None. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** $60.  
**Copy restrictions:** Beer, wine and liquor advertising accepted; outside advertising competitive to local merchants not accepted; all copy must conform to station policies and government regulations. **E. T. library:** None. **News:** UP. **News periods:** 9-9:15 A.M., 10-10:05 A.M., 11-11:05 A.M., 12:30-12:45 P.M., 2-2:05 P.M., 3-3:05 P.M., 4-4:05 P.M., 5-5:10 P.M. (local news), 6-6:10 P.M., 7-7:05 P.M., 8-8:05 P.M., all Monday through Saturday.

### WHBY, GREEN BAY

**Operator:** WHBY, Inc., Bellin Bldg. **Power:** 250 and 100 watts on 1200 kc. **Base rate:** $70.  
**No other information available after repeated requests.**

### WTAQ, GREEN BAY

**Operator:** WHBY, Inc., Bellin Bldg. **Power:** 5,000 and 1,000 watts on 1330 kc. **Affiliation:** CBS. **Base rate:** $140.  
**No other information available after repeated requests.**

### WCLO, JANESVILLE

**Operator:** Gazette Printing Company, 200 E. Milwaukee St. **Phone:** 2500. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** August 1, 1930. (Note: This station is newspaper-owned by the Janesville Daily Gazette.)  
**General and station manager:** James F. Kyler. **Commercial manager:** Earl Sheridan. **Program and musical director:** Hester Kyler. **Chief engineer:** Charles Brannen. **Publicity director:** Paul Ruhle.  
**Rep:** None. **Seating facilities:** Studios A and B seat 30 persons each; observation-reception room seats 150. **Merchandising:** Complete service offered, including publicity in Janesville Daily Gazette and Beloit Weekly, window displays, inside show cards, promotion and direct mail; weekly drug and grocery bulletins are issued throughout territory. **Foreign language programs:** No rules; foreign population very small, and no requests for such programs have been received to date. **Artists bureau:** None. **Base rate:** $55.  
**Copy restrictions:** Beer accepted; no hard liquors; patent medicines thoroughly investigated before being accepted; no copy that would be offensive if heard by an "ordinary social group," and no exaggerated claims; commercials, alone or as part of a program, limited to 100 words each. **E. T. library:** NBC Thesaurus. **News:** AP. **News periods:** 7:30 A.M., noon,
Wisconsin Stations—Continued

3:30 P.M., 6 P.M., all 15 minutes, all Monday through Saturday.

WKBH, LA CROSSE

Operator: WKBH, Inc., Radio Building. Phone: 450. Power: 1,000 watts on 1380 kc. Affiliation: CBS. Opened: 1923. (Note: This station is affiliated with, but not owned by, the La Crosse Tribune and Leader-Press.)


WHA, MADISON


This station is non-commercial; state-university owned.

WIBA, MADISON

Operator: Badger Broadcasting Co., Inc., 111 King St. Phone: Fairchild 8800. Power: 5,000 and 1,000 watts on 1280 kc. Affiliation: NBC Basic Supplementary with Red and Blue Networks. Opened: 1924. (Note: This station is newspaper-owned by the Madison Capital-Times and Wisconsin State Journal.)


Copy restrictions: Beer and wine accepted; no hard liquors; continuity must be furnished 24 hours in advance for political and controversial talks; other copy restrictions upon application. E. T. library: NBC Thesaurus; World. News: UP. News periods: 7:30-7:50 A.M., 12:30-12:50 P.M., 5:30-5:45 P.M., 10-10:15 P.M., Monday through Saturday; 8:45-9 A.M., 12:30-12:40 P.M., 10-10:15 P.M., Sunday.

WOMT, MANITOWOC


WEMP, MILWAUKEE


Rep: None. Seating facilities: None. Merchandising: Special division maintained; no specific services listed. Foreign language programs: German and Polish programs daily; Croatian, Hungarian, Italian, Jewish, Yugoslav, and Czechoslovak weekly. Artists bureau: Setup nominal only. Base rate: $85.


*Gene T. Dyer also operates WCBD, WGES and WSBC, Chicago.

Wisn, MILWAUKEE

Operator: Hearst Radio, Inc., 123 W. Michigan Street. Phone: Daly 3900. Power:
WISCONSIN STATIONS—Continued

1,000 and 250 watts on 1120 kc. Affiliation: CBS. Opened: July, 1922. (Note: This station is affiliated with the Milwaukee Sentinel).


WTMJ, MILWAUKEE

Operator: The Journal Co., 333 W. State St. Phone: Marquette 6000. Power: 5,000 and 1,000 watts on 620 kc. Affiliation: NBC Basic Red. Opened: July 25, 1927. (Note: WTMJ is owned by The Milwaukee Journal.)


Rep: Edward Petry & Co., Inc. Seating facilities: Audiences are limited to 25 persons. Merchandising: All services rendered at cost. Foreign language programs: No announcements; no others as a rule, "only when the content is of genuine public interest." Artists bureau: None. Base rate: $320.

Copy restrictions: Beer accepted; no hard liquor; internal medicines accepted only on approval of management; no copy with comparative prices, disparaging of other products, superlatives or exaggerated claims, personal endorsements by announcers, or simulating news style with "flash," "bulletin," etc.; no vulgarity or suggestion of certain bodily functions, controversial topics, or fortune-telling, etc.; 5-minute programs have 150-word commercial maximum; 10 minutes, 225 words; 15 minutes, 300 words; 30 minutes, 500 words; 60 minutes, 750 words. E. T. library: NBC Thesaurus; Standard: NAB. News: UP. News periods: 6:30-6:35 A.M., 7-7:02 A.M., 7:30-7:35 A.M., 7:58-8 A.M., 8:25-8:30 A.M., 9:28-9:30 A.M., 11:30-11:32 A.M., 1:05-1:10 P.M., 5:25-5:30 P.M., 10:15-10:30 P.M., all Monday through Saturday; 9:9-15 A.M., noon-12:15 P.M., 10-10:05 P.M., Sunday only.

WIBU, POYNETTE


Rep: None. Seating facilities: No special facilities, though all studios could accommodate a certain number of program-viewers. Merchandising: Distribute window cards and tieup posters in five cities (see list of studios above) without cost; other services at cost on application. Foreign language programs: No set policy indicated; such programs not needed in this area. Artists bureau: None. Base rate: $55.


WRJN, RACINE

Operator: Racine Broadcasting Corp., American Bank Bldg. Phone: Jackson 290. Power: 250 and 100 watts on 1370 kc. Affiliation: None. Opened: December, 1926. (Note: This station is newspaper-affiliated with the Racine Journal-Times; also maintains studios in West Allis and Burlington, Wis.)


Rep: Joseph Hershey McGillvra. Seating facilities: 150 persons. Merchandising:
Assist in distribution; letters to dealers and wholesalers; publicity and listings through Journal-Times. Foreign language programs: Broadcast Danish, German, Italian, Polish and Czechoslovakian programs; Racine is sometimes called the Danish Capital of America, and program in that language has been aired weekly since 1927.

Artists bureau: None. Base rate: $80.

Copy restrictions: Beer and wine accepted any time; liquor advertising after 9 P.M.; patent medicines subject to federal regulations; commercial copy limited to 3½ minutes per half-hour program. E. T. library: MacGregor; Lang-Worth. News: Transradio. News periods: 9-9:15 A.M., 12:20-12:30 P.M., 3:30-3:45 P.M., 6:45-7 P.M., 10:15-10:30 P.M., all daily.

WJMC, RICE LAKE
At press time this station had a construction permit only.

WHBL, SHEBOYGAN

WLBL, STEVENS POINT
Operator: Board of Regents, University of Wisconsin. Power: 5,000 watts on 900 kc (daytime). This station is non-commercial; state-owned.

WDSM, SUPERIOR
Operator: WDSM, Inc. Power: 100 watts on 1200 kc. At press time this station had a construction permit only.

WSAU, WAUSAU
Rep: Reynolds-Fitzgerald, Inc. Seating facilities: Main studio seats 35; for "special occasions" studio in another building seats nearly 400. Merchandising: Complete service offered to all advertisers. Foreign language programs: Accepted; copy must have written approval of station management. Artists bureau: None. Base rate: $70.
Copy restrictions: Beer, wine, liquor and patent medicines accepted if copy gains written approval of station management. E. T. library: World. News: UP. News periods: 8:45 A.M., noon, 3 P.M., 6 P.M., 8:45 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday; 10 A.M., 12:30 P.M., 3:30 P.M., 6 P.M., 8:45 P.M., 9:45 P.M., all 15 minutes, all Sunday.
WYOMING

(49,800 radio homes, or 80% ownership among the State's total of 62,000 families. Urban ownership is 18,100, or 90% of urban families; rural ownership is 31,700, or 75% of rural families.)

Radio Homes by Counties

<table>
<thead>
<tr>
<th>County</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany</td>
<td>2,950</td>
</tr>
<tr>
<td>Big Horn</td>
<td>2,180</td>
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<tr>
<td>Campbell</td>
<td>1,350</td>
</tr>
<tr>
<td>Carbon</td>
<td>2,620</td>
</tr>
<tr>
<td>Converse</td>
<td>1,500</td>
</tr>
<tr>
<td>Crook</td>
<td>1,020</td>
</tr>
<tr>
<td>Fremont</td>
<td>2,310</td>
</tr>
<tr>
<td>Goshen</td>
<td>2,180</td>
</tr>
<tr>
<td>Hot Springs</td>
<td>1,370</td>
</tr>
<tr>
<td>Johnson</td>
<td>1,010</td>
</tr>
<tr>
<td>Laramie</td>
<td>5,950</td>
</tr>
<tr>
<td>Lincoln</td>
<td>2,180</td>
</tr>
<tr>
<td>Natrona</td>
<td>6,380</td>
</tr>
<tr>
<td>Niobrara</td>
<td>1,010</td>
</tr>
<tr>
<td>Park</td>
<td>1,800</td>
</tr>
<tr>
<td>Platte</td>
<td>1,890</td>
</tr>
<tr>
<td>Sheridan</td>
<td>1,850</td>
</tr>
<tr>
<td>Sublette</td>
<td>380</td>
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<tr>
<td>Sweetwater</td>
<td>4,350</td>
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<tr>
<td>Teton</td>
<td>390</td>
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<tr>
<td>Uinta</td>
<td>1,290</td>
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<tr>
<td>Washakie</td>
<td>790</td>
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<tr>
<td>Weston</td>
<td>990</td>
</tr>
<tr>
<td>Yellowstone National</td>
<td>60</td>
</tr>
</tbody>
</table>

KDFN, CASPER


Owner-manager: Donald L. Hathaway.

Rep: Walter Biddick Co. (Pacific Coast); Sears and Ayer (Chicago and New York).

Seating facilities: Studio seats 50 persons; auditorium seating 1,500 available. Merchandising: "Equipped to carry advertising programs through the dealer", but no consumer merchandising. Foreign language programs: Can be handled; population, however, is less than 1% foreign.

Artists bureau: None. Base rate: $40.


KVRS, ROCK SPRINGS


Rep: None. Seating facilities: Can accommodate about 150 persons. Merchandising: Have a daily program (15 minutes) devoted to promoting clients' program and products; no charge for inclusion in this "Shopping Service" broadcast. For-
ALASKA

KFQD, ANCHORAGE
General and station manager, publicity director: R. E. McDonald. Program and musical director: Ken Laughlin. Chief engineer: W. J. Wagner.
Copy restrictions: Advertising of alcoholic beverages accepted on approval; all copy is subject to station standards. E. T. library: MacGregor. News: Transradio. News periods: 7 P.M. and 9 P.M. (duration not listed), Monday through Saturday; 8 P.M. (“News Magazine of the Air”), Monday, Wednesday, Friday.

KINY, JUNEAU
Rep: Northwest Radio Advertising Co., Inc. (Seattle); Joseph Hershey McGillvra, (New York). Seating facilities: Studio accommodates about 150; auditorium seating 500 available. Merchandising: Complete service; call on trade, assist in distribution, arrange for display cards, etc. Foreign language programs: Not accepted. Artists bureau: No information given. Base rate: $25 (1/2 hr.).
Copy restrictions: No liquor advertising accepted. News: AP; Transradio.

KGBU, KETCHIKAN
No other information available after repeated requests.

HAWAII

KHBC, Hilo
Operator: Honolulu Broadcasting Co., Ltd. 1129 Kapilani Blvd. Phone: 2323. Power: 250 watts on 1400 kc. Affiliation: CBS; Mutual. Opened: March 15, 1930. (Note: This station is sold in combination with KGMB, Honolulu; both are under the same ownership, and both are affiliated with the Honolulu Star-Bulletin.)
Rep: John Blair & Co. Seating facilities: None listed. Merchandising: Contact dealers by phone and personal calls; render follow-up work and co-operation in complete merchandising program. Foreign language programs: Accept limited number of announcements for participating Japanese, Chinese and Filipino programs. Artists bureau: None, as such, but have local clearing house for talent. Base rate: $32; with KGMB: $80.
Copy restrictions: Accept beer and light wines, but no hard liquor; accept certain patent medicines, subject to advice of station attorneys; forbid excessive claims, such as use of the words “the best”; forbid use of “guaranteed” unless inspection bears out guaranty; no mail order or “per piece” advertising; all copy must conform to NAB Code of Ethics and Federal Trade Commission rules and regulations. E. T. library: World; MacGregor. News: UP. News periods: 5:45-6 P.M., daily.

811
HAWAIIAN STATIONS—Continued

KGMB, HONOLULU
Operator: Honolulu Broadcasting Co., Ltd., 1129 Kapiolani Blvd. Phone: 2323. Power: 5,000 and 1,000 on 590 kc. Affiliation: CBS; Mutual. Opened: March 15, 1930. (Note: KHBC, Hilo, is sold in combination with this station; both are under the same ownership, and both are affiliated with the Honolulu Star-Bulletin).


Rep: John Blair & Co. Seating facilities: Main studio seats 200 persons; Princess Theatre, 1,800; Hawaii Theatre, 1,200 (used after regular performances). Merchandising: Dealer contacts by personal call or phone; render follow-up work and cooperation in complete merchandising program. Foreign language programs: Accept limited number of announcements for participating Japanese and Filipino programs.

Artists bureau: Operate a clearing house for local talent. Base rate: $72; with KHBC, $80.

Copy restrictions: Beer and wine accepted; no liquor advertising; accept certain patent medicines, subject to advice of station attorneys; no mail order or “per piece” advertising; forbid excessive claims, such as “the best” and use of “guaranteed” unless inspection bears out guaranty; all copy must conform to NAB and Federal Trade Commission regulations. E. T. library: World; Associated; MacGregor; NAB. News: UP. News periods: 7:15-7:30 A.M., 12:15-12:30 P.M., 6:45-7 P.M., all daily except Sunday.

KGU, HONOLULU
Operator: Advertiser Publishing Co., Ltd. Kapiolani Blvd. and South Street. Phone: 2311. Power: 2,500 watts on 750 kc. Affiliation: Special NBC Hawaiian service, available for use with NBC Pacific Coast Red or Blue. Opened: May 11, 1922. (Note: This station is newspaper-owned by the Honolulu Advertiser).


Rep: The Katz Agency; Walter Biddick Co. (Pacific Coast). Seating facilities: Studio 1 seats 50 persons; Studio 2 seats 100; Auditorium seats 500. Merchandising: Complete news and merchandising service rendered in cooperation with the Honolulu Advertiser. Foreign language programs: Accepted at regular rate card rates plus a 40c or 75c translation charge for each announcement depending on its length; limited number of Japanese, Filipino and Chinese programs current.

Artists bureau: None. Base rate: $75.

Copy restrictions: Accept beer and wine accounts; all copy subject to station approval and FCC rules and regulations. News: Transradio.

KTOH, LIHUE
Operator: Garden Island Publishing Co., Ltd. Power: 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.
DEFEND RADIO!

Reprinted from Variety, April 14, 1937

RADIO SCREEN STAGE

VARIETY
Published Every Wednesday in New York City

RADIO NEEDS SMART ANSWERS

It isn’t that these converts are numerous enough in themselves to force any radical changes commercial radio to build, in its place, what they naively believe would be a superior type of radio.

Typical of many of the attacks made upon radio broadcasting is the just-published Vanguard volume, ‘Not To Be Broadcast,’ by Ruth Brindze. It’s a sample of protest literature and radio may as well start getting smart with some answers. Witness the experience of the drug and food boys and the advertising biz itself.

New book depicts the radio situation as being in the hands of three chains who supervise 93% of the wattage. Chains in turn are in the hands of bankers and big advertisers, atop of which the newspapers are crowding in. And astride the whole heap is the F.C.C., which is accused of political tinkering as well as exercising a law both forbidding and demanding censorship. In short, the F.C.C. can’t censor; but it can revoke licenses because of public interest, convenience and necessity. These propositions are depicted as mutually contradictory.

Cited are some 35 cases of alleged censorship. And some proffered solutions. One is a government network paralleling the commercial system. Others: (1) free discussion periods for controversial topics without liability to stations; (2) checking domination of the air by small groups; (3) periodically announcing ownership of stations and propaganda groups; and (4) abolition of the president’sency take-over powers of radio.

Just imagine, we’d be going to war with a national radio network. What would be the public’s domination of the air? How would it be made? How would it be done? The situation is a national one. It’s a national system. It’s a national problem. It’s a national solution.

Just what are the government’s efforts at improvement. But business is business. Radio admittedly is willy nilly in the hands of commerce. The commercial system dominates. And the F.C.C. isn’t clear. It also has no cases available, or what part of the law the alleged violation is. It’s a sample, because no indication of the number of these cases is given.

Radio is not a monopoly system. Radio is not a ‘public’ system. Radio is not a ‘public” medium. Radio is a private business. Radio is a business. Radio is an industry. Radio is a thing to support. It’s a thing to advertise in. Radio is a thing to promote. Radio is a thing to support. It’s a thing to promote.

In short, radio is pretty sensitive to pressure of any kind. And this is the best guarantee to date of no tomfoolery. Checks of various kinds more or less cancel each other out.

It’s easy to poke up reform, but the question is: what kind? How about the various screwball movements advocating this or that, and then selling out lock, stock and barrel to the boys with the money? In finding banker connections, it might be interesting to investigate a few of the protest crowd.
Why and How Advertising Agencies Use

**VARIETY**

Some of the many and varied uses to which Variety has been put by leading agencies is briefly suggested in the following list:

**Batten, Barton, Durstine & Osborn**—Uses VARIETY to check relative values of stellar personalities and for general data.

**Benton & Bowles**—Uses VARIETY compilations on radio showmanship and allied subjects as supplementary to its own research.

**Knox Reeves**—Carefully consulted VARIETY’S exclusive data on parental reaction to children’s programs in revising and re-editing its “Jack Armstrong” series.

**Lennen & Mitchell**—Checked through VARIETY for corroboration on popularity and box-office ranking of film stars.

**Lord & Thomas**—Uses VARIETY as checking source for popular music on its programs. (This is one of the commonest uses by advertising agencies of VARIETY news service.)

**McCann-Erickson**—In 1935, David Brown, then of this agency, declared that “VARIETY has become the bible of the advertising agencies so far as radio is concerned.”

**J. Walter Thompson**—Clips and files VARIETY reviews of talent, and box-office report on stars, plays, films, etc. Used VARIETY clippings as evidence in recent presentation to Standard Brands.

**Young & Rubicam**—VARIETY showmanship ratings of local stations supplemented agency judgment in spot broadcast expenditures. Agency has featured VARIETY reviews of its showmanship efforts in its own advertising.
"Why We (Air Advertisers) Read Variety"

A Sponsor's Comment:

[In introducing Robert J. Landry of Variety, who had been invited to address the convention of the Association of National Advertisers in Hot Springs, Va., Dr. D. P. Smelser of Procter & Gamble said:—*]

"Tuesday to some people is the day the Saturday Evening Post comes in. Friday to others is the day Time arrives. To a great many people Wednesday, or out in the sticks Thursday, is the day Variety arrives . . . Why do radio advertisers read Variety? Some of them read it to find out what the program critics of Variety have to say about their programs. But most of them read it to find out what we are going to do next."

*(Stenographic Transcript Quoted)*
Critical

PRELIMINARY

FRED ALLEN
With Portland Hoffa, Peter Van Steeden, Harry Von Zell, Merry Maes, the Dance Band, Minerva Fios, Eileen Douglas, Johnny Brown, Charlie Cantor.
Variety
60 Mins.

BRISTOL-MYERS
Wed., 8:30 p.m.
WEAF-NBC, New York
(Young & Rubicam)

Fred Allen took up last Wednesday (5) where he left off last June when he introduced a single change in his weekly pattern. He's eliminated all the hub-dub about it's being Town Hall Day.

RUDY VALENTE
With Fred Samuel, Freddy Bartholomew, Helen Claire, Wally Brown, George Givot.
Variety
60 Mins.

STANDARD BRANDS
Thurs., 8 p.m.
WEAF-NBC, New York
(1. Walter Thompson)

Standard Brands Thursday evening event seems to have entrenched itself in a humdrum fog. Zest for novelty is largely gone, the air about the whole thing suggests a chore that had been given a quick and routine treatment.

WARREN LAYTON
30 Mins.
SLOAN'S LINES
Friday, 8 p.m.
WJZ-NBC, New York
(Warner & Reiss)

This is becoming something of a standby. Off of the evenington of the melody it remains a bit hokey, but also plausible way to meet being aimed at the mass market.

PEOPLE'S BALL
30 Mins.
MENEN'S
Sunday, 3:30 p.m.
WOR-Murat, New York
(Kiesler)

Here's a combo comedy (radio) that looks like the forum. Presents in a good combination and it's not a bad combination of listeners. That day of the year is fairly good, and the presence of the New York Philharmonic Society makes it possible.

With B. A. Rolfe, William A. Brad: Mrs. Sousa, Robert Ripley, Arthur Pryor, Concert Band, University Glee Club of N. Y., Combined High Schools Band
30 Mins.
Sustaining
Saturday, 7 p.m.
WABC-CBS, New York

In the national program, the first of the series in a campaign to raise funds memorializing John Philip Sousa, the Murray Kids clicked.

SIR CEDRIC HARDWICKE
'Merchant of Venice'
Dramatic
60 Mins.
Sustaining
Sunday, 5 p.m.
CBS

This is one of the shows that Canadian broadcasting and American commercials built. And if the trend continues, the number of radio commercials will increase.

KATE SMITH, Commentator
With Ted Collins
15 Mins.
DIAMOND CRYSTAL SALT
Thurs.-Sat.: 12 Noon
WABC-CBS, New York
(Benton & Bowles)

Among ranking radio names the duo of Rudy Valente and Kate Smith can be set down as a pair with a real head full of sense. Vallee realized that a thing to produce a set piece or singing through the nose.

JACK HALEY
With Virginia Verrill, Lucille Ball, Artie Auerbach Ted Flo-Rio Orchestra
30 Mins.
WONDER BREAD
Friday, 7:30 p.m.
WABC-CBS, New York
(Benton & Bowles)

Jack Haley presides over a hokey-poke half hour that piles up quite a few giggles and will qualify as okay mass entertainment. It is neither a radio show in the no-comedy nor a fellow-sufferer with the problem shows. It shapes up as akin to vaudeville's once important intermediate time, the catered appeal.

BING CROSBY
With Bob Burns, John Scott Trotter, Ken Carpenter, Walter Connolly, Joann Bennett, Johnny Mercer
Variety
60 Mins.

KRAFT CHEESE
Thurs., 10 p.m.
WEAF-NBC, New York
(J. Walter Thompson)

With the return of Bing Crosby last Thursday (20) this choice radio dish again became complete. But only for one installment, Crosby is back on NBC, he starts at 10 p.m. and does W. C. Fields on WABC. Most of the symph-maniacs won't know about that or much care, but it may be a predication for those borderline.

AL PEARCE
With Amy 
Hoff

REVIEWS THAT COMMAND RESPECT

Morris has been at the East doing personal appearances between pictures. His stage turn consists of a skit and a bit of magic, but television hasn't arrived yet and radio can't project rabbit-drawing bits into the

HOBBY LOBBY
With Dave Elman, Harry Saltier orch.
30 Mins.
FELS & CO.
Wed., 8:30 p.m.
WJZ-NBC, New York
(Young & Rubicam)

Program picked up new (its third) sponsor a week and a half after fading from the Jello spot it occupied as a summer replacement. New goal it to convince in the minds of listeners that Fels-Naptha Chips do a better job.

WILLIAM A. BRADY
With Elliott Reed, Janet Gilbert
Drama
15 Mins.
SWEETHEART SOAP
Friday, 7:45 p.m.
WEAF, New York
(Feck)

A review of this stanza must presuppose one major inconsistency in the whole setup: the sponsor wants drama; he has gone to the expense of getting Wolf Associates to produce the show and William A. Brady, a w.k. legist producer, to m.c. it; he has hired okay actors and scripters;
The center aisle

By ALFRED L. B. WOOD

Theatre owners are wise to maintain a high standard of appearance in the center of the theatre. This is where the most critical observations are made by patrons. From the center aisle, a person can see the stage, the lighting, the projection equipment, and the seating arrangements. A theatre that is untidy or poorly maintained in the center aisle will likely be perceived negatively by patrons overall.

The most important aspect of maintaining the center aisle is cleanliness. The floor should be swept and polished regularly to remove any debris or spillage. The seats should be thoroughly cleaned and any stains or damage repaired. The lighting in the center aisle should be bright and evenly distributed, ensuring that patrons can see clearly in all parts of the theatre.

In addition to cleanliness, the center aisle should be well-lit. This helps to create a welcoming and inviting atmosphere for patrons. The lighting should be bright enough to read the programmes and signs, but not so intense as to be uncomfortable.

Finally, the center aisle should be free from any obstructions. Seats should be arranged in a way that allows for easy movement and does not restrict access to the aisles. This is particularly important for disabled patrons who may require additional space to move comfortably.

By maintaining a high standard of appearance in the center aisle, theatre owners can create a positive first impression and encourage patrons to enjoy their experience in the theatre.
CROSSLEY SURVEY

OF

VARIETY

—FACTS—

72 Leading Advertising Agency Offices Spent $38,762,089 for radio time . . .

148 Leading Radio Executives of These Leading Agencies (in New York and Chicago) did the spending . . . ALL BUT 10 READ VARIETY, RECEIVING IT BY SUBSCRIPTION IN THEIR OWN NAMES OR ON OFFICE ROUTE LISTS.
**CANADA**

**SET OWNERSHIP: 1938**

<table>
<thead>
<tr>
<th>Province</th>
<th>Population</th>
<th>Families</th>
<th>Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prince Edward Island, New Brunswick, Nova</td>
<td>1,087,000</td>
<td>258,100</td>
<td>125,130</td>
</tr>
<tr>
<td>Scotia</td>
<td>3,172,000</td>
<td>721,100</td>
<td>381,280</td>
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<tr>
<td>Quebec</td>
<td>3,731,000</td>
<td>872,544</td>
<td>868,126</td>
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<tr>
<td>Ontario</td>
<td>720,000</td>
<td>171,000</td>
<td>170,421</td>
</tr>
<tr>
<td>Manitoba</td>
<td>1,724,000</td>
<td>403,000</td>
<td>278,123</td>
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<tr>
<td>Saskatchewan, Alberta</td>
<td>761,000</td>
<td>180,000</td>
<td>177,109</td>
</tr>
<tr>
<td><strong>TOTAL CANADA</strong></td>
<td><strong>11,209,000</strong></td>
<td><strong>2,606,744</strong></td>
<td><strong>2,000,489</strong></td>
</tr>
</tbody>
</table>

The above figures on set ownership in Canada were obtained through the courtesy of "Radio Trade Builder," and first appeared in that publication's issue of March, 1939 (Vol. 16, No. 3). These figures are estimates, and are, of course, much higher than figures on tax collections (there is a set tax of $2.50 per annum in Canada; as of March 31, 1937, some 1,038,000 taxes were paid). Nor do the totals include auto radios, which are estimated to number 97,736. In the population by Provinces, the Yukon and Northwest Territory are not included. The number of families was computed by assuming that the average Canadian family (except in Quebec) has 4.3 persons (slightly higher in Quebec).

**ALBERTA**

*(Holidays: New Year's Day, January 1; Ash Wednesday, February or March; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25; Second Christmas Day, December 26.)*

**CFAC, CALGARY**

Phone: R 1036. Power: 1,000 watts on 930 kc. Affiliation: Canadian Broadcasting Corp. 
Opened: May 12, 1922. (Note: This station is newspaper-owned by the Calgary Herald.)


Rep: All-Canada Radio Facilities, Ltd., (Toronto); Weed & Co. (U. S.). Seating facilities: None. Merchandising: Newspaper and magazine publicity, window displays, display cards, etc.; all services rendered gratis. Foreign language programs: No rules; requests for commercial programs have never been made, though sustaining features have been presented.

Artists bureau: None, as such, but a talent register is maintained; no charge made for registration; talent charged to accounts at cost. Base rate: $80.

Copy restrictions: No beer, wine or liquor advertising accepted; no price mentions permitted; spot announcements restricted to 100 words and not accepted after 7:30 P.M. E. T. library: World; NBC Thesaurus. News: Canadian Press; local. News periods: 8-8:15 A.M., 12:15-12:30 P.M., Monday through Saturday.

**CFCN, CALGARY**

Operator: The Voice of the Prairies, Ltd., Toronto General Trusts Bldg. Phone:
M-1161. Power: 10,000 watts on 1030 kc. Affiliation: Canadian Broadcasting Corp.; Alberta Educational Network. Opened: 1922. (Note: Same operator also owns short-wave CFVP using 100 watts on 6030 kc.)


Copy restrictions: All copy subject to station approval and regulations of the Canadian Broadcasting Corp. E. T. Library: Standard; Lang-Worth; Davis & Schwegler. News: Transradio; British UP. News periods: 8:15-8:30 A.M., 12:45-1 P.M., 10-10:15 P.M., all daily.

CJCA, EDMONTON

Operator: Taylor & Pearson Broadcasting Co., Ltd., Birk's Bldg. Phone: 26131. Power: 1,000 watts on 730 kc. Affiliation: Canadian Broadcasting Corp.; Foothills Network. Opened: May 1, 1922. (Note: This station is owned by the Edmonton Journal, but operated by Taylor & Pearson.)


Rep: Weed & Co. (U.S.); All-Canada Radio Facilities, Ltd. (Canada). Seating facilities: Observation room accommodates about 100. Merchandising: Direct mail, personal contact work, window and outdoor displays, and publicity to 15 newspapers on contracts of 26 or more programs. Foreign language programs: Station carries two such programs. Artists bureau: Yes; lists 30 artists, script writers, orchestras, producers and announcers. Base rate: $90.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. E. T. Library: NBC Thesaurus; World. News: Canadian Press; local news. News periods: 7:50 A.M., 1 P.M., 5:30 P.M., 8 P.M., 10:45 P.M., all 15 minutes all Monday through Saturday. (Note: Spots sold before and after, but not during, the newscasts.)


CJOC, LETHBRIDGE


BRITISH COLUMBIA
(Holidays: New Year's Day, January 1; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25; Second Christmas Day, December 26.)

CHWK, CHILLIWACK

Copy restrictions: No beer, wine or liquor advertising; no contracts accepted for mail order houses, chain stores, taverns, Sunday sports or amusements; all copy must conform to Canadian Broadcasting Corp. or other government regulations and is subject to station approval or revision. E. T. library: None. News: Canadian Press; local; Christian Science Monitor. News periods: 11-11:15 A.M. (Monitor News), 12:10-12:20 P.M., 6-6:05 P.M. (local news), 7-7:15 P.M. (Canadian Press via network), all Monday through Saturday.

CFJC, KAMLOOPS
Operator: Kamloops Sentinel, Ltd., 209 Victoria St. Phones: 1018; 1000; 1001. Power: 1,000 watts on 880 kc. Affiliation: Canadian Broadcasting Corp. Opened: 1926. (Note: This station is newspaper-owned by the Kamloops Sentinel.)
Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). Seating facilities: None. Merchandising: Arrangements furnished on request. Foreign lan-
guage programs: Subject to Canadian Broadcasting Corp. approval. Artists bureau: None. Base rate: $30.

Copy restrictions: Canadian Broadcasting Corp. regulations. E. T. library: Standard. News: Canadian Press. News periods: 7:50 A.M., 12:30 P.M., 6 P.M., all 10 minutes, all Monday through Saturday. (Note: Spots are sold before and after, but not during, the newscasts.)

CKOV, KELOWNA

Rep: Joseph Hershey McGillvra (U. S. and Quebec); Dominion Broadcasting Co. (Toronto); Inland Broadcasting Co. (Winnipeg); J. E. Baldwin (Vancouver). Seating facilities: None listed. Merchandising: Full service rendered at actual cost. Foreign language programs: Accepted subject to CBC regulations; full literal translation must be submitted; special announcers are billed extra. Artists bureau: None. Base rate: $40.


CFPR, PRINCE RUPERT

No other information available.

CJAT, TRAIL


CBR, VANCOUVER

Base rate: $110.
No other information available.

CJG, VANCOUVER

Rep: Joseph Hershey McGillvra. Seating facilities: Can accommodate about 100 in the studio; theatre and auditorium available by direct wire, seating 1,000. Merchandising: Station issues a monthly publication, containing data on nationally advertised products on station, which is sent to dealers; publicity releases sent to 25 papers; window displays, mailings, and special events broadcasts tied in with client's programs; no charge for service, but client or agency is to supply the window cards. Foreign language programs: Accepted, if full literal translation is submitted; if a special announcer is required, an added fee is charged. Artists bureau: Yes; lists about 10 musicians, actors, orchestras, script writers and announcers. Base rate: $75.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. E. T. library: NBC Thesaurus. News: Transradio; British UP. News periods: 8-8:15 A.M., 11-11:15 A.M., 12:30-12:40 P.M., 7-7:15 P.M., 8-8:15 P.M., 10:30-10:35 P.M., all Monday through Saturday; 7 P.M., 9 P.M., both 15 minutes, both Sunday.

CKCD, VANCOUVER

Operator: Pacific Broadcasting Co., Ltd., 198 W. Hastings St. Phone: Seymour 2750. Power: 100 watts on 1010 kc (shares time with CKWX). Affiliation: None. Opened: No date given. (Note: This station is owned by the Vancouver Daily Province).
BRITISH COLUMBIA STATIONS—Continued


CKFC-CKFX, VANCOUVER
Operator: Standard Broadcasting System, Ltd., Power: 50 watts on 1410 kc (divides time with CKMO). (Short wave CKFX has 10 watts on 6080 kc. This station is controlled by the Vancouver Sun). Base rate: $30.

No further information after repeated requests.

CKMO, VANCOUVER


Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp.; no liquor advertising; limited acceptance of patent medicines; no price quoting permitted. E. T. library: None listed. News: Vancouver Sun; Canadian Press. News periods: 10:15 A.M., 10 P.M., both 15 minutes, both Monday through Saturday; 9:15-9:30 P.M., Sunday only.

CKWX, VANCOUVER


Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). Seating facilities: None. Merchandising: Window tie-in material; sales staff cooperates in contacting merchants and creating and carrying out any plans of sponsors; regular publicity items are sent out each week concerning programs and happenings at station, to nine publications. Foreign language programs: Not accepted. Artists bureau: None. Base rate: $40.

Copy restrictions: Rules of Canadian Broadcasting Corp.; no beer, wine or liquor advertising permitted; patent medicines accepted under government supervision. E. T. library: World; Davis & Schwegler. News: Local news (from Vancouver Sun). News periods: 7:30-7:40 A.M., 12:05-12:15 P.M., 6:30-6:45 P.M., all Monday through Saturday; 8:30-8:45 P.M., 10-10:15 P.M., both Sunday. (Note: Spots sold before and after, but not during, the newscasts.)

CFCT, VICTORIA


MANITOBA

(Holidays: New Year's Day, January 1; Good Friday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25; Second Christmas Day, December 26.)

**CKX, BRANDON**


Foreign language programs: None running commercially; have Ukrainian, Polish and French sustainers. Artists bureau: Yes. Lists orchestras, continuity writers, commentators, announcers, vocalists, etc. Base rate: $50.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. News: Canadian Press.

**CFAR, FLIN FLON**


Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). Seating facilities: None. Merchandising: Window cards, theatre lobby and window displays, broadsides, billboards; service rendered gratis except for actual cost of materials used.


**CJRC-CJRO-CJRX, WINNIPEG**

Operator: James Richardson & Sons, Ltd., Royal Alexandra Hotel. Phone: 92-266.

Power: 1,000 watts on 630 kc. Affiliation: Canadian Broadcasting Corp. Opened: February 16, 1934. (Note: This station also operates shortwave CJRO, 2,000 watts on 6150 kc; also shortwave CJRX, 2,000 watts on 11,720 kc.)


Rep. Joseph Hershey McGillvra (U. S.); J. Slatter (Eastern Canada); Inland Broadcasting Service (Western Canada).

Seating facilities: None. Merchandising: Supply newspaper publicity, market and coverage data; contact dealers; mail announcements; window displays, etc.

Foreign language programs: Accepted; translation must be furnished in advance and is strictly censored. Artists bureau: Yes. Base rate: $80.


**CKY, WINNIPEG**

Operator: Manitoba Telephone System, Telephone Bldg. Phone: 9291. Power: 15,000 watts on 910 kc. Affiliation: Canadian Broadcasting Corp. Opened: March 13, 1923. (Note: Owners of CKY also control CKX, Brandon.)


Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). Seating facilities: Can accommodate 100 persons.

Merchandising: Maintain a "travel sign" on one of city's principal streets to advertise selected programs; sign is changed weekly;
MANDTOBA STATIONS—Continued

offer full cooperation to the extent of facilities. Foreign language programs: Will accept, but no requests received to date. Artists bureau: None. Base rate: $120.

Copy restrictions: No liquor advertising; no price quoting. E. T. library: NBC Thesaurus; World. News: British UP; Canadian Press. News periods: 8 A.M., 12:45 P.M., 4:45 P.M., 10 P.M. (Canadian Press), 11:45 P.M., all 15 minutes, all Monday through Saturday; 12:25 P.M., 10 P.M. (Canadian Press), 11:45 P.M. (Canadian Press), all 15 minutes, all Sunday only. (Note: Canadian Press news may not be sponsored.)

NEW BRUNSWICK

(Holidays: New Year's Day, January 1; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.)

CFNB, FREDERICTON


Secretary-treasurer, station and commercial manager: J. Stewart Neill. Program director: (Miss) V. True. Chief engineer: T. B. Young.


CKCW, MONCTON

Operator: Moncton Broadcasting Co., Ltd., K. of P. Bldg. Phone: 1302. Power: 100 watts on 1370 kc. Affiliation: Canadian Broadcasting Corp. Opened: Dec. 17, 1934. (Note: This station is affiliated with the Moncton Times and Moncton Transcript.)


Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp.; spot announcements are limited to 100 words and are not accepted after 7:30 P.M. on Sunday; no price quoting permitted; all copy subject to station approval. E. T. library: World; Titan; Standard. News: Canadian Press; local news from parent papers. News periods: 8:15-8:27 A.M., 1:15-1:25 P.M., 6:30-6:40 P.M., all Monday through Saturday; 5-5:10 P.M., Monday through Friday.
NOVA SCOTIA

(Holidays: New Year's Day, January 1; Good Friday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.)

CHNS-CHNX, HALIFAX

Operator: Maritime Broadcasting Co., Ltd., Lord Nelson Hotel. Phone: B-8319. Power: CHNS: 1,000 watts on 930 kc; shortwave CHNX: 500 watts on 6130 kc. Affiliation: Canadian Broadcasting Corp. Opened: May 12, 1926. (Note: This station is owned by the Halifax Herald and Halifax Mail.)


Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). Seating facilities: Auditorium of School for Blind; ballroom of Lord Nelson Hotel; Theatre Arts Guild Playhouse; Casino Theatre; Capitol Theatre; at theatres regular admission charged; other locations admission free. Merchandising: Supply information for sponsors; send out a house organ; newspaper schedules printed. Foreign language programs: Not accepted. Artists bureau: None. Base rate: $60.

Copy restrictions: No alcoholic beverages accepted; all copy subject to station approval and Canadian Broadcasting Corp. regulations. E. T. library: NSC Thesaurus. News: Transradio; British UP. News periods: 6:15 A.M., 10:30 A.M., 1 P.M., 6 P.M., 7:15 P.M., midnight, all 15 minutes, all Monday through Saturday.

CJCB-CJCX, SYDNEY


Rep: Weed & Co, (U. S.); All-Canada Radio Facilities, Ltd. (Canada). Seating facilities: Limited; no figure given. Merchandising: Services, rendered gratis, include publicity, window displays, etc. Foreign language programs: Accepted between 2 and 4 P.M. weekdays. Artists bureau: None. Base rate: $60.

Copy restrictions: No alcoholic beverages accepted; all copy subject to station approval and Canadian Broadcasting Corp. regulations. E. T. library: NSC Thesaurus. News: Transradio; British UP. News periods: 6:15 A.M., 10:30 A.M., 1 P.M., 6 P.M., 7:15 P.M., midnight, all 15 minutes, all Monday through Saturday.

CKIC, WOLFVILLE

Operator: Acadia University. Power: 50 watts on 1010 kc. This station is non-commercial; university-owned.

CJLS, YARMOUTH


826
ONTARIO

(Holidays: New Year’s Day, January 1; Good Friday, March or April; Victoria Day, May 24; King’s Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.)

CKPC, BRANTFORD

Operator: Telephone City Broadcast, Ltd. Power: 100 watts on 930 kc.
Base rate: $40.
No further information available after repeated requests.

CFCO, CHATHAM

Rep: Joseph Hershey McGillvra. Seating facilities: None in studios; have permanent remote wires to 24 points. Merchandising: Cooperate in obtaining distribution, window displays and advertisements, newspaper listings; keep local retail merchants posted on what products are being advertised; contact dealers in outlying territories. Foreign language programs: Accepted, subject to regulations of the Canadian Broadcasting Corp. Artists bureau: Yes; handles only local non-pro talent. Base rate: $30.
Copy restrictions: No alcoholic beverage advertising of any kind whatsoever; spot announcements can’t exceed 100 words, and will not be accepted after 7:30 P.M. E. T. Library: NBC Thesaurus. News: Transradio; Canadian Press; own local news. News periods: 8:20-8:30 A.M., 1-1:15 P.M., 6:15-6:30 P.M., all Monday through Saturday.

CKMC, COBALT

No further information available.

CKPR, FORT WILLIAM & PORT ARTHUR

Copy restrictions: No alcoholic beverage advertising of any kind whatsoever; spot announcements can’t exceed 100 words, and will not be accepted after 7:30 P.M.

CHML, HAMILTON

Rep: None. Seating facilities: None. Merchandising: Pre-plug programs; window cards, special publicity, etc., supplied at cost; newspaper space furnished on request. Foreign language programs: Accepted at card rates. Artists bureau: Setup nominal only. Stock: Held by A. C. Hardy, D. F. Hardy, A. S. Hardy and F. P. Hardy. Base rate: $40.
Copy restrictions: Commercials may not exceed 10% of total program time; provincial ruling prohibits advertising of intoxicating beverages; Canadian Broadcasting
ONTARIO STATIONS—Continued

Corp. regulations. E. T. library: Standard. News: Transradio; own local news. News periods: 8-8:15 A.M. (local and Transradio), 10-10:05 A.M. (Transradio), 12:30-12:45 P.M. (local and Transradio), 3-3:05 P.M. (Transradio), 5-5:05 P.M. (Transradio), 6-6:15 P.M. (local and Transradio), 10-10:15 P.M. (local and Transradio), all Monday through Saturday; 12:30 P.M., 6:30 P.M., 10 P.M., all 15 minutes, all local and Transradio news, all Sunday only.

CKOC, HAMILTON


CKCA, KENORA


CFRC, KINGSTON


CJKL, KIRKLAND LAKE

Operator: Northern Broadcasting Co., Sky Arcade. Phone: 27. Power: 100 watts on 1310 kc. (Has construction permit for 1,000 watts on 560 kc.) Affiliation: Canadian Broadcasting Corp. Opened: 1933. (Note: This station is under the same operator as CFCH and CKGB; affiliated with the Timmins Press.) President: Roy H. Thomson. Station manager: Brian Shellon. Commercial manager: Jerry Tonkin. Program director: Dick Irvine. Chief engineer: Lorne MacDonald. Publicity director: D. L. Bassett. Rep: Jack Cooke (Toronto), All-Canada Radio Facilities (Montreal); Weed & Co. (U.S.). Seating facilities: Arrangements with various halls and theatres for such facilities. Merchandising: Arrange dealer cooperation, window cards, displays, counter displays, special publicity, etc. Foreign language programs: French accepted; extra charge is made for services of a French announcer. Artists bureau: None. Base rate: $35. Copy restrictions: No alcoholic bever-
CKCR, KITCHENER-WATERLOO
Rep: Dominion Broadcasting Co. Seating facilities: Medium-sized studio; capacity not listed. Merchandising: Cooperate with advertisers to “fullest extent.” Foreign language programs: No requests have ever been received, but German programs would be acceptable in territory. Artists bureau: None. Base rate: $35.

CFPL, LONDON
Operator: London Free Press & Printing Co., Ltd., 442 Richmond St. Phone: Mcgale 5200. Power: 100 watts on 750 kc. Affiliation: Canadian Broadcasting Corp. Opened: Sept. 26, 1933 (as successor to CJGC, which opened in 1922). (Note: This station is newspaper-owned by the London Free Press.)
Station manager: Philip Morris. Chief engineer: Lloyd Yorke.

CFCH, NORTH BAY
Operator: Northern Broadcasting Co., Capitol Theatre Bldg. Phone: 2400. Power: 100 watts on 930 kc. Affiliation: Canadian Broadcasting Corp. Opened: 1931. (Note: This station is under the same ownership as CJKL, Kirkland Lake, and CKGB, Timmins; affiliated with the Timmins Press.)
Rep: Jack Cooke (Toronto); All-Canada Radio Facilities, Ltd. (Montreal); Weed & Co. (U. S.). Seating facilities: Arrangements with various halls and theatres for such facilities. Merchandising: Complete department; arrange dealer cooperation, window cards, displays, counter displays, special publicity, etc.; service rendered gratis. Foreign language programs: French accepted; extra charge is made for services of a French announcer. Artists bureau: None. Base rate: $30.

CBO, OTTAWA
Station and commercial manager: Walter C. Anderson.

CJCU, OTTAWA
Operator: Department of Mines and Resources, Lands, Parks and Forests Branch (Bureau of Northwest Territories and Yukon Affairs). Power: 50 watts on 1210 kc.

CKCO, OTTAWA
ONTARIO STATIONS—Continued


Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp.; accept beer, wine, patent medicines, but no hard liquors; spot announcements limited to 75 words and are not accepted between 7:30 and 11 P.M.; all copy subject to station approval. E. T. library: Lang-Worth. News: Transradio. News periods: 10:30-10:45 P.M., every day; 12:55-1 P.M., Monday through Saturday; news flashes broadcast on the quarter-hour between 8 A.M. and 1 P.M.

CFLC, PRESCOTT


Copy restrictions: Advertising of any alcoholic beverages and price mentions prohibited by Government; all copy subject to station approval. News: Canadian Press.

CKTB, ST. CATHARINES


CJIC, SAULT STE. MARIE


CJCS, STRATFORD


CKSO, SUDBURY

Operator: Sudbury Star, Ltd., 21 Elgin St. Phone: 280. Power: 1,000 watts on 780 kc. Affiliation: Canadian Broadcasting Corp. Opened: August, 1935. (Note: This station is newspaper-owned by The Sudbury Star.)

ONTARIO STATIONS—Continued


Copy restrictions: Medicinal copy accepted; no liquors or wines. E. T. library: World; NBC Thesaurus. News: Canadian Press; local from parent paper. News periods: 8 A.M., 10:30 A.M., 12:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Monday through Saturday. (Note: News is not for sale, but spots are accepted before and after.)

CKGB, TIMMINS
Operator: Northern Broadcasting Co., Ltd., Daily Press Bldg. Phone: 500. Power: 100 watts on 1420 kc. Affiliation: Canadian Broadcasting Corp. Opened: December 7, 1933. (Note: This station is newspaper-affiliated with the Timmins Daily Press, and is under the same ownership as CJKL, Kirkland Lake, and CFCH, North Bay.)


Copy restrictions: No liquor advertising permitted in this province; patent medicines must be approved by the Canadian Broadcasting Corp. E. T. library: NBC Thesaurus; Standard. News: Canadian Press; Transradio. News periods: 8:30 A.M., 9:30 A.M., 11 A.M., 12:10 P.M., 1 P.M., 4 P.M., 5:10 P.M., 6:15 P.M., 6:25 P.M. (French newcast), all 7 minutes, all Monday through Saturday.

CBL, TORONTO


CBY, TORONTO

Rep: Canadian Broadcasting Corp. Seating facilities: Very limited; no figure given. Merchandising: No service developed as yet. Foreign language program: Canadian Broadcasting Corp. regulations observed. Artists bureau: None. Base rate: No rate card sent.


CFRB, TORONTO
Operator: Rogers Radio Broadcasting Co., Ltd., 37 Bloor St., W. Phone: La. 5135. Power: 10,000 watts on 690 kc. Affiliation: CBS. Opened: No date given. (Note: This station also operates shortwave CFRX operating on 1,000 watts on 6070 kc.)


CKCL, TORONTO

CKLW, WINDSOR
See Detroit, Michigan.

CKNX, WINGHAM


Rep: Joseph Hershey McGillvra. Seating facilities: Main studio, 100; Community Hall, 500; Wingham Armories, 2,000. Merchandising: Pre-plug programs and send out newspaper publicity; contact dealers for displays and counter-cards in Huron, Bruce, Grey, Perth and Wellington counties; distribution arranged as feasible; all service gratis, and in charge of Harry J. Boyle, merchandising manager. Foreign language programs: German only accepted. Artists bureau: Yes; lists several musical units and singers. Stock: Owned by W. T. Cruickshank and B. Howard Bedford. Base rate: $30.


PRINCE EDWARD ISLAND

(Holidays: New Year’s Day, January 1; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King’s Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.)

CFCY, CHARLOTTETOWN


Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). Seating facilities: Can accommodate 75 persons. Merchandising: Contact dealers; place window display and counter material; advise local dealers of the campaign when it is under way, with the client or agency to assume the cost of postage; newspaper publicity; pre-program announcements; service rendered to clients buying programs of five-minute or greater length; spot announcement campaigns are rendered a different service, not described. Foreign language programs: Accepted; if programs are not recorded, there is a special announcer’s fee. Artists bureau: Yes; talent not listed. Base rate: $60.

Copy restrictions: No beer, wines or whiskey; no announcements after 7:30 P.M.; patent medicine copy accepted if continuity is approved by Dominion authorities; spot announcements limited to 75 words; commercials limited to 250 words per quarter-hour; station reserves the right to reject any continuity. E. T. library: Lang-Worth; Standard; Davis & Schweger. News: Transradio. News periods: 9:15 A.M., 1 P.M., 7:30 P.M., all 15 minutes, all Monday through Saturday; 7:30-7:45 P.M., Sunday.

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QUEBEC

(Holidays: New Year’s Day, January 1; Epiphany, January 6; Ash Wednesday, February or March; Good Friday, March or April; Easter Monday, March or April; Ascension Day, 40 days after Easter; Victoria Day, May 24; King’s Birthday, June 9; Jean Baptiste Day, June 24; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; All Saints’ Day, November 1; Remembrance (or Armistice) Day, November 11; Assumption Day, December 8; Christmas Day, December 25.)

CBJ, CHICOUTIMI


In charge of all departments: V. Fortin. Chief engineer: J. E. Roberts.

Rep: Canadian Broadcasting Corp. Seating facilities: None. Merchandising: None. Foreign language programs: Station uses French almost entirely; English population in this area is only about 2%. Artists bureau: None. Base rate: $25.


CKCH, HULL


Supply lists of retailers and wholesalers; mail printed matter and make personal calls on dealers at start of new campaign; arrange for window and counter displays. Foreign language programs: No rules; audience composed entirely of English-speaking people. Artists bureau: None. Base rate: $25.

Copy restrictions: No beer, wine or liquor accepted; patent medicine continuity must be approved by the CBC; all copy subject to station and CBC rules and regulations. E. T. library: None. News: Canadian Press; Christian Science Monitor. News periods: 12:15-12:30 P.M., 5-5:15 P.M. (Monitor News), 6:15-6:30 P.M., all Monday through Saturday.

CBF, MONTREAL

Operator: Canadian Broadcasting Corp., 1231 St. Catherine St., West. Phone: Mar-
QUEBEC STATIONS—Continued


Copy restrictions: Regulations of the CBC. E. T. library: RCA Northern Electric. News: Canadian Press. News periods: 8:30-8:45 A.M., 12:30-12:45 P.M., 6:30-6:40 P.M., 11-11:15 P.M., all Monday through Saturday. (Note: News itself may not be sponsored; sponsorship is sold around the 6:30 P.M. period, but not around the other periods excepting time announcements.)

CBM, MONTREAL


Copy restrictions: No beer, wines or alcoholic beverage accounts accepted; patent medicines accepted subject to approval of Dominion Health Board; regulations of the CBC apply at all times. E. T. library: RCA Northern Electric. News: Canadian Press. News periods: 8:30-8:45 A.M., 12:30-12:45 P.M., 6:30-6:45 P.M., 11-11:15 P.M., all Monday through Saturday. (Note: News itself may not be sponsored; sponsorship is sold around the 6:30 P.M. period, but not around the other periods excepting time announcements.)

CFCF-CFCX, MONTREAL


Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). Seating facilities: Tudor Hall, 250; Knights of Columbus Hall, 1,200; Salle D'Oree in Mount Royal Hotel, 400; York Room in Windsor Hotel, 200. Merchandising: Pre-plug programs over the air, release publicity to metropolitan newspapers, and (within certain limits) will contact dealers and distributors on request; window cards are not distributed in this service. Foreign language programs: Not accepted. Artists bureau: None. Base rate: $125.

Copy restrictions: Beer and wine accepted, but not with time signals, and other services, and copy must not tend to promote the further use of such beverages; no hard liquor; spot announcements limited to 75 words and chain breaks to 20 words; observe regulations of the Canadian Broadcasting Corp. E. T. library: NBC Thesaurus. News: Transradio. News periods: 8-8:10 A.M., 9-9:05 A.M., 6:20-6:30 P.M., all Monday through Saturday; noon-12:05 P.M., Monday through Friday; 11-11:15 P.M., every day.

CHLP, MONTREAL

Operator: La Patrie Publishing Co., Ltd., Sun Life Bldg. Phone: Plateau 5225. Power: 100 watts on 1120 kc. Affiliation: None. Opened: Jan. 1, 1933. (Note: This station is newspaper-owned by La Patrie.)


CKAC, MONTREAL

Operator: La Compagnie de Publication de La Presse Limitée, 980 St. Catherine St., West. Phone: Marquette 3611. Power: 5,000 watts on 730 kc. Affiliation: CBS. Opened: June, 1922. (Note: This station is newspaper-owned by La Presse.)

Managing director: Phil Lalonde. Assistant manager: Claire Oliver. Program

Rep: Joseph Hershey McGillvra. Seating facilities: Three theatres, 800, 1,100 and 1,500. Merchandising: Complete listings in La Presse and all papers through publicity department. Foreign language programs: Station is bilingual; most announcements are given in French as well as English. Artists bureau: No information given. Base rate: $165.

Copy restrictions: Advertising limited to 15% of time used; accept beer and wines; no hard liquors; spot announcements limited to 100 words maximum. E. T. library: World; Lang-Worth. News: British UP. News periods: 8:45-9 A.M., 1:15-1:25 P.M., both Monday through Saturday; 6:45-7 P.M., 10:45-11 P.M., both every day; 11-11:10 P.M. (sports news) every day.

CHNC, NEW CARLISLE


Copy restrictions: Beer and wine accepted; no hard liquor; patent medicine copy must be approved by station; all continuities and commercials must conform to station standards and Canadian Broadcasting Corp. rules. E. T. library: Lang-Worth. News: British UP. Canadian British UP news periods: 10:30-10:45 A.M., 12:20-12:35 P.M., 7:45-8 P.M., all Monday through Saturday. Canadian Press news periods: 8:30 A.M., 8:45 A.M. (French), 12:50 P.M., 1:15 P.M. (French), 5:40 P.M., 5:50 P.M., all approximately 8 minutes, all Monday through Saturday. (Note: Canadian Press news is non-commercial.)

CBV, QUEBEC


Rep: Canadian Broadcasting Corp. Seating facilities: Following facilities in the various public halls of the Chateau Frontenac: Convention Hall, 800; Jacquer Cartier Room, 150; Riverview, 300; Dining Room, 175. Merchandising: Program schedules and special publicity sent to all newspapers in the area gratis. Foreign language programs: Coverage area of station is 96.3% French; see CBC rules. Artists bureau: None. Base rate: $70.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. News: Canadian Press.

CHRC, QUEBEC


Rep: Joseph Hershey McGillvra. Seating facilities: Accommodations for 600; admission free; sponsor pays so much rental per show. Merchandising: Complete service; surveys; interviews; investigation as to market for product, and competitor lines in both wholesale and retail field. Foreign language programs: Territory is bilingual; programs taken in French or English; no other languages. Artists bureau: Yes; handle over 100 artists per week. Stock: Principal holders are the Hon. Senator L. Moraud, Maj. Ed Flynn, Emile Fontaine, Capt. J. H. Baribeau, J. N. Thivierge, Gaston Pratte and Henri Le Page. Base rate: $45.


CKCV, QUEBEC

Operator: CKCV, Ltd., 142 St. John St. Phone: 2-1585. Power: 100 watts on 1310
QUEBEC STATIONS—Continued

ck. Affiliation: Canadian Broadcasting Corp. Opened: September, 1925.

CJBR, RIMOUSKI
Operator: J. A. Brilliant, Power Bldg. Phone: 396. Power: 1,000 watts on 1030 kc. Affiliation: Canadian Broadcasting Corp. Opened: Nov. 15, 1937. (Note: This station is owned and operated by the Lower St. Lawrence Power Co.)

CKRN, ROUYN
(Note: Station policies and services are not yet completely set due to the short time of operation.)

CHLT, SHERBROOKE
Operator: La Tribune, Ltd., 3 Marquette St. Phone: 2071. Power: 100 watts on 1210 kc. Affiliation: None. Opened: June 27, 1937. (Note: This station is owned by the French-language newspaper La Tribune.)
President: J. Nicol. Station and commercial manager, program and publicity director: A. Gauthier. Chief engineer: C. Charlebois.
Rep: None. Seating facilities: None. Merchandising: None. Foreign language programs: None. No rules have been formulated by station. Artists bureau: None. Base rate: $35.

CHGB, St. ANNE de la POCATIERE
Station manager, chief engineer: G. T. Desjardins. Commercial manager, program and publicity director: George H. Bouchard.
Rep: None. Seating facilities: Agricultural high school auditorium available, seating 1,500. Merchandising: None. Foreign language programs: French language used almost entirely on this station. Artists bureau: No formal setup; station can, however, supply all necessary talent. Base rate: $25.

CHLN, THREE RIVERS
Operator: Le Nouvelliste, Ltd., Chateau de Blois. Phone: 3000. Power: 100 watts on 1420 kc. Affiliation: None. Opened: October, 1937. (Note: This station is newspaper-owned by the French-language daily Le Nouvelliste).
Station director: Emile Jean. Station manager, program and publicity director: George Bourassa. Chief engineer: Leon Trepanier.
Rep: None. Seating facilities: None. Merchandising: None. Foreign language
Quebec Stations—Continued

Programs: Accept French and English programs only. Artists bureau: None. Base rate: $35.


Saskatchewan

(Holidays: New Year's Day, January 1; Ash Wednesday, February or March; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.)

Chab, Moose Jaw

Operator: Chab, Ltd., Grant Hall Hotel. Phone: 2377. Power: 250 and 100 watts on 1200 kc. Affiliation: Canadian Broadcasting Corp. Opened: July 1, 1933.


Copy restrictions: No beer, wine or alcoholic beverages of any type accepted; patent medicine copy under supervision of Food and Drug act; commercial copy subject to restrictions of the Canadian Broadcasting Corp. E. T. Library: Lang-Worth. News: British UP. News periods: 7:45 A.M., 12:30 P.M., 5:30 P.M., 9 P.M., (from CBC), 10:45 P.M., all 10 minutes, all Monday through Saturday; 2:45-3 P.M., Sunday only.

Ckbi, Prince Albert


Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). Seating facilities: Can accommodate about 20 persons. Merchandising: Handle newspaper publicity, advertising space, and arrange and install window displays for national advertisers. Foreign language programs: Commercials in foreign languages not accepted, though station runs Ukrainian and Norwegian programs. Artists bureau: None; talent is largely non-professional. Base rate: $30.


Cjrm, Regina


Rep: Joseph Hershey McGillivra (U. S. and Canada). Seating facilities: Studio accommodates about 100 persons. Merchandising: Supply window cards, posters, blotters, slides, etc.; service carries a charge. Foreign language programs: Accepted; all speeches in a foreign language must also be rendered in English by the station announcer. Artists bureau: None. Base rate: $80.

Copy restrictions: No beer, wines or alcoholic beverages; all copy subject to regulations of the Canadian Broadcasting Corp. News: Transradio.
CKCK, REGINA

Operator: Leader-Post, Ltd., Leader-Post Bldg. Phone: 8525. Power: 1,000 watts on 1010 kc. Affiliation: Canadian Broadcasting Corp. Opened: April, 1922. (Note: This station is newspaper owned by the Regina Leader-Post.)


Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). Seating facilities: Can accommodate 300 persons. Merchandising: Supply listings and publicity through Leader-Post and weeklies throughout province; dealer contacts; cooperate in placing window displays, etc.; all services rendered gratis. Foreign language programs: No set rules, as no requests have been received to date. Artists bureau: Setup nominal only. Base rate: $80.


CFQC, SASKATOON

Operator: A. A. Murphy & Sons Ltd., 216 First Avenue, N. Phones: 7282; 5374. Power: 1,000 watts on 600 kc. Affiliation: Canadian Broadcasting Corp. Opened: July, 1923.


Copy restrictions: Regulations of the Canadian Broadcasting Corp. E. T. Library: NBC Thesaurus; Standard. News: British UP. News periods: 7:45 A.M., 11:45 A.M., 6 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday; 4:30-4:45 P.M., Sunday only.

CJGX, YORKTON

Operator: Dawson Richardson Publications, Ltd., 171 McDermot Ave., Winnipeg, Man. Phone: 92-531. Power: 1,000 watts on 1430 kc. Affiliation: Canadian Broadcasting Corp. Opened: August, 1927. (Note: This station is operated by remote control over leased lines from Winnipeg, Manitoba.)


Rep: Inland Broadcasting Service (Winnipeg); Jack Slatter (Toronto); Joseph Hershey McGillvra (U. S.). Seating facilities: Local theatre, 850; main dining room of the Yorkton hotel, 250. Merchandising: Contact local merchants; distribute cards, etc. Foreign language programs: Accepted. Artists bureau: None. Base rate: $50.


CANADIAN BROADCASTING CORPORATION OFFICERS:

General Manager—W. E. Gladstone Murray........... Ottawa, Ontario
Asst. General Manager—Augustin Frigon.............. Keefer Building, Montreal, P. Q.
Chief Executive Asst.—Donald Manson............... Ottawa, Ontario
Asst. to the General Manager—E. A. Pickering..... Ottawa, Ontario
General Supervisor of Programs—E. L. Bushnell... 341 Church St., Toronto, Ontario
Chief Engineer—G. W. Olive.......................... Keefer Building, Montreal, P. Q.
Secretary—R. P. Landry................................. Ottawa, Ontario
Treasurer—Harry Baldwin............................. Ottawa, Ontario
Commercial Manager—E. A. Weir....................... 1 Hayter Street, Toronto, Ontario
Sup’vr: Press and Information Service—E. A. Weir...1 Hayter Street, Toronto, Ontario
Traffic Manager—E. W. Jackson....................... 1 Hayter Street, Toronto, Ontario
Supervisor of Station Relations—H. N. Stovin...... 1 Hayter Street, Toronto, Ontario
Board of Directors

Paul W. Morency, General Manager
Radio Station WTIC
Hartford, Conn.
(District 1)

Harry C. Wilder, President
Radio Station WSYR
Syracuse, N. Y.
(District 2)

Clifford M. Chafey, General Manager
Radio Station WEEU
Reading, Pa.
(District 3)

John A. Kennedy, President
Radio Station WBLK
Clarksburg, W. Va.
(District 4)

W. Walter Tison, Director
Radio Station WFLA
Tampa, Fla.
(District 5)

Edwin W. Craig, Vice-President
Radio Station WSM
Nashville, Tenn.
(District 6)

J. H. Ryan, Vice-President
Radio Station WSPD
Toledo, Ohio
(District 7)

John E. Fetzer, President
Radio Station WKZO
Kalamazoo, Mich.
(District 8)

Gene T. Dyer, President
Radio Station WGES
Chicago, Ill.
(District 9)

John J. Gillin, Jr., Manager
Radio Station WOW
Omaha, Nebr.
(District 10)

Earl H. Gammons, General Manager
Radio Station WCCO
Minneapolis, Minn.
(District 11)

Herbert Hollister, General Manager
Radio Station KANS
Wichita, Kans.
(District 12)

O. L. Taylor, General Manager
Radio Station KGNC
Amarillo, Tex.
(District 13)

Eugene P. O’Fallon, President
Radio Station KFEL
Denver, Colo.
(District 14)

Howard Lane, Manager
Radio Station KFBK
Sacramento, Calif.
(District 15)

Donald W. Thornburgh, Vice-President
Radio Station KNX
Los Angeles, Calif.
(District 16)

C. W. Myers, President
Radio Station KOIN
Portland, Ore.
(District 17)

Directors-at-Large*

Harold Hough, General Manager
Radio Station WBAP
Fort Worth, Tex.
(Clear Channel; District 13)

Lambdin Kay, Director
Radio Station WSB
Atlanta, Ga.
(District 5)

Frank M. Russell, Vice-President
Radio Station WRC
Washington, D. C.
(Regional Channel; District 4)

Elliott Roosevelt, President
Hearst Radio, Inc.
20 East 57th St.
New York, N. Y.
(District 13)

John Elmer, President
Radio Station WCBM
Baltimore, Md.
(Local Channel; District 4)

Edward A. Allen, President
Radio Station WLVA
Lynchburg, Va.
(District 4)

*Note: These directors-at-large were to be replaced by a new panel in July, 1939.
Accounting Committee

Harry C. Wilder (Committee Chairman)
Radio Station WSYR
Syracuse, N. Y.

L. A. Benson
Radio Station WIL
St. Louis, Mo.

E. E. Hill
Radio Station WORC

E. M. Stoer
Hearst Radio, Inc.
New York, N. Y.

Harold Wheelahan
Radio Station WSMB
New Orleans, La.

Frank White
Columbia Broadcasting System
New York, N. Y.

Mark Woods
National Broadcasting Company, Inc.
New York, N. Y.

Committee to Consider Report of NAB Bureau of Copyrights, Inc.

John Elmer (Committee Chairman)
Radio Station WCBM
Baltimore, Md.

John J. Gillin, Jr.
Radio Station WOW
Omaha, Nebr.

Harold Hough
Radio Station WBAP
Fort Worth, Tex.

Committee to Study Questions of Associate Memberships in NAB

John J. Gillin, Jr. (Committee Chairman)
Radio Station WOW
Omaha, Nebr.

Earl H. Gammons
Radio Station WCCO
Minneapolis, Minn.

Eugene P. O'Fallon
Radio Station KFEL
Denver, Colo.

The Copyright Committee

Edwin W. Craig
Radio Station WSM
Nashville, Tenn.

Walter J. Damm
Radio Station WTMJ
Milwaukee, Wis.

John Elmer
Radio Station WCBM
Baltimore, Md.

I. R. Lounsberry
Radio Station WGR
Buffalo, N. Y.

Gregory Gentling
Radio Station KROC
Rochester, Minn.

Edward Klauber, Executive Vice-President
Columbia Broadcasting System
New York, N. Y.

Lenox Lohr, President
National Broadcasting Company
New York, N. Y.

Clair McCollough
Radio Station WGAL
Lancaster, Pa.

John Shepard, III, President
The Yankee Network
Boston, Mass.

Theodore C. Streibert, Vice-President
Mutual Broadcasting System
New York, N. Y.

Harold Wheelahan
Radio Station WSMB
New Orleans, La.

Engineering Committee

John V. L. Hogan (Committee Chairman)
Radio Station WQXR
New York, N. Y.

E. K. Cohan
Columbia Broadcasting System
New York, N. Y.

J. H. DeWitt, Jr.
Radio Station WSM
Nashville, Tenn.

William G. Egerton
Radio Station KTSA
San Antonio, Tex.

John E. Fetzer
Radio Station WKZO
Kalamazoo, Mich.

O. B. Hanson
National Broadcasting Company, Inc.
New York, N. Y.
N. A. B. COMMITTEES—Continued

Committee of Six of Federal Radio Education Committee

Levering Tyson (Committee Chairman)
National Advisory Council on Radio in Education, Inc.
New York, N. Y.

Hadley Cantril
Princeton University
Princeton, N. J.

Dr. W. W. Charters
Ohio State University
Columbus, Ohio

Neville Miller
National Association of Broadcasters
Washington, D. C.

John F. Royal
National Broadcasting Company, Inc.
New York, N. Y.

Frederick A. Willis
Columbia Broadcasting System
New York, N. Y.

Finance Committee of the Board of Directors

Harold Hough (Committee Chairman)
Radio Station WBAP
Fort Worth, Tex.

Earl H. Gammons
Radio Station WCCO
Minneapolis, Minn.

John Shepard, III
Yankee Network
Boston, Mass.

Labor Committee

Samuel R. Rosenbaum (Committee Chairman)
Radio Station WFIL

Ralph R. Brunton
Radio Station KJBS
San Francisco, Calif.

Don S. Elias
Radio Station WWNC
Asheville, N. C.

Earl J. Glade
Radio Station KSL
Salt Lake City, Utah
N. A. B. COMMITTEES—Continued

George W. Norton, Jr.
Radio Station WAVE
Louisville, Ky.

J. H. Ryan
Radio Station WSPD
Toledo, Ohio

Lloyd C. Thomas
Radio Station WROK
Rockford, Ill.

Legislative Committee

John A. Kennedy (Committee Chairman)
Radio Station WBLK
Clarksburg, W. Va.

Harry C. Butcher
Radio Station WJSV
Washington, D. C.

Edwin W. Craig
Radio Station WSM
Nashville, Tenn.

William B. Dolph
Radio Station WOL
Washington, D. C.

John Elmer
Radio Station WCBM
Baltimore, Md.

Luther L. Hill
Radio Station KRNT
Des Moines, Ia.

Frank M. Russell
Radio Station WRC
Washington, D. C.

Theodore C. Streibert
Radio Station WOR
New York, N. Y.

The Program Standards Committee

Neville Miller (Committee Chairman)
National Association of Broadcasters
Washington, D. C.

Edgar L. Bill
Radio Station WMBD
Peoria, Ill.

E. B. Craney
Radio Station KGIR
Butte, Mont.

Walter J. Damm
Radio Station WTMJ
Milwaukee, Wis.

Earl J. Glade
Radio Station KSL
Salt Lake City, Utah

Herbert Hollister
Radio Station KANS
Wichita, Kans.

Edward Klauber
Columbia Broadcasting System
New York, N. Y.

Lenox Lohr
National Broadcasting Company, Inc.
New York, N. Y.

Paul W. Morenc
Radio Station WTIC
Hartford, Conn.

Samuel R. Rosenbaum
Radio Station WFIL

Theodore C. Streibert
Mutual Broadcasting System
New York, N. Y.

Karl O. Wyler
Radio Station KTSM
El Paso, Tex.

Sales Managers Committee

Craig Lawrence (Committee Chairman)
Radio Station KSO
Des Moines, Ia.

Frank Bishop
Radio Station KFEL
Denver, Colo.

Charles C. Caley
Radio Station WMBD
Peoria, Ill.

K. W. Church
Radio Station KMOX
St. Louis, Mo.

William R. Cline
Radio Station WLS
Chicago, Ill.

E. Y. Flanigan
Radio Station WSPD
Toledo, Ohio

Purnell Gould
Radio Station WFBR
Baltimore, Md.

Herbert Hollister
Radio Station KANS
Wichita, Kans.

J. Buryl Lottridge
Radio Station KTUL
Tulsa, Okla.
N. A. B. COMMITTEES—Continued

Wage and Hour Act Committee
Joseph L. Miller (Acting Committee Chairman)
National Association of Broadcasters
Washington, D. C.

H. W. Batchelder
Radio Station WFBR
Baltimore, Md.

William B. Dolph
Radio Station WOL
Washington, D. C.

John V. L. Hogan
Radio Station WQXR
New York, N. Y.

C. T. Lucy
Radio Station WRVA
Richmond, Va.

NAB-RMA Committee
(NAB)
Neville Miller (Committee Chairman)
National Association of Broadcasters
Washington, D. C.

Edward Klauber
Columbia Broadcasting System
New York, N. Y.

I. R. Lounsberry
Radio Stations WGR-WKBW
Buffalo, N. Y.

H. Bliss McNaughton
Radio Station WTBO
Cumberland, Md.

Theodore Streibert
Mutual Broadcasting System
New York, N. Y.

E. M. Kirby
National Association of Broadcasters
Washington, D. C.

(RMA)
James M. Skinner (Committee Chairman)
Philadelphia Storage Battery Company

Henry C. Bonfig
RCA Manufacturing Company, Inc.
Camden, N. J.

Powel Crosley
The Crosley Corporation
Cincinnati, Ohio

Com. E. F. McDonald, Jr.
Zenith Radio Corporation
Chicago, Ill.

A. S. Wells (Ex-officio Member)
Wells-Gardner Company
Chicago, Ill.

Research Committee
*Arthur B. Church (Committee Chairman)
Radio Station KMBC
Kansas City, Mo.

H. K. Carpenter
Radio Station WHK
Cleveland, Ohio

John V. L. Hogan
Radio Station WQXR
New York, N. Y.

*Paul Keston
Columbia Broadcasting System
New York, N. Y.

*J. O. Maland
Radio Station WHO
Des Moines, Ia.

George Roeder
Radio Station WCBM
Baltimore, Md.

*Roy C. Witmer
National Broadcasting Company, Inc.
New York, N. Y.

Paul F. Peter (Ex-officio)
National Association of Broadcasters
Washington, D. C.

*Neville Miller
National Association of Broadcasters
Washington, D. C.

*Committee of five representing NAB on the Joint Committee on Radio Research. Mr. Miller is chairman of this group.

NAB Committee of Cooperation Between Press, Radio and Bar

Harry C. Butcher
Radio Station WJSV
Washington, D. C.

Louis G. Caldwell
Washington, D. C.

Philip G. Loucks
Washington, D. C.

Neville Miller
National Association of Broadcasters
Washington, D. C.
Frank M. Russell
Radio Station WRC
Washington, D. C.

Committee of Independent Broadcasters

Lloyd C. Thomas
Rockford, Ill.

Harold A. LaFount
Radio Station WCOP
Boston, Mass.

C. Alden Baker
Radio Station WCHS
Charleston, W. Va.

Gregory Gentling
Radio Station KROC
Rochester, Minn.

Jack R. Howard
Radio Station WCPO
Cincinnati, Ohio

H. Bliss McNaughton
Radio Station WTBO
Cumberland, Md.

Stanley Schutz
Radio Station WLAB
Lawrence, Mass.

Edgar Schutz
Radio Station WIL
St. Louis, Mo.

Frank R. Smith, Jr.
Radio Station WWSW
Pittsburgh, Pa.

N. A. B. PRESIDENTS SINCE 1923

Eugene F. McDonald, Jr. (WJAZ, Chicago, Ill.) ......................... 1923-1925
Frank W. Elliot (WHO, Des Moines, Ia.) ............................... 1925-1926
Earle C. Anthony (KFI, Los Angeles, Calif.) ........................... 1926-1928
William S. Hedges (WMAQ, Chicago, Ill.) .............................. 1928-1930
Walter J. Damm (WTMJ, Milwaukee, Wis.) ............................. 1930-1931
Harry Shaw (WMT, Cedar Rapids, Ia.) .................................. 1931-1932
J. Truman Ward (WLAC, Nashville, Tenn.) .............................. 1932-1933
Alfred J. McCosker (WOR, New York City) ............................. 1933-1935
Leo Fitzpatrick (WJR, Detroit) ......................................... 1935-1936
Charles W. Myers (KQIN, Portland, Ore.) ............................. 1936-1937
John Elmer (WCBM, Baltimore, Md.) .................................. 1937-1938
Phillip G. Loucks (counsel) ........................................... 1938
Mark Ethridge (WHAS, Louisville, Ky.) ............................... 1938
Neville Miller (ex-mayor, Louisville, Ky.) ........................... 1938

N.A.B. CONVENTIONS, 1923-1939

First annual convention, 1923 ........................................... Chicago, Ill.
Second annual convention, 1924 ........................................ New York City
Third annual convention, 1925 ......................................... New York City
Fourth annual convention, 1926 ....................................... New York City
Fifth annual convention, Sept. 19-21, 1927 .......................... New York City
Sixth annual convention, Oct. 15-17, 1928 ............................ Washington, D. C.
Seventh annual convention, Nov. 3-6, 1929 ............................ West Baden, Ind.
Eighth annual convention, Nov. 17-19, 1930 ......................... Cleveland, O.
Tenth annual convention, Nov. 14-16, 1932 ............................ St. Louis, Mo.
Twelfth annual convention, Sept. 17-19, 1934 ....................... Cincinnati, O.
Thirteenth annual convention, July 8-11, 1935 ...................... Colorado Springs, Colo.
Fourteenth annual convention, July 5-8, 1936 ....................... Chicago, Ill.
Fifteenth annual convention, June 20-23, 1937 ...................... Chicago, Ill.
Special convention, Oct. 12-13, 1937 ................................ New York City
Seventeenth annual convention, July 10-13, 1939 .................... Atlantic City, N. J.

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STATION REPRESENTATIVES

Information on the personnel and offices of the various U.S., Canadian, and foreign station representatives is given below.

Those firms whose names bear an asterisk (*) also represent newspapers or other media as well as radio stations.

All-Canada Radio Facilities, Ltd. Officers: H. R. Carson, president, managing director; A. R. Gibson, secretary. Winnipeg office: c/o CKY, Manitoba Telephone System Bldg., Portage Ave., E.; P. H. Gaynor, representative (phone 92 191). Calgary office: 305 Victory Bldg. (Elgin 2464); G. F. Herbert, manager. Toronto office: 152 W. Georgia St. (Trinity 1391); J. E. Baldwin, manager. (Note: This firm also serves as Canadian distributors for various American transcription producers, and is an amalgamation of the former All-Canada Broadcasting System and United Broadcast Sales, Ltd.)


Associated Broadcasting Co., Ltd. Toronto office: Hermant Bldg. (Elgin 3345); E. A. Byworth, president. Montreal office: Dominion Square Bldg. (Belair 3225); M. Maxwell, vice-president; W. A. Eversfield, secretary-treasurer.

Bertha Bannan. Boston office: 15 Little Bldg. (Hancock 6178).


*The Branham Co. Officers: John Petrie, president, Chicago office: 360 N. Michigan Ave. (Central 5726). Personnel:


*Burn-Smith Co., Inc. Officers:* John A. Toothill, president; J. Byron Smith II, secretary, treasurer. **New York office:** 7 West 44th St. (Murray Hill 2-7462). **Chicago office:** 2001 Bell Bldg. (Central 4270). **Detroit office:** New Center Bldg. (Madison 3350).  

*The Capper Publications, Inc. Officers:* Arthur Capper, president and publisher; Marco Morrow, vice-president and assistant publisher; H. S. Blake, vice-president and general manager. Ben Ludy, manager WIBW; W. A. Bailey, manager KCKN. **New York office:** 420 Lexington Ave. (Mohawk 4-3280). Personnel: W. L. McKee, Dean Bailey. **Chicago office:** 180 N. Michigan Ave. (Central 5977). Personnel: Felix Morris. **Detroit office:** General Motors Bldg. (Madison 2125). Personnel: Edward McKernon. **Cleveland office:** 1013 Rockwell Ave. (Cherry 5775). **Kansas City (Mo.) office:** 21 W. 10th St. (Harrison 4700). **Kansas City (Kans.) office:** Eighth and Armstrong. **Topeka office:** Eighth and Jackson Ave. **St. Louis office:** 2202 Pine St. (Central 3330). **San Francisco office:** Russ Bldg. (Douglas 5220). Personnel: W. B. Flowers.  


*James F. Fay. Officers:* James F. Fay, president and treasurer; Gertrude Saxe, office manager. **Boston office:** 1011 Statler Bldg. (Hubbard 1225).  

*William M. Fleischman, Jr. New York office:* 247 Park Ave. (Eldorado 5-5183). (See also William D. Watson, Chicago associate.)  

*Forjoe & Co. Officers:* Joseph Bloom,
Year after year, more important spot advertisers buy more time through Radio Sales.

Radio Sales, unlike most station representatives, is part of the organization it represents—the stations operated by CBS. As a division of the Columbia Broadcasting System, Radio Sales makes available to all of its clients the most complete facilities in radio...Columbia's Market Research, Promotion, Publicity and Program Departments.

These services help make spot radio pay when added to...

LISTENING AUDIENCES FOR YOUR ADVERTISING

In nine major markets, are nine major CBS stations represented by Radio Sales. With the heaviest big-time, big-name network structure in radio, these important stations provide big habitual audiences for your spot programs.
Radio Sales stations span the nation. They represent almost every known spot need...varying from stations with broad regional coverage to those concentrating their influence in a single trading area...from stations that serve rich farming areas to those whose appeal is solely to industrial regions...

But in one respect, these stations are all alike. Each is operated by CBS—offering advertisers and listeners the benefits of single-standard management and program policies...the policies established by Columbia, the world’s largest network.

And—for advertisers—an integral part of this complete service is Radio Sales—likewise, a division of Columbia—to provide prompt, efficient, complete service regarding these stations and the markets which they cover.

Whether you plan a widespread spot radio campaign or seek to test radio in a limited way, consult Radio Sales—the spot radio service unit for Columbia’s own stations.

**Radio Sales**

_A Division of the Columbia Broadcasting System._ New York, Chicago, Detroit, St. Louis, Cincinnati, Charlotte, N.C., Los Angeles, San Francisco

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**Operated by Columbia**

**Represented by Radio Sales**

WABC New York ★ WBBM Chicago ★ WEEI Boston
WCCO Minneapolis-St. Paul ★ KMOX St. Louis
KNX Los Angeles ★ WBT Charlotte, N.C.
WKRC Cincinnati ★ WJSV Washington
The Columbia Pacific Network;
The Columbia New England Network;
(also representing WAPI, Birmingham)
Hearst. 

Gene Free & Furgason. 


San Francisco office: One Eleven Sutter (Sutter 4533). Personnel: A. Leo Bowman, manager. 


Gene Furgason & Co. (formerly Furgason & Aston, Inc.). Officers: Gene Furgason, president; C. L. Sleininger, secretary-treasurer; Arch Kerr, vice-president. 


New York office: 117 West 46th St. (Longacre 3-0035). 


Chicago office: 360 N. Michigan Ave. (Central 7553). 


Denver office: 1863 Wazee St. (Keystone 2371). 

Kansas City office: 6810 Edgevale Rd. (Jackson 8308). 


San Francisco office: 564 Market St. (Garfield 7511). 

Hearst Radio. (See also International Radio Sales.) 

Officers: T. J. White, vice-president; Bradley Kelly, vice-president; O. J. Fernsten, assistant treasurer; R. F. McCauley, secretary; W. P. McGoldrick, assistant secretary; H. S. MacKay, Jr., resident assistant secretary, Los Angeles; Grove J. Fink, resident vice-president, San Francisco. 


Harold C. Higgins. Chicago office: Tribune Tower (Superior 5110). 

George P. Hollingbery Co. (formerly Craig & Hollingbery, Inc.). 


Winnipeg office: 171 McDermot Ave. (92 531). 

Toronto office: Affiliated with Jack Slatter, 4 Albert St. (Adelaide 3383). 


International Radio Sales. (See also Hearst Radio.) (Division of Hearst Radio.)


"To be or not to be..."

To be or not to be a radio advertiser—that is a question which needn’t be decided “by guess or by gosh” . . . After all, radio is now of sufficient age and background to permit any advertiser to make a seasoned, mature and well-founded decision.

Helping you to make such a decision is a big part of our job. The main part, of course, is to sell radio time. But these stations want permanent radio advertisers—not a graveyard of failures. To secure the first and preclude the latter, we are just as eager for wise decisions as you are yourself.

Our really tremendous files of data—our 165 cumulative years of experience—all our best thought is yours for the asking. We confidently believe that we can help you make a wise decision about radio. Won’t you give us a ring?

FREE & PETERS, INC. (AND FREE, JOHNS & FIELD, INC.)

CHICAGO
180 N. Michigan Ave.
Franklin 6373
SAN FRANCISCO
One Eleven Sutter
Sutter 4332

NEW YORK
217 Park Ave.
Plaza 5-4131
LOS ANGELES
C. of C. Bldg.
Richmond 6184

DETROIT
New Center Bldg.
Trinity 2-8444
ATLANTA
617 Walton Bldg.
Jackson 1678

Exclusive Representatives:

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<tr>
<td>WOC</td>
<td>Davenport</td>
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<td>WHO</td>
<td>Des Moines</td>
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<tr>
<td>WDAY</td>
<td>Fargo</td>
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<td>WOVO-WGL</td>
<td>Ft. Wayne</td>
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<tr>
<td>KMBC</td>
<td>Kansas City</td>
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<td>WAVE</td>
<td>Louisville</td>
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<td>WTCN</td>
<td>Minneapolis-St. Paul</td>
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<td>WMBD</td>
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Southeast

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Southwest

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Pacific Coast

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<td>KVI</td>
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FREE & PETERS, INC.
(AND FREE, JOHNS & FIELD, INC.)
STATION REPRESENTATIVES—Continued

(Sutter 1920); William B. Ryan, sales manager.

*Northern Broadcasting Co., Ltd. Officers: Jack Cooke, manager; P. M. Seaborn, station relations. Toronto office: 305 Victory Bldg. (Elgin 2464). (Handle national sales for own Canadian radio stations and newspapers.)


John H. Reagin. Atlanta office: 125½ Luckie St.


*Reynolds-Fitzgerald, Inc. Officers: John T. Fitzgerald, vice-president (Chicago); Harry D. Reynolds, president (New

Harry Roberts. Pittsburgh office: 7955 Tioga St. (Churchill 8843).


William R. Stewart. Chicago office: 9 S. Clinton St. (Franklin 1133).


J. Franklyn Viola & Co. New York office: 152 West 42nd St. (Chickering 4-3254). (Represents stations for foreign language programs.)


William D. Watson. Chicago office: 360 N. Michigan Ave. (State 4439). (See also William M. Fleischman, Jr., New York associate.)


Biggest of all baseball sponsors is General Mills (for Wheaties). Within the past several years this sponsor has adopted the policy of buying baseball rights largely in conjunction with other sponsors, costs and facilities being shared conjointly. (For the General Mills' 1938 baseball schedule, see VARIETY RADIO DIRECTORY, Vol. II, pages 1089-1091).

Herewith is the General Mills 1939 list. The major portion of this schedule was placed and supervised by Knox Reeves Advertising, Inc.

In certain Western cities the broadcasts were placed and supervised by the Westco Advertising Agency. These cities are marked with an asterisk (*).

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<th>Announcer</th>
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<td>Leo Lassen</td>
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**WHEATIES' 1939 BASEBALL**—Continued

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<td>Socony-Vacuum</td>
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<td>B. F. Goodrich</td>
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</table>

**BASEBALL 1939: ATLANTIC REFINING CO.**

Another sponsor active in the field of sponsored baseball during 1939 is the Atlantic Refining Co., whose schedule appears below, as placed by N. W. Ayer & Son, Inc.

It should be noted that one column is marked "School." This refers to a merchandising program in which boys in certain cities where the broadcasts take place are enrolled in baseball schools, receiving instruction in the game. In 1938, according to the sponsor's dealer literature, some 66,000 boys were enrolled in these schools.

<table>
<thead>
<tr>
<th>City</th>
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<th>School</th>
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<td>*Albany, N. Y.</td>
<td>Senators</td>
<td>WABY</td>
<td>Gren Rand.</td>
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<td></td>
<td></td>
<td>WOKO</td>
<td>Sherb Herrick</td>
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<tr>
<td>Augusta, Ga.</td>
<td>Tigers</td>
<td>WRDW</td>
<td>Thurston Bennett</td>
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<tr>
<td>*Baltimore, Md.</td>
<td>Orioles</td>
<td>WCBM</td>
<td>Lee Davis</td>
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<tr>
<td>Binghamton, N. Y.</td>
<td>Triplets</td>
<td>WNBIF</td>
<td>Tom McMahon</td>
<td>Yes</td>
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<tr>
<td>Boston, Mass.</td>
<td>Bees; Red Sox</td>
<td>WAAB</td>
<td>Frank Frisch</td>
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<td>Fall River, Mass.</td>
<td>Bees</td>
<td>WSR</td>
<td>Frank Frisch</td>
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<td>Greenfield, Mass.</td>
<td>Bees</td>
<td>WHAI</td>
<td>Frank Frisch</td>
<td>No</td>
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<tr>
<td>†Hartford, Conn.</td>
<td>Bees</td>
<td>WHT</td>
<td>Frank Frisch</td>
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<tr>
<td>Laconia, N. H.</td>
<td>Bees</td>
<td>WLH</td>
<td>Frank Frisch</td>
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<td>Bees</td>
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<td>Frank Frisch</td>
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<td>Manchester, N. H.</td>
<td>Bees</td>
<td>WFEA</td>
<td>Frank Frisch</td>
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<td>New Bedford, Mass.</td>
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<td>WNBH</td>
<td>Frank Frisch</td>
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<td>New London, Conn.</td>
<td>Bees</td>
<td>WNLC</td>
<td>Frank Frisch</td>
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<td>Providence, R. I.</td>
<td>Bees</td>
<td>WEAN</td>
<td>Frank Frisch</td>
<td>No</td>
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<td>†Springfield, Mass.</td>
<td>Bees</td>
<td>WSPR</td>
<td>Frank Frisch</td>
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<td>Waterbury, Conn.</td>
<td>Bees</td>
<td>WATR</td>
<td>Frank Frisch</td>
<td>No</td>
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</table>

* In Albany, N. Y., Baltimore, Md., Newark, N. J., Pittsburgh, Pa., and Syracuse, N. Y., the games are broadcast under a co-sponsorship arrangement with General Mills (Wheaties) which account is handled by Knox Reeves Advertising, Inc.

† In Hartford, Conn., and Springfield, Mass., games of the Eastern League are broadcast in addition to the Boston major league fare. The Hartford team is the "Laurels," whose play-by-play is announced by Jack Lloyd. The Springfield team is the "Nationals," whose play-by-play is announced by Ed Kennedy.

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### ATLANTIC'S 1939 BASEBALL—Continued

<table>
<thead>
<tr>
<th>City</th>
<th>Team</th>
<th>Station</th>
<th>Announcer</th>
<th>School</th>
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<tr>
<td>Charlotte, N. C</td>
<td>Hornets</td>
<td>WSOH</td>
<td>Paul Norris</td>
<td>Yes</td>
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<td>Elmira, N. Y</td>
<td>Pioneers</td>
<td>WESG</td>
<td>Bill Pope</td>
<td>Yes</td>
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<tr>
<td><em>Newark, N. J</em></td>
<td>Newark Bears</td>
<td>WNEW</td>
<td>Earl Harper</td>
<td>No</td>
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<td>Philadelphia, Pa</td>
<td>Phillies; A's</td>
<td>WIP</td>
<td>Byrum Saam</td>
<td>Yes</td>
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<tr>
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<td>Phillies</td>
<td>WSAN</td>
<td>Byrum Saam</td>
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<td>WEST</td>
<td>Byrum Saam</td>
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<td>WAZL</td>
<td>Byrum Saam</td>
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<td>WGAL</td>
<td>Byrum Saam</td>
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<tr>
<td>Reading, Pa</td>
<td>Phillies</td>
<td>WEEU</td>
<td>Byrum Saam</td>
<td>Yes</td>
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<tr>
<td>York, Pa</td>
<td>Phillies</td>
<td>WILM</td>
<td>Byrum Saam</td>
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<td><em>Pittsburgh, Pa</em></td>
<td>Pirates</td>
<td>KDKA</td>
<td>Rosey Rowswell</td>
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<td>Richmond, Va</td>
<td>Colts</td>
<td>WRTD</td>
<td>Peco Gleason</td>
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<td>Rochester, N. Y</td>
<td>Red Wings</td>
<td>WHEC</td>
<td>Jack Barry</td>
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<td>Savannah, Ga</td>
<td>Indians</td>
<td>WTOC</td>
<td>Windy Herrin</td>
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<td>Scranton, Pa</td>
<td>Red Sox</td>
<td>WGBI</td>
<td>*Claude Haring</td>
<td>Yes</td>
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<td><em>Syracuse, N. Y</em></td>
<td>Chiefs</td>
<td>WSYR</td>
<td>Nick Stemmller</td>
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<td>Wilkes-Barre, Pa</td>
<td>Barons</td>
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<td>Williamsport, Pa</td>
<td>Grays</td>
<td>WRAK</td>
<td>Woody Wolf</td>
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### STATION RECORDS ON SPONSORED SPORTS:

**SUMMER 1938 TO SPRING 1939**

Sports sponsored over individual stations or regional hookups (but not over national networks) are noted below. No sustaining sports are included. In the case of local sponsorship, the sponsor is described as “local sponsor”; national and regional sponsors are named.

This data was compiled via questionnaires to all U. S. and Canadian stations. In tabulating replies, it was assumed that the sports were sponsored only if a definite notation to that effect was made. **Names in bold face are sports announcers' names.**

In notations on the 1939 baseball broadcasts, some divergence occurs in a few instances from the baseball lists supplied by N. W. Ayer and Knox Reeves (advertising agencies for Atlantic Refining and General Mills, respectively) which lists are printed above. This divergence is mainly due to the fact that the stations received their questionnaires before the complete baseball schedule was set, and thus may have made tentative entries. The editors of the Directory have attempted to eradicate all discrepancies, but a few do not lend themselves to such treatment.

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**KABC, SAN ANTONIO, TEX.** San Antonio team (Texas League) baseball for Kellogg (Wheaties and Goodrich in 1939) (Sam Goldfarb, in 1938; Dave Young in 1939). Southwest Conference football for Humble Oil (via network). Local boxing for Southern Select Beer (Dave Young; Jimmy McLain).

**KABR, ABERDEEN, S. D.** Local baseball games and tourney for local sponsors (Elmer Clark; Bernie Williamson). High
school and Northern Normal football games for local sponsors (Elmer Clark). Several local high school basketball games and Eastern South Dakota high school conference basketball for local sponsor (Elmer Clark).

KADA, ADA, OKLA. Five East Central State College of Ada and eight high school football games for various local sponsors, singly and cooperatively (Jack Whitney; Bufford Howard).

KALB, ALEXANDRIA, LA. Out-of-town baseball games of the Alexandria Aces (Evangeline League) for National Bakery (Irv Welch).

KALE, PORTLAND, ORE. Pacific Coast Conference football for Associated Oil (Frank Bull; Stan Church). One 1939 basketball game (club not listed) for local sponsor (Stan Church).

KAND, CORSICANA, TEX. High school football for local sponsor (Chick Whittier).

KANS, WICHITA, KANS. Soap Box Derby for Chevrolet (Herb Hollister; Don Evans). Nine football games (one Wichita University, and eight apparently high school games) for various local sponsors (Herb Hollister; Jack Todd). Corn husking contest for Western Iron & Foundry and Standard Oil (Herb Hollister; Don Evans). Hockey games for local sponsor (Herb Hollister; V. Cory). Exhibition 1939 baseball for local sponsor (Virgil Cory; C. Garnes).

KARK, LITTLE ROCK, ARK. Entire schedule of University of Arkansas football games for Lion Oil (Dale Alford). Arkansas State vs. Fresno State for Colonial Baking (Dale Alford). Duck calling contest for Colonial Baking (Doug Romine). (Note: During 1939 Colonial Baking is sponsoring out-of-town baseball games of the Little Rock Travelers, announced by Benny Craig).

KARM, FRESNO, CALIF. Midget auto races, twilight baseball, and bicycle races for various local sponsors (Bob Davies). Horse races, San Joaquin Valley swimming championship, and San Joaquin Valley handball play-offs for various local sponsors (Dick Wegener). San Joaquin Valley League Sunday baseball games for local sponsor (Bob Davies).

KASA, ELK CITY, OKLA. Local semi-pro Sunday baseball for local cooperative sponsors (Tiny Mayhew).

KAST, ASTORIA, ORE. Nine Pacific Coast Conference football games and numerous basketball games (1939) for Associated Oil (no announcer given; evidently on a network).

KAWM, GALLUP, N. M. Six high school football games for local coal company (Johnny D'Maris).


KCRC, ENID, OKLA. Baseball, basketball, boxing and football (contestants not listed) for various local sponsors (Glen Williams). Wrestling for local sponsors (Ralph Rogers).

KDAL, DULUTH, MINN. Northern League baseball (also in 1939) for Wheaties and Goodrich Rubber (Wm. J. Harrington). High school football for local sponsor (Ellis Harris).

KDKA, PITTSBURGH, PA. Away games of the Pittsburgh Pirates (except when playing New York or Brooklyn) for Wheaties and Socony-Vacuum (Albert K. Rowswell; Jack Craddock). (Note: In 1939 KDKA is carrying all the Pirates' baseball games for Wheaties and Atlantic Refining, with the same announcers as last year. KDKA will also carry football, schedule not yet completed, for Atlantic Refining in the fall with Bill Sutherland, Claude Haring and Jack Barry announcing).
KDLR, DEVILS LAKE, N. D. High school basketball for local sponsor (Donald Donahue).

KDNT, DENTON, TEX. North Texas State Teachers College and local high school football games for local sponsors (announcer not listed).

KDON, MONTEREY, CALIF. Santa Cruz-Watsonville football game for Pontiac dealers (Earl Harris). Weekly wrestling (1939) for local sponsor (Reed Pollock).

KDYL, SALT LAKE CITY, UTAH. National combined cross country and ski jumping tourney for local sponsor (Ted Kimball; Dave Simmons). Local boxing for local sponsor (Jack Gregson).

KEHE, LOS ANGELES, CALIF. All Loyola football games and Pacific Coast Conference basketball for Associated Oil (Frank Bull). Professional football for local sponsor (Bill Kilpatrick). Ice hockey (1938-39) for Associated Oil (Frank Bull; Mike Frankovitch).

KELA, CENTRALIA-CHEHALIS, WASH. Chehalis and Centralia high school football for Associated Oil Dealers (Paul Corbin; Bud Morris). Local and Longview high school basketball for local and Longview sponsors (Paul Corbin; Perry Hillery).

KELD, ELDORADO, ARK. All El Dorado Lions baseball games for group of local sponsors (F. E. Bolls; Leon Sipes). All local high school football games for group of local sponsors (Red Gordon; Leon Sipes).

KELO, SIOUX FALLS, S. D. Midget auto races for Goodrich Silvertown Stores (Gene Dennis). Children's field days for participating sponsors (Gene Dennis; Bill Rohn). High school football games for Gas Co. (Gene Dennis; Bill Rohn). Augustana College football for local sponsor (Bill Rohn). High school basketball games for local sponsor (Bill Rohn). Bowling for local sponsor (Bill Rohn). Amateur boxing (1939) for local sponsor (Bill Rohn).

KEX, PORTLAND, ORE. Pacific Coast League baseball (also in 1939) for Wheaties and Goodrich Tires (Rollie Truitt). Portland High School League football for Wheaties (Rollie Truitt; Jack Little). Pacific Coast League hockey for local sponsors (Bill Adams). Semi-weekly wrestling bouts for local sponsor (Rollie Truitt; Jack Little).

KFab, LINCOLN, NEB. Telegraphic reports of major league baseball (also in 1939) for Wheaties and Socony-Vacuum (Harry Johnson; also sent to WNAX, Yankton, KMA, Shenandoah, and KRNT for Wheaties; Socony-Vacuum schedule on KFab only). Same football schedule as KFOR, Lincoln, which see.

KFAC, LOS ANGELES, CALIF. Pacific Coast League baseball for Wheaties and Goodrich Tires (Wheaties only in 1939) (Mike Frankovitch). High school football for local sponsor (John Canady).

KFAM, ST. CLOUD, MINN. Five football games (teams not listed) for local sponsor (LaVell Waltman). Three basketball games (teams not listed) for Northern States Power (LaVell Waltman). Golden Gloves boxing for Jacob Schmitt Brewing (LaVell Waltman). Note: 1939 baseball is being sponsored by Wheaties and Socony-Vacuum, and originates in Minneapolis-St. Paul.

KFBB, GREAT FALLS, MONT. Montana state semi-pro baseball tourney for Anaconda Copper (Ed Wilson). Montana state swim meet for local sponsor (Ed Wilson). Montana state tennis tourney for local sponsor (Ed Wilson; Roy Mason). North Montana state fair horse races for local sponsor (Ed Wilson). Northern division Montana state high school 1939 basketball tourney for local sponsor (Bill Tredway; Sam Chase).

KFBK, SACRAMENTO, CALIF. Sacramento Club, Pacific Coast League baseball (also in 1939) for P. Lorillard (Tony Koester). Harness and running races for Sacramento Tractor Co. (Tony Koester). Intercollegiate boxing (1939) for local sponsor (Tony Koester). Pacific Coast Conference football and track, and West Coast Relays for Associated Oil (via network).

KFDM, BEAUMONT, TEX. Beaumont Exporters (Texas League) 1939 baseball for Wheaties (A. B. Carroll). High school football for Magnolia Petroleum (Bo Baumear).

KFEL, DENVER, COLO. Re-creation of American League baseball games each Sunday during season for Kellogg (Bill Welsh). Re-creation of three Pittsburgh Pirates pro football games for local sponsors (Bill Welsh). Rocky Mountain A.A.U. swimming for local sponsor (Bill Welsh; Frank Bishop; Mark Crandall; Marjorie Gestring). Midget auto races for local sponsor (Bill Welsh). Elks' amateur boxing tourney for local spon-
SPORTS BY STATIONS—Continued

KFH, WICHITA, KANS. All St. Louis Cards baseball games for Wheaties (Vic Rugh; Larry Stanley). Kansas state national semi-pro baseball tourneys for Socony-Vacuum (Vic Rugh; Larry Stanley). (Note: Wheaties and Socony-Vacuum have bought the 1939 major league baseball with Larry Stanley announcing).

KFI, LOS ANGELES, CALIF. Nine Pacific Coast Conference football games for Associated Oil (no announcer listed).

KFIO, SPOKANE, WASH. High school football for various local sponsors (W. M. Bruner). High school basketball for various local sponsors (Earl Mennett). Pacific Coast Conference basketball for Associated Oil (John Carpenter).

KFIZ, FOND DU LAC, WIS. High school football for local sponsor (Hazen McEssy; Bruce Beichs). High school basketball for various local sponsors (Wally Konz). Local boxing for local sponsor (S. Ted Hitzler). Local wrestling for local sponsor (Fahey Flynn).

KFJH, MARSHALLTOWN, IA. Local boys' and local girls' basketball tourneys (1939) for local merchants (Don Elder).


KFJZ, FORT WORTH, TEX. Fort Worth baseball team schedule for Kellogg (Zack Hurt). High school football games for Magnolia Petroleum (Charlie Jordan). (Note: 1939 baseball is being sponsored by Wheaties with Zack Hurt announcing.)

KFOR, LINCOLN, NEB. Nine University of Nebraska football games for Guaranteee Mutual Life Insurance (eight announced by Bob Russell; one by Harry Johnson).

KFPW, FORT SMITH, ARK. Fort Smith Baseball Giants games for Kellogg (Bill Slates). University of Arkansas football for Lion Oil (announcer not listed).

KFPY, SPOKANE, WASH. Pacific Coast Conference football games for Associated Oil (Johnny Carpenter; Bob Anderson; Bill McCord; plus outside announcers on games via wire).

KFRC, SAN FRANCISCO, CALIF. Seventeen Pacific Coast Conference football games for Associated Oil (the five games originated by KFRC were announced by Doug Montel; Ernie Smith; Phil Ray; Mel Venter).

KFRG, LONGVIEW, TEX. East Texas League baseball for local sponsors; 10 local high school football games for local sponsors; State high school football championship playoffs for Magnolia Petroleum (via network); two additional football games for Magnolia Petroleum (via network); Cotton Bowl football game (1939) for Humble Petroleum (via network); several high school basketball games for local sponsors; "hell drivers" for local distributors (no local announcers listed by name).

KFRU, COLUMBIA, MO. St. Louis Cardinals and Browns home baseball games for Kellogg (Johnny O'Hara, via KWK, St. Louis). Five University of Missouri football games for local sponsor (George Guyan; Allen Franklin).


KFWO, LUBBOCK, TEX. All local West Texas-New Mexico League baseball games for cooperative local sponsors; eight Lubbock high school football games for Magnolia Petroleum and local sponsors; four Texas Tech football games and eight high school basketball (1939) games for participating local sponsors (all announced by Judge Landis; Wes Youngblood; R. B. McAlister).

KFR, BISMARCK, N. D. High school basketball tourney for local sponsor (Fay Brown; Wayne Griffin).

KGA, SPOKANE, WASH. Western International League baseball (also in 1939) for Wheaties and Goodrich Tires (Archie Buckley in 1938; Pat Hayes in 1939). Pacific Coast Conference football for

KGB, SAN DIEGO, CALIF. At time of inquiry this station was arranging for soft ball broadcasts under sponsorship of Wheaties (announcer not listed).

KGBX, SPRINGFIELD, MO. See KWTO-KGBX.

KGCU, MANDAN, N. D. High school games for various local and Bismarck sponsors (Forrest Edwards).

KCX, WOLF POINT, MONT. High school 1939 basketball tourney for Westland Oil (Bob Lowry; Reverand Cropp). Northern division 1939 basketball tourney and State basketball tourney, both for Westland Oil (Red Lodmell).

KGDE, FERGUS FALLS, MINN. All high school football and basketball games for local sponsors (Rus Kaber).

KGER, LONG BEACH, CALIF. Football (teams not listed) for Montgomery Ward (Frank Bull).

KGFF, SHAWNEE, OKLA. Oklahoma Baptist U. football for local sponsors; also Shawnee high school football for local sponsors (both by Dick Johnson).

KGFW, KEARNEY, NEBR. Sunday afternoon 1939 baseball for local sponsor (Howard Baxter). Golden Gloves boxing for participating local sponsors (Del Brandt).

KGGM, ALBUQUERQUE, N. MEX. All University of New Mexico football games for Standard Oil of Texas (announcer not listed).

KGHL, BILLINGS, MONT. Thirty baseball games (teams and sponsors not listed) (H. I. Pierce, Jr.). Twenty football games (teams and sponsors not listed) (E. E. Cooney). Forty basketball games (teams and sponsors not listed) (Franz Robischon; T. M. Cameron).

KGKB, TYLER, TEX. One hundred forty Tyler (East Texas League) baseball games for participating sponsors (Jack Kretsinger; Neal Fletcher; M. E. Danbom). Eleven high school football games for participating sponsors (Jack Kretsinger; M. E. Danbom). Three State final high school football games for Magnolia Petroleum (Bill Ware; Byrum Saam). Football game between Texas A & M and Tulsa for Humble Oil (Cy Leland; Harfield Wheaten). Weekly wrestling for local sponsors (Jack Kretsinger). Same schedule for 1939.

KGKL, SAN ANGELO, TEX. Seven San Angelo football games, three for Continental Oil, four for Texaco (Walter Smith, Jr.).

KGKO, FORT WORTH, TEX. Southwest Conference football for Humble Oil (Cy Leland; Kern Tips via KPRC, Houston). Semi-final Texas high school football games for Magnolia Petroleum (Cy Leland).

KGLO, MASON CITY, IA. Women's State golf tourney, Iowa-Southern Minnesota softball tourney, skeet shoot at local gun club, 14 local high school and junior college football and 25 basketball (1939) games, and wire account of the Iowa-UCLA football game—all for various local sponsors (all announced by Jim Woods).

KGLU, SAFFORD, ARIZ. Local football and baseball (teams not listed) for local and regional advertisers (John Merino; Lester MacBride; Ruel Bingham; Johnny Riggs; Ralph Langley).


KGNC, AMARILLO, TEX. Amarillo high school and West Texas State Buffaloes football games for groups of local sponsors (Cal Farley). Local wrestling for local cooperative sponsors (Cal Farley).

KGNO, DODGE CITY, KANS. Nine football games (teams not listed) for local sponsors (Tim George; J. A. Allen; Al Bissing).

KGO, SAN FRANCISCO, CALIF. San Francisco Seals baseball games (also in 1939) for Wheaties and Goodrich (Ernie Smith).

KGO, MISSOU LA, MONT. Four college (Montana, North Dakota, Gonzaga, Ar-
zona) football games by wire for various local sponsors (Nick Mariana). (Note: in 1939 KGVO is broadcasting Montana State League baseball and the state semi-pro tourney for sponsors not completely identified at time of inquiry; Nick Mariana).

**KGW, PORTLAND, ORE.** Pacific Coast Conference football for Associated Oil (via network).

**KGY, OLYMPIA, WASH.** High school football and basketball for local sponsors (Ward Clasby). Pacific Coast Conference football and track meets for Associated Oil (via network).

**KHBC, HILO, HAWAII.** Rebroadcast sports of KGMB, q.v.

**KHQ, SPOKANE, WASH.** Pacific Coast Conference football for Associated Oil (Harry Lantry and Archie Buckley — of NBC).

**KICA, CLOVIS, N. MEX.** Entire schedule of Clovis high school and home schedule of Eastern New Mexico Junior College football games for participating sponsors (Leon Womack). Clovis Pioneers home baseball games (also in 1939) for participating sponsors (Charles C. Alsup).

**KIDO, BOISE, IDAHO.** All University of Idaho football games for Associated Oil (Roy Civile). High school (1939) district basketball tourney for local sponsor (C. G. Phillips). Boxing matches (1939) for local sponsors (Billy Phillips). Baseball in 1939 for Wheaties and Sperry Products (Roy Civile).

**KIEM, EUREKA, CALIF.** Four high school football games for Harris Sheet Metal Works (Aaron Funk).

**KIT, YAKIMA, WASH.** Yakima Western International League (1938 and 1939) baseball games (away-games via re-creation) for Wheaties and Goodrich Rubber (Art Cheyne). Pacific Coast Conference football via network for Associated Oil.

**KITE, KANSAS CITY, MO.** Kansas City Blues baseball games (out-of-town games by wire, home games from field) for Wheaties and Soony-Vacuum (Walt Loehman). Metropolitan 1939 Double-A softball games for cooperative national and local sponsors (Hal Mulligan).

**KIUL, GARDEN CITY, KANS.** Baseball and football (teams not listed) for local sponsors (Buddy Brown). Basketball (teams not listed) for local sponsor (Bob Wells).

**KIUN, PECOS, TEX.** Eight Pecos football games for four local merchants (Jack Hawkins).

**KJBS, SAN FRANCISCO, CALIF.** Pacific Coast Conference 1939 basketball for Associated Oil (Phil Ray).

**KJR, SEATTLE, WASH.** Pacific Coast League baseball in 1939 for Wheaties and Goodrich Tires (Leo Lassen; Harry Jordan).

**KLAR, CARLSBAD, N. MEX.** Ten high school football games for local sponsors cooperatively (Fred Kincaid; Jack Hawkins).


**KLPM, MINOT, N. D.** Five semi-pro baseball games, high school and Class B championship football games, high school and Minot Teachers basketball, ABA championship basketball tourney, district and regional basketball tourney, North Dakota Class B championship basketball tourney, all for various local sponsors (Floyd Wynne).

**KLRA, LITTLE ROCK, ARK.** Southern Association baseball for Wheaties and Goodrich (Benny Craig).

**KLZ, DENVER, COLO.** National open golf tourney for various local sponsors (Charles Inglis). Re-creation of 120 National League (mainly Cubs) baseball games for Wheaties (Jack Fitzpatrick). Two University of Denver football games, one Pittsburgh Pirates pro game, plus the state high school championship for various local and regional sponsors (Charles Inglis; Warren Williams; Jack Fitzpatrick). Elks boxing tourney finals for La Confession Cigars (Charles Inglis; Frank De Ray). (Note: 1939 baseball is being sponsored by Wheaties and Goodrich, and announced by Jack Fitzpatrick.)
KNEL, SHENANDOAH, IA. Major League baseball via wire from Iowa Network and Central States Broadcasting System for Wheaties (Harry Johnson, of Central States; Gene Shumate, of KSO-KRNT). Sidney Rodeo for Robinson Seed Co. (Fred Greenlee; J. C. Rapp). Hawkeye Six football for local sponsor (J. C. Rapp). (Note: 1939 baseball is sponsored by Wheaties and Socony-Vacuum with same announcers as in 1938.)

KMBC, KANSAS CITY, MO. Eight Big Six football games for local Oldsmobile Dealers (Walt Lochman). Kansas City Blues 1939 baseball games (147) for Wheaties and Socony-Vacuum (Walt Lochman).

KMED, MEDFORD, ORE. Ten Pacific Coast Conference football games for Associated Oil (network announcers). Weekly wrestling matches for local sponsor (announcer not listed).

KMMJ, GRAND ISLAND, NEB. All University of Nebraska football games for Guarantee Mutual Life Insurance (Bob Russell and Harry Johnson of Central States Broadcasting System).

KMO, TACOMA, WASH. High school, Northwest Conference, and pro football games for Hancock Gasoline (Larry Huseby; Dick Ross). City and Cross State League 1939 basketball for local sponsors (Larry Huseby). Western International League 1939 baseball for Wheaties and Goodrich (Jerry Geenan). City 1939 golf tournaments for local sponsor (Larry Huseby).

KMOX, ST. LOUIS, MO. Baseball (teams not listed) for Socony-Vacuum and Wheaties (also in 1939) (France Laux). Broadcasts from baseball training camps (also in 1939) for Hyde Park Breweries (France Laux). Wrestling and boxing for Hyde Park Breweries (France Laux; Cy Casper).

KMPC, BEVERLY HILLS, CALIF. Major league baseball (American and National) for local auto dealer (Hal Berger). Beverly Hills 1939 tennis tournament for Arrowhead Water (Hal Berger). Note: 1939 major league baseball is being sponsored by Firestone and announced by John Canady.

KNEL, BRADY, TEX. High school football games for local sponsors (Pearly Samuelson).

KNOW, AUSTIN, TEX. All local high school football games for local sponsor (Pat Adelman). Semi-final and final high school football games for Magnolia Petroleum (origin and announcer not listed). All University of Texas football games for Humble Oil (origin and announcer not listed).

KNX, LOS ANGELES, CALIF. Pacific Coast Conference football for Associated Oil (Gary Breckner; Frank Bull; Tom Hanlon; Doug Montell). (Note: 1939 baseball is being sponsored by Wheaties with Mike Frankovitch announcing.)

KOAM, PITTSBURG, KANS. Ten Kansas State Teachers College football games, plus one high school game, for three local sponsors (Bruce Robertson; Allen Pratt).

KOB, ALBUQUERQUE, N. MEX. Seven University of New Mexico football games plus the Sun Bowl game (1939) for local auto company (Joe Roehl).

KOBI, RAPID CITY, S. D. Eight high school football games for two local sponsors (Bernie Barth). High school basketball for four local sponsors (George Bruntlett; Bernie Barth; Al Arnold). State high school basketball tournament (1939) for local sponsor (Bernie Barth; Al Arnold).

KOCA, KILGORE, TEX. Baseball (also in 1939), football and wrestling (participants not listed) for local sponsors (Orvin Franklin).

KOH, RENO, NEV. University of Nevada football for Chism Ice Cream (Bill Nash). High school basketball for Signal Oil (Bill Nash). Boxing (1939) for Blatz Beer (Merrill Inch). Wrestling (1939) for local sponsor (Jerry Cobb).

KOIL, OMAHA, NEB. Same as KFOR, Lincoln, which see.

KOIN, PORTLAND, ORE. Pacific Coast Conference football for Associated Oil (Art Kirkham; Stanley Church).

KOME, TULSA, OKLA. Northeastern Oklahoma Golden Gloves boxing tournament for local sponsor (Buddy Siegel; Bob Latting).

KOMO, SEATTLE, WASH. Seven Pacific Coast Conference football games for Associated Oil (five via NBC wire; two locally, announced by Hal Wolf).
KORE, EUGENE, ORE. Six Pacific Coast Conference basketball and 10 football games for Associated Oil; one high school football game for local sponsor (announcer not listed). Weekly wrestling for local sponsor (Johnny Carpenter; Jim Lawson; Jack McCarty; Leo Lassen; Pete Pringle; Stanley Church; Sam Hayes; Art Kirkham).

KOTN, PINE BLUFF, ARK. Games of Pine Bluff Club in the Cotton States Baseball League (also in 1939) for participating sponsors (George Curlin).


KOWH, OMAHA, NEB. Creighton University football games for Uncle Sam Breakfast Food (Bert Smith).

KOY, PHOENIX, ARIZ. Six midget auto races, five wrestling matches, two softball games, and 14 horse races, all for local dealers or distributors (all announced by Lou Kroecck).

KPAB, LAREDO, TEX. Nine football games (teams not listed), boxing, and basketball (teams not listed) all for local co-sponsorship (William Vela).

KPMC, BAKERSFIELD, CALIF. All Bakersfield high school and junior college football games for local lumber company (Curt Sturm; Morton Block; Glenn Richardson).

KPO, SAN FRANCISCO, CALIF. Pacific Coast Conference football for Associated Oil (announcers not listed).

KPQ, WENATCHEE, WASH. Western International League baseball (also in 1939) for Wheaties and Goodrich (Patrick Hayes in 1938; Louis Gillette in 1939).

KPRC, HOUSTON, TEX. Fifteen major university football games (Texas, TCU, Rice, Texas A. & M., SMU) plus the Cotton Bowl game for Humble Oil (Kern Tips; Hal Thompson).

KQV, PITTSBURGH, PA. Duquesne vs. Miami football game, high school basketball, and weekly wrestling for various local sponsors (Johnny Boyer).

KQW, SAN JOSE, CALIF. Pacific Coast Conference football for Associated Oil (via Don Lee network).

KRE, BERKELEY, CALIF. Pacific Coast Conference football and 1939 baseball for Associated Oil (Fred MacPherson). Basketball (teams not listed), wrestling, boxing, and hockey for various local sponsors (Fred MacPherson).

KRGV, WESLACO, TEX. Twelve football games (teams not listed) for local co-sponsorship (I. S. Roberts). Eight major college football games for Humble Oil (via KPRC, q.v.).

KRKO, EVERETT, WASH. Seven Pacific Coast Conference football games for Associated Oil (evidently via network).

KRLC, LEWISTON, IDAHO. Pacific Coast Conference football for Associated Oil (John Carpenter; Archie Buckley). Baseball (teams not listed; also in 1939) for local sponsors (R. A. Klise). Pacific Coast Conference basketball for Associated Oil (John Carpenter; Ralph Rogers).

KRLD, DALLAS, TEX. Annual Dallas Yacht Club motor boat races for Johnson and Seahorse Motors (Jesse Milburn; Howard Smith). Southwest Conference football for Humble Oil (various including Cy Leland; Eddie Dunn; Hal Thompson; Bill Ware). State high school championship football for Magnolia Petroleum (various including Bill Ware; Eddie Dunn; Byrum Saam). Play-by-play summaries of other Southwest Conference football games for Firestone Tire (Jim Crocker). Boxing matches (1939) for Jackson Brewing Co. (Bill Ware).

KRMC, JAMESTOWN, N. D. Local baseball and football for local sponsors (Tom Farley). Local basketball for local sponsors (Ray Stough). (Note: station has kept no record of the names of competing teams).

KRMD, SHREVEPORT, LA. Seventeen high school and Tulane football games, 41 high school and YMCA basketball games, and Golden Gloves boxing for various local sponsors (Van Patrick).

KRRN, ROSEBURG, ORE. High school football and basketball for local sponsors (Marshall H. Pengra). Pacific Coast Conference football for Associated Oil

KSL, DES MOINES, IA. St. Louis Cardinals baseball (also in 1939) for Wheaties (Wheaties and Socony-Vacuum in 1939) (Gene Shumate).

KROW, OAKLAND, CALIF. Pacific Coast League baseball for Wheaties and Goodrich Rubber (Herb Allen in 1938; Dean Maddox, Art Gleason in 1939). University of California, University of San Francisco and St. Mary’s basketball for Associated Oil (Doug Montell; Ernie Smith).

KRKY, SHERMAN, TEX. Three football games for Magnolia Petroleum (teams not listed; evidently via network). Two football games for local sponsor (teams not listed; W. E. Rowens, Jr.).

KRSC, SEATTLE, WASH. Pacific Coast League baseball for Wheaties and Goodrich Tires (Leo Lassen; Ted Bell). Pacific Coast Conference basketball for Associated Oil (Leo Lassen; Ted Bell). Coast League Hockey for local sponsor (Leo Lassen).

KSAL, SALINA, KANS. Western Association baseball for Kellogg (Stuart Dunbar). Kansas Wesleyan University, Salina high school, and Sacred Heart high school football and basketball (1939) for local sponsors (Stuart Dunbar). Salina county and regional 1939 basketball tourney for local sponsors (Stuart Dunbar).

KSAN, SAN FRANCISCO, CALIF. San Francisco high school football for Wheaties (Frank Arthur).


KSLM, SALEM, ORE. Five Willamette University football games for local sponsor (Herb Johnston, Jr.). Weekly wrestling for local sponsor (Herb Johnston, Jr.).

KSO, DES MOINES, IA. Girls’ 1939 state basketball tourney for American Institute of Business and American Institute of Commerce (Gene Shumate; color and interviews by Bill Baldwin and Gale Hayes). Boys’ 1939 state basketball tourney for Post Toasties (Gene Shumate; color and interviews by Bill Baldwin and Gale Hayes).

KSOO, SIOUX FALLS, S. D. One polo game for local firm (Cliff Johnson; Bill Rohn). Three South Dakota University football games for Homestake Mining (Bill Rohn; Joseph Gene McDonnell). Spencer air races for Spencer Mail (Gene Dennis).

KSRO, SANTA ROSA, CALIF. Three Pacific Coast Conference football and a score of basketball games for Associated Oil (Douglas Montell).

KTAR, PHOENIX, ARIZ. Three University of Arizona and one Tempe Teachers College football games for Alka-Seltzer (Bill Kimball; Bert Fireman). One Arizona State Teachers College football game for local sponsor (Bert Fireman). Four Pacific Coast Conference football games for Associated Oil (via NBC).


KTBS, SHREVEPORT, LA. One football game (Tulane vs. Alabama) for Peacock’s Surgical Sales (Dean Schmitter). Sugar Bowl football game for local auto company (Woodrow Hattie).

KTEM, TEMPLE, TEX. Six football games (teams not listed) for local co-sponsorship (Burton Bishop). State high school championship football for Magnolia Petroleum (originated by KRLD, q.v.).

KTFI, TWIN FALLS, IDAHO. High school 1939 district basketball tourney and
State tourney for participating sponsors (Alvin Kempton). Legion 1939 wrestling matches for participating sponsors (Harry Doyle).

KTMS, SANTA BARBARA, CALIF. State College football and women’s soft ball games for various local sponsors (announcers not listed).

KTON, OKLAHOMA CITY, OKLA. All home (except Sunday) baseball games of the Indians (Texas League) for Wheaties and Ivory Soap (Ted Andrews). High school football for Seven Up (Bill Mosier; Ted Andrews). Midget auto races (also in 1939) for Midget Auto Races (Ted Andrews). Weekly wrestling (also in 1939) for the wrestling club (Ted Andrews; John Harrison).

KTRH, HOUSTON, TEX. City auditorium weekly wrestling and Olympiad prize fights for Southern Select Beer and Grand Prize Beer (Harry Grier).

KTRI, SIOUX CITY, IA. All games of local baseball team in Nebraska State League (also in 1939) for participating sponsors (Bill Treadway, in 1938; Gordon Horner, in 1939). High school and Morningside College football and basketball for Weatherwax (Bill Treadway).


KTUL, TULSA, OKLA. Tulsa Oilers (Texas League) baseball for Wheaties and Goodrich (Don Hill). Wrestling for local sponsor (Roch Ulmer; Vic Rugh). Boxing for Polar Bear Coffee (Vic Rugh). All Tulsa University football games for Mid-Continent Petroleum (Don Hill). (Note: 1939 baseball is under the same sponsorship, announcing by Vic Rugh. Latter will also announce same football, wrestling and boxing for same sponsors).

KUJ, WALLA WALLA, WASH. Whitman College baseball, track and football, Elks baseball, and Walla Walla high school football for cooperative group of local sponsors (“Jerry” Jensen). (Note: in 1939 same type of sponsorship has bought Whitman College baseball and track, high school baseball and track, and semi-pro baseball, to be announced by “Jerry” Jensen).


KVEC, SAN LUIS OBISPO, CALIF. All sports from Don Lee Network.

KVGB, GREAT BEND, KANS. Local baseball tourney for Dr. Pepper’s (Dave Wilson, commentator; Vern Minor, commercials). All high school football games, complete bowling matches, and A.A.U. basketball (in 1939) for cooperative sponsors (Dave Wilson; Vern Minor).

KVOA, TUCSON, ARIZ. Nine University of Arizona football games for Holsum Baking (William Kimball, eight games; Del Crosby, one game). Seven Tucson high school football games for various local sponsors (Del Crosby). Sixty-three home baseball games of the Tucson Cowboys (Arizona-Texas League) for participating sponsors (Andy White).

KVOD, DENVER, COLO. American League baseball (team not listed) for Kellogg (Bill Welch).

KVOE, SANTA ANA, CALIF. Three USC and four UCLA Pacific Coast Conference football games for Associated Oil (Sam Hayes; Frank Bull).

KVOO, TULSA, OKLA. Road games, by wire, of the Tulsa Ice Oilers hockey team (also in 1939) for regional sponsor (Tom Dailey).

KVOR, COLORADO SPRINGS, COLO. Will Rogers rodeo for Broadmoor Hotel (Jack Fitzpatrick). Local high school and Colorado College football for local sponsors (Hugh B. Terry). One Pittsburgh Pirates pro football game for Oldsmobile Dealers (Warren William). Two hockey games for Broadmoor Hotel (Mathew McInerney). State high school basketball tourney for local sponsors (Hugh B. Terry).

KVOS, BELLINGHAM, WASH. Western International League baseball (also in 1939) for Wheaties and Goodrich Rubber (William Healy in 1938; Del Cody
in 1939). Pacific Coast Conference football for Associated Oil (via network). Basketball (teams not listed) for local sponsors (Del Cody).

KVOX, MOORHEAD, MINN. Fifteen football games of North Dakota State College, Moorhead Teachers College, Concordia, and Moorhead high school; 50 basketball games of above schools plus Fargo high school; 10 wrestling shows at Fargo auditorium; 10 hockey games of N. D. Amateur Hockey League; all for local sponsors (all announced by Manny Marget).

KVRS, ROCK SPRINGS, WYO. High school football games for local sponsors (Michael Reid). State and district high school 1939 basketball tourneys for local sponsors (Michael Reid).

KVSO, ARDMORE, OKLA. Two Ardmore football games for local sponsors (Calvin Darnell). Iowa State vs. Oklahoma U. football games for local Coca-Cola bottler (no announcer listed).

KVWC, VERNON, TEX. High school basketball semi-finals for local sponsors (Herman Cecil; John Sullivan).

KWBG, HUTCHINSON, KANS. Western Association baseball (also in 1939), local college and high school football and basketball, all for participating sponsors (Bud Detter).

KWG, STOCKTON, CALIF. Baseball, football and basketball (teams not listed) for participating sponsorship (George Ross). Wrestling for local sponsor (George Ross).

KWJB, GLOBE, ARIZ. Entire local softball and football schedule for Arizona Baking (Jack Stafford). Entire Miami football schedule for Conoco Oil (Jack Stafford).

KWK, ST. LOUIS, MO. All home baseball games of the St. Louis Cardinals and Browns for Hyde Park Brewers (Johnny O'Hara). Western Open Golf tourney for Hyde Park Brewers (Johnny O'Hara; Bob Richardson). All home hockey games and playoffs of the St. Louis Flyers, all local wrestling matches, plus bowling for Hyde Park Brewers (Ray Schmidt). All local prize fights for Hyde Park Brewers (Johnny O'Hara).

KWKH, SHREVEPORT, LA. Entire baseball season of the Shreveport Texas League team (also in 1939) for Wheaties (Jerry Bozeman). Two Centen-"---e College football games for Grogan Oil (Jerry Bozeman). Boxing matches (1939) for Sparco Gasoline (Jerry Bozeman).

KWLK, LONGVIEW, WASH. Longview and Kelso high school football, baseball and track for local sponsors (Frank Coffin).

KWOS, JEFFERSON CITY, MO. St. Louis Cards and Browns baseball for Kellogg (John O'Hara, of KWK). Two Minnesota and numerous Lincoln University, Jeffer-son City high school, and St. Peter's high school football games for local sponsor ("Bud" Jackson). Golden Gloves boxing and a bowling tourney for Hyde Park Beer ("Bud" Jackson).

KWTN, WATERTOWN, S. D. All games of Watertown independent baseball team; Clark baseball tourney; all high school basketball games; all independent basketball games; entire schedule sponsored by local or regional firms (all announced by M. W. Plowman).

KWTO-KGBX, SPRINGFIELD, MO. Baseball (teams not listed) for Kellogg (announcers not listed). Five local football games for local sponsors (Lee George; Bill Ring). Local basketball games and tourneys for local sponsors (Lee George; Bill Ring). Wrestling and boxing for local sponsors (Russ Davis; Lee George; Bill Ring). (Note: 1939 baseball is being sponsored via KGBX by Wheaties with Tom Kelly announcing.)

KWYO, SHERIDAN, WYO. High school football for Yale Oil Corp. (Herb Sie-"---ert). District track meet for participating sponsors (announcers not listed).

KXL, PORTLAND, ORE. Northwest basketball series for Associated Oil (John Carpenter).

KXRO, ABERDEEN, WASH. Pacific Coast Conference Football for Associated Oil (announcer not listed; evidently via network). All local football and basketball games for local sponsorship.

KYA, SAN FRANCISCO, CALIF. Pacific Coast Conference football (sponsor not listed but apparently Associated Oil) (Ernie Smith; Doug Montell). Pacific Coast Conference basketball (sponsor not listed but apparently Associated Oil) (Doug Montell).
SPORTS BY STATIONS—Continued

KYOS, MERCED, CALIF. Various San Joaquin Valley high school baseball and football games for cooperative local sponsors (Beryl Bryant).

KYSM, MANKATO, MINN. Thirteen baseball games (teams not listed) for Mankato Bottling (Bob Kunkel). Fourteen football games (teams not listed) for Mankato Natural Gas (Bob Kunkel). Basketball (teams not listed) for Mankato Natural Gas (Clift Johnson). (Note: 1939 baseball is being sponsored by Wheaties and Socony-Vacuum from Minneapolis and St. Paul).

KYW, PHILADELPHIA, PA. Three Cornell, two Notre Dame, two Villanova, and one Dartmouth football games for Atlantic Refining (announcers not listed).

WAAB, BOSTON, MASS. Home baseball games of the Boston Bees and Red Sox for Kellogg and Socony-Vacuum (Fred Hoey). Boston Bruins hockey games (1938-39) for Larus & Bro. Co. (Frank Ryan; games also sent to WEAN, WSAR, WNBH, WLLH, WFEA, WLH, WCOU, WRDO, WTHT). (Note: in 1939 the Bees and Red Sox home baseball games are being sponsored by Atlantic Refining and a co-sponsor, not known at time of inquiry, with Frankie Frisch announcing).

WABI, BANGOR, ME. Horse racing for local sponsor (R. M. Wallace). Football (teams not listed) for Burnham & Morrill (Jack Maran). Basketball (teams not listed) for local sponsor (Jack Maran).

WABY, ALBANY, N. Y. Albany Senators baseball games (also in 1939) for Wheaties and Atlantic Refining (Gren Rand; Sherb Herrick).

WACO, WACO, TEX. Texas semi-pro baseball tourney for Brazos Valley Cotton Oil ("Cottonseed Clark" Fulks). One high school football game for local sponsors ("Cottonseed Clark" Fulks).

WADC, AKRON, O. Nine Akron University football games for Atlantic Refining (Carl Kent). Local and international soap box derby for local sponsor (Bob Wilson; Harold Hageman; Ray Spencer).

WAGA, ATLANTA, GA. Baseball (also in 1939) for Wheaties and Goodrich (James Bibson in 1938; Joe Hill in 1939).

WAGM, PRESQUE ISLE, ME. Schoolboy basketball tourney (1939) for Cole's Ex-

press, Atlantic Commission Co. and local sponsor (Ted Coffin and Sid Cook; also Stuart Mosher and Walter Ulmer of WLBZ).

WAIR, MOUNT-ANDERSON, S. C. All Clemson College football games for Coca-Cola and Amoco Oil (Bullett Coggins).

WAIR, WINSTON-SALEM, N. C. Carolina vs. Davidson football games for Seven-Up, and Carolina vs. Fordham for Wachovia Oil (Roger von Roth).

WALA, MOBILE, ALA. Out-of-town games of Mobile team in Southeastern Baseball League for Kellogg (Jack Bridges). Southern Conference football for local stores (various announcers from other stations at point of play). (Note: 1939 baseball is being sponsored by Wheaties and Goodrich with Jack Bridges announcing).

WAPI, BIRMINGHAM, ALA. One Howard University and two Miami University football games, former for Coca-Cola Bottling, and latter two for Florida Power & Light (Maury Farrell).

WAPO, CHATTANOOGA, TENN. All out-of-town and a few home games of the Chattanooga Lookouts baseball team for Wheaties and Goodrich Tire (Tom Nobles). High school and prep school football for local sponsors (Tom Nobles). Wrestling for local sponsor (Nelson Krepps). Wrestling for Falstaff Beer (Tom Nobles; Nelson Krepps). Golden Gloves boxing for Chattanooga Free Press (Tom Nobles). (Note: in 1939 all home (except Sunday) and road baseball games of the Lookouts are under same sponsorship as in 1938.)

WATL, ATLANTA, GA. Atlanta Crackers' road baseball games (via wire) for Wheaties and Goodrich Rubber (Maurice Coleman). Perry-Vines tennis matches for local sponsor (J. H. Clarke).

WATR, WATERBURY, CONN. Semi-pro baseball for local sponsor (William Derwin). For 1939 baseball and football, see WAAB and WNAC, Boston.

WAVE, LOUISVILLE, KY. One championship high school football game for Falls City Brewing (Bill Brundige; Jim Brett). (Note: 1939 baseball is being sponsored by Wheaties and Socony-Vacuum with Don Hill announcing.)

WAZL, HAZELTON, PA. Philadelphia Athletics and Phillies 1939 baseball
games for Atlantic Refining (from WIP, Philadelphia).

WBAP, FORT WORTH, TEX. Thirteen Southwest Conference Football games for Humble Oil (Kern Tips, Hal Thompson and Eddie Dunn of KPRC).


WBBM, CHICAGO, ILL. Chicago Cubs and White Sox baseball games for Wheaties and Socony-Vacuum (Truman Bradley; Pat Flanagan; Charlie Grimm). Same sponsors have 1939 games with Pat Flanagan, Charlie Grimm and John Harrington announcing.

WBIG, GREENSBORO, N. C. Inter-school football for Coca-Cola Bottling (Bob Poole). Football on network for Atlantic Refining. Wrestling for Coca-Cola Bottling (Bill Jackson). Boxing for Beverages, Inc. (Bill Jackson).

WBLK, CLARKSBURG, W. VA. Sixteen football games (teams not listed) for various local sponsors (Blair Eubanks, nine games; Jack Welch, six; Ken Given, one). Thirteen pro basketball games for Pure Oil Dealers (Jack Welch, eleven games; Blair Eubanks, one; Charles Snowdon, one). Sectional basketball tourney for local sponsors (Charles Snowdon). Regional and state basketball tourneys for local sponsor (Jack Welch). Rolla derby for local sponsor (Jack Welch).

WBNS, COLUMBUS, O. Columbus AA team baseball for Wheaties and Socony-Vacuum (Johnny Nebbett). Eight Ohio State football games for Atlantic Refining (Johnny Nebbett). (Note: in 1939 same sponsors are buying same baseball with same announcer.)


WBRR, RED BANK, N. J. County school football for Jersey Central Power & Light (Herbert Kamm; William Lybarger). County school basketball for Jersey Central Power & Light (Herbert Kamm; Ralph Manchee).

WBRC, BIRMINGHAM, ALA. Four University of Alabama and four Auburn (Ala. Polytechnic Institute) football games for Coca-Cola distributor (Allen McCarter; B. C. McCoy). (Note: WBRC and WAPI of the same city split the Alabama University and Auburn schedules between themselves for the same sponsor.)

WBE, WILKES-BARRE, PA. Wilkes-Barre Eastern League baseball and Wyoming Valley scholastic football for Atlantic Refining (Little Bill Phillips; Franklin D. Coslett). All P.I.A.A. basketball playoffs for participating sponsors (Carl Man). Local Catholic Youth Organization and professional boxing for local sponsors (Franklin D. Coslett; Arnold Kraft).

WBRY, WATERBURY, CONN. Boston Bees and Red Sox home baseball games for Kellogg and Socony-Vacuum (Fred Hoey, via WAAB, Boston). Waterbury city championship football for participating local sponsors (Chick Kelly).


WBTM, DANVILLE, VA. Ten major college football games for Atlantic Refining via network.

WCAE, PITTSBURGH, PA. Pitt football games for Atlantic Refining (Jim Murray).

WCAM, CAMDEN, N. J. Weekly wrestling bouts for M.A.B. Paints (Bill Markward; Charlie Wagner). Scholastic basketball finals for M.A.B. Paints (Dr. Ethan A. Lang).

WCAO, BALTIMORE, MD. Major college football, including all University of Maryland games, for Atlantic Refining (via network).

WCAP, ASBURY PARK, N. J. County school football games for Jersey Cen-
Sports by Stations—Continued

Central Power & Light (Everett G. Hill; Herbert Kamm). Local basketball with conference finals for Jersey Central Power & Light (Herbert Kamm; Richard Gibbons).


WCAX, Burlington, VT. Burlington Cardinals baseball games (also in 1939) for Socony-Vacuum (Lawrence Killick; Dutch Smith). Two baseball games for M. M. Farrell & Sons (Lawrence Killick; Dutch Smith). State scholastic basketball tourney, University of Vermont basketball, Northern scholastic and N. E. scholastic tourneys for several local sponsors (Lawrence Killick; Dutch Smith).

WCBD, Chicago, Ill. Girls softball games for Elam’s Yeast (Dick Kross; Doc Rudolph).

WCBM, Baltimore, Md. Baltimore Orioles baseball games (also in 1939) for Wheaties and Atlantic Refining (Lee Davis).


WCDO, Minneapolis - St. Paul, Minn. Minneapolis Millers baseball during 1938 and 1939 seasons for Wheaties and Socony-Vacuum (Eddie Gallaher).

WCFL, Chicago, Ill. Baseball (team not listed) for Texas Co. (Hal Totten). Football (teams not listed) for Chicago Solvay Coke (Hal Totten).

WCHV, Charleston, Va. Sandlot baseball for Dr. Pepper’s (Tuck Young). University of Virginia football for Atlantic Refining (Joe Handlan). University of Virginia boxing for Phillips Packing Co. (Joe Handlan).

WCLE, Cleveland, O. All Cleveland Indians baseball games (also in 1939) for Wheaties and Socony-Vacuum (Jack Graney; Pinky Hunter).

WCLO, Janesville, Wis. Football (teams not listed) for local sponsor (Jim Kyler). Basketball (teams not listed) and boxing for local sponsors (Lyell Ludwig). Baseball (teams not listed) for Goebel Brewing (Lyell Ludwig). Swimming meet and sailboat races for local sponsor (Lyell Ludwig).

WCLS, Joliet, Ill. Six Joliet high school and six Catholic basketball games for Household Finance (Larry Furlong).

WCMI, Ashland, Ky. Tri-State League Sunday baseball games for various local sponsors (announcers not listed).

WCOA, Pensacola, Fla. During 1938 station had mainly reviews, etc. During 1939 Goodrich and Regal is sponsoring the Pensacola Fliers baseball (Wesley Chalk).

WCOU, Lewiston, Me. Hockey and baseball from Colonial Network (see WAAB, Boston). One boxing match for local sponsor (Levenson). Central Maine Basketball championships for local sponsor (Levenson; ... Durgin; ... Libby). Two St. Doms hockey games for local sponsors (Guy LaDouceur).

WCPO, Cincinnati, Ohio. Sportsmen Show for local firm (Harry Hartman). Roller Derby for Coca-Cola (Harry Hartman). Roller hockey (also in 1939) and roller polo for local firms (“Red” Thornburgh). Boxing and wrestling (also in 1939) for local firms (Harry Hartman; “Red” Thornburgh). Pro football games for local shoe dealer (“Red” Thornburgh). Cincinnati Reds baseball (also in 1939) for Wheaties and Socony-Vacuum (Harry Hartman; “Red” Thornburgh). Softball and bowling (also in 1939) for Bavarian Beer (“Red” Thornburgh).

WDAE, Tampa, Fla. University of Tampa football for Southern Brewery (Sol Fleischman).

WDAF, Kansas City, Mo. Kansas vs. Missouri football game for Folger Coffee (Fred Weingarth; Ernest Melh). Golden Gloves boxing sectional finals for Truly-Warner Hat Co. (Fred Weingarth).

WDAN, Danville, Ill. Two high school football games for local sponsor (Francis “Jake” Higgins; Bill Adams). Danville
SPORTS BY STATIONS—Continued

Golden gloves boxing, high school 1939 basketball, city 1939 bowling tourney, and 1939 high school regional basketball tourney for various local and regional sponsors (Francis "Jake" Higgins).

WDAS, PHILADELPHIA, PA. Weekly wrestling bouts (also in 1939) for local sponsor (Harold Davis; Lanse McCurley; Pat Stanton).


WDBJ, ROANOKE, VA. Major college football games for Atlantic Refining (via network).

WDBO, ORLANDO, FLA. Home baseball games of the Orlando Senators for local sponsor (Charles Batchelder). Diamondball for local sponsors (Charles Batchelder; H. P. Danforth). Local high school and Rollins College football for local sponsors (Charles Batchelder). Central Florida tennis tourney for local sponsors (Charles Batchelder). (Note: Same sports setup for 1939).

WDEL, WILMINGTON, DEL. University of Delaware football for Atlantic Refining (announcer not listed).

WDEV, WATERBURY, VT. Vermont junior and senior basketball tourney for Northern Oil (Richfield distributors) (Jake Deal).

WDNC, DURHAM, N. C. Durham Bulls (Piedmont League) baseball for Coca-Cola (Woody Woodhouse). Duke University football for Atlantic Refining (Lee Kirby; Add Penfield; Marcus Bartlett; Byrum Saam). Durham high school football for Coca-Cola (? Tice;? Estes; Add Penfield). Soapbox Derby for Coca-Cola (George Case; Woody Woodhouse). Duke University Southern Conference basketball for Coca-Cola (Gerry Gerrard; Woody Woodhouse). Southern-Southeastern Conference Indoor (track) Games for Coca-Cola (Woody Woodhouse). Southern Conference basketball playoffs for Coca-Cola (Gerry Gerrard; Woody Woodhouse). Durham high school basketball for Coca-Cola (Woody Woodhouse). North Carolina high school championship basketball tourney for Coca-Cola (Woody Woodhouse). South Atlantic basketball tourney for Coca-Cola (Gerry Gerrard; Woody Woodhouse). (Note: during 1939 Coca-Cola is sponsoring the Durham Bulls baseball and Duke football with Penfield-Woodhouse announcing the football and Woodhouse the baseball.)

WDSU, NEW ORLEANS, LA. Louisiana State University football for Coca-Cola (Edley Rogers). High school football for 7-Up (Stanley Holiday; Roger Phillips). New Orleans open golf tourney for Jax Beer (P. K. Ewing; Roger Phillips). All New Orleans (Southern Association) 1939 baseball games for Wheaties and Goodrich (Gene Sommers; Roger Phillips).

WDWS, CHAMPAIGN, ILL. High school basketball tourneys (except state tournament) for various local sponsors (Jack Beynon). Eastern Illinois League baseball for various local sponsors (Jack Beynon).

WDZ, TUSCOLA, ILL. Football and basketball tourneys (teams not listed) for local co-sponsored (Hank Fisher).

WEAN, PROVIDENCE, R. I. All sponsored sports from WNAC and WAAB, Boston (q.v.).


WEBC, DULUTH, MINN. Hockey games for Firestone Service Stores (Don Olson; Wayne Byers).

WEBR, BUFFALO, N. Y. Baseball for Atlantic Refining and Kellogg (Claude Haring).

WEED, ROCKY MOUNT, N. C. Coastal Plains Baseball League games for 40-50 local firms cooperatively (Wally Williams; Thomas Snowden, Jr.). Rocky Mount high school football for local firm (Wally Williams; Thomas Snowden, Jr.).

WEEL, BOSTON, MASS. Nine Holy Cross football games for Atlantic Refining (Al Helfer; Jack Knell).

WELL, NEW HAVEN, CONN. Yale-Harvard commencement baseball games; All Connecticut Semi-Pro League baseball; midget auto races; softball; four outdoor track meets; three mile cross-harbor swim; 12 high school football games; Connecticut high school basketball (1939); Eastern Intercollegiate wrestling
and swimming championships (1939); Connecticut high school swimming championship (1939); Heptagonal college track meet at Yale (1939); Blackwell Cup Regatta (1939); Semi-Pro League Baseball (1939); all for various local sponsors singly or cooperatively (all announced by Philip Buxbaum, Jr.).

WELL, BATTLE CREEK, MICH. Three local (1939) swimming meets for local sponsor (Forest Flagg Owen, Jr.). Three local (1939) basketball games for local sponsor (Ted Baughn; George Mackenzie). For 1939 baseball, see WXYZ.

WEMP, MILWAUKEE, WIS. Four Marquette, two Wisconsin and one Notre Dame football games for local sponsor (Charles La Force; Frank Klode).

WEOA, EVANSVILLE, IND. Three I League baseball (Wednesdays, Thursdays, Saturdays) for Kellogg (Paul Clark). Weekly wrestling and boxing for local firm (Kenneth Boultinghouse).

WESG, ELMIRA, N. Y. Elmira club baseball games for Atlantic Refining (Bill Pope). (Note: same sponsor has same games with same announcer in 1939).

WEST, EASTON, PA. Lafayette football for Atlantic Refining (Dick West). Basketball (teams not listed) for local sponsor (Dick West). Philadelphia Phillies and Athletics 1939 baseball games for Atlantic Refining (Byrum Saam, from WIP, Philadelphia).

WEW, ST. LOUIS, MO. Three St. Louis University football games for Hyde Park Brewers (Herb Macready; A. Jones).

WFAA, DALLAS, TEX. Thirteen major college (Texas, TCU, Rice, SMU, Texas Tech) football games for Humble Oil (Kern Tips and Hal Thompson of KPRC, Houston).


WFBL, SYRACUSE, N. Y. Eastern amateur golf tournament for two local sponsors (Bob Kenefick, Jr.; Harry Nash, of CBS). WFBM, INDIANAPOLIS, IND. Two Purdue football games for local sponsor (Len Riley). Indiana State high school basketball finals for Pure Oil (Tony Hinkle; Bill Fox; Wally Middlesworth).

WFDF, FLINT, MICH. Detroit Tigers baseball games for Kellogg and Socony-Vacuum (Harry Heilmann on Michigan Radio Network). Local wrestling for local sponsors (Charles H. Park; John J. Hurd). For 1939 baseball schedule see WXYZ, Detroit.

WFIL, PHILADELPHIA, PA. Philadelphia Athletics baseball games for Kellogg (Stan Lomax).

WFLA, TAMPA, FLA. University of Tampa vs. University of Havana football game for local 7-Up bottling company (Carl Fritz).

WFMD, FREDERICK, MD. Preakness for American Oil (via Maryland Coverage Network; Clem McCarthy).

WFTC, KINSTON, N. C. All baseball games of Coastal Plains League played in Kinston for local sponsors (Paul Moyle).


WGAN, PORTLAND, ME. Five Bowdoin and one Colby football games variously for Coca-Cola Bottling, Burnham & Morrill and Coles Express (Richard E. Bates Samuel Henderson; Adam Walsh). Rummford 1939 Winter Carnival for King & Dexter Co. (Carlyle N. DeSuze; William Dow).

WGAU, ATHENS, GA. All University of Georgia home football and baseball games for local sponsors (A. Lynne Brannen).

WGBF, EVANSVILLE, IND. Three I League baseball games (Mondays, Tuesdays, Fridays) for Kellogg (Paul Clark). High school football for local bank (Paul Clark). High school basketball (also 1939) for local bank (Paul Clark; Dale Phares).

WGBI, SCRANTON, PA. Football (games not specified) for Atlantic Refining (announcer not listed; evidently on a net-
SPORTS BY STATIONS—Continued

work). Eastern League (1939) baseball for Atlantic Refining (Dave Griffiths).

WGIL, GALESBURG, ILL. All Knox College football games for cooperative local sponsors (Howard Miller).


WGN, CHICAGO, ILL. All home games of White Sox and Cubs baseball teams for Old Golds (Bob Elson). All home games of Chicago National Hockey League team for Old Golds (Bob Elson). (Note: same sponsor has same sports in 1939 with same announcer.)

WGPC, ALBANY, GA. Albany Cardinals baseball games for Kellogg (Bill Poole in 1938; Hubert Batey in 1939 for Goodrich Silvertown). High school football for Goodrich Silvertown (not identified as to parent firm or local branch) (Hubert Batey).


WGST, ATLANTA, GA. University of Georgia football games for Beeman's Laboratories (John Fulton).

WGY, SCHENECTADY, N. Y. Six Syracuse University, one Yale, and one Pittsburgh football games for Atlantic Refining (originated at various points, principally WSyr, q.v.).

WHAI, GREENFIELD, MASS. Boston Bees and Red Sox home baseball games for Kellogg and Socony-Vacuum (Fred Hoey, via WAAB, Boston). High school football for local sponsors (Hal Goodwin; Warren Greenwood). (Note: For 1939 baseball, see WAAB, Boston.)

WHAM, ROCHESTER, N. Y. All home (except Sunday and holiday) and all away baseball games of the Rochester Red Wings (also in 1939) for Wheaties and Socony-Vacuum (Harry McTigue).

WHAS, LOUISVILLE, KY. Louisville Colonels baseball games for Wheaties (George Walsh). One high school football game for Honey-Krust bread (George Walsh).

WHB, KANSAS CITY, MO. Missouri U. vs. Kansas U. football game for local sponsor (Ernie Smith).

WHBB, SELMA, ALA. Entire out-of-town schedule of Selma baseball team (also in 1939) for five local merchants (Ward Coleman). All University of Alabama football games for five local merchants (Bill Terry, Alabama Network). High school basketball and State basketball tourney (1939) for local sponsor (Paul Grist; Dan Chapman). Selma high school baseball games (1939) for local sponsor (Ward Coleman).

WHBF, ROCK ISLAND, ILL. Three I League baseball for local sponsors (Maurice Corken). Softball tourney for local sponsor (Ray Anderson). Bowling (1939) for local sponsor (Ray Anderson). Football (apparently local) for various local sponsors (Paul Roscoe). Golden Gloves boxing for local sponsors (Paul Roscoe; Maurice Corken). Basketball (apparently local) for local sponsor (Ted Arnold; Paul Roscoe). Chicago Golden Gloves fights for local sponsors (Maurice Corken). Auto races for local sponsor (Ted Arnold; Ivan Streed). (Note. 1939 baseball is being sponsored by Wheaties with Walt Gillespie announcing.)

WHBL, SHEBOYGAN, WIS. Home basketball games of the Sheboygan team in the National Professional League for Wadhams Oil (Art Bramhall).

WHBQ, MEMPHIS, TENN. Baseball (1938 and 1939), weekly wrestling, high school and college football, bowling tourney, handball tourney, softball tourney, all for Coca-Cola Bottling (teams not generally identified) (Bob Alburty).


WHDL, OLEAN, N. Y. Three St. Bonaventure and one Olean high school foot-
ball games for local sponsor (Freddy Meyer; Tom Brown). Pony League 1939 baseball games for local sponsor (Joseph M. Cleary).

WHEC, ROCHESTER, N. Y. Rochester Red Wings baseball games (also in 1939) for Atlantic Refining (Jack Barry).

WHIO, DAYTON, O. Cincinnati Reds baseball games for Wheaties and Socony-Vacuum (Red Barber and Dick Bray in 1938; Roger Baker and Dick Bray in 1939) (games received from WSAI, Cincinnati).

WHK, CLEVELAND, O. Sunday out-of-town baseball games (apparently Cleveland Indians) for Wheaties and Socony-Vacuum during 1938 and 1939 (Jack Graney; Pinky Hunter). Six-day bicycle races for Sears, Roebuck (Guy Wallace). Training camp reports for Socony-Vacuum (Jack Graney; Pinky Hunter).

WHLB, VIRGINIA, MINN. Football and basketball (teams not listed) for local sponsors (Wayne Byers). Hockey for Hamm’s Beer (Wayne Byers). Northwest Publinx golf tourney for local sponsors (Wayne Byers; Barney Irwin). State boy’s swimming meet for local sponsors (Bill Lofback). Wrestling for local sponsors (Wayne Byers).

WHLS, PORT HURON, MICH. Seven high school football games for cooperative local sponsors (Ray Bouslog; Fred Knorr). Two Canadian rugby matches for cooperative local sponsors (Wiford Molloy).

WHMA, ANNISTON, ALA. University of Alabama football games for local sponsors (via inter-city network). Eight exhibition baseball games, between Anniston and major and secondary league clubs, for various local sponsors (Ed Mullinax; Harold Russey).

WHN, NEW YORK CITY. All Jersey City Giants baseball games for Wheaties and Socony-Vacuum (Joe Bolton). Brooklyn Dodgers 1939 home and away games for Wheaties, Socony-Vacuum and Procter & Gamble (Red Barber).

WHO, DES MOINES, IA. Chicago Cubs and White Sox home baseball games (also in 1939) for Wheaties (Bill Brown).

WHP, HARRISBURG, PA. Philadelphia Athletics home baseball games for Atlantic Refining.

WIBA, MADISON, WIS. University of Wisconsin football for Wadham’s Oil (Bill Walker; Russ Winnie, of WTMJ). University of Wisconsin basketball and boxing for local sponsors (Bill Walker).


WIBX, UTICA, N. Y. Major college football for Atlantic Refining (via network; no details listed).

WICC, BRIDGEPORT, CONN. All sponsored sports from WNAC and WAAB, Boston (q.v.). Baseball in 1939 is being sponsored by Wheaties, Socony-Vacuum and Procter & Gamble, and is received via wire from WABC, New York.


WILM, WILMINGTON, DEL. Philadelphia Athletics and Phillies 1939 baseball games for Atlantic Refining (from WIP, Philadelphia).

(Bears, Cards) for Wheaties (Russ Hodges; Jimmy Dudley). Northwestern University 1938-39 basketball for Chevrolet Dealers (Russ Hodges). High school state 1939 basketball tourney for Public Service of Northern Indiana (Russ Hodges). Boxing matches (1939) for various local sponsors (Russ Hodges; Jimmy Dudley).

WIP, PHILADELPHIA, PA. All home baseball games of Philadelphia Athletics for Atlantic Refining (Byrum Saam, play-by-play; Stoney McLinn, general comment; Walton Newton, commercials). All football games of Temple University for Atlantic Refining (Byrum Saam, play-by-play; Walton Newton, between half comments and commercials). Major portion of Villanova College football games for Atlantic Refining (Byrum Saam, play-by-play; Walton Newton, between half comment and commercials). (Note: In 1939 Atlantic Refining is sponsoring complete home baseball schedule of the Athletics and Phillies, 154 games in all (Byrum Saam, play-by-play).

WIRE, INDIANAPOLIS, IND. Indianapolis Indians baseball games (also 1939) for Wheaties and Socony-Vacuum (Wally Nehrling; Norm Perry, Jr.; Vic Lund). Two Purdue football games for local sponsors (Luke Walton; Bill Frosch). Indiana University home basketball games (transcribed) for General Foods' Post Toasties (Bill Frosch; Piggy Lambert; Luke Walton).


WISN, MILWAUKEE, WIS. Milwaukee Brewers baseball games (also in 1939) for Wadhams Oil and Wheaties (Alan Hale). Marquette University football games for Wadhams Oil (Alan Hale). Wrestling matches for local sponsor (Alan Hale). Marquette University basketball (1939) for Wadhams Oil (Alan Hale).

WJAG, NORFOLK, NEB. Basketball tourney for cooperative sponsors (Floyd Shelby). Northeast Nebraska track meet for cooperative sponsors (Floyd Shelby). Local high school football games for cooperative sponsors (Gene Corrigan).

WJAX, JACKSONVILLE, FLA. Local baseball games for Wheaties (Jack Rathbun).

WJBK, DETROIT, MICH. University of Detroit football games for the Automobile Club of Michigan (Al Nagler).

WJBL, DECATUR, ILL. Decatur club baseball games (Three I League) for Kellogg (Howard; Millard). Play-off of first and second teams in Three I Baseball League for Wheaties (Howard; Millard).

WJBO, BATON ROUGE, LA. All Louisiana State University football games for Coca-Cola Bottling (Edly Rogers). High school football for various local sponsors (Woodrow Hattie). Giants exhibition baseball games for Sears, Roebuck (Woodrow Hattie). Louisiana State University boxing for local sponsor (Woodrow Hattie).

WJDX, JACKSON, MISS. Mississippi State College and University of Mississippi football games for Lion Oil (Joe Paget).


WJJD, CHICAGO, ILL. Cubs and White Sox baseball for Kellogg (John Harrington). Northwestern University football for Oldsmobile Dealers (Jimmy Dudley). Bears and Cards pro football games for Wheaties (Russ Hodges; Jack Drees).

WJLS, BECKLEY, W. VA. State sectional and regional 1939 basketball tourneys for various local sponsors (Barnes Nash; Hulett Smith).

WJMS, IRONWOOD, MICH. University of Wisconsin and Green Bay Packers pro football games for Wadhams Oil (Russ Winnie, of WTMJ, Milwaukee, Wis). Ironwood high school home football and basketball for local sponsors (Dick Haskins).

WJNO, WEST PALM BEACH, FLA. Southern States high school baseball championship for local firm (Reginald Martin). Palm Beach high school foot-
SPORTS BY STATIONS—Continued

ball for local firm. (Reginald Martin). Weekly wrestling matches for the American Legion (Soccer Co; Ben Decker).

WJR, DETROIT. Detroit Tigers baseball for Penn Tobacco and Dodge Dealers (Jimmie Stevenson). Detroit Lions pro football for Chrysler Corp. (Harry Wismer). University of Michigan football for Fleetwing Gasoline (Harry Wismer).

WJRĐ, TUSCALOOSA, ALA. All University of Alabama football games for various local sponsors (Frank W. Bruce).

WJSV, WASHINGTON, D. C. Washington Senators baseball games (also in 1939) for Wheaties (Arch McDonald in 1938; Walter Johnson and Warren Sweeney in 1939).

WKAT, MIAMI BEACH, FLA. University of Miami football games and race results, sponsors not noted (announcers not noted).

WKBB, DUBUQUE, IA. Home football and basketball games of University of Dubuque, Loras College, Loras Academy, and Dubuque Senior High School for local sponsors (Jim Carpenter).


WKBW, BUFFALO, N. Y. See WGR-WKBW.

WKOK, SUNBURY, PA. Local football games for local sponsor (George Stahl; Herman Noll). University of Pennsylvania football games for Atlantic Refining (from WCAU, q.v.).

WKY, OKLAHOMA CITY, OKLA. Ten University of Oklahoma football games for the Daily Oklahoman & Times (John Shafer).

WLAC, NASHVILLE, TENN. Home and away games of the Nashville baseball club for Kellogg (Wheaties and Goodrich Rubber in 1939) (Herman Grizzard). Wrestling matches for local sponsor (Herman Grizzard).

WLAK, LAKELAND, FLA. High school football for local sponsor (G. G. Fletcher; E. B. Wilson). Outboard Race Regatta (1939) for local sponsor (G. G. Fletcher; E. B. Wilson). Spring training baseball of Detroit Tigers (1939) for Kellogg (G. G. Fletcher; plus guest announcers from other stations including France Laux, Harry Heilman, Ty Tison, George Patterson).

WLAW, LAWRENCE, MASS. Four Lawrence and one Phillips Andover Academy football games for local sponsors (Stanley Schultz; Alex MacBeth; Jack Malloy).

WLBC, MUNCIE, IND. All Central high school and Ball State College football and basketball games, 10 Burris high school basketball games, 10 county high school basketball games, four Big Ten football games, two Big Ten basketball games, all for local sponsors (Don Burton).

WLBZ, BANGOR, ME. Bangor regional and state championship basketball tourneys for local and regional sponsors (Walter Ulmer).

WLLH, LOWELL, MASS. Baseball for Kellogg and Soony-Vacuum (from WAAB, Boston, q.v.). Football for Atlantic Refining (from WNAC, Boston, q.v.). One high school football game for local sponsor (Tom Clayton). Hockey for Larus & Bro. (from WAAB, Boston, q.v.). For 1939 baseball, see WAAB, Boston.

WLNH, LACONIA, N. H. Baseball and football from Yankee and Colonial Networks (see WNAC and WAAB, Boston).

WLVA, LYNCHBURG, VA. Major college football games for Atlantic Refining (via network). High school football for local sponsor (Glenn Jackson). Marble tournament (1939) for Nehi Bottling (Eric Lund).

WMBD, PEORIA, ILL. All Bradley College 1938-39 basketball games for various groups of local sponsors (Jack Brickhouse).

WMBR, JACKSONVILLE, FLA. Jacksonville baseball games for Wheaties and Goodrich (also in 1939) (Jack Rathbun).

WMC, MEMPHIS, TENN. Vanderbilt vs. Georgia Tech, and LSU vs. Mississippi State football games for local sponsors (John Cleghorn, action; Bob Pigue, resumes).
SPORTS BY STATIONS—Continued

WMCA, NEW YORK CITY. All Star football game for Modern Industrial Bank (Alan Waltz; Bert Lee). Boxing bouts from Bronx Coliseum for Colarena (Joe O'Brien; Irving Rudd).

WMFD, WILMINGTON, N. C. Two football games (high school and N. C. State) for local sponsor (Foster Edwards; Jimmie Moore; R. A. Dunlea).

WMFF, PLATTSBURG, N. Y. Local and out-of-town baseball for local sponsors (Don Trayer). Same in 1939 for cooperative sponsors (Mart Traynor).

WMFG, HIBBING, MINN. Home series of 16 professional hockey games for local sponsor (Mark Forgette).

WMFJ, DAYTONA BEACH, FLA. Baseball (team not listed) and high school football for Daytona Sheet Metal Works (Ed Sims). High school basketball for local sponsor (Ed Sims).

WMFO, DECATURE, ALA. Alabama University football games for Coca-Cola (from Alabama Network). Decatur high school football games for local sponsor (Charles H. Clements).

WMIN, MINNEAPOLIS-ST. PAUL, MINN. Minneapolis Millers baseball games (also in 1939) for Wheaties and Socony-Vacuum (Eddie Gallaher). St. Thomas football and basketball games for local sponsors (Dick Enroth).

WMPS, MEMPHIS, TENN. Telegraphic play-by-play of last nine games in 1938 National League baseball race (Cubs, Pirates, Cardinals) for Canova Coffee (Francis Chamberlin). All University of Tennessee football games for Dr. Pepper's (Francis Chamberlin, telegraphic reports; Joe Epstein, from field). Eleven National League pro football games (Cards, Redskins) via telegraph for Canova Coffee (Francis Chamberlin). Southwestern vs. Loyola football game for Dr. Pepper's (Henry Dupre, of WWL). University of Mississippi vs. Mississippi State football game for Lion Oil (originated by WJDX).

WMSD, SHEFFIELD, ALA. All Alabama University football games for RCA (evidently via network). Florence Armory prize fights for local sponsor (Coach West, high school athletic coach).

WMT, CEDAR RAPIDS, IA. Three I League baseball for participating local sponsors (Bert Puckett). Telegraphic major league baseball for Wheaties (Gene Shumate, of KRNT, Des Moines). Coe College football for local sponsor (Bert Puckett). State 1939 basketball tourney for American Institute of Business (Gene Shumate, from KSO, Des Moines).

WNAC, BOSTON, MASS. Nine football games, consisting of six Yale home games, Penn-Yale, Cornell-Dartmouth, and Duke-Pitt for Atlantic Refining (Bill Slater; games also sent to WTIC, WEAN, WTAG, WICC, WSAR, WNBH, WLLH, WNLC, WSPR, WBRY). (Note: in 1939 Atlantic Refining is sponsoring eight football games, consisting of six Yale home games, plus Michigan-Yale, plus one unannounced game (announcer not yet determined); games also to be sent to WTIC, WEAN, WTAG, WICC, WSAR, WNBH, WLLH, WNLC, WSPR, WATR, WFEA, WLNN).

WNAX, YANKTON, S. D. Baseball from Iowa Broadcasting System and Central States Broadcasting for Wheaties (Wheaties and Socony-Vacuum in 1939) (Gene Shumate, of IBS; Harry Johnson, of KFAB). University of South Dakota 1939 basketball game for local sponsor (Herb Evans).

WNBF, BINGHAMTON, N. Y. Binghamton Triplets baseball games (also in 1939) for Atlantic Refining (Thomas J. McMahon in 1939; 1938 announcer not listed).

WNBX, SPRINGFIELD, VT. Northern League baseball for Esslinger Breweries (via WSYB, Rutland). Vermont basketball tourney for Twin State Fruit Co. and local sponsors (Bob Kelley).


WNEW, NEW YORK CITY. All baseball games of the Newark (International League) Bears, plus play-off series, plus Little World Series for Wheaties and Socony-Vacuum (Earl Harper). (Note: 1939 setup covers Newark Bears and Jersey City Giants on alternate days for Wheaties and Atlantic Refining with Earl Harper announcing.)

WNLC, NEW LONDON, CONN. Two local football games for cooperative sponsors
(Gort Wilbur; Joseph Dyer). (Also see WNAC and WAAB, Boston.)

WNOX, KNOXVILLE, TENN. All baseball games of Knoxville Smokies (also in 1939) for Wheaties and Goodrich Rubber (Lowell Blanchard). All University of Tennessee football games for cooperative sponsors (Joe Epstein). Miscellaneous basketball games and tourneys for Knoxville News-Sentinel (Mike Hunicutt).

WOAI, SAN ANTONIO, TEX. Southwest Conference football for Humble Oil (Kern Tips; Hal Thompson, both of KPRC, Houston, for the Texas Quality Network).

WOC, DAVENPORT, IA. All high school football games and all University of Iowa football games for Block Coal Co. (Moon Reagan). Local and Chicagoland Golden Gloves boxing (1939) for De Soto Dealers (Moon Reagan).

WOKO, ALBANY, N. Y. Albany Senators baseball games for Atlantic Refining (Wheaties and Atlantic Refining in 1939) (Gren Rand; Sherb Herrick).

WOL, WASHINGTON, D. C. Eleven Washington Redskins pro football games for Tru Blu Beer (Tony Wakeman, play-by-play; Frank Blair, color).

WOMI, OWENSBORO, KY. High school football and basketball for local sponsors (LeRoy Woodward).

WOMT, MANITOWOC, WIS. High school and state tourney basketball for cooperative local sponsors (Fred Hessler).

WOPJ, BRISTOL, TENN. Eleven football games (teams not listed) for various local sponsors (Fred Reuning, eight games; Fey Rogers, one game; two games via hookups).

WOR, NEW YORK CITY. Yale and other major college football for Atlantic Refining (Bill Slater). Brooklyn Dodgers 1939 baseball games for Wheaties, Socony-Vacuum and Procter & Gamble (Red Barber).


WPAR, PARKERSBURG, W. VA. All high school football games for local sponsors (Ken Given).

WPAY, PORTSMOUTH, O. Portsmouth Red Birds baseball games for Kellogg (Paul Wagner). Portsmouth high school and Central Catholic football for local sponsors (Paul Wagner).


WQAM, MIAMI, FLA. Two Miami University football games for Nehi (Leslie Harris).

WQDM, ST. ALBANS, VT. Home baseball games of St. Albans team in the Northern League for Dominion Dry (Ed Anderson; Orson Jay). Montpelier home baseball games on days when St. Albans games were not broadcast, for Esslinger Ale (? Killick; ? White). (Note: Same baseball setup in 1939, but sponsor not revealed.)

WRBL, COLUMBUS, GA. All Columbus Red Birds (South Atlantic League) baseball games for Kellogg (Jack Gibney). Seven high school and seven vocational high school football games for Nehi (Jack Gibney). Five University of Georgia football games sponsored locally and by Beeman’s Laboratories (Jack Gibney). (Note: 1939 Red Birds baseball is sponsored by Wheaties and Goodrich Rubber (Jack Gibney).

WRDW, AUGUSTA, GA. Home and away baseball games of the Augusta Tigers for Atlantic Refining and Kellogg (Atlantic Refining only in 1939) (Thurston Bennett). Georgia Tech football (also in 1939) for Atlantic Refining (Thurston Bennett). Local football and basketball and Master’s golf tourney for local sponsors (Thurston Bennett).

WRGA, ROME, GA. Baseball (team not listed) for Coca-Cola (Price Selby).
SPORTS BY STATIONS—Continued

WRJN, RACINE, WIS. Washington Park and Horlick high school football and basketball for participating sponsors (Herb Mann).

WRNL, RICHMOND, VA. Nine major college football games for Atlantic Refining (Meb Davis; Ed Burch).

WROK, ROCKFORD, ILL. Rockford high school football games for Ken-L-Ration and local sponsors (Morey Owens). Rockford high school home basketball games plus state championship games for local sponsors (Morey Owens).

WROL, RICHMOND, VA. Nine major college football games for Atlantic Refining (Meb Davis; Ed Burch).

WROK, ROCKFORD, ILL. Rockford high school football games for Ken-L-Ration and local sponsors (Morey Owens). Rockford high school home basketball games plus state championship games for local sponsors (Morey Owens).

WROL, KNOXVILLE, TENN. Eleven high school football games for various local sponsors (Harry Moreland; Joe Wheeler; Len Broughton, Jr.).

WRTD, RICHMOND, VA. Richmond Colts baseball games for Atlantic Refining and Kellogg (Peco Gleason). (Note: Atlantic Refining has the 1939 series with Gleason announcing).

WRUF, GAINESVILLE, FLA. University of Florida football games for Atlantic Refining (Dan Riss).

WRVA, RICHMOND, VA. Major college football for Atlantic Refining (Joe Handlan; Lew Avery).

WSAL, CINCINNATI, O. Cincinnati Reds baseball games for Wheaties and Socony-Vacuum (Red Barber; Dick Bray). Reconstruction of baseball games for Bavarian Brewing (Red Barber; Dick Bray). Baseball in 1939 for Wheaties and Socony-Vacuum (Roger Baker; Dick Bray).


WSAR, FALL RIVER, MASS. Home baseball games of Boston Red Sox and Bees for Kellogg and Socony-Vacuum (Fred Hoey, of WAAB, Boston). Yale and other major college football games for Atlantic Refining (Bill Slater of WNAC, Boston). Boston Bruins hockey games for Larus & Bro. Co. (Frank Ryan, of WAAB, Boston). For 1939 baseball, see WAAB, Boston.

WSAU, WAUSAU, WIS. All Wausau baseball games in the Northern League for local sponsors (J. W. Killeen). High school football and basketball for local sponsor (Jim Shelton).

WSAZ, HUNTINGTON, W. VA. Five Marshall College football games, one local high school football game, and four Huntington Stars hockey games for various local sponsors (Fred Burns).

WSBT, SOUTH BEND, IND. Bendix softball games (Thursday evening) for local sponsor (Jack Ledden).


WSGN, BIRMINGHAM, ALA. University of Alabama football for RCA-Victor distributor (Bill Terry). Boxing for various local sponsors (Bill Terry). Birmingham Barons baseball games for Kellogg (1938), Wheaties and Goodrich (1939) (Bill Terry).

WSJS, WINSTON-SALEM, N. C. Piedmont League baseball for Atlantic Refining and Kellogg (Johnny Miller). Local high school football for local sponsor (Johnny Miller). Southern Conference (Duke) football for Atlantic Refining (evidently via remote; no announcer listed).

WSM, NASHVILLE, TENN. Entire Vanderbilt football schedule for Zenith Radio (Jack Harris).

WSMB, NEW ORLEANS, LA. High school football, complete Tulane football schedule, and Tulane basketball for Coca-Cola (Bill Brengel). Tulane and Loyola fights for Maison Blanche (Bill Brengel).

WSNJ, BRIDGTON, N. J. All home football games of local high school plus Vineland-Millville game for local sponsors (F. Wood).

WSOC, CHARLOTTE, N. C. Charlotte Hornets baseball games for Kellogg and Atlantic Refining (Paul Norris). Davidson College football for local sponsor (Paul Norris). Charlotte high school boxing (1939) for City of Charlotte (Ben
Douglas). (Note: Atlantic Refining is sponsoring the Hornets baseball games in 1939 with Norris announcing.)

WSPA, SPARTANBURG, S. C. Spartanburg (South Atlantic League) baseball and American Legion junior baseball for Coca-Cola Bottling (Jimmy Mugford). Wofford College and high school football games for Coca-Cola Bottling (Bob Williams; Tuck Young).

WSPD, TOLEDO, O. All Toledo Mud Hens baseball games (also in 1939) for Wheaties and Socony-Vacuum (Connie Desmond).

WSPR, SPRINGFIELD, MASS. Baseball for Kellogg and Socony-Vacuum (see WAAB, Boston). For 1939 baseball, see WAAB, Boston; additionally, WSPR is broadcasting games of the local "Nationals" club for Atlantic Refining with Ed Kennedy announcing.

WSTP, SALISBURY, N. C. Three 1939 local boxing matches for local sponsors (Johnny Shultz; Bing Bennett; Joe Brown). Local 1939 college and league baseball (sponsor not named at time of inquiry) (Joe Brown; Johnny Shultz).

WSVA, HARRISONBURG, VA. Ten major college (University of Virginia, Duke) football games for Atlantic Refining (via network).

WSYR, SYRACUSE, N. Y. Syracuse Chiefs baseball games for Wheaties and Socony-Vacuum (Wheaties and Atlantic Refining in 1939) (Nick Stemmier). Syracuse University football games for Atlantic Refining (Tom McMahon; Fred R. Ripley).

WTAD, QUINCY, ILL. St. Louis Cards baseball games for Wheaties (Mac Dill). All 1939 home games of St. Louis Cards and Browns for Wheaties (Bob Lee).

WTAM, CLEVELAND, O. Ohio State football games for Atlantic Refining (Tom Manning). (Note: Same setup tentatively for 1939.)

WTAR, NORFOLK, VA. Baseball for Wheaties and Procter & Gamble (Vic Lund). (1939 baseball is being sponsored by Wheaties and Sears, Roebuck and announced by Blair Eubanks.)

WTAX, SPRINGFIELD, ILL. Three I League baseball for Wheaties (Don Hill; Bob Lyle). High school football for local sponsor (Art Durham).

WTBO, CUMBERLAND, MD. Pitt football games for Atlantic Refining (apparently via network).

WTCN, MINNEAPOLIS-ST. PAUL, MINN. St. Paul American Association baseball (also in 1939) for Wheaties and Socony-Vacuum (George Higgins). Local wrestling, boxing and hockey for local sponsors (George Higgins). St. Paul open golf tourney (also 1939) for the Burlington Route (George Higgins). One football game for local sponsor (Bob De Haven).

WTDO, PHILADELPHIA, PA. Wrestling matches in Camden (also in 1939) for local sponsor (Doug Hibbs; Mort Farr).

WTHT, HARTFORD, CONN. Hartford Laurels baseball games (also in 1939) for Atlantic Refining (Jack Lloyd; Ray Markey). Re-creation of Dartmouth-Stanford football game for Godard Rice (Cedric Foster; Ray Markey). Boxing, wrestling and bowling (1939) for various local sponsors (Ray Markey; Jack Lloyd). For baseball in addition to the "Laurels" broadcasts, see WAAB, Boston.

WTIC, HARTFORD, CONN. Football for Atlantic Refining (from WNAC, Boston, q.v.).

WTJS, JACKSON, TENN. All Jackson High School football games for Dr. Pepper's (Bill Winsett). Union University football games for same sponsor with same announcer. (Note: 1939 schedule of the Jackson baseball team in the Kitty League is being sponsored by Coca-Cola with Windy McGill announcing.)

WTMJ, MILWAUKEE, WIS. All University of Wisconsin and all Green Bay Packer pro football games for Wadhams Oil (Russ Winnie; one pro game by Bob Heiss). University of Wisconsin basketball (1939) (Russ Winnie; one by Bob Heiss).


WTOI, TOLEDO, O. Ten Toledo University football games for Driggs Dairy (Bob Ingham).

WTRC, ELKHART, IND. Elkhart high school football, basketball and track
SPORTS BY STATIONS—Continued

1938-39 events, plus all Indiana State high school basketball tourneys for local sponsors (Eldon Lundquist, play-by-play; Don McFall, comment).

WWJ, DETROIT, MICH. Detroit Tigers baseball games (also in 1939) for Kellogg and Socony-Vacuum (Wheaties and Socony-Vacuum in 1939) (E. L. “Ty” Tyson).

WWNC, ASHEVILLE, N. C. All Asheville Tourists baseball games for Kellogg (Bob Bingham). Southern tennis championships for Coca-Cola (Bob Bingham; Steve Douglas). One fight for ABC club (Bob Bingham). One Appalachian State and nine high school football games for local sponsor (Bob Bingham).

WWSW, PITTSBURGH, PA. Seven Pittsburgh Pirates pro football games plus championship play-off for Oldsmobile Dealers (Joe Tucker). Duquesne-Texas Tech football game for Gimbel’s (Joe Tucker). Four Penn State football games for Atlantic Refining (Jack Barry; Ollie O'Toole). Two Carnegie Tech and two Duquesne football games for Atlantic Refining (Claude Haring). McKeesport-Johnstown championship high school football game, and McKeesport-Miami intersectional football game for local sponsor (Joe Tucker). Carnegie Tech vs. Penn State basketball game (1939) for Atlantic Refining (Joe Tucker). (Note: in 1939 Wheaties and Atlantic Refining are sponsoring baseball with Rosey Rowswell announcing).

WXYZ, DETROIT, MICH. Detroit Tigers baseball games for Kellogg and Socony-Vacuum (Harry Heilmann). Michigan State College football games for Olds Motor Works (Carl Gensel). (Note: 1939 baseball is sponsored by Wheaties and Socony-Vacuum and again announced by Harry Heilmann).

CBL, TORONTO, ONT. National League hockey for Imperial Oil (Foster Hewitt, via network). Rugby games for National Breweries (Roy Dilworth; Bob Bowman).

CBO, OTTAWA, ONT. National Hockey League games for Imperial Oil (Foster Hewitt, via network).

CBY, TORONTO, ONT. See CBL.

CFAR, FLIN FLON, MAN. Saskatchewan Senior amateur hockey and Flin Flon Ice Follies for various local sponsors (Charlie O'Brien).

CFCF, MONTREAL, QUE. Montreal baseball games (International League) for National Breweries (Bill Simms). Big "4" Rugby and Intercollegiate Rugby Union games for Imperial Tobacco (Red Foster). National League hockey for Imperial Oil (Buz Robinson).

CFCH, NORTH BAY, ONT. Weekly hockey games for various local sponsors and Purity Flour Co. (T. Darling; C. Pickrem).

CFCO, CHATHAM, ONT. Night baseball for Imperial Tobacco (Ross Wright). Hockey for local sponsors (Ross Wright).

CFCY, CHARLOTTETOWN, P. E. I. Provincial baseball finals for local sponsors (W. J. Brown, Jr.).

CFG, GRANDE PRAIRIE, ALTA. Series of hockey broadcasts (1938-39) and a curling championship for various local sponsors (Bud Powell).

CFQC, SASKATOON, SASK. Forty hockey games for local sponsor (G. A. Jordan; Jack Wells).

CFRB, TORONTO, ONT. National League hockey for Imperial Oil (Foster Hewitt, via network). Long Branch and Dufferin races for Grads Cigarettes (Foster Dryden; Wes McKnight).

CFRN, EDMONTON, ALTA. Six Edmonton Commercial Grads basketball games for Blue Ribbon, Ltd. (Gordon Williamson). Two fight broadcasts for Saskatchewan Welding (Gordon Williamson). Twenty-nine senior hockey games for local sponsor and Imperial Tobacco (Gordon Williamson). One pro hockey game (Rangers-Americans) for local sponsor (Gordon Williamson).

CHAB, MOOSE JAW, SASK. Boxing matches plus middleweight Western Canada championship for local sponsors (A. W. "Pallie" Pascoe). Home and play-off hockey games of the Moose Jaw Millers for local sponsor (Sid Boyling). Toronto Maple Leafs hockey games for Imperial Oil. Saskatchewan junior finals hockey for local sponsor.
SPORTS BY STATIONS—Continued

CHLP, MONTREAL, QUE. International League baseball games (also in 1939) for National Breweries (Bill Simms). National League hockey games for Imperial Oil (Foster Hewitt, via network).

CHLT, SHERBROOKE, QUE. All Sherbrooke Braves baseball games (away-games reconstructed) for National Breweries, Rosenbloom's, Ltd., and Fairbanks-Morse, former two of which are also sponsoring the 1939 season (Rollie Bayeur). Boxing (1938-39) for local sponsor (Rollie Bayeur). All Red Raider hockey games (away-games reconstructed) for National Breweries, Rosenbloom's, Ltd., Molson's Breweries, National Wallpaper Co., and local tire service (Rollie Bayer; Henry Delorme).

CHNC, NEW CARLISLE, QUE. National Hockey League games for Imperial Oil (Foster Hewitt, via network).

CHRC, QUEBEC, QUE. All home hockey games of the Aces in the Senior Group for Imperial Tobacco (Phil Gimael, play-by-play in French; Roy Halpin, English between-periods resume).

CHWK, CHILLIWACK, B. C. Hockey games for Imperial Oil (Foster Hewitt via network).

CJCA, EDMONTON, ALTA. Edmonton Commercial Grads basketball for local sponsor (Lyall Holmes). National League hockey for Imperial Oil (Foster Hewitt, via network). Provincial boxing championships for local sponsor (Lyall Holmes).

CJIC, SAULT STE. MARIE, ONT. Curling for local sponsor (Wilson Sims).

CJLS, YARMOUTH, N. S. Weekly baseball for local sponsors (Joe Leblond).

CJOC, LETHBRIDGE, ALTA. Weekly hockey games for International Harvester Co. (Henry Viney; Gail Egan).

CJOR, VANCOUVER, B. C. Box lacrosse for Shell Oil of B. C. (Leo Nicholson; Geoff Davis). Western International League baseball for local participating sponsors (Leo Nicholson; Geoff Davis). Wrestling, boxing, basketball and Coast League hockey for participating sponsors and Vancouver Province (Leo Nicholson; Geoff Davis).

CJRC, WINNIPEG, MAN. Eight Western Inter-Provincial Football Conference games for Aberdeen Hotel (Rusty Young). Manitoba Junior hockey for Aberdeen Hotel and Brandon cooperative sponsors (Rusty Young). Curling for Aberdeen Hotel (Bill McAlpine).

CKBI, PRINCE ALBERT, SASK. National Hockey League games for Imperial Oil (Foster Hewitt, via network).

CKCL, TORONTO, ONT. Toronto Maple Leafs home and two-thirds of the out-of-town baseball games (also in 1939) for Dawes Brewery (Al Leary). All Senior O. H. A. hockey games for Canada Cycle & Motor plus other sponsors (Foster Hewitt). Junior O. H. A. Hockey for various local sponsors (Foster Hewitt). All home games of the Toronto Maple Leafs hockey team for Imperial Oil (Foster Hewitt). Year-around wrestling (about thrice monthly) for Sheaffer Pen Co. (Foster Hewitt). Boxing for various sponsors (Foster Hewitt).

CKCO, OTTAWA, ONT. Hockey for Imperial Oil (Foster Hewitt, via network).


CKGB, TIMMINS, ONT. National League hockey for Imperial Oil (Foster Hewitt, via network).

CKNX, WINGHAM, ONT. Local baseball for local restaurant (John Cruickshank).

CKOC, HAMILTON, ONT. Local baseball for local sponsor (Frank Lynch). Hamilton Race Meet for Tuckett Tobacco (Tom Daly). Big Four Rugby for Imperial Tobacco (announcer not listed).

CKOV, KELOWNA, B. C. British Columbia Senior A & B Divisions basketball and Intercity Okanagan Valley League basketball for various local sponsors (Bert Johnston). North Okanagan hockey, local sponsor (Buster Huffman).

CKPR, FORT WILLIAM, ONT. Several hockey games for local sponsor (Jack Hughes).

CKSO, SUDBURY, ONT. Northern Ontario Hockey Assn. senior finals for Imperial Tobacco (Tim Reid).

CKTB, ST. CATHERINES, ONT. Lacrosse for local sponsor (Rex Stimers). Industrial league hockey for various industries with teams in league (Charley Bastanski). One hockey game for General Motors of Canada (Rex Stimers).
TELEVISION: 1938-1939

World-wide television news and developments centered largely in the U.S. during the past year, although England, as usual, was a fairly steady contributor to the art.

In the Spring of 1939, television suddenly became a U.S. headline-maker for three reasons: 1) the first real drive was launched to sell sets to the public; 2) NBC finished rebuilding its transmitter atop the Empire State Building in Manhattan, and began pumping 10 kilowatts over a radius estimated at 50 miles; and 3) NBC in the East—as well as the Don Lee Broadcasting System in the West—inaugurated extensive experiments in programming, thus focusing attention away from the technical to the entertainment phases of the new medium.

The drive to sell sets (largely in New York City) was, at press time, far from a success. In six weeks of campaigning less than 500 units had been sold. Television stations, in answer to a questionnaire issued by the DIRECTORY, blamed the failure of the sales drive on high prices. Regular television sets—as distinguished from smaller and cheaper attachments for converting radio sets into television receivers—retailed around $400, with some of the units priced as high as $1,000*.

Whether the first six weeks of selling is an omen for the future remains to be seen. But certainly this much is true—manufacturers priced their sets almost entirely by rule-of-thumb. It was difficult to tell in advance how much the public was willing to pay, or where the dividing line lay between economic acceptance and refusal to buy on the grounds of high prices. Quite likely, price revisions will soon come as the result of a better understanding of market conditions.

RMA Standards

As for existing television stations, or those now in the process of construction, the emphasis is entirely on electronic transmission. The Radio Manufacturers Association as long ago as September, 1938, issued the standards governing the mechanical performance of such transmitters. These standards specify the following: 1) high-fidelity pictures, incorporating 441 lines per frame; 2) flicker elimination by interlaced scanning; 3) adequate clarity via 30 frames per second, and a field frequency of 60 per second; 4) single side-band operation at the transmitter.

Transmitter Costs

Meantime, it has become somewhat more apparent how big an outlay is required to build a television transmitter.

A 1 kilowatt transmitter, manufactured by RCA, is priced at a minimum of $100,000. This figure includes studio equipment, but does not include installation.

* A list of radio set manufacturers now contemplating the manufacture of television sets is too tentative to be included at this time. However, virtually every major manufacturer plans to enter the television field.

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Transmitters with less power output, and less elaborate studio equipment, are costing between $20,000 and $30,000. However, installations of 10 kilowatts and over are apt to run as high as $400,000, and possibly more.

Additionally, the price of a mobile unit to pick up on-the-scene telecasts is quoted by RCA in the neighborhood of $150,000, thus virtually doubling the original transmitter cost. (Note: RCA prices are from a booklet issued by that firm under the title "Television." Other prices quoted are from answers to a questionnaire issued by the Directory.)

Operating Costs

Operating costs are more difficult to establish. The art of programming is so incipient that until a month prior to press time, "programming" was nonexistent. However, it may be said that a one-hour broadcast in a metropolitan center of first rank will approximate $2,500 when live talent is used. It is impossible to gauge costs of film.

As for programming itself, all that may currently be said on the topic was summed up thus in Variety (June 14, 1939): "Television experience has already indicated quite clearly that the medium will not, like radio, be able to flourish by mere borrowing of people and ideas. Vaudeville may be the closest easily-adaptable existing 'art form' for television. Vaudeville and newsreel equivalents, viz., current events,* are, to date, the standard staples of American television." To which might be added that the Don Lee Broadcasting System has been experimenting for a year with serial drama.

As the Directory went to press, other items in the foreground worthy of a tentative place in the record included:

a. Two technical developments: 1) a receiver-tube manufactured by Philco which has a flat viewing end—as opposed to the standard convex-surfaced tubes—and is claimed to eliminate "ion blemish"; 2) exhibition of Baird (of England) large-screen television in the U.S.

b. A somewhat apprehensive report made for the Motion Picture Producers and Distributors of America, Inc., by Courtland Smith. The author herein expressed the concept that television will eventually become a serious problem for the film exhibitor.

* NBC has been particularly active in televizing current events, including sports (baseball, boxing, etc.), and such items as the opening of the New York World's Fair, visit of King George VI and Queen Elizabeth, etc.

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**TELEVISION STATIONS**

**WIXG, BOSTON, MASS.**


Hours of telecast: About an hour daily, but on no regular schedule; regular schedule will begin in the Fall of 1939. Type of telecast: Motion picture film and simple studio scenes. Average and maximum distance of reception: About 10 miles.

System of transmission: RCA equipment (Iconoscope camera) on RMA standards.

**W2XAX, NEW YORK CITY**

Licensee: Columbia Broadcasting System, 485 Madison Ave.

(Note: The visual power of this station will be increased from 50 watts to 15,000 watts as soon as a new transmitter is completed atop the Chrysler Tower. Gilbert Seldes is Director of Television programs. No further data available until the new plant is put into operation).
W2XB, SCHENECTADY, N. Y.
Licensee: General Electric Co. Location of studios: Schenectady, N. Y. Location of transmitter: Indian Ladder, southeast of Schenectady, N. Y. Power (visual): 40,000 watts peak power (10,000 watts RMA carrier power) on 156,000-162,000 kc. Power (aural): 10,000 watts. Station opened: Aug. 1, 1939 (date given at Directory press time which was in July).
Hours of telecast: One hour in the afternoon; two hours at night.
No further details available until station is in operation.

W2XBS, NEW YORK CITY
Licensee: National Broadcasting Co., Inc. Location of transmitter: Empire State Bldg., Manhattan. Location of studios: 30 Rockefeller Plaza, Manhattan. Power (visual): 10,000 watts on 45,250 kc. Power (aural): 15,000 watts on 49,750 kc. Station opened: April 4, 1928. (Note: Various standards have been employed since 1928; equipment complying with latest standards was completed in the Spring of 1939).


Hours of telecast: Wednesday and Friday, 8 to 9 P.M.; special events as they occur; plus film and test patterns daily for dealers and servicemen. Type of telecast: Vaudeville and theatrical entertainment; educational and sporting events; plus various types of outdoor pickups.

Maximum distance of reception: Signals have been picked up in Hartford, Conn. Average distance of reception: 50 miles.

System of transmission: RCA, in accordance with latest RMA standards.

W2XVT PASSAIC, N. J.


Hours of telecast: At will anytime between midnight and 9 A.M. EST, but usually between 8 and 10 A.M. EDST. Type of telecast: News reels, cartoons, travelogues, and assorted film short subjects. Maximum distance of reception: About 10 miles. Average distance of reception: About seven miles.

System of transmission: All-electronic system, either on RMA or on Du Mont standards.

W3XE, PHILADELPHIA, PA.

Station director: Albert F. Murray. Chief engineer: W. H. Grinditch.

Hours of telecast: No regularly scheduled broadcasts; transmission is entirely for experimental, and not entertainment, purposes. Type of telecast: Resolution charts; photographs; announcers; film.


System of transmission: All-electronic on RMA standards; a specially designed antenna 220 feet above the street is employed which gives a cloverleaf field pattern with an increased power gain due to reduction of skywave. Philco also employs a transmission line modulation invented by Mr. Parker of the firm; it permits maximum modulating frequencies up to 4 megacycles. Since September, 1938 single sideband transmission has been used. Philco has also designed its own portable transmitter—a unit 2 ft. x 1 1/2 ft. x 5 ft., weighing 450 lbs., which can be wheeled around to the scene of telecast. The equipment is rated as of 1 watt output, and includes spotlights, camera, amplifying and synchronizing devices.

W6XAO, LOS ANGELES, CALIF.

TELEVISION STATIONS—Continued

Lighting supervisor: J. Wellman. Sound supervisor: John Peoples.

Hours of teletcast: Monday and Saturday, 7 to 8 P.M.; Tuesday, Thursday, Friday, 7:30 to 8:30 P.M.; Wednesday, 11:30 to 12:30 P.M., and 7:30 to 8:30 P.M. or longer.

Type of teletcast: 35mm films, including news reels and short subjects, are broadcast Monday and Saturday; the other days are occupied with live talent presentations. Among these is a twice-weekly comedy-dramatic serial, "Vine Street" (in its 50th episode at Directory press time); also a once-weekly serial entitled "Gibbons Family." Other programs and talent include: dramatic productions by the Tele-Theatre Guild and Dramas of Youth; one educational or artistic demonstration each evening by the University of Southern California and other organizations; Betty Jane Rhodes and Chicco's Orchestra; The Singing Chimes, trio; Phil Stuart and Tony Romano, soloists; The Pitch Pipers, trio; The Singing Strings and other musical acts; excerpts from the Serge Outrainsky ballets; rhumba, tango, acrobatic, and hula dancers; Jean Markel, fashion shows; magicians (Hubert Brill); mimics; monologists; puppets; wrestlers; jiu-jitsu experts; Hollywood commentators with guests; sports experts with demonstrations of different sports. Maximum distance of reception: 30 miles (Pomona) and 20 miles (Long Beach). Average distance of reception: Seven miles.

System of transmission: All electronic system, invented by Harry R. Lubcke and staff, and controlled (as to patents) by the Don Lee Broadcasting System; a mosaic type camera is utilized, mounted on a special arm-type dolly with complete panning, tilting and elevating adjustments; focusing is accomplished by a precision mechanism, plus a built-in viewfinder; an image monitor is part of the control equipment; from the television studio, a co-axial cable carries the amplified signal to another floor of the building where the transmitter is located.

W9XG, WEST LAFAYETTE, IND.


Station director: Dr. C. F. Harding.

Hours of teletcast: Tuesday, 7:30 P.M. CST; Thursday, 8 P.M. CST; duration of broadcasts is between 45 and 60 minutes.

Types of teletcast: All programs are from 35 mm film, representing plays, news, educational features, etc. Maximum distance of reception: 1,050 miles. Average distance of reception: 300 miles.

System of transmission: Based on RCA patents; a progressive type of scanning is employed; there are 60 horizontal lines to the picture, and the frame frequency is 20; the line frequency is 1,200; the synchronizing signals have an amplitude about 20% greater than the maximum signal, and consist of a short pulse at each end of the line, and a longer one at the end of each frame; the maximum modulating frequency is 43,200 cycles.

W9XX, IOWA CITY, IA.


Station director: Prof. E. B. Kurtz. Chief engineer: J. L. Potter.

Hours of teletcast: Tuesday and Thursday, 7:15 to 7:30 P.M. Type of teletcast: All types of educational material. Maximum distance of reception: 1,000 miles. Average distance of reception: "Several hundred miles."

System of transmission: Via a 45-hole, three spiral disc scanner, revolving at 900 RPM.

W9XUL, IOWA CITY, IA.

Licensee: University of Iowa. Location of transmitter and studios: Electrical Engineering Bldg. Power (visual): 100 watts on 42,000-56,000 kc and 60,000-86,000 kc. Power (aural): No aural broadcasts.

Station director: Prof. E. B. Kurtz. Chief engineer: J. L. Potter.

System of transmission: Electronic, using Iconoscope (RCA).

No further information available.

W9XZV, CHICAGO, ILL.

Licensee: Zenith Radio Corp. Location of transmitter and studios: 6001 Dickens Ave., Chicago, Ill. Power (visual): 1,000 watts (in FCC Group B and C—i.e., 42,000 to 56,000 kc; and 60,000 to 86,000 kc). Power (aural): 1,000 watts. Station opened: Nov. 25, 1938.

Chief television engineer: J. E. Brown.

Hours of teletcast: Dally, but irregular.

No further data available.
## TELEVISION BROADCAST STATIONS

*(From F.C.C. Records)*

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Frequency (kc) or Group</th>
<th>Power Visual</th>
<th>Power Aural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia Broadcasting System, Inc., New York, N. Y.</td>
<td>W2XAX</td>
<td>B, C</td>
<td>50 w</td>
<td>C.P. 7 1/2 kw 7 1/2 kw</td>
</tr>
<tr>
<td>Don Lee Broadcasting System, Los Angeles, Calif.</td>
<td>W6XAO</td>
<td>B, C</td>
<td>1 kw</td>
<td>150 w</td>
</tr>
<tr>
<td>Allen B. Du Mont Laboratories, Inc., Passaic, N. J.</td>
<td>W2XVT</td>
<td>B</td>
<td>50 w</td>
<td>50 w</td>
</tr>
<tr>
<td>Farnsworth Television, Incorporated of Pennsylvania, Springfield, Pa.</td>
<td>W3XPF</td>
<td>B, C</td>
<td>250 w</td>
<td>1 kw</td>
</tr>
<tr>
<td>First National Television, Inc., Kansas City, Mo.</td>
<td>W9XAL</td>
<td>B, C</td>
<td>300 w</td>
<td>150 w</td>
</tr>
<tr>
<td>General Electric Company, Bridgeport, Conn.</td>
<td>W1XA</td>
<td>C</td>
<td>10 kw</td>
<td>3 kw</td>
</tr>
<tr>
<td>General Electric Company, Albany, N. Y.</td>
<td>W2XB</td>
<td>C</td>
<td>10 kw</td>
<td>3 kw</td>
</tr>
<tr>
<td>General Electric Company, Schenectady N. Y.</td>
<td>W2XD</td>
<td>D (156,000-162,000)</td>
<td>40 w</td>
<td></td>
</tr>
<tr>
<td>General Electric Company, Schenectady, N. Y.</td>
<td>W2XH</td>
<td>B</td>
<td>40 w</td>
<td></td>
</tr>
<tr>
<td>General Television Corporation, Boston, Mass.</td>
<td>W1XG</td>
<td>B, C</td>
<td>500 w</td>
<td></td>
</tr>
<tr>
<td>National Broadcasting Co., Inc., New York, N. Y.</td>
<td>W2XBS</td>
<td>B, C</td>
<td>12 kw</td>
<td>15 kw</td>
</tr>
<tr>
<td>National Broadcasting Co., Inc., Portable (Camden, N. J., and New York, N. Y.)</td>
<td>W2XBT</td>
<td>D (92,000 and 175,000-180,000)</td>
<td>400 w</td>
<td>100 w</td>
</tr>
<tr>
<td>Philco Radio and Television Corporation, Philadelphia, Pa.</td>
<td>W3XP</td>
<td>D (204,000-210,000)</td>
<td>15 w</td>
<td></td>
</tr>
<tr>
<td>Purdue University, West Lafayette, Ind.</td>
<td>W9XG</td>
<td>A</td>
<td>1 1/2 kw</td>
<td></td>
</tr>
<tr>
<td>Radio Pictures, Inc., Long Island City, N. Y.</td>
<td>W2XDR</td>
<td>B, C</td>
<td>1 kw</td>
<td>500 w</td>
</tr>
<tr>
<td>RCA Manufacturing Co., Inc., Portable (Camden, N. J.)</td>
<td>W3XAD</td>
<td>D (124,000-130,000)</td>
<td>500 w</td>
<td>500 w</td>
</tr>
<tr>
<td>RCA Manufacturing Co., Inc., Camden, N. J.</td>
<td>W3XEP</td>
<td>B, C</td>
<td>30 kw</td>
<td>30 kw</td>
</tr>
<tr>
<td>RCA Manufacturing Co., Inc., Portable-Mobile (Camden, N. J.)</td>
<td>W10XX</td>
<td>B, C</td>
<td>50 w</td>
<td>50 w</td>
</tr>
<tr>
<td>University of Iowa, Iowa City, Iowa</td>
<td>W9XK</td>
<td>A</td>
<td>100 w</td>
<td></td>
</tr>
<tr>
<td>University of Iowa, Iowa City, Iowa</td>
<td>W9XUI</td>
<td>B, C</td>
<td>100 w</td>
<td></td>
</tr>
<tr>
<td>Zenith Radio Corporation, Chicago, Ill.</td>
<td>W9XZV</td>
<td>B, C</td>
<td>1 kw</td>
<td>1 kw</td>
</tr>
</tbody>
</table>

**Group A**—2,000 to 2,100 kc.
**Group B**—42,000 to 56,000 kc.
**Group C**—60,000 to 86,000 kc.
**Group D**—Any 6,000 kc. frequency band above 110,000 kc., excluding 400,000 to 401,000 kc.

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TELEVISION TERMS

This list is compiled from lists issued separately by the Radio Corporation of America, and the Allen B. Du Mont Laboratories, Inc., plus several terms reported in use at the Crosley plant.

AUDIO (Latin "I hear"): Pertaining to the transmission of sound; also pertaining to the sound section of the receiver.

AMPLITUDE: A term synonymous with gain or size.

AUTOMATIC BRIGHTNESS CONTROL: A device for automatically controlling the average illumination of the reproduced image.

AXIS: In television the horizontal plane is called the "X Axis" and the vertical plane the "Y Axis."

BLIZZARD HEAD: A blonde on whom flares are to be avoided in lighting.

BRIGHTNESS CONTROL: The control which varies the average illumination of the reproduced image.

BROAD: A general illumination unit used in lighting a television studio set.

CATHODE-RAY TUBE: An evacuated glass tube comprised of a structure for producing and focusing a stream of electrons upon an internal screen.

COAXIAL CABLE (OR LINE): A special cable for conveying television signals with as little loss as possible.

CONTRAST CONTROL: A control on the receiver for adjusting the range of brightness between highlights and shadows in a picture.

DEFLECTION (MAGNETIC): A system where the motion of the spot in producing the picture is controlled by magnetic fields.

DEFLECTION (ELECTROSTATIC): A system where the motion of the spot in producing the picture is controlled by the static action of the deflection plates.

DEFLECTION (PLATES): Plates located inside a cathode-ray tube to provide for the electrostatic deflection of the beam.

DEFLECTION (COILS): Coils mounted externally about the cathode-ray tube to produce magnetic deflection of the beam.

DIPOLE: An aerial comprised of two separate rods.

DOUBLE IMAGE: Where two images appear separately on the screen, one of the sweep circuits is adjusted to half its correct speed. If the horizontal is at fault, the images will appear side by side; conversely, if the images are vertically displaced, the vertical sweep is at fault.

FIELD: In the RMA Television System, there are two fields to each frame. In other words, each picture is comprised of two fields scanning alternate lines.

FOCUSING CONTROL: A control on the receiver for bringing the picture into sharpest definition; it actually controls the width and sharpness of individual lines on the cathode-ray tube.

FOCUSING (ACTION): This is the action of the "gun" of the cathode-ray tube which concentrates the stream of electrons to a small spot. (This can be accomplished by either electrostatic or magnetic methods).

FRAME: One complete picture; 30 of these are shown in one second on a television screen.

GHOST: An unwanted image in the picture; it is usually caused by signal reflection.

GOBO: A light-deflecting fin which directs illumination in the studio, and protects the camera lens from glare.

GUN (CATHODE RAY): The structure or mount inside the cathode-ray tube which produces, accelerates and focuses the electron beam.

HORIZONTAL TEAROUT: This term describes the breaking up of the upper part of the picture, either to the right or left. The cause is usually poor low frequency response in the sweep circuits or video amplifier.

ICONOSCOPE: A type of television camera tube used by RCA.

INTERLACING: A technique of dividing each picture into two sets of lines to eliminate flicker.

INTERACTION: A term used by designers indicating leakage or the mixing of a signal into another circuit.

KINESCOPE: A receiving cathode-ray tube developed by RCA.

LINE: A single line across a picture, containing highlights, shadows, and half-
TELEVISION TERMS—Continued

tones; 441 lines make a complete picture.

LINEARITY: Indicating uniform rate of motion. This is required as the picture will be distorted in non-linear portions.

MODULATION: A process of applying the video signal to the modulating or control electrode (or grid) of a cathode-ray tube so as to produce the lights or shadows of a picture.

PANNING: A horizontal sweeping of the camera.

PHASMAJECTOR: A tube developed by the Allen B. Du Mont Laboratories, Inc., for generating television picture signals.

REFLECTORS: Additional rod or rods placed near the antenna to reinforce signals.

SAWTOOTH: A saw-shaped wave of electric current or voltage employed to scan or sweep a cathode-ray tube.

SCOOPS: Multiple lighting units in the studio.

SEPARATOR: The circuit used to separate the horizontal and vertical synchronizing pulses from each other and the video signal.

SPOT: A visible spot of light formed by the impact of the electron beam upon the screen.

SPOTTINESS: Spottiness is the effect on a television picture resulting from the variation of the instantaneous light value of the reproduced image due to electrical disturbance between the scanning and reproducing devices.

SWEEP: The action of an electron beam in tracing lines across the screen.

SYNCHRONIZATION: The process of maintaining synchronism between the scanning motions of the electron beams in the camera tube and in the receiver-tube.

TELECAST: A television broadcast.

TELECINE TRANSMISSION: A moving picture (film) program.

TELEVISION: The transmission and reproduction of transient visual images by radio.

TELETRON: A receiving cathode-ray tube developed by the Allen B. Du Mont Laboratories, Inc.

VIDEO (Latin "I see"): Pertaining to the transmission of transient visual images; also pertaining to the picture section of the receiver or transmitter.

WINDSHIELD: A perforated metal cover which fits over the microphone, and protects it from draughts caused by the powerful air-conditioning system. The latter is necessary to remove heat caused by the studio lights.

WOMP: A sudden surge in signal strength, resulting in a flare-up of light in the picture.

FACSIMILE BROADCASTING

Prior to the fall of 1937, research in facsimile broadcasting (i.e., the transmission of printed matter) was confined to short-wave work. Virtually all of the results of this research were laboratory results, best suited to the comprehension of highly skilled technicians.

On September 7, 1937, the FCC opened the ordinary (long-wave) broadcast frequencies to facsimile experiment, and about a dozen stations have subsequently probed the new medium in the early morning hours after the regular broadcast schedule was signed off for the night.

Currently eight stations are still experimenting. The results of their work were gathered via questionnaire by the Variety Radio Directory, and show the following:

Findings

1. The cost of installing a facsimile transmitter is $10,000. This average cost figure was so uniformly cited by all the stations that it may be assumed to be a fairly exact estimate.

2. Cost of operation seems to be confined to two distinct levels. Fifty percent of the stations said that operation costs would amount to $5,000 annually, while the other half estimated them at $15,000. Wattage does not seem to have anything to do with this
variation in operation costs, but inasmuch as the Directory did not ask for breakdowns of the figures, no explanations can be attempted here.

3. All eight stations believe that facsimile broadcasting has bright possibilities, and that it will particularly benefit the rural audience. There were no adverse comments whatsoever on the general future possibilities of the medium.

Faults

4. Numerous detailed (usually technical) difficulties were, however, brought forth—as would be expected in the course of experimentation. Herewith some of them:

a. Manufacturers have insufficiently developed receiver-units, and the operation of these units is too complicated for an ordinary set-owner.
b. The size of the facsimile page should be increased.
c. Recorder-paper in the receivers is not good enough.
d. Variations in power supply in different cities limit the effectiveness of transmission.
e. Facsimile is not—like television—a publicity "natural," and therefore any apathy on the part of the public toward facsimile must be overcome by a selling campaign.
f. Reception at large distances may be marred by static and fading.

5. The type of material broadcast during the experimental work is largely what would be expected—that is, pictures, cartoons, educational material, news, weather reports and maps, drawings, police information, and scenes from baseball games. In short, facsimile broadcast material largely coincides with the type of printed matter appearing in a newspaper.

6. Distances of broadcast reception varied so greatly from station to station that the figures undoubtedly can mean only this: those stations which reported very short distances did not have receivers far enough afield to measure maximum distance. Reception distances varied thus: 15 miles; 90 miles; 600 miles; 800 miles; 1,000 miles; 2,500 miles; indefinite.

7. Manufacturers currently making facsimile equipment in use by the experimenting stations are: RCA Manufacturing Co., Inc. (transmitters and receivers); Finch Telecommunications Laboratories, Inc. (transmitters and receivers); and the Crosley Corp. (receivers via Finch patents).

Facsimile Network

Meantime, the Mutual Broadcasting System has been experimenting with a facsimile network since March 11, 1938. Three of the member stations—WGN, Chicago, WLW, Cincinnati, and WOR, New York City—are linked by wires after the Saturday night programs are concluded for facsimile experiments. Each station takes its turn feeding the others facsimile broadcast material. The Finch system is employed for this work.

**KMJ, FRESNO, CALIF.**

**Operator:** McClatchy Broadcasting Co., Fresno Bee Bldg. **Power:** 1,000 watts on 580 kc.

For all details on KMJ's facsimile work, see KFBK, Sacramento, Calif., whose broadcasts KMJ releases via network wire.

**KFBK, SACRAMENTO, CALIF.**

**Operator:** McClatchy Broadcasting Co., 708 Eye St. **Power:** 10,000 watts on 1480 kc. (Note: This station is owned by the McClatchy newspapers).

In charge of facsimile: Howard Lane, business manager, McClatchy Broadcasting Co. **Chief engineer:** Norman D. Webster, chief engineer, McClatchy Broadcasting Co. **Equipment:** Standard RCA facsimile transmitter and receivers. **Hours of broadcast:** Midnight to 3:30 A. M., seven days per week since Feb. 1, 1939 (also sent via wire to KMJ, Fresno). **Materials broadcast:** Full United Press reports, pictures and comics.

(Note: KFBK reports that the use of a regular broadcast network [telephone] wire proved entirely satisfactory in connecting KMJ, Fresno, thus spanning the 175 mile
distance between the two stations and eliminating one transmitter. The line was rigged with amplifiers and equalizers to serve its purpose.

(II was further discovered that in preparing facsimile "copy" the use of newspaper banners and headlines was not as feasible as the use of brief commentary in paragraph form with a single-line head. The style is described as "tabloid with a vengeance."

(A typical editorial problem encountered in facsimile transmission, according to KFBK, is how to get the "front page" in its right sequence from the receiving end. Newspapers make up the front page last—which, if practiced in facsimile—would mean that the last set of items, and not the first set would amount to the front page. In one major instance, KFBK overcame this difficulty by using a large photo to start the broadcast, and concluded the broadcast with details anent the personality in the photo. This kept the front page last, but also gave the major event first play via the photograph and its brief caption).

**WGN, CHICAGO, ILL.**

**Operator:** WGN, Inc., 441 N. Michigan Ave. **Power:** 50,000 watts on 720 kc. (Note: This station is owned by the Chicago Tribune).

**Chief engineer:** C. J. Meyers, chief engineer, WGN. **Assistant engineer:** Joseph Turner.

**Equipment:** Finch transmitter, with a compact scanner-unit, two feet long, one foot high and one foot wide. Receivers are manufactured by Crosley (under Finch patents) and are composed of a receiver and a printer, requiring merely a standard receiving antenna and 110-volt power. The receivers can be operated automatically by use of an electric clock, and thus require no attention whatsoever. **Hours of broadcast:** Tuesday, Thursday and Saturday, 1:30 to 2 A. M. CDST; also Saturday 2 to 3 A.M. CDST. **Materials broadcast:** Pictures and printed matter.

**WHO, DES MOINES, I.A.**

**Operator:** Central Broadcasting Co., 914 Walnut St. **Power:** 50,000 watts on 1,000 kc.

**Technical director:** P. A. Loyet. **Research directors:** F. W. Pierce and John Beaston.

**Equipment:** Finch oscillating type scanner used. An unusual feature claimed in this unit is the cam-operated synchronizing pulse of 500 cycles to synchronize each sweep of the recorder; a variable amplitude 2,000 cycle modulation is applied to the transmitter, with the highest amplitude printing the blackest. Finch and Crosley recorders are used. **Hours of broadcast:** Monday, Wednesday and Friday, 12 midnight to 1 A.M. **Materials broadcast:** News and pictures.

**WOR, NEW YORK CITY**

**Operator:** Bamberger Broadcasting Service, Inc., 1440 Broadway. (Note: This station is licensed for Newark, N. J., but its studios and general operations are centered in New York City). **Power:** 50,000 watts on 710 kc. (Note: WOR also operates short-wave facsimile station W2XUP powered with 100 watts on 25.7 megacycles).

**Facsimile supervisor:** J. R. Poppele, chief engineer, WOR.

**Equipment:** Both Finch and RCA transmitters and receivers are employed. **Hours of broadcast:** From 4 to 6 P.M. daily (via W2XUP using Finch transmission); from 2:05 to 4:30 A.M., Friday and Saturday (via WOR, using Finch transmission); from 2:05 to 4:30 A.M. Tuesday, Wednesday, Thursday (via WOR, using RCA transmission). **Materials broadcast:** Pictures, cartoons, educational material, and—via arrangement with 20th Century-Fox Film Corp.—film publicity materials.

(Note: In addition to installing receiver-recorder units in the homes of various executives, WOR has likewise installed them in the following universities: Lehigh, Columbia, Capitol Radio Institute, College of the City of New York, and Rutgers (all RCA units); also at Cornell, Columbia, College of the City of New York, and Capitol Radio Institute (all Finch units).)

WOR's schedule for the future growth and experimentation in facsimile includes the following: (1) prepare and collate material for transmission; (2) maintain records; (3) interview persons interested in facsimile, and keep records of such persons and organizations; (4) obtain statements and expressions of opinions from persons having recorders-receivers; (5) arrange a system for installation of recorders-receivers; (6) install recorders-receivers where greatest value can be derived; (7) write and prepare one facsimile publicity release each week; (8) write and prepare stories for magazines and radio periodicals on facsimile operation; (9) arrange facsimile demonstrations in stores, schools, clubs, government organizations, etc.; (10) keep accurate records of all transmitted materials, Finch and RCA, with date and details; (11) develop proper material for transmission; (12) establish con-
tacts with various schools and universities where journalism is taught; (13) distribute facsimile material to executives; (14) determine the type of materials—type, cartoons, photos, etc.—best suited to transmission; (15) send copies of transmitted material to various radio organizations, stores, schools, etc. for display purposes; (16) prepare data and explanation on transmission so that schools may be fully aware of the new medium).

**WLW, CINCINNATI, O.**

Operator: The Crosley Corp., 1329 Arlington St. **Power:** 50,000 watts on 700 kc. (Note: Crosley also operates short-wave facsimile station W8XUJ, powered with 1,000 watts on 26 megacycles).


Equipment: Standard Finch transmission system employed. The receivers are Crosley Reado receivers (made under Finch patents). **Hours of broadcast:** From 2:15 to 3:15 P.M. (via W8XUJ; days of transmission not listed); from 2:15 to 3:15 A.M. (via WLW; days of transmission not listed). **Materials broadcast:** Weather maps and reports, photos, ball game scenes, Bible verses, Army Signal Corps maps, police information, and drawings.

**WHK, CLEVELAND, O.**

Operator: Radio Air Service Corp., Terminal Tower. **Power:** 1,000 watts on 1390 kc.


Equipment: Finch transmitter is employed. The receivers are Crosley-built and operate on both the standard and ultra-high frequency bands. **Hours of broadcast:** 2:30 to 3:30 P.M. EST daily (via W8XE); 2:30 to 3:30 A.M. EST daily (via WHK); also Saturday 2 to 3 A.M. EST (via WHK). **Materials broadcast:** Sport cartoons, comic strips, and normal newspaper material.

**WSM, NASHVILLE, TENN.**

Operator: National Life and Accident Insurance Co., Seventh Ave. & Union St. **Power:** 50,000 watts on 650 kc.


Equipment: Finch reciprocating type transmission, sending a four-inch line at the rate of .6 inches per minute. Finch receivers are employed; also Crosley printers and receivers. **Hours of broadcast:** Half-hour, three days per week (days and time not listed). **Materials broadcast:** News, weather reports, etc.

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**FACSIMILE STATIONS USING HIGH FREQUENCIES**

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Frequency (kc)</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bamberger Broadcasting Service, Inc., New York, N. Y.</td>
<td>W2XUP</td>
<td>31600, 35600, 38600, 41000</td>
<td>100w</td>
</tr>
<tr>
<td>The Crosley Corporation, Cincinnati, Ohio</td>
<td>W8XUJ</td>
<td>26000</td>
<td>1kw</td>
</tr>
<tr>
<td>The Evening News Association, Detroit, Mich.</td>
<td>W8XTY</td>
<td>31600, 35600, 38600, 41000</td>
<td>150w</td>
</tr>
<tr>
<td>The Pulitzer Publishing Co., St. Louis, Mo.</td>
<td>W9XZY</td>
<td>31600, 35600, 38600, 41000</td>
<td>100w</td>
</tr>
<tr>
<td>Radio Air Service Corp., Cleveland, Ohio</td>
<td>W8XE</td>
<td>31600, 35600, 38600, 41000</td>
<td>100w</td>
</tr>
<tr>
<td>Radio Pictures, Inc., Long Island City, N. Y.</td>
<td>W2XR</td>
<td>1614, 2012, 2398, 23100, 41000, 8600-40000</td>
<td>1kw</td>
</tr>
<tr>
<td>Sparks-Withington Company, Jackson, Mich.</td>
<td>W8XUF</td>
<td>31600, 35600, 38600, 41000</td>
<td>100w</td>
</tr>
<tr>
<td>Star-Times Publishing Co., St. Louis, Mo.</td>
<td>W9XSP</td>
<td>31600, 35600, 38600, 41000</td>
<td>100w</td>
</tr>
<tr>
<td>WBNS, Incorporated, Columbus, Ohio</td>
<td>W8XUM</td>
<td>31600, 35600, 38600, 41000</td>
<td>100w</td>
</tr>
<tr>
<td>The Yankee Network, Inc.</td>
<td>W1XMX</td>
<td>41000</td>
<td>500w</td>
</tr>
</tbody>
</table>

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CONSULTING RADIO ENGINEERS

Altec Service Corp.
250 W. 57th Street
New York City.

Victor J. Andrews
6429 So. Lavergne Avenue
Chicago, Ill.

Thomas Appleby
Southern Bldg.
Washington, D. C.

Stuart L. Bailey
Jansky & Bailey
National Press Bldg.
Washington, D. C.

John H. Barron
Earle Bldg.
Washington, D. C.

William W. L. Burnett
William W. L. Burnett Radio Laboratory
4814 Idaho Street
San Diego, Cal.

Joseph A. Chambers
McNary & Chambers
National Press Bldg.
Washington, D. C.

Commercial Radio Equipment Co.
7134 Main Street
Kansas City, Mo.

A. Earl Cullum, Jr.
2935 N. Henderson Avenue
Dallas, Tex.

John H. De Witt
Radio Station WSM
Nashville, Tenn.

George C. Davis
Page & Davis
Munsey Bldg.
Washington, D. C.

Doolittle & Falknor, Inc.
7421 S. Loomis Blvd.
Chicago, Ill.

Edwards & Martin
Union Guardian Bldg.
Detroit, Mich.

Glenn D. Gillett
National Press Bldg.
Washington, D. C.

Paul F. Godley
10 Marion Road
Upper Montclair, N. J.

Dr. Alfred N. Goldsmith
444 Madison Avenue
New York City

Fred O. Grimwood
1407 S. E. Howard Street
Evansville, Ind.

John V. L. Hogan
730 Fifth Avenue
New York City

Holey & Rollins
1388 Northview Avenue, N. E.
Atlanta, Ga.

C. M. Jansky, Jr.
Jansky & Bailey
National Press Bldg.
Washington, D. C.

Robert M. Marriott
1470 E. 18th Street
Brooklyn, N. Y.

R. D. Martin
7 S. Howard Street
Spokane, Wash.

Harold J. McCreary
105 W. Adams Street
Chicago, Ill.

J. C. McNary
McNary & Chambers
National Press Bldg.
Washington, D. C.

E. C. Page
Page & Davis
Munsey Bldg.
Washington, D. C.

Dr. Greenleaf Whittier Pickard
Seabrook Beach, N. H.

Harold C. Singleton
2005 N. E. 28th Avenue
Portland, Ore.

Hector R. Skifter
St. Paul Hotel
St. Paul, Minn.

W. Arthur Steele
56 Sparks St.
Ottawa, Ont., Canada

Washington Inst. of Technology
McLachlan Bldg.
Washington, D. C.

Westinghouse Electric & Mfg. Co.
2519 Wilkens Avenue
Baltimore, Md.

Raymond M. Wilmotte
730 Fifth Avenue
New York City

Herbert L. Wilson
260 E. 161st Street
New York City

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DEVELOPMENTS IN FEDERAL REGULATION OF BROADCASTING

By LOUIS G. CALDWELL
Member of the District of Columbia and Illinois Bars

Editor's Note: It is significant that Louis G. Caldwell's third article in this series is by all odds the most lengthy and detailed. Its mere length indicates—perhaps better than all the statistics, tables, and charts elsewhere in this book—the stage of historical development now reached by radio as an industry. That stage may be designated as the transition between late adolescence and maturity. Its hallmark is the inevitable government-industry preoccupation with socio-economic problems in place of the earlier, simpler attention to supervision of mechanical contrivances.

The ways of socio-economic regulation being complex, it is impossible to fashion a chronicle of them without at times waxing critical. The editors of the DIRECTORY frankly acknowledge that this is the most critical of the author's three articles, but do not know how any other mental attitude short of a pre-disposition to whitewashing, could have been adopted. They believe that, notwithstanding his participation in or close association with many of the developments which are discussed in the article, the author has succeeded in maintaining an objective attitude.

The reader wishing to pursue the study of the problems and procedures mentioned in this article further is advised to read the various government radio documents of the past year, as well as the several briefs filed by lawyers on behalf of their clients. The testimony at the allocation proceedings has been conveniently issued in transcript form by the National Association of Broadcasters. It comprises 360 pages of transcript and 458 pages of exhibits (charts, etc.). Copies of the Committee's Report resulting from these proceedings may be obtained from the Commission.

LOUIS GOLDSBOROUGH CALDWELL is a member of the District of Columbia and State of Illinois Bars. He was the first president of the Federal Communications Bar Association, is chairman of the Committee on Administrative Practice of the District of Columbia Bar Association, and a member of the Washington Committee of the American Bar Association; and his writings and achievements as regards radio are too lengthy and detailed to mention.

INTRODUCTION

Had it not been for the past two months, the period covered by this article would have achieved distinction as one of the most barren eras in the history of the Federal Communications Commission and (except for 1927) of its predecessor, the Federal Radio Commission. The past few weeks, however, have witnessed accomplishments which, in volume at least and perhaps also in merit, have gone far to redeem it and have converted an unpleasing spectacle of inaction accompanied by internal wrangling into one of productive activity, attended by a remarkable degree of harmony.

This is not to say that the twelve months prior to about May 1, 1939, were uneventful. On the contrary, they were crowded with incidents worth recording for the student of governmental regulatory machinery. In a sense, the Commission has been subjected to a process of vivisection by which its internal workings

* Roughly, from early in May, 1938, to July 1, 1939.
have been exposed to public view, and have provided valuable data on the influences and factors which have played a part in the results.

Both in organization and in the writing, this article has presented difficulties considerably greater than those encountered in the two Directory articles for preceding years. These difficulties have compelled departures in outline and in method of treatment. Such departures will be explained at appropriate junctures, but they should be prefaced by a brief attempt to provide a perspective—always hazardous when undertaken at a range so close to the event.

The twelve-months' period appears sterile in its production of formal law—that is, the adoption of policies, principles, and rules expressed in regulations or in decisions. It is nevertheless rich in something equally important to the development of the law, that is, in tendencies and directions. Like civilization itself, law is an ever-changing mixture of static and flux, never completely one or the other, but undergoing variations in composition between wide extremes. When flux predominates, precedents diminish in significance, and greater recourse must be had to events and facts if we would prophesy the law of the future.

To assert that either suddenly or unexpectedly the pendulum has swung from static to flux would be an overstatement. At no time in its brief history has the law of radio-communication been so fixed that the stream of events could safely be ignored. Yet the federal statute governing radio regulation has not been materially modified in its substantive features since its original enactment on February 23, 1927.* Following the reallocation of November 11, 1928, until a date which may be indefinitely placed at about 1936, regulation of broadcasting exhibited an outwardly gradual and unexciting evolution, with no very sensational change in the problems and issues at the forefront from year to year. Since about 1936, however, the symptoms have increasingly indicated a state of flux.

It is easier now than then to discuss yesterday's shadows of today's principal controversies. More recently, and particularly during the past year, they have advanced to the front of the stage. Among them may be cited the manifest tendency of so-called economic factors to crowd technical facts into the background, the tendency to place more emphasis on the content of broadcast programs than on the need for improved service in the physical sense through stronger signals, and the tendency to subject new uses of radio to more rigid restrictions than have been imposed on broadcasting. We have not time to inquire into all the causes and the implications of the phenomena we shall note. In part, they reflect social and economic philosophies which have been in the ascendency of late and which are not peculiar to radio. In part, they are symptoms of the unrest which normally attends a rapid march forward by applied science and the rapid emergence of new discoveries from the laboratory into practical use. And in part, they are simply the expression of the particular commercial interests of groups within the industry.

**PART I**

**THE MACHINERY OF REGULATION**

More space and importance is assigned to this subject than in the earlier articles. Tested by actual effect on the development of the law, an express

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* Title III of the Communications Act of 1934 is, with immaterial exceptions, a reenactment of the Radio Act of 1927.
FEDERAL RADIO REGULATION—Continued

statutory provision now on the books may play a role inferior to that played by new personnel in the regulatory agency because of human variations in philosophy, industry, capability and courage, or by a bill or a resolution pending in Congress, or by widespread criticism and threatened investigation, or by some prevalent technical or economic theory, whether sound or fallacious.

As Lord Beaconsfield said: "England is not governed by logic; she is governed by Parliament." To paraphrase a statement of the late Justice Holmes, on some legal questions a page of history is worth a whole volume of logic.

Such influences have been at work in the regulation of broadcasting during the past two or three years and will continue to be significant for some time to come. There has, for example, been a distinct procedural trend at the Commission toward what its friends call "efficiency" and its enemies call "administrative absolutism," visible principally in the activities and viewpoints of the Commission's Law Department, and resulting in dissension in the Commission. There has been an underlying issue between two schools of thought among the members of the Commission on economic regulation and on censorship. There has been the eternal human equation based on personalities and on different degrees of susceptibility to pressure from the outside. The developments of the past year cannot be understood, and those of next year cannot be prophesied, without a few pages of history giving a moving picture rather than a snapshot of the facts.

A. PERSONNEL AND INTERNAL ORGANIZATION OF THE COMMISSION

During the past year further important changes have taken place in the personnel and the internal organization of the Commission.

Frank R. McNinch, appointed chairman in August, 1937, has continued in that office despite persistent rumors, still prevalent, that he would soon leave. At the time of his appointment he was chairman of the Federal Power Commission; technically, he continued a member of that body until June 22, 1939, when his term expired and a successor was appointed. The impression was given out that his connection with the Federal Communications Commission was in the nature of a temporary and short-term loan (originally said to be for three months), in order, by extensive remodelling of its internal organization and by correcting its alleged evils, to temper the increasing pressure for an investigation. More recently, his absence since April 29, 1939, because of ill health, has revived rumors of an early resignation.

During the winter, Eugene O. Sykes, an original member of the Federal Radio Commission, resigned, effective April 5, 1939, and was replaced by Frederick I. Thompson, an Alabama newspaper publisher, who had been a member of the United States Shipping Board, 1920-1925. Norman S. Case, whose term expired in July, 1938, was reappointed for a term of seven years, although his status was uncertain for months under a recess appointment, with a hiatus between the opening of Congress and his confirmation on February 6, 1939, and constant rumors during the interim that the hearing on his confirmation might be converted into the long-threatened Congressional investigation of the Commission. The next term to expire was that of Paul A. Walker, in July, 1939. His reappointment on June 26 was confirmed by the Senate four days later.

The first step in the heralded program of remodeling the internal organization occurred on November 15, 1937, and was noted briefly in last year's article.*

FEDERAL RADIO REGULATION—Continued

It consisted in the abolishment of the three-fold division of the Commission into Broadcast, Telegraph and Telephone Divisions and the automatic dismissal of the three directors of the divisions.* Thereafter, all business, including regulation of rates and other economic aspects of communications common carriers (such as telegraph, telephone, cable and wireless communication companies), as well as the technical regulation of all radio stations under the license system, was handled by the full Commission. In a published statement justifying the action, the Chairman declared that the division system tended away from cooperation and mutual understanding, vested an unnecessary load of responsibility and an undesirably large portion of the Commission’s powers and functions in each division, and prevented a rounded development of each Commissioner’s knowledge and experience, saying: “The aggregate wisdom and judgment of seven minds is surely greater than any two or three of the seven.”†

No further steps were attempted until about a year later, in the fall of 1938. In the meantime turmoil and dissension developed within the Commission, attended by a marked decline in the morale of its staff and a recurrent vigorous demand in Congress for investigation. The latter was temporarily halted by the defeat of a resolution in the House of Representatives on June 14, 1938. A few days later, on June 25th, in a public address, the Chairman served notice of impending changes in staff and procedure and let it be known that his dissatisfaction was chiefly with the Law, the Examining and the Press Departments.

Suddenly, on September 23, 1938, by letter to the Civil Service Commission sent with the approval of three other members of the Commission, and without the knowledge of the remaining members, the Chairman sought to have six groups of employees removed from the protection of civil service and rendered subject to dismissal or change in status without hearing. About 60 employees were to be affected, including attorneys, trial examiners, and the director of press information. Two of the other Commissioners (the third being absent) communicated their vigorous disapproval to the Civil Service Commission by letter made public October 7th. Presumably because of opposition on the part of either the Civil Service Commission or the President, the Chairman’s attempt was unsuccessful.

The following week, on October 13th, the Chairman, supported by the same three members, brought about the dismissal of Hampson Gary, general counsel of the Commission since 1935 and previously a member of the Commission, stating that the dismissal was based on “inefficiency and lack of administrative ability.” In his place was appointed William J. Dempsey, theretofore legal adviser to the Chairman and special counsel in charge of the network investigation. Two Commissioners again dissented, a third being absent because of illness.

On November 9th, by a vote of four to three, the Examining Department was abolished, entailing the automatic dismissal of the chief examiner and the assistant chief examiner, and the remaining members of the Department were transferred to the Law Department. A new procedure was inaugurated which will be summarized under the next subheading.

*Sec. 5 of the Communications Act specifically authorizes the Commission to divide its members into not more than three divisions, each to consist of not less than three members, to distribute and delegate its powers and functions to the divisions, and to appoint a director for each division, but does not require it to do so. The purpose of Congress was expressed in the report of the Senate Committee on Interstate Commerce on the bill, quoted in Variety Radio Directory, I, pp. 273-4. Accordingly, on July 17, 1934, immediately after its organization, the Commission established the three divisions.

†See also Fourth Annual Report, FCC, p. 3.
On the same day, by a vote of five to two, the Information Section was abolished, entailing the automatic dismissal of the chief of that section. The Chairman was authorized to borrow the director of information and research of the Rural Electrification Administration for a period of 90 days, to serve as special assistant to the chairman.

"to make a study of methods for the collection and dissemination of information for this Commission and assist and advise the Commission in connection with this and related matters and assist in the initial work of handling such matters."

The Chairman stated that the Information Section had been "wholly inadequate and ineffective" and that there had been no arrangement for collecting and disseminating the large amount of important information received by the Commission relating to developments in radio and wire communications. The Chairman further ordered that all matters released to the public clear through this newly-organized temporary information section. He then announced that, with these steps accomplished, the major portion of his reorganization program was completed and that any further personnel changes would be minor in character.

On December 8, 1938, the new general counsel reorganized the Commission's Law Department. The Department was divided into three major divisions, (1) Broadcasting; (2) Common Carrier, and (3) Litigation and Administration. The first was subdivided into five sections devoted respectively to new stations, changes in existing facilities, renewals, assignments of license, and transfers of control. The third division was subdivided into four sections devoted respectively to litigation, research, hearings, and legislation and rules and regulations. The arrangement was explained as enabling "the attorney or attorneys assigned to a matter to handle it from the time it reaches the Law Department until it is finally acted on by the Commission." In this connection it should be kept in mind that by this time the Law Department was, in effect, performing the functions of the Examining Department, and that the explanation was tantamount to saying that the same small section would have charge both of hearing a case and of doing all legal work in connection with it.

On March 6, 1939, the Commission extended the temporary information section until March 31. There was dissatisfaction over retention of the principal incumbent of the office (who had been borrowed from the REA). His employment was extended only to March 31, with the requirement that he submit a final recommendation for a permanent information section by March 15. On March 23, following submission of the report, the Commission voted to establish a permanent office of information to function directly under the Commission rather than the Chairman or the Secretary. Neither the interim or the final reports were ever made public. The principal changes inaugurated by the special assistant consisted of revised methods of releasing the various decisions and other pronouncements of the Commission, aimed chiefly at making such information available to the press at or before the time of furnishing such information to parties and their attorneys.

During this same period, as will be shown in later portions of this article, pressure in Congress for reorganization and investigation of the Commission was increasing; criticism was breaking out in the press and in magazines; the Commission's judicial machinery had bogged down because of its new procedure; the Commission was torn with dissension over ques-
tions of policy as well as procedure, and it was receiving severe reprimands from the reviewing court on appeals from its decisions. The situation was saved only by the unremitting industry of certain of the Commission's members and its staff which paved the way for the remarkable progress made by the Commission during the last two months.

Since April 29, in the absence of the Chairman on sick leave, members of the Commission (with the exception of one of the dissenters) have successively been designated by him as acting chairman for one-week periods.

B. PROCEDURE

REVISION OF RULES OF PRACTICE AND PROCEDURE. On July 11, 1938, the Commission made public proposed new rules of practice and procedure which had been drawn up and presented to the Commission on the preceding February 9th by a Rules Committee consisting of members of its staff under the chairmanship of former general counsel Hampson Gary. As noted in last year's article*, revision of the rules had been under consideration for months before then. The Rules Committee was authorized to hold hearings and was directed to report to the Commission.

On November 28, effective January 1, 1939, the Commission adopted new rules of practice and procedure, following, in the main, the draft proposed by its Rules Committee (except for changes in procedure accompanying the abolition of the Examining Department).

The changes accompanying abolition of the Examining Department will be separately described below. Other important changes include (1) the establishment of a motions docket, which had been urged by practitioners before the Commission for several years to fill an obvious need for speedy and impartial disposition of routine motions and petitions not involving final disposition of cases, (2) relaxation of the "two-year rule," which had likewise been urged by practitioners through the Federal Communications Bar Association, (3) requirement of more complete information in applications, and (4) substitution of a new rule governing the filing of petitions for rehearing for the former rules governing rehearsings and protests.

The revised rules were, however, in imperfect form, and maintained in force, or introduced a number of unnecessarily rigid prescriptions making for delay and expense and providing pitfalls for the unwary. Since their adoption, through cooperation between the general counsel of the Commission and representatives of the Association, gradual progress has been made toward remedying some of the defects.

THE NEW HEARING PROCEDURE. By far the most important change, however, was not the result of the revision proposed by the Commission's Rules Committee (which had advocated maintaining the examiner system) but came about with the abolition of the Examining Department on November 9, 1939. The working of the examiner system prior to that date has been described in an earlier article†. For present purposes, a brief summary will suffice. The Department, headed by a chief examiner and with a corps of trial examiners, was patterned after the system employed by a number of other important federal administrative agencies. It

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was directly responsible to the Commission, ranking with the Law Department, the Engineering Department, the Accounting, Statistical, and Tariff Departments, and the Secretary's Office. With rare exceptions, hearings were held before an examiner and were attended by a member of the Law Department representing the Commission as a party to the proceeding. In a sense, the examiner was a trial judge. After the hearing, he prepared and submitted a written report containing his findings from the evidence, his conclusions, and a recommendation. Parties dissatisfied with his report thereupon had the right to file exceptions and to present oral argument to the Commission, which thereafter issued a final decision, subject, of course, to petition for rehearing and appeal to the courts.

The system seemed to have a number of advantages making for the impartial and efficient administration of justice. To a fair degree it segregated the Commission's judicial function, represented by the Examining Department, from its prosecutor function, represented by its Law Department. The initial findings of fact were made by a judge present throughout the proceeding, hearing the witnesses and observing their demeanor; such judges, by constant practice, become experienced in presiding over hearings and in drafting findings and conclusions. By the time the case reached the Commission, the issues were narrowed to those that were substantial and were really in controversy, and members of the Commission were relieved of the burdensome detail of sorting the wheat from the chaff. The issues, thus narrowed and presented by the examiner's report, were squarely placed before the Commission for decision, and were difficult to side-step or ignore. While the system was not free of defects, they were remediable and it was fundamentally sound. In two decisions the Court of Appeals has admonished the Commission to pay more heed to the findings of its examiners*

Under the new system adopted November 9, 1938, hearings are held before a member of the Law Department staff, designated from case to case by the Commission. Sometimes they are attended by another member of the Department's staff representing the Commission as party or prosecutor but more frequently the same lawyer acts as both judge and prosecutor. Ostensibly the lawyer-examiner's function is limited to forwarding the transcript of evidence to the Commission without findings, conclusions, or recommendation. Within 20 days the parties must file "proposed findings and conclusions" with the Commission. Thereafter, according to the new regulations, the Commission renders a "proposed decision" in the name of the Commission. Parties dissatisfied with the "proposed decision" may file exceptions and have oral argument before the Commission†. Finally, the Commission sits in review of its own "proposed decision" and renders a final decision.

Actually, the procedure works out somewhat differently. The "proposed decision," as a rule, is not prepared by the Commission or any member thereof, but by the Law Department and usually by the lawyer-examiner who heard the case. It may be prepared by any other lawyer in the

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* Heitmeyer v. FCC, Dec. 27, 1937, 95 F (2d) 91; Courier-Post Publishing Co. v. FCC, May 6, 1939, not yet reported.

† The Law Department does not participate in the filing of exceptions or the oral argument.
Department (including the prosecuting representative) or any other employee of the Commission. The preparation is brought about after consultation with the Engineering Department and the Accounting Department, members of whose staffs have usually testified as witnesses in the case. The draft decision is assigned by the Chairman to a particular Commissioner who is expected to study it and report his recommendation to his colleagues. Either as submitted or as modified, it is then adopted as the "proposed decision."

The Commission's order justified the new procedure in a recital that it was "to provide for the more efficient discharge of the business of the Commission, particularly with respect to the handling of matters involving hearings." The Chairman stated that it would place responsibility more definitely upon Commissioners, would bring the Commission's practice into line with pronouncements of the Supreme Court*, would expedite the Commission's consideration of cases, making it "fuller and fairer to all parties," would cut overlapping and duplication to a minimum, would close the gap between the time applications are heard and decided, would prevent knowledge of the identity of the presiding officer until the hearing actually took place, would remedy past complaints arising out of reversals of recommendations of examiners by the Commission, and, inferentially, would reduce or eliminate the part supposedly played by "politics." None of these expectations has, as yet, been fulfilled.

The most immediate and noticeable consequence was the slowing down of proceedings with a log-jam of "proposed decisions" in the Commission's Law Department. The first "proposed decision" made its appearance January 31, 1939, in a case heard by an examiner prior to the adoption of the new system. Thereafter, no "proposed decisions" were forthcoming until the last week in March, when two more were announced. Two additional "proposed decisions" made their appearance in April. This was all until May 19. The net product of over six months of the new procedure was a total of five such documents (all uncontested or not vigorously contested and three of them resulting from hearings held prior to November 9, 1938), and in each such case the parties still had to face the filing of exceptions and oral argument before final decisions could be had. During the same period about 75 hearings had been held on approximately 110 separate applications, including a number involving important issues and calling for prompt action. In addition, some 60 cases were scheduled for hearing prior to July 15th, and a number of other cases had been designated for hearing with no dates set. Even petitions for rehearing on decisions previously rendered remained unacted on for months.

Increasing complaint, general among the legal profession, publicized in the trade journals, echoed in Congress and shared by certain members of the Commission and its staff, led to attempts to relieve the log-jam and to reduce the delays. In the spring of 1939, the Commission suddenly found it possible thenceforth to dispense with hearings in a large proportion of the assignment-of-license and transfer-of-control cases, which theretofore had been deemed to involve some of the most warmly controverted issues. Finding itself swamped with pending cases which had already gone to hearing, the Commission announced on May 6 that it would recess from July 15 to September 5, and during that period would hold only such hearings

* Presumably the Morgan cases, 298 U. S. 468 and 304 U. S. 1.
as might be specifically ordered, saying that the recess "can well be used in accelerating the disposition of pending cases." On May 23, it amended its rules so as to permit the immediate issuance of a final order (in lieu of a "proposed decision") in cases where the proposed findings filed by the parties present no substantial conflict and the Commission is in accord with the ultimate conclusions proposed. Every effort was made to bring about more rapid handling in the Law Department.

An immediate improvement was noted. Three "proposed decisions" were released on May 19, and by June 24 five more were made public, making a total of 13 since the system was established. In addition, a dozen or so cases were finally decided by order unaccompanied by findings, under the amendment of May 23. Of this total of 25 or so, however, five were in cases which were actually heard prior to the adoption of the new procedure in November, 1938, and there were still about 12 cases heard prior to that date which were awaiting final decision, and in some of them no "proposed decision" had yet been rendered. At present writing, "proposed decisions" and final orders without findings (mostly the latter) are appearing at a fairly rapid rate and it may be that, before summer recess, the delays will have been greatly mitigated. There are prospects, furthermore, that the hearings will be reduced in length and in expense by a practice inaugurated late in June, 1939, of confining the scope of hearings to those issues on which the applicant is deemed to have made an insufficient showing in his application.

Criticisms have not, however, been confined to the delay. The new procedure involves an extreme form of the prosecutor-judge combination, with the prosecution, the hearing, and the preparation of the "proposed decision" all largely under the control of the Law Department, which must ultimately defend the final decision on appeal. It calls for off-the-record consultation by the anonymous "judge" with other members of the Commission's staff who, if they have facts or opinions relevant to the issues, should testify to them in public hearing. If followed literally, and to achieve its announced purposes and advantages, the procedure imposes an impossible burden of detail on members of the Commission who do not have time to study the record and the proposed findings and who are deprived of the benefit of a narrowing of the issues. Actually, this burden is not met (except where individual Commissioners take it on themselves), with the result that responsibility for errors and partisanship may be concealed from the parties and the public, the side-stepping of important issues is facilitated, the development of rules and principles is hampered, and unnecessary labor, expense and exposure to pitfalls are imposed on the parties.

**QUESTIONNAIRES.** It seems appropriate in connection with procedure to discuss the plethora of questionnaires with which broadcasters have been deluged during the past 15 months. The phenomenon is of interest because of the conscious or unconscious tendency it exhibits in the direction of a common-carrier or public utility attitude toward the regulation of broadcast stations, notwithstanding the specific provision in the Communications Act that "a person engaged in radio broadcasting shall not . . . be deemed a common-carrier." The tendency was fostered by the abolition in November, 1937, of the three divisions of the Commission, which had largely segregated the regulation of communications common-carriers from the regulation of broadcasters, and, as believed in some quarters, by the fact that many of the Commission's employees, particularly in
FEDERAL RADIO REGULATION—Continued

its Accounting, Statistical and Tariff Department, have a background of experience and training with the Interstate Commerce Commission and other public utilities agencies.

At his first press conference on October 2, 1937, shortly after he took office, Chairman McNinch classed broadcasting as a "public utility" and asserted that it might be advisable for the Commission to recommend that Congress amend the law so as to confer rate-fixing authority, saying

"I question the wisdom of a policy which would leave forever free from regulating control the charges made by any public utility."

Many months later, in June, 1938, he retracted this view and stated that such regulation was out of the question.

On January 24, 1938, there was made public a Report on Social and Economic Data, submitted to the Commission on July 1, 1937, by its Engineering Department as the result of an extended hearing on the subject of allocation improvements in the standard broadcast band held beginning October 5, 1936. One of the chief issues raised at that hearing (as it was also at the hearing of June 8, 1938) was the question whether the 50-kilowatt maximum power restriction on clear channel stations should be removed or at least increased to 500 kilowatts. The undisputed technical evidence having shown the desirability of the removal of the restriction for the sake of improved broadcast service over large areas now inadequately served, opponents urged that there were economic factors militating against the increased power. The Engineering Department recommended, in effect, that the Commission's regulations be amended so as to remove the restriction* but that the Commission exercise caution in granting applications to the end that the broad social and economic effects might be taken into account.† It devoted a substantial section of the Report to the "need of additional social and economic data," stating:

"It is the opinion of the Engineering Department that data is needed for intelligent planning and is essential before final conclusions can be made, and by reason of the lack of accumulated evidence bearing on the trends of broadcasting, the Engineering Department is impressed with the desirability, if not the necessity, of the Commission organizing better methods to secure statistical data of a social and economic character, and having available an expert to advise the interpretation of the data."

Among the methods suggested was the securing of "better factual data with reference to revenue, expenses and programs" through a questionnaire to be included in renewal applications. The Department clearly and expressly disavowed any thought of, or tendency toward, rate regulation.

Pursuant to this recommendation the Commission sent out elaborate questionnaires in March and April, 1938, the resulting information to be analyzed and summarized and to be employed in connection with the hear-

* See also its Preliminary Engineering Report of Jan. 11, 1937.

† The Engineering Department stated, in its report released Jan. 24, 1938, that it saw "no logical reason for an arbitrary defensive regulation which would prevent the future use of power in excess of 50 kw. in the event that evidence and data should show conclusively that such power in certain individual cases is in the interests of the public."
FEDERAL RADIO REGULATION—Continued

ing on the proposed rules and regulations governing standard broadcast stations, later held June 6-30, 1938. These questionnaires, having to do with the earnings and expenses of broadcast stations and networks for the year 1937, with employment and with programs, aroused a considerable degree of apprehension over possible rate-regulation. Some of the resulting information, and its effect on the issues of the June hearing, will be mentioned later in this article. The information was also used in connection with the network investigation which began November 14, 1938.

In the fall of 1938 the Commission commenced a second series of questionnaires relating to the issues involved in the network investigation (which, as elsewhere pointed out, extended to phases of the industry other than network operation), four in all, the last being dispatched January 5, 1939. These questionnaires were sent to a total of about 2,300 persons or concerns, including station owners, holding companies, officers and stockholders, and others holding direct or indirect interests in stations. They sought data on the innermost phases of ownership, voting proxies, operations, policies, investments and even the antecedents of personnel. They revealed a probe for full information on multiple ownership, absentee ownership, character of ownership, other business affiliations, tendencies toward monopoly, unfair competition or restraint of trade. There were claims that the questions transcended the scope of the Commission's authority, particularly insofar as they related to businesses other than broadcasting. The smaller station owners encountered great difficulty in interpreting and executing them and again there were widespread protests which were echoed in Congress. To a considerable degree, summaries and analyses of the resulting information were introduced in evidence in the network investigation.

On February 15, 1939, a 29-page questionnaire was sent to all broadcast stations, covering financial, personnel, and program statistics for 1938, to be returned by March 15. Its financial portion contained important innovations over the questionnaire for 1937, including requirements that a balance sheet be submitted by each station and for more detailed information as to the source of income from the sale of time, including specific breakdowns on receipts from networks, whether national or regional, plus bulk sales. The reasons for the innovations were closely related to the outcome of the June, 1938, hearings. The Committee's Report resulting from the hearing recommended against removal or increase of the 50-kilowatt power restriction on clear channels. It premised its conclusion largely on alleged insufficiency of economic data on the revenue of stations from the several classes of advertising, particularly what is known as national spot advertising. At about the same time, it was learned that shortly thereafter the Commission planned to send out even more elaborate questionnaire forms, double in size or more, to be employed for 1939 data.

At this point a storm broke loose. The Board of Directors of the National Association of Broadcasters, at a special meeting on February 27-28, 1939, released a statement saying:

"At present broadcasting stations are being overwhelmed by questionnaires, demands for information which obviously come from an atmosphere of common-carrier regulation. Our feeling is that the continuation of the practice is not only harrassing but also dangerous, in that it must inevitably lead to regulation of program content."
The Montana broadcasters petitioned their Congressional delegations to intercede. The Commission's conduct was denounced on the floor of the House. At the same time it was pointed out by critics that the Commission's power to keep the returns on the questionnaire secret was more than doubtful under the statute, although the Commission was taking pains to assure everyone that the resulting information would be treated as confidential.

As a result of the protest, the Commission indicated its willingness to alleviate the requirements, particularly for the smaller stations. A series of conferences have taken place between an Association committee and the Commission's accounting staff. As matters now appear, the questionnaires for 1939 will probably not be sent to stations until early next fall. There will be three grades, one for stations (about 125) having annual time sales less than $25,000, a second for stations (about 250) having time sales from $25,000 to $50,000, and a third for the remaining stations having time sales over $50,000. The questionnaires will probably be divided into two separate schedules, the financial schedule to fill about 20 pages, and the program-employment schedule about two pages. The Commission's aim is said to be the establishment of a progressive system of bookkeeping whereby a station's accountants can at any time, without undue difficulty, supply information requested by the Commission.

Notwithstanding the unquestioned good faith and laudable intentions which led to the questionnaires, no illusion may be entertained as to the outcome if the tendency is not kept within bounds.* The search for information by government agencies has, as its usual sequel, the paternalistic conviction that there are evils to be remedied and help to be given the industry (particularly the weaker units in the industry), by rules and decisions based on the information acquired, and that the agency's powers and jurisdiction should be enlarged for such purposes. The present momentum of events, when considered together with the preponderating role now being played at the Commission by economic and program factors over technical factors, is heading surely and directly toward economic regulation of broadcasting by the usual route of uniform cost accounting, inquisition of books and records, and eventually rate-regulation and perhaps also taxation of a regulatory character. Until recently it was also heading just as surely to-

* Directory Editor's Note: Aside from their legal and similar implications, the statistics on revenue, etc., issued by the FCC are undoubtedly of considerable value to the radio industry. Without them, the radio industry would have only meager indices on its revenue as an advertising medium, especially since the National Association of Broadcasters no longer issues time-sale dollar-volume figures. The editors of the Directory, however, believe that the FCC's compilations—laudable and accurate as they are—can be improved in several respects, as follows: (1) the reports from year to year should follow the same formula, and employ the same categories or "breakdowns," so that comparisons may be made; (2) inasmuch as all media employ "gross revenue" as yardstick, the FCC (which issues "net" revenue figures) should provide a yardstick for converting the "net" into "gross"; (3) the industry balance sheet now issued by the FCC is strictly an accounting tool, and should be accompanied by a simplified breakdown useful to radio as an advertising medium; (4) some of the items included in the balance sheet are, without benefit of footnote, apt to be highly misleading when made public. For instance, a radio station owned directly by another firm—such as an insurance company or newspaper—must report that parent firm's revenue to the FCC, which makes the information public. However, if the station is owned by an insurance company or newspaper through an intervening subsidiary corporation, the information is not issued by the FCC. On the whole, however, the figures have many day-to-day industry uses, and are of utmost reliability.
ward program regulation. Call it what you will, the result is the equivalent of public utility regulation on the one hand and censorship on the other.

APPLICATION FORMS. When the simple two and four-page application forms originally prescribed by the Federal Radio Commission are recalled, the elaborate and intricate forms adopted in the early part of 1939 furnish a striking contrast. There has, of course, been a gradual growth in the dimensions, in the details, and in the number of application forms during the intervening years. An application for the Commission’s consent to the assignment of a construction permit or license totals 39 mimeographed pages, and must be accompanied by elaborate inventories, income statements and balance sheets on separate printed forms. An application for the Commission’s consent to transfer of control of a licensee corporation totals 56 mimeographed pages and must be similarly accompanied by returns on the printed forms.

C. CONGRESSIONAL PROPOSALS FOR INVESTIGATION AND REORGANIZATION

The preceding review of developments in the Commission’s personnel, internal organization, and procedure, gives a helpful background for the course and fate (to date) of proposals in Congress to investigate and to reorganize the Commission. A further necessary part of the background is furnished by the Commission’s policies (or lack thereof) on substantive matters in the regulation of broadcasting, and the dissension and vacillation within the Commission over the principles to be applied. The chief controversial issues, such as the use of high power by clear channel stations, newspaper ownership of stations, so-called trafficking in licenses, alleged tendencies toward monopoly in the industry, and censorship of broadcast programs, will be considered under the next heading.

As the account proceeds, it will be observed that controversy over some of these issues (for example, newspaper ownership and so-called trafficking in licenses) originated outside and not within the Commission, and that differences of opinion within the Commission were not the cause but the consequence of external attacks. It is true that, once controversy over such an issue was set in motion, it was attended by a state of reciprocal oscillation between developments within the Commission and demands for investigation. It is a regrettable but thoroughly understandable phenomenon of administrative regulation that criticism by persons occupying influential official positions elsewhere in the Government affects the regulatory agency’s policies and decisions, sometimes at the expense of undisputed facts and of generally accepted expert opinion. On the side of the critics, it must be conceded that really important problems are all too frequently ignored by the regulators until they have become so acute as to be forced on public attention by the efforts of interested parties. An atmosphere in which the regulators are torn between a desire to vindicate their past conduct and at the same time to appease their critics is far from ideal for the formulation of sound conclusions in the public interest.

INVESTIGATION OF THE COMMISSION. At no time since the establishment of the Federal Radio Commission under the Radio Act of 1927 was either it or its successor free from criticism and demands for investigation in Congress. The same was true of the Secretary of Com-
merce, the licensing authority under the Radio Act of 1912. Broadcasting, as an agency of mass-communication, touches most of the public so intimately, is so little understood on its technical side by the layman, and furnishes so tempting a vehicle for publicity, that it has ever been the easy prey of plausible theories, claims, and alarms.

Because of differences of opinion as to the merits of radio regulation under the Radio Act of 1912 and distrust of the licensing authority on the part of certain Senators, enactment of an adequate statute was delayed two or three years beyond the date when it was imperatively needed. When, under the Radio Act of 1927, a five-man commission was appointed, the same differences and distrust led to confirmation by the Senate of only three of the five nominees and the failure by Congress to make any appropriations for the first year. Shortcomings on the part of the Commission in fulfilling the highly conflicting expectations of members of Congress led to virulent criticism on the floor of both Houses, severe inquisitions of members of the Commission by Congressional committees, and legislation in March, 1928, cutting the terms of the Commissioners to one year and prescribing a rigid and technically impossible standard for the geographical distribution of broadcast stations. The criticism, it must be conceded, was largely deserved since, during its first year, the Commission had done little more than temporize with pressing allocation problems and, in some respects, made matters worse rather than better. The onslaught was, however, repeated in March, 1929, when, after further severe inquisitions before Congressional committees and a filibuster which threatened to extinguish the Commission entirely, the terms of the members were cut to one year and the original jurisdiction of the Commission was limited to a 9-months' period expiring December 31, 1929.

Yet, it was during this stormy period, the real equivalent of which has not yet been witnessed by the present Commission, that the standard broadcast allocation of November 11, 1928, was prepared and adopted by a bare majority, largely through the courage, expert technical knowledge and tireless energy of former Commissioner O. H. Caldwell,* assisted by Acting Chief Engineer J. H. Dellinger. This allocation was sufficiently sound to stand unaltered in its essential features for over 10 years and is now being only slightly revised to become the basis for allocation for all of North America. It was also during this period that the present allocation of the high-frequency (short-wave) portion of the radio spectrum from 1500 kc. to 30,000 kc., then newly opened to practical use, was devised by the Commission’s Assistant Chief Engineer, T. A. M. Craven, now a member of the Federal Communications Commission. It, too, has not had to be greatly changed and, in substance, has become the basis for allocation in the entire Western Hemisphere and, to a large extent, in the entire world. The action of Congress at the end of 1929, placing the Commission on a permanent basis, was due in no small measure to recognition of these accomplishments. They stand as enduring monuments long after the timorous apprehensions of the minority of the Commission, and the resounding criticisms against the majority by outsiders have sunk into oblivion.

During the next few years, further crucial situations developed from time to time but, until the past three years, did not rival the furor of the earlier

* Who had been confirmed by the Senate in 1928 by a vote of 35 to 34 and who never could have been confirmed in 1929, when he retired from the Commission, urging on Congress that the Commission be relieved of its original jurisdiction as the licensing authority.
period. Among the issues at the forefront were those created by the demands of particular groups, including labor and a group of educational institutions, for allocation of broadcast facilities (for example, a specified percentage of frequencies in the standard broadcast band). The repercussions were severe and, for a while, had a considerable effect on the decisions and policies of the Commission, but are now all but forgotten. At all times, including the present, it must be added, there has been an undertone of charges and suspicions that the Commission's decisions in individual cases have been too often the result of political pressure and other off-the-record considerations rather than of evidence received in open hearing, and that the Commission has not hesitated, for reasons best known to itself, to ignore its own rules and regulations to the advantage of certain favored applicants, or to rest decisions granting applications on substantially the same facts and arguments as those cited as reasons for denying other applications.

Beginning in about 1936, agitation against the Commission has revived and, by a succession of events, has been fanned into a flame which recently threatened to parallel that of 1928-9. In a general way, the agitation may be said to have begun with complaints stirred up in Congress against the network companies by a religious organization endeavoring to secure better facilities for its broadcast station in New York. This led to charges in Congress of undue favoritism to the networks on the Commission's part, of failure to exercise the power conferred on it by Congress to adopt regulations on chain broadcasting; of permitting the networks to acquire ownership or control of too many stations (specifically the high-power clear channel stations), and of tying up too large a proportion of the remaining stations by contracts with unduly restrictive provisions. The charges were aggravated by the Commission's approval, in the summer of 1936, of a sale of a 50-kilowatt clear channel station in Los Angeles to one of the networks at the price of $1,250,000 and subsequent attempts on the part of the same network to secure other stations by purchase or lease, leading to the claim that the Commission was sanctioning "trafficking in licenses" and the "sale of wave-lengths." Into the resulting melee was tossed the issue of newspaper ownership of stations. To all this was added a continuing indictment of the Commission for improper practices in the decision of cases. There were thus initiated a succession of violent attacks on the Commission in both Houses of Congress and of insistent demands for investigation both of it and of the industry.

A resolution introduced by Senator White calling for such an investigation by a sub-committee, with an appropriation of $25,000, was favorably reported by the Senate Committee on Interstate Commerce on August 11, 1937, and escaped adoption only by a narrow margin due to the strategy of Administration leaders. It was no secret that the President's appointment of Mr. McNinch as chairman of the Commission was for the purpose of bringing about sufficient remodeling of the Commission's policies and practices to deflect the pressure for investigation.

Senator White's resolution slumbered in the hands of the Senate Audit and Control Committee until the spring of 1938. In the meantime, the Senator, the original sponsor in the House of the Radio Act of 1927 and generally acknowledged the leading radio authority in Congress, was appointed Chairman of the American Delegation to the International Telecommunications Conference at Cairo and was absent from the country for
several months. Upon his return in April, pressure for enactment of the resolution was revived. On May 10, 1938 the Senate Audit and Control Committee reported the resolution without recommendation. Administration leaders in the Senate announced opposition to the proposed investigation, characterizing it as a political move and pointing out that the Commission was already engaged in investigating most of the important subjects enumerated in the resolution. The reference was to the Commission's Order No. 37, adopted March 18, 1938, calling for an investigation by a committee of the Commission of networks and alleged tendencies toward monopoly in the broadcasting industry, and on which hearings actually commenced some eight months later.

In May, 1938, pressure for adoption of similar resolutions in the House gained impetus and hearings were held before the House Rules Committee. At these hearings Chairman McNinch answered arguments for an investigation by explaining that the Commission was undertaking an inquiry of its own into the network-monopoly subject (referring to Order No. 37), telling of extensive work which had already been done, and stating that the Commission would be prepared to submit legislative recommendations to Congress at its next session. By a vote of seven to six, the House Committee reported one of the resolutions favorably. On June 14th, the resolution came before the House. There followed a tumultuous session characterized by impassioned speeches on both sides. Those supporting the resolution bitterly attacked what was described as the "radio lobby" for the "radio trust," charging wrong-doing by the Commission and comparing its internal strife with that of the Tennessee Valley Authority. Those opposing the resolution relied principally on the points made by Chairman McNinch and urged that he should be given a reasonable opportunity to carry out his program and to make definite legislative recommendations before subjecting the Commission to Congressional scrutiny. The issue was complicated by an unfavorable impression created by another member of the Commission, who had testified before the House Rules Committee and had been unable to substantiate charges he made against his colleagues. The resolution was voted down by an overwhelming majority of 234 to 101.

Congress adjourned on June 16, 1938 without enacting any of the resolutions. With the opening of the next Congress on January 3, 1939, it seemed almost certain there would be an investigation in view of continued dissatisfaction with the Commission, the widely-publicized reports of dis-sension within the Commission, the slowness of the Commission in moving forward with its network-monopoly hearing, and the great reduction in Administration forces due to the election. On January 25th, immediately after the President's proposal that the Commission be reorganized, separate resolutions for investigation were introduced by Representatives Wigglesworth and Connery in the House and, on March 6, 1939, by Senator White in the Senate. The White resolution enumerated the subjects to be investigated in 11 paragraphs, including, generally, the acts, practices and policies of the Commission; censorship; the term of licenses; newspaper ownership; network ownership and control; ownership of two or more stations; transfers of licenses and control of stations; financial and other aspects of network operations; duplication of programs; the use of high-power; competition; the Commission's questionnaires; possible license fees; and other matters. While the House resolutions contained considerably more detail, in the nature of specific charges of improper practice against the Commission, they did not differ sufficiently in scope to justify a separate sum-
mary. Senator White stated that he regarded the network-monopoly inquiry as one in which members of the Commission were passing on their own prior conduct, in other words, were studying conditions which they, themselves, had created. It is impossible, within reasonable limitations, to advert to the many speeches on the floors of both Houses, criticizing the Commission. It was obvious that Congressional dissatisfaction was greater than ever.

At present writing, none of the resolutions has been reported by the Committees to which they were referred. It is impossible to predict their fate with any confidence although it seems more likely than not that there will be no action on any of them at the present session, both because of a recent apparent relaxation in the pressure for their adoption, and because of the many other matters that urgently call for the attention of Congress prior to its adjournment this summer.

PROPOSALS FOR REORGANIZATION OF THE COMMISSION.
In his statement explaining the actions of a majority of the Commission on November 9, 1938, abolishing the Examining Division and the Information Section, Chairman McNinch declared he had no plan whatever regarding the Commission itself and had made no recommendations to the President, but added that there had been discussions as to the size of boards. There were, however, persistent rumors of an impending legislative proposal for reorganization of the Commission. Early in December the Washington Post published a front-page story to the effect that a bill to substitute a three-man agency for the seven-man Commission was being drafted by Messrs. Corcoran and Cohen. On December 7, the Chairman asserted that the article was "utterly without foundation," as was also the statement that any such legislation had his approval. He charged that "this misinformation must have come from a source desirous of sabotaging the Commission's work."

On January 24, 1939, without advance warning, President Roosevelt sent letters to the chairman of the Senate and House Committees on Interstate Commerce reading, in part, as follows:

"Although considerable progress has been made as a result of efforts to reorganize the work of the Federal Communications Commission under existing law, I am thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission. I have come to the definite conclusion that the new legislation is necessary to effectuate a satisfactory reorganization of the Commission.

"New legislation is also needed to lay down clearer congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them."

The President expressed the hope that the committees "will consider the advisability of such new legislation" and stated that he had asked Chairman McNinch to discuss the problem with them and to give them his recommendations.

Immediately following the publication of the President's letter, Chairman McNinch issued a statement describing himself as "wholly sympathetic with the President's proposal" and adding that he had "recommended to the President some time ago that the Commission be reorganized."
While it appeared that on Sunday, January 22, and on the two preceding Sundays, Mr. McNinch had conferred with the President on the subject, the sudden move for reorganization was generally viewed as having been precipitated by an incident occurring January 18. On that date the Committee on the Proposed Rules and Regulations which had presided over the hearing in June, 1938, (described in Part II of this article) made public Part I of its Report on the hearing and, in so doing, did not comply with the Chairman's edict that all such matters clear through the newly organized temporary information section. This caused the sub-surface disension to break out in open warfare.

It was then announced that a two-phase legislative program had been decided upon by the President, Senator Wheeler (Chairman of the Senate Committee), and Mr. McNinch: (1) the first part, to be executed as quickly as possible, would be restricted to reorganization of the Commission, and (2) the second part, to materialize within about two months, would embrace the formulation and prescribing of policies to guide the reorganized Commission. At a press conference January 24 the President stated that the principal difficulty with the existing law was its failure to prescribe policies on such matters as newspaper ownership, transfers of station licenses, limitations on power, liability of broadcasters for defamation, alleged network dominance and the like. So far as is known to the writer, no bill was ever drafted to carry the second part of the program into effect, and certainly none was introduced, presumably because of the intense opposition which completely thwarted endeavors to carry out the first part.

On February 9, a bill (S. 1268) was introduced to effect reorganization of the Commission, drafted by Senator Wheeler in collaboration with Mr. McNinch and with the Administration's approval and support. Its principal features were: (1) substitution of a new three-man commission for the present seven-man commission, (2) enlargement of the powers of the chairman, who would become "the principal executive officer of the Commission," (3) establishment of three "administrative assistants," under the "administrative supervision" of the chairman, for broadcasting, communications carriers, and international matters, respectively; (4) extension of scope within which the Commission might delegate its functions to an individual member or to one or more of its employees; (5) establishment of a new department of research and information, and (6) important extensions in the Commission's power to dismiss or reclassify employees. Senator Wheeler issued a statement in which, among other things, he declared that the bill was "intended to correct looseness and uncertainty as to functioning and diffused responsibility" and charged that in the Commission

"such conditions have been aggravated because the Commission for years has been plagued by politics—not simple party politics alone but the politics of big business too."

The next day, February 10, Chairman McNinch delivered an address over a national network in which, to an unprecedented extent, he aired scathing charges against a minority of his colleagues who had disagreed with his views both on procedural and policy matters. He criticized them directly or by necessary implication for lack of cooperation, hostile tactics, public detraction of their fellow members, individual struggle for power, the seeking of personal prestige and advantage, inability to resist the urge for personal acclaim, inefficiency, lost motion, wasted time, injudicious
action, inaction, unjust action, a breakdown of regulation, playing into the hands of industry and leaving the public interest unprotected, and susceptibility to political influence. One of his most interesting statements, in view of his first step in the reformation of the Commission in 1937 (abolition of the three divisions and dismissal of their directors) was his justification for establishment of three "administrative assistants." He said that "approximately ninety per cent of the time and energy of the staff and the Commission are devoted to broadcasting," and that the effect had been "to cause measurable neglect of the regulation of the telephone and telegraph industries," which "should not longer go without aggressive, intelligent, fair regulation." He also bitterly attacked the author of an article in that week's Saturday Evening Post, which had charged the Commission with exercising censorship.

It was at first thought that the bill could be passed without hearings. Vigorous opposition, however, was manifested on Capitol Hill, based on objections that a three-man board would be too small in view of the diverse character of the Commission's jurisdiction, that its enactment would mean virtually a one-man dictatorship over each of the important fields of regulation, that the bill was really a device to "unpack" the Commission and eliminate the dissenting minority, that the President's appointment to the new commission might be of the rubber-stamp variety under the thumb of the Chairman, that injustice and spoils politics would be visited on the employees, that the proposed department of research and information was really an apparatus for program regulation and censorship (which was the subject of acute differences of opinion within the Commission at the time), and that no amendment of the Act was necessary to authorize the appointment of "administrative assistants" (i.e., directors) or to achieve the efficiency sought by the Chairman.

Senator White announced his opposition in a forceful statement, and, on February 22, introduced a bill (S. 1520) constructed on an entirely different model and dealing both with reorganization of the Commission and with substantive matters. It proposed that the Commission be increased from seven to 11 members; that it be divided into two autonomous divisions, each of five members, one of which would have jurisdiction principally over broadcasting and related services, and the other principally over communications common carriers and related services; that the chairman would be the chief executive officer but would not sit as a member of either division, and that the requirement of examiners' reports be reinstated.

The industry made it clear that it would oppose any restrictive legislation, that it was against the McNinch bill, and that it favored segregation of regulation of broadcasting from regulation of common carriers, because of the tendencies at the Commission already noted. During this same month of February, deep-seated differences of opinion within the Commission on the subject of censorship broke into the open and made the McNinch proposal seem all the more dangerous.

Thereafter the atmosphere on Capitol Hill became increasingly calm. The McNinch bill had also been introduced in the House, but Chairman Lea of the Interstate Commerce Committee stated repeatedly that his committee would not consider the legislation until the Senate had acted. Senator Wheeler's committee in the Senate was concentrating its attention on railroad legislation. For a while there were indications that Senators
FEDERAL RADIO REGULATION—Continued

Wheeler and White would work out a reorganization measure meeting with mutual approval, and that any bill would have to provide for at least five members on the Commission. It was generally agreed that the House would never assent to a three-man Commission. In the face of the opposition, enthusiasm for the McNinch measure, on the part of both the White House and the Chairman himself, appeared to dwindle to the vanishing point. Recently the Commission’s standing with Congress has improved materially, considered with the industry and efficiency with which it has operated since early in May. At present writing it appears certain that there will be no reorganization legislation before Congress adjourns, and, subject to developments during the interim, there is not likely to be any great pressure for such legislation during the next session.

The story would not be complete without reference to legislative proposals of a more far-reaching character, affecting federal administrative agencies (including the Federal Communications Commission) generally. Since 1933 there has been a rising tide of reaction against such agencies, due in part to real or alleged misconduct, arbitrary action and inefficiency on the part of some of the agencies, in part to an increasing sentiment, chiefly among lawyers, that too broad a combination of legislative, executive and judicial powers has been reposed in many of the agencies with inadequate provision for judicial control of their decisions, and in part to opposition to the Government’s invasion of certain fields of regulation. The Federal Communications Commission has been among the agencies most frequently cited as examples of the need for reform. This reaction has been expressed in a number of ways, including bills introduced in Congress.

Among the proposals has been one suggested early in 1937, in the Report of the President’s Committee on Administrative Management, with particular reference to the so-called independent regulatory commissions, describing them as

“a headless ‘fourth branch’ of the Government, a haphazard deposit of irresponsible agencies and uncoordinated powers.”

The Report proposed that the staff of such commissions be absorbed into one or the other of the Executive Departments of the Government (e.g., the Department of Commerce in the case of the Federal Communications Commission and the Interstate Commerce Commission), and that the Commission itself become a board practically independent of the Department, to sit in review on all controverted cases of a judicial character. This would be somewhat on the model of the Board of Tax Appeals with reference to the Bureau of Internal Revenue in the Treasury Department, and would be not radically different from what was proposed in the Radio Act of 1927 as originally enacted.* Having become badly entangled in politics, the proposal of the President’s Committee has made little or no progress in Congress. In the Reorganization Act adopted by Congress, approved April 3, 1939, however, there were indications (which did not materialize) that an attempt would be made to include the Federal Communications Commission among the agencies over which the President would have broad powers of remodeling.

Another important proposal has been incorporated in a bill sponsored

* Under the Act, after the end of one year, the Secretary of Commerce was to be the licensing authority, the Commission to hear controverted matters and to sit in review of the Secretary’s decisions. Because of later legislation by Congress, this provision never became effective.

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by the American Bar Association since 1937. Early in 1939 companion bills were introduced in the Senate and the House and for a while made remarkable progress, receiving a favorable report from the Senate Judiciary Committee and favorable action on the part of a subcommittee of the House Judiciary Committee. At present, its prospects for enactment are dim, due to an increasing appreciation by members of Congress of the need for further study before drastic or reckless reforms are imposed on the agencies generally, and to the appointment by the Attorney General of a committee of eminent persons to make this study.

THE COMMISSION'S APPROPRIATION. Since 1934, the Commission's appropriation has been increased from year to year. For the fiscal year just closed, the appropriation was $1,700,000 for salaries and expenses (exclusive of printing and binding). In the fall of 1938 the Commission submitted an estimated budget of $2,385,000 for the fiscal year beginning July 1, 1939, basing its request on a need for additional personnel, including additional attorneys and engineers in the Washington headquarters, and proposed new branch offices of its Accounting Department in seven cities. The need for additional funds was stressed in the Commission's Annual Report to Congress. The sum actually submitted to Congress was $2,038,175.

Because of dissatisfaction with the Commission in Congress, and the unsettled state of affairs, hearings on the request which were scheduled to begin before a subcommittee of the House Committee on Appropriations in December were indefinitely postponed but were eventually held January 23, 1939, behind closed doors in what proved to be a very heated session, in the course of which the Chairman and others were subjected to vigorous examination of the Commission's actions and policies. This was on the same day that the President made public his letter calling for reorganization of the Commission. An unexpected result of this situation was that the House Appropriations Committee determined not to act on the appropriation until the reorganization matter was settled and, on February 8, the House passed the Independent Offices Supply Bill without any provision for funds for the Commission, and, on February 22, the Senate followed the example of the House and the bill became law.

From that time until well along in June all efforts to obtain an appropriation for the Commission were unavailing. Rumors were prevalent that the appropriation, if passed, would be greatly reduced or would be for only a limited period, or would be contingent on adoption of a resolution for investigation of the Commission, or might not be made at all. There was a substantial possibility that the experience of the Federal Radio Commission in 1927 would be repeated. With the improved standing of the Commission during the last two months, however, the way was paved for an about-face by Congress. Hearings were held before the House subcommittee on June 20, a deficiency bill carrying an appropriation of $1,838,175 for the Commission was passed by the House on June 23, and, by last-minute action, the bill was passed by the Senate and was approved by the President on June 30. The hearings before the subcommittee and the debate on the floor of the House were far from free of criticism of the Commission (particularly with respect to the recent rules governing international short-wave broadcasting), but, in comparison with earlier experiences, they were surprisingly mild.
FEDERAL RADIO REGULATION—Continued

PART II
REGULATION OF STANDARD BROADCAST STATIONS

For reasons based on the nature of the developments during the period covered by this article, the material has been organized with reference to subject-matter rather than method of regulation. In the two prior articles, a distinction was made between the exercise of the Commission’s legislative functions, expressed in rules and regulations, and the exercise of its judicial functions, expressed in its actions and decisions in granting or denying applications. In this article its actions of whatever character will be summarized under three broad headings denoting the principal fields in which it regulates, or attempts to regulate, broadcasting.

The three fields, in general terms, are (1) allocation, (2) ownership and control of stations, and (3) program content. The first deals with the assignments of stations with respect to location, frequency, power and hours of operation and with measures taken to minimize interference, to produce efficient use of facilities, and to assure a maximum of broadcast service in the physical sense. At present, it appears to have two important subheadings. Originally it consisted almost entirely, if not entirely, of technical factors. In more recent years, according to the view taken by the Commission, there are also “economic and social factors,” often more important than technical factors, to be considered and regulated.

The second heading has to do with the determination of what persons and corporations shall be permitted to acquire or retain control over broadcast stations, and the permissible limits of such control. The third has to do with regulation of what programs may be broadcast, including the limitations imposed on the Commission by the Constitutional guaranty of free speech and the prohibition against censorship in Section 326 of the Communications Act of 1934.

It is not difficult to demonstrate from the language of the statute, its legislative history, and the circumstances which led to its original enactment in 1927, that the principal functions which Congress intended to confide in the Commission were, first and foremost, regulation of the technical factors of allocation, including relief from the chaos of interference created in 1926, and a fair and equitable geographical distribution of stations; and, secondly, regulation of ownership and control in such manner as to preserve competition and prevent monopoly in radio communication. One purpose served by the arrangement followed below is to bring into bold relief the Commission’s straying from the original concept of the law, to the point where so-called “economic factors” prevail over technical facts, and the forbidden field of program regulation and straw men have engrossed its attention frequently at the expense of problems urgently calling for study and constructive action. A by-product of the arrangement consists in the occasional glimpses it affords of the currents and cross-currents which have assisted to produce the results.

A. REGULATION OF BROADCAST ALLOCATION

PROCEEDINGS LEADING TO REVISION OF REGULATIONS.

Of transcendent importance in the regulation of broadcasting was the adoption by the Commission on June 23, 1939 of a thorough-going revision of its rules governing standard broadcast stations. The revision deals principally, but not entirely, with allocation matters, and discussion of it will occupy most of this subheading.
FEDERAL RADIO REGULATION—Continued

The earlier proceedings were recounted in last year’s article.* Beginning on June 6, 1938, an extended hearing was held on “Proposed Rules Governing Standard Broadcast Stations” and on “Proposed Standards of Good Engineering Practice Concerning Standard Broadcast Stations,” as set forth in two bulky documents, before a committee of the Commission consisting of Commissioners Case, Chairman, Craven and Payne. The hearing, which was expeditiously and efficiently conducted, closed on June 30, with a record of nearly 2,200 pages and over 400 technical and statistical exhibits. The principal (although not the only) issues were (1) the number of channels to be preserved as clear channels, and (2) the maximum power of clear channel stations. On one side of these issues was the so-called Clear Channel Group, an informal organization consisting of 14 licensees of independently-owned clear channel stations. On the other side were the National Association of Regional Broadcast Stations, an organization of the owners of some 74 regional broadcast stations, and National Independent Broadcasters, an organization of the owners of some 105 local broadcast stations. There were, of course, other parties to the hearing.

Early in September, 1938, briefs were filed with the Committee by the principal parties. On January 18, 1939, the Committee released Part I† of its Report on the issues raised at the hearing and on April 7, 1939, Part II** of the Report. Part I of the Report comprised 35 single-spaced mimeographed pages and contained two sections, Section I being devoted to introductory matter and Section II, entitled “General Policy Considerations,” covering a number of subjects, including the principal issues raised at the hearing together with newspaper ownership, economics, programs and other items. Part II of the Report added 149 such pages (accompanied by about 300 pages of appendices, including many elaborate charts and tabulations). It contained Section III entitled “Social Aspects” and Section IV entitled “Economic Aspects.”

Dissatisfied parties were given an opportunity to file exceptions and briefs and, on June 1, 1939, a day was consumed in oral argument before the Commission. As already stated, final action on the proposed regulations and standards was taken June 23rd.

It is impossible, within reasonable limitations of space, to present an adequate picture of either the contents of the Committee’s Report or the provisions of the revised regulations. Discussion will be limited to noting the outstanding features of the regulations and the disposition of the principal issues.

TERM OF BROADCAST LICENSES. Notwithstanding repeated attempts by the broadcasting industry for years to persuade the Commission to avail itself of the power given it by Congress to issue licenses for a period up to three years, the Commission had steadfastly shied away

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† It was the release of this document by the Committee without making use of the newly organized temporary Information Section of the Commission (and possibly also its contents) which, as pointed out in Part I-C of this article, was apparently the cause for the President’s letter of January 23, 1939, and the move to force legislative reorganization of the Commission.

** In compliance with the Chairman’s wishes, Part II was released through the Information Section but, to the consternation of parties and their attorneys, was distributed to the press three days before copies were available to them.
from any increase beyond the six-months' period which has obtained since April, 1931—until its action of June 23, 1939, in which a one-year period was inaugurated. This was pursuant to a recommendation made in Part I of the Committee's Report.

Back in May, 1938, just prior to the hearing on the proposed regulations, Chairman McNinch, in a letter to the president of the National Association of Broadcasters (which organization planned to participate in the hearing in behalf of the industry) had stated his personal belief that discussion of an increase in the six-months' license period "would not be opportune now or at any time soon." As late as January 23, 1939, in his appearance before the House Appropriations subcommittee, Mr. McNinch declared that in his opinion a majority of the Commission did not favor a longer license period, despite the recommendation of the Committee only five days before.

The change in attitude came about largely through a growing realization on the part both of certain members of the Commission and members of Congress that the short license period, combined with the procedure employed on renewal applications, was, in addition to being an unnecessary burden on the industry and on the Commission's staff, a constant threat of censorship. Senator White's bill, introduced on February 22, 1939, proposed a minimum period of one year and, on March 2, 1939, Representative McLeod introduced a bill to establish a minimum period of three years, with a maximum of five, and at the same time to eliminate the possibility of political reprisals against stations by the Commission.

With the adoption of the revision on June 23, it was stated at the Commission that, had it not been for the uncertainty with respect to Mexico's ratification of the North American Regional Broadcasting Agreement (see Part V—B), a three-year license period would have been approved.

CLASSIFICATION OF CHANNELS AND STATIONS. In last year's article*, the classification of channels and stations as originally proposed in the revision was set forth. It is necessary to point out only the modifications in the revision as finally adopted, which are few in number.

The subclassification of Class I stations into Class I-A and Class I-B was abandoned, but in name only, since the distinction applying to nighttime duplication) is preserved with respect to the frequencies on which they operate. All told, 44 frequencies are designated as "clear channels." On 26 of these frequencies, nighttime duplication is not to be permitted. The revision originally proposed that 25 be free of such duplication, the increase being due to the addition of 1170 kc (WCAU, Philadelphia) to the list. The remaining 18 are to be subject to nighttime duplication under restrictions designed to minimize interference.

The attempt to persuade the Commission to increase or remove the 50 kw. power limitation on the unduplicated clear channels was unsuccessful, and the dominant stations on those channels are subject to both a maximum and a minimum power limitation of 50 kw. The dominant stations on the remaining 18 clear channels have a maximum of 50 kw. and a minimum of 10 kw. A Class II, or secondary, station on a clear channel may have power ranging from 50 kw. down to 250 watts.

* Variety Radio Directory, II, p. 530. In the preceding article, Variety Radio Directory, I, p. 278, the situation heretofore existing was set forth.
The maximum nighttime power of Class III-A (regional) stations was increased from 1 kw. to 5 kw., and of Class IV (local) stations, from 100 watts to 250 watts, in both instances upon individual application and where engineeringly feasible.

For the first time, formal recognition of the “Standards of Good Engineering Practice” is given in the regulations, although there are qualifications which partly vitiate this welcome step. Heretofore, these standards, which have been developed over a period of some 10 years in an evolutionary manner by Assistant Chief Engineer Ring and his staff, have had only a semi-official status, representing merely recommendations of the Commission’s Engineering Department.

Except for reallocation of frequencies to make room for assignments to Canada, Cuba and Mexico, the new rules, accompanied by the standards, give effect to virtually all the provisions of the North American Regional Broadcasting Agreement. It had been hoped that the Agreement and the regulations might go into effect simultaneously, but this has been prevented by Mexico’s failure to ratify.

The revision of regulations and standards constitutes the first substantial change in the general reallocation of November 11, 1928. Taken in conjunction with the Agreement, it represents remarkable accomplishments in the practical solution of a number of baffling problems. If it is not free from defects it can be said only that, in view of the difficulties, it is surprising that the defects are not more numerous and more serious in their consequences.

SPECIAL EXPERIMENTAL AUTHORIZATIONS. No changes were made in the rules covering this type of authorization as summarized in last year’s article*. They are of particular interest in view of the decisions of the Commission and of the Court of Appeals in the WLW case, as well as certain authorizations now outstanding. The applicant must sustain the burden of making a satisfactory showing of a program of research and experimentation and that the operation will be under the direct supervision of a qualified engineer with an adequate staff. In case the authorization permits additional hours of operation,

“no licensee shall transmit any commercial or sponsored program or make any commercial announcement during such time of operation. In case of other, additional facilities, no additional charge shall be made by reason of transmission with such facilities.”

The authorization will not be extended after the actual experimentation is concluded. A report must be filed with each application for an “extension.”

SHOWING TO BE MADE IN SUPPORT OF ALLOCATIONS. The provision quoted in last year’s article† having to do with the showing to be made on program service, and involving a serious issue of censorship, was omitted. Likewise were omitted the proposed requirement of a showing of adequate commercial support and that an applicant for a Class IV station be a resident in and familiar with the needs of the community to be served. A requirement that the transmitter “be so located that primary service is delivered to the city in which the main studio is located”


† Variety Radio Directory, II, p. 531.
was retained, over the objection of a number of station-owners.

THE WLW CASE. On July 18, 1938, shortly after the hearing on the proposed new rules, the Committee entered on a ten-day hearing on the application of the Crosley Corporation for extension of its special experimental authorization to operate WLW, Cincinnati, with power of 500 kw. Except for a brief interruption in 1935, the authorization had regularly been renewed since it was first issued in the spring of 1934. Notwithstanding the fact that on the face of the record the issues were primarily technical, namely, the feasibility of the experimental operation and the question whether it should be continued, a large portion of the hearing was taken up with a minute inquiry into WLW’s program service and its alleged shortcomings, and with the economic issue as to whether or not WLW’s operation at 500 kw. had caused regional and local broadcast stations in other cities to lose advertising revenue.

On October 17, 1938 the Committee rendered its report recommending denial of the extension, relying both on the ground that the authorization was unnecessary from the technical experimental viewpoint and the ground of economic injury. In its decision February 8, 1939, rendered after exceptions had been filed and oral argument heard, the Commission followed the Committee’s recommendation and denied the extension, effective at 3:00 A. M. March 1, but omitted reference to the economic issue as a ground for its decision. A petition for rehearing having been filed February 17th and denied February 20th, an appeal was taken to the United States Court of Appeals on the latter date. A motion for stay order was denied on February 28th, and the power of WLW was reduced to 50 kw. on March 1st. On June 26th the Court dismissed the appeal (see Part IV).

NEED FOR IMPROVEMENT IN SERVICE. The subject cannot be left with a bare recital of the results. Both at the October 5, 1936, and at the June 6, 1938 hearings, there were presented to the Commission the most thorough-going exploration into the problems of broadcast service, the nature and extent of the need for improvement, and the methods available to effect the improvement, that is to be found anywhere. As to the technical facts, there was no substantial dispute and, although in some of their most important aspects they were not accorded recognition in the outcome, it is necessary that they be kept constantly in mind in the hope that on a future and more auspicious occasion a suitable further revision of the regulations may be achieved.

As of 1930, the United States has a population slightly over 122,000,000 and a land area slightly under 3,000,000 square miles. During the daytime a population of over 16,000,000, residing in about 40% of the area, does not receive a satisfactory signal from a single broadcast station. At night, a population of over 50,000,000 people, residing in 82% of the area and mainly in rural regions and in small towns and cities having no stations of their own, is entirely dependent on clear channel stations for service. Out of these totals, a population of over 21,000,000 residing in about 60% of the country’s area receives only sky-wave service from clear channel stations at night, subject to the well-known vagaries of fading and the wide variations in average signal strength from hour to hour, season to season, and year to year. The service received by this population of 21,000,000 residing in 60% of the area, measured merely on the minimum standards of satisfactory
daytime service, is nowhere sufficient to constitute adequate service, at the present power of clear channel stations. An additional 7,000,000 while receiving ground-wave service at night from clear channel stations, receives only signals of inadequate strength.

The above figures are based on minimum standards as to what constitutes satisfactory service, as recognized by the Commission's Engineering Department, and are based on reception from only one station, that is, they do not take a choice of at least two programs into account as a necessary element in good service. The inadequacy extends, in one form or another, into every State in the Union, from Maine to California.

The test of satisfactory service, in the physical sense, is a combination of two factors. The first factor is the strength of the electric signal at the point where it is received by the listener, expressed in terms of small fractions of a volt, millivolts (thousandths) and microvolts (millionths). The second factor (in the absence of interference from other stations) is the strength of interfering electrical noise, which may be due to natural static produced by thunderstorms and other atmospherics, or man-made static produced by innumerable kinds of electrical apparatus usually found in profusion in inhabited communities. As a rule, natural static predominates in rural communities and man-made static in towns and cities. The strength of the broadcast signal must be sufficiently strong to override the interfering electrical noise. According to the Standards of Good Engineering Practice, in city business or factory areas a broadcast signal of from 10 to 50 millivolts is necessary; in city residential areas, from 2 to 10 millivolts, and in rural areas, from 100 microvolts to 1 millivolt, depending on the season and the region (natural static being greater in the south). According to the same standards, although subject to wide variations in individual cases, a city of 10,000 population or more is regarded as requiring a signal of at least 10 millivolts; and a city of from 2,500 to 10,000, a signal of at least 2 millivolts.

By and large, and subject to minor exceptions that would not materially affect the result, the only method of effecting improvement in service from standard broadcast stations for these people and areas is by increasing the power of clear channel stations above the present maximum fixed by the rules of the Commission. At night, on any channel where simultaneous operation of two or more stations is permitted, no horizontal increase of the power of the stations, however large, will change the pattern of areas served and those not served, since the stations limit each other by mutual interference. The several hundred regional and local stations in the United States, taken all together, give interference-free service to only about 18% of its area. In the main, they are located in cities with the result that most of the urban population of the United States receives a broadcast service far superior to that enjoyed by most of the rural population. During the daytime, theoretically, improvement could be brought about by very large increases in the power of existing regional and local stations and by establishing a number of new daytime stations in the more sparsely settled parts of each state, but prohibitive economic obstacles stand in the way.

The benefits of the higher power have been thoroughly demonstrated through the operation of WLW at 500 kw. for a period of five years, and by the operation of high-power stations in other countries. In 1935 and again in 1937 extensive listener surveys were conducted by the Commission among the country's rural population. The first of these surveys revealed that WLW was first choice of the rural listeners in some 13 or 14 states
and second choice in six or seven more. The second showed that about 80% of the rural listeners relied primarily on service from clear channel stations at night and about 59% by day.

There are 72 broadcast stations in other countries operating with power in excess of 50 kw., most of them with 100 kw. or more, including 60 in Europe and 4 in Mexico. One of the Mexican stations, located on the border, has been authorized to use 850 kw. and appears actually to be using 500 kw.* Stations are operating with 500 kw. at Moscow and Warsaw. Germany, with a present area slightly less than that of Texas, has three 120 kw. stations, seven 100 kw. stations, and one 60 kw. station.

In the face of these facts, the Commission has decreed that the urban population, which least needs improved service, shall have the benefit resulting from substantial increases in the power of regional and local stations, whereas the rural and small-town population which now suffers most from inadequate service shall be denied any betterment. Fortunately, however, by leaving 26 channels really clear (i.e., unduplicated) it has left the door open for future remedy of the inadequacy.

ECONOMIC FACTORS. The Committee's recommendation against increasing or removing the power maximum is based on "possible disadvantages of an economic and social character." It is apprehensive of adverse economic effects upon smaller stations primarily serving the smaller metropolitan areas. It concedes that the claim that, in its five years of operation at 500 kw. WLW had not caused such injury, "was not successfully controverted in the testimony." The evidence showed that, at most, only a tiny handful of stations, located within the primary service areas of the clear channel stations, ran any hazard of losing revenue. It argues simply that there are "uncertainties" and that additional data are necessary, particularly with respect to what is known as national spot advertising.

Implicit in the Committee's reasoning, however, are conclusions based on the financial data compiled from the questionnaires (see Part I-B) sent to all broadcast stations and networks, covering the year 1937. According to these figures, the net income of the entire industry for 1937 (before federal income taxes) was $22,630,174,† of which $4,543,890 was earned from network operations and $18,086,284 from the 624 commercial stations, including 23 stations owned or managed by two of the national networks. The 33 stations having power of 50 kw. or more, including WLW, accounted for just half the total for the 624 stations. This, reasoned the Committee, is too large a proportion (overlooking the fact that almost the entire station revenue proceeds from not over 200 stations). These figures, however, proved to be misleading. When the revenue figures for the 23 stations are included in the network figures, the total for the networks becomes $9,828,932 and for the remaining 601 stations, $12,801,242, while the figure for the independently-owned 50 kw. clear channel stations undergoes a marked drop to a figure not out of line with the earnings of regional stations under similar circumstances. Further analysis shows that the Committee not only did not take earnings on investment into account but, in making its comparisons, placed undue emphasis on power and not sufficient emphasis

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* Editor's Note: This station is XERA, Villa Acuna, Mexico, operating on 840 kc. with an allowable wattage of 850,000.

† Editor's Note: The net operating profit of the industry in 1937 was $18,883,935 (net excess of revenue over expenses after federal income taxes).
on such matters as desirability of frequency, population within the station's primary service area, and national network affiliation. One regional station, for example, actually showed larger net earnings than 13 out of 15 independently-owned clear channel stations.

These facts are recited, not to re-argue the case for higher power, but as further evidence of the significant trend of radio regulation referred to in Part I of this article. The significant thing is that, in the face of the undisputed facts showing a need for improved service for a large population over wide areas and the obvious remedy for the need, the Commission should give greater weight to a possibility of loss of income on the part of a few stations resulting from disturbing the status quo and to an implied sentiment that certain stations are taking too large a share of the industry's profits. This reasoning is in the direction of economic supervision of the industry, and, if not checked, leads inevitably to regulation of the public utility common carrier type. It is responsible for the questionnaires which have already flooded the industry and will be responsible for even more searching questionnaires in the future.

This is not an appropriate occasion for a legal discussion of the nature and extent of the Commission's power to take so-called economic factors into account in its regulation of broadcast stations. In passing, however, it may be noted that in 1927, when the standard of "public interest, convenience or necessity" was originally prescribed by Congress for the Commission's guidance, the standard could not have had any substantial economic aspect since the future of the industry's financial support was not generally appreciated or foreseen. Congress must have intended to place some limitation on the Commission's power with respect to economic factors when it declared in the Communications Act of 1934 that a broadcaster shall not "be deemed a common carrier" and did not subject him to the provisions of Title II of the Act which deal with economic regulation. Throughout its career, the Federal Radio Commission declined (almost consistently) to recognize any economic or competitive interest in licensees or applicants. Even now, the Federal Communications Commission does not accord complete recognition of such an interest and is resisting the assertion thereof before the Court of Appeals.

The present ascendancy of real and pseudo-economics had an innocent genesis, in practices participated in by applicants and their lawyers, and they are fully as responsible as the Commission for the result. The story is not unlike that which culminated in the present threat of censorship of broadcast programs. The seeds were sown when, early in the days of the Federal Radio Commission, the practice was initiated of making showings of proposed and past program service in support of applications, with the natural result that those who opposed the applications sought to expose the applicant's shortcomings in program service and the Commission eventually sought to prevent the evils and to subject them to discipline. Similarly, parties seeking to establish new stations or improved facilities for existing stations gradually acquired the habit of making elaborate showings of a "need" in the community to be served and of available commercial support. Their opponents countered with claims that there was no such need, that service from existing stations was adequate, that commercial support was not available except at the expense of existing stations, and that ergo the application could not be granted without causing economic injury to those stations and impairing their ability to serve
the public interest. From this point it was but a short and plausible step for the Commission to conclude, without any considerable dissent from the broadcasters, that part of its duty, in administering the standard of "public interest, convenience or necessity," is to protect existing stations from what it may choose to regard as excessive competition on the particular facts of each case and to think in terms of trade areas instead of broadcast service areas and listeners. This it has now done to the extent of giving effect to the philosophy in its regulations and of calling a halt on improvement in radio reception. If it is correct in its conclusion it may, with an equal show of logic, decide to take further steps to prevent threatened impairment of service, including the prevention of various forms of rate-cutting and unfair trade practices, or to assure that each class of station gets its fair share of the various types of advertising revenue. The underlying tendency, by whatever name it be called, is today the most portentous development in the regulation of broadcasting,* particularly since the tendency toward censorship now shows definite symptoms of being on the wane.

OTHER FACTORS. On June 13, 1938, in the very midst of the hearing on the proposed new rules, the Senate adopted a resolution reciting it to be the sense of the Senate that the Commission

"should not adopt or promulgate rules to permit or otherwise allow any station operating on a frequency in the standard broadcast band (550 to 1600 kilocycles) to operate on a regular or other basis with power in excess of 50 kilowatts."

Passage of this resolution was the price paid for securing ratification of the North American Regional Broadcasting Agreement, two days later (see Part V-B). In addition, in the several resolutions introduced in Congress during the past two years seeking investigation of the Commission, "super-power" has usually been in the enumeration of proposed subjects of inquiry.

From almost the beginning of broadcasting, popular prejudices and fallacies have succeeded in attaching themselves to the phrases "clear channels" and "high power." Each proposed increase in power has been tagged as "super-power." In 1922, when WLW increased from 20 watts to 50 watts, its competitor station in Cincinnati raised this cry. In the fall of 1924, when there was a movement forward from 500 watts to 5 kilowatts, there was an alarm which has not been equalled until this past year. The Secretary of Commerce, then the licensing authority, received thousands of letters from men, women and children expressing fear of "a monopoly of the air," and "the blotting out of smaller competitors." At the Third National Radio Conference in October, 1924, debate on the issue reached dramatic heights, and a spokesman for the opposing groups, referring to 5 kilowatts as "super-power," stated

"If the power is increased without any limitation of hours or season, it will result in less enjoyment to millions of people."

The principal spokesman against "super-power" of 500 kilowatts at the June 6, 1938, hearing, almost repeated the alarm voiced fourteen years before, when he declared that such power "would be a curtailment of service to millions" and that it would

“probably upset the whole present structure of the broadcast industry and its service to the public.”

At the time of the re-allocation of November 11, 1928, agitation in Congress against clear channels and “super-power” of 50 kilowatts so impressed the Federal Radio Commission that it omitted the word “clear” from its order and provided that the maximum power on such channels should be 25 kilowatts plus an additional 25 kilowatts “experimentally,” and later, in 1930, restricted the number of 50 kilowatt stations to 20 in this entire country (a restriction which was removed without ceremony some three years later). Yet each advance in power has simply reflected the progress of science (which, it is hoped, will not be arrested by Government fiat) toward transmitting apparatus capable of giving better service over wider areas and thus taking advantage of radio’s greatest asset and contribution as an agency of mass-communication, radiation. As stated by O. H. Caldwell, one of the original members of the Federal Radio Commission:

“Having laid the tracks for good reception, one can then decide what is going to be supplied on those tracks. But the first thing is to get the tracks laid.”

**B. REGULATION OF OWNERSHIP AND CONTROL OF STATIONS**

**STATUTORY PRESCRIPTIONS.** Within the four corners of the Communications Act of 1934 are three specific indications by Congress of policies to be followed by the Commission in determining eligibility for license or renewal of license, (1) the barring of alien ownership or control, (2) the preservation of competition, and (3) by implication, satisfactory standards as to character and “financial, technical and other qualifications of the applicant.” In the opinion of the writer, the broad standard “public interest, convenience or necessity” does not add anything to the foregoing, that is, it does not authorize the Commission to impose other and different tests of eligibility.

The barring of alien interests is covered by definite provisions in Section 310 (a) and need not detain us. The provisions are, in origin and purpose, closely associated with considerations of national defense, more likely to arise in the regulation of international communications, and, while they may conceivably assume importance for broadcasting in time of war, have not so far presented any substantial problem. To make these provisions effective, and to prevent tendencies toward monopoly were, historically, the principal reasons for giving the Commission control over assignments of license and transfers of control in Section 310 (b).

With respect to eligibility tests as to the character of an applicant, and his technical and other qualifications, there is so little to be said at present that a separate subheading is not justified. Very little attention has been, or need be, paid to an applicant’s technical qualifications since ordinarily the applicant himself (or itself) will not claim to be qualified in this respect and must rely on the employment of engineers. Such broad terms as “character” and “other qualifications,” if not reasonably construed, do, of course, open the door to a wide latitude of arbitrary and capricious conduct on the part of the licensing authority, including censorship, and, if they are to be used as reasons for rejecting applications, should be translated into intelligible standards and formal regulations.*

* The Commission’s new regulations provide simply that the applicant must make a satisfactory showing that he is “legally qualified” and “is of good character and possesses other qualifications sufficient to provide a satisfactory public service.”
FEDERAL RADIO REGULATION—Continued

The requirement of "financial qualifications" has occupied a large, and at times quite disproportionate, amount of time and attention in hearings and in the Commission's consideration of cases,* complicated as it has been with the seeming necessity for also making a showing of adequate commercial support. Its significance is, however, tending to diminish. The new regulations stipulate that the applicant must show that he "is financially qualified to construct and operate the proposed station," with a footnote referring to a portion of the Standards of Good Engineering Practice in which the sums required to construct and complete electrical tests of stations of different classes and powers are tabulated.

The policy of preservation of competition has proved the source of the principal real or apparent problems in regulating the ownership and control of broadcast stations, and, at bottom, is directly or indirectly (or allegedly) associated with nearly all the topics hereinafter discussed under this subheading.

The issue of monopoly has been raised, in one form or another, from the earliest days of radio communication, within a few years after Marconi first placed his invention in practical use. The issue was largely responsible for the first endeavor to negotiate a general international radio treaty at Berlin in 1903, successfully consummated at that city in 1906, and, in its earliest aspect, is still reflected in an article in the International Telecommunications Convention of 1932 and in Section 322 of the Communications Act of 1934. Section 322 requires land and ship stations open to public service to exchange communications "without distinction as to radio systems or instruments adopted by such stations."

In a somewhat different guise, the issue of monopoly developed shortly after the advent of broadcasting and led to an extensive investigation and report by the Federal Radio Commission in 1923, in response to a resolution adopted by the House of Representatives. It was largely a controversy over an alleged undue control of the manufacture of radio apparatus (and consequently of radio communication) through patents, and of international radio communication through traffic agreements. The apprehensions resulting from this controversy found expression in several provisions in the Radio Act of 1927, carried over into the Communications Act, such as Sections 311 and 313. By Section 311 the Commission is directed to refuse a license to any person finally adjudged guilty by a Federal court "of unlawfully monopolizing or attempting unlawfully to monopolize, radio communication, directly or indirectly, through the control of the manufacture or sale of radio apparatus, through exclusive traffic arrangements, or by any other means, or to have been using unfair methods of competition."

Section 315 extended the anti-trust laws of the United States to the manufacture and sale of, and trade in, radio apparatus.

A third phase came to a head only barely in time to be included in the Radio Act of 1927. When the bill passed the House on March 15, 1926, it contained no provision regarding chain broadcasting. In the Senate, a clause was inserted which, as described in the report of the Senate Committee, authorized the Commission "to control chain broadcasting." The bill passed the Senate on July 2, 1926. When it emerged from conference on January 27, 1927, in its present form, it was again debated and, on Feb-

ruary 3, 1927, the Senator from Louisiana read a telegram from Mr. Hen-
derson of Shreveport, one of broadcasting’s most picturesque characters of
that era, pointing out that the press had “this morning carried headlines of
35 stations to be chained together” and that “chain stations will monopolize
and independent stations . . . are practically done for.” The Senator asked
how the bill covered the matter. Senator Dill, the sponsor of the bill in the
Senate, replied with a statement which was, and remains, practically the
only explanation of the legislative intent behind the provision contained in
Section 303 (i) of the Communications Act of 1934, authorizing the Com-
mission “to make special regulations applicable to radio stations engaged in
chain broadcasting.” After referring to the fact that various radio organi-
zations were building up chain stations “without let or hindrance and with-
out any restrictions,” he said, in part,

“Unless this proposed legislation shall be enacted they will con-
tinue to do so, and they will be able by chain-broadcasting methods
practically to obliterate the independent small broadcaster.”*

As explained in last year’s article, except for an abortive foray by the
Federal Radio Commission in 1928, no regulations were ever promulgated
under Section 303 (i).† The actual or prospective use of chain programs
has, however, played a decisive role in determining the fate of many appli-
cations, sometimes one way and sometimes the other.

THE NETWORK INVESTIGATION. The antecedents of the cur-
rent network investigation were reviewed in last year’s article.** On July
6, 1938, the Commission appointed William J. Dempsey (later appointed
general counsel) as special counsel for the proceedings. During the pre-
ceding month, Chairman McNinch had, in his appearance before the House
Appropriations subcommittee, prophesied that the hearings would run from
four to six weeks and that the Commission would be prepared to submit
legislative recommendations to Congress for the next session.

On September 20, 1938, the Committee charged with the investigation,
consisting of Chairman McNinch and Commissioners Brown, Sykes and
Walker, announced that public hearings would begin October 24, and re-
leased the notice of hearing. The notice enumerated 20 items which each
network organization was expected to cover in its presentation, extending
into virtually every phase of network development, network ownership of
stations, contractual relationships between networks and affiliated stations,
advertising agencies and advertisers, extent of control exercised over affil-
iated stations, financial arrangements including basis for charges made by
networks and affiliates, network policies on program standards and adver-
tising continuity, agreements with wire companies, and other subjects.
Nearly a score of networks, national and regional, were asked to supply
data, along with more than 150 transcription and recording companies.

Later, the opening of the hearing was postponed to November 14, 1938.
The subject-matter was divided under four general headings, to be heard
in the following order: (1) network operations, (2) management contracts,

* Congressional Record, Vol. 68, p. 2881.
leases, etc., (3) nature and extent of common ownership of broadcast stations, and (4) transcription services.

The hearing opened on the date scheduled. Contrary to earlier estimates as to the time it would consume, it was three months before the presentation of the three major or national networks was concluded, and it was April 19, 1939, before the hearing adjourned, to resume for a brief three-day session on May 17-19, when it finally closed, with a record of nearly 9,000 pages and some 700 exhibits, many of them bulky. The time consumed was partly due to the fact that the Committee sat for only four days a week and in some weeks less, the daily hours of hearing were relatively short, and there were occasional interruptions.

By the time the hearing closed it seemed fairly clear that the principal issues raised, in the minds both of the Commission and the parties, had to do with the contractual relations between network companies and their affiliated stations. The chiefly controverted features of those contracts, exhibited either generally or in a large portion of the contracts, were (1) the exclusive feature which obligated the affiliate not to take programs from any other national network, (2) the option feature, by which, with respect to all its hours, or a large portion of its most desirable hours, the affiliate was obligated to give right-of-way to a commercial network program on 28 days' notice, and (3) the term of years covered by the contracts. Also, the question was raised whether one company should be permitted to operate two national networks.

Toward the end of the hearing a motion was filed in behalf of Mutual Broadcasting System asking the Committee to recommend to the Commission the adoption of a temporary regulation to prevent new contracts, or extensions or renewals of existing contracts, beyond a date to be fixed by the Commission, alleging among other things that, particularly in cities having less than four stations with comparable facilities, such contracts prevented Mutual's entry into those areas and handicapped it competitively, and that National Broadcasting Company and Columbia Broadcasting System were in the process of renewing or extending such contracts for a further period of five years after their present expiration dates. At present writing the motion has not been acted on by the Committee.

On June 7, 1939, the Committee planned its procedure for a report based on the investigation. S. King Funkhouser, an attorney of Roanoke, Va., who had been engaged in December, 1938, to assist in the investigation, was designated to assist in preparing the report, under the supervision of General Counsel Dempsey with Rosel H. Hyde, of the Commission's Law Department, as chief legal assistant. At present writing, it appears that a preliminary report will not be ready until September and that submission of a report by the Committee to the Commission is not likely until sometime later in the fall.

MULTIPLE OWNERSHIP OF STATIONS. The Commission has adhered to the principle, announced in a case mentioned in last year's article,* that acquisition of a second station in a city by the licensee of an existing station is ordinarily contrary to public interest. On May 27, 1938, it denied an application for its approval of a transfer of WREN, Lawrence, Kans., to the Kansas City Star, owner of WDAF at Kansas City, for a price of $295,000. It held that joint ownership of the two stations would create a competitive situation dangerous to another Kansas City station

and would “materially reduce competition in the area,” citing its earlier decision. At the time, it appeared that the newspaper-ownership feature might also have been a factor in the Commission’s decision.

On October 20, 1938, however, a majority of the Commission (including Chairman McNinch) approved the sale of WNAX, Yankton, S. D., to the South Dakota Broadcasting Corporation for $200,000. The principal stockholder of the assignee corporation was an Iowa newspaper publisher identified with the ownership of two of the three broadcast stations in Des Moines and of the only station at Cedar Rapids. The majority opinion stated:

“The purchase price for a station may be so high that the conclusion is inescapable that a valuation has been placed on the station’s operating assignment, or that burdening of the station in a financial way will result so that its inability to operate in the public interest may not be clear from the record,”

but concluded that such was not the case before it. Commissioner Craven, however, dissented, expressing himself in favor of “a diversification of licensees controlling regional broadcasting stations,” and against “a concentration of such licensees in the same or allied interests,” and recommended that the case be remanded for further hearing. From the majority decision, it would appear that the Commission does not intend to extend its principle of multiple ownership to stations in different cities, but it would be premature to venture a conclusion to this effect. Cases are pending before it, involving somewhat the same issue, and they have been designated for hearing.

There has still been no indication that the Commission intends to apply its restriction in multiple ownership in the same city retroactively.

The most significant development, at least in its potentialities, was the searching inquiry into ownership and control initiated by the questionnaires sent out in the fall of 1938 and the early winter of 1939, the compilations drawn from the returns by the Commission’s Accounting Department, and the introduction of the compilations in the form of 117 exhibits at the network hearing on March 30, 1939, accompanied by elaborate indices. The exhibits were not all instances of multiple ownership since many of them dealt solely with situations where a substantial interest in a licensee corporation having a single station was held by another corporation. The exhibits tended to show that some 341 stations were affected by multiple ownership or control, although in some instances, the relationship was exceedingly tenuous.

**Absentee Ownership.** In the proposed revision of its rules governing standard broadcast stations, as submitted for hearing in June, 1938, there was a requirement that an applicant for a Class IV (local) station must be “a resident in, and familiar with the needs of, the community to be served.” This was eliminated in the rules as finally adopted on June 23, 1939.* In support of its recommendation that it be eliminated the Committee stated:

“If, however, a local resident makes an application and makes a showing which is equal to that made by a concurrent non-resident applicant, the Committee of course would recommend that preference be given to the application of the local resident.”

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FEDERAL RADIO REGULATION—Continued

NEWSPAPER OWNERSHIP OF BROADCAST STATIONS. On June 27, 1939, after a tumultuous experience of some three years, the issue of newspaper ownership of broadcast stations passed away, at least temporarily and certainly without fanfare. The demise was brought about by an action of the Commission, unanimous as to the six active members, reconsidering an earlier action setting for hearing a case involving assignments of license of two stations in Allentown, Pa., to a newspaper-controlled corporation, and granting the applications without hearing. The two stations shared time on 1440 kc. One of them, having slightly more than half the time, was owned by a company publishing the only morning and evening newspapers in the city. The transaction resulted in giving the newspaper publisher 65% control of the resulting full-time station, the only station in the city.

On March 13, 1939, a bare majority of the Commission (Commissioners Case and Craven dissenting and Brown not participating) had designated the applications for hearing

"to determine whether the granting of the applications to consolidate the two existing stations would result in, or tend toward a monopoly in radio broadcasting in Allentown and its immediate environs, and to determine if the operation of the stations"

by the newspaper would be in the public interest. The majority action was not accompanied by any statement of reasons. In an able and vigorous dissenting opinion, which will probably be recorded as the final turning-point in the controversy, Commissioner Craven declared that the action meant that the majority had already adopted in their own minds, or contemplated adopting, a principle adverse to newspaper ownership (or, at least, a class thereof), and in enumerating his reasons for voting against such a policy, stated that the Commission had no power under the statute to exclude newspaper publishers; that, even on the assumption that it has the power, its exercise would be contrary to public interest, and that a hearing on the particular applications involving stations in a comparatively small city in one State

"is not a proper or fair method of determining whether such a policy should be adopted."

He cited the fact that as of January 15, 1939, some 238 broadcast stations in the United States had newspaper publishers identified with their ownership and that the number had increased since that date. If the Commission were to adopt the policy in question

"it must be prepared to extend it to all cases, existing and future. It must be prepared to refuse to renew the licenses of some 240 broadcast stations and to destroy or hand over to others the investments which their owners have in these stations.”

The continuous record of some 18 years of newspaper ownership of a number of broadcast stations, he argued, refutes any implication that such stations as a class render less meritorious service or exhibit greater evils or dangers than stations under non-newspaper ownership. He directed attention to the fact that, by common knowledge, the newspaper extras of former days have almost disappeared, that broadcast stations are relied upon to a constantly increasing extent for news and comments upon news, and that they are both important customers of news services and creators of news agencies. Facsimile may ultimately mean that the newspaper of the future will be transmitted by radio into the home.

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Chairman McNinch immediately released a statement commenting on the dissenting opinion, saying

“What objection can there be to allowing the people directly affected by a proposed local monopoly of communications to say what they want in an open hearing?”

So far as is known, however, no one had protested against the proposed assignments of license.

On May 1, 1939, the Commission issued its notice of hearing in the case, specifying three issues, including the specific question of alleged monopoly, and the hearing was scheduled for June 6. On May 18 the applicants filed a motion to quash the hearing on the ground that the Commission had no power to consider the question. This motion was referred to the full Commission because of the “novelty of the issue,” but was denied on June 6, Commissioner Craven dissenting. Suddenly and somewhat unexpectedly, the Commission reconsidered and granted the applications on June 27th.

Another indication of the more recent views of the Commission is found in the testimony of Commissioner Brown, then Acting Chairman, before the House Appropriations subcommittee on June 20, 1939. In response to a question he said:

"Except through its decisions, the Commission had not arrived at any definite policy. In that connection, I would like to refer to the Congressman to this language in a recent decision of the Court of Appeals of the District, in which the court stated, ‘We know of no statute which would prohibit a newspaper from owning a broadcasting station.' That is our position."

The history of the question is both interesting and instructive. It is one of the principal examples of issues that originated and developed outside the Commission, finally to assume such proportions as to force itself on the Commission’s attention and to persuade some of its members of its merits. There is nothing in the Radio Act of 1927 or the Communications Act of 1934 which even remotely suggests that Congress intended to make newspaper ownership a disqualification. On the contrary, in 1927 and even more so in 1934, a large number of the better-known broadcast stations were owned by newspaper publishers without substantial objection or complaint.

The birth and growth of the anti-newspaper school of thought has been ascribed to a number of factors and is probably due to a combination of several of them rather than to any one. In the first place, after 1934 there began a general movement of newspaper publishers to secure stations and in several instances, including the Hearst organization, a multiplicity of stations. In the second place the President, after his experience with opposition from the press, was known to look on newspaper ownership with askance, as were also other public officials and members of Congress. In the third place, several influential members of Congress had specific situations in mind which, in their opinion, presented dangers. Additional factors sometimes mentioned included a tendency on the part of certain representatives of national networks to exploit the issue as a red herring to deflect charges made against their organizations, the business practices of a few newspaper-station combinations, and possibly others. In any event, by the summer of 1937, as pointed out in an earlier article,* the

school of thought had found expression in a minority opinion by one member of the Commission, in speeches and statements by prominent members of Congress, and in a bill introduced to require a complete divorce of newspaper and broadcast station ownership.

With the appointment of Mr. McNinch as Chairman in 1937 there were unmistakable indications that newspaper ownership would be considered a major issue. In his first press conference, he stated that he regarded it as "one of the important policy problems to be thought through and either determined by the Commission or presented to Congress with recommendations, if any, as the Commission may see fit to make." In the meantime, resolutions introduced in Congress in 1938, and again in 1939, for investigation of the Commission regularly specified newspaper ownership as a subject of inquiry. For a period of a year or more, while no application was denied solely and expressly because the applicant was identified with a newspaper, a number of applications by newspaper publishers met adverse decisions on other grounds.

By the end of March, 1938, as appears from last year's article,* it seemed that there had been sufficiently definite pronouncements by both the Commission and the Court of Appeals and that henceforth it was unlikely that newspaper publishers would be at a disadvantage. In addition, the Report on Social and Economic Data submitted to the Commission by its Engineering Department on July 1, 1937, and made public January 24, 1938, contained a sensible discussion of the subject, which was elaborated in Part I of the Report of the Committee on Proposed Rules, made public January 18, 1939.

The issue, however, still persisted into the year 1938-1939. In a report submitted early in November, 1938, an examiner recommended denial of an application involving transfer of control of a station to a newspaper concern already owning 49% of the licensee's stock, saying that a grant would give that concern "all the means of disseminating news or other information in the area and complete control of all advertising media available in the area. *** In view of these facts, it appears that this would tend to restrict competition in the dissemination of news and information, and in advertising."

During oral argument on this case on May 11, 1939, Commissioner Thompson, newly appointed to the Commission in April, gave indications by his questions that he viewed the situation as a prospective monopoly. The matter of newspaper ownership was commonly regarded as one of the focal issues in the background of the President's move on January 23, 1939, for reorganization of the Commission and amendment of the Act, and was specifically mentioned by him at his press conference the next day. Nevertheless, in a number of cases, with Commissioners McNinch and Walker dissenting in certain of them, the Commission approved the acquisition of stations by publishers, frequently and to an increasing extent without hearing.

A curious twist to the newspaper question arose in Part II of the committee's report on rules and regulations, released June 7. In stating reasons for refusing to authorize power in excess of 50 kw., and in pointing to "certain policies" in the argument in behalf of the higher power, the

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committee stated that it cannot be concluded safely that if radio competition with other media should be "highly successful," the public interest would be served by permitting the "economic annihilation of these other media." The committee further states:

"Consequently, it may be possible that influence might be exerted to stem an economic trend having adverse social effects. Such a movement has been attempted already but so far without success. However, since radio is an industry dependent upon governmental license to use the public domain, it cannot safely be argued that Congress will always permit radio licensees unlimited opportunity to secure all advertising business to the serious detriment of the economic structure of important and necessary services rendered to the public by unlicensed media. The latter have a far greater capital investment and affect the employment of many more thousands of people than radio. Labor displacement resulting from technological development is one of the social problems of the modern age and consequently this is a significant economic factor to be considered in the future of radio advertising business."

This was followed by press association stories interpreting the language as forecasting steps by the government to protect newspapers from unlimited radio competition. The interpretation was promptly denied at the Commission.

SALE AND LEASE OF BROADCAST STATIONS. Except for leases, management contracts and similar arrangements, the issue of "trafficking in licenses" and "sale of wave-lengths" has run a course closely parallel to the issue of "monopoly" based on newspaper ownership. Applications for the Commission's consent to an assignment of license or a transfer of control, which until a few months ago would regularly have been subjected to severe scrutiny, expensive hearing, and hazard of denial, are now granted without hearing almost as a matter of course. An important subdivision of such cases, involving the sale of a station to be moved from one city to another, was, by "proposed decisions" rendered June 21, 1939, and June 27, 1939, tentatively held to be not within the scope of Section 310 (b) of the Act requiring the Commission's consent to assignments of license and transfers of control. Thus, quietly and almost unnoticed, a dispute which at all times was more over words than ideas but which nevertheless gave provender for endless demagogy, has, after a meteoric career, all but burned itself out. It, too, was an issue which originated outside the Commission.

In view of the phraseology and legislative history of Section 310 (b), there is room for no great difference of opinion as to its meaning or the intent of Congress. It was originally inserted in the Radio Act of 1927 to fill a gap left by the Radio Act of 1912, so as to give the licensing authority control over changes in the ownership and control of stations and to subject the purchaser to the same tests of eligibility as were applied to applicants for new stations. The first consideration which Congress had in mind was to prevent stations from passing into the control of aliens. Another consideration which came to the forefront in the years immediately prior to 1927 was to prevent and control any tendency toward monopoly. Whether or not the price paid by the purchaser was too high was not regarded as a material consideration requiring regulation by the government. In fact, when the bill which became the Radio Act of 1927 came before the Senate
FEDERAL RADIO REGULATION—Continued

an amendment was added forbidding the Commission to approve any transfer where the price exceeded the physical assets, “to prevent the selling of wave-lengths for profit.” This amendment, however, was stricken from the bill as it finally passed.

From 1927 to 1936 no substantial issue was raised. In a large number of cases, the Federal Radio Commission and, after 1934, the Federal Communications Commission, approved transfer after transfer, more often than not without hearing, although an increasing tendency to require data as to price and value of assets was exhibited. In 1934 the section was elaborated to extend to transfers of control in licensee corporations but otherwise no material change was made. A proposal to require a hearing in each case was rejected.

A milestone was erected by the Commission’s approval, on August 18, 1936, after hearing, of the sale of KNX, a 50 kw. clear channel station in Los Angeles, to Columbia Broadcasting System for $1,250,000, whereas the original cost of the physical property was $177,982.15 and its depreciated value only $63,763.30. The Commission’s decision passed on the reasonableness of the price and justified its conclusion by pointing out that, on the basis of the present and probable future earnings of KNX, a return of approximately 16% or 17% would be received on the consideration paid. This case was followed in the fall of 1936 by applications seeking Commission approval of the sale of WOAI, a 50 kw. clear channel station at San Antonio, Texas, to Columbia Broadcasting System, for a price of $825,000 on facts showing a larger proportion both of value of physical assets and of earnings to purchase price than in the KNX case. By this time, however, pandemonium had broken loose, in Congress and elsewhere, on the subject of “trafficking in licenses” and “sale of wave-lengths,” and the examiner who heard the WOAI case turned in a scathing report in December, 1936, denouncing the transaction and recommending denial. Because of the expiration of the contract of purchase, the case was not passed on by the Commission. At about the same time, Commission approval was asked of an assignment of the license of KSFO, San Francisco, to the Columbia Broadcasting System, under a lease. The examiner who heard this case in December, 1936, later turned in a report recommending denial.

The furor over the “sale of wave-lengths” was really closely related to the then current agitation against the national networks on the score of monopoly, but curiously neither the Commission, its examiners, nor the complaining members of Congress seemed to realize that the question whether a network organization already had too many stations, or should be allowed to acquire another, was a separate issue, and might be passed on as such without reference to the price paid. In any event, in speeches on the floor of Congress, in hearings before Congressional committees, and in resolutions seeking investigation of the Commission, the charge of permitting “trafficking in licenses” became and remained one of the principal allegations against the Commission from 1937 to 1939. When Mr. McNinch became Chairman of the Commission, at his first press conference in October, 1937, he declared that, according to his understanding, a licensee has nothing to sell except the physical property, that there is no good will to pass on, and that, as applications came before the Commission for action, he would be interested to know “what is the actual, legitimate cost or value of the equipment that would follow with the transfer of license.” The subject was one of those mentioned by the President on January 24, 1939, in
FEDERAL RADIO REGULATION—Continued

support of the statements in his letter on the previous day that "new legis-
lation is also needed to lay down clearer Congressional policies on the
substantive side."

During 1937 and for a considerable portion of 1938, matters remained
at a standstill at the Commission, and applications, including a number that
had been heard, were subjected to interminable delays while a flood of oral
arguments and briefs were submitted, and members of the Commission de-
bated and failed to agree. The pressure of need for action on normal busi-
ness transactions became too great to be longer resisted, however, and the
issue was compromised (and its solution avoided) by the simple device of
issuing decisions approving transfers, in which the facts were recited and
no reasons, principles or grounds were stated. This process, which began
in April, 1938, was applied to a gradually increasing extent to other cases,
some of them involving just as great a disparity (proportionately) between
the value of physical assets and the purchase price as in the KNX case and
several of them being the subject of adverse examiners' reports. With two
exceptions to be noted below, virtually the only applications denied were
in cases where other considerations intervened and predominated, such as
multiple ownership.

The first exception was a proposed transfer of license of WTIC, a 50
kw. station at Hartford, Connecticut. The license was held by a subsidiary
corporation of the Travelers Insurance Company and the application was
for approval of an assignment to another newly-organized subsidiary cor-
poration. The motive for the transaction was more efficient bookkeeping
and operation through combining ownership of the station property and
equipment (which had theretofore been owned by the parent corporation
and leased to the subsidiary) and operation of the station in one corpora-
tion. Losses of nearly $2,000,000 had been incurred in the operation of
WTIC over a period of years, and the subsidiary had given the parent
corporation a note for $1,500,000, payable as to both principal and interest
only out of profits. Under the proposed transfer the new subsidiary would
take over this note. The application, filed in the spring of 1937, had been
heard before an examiner in October of that year. The examiner (the same
one that had turned in the report in the WOAI case and a number of others
in which a similar philosophy was given effect) recommended denial in a
document fulminating against the transaction which he characterized, in
substance, as the sale of a wave-length for $1,500,000. The case was argued
orally before the Commission in May, 1938, and on November 1, 1938, a
bare majority of the Commission (Commissioners Brown and Craven dis-
senting and Case not participating) rendered a decision denying the applica-
tion without, however, placing it squarely on the question of price. In a
courageous dissenting opinion, which must now be regarded as a land-
mark in the history of this issue, Commissioner Craven reviewed the sub-
ject at length, including reference to the legislative history of Section 310
(b) and stated that he knew of no law, philosophy or regulation making it
good public policy to deprive a pioneer of the opportunity to regain moneys
expended for development when the development has resulted in benefit to
the public. He expressed himself strongly against the "bare bones" policy
in transfer cases, and pointed out that if this policy were the law it was
just as illegal to pay $25,000 more than the value of the assets as it is to pay
$1,500,000 more. He further pointed out the hardships, injustices and dif-
ficulties that would be corollary to such a policy, as well as of other poli-

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cies that had been suggested. On November 28, 1938, a petition for rehearing was filed. It slumbered in the Commission's Law Department for over six months. Finally, on June 20, 1939, the Commission reopened the case for further oral argument on July 13.

The second exception has to do with transfers of license under a lease by which the assignee pays the assignor a rental over a period of years and is obligated to re-assign the license to the assignor at the expiration of the lease. As pointed out in last year's article,* the Commission's position on this question was forecast in a negative action having to do with WMAL, Washington, D. C., on April 20, 1938. The position crystallized in a decision rendered October 20, 1938, in which an application (filed and heard in 1936) for approval of assignment of the license for KSFO, San Francisco, to Columbia Broadcasting System was denied.† The majority opinion stated that to recognize a right in the assignor to recapture the license upon expiration of the lease "would be tantamount to the recognition of an outsider to the use of a frequency for a future time" and that the arrangement "is misleading to the public generally and particularly misleading to the investing public." Referring to previous actions in earlier years, in which consent had been given to similar transactions, it stated that if any of them might be considered as approval of such lease provisions, "then to that extent such actions are hereby overruled." The case was appealed and is now pending before the Court of Appeals (see Part IV).

On May 16, 1939, the Commission adhered to this position in denying an application involving an assignment of the license of WAPI, Birmingham, Ala., to a new corporation, of which Columbia Broadcasting System held 45% of the stock. The Commission labelled the arrangement as "subversive of the general public interest," stating that it would have a tendency toward "domination and control of radio broadcast facilities by persons or corporations to whom licenses therefore are once issued by the Commission, and who, therefore, although not operating the stations themselves, exact tribute in the form of rental from those actually using the facilities to serve the public," and that the Commission did not "consider it in the public interest to permit a practice to continue which has the effect of permitting existing broadcasting licensees who disassociate themselves from the operation of their stations for a period of years to be in the same position as those who continue to operate their stations."

On June 2, 1939, a petition for rehearing was filed and is still pending.**

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† Commissioner Brown concurred in the result but not in the reasons.

** A further example of the same principle is furnished by a decision of the Commission in December, 1938, in which the Commission made its approval of a transfer conditional upon modification of the sales contract to preclude recapture by the assignor should the assignee fail to comply with its terms.
FEDERAL RADIO REGULATION—Continued

It is possible that the principle thus applied to leases of stations may be extended to lesser arrangements whereby control of the station passes in part (or is alleged to do so), such as in the so-called "management contracts" under which, for a 10-year term, National Broadcasting Company manages four broadcast stations owned by and licensed to the Westinghouse company. On June 1, 1938, the Commission ordered a hearing on these contracts, and the inquiry was later conducted as part of the network investigation. During the investigation it was alleged, furthermore, that the prevalent contracts between networks and their affiliated stations constituted pro tanto assignments of licenses.

Following the adoption of the elaborate new application forms in the early part of 1939 (see Part I-B), the Commission adopted the policy of dispensing with any hearing at all in assignment cases where only a sale was involved, and thereafter granted such applications without hearing, apparently without regard for or consideration of the purchase price. Since no decisions or findings are made or published under such circumstances, it is impossible to state dogmatically what principles (if any) have been agreed on or are being followed by the Commission, but it seems fair to say that the "bare bones policy" has been completely discarded. This is all the more remarkable in that, as late as January 23, 1939, in his appearance before the House Appropriations subcommittee, Chairman McNinch disclosed that the Commission had been unable to agree upon any formula or yardstick to be applied to transfer cases.

It remained for the closing days in June, 1939, to provide a fitting anticlimax to the shadow-boxing. On June 27, the Commission announced its "proposed decision" in what the parties and all persons following the proceedings had treated and regarded as a transfer case but which, according to the Commission, was no such thing. The Greater New York Broadcasting Corporation (controlled by Arde Bulova), the owner of two part-time stations in New York City (WBIL, having one-fourth time on 1100 kc., and WOV, operating daytime only on 1130 kc.), entered into an arrangement to purchase WPG, Atlantic City (having the remaining three-fourths time on 1100 kc.) for $275,000.* The net result of the proposed transaction was that the owner of the two stations in New York would end up with one full-time station in that city on 1100 kc., and Atlantic City would lose its station. Following the procedure which has been regularly followed and prescribed for years, an application was filed asking the Commission's consent to assignment of the license for WPG to the New York corporation, accompanied by the usual application for a construction permit. The hearing was one of the most hotly contested in recent years, the principal issue being over the alleged sale of a wave-length.†

The Commission's proposed decision gives effect to the transaction but holds that, in essence, the application was for the establishment of a full-time station in New York on 1100 kc., that it "does not involve a transfer of license now held by the City of Atlantic City," and that this contract "in so far as it deals with the purchase of the facilities of Station WPG

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* Bulova had already paid large sums for the acquisition of WBIL and WOV and it is said that his total outlay for acquisition of the three stations was close to $900,000.

† The case has a long history, WBIL having formerly been owned by the Paulist Fathers, a religious organization which played an important role in stirring up agitation against the networks in 1936.
FEDERAL RADIO REGULATION—Continued

is a matter of private concern between the City of Atlantic City and the Greater New York Broadcasting Corporation and does not require Commission consent or approval."

On June 21, 1939, the same reasoning had been applied to a proposed purchase of a station in Los Angeles, to be moved to San Diego but, since the procedure did not square with the new theory (although it had been expressly approved in previous decisions of the Commission), the "proposed decision" denied the application—to the discomfiture of the attorneys for the parties. It is interesting (but futile) to speculate how the Commission will henceforth dispose of transfers involving a change of site, frequency, power or hours of operation in the same city.

C. REGULATION OF PROGRAM CONTENT

STATUTORY PRESCRIPTIONS. If there is any one thing clearer than another in the Radio Act of 1927 and in the Communications Act of 1934, it is that Congress intended that the Commission should not have the power to regulate the contents of broadcast programs. Section 326 of the Communications Act, which cannot be too frequently repeated, provides in part:

"Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication."

If it be necessary to demonstrate that this language was intended to mean what it says, and that it should be construed in accordance with its intent, reference may be had to its legislative history and to the experience of the Federal Radio Commission and of the Federal Communications Commission in deviating from its mandate.*

There are, it is true, certain express prohibitions in the Act. Section 326 forbids the utterance of "any obscene, indecent, or profane language by means of radio communication." Broadcasters must afford equal opportunity to legally qualified candidates for public office. The broadcasting of any lottery matter is forbidden. Announcements must be made of sponsored programs. Unauthorized rebroadcasting is prohibited.

Violation of any of these provisions is made a criminal offense, punishable by heavy fine and imprisonment. A person charged with such a violation is entitled to a jury trial and to numerous other procedural guarantees and safeguards which are lacking in a proceeding on an application for renewal of license or a revocation-of-license proceeding before an administrative agency such as the Commission. Logic would seem to require that, before the Commission may take such an offense into account (if it is to do so at all), there should first be a conviction by a court of competent jurisdiction. Some doubt, however, is bred by Section 312(a) of the Act which authorizes the Commission to revoke a license "for violation of or failure to observe any of the restrictions and conditions of this Act," and, until the courts pass on the question, it remains uncertain whether the Commission itself is to determine the violation from the facts or whether it must await a conviction by a court. During the past year its

power to determine the violation itself was directly challenged with reference to alleged lotteries and, while the Commission has not obligated itself, it has implied that henceforth it will refer reported violations of the Act over to the Department of Justice.

PROGRAM STANDARDS. From the outset until the past year the Commission has consistently taken the position that it has no power under the Act to prescribe standards of program service, or even of advertising, by formal rule or regulation, although strongly urged to do so at times by interested groups and by members of the Commission itself. The promulgation of such standards, it has said, would be censorship in violation of Section 326. Its attitude was expressed in the following excerpt from a report which the Federal Radio Commission made to the Senate in 1932:

"Any plan to reduce, limit, and control the use of radio facilities for commercial advertising purposes to a specific amount of time or to a certain per cent of the total time utilized by the station must have its inception in new and additional legislation which either fixes and prescribes such limitations or specifically authorizes the Commission to do so under a general standard prescribed by that legislation. While the Commission may under the existing law refuse to renew a license to broadcast or revoke such license because the character of program material does not comply with the statutory standard of public interest, convenience, and necessity, there is at present no other limitation upon the use of radio facilities for commercial advertising."*

The experience of the Commission during the period covered by this article has confirmed the wisdom of its earlier view. Under the proposed revision of regulations presented as the basis for the hearing of June 6, 1938, an applicant for a new station or for an increase in facilities of an existing station would be required to make a satisfactory showing among other things:

"(1) That the proposed programs are of such standard as to provide a meritorious service, including such cultural programs as may be required, to the listening public; that there is a need for such service; and that the necessary program material is available to provide such service." (Italics supplied.)

This proposal raised a storm of protest, voiced at the hearing by representatives of the industry and others. In Part I of the Committee's Report, released January 18, 1939, it recommended that the proposed rule be deleted from the revision, and the Commission followed this recommendation on June 23, 1939. The Committee also, however, discussed at some length "rules governing program service" and "standards of public service," making a distinction between the two. It rejected the idea of rules

"because it has the danger of requiring the Commission to exercise a regimented control of program service which would result in the imposition of its judgment upon the American people"

and because of "the specific prohibition against censorship."

The Committee showed a more receptive attitude toward the promulgation of "standards of public service." It stated that "it is the duty of the Commission to see to it that the radio service is not debased and that it shall be operated in the public interest," and that the Commission shares

FEDERAL RADIO REGULATION—Continued

in the responsibility that each station licensee "offer programs which will fully satisfy the public needs in the particular area served." It concludes that some standards "might not be unreasonable," but "that such standards should be minimum standards and that they should be utilized solely as guides and subject to variation in accordance with changed conditions and even then should not be requirements of the Commission."

It then proceeds, in 13 paragraphs, to enumerate such standards, preceded by the statement, "For example—subject to exceptions to the rule—a station licensee might be considered to have earned the right of expectancy of renewal of license if he had adhered to the following practices in the operation of a broadcasting station:"

Following the enumeration, the Committee expresses the opinion that "the Commission should not prescribe such standards at this time. However, this matter might be the subject of a future hearing of a legislative character in which may be considered not only the feasibility of adopting standards but also the procedure for making them effective."

These 13 paragraphs of standards are most illuminating. With respect to programs, they would ban "programs in which there is obscenity, profanity, salaciousness, immorality, vulgarity, viciousness, malicious libel, maligning of character, sedition, and malicious incitement to riot or to racial or religious animosities so as to contrive the ruin and destruction of peace, safety, and order of the public," and would require that "all programs should be formulated for broadcasting to the home, so that no listener would be compelled to tune out the station because of doubtful effect on youth."

A station must at all times maintain "a liberal reaction to public opinion and demands with respect to the service rendered by the broadcasting station"; must be "fair and equitable when making its broadcasting facilities available to citizens and organizations of the community . . . regardless of race, creed, or social and economic status"; must render "a balanced program of service of diversified interest to all the public"; must exercise "care to insure that the listening public has an opportunity to hear opposing schools of thought on controversial subjects of public interest"; and must avoid "making the station's facilities available for editorial utterances which reflect solely the opinion of the licensee or the management of the station."

With respect to advertising, the station must avoid "the broadcasting of lottery information, false, fraudulent or misleading advertising, and programs containing uninteresting and lengthy advertising continuity."

In the advertising of medical services or products, the station must require that "the representations made be strictly truthful and decorous," and must use "as a basis for determining the truth of such advertising the findings
of the United States Food and Drug Administration, the Post Office Department, the Federal Trade Commission, the local medical authorities and the expression of the Federal Communications Commission as found in its decisions."

The station must exercise
"care in making its facilities available on an equitable basis to all if to any advertisers in the community."

In Part II of the Committee's Report, released April 7, 1939, some 52 pages are devoted to "Program Service," (as compared with less than 22 pages devoted to the technical facts showing need for improved service) with a succession of tabulations and analyses of program data resulting from the questionnaires sent out in the spring of 1938, in an attempt to determine the apparent effect and influence of various factors such as (1) class of station, (2) time designation of station, (3) power classification of station, (4) size of community, (5) network affiliation of station, (6) revenue classification of station according to net sales, (7) geographic regions, and (8) media of rendition. The Committee found the data inadequate as a basis for final conclusions and stated there was a

"need for additional data thoroughly analyzed and presented both as to listener preference for a pattern of program service as provided by the broadcasters."

To obtain the desired data a revised and more complete questionnaire form was recommended, the Committee saying,

"This procedure would tend to lead toward a general and satisfactory standardization in classification of programs and make possible for comparative purposes a more ready evaluation of the program service of broadcast stations."

The distinction made by the Committee between a "rule" forbidding a certain type of program and a "standard" under which the Commission may refuse to renew a license for broadcasting the same type of program, is too subtle for the writer. In practical operation, it is to be feared that the only difference would be that the "standard," qualified vaguely by "exceptions," would simply serve as a device for permitting discrimination between two licensees guilty of the same offense, a situation which has arisen altogether too frequently in the past. Notwithstanding the Committee's protestations to the contrary, the inevitable tendency of its reasoning, its conclusions and its recommendations is toward formal regulation of program content to the point of regimentation and censorship. All that can be said in its favor is that, if this is to be the tendency, it is better that it be done openly in the form of published standards of which licensees may have advance knowledge than that it be done purely ex post facto in decisions denying applications for renewal of license.

In its action of June 23, 1939, adopting the revised regulations, the Commission took no action on the Committee's proposal with respect to standards, and, it may be predicted, it is not likely to take such action in the near future. In the interim, the tendency toward censorship was overtaken and, it is believed, turned back by a succession of events, the principal of which will be mentioned below, including the Mae West, the "Beyond the Horizon" and "War of the Worlds" incidents, the release on February 27, 1939, of a report of the Committee on Program Complaints, accompanied
by a robust dissent by Commissioner Craven, and the Commission’s adoption on May 23, 1939, of its rules relating to international broadcasting (discussed in Part III-C), each action followed by a country-wide flood of complaint, criticism and charge of censorship.

PROGRAM COMPLAINTS—PROCEDURE. On March 9, 1938, the Commission set up a “Committee on Informal Complaints,” consisting of Commissioners Payne, chairman, McNinch and Sykes. Mr. McNinch asked to be relieved and, two weeks later, Mr. Craven was appointed in his stead. The occasion for the Committee was the extensive criticism then prevalent of the Commission’s procedure in handling complaints of all kinds against stations, including program complaints. The Commission’s practice, instituted several months before, was to notify stations of all complaints received against them, no matter from what source or with how little foundation. Without any investigation worthy of the name, licensees would be given only “temporary” renewals of license, instead of regular renewals, and the fact of their uncertain status would be made public, to their great damage and to the advantage of competitors. After investigation, if the charges proved unjustified, the “temporary” licenses would be replaced by regular licenses; otherwise, the renewal applications would be set for hearing. The price of securing a regular license and of escaping hearing was frequently the discontinuance or modification of the program objected to, to meet the demands of the Commission (or, more frequently, its Law Department).

The Committee held a meeting in April, 1938, at which it asked the Law Department for certain information, which was supplied late in July. The Committee then asked the Law Department to submit a plan of organization and procedure, defining the manner in which complaints should be handled and routed through the Commission’s staff.

In the meantime, in May, it became known that the Commission’s Secretary, presumably upon direction of the Commission, was sending out a new form letter stating that thereafter it would not be the practice to supply any person with copies of complaints against stations, and that, in following up each complaint which on its face appeared meritorious, the Commission would request the station to supply certain information. It then developed that the Commission was asking stations for verbatim copies of continuity of the program in question, although neither the law nor the regulations required the keeping of transcripts of all words uttered and such a requirement entailed a tremendous and expensive burden for many stations. On July 6, 1938, a letter from the Secretary in response to an inquiry was construed as indicating that the Commission expected stations to maintain complete transcripts of all programs broadcast. Reports from the field indicated that inspectors were becoming more active in monitoring and investigating stations, particularly with respect to programs.

By the middle of August, while the Commission was in the midst of a summer slump of partial inactivity, the industry was in a state amounting almost to an uproar. About 24 stations had had their renewal applications set for hearing, most of them because of program complaints, and an additional 15 stations held “temporary” licenses pending investigation of similar complaints. On September 27th, the Commission set the renewal applications of some 10 more stations for hearing because of the broadcast of “Beyond the Horizon” and issued “temporary” licenses to them. Com-
missioner Craven had expressed disagreement with the Commission's action. At this point, because of the brisk and unanimous public reaction to this incident, there was a noticeable abating of the tide. On October 25th, on the initiative of Commissioners Sykes and Craven, the Commission rescinded its action with respect to the 10 stations, and gave them regular license renewals (although at the same meeting it set another renewal application for hearing and issued a "temporary" license to the station). It also instructed its Law Department to make a study of the whole subject of program jurisdiction, especially as to lottery information and profanity,* it being understood that this study was not to supplant the work of the Committee on Program Complaints. The general counsel was instructed to confer with the Department of Justice, which he did, and thereafter submitted a memorandum to the Committee. It was understood that the Department had offered its services on program violations falling within the penal clauses of the Act, which would permit the Commission in such cases simply to notify the Department of the results of its investigations and to let the Department take the responsibility thereafter.

By December it became known that there was disagreement within the Committee, which had been asked to submit its report by December 15th. The disagreement persisted and was later reflected in the release, on February 27, 1939, of a majority report by Commissioners Payne and Sykes, and a minority report by Commissioner Craven. The majority report was adopted on that day by the other six members of the Commission. It was intended to deal primarily with the procedure to be followed in handling complaints. Without distinguishing between complaints as to kind or seriousness, it directed the Law Department to investigate all complaints "of an informative character . . . in such manner as may appear warranted," and provided:

". . . Thereafter and upon the completion of the investigation the Law Department should report its findings with appropriate recommendation either upon the renewal of license application or with a memorandum on the subject of revocation of license, as the case may appear to warrant. As to revocation few single complaint matters will warrant such action. In addition, such proceedings may or may not appear warranted in cases of specific violations of the Act, orders or rules and regulations of the Commission where the complaint matter is being contemporaneously reported to the Department of Justice for possible criminal action."

Naively enough, the report included "a summary of the usual complaint matters handled," under two headings. The first heading embraced violation of the statute and of the Commission's regulations. The second heading was "Programs contrary to public interest," over the following enumeration:

1. Fortune telling.
2. Astrology.
4. False, fraudulent and misleading advertising.

* In pleadings filed in August, 1938, the Commission's jurisdiction over program offenses subject to criminal proceedings and penalties under the Act had been challenged by the owners of two stations.
FEDERAL RADIO REGULATION—Continued

5. Defamatory statements.
6. Refusal to give equal opportunity for discussion on controversial subjects.
7. Suggestive programs bordering on obscenity or indecency.
8. Programsoffending the religious sensibilities of listeners.
9. Programs in which the station takes sides on political, religious or racial questions.
10. Children's programs.
11. Liquor and cigarette advertising.
12. Programs in which a concert or music is interrupted for the interpolation of advertising announcements.
13. Programs containing too much advertising.
14. Too many recorded programs.

Naturally, the enumeration was widely construed as a code of forbidden programs.

In his minority report, Commissioner Craven, for the first time in the Commission's history, expressed the view that the procedure theretofore followed was tantamount to censorship. He strongly recommended that

"the Commission abolish entirely its past and present procedure of handling complaints, as well as the practice of designating applications for renewal of license for hearing for isolated instances of infractions of the Act or the Commission's Rules and Regulations, or of conduct of the station contrary to the standard of public interest."

He stated:

"Everyone will agree that there is nothing more vital to our form of government than the preservation of liberty of expression. Broadcasting has largely replaced the public platform of former days as the forum for discussion of issues of public interest, and, if the Constitutional guarantee of free speech is to have any real meaning, it must extend to utterances before the microphone,"

and suggested that the Commission impose four restrictions on itself designed to restrict discipline of stations for program offenses within a narrow compass.

The publication of the majority and minority reports was followed by country-wide reverberations. On March 1, Chairman McNinch issued a blast about what he termed the "gratuitous, alarmist statements by Commissioner T. A. M. Craven in a one-man minority report," using such expressions as "grandstand play," "stump speech" and "flag-waving." Commissioner Craven did not reply.

During the winter and spring of 1939, however, one by one nearly all the pending proceedings against stations on program complaints were dropped and regular renewal licenses were granted. For months, there have been no new instances of "temporary" licenses or the holding up of renewal applications for this cause. There has also been at least one indication of a change in procedure. On February 20, 1939, for the first time in its history, the Commission employed the revocation procedure to terminate a license, because of false statements by the licensee with respect to control of the station. There have also been indications that advantage is being taken of the offer of the Department of Justice.
PROGRAM COMPLAINTS—SUBSTANCE. The complete story has yet to be written—and probably never will be—as to the kinds and varieties of programs which the Commission and its Law Department have deemed serious enough to justify it in initiating disciplinary proceedings. A large proportion of them have never seen the light of day because of steps immediately taken by the station's owner to correct the alleged evil and thus avoid the issuance of a temporary license and eventually an expensive and hazardous hearing on a renewal application.

The more sensational cases have been the Mae West, the "Beyond the Horizon" and the "War of the Worlds" incidents. The first of these was recounted in last year's article.* Chairman McNinch's letter to the network executive on January 14, 1938, had flatly stated that

"upon application for renewal of the licenses of the stations carrying this broadcast, the Commission will take under consideration this incident along with all other evidence tending to show whether or not a particular licensee has conducted his station in the public interest."

A few months later, however, he testified before the House Appropriations subcommittee that the Commission had agreed the broadcast was "legally not a violation of the statute."

On July 28, 1938, WTCN, Minneapolis, together with some nine other stations affiliated with NBC, broadcast Eugene O'Neill's play, "Beyond the Horizon." The play had won the Pulitzer prize some years before and another federal agency, The Federal Theatre, had three times presented the same play, uncensored. The program was broadcast as a sustaining (non-commercial) program over a network, and the affiliated stations, such as WTCN, had no control over what was in the broadcast. During August, on the single complaint from a man and his wife in Minnesota, and, so far as is known, without verifying the authenticity of the complaint, the Commission asked the station to supply a certified verbatim transcript. The station having no copy, it requested NBC to supply it, which was done.

On September 27 the Commission set WTCN's renewal application for hearing because of allegations of "numerous expressions of profane language." At various junctures in the continuity were the words "God" and "damn." The citation led to a peak (up to that time) of press and public criticism of the Commission and, as already pointed out, the action was rescinded less than a month later.

On October 30, 1938, occurred the now-famous "War of the Worlds" (Men from Mars) broadcast of Orson Welles over CBS, resulting in a furor more in the press than in actual fact, since the listener reaction was apparently greatly exaggerated. By this time, however, the Commission had learned to exercise more caution and, in a statement issued by Chairman McNinch the following day, he said, in part,

"I withhold final judgment until later, but any broadcast that creates such general panic and fear as this one is reported to have done is, to say the least, regrettable."

He invited the heads of three national network organizations to a conference in Washington. There was a strict injunction of secrecy on the discussion, but it was known that program standards constituted the principal topic. After the conference he issued a statement saying that the three network heads saw no reason to alter the present bulletin practice

but that it was agreed that such terms as "flash" should be used with discretion in the dramatization of fictional events to avoid possible general alarm. In an announcement a few days later, Mr. McNinch expressed the belief that program standards, general in character, might well get a start after the Law Department had completed its initial study on lotteries and profanity.

These three incidents, while they did much to crystallize public sentiment against censorship by the Commission, do not by any means represent all, or even the most important instances of the tendency during the same period. Most of the others have occurred without attracting publicity and have been buried in a procedural labyrinth. From about May 1, 1938, to about December 1, 1938, renewal applications were set for hearing, or "temporary" licenses were issued, because of complaints as to such programs as the following: discussion of the processing tax in South Dakota, an attack on a medical school and anti-vivisection, discussion of pension plans in California, CIO talks, talks sponsored by the "League for Civic and Political Decency," anti-Catholic broadcasts, depiction of a white-slave situation, an Italian verse in which Woodrow Wilson was referred to as "potzo" (crazy), and pro-Fascist broadcasts. One of the most interesting involved WAAB and WNAC, two Boston stations owned by the Yankee Network. Their renewal applications were designated for hearing on such issues as whether the licensee or any of its officers, directors or employees had used the stations

"to promote or oppose the interest of any candidate in the 1937 mayoralty election"

in Boston, or

"at other times to promote or oppose the interest of any candidate for public office or has used the station to promote the viewpoint of the licensee or persons in control thereof, on public questions in general, particularly during any program identified as 'editorial' or release of the Colonial Network News Service Broadcast during certain periods from 1937 to 1938."

On November 1, 1938, an indefinite postponement of the hearings was ordered, and some months later the stations were granted renewal applications without hearing.

During the same period, similar action was taken with reference to alleged objectionable advertising in a number of instances. Most of the continuities involved fortune-telling or astrology, lotteries and various kinds of contests (including a radio version of Bingo), and medical and patent medicine advertising. In one case, on June 20, 1938, the Commission, in its release justifying its designating a renewal application for hearing, said that its investigation of the programs

"did not disclose that the advertising was in accord with stipulations entered into by the manufacturers with the Federal Trade Commission and Food and Drug Administration, Department of Agriculture, following proceedings had and cease and desist orders entered by those agencies."

The continuities in question were commercial announcements for Cystex, an internal remedy, and Kolor-bak, a hair preparation. A large number of other stations had been carrying the same announcements. The action was later rescinded.
FEDERAL RADIO REGULATION—Continued

Almost the only ray of hope during this period was the announcement on October 27, 1938, that a protest by the president of the Bach Society of New Jersey against the broadcasting of music "swinging" the classics and asking that offending stations be penalized by suspension or revocation of license, had been rejected by the Commission on the ground that it had no jurisdiction over the matter.

The last occasion on which the Commission actually denied a renewal application for any such cause was on May 27, 1938. On that date it announced decisions which deleted three stations. In two of the cases the offenses were violations of technical regulations. In the third, the grounds were that the station had been used "to broadcast information relating to a lottery" and that it had "failed to exercise proper control over the broadcasting of foreign commercial announcements." In a decision on January 16, 1939, granting a renewal of license, the Commission made it clear that it intended to hold stations strictly accountable for commercial programs making fraudulent claims "concerning the treatment of human disease and misery." The license was renewed because the station's management had changed and the programs had long since been discontinued. The announcements found objectionable were of the Basic Science Institute, a chiropractic organization, and the Samaritan Institute, which advertised a 48-hour treatment for alcoholism.

The question of selling time for religious or quasi-religious broadcasts was brought to the front late in November, 1938, following the widely-publicized addresses of Father Charles E. Coughlin, speaking over an independent hook-up of some 50 stations. Three stations declined to carry the broadcast when he failed to submit his manuscript in advance, and certain New York stations were thereupon subjected to picketing and near-rioting, and there was a deluge of literature urging listeners and advertisers to boycott them. In an address on November 19, Chairman McNinch stated that if any attempt were made to debase radio as an instrument of racial or religious persecution in this country, the Commission would employ every resource at its disposal "to prevent any such shocking offense." Later, in an address on January 26, 1939, he expressed himself strongly against censorship but also said that broadcasting cannot

"become a propaganda medium serving the interests of any administration, Democratic or Republican, or any political, religious or economic organization, or any individual, however rich or powerful, to the exclusion of others."

An important factor in steering public sentiment against censorship in addition to editorials and columns in the press, was a series of magazine articles. In an article appearing in Fortune in the spring of 1938 there had been a warning against meddling with broadcast programs. Articles entitled "Radio Gets the Jitters" in the March, 1939, issue of the American Magazine and "Freedom, Radio, and the FCC" in the May, 1939, issue of Harper's Magazine also contributed. The principal and most effective presentation, however, was the essay "Not So Free Air," by Stanley High, in the February 11, 1939, issue of the Saturday Evening Post. Its charges against the Commission on the score of censorship so stirred Chairman McNinch that in his radio address February 10 he paid his respects to the author of the article. Organizations such as the Federal Council of Churches and the National Council on Freedom from Censorship also evidenced deep interest in the issue of censorship.

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THE ADOPTION OF PROGRAM STANDARDS BY THE INDUSTRY. At the beginning of the network hearing on November 14, 1938, Sarnoff, president of RCA, proposed self-regulation of broadcasting through a voluntary code embodying program standards. The suggestion was promptly acted upon by the Executive Committee of the National Association of Broadcasters, and a representative committee was appointed to draft a plan. On June 10, 1939, after extended studies and meetings, the committee submitted its proposed "Code and Standards of Practice of the NAB." The code is subject to revision and action by the Association at its annual convention to be held at Atlantic City beginning July 10th. Considerable controversy over its provisions, and over the proper method of enforcing them, has already been manifested and its adoption is a matter of uncertainty.

REGULATION OF ADVERTISING CONTINUITY BY THE FEDERAL TRADE COMMISSION. On October 18, 1938, the Federal Trade Commission set up a new bureau, known as the Radio and Periodical Division, displacing the special board which had reviewed advertising continuities and copy since 1929. Under the Wheeler-Lea Amendment to the Federal Trade Commission Act, the Commission's jurisdiction extends to any case involving false or misleading practices in advertising, with no requirement that unfair practice resulting in injury to a competitor be shown.

The division scans advertising matter for possible violations of the statute. In its systematic review of broadcast advertising copy, calls are issued to individual stations about four times yearly for commercial script covering specified 15-day periods. National and regional networks report on a continuous weekly basis. Producers of electrical transcription recordings submit monthly returns of the commercial portions of all recordings produced by them for broadcasts. The material is supplemented by periodic reports from individual stations listing the programs of recordings, transcriptions and other essential data.

MISCELLANEOUS. For years it has been the practice for applicants, both in their applications and in their evidence produced at hearings, to make extensive and attractive showings as to their proposed program services. To a considerable extent the Commission's decisions have relied in whole or in part on such showings as grounds for granting or denying the applications, and this has not infrequently been the case when it has had to choose between two or more competing applications. To those who have watched the process and have observed that in a substantial proportion of such cases the successful applicant has later paid little or no attention to the optimistic picture he presented to the Commission, it has only been a question of time before the Commission's attention would be invited to the fact by a defeated applicant. Such a case is now pending before the Commission.

Under Section 325 of the Communications Act, a permit from the Commission is necessary in order to transmit programs to a station in a foreign country so located that it may be received consistently in the United States. An interesting case arose out of a protest by a Detroit station which resulted in the Commission's setting for hearing an application of Mutual Broadcasting System for renewal of its authority to transmit programs to
Canadian stations, particularly CKLW, at Windsor, which serves an audience in Detroit as well as in Canada. As part of its case, the Detroit licensee urged alleged program deficiencies and unfair advertising practices on the part of CKLW with respect to that station's own programs (it being conceded that there was no complaint against Mutual programs). On June 27, 1939, the Commission issued its proposed decision in which it would grant Mutual's application and, as one of its conclusions, recited:

"This record does not disclose sufficient facts to justify Station WJBK's claim that it has been impaired by unfair practices. Therefore, at this time, consideration of the maintenance of a free interchange of programs with stations licensed by the Government of Canada outweighs the present suggestion of possible adverse effect upon the service rendered by the American station."

**COMMENTS.** From what has been set forth under this subheading, it must not be concluded that the Commission, or any of its members, has intentionally or consciously determined to exercise censorship in contravention of Section 326 of the Act. Each of the Commissioners, if asked, would say (as several of them have said repeatedly in public utterances) that he is opposed to censorship, that the Commission has never been guilty of it, and that it has no intention of exercising it. It must be recognized that men (and courts) differ in their conceptions of what constitutes an unlawful restraint on liberty of expression. Much of what the Commission has done is actually based on, and well within, principles announced in decisions of the United States Court of Appeals for the District of Columbia back in 1931 and 1932,* and the issue, so far as broadcasting is concerned, has yet to reach the Supreme Court. There have been times when influential and vocal members of Congress have taken the Commission to task just as strongly for its failure to discipline alleged program offenses, as they now criticize it for doing so. Bills are introduced every year (including the current session) which, if enacted, would constitute or lead to one form or another of suppression of broadcast programs or advertising. Even the National Council on Freedom from Censorship has sponsored bills that tend in this direction, and one of the militant organizations of educational institutions, the National Committee on Education by Radio, has strongly urged that the Commission develop and enforce program standards. Consequently, it is hardly a cause for wonder that the Commission has had differences of opinion within its own ranks, or that it has taken actions that have led to criticism.

The writer ventures the opinion that, unless war or other national emergency or hysteria develops, the tendency toward censorship of broadcasting is now definitely checked and that it is no longer the serious danger that it appeared to be a year ago.

**PART III**

**REGULATION OF RADIO SERVICES RELATED TO BROADCASTING**

The achievements of science in opening vast new portions of the radio spectrum to immediate or potential practical use, and in developing new

* KFKB Broadcasting Ass'n v. Federal Radio Commission, 47 F (2d) 670; Trinity Methodist Church, South v. Federal Radio Commission, 62 F (2d) 850.  

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forms of public service for radio, have gone forward at an accelerated pace, so much so as at times to threaten to outdistance the Commission in its efforts to make its regulations keep pace with and conform to technical progress. What has come to be known as the “ultra-high frequency” portion of the spectrum, extending from about 25 mc. or 30 mc. to 300 mc.* and higher, and impressive forward steps in television, facsimile, and a new system of transmission known as frequency modulation, have provided a series of remarkable and frequently sensational events.

The year just ended, and particularly its closing months, have witnessed extensive efforts on the part of the Commission to translate these events into appropriate rules. The subjects covered exhibit such variety and overlapping that they are not easily organized into satisfactory subheadings. There are, furthermore, miscellaneous developments which must be noted but which, strictly speaking, have no necessary relation to the above title.

It is appropriate to note, by way of preface, that on May 16, 1939, the Commission announced that, effective June 15th, a codification of its rules and regulations had been adopted, constituting a framework into which all specific rules would be fitted. For simplified reference, the codification is arranged in five parts, including procedural, technical, administrative and related phases of radio regulation. In itself, the codification involved no basic change in policy.†

A. RULES GOVERNING BROADCAST SERVICES OTHER THAN STANDARD BROADCAST

On April 17, 1939, effective the same day, the Commission adopted its “Rules Governing Broadcast Services other than Standard Broadcast,” in a 42-page mimeographed document. The contents were subdivided into seven parts which, after a part containing general provisions, were devoted to relay broadcast stations, international broadcast stations, visual broadcast service (television and facsimile broadcast stations), high frequency broadcast stations, non-commercial educational broadcast stations, and developmental broadcast stations. The part devoted to international broadcast stations was, however, omitted, with the explanation that such rules would be promulgated at a later date. They were published on May 23, 1939.

It is impracticable to attempt more than a superficial summary of the new rules. On the other hand, such a summary, even in detail, would not reflect important developments with respect to certain of the services. It seems advisable, therefore, to confine this sub-heading to a word about the general provisions, and to a general account of the Commission’s allocation of the ultra-high frequencies to the several services, and to deal with specific services under separate subheadings.

The general provisions in the first part of the revised rules deal with a number of subjects, some of them highly technical, such as frequency tolerance, frequency monitors, station’s records, equipment charges, emission authorized, and the like. The normal license period is specified as one

* For convenience, the term megacycle (abbreviated “mc.”) will be used in referring to the high and ultra-high frequencies. A megacycle is 1,000 kilocycles (kc.), a kilocycle being 1,000 cycles.

† Only mimeographed copies are now available, but the Commission plans to issue the codification in printed form as soon as funds are available.
year, with dates of expiration staggered for the several classes of stations. Various limitations and restrictions are imposed to insure that stations licensed experimentally will be actually conducted experimentally. Specific and rigid rules are prescribed to govern rebroadcasting by international and non-commercial educational broadcast stations, as well as by the other classes.

The frequencies allocated to the broadcast services covered by the rules cover a wide range from 1,600 kc. to 300 mc. and above. They may be summarized as follows:

Relay Broadcast Stations: 12 frequencies in the band 1,600-3,000 kc., 12 frequencies in the band 30-40 mc., 8 frequencies in the band 130-140 mc., and any four frequencies above 300 mc.

International Broadcast Stations: 58 frequencies in the bands provided by the International General Radio Regulations, as revised at Cairo in 1938, in the bands 6,000-6,200 kc., 9,500-9,700 kc., 11,700-11,900 kc., 15,100-15,350 kc., 17,750-17,850 kc., 21,450-21,750 kc., and 25,600-27,000 kc.

Television Broadcast Stations: A total of 19 channels, each of 6,000 kc., of which seven channels are in the range 44-108 mc., and 12 are in the range 156-294 mc., and, in addition, any 6,000 kc. channel above 300 mc.

Facsimile Broadcast Stations: 10 frequencies in the 25 mc. band, 11 frequencies in the 43 mc. band, four frequencies in the 116 mc. band, and any frequency above 300 mc.*

High Frequency Broadcast Stations (amplitude modulation): 24 channels of 25 kc. each in the 25 mc. and 26 mc. bands, 12 channels of 40 kc. each in the 42 mc. band, five channels of 120 kc. each in the 116 mc. band, and any frequency above 300 mc.

High Frequency Broadcast Stations (frequency modulation): Four-200 kc. channels in the 26 mc. band, five-200 kc. channels in the 42 mc. and 43 mc. bands, four-240 kc. channels in the 117 mc. band, and any frequency above 300 mc.

Non-Commercial Educational Broadcast Stations: 25 channels, each of 40 kc., in the 41 mc. band.

Developmental Broadcast Stations: A number of frequencies, also available for assignment to all other stations in the experimental service, ranging from 1614 kc. to above 300 mc. Assignments above 300 mc. are all subject to an exception for the band 400-401 mc.

The foregoing allocations, particularly in so far as they involve the ultra-high frequency portion of the radio spectrum, were preceded by intensive study and investigation, and a moderate amount of controversy between the interests affected, dating back to the extensive hearing held by the Commission in June, 1936, on the initiative of Commissioner Craven, then chief engineer. By its Order No. 18, promulgated in October, 1937, the Commission adopted an allocation of the ultra-high frequencies to the various services, to go into effect a year later.

* Other broadcast or experimental frequencies may be authorized on condition that a need be shown and that there will not be interference.
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A number of protests having been filed, a hearing was held June 20-23, 1938, before a special committee of the Commission. There was little objection to the allocations in the lower portions in the band and the hearing was confined principally to the range from 60 mc. to 300 mc. It was contended, among other things, that too large a portion of this band had been marked off for government and other specified services, and that too little had been left open for research and experimentation without restriction as to type of service. On August 2, 1938, the Commission extended the effective date of its Order No. 18 to April 13, 1939. Provision was made, however, for putting allocations below 60 mc. into immediate operation, including two television channels.

On March 13, 1939, the Commission finally adopted an allocation, effective April 13th. Relatively few changes were made in Order No. 18 as originally promulgated.

B. RELAY BROADCAST STATIONS

A "relay broadcast station" is a station licensed to transmit, from points where wire facilities are not available, programs to be broadcast by one or more regular broadcast stations. The new regulations limit the issuance of such licenses, in general, to licensees of standard broadcast stations, although suitable exceptions are provided. The programs transmitted may be commercial or sustaining, or orders concerning such programs, and they may be broadcast by several stations simultaneously or furnished to the network with which the licensee is regularly affiliated.

C. INTERNATIONAL BROADCAST STATIONS

No action of the Commission during the period covered by this article had led to more criticism and unfavorable comment (and, it may well be added, misunderstanding) than its adoption on May 23, 1939, of revised rules dealing with international broadcast stations.

This type of station is defined as "licensed for the transmission of broadcast programs for international public reception." The frequencies allocated for this purpose are, as already pointed out, in the range from 6,000 kc. to 26,600 kc., the allocations being governed primarily by the General Radio Regulations annexed to the International Telecommunications Convention. Except for the bands in the upper portion of this range, the frequencies are capable of regularly spanning tremendous distances day and night because of their sky-wave propagation characteristics. On the other hand, their ground-wave service areas are small and there are intervening zones in which, depending on the hour, the season, and the year, there is a skip-distance effect resulting in an absence of an intelligible or satisfactory signal. Their interference range being so great, each such frequency must be used exclusively by a single station over the entire world, subject to exceptions due to conditions which need not be enumerated, or to special precautions.

In the light of the events of recent years, the importance of this class of station looms large. The use of these frequencies by other countries to reach large areas outside their own boundaries, sometimes for alleged propaganda purposes, has been brought to the attention of the public in a wealth of literature, varying in tone from moderate to lurid. Several such stations, the so-called short-wave stations, have been in operation in the United States for years, but until fairly recently have largely confined
themselves to broadcasting the same programs as those disseminated by standard broadcast stations operated by their owners.

The principal controversial issue raised by the new regulations is one of censorship. Discussion of it will be preceded by a brief review of some of the other provisions.

An applicant for a license must make a satisfactory showing that there is a need for the international broadcast service proposed to be rendered, that the necessary program sources are available to the applicant to render an effective international service, that the technical facilities are available without causing interference, that directive antennas and other technical facilities will be employed to deliver maximum signals to the country or countries for which the service is designed, that the station will be conducted by qualified persons, and certain other general matters.

Heretofore, this class of station has not been permitted to be conducted on a commercial basis. Within limitations this restriction has been liberalized, although not sufficiently to be free from objection by existing licensees of such stations. Commercial program continuities are limited to the name of the sponsor and the name and general characteristics of the commodity, utility or service, or attraction advertised. The commodity must be regularly sold or promoted for sale in the open market in the foreign country or countries to which the program is directed. There are further restrictions. The station may transmit the program of a standard broadcast station or network system, provided restrictions with respect to commercial continuities are observed and, when station identifications are made, only the call-letter designation of the international station is given. In the case of chain broadcasting, the program may not be carried simultaneously by another international station, directing service to the same foreign countries, except another station owned by the same licensee operating on a different frequency to obtain continuity of service.

No international broadcast station will be authorized to install equipment or be licensed for operation with a power less than 50 kw.* As applied to existing stations this provision becomes effective July 1, 1940. Directive antennas must be so designed and operated that the station’s signal toward the countries served shall be 3.16 times normal.

The provision giving rise to the criticism above referred to reads as follows:

“A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international goodwill, understanding and cooperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service.”

At the time the regulations were adopted, Commissioner Craven objected to this phraseology, on the ground of censorship. The charge that the language constitutes censorship, in violation of the First Amendment to the Constitution and Section 326 of the Communications Act, was voiced from one end of the country to the other immediately after the rule was made public. It has furnished material for countless newspaper editorials

* This requirement stands in curious contrast with the Commission’s action of June 23, 1939, limiting its domestic broadcast stations to a maximum of 50 kw.
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and dissertations by columnists, for thundering reverberations in Congress including an attempt to annul the regulations by a rider to the Commission’s appropriation, for a vigorous protest filed with the Commission on June 3, 1939, by the President of the National Association of Broadcasters, and for a petition filed by the American Civil Liberties Union on June 9, 1939.

In fairness to the Commission, it must be said that the language was innocuous in origin and in intent. It was designed as a gesture of international goodwill based on, or drawn from, language originally used in the convention resulting from the Pan American Conference at Montevideo in 1933 with reference to the allocation of five frequencies for use in furthering the good-neighbor policy between nations in the Western Hemisphere. The language, as interpreted by members of the Commission, was for descriptive and not regulatory purposes. Following the outcry, the Commission granted a hearing on the petition of the American Civil Liberties Union, ignoring the protest filed in behalf of the National Association of Broadcasters, but providing an opportunity for it and any other interested organization or person to participate. The hearing, originally scheduled for July 12, was postponed to July 14. The National Association of Broadcasters and certain of the licensees of international broadcast stations are objecting not only to the above-quoted provision but also to some of the commercial and other restrictions imposed by the new regulations.

As a helpful background, references to proposed legislation in Congress during the past two years will not be amiss. Early in 1938 bills were introduced in both Houses proposing the establishment of a government-owned short-wave broadcast station at San Diego, California, to promote “good will” among the American nations. Similar bills were introduced for the establishment of such stations in Florida, Texas and the Canal Zone. Hearings were held before subcommittees in both Houses, at which the bills were strongly opposed by representatives of the broadcasting industry on the ground that they would serve as the entering wedge for general government operation of broadcast stations and for censorship. Support for the bills faded away quickly and Congress adjourned without further developments.

In the 1939 session the bills were re-introduced in slightly different form. A bill introduced by Representative Celler proposed government construction of a “superpower short-wave station” for transmission of programs to “all parts of the United States and from this country to other countries in the western hemisphere,” to be located in Panama. The Secretary of the Navy would be authorized to construct the station. Its policies and programs would be determined by an advisory council headed by the Secretary of State. Senator Chavez introduced a somewhat similar bill. Both bills have remained pigeon-holed in committee and neither has any present prospect of enactment.

An inter-departmental committee, which had been appointed by the President late in 1937 or early in 1938, under the chairmanship of Mr. McNinch, to deal with the subject of international broadcasting and to consider the most effective means of combating alleged propaganda broadcast to the Latin-American nations primarily by stations in Germany, Great Britain and Italy, was expected to submit a report to the President but, so far as is known to the writer, no report has been forthcoming. In
an oral statement on January 27, 1939, Mr. McNinch declared himself opposed to government ownership or operation of broadcast stations "except possibly in the international field."

On November 29, 1938, an inter-departmental committee on cooperation with the American republics, headed by Sumner Welles (also a member of the committee on international broadcasting), submitted a report to the President enumerating three projects for expansion of broadcasting and communications as part of a broad program of cooperation. The fact that none of the projects envisaged expenditure by the government encouraged the belief that the idea of a government short-wave broadcast station had been abandoned.

D. VISUAL BROADCAST SERVICE

The term "visual broadcast service," as used in the regulations, means a service rendered by stations broadcasting images for general public reception. It comprises two classes of broadcast stations, television and facsimile. A television broadcast station is licensed "for the transmission of transient visual images or moving or fixed objects for simultaneous reception and reproduction by the general public."

The transmission of the synchronized sound is considered an essential phase, and both the visual and the aural broadcast will be authorized in a single license. A facsimile broadcast station is licensed "to transmit images of still objects for record reception by the general public."

An applicant for a television license must sustain the burden of making a satisfactory showing "That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the television broadcast art" and that the program will be conducted by a qualified engineer. An applicant for a facsimile license must sustain a burden expressed in the same language except that the words "facsimile broadcast service" are substituted for "television broadcast art," and except for the additional condition "That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed."

These apparently simple differences in phraseology have significant differences in implication with respect to eligibility for license and the scope of privileges conferred thereby.

The licensees of both classes of stations are prohibited from making any charge, directly or indirectly, for the transmission of programs. The aural program of a television broadcast station may be broadcast by a standard broadcast station subject to restrictions as to announcements and call-letter designations. Limitations are placed on the power of both classes of stations, and both are required to file supplemental reports with each renewal application, showing the number of hours of operation, the research and experimentation conducted, the conclusions and program for further development, all developments and major changes in equipment, and any other pertinent developments.

Progress in the manufacture of television transmitting and receiving apparatus, the satisfactory public demonstrations of experimental operation
of television broadcast stations, and the resulting pressure for a liberalization of the Commission’s regulations on the subject, have led to important developments not yet reflected in regulations, resulting in a report submitted to the Commission on May 22, 1939, by a committee of its members, consisting of Commissioners Craven, chairman, Brown and Case. This document, constituting Part I of a complete report on the subject, was adopted by the Commission June 27th. The remaining portion of the report, Part II, is to be completed at an early date but probably will not be acted on by the Commission until September.

For over a decade television licenses have restricted their holders to purely experimental operation. In addition to the prohibition against commercial features, the regulations have required each licensee to contribute to the technical advancement of the art by conducting regular laboratory experiments and by submitting periodical reports. The sort of experimentation which would consist in carrying on operations to gauge public reaction and to mold program technique would require a change in the regulations.

By way of contrast, television was introduced to the public in Great Britain some three years ago by the British Broadcasting Corporation operating in London. From the point of view of geographical location and distribution of population, the London station is operated under extremely favorable conditions, since there are approximately 14,000,000 persons within range of the station. While technically the results seemed satisfactory (the British system being practically the same as the American), the public reaction, as expressed in the purchase of receiving sets, has not been overly encouraging. Recent estimates, referred to in the Committee’s report, indicate that not more than 14,000 sets have been sold.

As of November 1, 1938, there were 19 authorizations in effect for experimental television transmission in the United States, some of them, however, representing licenses issued to the same licensee to operate on more than one channel. In reality, there were 10 concerns actually in the television field, with two more holding construction permits. The Radio Corporation of America (RCA) and its subsidiary, National Broadcasting Company (NBC), have been operating an experimental station on top of the Empire State Building in New York for some time. Columbia Broadcasting System has recently purchased a transmitter, which, with other equipment, represents an outlay of $650,000, which it expects to place in operation on top of the Chrysler Building in New York. Early in the fall of 1938, RCA announced a plan to open the television field to others through sale of standard 1 kw. transmitters along with experimental receivers.

On January 27, 1938, began what was described as “television’s first road show” at Washington, D. C., consisting of a seven-day public demonstration by RCA and NBC. On April 30, with the opening of the New York World’s Fair, the public was afforded a large-scale demonstration of high-definition television broadcasting by stations located in New York. The Crosley Corporation, which had filed an application in March, announced that it had leased the 48th floor of the tallest building in Cincinnati for television studios. During April the Don Lee Broadcasting System announced plans to erect a television station on one of the highest peaks overlooking Hollywood. During this period, broadcasters throughout the country manifested increased interest in the subject and a desire to engage in
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experimental transmission, more, however, from the point of view of determining public reaction than to carry on purely technical experiments.

In the meantime, the public was not permitted to become over-optimistic on the early advent of television on a regular basis. The principal obstacles, repeatedly emphasized in public pronouncements by the representatives of reputable concerns, are economic and, among other things, have to do with the expense of program production and with network distribution of programs.

The initial outlay for a television transmitter need not in itself be prohibitive. It has been estimated that the cost of a 1 kw. unit, accompanied by certain necessary equipment, will run about $60,000,* although large additional sums would have to be expended for a complete studio outlay. For wire transmission of programs from one city to another, however, a very expensive type of cable, known as a coaxial cable, is necessary, and the only such cable now existing links New York and Philadelphia. It is believed, however, that this obstacle will be overcome by automatic booster stations on ultra-high frequencies placed at frequent intervals between cities, involving a cost of only about $500 each, and not requiring the attendance of operators. Recent experiments have also indicated reasonable success in transmitting television pictures over an ordinary telephone line especially adapted for the purpose by appropriate accessories.

Program production is another matter. It has been said that motion pictures range in cost from about $3,000 to $25,000 a minute, and that television must find some way of cutting this cost to about $50 a minute before it can safely consider commercial operation. In February, the president of NBC conjectured that it would be five years before television could ask for advertising support, and that to maintain a program of five hours a week would require an expenditure of approximately $1,000,000 annually.

The progress in technical development, combined with realization of economic obstacles, has brought the Commission face to face with serious problems. One problem is whether (and to what extent) standards should be adopted so as to facilitate the public use and acceptance of television. It would obviously be unfortunate if television transmitters and receivers should be developed on different systems so that a particular type of receiver would not be able to reproduce the programs of some of the stations. On the other hand, it would be unfortunate if by specifying standards the Commission should hamper or discourage technical improvements. The equipment used and sold by RCA and by some of the others is based on the cathode ray and is constructed for 441 lines, framed at the rate of 30 per second, interlaced to provide 60 exposures per second. The demonstrations at Washington in January were on receivers giving images 9 inches by 7½ inches.

The RCA announcement started a movement for standardized equipment. On October 20, 1938, the Radio Manufacturers’ Association released a statement recognizing that experimental television service to the public was at hand and submitted to the Commission proposed standards for television transmission and reception. At the same time, other manufacturers and experimenters expressed opposition to promulgation of such standards.

*Editor's Note: A booklet issued by RCA ("Television," p. 12) states: "At the present time, the minimum cost of a 1 kw. RCA Television Transmitter is approximately $100,000, including studio equipment, but not including installation."
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A second problem was created by the filing of applications by broadcasters not equipped to do the purely experimental or laboratory type of research, but desiring to gauge public reaction and to experiment with program production. The first such application was one filed by The Milwaukee Journal in the fall of 1938, after contracting for the purchase of an RCA transmitter. This application was followed by others, including the Crosley Corporation at Cincinnati and Earle C. Anthony, Inc., in Los Angeles.

In its annual report transmitted to Congress in December, 1938, the Commission stated that while technical phases of television were progressing satisfactorily, it was not ready for standardized or commercial use. On January 3, 1939, the Commission appointed the committee, above referred to, to study the whole subject and to prepare recommendations, including the matter of proposed standards and the policy to be followed with reference to applications.

The committee held informal sessions immediately. For a while, it seemed likely there would be an immediate general hearing, but the committee later determined that this would not be advisable. On April 11, the committee, accompanied by members of its engineering and legal staff, visited the principal laboratories during a five-day fact-finding expedition. By May 15, it had completed its conferences with manufacturers.

On May 22, 1939, the committee submitted Part I of its report, dealing principally with the proposed standards. It recommended, among other things, that the Commission neither approve nor disapprove the standards proposed by the Radio Manufacturers' Association, explaining that this was not to be understood as a holding that the standards were objectionable, but rather because it appeared undesirable to take action which might discourage private enterprise or decrease the incentive to research to effect further improvements. It recommended that future applicants proposing external transmitter performance on standards other than those in general use be required to demonstrate not only at least equal quality but also public interest; and that the Commission adopt a policy of cooperation with the industry, enlisting it to keep abreast of technical developments to acquaint the industry with the resulting problems. While the belief was expressed that constructive results could not be obtained by a public hearing at this time, it suggested that such a hearing might be opportune after experimentation had made it possible to gauge public reaction more accurately.

According to the report, while television is now emerging from the technical research stage, practical television service on a nation-wide scale is not to be expected for some time. Facilities for network distribution of programs have not been developed, and much has yet to be learned concerning program production and the financing thereof. Only the larger metropolitan centers will receive television service in the immediate future, and the smaller centers must wait several years. Because of the high cost of operation, cities of less than 100,000 population may have difficulty in supporting a single television station, and cities of less than 1,000,000 population may not support two stations, on the basis of income from advertising. Further, according to the committee, the proposed standards do not at this time appear to be suitable for the 12 undeveloped ultra-high frequency channels above 150 mc. The patent situation is chaotic, and no accurate conclusion can be reached as to the ultimate holder of any patent
essential to a complete television system. Reference was also made to the problem created by electrical interference from devices such as X-ray, automobile ignition and similar apparatus, which may have the effect of blurring or blotting out images.

Somewhat less spectacular but nevertheless of great potential importance has been the advance in facsimile. As stated in last year's article, provision was made for the use of facsimile by standard broadcast stations by order of the Commission in September, 1937. With this step, facsimile may be said to have left the technical research stage (in which the Commission's regulations have so far left television), and a number of broadcasters were authorized to use the early morning hours, when their stations are normally silent, for this purpose.

In January, 1939, the Crosley Corporation announced that it was placing a facsimile receiver on the market, at a retail price of $79.50, reproducing pictures and printed matter in black on a grey paper two columns wide. A group of three clear channel stations, WGN, WLW and WOR, disclosed a plan for an experimental network of television programs. In March, 1939, plans for a chain of facsimile newspapers were announced by Transradio Press Service. Facsimile, like television, is receiving a large-scale demonstration at the New York World’s Fair, with an exhibit called “The Newspaper of Tomorrow.” Some idea of the technical progress already made is afforded by the announcement in June, 1939, by Finch Telecommunications Laboratories, Inc., in New York, of the development of a facsimile transmitter with recording equipment, producing a five-column copy of tabloid size at a speed of 20 square inches a minute or eight full pages an hour. It was described as capable of transmitting and receiving printed matter, drawings, photographs, advertisements and, in sum, all the usual features of a modern newspaper.

Television is already the subject of legislative attention. Early in 1939 a bill was introduced in the Senate by Senator Barbour to eliminate the existing statutory provision which would prohibit the televising of prize-fights across State lines. Passage of the bill was urged before a sub-committee of the Senate Committee on Interstate Commerce by the president of the National Association of Broadcasters on May 25, 1939, who pointed out that programming will be one of television’s major problems and that the existing ban on prize-fights will deprive television broadcasters of valuable program material.

E. HIGH FREQUENCY BROADCAST STATIONS

A “high frequency broadcast station” is

“a station licensed on frequencies above 25,000 kilocycles for transmission of aural programs for general public reception.”

The applicant is required to make a satisfactory showing that he has a program of research and experimentation indicating reasonable promise of substantial contribution to the development of high frequency broadcasting; that substantial data will be taken on propagation characteristics, on noise level, on the field intensity necessary to render good broadcast service, on antenna design and characteristics, and on allied phases of broadcast coverage; and that the research and experimentation will be conducted by qualified engineers. No charge may be made, directly or indirectly, but the programs of a standard broadcast station or network, including com-
mmercial programs, may be transmitted under certain restrictions. Supplemental reports are required to be filed with renewal applications.

As has been shown under sub-heading "A" above, the frequencies allocated to this class of station are, in terms of band-width, about equally divided between two types of transmission, known respectively as "amplitude modulation" and "frequency modulation." Beneath the somewhat forbidding technical exterior of these terms lies what may prove to be a startling revolution in broadcasting service, rendering obsolete all or a large portion of existing transmitters and of the 35,000,000 receiving sets now in use by the public. The system now used by all standard and international broadcast stations, and nearly all other classes of broadcast stations, is amplitude modulation, requiring a minimum channel 10 kc. in width and increasing somewhat in width in the higher frequencies because of the limitations on precision apparatus and other considerations. The new system of frequency modulation, on the other hand, requires a channel of 200 kc. in width and is, therefore, feasible only in the ultra-high frequency spectrum.

The advantages of the new system were persuasively demonstrated by its inventor, Major E. H. Armstrong, at the general hearing held in June, 1936. Since then it has made impressive advances. In the Commission's Annual Report submitted to Congress in December, 1938, its Engineering Department expressed itself as foreseeing bright prospects for the system, declaring that available data indicate a material gain in effectiveness of reception through static, both natural and man-made, and, since the required signal-to-noise ratio is less, good reception at greater distances and a correspondingly larger service area may be had for the same amount of power.

It is claimed that, whereas under the system of amplitude modulation interference of 5% or less can be extremely annoying, the interference factor must be at least 50% to be objectionable under the system of frequency modulation. Stations on the same 200 kc. channel may be located as close as at New York and Philadelphia. There are indications that both the initial cost and the cost of operation are less. Among other things, the need for a studio engineer to "edit" musical programs is done away with. It permits broadcasting of multiple signals within the band or channel, for example, the simultaneous transmission of facsimile copy and sound from a single station.

A few stations employing the new system have been in experimental operation for some time, principally in New York. Early in June, the operation of such a station was commenced in New England, on the top of a hill about 1,400 feet above sea-level. With a power of only 2 kw. (which is to be later increased to 50 kw.), on a frequency in the 43 mc. band, its owner expects it to serve all of southern New England with static-free reception equivalent to that available from any local station. Other New England broadcasters have applications pending for the same sort of station.

In its new regulations, the Commission has given practical recognition to the new system not merely for high frequency broadcast stations but also, subject to limitations, for relay broadcast stations and non-commercial educational broadcast stations.

Earlier notions that the ultra-high frequencies are limited in range to
the horizon are being badly disturbed by evidence that, under the new system, clear coverage over a primary area with a radius of 100 miles or more may be had.

F. NON-COMMERCIAL EDUCATIONAL BROADCAST STATIONS

A non-commercial educational broadcast station is licensed "to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public." The advancement of the agency's program is to be "particularly with regard to use in an educational system consisting of several units." Each station "may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public." They are not required to operate on any definite schedule or minimum hours.

The broadcast service furnished shall be "non-profit and non-commercial."

"No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated."

This class of station is largely the product of the issue raised by a group of educational institutions some years ago, demanding the allocation of a substantial portion of the standard broadcast band to such institutions.

G. DEVELOPMENTAL BROADCAST STATIONS

In the new regulations the term "developmental broadcast stations" appears for the first time, to replace the term "experimental broadcast stations" and thus to avoid confusion with other stations operating on an experimental basis. The term means a station "licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license."

It is unnecessary to summarize the requirements with respect to the showing to be made by applicants, the limitations on program service and on commercial use, the reports to be filed, and other provisions.

H. MISCELLANEOUS

LOW-POWER RADIO FREQUENCY DEVICES AND DIA- THERMY APPARATUS. On August 30, 1938, the Commission ordered an informal conference to be held September 19 to consider proposed rules to govern use of low-power radio frequency devices which probably do not radiate more than one-billionth of a watt but which nevertheless have interference implications if not properly controlled. This was brought about by the sudden influx of radio-controlled devices, such as phonograph record players, so-called "mystery control" attachments for radio receivers, garage door openers, remote floodlight switches, and burglar alarms. These de-
FEDERAL RADIO REGULATION—Continued

vices throw signals only from 20 to 50 feet. Later in the fall, such regulations were adopted.

On January 9, 1939, a meeting was held at Columbia University, New York, attended by approximately 100 representatives of the broadcasting industry, the medical profession, and firms manufacturing diathermy and other electrical medical apparatus, to discuss the problem of interference. The result of the meeting was the adoption of a resolution requesting the Physical Therapy Council of the American Medical Association and the Commission to cooperate in organizing a committee to study the problem and suggest a solution.

On May 24, 1938, Senator Wheeler introduced a bill (S. 4074) to enable the Commission to check interference to radio reception caused by diathermy apparatus. This was pursuant to a recommendation from the Commission.

The amendment would authorize the Commission to make such rules and regulations and prescribe such restrictions and conditions as it might deem necessary to prevent interference from such sources. Diathermy machines have interfered primarily with high-frequency transmission and might become an important factor in the event of development of television. No action was taken on the bill.

REGULATIONS GOVERNING EXPERIMENTAL STATIONS.

On May 23, 1939, the Commission promulgated new regulations governing experimental stations generally. Experimenters are grouped under three general classifications:

1. Stations licensed for general or specific research and experimentation for advancement of the radio art along lines not specifically directed to any proposed or established radio service.

2. Stations licensed for research and experimentation directed toward the development of a proposed or established radio service, with several sub-classes, such as police, broadcast television, high-frequency broadcasting, etc.

3. Stations licensed to a citizen interested in radio technique solely with a personal aim to conduct experiments on his own behalf, requiring the use of radio facilities for a limited time.

The rules cover a variety of details.

OPERATOR RULES. Hearings were held July 11-12, 1938, regarding proposed changes in radio operator rules. The main exceptions to the proposed changes had to do with the "physical, mental and moral" standards as eligibility requirements, the provision that applicants for license renewals be required to pass examinations as for original licenses, and the requirement that operators point out all defects and imperfections in the radio equipment they operate. The first of the foregoing was described as an attempt to exercise "bedroom powers" by the Commission. Hearings were recessed, to resume September 14.

Revised rules were adopted December 19, to become effective May 1, 1939. They will affect between 3,000 and 4,000 commercial operators and apply to about 40,000 operators altogether. The rules as adopted made allowance for the major objections voiced at the hearing. The proposal to set up definite "physical, mental and moral standards" was deleted along with the rule which would have made the operator responsible for reporting deficiencies in the equipment he is operating. The proposal to issue
FEDERAL RADIO REGULATION—Continued

renewal licenses upon re-examination only was modified to provide renewal based in large measure on experience and service. The license term was extended from three to five years.

PART IV

APPEALS FROM THE COMMISSION’S DECISIONS

During a period of almost 14 months,* 13† opinions have been handed down by the United States Court of Appeals for the District of Columbia in cases involving appeals from decisions of the Federal Communications Commission on broadcast station applications. In its total of decisions affirmed (including appeals dismissed), the Commission fared considerably better than in the previous year, but it was occasionally treated to pointed criticism by the reviewing court.

APPEALABLE INTEREST. In one case,** three appeals were dismissed by the Court on the ground that none of the appellants had an appealable interest. Two appellants were the licensees of existing regional stations who had applications pending to increase nighttime power from 1 kw. to 5 kw., and whose interest arose from the fact that, if the proposed application were granted, it would create a situation which, because of considerations of interference, might operate as a bar to the granting of their applications. The Court said:

“This is a matter so wholly of policy under the provisions of the Act and so peculiarly within the special and expert knowledge of the Commission that to undertake to control it judicially would be clearly an impingement upon the jurisdiction of the Commission.”

The present regulations of the Commission have, since 1928, limited the nighttime power of regional stations to 1 kw., but a proposal to amend the regulations to increase the maximum to 5 kw. has been pending for several years, has been virtually certain of adoption for over two years, and, in fact, was adopted June 23, 1939, effective August 1, 1939. In the meantime, several regional stations have been authorized by “special experimental authorization” to use the higher power and have done so for two years or more, on a regular commercial basis. The applications of others for a similar increase have actually (although not always openly) been taken into account by the Commission in precisely similar situations. Whatever may be the correct view on the question presented to the Court, the result has been highly discriminatory.

* From May 9, 1938, to July 1, 1939.


FEDERAL RADIO REGULATION—Continued

In another case, *now a cause celebre, a similar question involving a more fundamental issue was presented, and, on motion of the Commission, the appeal was dismissed for want of jurisdiction. It involved the "extension" of the "special experimental authorization" of WLW, Cincinnati, to operate with power of 500 kw. instead of with power of 50 kw. as authorized in its regular license. The earlier proceedings in this case before the Commission have already been reviewed and need not be repeated. The Commission's regulations limit the power of clear channel stations to 50 kw. and, while a proposal to increase the maximum to 500 kw. has been pending for some three years, it was finally rejected by the Commission on June 23, 1939. WLW was first authorized to use 500 kw. in April, 1934, and extensions of its authority have been granted from time to time since then, always subject to

"the express condition that it may be terminated by the Commission at any time without advance notice or hearing if in its discretion the need for such action arises."

After hearing by a committee and report to the Commission, the Commission on February 8, 1939, denied an application for further extension, effective 3:00 A. M., March 1, 1939. The station's owner appealed and petitioned the Court to stay the effective date of the order. The Court, without opinion, denied the petition in the early evening of February 28, 1939.†

When the case came before the Court for argument, it was urged in behalf of WLW that the "special experimental authorization" was in reality a license and that the Commission could not, by calling a license by another name, deprive the licensee of the rights to notice, hearing, and appeal which are specifically conferred by the statute. This contention seems unassailable. In unambiguous and unqualified terms the statute (Section 301) provides, in substance, that

"no person shall use or operate any apparatus for the transmission of energy or communications or signals by radio . . . except under and in accordance with this Act and with a license in that behalf granted under the provisions of this Act."

Violation of this prohibition entails a fine of $10,000 and imprisonment for two years. Section 309(a) makes notice and hearing prerequisite to any denial of an application for renewal or modification of license. Section 402 (b) gives the right of appeal to any person whose application for renewal or modification is refused.

The Court's answer to the contention is both surprising and uncon-

* The Crosley Corporation v. F.C.C., June 26, 1939.

†Among the arguments urged by the Commission in opposition to the petition for stay order was that the Court could not grant it without, in effect, substituting itself for the Commission as the licensing authority. In view of the Court's final decision, as well as the procedural situation before the Commission, it seems unlikely that the Court gave effect to this argument. If it did, it disrobed itself of a power which it had regularly exercised, in its discretion, ever since its first decision on an appeal from the Federal Radio Commission. General Electric Co. v. Federal Radio Commission (1929), 31 F. (2d) 630; Nelson Bros. Bond & Mfg. Co. v. Federal Radio Commission (1932), 62 F. (2d) 854.
vincing. It states that it is unnecessary to decide whether or not the "special experimental authorization" is a "license" (although, if it was not a license, the operation of WLW was a criminal offense and it is clear that neither the Commission nor the owner of WLW intended that the operation should be anything but lawful). The Court seems to say that either (1) the license was not the sort of license which Congress authorized the Commission to issue under Section 309 and authorized the Court to review, or (2) if it was anything more than for purely experimental purposes and subject to termination at the will of the Commission, it "would have been beyond the power of the Commission to grant under its own rules and regulations." The Court said:

"At the time the grant was made the Commission was required to limit licenses for standard stations issued under Sec. 309 of the Act to the power of 50 kw. When it gave appellant more than this manifestly it was assuming to act under Sec. 303(g),* which authorized it to endeavor by trial and experiment to determine how and in what manner larger results might be obtained in the use of frequencies."

As pointed out in a concurring opinion by Justice Stephens, the opinion "implies that the Commission has power to issue and terminate special experimental authorizations without conformance to the provisions of the statute for notice, hearing and review, and that the Commission can by contract with a licensee render ineffective or inapplicable those provisions."

It seems unfortunate that the appeal was dismissed on this point of jurisdiction (as distinguished from affirming the Commission's decision on the merits), both for the reason suggested by Justice Stephens and because of the opening it gives the Commission by this device to inflict injury on existing stations by way of interference without possibility of recourse to the Court. The same device of "special experimental authorization" has been used for years to cover up departures from regulations so as to permit duplication on certain of the clear channels, power in excess of the maximum permitted on regional channels and other special privileges which have been continuously enjoyed on a regular commercial basis.

Another question of appealable interest of vital importance to the future development of rate regulation is now pending before the Court for decision. It involves principally the matter of so-called "economic injury" inflicted on existing broadcast stations in a given community when the Commission authorizes the establishment of a new station in that community, or an improvement in facilities of one of the existing stations. The subject is closely related to matters already discussed in connection with the plethora of questionnaires and the allocation regulations in Parts I and II of this article.

* Sec. 303 of the Communications Act of 1934 enumerates what may be described generally as the legislative or regulation-making powers of the Commission. Clause (g) authorizes it to "Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest." This clause, which was not contained in the Radio Act of 1927, had never previously (so far as known to the writer) been understood or used to justify the issue of a new species of license not subject to the procedural requirements of the Act. The legislative history does not justify the interpretation given it by the Court.
As already pointed out, the Commission was slow to give formal recognition to interests based on economic injury, although it frequently gave effect to such interests in actual practice. For several years now, however, it has become axiomatic that such interests are entitled to recognition, and persons asserting them have been given the right to notice and participation in hearings. This is still the case, although by a change put into effect during the last few days it is said that such parties will not automatically be given notice, but on petition may intervene.

In the main, the Court has followed and upheld the Commission's viewpoint in its various stages of evolution. In its first pronouncement on the subject* the Court held the complaint of economic injury to be "so vague, problematical and conjectural as not to furnish a person substantial objection to the Commission's decision." Four years later, by way of dictum the Court did an about-face, saying:

"... we are by no means in agreement with the contention frequently urged upon us that evidence showing economic injury to an existing station through the establishment of an additional station is too vague and uncertain a subject to furnish proper grounds of contest. On the contrary, we think it is a necessary part of the problem submitted to the Commission in the application for broadcasting facilities. In any case where it is shown that the effect of granting a new license will be to defeat the ability of the holder of the old license to carry on in the public interest, the application should be denied unless there are overweening reasons of a public nature for granting it. And it is obviously a stronger case where neither licensee will be financially able to render adequate service. ..."†

Carrying this same reasoning to its logical conclusion, the Court, in a case decided during the past year,** reversed a decision of the Commission because of the Commission's failure to make appropriate findings of fact one way or the other on the economic issue. In this case the owner of an existing station appealed from a grant of a new station in the same city on the ground of economic injury.

At this point there developed a sudden change in philosophy on the part of the Commission's Law Department. A petition for rehearing was filed in the case just described, and motions were made, briefs filed, and arguments presented in other cases pending before the Court,*** disclosing a five-point program of contentions somewhat as follows:

(1) Economic damage through loss of advertising, even though substantial, does not confer the right of appeal because such damage, in legal phraseology, is "without injury."

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† Great Western Broadcasting Association, Inc. v. F.C.C., December 6, 1937, 94 F. (2d) 244.

** Sanders Bros. Radio Station v. F.C.C., January 23, 1939, not yet reported.

*** One of these cases involved the appeal of KTSM, El Paso, Texas, from a decision authorizing a new station in that city. The other case involved three appeals from a decision authorizing a large increase of power and improvement in assignment of WMEX, Boston; two of the appellants raising the economic issue and the third raising the question of interference.
(2) Similarly, loss of listening audience, talent, or program material resulting from the grant of a new station does not confer the right of appeal.

(3) Injury from interference does not confer the right of appeal if the interference occurs outside the "normally protected" contour of the complaining station.*

(4) That the Commission is not required to render a written decision reciting findings of fact when it grants new facilities, and that the requirement extends only to cases where it denies an application.

(5) That an applicant for new or additional facilities may not appeal from the grant of the same facilities to another applicant until such time as the Commission renders its decision on the former's case.

These surprising contentions, which would overturn principles recognized by the Commission and the Court for years, were argued at length orally before the Court early in March. With an exception not material to this discussion,† no decision has as yet been rendered by the Court, and the long interval since the date of oral argument, during which other cases have been both argued and decided, gives ground for apprehension that the Court is having difficulty in arriving at conclusions.

**EFFECT OF PENDING PETITION FOR REHEARING.** In two decisions the Court held that it lacked jurisdiction to review a Commission decision if, at the time the appeal was taken, a petition for rehearing was pending before the Commission.** By this holding the Court completely removed the ambiguity, part of which had been removed in a decision three months earlier.†† In one of the two cases*** the Court said:

"We have heretofore suggested that rehearings should be availed of by aggrieved persons both for their own protection, and in order to afford opportunity to the Commission to correct errors or to hear

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* By "normally protected" is meant the contours which, under the Engineering Department's Standards of Good Engineering Practice, should be protected from anything greater than a certain degree of interference. These Standards have never been given the status of regulations by the Commission and on the whole have been more honored in the breach than in the observance. Even under the new regulations adopted June 23, 1939, they are not controlling and may be disregarded by the Commission.

† Colonial Broadcasters, Inc., v. F.C.C., June 12, 1939, not yet reported. Departing from its practice in previous years, the Court will continue to issue decisions during the summer, and it is not unlikely that these cases will be determined in the near future.


†† Saginaw Broadcasting Co. v. F.C.C., March 16, 1938, 96 F. (2d) 554, in which the Court had held that the filing of a petition for rehearing automatically suspended the running of the 20-day period during which an appeal must be taken under the statute.

*** Southland Industries, Inc. v. F.C.C. supra.
newly discovered evidence before appeal. This is not and should not be an arbitrary requirement. Whether a petition for rehearing should be filed in a particular case must be decided on the merits as each case arises. However, in our view, its use as an administrative remedy should not be discouraged, but instead should be encouraged—"not to supplant, but to supplement" appellate review. For that reason, in our opinion, the purpose of the law is defeated if the Commission declines to act upon such petitions when they are filed, or dismisses them without consideration, as was done in the present case. Its action, therefore, was arbitrary and capricious and constituted an improvident exercise of power. Until the Commission has considered and acted upon such a petition, the administrative remedy of the aggrieved person cannot properly be said to have been exhausted, and resort to this court in such cases is, therefore, premature."

**FINDINGS OF FACT BY THE COMMISSION.** As above noted, the Court reversed a decision of the Commission because of its failure to make appropriate findings of fact one way or the other on the issue of economic injury. Answering the contention that the record contained insufficient evidence of facts to support findings, the Court said:

"... it is not sufficient that they be marshalled and presented in the brief on appeal. They must be prepared as findings of fact, upon which the decision of the Commission may be rested." *

Presumably this holding is still at least partly in suspense because of the petition for rehearing and the recent contentions of the Commission's Law Department.

Another decision of the Court is difficult to classify, but may properly be considered in this connection.† The Court reversed a decision of the Commission denying an application for a new station at Hannibal, Mo. Contrary to the findings of the Commission, the Court found there was a public need shown for the station, as well as a demand by the merchants at Hannibal for the service. The language of the opinion, written by a member of the Court who had not previously written opinions in radio cases, is difficult to reconcile with those written by other members of the Court. In defining what constitutes "substantial evidence," the Court cites a decision holding that it means such relevant evidence as a reasonable mind might accept as adequate to support a conclusion. The Court suggests that the Commission might have profited from a more careful consideration of the examiner's report.** In meeting appellant's contention that the Commission had failed to apply standards which it followed in other cases, the Court said:

* Sanders Bros. Radio Station v. F.C.C., supra.
† Courier-Post Publishing Co. v. F.C.C., March 6, 1939.

**This was not the first occasion on which the Court admonished the Commission to pay more heed to the reports of its examiners. In Heitmeyer v. F.C.C., 95 F. (2d) 91, the Court said: "While the Commission is not bound by the findings of the Examiner, it is itself charged with the responsibility of making findings. . . . In this case it would have profited from a more careful consideration of those which the Examiner prepared."
"In administering the law, the Commission must consider each case upon its individual grounds. The permit should be granted if it meets the statutory criterion of public convenience, interest or necessity, if not, it should be denied."

This is hardly consistent with the Court's tendency, exhibited in several pronouncements during the past two years, to require the Commission to formulate and adhere to more definite standards.

Another decision* in which the Court affirmed the Commission's findings deserves mention because of the facts brought to the Court's attention. The application had been originally filed June 26, 1934, and was not finally acted upon until June, 1938. In the interim it had been granted three times, had been subjected to a bewildering succession of reconsiderations, examiner's reports, oral arguments, and petitions for rehearing.

An even more striking instance of delay, with ultimate hardship upon all parties involved, was exhibited by another appeal which was dismissed October 13, 1938, without opinion.† The case involved renewal applications which had been pending before the Commission since 1932, principally on charges of misconduct in program service. After an interminable controversy, in the course of which there were two hearings and a multiplicity of other proceedings, the Commission denied the renewal applications and the owners of the stations appealed. The cost of printing the record alone was $6,118, paid by appellants. After appellants' brief was filed and before the case was argued, the Commission filed a motion with the Court conceding that its findings were inadequate and asking the Court to remand the case for the purpose of making further findings. The Court had no alternative but to grant the motion, but at a conference of interested attorneys the Chief Justice stated that it was "unconscionable" that the Commission should stipulate so expensive a record.**

Three other decisions of the Court may be passed over briefly. In all three the Court affirmed the Commission's decisions, either wholly or partly, because the Commission's findings were deemed to be supported by the evidence. In one of them†† the Court also emphasized the necessity for designation of particular errors in an appellant's statement of reasons for appeal. In the second, the Court upheld the Commission's rule, pursuant to which it refused to postpone a hearing scheduled on an application until another application, filed subsequently to the date on which the first application was designated for hearing, was itself ready for hearing.*** In the third case the Court, in rejecting a contention that public interest

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* Woodmen of the World v. F.C.C., April 17, 1939, not yet reported.

† Voice of Brooklyn, Inc. v. F.C.C.

** The court has prepared and has under consideration revised rules governing appeals from the Commission's decisions, in which a commendable effort is made to reduce the expense.

†† W. P. Stuart v. F.C.C., June 12, 1939, not yet reported.

*** Colonial Broadcasters v. F.C.C., June 12, 1939, not yet reported.
FEDERAL RADIO REGULATION—Continued

requires “an equal division of time between respectable stations which operate on one frequency in one locality,” stated:

“The public interest requires, on the contrary, that existing arrangements be not disturbed without reason.”*

USE OF CONFIDENTIAL MEMORANDA. The question raised by the Commission’s use of confidential memoranda submitted by its staff dehors the record in arriving at its decisions was again raised.† The Commission having again specifically and formally denied the allegation, the Court applied the presumption of regulatory or official conduct but condemned any “Star Chamber procedures to deprive a citizen of a fair hearing.”

COMMISSION PROCEDURE FOLLOWING REVERSAL BY THE COURT. A tangled and complex situation which has arrayed the Commission in open conflict with the Court has arisen in cases where Commission decisions denying applications for new stations have been reversed by the Court. In three such cases** the Commission’s procedure following the decisions has been such as to take the parties back into court.

The procedure followed in all three cases was substantially the same. After a decision denying an application had been reversed, the Commission refused to reconsider and grant the application, but, instead, ordered a new hearing, in which other applications for the same or competing facilities, filed subsequently to the original application, were also to be heard. In the language of one of its orders, the Commission announced that it would hear the several applications

“individually on a comparative basis, the application which in the judgment of the Commission will best serve public interest to be granted.”

To prevent the carrying out of such an order, one applicant applied to the Court of Appeals for writs of prohibition and mandamus. The Court rendered an opinion severely condemning the Commission’s conduct, declaring:

“... In saying this much, we do not wish to be understood as implying that the Commission may not, upon a showing of newly discovered evidence or upon a showing of supervening facts which go to the very right of the applicant to have a license, remake the record in those respects without the necessity of a bill of review or other like technical methods of bringing into the record new and previously undiscovered facts, but there should be some control of the exercise of this right, and we think control is of necessity lodged in this court. But we think it is obvious that the particular objections of the Commission to a reconsideration on the record—to which we have referred—are mere


† Sanders Bros. Radio Station v. F.C.C., supra.

** Heitmeyer v. F.C.C., December 27, 1937, 95 F. (2d) 91; Pottsville Broadcasting Co. v. F.C.C., May 9, 1938, 98 F. (2d) 288; and Courier-Post Publishing Co. v. F.C.C., March 6, 1939, not yet reported.
makeweights, and that the real bone of contention is the insistence by
the Commission upon absolute authority to decide the rights of appli-
cants for permits without regard to previous findings or decisions made
by it or by this court. . . .

". . . In such a case petitioner ought not now to be put in any worse
position than it occupied on the original hearing, and therefore ought
not to be required any more now than originally to be put in hodge-
podge with later applicants whose records were not made at the time
of the previous hearing. On this state of facts, we are of opinion the
Commission should rehear the application on the record and in the
light of our opinion. We believe that this expression of our views on
the subject will obviate the necessity of issuing the writ. If it becomes
necessary for the protection of petitioner's rights, counsel may submit
a proposed form of order within 30 days. Otherwise an order will be
entered denying the petition for prohibition and mandamus."*

In another case, while the procedure followed by the applicant was
somewhat different, the result was the same.†

Notwithstanding the Court's pronouncements, the Commission has in-
sisted on its right to consider other applications in its later proceedings.
It finally became necessary for the Court to issue a writ of mandamus in
one of the cases on May 24th.**

In a second case, the Court issued a writ of mandamus on June 30,
1939.†† At present writing the matter is likely to be presented to the Su-
preme Court by petitions for certiorari by the Commission.***

ASSIGNMENT-OF-LICENSE CASES. There is now pending before
the court a case††† involving the right of appeal under Section 402 (b) from

* Pottsville Broadcasting Co. v. F.C.C., April 3, 1939, not yet reported.
† McNinch et al. v. Heitmeyer, April 3, 1939, not yet reported. By reason of these
and other decisions of the Court of Appeals, cited in the foregoing, it is now clear that
the remedy by appeal under Section 402 (b) of the Act to the United States Court of
Appeals for the District of Columbia is exclusive, and that proceedings for injunction
or mandamus against the Commission in the lower Court may not be maintained in
matters embraced within the section.

** The Heitmeyer case, Part IV-p. 13. On motion of the Commission, the Court,
on June 20th, suspended the writ for 10 days to permit the Commission to file a state-
ment of grounds for opposition.

†† Courier-Post Publishing Co. v. F.C.C., not yet reported. In this case the appli-
cation had been originally heard in competition with another application for the same
facilities in the same town. The Commission had denied both applications. The other
applicant had not appealed, so the decision of the Commission became final as to it
and being a corporation, it was subsequently dissolved by surrender of its charter.
Nevertheless, after the Court's decision the Commission set the successful appellant's
application for hearing in a consolidated proceeding and on a comparative basis with
the other applicant.

*** Petitions for certiorari to the Supreme Court have frequently been filed by par-
ties defeated in the Court of Appeals. No petition, however, has ever been granted
in a radio case by the Court except in two early instances, where petitions were filed by
the Commission, and in one of these the petition was later dismissed. General Electric

††† Associated Broadcasters, Inc. v. F.C.C. See Part II, B.
a Commission decision refusing its consent to a transfer of license and, on
the merits, the Commission's power to approve or disapprove such a trans-
fer. The Commission moved to dismiss the appeal, principally on the ground
that the Act omits to provide for such an appeal in these cases, relying on
a decision rendered by a majority of the Court several years ago.* The
case was argued orally early in March, and the long interval since then
seems to indicate that the Court is having difficulty in deciding the issues.
If it holds that such matters are not appealable, the only recourse open to
a defeated applicant is to the statutory three-judge court in the district,
where the applicant resides or does business, under Section 402 (a). That
such recourse is open would seem to be indicated by a recent decision of
the Supreme Court.†

COMMENTS. On the whole, for reasons sufficiently indicated in the
foregoing review, progress in clarification of the law through decisions of
the reviewing court has not been as satisfactory during the past, as during
the preceding, year. This conclusion is based not at all upon the count of
decisions affirmed or reversed. In the writer's opinion, the Court's errors,
if they be such, have been just as frequently at the expense of the Commiss-
ion as in its favor. In one direction there has been a tendency too closely
to restrict the Commission's discretion and its continuing power of super-
vision and regulation.** In another direction unnecessary loopholes have
been provided for arbitrary and capricious rulings.††

One phenomenon is so important that it cannot be ignored, and that
is, the attitude of and the growing authority exercised by the Commission's
Law Department. No matter what the case or the issue, the Department
is relentlessly urging a point of view that would limit the scope of the
Court's review, and would, in certain classes of cases, free the Commission
from any judicial control whatsoever. In a word, its position is that of
"administrative absolutism". At the same time, the Law Department is
urging principles, such as on the question of economic injury, which are
at least partly inconsistent with the position of the Commission itself,
evidenced by its practice and its decisions over a period of years.

PART V

INTERNATIONAL RADIO REGULATION

Developments in international radio regulation, so far as it affects
broadcasting, have been few in number.

A. THE INTERNATIONAL TELECOMMUNICATIONS CONVENTION

As pointed out in last year's article,*** the International Telecommuni-

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* Pote v. Federal Radio Commission, 67 F. (2d) 509, Justice Groner (now Chief
Justice) dissenting.

† Rochester Telephone Corporation v. United States of America, April 17, 1939.

** For example, in the second decisions in the Heitmeyer, Pottsville and Courier-
Post cases. Reference is had to decisions of the Supreme Court and other courts, in
which the continuing right of supervision by administrative agencies is recognized, and
the doctrine of "final decision" (in the sense in which the term is used as to court
decisions) is rejected.

†† For example, in The Crosley Corporation and the first Courier-Post decisions.

FEDERAL RADIO REGULATION—Continued

cations Convention, signed at Madrid in 1932, and later ratified by the United States, was not subject to revision at the Conference held at Cairo beginning February 1, 1938. The General Radio Regulations, annexed to the Convention, were revised in a number of respects (effective January 1, 1939), including a very moderate increase in the bands of frequencies above 6,000 kc. allocated to broadcasting. The congestion of stations in these bands continues, however, because of the widespread use of these frequencies for long-distance or international broadcasting, together with their use in tropical regions to avoid static. It may safely be predicted that they will continue to constitute one of the principal problems of international radio regulation and that they will be one of the most controversial topics of debate at the next Conference to be held in Rome, probably early in 1943.

B. THE NORTH AMERICAN REGIONAL BROADCASTING AGREEMENT

The North American Regional Broadcasting Agreement, negotiated at a six weeks' conference in Havana beginning November 1, 1937, and described in last year's article, was ratified by the United States following action by the Senate on June 15, 1938. Because of a sedulously circulated misinterpretation of the provisions of the Agreement, the Senate's action was not taken until after adoption of a resolution on June 13th, advising the Federal Communications Commissions that it was the sense of the Senate that power in excess of 50 kw. is against public interest and that its regulations should not be amended to permit higher power. The Agreement did not, however, call for or require the use of power in excess of 50 kw. on clear channels, but simply permitted the higher power, leaving each country free to adopt its own policy.

Unfortunately, the Agreement has encountered obstacles which may prevent it from becoming effective. According to its provisions, ratification by Canada, Cuba, Mexico and the United States is prerequisite to its validity (although if three of these countries ratify and the fourth evidences readiness to ratify, there is provision for its becoming valid by administrative arrangement). It does not become effective until one year after ratification by the fourth of these governments. Shortly after the Agreement was signed, Cuba ratified. On November 28, 1938, Canada ratified. Mexico, however, has so far proved a stumbling-block.

It was understood at the time of the Havana Conference that, under Mexico's Constitution, that country could not ratify earlier than December, 1938. On October 26, 1938, newspapers in Mexico City published stories to the effect that the Mexican Senate had approved the other treaties and agreements negotiated at Havana but, in secret session, had declined to ratify the Broadcasting Agreement on the ground that it

"imposed limitations upon Mexico without affording any benefits in return."

While the action was not necessarily final, it naturally created apprehension. It soon became known that the owners of the so-called border stations, who had been successful in frustrating efforts to reach agreement at a conference held in Mexico City in 1933, and whose stations (with one exception) would be eliminated, re-located, or reduced in power under the terms of the Havana Agreement, had again been politically active, and were largely responsible for the situation.

Overtures were made to the Mexican Government to clear up the mis-
understanding. A collateral agreement, covering use of some of the clear channels, was considered as a temporary expedient. An effort was made to persuade the Mexican Post Office Department and the Ministry of Communications to take advantage of the Agreement's provision for an administrative arrangement in lieu of ratification. On January 11, 1939, the State Department was notified that the Mexican Government had this proposal under consideration, and the prospects for a successful outcome seemed bright. On January 23rd, the sudden resignation of the Mexican Minister of Communications took place, and on the following day a successor was appointed. While this incident disrupted negotiations, it was hoped that the disruption would be only temporary. On February 22nd, the Mexican Postmaster General, a personal friend of Commissioner Craven (who had headed the United States Delegation at Havana), paid an unofficial visit to Washington, and left the impression that his government would sanction the Agreement in the early future, probably not later than March 22nd. It was reported that the Mexican Cabinet had the matter under consideration, and that formal word of approval had been delayed only by the illness of the new Minister of Communications. Word was received that President Cardenas had signed the administrative arrangement on April 14th, and that formal ratification by the Mexican Senate would be had at a special session to be convoked late in April or early in May. Later it developed, however, that the administrative approval was subject to reservations on the subject of re-location of the border stations and that probably the intention was to attach similar reservations to the formal ratification. The latter would be objectionable to the United States.

At present the matter is at an impasse, and Mexican ratification appears not to be close at hand. During the last few days it is reported that the Mexican Senate has again rejected the Agreement without a provision that would permit use of Mexico's exclusive clear channels by the border stations. If this proves to be the case, it is a tragedy from the standpoint of the listening public not only in the United States but in the other North American countries. The Havana Agreement was a brilliant diplomatic and technical achievement over what appeared to be insuperable obstacles. Its provisions are unquestionably fair to all the participating countries, almost to the point of generosity in the case of Mexico. That the interests of a few border stations, largely owned and operated by citizens of the United States who have been deprived of licenses to operate stations in this country because of misconduct, and designed to serve an audience in this country and not in Mexico, should have so far prevailed over truly Mexican stations and the Mexican listening public, is regrettable.

C. THE INTERNATIONAL RADIO CONSULTING COMMITTEE

The Fifth Meeting of the International Radio Consulting Committee (the C.C.I.R.) will be held at Stockholm, Sweden, in 1940. The earlier meetings have been held at The Hague in 1929, at Copenhagen in 1931, at Lisbon in 1934, and at Bucharest in 1937.

Provision is made for "international consulting committees" in Article 16 of the International Telecommunications Convention of 1932, the number, composition, duties and functioning of these committees to be defined in the several sets of Regulations annexed to the Convention. The General Radio Regulations, as revised at Cairo in 1938, provide for the International Radio Regulation—Continued
Radio Consulting Committee in Article 33. It is
“charged with the study of technical radio questions and operating
questions the solution of which depends principally upon considera-
tions of a technical character.”

It is formed principally “of experts of the contracting administrations
and of private operating enterprises or groups of private operating enter-
prises recognized by the respective contracting governments.” In principle,
its meetings take place every three years.

The results of agreements reached at these meetings are expressed in
“opinions.” They have a very considerable practical importance both in
saving time and unnecessary controversy at the general international tele-
communications conferences, and in laying an interim basis for formal
and binding agreements expressed later in revisions of the Regulations.

Preparation for the Stockholm Meeting has been in process for several
weeks under the auspices of the Division of International Communications,
Department of State, at a series of conferences to which all interested or-
ganizations and groups are admitted. The questions, including a few di-
rectly affecting broadcasting, are of a highly technical character and no at-
tempt will be made to summarize them in this article.
FEDERAL COMMUNICATIONS COMMISSION
COMMISSIONERS

McNINCH, FRANK R. Nominated chair-
man of the FCC (to fill the unexpired
term of the late Anning S. Prall) Au-

gust 17, 1937. Political party: Democrat.
Length of appointment: To July 1, 1942.
Previously: Lawyer; member, North Caro-

lina House of Representatives, 1905; may-
or and commissioner of finance of
Charlotte, N. C., 1917 to 1921; member,
Federal Power Commission, 1930 to 1933;
chairman, Federal Power Commission,
1933 to 1937. Born: April 27, 1873, in
Charlotte, N. C.

CASE, NORMAN STANLEY. Appointed
to the FCC in July, 1934. Political party:
Republican. Length of appointment: To
July 1, 1945. Previously: Lawyer; Provi-
dence, R. I., City Council member, 1914
to 1918; General Staff Officer during
World War; member of the Soldiers
Bonus Board of Rhode Island, 1920 to
1922; U. S. Attorney for the District of
Rhode Island, 1921 to 1926; elected lieu-
tenant governor of Rhode Island in 1926,
succeeding to the governorship in 1928
on the death of Governor Pothier; elected
governor in 1928, and again in
1930. Born: Oct. 11, 1888, in Providence,
R. I.

CRAVEN, COMMANDER T. A. M. Be-
came member of the FCC in August,
1937. Political party: Democrat. Length
of appointment: To July 1, 1944. Pre-
viously: Radio officer on USS Delaware,
1913 to 1915; fleet radio officer, U. S.
Asiatic Fleet, 1915 to 1917; in charge
U. S. Naval Coastal and Transoceanic
Operations, 1917 to 1920; battleship force
radio officer, 1921; fleet radio officer, U. S.
Atlantic fleet, 1921 to 1922; fleet radio
officer, United States fleet, 1922 to 1923;
in charge of radio research and design
section, Bureau of Engineering, 1923 to
1926; private consulting radio engineer,
1930 to 1935; appointed chief engineer

PAYNE, GEORGE HENRY. Became FCC
member July 11, 1934. Political party:
Republican. Length of appointment: To
July 1, 1943. Previously: Exchange edi-
tor and editorial writer, Commercial Ad-
vertiser, 1895 to 1896; associate editor;
Criterion Magazine, 1896 to 1899; music
and dramatic critic, New York Eve-
ning Telegram, 1903 to 1907; member,
New York County Republican Commit-
tee, 1906 to 1907; candidate for Assem-
by, 1908; political writer, New York
Evening Post, 1909 to 1912; manager lit-

erary bureau for Henry L. Stimson, Re-
publican candidate for governor, 1910;
one of the New York campaign man-
gers during presidential campaign of
Theodore Roosevelt, 1912; manager,
campaign for George McAneny, presi-
dent, Board of Aldermen, 1913; lecturer
on history and development of Ameri-
can journalism, Cooper Union, 1915; del-
egate, Republican National Convention
(floor manager for General Wood) in
Chicago, 1920; candidate for U. S. Sena-
or, 1920; one-time tax commissioner,
New York City; one-time president
Bronx National Bank; author, play-
wright. Born: Aug. 13, 1876, in New
York City.

THOMPSON, FREDERICK INGATE. Be-
came FCC member on April 13, 1939, to
fill the vacancy caused by the resigna-
tion of Commissioner Eugene O. Sykes.
Political party: Democrat. Length of
appointment: To July 1, 1941. Pre-
viously: Newspaper executive; became
editor of the Aberdeen (Miss.) Weekly
in 1892; member, Democratic National
Convention, 1912, 1924 and 1928; chief
owner and publisher of the Mobile,
 Ala., Daily and Sunday Register, 1909
to 1932; chief owner and publisher of
the Mobile News-Item, 1916 to 1932; ap-
pointed Commissioner of the U. S. Ship-
ping Board by President Wilson in 1920,
and re-appointed by Presidents Harding
and Coolidge in 1921 and 1923 (resigned
from the Board in November, 1925);
chief owner and publisher of the Bir-
mingham, Ala., Daily and Sunday Age-
Herald, 1922 to 1927; owner and pub-
lisher of the Montgomery, Ala., Journal
since 1922; director of the Associated
Press for 10 years; appointed by Presi-
dent Roosevelt to the Advisory Board
of Public Works in 1933; member of the
Alabama State Docks Commission since
1935. Born: Sept. 29, 1875, in Aberdeen,
Miss.

BROWN, COLONEL THAD H. Became
member of the Federal Radio Commis-

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WALKER, PAUL ATLEE. Appointed to the FCC July 11, 1934. Political party: Democrat. Length of appointment: To July 1, 1939. Previously: Lawyer; one time high school principal, Shawnee, Okla.; one time instructor, University of Oklahoma; counsel and commissioner of the State Corporation Commission of Oklahoma for 15 years; referee for the Supreme Court of Oklahoma, 1919 to 1921; chairman, Committee on Cooperation with the Interstate Commerce Commission in the National Association of Railroad Utilities Commissioners, 1925 to 1934. Born: Jan. 11, 1881, in Washington, Pa.

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Slowie, Thomas J.

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Dempsey, William J.

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Kennedy, James A. (Common carrier—telephone and telegraph)
Koplowitz, William C. (Research and litigation matters)

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ASSISTANT CHIEF ENGINEERS
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Cruse, Andrew
Webster, E. M.

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Corridon, L. A.

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Davis, Walters

CHIEF, SUPPLIES
Cureton, Nicholas F.

CHIEF, Duplicating
Sheehy, Paul H.

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978
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Krizek, Joseph F. 722 North Broadway Milwaukee, Wis.

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Ladner, Henry 30 Rockefeller Plaza New York City.


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Law, George Stewart Union Bank Bldg. Pittsburgh, Pa.

Leahy, William E. Investment Bldg. Washington, D. C.


Leuschner, Frederick 6253 Hollywood Blvd. Los Angeles, Calif.

Levine, J. L. 1115 Hamilton Bank Bldg. Chattanooga, Tenn.


Littlepage, John M. 815 Fifteenth St., N. W. Washington, D. C.

Littlepage, Thomas P. 815 Fifteenth St., N. W. Washington, D. C.

Littlepage, Thomas P., Jr. 815 Fifteenth St., N. W. Washington, D. C.

Lohnes, Horace L. Munsey Bldg. Washington, D. C.

Loucks, Philip G. National Press Bldg. Washington, D. C.

Lovett, Eliot C. 729 Fifteenth St., N. W. Washington, D. C.

McCaughey, Raymond F. 2 Columbus Circle New York City.

McCormick, H. L. Munsey Bldg. Washington, D. C.

McDonald, Joseph A. National Broadcasting Co. New York City.


Marks, Norman L. 10 E. 40th St. New York City.

Martin, Paul L. 524 Omaha National Bank Bldg. Omaha, Neb.

Masters, Keith 33 North La Salle St. Chicago, Ill.


Meyers, Milton H. 182 Grand St. Waterbury, Conn.


Miles, Clarence W. Baltimore Trust Bldg. Baltimore, Md.

Miller, Henry 117 North Sixth St. Camden, N. J.

Miller, Neville Natl. Assn. of Broadcasters 1626 K St., N. W. Washington, D. C.

Milligan, Jacob L. 617 Commerce Bldg. Kansas City, Mo.

Milne, T. Baxter 725 Thirteenth St., N. W. Washington, D. C.

Monfort, Louis B. 218 Munsey Bldg. Washington, D. C.

Morrow, Henry B. 1331 G St., N. W. Washington, D. C.

Mullen, Arthur F. 931 Tower Bldg. Washington, D. C.

Murray, John J. 20 Pemberton Square Boston, Mass.
BAR ASSOCIATION—Continued

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30 Rockefeller Plaza
New York City.

Neal, (Miss) Annie Perry
Washington, D. C.

Neyman, (Miss) Fanney
Washington, D. C.

Niner, Isidor
366 Madison Ave.
New York City.

O'Brien, Arthur A.
625 Henry Bldg.
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O'Brien, Seymour
2400 Baltimore Trust Bldg.
Baltimore, Md.

O'Connor, John J.
Washington Bldg.
Washington, D. C.

Oehler, Karl F.
1365 Cass Ave.
Detroit, Mich.

Oliver, Fred N.
519 Investment Bldg.
Washington, D. C.

O'Ryan, John
120 Broadway
New York City.

Palens, Louis N.
1211 Chestnut St.

Patrick, Duke M.
810 Colorado Bldg.
Washington, D. C.

Peck, Herbert M.
500 North Broadway
Oklahoma City, Okla.

Perry, David R.
Altoona Trust Bldg.
Altoona, Pa.

Peycke, Tracy J.
Telephone Bldg.
Omaha, Neb.

Plock, Richard H.
406 Tama Bldg.
Burlington, Ia.

Porter, George B.
Washington, D. C.

Porter, Paul A.
Earle Bldg.
Washington, D. C.

Porter, William A.
815 Fifteenth St., N. W.
Washington, D. C.

Powell, Garland
Radio Station WRUF
Gainesville, Fla.

Pratt, Elmer W.
Normandy Bldg.
Washington, D. C.

Price, T. Brooke
195 Broadway
New York City.

Prime, E. Gardner
30 Rockefeller Plaza
New York City.

Profitt, James L.
1210 Massachusetts Ave.,
N. W.
Washington, D. C.

Pryor, J. C.
Union Station
Burlington, Ia.

Quigley, Frank
195 Broadway
New York City.

Rainey, Garnet C.
650 S. Grand Ave.
Los Angeles, Calif.

Randall, Cuthbert P.
Telephone Bldg.
Omaha, Neb.

Ray, John H.
195 Broadway
New York City, N. Y.

Ream, Joseph H.
485 Madison Ave.
New York City, N. Y.

Roberson, Frank
Monsey Bldg.
Washington, D. C.

Roberts, Glenn D.
1 West Main St.
Madison, Wis.

Robinson, C. Ray
Bank of America Bldg.
Merced, Calif.

Rollo, Reed T.
National Press Bldg.
Washington, D. C.

Ronon, Gerald
1907 Packard Bldg.

Rosenthal, Isidor Stanley
50 Court St.
Brooklyn, N. Y.

Rosenzweig, Manheim
2 Columbus Circle
New York City.

Russell, Charles T.
140 West St.
New York City.

Russell, Percy H., Jr.
914 National Press Bldg.
Washington, D. C.

Ryan, William
122 West Washington Ave.
Madison, Wis.

St. Clair, Orla
311 California St.
San Francisco, Calif.

Sammond, Frederic
First Wisconsin National
Bank Bldg.
Milwaukee, Wis.

Scharfled, Arthur W.
750 National Press Bldg.
Washington, D. C.

Schroeder, Arthur H.
1030 National Press Bldg.
Washington, D. C.

Scott, Frank D.
2H-217 Munsey Bldg.
Washington, D. C.

Seeman, Bernard J.
705 First Natl. Bank Bldg.
Denver, Colo.

Segal, Paul M.
Woodward Bldg.
Washington, D. C.

Sennett, John A., Jr.
Northwest Savings Bank
Bldg.
Mason City, Iowa

Shea, George F.
931 Tower Bldg.
Washington, D. C.

Sherley, Swagar
American Security Bldg.
Washington, D. C.
BAR ASSOCIATION—Continued

Smith, Miss Elizabeth
Washington, D. C.

Smith, George S.
Woodward Bldg.
Washington, D. C.

Smith, Karl A.
810 Colorado Bldg.
Washington, D. C.

Smith, Milton
301 14th St.
Denver, Colo.

Smith, William Montgomery
739 Shoreham Bldg.
Washington, D. C.

Smith, William P.
409 Metropolitan Bank Bldg.
Washington, D. C.

Socolow, A. Walter
580 Fifth Ave.
New York City.

Soule, O. P.
702 Walker Bank Bldg.
Salt Lake City, Utah

Sovik, Lawrence
University Bldg.
Syracuse, N. Y.

Spearman, Paul D. P.
1038 Munsey Bldg.
Washington, D. C.

Sprague, E. Stuart
117 Liberty St.
New York City.

Stephens, Hubert D.
1219 Packard Bldg.
Washington, D. C.

Stevens, Richard K.
1907 Packard Bldg.

Stollenwerck, Frank
National Press Bldg.
Washington, D. C.

Sullivan, Francis C.
Alworth Bldg.
Duluth, Minn.

Sutton, George O.
1030 National Press Bldg.
Washington, D. C.

Temin, Henry
1420 Walnut St.

Tucker, John H.
901 Commercial Bldg.
Shreveport, La.

Tumulty, Joseph P., Jr.
1317 F St., N. W.
Washington, D. C.

Tyler, Varro E.
109 South Ninth St.
Nebraska City, Neb.

Van Allen, John W.
1008 Liberty Bank Bldg.
Buffalo, N. Y.

Van Den Berg, George,
Evans Bldg.
Washington, D. C.

Van Orsdel, Ralph A.
725 Thirteenth St., N. W.
Washington, D. C.

Vesey, Howard W.
914 National Press Bldg.
Washington, D. C.

Waddell, James E.
815 Fifteenth St., N. W.
Washington, D. C.

Walker, Henry B.
Old National Bank
Evansville, Ind.

Walker, Ralph
Washington, D. C.

Wallace, Howard E.
530 Judge Bldg.
Salt Lake City, Utah

Warner, Harry P.
Woodward Bldg.
Washington, D. C.

Wattawa, John
1317 F St., N. W.
Washington, D. C.

Wayland, Charles V.
Earle Bldg.
Washington, D. C.

Webster, Bethuel M.
15 Broad St.
New York City.

Weekes, John Wesley
140 Sycamore St.
Decatur, Ga.

Welch, Francis X.
1038 Munsey Bldg.
Washington, D. C.

Wharton, John H.
67 Broad St.
New York City.

Whissell, George B.
2305 Telephone Bldg.
St. Louis, Mo.

Wiggin, Chester H.
30 Rockefeller Plaza
New York City.

Willebrandt, (Miss) Mabel Walker
739 Shoreham Bldg.
Washington, D. C.

Williams, A. Rea
627 Union Trust Bldg.
Washington, D. C.

Wing, John Edwin
72 West Adams St.
Chicago, Ill.

Wozencraft, Frank W.
30 Rockefeller Plaza
New York City.

Wright, James Warren
Bureau of Engineering,
Navy Dept.
Washington, D. C.

V
During the past year there were many instances of drastic reduction in the amount of space ordinarily devoted by newspapers to radio columns and/or radio logs. This phenomenon—sometimes attributed to anti-radio feeling on the part of newspapers during a period of shrinking advertising, and sometimes attributed to a simple and necessary cut in editorial volume to offset decreases in revenue and the rising costs of paper—resulted in an aggregate decrease of 570 columns of radio space per week among papers having a circulation of 7,317,300 daily. Increases in radio space were noted in only a small number of instances, the circulation of such papers being 600,155 daily. These figures were compiled by the Variety Radio Directory via a special survey during October, 1938. In all, the slash in editorial space devoted to radio was estimated to have taken place in cities with a carrier limit population of about 17,500,000 persons.

Meantime, the Gallup poll of radio log and column readership (see Variety Radio Directory, Vol. 11, page 1109) was again confirmed as to the validity of its conclusions by a survey conducted on behalf of Fortune Magazine. The Fortune survey appeared in the April, 1939, issue, page 108. Its conclusions were as follows:

**Question:** Do you read the columns in the newspapers about the radio stars and programs?  

<table>
<thead>
<tr>
<th>Answer</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>31.7</td>
</tr>
<tr>
<td>Occasionally</td>
<td>33.5</td>
</tr>
<tr>
<td>No</td>
<td>34.8</td>
</tr>
</tbody>
</table>

**Question:** (If yes or occasionally) Do they help you to choose what you want to listen to on the radio?  

<table>
<thead>
<tr>
<th>Percentage of readers</th>
<th>Percentage of population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>53.0</td>
</tr>
<tr>
<td>Sometimes</td>
<td>25.9</td>
</tr>
<tr>
<td>No</td>
<td>21.1</td>
</tr>
</tbody>
</table>

Commented *Fortune*: "...The radio pages have probably a greater following, and a greater influence, than they may be commonly credited with. Almost a third of the nation reads them faithfully, and another third sporadically...The breakdowns show that the readership of radio columns is about 10% heavier among women and among people under forty than among men and older people...The influence radio columns have upon choice of program, among those who do read them, is also greater among young people and women, and is nearly 10% greater among the poor than the prosperous." *

In the list that follows are noted as many radio editors in major cities (carrier limit population of 50,000 and over) as the Directory could obtain

* Copyright *Fortune Magazine*, 1939.
information on. In some instances where the radio editors failed to reply to questionnaires after repeated requests, the VARIETY correspondents were asked to supply the information. These instances are indicated via an asterisk (*).

Symbols are as follows: "m," "e," and "S" indicate whether the paper is issued morning, evening (or both) and/or Sunday. The figures following this information indicate circulation as published in the June, 1939, edition of Standard Rate & Data Service. The symbols "N," "C," "R" show the content of the radio column—"N" signifying straight news; "C" chatter or informal, gossipy news; and "R" indicating reviews or a critical attitude toward programs. The order in which these symbols appear is the exact order of importance. "Rate" refers to the advertising rate on the page containing radio news and/or logs.

**ALABAMA**

**BIRMINGHAM AGE-HERALD** (m; 37,205) NEWS (e; 90,172) & SUNDAY NEWS & AGE HERALD (118,241), Birmingham, Ala. Turner Jordan (also news and telegraph editor). Uses 10-inch column daily—C, N, R. Log runs 10 inches, with 8 inches of "best bets." Also uses half-column cut daily, 2 on Sunday; accepts glossy prints. Prefers light, breezy items; accurate news. Lists WSGN, WBRC, WAPI. Rate: $4.20 per inch.

**BIRMINGHAM POST** (e; 68,623), Birmingham, Ala. Jean Moyer (also reporter, feature writer). Uses 10 to 15 inches daily—N, C, R. Log runs about 7 inches, with 4 or 5 inches of "best bets" Monday through Friday, double on Saturday. Also uses art work once or twice a week; accepts mats. Prefers authentic gossip about stars; accurate, informative news. Lists WBRC, WAPI. Rate: 18 cents per line.

**SOUTHERN RADIO NEWS** (w), Birmingham, Ala. Homer T. Sudduth (also commentator on radio news and programs over WAPI and WSGN). Paper is published in 16-page format every Wednesday and devotes 280 inches to N, R, C; approximately 200 inches to program listings; 75 inches to "best bets." Prefers news and art programs for coming week, short articles on stars appearing on serials and popular night programs (deadline Tuesday night; publicity released Friday and Saturday should be sent air mail). Uses about 30 cuts per issue; accepts only one and 2-column mats and cuts. Lists ABC, CBS, WLW, WSM, WBRC, WSGN, WAPI, WBT, KMOX. Rate: $1 per column inch.

**MOBILE TIMES** (e; 10,908), Mobile, Ala. C. A. Ward. Uses 6 to 10 inches, including brief program notes and NBC and WALA listings. No art work. Rate: $1.10 per inch.

**ARIZONA**

**PHOENIX REPUBLIC** (m: 35,940; S: 41,314), Phoenix, Ariz. Francis E. Ross (also feature writer, promotion work; correspondent for Reuter's). Uses varying amount of space on irregular basis. Radio news being restricted almost entirely to major Arizona programs. Art work is used only in connection with outstanding Arizona broadcasts. Log, in form of paid advertisements, lists KTAR, KOY. Rate (advertising is sold as a unit in Republic and Phoenix Gazette): 17 cents per line, one morning and one evening weekday edition; 19 cents, Sunday and one evening edition.

**ARIZONA DAILY STAR** (m: 12,575; S: 13,089), Tucson, Ariz. Marion Mitchell (also reporter). Uses about 10 columns and 500 columns daily, up to full column Sunday, including listings and "best bets"—N, R, C. Also uses 3 to 5 one or 2-column mats on Sunday. Art rarely used in daily column. Prefers program news (details, guest stars, music, etc.) well in advance. Lists NBC, CBS, Mutual, Arizona and Arizona Broadcasting Co. networks, KVOA, KTUC, KTAR, KNX, KFI, KOA, KGO, KSL, WBAP-WFAA, KRLD. Rate: 6 cents per line.

**ARKANSAS**

**ARKANSAS DEMOCRAT** (e: 40,302; S: 48,770), Little Rock, Ark. Miss Lynn Liske (also film editor). Uses 5 to 10 inches in film-radio column daily—R, C, N. Also uses several columns of news and features pertaining to national programs in Sunday Magazine Section, plus a page of art work. Accepts glossy prints and mats. Prefers gossip and program criticisms. Uses AP listings for NBC and CBS. Rate: 11 cents per line daily, 12 cents Sunday.

**ARKANSAS GAZETTE** (m: 55,830; S: 74-553), Little Rock, Ark. Inez H. MacDuff
(also Sunday magazine editor, feature writer, reporter). Uses weekly material, 2 columns in news section, one page in Sunday magazine, including news, listings, etc. Also uses one to three 2-column cuts in magazine; accepts mats. Lists KLRA, CBS. Rate: Information not received.

CALIFORNIA

ALAMEDA TIMES-STAR (e; except Saturday; 5,562), Alameda, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with 2 columns by 6 inches devoted to "best bets." No regular column or art work. Lists KSPO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

ALHAMBRA POST ADVOCATE (e; 6,-049), Alhambra Calif. No radio editor. Uses daily log, prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

ANAHEIM BULLETIN (e; 3,082), Anaheim, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

BAKERSFIELD CALIFORNIAN (e; 15,-873), Bakersfield, Calif. Robert Franklin (also county editor). Uses small, variable amount of space daily—N—plus log of 30 column-inches Monday through Friday, double on Saturday. Also uses infrequent art with news angle, accepting mats only. Lists NBC, KNX, KERN, KPMC. Rate: 6½ cents per line.

BERKELEY DAILY GAZETTE (e; 10,466), Berkeley, Calif. Helane Peters (also reporter). Uses 7-inch column Monday through Friday, double on Saturday—N. Also uses nearly 2 columns of listings daily except Saturday, when space runs to about 3½ columns. No art work. Prefers straight news, accurate and timely. Lists KGO, KPO, KSFO, KYA, KLX, KRE and KROW completely; high-

lights of KLA, KSAN, KJBS. Rate: 6 cents per line, 84 cents per inch.

CULVER CITY STAR-NEWS (e; 1,731), Culver City, Calif. No radio editor. Uses daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

FRESNO BEE (e: 47,421; S: 46,748), Fresno, Calif. Arthur J. Welter (also auto and outing editor). Uses 500 to 750 words daily, 1,000 to 1,500 words Saturday (no Sunday column)—N,C,R. Station log runs one column daily, 6 columns Saturday. Also uses occasional half or full-column cut daily, one, 2 or 3-column cuts Saturday. Accepts glossy prints and mats. Prefers publicity on preparation of new shows (advance), gossip about entertainers, program material. Lists KMJ, KPO, KARM and KNX, for complete coverage of NBC and CBS. Rate: 14 cents per line.

FULLERTON NEWS TRIBUNE (e; 3,417), Fullerton, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

GLENDALE NEWS-PRESS (e; 13,127).

Homer Canfield. Uses daily log, 2 columns by 16 inches, listing KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. No regular column or art work. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

RADIOLOGIC (twice weekly; 5,000), Glendale, Calif. Homer Canfield. Owner and editor of Radiologic, twice-weekly magazine devoted exclusively to radio—R, N, C. Art work is used on the cover and throughout the magazine; accepts glossy prints and mats. Prefers straight program information giving artists, selection, routines, etc. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. Rate: $2.25 per inch. (As free lance radio editor, also handles material for Glendale NewsPress, Alhambra Post Advocate, Culver
RADIO EDITORS—Continued


HOLLYWOOD CITIZEN-NEWS (e; 26,- 449), Hollywood, Calif. Zuma Margaret Palmer. Uses about 27-inch column daily—N.C.R. Also uses 45 inches of listings daily, about 67 inches Saturday; 3½ to 4 inches of "best bets" daily, about 10 inches Saturday. One-column cut is run each day; accepts both glossy prints and mats. Prefers program information, biographies, direct quotations on radio subjects, occasional human interest stories. Lists KMTR, KFI, KMPC, KEHE, KJH, KFWB, KFVD, KNX, KRKD, KFGJ, KFSG, KFOX, KFAC, KGER, KECA. Rate: $1.85 per column-inch.

HUNTINGTON PARK SIGNAL (e; 5,787), Huntington Park, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with one column by 8 inches devoted to "best bets." No regular column or art work. Lists KFI, KEHE, KMPC, KJH, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).

INGLEWOOD DAILY NEWS (e; 4,552), Inglewood, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with one column by 8 inches of "best bets." No regular column or art work. Lists KFI, KEHE, KMPC, KJH, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).

LONG BEACH PRESS TELEGRAM (e; 43,008; S; 52,887) & SUN (m; 11,992). Jack Holmes. For details of his column, published in various papers, see separate listing under Los Angeles, Calif.

LOS ANGELES, CALIF. Jack Holmes. Uses daily log in Los Angeles Herald & Express, Los Angeles Times, Los Angeles Examiner, Los Angeles News, Long Beach Press Telegram, Long Beach Sun (see listings of individual papers for publication and circulation details). Log runs about 2½ columns and lists KNX, KFI, KECA, KHJ, KFWB, KEHE, KMTR, KRKD, KGEJ, KFVD, KFOX, KGER, KVOE, KFAC, KMPC. No art work. Rate: National R.O.P.

LOS ANGELES EXAMINER (m; 220,185; S; 560,882). Los Angeles, Calif. Jack Holmes. For details of his column, published in various papers, see separate listing under Los Angeles, Calif.

LOS ANGELES HERALD & EXPRESS (e; 241,531), Los Angeles, Calif. Jack Holmes. For details of his column, see separate listing under Los Angeles, Calif.

LOS ANGELES NEWS (m; 97,883; e; 96,836), Los Angeles, Calif. Jack Holmes. For details of his column, see separate listing under Los Angeles, Calif.

LOS ANGELES TIMES (m; 219,341; S; 357,459), Los Angeles, Calif. Jack Holmes. For details of his column, see separate listing under Los Angeles, Calif.

MONROVIA NEWS-POST (e; 2,753), Monrovia, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).

NAPA REGISTER (e; 3,304), Napa, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.)

OAKLAND POST-ENQUIRER (e; 48,958), Oakland, Calif. Emmett Britton, Jr. (also librarian). Uses 2-column log daily. No art work. Prefers background material on national and international speeches,
advance information on special spot events of national or local interest. Lists KGO, KPO, KSFO, KFRC, KSAN, KJBS, KYA, KROW, KLX, KRE, KLS. Rate: 18 cents per line.


ONTARIO DAILY REPORT (e: 4,261). Ontario, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with one column by 8 inches devoted to “best bets.” No regular column or art work. Lists KFI, KEHE, KMPC, KJH, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield’s syndicated service, see his listing under Radiologic, Glendale, Calif.).

OXNARD EVENING PRESS (e: 902). Oxnard, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with one column by 8 inches devoted to “best bets.” No regular column or art work. Lists KFI, KEHE, KMPC, KJH, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield’s syndicated service, see his listing under Radiologic, Glendale, Calif.).

PALO ALTO TIMES (e: 4,911). Palo Alto, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield’s syndicated service, see his listing under Radiologic, Glendale, Calif.).


PASADENA POST (m: 22,044; S: 22,257) & STAR-NEWS (e: 22,420); Pasadena, Calif. Reg Warren (also real estate editor, automobile section editor). Uses one column daily except Sunday—N.R.C. Log runs to 21 inches in the Star-News, 38 inches in the Post, with 4 or 5 inches devoted to “best bets.” No art work. Prefers publicity with news value. Lists NBC, CBS, Mutual, California Radio System, KGER, KFAC, KFOX, KPCC, KRKD, KFVD, KEHE, KMPC, KMTR. Rate: $1.82 per inch in either paper; $2.66 for both.

PETALUMA ARGUS-COURIER (m, e; 3,327). Petaluma, Calif. Elwood F. Owen (also handles news writing, circulation). Uses about 2-column log daily, listing KPO, KGO, KFRC, KSFO. No art work. Rate: 4 cents per line.

REDONDO DAILY BREEZE (e: 3,376). Redondo, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPC, KJH, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield’s syndicated service, see his listing under Radiologic, Glendale, Calif.).

REDWOOD CITY TRIBUNE (e: 3,152). Redwood City, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield’s syndicated service, see his listing under Radiologic, Glendale, Calif.).

RICHMOND INDEPENDENT (e: 5,826). Richmond, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. With 2 columns by 6 inches devoted to “best bets.” No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield’s syndicated service, see his listing under Radiologic, Glendale, Calif.).

SACRAMENTO BEE (e: 65,736). Sacramento, Calif. Ronald D. Scofield (also music, drama, film, art and literary editor). Uses 2 columns Monday through Friday, full magazine feature page and full news page Saturday—N.C. Log runs 20 inches with three-quarter column of “best bets” Monday through Friday; 125 inches Saturday, with column and a half of “best bets.” Also uses one or 2 columns of art work daily, page layouts in Saturday Magazine; accepts
glossy prints. Lists KFBK, KPO, KGO, KSFO, KFRC. Rate: 18 cents per line, plus 15% for position.


SAN FRANCISCO CHRONICLE (m: 104,-833; S: 185,806). San Francisco, Calif. Walter Bendick. No regular column or art. Uses daily 69-inch log, listing KGO, KPO, KFRC, KSFO, KYA, KSAN, KJBS, KROW, KRE, KLS. Rate: $3.08 per inch weekdays, $3.50 Sunday.

SAN FRANCISCO EXAMINER (m: 163,003; S: 442,641). San Francisco, Calif. No radio editor. Carries only program log. No further details received.


SAN JOSE MERCURY HERALD (m: 19,616; S: 20,125). San Jose, Calif. No radio editor; library staff headed by Roger Clark handles material. Carries 59½ inches of listings and highlights daily and Sunday, plus nearly 5 inches of "best bets." No art work. Lists KSFO, KFRC, KPO, KGQ, KROW, KQW, KYA. Rate: 7 cents plus, per line ($1 per inch), daily or Sunday.

SAN JOSE NEWS (e: 10,767). San Jose, Calif. Stanley J. Waldorf (also reporter). Uses 26-inch log Monday through Friday. 48-inch on Saturday; 10 inches of "best bets" Monday through Friday, 20 inches on Saturday. No art work. Lists KSFO, KFRC, KPO, KGQ, KLS, KQW, KYA, plus short-wave stations listed by Radio Manufacturers' Association. Rate: 6 cents per line.

SAN MATEO TIMES & NEWS LEADER (e: 5,545). San Mateo, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with 2 columns by 6 inches devoted to "best bets." No regular column or art work. Lists KSFO, KFRC, KPO, KGQ, KLS, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).

SAN PEDRO NEWS-PILOT (e: 9,628). San Pedro, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPG, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).

SAN RAFAEL INDEPENDENT (e: 4,492). San Rafael, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KSFO, KFRC, KPO, KGQ, KLS, KROW, KQW, KDON, KYA. (See listing under Radiologic, Glendale, Calif.).

SANTA BARBARA NEWS-PRESS (m: 5,570; e: 10,003; S: 14,614). Santa Barbara, Calif. Elinor Hayes (also reporter). Uses 15 to 20-inch column daily (principally devoted to KTMS, News-Press station)—N.R.C. Also uses 20-inch log daily, 60-inch Sunday. Art work used on theatre-radio page as desired; mats accepted. Lists KTMS, KFI, KNX, KDB. Rate: $1.19 per inch.

SANTA CRUZ EVENING NEWS (e: 3,194). Santa Cruz, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with 2 columns by 6 inches devoted to "best bets." No regular column or art work. Lists KSFO, KFRC, KPO, KGQ, KLS, KROW, KQW, KDON, KYA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).

SANTA MONICA OUTLOOK (e: 11,089). Santa Monica, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches. No regular column or art work. Lists KFI, KEHE, KMPG, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield's syndicated service, see his listing under Radiologic, Glendale, Calif.).

STOCKTON INDEPENDENT (m: 9,090). Stockton, Calif. Mrs. Florence C. Wy-
RADIO EDITORS—Continued
coff (also society editor). Uses 20 inches daily—N,C,R used equally. Log runs 40 inches with 4 inches devoted to “best bets.” Uses art work occasionally; accepts mats. Lists KGO, KPO, KSFO, KWG, KGDM. Rate: 5 cents per line.

STOCKTON RECORD (e; 23,736), Stockton, Calif. Ross Reynolds (also theatre editor, reporter). Uses 22-inch log and about 5 inches of “best bets” daily. No art work. Lists KWG, KGDM, KGO, KPO and KSFO completely; KFRC from 5 p.m. to midnight. Rate: $1.26 per one-column inch.

VALLEJO TIMES-HERALD (m, except Monday: 5,754; S: 5,788), Vallejo, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with one column by 6 inches devoted to “best bets.” No regular column or art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield’s syndicated service, see his listing under Radiologic, Glendale, Calif.).

VENTURA STAR-FREE PRESS (e; 6,983), Ventura, Calif. No radio editor. Carries Homer Canfield’s “Radiologic”—R,N,C. Log, also prepared by Homer Canfield, runs 2 columns by 16 inches, with one column by 8 inches devoted to “best bets.” No art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield’s syndicated column, see his listing under Radiologic, Glendale, Calif.).

WATSONVILLE REGISTER-PAJARONIAN (m; e: 3,739; S: 2,296), Watsonville, Calif. No radio editor. Carries Homer Canfield’s “Radiologic” column—R,N,C. Log, also prepared by Homer Canfield, runs 2 columns by 16 inches, with 2 columns by 6 inches devoted to “best bets.” No art work. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KQW, KDON, KYA. (For further details of Homer Canfield’s syndicated service, see his listing under Radiologic, Glendale, Calif.).

WILMINGTON DAILY PRESS (e; 5,721), Wilmington, Calif. No radio editor. Carries daily log prepared by Homer Canfield, which runs 2 columns by 16 inches, with one column by 8 inches devoted to “best bets.” No regular column or art work. Lists KFI, KEHE, KMPC, KHJ, KFWB, KNX, KRKD, KFOX, KFAC, KECA. (For further details of Homer Canfield’s syndicated service, see his listing under Radiologic, Glendale, Calif.).

WOODLAND DAILY DEMOCRAT (e; 2,500), Woodland, Calif. Lucile Evans (also feature writer). Uses 6-inch column daily—N,C,R. Log runs 6 inches, with 5 inches of “best bets.” No art work. Prefers newsworthly items on industry, biography and guest listings. Lists KPO, KGO, KFRC, KGBK, KSFO, KROY, KYA, KFI, KLX. Rate: 50 cents per inch.

BOULDER DAILY CAMERA (e; 3,901), Boulder, Colo. Janette Lewis (also news reporter). Uses a weekly log written by Mrs. George Andrus, free lance—C,N,R. Log appears daily and runs 12 inches. No art work. Lists KOA, KLZ, KFEL, KVOD. Rate: Information not received.

COLORADO

DENVER POST (e: 155,320; S: 271,439), Denver, Colo. Betty Craig (also film reviewer). Uses 19-inch log daily, 84 inches Sunday. No art work. Lists KOA, KLZ, KVOD, KFEL. Rate: 45 cents per line daily, 60 cents Sunday.

ROCKY MOUNTAIN NEWS (m: 38,247; S: 42,205), Denver, Colo. Jimmy Briggs (also drama and financial editor). No regular column or art work. Log appears daily and runs 8 inches by 2 columns weekdays; 7 inches by 2 columns Sunday. Lists KOA, KLZ, KVOD, KFEL. Rate: 16 cents per line weekdays, 20 cents Sunday.

CHIEFTAIN (m; 9,097) & STAR-JOURNAL (e: 12,456; S: 23,202), Pueblo, Colo. Phil Kerby (also police reporter). Uses 10-inch, 2-column log daily, listing KOA, KGHF, KLZ. No art work. Rate: 2½ cents per word.

CONNECTICUT

BRIDGEPORT HERALD (S; 69,066), Bridgeport, Conn. Leo Miller (also film editor). Uses 2 pages every Sunday—N,C,R. Art work averages one page; accepts glossy prints and mats. Log also runs a full page and lists WEAF, WJZ, WABC, WOR, WMCA, WTC, WIC, WDR, WTT, WELI, WBRY, WHN, WQXR, WNBC, WNL, WATR. Prefers straight, brief, newsworthly releases. Rate: 22 cents per line, black and white; 25 cents, four colors.
BRIDGEPORT POST (e: 41,264; S: 26,906) & TELEGRAM (m: 12,836), Bridgeport, Conn. W. Rockwell Clark, Jr. (also feature editor, Sunday Post). Uses 30-inch column daily and Sunday—N.R.C. Log runs 40 inches, "best bets" 4 inches. Also uses one-column mat or cut daily, varying amount of art work Sunday; accepts mats only. Prefers short newsy items and recorded program previews, when possible. Lists NBC, CBS, Mutual, WICC, WELI, WHN, WMCA and WQXR completely; evening highlights of WBYR, WGN, WHAM, WHO, WLW, WEVD, WNEW, WPG, WSM, WTAM, WTIC. Rate: 15 cents per line for combined dailies (morning Telegram, evening Post); 10 cents per line for Sunday Post.

BRIDGEPORT TIMES-STAR (e: 28,577), Bridgeport, Conn. Frederic T. Thoms (also conducts Times-Star Santa Claus Toy Campaign over WICC each Christmas season). Uses 10 inches Monday through Friday, 15 inches Saturday—R.N.C. Log runs 42 inches with 5 inches of "best bets." Also uses one or 2-column cut each day; accepts glossy prints and mats. Prefers straight news stories, guest lineups, musical details. Lists WICC, WELI, WEAF, WJZ, WABC, WOR, WHN, WMCA. Rates: 9 cents per line.

DANBURY NEWS-TIMES (e; 10,273), Danbury, Conn. Warren C. Rockwell (also reporter and feature writer). Uses 4 or 5-inch column daily—R.N.C. Also uses about 16 inches of listings and 6 inches of "best bets." No art work. Lists NBC, CBS, Mutual, WICC. Prefers daily logs, last-minute changes, high spots, news and coming highlights. Rate: 6 cents per line.

GREENWICH TIME (e; 3,129), Greenwich, Conn. Victor R. LaVolpe (also reporter). No regular column; uses some radio material in a general column run on Wednesday. Log appears daily and runs about 10 inches, listing WEAF, WJZ, WABC, WOR, WHN, WMCA, WICC. No art work. Rate: 4 cents per line.

HARTFORD COURANT (m: 41,045; S: 72,523), Hartford, Conn. Douglas M. Fellows (also garden editor, feature writer, theatre reviewer, assistant to Sunday Magazine editor). No regular column or art work. Uses daily log, with box featuring outstanding programs. Lists WTIC, WDRC, WTHT, WNBC, WOR, WJZ. Rate: 12 cents per line daily, 17 cents Sunday (display); radio program listing, $1 per count line daily or Sunday.

HARTFORD TIMES (e: 66,970), Hartford, Conn. Harold B. Waldo (also general work, luncheon club reporter). Uses 60 inches Monday through Friday, 100 inches Saturday—N. Log runs 40 inches, with 6 to 10 inches of "best bets". Accepts glossy prints and mats, though no art work is used. Prefers material sent in mat form. Lists WEAF, WJZ, WABC, WOR, WTHT, WTIC, WDRC, WNBC. Rate: 17 cents per line.

NEW BRITAIN HERALD (e; 18,012), New Britain, Conn. Charles J. Sikora (also reporter). Uses 10-inch log Monday through Friday, 35 inches on Saturday. No art work. Lists WEAF, WJZ, WABC, WTIC, WDRC. Rate: 10 cents per line.

NEW BRITAIN TRIBUNE (S), New Britain, Conn. Luther E. Carle, Jr. (also advertising). Uses 10 inches every Sunday—N.R.C. Log runs 24 inches, with 4 inches of "best bets." Accepts glossy prints and mats, but art work is apparently rarely used. Prefers gossip, advance information on programs, and mats. Lists WEAF, WABC, WOR, WGY, WNBC, WTIC, WDRC, WTHT. Rate: $1.00 per inch.

*NEW HAVEN JOURNAL-COURIER (m: 23,020), New Haven, Conn. Stanley Veno (also reporter, editorial work). No regular column or art work. Uses daily 30-inch log, listing WEAF, WJZ, WABC, WOR, WMCA, WGY, WLW, WHN. Rate: No information received.

*NEW HAVEN REGISTER (e, S: 66,502), New Haven, Conn. Colby Driessens (also assistant Sunday editor). No regular column or art work. Log runs 20 inches daily, 35 inches Sunday, with 3 inches of "best bets" on Sunday only. Lists NBC, CBS and Mutual. Rate: No information received.

SOUTH NORWALK SENTINEL (e; 6,741), South Norwalk, Conn. Le Roy D. Downs (also editor). No regular column or art work. Uses daily 35-inch log, with 2 columns by 5 inches of "best bets." Accepts mats. Lists WEAF, WJZ, WABC, WOR, WICC, WMCA, WTIC, WHN. Rate: Information not received.

STAMFORD ADVOCATE (e; 13,078), Stamford, Conn. Leonard S. Massell (general news, police and political reporter). Uses 8 to 10 inches daily—C,N,R. Art work is rarely used; ac-
cepts mats. Log runs about a full column and lists WEAF, WJZ, WABC, WOR, WICC. Rate: 8 cents per agate line.

TORRINGTON REGISTER (e; 7,140). Torrington, Conn. John H. Thompson (also managing editor). Uses three-quarter column daily including log—N.R.C. Art work is used occasionally; mats accepted. Lists WTIC, WOR, WORC, WNBC, WJZ. Rate: 6 cents per line.

WATERBURY DEMOCRAT (e; 10,630). Waterbury, Conn. Cornelius F. Maloney (also editorial work, feature writer). Uses one column daily—C,N.R. Log runs column and a half to 2 columns, with 5 to 6 inches devoted to “best bets.” Also uses one or 2-column cuts; accepts mats. Prefers material on stars, orchestras and leaders, commentators. Lists WEAF, WJZ, WABC, WOR, WTIC, WATR. Rate: 8 cents per line.

WATERBURY REPUBLICAN (m: 15,482; S: 21,396), Waterbury, Conn. William J. Slator (also city editor). Uses 20 inches daily, up to 35 inches Sunday—N.R.C. Log runs 50 inches, with 8 inches of “best bets.” Also uses one cut daily, single or double-column, 3 on Sunday. Prefers straight news, programs, program corrections. Lists WEAF, WJZ, WABC, WOR, WBRY, WATR, WTIC, WDRC, WICC. Rate: No information given. (Note: Programs for Republican and American originate with the Republican. Radio column is mostly prepared, but not by-lined, by E. Christy Erk, for whose listing see the Waterbury Republican-American. William Slator frequently writes column, supervises department.)

WATERBURY REPUBLICAN (m: 15,482; S: 21,396) & AMERICAN (e: 19,394), Waterbury, Conn. E. Christy Erk (also newscaster over WBRY, owned by the papers). Uses 3 to 4 columns weekdays and Sunday—R,C,N. Log runs varying length, with “best bets” listed in 10-point paragraph. Also uses at least one piece of art weekdays, 3 on Sunday; accepts glossy prints and mats. Lists WEAF, WJZ, WABC, WOR, WTIC, WBRY, WICC, WATR. Rate: No information given. (Also see listing under Waterbury Republican.)

DELWARE

WILMINGTON MORNING NEWS (12,751) & JOURNAL-EVERY EVENING (42-811), Wilmington, Del. No radio editor. Carries logs only, running 24 inches daily in each paper, with Sunday programs listed in Saturday edition. Mats are used occasionally. Lists WDEL, WILM, KYW, WEAF, WFIL, WJZ, WIP, WOR, WCAU, WABC regularly; occasionally others in highlight boxes. Rate: 16 cents, display; $1 per count line in radio program.

WILMINGTON SUNDAY STAR (9,800). Wilmington, Del. Warren W. Seaver (also news editor). Uses 30-inch log each Sunday, plus one mat (usually 2-column). Accepts glossy prints and mats. Lists WEAF, WJZ, WABC, WOR, WIP, KYW, WFIL, WCAU, WILM, WDEL, plus short wave stations. Rate: 61/2 cents per line.

DISTRICT OF COLUMBIA

WASHINGTON DAILY NEWS (e; 75,197). Washington, D. C. Katherine Smith (also assistant to drama editor, miscellaneous desk work). Uses daily log, 2 columns by about 20 inches, with 2 inches devoted to news items, “best bets,” etc. No art work. Prefers brief information on new shows, guest stars, musical selections, speakers and their subjects. Lists WRC, WMAL, WJSV, WOL. Rate: 20 cents per line.

WASHINGTON POST (m: 114,532; S: 114,148). Washington, D. C. Richard Cee (also film critic). No regular column. Log runs 20 to 40 inches weekdays, 40 to 50 inches Sunday, including 10-inch, double-column box featuring “best bets” both weekdays and Sunday. Virtually no art work is used. Lists WRC, WMAL, WOL and WJSV in all editions; plus WMFD, WJEJ, WSVA and WCHV in state editions. Rate: Information not received.


WASHINGTON TIMES-HERALD (m; e: 193,952; S: 200,267). Washington, D. C. Sidney Epstein (also head copy boy). No regular column or art work. Uses daily log, running 2 columns by 11 inches, with 5 inches of “best bets” . Lists NBC, CBS, Mutual, WRC, WMAL, WOL, WJSV. Rate: 30 cents per line weekdays, 42 cents Sunday.
FLORIDA

FLORIDA TIMES-UNION (m: 74,518; S: 81,845), Jacksonville, Fla. Richard G. Moffett (also film editor, special writer). Uses 20-inch log daily. No art work. Lists network material furnished by AP and WJAX, WMBR. Rate: 14 cents per inch daily, 16 cents Sunday.

JACKSONVILLE JOURNAL (e: 40,021), Jacksonville, Fla. No radio editor; material handled by advertising department. No column or art work. Log appears daily and runs about 16 inches, with about 3 inches of “best bets.” Lists WJAX, WMBR. Rate: 12 cents per line.

MIAMI DAILY NEWS (e: 48,329; S: 44,474), Miami, Fla. James McLean (also reporter). Uses about 12 inches daily. Rate: 13 cents per line.

MIAMI HERALD (m: 78,336; S: 81,613), Miami, Fla. Marion S. Stevens (also news and feature writer). Uses about 5 inches, double-column, daily and Sunday—N.R.C. Log runs about 8½ inches, with 2 or 3 inches of “best bets” in double-column box. Also uses 2 half-column or one single-column cut almost daily; accepts glossy prints and mats. Prefers general news, coming events, humorous items of general interest, news of radio and television development. Lists WQAM, WIOD, and WKAT in all editions; other Florida stations in state editions. Rate: 16 cents per line daily, 18 cents Sunday.

OCALA BANNER (m, except Monday: 3,739; S: 3,739), Ocala, Fla. Helen Newsom (also bookkeeper). No regular column, log or art work. Uses occasional news item; accepts mats. Rate: Information not received.

ST. PETERSBURG EVENING INDEPENDENT (11,424), St. Petersburg, Fla. Bill Dunlap (also reporter-photographer). Uses 16 inches daily, including program log—N. Art work is used occasionally; accepts mats. Lists NBC, WSUN-WFLA, WDAE. Rate: 8 cents per line.

TAMPA DAILY TIMES (e: 25,332), Tampa, Fla. Joseph F. Smiley (on staff of WDAE, owned by the paper). Uses 20-inch column daily—N.R.C. Program log runs about 15 inches, with 2 inches of “best bets”. Art work is used once a week and averages 4 one-column cuts plus liberal cut lines; accepts mats only. Prefers straight news of program outline, short items on cast and program personalities. Lists WDAE, WFLA-WSUN. Rate: Information not received.

TAMPA TRIBUNE (m: 53,944; S: 61,128), Tampa, Fla. Gordon Grant (also police reporter). Uses a full column on Sunday—N.R.C. Log appears daily and runs about 15 inches. Also uses a varying amount of art work; accepts glossy prints. Prefers descriptions of Sunday programs. Lists NBC, CBS and Mutual, WFLA, WDAE, WSUN. Rate: 14 cents per line daily, 15 cents Sunday.

GEORGIA

ALBANY HERALD (e: 7,005; S: 6,951), Albany, Ga. James M. Robinson (also sports and film editor). Uses varying amount of space daily, occasionally up to one column. Log runs 6 inches with about 6 inches of “best bets.” Also uses unspecified amount of art work; accepts glossy prints. Prefers pictures, “newsy” briefs. Lists NBC, CBS, Mutual. Rate: 5 cents per agate line.

ATLANTA CONSTITUTION (m: 95,524; S: 102,805), Atlanta, Ga. Howell Madison Jones (also church news department). Uses 12-inch column daily, 16-inch Sunday—N.R.C. Program log runs to 20 inches for local stations, 4 inches for WLW, 5 inches for short-wave, 5 inches for network programs, with 4 inches of “best bets”. One-column and occasional 2-column art work used Sunday; accepts glossy prints and mats. Prefers material concerning programs, such as names of guests, title of dramatic feature, if any, names of cast members, name of band or other musical features and list of songs to be heard on program, if possible. Lists WGST, WSB, WAGA, WATL, WLW and short-wave stations completely; NBC, CBS and Mutual after 6 p. m. Rate: 20 cents per line daily, 22 cents Sunday.

ATLANTA GEORGIAN (e: 78,762) & SUNDAY AMERICAN (155,646), Atlanta, Ga. Treville Lawrence. Uses daily listings which include—N.R.C. Also uses 2 or 3 pieces of art weekly; accepts glossy prints and mats. Prefers information on programs, description of broadcasts, etc. Lists WSB, WGST, WAGA, WATL, WLW, WRGA, WRDW, WPAX, WAXY, WRBL. Rate: 18 cents per line daily, 30 cents Sunday.
RADIO EDITORS—Continued

ATLANTA JOURNAL (e: 97,850; S: 116,-888), Atlanta, Ga. Ernest Rogers (also newscaster). Uses about half-page weekdays, full page Sunday—N,C,R. Log runs 2 columns, with as much space as needed devoted to “best bets”. Also uses one piece of art work daily (usually 2-column), 2 on Sunday; accepts glossy prints. Prefers straight news and gossip on stars, programs, etc. Lists WSB, WAGA, WGTA, WATL. Rate: 20 cents per line daily, 22 cents Sunday.

MACON NEWS (e: 8,925), TELEGRAM (m: 22,971) & NEWS-TELEGRAM (S: 27,952), Macon, Ga. Uses very small amount of news daily; art work rarely. Log runs to one column. Prefers log showing programs and stations carrying them, especially information on network shows. Lists WMZ completely; NBC and CBS from 6 p.m. Rate: 15 cents per line. (All material is run in the Evening News, Morning Telegraph and Sunday News-Telegram).

SAVANNAH DAILY TIMES (e, except Saturday: 6,881; S: 7,041), Savannah, Ga. Milt Brown (assistant to society editor). Uses 40 inches daily—N,C,R. Log runs 20 inches, with 20 inches of “best bets”. Also uses 6 to 20 inches, by 2 columns, of art work daily; accepts mats. Prefers news and gossip. Lists WSOC completely; highlights of other stations. Rate: 70 cents per column-inch.

WAYCROSS JOURNAL-HERALD (e: 5,-049; S: 5,049), Waycross, Ga. Liston Elkins (also city editor). Uses half-column daily—N,C,R. Log runs to half-column with quarter-column of “best bets”. Also uses occasional cuts and accepts both glossy prints and mats. Lists WAYX completely, and highlights of all networks as furnished by the AP. Rate: 80 cents per column inch.

ILLINOIS

BELVIDERE DAILY REPUBLICAN (e; 3,879), Belvidere, Ill. Frank E. Loomis (also city editor). Uses full column daily—N,C. Log runs 6 inches and lists WAAF, WBBM, WCBD, WCFL, WCRW, WDEC, WENR, WGES, WGN, WIND, WJJD, WLS, WMAQ, WSBC. Also uses occasional formats; accepts mats. Prefers releases of a general nature. Rate: 10 cents per line.

CHICAGO AMERICAN (e: 397,034), Chicago, Ill. Lorene Nystron. Uses 2-column log daily, with 5 inches of “best bets” Monday through Friday, 10 inches Saturday. Art work is used only in pre-date issues; accepts glossy prints. Lists WENR, WLS, WMAQ, WCFL, WBBM, WIND, WJJD, WGN, WCBD, WSBC, WGES, WHIP, WWAE, WAAF, WBML, WHFC, WEDC. Rate: 60 cents per line.

CHICAGO DAILY NEWS (e; 430,111), Chicago, Ill. Joseph A. Gorg. Uses 1½ column log, including half-column of “best bets” Monday through Friday; 3-column log Saturday, including one column of highlights and best bets. Also uses about 3 pictures a month and accepts glossy prints. Lists WMAQ, WBBM, WENR, WLS, WGN, WJJD, WIND, WAAF, WBSC, WGES, WHIP, WCBD, WBML, WEDC. Rate: 75 cents per line.

CHICAGO DAILY TIMES (e, except Saturday: 362,502; S: 345,444), Chicago, Ill. Don Foster (Bill Irwin, real name). Uses 10 inches daily—N,C,R. Log runs 24 inches with 8 inches of “best bets”. Also uses half-column of art daily, 5-column layout Sunday; accepts glossy prints. Lists “all Chicago major stations and some minor stations;” more specific information not available. Rate: Information not received.

CHICAGO HERALD & EXAMINER (m; 324,370) & SUNDAY EXAMINER (946,-742), Chicago, Ill. Ulmer Turner (also newscaster). Uses half to three-quarter column weekdays, half-page Sunday—N,R,C. (Column occasionally dropped weekdays, always appears on Sunday). Log runs 2 columns weekdays (tabloid depth), one column Sunday (full size edition depth), with about 10 inches of “best bets” on Sunday only. Also uses a total of 3 or 4 pictures during the week, 2 columns of art work Sunday; accepts glossy prints. Prefers straight news and gossip; pictures of girl performers, informal shots of stars at work. Lists WAAF, WBBM, WCBD, WCFL, WCRW, WDEC, WENR, WGES, WGN, WHFC, WHIP, WIND, WJJD, WLS, WMAQ, WBML, WSBC, WWAE. Rate: 40 cents per line weekdays, $1.10 Sunday.

CHICAGO TRIBUNE (m: 903,922; S: 1,134,-019), Chicago, Ill. Larry Wolters (also reporter, copy reader). Uses varying amount of space daily, full page Sunday. Including listings, etc.—N,C,R. Log runs about 25 inches, with 10 inches of “best bets”. Also uses unspecific amount of art work daily; accepts glossy prints. Lists WGN, WIND, WMAQ, WBBM, WLS, WAAF, WCFL, WCBD, WBML, WJJD, WWAE, WSDC, WGES, WHFC, WHIP. Rate: $1.40 per line daily, $1.75 Sunday.

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RADIO EDITORS—Continued

DOWN BEAT (monthly; 41,194), Chicago, Ill. Harold Jovien (also advertising representative). Uses 20 to 30 inches in Down Beat, a music trade publication, every issue—N.R.C. Also uses a varying amount of art work; accepts glossy prints and mats. Lists NBC, CBS, Mutual, WAAF, WJJD, WIND, WCFL, WTMJ, WBBM, WMAQ, WENR, WGN, WHIP, WWAIE, WMCA, WNEW, WHN, KYW, KDCA, WLW, WCAU, KNX, KEHE, WSAI, WLW, WHB, WFL, KMOX, WTMAM, WXYZ, KMOX, WTMW, WIL, WDSU, WGY, WSM. Rate: $6 per inch; guaranteed page position, 15% extra. (As free lance radio editor writes column for Up Beat, a monthly ($4.50 per inch), devoted principally to highlight listings of musical programs; a column for Associated Negro Press, devoted principally to highlight listings of programs featuring negro artists; a gossip, news and review column for the Brighton Park Life, a weekly (10 cents per line). Each column runs 20 to 30 inches and features art work.

DECATURE HERALD (m; 20,624), REVIEW (e; 24,804) & SUNDAY HERALD-REVIEW (40,160), Decatur, Ill. Robert L. Tieken (also copyreader). Uses 10 inches daily—N.R.C. Log runs 3 columns, with 5 inches of "best bets". Also uses art work 3 times a week; accepts glossy prints. Prefers news notes on programs. Lists WGN, WMAQ, WENR, WBBM, KMOX, WCFL; outstanding NBC, CBS and Mutual programs when available on other stations in midwest. Rate: Information not received.

EAST ST. LOUIS JOURNAL (e, except Saturday: 13,458; S: 13,665), East St. Louis, Ill. No radio editor. Carries variable amount of news each edition; no art work. Log runs 28 to 30 inches and lists KMOX, KSD, KWK, KXOK, WIL, WTMV. Rate: 7 cents per line.

EVANSTON NEWS-INDEX (e; 6,500), Evanston, Ill. John S. Heil (also city editor). Uses 22-inch log daily, with 2 to 3 inches of "best bets". Uses art work as occasional fillers. Prefers mats of feature material; rarely uses glossy prints. Lists NBC, CBS, Mutual and Chicago stations. Rate: 8 cents per line.

FREEPORT JOURNAL-STANDARD (e: 12,607), Freeport, Ill. Grace Leone Barnett (also rewrite and film editor). Uses one to 8 inches on irregular schedule (not every day)—N. Log appears daily and runs from 15 to 25 inches. Also uses one and 2-column mats several times a week. Prefers spot news and listings. Lists WBBM, WCFL, WGN, WLS, WENR, WMAQ, WIL, WJJD, WIND, WAAF. Rate: 6 cents per line.

MOLINE DAILY DISPATCH (e: 16,332), Moline, Ill., Fred Klann (also city editor). Uses news only occasionally; when spot news or for special sections. Log runs 12 to 20 inches. Art work is used occasionally in connection with news items; accepts mats. Prefers spot news, program changes. Lists WMAQ, WGN, WBBM, WENR, WMT, WHO, WHBF and WOC regularly; others occasionally. Rate: 14 cents per line (sold in combination with Rock Island Argus).

PEORIA JOURNAL-TRANSCRIPT (daily: 47,551; S: 48,544), Peoria, Ill. Robert M. Shepherdson (also film, stage and automobile editor). Uses 15 to 20-inch column daily, up to 40-inch Sunday—N.R.C. Log runs to 20 inches with 2 inches of "best bets". Also uses a one-column cut daily, 3-column layout Sunday; accepts glossy prints and mats. Prefers straight news with lists of musical numbers to be played and, in case of dramas, items about them and their casts. Lists NBC, CBS, Mutual, WBBM, WMAQ WENR, WLS, WGN, WLV, KMOX, WHO, WMBD regularly; others on occasion. Rate: 13 cents per line daily, 11 cents Sunday.

PEORIA STAR (e: 35,022; S: 42,882), Peoria, Ill. Frederic R. Oakley (also columnist, dramatic and literary critic). Uses quarter-column daily—N.R.C. Also uses two-column log including quarter-column of "best bets". Art work is used occasionally on Sunday; accepts glossy prints and mats. Prefers program news, changes, etc. and personalized news of artists, Lists NBC, CBS, Mutual, WMBD, WMAQ, WENR, WIND, WLS, WCFL. Rate: 10 cents per line.

DAILY NEWS-HERALD (e: 3,379), Peru, Ill. Hayden E. Reece (also reporter, copy desk). Uses about 50 inches Monday through Friday, 100 inches Saturday—R.C.N. Program log runs 40 inches Monday through Friday, 80 inches Saturday, with 10 inches of "best bets". Also uses an average of 5 one-column cuts a week; accepts mats. Prefers publicity on dance bands, thumbnail sketches and biographies. Lists WGN, WBBM, WENR, WLS, WMAQ, WCFL, WIND and WJJD completely; highlights of WLW. Rate: 3 cents per line.

ROCK ISLAND ARGUS (e: 16,058), Rock Island, Ill. Julian W. Ramsey (also edi-
RADIO EDITORS—Continued

torial writer, columnist) Uses 12-inch column daily—N,R,C. Also runs 10 inches of highlight listings. Uses only art work of Mutual programs (paper owns WHBF, an affiliate of Mutual). Prefers straight news about programs. Lists WHBF, WOC, WGN, WMAQ, WENR, WLS, WBBM, WMT; others on occasion. Rate: 7 cents per line.

ILLINOIS STATE JOURNAL (d: 40.324; S: 35.240), Springfield, Ill. Harry W. Moody (also feature editor). Uses 21-inch column daily (same material appears in morning and evening editions) —N,R,C. Program log runs 21 inches, with 3 inches of "best bets". Also uses 4 to 12 inches of art work daily; accepts both glossy prints and mats. Prefers straight news material briefly describing what program consists of: talent, guests, subjects of talks, song titles, etc. Lists NBC, CBS, Mutual, KSD, WILL, WMAQ, WLW, WGN, WJR, WBBM, WCCO, WHAS, WENR, WCFL, WHO, WLS, WTAM, KMOX, WOWO, WFBM, KWK, WCBS, WMBD. Rate: 8 cents per line (all issues).

WAUKEGAN NEWS-SUN (e; 13.164), Waukegan, Ill. Kermit Rolland (also police reporter). Uses 10 inches daily—N. No art work. Log runs 27 inches and lists NBC, CBS, Mutual, WBBM, WCFL, WIND, WGN, WENR, WMAQ, WTMJ, WJJD. Rate: 10 cents per agate line.

ANDERSON HERALD (m, except Monday: 13.643; S: 14.112), Anderson, Ind. C. T. Jewett (also news editor). Uses varying amount of space each issue—N,C,R. Program log runs 16 to 20 inches Tuesday through Friday, 30 to 35 inches Saturday and Sunday. News art is used as space permits; accepts mats. Prefers news announcements that can be used with regular scheduled logs, and personality items of progress. Lists CBS, NBC and WHBU. Rate: 3½ cents per line, daily and Sunday.

ELKHART DAILY TRUTH (e; 15.250), Elkhart, Ind. Calvin D. Albrecht (also reporter). Uses 25 to 30-inch log daily, with program details. Rarely uses art work. Prefers program detail, especially as to guests and special features. Lists WGN, WMAQ, WENR, WIND, WOWO, WLS, WIBO, WTRC. Rate: 5½ cents per line.

*EVANSVILLE PRESS (e, except Saturday: 31.280; Saturday: 25.370) & COURIER (m: 38.646), Evansville, Ind. No radio editor. Courier carries AP highlights and news notes; Press carries UP and AP notes and news. Some major stations are mentioned in the highlights noted above; WGBF and WEOA are listed regularly. Art work is used occasionally; mats accepted. Prefer straight news and program changes. Rate: 16 cents per line, combination of Courier and Press.

*EVANSVILLE SUNDAY COURIER & PRESS (57.567), Evansville, Ind. Clifton Brooks (also Sunday editor). Uses full page, including log, art, etc.—N,C,R. Also uses a layout; accepts mats. A column or 2 of AP and Up highlights includes major stations; also lists WGBF, WEOA. Prefers news, short features. Rate: 1½ cents per line.

FORT WAYNE JOURNAL-GAZETTE (m: 48.967; S: 43.389), Fort Wayne, Ind. Chester R. Brouwer (also theatrical editor). Uses 2-column log daily; no art work. Lists WOWO, WGL, WLW, WTAM, WMAQ, WGN, WJR. Rate 12 cents per line.

FORT WAYNE NEWS-SENTINEL (e; 61.-994), Fort Wayne, Ind. John G. Koehl. Uses 50-inch log daily; no art work. Lists WLW, WOWO, WGL, WMAQ, WJR, WBBM. Rate: $1.40 per square inch.

GOSHEN NEWS-DEMOCRAT (e; 5.348). Goshen, Ind. Herbert A. Swartz (also writes sports column and feature stories). Uses 10-inch column daily through Friday, nearly full column Saturday—N,R. Log runs 10 inches or more. Also uses one-column mats 2 or 3 times a week. Prefers short items on coming programs, such as names of special guests, sketches, or plays, special musical features, etc. Lists NBC, CBS, Mutual, WIND, WTRC, WBAA, WHIP, WJJD, WAAF, KNX, KOA, KFI, KSL. Rate: 56 cents per inch.

HAMMOND TIMES (e, except Saturday: 23.598; S: not available), Hammond, Ind. Paul K. Damai (also writes weekly I. Q. Test). Uses 20-inch column Wednesday, 60-inch Sunday—R,N,C. Log is run in all issues and averages 20 inches except Sunday, when space averages 25 inches and includes "best bets". A one-column cut is generally used Sunday; accepts mats. Prefers publicity with news value. Lists NBC, CBS, Mutual, WMAQ, WLS, WENR, WBBM, WGN, WCFL, WIND, WHFC, WJJD, WHAS, WLW, WHIP, WWAE, WJR, WAAF. Rate: Approximately $1 per inch.
INDIANAPOLIS TIMES (e; 86,621), Indianapolis, Ind. Harry Morrison (also amusements). Uses 10-inch column daily—N.C.R. Log runs 30 inches long with one inch devoted to "best bets". No art work. Prefers gossip. Lists WIRE, WFBM, WENR, WLS, WIBC. Rate: 17 cents per line.

KOKOMO TRIBUNE (e; 16,005), Kokomo, Ind. Don Hall (also reporter and photographer). Uses 6 inches of "best bets" daily, listing WLW, WMAQ, WLS, WENR, WJR, WBBM, WGN, WFBM, WIRE, WOWO, WHAS. Art work is used very rarely; accepts glossy prints. Rate: 8 cents per line.

LAFAYETTE JOURNAL & COURIER (e; 30,624), Lafayette, Ind. Richard M. Greenwood (also feature writer, assistant magazine editor). Uses about 10-inch column daily in all editions—C.N.R. Log runs about 22 inches with 6 inches of "best bets". Also uses about 6 inches of art work daily, including cut lines; accepts glossy prints and mats. Prefers inside gossip, short human interest stories, brief biographies, announcements of coming programs and news of the trade. Lists highlights of NBC, CBS, Mutual, WMAQ, WCFL, WLW, WBBM, WFBM, WIND, WJJD, KMOX, WGN, WHAS, WILL, WJR, WLS. Rate: 8 cents per line.

SOUTH BEND TRIBUNE (e; 66,689; S: 65,088), South Bend, Ind. Mary Stockdale (also handles radio traffic for WSBT-WFAM, owned and operated by the paper). Uses three-quarter column daily—N.C.R. Log runs 18 inches or more, with 5 or 6 inches of "best bets". Half-column, full-column and special layouts are used on irregular schedule; accepts glossy prints and mats. Prefers releases giving program news. Lists WAAF, WBBM, WCBD, WCFL, WCRW, WEDC, WENR, WGES, WGN, WIND, WJJD, WLS, WMAQ, WSBC, WLW. Rate: 14 cents per line.

TERRE HAUTE TRIBUNE (e; 25,768), Terre Haute, Ind. William Cronin (also editorial work). Uses column or daily more—N.R.C. Log runs 8 or 10 inches. Also uses pictures concerning spot news; accepts mats. Prefers general news, sponsor and program changes, news items. Lists "all the leading stations": more specific information not available. Rate: $1.20 per inch.

UNION CITY TIMES-GAZETTE (m: 2,414), Union City, Ind. James J. Patchell (also editor). Uses 8 inches daily, including log—C. No art work. Lists WLW, WHIO. Rate: 3 cents per line.

WABASH PLAIN DEALER (e; 5,667) & TIMES STAR (m; not available). Wabash, Ind. Lloyd Hippensteel (also state and church editor). Uses 3 to 6 inches of "best bets", including news items. No art work. Prefers program schedules, with guests, selections, etc. Lists WLW, WMAQ, KYW, WTAM, WIRE, WTMJ, WOWO, WENR, WLS, KDKA, WJR, WBBM, WHAS, WFBM. Rate: 4½ cents per line.

CEDAR RAPIDS GAZETTE (e: 42,790; S: 41,963), Cedar Rapids, Ia. Edw. F. Dose (also night editor). No regular column: occasionally uses brief items on Sunday—N.C.R. Log appears daily and runs about 30 inches. Also uses occasional one-column cuts Sunday; accepts mats. Prefers advance notices of important broadcasts. Lists WMT, WOI, WGN, WSUI, WHO, KFJB, WOC. Rate: 15 cents per line.

IOWA

COUNCIL BLUFFS NONPAREIL (e, except Saturday: 15,020; Saturday: 10,634; S: 14,344), Council Bluffs, Ia. Burke M. Gillespie (also assistant sports editor). Uses one-column log daily and Sunday. Accepts glossy prints and mats, but rarely uses art work. Lists NBC, CBS, Mutual, KOIL, WOW, KFAB, WOI. Rate: 8 cents per line.

DAVENPORT DEMOCRAT & LEADER (e; S: not available). Davenport, Ia. Ina B. Wickham (also music editor and critic). Uses full page Sunday, including column, listings, etc.—N.C.R. Log appears daily and runs 20 to 30 inches. Also uses cuts in Sunday radio page: accepts glossy prints and mats. Prefers straight, up-to-the-minute news on stars and programs. Lists WOC, WHBF, WHO, WMT, WMAQ, WLW, WENR, WLS, WBBM, WGN, WHAS, WCCO. Rate: 16 cents per inch.

DES MOINES REGISTER (m: 157,441; S: 335,303) & TRIBUNE (e; 137,863), Des Moines, Ia. Mary Little (also publicity director of KRNT and KSO, owned by the papers). Uses 3 columns, including art work, daily—N.C.R. Log runs about 3 inches. Also uses daily art work, totalling about 100 cuts a week in all papers; accepts glossy prints. Prefers personality stories, straight news and gossip. Lists KRNT, KSO, WMT (all owned by the papers). WHO. Rates: 50
cents per line morning Register and evening Tribune; 55 cents, Sunday Register; 75 cents, combination of evening Tribune and Sunday Register, or morning and Sunday Register.

DUBUQUE DAILY TRIBUNE (e; 12,789), Dubuque, Ia. Carl C. Oehs (also sports editor). Uses 6 to 10-inch column daily —N,C,R. Log runs about 14 inches with 8 inches of "best bets". Also uses art work 3 or 4 times a week, depending on space; accepts glossy prints and mats. Prefers releases on straight program news. Lists NBC, CBS, WGN, WKBB, WCCO, WLW, WENR, WCFL, WMAQ. Rate: 7 cents per line.

DAILY IOWAN (m, except Monday; 3,-237; S: 3,337), Iowa City, Ia. D. Mac Showers (also campus editor). Uses 15 to 20 inches daily —N,C,R. No art work. Log runs 4 to 6 inches and lists NBC and CBS. Prefers program previews, with guests, features, selections to be presented, etc. Rate: Column appears on editorial page; no advertising accepted.

MASON CITY GLOBE-GAZETTE (e; 18,-178), Mason City, Ia. Henry Bernard Hook (also assistant to city editor). Uses half-column daily, full radio page Sunday —N,C,R. Program log runs a full column with half-column of "best bets". Some art is used daily, but more especially for the Saturday radio page; accepts mats. Prefers straight news about programs, names of guests and songs, etc., and information on talent changes. Lists KGLO (owned by the paper), WHO, WMT. Rate: $1.20 per inch.

SIOUX CITY TRIBUNE (e; not available), Sioux City, Ia. John C. Kelly (also managing editor). Uses varying amount of space daily, devoted to program news of KTRI, affiliated with the Tribune. Also uses small amount of art work once a week; accepts glossy prints and mats. Lists NBC, CBS, KTRI. Rate: 15 cents per line.

COFFEYVILLE DAILY JOURNAL (e; 7,153), Coffeyville, Kans. Clair A. Foster. Uses at least a full column daily —R,C,N. Log runs 15 to 17 inches with 4 to 5 inches of "best bets". Uses art work whenever obtainable (at least twice weekly); accepts glossy prints and mats. Prefers news items on program's selections, talent, interest, etc., and gossip on radio personalities. Lists Mutual and KGGF. Rate: 10 cents per line.

KANSAS

KANSAS CITY KANSAN (e; 11,141; S: 11,160), Kansas City, Kans. No radio editor. News carried is devoted to KCKN, owned by the paper. Lists KCKN and "important stations in the vicinity". No further information available.

TOPEKA DAILY CAPITAL (m: 50,910; S: 51,372), Topeka, Kans. Earl D. Keilmann (also theatre editor). Uses half-column daily —N,C,R. Log runs to three-quarter column, and 6 programs are highlighted on page one. Also uses half-column insert daily, 2 to 3 pieces of art on Sunday; accepts glossy prints and mats. Prefers straight news, gossip and program criticism; short features especially acceptable. Lists WIBW (affiliated with the paper, a Capper publication), WDAF, WREN, KOIL, WOW, KFAB, KFH, WLW, KMOX, WHB, KVVO, KMBC, KSAC, KFKU, KOAM. Rate 13 cents per line.

TOPEKA STATE JOURNAL (e; 17,825), Topeka, Kans. George F. Hillyer (also reporter). Uses about 15-inch column daily (4 editions) —N,C,R. Log runs about 25 inches, including "best bets". Art work is practically never used. Prefers straight, brief advance information on programs, particularly evening network shows. Lists WDAF, WREN, KMBC, WIBW. Rate: 8 cents per line.

WICHITA DAILY BEACON (e: 80,702; S: 101,984), Wichita, Kans. Sidney A. Coleman (also news, business and financial reporter). Uses one-eighth to one-half column daily, 3 columns Sunday —N,C,R. Log runs one column daily and Sunday. Also uses 2 to 4 pieces of art work Sunday; accepts glossy prints and mats. Prefers news of important broadcasts, intimate gossip of popular artists and the mechanics of radio. Lists NBC, CBS, and Mutual. Rate: 18 cents per line daily on radio page, 22 cents Sunday; 24 cents per line in Sunday Magazine section, which usually carries radio page; 10% additional per line in special pages on which radio column appears.

KENTUCKY

LOUISVILLE COURIER-JOURNAL (m: 108,184; S: 176,065), Louisville, Ky. Cary Robertson (also Sunday and feature editor). No regular column at present; at press time column was contemplated.
Log runs 3 columns by 9 1/2 inches weekdays, 3 columns by 16 1/2 inches Sunday, with 2 columns by 3 1/2 inches of "best bets" in all editions. Also uses one picture weekdays and Sunday; accepts glossy prints. Prefers advance program news, including titles of plays, names of guest stars, etc. Lists WHAS, owned by the paper; WAVE, WSM, WLW, WGRC. Rate: 36 cents per line weekdays, 34 cents Sunday.

LOUISIANA

TIMES-PICAYUNE & NEW ORLEANS STATES (m, e: 157,979; S: 169,078), New Orleans, La. Mercia Margaret Mauet (also secretary to managing editor of Times-Picayune). Uses one column of schedules and program highlights daily and Sunday. No art work. Lists WWL, WDSU, WSMB, WBNO. Rate: 24 cents per line, Morning Times-Picayune; 16 cents, Evening States; 33 cents, Sunday Times-Picayune & States; 32 cents, combination of daily Times-Picayune and States.

TRIBUNE (m: 22,596) and ITEM (e, except Saturday: 61,417; Saturday: 55,322) & ITEM-TRIBUNE (S: 62,941), New Orleans, La. Augustus (Gus) N. Kookie (also church news and school news editor). Uses about 10 inches daily in each paper and in combined Sunday issue—N,C,R. Log runs about 17 inches in each paper with 8 to 10 inches of "best bets". No art daily, but uses a 2-column spot in Sunday issue; accepts glossy prints and mats. Prefers straight news with pertinent facts in lead-off. Lists NBC, CBS and WBNO. Rate: 13 cents per line, morning; 17 cents, evening; 18 cents Sunday.

SHREVEPORT JOURNAL (e: 29,990), Shreveport, La. Tom Ashley (also on news staff). Uses about a column daily—N,C,R. Log runs 15 inches with about 6 inches of "best bets". Also uses occasional mats of news interest (half, one, 2 and 3-column); rarely uses glossy prints. Prefers "newsy" notes, program sketches, guests, local interest items, program changes. Lists NBC, CBS, KWKH, KTBS, KRMD. Rate: 8 cents per line.

SHREVEPORT TIMES (m: 48,521; S: 53,-591), Shreveport, La. Pat White (also continuity writer, promotion staff and announcer on KTBS-KWKH, owned by the Times). Uses about 24 inches weekdays, full page Sunday—R,N,C. Log runs about 11 inches, with 5 1/2 inches by 2 columns devoted to "best bets". Also uses one picture daily, varying amount of art work Sunday and occasional cartoons; accepts mats and glossy prints. Prefers program previews 4 days ahead of broadcast, feature stories with an angle, mats of all kinds. Lists KTBS, KWKH. Rate: 11 cents per line weekdays, 13 cents Sunday.

MAINE

PORTLAND SUNDAY TELEGRAM (52,-262), Portland, Me. Guy V. Sinclair, Jr. (also reporter and copy desk, farm and real estate editor). Uses about 80 inches each Sunday—N,R,C. Log runs 38 inches, with variable amount of space devoted to "best bets". Also uses unspecified amount of art work; accepts glossy prints and mats. Prefers advance, short features and mat material. Lists WEAF, WJZ, WABC, WGAN, WLBJ, WCSI, WRDO. Rate: 24 cents per line, combination with Portland Evening Express and Portland Press Herald.

MARYLAND

Baltimore News-Post (e: 188,287) & Sunday American (196,474), Baltimore, Md. J. Hammond Brown (also fishing and hunting editor for Hearst Baltimore papers). Uses one column daily, 3 to 4 columns Sunday—N,C,R. Log runs 18 to 20 inches. Cuts are used occasionally; accepts glossy prints. Prefers straight news and gossip. Lists WBAL, WFBR, WCAO, WCBM, WFMD, WLSL, WJBO, WJEJ. Rate: 35 cents per line daily, 40 cents Sunday.

Baltimore Evening Sun (158,663), Baltimore, Md. George H. Steuart, Jr. (also copy editing, headline writing). Uses AP news items. Log appears daily and runs a column and a half, with "best bets" emphasized by being given extra length in the listings. Art work is used occasionally; accepts glossy prints. Prefers brief program items, last-minute corrections. Lists WCAO, WFEF, WBAL and WCBM completely; highlights of NBC, CBS and Mutual. Rate: 60 cents per line.

Baltimore Sunday Sun (189,542), Baltimore, Md. Frances Hiss. No regular column; lists week's program features briefly. Uses 2 column log. Also uses single-column cut each week; accepts glossy prints. Prefers news on musical programs and important broadcasts nationally featured. Lists WCBF, WBAL, WCAO, WCBM, WEAE, WJZ, WABC, WOR. Rate: 50 cents per service line.

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RADIO EDITORS—Continued

MASSACHUSETTS

BOSTON GLOBE (m: 126,247; e: 159,769; S: 305,538), Boston, Mass. Elizabeth L. Sullivan. Uses 10 inches, Sunday only—N,C. Log runs about 50 inches, with 7-inch feature box daily, 9-inch Sunday. Also uses 4 or 5 cuts on Sunday; accepts glossy prints. Prefers good action photos, human interest short on stars, accurate program information. Lists WEEI, WNAC, WBZ, WAAB, WHDH, WMEX, WCOP, WORL, WLLH, WLAW, WCHS, WEAN, WJAR, WPRO, WORC, WTAG. Rate: 50 cents per line daily, 60 cents Sunday.

BOSTON POST (m: 352,008; S: 264,858), Boston, Mass. Howard W. Fitzpatrick. Uses one-third column daily, 3 columns Sunday—N,C,R. Log runs about 55 inches, with 8 inches of “best bets”. Uses art work on Sunday only; accepts glossy prints. Prefers straight news, authentic gossip, last-minute corrections and biographies of performers with real name, birthplace, etc. Lists WEEF, WJZ, WABC, WNAC, WAAB, WBZ, WEEF, WMEX, WORL, WCOP, WHDH, WLLH, WEAN, WJAR, WORC, WTAG, WTIC. Rate: 60 cents per line daily, 55 cents Sunday; bold face listings in radio logs, $2.50 per line.

BOSTON RECORD (m: 309,676), AMERICAN (c: 159,961) & SUNDAY ADVERTISER (528,794), Boston, Mass. Newcomb F. Thompson. Uses one-half to full column daily and Sunday—N. Log appears daily only and runs to 3 columns with 6 to 8 inches of “best bets.” Art is used occasionally; accepts glossy prints. Prefers straight program news and biographical material on performers. Lists WEEI, WBZ, WNAC, WAAB, WMEX, WHDH, WCOP, WORL. Rate: 60 cents per line in daily Record and American combined; 80 cents in Sunday Advertiser.

BOSTON TRANSCRIPT (e, except Saturday: 27,937; Saturday: 39,096), Boston, Mass. Frederick W. Hobbs (also reference librarian). Uses 15 inches Monday through Friday, 24 inches Saturday—N,R,C. Log runs to 30 inches daily with 3 inches of “best bets,” 40 inches Saturday, 8 inches of “best bets.” Also uses a one-column cut daily; accepts glossy prints and mats. Prefers straight news material. Lists WEEI, WBZ-A, WNAC, WAAB, WMEX, WHDH, WORL. Rate: 25 cents per line Monday through Friday, 35 cents Saturday.

CHRISTIAN SCIENCE MONITOR (e: 138,372), Boston, Mass. Albert D. Hughes (also aviation editor, record reviewer). Uses one 20-inch column twice a week (one New England column, one national) —R,N,C. Log runs 30 inches Monday through Friday, 45 inches Saturday. Also uses single pictures once a week. Layout once a week; accepts glossy prints. Prefers program announcements, program material, feature material when dealing with a specific program; candid picture and well-posed full panel portraits. Lists WEEI, WBZ, WNAC, WAAB, WMEX. Rate: No special radio rate.

HOLYOKE TRANSCRIPT - TELEGRAM (e; 18,400), Holyoke, Mass. Michael F. O’Connor (also news editor). Uses half-column daily—N,C,R. Log runs three-quarter column, with one-quarter column of “best bets.” Art work is used occasionally; accepts mats. Prefers gossip highlights, etc. Lists WBZA, WTIC, WMAS, WSPR, WHAI, WDRC, WOR. Rate: 9 cents per age line (except political radio announcements which are 30 cents per line).

LAWRENCE DAILY EAGLE (m; 4,368) & TRIBUNE (e: 25,485), Lawrence, Mass. Sebastian Bartolotta (also reporter). Uses short items daily—N,C,R. Log runs to 2 columns with 3 inches of “best bets.” Uses only cuts of “unusual interest”; accepts mats. Prefers gossip of unusually interesting nature. Lists WLAW (owned by the papers), WBZ, WNAC, WEEI and shortwave stations. Rate: $ per inch.

LOWELL COURIER-CITIZEN (m: 9,040) & EVENING LEADER (13,200), Lowell, Mass. Ethel Keeler Billings (also theatre page editor, librarian). Uses a column or less according to available space, with additional news items in column “Whimseys”—N,C. Log runs from 1 1/2 to 2 columns in Courier-Citizen, one to 1 1/2 in Leader, with about 8 inches of “best bets.” Also uses art work 2 or 3 times weekly; accepts mats. Prefers news, feature stories and gossip. Lists NBC, CBS Colonial and Yankee Networks; WEEI, WBZ, WNAC, WAAB, WLAW. Rate: 11 cents per line for combined papers.

LOWELL SUN (e: 16,009), Lowell, Mass. Charles G. Sampas (also film editor, dramatic critic, columnist, reporter, rewrite man). Uses 8 to 10-inch column daily—C,N,R. Log runs to 10 column-inches. Amount of art used depends on space available; accepts glossy prints. Prefers short, breezy items. Lists WLLH, WNAC, WBZ, WEEI. Rate: $2 per inch.

LOWELL SUNDAY TELEGRAM (14,863), Lowell, Mass. George Gagan (also sports
editor). Uses 2 columns by 4 inches every Sunday—N.C. No art work. Lists WLLH. Prefers news and gossip briefs. Rate: 12 cents per line. (This paper is circulated with the Boston Sunday Post).

DAILY ITEM (e; 18,043), Lynn, Mass. Hazel Annette Anderson (also secretary). Uses 10 inches daily—N.R.C. Log runs to 54 inches, with 4 to 7 inches of "best bets". Art work is used infrequently; accepts mats. Prefers straight news, especially on feature broadcasts, and news with a local angle. Lists NBC, CBS, Mutual and Colonial Networks. Rate: 10 cents per line, plus 25% for position on radio page.

MALDEN NEWS (e; 9,692), Malden, Mass. Samuel Sayward (also editorial work). Uses one to 2 columns daily—N.R.C. No art work. Length of log varies; lists WNAC, WEEI, WBZ and WAAB completely; highlights of other New England stations. Rate: 8 cents per line.

MEDFORD MERCURY (e; not available). Medford, Mass. Samuel Sayward (also editorial work). Uses about 2 columns daily, including log—N.R.C. Art work is used occasionally; accepts glossy prints and mats. Lists WEEI, WNAC, WBZ, WORL, WMEX. Rate: Information not received.

STANDARD-TIMES (e; 45,096; S; 26,412) & MORNING MERCURY (6,673), New Bedford, Mass. John Dakin, Jr. (also film editor, assistant librarian). Uses daily 30-inch log. Sunday log of 20 inches, with "best bets" running 4 to 6 inches each day. Also uses a 5-column layout on Sunday; accepts glossy prints and mats. Prefers material on Hollywood and local personalities, radio plays and features. Lists NBC, CBS, WEEI, WNAC, WJAR, WBZ. Rate: 16 cents per line daily, 10 cents Sunday. (Note: A 30-inch column is run in the Sunday Standard-Times—N.C.R.—written by Paul W. Stiles of WNBH, owned by the papers).

NORTH ADAMS TRANSSCRIPT (e; 11,687), North Adams, Mass. Edward Joyce (also reporter). Uses 30-inch log daily, with 2 inches of "best bets". No art work. Lists WEAF, WJZ, WABC, WOR, WGY, WBZ. Rate: 8 cents per line.

BERKSHIRE DAILY EAGLE (e; 20,273), Pittsfield, Mass. Kingsley R. Fall (also reporter, drama editor and critic). Uses 15 to 17-inch log daily. No art work. Lists WEAF, WJZ, WABC, WOR, WBRK, WGY. Rate: 65 cents per inch, with 2-inch minimum.

SPRINGFIELD UNION (m,e; 74,859), Springfield, Mass. Henry P. Lewis (also assignment editor). Uses 20-inch column daily—N.R.C. Log runs to 40 inches, with 6 inches of "best bets." Occasionally uses one and 2-column mats; no glossy prints. Prefers accounts of coming events, biographical sketches, program changes, gossip, etc. Lists WBZA, WMAS, WSPR, WTC, WDRC, WHAI, WOR. Rate: 28 cents per line (this also applies to the Republican and News, issued by the same publishers).

WORCESTER TELEGRAM (m) & GAZETTE (e; 124,389) and SUNDAY TELEGRAM (65,617), Worcester, Mass. Frederick L. Rushton (also feature writer). Uses 2-page section in Sunday edition—N.C. Logs are used daily, running 52 inches in the Telegram, 60 inches in the Gazette, with 3 inches of "best bets" in the latter paper. A half-page layout is used in the Sunday radio section; accepts glossy prints only. Prefers straight news announcements of coming programs. Lists WTAG, WORC, WBZ, WEEI, WNAC, WOR and short-wave stations. Rates: 31 cents per line minimum, 36 cents maximum in daily papers; 20 cents per line minimum in Sunday paper, 25 cents maximum.

MICHIGAN

ADRIAN DAILY TELEGRAM (e; 10,540), Adrian, Mich. Allen J. Purvis (also reporter). No regular column or art work. Uses daily 20-inch log listing WJR, WWJ, WLW, CKLW, WOWO, WSPD. Rate: 5 cents per line.

ANN ARBOR NEWS (e; 12,630), Ann Arbor, Mich. Eck N. Stanger (also photographer, feature writer). Uses daily log, listing WJR, WWJ, CKLW, WXYZ. Also uses wire news. Little art work is used; accepts glossy prints and mats. Prefers straight news. Rate: 6 cents per line.

BATTLE CREEK ENQUIRER & NEWS (e, except Saturday: 16,368; Saturday: 13,827; S: 10,964), Battle Creek, Mich. John C. F. Healey (also film editor, assistant city editor). Uses up to a full column daily—N.C.R. Log runs to about 20 inches. One-column cuts are used occasionally; accepts mats only. Lists WELL, WJR, WMQA, WLW, WBBM, WENR, WGN. Rate: 8½ cents per line.

BATTLE CREEK MOON-JOURNAL (e, except Saturday: 12,957; Saturday: 11,033; S: 12,424), Battle Creek, Mich.
J. Ray Simmons. Uses program logs only: 32-39 inches Monday through Thursday, 58-64 inches Friday, 14 inches Saturday, 42-46 inches Sunday. Also runs one inch of "best bets" daily, 2 inches Sunday. No art work. Prefers listings and press stories, and titles of dramatic sketches to be used. Lists NBC, CBS, Mutual, plus any split network listings heard in locality. Rate: 6 cents per line.

**BAY CITY TIMES** (e: 25,132; S: 24,731), Bay City, Mich. Margaret Allison (also church and school editor, city desk). No regular column or art work. Uses daily 20-inch log. No information given as to stations listed, but according to 1938-39 record, paper listed WWJ, WJR, WLW and WGN. Rate: Radio advertising not accepted.

**DETOIT NEWS** (e: 321,424; S: 378,961), Detroit, Mich. Herschell Hart (also night club editor, columnist). No regular column or art work. Uses 20-inch log daily and Sunday, listing WWJ, WXYZ, WJR, CKLW, WJBK, WMBC. Rate: 60 cents per line.

**DETOIT TIMES** (e: 294,807; S: 409,553), Detroit, Mich. Pat Dennis (also real estate editor). No regular column or art work. Uses 20-inch log daily and Sunday, listing WXYZ, WWJ, WJR, WJBK, CKLW, WMBC. Rate: 55 cents per line.

**FLINT JOURNAL** (e: 55,189; S: 54,102), Flint, Mich. Arthur C. Pamerleau (also news reporter). Column appears daily and Sunday, totalling 8 columns a week—R.N.C. Log runs to 22 inches each day, with 6 inches of "best bets." Also uses two 2-column and 2 one-column cuts weekly; accepts glossy prints and mats. Prefers program reviews, news and biographies. Lists NBC, CBS, WWJ, WJR, CKLW, WLW, WXYZ. Rate: 16 cents per line.

**CITIZEN PATRIOT** (e, except Saturday: 28,174; Saturday: 21,590; S: 28,156), Jackson, Mich. No radio editor. Carries only 25-inch log, listing WIBM, WWJ, WJR, WLW. Rate: $1.40 per column inch.

**KALAMAZOO GAZETTE** (e: 30,583; S: 30,528), Kalamazoo, Mich. Ralph A. Patton (also music critic, feature writer, copy reader). Uses 4 to 6 inches daily—N. Log runs 18 to 20 inches, with one or 2 inches of "best bets". No art work. Lists WEAF, WTAG, WTMJ, WGY, WLW, WSM, WMAQ, WWJ, WJR, WLS, WXYZ, WJR, WHAS, CKLW, WGN, WOR. Rate: $1.40 per column inch.

**MONROE EVENING NEWS** (8,291), Monroe, Mich. Robert B. Cantrick (also reporter, feature writer). Uses 18 to 36-inch log daily, with 3 to 6 inches of "best bets". No art work. Prefer "straight-forward" statement of program contents. Lists WJR, WWJ, WXYZ, CKLW, WSPD. Rate: 5 cents per line.

**MUSKEGON CHRONICLE** (e: 26,330), Muskegon, Mich. William H. Bowles (also state editor). Uses about 10 inches daily—N.R.C. No art work. Log runs 18 inches. Lists WEAF, WJZ, WABC, WGN, CKLW, KDKA, KFAB, KFI, KMOX, KOA, KYW, WBMM, WCFL, WBAL, WCCO, WKAR, WDAF, WENR, WGY, WHAM. Rate: 9 cents per line.

**PONTIAC DAILY PRESS** (e: 31,811), Pontiac, Mich. No radio editor. Carries 21-inch log daily, including half-inch of "best bets". Lists CKLW, WJR, WWJ, WXYZ. Rate: 9 cents per line.

**SAGINAW NEWS** (e: 30,270; S: 30,073), Saginaw, Mich. Leslie A. Wahl (also state editor). Daily and Sunday column varies as much as 2 inches to a full column—N.R.C. Log runs 21 inches and lists WBCM, WGN, WJR, WLW, WMAQ, WWJ. Uses very little art work; accepts glossy prints and mats. Prefers straight news, program forecasts. Rate: 10 cents per line.

**MINNESOTA**

**DULUTH HERALD** (e: 30,812) & NEWS-TRIBUNE (m: 35,567; S: 46,637), Duluth, Minn. James T. Watts (also drama, film and music editor). Uses about 5 inches daily and Sunday—N.R.C. Log averages about 10 inches, with varying amount of space devoted to "best bets". Principal use of art is in Sunday layout, though single-column cuts are used in daily issues for special events; accepts glossy prints and mats. Prefers timely news about coming programs and events and items on radio personalities. Lists NBC, CBS, Mutual, WEBC, KDAL, WMFG, WHLB. Rate: 30 cents per line daily, 21 cents Sunday.

**MINNEAPOLIS JOURNAL** (e: 135,467; S: 149,018), Minneapolis, Minn. John J. Biddison (also Sunday editor). Uses 60-inch column on Sunday—N.C.R. Logs are run throughout the week: 28 inches daily, 75 inches Sunday. Also uses 20 to 30 inches of art work on Sunday; accepts glossy prints only. Prefers publicity accompanied by pictures. Lists KSTP, WCCO, WTCN, WDGY, WMIN, WLB, WCAL. Rate: 28 cents per line daily, 32 cents Sunday.
MINNEAPOLIS STAR (e; 155,133), Minneapolis, Minn. Jeanne D. Huck. Uses occasional news items, usually one-column boxes. Daily log runs to three 10-inch columns. Accepts glossy prints and mats, though no art work is being used at present. Editor contemplates a radio review and gossip column, with art, in the spring. Prefers straight news releases, program reviews and criticisms. Lists WCCO, KSTP, WTCN, WDGY, WMIN, WLB, WCAL. Rate: 30 cents a line.

MINNEAPOLIS TRIBUNE (m: 80,195; e: 67,404; S: 212,598), Minneapolis, Minn. Enar A. Ahlstrom (also stock market editor). Uses a quarter-page daily, half-page Sunday, of news stories and logs. Also uses 3 or 4 one-column cuts on Sunday; accepts glossy prints only. Prefers "newsy" material and good action pictures. Lists WTCN (the Tribune-St. Paul Dispatch station), WCCO, KSTP, WDGY, WMIN, WLB, WCAL. Rate: 30 cents per line daily, 38 cents Sunday.

ST. PAUL DISPATCH & PIONEER PRESS (m: 82,256; S: 124,774), St. Paul, Minn. Jules L. Steele (also film critic). Uses 30 inches weekdays, full page Sunday—N.C.R. Log runs 4 columns by one-quarter column; "best bets" are also listed on Sunday. Averages 2 single-column cuts weekdays, 4-column layout Sunday; accepts glossy prints. Prefers straight news. Lists NBC, CBS, Mutual. Rate: Information not received.

MISSISSIPPI

BILOXI-GULFPORT DAILY HERALD (e; 7,678), Biloxi, Miss. No radio editor. Carries only 15-inch log daily, listing WSMB, WDSU, WLW, WWL, WGN, KMOX, KDKA, WENR. Rate: 5 cents per line.

TUPELO DAILY JOURNAL (m; 4,972), Tupelo, Miss. Mrs. Harry Rutherford (also proof reader). Uses 20-inch column daily—N.R.C. Log runs 2 inches, with 4 inches of "best bets." Also uses small cuts occasionally; accepts mats only. Prefers program listings and write-ups on outstanding programs. Lists WMC, WSMB, WLW, WMPS, WSM, WREC, WBBM, WJDX. Rate: 4 cents per line.

MISSOURI

JEFFERSON CITY CAPITOL NEWS (m, except Monday; 6,331) & POST-TRIBUNE (e, except Saturday; 6,503), Jefferson City, Mo. A. B. Jackson, Jr. (also sports commentator on KWOS, owned by the papers). Uses 8 to 10 inches in both papers—N.R.C. Logs run to 6 inches. Art work is used infrequently; accepts mats only. Prefers publicity material with news value. Lists KWOS only. Rate: 8 cents per line for combination of both papers.

KANSAS CITY JOURNAL (e: 80,527; S: 74,080), Kansas City, Mo. John C. Swayze (also newscaster, columnist, film reviewer). Radio material is included, though not necessarily every day, in a general column which appears daily—N.C. Column varies in length during the week; runs about 20 inches Sunday, when it is carried in the amusement section. Log appears weekdays and Sunday and runs about 16 to 18 inches. Also uses one and 2-column cuts on Sunday; accepts glossy prints and mats. Prefers fresh news, briefly put, with an occasional interesting rumor. Lists WHB, KMBC, WREN, KCMO and WDAF completely; highlights of KITE and KCKN. Rate: 25 cents per line.

KANSAS CITY STAR (m: 314,363; e: 317,-773; S: 326,507), Kansas City, Mo. H. Dean Fitzner. Uses 2-column log morning and evening on weekdays (in the Times, morning edition of the Star, and in the evening Star). Uses full page Sunday—N.C.R. Also uses 2 or 3 pictures Sunday; accepts glossy prints. Prefers general news about personalities and programs. Lists WDAF, KMBC, WHB, KCMO, KCKN, KFRU, WREN, KITE. Rate: 60 cents per line, morning and evening weekday combination, 45 cents Sunday.

ST. JOSEPH NEWS-PRESS (e: 42,328; S: 42,642), St. Joseph, Mo. Frederic M. Pumphrey (also church and lodge editor). No regular column or art work. Log appears weekdays and Sunday and runs about 20 inches in last column of classified section. Prefers news on feature or unusual programs for fill-in on listings. Lists KFEQ, WHO, WREN, KFAB, WDAF, KMBC, WHB. Rate: As listings are carried in classified section, classified advertising rate of 23 cents a line prevails for combination of News-Press and Gazette (morning paper carrying no radio material); radio advertising also carried elsewhere at amusement rate of 18 cents per line for daily combination, 12 cents Sunday, 20 cents for combination of Sunday with Gazette or News-Press.

ST. LOUIS GLOBE DEMOCRAT (m: 218,-356; S: 229,498), St. Louis, Mo. Harry
RADIO EDITORS—Continued

E. LaMertha (also camera assignments). Uses 2 columns on Sunday only—N.C.R. Log appears daily and runs to 2 columns; “best bets” are featured on Sunday only, and run 45 to 68 inches. Also uses 12 to 24 inches of art work on Sunday; accepts glossy prints. Prefers straight news and details on programs of educational, entertainment and serious musical interest; accurate information on station, time, network, type of show (live or transcribed) and program changes. Lists NBC, CBS, Mutual, KSD, KWK, KMOX, KXOK, WTMV, WEW, KFUO, WIL and WLW regularly; occasionally WMAQ, WENR, WGN, WGY and KDKA on special events where locals are not tied in. Rate: 46 cents per line; guaranteed location on radio program page, 25% additional.

ST. LOUIS POST-DISPATCH (e: 227,617; S: 273,926). St. Louis, Mo. James L. Spencer (also auto editor). Uses an average of 100 inches Sunday—N. Log appears daily and runs 60 inches Monday through Saturday, 3 columns Sunday. Also uses 2 or 3 one-column or 2-column cuts Sunday; accepts glossy prints. Prefers straight program news: talent, guests, etc. Lists NBC, CBS, Mutual, KSD, KMOX, KWK, KXOK, WIL, WEW, KFUO regularly; WENR, WMAQ and WLW occasionally. Rate: 46½ cents per line.

ST. LOUIS STAR-TIMES (e: 154,230). St. Louis, Mo. David Frederick (also continuity writer, KXOK, owned by the paper). Uses 18 inches daily—N.C.R. Log runs 72 inches, with 6 inches of “best bets.” Also uses art 2 or 3 times a week, usually half-column cuts; accepts glossy prints. Prefers straight news stories. Lists KSD, KMOX, KWK, KXOK, WEW, WIL, WTMV, KFUO; NBC, CBS and Mutual. Rate: 52 cents per line.

NEW HAMPSHIRE

CONCORD MONITOR-PATRIOT (e: 8,531). Concord, N. H. Richard H. Keeler (also police and fire reporter). Uses up to one column daily—N.R.C. Log runs about 16 inches, with “best bets” up to 10 inches. Also uses art once or twice a week; accepts glossy prints and mats. Prefers program information, news stories on entertainers, photos. Lists NBC, CBS, Mutual, WLAW, WEEI, WFEA. Rate: 7 cents per line.

MANCHESTER UNION (m: 18,683) & LEADER (e: 16,808). Manchester, N. H. William Thornton (also reporter). No regular column or art work. Uses 35-inch log daily, listing WFEA, WLWH, WHEB, WEEI, WBZ, WNAC, WHDH, CKAC. Rate: 18 cents per line.

NEW JERSEY

ATLANTIC CITY PRESS (m: 20,293). UNION (e: 13,175) & PRESS-UNION (S: 17,826). Atlantic City, N. J. Howard P. Dimon (also amusement editor). Uses news items on irregular schedule, usually Sunday. Logs are run daily and average 12 inches morning and Sunday, 20 inches evening, with 10 to 12 inches of “best bets”. Art work is used infrequently; glossy prints and mats not accepted. Lists NBC, CBS, Mutual and WPG. Rate: 14 cents per line daily, 12 cents Sunday.

CAMDEN MORNING POST (14,226) & EVENING COURIER (51,053). Camden.
N. J. Marion Gilson. Uses about 20 inches every Thursday in both papers—N.C.R. Also uses 2-column log in morning paper, 2½ columns in evening. Art work is used very infrequently; accepts glossy prints and mats. Prefers advance information on program changes, informal gossip, anecdotes. Lists NBC, CBS, Mutual, WFIL, KYW, WCAU, WIP, WPG, WMCA. Rate: 25 cents per line.

ELIZABETH JOURNAL (e; 29,603). Elizabeth, N. J. Guy M. Chase. No regular column or art work. Uses one-column log daily, with 4 inches by 2 columns of “best bets.” Lists WEAF, WJZ, WABC, WOR, WQXR. Rate: 15 cents per line.

BERGEN EVENING RECORD (27,340). Hackensack, N. J. Justin Gilbert (also Broadway columnist). Uses up to 16 inches of radio material daily in Broadway column—C.N.R. Log runs 30 inches with 4 or 5 inches of “best bets.” Uses very little art work; accepts mats. Prefers anecdotes, human interest stories, etc. Lists WABC, WEAF, WJZ, WOR, WMCA, WNEW, WHN. Rate: 11 cents per line plus premium for position.

JERSEY JOURNAL (e; 40,519). Jersey City, N. J. C. J. Ingram (also financial and business editor; gives 2 weekly broadcasts over WOR and WAAT). Uses an average of 1½ columns daily—C.R.N. Log runs to 2 columns, with half-column of “best bets.” Also uses one picture daily; accepts mats. Prefers human interest shorts. Lists WEAF, WJZ, WABC, WOR. Rate: 18 cents per line; 25% extra on specified page.

NEWARK LEDGER (m: 52,621; S: 57,759). Newark, N. J. Jack Shafer (column also carried by the Long Island Press (Jamaica, N. Y.) and the Staten Island (N. Y.) Advance, q.v.; broadcasts radio news over WMCA-Inter-City Network). “Radio View” runs about three-quarter column weekdays, more on Sunday, plus about a quarter-column of highlight material. Occasionally uses a cut, and accepts glossy prints only. Log runs over a column and lists WEAF, WJZ, WABC, WOR, WMCA, WAAT, WNYC, WHN, WLWL, WOV, WINS, WFSR, WNEW, WAFB, WBGR, WEVD, WBNX, WBB. WARD, WYFW, WLTH, WMBO, WHOM, WCNW, WWRL. Prefers feature length stories, program synopses, news, personality notes, and stories with human interest or humorous angles. Rate: 25 cents per line weekdays. This is one of the Newhouse Papers, which also publishes the Long Island Press and the Staten Island Advance. Combination rates: Ledger and Press (daily and Sunday), 40 cents per line; Ledger, Press and Advance (daily), 50 cents; Ledger, or Press, and Advance (daily) 30 cents. (Publicity should be addressed to Jack Shafer, 225 Eastern Way, Rutherford, N. J.).

NEWARK STAR-EAGLE (e; 74,767). Newark, N. J. August F. Mehl (also writer on financial markets). Uses daily 35-inch log, with 4 inches of highlights. Art work is used occasionally; accepts glossy prints. Prefers program news. Lists WEAF, WJZ, WABC, WOR, WQXR, WMCA. Rate: Display ads, 28 cents open space.

NEWARK SUNDAY CALL (80,013). Newark, N. J. Albert E. Sonn (also lodge editor, real estate and financial news). Uses one column every Sunday—N.R.C. Also runs an 8-column log. Photos are used occasionally in Roto Section; accepts glossy prints and mats. Prefers television news for set owners and for the trade. Lists complete week’s programs of NBC, CBS, Mutual; Sunday programs of WHBI, WAAT, WHOM, WHN, WMCA. Rate: 21 cents per line.

DAILY HOME NEWS (e; 15,063) & SUNDAY TIMES (not available). New Brunswick, N. J. Will Baltin (also covers films, stage, night clubs, etc.). Uses 5 inches daily, short stories on Sunday—N.C.R. Daily log runs 24 inches, “best bets” 2 columns by 2 inches. Also uses one-column mat daily; accepts one-column mats only. Prefers straight news, giving time and topic of broadcast, single column head and shoulder mats of stars. Rate: 9 cents per agate line, daily and Sunday. (Also conducts a Sunday television column).

DAILY COURIER (e; except Saturday; 8,963). Orange, N. J. Stan Coe (also fishing editor; syndicated column appears in 9 New Jersey weeklies). Uses 20-inch column daily—C.R.N. (Weekly radio column is syndicated and appears in 60 New Jersey weeklies). Very little art work is used; accepts glossy prints. Log runs 30 inches and lists NBC, CBS and Mutual. Rate 10 cents per line. (All releases should be sent to Stan Coe, Springfield, N. J.).

PALMYRA, N. J. Lawrence E. Witte, freelance radio columnist (also contributes to fan magazines and conducts gossip program each summer). “Static,” used by 400 papers, runs 10 inches in dailies (5 times a week), 30 inches in weeklies—C.N.R. Art work is used once a week;
accepts glossy prints and mats. Prefers news and gossip on stars, program notes, human interest items, biographical notes. (Releases should be sent to Continental Syndicate, 304 Melrose Ave., Palmyra, N. J.).

HERALD-NEWS (e; 32,052), Passaic, N. J. Carl Ek (also desk man, reporter). No regular column; uses occasional news stories. Highlight listings appear daily, running about 6 inches; full week’s schedules are used Saturday. Prefers mats and will use 2 or 3-column ones daily “if good ones are available.” Lists WJZ, WABC, WOR, WMCA, WNY. Rate: Information not received.

PATERSON MORNING CALL (19.622), Paterson, N. J. Seymour Greenwald. Uses varying amount of space daily—N.R.C. Log runs to 2 columns Monday through Friday, 4 columns Saturday, with 5 inches of “best bets.” No art work. Prefers news of local interest. Lists WJZ, WABC, WOR, WHN, WMCA, WNEW. Rate: 15 cents per line.

PATERSON NEWS (e; 22,710), Paterson, N. J. Harry Schwartz (also sports department). Uses log only, which runs 40 to 50 inches, with 2 to 4 inches of “best bets.” Accepts mats. Lists WJZ, WABC, WOR, WMCA, WHN, WQXR. Rate: 16 cents per line.

PERTH AMBOY NEWS (e; 17,793). Perth Amboy, N. J. No radio editor. Carries 4-page tabloid on Saturday, devoted to programs, foreign station letters, shortwave, etc. Log runs 150 inches, with 18 inches of “best bets.” Also uses single-column pictures of stars, occasionally 3-column pictures or layouts; accepts mats. Lists WJZ, WABC, WOR, WHN, WMCA, WQXR. Rate: .098 cents display; 15 cents per line listing.

PLAINFIELD COURIER-NEWS (e; 14,776), Plainfield, N. J. A. Wallace Gray (also reporter, feature editor, dramatic critic). Uses 24-inch log daily. No art work. Prefers stories on radio performers from own territory. Lists NBC, CBS, Mutual. Rate: 7 cents per line.

NEW YORK

ALBANY TIMES-UNION (m: 41,050; S: 84,243), Albany, N. Y. Douglas Dahm (also financial writer). Uses full column weekdays and Saturday—C.N.R. Log runs 2 columns by about half a page. Accepts glossy prints, though no art work is used at present. Prefers gossip, straight news and guest columns. Lists WGY, WOKO, WABY. Rate: 13 cents per line daily; 20 cents, Sunday; 26 cents, combination.

KNICKERBOCKER NEWS (e; 52,450), Albany, N. Y. Edward S. Healy (also aviation, school and church editor). Uses news, etc., only occasionally. Log appears daily and runs 25 inches. No art work. Lists WOKO, WABY, WGY regularly; WHAZ once a week. Rate: Information not received.

AUBURN CITIZEN-ADVERTISER (e; 8,393), Auburn, N. Y. William O. Dapping. Uses very little material, mostly AP releases—N.R.C. Runs 10-inch column of AP listings, plus WMBO. No art work. Rate: 6 cents per line.

BINGHAMTON SUN (m: 25,994), Binghamton, N. Y. Letitia J. Lyon (also women’s page editor). Uses daily 24-inch log, with 10 inches of “best bets”. Also runs an occasional feature on outstanding personalities, with one or 2-column cut; accepts mats. Prefers advance stories on outstanding programs for “best bets”. Lists WABC, WEF, WJZ, WGY, WNB. Rate: 9 cents per line.

BUFFALO COURIER-EXPRESS (m: 109,865; S: 163,094), Buffalo, N. Y. George F. Oliver. Uses 3 to 4 columns Sunday—N.C. Log runs 25 to 30 inches weekdays, 38 inches Sunday. “Best bets” are run Sunday in 10-inch by 2-column box. Also uses one or 2 single or double-column cuts on Sunday; accepts glossy prints and mats. Prefers informative material regarding current programs, particularly outstanding musical, dramatic and special events broadcasts; coming programs, changes and discontinuances; news about radio and concert stars. Lists WKBW, WGR, WBEN, WEBR, WVS, WBNY, CBL, WHAM and WLW daily; highlights of WEF, WJZ and WABC on Sunday. Rate: Ranges from over $4 to less than $5 per inch on Sunday; no weekday space available.

BUFFALO EVENING NEWS (117,880), Buffalo, N. Y. Joseph Betzer. Uses half-column daily; 2 pages Saturday include column, log, art, etc.—N.C.R. Also uses one-column cut Monday through Friday, deep 4 or 5-column layout Saturday; accepts glossy prints. Log runs 18 inches and lists WBEN, WEBR, WGR, WKBW, WBNY, WSVS and CFRB completely; NBC, CBS and Mutual via local or nearby stations, from 6 p.m. to closing; CBL and WHAM in mail, first, and country editions only. Rate: $4.90 per inch. (Joseph Betzer is radio columnist only;
LONG ISLAND DAILY ADVOCATE (e., except Saturday; 11,115), Ridgewood, N. Y. Frank Frazer (also theatre editor; film, radio and stage commentator over WWRL and WBBC). Uses about 3 columns daily—C,R,N. Log runs to about 10 inches, with 6 inches of "best bets". Also uses several columns of art work several times a week; accepts mats. Prefers oddities, special features, stories on station heads, particularly in mat form. Lists WEAF, WJZ, WABC, WOR, WMCA, WNYC, WAAT, WHN, WBIL, WOV, WINS, WFAA, NEW, WFAB, WBBR, WEVD, WBNX, WBB, WARD, WEL, WFVW, WHOM, WCNW, WMBQ, WWRL, WQXR. Rate: 30 cents per line.

LONG ISLAND PRESS (e; 85,876), Jamaica, N. Y. No radio editor. Carries Jack Shafer's column. For his listing see the Newark (N. J.) Ledger. Rate: This is one of the Newhouse Papers, which also publish the Newark Ledger and the Staten Island (N. Y.) Advance. Long Island Press, 25 cents per line; Ledger and Press (daily and Sunday), 40 cents; Ledger, Press and Advance (daily), 50 cents; Ledger, or Press, and Advance, 30 cents.

LONG ISLAND STAR-JOURNAL (e; 41,770), Long Island City, N. Y. No radio editor. Carries 30-inch log daily, with 3 inches of "best bets". No art work. Lists WEAF, WJZ, WABC, WOR, WHN, WMCA, WNYC, WQXR. Rate: 15 cents per line.

QUEENS EVENING NEWS (14,121), Jamaica, L. I., N. Y. John S. Bodkin (also handles theatre news). Uses 20-inch column daily—R,C,N. Log runs a full column. Also uses one or 2 one-column cuts daily; accepts mats. Prefers biographical material and program sketches. Lists WEAF, WJZ, WABC, WOR, WMCA, WNYC, WQXR, WHN, WEVD. Rate: 15 cents per line.

METROPOLIS (monthly; 65,000), New York, N. Y. Robert S. Benjamin (also free lance radio material in various newspapers and magazines). Writes monthly column in the Metropolis, magazine circulated to Knott Hotel Chain of 36 hotels in Eastern cities. Column is by-lined "Bob Benjamin" and runs one and a half to 2 columns—R,C,N. Also uses halftone photos; accepts glossy prints. Prefers interesting anecdotes of celebrities, especially if with some New York or East Coast angle. Rate: No advertising accepted.

NEW YORK DAILY MIRROR (m; 737,424; S; 1,475,963), New York, N. Y. Nick A
Kenny (also radio commentator and promotional work). Uses column and a half weekdays and Sunday—N,C,R. Log also runs to a column and a half, with 4 inches of "best bets". Uses 4 or 5 cuts of prominent radio personalities each issue; prefers glossy prints. Prefers human interest and "newsy" items about well-known and obscure artists. Lists WEAF, WJZ, WABC, WOR, WQXR, WMCA, WNEW, WINS, WHN, WOV, WBNX, WHOM. Rate: 65 cents per line.

NEW YORK DAILY NEWS (m: 1,802,433; S: 3,343,579). New York, N. Y. Ben S. Gross. Uses 15 inches of 8 point type daily—R, N, C. (Ninety per cent of column devoted to program reviews which are changed for various editions). Log runs to 24 inches, with 7 inches of "best bets". Also uses a half-column vignette each day; accepts glossy prints. Prefers straight news and occasional background material to aid in writing reviews. Lists WEAF, WJZ, WABC, WOR, WAAT, WARD, WBBC, WBBR, WBIL, WBNX, WCNW, WQXR, WFAB, WHN, WINS, WLTH, WMBQ, WMCA, WNEW, WNYC, WOY, WQXR, WVFW, WWR1, WFAS, WHBI, WHOM. Rate: $1.75 per agate line daily, $2.00 Sunday.

NEW YORK JOURNAL-AMERICAN (e: 623,318; S: 1,052,182). Tom Brooks (also Hearst Sunday papers; radio, editorial and general promotion). Uses 10 to 16 inches of material written by Dinty Doyle (see his separate listing for New York Journal-American). Log appears daily and Sunday and runs 45 inches, with an average of 5 inches of "best bets". No art work. Prefers newsy, readable matter. Lists WEAF, WJZ, WABC, WOR, WNEW, WINS, WHN, WMCA and WNYC completely; highlights of WBL, WQXR, WOY, WARD, WLTH, WVFW, WCNW, WBB1, WBNX, WHOM, WAAT, WWR1. Rate: $1 per line daily for "requested" position on radio page. $1.10 for "purchased" position; $1.25 Sunday (full circulation); $1 Sunday (50 mile radius).

NEW YORK MORNING TELEGRAM (m, S; not available). New York, N. Y. Melvin Spiegel. Uses two 7-inch columns daily—C,N,R. No art work; no program listings. Prefers gossip, news, studio happenings. Rate: 50 cents per line daily, 55 cents Sunday.


NEW YORK SUN (e; 301,558). New York, N. Y. E. L. Bragdon. Uses 8 columns of technical material on Saturday, with occasional news item. Log appears daily except Saturday and runs 35 inches, with an average of 3 inches devoted to "best bets." Also uses one 2-column drawing on Saturday; accepts glossy prints. Lists WEAF, WJZ, WABC, WOR, WMCA, WNEW, WHN, WQXR, WEVD. Rate: 73 cents per agate line; 8 cents a line extra for radio page. (Specializes in technical aspects of television, short-wave, and home construction and repair of radio sets).

NEW YORK TIMES (m: 492,570; S: 813,973). New York, N. Y. Orrin E. Dunlap, Jr. Amount of space used daily varies with the news; runs to page and a half Sunday—N,B,C. Log and "best bets" also varies daily; runs to full page of advance programs for the week on Sunday. Uses a layout and individual pictures on Sunday; accepts glossy prints. Lists WEAF, WJZ, WABC, WOR, WMCA WEVD, WNYC, WQXR, WHN. Rate: 95 cents per line daily, $1.25 Sunday (ads of radio sets or parts, 87 cents daily, $1.15 Sunday).

NEW YORK WORLD-TELEGRAM (e, except Saturday: 423,740; Saturday: 365-962). New York, N. Y. Alton Cook. Uses 2 ½ columns Monday through Friday, 4 columns Saturday, including logs and 6 or 10 inches of "best bets." Also uses single or double-column cuts on Saturday; accepts glossy prints. Prefer memoranda for filling out listings in high spot box. Lists WEAF, WJZ, WABC, WOR, WMCA, WNYC, WHN, WQXR. Rate: 75 cents per line.
NEW YORKER STAATSZEITUNG UND HEROLD (m; S: not available), New York, N. Y. Henry Marx (also assistant music critic). Uses varying amount of space daily—N.R.C. Log runs 25 to 30 inches, with 10 inches of "best bets." Accepts mats, though apparently art is rarely used. Prefers program news and comments. Lists WEAF, WJZ, WABC, WOR completely; highlights of WNYC, WEVD, WHN, WHOM, WQXR. Rate: 60 cents per line.

RADIO & TELEVISION MIRROR (monthly; 127,746), New York, N. Y. Fred R. Sammis. Uses over 12 pages each issue—N,C,R. Also uses 8 pages of logs, and 8 pages of "best bets" and highlights. Art work is used throughout the magazine; accepts glossy prints. Prefers items on programs, personalities, news and gossip, biographies. Lists NBC, CBS and Mutual. Rate: 65 cents per line.

STATEN ISLAND ADVANCE (e; 28,510), Staten Island, N. Y. Walter J. Squier (also sports department). Uses 2-column log daily, listing WEAF, WJZ, WABC, WOR, WMCA, WNYC, WAAT, WHN, WOV, WINS, WNEW, WBBR, WEVD, WBNX, WHOM, WQXR. No art work. (Note: Paper also carries "Viewing Radio," daily column by Jack Shafer, for whose listing see Newark (N. 1.) Ledger). Rate: 25 cents per line. This is one of the Newhouse Papers, which also publish the Newark Ledger and the Long Island Press. Combination rates: Ledger, Press and Advance, 50 cents per line; Ledger, or Press, and Advance, 30 cents.

ROCHESTER DAILY ABENDPOST (e; not available), Rochester, N. Y. Eric C. Vossmeier (also general work). Uses daily log, running from 41 to about 82 inches. Apparently uses no art work, but accepts mats. Lists WHAM, WHEC, WSAV and German short-wave stations. Rate: 10 cents per line.

ROCHESTER DAILY RECORD (m; not available), Rochester, N. Y. E. Willis Stratton (also associate editor). Uses varying amount of space daily—N.C. No log or art work; accepts mats. Prefers spot news, reports on new programs, news on personalities. Rate: No information given.

ROCHESTER DEMOCRAT & CHRONICLE (m: 78,034; S: 105,267), Rochester, N. Y. W. DeWitt Manning (also church, literary and fraternal editor; editorial librarian). Uses varying amount of space daily—N,C,R. Log runs about 2 inches, plus two and a half columns devoted to highlights and "best bets" on WHAM and WHEC. Uses single-column cuts daily in station feature announcements, varying amount of art work in Sunday Screen and Radio Magazine Section; accepts glossy prints; rarely uses mats. Lists WEAF, WJZ, WABC, WHAM, WHEC, WSAV, WBEN, CBRL. (Listings handled in cooperation with Rochester Times-Union). Rate: 40 cents per line in combination with Evening Times-Union.

ROCHESTER EVENING NEWS (not available), Rochester, N. Y. Mary H. O'Reilly (also general feature writer). Uses 15 to 20 inches daily—N.R.C. Log runs a quarter-page, with 3 inches of "best bets." Also uses art work 3 or 4 times a week; accepts glossy prints and mats. Prefers complete lists of guests, songs, dramatic programs; articles on radio personalities; feature articles. Lists WHAM, WHEC, WSAV, WBEN, WJZ, WABC, CBRL. Rate: 15 cents per line.

ROCHESTER TIMES-UNION (e: 94,777) and DEMOCRAT & CHRONICLE (m: 78,034; S: 105,267), Rochester, N. Y. Walden N. Yerger (also fraternal and church editor). No regular column; uses occasional items. Log runs 36 inches, with 4 inches of "best bets." Accepts glossy prints, but art is used infrequently. Prefers program highlights. Lists WEAF, WJZ, WABC, CBRL, WBEN, WHEC, WHAM, WSAV. Rate: 40 cents per line in both papers weekdays, 30 cents in Sunday edition.

SCHENECTADY GAZETTE (m; 25,377), Schenectady, N. Y. Donn H. Munson (also assistant editor, feature writer, reporter). Uses half to full page daily including art work—N.R.C. Log runs 2 to 3 columns, with half to full column of "best bets." 3/5 of column space is devoted to art work; accepts mats. Prefers straight news of programs, features, personalities. Lists NBC, CBS, WOKO, WGY, WBZ, WABY. Rate: 7 cents per line.

SYRACUSE HERALD (e: 54,347; S: 55,882), Syracuse, N. Y. Robert M. Hoffman (also assistant city editor). No regular column or art work. Log appears daily and runs to a column and a half. Lists WEAF, WJZ, WABC, WFBL, WSYR. Rate: 20 cents per line.

SYRACUSE POST-STANDARD (m: 59,556; S: 66,598), Syracuse, N. Y. Jack S. Baker (also assistant city editor). Uses 15-inch column on Sunday—N. Log appears
daily and runs to a half-column with 15 inches of "best bets." Also uses a single-column and double-column or 2 double-column cuts Sunday; accepts glossy prints and mats. Prefers straight news from the networks. Lists WFBL, WSYR, WGY, WHAM. Rate: 20 cents per line.

WATERTOWN DAILY TIMES (e; 33,929), Watertown, N. Y. Dominic Pepp (also reporter). No regular column; uses news items in connection with listings. No art work. Log runs 2 columns by 8 1/2 inches, with 2 columns by 5 inches of "best bets." Prefers information on the content and guests of various programs. Lists NBC, CBS, Mutual. Rate: Information not received.

HERALD OF WESTCHESTER, THE (Friday; not available), White Plains, N. Y. J. Spencer Gray (also editor). Uses full tabloid page every Friday—N,C,R. Accepts mats; amount of art work varies. Prefers picture material; uses UP wire service. Lists WEAF, WJZ, WABC, WOR. Rate: 6 cents per agate line.

YONKERS RECORD (e: 8,075; S: 8,075), Yonkers, N. Y. John A. Brennan (also managing editor). Uses short items on irregular schedule. No listings or art work. Prefers mats with illustrations. Rate: 50 cents per inch weekdays; $1 Sunday.

NORTH CAROLINA

ASHEVILLE CITIZEN (m: 21,210), TIMES (e: 15,088) & CITIZEN-TIMES (S: 31,990), Asheville, N. C. G. deRouilhac Hamilton, Jr. (also Sunday editor, general feature editor). Uses half to full column daily—N,R. Log runs about 18 inches, with occasional highlights. Occasionally uses one, 2 or 3-column cuts, if they have news angle; accepts mats. Prefers straight news. Lists NBC, CBS, Mutual, WWNC. Rate: 14 cents per line, plus 25% for guaranteed position.

*CHARLOTTE NEWS (e: 35,146; S: 35,317), Charlotte, N. C. No radio editor. Carries only Sunday log of WBT and WSOC. Rate: 80 cents per inch.

CHARLOTTE OBSERVER (m: 72,270; S: 74,616), Charlotte, N. C. No radio editor. Program schedules are run on Sunday. No further information received.

DURHAM SUN (e: 13,138), Durham, N. C. Wyatt T. Dixon (also member news staff). Uses about 15 inches daily—N,C,R. Six-inch log lists only WDNC (owned by the Herald & Sun). No art work. Rate: 14 cents per agate line.

NORTH DAKOTA

BISMARCK CAPITAL (semi-weekly; not available), Bismarck, N. D. Gaylord E. Conrad (also associate editor, photographer, promotion manager of the Capital; radio editor of the Friday Shopper and 73 weeklies' inside ready-printed pages of North Dakota Newspaper Association; news correspondent for UP, INS; photo correspondent for N. Y. Times-Wide World, INP, Acme and Central Press; owns and operates news and photo state bureau). Uses a minimum of half-column each week—N,C,R. Also uses art work with a local angle; accepts glossy prints and mats. Log runs 2 to 3 columns and lists KFYR, KGCU. Prefers news and pictures with local angle. Rate: 50 cents per column inch in Bismarck Capital; 3 cents per line in the Shopper; 40 cents per line in North Dakota Newspaper Association of 73 weeklies.

FARGO FORUM (m: 30,778; S: 28,986), Fargo, N. D. Roy P. Johnson (also film editor). Uses half to full column daily—N. Art work is used infrequently; prefers one-column mats, no glossy prints. Lists only WDAY, affiliated with the paper. Rate: 12 cents per line daily, 10 cents Sunday.

OHIO

AKRON BEACON JOURNAL (e: 97,790; S: 66,206), Akron, O. Dorothy Ann Doran (also assignment reporting for city desk). Uses three-quarter column daily—N,C,R. Log runs about 2 columns, with a one-column, 3-inch box of "best bets." Also uses one-column art insert in DC column lead daily, up to 2 columns of art in Sunday edition; accepts mats. Prefers straight news and advances fast mail; program and personality features. Lists WADC, WTAM, WJW, WHK and WLW completely; WCLE and NBC Blue after 5 p.m. Rate: National ROP (does not guarantee radio page position).

ASHLAND TIMES-GAZETTE (e: 6,238), Ashland, O. Mary Lou Lammers (also society editor, general reporter). Uses program log only, amounting to 15 inches daily. No art work. Lists WJZ, WTAM, WLW, WJR, CKLW, WHK, WGAR, WCLE. Rate: 3 cents per line.

BUCYRUS TELEGRAPH - FORUM (e: 5,248), Bucyrus, O. Gayl C. Metzger (also state editor). Uses about 5 inches 3 times a week—N,C,R. Daily log runs to 7 inches. Very little art work is used; accepts mats. Prefers listings,
straight news, gossip. Lists CBS, WLW, WTAM, WJR, WHKC. Rate: 50 cents per inch.

CANTON REPOSITORY (e: 44,328; S: 45.9-917), Canton, O. Clifford Grass (also automobile editor). Uses half-column daily—N.R.C. Also uses a 2-column by 12-inch log. No art work. Prefers straight program news. Lists WABC, WTAM, WHBC, KDKA. Rate: 14 cents per line daily and Sunday.

CHILlicothe News - Advertiser (weekday m, except Monday; 3,748), Chillicothe, O. Ray Ortmann (also reporter). Uses 15 inches daily—N.C.R. Log runs about 20 inches. Also uses varying amount of art work on an average of 3 times a week; accepts mats. Lists NBC, CBS, WLW. Rate: Information not received.

CINCINNATI Enquirer (m: 110,998; S: 197,804), Cincinnati, O. Jack Rogers (also general assignments). Uses one to 6 columns daily—N.C.R. Log runs to 26 inches. Rarely uses art on weekdays, one or more columns on Sunday; accepts glossy prints. Prefers straight news. Lists WLW, WSAI, WKRC, WCKY, WCPO and varied groups of short-wave stations. Rate: Varies according to day and contract.

CINCINNATI Post (e: 150,976), Cincinnati, O. Paul P. Kennedy. Uses at least 3 columns on full page devoted to radio (including advertising) daily—C.N. Also uses 3-column by 8-inch log Monday through Friday, 3 column by 11 inches on Saturday, with “best bets” running from 8 to 12 inches daily. One, 2 and 3-column cuts are run daily; accepts glossy prints. Prefers anecdotal material for single paragraph, short one-line items and 300-600-word features. Lists WCPO, WLW, WKRC, WSAI, WCKY. Rate: 29 cents per line.

CINCINNATI Times-Star (e: 153,182), Cincinnati, O. France Raine (also editorial promotion, special sections). Uses full page every Wednesday, including “RadioOpinions” column, news and art—R.N. Log appears daily and runs to 24 inches Monday through Friday; 33 inches Saturday. Also uses 3 or 4 pieces of art (one, 2 or 3-column) every Wednesday; accepts glossy prints and mats. Prefers advance information on programs direct from local stations. Lists WLW, WCKY, WKRC, WSAI. Rate: 30 cents per line.

CENTRAL Press association, Cleveland, O. Walter L. Johns (also sports editor). Uses 2 columns of art every other day. (Also see separate listings for Clifford D. Vormelker, Central Press Association).

Central Press association (newspaper syndicate of King Features). Clifford D. Vormelker (also librarian, staff writer). Uses 2 to 4 columns daily—N.C.R. Also uses daily single or double-column art, with frequent layouts; accepts glossy prints. Prefers pictures and biographies.

Cleveland News (e: 120,759), Cleveland, O. Elmore Bacon (also music critic). Uses 21 inches or more daily—N.R.C. Log runs 24 inches, with one-column by 2-inch box of “best bets.” Occasionally uses one or more pieces of one-column art; accepts glossy prints. Prefers news about programs and stars. Lists WTAM, WHK, WGAR and WCLE every day; WGN, CKLW, WADC, WJR, WXYZ, WLW, WSAI, WSM, WCKY and WWJ on irregular schedule. Rate: 34 cents per line.

Cleveland Plain Dealer (m: 208.-623; S: 392,760), Cleveland, O. Robert S. Stephan. Uses one column daily, 4 on Sunday—N.R.C. Length of log varies and includes highlight listings. Also uses layouts and single cuts on Sunday; accepts glossy prints. Prefers news, one-page features, short fillers, biographies of stars. Lists WHK, WCLE, WTAM and WGAR in city edition, plus WADC, WJR, WLW and WGN in state edition. Rate: 44 cents per line weekdays, 57 cents Sunday.

Cleveland Press (e: 221,547), Cleveland, O. Norman Siegel. Uses 30-inch column daily—N.C.R. Also uses 18-inch log, with 4 inches of “best bets.” A 4 or 5-column layout appears each Saturday; accepts glossy prints. Prefers program highlights, features, gossip. Lists WTAM, WGAR, WHK and WCLE completely; highlights of out-of-town stations. Rate: 45 cents per line.

Columbus Citizen (e: 83,574; S: 73.-699), Columbus, O. Robert C. Fastbaugh (also assistant to theatre department; writes and directs weekly program). Uses varying amount of space daily—R.N.C. Log runs 4 columns by 8 inches, with 2 inches devoted to “best bets.” Also uses a full page of art in Sunday Magazine section; accepts glossy prints. Lists NBC, CBS, Mutual, WJR, WTAM, WLW, WBNS, WCQU, WHKC, WGN, WOSU. Rate: 22 cents per line; no advertisements accepted Sunday.

Columbus Dispatch (e: 164,455; S: 133,680), Columbus, O. Herschel G.
RADIO EDITORS—Continued

Dillman (also general assignments). No daily column; uses occasional story concerning local station. Full Sunday radio graphic page, including art, 3 or 4 feature stories, human interest items, etc., carried in color section. Uses 3 or 4 pictures on Sunday graphic page, one picture on news page; accepts glossy prints. Prefers short feature material, concise items about personalities, non-technical discussions of radio and pictures. Lists WBNS, WCOL, WHKC, WLW and WOSU completely; evening programs of WJR. Rate: Information not received.

COLUMBUS SUNDAY STAR (110,537), Columbus, O. Joe R. Mills (also theatre-amusement editor). Uses full tabloid page every Sunday—N,C,R. Also uses full page of art work, with an occasional extra 5-column strip. Accepts glossy prints only. No log or “best bets” are run. Prefers straight news releases r-n-i intimate gossip. Rate: 18 cents per line.

OHIO STATE JOURNAL (m: 50,800; S: not available), Columbus, O. Harold C. Eckert (also film editor, critic; covers all amusements). Uses log only; runs 2 columns by 48 to 50 inches daily and Sunday, with 6 inches of “best bets.” No art work. Lists WBNS, WLW, WCOL, WHKC, WOSU. Sunday table is also printed in Saturday mail edition for rural circulation. Rate: Information not received.

DAYTON NEWS (e: 61,347; S: 58,475), Dayton, O. Charles E. (Chuck) Gay (also occasional general and rewrite work). Uses one to 1½ columns weekdays, half-page Sunday—R,C,N. Log runs 45 to 55 inches. Uses occasional art weekdays, 3 to 4 columns on Sunday; accepts glossy prints. Prefers straight news and unusual features. Lists WHIO, WLW and WSMK completely; highlights of WCKY, WSAI, WKRC, WMAQ, WENR, WHKC. Rate: 14 cents per line daily, 12 cents Sunday.

FINDLAY REPUBLICAN-COURIER (m; 12,896), Findlay, O. John M. Stowell (also telegraph editor). Uses 12 inches Monday through Friday, about 24 on Saturday including comment on Sunday programs—N,R,C. Log runs about 24 inches Monday through Friday, double on Saturday, and lists WTAM, WLW, CKLW, WJR, WOWO. Uses no art work, but accepts mats. Prefers straight program news. Rate: Radio material is run on editorial page, for which no advertising is accepted.

GALION INQUIRER (e; 2,730), Galion, O. Harriett Cummins (also general office and news). Uses 22-inch log daily, with 2 inches of “best bets.” No art work. Lists WTAM, WLW, WHKC, WJR. Rate: 42 cents per column-inch.

LIMA NEWS (e, except Saturday: 22,213; Saturday: 18,186; S: 23,615), Lima O. Rosemary E. Cashman (also film editor, handles some feature stories). Uses 1½ to 2 columns daily—N,C,R. Log runs 12 inches with about 4 inches of “best bets.” Accepts glossy prints and mats, though art is seldom used on radio page. Prefers program news, giving guest stars, program content, etc. Lists WEAF, WJZ, WABC, WOR, WGN. Rate: 9 cents per line on yearly contract, plus 25% for position guarantee.

MARION STAR (e: 16,063), Marion, O. Clark Wideman (also police and general reporter). Uses 3 to 5 inches daily on program highlights, chiefly AP radio summaries. Log runs 24 inches Monday through Thursday; 36 inches Friday and Saturday, including Sunday programs. Uses occasional piece of art with local slant; accepts mats. Prefers news with local slant, particularly of stars formerly residing in or connected with Marion. Lists WTAM, WLW, WJR, WHKC. Rate: 6 cents per agate line.

NEWARK ADVOCATE & AMERICAN TRIBUNE (e: 14,858), Newark, O. M. Irene Cosgrove (also reporter, obituary writer, market features). Uses AP news items daily. Log runs 30 inches Monday through Friday, 4½ inches Saturday, with 8 inches of “best bets.” No art work. Prefers program information and corrections. Lists NBC, CBS, Mutual, WLW, WHKC, WOSU, WBNS. Rate: 6 cents per line.

PAINESVILLE TELEGRAPH (e: 7,362), Painesville, O. D. E. Bollinger (also state editor, rewrite man, reporter). Uses about 16 inches Monday through Friday, nearly triple on Saturday. Log runs 18 inches daily, nearly triple on Saturday, with 3 inches of “best bets.” Also uses frequent, but not daily, one-column mats; no glossy prints. Prefers advance information on programs, with detail as to music, guest stars, locale, etc. Lists WTAM, KDKA, WLW, WJR, WICA. Rate: 3½ cents per line.

PORTSMOUTH TIMES (e: 19,186; S: 20,-290), Portsmouth, O. No radio editor. Carries daily log only, listing NBC, CBS, WLW, WPAY. Rate: 7 cents per line.
RADIO EDITORS—Continued

SPRINGFIELD DAILY NEWS (e: 18,027) & NEWS-SUN (S: 23,446). Springfield. O. J. Richard Wolbert (also reporter). Uses 15 to 20 columns weekdays, 20 to 25 inches Sunday—N,R,C. Log runs about 15 inches, with one inch, double-column of “best bets.” Also uses 2 or 3 columns of art work Sunday; accepts glossy prints and mats. Prefers interesting news on outstanding programs. Lists WHIO, WLW, WHKC, WCKY, WSAI, WTAM. Rate: 11 cents per line, combined morning Sun and evening News; 10 1/2 cents Sunday News-Sun.

TIFFIN ADVERTISER - TRIBUNE (e: 7,362) Tiffin. O. Arnold Whalen (also news editor). No regular column or art work; accepts mats. Uses 40-inch log daily, listing WSPD, WOSU, WTAM, WLW, WJRT. Rate: Advertising not accepted on radio page.

TOLEDO BLADE (e: 153,286). Toledo, O. Richard Pheatt. Uses an average of 40 inches daily—N.R.C. Log runs 50 inches Monday through Friday, about 100 inches Saturday, with 5 inches of “best bets.” Also uses 2 half-column cuts daily. 6 half-column cuts Saturday; accepts glossy prints. Prefers advance program information, straight news, features and some biography. Lists NBC, CBS, Mutual. Canadian Broadcasting Corp.; WSPD, WWJ, WTAM, WLW, WJRT. Rate: 45 cents per line.

TOLEDO LEDGER (w: not available). Toledo, O. Marie Cochran (also writes woman’s column). Uses nearly a full tabloid page each issue—N.R.C. No log at present, but contemplates listing WSPD, WTOL, WJRT, WTAM and possibly CKLW and WLW in the near future. Also uses one column of art work on the radio page, sometimes one and 2 columns throughout the paper; accepts glossy prints and mats. Prefers news of scheduled programs, with names of guest stars, etc.: biographies, gossip and personal notes. Rate: $1.25 per inch.

TOLEDO TIMES (m: 23,704; S: 61,011). Toledo, O. Don Wolfe (also theatre department). Uses 3 columns weekdays. 8 columns Sunday—N,C,R. Log runs 3 inches, with 10 inches of “best bets”. Also uses a varying amount of art work on Sunday; accepts glossy prints and mats. Prefers straight program news. Lists WEAH, WJST, WABC, WOR, WTOL, WLW, WGN, WWJ, WJRT, WHAS, WHAM, WTAM, WCKY, WXYZ, CKLW, WSPD. Rate: 15 cents per line weekdays, 22 cents Sunday.

XENIA GAZETTE (e: 5,127). Xenia, O. Mildred Mason (also society editor, general reporter). Uses 3 to 4 inches daily—N,C,R. Log runs 15 inches and lists WLW, WKRC. Also uses art about once a week; accepts mats. Prefers advance stories on programs scheduled. Rate: 3 1/2 cents per line.

YOUNGSTOWN VINDICATOR (e: 63,862; S: 64,231). Youngstown, O. Caroline Macdonald (also librarian). Uses 14 1/2-inch by 2-column log weekdays, 20-inch by 2-column Sunday. “Best bets” and highlights run 8 1/2 inches weekdays, 14 inches Sunday. Also uses one 2-column and one half-column mat or cut Sunday: accepts glossy prints and half-column mats. Prefers straight, accurate news, with descriptive program material. Lists NBC, CBS, WTAM, KDKA, WJRT, WLW, WCLE, WKBW, WPIC, WCKW. Rate: 18 cents per line.

OKLAHOMA

DAILY ARDMOREITE (e, except Saturday: 7,867; S: 7,889). Ardmore, Okla. Ed R. Martin (also film and general reporter). Uses about 2 columns every Sunday—N,C,R. Also uses occasional mats. Prefers straight news, with occasional feature material. Lists KVSQ (owned by the paper) completely; sometimes gives brief listings for NBC, CBS and Mutual. Rate: 70 cents per inch.

BLACKWELL DAILY JOURNAL (e, except Saturday: 6,046; S: 6,053). Blackwell, Okla. Roger E. Rice (also general editorial man). No regular column; uses occasional wire stories. Devotes about 14 inches to 2-day schedules weekdays. 3 full columns to entire week’s programs Sunday. Uses very little art work, and only on programs whose sponsors use lineage in the paper; accepts mats. Prefers original, well-written and timely releases. Lists NBC, CBS and Mutual. Rate: 56 cents per column inch.

MUSKOGEE DAILY PHOENIX (m: 10,647; S: 11,034) & TIMES-DEMOCRAT (e: 8,397). Muskogee, Okla. Paul A. Bruner (also managing editor). Uses nearly a column weekdays. 2 columns Sunday, including log—N,C,R—with C ranking first on Sunday. Also uses art about twice a week and one or 2 cuts Sunday: accepts glossy prints and mats. Prefers brief, breezy squibs. Lists KBIW (owned by the papers) and Mutual; plus such programs as KVOO or KTUL may carry...
with local tieup. Rate: 10 cents per agate line, combination of both papers; 25% additional for guaranteed page position.

**DAILY OKLAHOMAN** (m: 97,458) & **OKLAHOMA CITY TIMES** (e: 81,680), Oklahoma City, Okla. Bruce Palmer (also film critic, reporter). Uses varying amount of space daily for news, listings, and occasional comment or gossip. No art work. Prefers straight news. Lists WKY, KOCY, KOMA. Rate: 43 cents per line, daily combination; 38 cents Sunday.

**TULSA DAILY WORLD** (m: 70,043; S: 70,-750), Tulsa, Okla. Harry LaFerte (also Sunday editor). Uses varying amount of space once a week—N.C.R. Three complete logs are run daily. Accepts mats, though art work is apparently seldom used. Prefers features. Lists KVOO, KTUL, KOME. Rate: $2.62 per inch daily and Sunday.

**TULSA TRIBUNE** (e: 53,167; S: 55,916), Tulsa, Okla. No radio editor. Trade agreement with local stations KTUL and KVOO stipulates listing of their programs in return for station time. No other radio material carried. Rate: 16 cents per line.

**OREGON**

**EUGENE DAILY NEWS** (m, except Monday: 5,897; S: 5,877), Eugene, Ore. Virginia Hendrickson (also society editor, women's features). Uses daily log only, running 25 to 30 inches. No art work. Lists KORE, KOIN, KGW, KEX, KOAC, KNX. Rate: 5 cents per line.

**OREGON JOURNAL** (e: 100,450; S: 106,-463), Portland, Ore. Lawrence Gilbertson (also handles aviation). Uses varying amount of space each issue—N.C. Log runs about 2 columns and covers 2-day schedules. No art work. Lists Koin, Kale, KEX, KGW, KWWJ, KBPS, KXL, KOAC, KGO, KPO, KNX. Rate: 25 cents per line daily and Sunday.

**PORTLAND NEWS-TELEGRAM** (e: 54,-177), Portland, Ore. Ed V. Golik (librarian, general news, entertainment columnist). Uses 30-inch daily log listing KOIN, KALE, KGW, KEX, KWWJ, KXL, KBPS, KOAC. No art work. Rate: 18 cents per line.

**PENNSYLVANIA**

**ALLENTOWN EVENING CHRONICLE** (16,052). Allentown, Pa. T. L. Wirtz (also police and city hall reporter, newscaster over WSAN-WCBA, owned by the Call-Chronicle Publishing Co.). Uses 6-inch column devoted to short-wave material. Log runs 20 inches, with 6 inches of “best bets.” No art work. Prefers short-wave publicity. Lists WEAF, WJZ, WABC, WOR, WSAN-WCBA, WFLI, KYW, WCAU and short-wave stations. Sunday programs listed Saturday. Rate: 17 cents per line, combination Morning Call and Evening Chronicle, or Evening Chronicle and Sunday Call-Chronicle.

**ALLENTOWN MORNING CALL** (45,311) AND **SUNDAY CALL CHRONICLE** (37,-236), Allentown, Pa. Wayne W. Holben (also reporter). Rarely uses news items; 30-inch log is run morning and evening, with 6 inches of “best bets.” Lists WEAF, WJZ, WABC, WOR, WCBA, WSAN, KYW. Rates: $1.75 per inch for Call, 77 cents for Chronicle, $2.38 for Call-Chronicle.

**ALTOONA MIRROR** (e: 22,248), Altoona, Pa. John E. Holtzinger (also reporter, feature editor). No column; uses 18 to 24-inch log daily. No art work. Lists WEAF, WJZ, WABC, WLW, KDKA, WCAU, WFBG. Rate: 14 cents per line.

**ALTOONA TIMES-TRIBUNE** (m: 8,438), Altoona, Pa. Paul LeR. Lamade (also printer and linotype operator, occasionally assistant sports writer). Uses one column daily—R.N.C. Log runs about 28 inches, with half-inch of “best bets.” Also uses half-column and occasionally single-column cuts; accepts glossy prints and mats. Prefers program features, news stories, gossip, oddities, biographies, etc. Lists WEAF, WJZ, WABC, WOR, KDKA, WCAU, WLW, WFBG. Rate: 65 cents per inch.

**BROWNSVILLE TELEGRAPH** (e: 8,193), Brownsville, Pa. Lewis W. Hays (also reporter, theatre columnist). Uses 20-inch log daily, listing KDKA, WCAE, WMBS, WJAS, WWVA. Rarely uses art work; accepts mats. Rate: Advertising not accepted on feature page, where radio material appears.

**CARNEGIE SIGNAL ITEM** (w; not available), Carnegie, Pa. Robert W. Bradshaw. Uses 3 half-columns every Thursday—N.C.R. Log runs 2 inches, with varying amount of space devoted to “best bets.” Also uses one 2-column and one single-column mat; accepts glossy prints and mats. Prefers new program information, gossip on stars, feature
RADIO EDITORS—Continued

articles and mats. Lists WJAS, WCAE, KDKA, WWSW. Rate: 50 cents per inch.

CHESTER TIMES (e; 22,919), Chester, Pa. No radio editor. Carries daily log only. running 2 columns. Lists WFAW, WJZ, WABC, WOR, KYW, WFLIL, WCAU, WIP. Rate: 12 cents per line.

EASTON FREE PRESS (m; 8,194), Easton, Pa. W. D. Gorman (also amusement editor). Uses about 24 inches daily—N.R.C. Log runs 35 inches, with 6 inches devoted to "best bets." Also averages one picture a day; accepts mats. Prefers publicity in proof form, pictures in mat form. Lists WFAW, WJZ, WABC, WOR, WEST, WIP, WCAU. Rate: 5 cents per line.

Erie Dispatch-Herald (e; 35,223; S: 25,446), Erie, Pa. C. B. Hollinger (also feature, woman's page, garden, junior and church page editor). Uses 4 columns every Sunday—N.C.R. Log runs about 20 inches daily. Also uses single-column cut on Sunday, none during the week; accepts mats. Prefers straight news, gossip about stars, and occasional mats. Lists NBC, CBS and Mutual. Rate: 11 cents per line weekdays, 9 cents Sunday; no combination rate.

HANOVER EVENING SUN (17,816), Hanover, Pa. Edward H. Wallace (also sports editor). Uses about 11 inches daily—N.C.R. Log runs about 20 inches, with 7 inches of "best bets." Also uses single-column art work every other day; accepts mats. Prefers program details news of forthcoming programs and events, and human interest items on performers. Lists NBC, CBS and Mutual. Rate: 7 cents per line.

HARRISBURG EVENING NEWS (59,639), Harrisburg, Pa. Richard M. Spong (also film and drama editor, reporter). Uses varying amount of space daily—N.C. Log runs about 14 inches, with 7 inches of "best bets." Also uses single-column mat daily; no glossy prints. Prefers straight news on forthcoming programs, studio gossip and portrait one-column mats. Lists NBC, CBS and Mutual. Rate: 18 cents per line.

HARRISBURG SUNDAY COURIER (7,348), Harrisburg, Pa. No radio editor. Carries 12-inch log listing WKBO, WHP. No art work. Rate: 6 cents per line.

HARRISBURG TELEGRAPH (e; 37,274), Harrisburg, Pa. Dick Redmond. Uses about 20 inches daily—N. Log runs 20 to 22 inches. Also uses one-column mat daily; accepts mats, rarely uses glossy prints. Lists WEAF, WJZ, WABC, WOR, WHP, WKBO, short-wave stations. Rate: 11 cents per line.

DAILY MESSENGER (e; 6,216), Homestead, Pa. Ida A. Ahlberg (also news writer, proof reader). Uses 10 to 12-inch column Monday through Friday—N.C. Log runs about 16 inches. Also uses a single-column cut Monday through Friday; accepts mats. Prefers releases giving program detail. Lists KDKA, WCAE, WWSW, WJAS, KVQ. Rate: 5 cents per line.

LATROBE BULLETIN (e; 6,430), Latrobe, Pa. William S. Robbins (also feature and general news writer, proof reader). Uses 35-inch column daily—N.R.C. Log runs about 16 inches, with 3 to 5 inches of "best bets". Also uses a single-column mat daily; no glossy prints. Prefers straight news on program make-up, changes in personnel, outstanding attractions, guest stars, etc.; feature and human interest material. Lists KDKA, WCAE, WJAS. Rate: 59 cents per inch.

McKeesport Daily News (e; 23,843), McKeesport, Pa. Fredrik K. Schuler (also assistant city editor). Uses 32-inch column daily—N.R.C. Log runs to 20 inches, with 3 inches of "best bets". Art work is inserted into radio news whenever available; accepts glossy prints. Lists NBC, CBS, KDKA, WCAE, WWSW, WHJB, KQV, WGBK, WLW. Rate: 8½ cents per line.

DAILY LOCAL NEWS (e; 1,498), Mechanicsburg, Pa. Lois J. Fegan (also general and society reporter). Uses varying amount of space daily—N.R. No regular log; varying amount of space is devoted to program highlights, with particular attention to broadcasts on WKBO and WHP. Considerable art work is used—"all we can get in mat form." Rate: 35 cents per inch.

NORRISTOWN TIMES HERALD (e; 12,430), Norristown, Pa. Ethel L. Stout. No regular column—N.R.C included in daily 45-inch log. Uses very little art work; accepts mats. Lists WEAF, WJZ, WABC, WOR, KYW, WCAU, WIP, WPEN, WIBG, WFLIL, WDAS. Rate: 12 cents per line.

PHILADELPHIA DAILY NEWS (e; 124,958), Philadelphia, Pa. Raymond Gather (also handles promotion). Uses full column daily—C.N.R. Also uses 2-column log. Art work is run occasionally;
accepts glossy prints and mats. Prefers releases with news value and gossip about personalities. Lists WCAU, KYW, WFIL, WPEN, WIP, WDAS, WPG, WHAT, WTEL, WIBG, WEAF, WJZ, WABC. Rate: 35 cents per line.

PHILADELPHIA INQUIRER (m: 347,591; S: 1,050,770), Philadelphia, Pa. Frank Rosen (also stamp editor). Uses 3 columns Sunday (5 columns in Sunday pre-date edition, circulated nationally and published one week in advance)—N.R.C. Log appears daily and Sunday and runs about a column and a half, with a varying amount of space devoted to “best bets.” Also uses single and double-column cuts in regular Sunday edition and in the pre-date edition; accepts glossy prints. Prefers straight news, detailed information on symphonic concerts, advance information on programs and new features, gossip, photos of entertainers and biographies. Lists WFIL, WOR, KYW, WEAF, WIP, WCAU, WABC, WDAS, WPEN; all networks and Canadian Broadcasting Corp. in pre-date edition; WSNJ, WCAM, WTNJ and WPG in New Jersey edition. Rate: 55 cents per agate line weekdays, $1 Sunday.

PHILADELPHIA PUBLIC LEDGER (e; 165,117), Philadelphia, Pa. George Opp. Uses 12 inches daily—N.C.R. Log runs 4 columns with 6 inches of “best bets.” Also uses unspecified amount of art work daily; accepts glossy prints. Lists WEAF, WJZ, WABC, WOR, KYW, WCAU, WFIL, WIP, WPEN, WDAS, WHAT, WTEL, WCAM, WPG. Rate: 45 cents per line for radio page; $1.50 per line for “marked” radio listing.

PHILADELPHIA RECORD (m: 224,126; S: 355,313), Philadelphia, Pa. George M. Lilley. Uses full page Sunday—C.N.R. Log appears daily and runs 2 columns, with about 12 inches devoted to program highlights. Also uses 3 to 5 column layout Sunday, plus several single or double-column cuts; accepts glossy prints. Prefers short, to-the-point releases and straight news. Lists WEAF, WJZ, WABC, WOR, KYW, WDAS, WFIL, WIP, WPEN, WCAU. Rate: 50 cents per line daily, 60 cents Sunday.


PITTSBURGH POST GAZETTE (m: 223,-314), Pittsburgh, Pa. Darrell V. Martin. Uses full column daily, more as needed—N.C.R. Log runs to 20 inches, with 11 inches of “best bets.” Also uses one half-column cut in column, two half-column, 3-inch cuts in “Features Tonight” box; accepts glossy prints and mats. Prefers tips and gossip. Lists WJAS, WCAE, KDKA, KQV, WWSW. Rate: 50 cents per line.

PITTSBURGH PRESS (e: 205,573; S: 321,-932), Pittsburgh, Pa. Si Steinhauser (also member of Sunday staff). Uses at least one full column weekdays and Sunday—N.R.C. Log runs 3 columns by 11 inches. Also uses 5-column layout on Sunday; accepts glossy prints. Prefers releases short and to the point. Lists KDKA, WCAE, WJAS, KQV, WWSW. Rate: Information not received.

PITTSBURGH SUN - TELEGRAPH (e: 158,597; S: 404,388), Pittsburgh, Pa. S. G. Kennedy (also church editor, correspondent). Uses 50-inch program log weekdays and Sunday, with 3 inches of “best bets.” No art work. Prefers names of guest stars, outstanding musical programs and names of speakers, which are included in program listings. Lists WCAE, WJAS, KDKA, KQV, WWSW. Rate: 40 cents per line daily, 60 cents Sunday.

SCHUYLKILL REPORTER and POTTSVILLE REPUBLICAN (e: 12,569), Pottsville, Pa. J. Melville May (also managing editor, Schuylkill Reporter). Uses quarter-column daily—C.R.N. Log runs 2 columns by 7 inches. Also uses art work when space permits; accepts glossy prints and mats. Prefers gossip and program comment. Lists NBC, CBS and Mutual; WCBA, WEEU, WAZL. Rate: 12 cents per line.

READING EAGLE (e: 48,549; S: 29,462), Reading, Pa. Ron G. Sercombe (also Sunday editor). Uses about 20 inches weekdays and Sunday—N.R.C. Log runs about 40 inches. Occasionally uses art work with Sunday features; accepts glossy prints and mats. Lists WEAF, WJZ, WOR, WCAU, KYW, WEEU, WRAW. Rate: 9 cents per line daily, 7 cents Sunday.

READING TIMES (m: 37,552), Reading, Pa. Louis Schlosberg (also telegraph
RADIO EDITORS—Continued

copy editing). Uses 2-column log daily, listing NBC, CBS, Mutual, WEEU, WRAW. No art work. Rate: 12 cents per agate line.

SCRANTON TIMES (e: 66,915), Scranton, Pa. A. J. O'Malley. No regular column; uses such items and pictures as have real news value. Log appears daily and runs about 20 inches. Lists WQAN (non-commercial station owned by the paper), WEAF, WJZ, WABC, WOR, WMCA, WNYC, WQXR, WEVD, WHN, WGBI and short-wave stations. Rate: 18 cents per line.

SUNDAY INDEPENDENT (38,885), Wilkes-Barre, Pa. Paul J. Walter (also member of advertising department). Uses 12 to 14 inches each Sunday—R,C,N. Log runs 26 inches and lists WEAF, WJZ, WABC, WOR, WBAK, WBRE, WGBI, WLW. Art work is used only as filler; accepts glossy prints and mats. Rate: 7 cents per line.

WILLIAMSPORT GAZETTE & BULLETIN (m: 5,851), Williamsport, Pa. Quinton E. Beauge (also city editor). Uses 28-inch log daily, plus 6 inches of “best bets” on Saturday. No art work. Lists WEAF, WJZ, WABC, WOR, WRAK. Rate: $1.40 per inch, combination morning Gazette & Bulletin and Evening Sun (Circulation of the Sun, 18,035).

RHODE ISLAND

NEWPORT DAILY NEWS (e: 6,677), Newport, R. I. Clifton T. Holman, Jr. (also drama editor, assistant to managing editor). Uses varying amount of space daily—R,N,C. Log runs about 50 inches. Accepts mats, but runs no art work. Prefers program description, reviews, lists of guest stars, outstanding features. Lists WJAR, WEAN, WPRO, WBZ-A. Rate: 10½ cents per line.

NEWPORT HERALD (m: 3,276), Newport, R. I. W. D. Hazard (also president, treasurer, night editor). Uses an average of 2 columns daily, for log, lead and usually a single-column cut. Accepts mats. Lists WEAN, WPRO, WJAR, WBZ. Rate: No information received.


SOUTH CAROLINA

CHARLESTON NEWS & COURIER (m: 22,779; S: 26,274). Charleston, S. C. Thomas R. Waring (also city editor). No further details received after several requests.

GREENVILLE NEWS (m: 35,851) & PIED-MONT (e: 15,145), Greenville, S. C. James W. Thompson (also police and city hall reporter on the Piedmont; commercial sports announcer on WFBC, owned by the papers). Uses one column daily except Friday, when space runs to full page. Log runs about 12 inches, with “best bets” in box at column head. Art work is used on Friday; accepts glossy prints and mats. Prefers straight news and gossip about stars. Lists WFBC. Rate: $1.20 per column-inch (combination, both papers).

SOUTH DAKOTA

PIERRE CAPITAL JOURNAL (e: 1,950). Pierre, S. D. James B. Hippie (also desk work). Uses 10 to 20 inches daily—R,C,N. Log runs 8 inches and lists KGFX, KOBH, WAX, KSOO. Art work is used infrequently; accepts mats. Prefers chatter with factual background. Rate: 55 cents per line (contract).

DAILY ARGUS-LEADER (e: 40,996; S: 15,966), Sioux Falls. S. D. Wilmer R. Simmons (also proof reader). Column—N,R,C—not run on any regular schedule. Half to three-quarter column log appears daily, with about 6 inches of “best bets.” Accepts mats, but art work is rarely used. Lists NBC and Mutual; KELO, KSOO. Rate: Radio appears on feature page; no advertising accepted.

TENNESSEE

CHATTANOOGA FREE PRESS (e: 34,726; S: 34,094). Chattanooga, Tenn. Ralph Sand- ers (also news editor). No regular column; uses news stories. Log appears daily and Sunday and runs to 50 inches. Also uses one or 2 cuts weekly in connection with stories; accepts mats. Prefers items on program content, such as
orchestra numbers, song titles, etc.; briefs for fillers. Lists NBC, CBS, WDOB, WAPO, WSM, WHAS, WLW, WSB. Rate: 12 cents per line.

CHATTANOOGA NEWS (e: 32,385), Chattanooga, Tenn. Quinten P. Gore (also copyreader). Uses 6 to 12 inches daily—N,C,R. Log runs about 20 inches. Uses unspecified amount of art work nearly every day; accepts glossy prints and mats. Lists NBC, CBS, Mutual, WDOB, WAPO. Rate: 7½ cents per line.

CHATTANOOGA TIMES (m: 45,031; S: 40,379), Chattanooga, Tenn. Thomas S. Brahan (also film editor). Uses 12 to 14 inches on Sunday—N,R,C. Log appears daily and runs 10 to 12 inches, with 4 to 6 inches of "best bets." No art work. Prefers program notes. Lists NBC, CBS and Mutual. Rate: Information not received.

KNOXVILLE NEWS-SENTINEL (e: 52,914; S: 70,745), Knoxville, Tenn. Glenn E. McNeil (also general reporter). Uses 10 inches weekdays, 20 inches Sunday—N. Log runs 10 inches by 2 columns, listing NBC completely and highlights of CBS, WNOX, WROL. Occasionally uses art work on Sunday; accepts glossy prints and mats. Prefers straight spot news. Rate: 12 cents per line.

MEMPHIS COMMERCIAL APPEAL (m: 115,401; S: 137,048), Memphis, Tenn. Robert M. Gray (also assistant amusements editor). Uses varying amount of space daily—N,C,R. Log runs about 20 inches. Also uses occasional cuts during the week, 6-column layout Sunday; accepts glossy prints. Prefers advance program news, additions and changes in casts, personal notes, gossip; art for Sunday should be received not later than preceding Wednesday. Lists NBC, CBS, WMC, WMPS, WREC, WHBQ. Rate: 25 cents per line weekdays, 30 cents Sunday.

MEMPHIS PRESS-SCIMITAR (e: 93,733), Memphis, Tenn. John F. Rogers (also copy reader). Uses about 4 inches daily—N,C,R. Log runs 12 inches, with about 8 inches of "best bets." Also uses single-column art work daily; accepts glossy prints and mats. Prefers straight news with some features exclusive to one paper in the same city. Lists WMPS, WMC, WREC, WHBQ, WGN, WLW. Rate: 20 cents per line.

NASHVILLE BANNER (e: 63,169), Nashville, Tenn. Milton Randolph (also film critic, feature editor). Uses varying amount of space daily—R,C,N. Log runs about one column and lists WSM, WSIX, WLAC. Accepts glossy prints, though amount of art work used is not specified. Rate: 27 cents per line (in combination with the Nashville Tennessean, a morning paper with 62,315 circulation).

TENNESSEE

AMARILLO NEWS (m: 20,743), GLOBE
(e, except Saturday: 10,209) & SUNDAY GLOBE-NEWS (26,810), Amarillo, Tex. Bill Wilson (also amusements, city desk). Uses 6 or 7 inches daily—N,C,R. Log runs a full column, with an average of 10 inches devoted to "best bets." Art work is used on Sunday, only occasionally during the week; accepts mats. Prefers items on new programs, advance readers, gossip, personality sketches. Lists NBC, TSN, TQN and Mutual via KGNC (affiliated with The Globe-News), KFDA. Rate: 15 cents per line.

AUSTIN AMERICAN (m: 17,026), STATESMAN (e: 16,052) & SUNDAY AMERICAN-STATESMAN (29,880), Austin, Tex. William J. Weeg (also business editor, court house and city hall reporter). No regular column or art work. Log appears weekdays and Sunday and runs to three-quarters of a column. Prefers information on special broadcasts on current news events. Lists NBC, CBS, Mutual, TQN, TSN. Rate: Information not received.

AUSTIN DISPATCH (e, S; not available), Austin, Tex. MacRoy Rasor (also editor). Uses 6 to 10 inches daily—N,C. Log runs about 6 inches daily. Also uses 6 to 14 inches of art work daily; accepts mats. Prefers articles and mats with news tie-ins. Lists KNOW. Rate: 90 cents per inch.

BEAUMONT ENTERPRISE (m: 27,049; S: 35,784), Beaumont, Tex. Merita Mills (also reporter, music critic). Uses 10 to 15 inches weekdays, full column or more on Sunday—N,C,R. Log runs 12 inches weekdays, about 15 inches Sunday. Also uses one or 2 half-column cuts daily, 2 or 3 columns of art Sunday; accepts mats. Prefers advance mats on guest stars appearing on big programs, news and gossip on guest stars. Lists NBC, CBS, Mutual, Texas State and Texas Quality networks. Rate: 15 cents per line daily, 13 cents Sunday.

CORPUS CHRISTI CHRONICLE (e, S; not available), Corpus Christi, Tex. William J. Light (also editor). Uses varying amount of space daily (usually at least...
2 columns; more as necessary)—N,C,R. Log, “best bets” and art are given as much space as the material demands. Prefers mats, of any kind; no glossy prints. Lists KRIS, WOAI, KTSA regularly; others as occasion arises. Rate: 4½ cents per line.

DALLAS DAILY TIMES HERALD (e: 86,-711; S: 88,185), Dallas, Tex. Douglas Hawley (also feature writer). Uses about 2 columns daily—N,C,R. Log runs 2 columns. Also uses art, daily if possible; accepts mats, and an occasional glossy print. Prefers program news, features on artists and programs, shorts for filler material. Lists KRLD, WRR, WFAA-WBAP, KGKO. Rate: Information not received.

DALLAS DISPATCH-JOURNAL (e: 60,-005), Dallas, Tex. Terence Walsh (also reporter). Uses 20 to 30 inches Monday through Friday—N,C,R—with an occasional article on Saturday. Log appears daily and averages 18 inches, with 3 to 5 inches of “best bets.” Also uses one or 2-column cuts about 4 times weekly; accepts mats and an occasional glossy print. Prefers straight news, features, advance information, gossip. Lists KGKO, WRR, WFAA-WBAP, KRLD.
Rate: 18 cents per line.

DALLAS NEWS (m: 101,646; S: 111,661), Dallas, Tex. Victor Davis (also assistant amusement editor). Uses an average of 22 inches daily and Sunday—N,C,R. Log runs to 36 inches. Uses one, 2 or 3-column cuts about 3 times a week; accepts glossy prints. Prefers advance news, art and features on network programs carried by WFAA-WBAP. Lists WFAA-WBAP, KRLD, KGKO, WRR.
Rate: 25 cents per line daily, 29 cents Sunday.

EL PASO HERALD-POST (e: 21,942), El Paso, Tex. Hai Middlesworth (also copy reader). No regular column; uses occasional items. Log appears daily and runs 10 to 15 inches. No art work. Lists KPI, KMOX, KNX, KOB, KOA, KOMA, KRLD, KSL, KTSN, WBAP, WFAA, WOAI.
Rate: $1.54 per inch; in combination with El Paso Times, a morning and Sunday paper, $2.24.

FORT WORTH PRESS (e: 36,547), Fort Worth, Tex. Morris S. Boykin (also cub reporter, librarian). No regular column. but uses occasional items—N,R,C. Log appears daily and runs to 17 inches, with varying amount of space devoted to “best bets.” Accepts glossy prints and mats, though very little art work is used. Lists WBAP-WFAA, KRLD.
KAT, KGKO, KFJZ. Rate: $1.82 per inch.

STAR TELEGRAM (m: 96,911; e: 76,481; S:130,891), Fort Worth, Tex. William S. Potts (also aviation editor, courthouse reporter). Uses one column in morning edition, top news in afternoon and full column in Sunday edition—N,C,R. Also uses 2-inch by 2-column log. Very little art work at present. Prefers advance program information. Lists KGKO, WBAP, WFAA, KRLD, KFJZ, KTAT.
Rate: 34 cents per line daily, morning and evening combination; 34 cents per line Sunday.

GALVESTON NEWS & TRIBUNE (e: 9,045), Galveston, Tex. No radio editor; correspondence should be addressed to managing editor. Uses very little radio material; no art work.
Log appears daily and runs 14 to 16 inches, listing KLLU, KPRC, KTRH, KXYZ.
Rate: 11 cents per line, weekend combination; 12 cents Sunday.

HOUSTON CHRONICLE (e: 100,788; S: 108,600), Houston, Tex. Mildred Dockard (also theatre editor). Uses half to full column daily—N. Log runs to a column and a half, with AF highlights averaging about 4 inches. One or 2-column cuts used to illustrate news stories or programs of exceptional interest, usually on Sunday only; accepts glossy prints and mats. Prefers program notes, human interest feature stories. Lists KTRH, KXYZ, KPRC.
Rate: 20 cents per line daily, 23 cents Sunday.

HOUSTON POST (m: 89,419; S: 105,191), Houston, Tex. Lois Cain. Uses about 60 inches daily—N. Log runs 51 inches including about 30 inches of “best bets.” Also uses 10 inches of art work daily; accepts glossy prints and mats. Prefers stories of stars, serial resumes, program music, background gossip. Lists NBC, CBS, TQN, KPRC, KXYZ, KTRH.
Rate: 19 cents per line daily, 21 cents Sunday.

HOUSTON PRESS (e: 58,606), Houston, Tex. Anthony J. Triolo (also librarian). Uses about one column daily—N,C,R. Log also runs to one column, with 8 inches of “best bets.” Art work is used every day; accepts glossy prints and mats. Lists KXYZ, KTRH and KPRC regularly; KMOX and WLW occasionally.
Rate: 15 cents per line.

PARIS NEWS (e, except Saturday, S: 10,-144), Paris, Tex. Henry Moore (also on telegraph desk, handles part of courthouse run). Uses 10 inches daily—C,N,R.
Log runs to 8 inches. Accepts mats, but art work is used only about twice a month. Prefers feature material on performers, background on shows. Lists Texas State and Mutual networks through KPLT. Rate: 6 cents per line.

PORT ARTHUR NEWS (e: 11,082; S: 11,- 206), Port Arthur, Tex. No radio editor. Carries only AP listings daily. No further information available. Rate: Material run on editorial page; no advertising accepted.

*SAN ANTONIO EXPRESS (m: 53,586; S: 80,642), San Antonio, Tex. No radio editor. Carries daily 20-inch log, including news and schedules, with 8 inches of “best bets.” Accepts mats. Lists WOAI, KTSA, KABC, KONO, KMAC. Rate: $2.80 per inch, both papers.

SAN ANTONIO LIGHT (e: 52,917; S: 79,- 357), San Antonio, Tex. Renwicke E. Cary (also editorial work). Uses about 2 or 3 inches weekdays and Sunday—N. Log runs 12 to 14 inches. No art work; accepts glossy prints for file. Prefers news on all special events, new programs, guest stars. Lists KRTS, WOAI, KABC, KMAC, KONO. Rate: Information not received.


TYLER TELEGRAPH (m: 10,728) & COURIER-TIMES (e, except Saturday: 4,982), Tyler, Tex. North Callahan (also amusement editor). No regular column; devotes some space to program reviews. Log appears daily and runs about 12 inches. Also uses a half-column mat concerning program's guest star; no glossy prints. Prefers information on guest stars and program highlights. Lists NBC and CBS. Rate: 7 cents per line.

WICHITA FALLS DAILY TIMES (e: 14,- 915; S: 31,132), Wichita Falls, Tex. Louis T. Hamlett (also courthouse reporter). Uses 3 to 4 columns of comment and art on Sunday—N,R,C. Log appears daily and runs to 15 inches, with 3 inches of “best bets.” One or two pieces of art are featured on Sunday; accepts mats. Prefers straight advance news. Lists NBC, CBS, WFAA, WBAP, KRLD, KGKO, KOA, WLW, WLS, WENE, KOMA, KMOX, WOAI, WKY, WHO, WREN, WSM, KVOO. Rate: 15 cents per line.

UTAH

SALT LAKE CITY TRIBUNE (m: 57,742; S: 94,584), Salt Lake City, Utah. No radio editor. Carries only paid listings of KDYL, KSL, KUTA.

VERMONT

WATERBURY RECORD (w: not available), Waterbury, Vt. William G. Rick- er. Uses one column weekly (paper published every Wednesday in conjunction with station WDEV, owned by the paper)—N,R,C. No art work or log. Prefers general notes on background plus human interest stories on performers. Rate: 25 cents per inch.

VIRGINIA

FREDERICKSBURG FREE LANCE-STAR (e: 5,194), Fredericksburg, Va. Ernest McIver, Jr. (also assistant advertising manager). Uses 20-inch column daily—N,C,R; 15-inch log. Also uses a single-column cut about 3 times a week; accepts glossy prints and mats. Prefers news, gossip, human interest stories, photos. Lists NBC, CBS and Mutual. Rate: 3 cents per line.

NORFOLK LEDGER-DISPATCH (e: 44,- 036), Norfolk, Va. Charles H. Hoof- nagle (also city hall and municipal utilities reporter, music reviewer). Uses 10 to 12 inches Monday through Friday, about 24 inches Saturday—N,C,R. Log runs 10 to 12 inches. Also uses half-column cuts occasionally; accepts glossy prints and mats (portraits). Prefers program news. Lists NBC, CBS, Mutual, WTAR. Rate: 22 cents per line, combination of Ledger-Dispatch and Virginian-Pilot (morning and Sunday).

RICHMOND NEWS LEADER (e: 84,718), Richmond, Va. Elizabeth Copeland (also film editor). Uses daily half-column of news items and schedule of local stations for following day. Log runs 5 columns by 6 inches, with “best bets” printed in black type. No art work; accepts mats. Prefers program news. Lists WEA, WJZ, WABC, WOR, WRVA, WMBG, WRNL, WRTD. Rate: 20 cents per line.
WASHINGTON

ABERDEEN DAILY WORLD (e: 11,321), Aberdeen, Wash. Harland L. Plumb (also business and political writer). Devote a little space to news items, etc., daily. Log runs a full column. Art work is used only occasionally; accepts glossy prints and mats. Prefers program news, pictures, short program resumes. Lists NBC, CBS and Mutual; KXRO, KOL, KELA, KGY, KVI, KOIN, KNX, KOMO, KPO, KGW, KHQ, KOA, KGO, KGA, KJR, KEX. Rate: Averages about 60 cents per line.

DAILY OLYMPIAN (e, except Saturday, S: 6,342), Olympia, Wash. Jessie M. Steere (society and morgue editor). No regular column; carries news items on outstanding speeches, etc. Log appears daily and runs 14 to 20 inches. Rarely uses art work; glossy prints and mats not accepted. Lists KOL, KVI, KOMO. Rate: 70 cents per inch.

SEATTLE POST - INTELLIGENCER (m: 97,472; S: 204,104), Seattle Wash. E. J. Mitchell (also handles real estate and church news). Uses 20 to 35-inch column plus briefs on Sunday—N.C. Also uses 2-column art work; accepts glossy prints. Prefers news, briefs on personalities, short stories. Rate: 28 cents per agate line daily, 37 cents Sunday. (Daily log is handled by Paul Tieche. For details see following listing).

SEATTLE POST - INTELLIGENCER (m: 97,472; S: 204,104), Seattle Wash. Paul Tieche (also secretarial work). Uses 40-inch daily log, with 5 inches of "best bets" daily, 7 inches Sunday. Lists KIRO, KOL, KOMO, KJR, KVI, KMO, KRSC, KEEN, KXA, KTW. Rate: 28 cents per agate line daily, 37 cents Sunday. (Sunday column is handled by E. J. Mitchell. For details see his listing above).

SEATTLE STAR (e: 69,675), Seattle, Wash. Roy F. Ryerson (also general assignment reporter, writes Mr. Fixit column). Uses about 8 inches daily—N.R.C. Log runs 36 inches, with about 8 inches of "best bets." Art work used irregularly; accepts glossy prints. Prefers straight news items about outstanding national and international broadcasts. Lists KOMO, KJR, KIRO, KVI, KOL, KEEN, KRSC, KXA. Rate: 24 cents per line.

SEATTLE TIMES (e: 99,377; S: 131,117), Seattle, Wash. Robert Heilman (also reporter). No regular column or art work. Uses daily log, running about 5 columns by 12 inches. Prefers information on guest stars, program descriptions. Lists KOMO, KJR, KIRO and KOL completely; highlights of KVI, KRSC, KEEN, KTW, KXA. Rate: 30 cents per line weekdays, 33 cents Sunday on radio page "request" basis; 25% extra on "demand" basis.

SPOKANE SPOKESMAN - REVIEW (m: 62,412; S: 84,506), Spokane, Wash. Byron Johnsrud (also assistant on city desk). No regular column or art work. Uses 12 to 15-inch log daily, listing KYA, KHQ, KWSC, KFPY, KFIO. Rates: Combination of daily Spokane-Review and Spokane Daily Chronicle, 28 cents per agate line; Sunday Spokane-Review, 23 cents; combination of Sunday Spokane-Review and Spokane Daily Chronicle, 31 cents.

TACOMA NEWS TRIBUNE (e: 38,692; S: 34,327), Tacoma, Wash. Paul O. Anderson (also reporter, photographer). Uses logs only; one column weekdays, column and a half Sunday. No art work. Prefers straight news and gossip. Lists KVI, KMO, KOMO, KJR, KOL, KIRO. Rate: 11 cents per line daily and Sunday, 12 cents per line for radio page position.

TACOMA TIMES (e: 31,944), Tacoma, Wash. Jane M. Mottau (also woman's page editor). No regular column; uses occasional news items throughout paper. Log runs almost 2 columns daily. Art work is seldom used; glossy prints and mats not accepted. Prefers material dealing with national issues rather than personality items. Lists KMO, KVI, KOMO, KJR, KIRO. Rate: 10 cents per line.
RADIO EDITORS—Continued

WEST VIRGINIA

CHARLESTON DAILY MAIL (e: 33,855; S: 36,367), Charleston, W. Va. Arnold R. Knapp (also copy and church editor). Uses about 10 inches weekdays, one column Sunday—N.R.C. Log runs about 8 inches weekdays with 2 inches of highlights; 12 inches Sunday with 7 inches of highlights. Also uses 2 to 4 cuts during the week, varying amount Sunday; accepts glossy prints and mats. Prefers releases with spot news angle, or with top-name or oddity slant; posed, action or gag pictures. Lists NBC, CBS, Mutual, WCHS. Rate: 9 cents per line.

CHARLESTON GAZETTE (m: 52,422; S: 58,682), Charleston, W. Va. No radio editor. Carries unspecified amount of news, etc., on irregular basis. Log appears daily, runs 10 inches and lists NBC, CBS and Mutual. Art work is used occasionally; accepts mats. Prefers straight news. Rate: 12 cents per line weekdays; 12 cents Sunday.

CLARKSBURG EXPONENT (m, except Monday; 16,775), & EXPONENT-TELEGRAM (S: 35,209), Clarksburg, W. Va. H. G. Rhawn (also editor-in-chief). Uses 8 inches devoted to WBLK (owned by the papers) and 12 inches devoted to NBC and CBS, including log—C.N. Seldom uses art work; accepts mats. Lists WBLK and AP programs of note. Rate: No information received.

GRAFTON SENTINEL (e: 3,471), Grafton, W. Va. Homer J. Gatrell (also business and advertising manager, photo engraver). Uses 40 inches daily—N.R.C. Log runs 20 inches. Accepts glossy prints and mats, but seldom uses art work. Lists WMMN, WJZ, KDKA, WSW, WGBI, WHP, WOR, CKLW, WPAR, WSYR, WSN, WJR. Rate: 3 cents per line.

HERALD-DISPATCH (m: 15,410) & SUNDAY HERALD-ADVERTISER (25,041), Huntington, W. Va. Uses variable amount of NEA and AP news daily and Sunday. Log runs about 12 inches. Amount of art work also varies; accepts glossy prints and mats. Prefers releases with a local angle; a twice yearly radio section is published and includes considerable material of general nature. Lists NBC, CBS, Mutual, WSAZ. Rate: 14 cents per line, combination of Herald Dispatch and evening Advertiser; 12 cents Sunday Herald-Advertiser.

WHEELING NEWS-REGISTER (e: 18,111; S: 26,402), Wheeling, W. Va. William DeMuth, Jr. (also telegraph copy desk).

Uses three-quarter column each Sunday—C.N.R. Also uses mats. No program listings. Rate: 15½ cents per line.

WISCONSIN

JANESVILLE GAZETTE (e: 14,392), Janesville, Wis. Hester Kyler (Ann Tenney). Uses about 50 inches daily—N.C.R. Also uses single and double-column cuts of stars, with briefs about each important act under Radio Brevities by Ann Tenney; special stories. Lists NBC, CBS and Mutual. Rate: Information not received.

KENOSHA EVENING NEWS (12,796), Kenosha, Wis. Evelyn M. Johnston (also assistant society editor, theatre page editor). No regular column or art work. Log appears daily and runs 10 to 12 inches, with Sundays programs listed in Saturday edition. Prefers advance information on special broadcasts, program changes, etc. Lists WGN, WENR, WLS, WMAQ, WBBM, WTMJ, WISN, WCFL, WIND. Rate: 7 cents per agate line.

CAPITAL TIMES (e: 27,962; S: 27,062), Madison, Wis. Kenneth F. Schmitt. Uses about three-quarter column daily, 2 to 4 columns Sunday—N.C.R. Log runs a column and a half. Also uses one or 2-column mats daily, 8-column top spread Sunday; accepts glossy prints and mats. Prefers program news, program premieres, guest appearances, etc. Lists WIBA, WMAQ, WGN, WENR, WIND, KMOX, WCFL, WLS, WJJD, WTMJ. Rate: Approximately 15½ cents per line.

WISCONSIN STATE JOURNAL (e: 25,473; S: 24,951), Madison, Wis. William L. Doudna (also music, art and theatre editor; newscaster). Program previews, news and chatter appears infrequently in theatre column. Log appears daily and averages 40 inches, with 10 inches of "best bets" daily, 20 inches Sunday. Also uses at least one cut daily and Sunday, ranging from half-column to 2 columns; accepts mats. Prefers advance program notes, checked for content, time and stations. Lists NBC, CBS and Mutual; WIBA, WHA, WTMJ, WGN, WCFL, WBBM, WMAQ, WENR, WLS and WLW regularly; WCCO, KMOX, WHO, WOC, KOIL, WSM and others occasionally. Rate: 18 cents per line.

MILWAUKEE JOURNAL (e: 245,237; S: 263,704), Milwaukee, Wis. Edgar A. Thompson (also assistant to editor of the Green Sheet, 4-page daily feature section). Uses 15 inches weekdays in the Green Sheet, 6 tabloid pages in Sunday
TRADE JOURNALS

Data on the publications serving the broadcasting industry either entirely, or with part of their editorial content, is presented below.

THE ADVERTISER, 3557 Bogart Avenue, Cincinnati, O. Phone: Avon 6825. 11 W. 42d St., New York, N. Y. Phone: Pennsylvania 6-3265. Publisher: The Advertiser Publishing Co. Staff: Manuel Rosenberg, publisher, editor-in-chief; Col. Don R. Jason, managing editor; L. M. MacMillan, Arthur Coles, Michael Grimm, associate editors; M. Ascham Greene, general foreign editor. Type of radio material accepted: Activities of advertisers in radio, and what broadcasters are doing to effect better sales results from radio advertising. Type of pictures accepted: Those pertinent to the articles and items carried. Amount of space devoted to radio: From 20% to 60%.

ADVERTISING AGE, 100 E. Ohio Street, Chicago, Ill. Phone: Delaware 1337. Publisher: Advertising Publications, Inc. Staff: G. D. Crain, Jr., publisher; Irwin Robinson, managing editor. Type of radio material accepted: News stories with advertisers’ angles; merchandising stories. Type of pictures accepted: Personnel pictures; occasional talent pictures, if they have an advertising angle. Amount of space devoted to radio: About 30%.

ADVERTISING & SELLING, 9 East 38th Street, New York, N. Y. Phone: Caledonia 5-9970. Publisher: Robbins Publishing Co. Staff: Frederick C. Kendall, editor; Robert I. Elliott, managing editor; R. L. Biehusen and Mary Saxton, editorial associates; Allen Hurlburt, art director. Type of material accepted: Periodic articles (up to 2,000 words) on broadcast advertising problems. Type of pictures accepted: People, campaigns, displays, conventions, rehearsals and programs in broadcast advertising. Amount of space devoted to radio: 20%.

THE BILLBOARD, 1564 Broadway, New York, N. Y. (this address for all radio material: publishing plant, 25 Opera Place, Cincinnati). Phone: Medallion 3-1618. Publisher: The Billboard Publishing Co. Staff: Elias E. Sugarman, editor (A. C. Hartman, Cincinnati editor); Paul Denis, assistant indoor editor: Jerry Franken, radio editor. Type of radio material accepted: General items of interest to station and network officials, advertising executives, radio performers. Type of pictures accepted: Maintains own staff of photographers.
The Internationally Circulated Weekly VARIETY also Publishes a Daily Newspaper in Hollywood for the American Film Colony . . . .

AX HITS FILM STARS RADIO PAY

TORRES ENDS SUIT VERSUS WARNERS— Miguel Torres, Mexican producer, filed a dismissal of his $1,000,000 federal suit against Warners yesterday. The $1,000,000 judgment against Gabriel Pault, Signal producer, for breach of contract and invasion of Warners' action brings to an end画 active negotiations between the two companies for a week between Torres and J. L. Comstock on page 9.

Johnson Does 'Jazz' Role For Zink's 'Cavalcade'— Al Johnson, a noted jazz artist, will star in Zink's 'Cavalcade.' Johnson will play a jazz artist in the film.

Regan's Finals of Rap The Regan raping of the Academy for stars of the film industry is due to the fact. The film stars are due to be announced on page 10.

Big Elitch Opening Denver July 14th. Denver's newest and largest theatre, Elitch Gardens Theatre, will be opened by Elitch Brothers.

Simon Winds 'Glamour' Simon, one of the top ten radio stars, will play in the new 'Glamour.' Simon will be a leading man.

Rays Tochtin Variety Ray, a veteran radio producer, will receive a major award while Raye Tochtin is scheduled to receive a $50,000 contract.

GOLDEN ENDS U CONTRACT— Carl Golden is terminating his contract with United Artists for the princely sum of $50,000. The contract will end August 1st, and Carl Golden will return to radio work.

PAR TESTING NEW LOT FOR NOISES— Thousands of new lots for noise reduction are being tested by United Artists. The tests are being made on the sound stage of the new sound studio.

100 ACTOR COMPLAINTS SPEED SAG DEMAND FOR AMG PACT— With more than 100 contract complaints already filed by actors, talk of Screen Actors Guild is reaching demand for early decision by Artists Managers Guild on proposed agreement to frame a pact.

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HOLLYWOOD GOES 'B' ON AIR— What is believed indicative of heavily pruned budgets for radio was the recent run of auditions for so-called "B" movies. Among items for the new season's programs of "B" movies are the new "B" movie serials, "Adventure" and "Love and the Law," both starring Bob Burns, and "The Big Expeditions" serial starring Charles J. Kats, who directed "The Big Expeditions" serial.

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TRADE JOURNALS—Continued

Amount of space devoted to radio: 25% of Indoor Departments.


BROADCASTING, 870 National Press Bldg., Washington, D. C. Phone: Metropolitan 1022. Publisher: Broadcasting Publications, Inc. Staff: Martin Codel, publisher; Sol Taishoff, editor. New York office: 250 Park Ave. (Plaza 5-8355); Bruce Robertson, manager. Chicago office: 360 N. Michigan Ave. (Central 4115); Paul Brines. Hollywood office: 1500 N. Vine St. (Glendale 7353), David H. Gickman. Type of material accepted: General news items of stations, networks, radio and advertising executives; technical articles; merchandising stories of how advertisers are using radio, etc. Type of pictures accepted: Those illustrating any of the various phases of the industry covered by the magazine.

DAILY VARIETY. See Variety (Daily).

DRUG TRADE NEWS, 330 W. 42nd Street, New York, N. Y. Phone: Longacre 3-2400. Publisher: The Topics Publishing Co., Inc. Staff: Robert L. Swain, editor; Dan Rennick, editorial director; M. A. Gran, news editor; Philip H. Van Itallie, technical news editor; A. W. Addelson, associate technical editor; Ernest Carlson, art director. Type of radio material accepted: News stories of campaigns or programs for drug products and toiletries and merchandising tie-ups on same. Type of pictures accepted: Illustrations of tie-ups at point of sale; human interest news pictures of talent. Amount of space devoted to radio: About 3%.

EDITOR & PUBLISHER, 1475 Broadway, New York, N. Y. Phone: Bryant 9-3052. Publisher: James W. Brown, Sr. Staff: James W. Brown, president and publisher; Arthur T. Robb, editor; Warren L. Bassett, managing editor. Type of radio material accepted: News, briefly, as it touches mutual interests of press and radio. Type of pictures accepted: Radio executive personalities. Amount of space devoted to radio: 10%.

FOOD FIELD REPORTER, 330 W. 42nd Street, New York, N. Y. Phone: Longacre 3-2400. Publisher: The Topics Publishing Co., Inc. Staff: Frank J. Cogan, editor; Dan Rennick, editorial director; J. Leroy Miller, associate editor; Philip H. Van Itallie, production editor; A. W. Addelson, associate production editor; Ernest Carlson, art director. Type of radio material accepted: News stories of campaigns or programs for grocery store products; merchandising tie-ups with such campaigns. Type of pictures accepted: Illustrations of tie-ups at point of sale; human interest news pictures of talent. Amount of space devoted to radio: About 3%.

MOTION PICTURE DAILY, RKO Building, New York, N. Y. Phone: Circle 7-3100. Publisher: Quigley Publishing Co., Inc. Staff: Martin Quigley, publisher, editor-in-chief; Sam Shain, editor. Type of radio material accepted: General news items. Type of pictures accepted: Any type. Amount of space devoted to radio: Regular column; stories.

PRINTERS’ INK (weekly) & PRINTERS’ INK MONTHLY, 185 Madison Avenue, New York, N. Y. Phone: Ashland 4-6500. Publisher: Printers’ Ink Publishing Co. Staff: C. B. Larrabee, managing editor; G. A. Nichols, editor. Type of radio material accepted: Articles showing how advertisers use radio as a sales stimulant; technical articles on use of electrical transcriptions and on various phases of broadcasting from advertiser’s viewpoint. Type of pictures accepted: Only illustrative material for articles featured. Amount of space devoted to radio: About 10%.

RADIO DAILY, 1501 Broadway, New York, N. Y. Phone: Wisconsin 7-6336. Publisher: Jack Alicoate. General manager: Don Mersereau. Staff: M. H. Shapiro, editor; Marvin Kirsch, business manager. Type of material accepted: News of interest to the trade—agencies, stations, etc. Type of pictures accepted: None.

RADIO MARKETS (Radio Art), 420 Lexington Ave., New York, N. Y. Phone: Lexington 2-6187. Publisher: Broadcast Publishing Corp. Editor and Publisher: Charles R. Tighe. Business staff: Scott Kingwill, 201 N. Wells St., Chicago; Dr.
RADIO SALES STANDARD Canada magazines tails Trenkmann, Ralph L. Power, 580 Crane Blvd., Los Angeles. Type of material: Devoted entirely to coverage and market information relative to radio stations.

RADIO RETAILING, 330 West 42nd Street, New York, N. Y. Phone: Medallion 3-0700. Publisher: McGraw-Hill Publishing Co. (At press time various changes were contemplated, hence further details were not available.)

RADIO TODAY, 480 Lexington Avenue, New York, N. Y. Phone: Plaza 3-1340. Publisher: Caldwell-Clements, Inc. Staff: Dr. Orestes H. Caldwell, editor; H. L. M. Capron, merchandising editor; Darrell Bartee, news editor. Type of material accepted: Material for the radio industry and trade—manufacturers, jobbers, dealers and service men.

SALES MANAGEMENT, 420 Lexington Avenue, New York. Phone: Mohawk 4-1760. Publisher: Sales Management, Inc. (associated with Bill Brothers Publishing Corp.). Staff: Raymond Bill, editor and publisher; Philip Salisbury, executive editor; A. R. Hahn, managing editor; E. W. Davidson, news editor; M. E. Shumaker, desk editor; F. R. Petron, production manager; James R. Daniels, Lawrence M. Hughes, Lester B. Colby, D. G. Baird, Maxwell Droke, Ray B. Prescott, L. R. Boulware, Frank Waggoner, associate editors. Type of radio material accepted: Marketing campaigns utilizing radio, but not necessarily limited to same. Type of pictures accepted: Human interest or news pictures of talent. Amount of space devoted to radio: Of 1,049 pages published in 1938, approximately 87 pages dealt wholly with material of radio interest, and some 200 pages dealt in part with radio advertising or merchandising.

STANDARD RATE & DATA SERVICE, 333 N. Michigan Avenue, Chicago, Ill. Phone: Randolph 5616. Publisher: Standard Rate & Data Service, Inc. Executives: Walter E. Botthof, president; Albert Moss, executive vice-president; Albert William Moss, secretary; R. A. Trenkmann, treasurer, general manager. Type of service offered: Rate and data services, published in 4 sections, monthly, correction bulletins three times weekly. (1) Newspaper, (2) Magazine and Farm Paper, (3) Business Paper Sections in which are listed papers and magazines published in the U. S. and Canada which accept advertising giving such data as circulation, advertising rates, closing dates, mechanical requirements, personnel, etc. Radio and advertising publications are included in the Business Paper Section. (4) Radio Advertising, Rates and Data, in which are listed all radio stations in the U. S., Canada and American territories licensed by the FCC, and giving such data as ownership, general advertising rates, contract and other requirements, mechanical program equipment, etc.

TIDE, 232 Madison Avenue, New York, N. Y. Phone: Ashland 4-3390. Publisher: Tide Publishing Co., Inc.; David Frederick, president. Staff: E. L. Hess, editor; Esther R. Bien, Harrison Doty (managing), Barbara Bement, Max Forester, Norman H. Prince, Burnett Murphey, Reginald T. Clough, associate editors. Type of radio material accepted: New programs; results of test campaigns; selected promotion schemes; general news of the business; no manuscripts accepted. Type of pictures accepted: Advertising personalities, preferably informal action shots used in double spread titled, "Camera!"; special events broadcasts, copies of advertisements for stations or sponsors. Amount of space devoted to radio: About 13%.

VARIETY, 154 West 46th St., New York, N. Y. Phone: Bryant 9-8153. Publisher: Variety, Inc.; Sid Silverman, president. Branch offices: 54 W. Randolph St., Chicago; 1708-10 N. Vine St., Hollywood; 8 St. Martin's Place, Trafalgar Square, London. Published every Wednesday in New York; deadline, Tuesday evening. Amount of space devoted to radio: 100% of full department.

VARIETY (DAILY), 1708-10 N. Vine St., Hollywood, Calif. Phone: Hollywood 1141. Publisher: Daily Variety, Ltd.; Sid Silverman, president. Published daily, excepting Sundays and holidays. Amount of space devoted to radio: Everything pertinent to film-radio relations, plus all other general radio news.

WESTERN ADVERTISING, 564 Market Street, San Francisco, Calif. Phone: Garfield 8966. Type of radio material accepted: Feature articles from the advertising side—commercials, program building, etc.; detailed descriptions of successful programs; news items of personnel changes, station developments, etc. Type of pictures accepted: Illustrative material to accompany articles. Amount of space devoted to radio: 8 to 12%.
FAN MAGAZINES

Data on the larger publications directed at radio's consumers—the fans. This list makes no attempt to cover all the sectional publications.

RADEX
Address: The Radex Publishing Co., 362 Cedar Lane, Teaneck, N. J. Issued: Monthly (10 issues; none in July or August); 25c per copy.
Type of material accepted: Largely compilations of data on domestic and foreign radio stations throughout the world; some articles purchased.
Type of pictures accepted: Glossy prints of domestic and foreign radio stations.
(Note: Editorial matter is largely DX and semi-technical type for the DX fans.)

RADIO GUIDE
Address: 731 Plymouth Court, Chicago, Ill. (main office); 551 Fifth Ave., New York City; 9059 Sunset Blvd., Hollywood, Calif.
Phones: Wabash 5050 (Chicago); Murray Hill 2-4690 (New York); OX 2061 (Hollywood). Issued: Weekly; 10c. per copy.
Chairman of the board: M. L. Annenberg.
Type of material accepted: Main feature of this publication is the program section, which lists the programs of approximately 365 stations in the U. S. and Canada; there are 18 different editions of Radio Guide, each listing a week in advance the programs of its territory; stories on personalites and general stories of programs are used, average wordage running from 1,000 to 2,400.
Type of pictures accepted: Candid shots, informals and portraits; no mats accepted; pictures should be near the 8 by 10 inch average.

RADIO MIRROR
Address: 122 E. 42nd St., New York City.
Phone: Lexington 2-9050. Issued: Monthly; 10c per copy.
Manuscript closing date: 10th of every month. Type of material accepted: Stories of radio personalities and shows with a news or personality angle of "human interest"; manuscripts not to exceed 2,500 words.
Type of pictures accepted: Gag pictures; news pictures; portraits for gallery purposes; fashions modeled by radio performers; glossy prints preferred.
The Power of Persuasion

YOUR ANNOUNCER IS
Dan Seymour
TALENT

5,625 PROFESSIONAL RECORDS

Talent (except network) not on the air between June 1, 1938 and June 1, 1939, is omitted from these records. For data in many of these instances, see Volume I, pages 877-1097, and Volume II, pages 1223-1423.

For additional names of Sports Announcers, see pages 859-884. For additional names of Script Writers, see pages 258-260.

There are 5,625 individual items in this compilation. Omissions occur only where (1) the station's talent was non-pro (sporadically employed, or amateur); or (2) where station and/or talent repeatedly disregarded requests for information.

Symbols are to be interpreted as follows: (R) radio record; (GA) radio guest appearances; (LS) local station record; (F) film record; (L) legitimate stage record; (PR) phonograph records; (V) vaudeville or personal appearance record; (s) starred (f) featured; M.C., master of ceremonies.

The symbols (s) and (f) show a special distinction of much importance in the show (stage-screen) business. The difference between being starred and featured is as follows: when the name of the performer is above the title of a play or film, the performer is starred; when the name appears beneath the title, the performer is featured. For example:

Scarlett O'Hara in “Gone with the Wind” (starred); “Gone with the Wind” with Scarlett O'Hara (featured); Scarlett O'Hara in “Gone with the Wind” with Rhett Butler (Scarlett O'Hara starred. Butler featured).

Names bearing an asterisk (*) could not be located as to address, or failed to reply to questionnaires. In these instances, the DIRECTORY presents information from its files.

A

AARONSON, IRVING. Musical director, WHN, New York. (R) Also Lucky Strike program, NBC, 1931. (F) M-G-M shorts. (L) Puzzles (Elsie Janis), 1925-26; Paris (Irene Bordoni), 1928-29 (f). (V) Hale & Paterson, 1916-17; Bessie Clayton, 1922-23; Irving Aaronson & His Commanders, 1925-35; night club and hotel appearances since 1926.

ABBOT & COSTELLO. (Buddy Abbott, Lou Costello). Comedians. (R) Kate
PROFESSIONAL RECORDS—Continued


ABBOTT, BUDDY. See Abbott & Costello.

ABBOTT, CORNELIA C. Women’s programs, WJNO, West Palm Beach.

ABBOTT, ED. Announcer, commentator, actor, WCCO, Minneapolis-St. Paul. (R) Local shows for George Hormel & Co.; others. (F) Commercials. (V) Theatre appearances.

ABBOTT, JUDITH. Women’s news commentator, WNEW, New York.

ABBOTT, LAWRENCE. Musical writer. (R) Metropolitan Opera, 1934-35 (Listerine, NBC Red and Blue; sustaining, 1937-38); other sustaining shows including NBC Symphony Orchestra, 1937-38 (NBC Red and Blue); Music Appreciation Hour, 1936-39 (NBC Red and Blue). (Assistant to Walter Damrosch.)

ABBOTT, MINABELLE. Dramatic actress. (R) Role of Mary Sothen in Life of Mary Sothen, 1935-38 (1937-38 sponsored by Lehn & Fink for Hinds Honey & Almond Cream, CBS; previous to that date, broadcast over WLW, Cincinnati, and Mutual).

ABELL, MARY. Narrator, women’s programs, WOPI, Bristol.

ABELS, MARCELLA. Actress, FTRD. (R) Dr. Christian, 1938 (Chesebrough Mfg. Co., CBS); Death Valley Days, 1938 (Pacific Coast Borax Co., successively NBC Blue and Red); Her Honor, Nancy James, 1939 (Kleenex, CBS); Pepper Young’s Family, 1939 (P & G, NBC Red and Blue); others. (F) Shorts. (L) Girls in Uniform, others. (PR) RCA Victor.

ABNER, BUFORD. Singer (Vaughn Four), WNOX, Knoxville.

ABNER, MURRIL. Singer (Vaughn Four), WNOX, Knoxville.

ABNER, STACY. Singer (Vaughn Four), WNOX, Knoxville.

ABODAHER, NAIPH J. Producer, writer. WKY, Oklahoma City. (R) Smoke Dreams, 1935-37 (H. Fendrich Co., NBC Red); Armco Iron Master Program.
Ralph Edwards

Announcer • Master of Ceremonies • Actor

MAJOR BOWES' AMATEUR HOUR—CHRYSLER
Vic and Sade—Crisco
Gospel Singer—Ivory

Life Can Be Beautiful—Ivory
Howie Wing—Kellogg

Horn & Hardart's Children's Hour

NINETY-NINE MEN AND A GIRL—U. S. RUBBER

Direction: COLUMBIA ARTISTS, INC.
ADAMS, H. BURNHAM. Announcer, producer, writer, WBRK, Pittsfield. (R) Programs for Shell Oil and others; also WMFF, Plattsburg. (V) Theatre appearances.

ADAMS, KENNETH. Musician, KANS, Wichita. (R) Also KFH, Wichita; KFB, Abilene. (V) 1936. (See Lee and the Lads and the Song Stylists).

ADAMS, MRS. MART. See Aunt Susan.


ADAMS, ROGER. Announcer, singer, M. C., WADC, Akron.


ADAMSON, NORAH E. Conductor of children's programs, WSPR, Springfield.

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FRED WARING AND HIS PENNSYLVANIANS

"The Song Is the Thing"

Personal Management JOHN O’CONNOR, 1697 Broadway, New York City
AGNEW, JOHN K. Organist, musical director, WHKC, Columbus. (R) Shows for American Bird Seed Co., others. (V) Personal appearances.

A'HEARN, THOMAS F., JR. Day news editor, WXYZ, Detroit. (F) Shorts.

AHERN, H. F. Musician, WHO, Des Moines. (R) Local shows including Barnsdall Refining Co. program.

AIMARD, LINA. Coloratura soprano. (R) La Rosa Program (WOR, New York); radio work in Italy; Turina, Rome. (L) Opera: Metropolitan, La Scala; Palermo, Genoa, Trieste, London, Berne, Budapest, etc. (PR) Columbia (Italy).

AINLEY, JOSEPH T. Producer. (R) Story of Mary Marlin, 1934 (International Cellulocotton for Kleenex. NBC Red); Hoover Sentinels, 1935 (Hoover Vacuum Cleaners, NBC Red); Madame Schumann-Heink, 1935 (Gerber & Co., NBC Blue); Contended Hour, 1935 (Carnation Milk, NBC Red); Silken Strings, 1935-36 (Real Silk Hosiery Mills, NBC Blue); Jack Hylton & His Continental Revue, 1936 (Real Silk, NBC Blue); Real Silk Program with Edwin C. Hill as the Spectator, 1936-37 (Real Silk, NBC Blue); Grand Hotel, 1937-38 (Campana Sales, NBC Red); First Nighter, 1938-39 (Campana Sales, NBC Red, CBS); others, since 1933. (LS) Chicago Motor Club, 1938-39; International Harvester, 1939. (L) Little Theatre and stock productions, 1925-27, 1928-29. (Currently radio director, Aubrey, Moore & Wallace, Chicago).

ALAN, PAT. Announcer, singer, WCLO, Janesville. (R) Also WBOW, Terre Haute; local shows for B. F. Goodrich, others. (V) Henry Burr Peerless Quartet, 1929-31; theatre appearances. (PR) Victor.

ALARIE, LEON. Announcer, WSAR, Fall River. (R) Also WORC, Worcester.

*ALBER, R. H. Director. (R) Old Fashioned Revival (Gospel Broadcasting Assn., Mutual). (President of R. H. Alber Co., advertising agency).


ALBURY, BOB. Sports announcer, WHBQ, Memphis.

ALBUST, CHARLES W. Entertainer, WHAS, Louisville.

ALCOTT, MARY. Singer, KMOX, St. Louis. (R) Also WLW, Cincinnati; local shows including programs for Purol.

ALDEN, JERRY. Announcer, WSNJ, Bridgeton.

ALDERMAN, JAMES S. Announcer, news writer, commentator, WFBA, Dallas. (R) Also WLW, Cincinnati. (F) Shorts.

*ALESHIRE, EDWARD. Director. (R) Dale Carnegie (Colgate-Palmolive-Peet Co., NBC Red); Stepdaughter (Colgate-Palmolive-Peet Co., CBS); We, the Wives (Quaker Oats Co., Mutual).


ALEXANDER, ALTON. Author, director, (R) Shell Chateau, 1935 (Shell Oil Co., NBC Red); Pompeian Promenade, 1935 (Pompeian Co., CBS); Musical Reveries, 1935-36 (Corn Products, CBS); Fun in Swingtime, 1937 (Admiracion Shampoo, Mutual); General Electric Hour of Charm, 1937-38 (General Electric Co., NBC Red); Sweetheart Time, 1939 (Manhattan Soap Co., CBS); others.

ALEXANDER, BEN. Master of ceremonies. (R) Signal Carnival, 1936-39 (Signal Oil Co., NBC Red); Talent Parade, 1937 (Kellogg, NBC Red). (F) FN., Universal (f). (L) Penrod (s).

ALEXANDER, DURELLE. Singer. (R) RCA Magic Key, 1935 (RCA, NBC Blue); Kraft Music Hall, 1935-36 (Kraft-Phenix Cheese Corp., NBC Red); Eddy Duchin & His Orchestra (American Cigarette and Cigar Co. for Pall Mall); others. (V) Hollywood Junior Follies.

ALEXANDER, HELEN. Singer. (R) Capitol Family Hour, since 1934 (1934-
OLD GOLD CIGARETTES

present

ROBERT BENCHLEY

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ARTIE SHAW

and His Orchestra

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Produced by: 

MARTIN GOSCH

Written by: 

AL LEWIS and 

HANK GARSON

The Agency

LENNEN & MITCHELL

P.S. Many thanks from all of us to our “supervisor,” Mann Holiner.

P.P.S. It’s still the NBC Network on Tuesday Nights.
PROFESSIONAL RECORDS—Continued

36, NBC Blue; 1936-39, CBS). (V) Theatre appearances.

ALEXANDER, JOE. Organist. WJJD-WIND, Chicago. (V) Theatre appearances.

ALEXANDER, KIRK. Script writer. (R) Tommy Dorsey’s Orchestra (Brown & Williamson Tobacco Co., NBC Blue).

ALEXANDER, MYER. Singer, pianist, arranger, composer. (R) Camel Caravan, 1936 (R. J. Reynolds for Camel Cigarettes, CBS); Jack Oakie’s College, 1937 (Camel Cigarettes, CBS); Benny Goodman Swing School, 1937 (Camel Cigarettes, NBC Blue); others. (F) RKO, Republic (as arranger). (V) With Frank Fay and Horace Heidt. (PR) RCA Victor. Brunswick, Decca. (Currently associated with KNX, Hollywood).

ALEY, ALBERT. Actor. (R) Death Valley Days (Pacific Coast Borax Co., NBC Blue); News of Youth (Ward Baking Co., CBS); Heinz Magazine of the Air (H. J. Heinz Co., CBS); Flying Red Horse Tavern (Socony-Vacuum Co., CBS); Five Star Revue (Corn Products Refining Co., CBS); Inspector White of Scotland Yard (Gumpert’s Butterscotch Mutual); Dog Heroes (Modern Food Process for Thrivo, NBC Blue). (LS) WEAF, New York. (F) Shorts.

ALFORD, ELIZABETH. Entertainer, KRMD, Shreveport. (R) Also WRBL, Columbus. (Also program and publicity director.)

ALIFF, HARRY C. Entertainer, WWVA. Wheeling. (R) Local shows for Crazy Water Crystals, Olson Rug Co., others. (V) Australian Whips. (PR) Decca.

ALLAN, DON. Musician (bass fiddle, horn), WCCO, Minneapolis-St. Paul.

ALBEE, MARJORIE. Singer. WMT, Cedar Rapids. (V) Theatre appearances.

ALLDREDGE, DON. Singer, KHQ-KGA, Spokane.

ALLEN, BARBARA JO. Actress. (R) One Man’s Family, since 1933 (successively sponsored by Wesson Oil & Snowdrift, Penn Tobacco, Royal Gelatin; Standard Brands for Tender Leaf Tea, 1933-39); Signal Carnival, 1935-39 (Signal Oil Co., NBC Red); Death Valley Days, 1935-37 (Pacific Coast Borax Co., NBC Blue); Sperry Special, 1935-37 (Sperry Flour Co., NBC Red); Woman’s Magazine of the Air, 1936 (Acme Beer Co., NBC Red); Hawthorne House, 1936 (Wesson Oil, NBC Red); Al Pearce and His Gang, 1938-39 (General Foods for Grape Nuts, NBC Red); others. (L) Stock, 1930-34; productions by Belasco, Los Angeles Theatre Guild and others (f). (V) Circuit engagement, 1930.

ALLEN, BOB. Baritone. (R) Lady Esther Serenade, 1933 (Lady Esther Cosmetics, NBC Blue); Penthouse Party, 1935 (Eno Effervescent Salts, NBC Blue); Phil Baker, 1936 (Gulf Oil, CBS); Music from Hollywood, 1937 (Liggett & Myers Tobacco for Chesterfields, CBS); Time to Shine, 1938, ‘39 (Griffin Mfg. for Griffin Allwite, CBS); others, not current. (V) With Hal Kemp’s Orchestra, 6 years. (PR) RCA Victor.

ALLEN, CHARME. Actress. (R) Pretty Kitty Kelly 1937-39 (Continental Baking Co. for Wonder Bread, Hostess Cakes, CBS); David Harum (B. T. Babbit for Bab-O, NBC Red).

ALLEN, DICK. Musician, singer, WBNS, Columbus. (R) Crazy Water Crystals program, 1933; others. (V) 1935, ‘37.

ALLEN, DOROTHY. Popular singer, KFRC, San Francisco.

ALLEN, EDWARD, JR. Announcer, M.C. (R) Backstage Wife (R. L. Watkins for Dr. Lyon’s Toothpowder, NBC Red.) Also Mutual Network shows and programs on WGN, Chicago. (F) Shorts (commercials).

ALLEN, EDWARD H. See Ted Wardal.

ALLEN, FRED. Comedian, M.C. (R) Limit Revue, 1932 (Corn Products Co., CBS); Salad Bowl Revue, 1933 (Holland’s Mayonnaise, NBC Red); Town Hall Tonight, 1934-39 (Bristol-Myers Co., NBC Red). (GA) Hollywood Mardi Gras. Oct. 26, 1937 (Packard Motor Car Co., NBC Red); Hollywood Hotel, March 4, 1938 (Campbell Soup Co., CBS); Jell-O Program Starring Jack Benny, March 27, 1938 (General Foods Corp., NBC Red); others. (F) 20th Century-Fox (f); shorts. (L) Passing Show, 1922; Vogues; Greenwich Follies; Polly; First Little Show; Three’s a Crowd; others. (V) Many years; personal appearances.

ALLEN, GEORGE W. Director, producer. (R) Professor Quiz, 1938 (Nash-Kelvinator Corp., CBS); supervisor of all WABC local programs; director of various CBS sustaining programs. (Currently program director of WABC and a director of CBS; previously radio director of J. Stirling Getchell, producer for Benton &
CONSOLIDATED RADIO ARTISTS, INC.

CHARLES E. GREEN, President

AMERICA'S FINEST ORCHESTRA

NEW YORK
30 Rockefeller Plaza

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Keith Bldg.

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32 W. Randolph St.

HOLLYWOOD
9028 Sunset Blvd.

SAN FRANCISCO
111 Sutter St.
Bowles, joint radio director of J. Walter Thompson, Chicago.

ALLEN, GRACIE. See Burns & Allen.


ALLEN, IDA BAILEY. Home economist, writer, women's programs. (R) Mrs. Allen and the National Radio Home-makers Club, 1929-30 (various sponsors, CBS); Ida Bailey Allen, Sanitary Cleaning, 1930 (Air Way Electric Appliance Corp., CBS); Majestic Home Program, 1930 (General Household Utilities Co., CBS); Five Minute Meals, 1931 (George A. Hormel & Co., CBS); Round the World Cooking School, 1932 (Best Foods, Inc., CBS); Nucoa Budgeteers, 1935 (Best Foods, Inc., NBC Red); others. (LS) Homemakers of the Air (WHN, New York). (F) Shorts (Universal). (V) Theatre and auditorium appearances. (Author of 23 books on foods, cooking, and home economics.)

ALLEN, J. A., Jr. Announcer, news and sports commentator, actor, KGNO, Dodge City. (R) Checkerboard Time, 1939 (Purina Mills); Firestone Voice of the Farm, 1939 (Firestone Tire & Rubber Co.); others.

ALLEN, JEAN (Marjorie Spriggs). Women's program director, WORL, Boston. (L) Stock. (Also publicity director).

ALLEN, LEE. Musician, WKY, Oklahoma City. (R) Various shows for Richfield Oil Co., others. (PR) RCA Victor.

ALLEN, MARION RANDOLPH. See Marion Randolph.

ALLEN, MELVIN. Announcer. (R) Liberty News Flashes, 1937 (Liberty Magazine, WABC, New York City); Fordham play-by-play football games, 1937 (Kellogg Co., WINS, New York City); Pick & Pat, 1937 to Feb. 1939 (U.S. Tobacco, CBS); News Through a Woman's Eyes, 1937-38 (Pontiac Motor Co., CBS); Her Honor, Nancy James, 1938-39 (International Cellulocottton for Kleenex, CBS); Model Minstrels, since Feb. 27, 1939 (U.S. Tobacco Co., CBS); Grand Central Station, 1938-39 (Lambert Pharmaceutal Co., CBS); This Day Is Ours, 1938-39 (P & G, CBS). (Also active in sports and special events announcing, CBS).

ALLEN, PHILIP A. Producer, announcer, KGLO, Mason City. (L) Omaha Community Playhouse (s).


ALLEN, SPENCER. Announcer, WGN, Chicago. (R) Bob Becker's Chats About Dogs, 1938 (John Morrell & Co., NBC Red); local shows for Manhattan Soap Co., Cal-Aspirin Co., others.


ALLEN, WILLIAM M. Musician, WMT, Cedar Rapids. (R) Local show for Olson Rug Co. (V) Tom Owen's Cowboys.

ALLENBY, PEGGY. Actress (leads, character, comedy, dialect). (R) Easy Aces, 1935-38 (Anacin, NBC Blue); David Harum, 1936-39 (B. T. Babbitt for Bab-O. NBC Red); On Broadway, 1937-38 (General Foods for Diamond Crystal Salt, NBC Blue); Aunt Jenny's Real Life Stories, 1938 (Lever Bros. for Spry, CBS); transcriptions, WOR, New York City; Spy Secrets, 1938 (Cummer Products for Energine, NBC Red); The Road of Life, 1937-38 (P&G for Chipso, NBC Red, 1937-38; CBS, 1938); Life Can Be Beautiful (P&G, CBS). (L) 1930-31 (f).

ALLESANDRINI, ENZO. Announcer, WJLS, Beckley.

*ALLISON, FRANCIS. (R) Sunbrite Smile Parade, 1938-39 (Swift & Co., NBC Blue).

ALLISON, LYNN. Singer, WRC-WMAL, Washington.

*ALLISON, ROBERT S., JR. Producer. (R) General Electric Hour of Charm (General Electric, NBC Red). (Associated with Maxon, Inc.).

ALLISON, VIRGINIA (Bonnie Blue). Hillbilly entertainer, WLBC, Muncie.

ALLISON, PROF. W. T. Book reviewer, CKY, Winnipeg. (R) Lecturer and reviewer since 1923. (Literary editor of the Winnipeg Tribune).
BOB CROSBY
HIS
ORCHESTRA
and his
"BOB-CATS"

CAMEL PROGRAM
COAST-TO-COAST

COLUMBIA
TUESDAYS 8:30 P.M.
PROFESSIONAL RECORDS—Continued

ALLMAN, LEE. Actor, WXYZ, Detroit. (R) Green Hornet and Lone Ranger (local sponsors, Mutual and Michigan Radio Network). (F) Shorts.

ALLMANN, JOYCE. Singer, WTIC, Hartford.

ALLYN, RITA. Actress. (R) Crime Clues (Harold F. Ritchie for Enon Effervescent Salts, NBC Blue and CBS); Empire Builders (Great Northern Railroad, NBC Blue); Personal Column of the Air (P & G for Ivory Soap, NBC Red and Blue); Stickney Stuffing Program (Stickney & Poor, NBC Blue); Paul Whiteman's Orchestra (Kraft-Phenix Cheese Corp., NBC Red); The Goldbergs (Super Suds, NBC Red and CBS); House of Glass (Super Suds, NBC Blue); The O'Neils (Hecker Products for Silver Dust, CBS); Walter Winchell (Andrew Jergens Co., NBC Blue); True Story (Macfadden Publications, CBS); Lux Radio Theatre (Lever Bros. for Lux, CBS); Tony & Gus (General Foods for Post Bran, NBC Blue); Kate Smith (successively Great Atlantic & Pacific Tea Co. and General Foods, CBS); Pretty Kitty Kelly (Continental Baking for Wonder Bread, CBS); Big Sister (Lever Bros. for Rinso, CBS); Dr. Susan (Lever Bros. for Lux, CBS); numerous others. (L) Awful Truth; Is Zat So?; Tea for Three; Alarm Clock; others.

ALM, JEANNE. Singer, WDAY, Fargo.


ALSUP, CHARLES C. Sportscaster, KICA, Clovis. (Also manager and owner).

ALTER, BENNIE. Announcer, continuity writer, WMT, Cedar Rapids. (R) Also WOC, Davenport. (L) Stock, 1933-36.

ALTMEYER, ROLLIE. Pianist, organist, WCCO, Minneapolis-St. Paul. (R) Also WEBC, Duluth; local shows for Pure Oil Co., General Mills, Inc. (V) Theatre appearances.

ALVAREZ, EDWARD. Announcer (Spanish programs), WHOM, Jersey City.

ALVAREZ, J. IGNACIO. Announcer (Spanish programs), WHOM, Jersey City.

ALVES, JOSEPHINE. Pianist, WKY, Oklahoma City.

*AMADON, ARTHUR. (R) Shows on WBZ, Boston.

AMAUILL, GUILIO. Director of Italian programs, WHOM, Jersey City. (F) Wrote, directed, and acted in an Italian film.


AMECHE, DON. Dramatic actor (leads), M.C. (R) The First Nighter, 1932-37 (Campana Sales, NBC Red); Chase & Sanborn Program, 1937-39 (Standard Brands for Chase & Sanborn Coffee). (F) 20th Century-Fox (s).

AMECHE, JAMES. Actor. (R) Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Grand Hotel (Campana Sales Co., NBC Blue); Jack Armstrong (General Mills, Inc., NBC Red); Win Your Lady (Jergens-Woodbury Sales, NBC Blue); Woodbury's Hollywood Playhouse, summer of 1939 (Jergens-Woodbury Sales, NBC Blue).

AMOS N' ANDY. Actors, comedians. (R) Amos (Freeman Gosden) 'n Andy (Charles Correll) since 1929 (Pepsodent Co., NBC Red, Aug., 1929 to Dec., 1937; Campbell Soup Co., NBC Red, Jan. 1, 1938 to March, 1939, when it shifted to CBS); originally "Sam 'n' Henry" over WGN, Chicago (1926-1928). (F) RKO, 1930; Paramount, 1933 (s). (L) Amateur theatricals, 1920-1923, in which connection the teammates first became associated with each other.

AMREIN, JOHN. Actor, WKRC, Cincinnati. (R) Transcriptions. (L) Stock.

*AMSDELL, WILLIAM. Actor. (R) Junior Nurse Corps (Swift & Co. for Sunbrute Cleanser, NBC Blue).

*AMSTERDAM CHORUS (Crane Calder, director). (R) American Album of Familiar Music (Bayer Aspirin, NBC Red).


ANDERSON, BOB. Announcer, writer, producer, KFPY, Spokane.
JANE FROMAN
CURRENTLY STARRING
GULF MUSICAL PLAYHOUSE—CBS

“Miss Froman has top billing, and easily justified.”—VARIETY

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WOODBURY • FLEISCHMANN • JELL-O • PONTIAC • CARNATION
PROFESSIONAL RECORDS—Continued


ANDERSON, CHARLES. Announcer, producer, writer, KOA, Denver. (R) Sustaining NBC Red show; local shows including Rol-Tan program. (L) 1932-33.


ANDERSON, EDWARD. Announcer, sportscaster, WQDM, St. Albans.

ANDERSON, GWENDOLYN. Actress, WHO, Des Moines. (R) Local shows including Kentucky Winners program, 1937. (L) Kendall Community Playhouse, 1936.

*ANDERSON, H. G.. Director. (R) Standard School Broadcast (Standard Oil of California, NBC Blue); Standard Symphony (Standard Oil of California, NBC Red). (Associated with McCann-Erickson).

ANDERSON, JANE. Pianist, WGN, Chicago.

ANDERSON, (Miss) JEAN. Announcer, CHAB, Moose Jaw.

ANDERSON, ORVAL B. Announcer, writer, actor, producer, special events commentator, WDBO, Orlando.

ANDERSON, RAYMOND E. Sports announcer, WHBF, Rock Island.

ANDERSON, RICHARD. Announcer, actor, WHO, Des Moines.

ANDERSON, RUSSELL. Musician, WWVA, Wheeling. (R) It's Wheeling Steel, 1938 (Wheeling Steel Corp., Mutual).

ANDRE, LOLA B. Commentator, philosopher, WJRJ, Racine.

ANDRE, PIERRE. Announcer. (R) Surprise Party (Willey's Overland Co., Mutual); Sunday Matinee (Varady of Vienna, Mutual), Little Orphan Annie, 1938-39 (Wander Co., NBC Red); Bob Becker's Chats about Dogs, 1938-39 (John Morrell & Co., NBC Red); Hymns of All Churches, 1938-39 (General Mills, NBC Red and Blue); Betty & Bob, 1939 (General Mills, NBC Red and Blue); others.

ANDRES, HOYT. Announcer, WOAI, San Antonio.

ANDREW, WILLIAM. Orchestra leader, violinist, CKOC, Hamilton.

*ANDREWS SISTERS (La Verne, Patty, Maxine). Singers. (R) Just Entertainment, 1938 (Wm. Wrigley, Jr., Co., CBS); Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS).

ANDREWS, ABBIE. Musical director, WDAY, Fargo.

*ANDREWS, BILL. Announcer. (R) One Man's Family, 1935-37 (Standard Brands Inc. for Tender Leaf Tea, NBC Red).

ANDREWS, CAMERON. Character actor (rural, dialect), juvenile. (R) Lanny Ross and His Log Cabin Orchestra, 1934-35 (General Foods for Log Cabin Syrup, NBC Blue); Tea Time, 1935 (General Baking for Bond Bread, CBS); Maxwell House Showboat, 1936 (General Foods, NBC Red); Lowell Thomas, 1937 (Sun Oil, NBC Blue); Carol Kennedy's Romance, 1937-38 (H. J. Heinz, CBS); Town Hall Tonight, 1938 (Bristol-Myers, NBC Red); Seth Parker, 1938-39 (Vick Chemical, NBC Red and Blue); others, not current, including New York local shows. (F) Shorts.

ANDREWS, CLARK. Producer, director. (R) The Shadow, 1933, '37-38 (Delaware, Lackawanna & Western Coal Co., for Blue Coal, NBC Red, 1933; Mutual, 1937-38); Big Sister, 1936 (Lever Bros., CBS); Aunt Jenny's Real Life Stories, 1936 (Lever Bros. CBS); Park Avenue Penners, 1937 (R. B. Davis for Cocomalt, CBS); Big Town, 1937-39 (Lever Bros., CBS); others, not current.

*ANDREWS, ROBERT. Dialogue writer (R) Just Plain Bill, 1936-39 (Anacin, Kolynos, NBC Red); Mrs. Wiggs of the Cabbage Patch, 1938 (Old English, Bisodol, NBC Red).


ANGEL, PETER. Musician, WHO, Des Moines. (R) Local shows for Kellogg, Aladdin Lamp Co., Consolidated Drug others. (V) Theatre appearances.

ANGEL, WILLIAM. Singer. (R) Hour of Smiles, 1934 (Bristol-Myers for Ipana Toothpaste, NBC Red); Show Boat, 1934 (General Foods for Maxwell House Coffee, NBC Red); Palmolive Beauty Box Theatre, 1934 (Colgate-Palmolive-Peet, NBC Red); Chesterfield Program, 1938 (Liggett & Myers for Chesterfield Cigarettes, CBS). (LS) Hoffman Beer Party, 1935 (Hoffman Beverages, WOR, N. Y.) (L) The O'Flynn, 1934-35 (f); concerts.
Stage, Radio and Screen
Singing Star

JACK FULTON
and His
ORCHESTRA

Personal Management: PHIL PHILLIPS
Direction: MUSIC CORPORATION OF AMERICA
ANGELL, J. HERBERT. Announcer, actor, M.C., KQV, Pittsburgh. (V) Theatre appearances.

*ANGLIN, MARGARET. Actress. (R) Orphans of Divorce, 1939 (Dr. Lyon's Toothpicks, NBC Blue).

*ANGLIN, MARY LOUISE. Director, writer. (R) Gospel Singer (P & G successively NBC Blue and Red, CBS). (Associated with Compton Adon, Inc.).

ANSBRO, GEORGE. Announcer. (R) Mrs. Wiggs of the Cabbage Patch, 1936-38 (Hill's Cold Tablets and Old English Floor Wax, NBC Red); Winchell Column Quiz, summer of 1938 (Andrew Jergens Co., NBC Blue); Young Widder Brown, 1936-39 (Cal-Aspirin and Haley's M-O. NBC Red); others.

ANTHONY, ALLEN C. Announcer, KWK, St. Louis. (R) Magic Key of RCA, 1938 (RCA, NBC Blue); True or False, 1938 (J. B. Williams Co., Mutual); Junior Nurse Corps, 1938 (Swift & Co., NBC Blue); Dr. I. Q., 1939 (Mars, Inc., NBC Blue); also WHAS, Louisville. (L) Stock.


ANTHONY, JOHN J. Program conductor, WMCA, New York. (R) Good Will Hour, 1937-1939 (Macfadden Publications and Ironized Yeast, Mutual and Inter-City Network). Founder of “Marital Relations Institute”; author of numerous books on marital problems; lecturer.


ANZJON, ARNE. Announcer, KGCU, Mandan. (Also transmitter operator).

APPLE, RUSSELL (Old Ranger). Cowboy singer, WLBC, Muncie.

ARCHER, GENE. Singer, WRC-WMAL, Washington. (R) Local show for RCA, others. (L) 1937. (V) Theatre, hotel and night club appearances.

*ARCO PIANO QUINTET. (R) Fireside Recitals (American Radiator, NBC Red).

ARD, J. WILBUR. Musician, director, WFAA, Dallas. (R) Local shows for Dr. Pepper Co., Lewis-Howe Co., others. (PR) Brunswick.

ARDEN, VICTOR. Orchestra conductor. (R) Follies de Paree (R. L. Watkins Co., NBC Blue); Broadway Varieties (Anacin, CBS); Sweetest Love Songs Ever Sung (Phillips' Milk of Magnesia, NBC Blue); Musical Moment (Chevrolet Motor Car Co., transcriptions); Refreshment Time (Coca-Cola, transcriptions); Second Husband (Bayer Co., CBS); others. (L) Lady Be Good; Funny Face; Spring Is Here.

*ARGALL, MARSDEN. Member of singing ensemble. (R) Good Morning Tonight (Alber Bros. Milling Co., NBC Red).

ARKIE, THE ARKANSAS WOODCHOPPER. (Luther Ossenbrink). Musician, singer, square dance caller. (R) National Barn Dance, 1933-39 (Miles Laboratories for Alka-Seltzer, NBC Blue). (L) WLS, Chicago. (V) Single act, 10 years; manager of WLS Barn Dance road show, four years.

ARMBRUSTER, ROBERT. Conductor, musical director. (R) Lux Radio Theatre (Lever Bros. Co., CBS); Gladys Swarthout Program (National Ice Advertising, Inc., NBC Red); Coronet-On-the-Air (David A. Smart for Coronet Magazine, NBC Blue); Chase & Sanborn Program (Standard Brands, Inc., NBC Red).

ARMCHAIR QUARTET. See Keith McLeod (director), Fred Hufsmith, Norman Price, J. Alden Edkins, Edward W. Wolter.

ARMSTRONG, BERNIE. Organist, KDKA, Pittsburgh. (R) Champions of the Keyboard, 1938 (Pittsburgh Coal Co., Blue); Women and the News, 1939 (Loose-Wiles Biscuit Co., KDKA); others. (V) Theatre organist, 1931-35.

ARMSTRONG, BOB. Announcer, singer, WSTP, Salisbury.

ARMSTRONG, RUTH. Organist, KVOE, Santa Ana.

*ARNALL, CURTIS. Actor. (R) Pepper Young's Family, 1938-39 (Procter & Gamble for Camay Soap, NBC Red and Blue).

ARNELL, AMY. Singer. (R) Good Gulf
JOE GLASER, President

GLASER-CONSOLIDATED ATTRACTIONS, INC.
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Chicago • Cleveland • Dallas • Hollywood • San Francisco

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PROFESSIONAL RECORDS—Continued

Program, 1936 (Gulf Refining Co., CBS); Thirty Minutes in Hollywood, 1937-38 (Regional sponsorship, Mutual). (V) Theatre appearances with George Jessel.

ARTHUR, HARRY. Announcer, special events commentator, continuity writer, singer, WSMB, New Orleans. (V) Theatre appearances.

ASCOT, RITA. Actress. (R) Ma Perkins (Procter & Gamble, NBC Red); Betty & Bob (General Mills, Inc., CBS); First Nighter (Campana Sales Co., NBC Red); also several CBS shows for Wm. Wrigley, Jr., Co. (LS) WLS, WGN and WBHM, Chicago. (L) Seventh Heaven; stock. (Currently associated with WLS, Chicago.)

ASH, KENNETH D. Announcer, WIBX, Utica. (R) Local shows for General Baking and others. (Also engineer.)

ASHBAUGH, MARVIN E. Pianist, accordionist, KVOO, Tulsa. (R) The Fun Bug, 1937-38 (Barnsdales Refining Corp., CBS); various local shows.

ASHLEY, IRA. Director, continuity writer. (R) Phil Baker's Armour Hour, 1933 (Armour Co., NBC Blue); Cutex Melody Cruise, 1934 (Northam Warren Corp., NBC Blue); Jack Oakie College, Jan. to April, 1938 (R. J. Reynolds Tobacco Co. for Camel Cigarettes, CBS). Staff director, CBS, June to Dec., 1938. (L) Production staff, Sam H. Harris, Billy Rose and others.


ATCHER, SMILIN' BOB. Singer (mountaineer, cowboy), WIND, Gary. (R) Also WJJD, Chicago. (V) 1930-39. (PR) American Record Corp.

*ATKINS, JIMMY. (R) Fred Waring & His Pennsylvanians, 1938-39 (Grove Laboratories, NBC Red).

*ATWELL, MARTHA. Director, producer. (R) Mr. Keen, Tracer of Los Persons (BiSoDol, Kolynos, NBC Blue); Alias Jimmy Valentine (R. L. Watkins Co., NBC Blue); Mrs. Wiggs of the Cabbage Patch (Old English Floor Wax, BiSoDol, NBC Red). (Associated with Blackett-Sample-Hummert.)

ATWELL, ROY. Comedian. (R) Roy Atwell's Tide Water Inn, 1931 (Tide Water Oil Co., CBS); Fred Allen's Bath Club Revue, 1932-33 (Corn Products for Linit, CBS); Town Hall Tonight, 1934 (Bristol-Myers, NBC Red); Park Avenue Pen-ners, 1937-38 (R. B. Davis Co. for Coco-malt, CBS); Joe Penner, 1938-39 (General Foods for Huskies, CBS). (GA)
AUSTIN, DON (Ken Kyrbie). Announcer, producer, writer, KFVD, Los Angeles. (R) Amateur Search, 1937 (General Motors, KOMO, Seattle); also KEX, KGW, Portland; KJIR, KOMO, Seattle. (L) 1919-30. (V) Personal appearances.

AUSTIN, GENE. Singer. (R) Park Avenue Penners, 1936-38 (R. B. Davis Co. for Cocomalt, CBS). (F) MGM, Paramount, Universal (f); RKO shorts (s). (L) Broadway Rhapsody, 1933; Going Places, 1935 (s). (V) Theatre appearances since 1923. (Also songwriter: Entire score for a Mae West film; "Lonesome Road" for Show Boat; numerous popular songs. Now a Decca recording artist, Austin formerly waxed for Victor; his "My Blue Heaven" recording for Victor is still among the best sellers.

AUSTIN, HERBERT. Announcer, commentator, WCAU, Philadelphia. (R) Also KYW, Philadelphia. (F) Commercial shorts. (V) 1930.

AUSTIN, MADELINE F. Continuity writer, editor, CFAC, Calgary.

AUSTIN, MEL. Announcer, WRBL, Columbus. (R) Also WATL, Atlanta.

AUSTIN, WILLIAM. Accompanist (Songfellows Quartet), WHO, Des Moines. (R) Local shows including Curtis Candy program, 1937.

AUTHIER, LIONEL (Lee). Pianist, orchestra leader, WSIP, Springfield.

AVERY, ALLAN. Announcer, WJJD, Chicago.

AVERY, CATHERINE. Singer, WSJS, Winston-Salem.

AVERY, DON. Newscaster and editor, KROW, Oakland. (R) Also KFNF, Shenandoah; KGIZ, Grant City; KPQ, Wenatchee; WNAX, Yankton.

AVERY, GAYLORD J. Announcer, WOW, Omaha.


* AYERS, STEWART. Script contributor, dialogue writer. (R) Stella Dallas, 1937-38 (Chas. H. Phillips, NBC Red); Backstage Wife, 1938 (Dr. Lyon's Toothpowder, NBC Red).
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BACAL, DAVE. Organist, WBBM, Chicago. (R) Penthouse Serenade, 1936 (Maybelline Co., NBC Red); Sunday Afternoon with Smilin’ Ed McConnell, 1937 (Acme White Lead & Color Works, NBC Blue); Skelly Court of Missing Heirs, 1937 (Skelly Oil Co., CBS); also local shows on WGN, WJJD, Chicago. (V) Organist in various theatres and with several orchestras.

BACH, REGINALD. Actor, director. (R) Special and sustaining programs, only, in the U. S.; Columbia Workshop, etc.; also British Broadcasting Corp., London. (F) B.I.P., Gainsborough, Gaumont British, London Film and others (f); shorts. (L) Has done about 100 plays, as actor and producer; made debut in Cheltenham, England, Dec., 1905, London debut in 1912; was stage manager and actor, at Haymarket Theatre, 1914-17; became director of the New Theatre, June, 1919; made U. S. debut in Sept., 1927, in Yellow Sands, did modern dress version of The Taming of the Shrew; numerous others.

BACHER, BILL. Producer, script writer. (R) Hollywood Hotel (Campbell Soup Co., CBS); also for a short time with Metro-Maxwell House “Good News of 1936” program (NBC Red); producer, “Texaco Star Theatre,” 1938-39 (Texas Co., CBS); also others.

BACK, J. GUNNAR. Program director, news, special events, WJNO, West Palm Beach. (R) Also KFAB and KFOR, Lincoln.

BACKUS, CONNIE. See Three Little Words.


BAER, ALVA. Musician, KGO-KPO, San Francisco. (R) Women’s Magazine of the Air (participating, NBC Red).

BAER, MORGAN. Orchestra director, violinist, WRC-WMAL, Washington. (R) Network show for Atwater Kent; various local shows. (V) Theatre appearances.

BAER, PARLEY. Actor, KSL, Salt Lake City. (L) Various shows, including High Tor, Once in a Lifetime.

BAGBY, MARGARET. Singer, WAIR, Winston-Salem.


*BAILEY, BILL. Announcer. (R) Just Plain Bill and Nancy (American Home Products Corp., NBC Red).

BAILEY, BOB. Actor, (R) Mortimer Gooch (Wm. Wrigley, Jr., Co., CBS); Zenith Radio Foundation (Zenith Radio Corp., CBS).

BAILEY, GEORGE. Announcer. (R) Double Everything (Wm. Wrigley, Jr., Co., CBS).


BAILEY, MARVIN. See Six Hits and a Miss.

BAILEY, RUTH. Dramatic actress. (R) Girl Alone, 1935-38 (Kellogg Co., NBC Red); Bachelor’s Children, 1936-38 (Cudahy Packing Co. for Old Dutch Cleanser, CBS, Mutual); Henry Busse and Orchestra, 1936-38 (J. W. Marrow Mfg. Co. for Mar-O-Oil Shampoo, NBC Red); The Guiding Light, 1937-39 (Procter & Gamble Co., NBC Red); Win Your
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BAINBRIDGE, HATTIE. Actress, FTRD. (R) Sustaining programs. (F) Paramount, Seiznick, Universal, Metro and Essanay (f); also did casting for Paramount, 4 years; Universal, one year. (L) Melodramas for many years. (Also handles casting for Federal Theatre Radio Division). 

BAIRD, DORWIN. News announcer, CJOR, Vancouver. (R) Programs for Texaco, Signal Oil and others. (Also handles publicity).


BAKER, ART (also known as Art Shank). M.C., philosopher, commentator. (R) Full Over Neighbor, 1938-39 (Wilshire Oil Co. for Polly Gas, NBC Pacific Red). (LS) Art Baker and His Notebook (participating, KFI, Hollywood); others. (F) Bit player.

BAKER, BOB. Commentator, actor. (R) Hollywood in Person, 1937, to March, 1938 (General Mills, CBS); also regional show, Reunion of the States (Forest Lawn Memorial Park).

BAKER, EDWARD J. Organist, WHOM, Jersey City. (R) Also WKBQ (now WBNX), WWRL, New York. (V) Theatre organist.


BAKER, FLORENCE P. Actress, FTRD. (R) Big Sister, 1938 (Lever Bros., CBS); others, including sustaining programs on NBC, CBS and Mutual. (F) Shorts. (L) Stock. (V) Ohlmeyer & Baker.

BAKER, FRANK M. Continuity editor, WLW, Chicago. (R) Also WMAQ, Chicago. (L) Dramatic stock (s,f).

BAKER, FRANK S. Singer. (R) Matt Clemens, the Melody Master, 1936 (General Electric, NBC Red); Universal Rhythm, 1937 (Ford Motor Co. Dealers, NBC Blue); The Time of Your Life, 1937 (Gruen Watch Co., NBC Red). (L) At Home Abroad, 1935. (V) Roy Campbell’s Royalists, 1935-37; night club and hotel appearances.

BAKER, JACK. Singer, WMAQ-WENR, Chicago. (V) 1935.

BAKER, KENNY. Singer, actor. (R) Jell-O Program Starring Jack Benny, since 1936 (General Foods Corp. for Jell-O, NBC Red); Texaco Star Theatre, 1938-39 (Texas Co., CBS). (F) Paramount, 20th Century-Fox. Warner Bros., RKO, United Artists (s,f); under contract to Mervyn Le Roy Film Productions, MGM Studio. (V) Theatre and cabaret appearances.

BAKER, LYLE W. Sound effects technician, KOA, Denver. (R) Tommy Dorsey’s Orchestra, 1938 (Brown & Williamson Tobacco Corp., NBC Blue).

BAKER, MARLON (“Pat”). Musician (string bass), WDZ, Tuscola. (R) Also KFEQ, St. Joseph; KMMJ, Clay Center; WHB, Kansas City; WTAX, Springfield; local shows for Allis-Chalmers Mfg. Co., Peruna Co., others. (V) Theatre appearances.

BAKER, NELSON. Announcer, WFBR, Baltimore. (R) Local shows for Household Finance Corp., others. (V) 1927-38.

BAKER, PHIL. Comedian. (R) Armour Program, 1933-35 (Armour Co., NBC Blue); Phil Baker, 1935-38 (Gulf Oil Corp., CBS); Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS). (F) Warner Bros., Samuel Goldwyn (f); Warner Bros. shorts. (L) Artists and Models, A Night in Spain, Calling All Stars; others (s). (V) Theatre appearances; originally teamed in vaudeville with Ben Bernie.

BAKER, ROGER M. Sports announcer. (R) Reds at home and road baseball games (General Mills and Socony-Vacuum, WSAI, Cincinnati); Sports Review (Packers and 20 Grand Cigarettes, WLW, Cincinnati); others. (Associated with WLW, WSAI, Cincinnati).

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BAKER, TOM. Singer, KSTP, Minneapolis-St. Paul. (R) Phillips Poly Follies (Phillips Petroleum Co., CBS); also KMOX, St. Louis; WBBM, Chicago; shows for General Mills, Hinds Honey & Almond Cream, others. (V) Theatre appearances.

BALDWIN, BILL. Announcer, writer, special events commentator, KSFO, San Francisco. (R) Painted Dreams, 1937 (Cal-Aspirin, Mutual); Tom, Dick and Harry, 1937 (Fels Naphtha, Mutual); also Central State System. (V) Baldwin & Linder, 1933-35.

BALDWIN, BILL. Pianist, announcer, KSO-KRNT, Des Moines. (R) Local shows including basketball broadcasts for General Foods.

BALDWIN, J. GORDON. Musician (piano, organ, accordion), WHEC, Rochester. (R) Also WHAM, Rochester. (V) Theatre appearances.

BALDWIN, PHIL J. Announcer, commentator, singer, script writer, musician. CKMO, Vancouver. (Also publicity director.)

BALDWIN, SPUD. Singer, reader, WCOA, Pensacola.


BALLANTINE, ROBERT. Musician. (R) National Barn Dance (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra (Alka-Seltzer, NBC Red); Don Winslow (Kellogg Co., NBC Blue). (L) (f). (V) Single act.

BALTER, SAM. Commentator. (R) Inside of Sports, 1938-39 (Bayuk Cigars, Inc., Mutual); also CBS Pacific Coast, California Radio System. (Currently associated with WFIL, Philadelphia.)

BAMPTON, ROSE. Soprano. (R) Songs You Love, 1935-36 (Smith Brothers, NBC Blue). (GA) Ford, General Motors, Kraft-Phenix Cheese, Firestone and Chesterfield programs. Metropolitan Opera broadcasts, NBC. (Operatic debut as Siebel in Faust, Chautauqua, N. Y.; Metropolitan debut as Laura in La Gioconda, 1932; debut as soprano in Il Trovatore, in Europe, 1936; Metropolitan, spring of 1937).

BANCROFT, PIERSON F. Musician, KTAR, Phoenix.

*BANKS, JOAN. (R) Her Honor, Nancy James (International Cellucotton Products, CBS).

*BARBAR, CHARLES. Bass violinist. (R) Steinie Bottle Boys, 1937-38 (Glass Container Assn. of America, NBC Blue).

BARBER, JAMES A. Program director, producer, script writer, pianist, organist, singer, actor, KGVO, Missoula. (R) Also WAPD, Paducah; KBTM, Jonesboro; supervisor of various CBS programs originating at KGVO. (V) Theatre organist. (Also publicity director.)

BARBER, JIMMY. Announcer, musician, WFTC, Kinston. (F) Shorts. (L) 1927. (V) Theatre appearances. (PR) RCA Victor Bluebird.

BARBER, RED. Sports announcer, WOR, New York. (R) Cincinnati Reds baseball games, 1934-35 (Ford Dealers); 1936 (Socony-Vacuum); 1937-38 (Socony-Vacuum and General Mills); World Series, 1935 (Mutual), 1936-37 (NBC); also programs on WRUF, Gainesville.


BARCLAY, LUISE. Actress. (R) Modern Cinderella, 1936-37 (General Mills, CBS); The Woman in White, 1938-39 Pillsbury Flour, NBC Red); Hope Alden's Romance, 1937-38 (transcribed program for Purity Bakers).

BARENTS, GAIL H. ("Barry"). Announcer, continuity writer, WBRK, Pittsfield.

BARKER, ALBERT. Writer. (R) Grand Hotel, 1935 (Campana Sales, NBC Red); Don Winslow of the Navy, 1937-38 (successively Iodent and Kellogg Co., NBC Red, Blue; others, including scripts for Alka-Seltzer. (L) Author of Buckaroo, Man on Stills, Dirty Hands and others.


BARLOW, HOWARD. Conductor, arranger. (R) March of Time (NBC Blue, Servel; also for Time and Remington Rand); previously programs for Philco, Plymouth, World Peaceways, La Palina, Listerine, others. (L) Grand Street Follies, 1924-26.

BARNARD, BRUCE. Actor, FTRD. (R)
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BARNES, FORREST. Script writer. (R) Hollywood in Person, 1937-38 (General Mills, CBS); Thrills, 1937-38 (Union Oil Co., NBC Red); Silver Theatre, 1938 (International Silver Co., CBS); Madame Courageous, 1938 (Durkee Famous Foods, NBC Blue); Hollywood Playhouse, 1939 (Andrew Jergens Co., NBC Blue); Texaco Star Theatre, 1939 (Texas Co., CBS); First Nighter, 1939 (Campana Sales, CBS). (F) Shorts.


BARNES, PATRIC H. Writer, producer, actor. (R) Henry Adams Book Shop, 1931-33 (Swift & Co. for Quick Arrow Soap Flakes, NBC Blue); Lombardo Land, 1934-35 (Plough, Inc., for St. Joseph Aspirin, NBC Red); Pat Barnes in Person, 1935-36 (Procter & Gamble for Drift, NBC Northwestern Group); Just Between Us, 1937 (Rabin Cosmetic Co., Mutual); Pat Barnes & His Barnstormers, 1938 (Mutual). (L) 1921-24 (s.f.). (V) Debut in Little Old Shalon; last appearance, 1934.

BARNETT, LORRAINE. Singer, WHN, New York. (R) Also WABC, WINS, WMCA, New York; local show for General Mills, others. (V) Henry Bergman's Black Sheep, 1934; various orchestras.

BARNLEY, MARION. Dramatic actress. (R) Red Davis, 1933-34 (Beech-Nut Packing Co., NBC Blue); Helen Hayes in Bambi, 1936-37 (General Foods for Sanka Coffee, NBC Blue); Pepper Young's Family, 1936-39 (Procter & Gamble for Camay Soap, NBC Red and Blue); When a Girl Marries, 1939 (Prudential Insurance Co., CBS). (L) Productions by Belasco (s); Frohman, Shaw & Erlanger, Lawrence Rivers, George Tyler, Crosby Gaige (f).

BARNHART, LYLE D. Dramatic director. (R) Young Hickory, 1937 (Procter & Gamble, NBC Blue); Attorney-at-Law, 1938 (S. C. Johnson & Son, NBC Red); Vic & Sade, 1938-39 (Procter & Gamble, NBC Red and Blue); Girl Alone, 1938-39 (Quaker Oats, NBC Red); others. (L) 1930-37, as director. (Associated with NBC Chicago studios).

BARNOW, ERIK. Writer, director. (R) The Honeymooners, 1931-35 (sustaining, NBC Blue); True Story Court of Human Relations (Macfadden Publications, NBC Red); Bobby Benson (Hecker H-O Co., CBS). (LS) WOR, New York; also transcriptions. Currently radio writing instructor at Columbia University.

BARNARD, PAUL. Music arranger. (R) Rhyming Minstrel, April-July, 1938 (Bosco Co., Mutual).

BARR, BILLY. Script writer. (R) Capt. Tim Healy's Stamp Club, 1938 (Kellogg Co., Mutual).

BARRETT, BETTY. Singer, KWK, St. Louis.

BARRETT, MAURICE. Writer, director, producer, actor. (R) The Goldbergs (Procter & Gamble, NBC Red); Potash and Perlmutter (Health Products, Inc., NBC Blue); Death Valley Days (Pacific Coast Borax Co., NBC Blue); Royal Gelatin Program (Standard Brands, Inc., NBC Red); Cape Diamond Light (General Foods Corp., NBC Blue). (LS) WHN, New York. (F) Warner Bros., Paramount, Columbia (as writer, director); shorts. (L) Productions by Arthur Hopkins, David Belasco, Charles Frohman, the Shuberts, etc. (s, f). (V) Fate, On the Road to Calcutta; others. (PR) RCA Victor.

BARRETT, PATRICK J. (Uncle Ezra). Character actor. (R) National Barn Dance, since 1933 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, since 1934 (Alka-Seltzer, NBC Red); Uncle Ezra's Sunday Afternoon in Rosedale, since 1938 (Alka-Seltzer, NBC Red). (LS) WTMJ, Milwaukee; WLS, WMAQ, Chicago. (L) Featured player. (V) Barrett & Cumneen, Looking for Fun.

BARRETT, RAY. Announcer, actor, writer, WDRC, Hartford. (R) Those Happy Gilmans, 1938 (General Mills, NBC Red and Blue); Scattergood Baines, 1939 (Wm. Wrigley, Jr., Co., CBS); also network shows for Coca-Cola, Borden Milk Co., Philco, Hudson Motor Co. (L) Stock and repertory companies, 1929-32. (V) Nut Stuff; Barberians.

BARRETT, ROBERT. Orchestra leader (Bob Barrett and His Styled Music), WDOD, Chattanooga.

BARRETT, SHEILA. Mimic. (R) Time of Your Life (Gruen Watch Co., NBC Red). (GA) Magic Key of RCA, June 1057
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BARRIE, BOB. (R) Radio Newsreel (Cummer Products, NBC Red).


BARRIE, WENDY. Actress. (R) Log Cabin Jamboree, 1937-38 (General Foods for Log Cabin Syrup, NBC Red). (F) Metro-Goldwyn-Mayer; Paramount; 20th Century-Fox; Universal; RKO; Republic; Gaumont British; London Films; British Lion; B.I.F. (s.f). (L) Wonder Bar (London production).

BARRINGTON, BRUCE. Commentator, news editor, KXOX, St. Louis.


BARRON, FRED. Character actor. (R) True Story Court of Human Relations, 1934-38 (Macfadden Publications, NBC Red); Believe It or Not, 1937-38 (General Foods, NBC Red); Death Valley Days, 1938-39 (Pacific Coast Borax Co., successively NBC Blue and Red); Life and Love of Dr. Susan, 1939 (Lever Bros. for Lux, CBS). (F) Silent films. (L) 30 years, mostly stock. (V) One season in support of Julie Ring.

BARRON, ROBERT. (R) Story of Mary Marlin, 1937-39 (P & G, NBC Red and Blue).


BARTELL, EDDIE. Singer. (Member of Radio Rogues). (R) Quaker Party (Quaker Oats Co., NBC Red).

BARRY, JACK. Sports announcer, WWSW, Pittsburgh. (R) Also CBS; KDKA, Pittsburgh; WHEC, WSAY, Rochester; WIP, Philadelphia; shows for Atlantic Refining, Crazy Water Crystals, others. (V) Theatre appearances. (PR) Decca.

BARRY, LLOYD. Actor. (R) Dog Heroes, intermittently (Modern Food Process for Thrivo Dog Food, NBC Blue).

BARRY, SYLVIA. Singer, WOR, New York.


BARSTOW, DOROTHY. Director. (R) Dr. Christian (Chesebrough Mfg. Co., CBS); Death Valley Days (Pacific Coast Borax Co., NBC Red). (Associated with McCann-Erickson).

BARTH, BERNIE. Sports announcer, KOBI, Rapid City. (R) State Basketball Tournament, 1938-39; others.

BARTH, BETTY. Actress. (R) Don Winslow of the Navy, 1938-39 (Kellogg Co., NBC Red and Blue).


BARTLETT, JANE. Musician, singer, WBT, Charlotte. (R) Programs for Philco, Quaker Oats, Avalon Cigarettes and others, since 1935.
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*BARTLETT, MARJORIE. Script writer. (R) Big Sister (Lever Bros., CBS).

BARTLETT, TOMMY. Announcer, M. C., news commentator. (R) Modern Cinderella, 1936-37 (General Mills, CBS); Arnold Grimm’s Daughters, 1936-37 (General Mills, CBS); Horace Heidt & His Brigadiers, 1937 (Stewart-Warner, CBS); The Laugh Liner, 1938 (Wm. Wrigley, Jr., Co., CBS); others, including local shows. (F) Shorts. (V) Theatre appearances.

BARTOLOT, ALDOUS. Actor, FTRD. (R) True Romances, 1931 (Macfadden Publications, CBS); others, on KFI, Los Angeles; WABC, New York. (L) Various shows including Dance Night, Such Is Life.

BARTON, BETTY. See Betty & Buddy.

BARTON, BETTY. Women’s programs, WXYZ, Detroit. (R) Also Michigan Radio Network; CKLW, WJR and WWJ, Detroit. (L) Bonstelle Civic Theatre (f). (Also writer of radio features).

BARTON, CRAIG. Pianist, vocal arranger, WFAA, Dallas. (R) Also Texas Quality and Dixie Networks.

BARTON, EILEEN (“Jolly Gillette”). Singer, comedienne (juvenile). (R) Rudy Vallee Hour (Fleischmann Yeast); Eddie Cantor Program (Pebeco Tooth Paste); Jolly Gillette on Milton Berle Program (Gillette). (F) Shorts (Columbia). (V).

BARTON, HAL. Program director, announcer, continuity writer, WTNJ, Trenton.

*BARTON, KEN. Announcer, script writer. (R) Richfield Reporter, since 1932 (Richfield Oil Corp., NBC Red).


BARUCH, ANDRE. Announcer. (R) Your Hit Parade, 1935-39 (American Tobacco for Lucky Strike Cigarettes, CBS); Your News Parade, 1938-37 (Lucky Strike Cigarettes, CBS); Kate Smith, 1937-39 (currently General Foods, CBS); American Album of Familiar Music, 1939 (Bayer Co., NBC Red); Second Husband (Bayer Co., CBS); others, not current. (F) Announcer for National Screen; special commentator, Pathe News; shorts.

BARWALD, WILLIAM H. Character actor, Federal Theatre Radio Division. (R) Also WABC, New York. (F) Director of silent films. (L) Shows with David Warfield, Otis Skinner, George Arliss, Elsie Ferguson and others. (V) Lewis & Gordon acts, 5 years; others.

BASCH, FRANKIE (Faith Fortune). Commentator, interviewer, mistress of ceremonies, WMCA, New York. (R) Also WAAT, Jersey City; WNEW, New York. (F) Trailers. (V) M.C. appearances.

BASSETT, G. WILLARD. Singer, announcer, KVOE, Santa Ana.

BASTIEN, VINCE. Arranger, musician (cello, trombone), WCCO, Minneapolis-St. Paul.

BATCHELDER, CHARLES F. Announcer, sports and special events commentator, actor, producer, M.C., WDBO, Orlando.

BATES, BETTY JEAN. Singer, yodeler, KRNT, Des Moines. (R) Local shows for Barnsdall Refining and others. (V) Theatre appearances.

BATES, BILL. Continuity and news editor, KWOC, Poplar Bluff. (R) Local shows for Standard Oil Co., Philco Radio & Television Corp., others.

BATEY, HUBERT. News and sports commentator, announcer, WGPC, Albany. (R) Football and baseball for B. F. Goodrich; others. (V) Amateur shows, 1937.

BATSON, CHARLES. Program director, announcer, WFBC, Greenville.

BATTERS, CHARLES. Announcer, sportscaster, WBRY, Waterbury.

BATTERSEA, W. WESLEY. Announcer, M.C., KOB, Albuquerque. (R) Also KOA, KLZ and KFEL, Denver. (L) Zan zal, 1932; You and I, 1933; others (s,f).

BATTLE, JOHN TUCKER. Writer. (R) Tydol Travellers, 1933-34 ( Tide Water Oil Co. of N. J., CBS); Roses and Drums, 1934-35 (Union Central Life Insurance Co., CBS); H-O Rangers, 1934-36 (Hecker Products, CBS); Heroes Were People, 1936-37 (Standard Brands, Inc., NBC Red); Follow the Moon, 1937-38 (John H. Woodbury Co., NBC Red; Pebeco Toothpaste, CBS); also scripts for Mollys "n’ January for Maxwell House Showboat, 1936 (General Foods Corp., NBC Red); Buddy Clark and Orchestra, 1938 (American Tobacco, Mutual). (Sole author of all programs with exception of Roses and Drums.)

BAUGH, GENE. Musical director, WBAP, Fort Worth.
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BAUGHN, TED A. Announcer, narrator, actor, KMPC, Beverly Hills. (L) Repertory theatre; others.


BAULU, MARCEL. Chief of continuity division, announcer, news analyst and commentator, M. C., script writer. (R) Grande Soeur, French version of Big Sister (Lever Bros., Canadian network); programs for Lipton Tea, Blue Coal and others.

BAULU, ROGER. Announcer, script writer, commentator, M. C., CKAC, Montreal. (R) Network programs for Ironized Yeast, Wrigley Gum, and others. (L) Revues. (V) Personal appearances.

BAUMEL, EDDIE. Program and musical director, organist, pianist, KGNC, Amarillo. (Formerly theatre organist, pit musician).

BAUMER, MARIE. Dialogue writer. (R) Stella Dallas, 1938-39 (Charles H. Phillips, NBC Red); Our Gal Sunday, 1938 (Kolynos, Anacin, CBS); Second Husband, 1938 (Bayer, CBS); Backstage Wife, 1938 (Dr. Lyon's Toothpowder; NBC Red); Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS).

BAXTER, BEE. Women's programs, KSTP, Minneapolis-St. Paul. (R) Also KSOO, Sioux Falls; WOW, Omaha.

BAXTER, DALE. Master of Ceremonies. (R) It's Up to You, 1939 (sustaining, NBC Blue); also transcriptions, WNEW and WMCA, New York, Inter-City Network, since 1936. (V) Theatre appearances.

BAXTER, JEANNIE. See the Sophisticated Ladies.

BAXTER, JIMMY. Juvenile singer, KRLD, Dallas. (R) Also Dixie and Texas Quality Networks. (P) Sam Goldwyn, 20th Century-Fox. (V) Theatre appearances.

BAXTER, LIONEL. Announcer, producer, WAPI, Birmingham. (R) Time to Shine, 1938-39 (Griffin Mfg. Co., CBS); Scattergood Baines, 1938-39 (Wm. Wrigley, Jr., Co., CBS); others for Royal Crown Cola, Kelvinator.

BAY, VICTOR. Conductor. (R) CBS sustaining programs. (Staff conductor, CBS).

BAYEK, GILBERT. Announcer, commentator, orchestra leader, arranger, WDRC, Hartford. (R) News, 1938-39 (Esso Marketers); others. (V) Theatre appearances with own orchestra.

BAYEUR, ROLLIE. Special events and sports, CHLT, Sherbrooke. (R) Also CHLN, Three Rivers; CKAC, Montreal; CHRC, Quebec.

BAYNUM, MILLIE. Cowgirl singer, yodeler, WHAS, Louisville. (V) Tennessee Ramblers, 1937-38.

BEACH, ISABELLA. Actress. (R) Myra Kingsley (Hecker H-O Products, Mutual).

BEACH, VANCE. Musician (violin, cello), WHEC, Rochester. (Rochester Philharmonic Orchestra, 3 seasons.)

BEAL, WILLIAM G. Announcer, continuity editor, KDKA, Pittsburgh.

BEASLY, IRENE. Singer, writer, announcer. (R) Ward's Tip Top Club (Ward Baking Co., CBS); Old Dutch Girl (Cudahy Packing Co., CBS); Armour Program (Armour Co., NBC Blue); Life Savers Rendezvous (Life Savers, NBC Blue); others. (GA) Watch the Fun Go By (Ford Motor Co., CBS); R. F. D. No. 1, 1938-39 (CBS sustaining). (L) Thumbs Up, 1935. (V) Since 1932; night clubs.

BEAUMONT, ELLIS A. Actor (dialects). (R) Muriel Headlines, 1938 (P. Lorillard for Muriel Cigars, Mutual).

BEAUPRE, MAURICE. Actor, comic singer, CHRC, Quebec.

BEAVERS, WILLIAM W. Production manager, news and special announcer, WCOL, Columbus. (R) As William Wallace, also handles all CBS sustaining features originating in Columbus and vicinity. (V) Theatre appearances.

BECK, FRED. Organist, WJJD, Chicago.

BECK, JACKSON. Actor, announcer. (R) Myrt & Marge, 1937 (Colgate-Palmolive-Peet for Super Suds, CBS); Easy Aces, 1937 (Anacin, NBC Blue); We, the People, 1937 (General Foods for Sanka Coffee, CBS); Twenty Years Ago Today, 1937 (Hearns Dept, Store, Mutual); Believe It or Not, 1938 (Post Bran Flakes, NBC Red); Headlines, 1938 (Muriel Cigars, Mutual); Life of Mary Sothern, 1938 (Lehn & Fink for Hinds Honey and Almond Cream, CBS); By Popular Demand, 1938 (Modern Age Books, CBS); On Broadway, 1938 (General Foods for Diamond Salt, NBC Blue); irregular ap-
GENERAL AMUSEMENT CORPORATION

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PEARANCES on Dog Heroes (Modern Food Process Co., NBC Blue).

BECKER, BOB. Writer, speaker. (R) Chats about Dogs, 1938-39 (John Morrell & Co. for Red Heart Dog Food, NBC Red). (Outdoor editor, Chicago Tribune.)

BECKER, DON. Script writer, producer. (R) Life of Mary Soothern, 1937-38 (Lehn & Fink, CBS); This Day Is Ours, 1938-39 (P & G for Crisco, CBS); Life Can Be Beautiful, 1938-39 (P & G for Ivory Soap, NBC Red).

BECKER, HARRY L. Announcer, KFBI, Abilene. (R) RCA Concert Hour, 1939 (RCA); also local show for Olson Rug Co.

BECKLEY, ZOE. Commentator. (R) People, Just People, 1939 (local sponsors). (Writes daily column for McNaught Syndicate.)

BEDARD, JEAN-PAUL. Singer, CHRC, Quebec.

BEEBOUT, GEORGE L. Announcer, WHKC, Columbus. (R) Also WHBC, Canton.

BEEMER, BRACE. Announcer, narrator. (R) Lone Ranger, 1938-39 (Gordon Baking Co., Mutual and Michigan Networks); Wandering Vagabonds, 1938-39 (Shedd Products Co., Michigan Network); Lutheran Hour, 1938-39 (Lutheran Laymen’s League). (President, Brace Beemer, Inc.)

BEETLE. See Ward Wilson.

BEGLEY, EDWARD. Character actor, dialectician, WTIC, Hartford. (V) The Four High Hatters, 1929.

BEGLEY, TOMMY. Actor (juvenile), WTIC, Hartford. (L) WPA Repertory Co. (V) Single act, 1931-38.

BELANGER, E. Accordionist, CHRC, Quebec.

BELANGER, CAMILLE. Soprano, CHRC, Quebec.

BELCHER, FINLEY D. (Red Slim). Hill-billy singer, musician (guitar, banjo), WDZ, Tuscola.


BELL, DON. Production manager, announcer, sportscaster, actor, script writer, WFLA, Tampa. (R) Also WHO, Des Moines; WPTF, Raleigh. (Also publicity director).

BELL, HOWARD R. Program director, writer, announcer, producer, actor, musician, KRKD, Los Angeles.

BELL, JOSEPH. Actor, director. (R) 20,000 Years in Sing Sing, 1933-37 (William R. Warner Co. for Sloan’s Liniment, NBC Red); Sherlock Holmes, 1936 (Household Finance Corp., NBC Red); Uncle Jim’s Question Bee, 1936-39 (G. Washington Coffee, NBC Blue). (R) Productions by Jed Harris, Brock Pemberton and George Abbott.


BELL, MARTHA. Actress, CJRC, Winipeg. (R) Also CBC.

BELL, SHIRLEY. Actress. (R) Little Orphan Annie (Wander Co. for Ovaltine, NBC Red).

BELL, TED. Producer, newscaster, KRSC, Seattle. (R) Also Mutual and CBS regional networks. (F) Shorts. (L) Dramatic stock, 3 years; repertory company, one year (f). (V) Theatre appearances. (Currently head of Department of Radio, University of Washington.)

BELLAVER, HARRY. (R) Central City (P & G, NBC Red).

BELLI, LIDO. Announcer, director (Italian programs), WHOM, Jersey City.

BELLIN, CHARLES. Dramatic actor. (R) Mr. Keen, Tracer of Lost Persons, 1938 (BiSoDo, NBC Blue); We the People, 1938 (Sanka Coffee, CBS); Death Valley Days, 1939 (Pacific Coast Borax, NBC Blue); Neighbor Boys, 1938-39 (Brown & Williamson, NBC Red).
RADIO LISTENERS

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PROFESSIONAL RECORDS—Continued

Red); others, including Mutual programs for Feen-A-Mint, transcriptions for Kroger Baking, 1937. (F) Shorts. (L) Dead End, 1935-37; Field of Ermine, 1935; Dame Nature, 1938; others, over a period of 11 years.


BELT, RICHARD E. Announcer, WHIO, Dayton.

BENANDER, MILTON M. Continuity writer, WMC, Memphis.

BENAVIE, SAMUEL. Musical director, WJR, Detroit.

BENCE, BOB. Announcer. (R) Don't You Believe It (P. Lorillard & Co. for Sensation Cigarettes, Mutual). (Chief announcer, KFRC, San Francisco).


BENDER, "ARIZONA" BILL. Guitarist, singer (old time cowboy songs), KOA, Denver. (V) Theatre appearances.

BENDON, FLORENCE. Singer, WFIL, Philadelphia. (V) Theatre and night club appearances.


BENNERT, HAL. Singer, announcer, M.C., WHIO, Dayton. (R) Kellogg program, 1938. (V) Theatre appearances.

BENNERT, O. E. Musician, KGNC, Amarillo. (F) Shorts. (V) With Buddy Rogers' band act, 1936.

BENNERT, REESE E. Musician. KHQ-KGA, Spokane.

BENNITE, BING. Announcer, WSTP, Salisbury.


*BENBOSS, MAC. Script writer (R) Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS).

BENS, FRANKLIN. Tenor. (R) Lilac Time, 1936 (Pinaud, NBC Red); as a member of The Eight Men: Vocal Varieties, 1939 (Lewis-Howe for Tums, NBC Red). (L) Canova Coffee Hour, 1930-31, Woodbury Hour, 1932-33, Marlboro Curtain Calls, 1934-35 (all WLW, Cincinnati).


BENTLEY, JULIAN T. News editor, WLS, Chicago. (All news is sustaining on this station.)

BENTLEY, ROBERT J. Quiz programs, interviewer, children's programs, WCPO, Cincinnati. (R) Man on the Street, 1936-39 (Continental Baking); others. (F) D. W. Griffith (f). (L) Strike Up the Band, The Squealer; others (f), (V) Appearances with Hugh Herbert, Edith Taliaferro and others.

BENTLEY, SPENCER. Actor, announcer, director. (R) Mme. Olyaniva, 1935 (Philip Morris & Co., Mutual); Johnny Presents, 1935-36 (Philip Morris & Co., NBC Red); Personal Column of the Air, 1936-37 (Procter & Gamble, NBC Blue); Home Sweet Home, 1936 (Procter & Gamble, NBC Red and Blue); Magic Voice, 1936 (Procter & Gamble, NBC Blue); Pepper Young's Family, 1936-37 (Procter & Gamble, NBC Red and Blue); Betty
& Bob, 1937-38 (General Mills, CBS); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); This Day Is Ours, 1938-39 (P & G, CBS). (L) Productions for George M. Cohan, Ziegfeld and others (22 productions); 17 stock companies.

BENTONELLI, JOSEPH. Operatic and concert singer. (GA) Ford Sunday Evening Hour, Chase & Sanborn Program, Kraft Music Hall, Baker's Broadcast, Vick's Open House, Chicago Opera Broadcasts, Metropolitan Opera Saturday Afternoon Broadcasts. (L) Chicago Civic Opera, 1934-37; Philadelphia Orchestra Opera, 1935-36; St. Louis Opera, 1935-37; Metropolitan Opera, 1936-38; Berkshire Players, 1936. Has appeared in operas in many European countries including Italy, France, Austria, Germany, Holland, Belgium, etc.

BENWARE, REX K. Announcer, producer, continuity writer, WQXR, New York. (R) Also WHN, New York. (L) Repertoire of Ibsen's plays; Shakespearean plays, with Robert Mantell; The Bat (2 years); The Cat and the Canary; with Lionel Barrymore in Belasco's Laugh, Clown, Laugh; others.

BERCH, JACK. Actor, singer, writer. (R) Jack Berch (Knox Gelatine, 1936, NBC Blue; Wasey Products, 1936-37, Mutual); Jack Berch and His Boys, 1937 (Fels Naphtha, CBS); transcriptions, 1938 (Wasey Products, Feen-A-Mint); Jack Berch, the Sweetheart Serenader, 1939 (Manhattan Soap Co. for Sweetheart Soap, NBC Red). (Also handles own commercials; formerly on staff of WLW, Cincinnati, and WTAM, Cleveland).

BERCOVICI, LEONARDO. Producer. (R) Billy & Betty, 1939 (General Mills, Inc.; NBC Red).

BERDAHL, ARCHIE. See Voices Three.


PROFESSIONAL RECORDS—Continued

BERGENER, WALTER. Pianist, organist, WTAM, Cleveland. (R) Lum and Abner, 1931 (Ford Motor Co., NBC Red); local shows. (V) 1920-21.

BERGER, EVERETT. See Chuck Wagon Boys.

BERGGREN, ROXANE R. Actress, WHO—Des Moines. (R) Local shows including Kentucky Widows (Penn Tobacco Co.), 1937.


BERIGAN, BUNNY. Swing band leader. (R) Fun in Swingingtime, 1937 (Admiracion Shampoo, Mutual); Magic Key of RCA. Nov. to Dec., 1937 (Radio Corp. of America, NBC Blue). (V) Theatre and hotel appearances, Boston, Pittsburgh, Detroit, New York. (PR) RCA Victor.

BERNARD, AL. Actor (black face), singer (blues, character). (R) Dutch Masters Minstrels, 1928-30 (Consolidated Cigar Corp. for Dutch Masters Cigars, NBC Blue); Raybestos Twins, 1929-30 (Raybestos Co., NBC Red); Molie Merrie Minstrels, 1934-35 (Cummer Products Co. for Molie Shaving Cream, NBC Red); Al Bernard's Merry Minstrel Men, 1939 (sustaining, CBS). (GA) Lum and Abner, General Motors Program, Sparklers Program. (F) Vitaphone short, 1927; Warner Bros. short, 1933. (V) Al Bernard—Black Face Songs in White. (PR) Numerous companies since 1919. (Writer of songs, minstrel books, etc.).

BERNARD, DON. Producer, director. (R) Lucky Strike Dance Hour (American Tobacco Co., NBC Red); Paul White-

man's Painters (Allied Paint Groups, NBC Blue); Studebaker Champions (Studebaker Sales Corp., NBC Red); Palmolive Hour (Colgate-Palmolive-Peet Co., NBC Red); Pennzoil Parade (Pennzoil Co., CBS); The Armour Hour (Armour Co., NBC Blue); Empire Builders (Great Northern Railroad, NBC Blue); others. Associate producer for Eddie Cantor Show, Lux Radio Theatre, Watch the Fun Go By.

BERNIE, BEN. Orchestra leader, M.C. (R) Fabst Blue Ribbon Malt Program (Fabst Blue Ribbon Malt Co., NBC Red); Ben Bernie and All the Lads (American Can Co., NBC Blue; U. S. Tire Dealers Mutual Corp., CBS; American Tobacco, CBS). (F) Paramount, 20th Century-Fox. (V) Since 1910; Klass and Bernie; teamed with Phil Baker for several years; once toured with Maurice Chevalier; hotel engagements.

BERRY, CHARLES. Announcer, actor, narrator, WOV-WBIL, New York. (R) Red Davis, 1932 (Beech Nut Packing Co., NBC Blue); Melody Cruise, 1932 (Cunard Steamship Co., NBC Blue); also CBS and WMCA, New York. (L) 1932-33.

BERRY, ERNEST. Organist, CKOC, Hamilton.

*BERRY, JAMES. Announcer. (R) Grouch Club, 1938-39 (General Mills, Inc.; CBS).


BEST, LILLIAN. Organist, KGDM, Stockton.


BETTY & BUDDY (Betty Barton, Buddy Arnold). Harmony team. (R) Betty & Buddy, 1939 (sustaining, WMCA, New York, and Mutual Network).
BETTY & JEAN. See Grenadier Double Quartet.

BEZOIFF, BEN. Writer, producer, news editor, WKY, Oklahoma City. (L) Othello, 1933; others (f).

BICKNELL, JAMES (Red) (Four Blackhawk Quartet). Guitarist, singer. WOWO, Ft. Wayne. (R) Also KXOK, St. Louis; WROK, Rockford. (V) Theatre appearances.

BIEBER, FREDERICK E. Announcer, writer, WTHT, Hartford.

BIEBL, LESLIE F. Producer, continuity director, announcer, actor, WHK-WCLE, Cleveland. (R) Also WPTF, Raleigh.

BIER, JOE. Announcer. (R) Jack Berch (Wasey Products Corp., Mutual); Myra Kingsley (Heckers H-O Products, Mutual).

BIEBACH, WHITTON. Pianist, harpist, commentator on women's program, WCAP, Asbury Park.

BIERSTADT, EDWARD H. Writer. (R) Empire Builders, 1927-30 (Great Northern Railroad, NBC Blue); The Westinghouse Salute, 1930 (Westinghouse Electric Co., NBC Blue); Warden Lawes programs, 1932-37 (William R. Warner for Sloan's Liniment, NBC Red); sustaining shows, including Historic Trials (NBC, 1931); Realities of Romance (NBC, 1931). Author of several books.

*BIGELOW, JOE. Script writer. (R) Rudy Vallee, W. C. Fields, others. (F).

BIGLER, LYNN. Chief announcer, program director, singer, KGKL, San Angelo. (R) Programs for Nehi Bottling Co., Bethlehem Steel and others.

BIGNELL, FRANK. Announcer, actor, KWKH-KTBS, Shreveport. (R) Also KTUL, Tulsa; KYW, Philadelphia; WLS, Chicago.

BILL & KATE. Singers, WJRD, Tuscaloosa.


BINGHAM, BOB. Sports announcer, WWNC, Asheville. (R) Baseball for Coca-Cola Bottling and Kellogg since 1935; also WMCA, New York; CBS program for Hamilton Watch Co., 1930.
PROFESSIONAL RECORDS—Continued

BINGHAM, VIRGIL. Pianist, vocal arranger, singer, KANS, Wichita. (See Lee and the Lads.)

BINKIN, SYL. Announcer, WEW, St. Louis.

BINKLEY, VERA. Pianist, WTAD, Quincy. (V) Theatre appearances.

BIONDI, FERDINAND F. Producer, special announcer, CKAC, Montreal. (R) Quebec Network programs for Ironized Yeast, Wrigley Gum and others. (F) Shorts. (L) Montreal Repertory Theatre, Barry-Suquesne Co. and others, as director, actor. (V) Theatre appearances.

BIOW, MILTON. Script writer. (R) Johnny Presents (Philip Morris & Co., Ltd., CBS, NBC Red). (President, Biow Co., Inc.)

*BIRCH, MISS TOMMYE. (R) NBC shows.

BIRNBRYER, EDMUND. Writer. (R) Magic Key of RCA, 1938 (RCA, NBC Blue); Melody Puzzles (American Tobacco Co., NBC Blue); sustaining shows including: Sweetheart of Stigma Stigma (NBC Blue, Dec. 3, 1936); Rome Was Built in a Daze (NBC Red, April 18, 1937); Horse and Buggy Days (NBC Blue, April 24, 1938); others. Also a few scripts for television. Currently NBC staff writer.


*BIXBY, CARL. Dialogue writer. (R) Second Husband, 1937-38 (Bayer, CBS); This Day Is Ours, 1938-39 (P & G, CBS); Life Can Be Beautiful, 1938 (P & G, NBC Red).

*BJOERLING, JUSSI. Singer. (R) General Motors Concerts (General Motors Corp., NBC Blue).

BLACK, DR. FRANK. Musical director, conductor. (R) Carnation Contended Hour (Carnation Milk Co., NBC Red); Magic Key of RCA (RCA, NBC Blue). Conducted Cleveland Orchestra, Great Lakes Exposition and World's Fair, 1936; Robin Hood Dell concerts in Philadelphia, 1935; numerous concerts.

BLACK, GERTRUDE I. Pianist, KVWC, Vernon. (R) Also KGKO, Fort Worth.

BLACK, KENNETH. Singer, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., Consolidated Drug, others. (V) Theatre appearances.

BLACK, OREN W. Harmonica player, KWTO-KGBX, Springfield. (V) Theatre appearances.

BLACK, RUSSELL. Newscaster, announcer, WKY, Oklahoma City. (R) Also W GAR, Cleveland; local show for B. F. Goodrich.

BLACKBURN, ARLINE. Dramatic actress. (R) Just Plain Bill & Nancy, 1932-33 (American Home Products Corp., CBS); Eno Crime Clues, 1934-36 (H. F. Ritchie Co., NBC Blue); House of Glass, 1935 (Colgate-Palmolive-Peet, NBC Blue); The O'Neill's, 1935-38 (Procter & Gamble, NBC Blue and CBS); Universal Rhythm, 1936 (Ford Motor Co., CBS); Behind Prison Bars, 1937 (Wm. R. Warner Co., NBC Blue); Mr. Keen, Tracer of Lost Persons, 1937 (BiSoDol, NBC Blue); Ma & Pa, 1937 (Atlantic Oil & Refining Co., CBS); Pretty Kitty Kelly, 1937-39 (Continental Baking Co. CBS); True Story Court of Human Relations, 1938 (Macfadden Publications, Inc., NBC Red); On Broadway, 1938 (General Foods Corp., NBC Blue); The O'Neill's, 1938-39 (P & G for Ivory Soap, NBC Red) others. (F) Warner Bros., Fox (f). (L) Stock; Close Harmony, 1924-25; Bride of the Lamb, 1926; Nobody's Wife, 1927; Wild Honey, 1928 (f).

*BLACKBURN, M. E. Director. (R) Musical Steelmakers, 1938-39 (Wheeling Steel Corp., Mutual); Let's Go Back to the Bible, 1938-39 (Moody Bible Institute, Mutual). (Associated with Critchfield & Co.).

BLACKWELL, BURT. Announcer, actor, WAVE, Louisville. (L) Stock, 1928-29; Wright Players, 1931; Bainbridge Players, 1931.

BLAINE, JOAN. Actress, singer, writer. Story of Mary Marlin, 1936-37 (International Cellulocottun for Kleenex, NBC Red); Valiant Lady, 1938-39 (General Mills for Wheaties, Bisquick, successively CBS and NBC Red and Blue); numerous others, not current.


BLAKE, BARRY. Announcer, continuity, WFBR, Baltimore.

BLAKE, DUANE E. Musician, WKY, Oklahoma City. (R) NBC sustaining show.
BLAKELY, CLINTON. Assistant program director, announcer, script writer, WAPI, Birmingham. (R) Also WBIG, Greensboro; WIS, Columbia; WBT, Charlotte; WCSC, Charleston.

BLAKELY, OLIVE B. Contralto, CKOC, Hamilton.

BLAKEMAN, GUY. Member of Range Riders and Neighbor Boys. (R) plantation Party, 1938-39 (Brown & Williamson Tobacco Co., NBC Blue); Avalon Time, 1938-39 (Brown & Williamson Tobacco Co., NBC Red).

BLANCHARD, R. LOWELL. Program director, WNOX, Knoxville. (R) Also WXYZ, Detroit; KSO, Des Moines; KYW, Philadelphia. (V) Theatre appearances.

BLAND, AL. Announcer, gag and continuity writer, M.C., actor, special events, interviewer, WKRC, Cincinnati. (R) Also WCMI, Ashland. (L) Stock. (V) Theatre appearances.

BLAND, LEE. Production manager, continuity writer, newscaster, WKRC, Cincinnati. (R) Your True Adventures, 1937 (Colgate - Palmolive - Peet, CBS); News Through a Woman's Eyes, 1937 (Pontiac Motor Co., CBS); Watch the Fun Go By, 1938 (Ford Motor Co., CBS); others. (V) Theatre appearances.


BLANTON, WALLY. Announcer, script writer, KABC, San Antonio. (R) Commercials for baseball games, 1937, '39 (Kellogg Co.); others, including programs on KMAC, San Antonio.

BLATHERWICK, BARBARA. Coloratura soprano (classical songs and arias). (R) Sustaining broadcasts. (L) Concert recitals, since 1931.

BLAUFUSS, WALTER. Musical director. (R) NBC sustaining programs: Breakfast Club, Farm and Home Hour. (Associated with NBC Chicago studios.)

BLAYLOCK, ROBERT. Lecturer, WHO, Des Moines. (R) Local shows including the La Fendrich Cigar program. (F)
PROFESSIONAL RECORDS—Continued

Shorts. (L) 1897-1930. (V) More Sinned Against Than Usual; The Redskin, 1907.

BLEDOE, SAMUEL E. (Bud & Spud). Guitarist, hillbilly singer, KMBC, Kansas City. (V) Theatre appearances.

BLENDER. Announcer, musical director, WCOP, Boston.


BLOOD, ALICE. Singer, WAIR, Winston-Salem.

BLUE, IRA H. Commentator, sportscaster, writer, KGO-KPO, San Francisco. (R) It's a Fact, 1938 (International Shoe Co., NBC Red); Peter's Surprise Party, 1938 (Peters Shoe Co., NBC Red); also KJBS, San Francisco. (V) 1917-20, theatre appearances.

BLUME, ETHEL. Dramatic actress. (R) Easy Aces (Anacin Co., NBC Blue); Big Sister (Lever Bros. Co., CBS); Aunt Jenny's Real Life Stories (Lever Bros. Co., CBS); Kate Smith's Bandwagon (General Foods Corp., CBS); Grand Central Station (Lambert Pharmacal Co., NBC Blue); Myrt & Marge (Colgate-Palmolive-Peet Co., CBS); Pretty Kitty Kelly (Continental Baking Co., CBS); John's Other Wife (Louis Philippe Cosmetics, NBC Red); others. (F) Shorts.

BLUME, JOSEPH. String Ensemble Director, WDCR, Hartford. (R) Also WTIC, Hartford.

BOARDMAN, TRUE. Writer, actor. (R) Writer for Silver Theatre, 1937-38 (International Silver, CBS); original stories and adaptations for Lux Radio Theatre, 1938 (Lever Bros., CBS); Chase & Sanborn Program, 1938 (Standard Brands, NBC Red); appearances opposite Mary Astor, Madeleine Carroll, Olympe Bradna, 1938-39, Texaco Star Theatre (Texas Co. for Texaco Products, CBS). (F) 1914-19, as child actor. (L) The Green Hat, 1926; Gang War, 1938; Cortez, 1929; others.
PROFESSIONAL RECORDS—Continued

BOCK, MARY ANN. Singer, throat whistler. (R) Hour of Charm, 1937-38 (General Electric Co., NBC Red). (F) Shorts. (V) Appearances with Phil Spitalny’s All Girl Orchestra, and Vincent Lopez’ Orchestra.

BOGG, HAL. Singer. (R) Martha and Hal (Humphrey’s Homeopathic Medicine Co., Mutual). Teamed with Martha Lawrence.

BOLEK, GEORGE. Concert pianist WCAO, Baltimore. (R) The Bolek Musicale, 1935-36 (CBS); others. (L) Accompanist for Lucrezia Bori, Alexander Kipnis, Lucy Monroe, Fraser Gange, and others. (Formerly faculty member, Peabody Conservatory of Music.)


BOLTON, JOSEPH R. Sports announcer. (R) Benny Rubin, 1936-37 (Health Products, Mutual); Baseball, 1937-38 (General Mills, Socony-Vacuum, WHN, N. Y.); Baseball, 1939 (General Mills, CBS); others. (F) Paramount News, RKO Sportoscopes, Warner Bros. and Paramount shorts. (L) Mike Connelly (f). (V) Theatre appearances.

BOND, BILL. Announcer, WAVE, Louisville. (L) Soloist, Louisville Civic Arts, 1934-36.

BOND, CYRUS W. Singer, guitarist. WKY, Oklahoma City. (V) Theatre appearances.

BOND, FORD. Announcer, commentator. (R) General Motors Programs, 1928-30 (General Motors, NBC Red); Collier’s Hour, 1929-31 (Collier Magazine, NBC Red); Cities Service Concerts, 1930-37 (Cities Service Co., NBC Red); Manhattan Merry-Go-Round, 1932-39 (R. L.

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—Richard Pheatt, Toledo Blade.

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Frank Ferrin

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Watkins for Dr. Lyon's Toothpowder, NBC Red); Kraft Music Hall, 1934-36 (Kraft-Phenix Cheese Corp., NBC Red); Ford Bond Sports Resumes, 1934-37 (Pall Mall Cigarettes, WEAF, New York City); Easy Aces, 1934-39 (Anacin, NBC Blue); Just Plain Bill and Nancy, 1935-37 (Anacin and BisSoDo!, NBC Red); Sidewalk Interviews, 1936-37 (Cummer Products for Molle Shaving Cream, NBC Red); Broadway Merry-Go-Round, 1936-37 (Dr. Lyon's Toothpowder, NBC Blue); David Harum, 1936-39 (B. T. Bab-bitt for Bab-O, NBC Red); Believe It or Not, 1937-38 (General Foods for Huskies and Post Bran, NBC Red); Alias Jimmy Valentine, 1938-39 (R. L. Watkins for Dr. Lyon's Toothpowder, NBC Blue); Your Family and Mine, 1938-39 (Sealtest, Inc., NBC Red); Orphans of Divorce, 1939 (Dr. Lyon's Toothpowder, NBC Blue); Stella Dallas (Charles H. Phillips Chemical Co., NBC Red); New Wave with Ford Bond, 1939 (Axton-Fisher Tobacco Co., WEAF, N. Y.); (F) Columbia Pictures (f); shorts. (V) Theatre appearances.

BONCHELL, GERTRUDE. Actress. (R) Jenny Peabody (F. & F. Laboratories, Inc., CBS); Arnold Grimm's Daughter (General Mills, Inc., CBS, NBC Red and Blue).


BONHAM, GUY. Singer, musician, actor. (Member of the Three Jesters). (R) Tastyeast Jesters, 1930-34 (Tastyeast, NBC Blue); The Mole Show, 1933-34 (Cummer Products, NBC Red); Tea Time Tunes, 1936 (General Baking for Bond Bread, CBS); Corn Cob Pipe Club, 1936-37 (Edgeworth Tobacco, NBC Blue); Gulden Serenaders, 1938-39 (Charles Gulden, NBC Blue). (LS) Childs Restaurants, WOR, New York; Schaefer Beer, WEAF, New York; others. (F) Shorts. (V) Tastyeast Jesters, 7 years. (PR) RCA Victor.


BONNIE BLUE. See Virginia Allison.

*BOOERAEM, HENDRIK. Director. (R) We, the People (General Foods Corp., CBS). (Associated with Young & Rubicam).

BOOTH, KEITH. Singer, WHO, Des Moines.


BOOTHBY, JOHN D. Announcer, WSAV, Rochester. (R) Also WGY, Schenectady.

BOOTS. See Clifford Douglass.

BORAN, ARTHUR. Mimic, comedian. M.C. (R) Gus Haenschens' Parade of Melody, 1933 (General Motors for Buick, NBC Red); Chase & Sanborn Coffee Hour, 1933-34 (Standard Brands, NBC Red); Paul Whiteman's Orchestra, 1934 (Kraft-Phenix Cheese Corp., NBC Red); Music by Gershwin, 1934 (Health Products for Feen-A-Mint, NBC Blue); Colgate House Party, 1934-35 (Colgate-Palmolive-Peet, NBC Red); Fox Fur Trappers, 1935 (I. J. Fox, NBC Red): Forty-Five Minutes in Hollywood, 1935 (Borden Co., CBS); Texaco Town, 1936 (Texas Co., CBS); Ben Bernie and All the Lads, 1936 (Premier-Pabst Sales, NBC Red); Rubinooff and His Violin, 1937 (Chevrolet Motors, CBS); Watch the Fun Go By, 1937 (Ford Motors, CBS); For Men Only, 1938 (Bristol-Myers, for Vitalis, NBC Red); others since 1932, including programs for Hellman's Mayonnaise, Standard Oil, Rexall Drug Co., transcriptions for Carter's Little Liver Pills. (F) Warner Bros., 1934; Universal, 1936; Paramount, 1938 (s); shorts; also the voice of many of the Max Fleischer animated comedy picture cartoons. (V) Circuit and theatre engagements, past 10 years.

*BORDEN, RUTH. Dialogue writer, script contributor. (R) Second Husband, 1938 (Bayer, CBS); Alias Jimmy Valentine, 1938 (Dr. Lyons, NBC Blue); Our Gal Sunday, 1938-39 (Kolynos, Anacin, CBS).

BOROWSKY, JOHN. Musician, KWTO-KGBX, Springfield. (R) Also Michigan and Texas Quality Networks. (V) 7 years. (PR) Decca, Brunswick.

BORRELLI, RAFFAELE. Announcer,
producer, commentator, WPEN, Philadelphia. (V) 1921-30.

BOSLEY, LYLE. Announcer, WMFF, Plattsburg.

BOSWELL, CONNIE. Singer. (R) Camel Caravan, 1936 (R. J. Reynolds Tobacco Co. for Camel Cigarettes, CBS); California Hour, 1937 (California Chain Store Assn., NBC Pacific Coast Blue); Good News of 1938, 1938 (General Foods for Maxwell House Coffee, NBC Red). (GA) Ken Murray (Campbell Soup Co., CBS); Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red); Chesterfield Program (Liggett & Myers Tobacco Co. for Chesterfield Cigarettes, CBS); Monday Night Show, 1938 (Brewers' Radio Show Assn., CBS). (F) Paramount. (V) Theatre appearances; tours. (PR) Decca. (Made 16 radio guest appearances 1937-38—more than any other network artist. Erstwhile member of Boswell Sisters—Connie, Martha and Vet—now disbanded through marriage).

BOTTLE. See Harry McNaughton.


BOULETTE, LEO. Script and continuity writer, producer, WLS Chicago. (R) Also WHAM, Rochester; WFEA, Manchester; WEBR, Buffalo. (L) Post Road, 1935 (F). (V) Orchestra tours.

BOULTON, MILO. Actor (leads, juvenile, heavy). (R) John's Other Wife, since Sept., 1936 (Old English Wax, BiSoDol, NBC Red); Road of Life, 1937 (Procter & Gamble, NBC Red and Blue); Your Unseen Friend, 1937 (Personal Finance Co., CBS); The Goldbergs, 1937 (Procter & Gamble, NBC Red); irregular appearances on Dog Heroes (Modern Food Process Co., NBC Blue). (F) Shorts. (L) No Questions Asked, 1934; Petrified Forest, 1935; Paths of Glory, 1935; Cyrano de Bergerac, 1936; stock, 8 years.

BOURDON, ROSARIO. Musical director, arranger. (R) Cities Service Concert, 1927-38 (Cities Service Co., NBC Red); Maxwell House Concert, 1929-30 (Gen-
PROFESSIONAL RECORDS—Continued

eral Foods Corp., NBC Blue). (GA) RCA Magic Key. (F) Shorts.

BOURKE, GERALD F. Director, producer, CKY, Winnipeg. (R) Since 1922. (L).

BOUSLOG, RAY. Sports commentator, WHLS, Port Huron.

BOYER, ELEANOR. Contralto. (R) General Electric Program, 1936 (General Electric, NBC Red); Spartron Hour, 1936 (Sparks Withington Co., NBC Blue); Palmolive Beauty Box Theatre, 1936 (Colgate-Palmolive-Peet, CBS); Kellogg Hour, 1936 (Kellogg Co., NBC Blue). (V) “Roy Campbell’s Royalists, 1935-36; theatre and night club appearances.

BOWMAN, O. L. Musician, WBAP, Ft. Worth. (L) Stock, (V) Appearances in circuses, with bands, etc. (Also librarian.)

BOWMAN, PHILIP G. Producer, WBBM, Chicago. (R) Sears-Then & Now, 1936 (Sears Roebuck, CBS); Poetic Melodies, 1937-38 (Wm. Wrigley, Jr., Co., CBS); also CBS sustaining and local shows for Sinclair Refining and others.

BOWNE, JERRY. (R) Horace Heidt and His Brigadiers (Stewart-Warner Corp., NBC Red).

BOYD, CHARLES. Announcer, KFRO, Longview.

BOYD, ERNEST. Script writer. (L) Translated and adapted: A Weak Woman; What Never Dies (David Belasco); L’Invitation au Voyage (Civic Repertory); others. Made first television book review in U. S. for NBC. (Member NBC script department.)

BOYER, JOHN F. Sportscaster, man-in-the-street interviewer, singer, KQV, Pittsburgh.

BOYER, JOHN R. Announcer, KTSA, San Antonio.

BOYLAN, JOHN. Writer, KFI-KECA, Los Angeles. (R) Parents on Trial, 1938-39 (California Congress of Parents and Teachers, NBC Blue). (F) Columbia, as writer.

BOYLING, J. SIDNEY. Announcer, production manager, CHAB, Moose Jaw.

BOZEMAN, JERRY. Sports announcer, KWKH-KTBS, Shreveport. (R) Also WSFA, Montgomery; local shows for General Mills, and others.

BRACCIANTE, JOSÉPH. Musician, WMPS, Memphis. (R) Also WMC, Memphis.


*BRADLEY, BETTY. Singer. (R) NBC sustaining.

*BRADLEY, CURLY (The Ranch Boys). Member of cowboy trio. (R) Tom Mix & His Ralston Straight Shooters (Ralston-Purina Co., NBC Blue).
BRADLEY, LEE. Director, Chuck Wagon Opera (cowboy-hillbilly string orchestra), KROY, Sacramento. (V).

BRADLEY, OSCAR. Musical director. (R) Gulf Headliners, 1933 (Gulf Oil Co., NBC Blue); Phil Baker, 1937-38 (Gulf Oil Co., CBS); Passing Parade, 1938-39 (Gulf Oil Corp., CBS); Hollywood Guild, 1939 (Gulf Oil Corp., CBS). (L) Student Prince and The Desert Song (original productions); Ziegfeld Follies, 6 years; Rio Rita, Whoopie, Rosalie, Show Boat, St. Louis Municipal Opera. (F) 20th Century-Fox.

BRADLEY, TRUMAN. News commentator. (R) Ford Sunday Evening Hour, 1934-38 (CBS); News on Review, since June, 1936 (Procter & Gamble, WBBM). (F) Shorts. (V).

BRADNER, CURTIS C. Newscaster, WWJ, Detroit. (R) Local programs for Sinclair Refining, others.

BRADSHAW, JUSTIN. Dramatic actor. KGNO. Dodge City. (L) Little Theatre productions. (Also traffic manager).

BRADSHAW, THURMAN (Curly). Harmonica player, WHAS, Louisville. (V) Uncle Henry's Kentucky Mountaineers.

BRADSTREET, JESSIE. Soprano, CKCK, Regina. (R) Also Canadian Broadcasting Corp.

BRAGGIOTTI, MARIO. See Fray and Braggiotti.

BRADLEY, OSWALD. Musical director. (R) Gulf Headliners, 1933 (Gulf Oil Co., NBC Blue); Phil Baker, 1937-38 (Gulf Oil Co., CBS); Passing Parade, 1938-39 (Gulf Oil Corp., CBS); Hollywood Guild, 1939 (Gulf Oil Corp., CBS). (L) Student Prince and The Desert Song (original productions); Ziegfeld Follies, 6 years; Rio Rita, Whoopie, Rosalie, Show Boat, St. Louis Municipal Opera. (F) 20th Century-Fox.

BRADLEY, OSCAR. Musical director. (R) Gulf Headliners, 1933 (Gulf Oil Co., NBC Blue); Phil Baker, 1937-38 (Gulf Oil Co., CBS); Passing Parade, 1938-39 (Gulf Oil Corp., CBS); Hollywood Guild, 1939 (Gulf Oil Corp., CBS). (L) Student Prince and The Desert Song (original productions); Ziegfeld Follies, 6 years; Rio Rita, Whoopie, Rosalie, Show Boat, St. Louis Municipal Opera. (F) 20th Century-Fox.

BRADLEY, TRUMAN. News commentator. (R) Ford Sunday Evening Hour, 1934-38 (CBS); News on Review, since June, 1936 (Procter & Gamble, WBBM). (F) Shorts. (V).

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ARTUR Q. BRYAN

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BRANDON, BEULAH. Actress. (R) Kitty Keene, Inc. (Procter & Gamble, NBC Red).


BRANDT, LYNN. Announcer. (R) Madame Courageous, 1938 (Durkee Famous Foods, NBC Blue).

BRANNE, A. LYNNE. Announcer, poetic reader, sportscaster, WGAU, Athens.

BRANNON, JERRY. Announcer, singer, WMCA, New York. (R) Also WGY, Schenectady; WTAM, Cleveland; local shows for Ford Motor Co., others. (V) Theatre appearances; formerly soloist with Hal Kemp Orchestra.

BRANT, ROY H. Announcer, KFNF, Shenandoah. (R) Oh Henry!, 1938-39 (Oh Henry Candy); Dinty Moore, 1938-39 (Hormel Co.); Pine Corner Social, 1938 (Pinebox); The Extra Innning, 1938 (Penn Tobacco); News, 1938-39 (Loose-Wiles Biscuit Co.); Homefords Tunes, 1938 (Allis-Chalmers) all heard over WCCO, Minneapolis-St. Paul. (F) Shorts.

BRANTLEY, GEORGE. Announcer, continuity writer, WSPT, Salisbury.

BRAXTON, JACK. Program director, announcer, producer, WEED, Rocky Mount. (R) Also WGH, Newport News; WGBI, Scranton.

BRAY, DICK. Sports announcer, WLW-WSAI, Cincinnati. (R) Also Mutual broadcasts; shows for Socony-Vacuum, General Mills, B. F. Goodrich, others. (F) Shorts.

BRAYTON, MARGARET. Actress (R) Park Avenue Penners, 1936-38 (R. B. Davis Co. for Cocomalt, CBS); Lux Radio Theatre, 1937-38 (Lever Bros. Co. for Lux Toilet Soap); Thrills, 1937-38 (Union Oil Co., NBC Red); Kraft Music Hall, 1937-38 (Kraft-Phenix Cheese Corp., NBC Red); Joe Penner, 1938-39 (General Foods for Huskies, CBS); also occasional appearances on Jell-O Program Starring Jack Benny (General Foods Corp., NBC Red); Royal Gelatin Hour (Standard Brands, Inc., NBC Red); First Nighter (Campana, NBC Red). (L) Stock.

BRAZEAL, R. WALLACE. Announcer, script writer, producer, KFFY, Spokane. (L) Little Theatre, 1931-32, '36-38 (f). (Also sales and promotion.)

BRECKNER, GARY. Announcer, producer (sports, special events), interviewer. (R) Laugh with Ken Murray, 1937 (Campbell Soup Co. for Tomato Juice, CBS); Catalina Islander, 1937-39 (Wilmington Transportation Co. for Catalina Island, CBS Pacific Coast); Phil Baker, 1938 (Gulf Oil, CBS); Gateway to Hollywood, 1939 (William Wrigley Jr., Co. for Doubledant Gum, CBS). (L) Musical comedies on Pacific Coast, 1926-30 (s.f). (V) Theatre appearances.


BREEN, BOBBY. Juvenile singer, actor. (R) Eddie Cantor, 1935 (Lehn & Fink for Pebeco Tooth Paste, CBS); Eddie Cantor, 1936 (Texas Co. for Texaco Gasoline, CBS); Texaco Town, 1937-38 (Texas Co., CBS). (F) RKO (s); under contract to Sol Lesser (Principal productions). (L) Say When, with Harry Richman (f). (V) Theatre appearances, 1933-34. (PR) Decca.

BREEN, JOSEPH V. Actor, narrator human interest commentator, WFIL, Philadelphia. (R) Also WDAS, WPEN, WIP, Philadelphia. (L) Stock.

BREEN, MAY SINGHI (The Ukulele Lady). Musician, singer. (R) Programs with Peter De Rose, as the Sweethearts of the Air, consecutively since 1923, having been off the air only 2 weeks from 1923 to 1939. Started as a team on WEAF in June, 1923, and spon-
sors have included Listerine, Valspar, Kraft-Phenix Cheese, Conti Soap, Breyer Ice Cream, Elgin Watch, Humphrey’s Homeopathic Medicine. (GA) Wrigley Gum and Pennzoil programs. (Miss Breen is Mrs. De Rose in private life.)


BREENE, HAZEL E. Impersonator, actress, WICC, Bridgeport. (L) Bad Man, The New Moon (f).

*BREESE, SIDNEY. Actor. (R) Road of Life, 1938-39 (P & G, CBS).


BRENEMAN, TOM. M. C, producer (R) Brad & Al, 1935 (Fels Naphtha Soap, CBS); The Dream Singer, 1936 (Lipton Tea, WEAF, WJZ, New York City); My Secret Ambition, 1937-38 (Durkee Famous Foods, CBS); Night Editor, 1938-39 (Cardinet Candy Co., CBS); Clinic Counselor: Problem Clinic, 1939 (Duart Mfg. Co., CBS); Good Afternoon, Neighbor, 1938-39 (Durkee Famous Foods, CBS); Spelling Bee liner, 1939 (Duart Mfg., CBS); Yourself in Action, 1939 (Macfarlane Candy, CBS); others. (V) 1926-28. (currently CBS production manager, San Francisco).

BRENGEL, BILL. Announcer, program director, WSMB, New Orleans. (R) Appearances on the following NBC shows when on tour: Walter Winchell, Chase & Sanborn Program with Eddie Cantor, others. (F) Shorts.

BRENNAN, BILL. Announcer, WORC, Worcester.

BRENNER, FRANCES. Actress, comedienne, KVOO, Tulsa. (V) Theatre appearances.

BRENNER, PAUL. Announcer, WNEW, New York. (R) Also WFBL, Syracuse; WJZ, New York.

BRENT, BARBARA. Woman’s commentator, WFAA, Dallas.

BRENT, MARIAN. Singer, WHK-WCLE Cleveland. (V) Theatre appearances.

BREWER, FRANCES. Actress, WWJ, Detroit. (R) Jimmie Fidler In Hollywood, 1938 (P & G, NBC Red); The Lone Ran-

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*BREWSTER, RALPH. Singer. (Member of the Modernaires). (R) Chesterfield Program (Liggett & Myers Tobacco Co. CBS).


BRICE, DON. M. C., actor, announcer KSAL, Salina. (L) Ray Bash Players 1939 (s).


BRICKERT, CARLTON. Actor. (R) Story of Mary Marlin, 1934-38 (Procter & Gamble, NBC Red and Blue); Lum and Abner, 1935-38 (Horlick's Malted Milk, NBC Blue); A Tale of Today, 1937-38 (Princess Pat., Ltd., NBC Red); Story of Mary Marlin, 1938-39 (Procter & Gamble, NBC Red and Blue).

BRICKHOUSE, JACK. Sports commentator, announcer, WMBD, Peoria.

BRIER, ARTHUR J. (Northwesterners). Musician, KRNT, Des Moines. (R) Also Iowa Network; WHO, Des Moines. (F) Monogram. (V) 1924-29.

*BRIELEY, JIMMY. (R) Royal Crown Revue (Nehi, Inc., NBC Blue).

BRIGGS, BILLY. Steel guitarist, KGNC, Amarillo. (V) Theatre appearances. (PR) Decca.

BRIGGS, FINNEY. Actor, writer. (R) Adventures of Dari Dan (Bowey's, Inc., NBC Red); The Woman in White (Pillsbury Flour Co., NBC Red).

BRINE, RUTH K. Commentator. (R) Ruth Brine, 1938 (sustaining, CBS); special programs for CBS educational department.


BRINKLEY, JACK. Announcer, actor. (R) Aunt Jemima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue); Kitty Keene, Inc. (Procter & Gamble, CBS, NBC Red); Ma Perkins (Procter & Gamble, CBS); Betty & Bob (General Mills, Inc., CBS); Couple Next Door (Procter & Gamble, Mutual).


BRISSETTE, ADOLPHUS ("Dol"). Musical director, WTAG, Worcester. (V) Orchestra leader, M. C.

*BRITE, PHIL. Singer, WBZ, Boston.

BRITT, ELTON. Western singer, yodeler, WNEW, New York. (R) Also WMCA, New York. (F) Shorts. (V) Theatre appearances. (PR) American Record Corp.

BRITT, JIM. Sports and special events, WBEN, Buffalo, N. Y. (R) Socony Sports Reporter, since 1936 (Socony-Vacuum Oil; successively WSBT, South Bend, Ind. and WBEN, Buffalo).

BROCK, BERYL ("Buddy"). Announcer, producer, swing trumpeter, WHAS, Louisville. (V) Buddy Brock's Swingsters.

*BROKENSHIRE, NORMAN. Announcer, M.C., WOR, New York.

BROCKERMAN, MARY E. Lyric coloratura soprano, WHKC, Columbus. (R) WCOL, 2 years; WOSU; WBMS (all Columbus); currently WHKC and Mutual sustaining programs. (L) Concerts.

BROEKHOF, LUCIAN W. Cornet player, WSMB, New Orleans. (V) Theatre appearances.

BROEMAN, DAVID. Conductor-composer. (R) Mobile Magazine, 1935-36 (General Petroleum, CBS-Don Lee); The California Hour, 1937 (Don Lee); Thrills, 1937-38 (Union Oil, NBC Red); Passing Parade, 1938 (Union Oil, NBC Red); Texaco Star Theatre, 1938-39 (Texas Co. for Texaco Petroleum Products, CBS). (F) Universal. (L) Royal French Opera, Hague, Holland, 1918-19; Royal State Opera, Amsterdam, Holland, 1919-22.

BROOK, PHILIP S. Announcer, WGY, Schenectady.
PROFESSIONAL RECORDS—Continued


BROOKS, GEORGE. Announcer, WNEW, New York. (R) Johnny Presents, 1937 (Philip Morris & Co., Ltd., CBS); Smilin’ Jack, 1939 (Sweets Co. of America, Mutual).


BROOKS, RICHARD. News commentator, WNEW, New York. (R) Also Mutual.

BROOKS, RUSSELL D. Announcer, producer, WORC, Worcester. (R) Also WATR, Waterbury.

BROOKS, WILLIAM. Violinist, musical director, KVOO, Tulsa. (R) The Fun Bug, 1937-38 (Barnsdall Refining, CBS); Also KTUL, Tulsa.

BROTHERS, J. STANLEY, JR. Violinist, writer, composer, WKZO, Kalamazoo. (V) Hotel appearances. (PR) Columbia, Edison. (Formerly pit director and violinist, writer of material for acts).

BROWDER, LOUISE B. Pianist, WBTM, Danville.

*BROWER, FLORENCE. (R) Laugh Liner (Wm. Wrigley, Jr., Co., CBS).

*BROWER, ROY. Actor. (R) Aunt Jemima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue).


BROWN, ARTHUR. Continuity writer, WNAX, Yankton.

BROWN, BILL. Sports announcer, editor, WHO, Des Moines. (R) Local shows for General Mills, Socony-Vacuum, Sinclair Oil, others.

BROWN, BOB. Announcer. (R) Girl Alone (Kellogg Co., NBC Red); Story of Mary Marlin (Procter & Gamble, CBS); Vic and Sade (Procter & Gamble, NBC Red and Blue); Bert Lytell in Golden Theatre Group (Lewis-Howe for Tums, NBC Blue).

EDDY DUCHIN ON TOUR (July-August) • THE PLAZA New York City Opening September (6th Season) • BRUNSWICK RECORDS • Management MUSIC CORPORATION OF AMERICA
BROWN, CONSTANCE. Writer. (R) One-shot features, adaptations, spot drama, serials, etc., for transcriptions and sustaining programs, including Columbia Workshop, American School of the Air, Four Corner Theatre series. (L) As actress: Productions by C. B. Dillingham, John Cort, Jed Harris, Henry Hammond and others; also featured in stock.


BROWN, DICK. Announcer, continuity writer, producer. WHAM, Rochester. (Also transcription librarian).


BROWN, FRED. Musician, arranger, WLAW, Lawrence.

BROWN, GORDON S. Organist, choral director, WLAW, Lawrence. (L) Organ recitals throughout Europe, Canada and U. S.

BROWN, HAL. Musician, arranger, comedian (Hebrew parts). Just Plain Bill, 1932-39 (Kolynos Toothpaste, Anacin, NBC Red); Fox Fur Trappers, 1933-37 (I. J. Fox, local over WABC, New York, and NBC Red network at various periods; American Album of Familiar Music, 1933-37 (Bayer Aspirin, NBC Red); Oldsmobile Program, 1935-36 (Oldsmobile Motors, Mutual); numerous others. (F) Shorts. (V) Musician and comic with Ben Bernie, 1923-29. (Has been associated with Ben Bernie, Gustave Haenschens, Frank Black, World Broadcasting, and many others.)

BROWN, HELEN. Director. (R) Betty & Bob, 1938-39 (General Mills, NBC Red & Blue); Hymns of All Churches (General Mills, 1936-38 CBS and 1938-39 NBC Red and Blue). (Associated with Knox Reeves.)

BROWN, HIMAN. Producer, director. (R) Grand Central Station, 1937-39 (Lambert Pharmacal Co., successively NBC Blue and CBS); Terry and the Pirates, 1937-39 (Bowey's, Inc., successively NBC Red and Blue); Spy Secrets, Aug. to Sept., 1938 (Cummer Products for Energene, NBC Red); Dick Tracy, 1938-39 (Quaker Oats for Puffed Wheat and Rice, NBC Red); Joyce Jordan, Girl Interne, 1938-39 (McKesson & Robbins, CBS).

BROWN, JACK T. Musician (trombone, drums), WHAS, Louisville. (R) A & P Bandwagon, 1936 (A & P Tea Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS); local shows. (V) Theatre appearances. (PR) Columbia, Brunswick, RCA Victor, others.

BROWN, JEANE. Musical director, WOWO-WGL Ft. Wayne. (R) Also WFBM, Indianapolis. (V) Fourteen Bricktops, 1930-33; Harmodears, 1935-36; others.


BROWN, JOHN. Actor (character, dialect, comedy). (R) Town Hall Tonight, 1935-38 (Bristol-Myers for Ipana Toothpaste and Sal Hepatica, NBC Red); Thatcher Colt, 1937-38 (Packers' Tar Soap, NBC Red); Lorenzo Jones, 1937-38 (Phillips' Milk of Magnesia Tablets, NBC Red); Your True Adventures, 1937 (Colgate-Palmolive-Peet, CBS); Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red). (L) Six Characters in Search of an Author (revival); Black Tower; Peace on Earth; Milky Way; stock.

BROWN, JOHN R. Pianist, WLS, Chicago.

BROWN, JOSEPH M. Producer, WRTD, Richmond. (R) Also WMBG, WRVA, Richmond; WOL, Washington. (V) 1918.

BROWN, KENYON. Sports and special events announcer, producer, writer, KVOO, Tulsa. (R) Also Iowa Network; KRNT, Des Moines; KXBY, Kansas City; including shows for General Foods Corp. and Fels & Co.; transcriptions. (L) 1938.

BROWN, LYMAN. Production manager, KICA, Clovis. (R) Also KGNF, North Platte; KPDN, Pampa; KASA, Elk City.

BROWN, R. FAY. Sports announcer, KFYR, Bismarck. (R) Sports broadcasts and programs for numerous sponsors, since 1930, including Provident Life
PROFESSIONAL RECORDS—Continued

Insurance, North Dakota State Mill & Elevator, Gluck Brewing.


BROWN, SAM. Announcer, WMCA, New York. (R) Also Inter-City Network; NBC, Washington, D. C.; KYW, Philadelphia; WTOC, Savannah.

BROWN, SEDLEY. Actor, producer. (R) Husbands and Wives (Lamont Corliss & Co., NBC Blue). Worked as team with Allie Lowe Miles.


BROWN, TONY. Orchestra leader, WLAB, Lawrence. (R) Also Inter-City and Mutual Networks. (V) Theatre appearances.

BROWN, WILLIAM J., JR. Announcer, sports commentator, CFCLY, Charlotte-town. (R) Also Canadian Broadcasting Corp. (V) Personal appearances.

BROWNE, BRADFORD. Producer, actor. (R) 1929 to 1937, as actor, writer, singer: network and local programs for Sachs Furniture, La Falina Cigars, Pertussin, International Silver, Ward Baking, Kolynos Toothpaste, Hellman's French Dressing, Fels Naphtha, Colgate-Palmolive-Peet and others; 2 guest appearances on Rudy Vallee's program (Standard Brands, NBC Red); announcer for WABC, and for CBS when that network was formed. Producer and "The Ironmaster" for Frank Simon and His Armo Band (American Rolling Mills, NBC Blue); producer: Watch the Fun Go By (Ford Motor Co., CBS); Universal Rhythm (Ford Motor Co., CBS); others. (F) Shorts. Writer of over 300 songs,

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One-Man-Shows That Sell Merchandise

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including Girl in the Little Green Hat, Readin' from Left to Right, Maurice the Gendarme. (Radio director, N. W. Ayer & Son, New York, since 1937.)

BROWNE, TOM M. Announcer, KRGV, Weslaco. (R) Dr. I. Q., 1938 (Mars, Inc., NBC Blue); also KRTSA, San Antonio.


BROZA, STAN LEE. M.C. for children's hour, program director, WCAU, Philadelphia. (R) Local shows for American Oil Co., others. (V) Stan Lee Broza & His WCAU Kiddies.

BRUCE, FRANK W. Sports announcer, WJRD, Tuscaloosa. (R) Also WMFF, Plattsburg; local shows for Dr. Pepper, Coca-Cola, others.

BRUNDAGE, HUGH. Announcer, producer, KHJ, Los Angeles. (R) Mutual-Don Lee Network shows including Sports-Bullseyes (Brown & Williamson Tobacco Co.); Newspaper of the Air (Alka-Seltzer); Old Fashioned Revival (Gospel Broadcasting Assn.).

BRUNDIGE, BILL. Announcer, WAVE, Louisville. (R) Also WSIX, Nashville.

*BRUNELLI, LOUIS. Music arranger. (R) Metropolitan Opera Auditions of the Air (Sherwin-Williams, NBC Blue).

BRUNTLITT, GEORGE E. Director, KOBH, Rapid City. (Also commercial manager).

BRUSLOFF, NAT. Conductor. (R) Just Between Us (Rabin Cosmetic Co., Mutual); Mary Jane Walsh (The Barbasol Co., Mutual); Court of Human Relations, 1938-39 (Vadso Sales Corp., Mutual). (Formerly musical director, WMCA, New York.)


BRYAN, WILLIAM C. (R) Program manager, KRTSA, San Antonio. (R) Also NBC Pacific Coast shows; KFI, Hollywood.

BRYANT, BERYL. Sports announcer, KYOS, Merced.

BRYANT, EDWARD. Announcer, sound effects, WLEU, Erie.

BRYANT, EDWARD S. J. Announcer, CJCA, Edmonton. (R) Canadian announcer for Howie Wing, 1938-39 (Kellogg Co., CBS); Information Please, 1939 (Canadian Dry Ginger Ale, NBC Blue); others, on Canadian Broadcasting Corp.

*BRYANT, GEOFFREY. Announcer, actor. (R) Death Valley Days (Pacific Coast Borax Co., successively NBC Blue and Red); Central City (P & G, NBC Red).

*BRYANT, JANE. (Member of Enna Jettick Seven) Singer. (R) Stepping Along, 1939 (Enna Jetick Shoes, WABC, New York).


BUCHAN, BILL. Musician (Sunny Boys novelty group), CJRC, Winnipeg. (R) Also CKY, Winnipeg.

BUCK, ASHLEY. Dramatic director, Federal Theatre Radio Division. (R) Also KFWB, Los Angeles; WMCA, New York. (F) RKO, Pathe (f); shorts. (L) Productions by Brock Pemberton, Philip Goodman, the Shuberts and others (f). (V) Lewis & Gordon acts.

BUCKAROOS. Bill Mitchell (singer, instrumentalist), John T. Mitchell, Jr. (actor, singer, instrumentalist), Pearl Pickens Mitchell (singer). (R) Carson Robison and His Buckaroos, 1932 (Barbasol, NBC Red); Bar X Days and Nights, 1933-34 (Health Products, NBC Blue and CBS); H-Bar-O and Bunkhouse Folies with Carson Robison, 1933-36 (CBS); Carson Robison and His Buckaroos, 1937-39 (Musteroles, Mutual, 1937-38; NBC Blue, 1938-39); others, including transcriptions. (F) Shorts. (V) Appearances, as a group, in England; Mitchell Brothers, Singing Banjoists, 1920-29. (PR) RCA Victor.

BUCKLEY, FLOYD. Actor (character, comedy). (R) Starred as Popeye the Sailor for 3 years for various sponsors; Howie Wing (Kellogg Co., CBS); Pepper Young's Family (P & G for Camay Soap, NBC Red and Blue); Your Family
and Mine (Sealtest, CBS); Famous Plays (NBC); numerous others, since 1928, including commercials and NBC and CBS sustaining, local shows on WMCA and WOR, New York. (F) Silent films; Pathe (f); slide films. (L) Fisher Marden, 1900; Silver Slipper, 1901-03; Breaking Into Society, 1903; Bankers and Brokers, 1906; others, including own stock and repertoire shows for 4 years. (PR) RCA Victor. (Currently associated with Sam Hammer Productions as writer and producer).

BUD & SPUD. See Ralph Hunt and Samuel Bledroe.

BUDD, MILTON H. Juveniles' announcer, producer, M.C., WMBD, Peoria. (F) Commercial shorts. (V) Theatre appearances.

*BUFFMAN, RAY. Script writer. (R) Tuesday Night Party (Lever Bros., CBS).

BUHRMAN, BERT. Musical director, KCMA, Kansas City. (R) Also WREN, Lawrence; WHB, Kansas City.

BUILTA, TOM. Announcer, WBBM, Chicago. (R) Poetic Melodies, 1937-38 (Wm. Wrigley, Jr., Co., CBS); Scattergood Baines, 1938 (Wm. Wrigley, Jr., Co., CBS); also WGN, Chicago; transcriptions.

BULL, FRANK. Sports announcer. (R) Under contract to Lord & Thomas for Associated Oil Co. football broadcasts.

*BULLARD, MARGARET. Member of the Twin Trio. (R) Fred Waring & His Pennsylvanians (Grove Laboratories, Inc., NBC Red).

BUNCE, ALAN. Actor (straight leads, juveniles, light comedy). (R) Hello Peggy, 1936-38 (Drackett Co. for Drano, NBC Red); David Harum, 1937 (B. T. Babbitt for Bab-O, NBC Red); For Men Only, 1937-38 (Bristol-Myers, NBC Red); John's Other Wife, 1938-39 (Louis Philippe and Edna Wallace Hopper Cosmetics, NBC Red); Young Widder Brown, 1938-39 (Cal-Aspirin and Haley's M-O, NBC Red); Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS); others. (F) RKO (f). (L) Productions by the Shuberts, George Tyler, Eddie Dowling, John Golden and others (f); tour with repertory company, Australia and New Zealand.

BUNCH, COYITA. Singer, KWK, St. Louis. (R) Also KMOX and KSD, St. Louis. (V) Hotel appearances.

FRAN FREY
3rd BIG YEAR ON 'BIGTOWN'
(Rinso-Lever Bros.)

ORIGINAL MUSIC
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BUNDESEN, RUSS. Actor. (R) Bachelor's Children, 1936-37 (Cudahy Packing Co. for Old Dutch Cleanser, CBS and Mutual); Story of Mary Marlin, 1937 (International Celulocotton Co. for Kleenex, NBC Red). (LS) Adventures Abroad, 1937 (Goldenrod Ice Cream, WGN, Chicago); Virginia Lee & Sunbeam, 1937-38 (Maca Yeast, WLS, Chicago).

BURCH, HENRY. Comedian, M.C. (R) Cheer Up American, Jan. to April, 1938 (Mennen Co., NBC Red); Capt. Tim Healy's Stamp Club, Sept. to Dec., 1938 (Kellogg Co., Mutual); others in past six years.


BURCH, ED. Announcer, WRNL, Richmond. (R) Also Virginia Broadcasting System; football for Atlantic Refining Co., others.

BURCHELL, MAURICE. Women's programs, announcer, CKY, Winnipeg.


*BURGER, TONY. Actor. (R) Dog Heroes, intermittently (Modern Food Process, NBC Blue).


BURKE, BOB. One-man show, KWK, St. Louis. (R) Local shows for B. F. Goodrich, RCA, American Packing Co., others.

BURKE, J. FRANK. Editorial commentator on current news, KFVD, Los Angeles. (Former editor and publisher of Elyria Chronicle Telegram, Bucyrus Telegram Forum, Santa Ana Register).

BURKE, WALTER L. Actor, dialectician, comedian, FTRD. (R) Sustaining shows on CBS and Mutual. (F) Universal, Paramount, Monogram; shorts. (L) Help Yourself, Red Harvest, Man on the Dock (f). (V) Ideals in Green, The Merry Men.

BURKHOLDER, RUDY. Accordionist, yodeler, WIBA, Madison. (R) Also Swiss Village at Chicago World's Fair, 1934 (NBC). (F) Frobenius Film A. G., Switzerland (s). (V) Appearances in America and England, since 1929. (PR) Decca, Kristall (Swiss), RCA Victor. (Also composer).

BURKHART, OLIVER (Barnyard Pete). Imitator, WHO, Des Moines.

BURLINGAME, BOB. Newscaster, WHO, Des Moines.

BURNETT, NEWMAN H. Announcer, actor, WHK-WCLE, Cleveland. (L) 1933-37.


BURNS & ALLEN (George N. Burns, Gracie Allen). Comedy team. (R) Guy Lombardo Orchestra with Burns & Allen, 1929-34 (General Cigar Co., CBS); The Adventures of Gracie, 1934-35 (General Cigar for White Owl Cigars, CBS); Burns & Allen, 1935 to April, 1937 (Campbell Soup Co. for Campbell's Tomato Juice, CBS); Burns & Allen, 1937-38 (General Foods for Grape Nuts, NBC Red); Burns & Allen, 1938-39 (Liggett & Myers Tobacco for Chesterfields, CBS). (F) RKO, Paramount (f). (V) Burns & Allen, many years.

BURNS, BOB. Comedian. (R) Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red). (F) Paramount. (V) In vaudeville and night clubs since 1912.

BURNS, EARLINE. Singer, pianist, WMSD, Shefield.

BURNS, FRED. Program director, sports announcer, WSAZ, Huntington.

BURNS, GEORGE (Nat). See Burns & Allen.


Burr, HENRY. Singer (ballads). (R) National Barn Dance, 1933-39 (Miles Laboratories for Alka-Seltzer, NBC
PROFESSIONAL RECORDS—Continued

Blue); Uncle Ezra, 1934-39 (Alka-Seltzer, NBC Red); Uncle Ezra’s Sunday Afternoon in Rosedale, 1938-39 (Alka-Seltzer, NBC Red). (V) Owned act, Eight Popular Victor Artists; coast to coast appearances, 15 years; veteran Victor recording artist.

BURRELL, ART. Bass violinist, WMC, Memphis.

BURROUGHS, MISS JACKIE. Singer, WRC-WMAL, Washington.


BURTON, D. A. Sports announcer, WLBC, Muncie.


BUSFIELD, ROGER M. News commentator, KNOX, Austin. (R) Also Texas State Network.

BUSH, CHARLES E., JR. Continuity writer, producer, KCMO, Kansas City, Mo. (R) Also KTUL, Tulsa, for Phillips Petroleum, Barnsdall Refining and others.

BUSH, DON (LINCOLN L.) & HELEN MAE. Harmony team, WLW-WSAI, Cincinnati. (R) Also WLS, Chicago.

Ted Collins is proud to present

BETTY GARDE

in her own starring vehicle

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Starting October 9—CBS

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GENERAL FOODS
local show for Aladdin Lamp Co., others. (V) Theatre appearances.

BUSHEY, DOROTHY. Singer, KDKA, Pittsburgh. (R) Member of Dot and Pat team. (V) Personal appearances; with Dick Powell, 1931-32.

BUSHEY, ROBERT B. Musician (string bass, trombone), WPTF, Raleigh.

BUSH, FRANCIS X. Actor. (R) Margot of Castlewood (Quaker Oats Co., NBC Blue); Stepmother (Colgate-Palmolive-Peet Co., CBS); Story of Mary Martin (International Cellucotton Products, NBC Red); First Nighter (Campana Sales Co., NBC Red). (F) 423 productions; starred in many silent films. (L) Broadway musicals; stock, road shows. (V) 8 years.

BUSSE, ROBERT J. Program director, chief announcer, CJOOC, Lethbridge.


BUTCHER, BLAYNE. Producer, director. (R) Jergens Journal (Andrew Jergens Co., NBC Blue); Winchell Column Quiz, summer of 1938 (Andrew Jergens Co., NBC Blue). (Associated with Lennen & Mitchell).

BUTCHER, DWIGHT. Singer, guitarist, actor, KMBC, Kansas City. (R) Also KFWB, Los Angeles; WEEV, Reading; WHAM, Rochester; WMCA, WNEW, New York; local shows for Crazy Crystals, Drug Trade Products, Olson Rugs. (V) Theatre appearances. (PR) RCA Victor, Decca.

BUTLER, EDDIE. Organist, WOW, Omaha.

BUTLER, FRANK. Actor (straight, character, dialect, juvenile). Death Valley Days, 1932-39 (Pacific Coast Borax, NBC Blue, Red); American Family Robinson, 1932-38 (National Assn. Mfrs., transcriptions); Lavender and Old Lace, 1934-35 (Bayer Aspirin, CBS); Old Dr. Jim, 1935-36 (Bayer Aspirin, NBC Red); Echoes of New York Town, 1936-37 (Consolidated Edison Co., WEAF, New York City); Twin Stars, 1936-37 (National Biscuit Co., NBC Blue); Pepper Young's Family, 1936-38 (Procter & Gamble for Camay Soap, NBC Red and Blue); others. (F) Shorts. (Also script writer).

BUTLER, JACK M. Singer, yodeler, guitarist, CJGX, Yorkton. (V) Blackface comedian, 1934.

BUTTERFIELD, BILL. Announcer, pianist, vocalist, KCRC, Enid.

BUTTERFIELD, HERBERT. Producer, actor. (R) Margot of Castlewood, 1938 (Quaker Oats Co., NBC Blue); Dan Harding's Wife, 1938 (National Biscuit Co., NBC Red).

BUTTERWORTH, BERT. Commentator, narrator, writer, producer, M.C. (R) KFWB, KFI, KFAC, Los Angeles.


BUTTERWORTH, WALLACE. Interviewer. (R) The Radio Newsreel (Cummer Products, NBC Red); Thatcher Colt Mysteries (Packter's Tar Soap, Inc., NBC Red); Vox Pop (Cummer Products, NBC Red); Terry and the Pirates (Bowey's, Inc., NBC Red). (Worked as team with Parks Johnson.)

BUTLE, LESLIE. Guitarist, CHNC, New Carlisle.

BUTTRAM, PAT. Comedian. (R) National Barn Dance, 1934-38 (Miles Laboratories for Alka-Seltzer, NBC Blue). (LS) WJBY, Gasden; WLS, Chicago. (V) WSGN Radio Show, 1933; WLS National Barn Dance, 1934-38.


BUZZELL, LELAND. Singer, WLAB, Lawerence. (R) Also WHDH, Boston. (V) Theatre appearances.

BYERLY, MARGARET. Singer, WWNC, Asheville.

BYES, BILLIE. Actress (ingenues, leads), comedienne (Scandinavian dialect), script writer. (R) Hawthorne House, 1936-39 (Wesson Oil & Snowdrift Sales Co., NBC Red); I Want a Divorce, 1937 (Sussman Wormser & Co., NBC
PROFESSIONAL RECORDS—Continued

Red); Dr. Kate, 1938 (Sperry Flour Co., NBC Red); Woman's Magazine of the Air, 1939 (Lamont Corliss for Danya Hand Lotion, NBC Red); numerous other local and network shows, not current. (F) Bits as child actress. (L) Rip Van Winkle and others, as juvenile. (V) Debut at age of four; various circuits.

BYERS, WAYNE C. Producer, announcer, WHLB, Virginia. (R) Play-by-play sports, 1937-39 (various sponsors); others. (V) Theatre appearances.

BYRN, J. DAVID, JR. Announcer, M.C., singer, WBAP, Ft. Worth. (R) Also Texas Quality Network shows, including one for Hinds Honey & Almond Cream.

BYRN, JOHN D., JR. Announcer, actor, singer, news commentator, M.C., KARK, Little Rock. (R) Also WHIO, Dayton.

BYRNE, BRIAN J. Writer, director, FTRD. (R) Columbia Workshop (CBS); also on WHN, WQXR and WOR, New York. (L) Dramatic stock. (V).

BYRNE, PAULINE. See Six Hits and a Miss.


*BYRON, GENE. (R) Houseboat Hannah, 1938-39 (P & G, NBC Red and Blue).

BYRON, WARD. Writer, producer. (R) Dr. Kate, 1936 (Best Foods, NBC Pacific Coast); Meredith Willson's House of Melody, (NBC Pacific Coast); Eddy Duchin's Orchestra, 1937 (Elizabeth Arden, NBC Blue); dramatic sketches for Your Hollywood Parade, 1938 (American Tobacco, NBC Red); Fitch Bandwagon, 1938-39 (F. W. Fitch Co. for Shampoo, NBC Red). (V) Appearances with George Jessel, 1938.

BYSINGER, ALBERT (Smilin' Sam). Singer, WHO, Des Moines.

LUD GLUSKIN
Musical Director
WESTERN DIVISION
COLUMBIA BROADCASTING SYSTEM

LIFEBUOY "TUESDAY NIGHT PARTY"
Edward Small's Production—
"THE MAN IN THE IRON MASK"
C

CADETS, THE. (Arnold Isolan, Al Strackey, Cal Scheibe, Reo Fletcher). Male quartet, WMAQ-WENR, Chicago. (R) Sunbrite Smile Parade (Swift & Co., NBC Blue); also sustaining shows. (V) Theatre appearances.

*CADDY, JERRY. Dialogue writer. (R) John's Other Wife, 1939 (Old English, BiSoDol, NBC Red); Lorenzo Jones, 1939 (Chas. H. Phillips, NBC Red).

*CAESAR, IRVING. Singer, composer. (R) WMCA, New York, Royal Gelatin Hour (Standard Brands, NBC Red). (V) Theatre appearances.


CAHAN, GEORGE. Announcer, actor, producer, WHP, Harrisburg. (R) Also WTNJ, Trenton; WIP and WCAU, Philadelphia. (L) Stock (f).

CAIN, NOBLE AND CHORUS. Singers. (R) Aunt Jemima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue); Margot of Castlewood (Quaker Oats Co., NBC Blue).

CAINE, BETTY. Actress. (R) A Tale of Today (Princess Pat, Ltd., NBC Red); Story of Mary Marlin (Procter & Gamble for Ivory Soap and Flakes, NBC Red and Blue); Madame Courageous (Glidden Co. for Durkee Famous Foods, NBC Blue), also bit parts in First Nighter (Campana Sales Co., NBC Red); Zenith Radio Foundation (Zenith Radio Corp., CBS). (L) Stock: Civic Theatre work.

CAIRNS, CY. Program and musical director, announcer, CFQC, Saskatoon. (R) Cy Cairns and His Piano, 1938 (Ford Motor Co.); others.

CAIRUS, GEORGE. Announcer, WORC, Worcester.

CALAMARIA, VICKI. Entertainer, WGY, Schenectady.

CALDER, CRANE. See Amsterdam Chorus.

*CALDWELL, JOHN. Script writer. (R) Scripts for Backstage Wife, 1938 (Dr. Lyon's Toothpowder, NBC Red).

CALKINS, BEVERLY & BOB. Singers, pianists, WBYR, Waterbury. (V) Theatre appearances.

CALLEN, DON M. Announcer, WWJ, Detroit.

CALLOWAY, CAB. Band leader, singer. (R) Guest appearances with Rudy Vallee, Royal Gelatin Program (Standard Brands, NBC Red) and others. (F) M-G-M, Republic (f); shorts. (V) 10 years, as band leader, singer and dancer, in all key cities of the U. S. and Europe; stage tours, clubs, cafes, etc. (PR) Vocalion. (Made "Minnie the Moocher" famous on stage and radio).

CALONDE, JEAN. Announcer, singer, M.C., CKAC, Montreal. (R) Programs for Anacin, Wrigley Gum and others. (V) Theatre appearances. (PR) RCA Victor.

CALVAS, MARY. Singer, WWVA, Wheeling. (R) Also KKV, Pittsburgh. (V) Theatre appearances.

CALVERT, PATRICIA. Actress. (R) Mrs. Wiggs of the Cabbage Patch, 1937-38 (Old English Wax and BiSoDol, NBC Red); Just Plain Bill & Nancy, 1937 (Anacin, BiSoDol, NBC Red); Personal Column of the Air, 1937 (Procter & Gamble for Chipso, NBC Blue); Royal Gelatin Hour, 1937-38 (Standard Brands for Royal Gelatin, NBC Red); Our Gal Sunday (Affiliated Products, CBS). (L) Stock and productions by Laurence Schwab, Theatre Guild, the Shuberts, A. C. Blumenthal, Brock Pemberton and others, 1927-36.

CALVIN, ROSEMARY. Vocalist, WWJ, Detroit. (R) NBC sustaining Red program; local shows. (V) The Calvins & Rosemary.

CAMARGO, RALPH J. Announcer, actor, KIRO, Seattle. (R) Also transcriptions. (L) Pasadena Playhouse, Hollywood Community Playhouse, Connell Players, stock; others (s.f). (V) Theatre appearances. (Also series of recordings.)

CAMERON, AL. Writer, producer, singer, actor, M.C. (R) Son & Tron, 1928-29 (Sonatron Tubes, CBS); Al & Pete, 1930-31 (Chevrolet Motor Co., NBC Red, 1930; Cocomalt, NBC Red, 1930-31); Bill & Henry, 1932-33 (Westinghouse, NBC Red); Phillip Poly Follies, 1937-38 (Phillips Petroleum, CBS). (As Al, of Al & Pete, also heard on various NBC and CBS programs). (V) Al & Pete, 1920-31; Al Cameron & Band; single act; also
profession records—continued

theatre and night club appearances, here and abroad. (Currently with KMOX, St. Louis.)


Cameron, Cliff. Organist, WDOD, Chattanooga.

Cameron, Layman. Newscaster, WAOI, San Antonio.


Cameron, Ray. Artists bureau manager, WMFF, Plattsburg. (R) Also WJNO, West Palm Beach. (F) Fox, British Gaumont. (L) Stock. (V) Theatre appearances. (PR) Melotone, Brunswick.

*Camp, Raymond R. Sports writer and editor. (R) NBC shows.

Camp, Reba May. Song writer, KGKO, Fort Worth. (PR) Decca.

Campbell, Archie. Comedian, WNOX, Knoxville. (L) 1936-38. (V) "Grandpappy".

Campbell, Dick. Announcer, M.C., actor, KGKF, Shawnee.

Campbell, Jim P. Announcer, KOA, Denver.

Campbell, Naomi. Actress (comedy, character, straight, English dialects). March of Time, 1938 (Time, Inc., NBC Blue); others, including transcriptions for Carter’s Little Liver Pills; programs on Radio Luxembourg and British Broadcasting Corp. (F) London production. (L) Love on the Dole, 1936; Victoria Regina, 1937; summer stock, 1937; Dear Octopus, 1938-39.

Campbell, Roy. Choral conductor, vocal coach. (Director of Roy Campbell’s Royalists; Eight Continents; The Ambassadors). (R) Spartan Radio Program, 1936-37 (Spartan Radio Co., NBC Red); Time of Your Life, 1937-38 (Gruen Watch Co., NBC Red); Roy Campbell’s Royalists, 1937 (General Electric Co., NBC Red); Spotlight Revue, 1938 (Magic Baking Powder Co., Canadian Broadcast-
ing System). (GA) Royal Gelatin Program (Standard Brands, Inc., NBC Red); Town Hall Tonight (Bristol-Myers Co., NBC Red). (F) Columbia, Warner Bros. and Universal shorts, 1937-38. (V) 1937-38; hotel engagements. (Recordings by the Royalists.)

CAMPBELL, VICTOR F. Producer, announcer, WGY, Schenectady. (R) Also WGR, WKBW, Buffalo; WSYR, Syracuse; local shows for Cortland Baking Co., Richard Hudnut Co., Kellogg Co., others.

CAMPBELL'S ROYALISTS, ROY. Singers. (R) The Time of Your Life (Gruen Watch Co., NBC Red). (V) Theatre and night club appearances.

CANADY, JOHN. Sports commentator, KMPC, Beverly Hills. (R) Also NBC and Don Lee programs, 1935. (F) Shorts.

*CANOVA, ANNIE. See Judy Canova.

CANOVA, JUDY. Comedienne, singer, (R) Woodbury program, 1936-37 (Jergens-Woodbury Sales, NBC Blue); with Anne and Zeke Canova, Chase & Sanborn Hour, 1938 (Standard Brands, NBC Red). (F) Paramount (f); shorts. (L) Calling All Stars, 1934-35; Ziegfeld Follies, 1936 (s). (V) Judy Canova, Anne & Zeke, past 8 years. (PR) Columbia.

*CANOVA, ZEKE. See Judy Canova.

CANSDALE, HARRY. Actor, WLW-WSAI, Cincinnati. (R) Occasionally roles in Little Orphan Annie (Wander Co., NBC Red); Betty & Bob (General Mills, Inc., CBS); Don Winslow of the Navy (Kellogg Co., NBC Blue); others. (L) Stock. (V) 1915-17.

CANTOR, CHARLES. Actor (character). (R) Kate Smith's Bandwagon, 1937 (General Foods, CBS); Town Hall Tonight, 1937-38 (Bristol-Myers for Ipana and Sal Hepatica, NBC Red); Kitchen Cavalcade, 1937-38 (C. F. Mueller Co., NBC Blue); Terry and the Pirates, 1938-39 (Bowey's for Dari-Rich, NBC Red); Spy Secrets, 1938 (Cummer Products for Energine, NBC Red); Johnny Presents "Where Are We," 1939 (Philip Morris & Co., Mutual); Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red). (LS) Billy & Betty, 1936-37 (Sheffield Farms, WEAF, New York City).

CANTOR, EDDIE. Actor, comedian. (R) Chase & Sanborn Program, 1931-34 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Eddie Cantor, 1935 (Lehn & Fink for Pebeco Toothpaste, CBS); Texaco Town, 1936-1938 (The Texas Co. for Texaco Gasoline); Cantor's Camel Caravan, 1938-39 (Camel Cigarettes, CBS). (F) Paramount, 1925-27; Samuel Goldwyn, 1930-36; 20th Century-Fox, since 1937 (s); shorts. (L) Ziegfeld Follies, 1917-19, 1927; Midnight Rounders and Make It Snappy, for the Shuberts, 1920-21; Kid Boots for Ziegfeld, 1924-26; Whoopee, for Ziegfeld, 1927-29. (V) Gus Edwards' Kid Kabaret, 1907-09; Bedini & Arthur, 1909; Cantor & Lee, 1913-16; personal appearances, 1939. (Also author, with, and without the late David Freedman, of magazine articles).

*CARD, CATHERINE. Actress. (R) The Woman in White 1938-39 (Pillsbury Flour Mills Co., NBC Red); Madame Courageous, 1938 (Glidden Co. for Durkee Famous Foods, NBC Blue); Story of Mary Marlin (P & G, NBC Red and Blue).

CARD, CLELLAN. Announcer, actor, WCCO, Minneapolis-St. Paul. (R) Also WEBC, Duluth; local shows for Pure Oil Co., others. (F) Commercials. (V)

CARDER, EDWARD O. Continuity writer, WLW-WSAI, Cincinnati. (R) Shows for Crosley Corp., others.


CAREY, MACDONALD. Actor. (R) Young Hickory, 1937 (Procter & Gamble for Drene, WMAQ, Chicago); First Nighter, 1937-38 (Campana Sales for Italian Balm, NBC Red); Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red); Stella Dallas (Chas. H. Phillips, NBC Red). (L) Under management of Marc T. Nielsen (f); stock.

CAREY, RICHARD. Announcer, singer, KUJ, Walla Walla.

*CARHART, RUTH. (R) CBS shows.

CARL, CLIFF. Actor, character comedian, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., Consolidated Drug Trade Products, others. (V) Theatre appearances.


*CARLEY, MARION. (R) CBS shows.
CARLEY, RACHEL. Soprano. (R) Manhattan Merry-Go-Round, since 1935 (Dr. Lyon's Toothpowder, NBC Red). (V) Follies Bergere of Paris, 2 years; theatre in Brussels, 2 years; theatre appearances in New York, Chicago, Detroit, Philadelphia, etc.

CARLISLE, CLIFF. Orchestra leader, M.C., WAIR, Winston-Salem. (PR) Bluebird, Vocalion.


CARLON, FRANCES. Actress. (R) Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Story of Mary Marlin (Procter & Gamble, NBC Blue); Kitty Keene, Inc. (Procter & Gamble, CBS). (F) Fox. (L) Stock.

CARLON, LINDA. Actress. (R) Eno Crime Clues, 1932-36 (Harold F. Ritchie & Co. for Eno Fruit Salts, NBC Red); Life of Mary Sothern, 1934-35 (General Mills, Mutual); Death Valley Days, intermittently since 1936 (Pacific Coast Borax Co., NBC Blue, Red); Big Sister, 1937 (Lever Bros., CBS); The O'Neills, 1937 (Procter & Gamble, NBC Red and Blue); Follow the Moon, 1937 (Jergens-Woodbury Sales, NBC Red); Pretty Kitty Kelly, 1937 (Continental Baking Co., CBS); Myrt & Marge, 1937-39 (Colgate-Palmolive-Peet, CBS). (F) Shorts. (L) Productions by Sam Harris, 1924; William Harris, A. H. Woods, Brock Pemberton and Sydney Phillips. (V) Acts for Lewis & Gordon, Pat Casey.

CARLSON, HOWARD. Announcer, KFNF, Shenandoah. (R) Baseball games, 1938 (General Mills, KMA, Shenandoah). (L) Stock. (V) Personal appearances.

CARLSON, KENNETH V. Ventriloquist, M.C., WLW-WSAI, Cincinnati. (V) Theatre appearances.

CARLSON, MILDRED W. Continuity writer, WBZ-WBZA, Boston. (R) Local shows including one for John Morrell & Co.

CARLSON, "WAMP". Singer (baritone), Swedish comedian. (Member of the Three Jesters). (R) Tastyeast Jesters, 1930-34 (Tastyeast, NBC Blue); The Fire-chief's Uncle, 1933 (Texas Co., NBC Red); The Molle Show, 1933-34 (Cummer Products, NBC Red); Tea Time Tunes, 1936 (General Baking for Bond Bread, CBS); Corn Cob Pipe Club, 1936-37 (Edgeworth Parks Johnson and Wally Butterworth Now in Seventh Sponsored Year on the Air

**CARLTON, HENRY FISK.** Writer. (R) Vivian, 1927 (Coca-Cola Co., NBC); Soconyland Sketches, 1928 (Socony-Vac-uum Co., NBC Red); General Motors Hour, 1928 (General Motors Corp., NBC Red); Gus and Looie, 1929 (Schroeder Valve Co., NBC Red); Mr. and Mrs., 1929 (Graybar Electric Co., CBS); Sandy and Lil, 1930 (Eskimo Pie Co., CBS); Stebbins Boys, 1931 (Ewitt & Co., NBC Red); Vivian and Her Life Saver, 1935 (Life Savers, Inc., CBS); Nine to Five, 1936 (L. C. Smith Co., NBC Red) (All these programs were written in collaboration with Wm. Ford Manley); various sustaining network shows. (LS) WOR, New York.

**CARMAN, JOHNNY.** Program director, entertainer, announcer, KASA, Elk City. (V) 1934-37.

**CARNEGIE, DALE.** Inspirational speaker. (R) Little Known Facts about Well-Known People, 1933-36 (Maltex Cereal Co., NBC Red, 1933-35; CBS, 1935-36); How to Get Ahead, 1937 (Emigrant Industrial Savings Bank, WOR, New York City); How to Win Friends and Influence People, 1938 (Colgate-Palmoive-Peet, NBC Red). (Author of How to Win Friends and Influence People [film rights owned by M-G-M], and other books; lecturer).

**CARNEY, DON ("Uncle Don").** Children's programs, WOR, New York, for 11 years.


**CARPENTER, BOYDON.** Hillbilly singer, M.C., WAIR, Winston-Salem. (PR) Voc-alcation, Bluebird.


**CARRINGTON, ELAINE STERNE.** Writer. (R) Red Davis, 1933-35 (Beechnut Packing Co., NBC Red and Blue); Trouble House, 1936-37 (H. J. Heinz Co., CBS); Pepper Young's Family, 1936-39 (Procter & Gamble for Camay Soap, NBC Red and Blue); Dr. Christian (Chesebrough Mfg. Co. for Vaseline products CBS); When a Girl Marries, 1939 (Prudential Insurance Co., CBS). (L) Author one-act plays.


**CARR, WESS.** Singer, narrator, announcer, KCMO, Kansas City. (R) Quartet bass on Lum and Abner program, 1933 (Ford Motor Co., NBC Red); also WGAR and WTAM, Cleveland, and CBS and NBC programs originating in Cleveland, as well as local shows on KCMO.

**CARRAWAY, THOMAS H.** Announcer, continuity writer, KGKO, Fort Worth. (R) Also WSBM, New Orleans; KTBS, Shreveport. (L) Little Theatre productions, 3 years.

**CARRIER, WILLIAM S.** Singer (Vaughn Four), WNOX, Knoxville.

**CARRINGTON, PAUL.** Director. (R) Gold Dust Twins, 1925-26 (Gold Dust Corp., WEAF, New York); Ampico Hour, 1927 (WEAF, New York); Majestic Hour, as member of piano team, 1929 (Majestic Radios, CBS); Eddie Cantor's Camel Caravan, 1938-39, as piano team with Edgar Fairchild (R. J. Reynolds Tobacco for Camel Cigarettes, CBS). (GA) Magic Key of RCA, 1937, '38, as piano team with Edgar Fairchild (Radio Corporation of America, NBC Blue). (L) Angela, 1926; First Little Show, 1929; Three's a Crowd,
1930; Ziegfeld Follies, 1925; On Your Toes, 1936 and Babes in Arms, 1937-38 (with Edgar Fairchild); others (f). (V) Appearances as member of Paul Whiteman’s Orchestra, 1927; own orchestra, presented by Whiteman, 1929-30. (PR) Liberty. (Also Ampico Reproducing Piano recordings, 1922-39).


CARROLL, CHARLES. Actor. (R) Hollywood Hotel, 1935-37 (Campbell Soup, CBS); Margot of Castlewood, 1938 (Quaker Oats Co., NBC Blue); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue); The O’Neills, 1939 (P & G NBC Red); also numerous network shows originating in Hollywood, 1934-37, local and Pacific Coast shows. (L) Stock.

CARROLL, GENE. Comedian (Gene & Glenn). (R) Quaker Early Birds, Gene & Glenn, 1930-32 (Quaker Oats Co., NBC Red); Gene & Glenn, 1934 (Gillette Safety Razor Co., NBC Red); Kellogg Corn Flakes Program, 1935-37 (Kellogg Co., Corn Belt Network); National Barn Dance, 1939 (Miles Laboratories for Alka-Seltzer, NBC Blue). (LS) Gene & Glenn, 1930-35 (Spang Baking Co., WTAM, Cleveland); Gene & Glenn, 1933 (Sohio Oil Co., WTAM, Cleveland, and WLW, Cincinnati). (F) Shorts. (V) Jack & Gene, 1923-29; Gene & Glenn, 1930-39. (PR) RCA Victor, American. (Started in radio 1926, as Gene of Jack & Gene; current team formed 1929.)

CARROLL, HELEN. Member of Merry Macs, precision song stylists. (R) Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); Town Hall Tonight, 1937-39 (Bristol-Myers Co. for Sal Hepatica and Ipana Tooth Paste, NBC Red); Benny Goodman’s Swing School, 1938 (R. J. Reynolds for Camel Cigarettes, CBS); Al Jolson Program, 1938 (Lever Bros. for Rinso and Lifebuoy Soap, CBS); For Men Only, 1938-39 (Bristol-Myers Co. for Vitalis, NBC Red). (F) Shorts. (V) Theatre appearances. (PR) Decca.

CARROLL, LA DENE. Vocalist, entertainer, KASA, Elk City.

CARROLL, MADELEINE. Actress. (R) The Circle, 1939 (Kellogg Co., NBC Red). (GA) 1937-39: Lux Radio Theatre (Lever Bros., CBS); Chase & San-
born Program (Standard Brands, NBC Red); Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red); Texaco Star Theatre (Texas Co., CBS). (F) Under contract to Walter Wanger Productions, Paramount (s); also Fox and British productions. (L) London productions, 1933-36.

CARROLL, NORM. Pianist, violinist, singer, WOW-WGL, Ft. Wayne.

CARRUTH, TOM M. Announcer, continuity writer, WDAE, Tampa. (L) Stock.

CARSCALLEN, PHILIPPE F. Announcer, actor, CFAC, Calgary. (L) British Guild Players, 1933. (Also publicity writer.)

CARSON, PAUL. Organist. (R) Breakfast with Sperry, 1930-31; Sperry Smiles, 1930-32; The Sperry Special, 1935-36 (all Sperry Flour Co., NBC Pacific Coast); One Man's Family, 1932-39 (successively sponsored by Wesson Oil and Snowdrift, Penn Tobacco, Royal Gelatin; since 1935 by Standard Brands for Tender Leaf Tea, NBC Red); Lee S. Roberts & His Old Memory Box, 1934-35 (Colfer Coffee, NBC Pacific Coast); Hawthorne House, 1935-38 (Wesson Oil and Snowdrift, NBC Red); It's a Fact, 1938-39 (International Shoe Co., NBC Red); Bridge to Dreamland, past 10 years (sustaining, NBC Pacific Coast). (V) As pianist.

*CARSON, SHORTY (The Ranch Boys). Member of cowboy trio. (R) Tom Mix & His Ralston Straight Shooters (Ralston Purina Co., NBC Blue).

CARTE, BOAKE. Commentator, writer, producer. (R) Boake Carter (Philco Radio Corp., CBS; General Foods Corp., CBS); transcriptions. Columnist, author of books on current events.


CARTER, BOB. Singer, WCAE, Pittsburgh. (R) Kellogg College Prom (Kellogg Co., NBC Blue); Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red); local shows.

CARTER, FORREST. Writer, actor, WKZO, Kalamazoo.

*CARTER, JOHN. (R) Chase & Sanborn Program (Standard Brands, Inc., NBC Red).

CARVER, ELIZABETH. Writer. (R) One time sustaining shows: Light of Mull (NBC, Sept. 9, 1936); One Silent Night (NBC, Dec. 24, 1937); Deborah (CBS, July, 1937).

*CARY, STROther. Director. (R) Red Grange, Sept. to Nov., 1938 (Pure Oil Co., CBS). (Associated with Leo Burnett Co., Inc.).


CASE, GEORGE T. Sports, special events and commercial announcer, producer, M.C., director, writer, actor, WRAL, Raleigh. (R) Also WLW, WCPO, WCKY and WKRC, Cincinnati, WIS, Columbia, transcriptions. (L) Ultra-Violet, 1931; Voodoo Clues, 1932; Snug Harbor, 1938; Merry-Go-Round, 1937; others (s,f). (V) Hullabaloo, Kenny & Kay, Klem & Sary's Hayride, since 1930. (Also assistant manager.)

CASE, J. FRED. Announcer, KGGE, Shawnee. (Also engineer.)

CASE, KENTON. Announcer, KGO-KPO, San Francisco.

CASE, MARILU. Announcer, producer, director, writer, commentator, WRAL, Raleigh. (R) Also WIS, Columbia; WKRC and WCPO, Cincinnati, and others. (F) Shorts. (L) Little Theatre Groups, Town Players (s,f). (V) 4 years; The Klem & Sary Hayride, George & Marilu, Hullabaloo Folies.

CASE, NELSON. Announcer. (R) Wheatena, 1931-34 (Wheatena Corp., NBC Pacific Coast Red); Voice of Firestone Garden Concerts, 1934 (Firestone Tire & Rubber Co., NBC Red); Lombardo Land, 1934-35 (Plough, Inc., NBC Red); Red Davis, 1934-35 (Beech-Nut Packing Co., NBC Blue); Armour Hour, 1935 (Armour Packing Co., NBC Blue); Ray Noble, 1935-36 (Coty, Inc., NBC Red); Sunday Nite Party, 1936-37 (Sealtest, NBC Red); Husbands and Wives, 1936-37 (Lamont Corliss & Co., NBC Blue); Hour of Charm, 1936-39 (General Electric, NBC Red); True Story programs since July, 1937 (Macfadden Publications, NBC Red, Blue); Dorothy Thompson, 1938 (Pall Mall Cigarettes, NBC Red); Criminal Case Histories with Warden Lewis E. Lawes, 1938-39 (William R. Warner Co. for
Sloan's Liniment, NBC Blue); Orphans of Divorce, 1939 (Dr. Lyon’s Toothpow- der, NBC Blue); others. (V) Sunset Six (band act), 1926-27. (Staff announcer, NBC.)

CASHMAN, EDMUND L. Director. (R) Linit Revue, 1932 (Corn Products, CBS); Guy Lombardo’s Orchestra with Burns & Allen (General Cigar for White Owl Cigars, CBS); Camel Quarter Hour, 1934 (R. J. Reynolds Tobacco Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS); Universal Rhythm, 1937 (Ford Motor Co., CBS); Steinie Bottle Boys, 1938 (Glass Container Assn. of America, NBC Blue); Time to Shine, 1938-39 (Griffin Mfg. Co. for Allwite, CBS); originated and produces, with Phil Cohan, Saturday Night Swing Club (sustaining, CBS); others, not current. (Associated with CBS since 1931; currently director, artists representative and member of the audition board.)

CASSEL, WALTER. Baritone. (R) Saturday Night Party (Sealtest, Inc., NBC Red); Rubinoff Program (Chevrolet Motor Co., CBS); Musical Moments (Chevrolet Motor Co., transcriptions); Radio Frolic (United Drug Co., transcriptions). (GA) Hammerstein Music Hall (Anacin, CBS); Chesterfield Presents (Liggett & Myers Tobacco Co., CBS); Maxwell House Showboat (General Foods Corp., NBC Red); General Motors Concerts (General Motors Corp., NBC Blue); Watch the Fun Go By (Ford Motor Co., CBS). (F) Warner Bros. (f); shorts. (V) Various theatres, 1937-38; appearances with Nick Kenny.
PROFESSIONAL RECORDS—Continued


CASTILLO, DEL. Production manager, organist, WEEI, Boston. (V) Theatre organist (featured).

*CATON, CHRISTINE. Musician. (R) Jane Arden (Ward Baking, NBC Blue).

CATON, EARLE. Announcer, continuity writer, WSPA, Spartanburg. (R) Also WBBZ, Ponca City.

CATTERALL, ALICE. Pianist, CKOC, Hamilton.


CAVICCHIO, SALVY. Musician. (R) NBC sustaining programs. (V) Hotel engagements as a member of 4-piece ensemble, and with Ruby Newman's Orchestra. (PR) Grey Gull, RCA Victor.

CECIL, HERMAN. Program director, announcer, KV WC, Vernon. (C) Also KDNT, Denton.

*CECIL, MARY. (R) Life & Love of Dr. Susan (Lever Bros., CBS).

CHADWICK, LEE. Writer, WTAR, Norfolk. (R) Also WTEL, Philadelphia.

CHALK, WESLEY. Sports announcer, WCOA, Pensacola. (R) Baseball games of Pensacola Fliers, Southeastern League.

CHALKE, IAN. Announcer, KTUC, Tucson.


CHAMBERLAIN, LARRY. Script writer, actor, director, WICC, Bridgeport. (V) 1930-39.

CHAMBERLIN, FRANCIS. Announcer, WMPS, Memphis. (R) Also WMC, Memphis, others; local shows for Coca-Cola Bottling Co.

CHANCE, ALFRED A. Producer, announcer, WB BM, Chicago. (R) Gold Medal Fast Freight, 1930-32 (General Mills, CBS); Lone Ranger, 1935-38 (Gordon Baking Co.; Mutual); also WJSV, Washington; WX YZ, Detroit. (L) Stock, 1924-25.

CHANDLER, ARTHUR, JR. Organizer, WLW-WSAI, Cincinnati. (R) Betty Moore, 1934-38 (Benjamin Moore & Co., NBC Red); local shows for Procter & Gamble, Olson Rug Co., others. (V) Theatre appearances.

CHAPEL, JOHN K. Announcer, WOW, Omaha.

CHAPIN, PATTI. Singer, W TIC, Hartford. (R) Also CBS shows.

CHAPMAN, DAVE. Producer, sports announcer, KCKN, Kansas City. (R) Football Broadcasts, 1933-36 (Coca-Cola, KRMD, Shreveport); Football Broadcasts, 1938 (Socony-Vacuum, KCKN, Kansas City); others, including special events carried by the networks. (L) Little Theatre.


CHAPPELL, ERNEST E. Producer, dramatic director, writer, news commentator. (R) Coty Melody Girl (Coty, Inc., CBS); Around the World with Libby (Libby, McNeill and Libby, NBC Blue); Wadsworth Dramas (Wadsworth Watch Case Co., NBC Blue); Richfield Country Club (Richfield Oil Corp., CBS); Van Heusen Program (Phillips-Jones Corp., CBS); True Detective Mysteries (Macfadden Publications, CBS); La Palina Hour (Congress Cigar Co., CBS); Headlines (P. Lorillard Co., Mutual); Show of the Week (local co-operative campaign, Mutual); announcer for Campbell Playhouse, 1938-39 (Campbell Soup Co., CBS); others. (F) Newsreels; shorts (Paramount); commercials.

CHAPPELLE, GEORGE. Orchestra leader, CFCY, Charlottetown. (R) Also Canadian Broadcasting Corp. (V) Personal appearances.

CHARIOTEERS, THE. Negro quartet, NBC and WOR, New York. (R) Also Wildroot Program (CBS); Aspirin (NBC). (GA) Rudy Vallee, Ben Bernie, Fred Waring, others. (F) Universal (shorts).
PROFESSIONAL RECORDS—Continued

CHARLEBOIS, CAMILLE. Announcer, CHLT, Sherbrooke. (Also station engineer).

CHARLES, LEWIS. Announcer, M.C., WHN, New York. (R) Also WINS and WOV, New York; transcriptions.


CHARNINSKY, HYMAN. Musician. (R) Watch the Fun Go By, 1937 (Ford Motor Co., CBS); also appeared on Texas Quality Network, 1935-37. Currently with KRLD, Dallas.

CHASE, Bob ("Skipper"). Announcer, M.C., WIL, St. Louis.


*CHASE, KATHERINE. Script writer. (R) Valiant Lady, 1938-39 (General Mills, NBC Red and Blue).


CHASE, RICHARD C. Continuity writer, KMOX, St. Louis. (R) Commercial announcer, KMBC, Kansas City; local shows for Grove Laboratories, American Tobacco Co.; sustaining CBS shows.

CHASE, TOM. Announcer, WOW, Omaha.

CHASE, VICKI. Entertainer. (R) Smoke Dreams (H. Fendrich, Inc., NBC Red).


CHEERIO. See Charles K. Fields.

CHERNIAVSKY, JOSEF. Musical conductor, arranger. Currently musical director, WLW, Cincinnati. (R) Also Musical Cameraman (International Silver Co., 1936-37, NBC Red); My Lucky

LYN MURRAY
and His Orchestra
on
PHIL BAKER'S
"Honolulu Bound"

Extra facts if you want 'em:

CHOIRS ON: Chesterfield, Chrysler, Sealtest, Rudy Vallee, Heinz, U. S. Rubber, Fred Allen, Socony, Griffin, Ford, Gruen and Lucky Strike.

ORCHESTRAS ON: Woodbury and CBS sustaining.
PROFESSIONAL RECORDS—Continued


CHESHIRE, HARRY ("Pappy"). Director, KMOX, St. Louis. (R) Local shows, including Barnyard Follies for Drug Trade Products. (L) Stock. (V) Theatre appearances.

CHILDE, ROBERT. Pianist, arranger. (R) Contended Hour, 1932-39 (Carnation Milk, NBC Red); College Memories, 1931 (National Battery Co., NBC Blue); Armour Hour, 1932-34 (Armour & Co., NBC Blue); Crazy Water Crystals, 1933-34 (Crazy Water Hotel Co., NBC Red and Blue).

CHILDS, LELAND. Announcer, baritone, sports commentator, WBRC, Birmingham.

*CHILDS, REGGIE. Orchestra leader. (R) NBC sustaining shows.

CHILTON, JIM. Singer, director, continuity writer, WSYR, Syracuse. (R) Also WHN, WEZJ, WNAC, Boston. (L) Stock. (V) Theatre appearances.


*CHISM, SYBIL. Organist. (R) Lum and Abner, 1938-39 (General Foods, CBS).

*CHOAT, HELEN. (R) Pretty Kitty Kelly (Continental Baking, CBS).

CHON, MYRON E. Director. (R) Just Entertainment, March to July, 1938 (William Wrigley, Jr., Co., CBS). (Copy chief, Neisser-Meyerhoff, Inc.).

CHOST, EDDIE. Announcer, WCFL, Chicago. (R) Also KJH, KMTR, Los Angeles; KMPC, Beverly Hills; WCLF, Chicago. (P) 20th Century-Fox (voice work). (V) Theatre appearances.

*CHOTZINOFF, SAMUEL. Music commentator. (R) NBC symphony programs.

CHRIST, JOHN H. Producer. (R) Baker's Broadcast (Standard Brands for Fleischmann's Yeast for Bread, NBC Blue); Harriet Parson (Emerson Drug for Bromo-Seltzer, NBC Blue); others. (Associated with J. Walter Thompson Co., Hollywood).

CHRISTENSEN, H. T. Musician, WMT, Cedar Rapids. (R) Local show for Olson Rug Co., others. (V) Theatre appearances.

CHRISTIAN, EARL. Pianist, arranger, WHIO, Dayton.

*CHRISTOPH, CHARLES. Script editor. (R) Young Widder Brown (Cal-Aspirin, Haley's M-O, NBC Red); Lorenzo Jones (Chas. H. Phillips, NBC Red); Alias Jimmy Valentine (Dr. Lyon's, NBC Red); Backstage Wife (Dr. Lyon's, NBC Red). (Associated with Blackett-Sample-Hummert.)

CHRISTY, KEN. Actor. (R) Junior Nurse Corps (Swift & Co., NBC Blue); Zenith Radio Foundation (Zenith Radio Corp., CBS); Town Hall Tonight (Bristol-Myers Co., NBC Red); Stepmother (Colgate-Palmolive-Peet, CBS); Road of Life (Procter & Gamble, CBS).

CHUCK WAGON BOYS (Everett Berger, Lloyd Combs, E. E. Holstein). Cowboy and hillbilly trio, KANS, Wichita.

CHURCHILL, STUART. Tenor. (R) Fred Waring & His Pennsylvanians, 1933-35 (Old Gold Cigarettes, CBS, 1933; Ford Motors, NBC Blue, 1934-35); Sigmund Romberg's Studio Party, 1935 (Swift & Co., NBC Red); Saturday Night Party, 1936 (Sealtest Laboratories, NBC Red); Musical Reveries, 1936 (Corn Products, CBS); Fred Waring & His Pennsylvanians, 1938-39 (Grove Laboratories for Bromo Quinine, NBC Red). (V) Appearances with Fred Waring since 1930. (PR) RCA Victor.


*CIEVE, FAUSTO. Orchestra leader. (R) Metropolitan Opera Auditions of the Air, 1939 (Sherwin-Williams Co., NBC Blue).

CIVILLE, ROY. Sports announcer, KIDO, Boise. (R) All University of Idaho football games, 1938 (Associated Oil). (Also promotion manager).

CIZEK, WILLIAM. Announcer, WIBM, Jackson.

*CLAGGETT, CHAS. E. Director. (R) Tom Mix Straight Shooters (Ralston

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Purina Co., NBC Blue); Public Hero No. 1 (Falstaff Brewing So., NBC Red); Inside Story (Ralston Purina Co., CBS, NBC Blue). (Associated with Gardner Advertising Co.).

CLAIRE, HELEN. Actress. (R) Roses and Drums (Union Central Life Insurance, successively CBS, NBC Blue); Death Valley Days (Pacific Coast Borax, NBC Blue); Twin Stars (National Biscuit Co., NBC Blue); Aunt Jenny’s Real Life Stories (Lever Bros. for Spry, CBS); The O’Neills (P & G for Ivory Flakes, NBC Red, Blue); Grand Central Station (Lambert Pharmacal for Listerine, NBC Blue); Columbia Workshop (sustaining, CBS). (GA) Rudy Vallee’s Royal Gelatin Hour (Standard Brands, NBC Red). (F) Movietone News, as commentator on fashions, society, etc. (L) Jezabel; Nine Pine St.; Girls in Uniform; The Eldest; Kiss the Boys Goodbye, 1938-39 (s). (Has also written scripts for radio).

CLAIRE, MALCOLM. Character actor, writer. (R) National Barn Dance, 1932-35 (Miles Laboratories for Alka-Seltzer, NBC Blue); Sinclair Minstrels, 1936-37 (Sinclair Oil, NBC Blue); Fibber McGee and Molly, 1936 (S. C. Johnson & Son for Wax, NBC Red). (LS) Spareribs, 1933-34 (Campbell Cereal Co., WLS, Chicago); Olson Minstrels, 1933-34 (Olson Rug Co., WLS). (V) Spareribs, 4 years. (PR) Emerson, Columbia, RCA Victor.

CLANCY, R. R. Chief announcer, night program director, WHN, New York.

CLANEY, HOWARD. Commentator, announcer. (R) American Album of Famous Music, 1932-39 (Bayer Aspirin, NBC Red); Waltz Time, 1933-37, ’39 (Chas. H. Phillips Chemical Co., NBC Red); Metropolitan Opera Auditions of the Air, 1934-37 (Sherwin-Williams Co., NBC Blue); Jack Benny, 1934 (General Motors Corp., NBC Red); General Motors Concerts, 1934-37 (General Motors Corp., NBC Blue); Parade of the States, 1934-37 (General Motors Corp., NBC Red); Voice of Firestone, 1935-39 (Firestone Tire & Rubber Co., NBC Red); Al Jolson, 1935 (General Motors Corp., NBC Red); Paul Whiteman’s Orch., 1935-36 (Kraft-Phenix Cheese Corp., NBC Red); Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red); America’s Town Meeting of the (NBC Blue sustaining); others. (F)
PROFESSIONAL RECORDS—Continued

Shorts. (L) Productions by the Shuberts, Henry Miller, Sam Harris; others. (V) Personal appearances.

CLARK, GEORGE R. See George Reid.

CLARE, OTTO. Musician, KGO-KPO, San Francisco. (R) Woman's Magazine of the Air (participating, NBC Red).

CLARE, TED. See the Escorts & Betty.

CLARK, ALLAN. Musical and program director, production manager, WKY, Oklahoma City. (R) Transcriptions. (F) RKO. (V) With Phil Harris, Leah Ray, Estelle Taylor. (PR) RCA Victor, Columbia, Brunswick.


CLARK, CHESTER H. Announcer, WCAE, Pittsburgh. (R) Also WFMD, Frederick; WTAG, Norfolk.

CLARK, ELMER. Sports announcer, KABR, Aberdeen.

CLARK, HOWARD G. Announcer, CKSO, Sudbury.

CLARK, JAMES B. Musical director, KFPY, Spokane. (R) Also WLW, Cincinnati.

CLARK, JAMES B. Announcer, WPTF, Raleigh. (Also sports columnist for North Carolina weekly).


CLARK, MARTY. Singer, WLAW, Lawrence.

CLARK, RAY. News editor, announcer, WNAX, Yankton. (R) Local show for Allis-Chalmers Mfg. Co., others.

CLARK, VIRGINIA. Dramatic actress. (R) The Romance of Helen Trent, 1933-39 (Edna Wallace Hopper's Restorative Old English Floor Wax and others, CBS); Your Speech, 1935 (Better Speech Institute of America, NBC Blue); The Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red).

CLARKE, BURKE. Character actor, WTTW, Hartford. (R) Also Union Central Life Insurance program, NBC, 1936. (F) Paramount. (L) Productions by Sam Harris, the Shuberts, George Tyler and others; 38 years.

CLARKE, KITY. Actress (ingenue and children parts), Federal Theatre Radio Division. (L) Dramatic stock, 3 years; Shuberts' Boom Boom, 1929-30 (F). (V) Overseas Revue, Seminary Scandals, others.

CLARKE, PHILIP N. Actor (character, straight). Second Husband, 1937 (Bayer Aspirin, CBS); John's Other Wife, 1937-38 (Louis Philippe, Edna Wallace Hopper, NBC Blue); Court of Human Relations, 1938 (Macfadden Publications for True Story, Mutual); Famous Fortunes, 1938 (General Shoe Corp., Mutual); Magic Key of RCA, 1938 (Radio Corp. of America, NBC Blue); Dog Heroes, 1938-39 (Modern Food Process for Thrivo Dog Food, NBC Blue); We, the People, 1939 (Sanka Coffee, CBS). (LS) WMCA, New York, for Remington Rand. (F) Gaumont (British), 1912; shorts. (L) Intermittent roles, 1921-33, in Broadway, road and English productions. (PR) RCA Victor.

CLASBY, WARD E. Sports announcer, KGY, Olympia. (R) Also KLS and KROW, Oakland.

CLAVET, MADO. Singer, CHRC, Quebec.

CLAY, LLOYD F. Continuity writer, KMOX, St. Louis. (R) Also KGBX, KWTO, Springfield.

*CLEARLY, LEO. Announcer. (R) Dr. Kate, 1938-39 (Sperry Flour, NBC Red).

CLEAVE, OSCO J. Announcer, singer, WPDF, Flint.

CLEGHORN, JOHN. Special events and sports announcer, program manager. M.C., WMC, Memphis.


CLEMENTS, CHARLES H. Producer, director, writer, announcer, WMFO, Decatur. (R) Local shows for Texas Co., Chevrolet Motor Co., others.

CLEVELAND, HIBBARD. Announcer, singer, KSO-KRNT, Des Moines. (R) Also Iowa Broadcasting Co.; WHO, Des Moines. (V) Theatre appearances.
CLIFFE, HANSEN. Producer, chief announcer, KRKO, Everett. (R) Also KOL, Seattle.


CLIFFORD, JUNE. See Music Maids.


CLITES, MINOR. Pianist, accordionist, organist, singer, KOWH, Omaha. (R) Also KFNF, Shenandoah; WAAW, Omaha; WIBW, Topeka. (Blind musician).

CLOUGH, MERVIN. Announcer, M.C., KFYR, Bismarck. (R) Dakota Broadcasting System, 1938; local shows. (Also news and publicity director.)

CLOUGH, ROBERT S. Commentator. (R) Various NBC sustaining programs as staff conductor. (PR) American Record Corp.

CLOW, HARRY. Announcer, WCLS, Joliet. (R) Local shows for Texas Co., Standard Oil Co., others. (F) Shorts. (V) Theatre appearances.

CLUCAS, LESLIE. Singer. (R) House by the Side of the Road, 1934-35 (S. C. Johnson & Son for Johnson’s Wax, NBC Red); Fibber McGee & Molly, 1935 (Johnson’s Wax, NBC Red); National Barn Dance, 1935-39 (Miles Laboratories for Alka-Seltzer, NBC Blue); Horace

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• 1937-8 Twenty-two weeks with Jack Oakie Camel Caravan; twenty-four weeks Billy House Laughliner.

• 1939 Currently with Lifebuoy Tuesday Night Party.

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PROFESSIONAL RECORDS—Continued

Heidt & His Brigadiers, 1936-37 (Stewart-Warner Corp., CBS); transcriptions: Refreshment Time, 1936-37 (Coca-Cola); Lamp Lighfin' Time, 1938 (Aladdin Lamp); Checkerboard Time, 1938-39 (Rosalie Purina); Kennel Time, 1939 (Ken-L-Ration). (V) Theatre appearances.

COBB, MABEL. Book reviewer, writer. (R) Book Theatre, 1938-39 (cooperative program, Mutual). (Formerly on program staff of WCOP, Boston).

COCHRAN, DON. Announcer, KWK, St. Louis. (R) Also Iowa Network.


COCKRELL, ALSTON, JR. Entertainer, WMBR, Jacksonville. (L) 1938-39.

CODY, FRANK. Sports announcer, WEMP, Milwaukee.


COFFIN, TED. Announcer, sports and newscaster, WAGM, Presque Isle. (V) M.C., 1936-38.

COGHLAN, JAMES J. Comedy scripts. (R) No regular programs; material for Bob Hope, Beatrice Lillie and W. C. Fields. (L) Comedy sketches for the Second Little Show, Vanderbilt Revue, Follies, Scandals, Vanities, and others; material for Al Trahan, J. C. Flippen, Lew Field, Ray Dooley and many others. (Author of 5 books of comedy sketches).

COHAN, PHILIP. Producer. (R) Music from Hollywood, 1937 (Liggett & Myers for Chesterfield Cigarettes, CBS); Chesterfield Program, 1938 (Liggett & Myers, CBS); originator and producer of Saturday Night Swing Club, 1936-38 (CBS sustaining).

COLAMARIA, VICKI. Singer, WGY, Schenectady.

COLBERT, JANICE. Dramatic actress. (R) The O'Neills (Procter & Gamble, CBS); Famous Fortunes (General Shoe Corp. for Richland Shoes, Mutual); others. (F) Shorts. (L) Stock.

COLDPAVSKI, FRANCISCO. Pianist, CHNC, New Carlisle.

*COLE, ALONZO D. Actor, writer, director, WOR, New York.

COLE, ERMA J. Actress, continuity writer, WMT, Cedar Rapids.

COLE, FREDERIC B. Announcer, WBZ-WBZA, Boston. (R) Local shows for RCA Victor, Standard Oil.

COLE, GRADY. Humorist, newscaster, commentator, business news analyst, philosopher, WBT, Charlotte. (R) Programs for Welch Grape Juice, BC Remedy and others, since 1930.


COLEMAN, WILLIE. Pianist, orchestra leader, WWSA, Harrisonburg. (V) Night club and hotel appearances.

COLLINS, BOB. Musician, KFXM, San Bernardino. (R) Also KGER, Long Beach. (L) Federal Theatre projects, 1937. (V) Trio, Hawaiian act, cowboy act, dance band, solo, 1934-37; night club appearances.

COLLINS, JAY. Singer, WRJN, Racine.

COLLINS, JEAN. Blues singer, WMEX, Boston. (R) Also WCSH, Portland.

COLLINS, JEAN. Actor, CHRC, Quebec.

COLLINS, JERRY. Pianist, WNOX, Knoxville. (V) Theatre appearances. (PR) Bluebird.

COLLINS, NEIL. Public events director, announcer, WHK-WCLE, Cleveland. (F) Shorts. (V) Theatre appearances. (Also publicity director.)

COLLINS, RAY. Actor (character, straight). (R) Thatcher Colt Mysteries, 1936-38 (Packer's Tar Soap, NBC Red); Cavalcade of America, 1936-39 (E. I. du Pont de Nemours, CBS); Philip Morris Program, 1937-39 (Philip Morris Cigarettes, CBS, NBC Red); Spy Secrets, 1938 (Cummer Products for Energine,
PROFESSIONAL RECORDS—Continued

NBC Red); Aunt Jenny’s Real Life Stories, 1938-39 (Lever Bros. for Spry, CBS); Kay Kyser’s College of Musical Knowledge, 1938-39 (Lucky Strike Cigarettes, NBC Red); Campbell Playhouse, 1939 (Campbell Soup, CBS); numerous others in past 7 years, including appearances in support of stars, daytime serials, transcriptions, sustaining programs. (F) Shorts. (L) Productions for Albert Lewis, A. H. Wood, Max Gordon, Sam H. Harris, Lee Shubert (s); own stock company in Canada, 1917-20; 17 years in Pacific Coast stock. (V) Supported Alma Rubens; theatre appearances.

COLLINS, TED. Producer. (R) Kate Smith and Her Swanee Music, 1931-33 (Congress Cigar Co. for La Palina Cigars, CBS); Kate Smith's New Star Revue, 1934 (Hudson Motor Car Co., CBS); Coffee Time with Kate Smith, 1935-36 (A & P Tea Co., CBS); Kate Smith’s A & P Bandwagon, 1936-37 (A & P Tea Co., CBS); Kate Smith’s Hour, 1937-39 (General Foods Corp., CBS); announcer for Kate Smith—Noonday Chats, 1938-39 (General Foods Corp., CBS).

*COLLINS, TOM. Actor. (R) Junior Nurse Corps (Swift & Co., NBC Blue). (C) Arthur. Script contributor. (R) John’s Other Wife (Old English Wax, BiSoDo).


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IT’S

JACK TEAGARDEN

AND HIS ORCHESTRA

MUTUAL, COAST-TO-COAST

Twice Nightly

Fitch Bandwagon—1939

1106
PROFESSIONAL RECORDS—Continued

"COTTON, WARREN. Actor. (R) Dog Heroes (Modern Food Process, NBC Blue).

COTTON, KINGSLY. Juvenile actor (straight, emotional, dialect). (R) Campbell Playhouse, 1938 (Campbell Soup Co., CBS); Kate Smith Hour, 1938 (General Foods Corp., CBS); March of Time, 1938 (Servel, Inc., and Life Magazine, NBC Blue); Mr. Keen, Tracer of Lost Persons, 1938 (Anacin Co., NBC Blue); Valiant Lady, 1938-39 (General Mills, NBC Red); Her Honor, Nancy James, 1938-39 (International Cellucotton for Kleenex, CBS); Cavalcade of America, 1938-39 (E. I. du Pont de Nemours, CBS); Town Hall Tonight, 1938-39 (Bristol-Myers Co., NBC Red); Tommy Dorsey's Orchestra, 1939 (Brown & Williamson Tobacco Co., NBC Red); numerous others, not current. (F) Warner Bros., 1938; shorts.

COMBS, LLOYD. See Chuck Wagon Boys.

COMO, PERRY R. Musician. (R) Fibber McGee & Molly, 1936-37 (S. C. Johnson & Son, NBC Red); Ted Weem's Orchestra, 1936-37 (Varady of Vienna, Mutual); Henry Busse & His Orchestra, 1938 (J. W. Marrow Co. for Mar-O-Oil Shampoo, NBC Red). (V) Theatre and ballroom appearances with Ted Weems.


COMTE, GEORGE R. Announcer, WTMJ, Milwaukee. (R) Local shows for Penn Tobacco, Loose-Wiles Biscuit, others.

CONDON, EVA. Character actress. (R) David Harum, 1936-37 (B. T. Babbitt for Bab-O, NBC Red and Blue); John's Other Wife, 1936-37 (Edna Wallace Hopper, Louis Philippe, NBC Red and Blue); Personal Column of the Air, 1937 (P & G for Chiposo, NBC Red); others. (GA) Lux Radio Theatre; Eddie Cantor, Red David, Floyd Gibbons and other programs. (L) Debut with John Drew in Smith, most recent engagement with Ruth Chatterton in West of Broadway, 1939; You Can't Take It With You, 1938-39; The Late Christopher Bean; Strange Interlude; Icebound; 6 Theatre Guild productions; appearances with Mrs. Fiske, Pauline Lord, Lillian Gish, Lunt and Fontanne, Ruth Gordon, Judith Anderson, and others.

CONDON, MAURICE. Announcer, WGEAR, Cleveland. (R) Local show for Manhattan Soap Co., others.

CONINE, BILL. Announcer, KOME, Tulsa. (R) Also KFPW, Ft. Smith; baseball games for General Mills, 1937.

CONLAN, PAUL. Writer. (R) Feen-A-Mint National Amateur Hour, 1934-36 (Feen-A-Mint, CBS); Hammerstein Music Hall, 1935-36 (Kolynos Toothpaste, NBC Blue); Lazy Dan, 1936-37 (Old English Floor Wax, CBS); Ed Wynn, 1936-37 (Plymouth Motors and Spud Cigarettes, CBS and NBC Red); Eddie Cantor, Texaco Town, 1937 (Texas Co., CBS); Tommy Riggs, Royal Gelatin Hour, 1937 (Standard Brands, NBC Red); Your Hollywood Parade, 1937-38 (American Tobacco for Lucky Strike, NBC Red); Texaco Star Theatre, 1938 (Texas Co., NBC Red); Joe Penner, 1938 (R. B. Davis for Cocomalt, CBS). Scripts for guest appearances of Hugh Herbert, Za-su Pitts, W. C. Fields and many others; sustaining shows, NBC and CBS; own radio show, Sam & Willie (blackface), 1930-32; announcer, continuity writer, station manager, 1929-31. (F) Warner Bros., Universal, Republic, Monogram, M-G-M, Educational, as writer. (V) Fay & Conlan (blackface), 1920-25.

CONLEY, EUGENE. Tenor. (R) NBC Concert Orchestra, 1939 (sustaining, NBC Blue); others, not current.

CONLON, JUSTIN. Accordionist, WHEC, Rochester.

CONN, EVA (Louisiana Lou). Singer, WHO, Des Moines. (R) Also transcriptions.


CONNOLLY, VINCENT. Announcer,

CONOLLY, BERNARD W. Pianist, WPTF, Raleigh.

CONOVER, HUGH. Announcer, WJSV, Washington. (R) Local show for Continental Baking Co; others.

CONRAD, EUGENE. Writer. (R) Guy Lombardo Orchestra and Burns & Allen (General Cigar Co., CBS); Adventures of Gracie (General Cigar for White Owl, CBS); Burns & Allen (Campbell Soup Co., CBS); also programs for Hudson Motor Car Co., Esso Gasoline, Old Gold, Mennen Co., Brown & Williamson.

CONRAD, HUGH. See C. W. Van Voorhis.

CONRIED, HANS. Actor. (R) First Nighter, 1936-37 (Campana Sales, NBC Red); One Man's Family, 1937-38 (Standard Brands for Tender Leaf Tea, NBC Red); Thrills, 1937-38 (Union Oil, NBC Red); Hollywood Hotel, 1938 (Campbell Soup, CBS); Tuesday Night Party, 1939 (Lever Bros. for Lifebuoy Soap, CBS); others, since 1936. (F) M-G-M (f), (L) Summer stock.

CONTE, A. B. Organist pianist, KDKA, Pittsburgh. (R) Champions of the Keyboard, 1938 (Pittsburgh Coal Co., NBC Blue); programs for Westinghouse, 1932, and Graham Paige Motor Co., 1934.


CONTINENTAL QUARTET. See Reinhold Schmidt, Herman Larsen, Earle Tanner, William Miller.

TYRO PRODUCTIONS
1697 Broadway
New York City
PROFESSIONAL RECORDS—Continued

*CONWAY, BILL. Singer (Member of the Modernaires). (R) Chesterfield Program (Liggett & Myers Tobacco Co., CBS).

COOK, BILL. Announcer, KWK, St. Louis. (R) Calling All Cars, 1933 (Rio Grande Oil, CBS); United Remedies Program, 1937 (Mutual). (F) Universal (f).

COOK, BURR C. Writer. (R) Friendly Philosopher, 1934 (Corn Products Refining Co., CBS); Cape Diamond Light, 1934-35 (Diamond Coal Co., NBC Blue); Home Sweet Home, 1934-35 (Procter & Gamble for Chipso, NBC Red); Capt. Diamond's Adventures, 1935-36 (Diamond Salt, NBC Blue); Al Jolson, 1935 (Kraft-Phenix Cheese Corp., NBC Red); sustaining: Harbor Lights (NBC Red, 1930-33); The Eternal Question (NBC Red and Blue, 1932-33); Object Matrimony (NBC Red, 1933); Call of the Sea (NBC Red, 1935); It May Have Happened (NBC Blue, 1938); recordings: McAleer Melodists (McAleer Shoe Polish, 1933). Also wrote for Maxwell House Showboat, 1935-36; Log Cabin Dude Ranch, 1936; Palmolive Music Box, 1936; The Shadow, 1937-38; Melody Puzzles, 1937-38.

COOK, CONSTANCE. Popular singer, WAVE, Louisville.

COOK, FRANCES. See Three Little Words.

COOK, GEORGE. Organist, pianist, WLBC, Muncie. (R) Local show for Texas Co.; others.

*COOK, HAROLD. Member of Kay Thompson Rhythm Singers. (R) Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS).

COOK, JOE. Comedian. (R) Colgate House Party, 1934-35 (Colgate-Palmolive-Peet, NBC Red); Circus Night in Silvertown, 1935 (B. F. Goodrich, successively NBC Blue and Red); Shell Show with Joe Cook, 1937 (Shell Oil, NBC Red). (GA) 16 appearances with Rudy Vallee on Royal Gelatin Hour (Standard Brands, NBC Red). (F) Columbia, Paramount (s); shorts. (L) Earl Carroll's Vanities, 1923, '26-27; How's the King, 1925; Rain or Shine, 1928-29; Fine and Dandy, 1930-31; Fanfare (London), 1932; Hold Your Horses, 1933 (s). (V) "One Man Vaudeville Show," 14 years.

COOK, LOIS & JOE. Harmony team, KFBI, Abilene.

COOK, PHIL. M.C., singer, one man show. (R) Phil Cook, the Quaker Man (Quaker Oats Co., NBC Blue); other shows including Morning Almanac and Phil Cook's Almanac, CBS, sustaining; in radio 16 years.

COOK, THOMAS COFFIN. Actor. (R) The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual).


*COOKE, GORDON. Director (R) Jimmy Fidler (P & G, NBC Red); Welch Presents Irene Rich (Welch Grape Juice Co., NBC Blue). (Associated with H. W. Kastor & Sons).

COOKE, HENRY S. Announcer, WBOV, Terre Haute.

COOL, GOMER (Texas Rangers). Musician, actor, writer, KMBC, Kansas City. (R) Texas Rangers (sustaining, CBS); local shows including Red Horse Ranch, 1934-35 (Socony-Vacuum); Gossip Club, 1936-37 (General Electric Co.); Kellogg's Box K Ranch, 1938 (Kellogg Co.); others. (V) 8 years. (PR) Decca.

COOL, HARRY. Singer, KMOX, St. Louis. (R) Phillips Poly Follies (Phillips Petroleum, CBS); local shows. (V) Theatre appearances.

COOLES, MICHAEL. Orchestra conductor. (R) The Fun Bug (Barnsdall Refining Corp., CBS).

*COOLEY, LEE. Script writer. (R) Hollywood in Person (General Mills, Inc., CBS).


COOPER, ADRIAN R. Program and production director, WFDF, Flint. (R) Also KQV, Pittsburgh.

COOPER, BERNARR. Actor, monologist. (R) Death Valley Days (Pacific Coast Borax, NBC Blue); Big Sister (Lever Bros. for Rinso, CBS); David Harum (B. T. Babbit for Bab-O, NBC Red); Rich Man's Darling (Jo-Cur, Kissproof and Outdoor Girl, CBS); Story of Mary Martin (P & G for Ivory Soap and Flakes, NBC Red and Blue); Ma Perkins (P & G for Oxydol, CBS, NBC Red); others, in-
PROFESSIONAL RECORDS—Continued

including British Broadcasting series done from NBC. (F) Shorts. (L) Stratfordon-Avon (England); Squaring the Circle and Waiting for Lefty (both road companies) (f). (V) Theatre appearances, night club engagements, here and in England.


COOPER, HAROLD. Pianist, WGAU, Athens. (R) Shows with The Spinks Trio—with Mr. and Mrs. Ed Spinks, and Harold Cooper, pianist.

COOPER, JERRY. Singer, M.C., (R) Wrigley program, 1935 (William Wrigley, Jr., Co., CBS); Studebaker Champions, 1935 (Studebaker Sales Corp., NBC Red); Tea at the Ritz, 1936 (Pompeian Cosmetics, CBS); Kreuger Musical Toast, 1936-37 (Kreuger Brewing Co. NBC Red, CBS); Jerry Cooper, 1936-37 (Procter & Gamble for Drene Shampoo, NBC Blue); Hollywood Hotel, 1937-38 (Campbell Soup Co., CBS); Vocal Varieties, currently (Lewis-Howe Co. for Tums; NBC Red). (F) Warner Bros. (f); shorts. (V) Theatre appearances, 1935-36.


*COPE, DON. Director. (R) Good News of 1939 (General Foods Corp., NBC Red). (Associated with Benton & Bowles).


COPELAND, CLYDE. Hillbilly singer and musician, KFBB, Great Falls. (R) Also KCMO, Kansas City; WIL, St. Louis; KNX, Los Angeles, and others in past 15 years. (V).

COPELAND, LOU. Singer, guitarist, KFBB, Great Falls. (R) Also KHQ and KGA, Spokane; KNX, Los Angeles. (V) Theatres and night clubs.

CORBEIL, PAUL-EMILE. Vocal arrange-

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PROFESSIONAL RECORDS—Continued

ments, CJBR, Rimouski. Network (Canadian Broadcasting Corp., NBC, Mutual) and local (CKAC, CHLP, CFCF, Montreal and WHN, WMCA, New York) programs for past 15 years. (F) Shorts.

CORBIN, CHARLES P. Program director, announcer, news editor, KELA, Centralia. (R) Football and basketball broadcasts, 1937-38 (Associated Oil, NBC Red and Blue); special events carried by Mutual and NBC.


*CORDNER, BLAINE. Pepper Young’s Family (P & G, NBC Red and Blue).

CORDNER, PAUL. Singer, musician. (Member of Kidoodlers). (R) Transcriptions for Imperial Tobacco, 1938, and Dr. Pepper Bottling Co., 1939. (GA) 1937-38: Town Hall Tonight (Bristol-Myers, NBC Red); Ford Program (CBS); Gulf program (CBS). (F) Furnish musical background for Fleisher Cartoons. (V) The Kidoodlers. (PR) Vocalion.

COREY, HELEN. Singer, KOWH, Omaha.

COREY, VIRgil. Play-by-play sports editor and announcer, KANS, Wichita.

CORKEN, MAURICE. News commentator, WHBF, Rock Island.

CORLEY, STAN. Announcer, WIND, Gary. (R) Also WHIP, WWAE, Hammond.

CORRELL, CHARLES. See Amos ‘n’ Andy.

CORRIGAN, JOHN J. Announcer, actor, producer, director, KWOS, Jefferson City. (R) Also WCBS, Springfield.

CORKY, RUSSELL A. Pianist, WHO, Des Moines. (V) Leader of orchestra for hotel and floor shows.

CORTEZ, JAMES. Comedian, singer, yodeler, WWVA, Wheeling. (R) Also WSCH, Charleston. (V).

CORWIN, NORMAN. Director. (R) Words without Music (CBS); others, in capacity of director of CBS sustaining shows; also WBZ-A, Boston; WQXR, New York; WMAS, Springfield; guest appearances, Mutual and NBC Red. (Head of radio bureau, 20th Century-Fox, 1936-38). Author, special radio scripts.

*COSENTINO, NICHOLAS. (R) CBS shows.

COSTELLO, DON. Dramatic actor. (R) Your Hit Parade, 1937-38 (American Tobacco Co. for Lucky Strike Cigarettes, CBS); Pepper Young’s Family, 1937-38 (Procter & Gamble for Camay Soap, NBC Red and Blue); Gang Busters, 1938 (Colgate-Palmolive-Peet for Palmolive Shave Cream, CBS); Second Husband, 1938-39 (Bayer’s Aspirin, CBS); The Mighty Show, 1938-39 (Penick & Ford, Ltd., for My-T-Fine Dessert, CBS); others, including sustaining. (F) Warner Bros. shorts. (L) The Last Mile, 1930-31; Face the Music, 1935; Ghost of Yankee Doodle, 1937-38 (f). (V) The Prodigal Father, over seven years; others.

CORNELL, BLAINE. Singer, announcer, writer, KXOX, St. Louis. (R) Also KVVO, Tulsa; KXOK, St. Louis; WFBR Baltimore; WRC, Washington.

CORRALL, TONY G. Orchestra leader (The Royal Castillians), K TAR, Phoenix. (F) Golden West Picture Co. (V). Hotel appearances.


ups, New York speakers, special events, musical programs, etc. (NBC staff writer.)

COSTELLO, JOHN P. Announcer. (R) R & R Revellers, 1936-38 (Richardson & Robbins, WJZ, New York City); Vox Pop, 1937-38 (Cummer Products for Molle Shaving Cream, NBC Red); Radio Newsreel, 1937-38 (Cummer Products for Energine, NBC Red); Spy Secrets, 1938 (Cummer Products for Energine, NBC Red); R & R Entertainers, 1938-39 (Richardson & Robbins Boned Chicken, NBC Red and Blue); Battle of the Sexes, 1938-39 (Cummer Products for Energine, NBC Red); Fitch Bandwagon, 1938-39 (F. W. Fitch Co., NBC Red).

COSTELLO, LOU. See Abbott & Costello.

COTE, BERT. Pianist, musical director, WCOU, Lewiston.

COTE, L. EMILE. Choral conductor. (R) Pet Milky Way, 1936-39 (Pet Milk, CBS); others, including programs and transcriptions for Maxwell House Coffee, Bayer Aspirin, Palmolive, Goodrich Tires, Kellogg, Chevrolet, Pontiac, I. J. Fox, etc. (L) Student Prince, Sidewalks of New York, Lucky. (Owner of The Modern Choir.)

COTTER, FRANK L. Announcer, musical director, WSAR, Fall River.

*COTTON, LARRY. Singer. (R) Horace Heidt & His Bragadiers (Stewart-Warner Corp., NBC Red).

*COUCHLIN, BUNNY. Baritone. (R) Steinie Bottle Boys, 1937-38 (Glass Container Association, NBC Blue).

COUGHLIN, ROLLA J. Musical director, KWK, St. Louis.


COULTER, DOUGLAS. Producer. (R) Chesterfield Presents and Chesterfield Program (Liggett & Myers Tobacco, CBS); others. (CBS staff producer.)

COULTHON, ALBERT E. Singer, WEBR, Buffalo. (V) Theatre appearances.

COURBON, DR. CHARLES M. Solo organist. (R) Sustaining program since 1935 (Mutual). (GA) Magic Key of
PROFESSIONAL RECORDS—Continued

RCA, 1937. (Formerly organist of Antwerp Cathedral; concert work; organ designer.) (PR) RCA Victor.

COURTENEY, FAY. Actress, FTRD. (R) Shows on WABC and WOR, New York. (F) Educational films (Paramount). (L) Shows for Belasco, Shubert, others; stock. (V) Out of the Night.

COURTNEY, ALAN. M.C., singer, comedian. (R) Alan Courtney’s Joymakers, 1936-38 (participation; sponsors included Howard Co., Westinghouse Refrigerator Dealers, General Supply, Antonio Beauty Shops and others; WNEW, New York); Alan Courtney’s Candid Mike, 1936 (Madison Personal Loan, WMCA, New York); Alan Courtney’s Gloomchasers, 1938-39 (sustaining, Mutual); also WHN and WINS, New York. (V) Theatre and night club appearances, 1934-38. (PR) Vocalion.


COWAN, ALVIN E. Announcer, continuity director, KNOW, Austin.


*COWARD, CHARLES J. Director. (R) Hello Peggy (Drackett Co., NBC Red). (Associated with Ralph H. Jones Co.)

COWLEY, SAM. See the Three Romes.

COX, JAMES E. Writer, producer, actor, WKY, Oklahoma City. (R) Also KFAB-KFOR, Lincoln. (L) 1935.

COY, JAMES. Announcer (special events, news), KCMO, Kansas City. (R) Also Procter & Gamble transcriptions; WGR, Buffalo; WCAU, Philadelphia; KMBC, Kansas City; Road of Life, 1939, as free lance actor (Procter & Gamble, NBC Red and CBS).

COYLE, STACIA. Actress, CJRC, Winnipeg.

COZATT, PERRY, JR. Singer, WDAN, Danville. (L) 1937.

CRADDOCK, DEON. Contralto. (R) Program of the Week, 1933 (Schlitz Brewing Co., CBS); Dotty & Johnny, 1934 (Murine Co., Mutual); Four Stars Tonite, 1937-38 (4-Way Cold Tablets, WLW Line); Hoosier Housewarming, 1938 (F & F Cough Drops, WLW, Cincinnati). (GA) Tums, Hendrich Cigar programs.

CRADDOCK, JACK. Sports announcer, KDKA, Pittsburgh. (R) Boxing Matches, 1936 (Adam Hats); Pittsburgh Pirates Baseball Games, 1938 (General Mills & Socony-Vacuum); other stations. (V) Theatre appearances.


CRAIG, DOUG. See the Escorts & Betty.


CRAIG, NANCY BOOTH. See Alice G. Maslin.


CRANDALL, BRADFORD F. Actor, WDAF, Kansas City. (R) Also KKBX, Kansas City. (L) Dramatic productions since 1900. (V) Burlesque and circuit engagements, 1915-29.

CRANDALL, MARK C. Announcer, producer, KFEL, Denver. (R) National AAY Basketball Games, 1937 (Chevrolet Motor Co.); formerly manager of KOVC, Valley City.

CRANE, DICK. Announcer, singer, KGGK, Fort Worth. (R) Also KBTM, Jonesboro; KLRA, Little Rock; KMLB, Monroe; WCOC, Meridian; Time to Shine, 1938 (Griffin Mfg. Co., NBC Blue); also local shows for Nash Mfg. Co., Montgomery Ward, and Coca-Cola Bottling Co., 1937.

CRANE, RUTH F. Continuity writer,
household advisor, commercial editor, WJR, Detroit.

CRANE, WALTER. Actor, FTRD. (R) Various sustaining shows on CBS and Mutual. (F) Warner Bros.; shorts. (L) Theatre Guild. (V) Circuit engagement.

CRAVEN, OPAL. Singer. (R) Carnation Contented Hour (Carnation Milk, NBC Red). (LS) Builders of Happiness (Builders Life Insurance Co., WBBM, Chicago); Northerners (Northern Trust Co., WGN, Chicago).

CRAVEN, KATHRYN. Commentator. (R) News Through a Woman's Eyes, 1936-38 (Pontiac Motor Co., CBS); others since 1931. (F) Silent pictures. (L) Stock, with Mary Hart Players, Arthur Casey Co. and others.

CRAWFORD, BOB. Announcer, newscaster, WTOC, Savannah.

*CRAWFORD, JESSE. Organist. (R) Between the Bookends, currently (sustaining, NBC); Jesse Crawford's Melody Hour, 1929, and Royal's Poet of the Organ (with Mrs. Jesse Crawford), 1929-31 (Royal Typewriter Co., CBS); others. (F) Shorts, singly and with Mrs. Crawford. (V) Theatre appearances, many years, singly and with Mrs. Crawford. (PR) Practically all companies.

CRAWFORD, ROBERT (Texas Rangers). Singer, KMBC, Kansas City. (R) Texas Rangers (sustaining, CBS); local shows including Kellogg's Box K Ranch, 1937; Corn Flakes Follies, 1938 (Kellogg Co.); Remington-Rand Shavers, 1938 (Remington-Rand Co.). (V) Theatre appearances.

CRAWFORD, SAM L. Newscaster and editor, KGY, Olympia.

CRAWFORD, VERNON. Announcer, WFIL, Philadelphia. (R) True or False, 1938 (J. B. Williams Co., NBC Blue); also Philadelphia Symphony Orchestra Concerts to Mutual and Canadian Broadcasting Corp.; local shows for Sears, Roebuck & Co., others. (F) Short.

CREEDON, DICK. Script writer. (R) Mickey Mouse Theatre of the Air (Pep-sodent Co., NBC Red).

*CRIEGER, JAMES. (R) Orphans of Divorce, since Feb. 1939 (Dr. Lyon's Toothpowder, NBC Red).

*CHRISTENSEN, A. C. Director. (R)
PROFESSIONAL RECORDS—Continued


CRITES, DALBEY. Musician, WFAA, Dallas. (F) Paramount, 1932

CROCKER, BETTY. Home economist. (R) Betty Crocker (General Mills, Inc., CBS).

CROCKER, J. W. Director, KRLD, Dallas. (R) Also KTSA, WOAI, San Antonio; local shows including Borden program. (L) Stock, 1932-33. (V) Theatre appearances.

CROCKETT, ALAN B. Entertainer, WLS, Chicago. (R) Also KNX, Los Angeles; show for Miles Laboratories, Inc. (F) Shorts. (V) 1928-32. (PR) Brunswick, Crown, Decca.

CROMWELL, RICHARD. Actor. (R) Those We Love, 1938-39 (Lamont Corllis & Co., NBC Blue). (F) Columbia, RKO, Fox, Paramount. (L) So Proudly We Hail, 1936 (s).

CRONEBOLD, ED (Texas Rangers). Singer, KMBC, Kansas City. (R) Texas Rangers (sustaining, CBS); local shows including Kellogg's Box K Ranch, 1937; Corn Flake Follies, 1938 (Kellogg Co.); Remington-Rand Shavers, 1938 (Remington-Rand Co.). (V) Theatre appearances. (PR) Decca.

CRONENBOLD, ED (Texas Rangers). Singer, KMBC, Kansas City. (R) Texas Rangers (sustaining, CBS); local shows including Kellogg's Box K Ranch, 1937; Corn Flake Follies, 1938 (Kellogg Co.); Remington-Rand Shavers, 1938 (Remington-Rand Co.). (V) Theatre appearances. (PR) Decca.

CRONENBOLD, ED (Texas Rangers). Singer, KMBC, Kansas City. (R) Texas Rangers (sustaining, CBS); local shows including Kellogg's Box K Ranch, 1937; Corn Flake Follies, 1938 (Kellogg Co.); Remington-Rand Shavers, 1938 (Remington-Rand Co.). (V) Theatre appearances. (PR) Decca.

CROSS, RICHARD. Tenor. (R) Voice of Firestone, 1931-39 (Firestone Tire & Rubber Co., NBC Red). (GA) Programs of Ford Motors, 1936 and 1937; Lucky Strike Cigarettes, 1937; General Motors, 1937; others. (Also recitals and operatic work).

*CRONIN, FRANCIS J. (R) Local shows on WAAB, Boston.

CROOK, GEORGE. Organist. (R) Dog Heroes (Modern Food Process Co., NBC Blue); Betty Moore (Benjamin Moore & Co., NBC Red).

CROOKS, RICHARD. Tenor. (R) Voice of Firestone, 1931-39 (Firestone Tire & Rubber Co., NBC Red). (GA) Programs of Ford Motors, 1936 and 1937; Lucky Strike Cigarettes, 1937; General Motors, 1937; others. (Also recitals and operatic work).

*CRONIN-JOHNSON, AUSTEN. Producer. (R) NBC shows.


CROSLEY, ALMA. Singer, bass violinist, WWVA, Wheeling. (R) Local shows for Pinex, Brown & Williamson Tobacco Co., Sterling Products, Crazy Water Crystals. (V) 3 years.


*CROSS, GORDON. Singer (Member of the Enna Jettick Seven). (R) Stepping Along, 1939 (Enna Jettick Shoes, WABC).

CROSS, HUGH. Singer, WWVA, Wheeling. (R) Also Mutual, WLS, Chicago; WLW-WSAI, Cincinnati; shows for Brown & Williamson Tobacco Co., others. (V) Theatre appearances, 12 years. (PR) Decca.


CROSS, MILTON J. Announcer. (R) General Motors Concerts (General Motors Corp., NBC Blue); Magic Key of RCA.
CROTEAU, JULIETTE. Pianist, CHRC, Quebec.

CROUSE, ORENE. Singer, KMBC, Kansas City. (R) Also KFEQ, St. Joseph; KFNF, Shenandoah; local shows for Sterling Insurance, 1937, and Allis-Chalmers, 1938. (V) Theatre appearances.


CROWE, JAMES M., JR. Singer, WPAY, Portsmouth.

CROWLEY, JIM. Entertainer. (R) Kate Smith's Bandwagon (General Foods Corp., CBS).


*CROWTHERS, BOSLEY. Script contributor. (R) Backstage Wife, 1938 (Dr. Lyon's Toothpowder, NBC Red).

CROXFORD, LLOYD M. Singer, KFBB, Great Falls.

CROXTON, THOMAS W., JR. Announcer, WIOD, Miami.


CRUM, JAY A. Announcer, news editor, writer, KOME, Tulsa. (R) Courteous Colonels, 1938 (Barnsdall Refining Co., CBS); also Oklahoma Network.
PROFESSIONAL RECORDS—Continued

CRUMIT, FRANK. Singer, M. C. (R) Blackstone Plantation, 1929-33 (Blackstone Cigars, CBS); Tea Time, 1931-36 (General Baking Co., CBS); Town Hall Tonight, 1933 (Bristol-Myers Co., NBC Red); Gulf Presents Crumit & Sanderson, 1936 (Gulf Refining Co., CBS), Heinz Magazine of the Air, 1937 (H. J. Heinz, CBS); The Songshop, 1937-38 (Coca-Cola Co., CBS); Battle of the Sexes, 1938-39 (Cummer Products for Moller Brusheless Shave, NBC Red); others. (F) Shorts. (L) No, No, Nanette; Queen High: Betty Be Good; Shuberts, 1928. (V) Three Collegians, 1911; Julia Sanderson & Crumit.


CRUMPTON, CHARLES. Actor, writer, director, FTRD. (R) Palmolive Beauty Box Theatre (Colgate-Palmolive-Peet, CBS); Lux Radio Theatre (Lever Bros., CBS); Maxwell House Showboat (General Foods, NBC Red); others; also sustaining shows on WABC, WEAF, WJZ, WOR, New York.

CRUTCHFIELD, CHARLES H. Announcer, program director, WBT, Charlotte. (R) Also WRDW, Augusta; local shows for Atlantic Refining Co., others.

CRUZ, VERA. Singer, WTAM, Cleveland. (R) Also WELI, New Haven; WMBO, Auburn.

CUBBERLY, DAN. Announcer, continuity writer, special events and newscaster, KGY, Olympia. (R) Also sustaining Mutual shows.

CULHANE, ELEANOR. Actress, WBRY, Waterbury.

CULKIN, PHIL. Actor. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual).

CULL, RICHARD, SR. News commentator and editor, WHIO, Dayton.

CULVER, HAL. Announcer, singer, WLS, Chicago. (R) Local shows for Allis-Chalmers, Aladdin Lamp and others. (F) Commercial shorts.

CUMBERLAND RIDGE RUNNERS. Musicians, singers, WJJD, Chicago.


CUPP, RODERICK. Producer, WLS, Chicago.


*CURRAN, VINCENT. Singer. (R) NBC shows.

CURREN, JACK. Announcer, singer, producer, WFBL, Syracuse. (R) Also WKRC and WLW, Cincinnati. (L) Concert recitals.

CURREN, THELMA. Musical director, organist, assistant program director, WFBL, Syracuse. (R) Local show for Benjamin Moore Paint Co., others.

CURTIN, JOSEPH. Actor (leads, juvenile leads), announcer, narrator. (R) Our Gal Sunday, 1937-38 (Anacin, Kolynos Toothpaste, CBS); Famous Actors Guild Presents Second Husband, 1937-39 (Bayer Aspirin, CBS); Hilltop House, 1938-39 (Colgate-Palmolive-Peet, CBS); Her Honor, Nancy James, 1938-39 (International Cellucotton for Kleenex, CBS). (L) Merchant of Venice (Maude Adams and Otis Skinner), 1931-32; Ruy Blas (Walter Hampden), 1933; Searching for the Sun, 1936.


*CYDE, SYLVIA. Singer, WOR, New York.
DAE, DONNA. Singer. (R) Fred Waring & His Pennsylvanians, 1938-39 (Grove Laboratories for Bromo-Quinine, NBC Red).


DAHLSTEAD, DRESSER M. Announcer. (R) Standard School Broadcast, 1935-38 (Standard Oil of California, NBC Pacific Red); Death Valley Days, 1936-38 (Pacific Coast Borax Co., NBC Red); The Hughesreel, 1938 (Borden Co., NBC Red); Standard Symphony, 1939 (Standard Oil of California, NBC Pacific Red); Fitch Band Wagon, 1939 (F. W. Fitch Co., NBC Red); Rudy Vallee Hour, 1939 (Standard Brands for Royal Desserts and Fleischmann's Foil Yeast, NBC Red); I Love a Mystery, 1939 (Standard Brands, NBC Pacific Red). (Member NBC San Francisco staff, 1932-38; currently, NBC Hollywood staff).


DAIGHEAU, KENNETH. Actor. (R) Gang Busters (Colgate-Palmolive-Peet Co. for Palmolive Brushless Shave, CBS); The Mighty Show (Penick & Ford for My-T-Fine Dessert, CBS).

DAILEY, TOM. Announcer, sportscaster, singer, KVOO, Tulsa. (R) Educational shows (NBC) and special events (Mutual); also KMOX, KWK, St. Louis; WDOD, Chattanooga; WLAC, Nashville; transcriptions. (V) Aunt Jemima showboat, 1930.

DALE, GEORGE. News commentator, continuity writer, WJLS, Beckley. (R) Also WTBO, Cumberland.

DALTON, HELEN. Actress, director, WCOA, Pensacola. (L) Director, Pensacola Little Theatre.

DALLAS, EVERETT T. Musician, KGA-KGA, Spokane.

DALTON, ARTHUR D. Musician, WNOX Knoxville, Tennessee. (V) Theatre appearances.

DALTON, JACK. First Tenor, Dalton Boys' trio. (R) Palmer House Serenade, 1934 (Palmer House, NBC Blue); Atlantic Family, 1935 (Atlantic Refining Co., CBS); Death Valley Days, 1936 (Pacific Coast Borax Co., NBC Blue); A. S. Comedy Stars, 1937 (Miles Laboratories for Alka-Seltzer, Mutual). (F) Shorts. (V) Theatre and night club appearances, 1934-35.

DALTON, KELLY. Lead voice, Dalton Boys' trio. (R) Palmer House Serenade, 1934 (Palmer House, NBC Blue); Atlantic Family, 1935 (Atlantic Refining Co., CBS); Death Valley Days, 1936 (Pacific Coast Borax Co., NBC Blue); A. S. Comedy Stars, 1937 (Miles Laboratories for Alka-Seltzer, Mutual). (F) Shorts. (V) Theatre and night club appearances, 1934-35.

DALTON, PETE. Second tenor, Dalton Boys' trio. (R) Palmer House Serenade, 1934 (Palmer House, NBC Blue); Atlantic Family, 1935 (Atlantic Refining Co., CBS); Death Valley Days, 1936 (Pacific Coast Borax Co., NBC Blue); A. S. Comedy Stars, 1937 (Miles Laboratories for Alka-Seltzer, Mutual). (F) Shorts. (V) Theatre and night club appearances, 1934-35.


DANCER, MIX. Director. (R) Get Thin to Music, 1938 (General Mills, Mutual). (Associated with Blackett-Sample-Humment).

DANE, FRANK. Actor (light comedy, character juveniles, leads). (R) Story of Mary Marlin (P & G for Ivory Soap, NBC Red and Blue); It Can Be Done, with Edgar Guest (Household Finance Co., CBS); First Nighter (Campana Sales for Italian Balm, Dreskin, Coolies, D.D.D., CBS); Road of Life (P & G for Chipso, NBC Red); Arnold Grimm's Daughter (General Mills for Softasilk, NBC Red and Blue); others since 1928. (L) The Gorilla; Companionship Marriage; The Merry-Go-Round; Cradle Snatchers; stock (f).

DANE, TOM. Newscaster, WBAL, Baltimore. (R) Also WIP and KYW, Philadelphia; WRUF, Gainesville; transcriptions.

DANIEL, FLAVIUS. News analyst, actor, M.C., CKAC, Montreal. (V) French shows in Province of Quebec.

DANIELS, HELENE. Singer, WOR, New York.

DANIELS, LESLIE. Director. (R) Curtain Time (General Mills, Mutual); Jack Armstrong (General Mills, NBC Red). (Associated with Blackett-Sample-Humment).

DANIS, LEW. Dramatic actor. (R) Unfinished Headlines, 1938 (Sachs, Inter-City); Ave Maria, 1938 (Inter-City); Ivory Masques, 1938 (Procter & Gamble, WOV and WPEN, New York). (Italian programs). (F) Foreign films (s); Warner Bros. shorts. (L) Tapestry in Gray (Broadway), Mulatto and One Good Year (road); formerly child star in the Italian theatre.


D'ARTEGA. Conductor, composer, arranger. (R) Jell-O Summer Show, 1937 (General Foods for Jell-O, NBC Red); Tim & Irene, 1937-38 (Admiracion Shampoo, Mutual). (LS) Stepping Along, 1939 (Enna Jettick Shoes, WABC, N.Y.) (F) Shorts. (V) Olsen & Johnson, 1927-30. Guest con-
ductor, Buffalo theatre, 9 weeks in 1938, St. Louis theatre, one year.

*DARWIN, GLENN. Singer. (R) NBC shows.

DAUM, MARGARET E. Lyric soprano. (R) Semi-finalist, Metropolitan Opera Auditions of the Air, 1937 (Sherwin-Williams Paints, NBC Blue); Hammerstein Music Hall (Anacin, CBS); Aunt Jenny's Real Life Stories (Lever Bros., CBS); The Goldbergs (P & G, NBC Red and CBS); Major Bowes Capitol Family, 1938-39 (CBS); featured on CBS sustaining program with symphony orchestra for 62 weeks. (L) Revenge with Music, 1935; Civic Light Opera Co., 1936; Metropolitan Opera, 1937; St. Louis Municipal Opera, 1937; others. (V) Theatre appearances, 52 weeks.

DAVIDSON, BILL. Writer, commentator, comedian, M.C., KFRC, San Francisco. (R) Shows for Greyhound Bus, Roma Wine, and others.

*DAVIDSON, DAVID. Script contributor. dialogue writer. (R) Famous Actors Guild Presents Second Husband (Bayer, CBS); Just Plain Bill (Kolynos, Anacin, NBC Red).

DAVIDSON, GRETCHEN. Actress (ingenue). (R) Carol Kennedy's Romance, 1937 (H. J. Heinz Co., CBS); Heinz Magazine of the Air, 1937-38 (H. J. Heinz Co., CBS); has also played, intermittently, with Burns & Allen, Kate Smith, Eddie Cantor, Guy Lombardo, Floyd Gibbons and others. (L) Many Mansions, 1937-38.

DAVIDSON, THOMAS W. Announcer, concert baritone, CKY, Winnipeg. (R) Also Canadian Broadcasting Corp. (F) Commercials. (V) Theatre appearances.

DAVIES, DON. See Men of the West.


DAVIES, EDWARD. Singer. (R) NBC Minstrels and Word & Music (sustaining, NBC). (L) Student Prince (f). (V) Theatre appearances. (NBC staff singer).

DAVIES, ERIC. Announcer, baritone, CKY, Winnipeg. (R) Also CKX, Brandon. (Formerly chief announcer and manager, CKX).
**DAVIS, ARTHUR.** See the Pioneer Quartet.

**DAVIS, BOB.** Announcer, WDAF, Kansas City.

**DAVIS, CHARLES ("Chuck").** Accordionist, violinist, KSO-KRNT, Des Moines. (R) Also Iowa Broadcasting Co.; KMA, Shenandoah; WNAX, Yankton.

*DAVIS, DICK.** Member of the Signaleur Quartet. (R) Signal Carnival (Signal Oil Co., NBC Red).

**DAVIS, DOROTHY J.** Vocalist, WLW-WSAI, Cincinnati. (R) Avalon Time (Brown & Williamson Tobacco Co., NBC Red); Uncle Walter's Dog House (Brown & Williamson Tobacco Co., NBC Red); local shows.

**DAVIS, EDITH.** Actress. (R) The Woman in White (Pillsbury Flour Mills Co., NBC Red); Betty & Bob (General Mills, Inc., CBS); Stepmother (Colgate-Palmolive-Peet Co., CBS).

**DAVIS, JOHN J.** Announcer, WWSW, Pittsburgh.

**DAVIS, MEB.** Announcer, WRNL, Richmond. (R) Football for Atlantic Refining Co. (Virginia Broadcasting System).

**DAVIS, OWEN, JR.** Juvenile leads. (R) The Goldbergs (Procter & Gamble, NBC Red); Those We Love (Lamont Corliss & Co., NBC Blue); Soconyland Sketches (Socony-Vacuum, NBC Red). (F) RKO, Fox (s, f). (L) Juvenile roles. (V) Dramatic sketch; theatre appearances.

**DAVIS, PHIL.** Orchestra leader. (R) Avalon Time, 1938-39 (Brown & Williamson for Avalon Cigarettes, NBC Red); Uncle Walter's Dog House, 1939 (Brown & Williamson for Raleigh Tobacco; NBC Red; previously heard over WLW only); Four Stars Tonight (Beaumont Laboratories for 4-Way Cold Tablets; live show on WLW, Cincinnati. transcriptions, coast to coast). (F) Paramount (f); shorts. (V) Stage presentations. (PR) RCA Victor.

**DAVIS, RAYMOND L.** Violinist, WKY, Oklahoma City. (R) NBC, CBS, and local shows. (V) Theatre appearances, 1923-24. (PR) RCA Victor.

**DAVIS, REX** (previously known as FRANK W. ZWYGART, FRANKLYN STEWART). Announcer, sports and special events commentator, singer, WCKY, Cincinnati.

*DAVIS, STANLEY.** Musician. (R) John's Other Wife (Old English, BiSoDol, NBC Red).

**DAVIS, TED.** Pianist, orchestra leader, WAGM, Presque Isle.

**DAVIS, TYLER.** Director, producer. (R) Woman's Magazine of the Air, 1938-39 (Chas. B. Knox Gelatine Co., NBC Pacific Red); Rhyming Minstrel, April to July, 1938 (Bosco Co., Mutual). (Radio director, Kenyon & Eckhardt).

**DAVIS, WILLARD M.** Announcer, KKKD, Los Angeles. (F) 20th Century-Fox. (L) Stock.

**DAVISON, EDWARD.** Dramatic actor, writer. (R) Betty & Bob, 1937 (Gold Medal Flour, NBC Red); Public Hero No. 1, 1937-38 (Falstaff Brewing Co., NBC Red); Story of Mary Marlin, 1937-38 (Procter & Gamble, NBC Red and Blue); Don Winslow, U.S.N., 1937-39 (NBC Blue).

**DAWES, SYLVIA.** Commentator, newscaster, interviewer, WTCN, Minneapolis.

**DAWN, DOLLY.** Singer (George Hall Orchestra). (R) Lou Little Club, 1936 (Borden Farm Products Co., Mutual); Imperial Tobacco program, 1939 (Canadian Broadcasting Corp.); sustaining broadcasts from hotel with George Hall Orchestra; transcriptions. (F) Shorts. (V) Theatre appearances, 3 years. (PR) Vocalion.

**DAWSON, MARK.** Singer, WCAU, Philadelphia. (L) Appearance with Philadelphia Orchestra, 1937.

**DAWSON, NICK.** Actor. (R) Dangerous Paradise (John Woodbury, Inc., NEC Blue); Follow the Moon (Lehn & Fink, CBS). (L) Stock. (Once with Barnum & Bailey Circus.)

*DAWSON, STUART.** Producer. (R) Manhattan Mother, 1939 (F & G, CBS).

**DAY, CHARLES.** Singer. (R) Gem Highlights, 1933 (Gem Razors, NBC Red and Blue); Forty-Five Minutes in Hollywood, 1934 (Borden Co., CBS); Johnny Presents, 1937-38 (Philip Morris & Co., CBS, NBC Red); Pick & Pat in Pipe Smoking Time, as member of the Eton Boys, 1938-39 (U.S. Tobacco for Model, CBS); also programs for Socony-Vacuum, 1935, United Cigar Co., 1936. (F) Universal (f); shorts. (L) Le Maire's Affairs, 1928 (f). (V) Eton Boys. (PR) Cameo, Brunswick.

PROFESSIONAL RECORDS—Continued

DAY, ELIZABETH. Dramatic actress. (R) Broadway Varieties, 1934-35 (BiSoDol, CBS); Five Star Jones, 1935-37 (Mohawk Carpet Mills, 1935-36, CBS; Procter & Gamble for Oxydol, 1936-37, NBC Blue); Alias Jimmy Valentine, 1938 (Larus & Brother for Edgeworth Tobacco, NBC Blue); Court of Human Relations, 1938 (Vadsco Sales Corp., Mutual). (L) The World Between, 1932; The Web, 1932; Dinner at Eight, 1933.

*DAY, JACK. Singer. (Member of the Eton Boys). (R) Pick & Pat in Pipe Smoking Time (U. S. Tobacco, CBS); Model Minstrels (U. S. Tobacco, CBS).

DAY, JANE. Actress, continuity writer, WNAC-WAAB, Boston. (R) Also Yankee Network.

DAY, JOHN H. Announcer, WSJS, Winston-Salem.

DAY, NOLA. Contralto. (R) Guest on Magic Key of RCA, 1938 (Radio Corporation of America, NBC Blue); NBC sustaining programs. (F) Shorts. (L) Guest with Portland Symphony Orchestra.

DEAN, BILL. Announcer, WDAY, Fargo.

DEAN, FREDDIE. Guitarist, KGNC, Amarillo. (R) Also KFJZ, Fort Worth. (V) Theatre and club appearances. (PR) Decca.

DEAN, HONEY. Song stylist. (R) Maxwell House Showboat, 1938 (General Foods for Maxwell House Coffee, NBC Red); Two on a Shoestring, 1938 (Oakland Chemical for Dioxogen Face Cream, Mutual); others, not current, including guest appearances on Borden, Life Savers and Bristol-Myers programs. (PR) Brunswick.


DEAN, ROBERT J. Production manager, director, KOBH, Rapid City. (R) Also KWTVN, Watertown; KABR, Aberdeen.

DEANE, BOBBE. Comedienne, ingenue, imitator of children's voices and babies' cries. (R) Hawthorne House (Wesson Oil & Snowdrift, NBC Red); My Secret Ambition (Durkee Famous Foods, CBS);
network programs for Associated Oil, General Petroleum, Sperry Flour, Pacific Coast Borax, Wheatena and Ovaltine, since 1927. (L) Ziegfeld Follies, 1921; Sally, 1922-24; numerous others.

DEANE, MARTHA. See Mary Margaret McBride.


*DE ANGELO, CARLO. Producer. (R) The O’Neill’s (P & G, NBC Red).

DEAVILLE, FRANK. Actor, script writer, CKY, Winnipeg. (R) Network and local programs with Art McGregor, as Woodhouse and Hawkins.


DECKER, DELLA W. Writer, WBAP, Fort Worth. (R) Programs for Lenn and Fink and others; also Texas Quality Network. (Author of children’s poems: magazine writer.)

*DECKER, GUNTHER. Singer. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual); Sunbrite Smile Parade (Swift & Co., NBC Blue).


DE COURVAL, PAULETTE. Singer. CHRC, Quebec.

DEE, DANNY. Commentator, M.C., actor, WTAM, Cleveland. (R) Also WSUN, St. Petersburg. (V) Theatre appearances.

DEE, TOMMY. Announcer, actor, WSBE-WFAM, South Bend.

DEEP RIVER BOYS (Vernon Gardner, George Lawson, Edward Ware, Harry Douglass). (R) CBS shows.


DEFREITAS, DICK. Announcer, WJRD, Tuscaloosa.

DEGAN, VINCENT. See Six Hits and a Miss.

DE GROEN, JOHN. Violinist, WFLA, Tampa.

DE HAVEN, ROBERT. Program director, announcer, sportscaster, WTCN, Minneapolis. (R) Also KVOO, Tulsa; WIBA, Madison; WISN, WTMJ, Milwaukee.

DEIS, CAROL. Singer. (R) Broadway Varieties, 1937 (Schlitz Beer, CBS). Gulf Program, 1937 (Gulf Oil, CBS); others, not current, including programs for Pontiac Motors and transcriptions. (G) Magic Key of RCA (Radio Corporation of America, NBC Blue). (F) Shorts. (L) Knickerbocker Holiday, 1938-39.

DEISLEY, ROBERT E. Continuity writer, WWJ, Detroit.

*De KOVEN, ROGER. Actor. (R) Myrt & Marge (Colgate-Palmolive-Peet Co., CBS).

*DELAMARTE, ERIC. Conductor, WOR, New York.


DE LANY, GWENDOLINE. Dramatic actress, writer, WXYZ, Detroit. (R) Little Orphan Annie, 1932 (Wander Co.,
PROFESSIONAL RECORDS—Continued

NBC Red); Lone Ranger and Green Hornet (participating, Mutual); (F) Commercials. (L) Woman in the Case, 1914; Millionaire Kid, 1914; Oh, Look! 1918; Hail and Farewell (Broadway production), 1927; The Barker (with Richard Bennett), 1929-30; others. (V) Mary's Day Out, 1915-16; with Pat Ryan in song and dance sketch, 1919.

DE LEATH, VAUGHN. Singer, composer. (R) First radio appearance, 1916, as a singer with de Forest in Highbridge, Bronx, New York; joined WJZ, New York in 1921; Voice of Firestone, 1928-30 (Firestone Tire & Rubber, NBC Red); also NBC programs for Eveready Batteries, Cities Service, Log Cabin Syrup, Dodge Automobiles, Hanna Coal, Champion Sparkplugs, Palmolive Soap, Dioxogen Face Cream, Wrigley Gum; Battle Creek Foods (Inter-City Network). (L) Laugh, Clown, Laugh, with Lionel Barrymore (Belasco) (f). (V) Three years. (PR) RCA Victor, Brunswick, Columbia, Edison. Writer, many songs.

De LINE, JAMES. Announcer, script writer, producer, WFBL, Syracuse. (R) Also WMBO, Auburn; WSYR, Syracuse.

DELLA CHIESA, VIVIAN. Lyric soprano. (R) Musical Footnotes, 1935-36 (Julian & Kokenge Co., CBS); Then & Now, 1936 (Sears, Roebuck, CBS); Contented Hour, 1937 (Carnation Milk Co., NBC Red); currently heard on NBC Blue sustaining program. (GA) Saturday Night Party, RCA Magic Key, Schaefer Revue, Summer Stars. (V) Personal appearances, 1935-36.

*DELLERS, WALTER. Music arranger. (R) First Nighter (Campana Sales Corp. successively NBC Red, CBS).

DELLWO, HOWARD. Musician, KLPM, Minot. (R) Minnesota State Fair, 1938 (Allis-Chalmers, KSTP, Minneapolis-St. Paul); transcriptions. (PR) Brunswick, Vocalion.

DELMAR, KENNETH. Dialectician, juvenile and character actor. (R) 1936-38, Gang Busters (Colgate-Palmolive-Peet, CBS); Aunt Jenny's Real Life Stories (Lever Bros. Co., CBS); Big Sister (Lever Bros. Co., CBS); Emily Post (Florida Citrus Commission, CBS); Follow the Moon (Lehn & Fink, CBS); March of Time (Time, Inc., CBS); Johnny Presents (Philip Morris & Co., Ltd.,

**“BIG BROTHER”**

**“VIC and SADE”**

Ted MacMurray

**“RAINBOW HOUSE”**

BOB EMERY

SA. 2-5449

1124
PROFESSIONAL RECORDS—Continued

DENBURY, DENLING, DEMLING, DENKE, DEMORE, for ca's writer.

The Fund,ances.

CFAC, Cavalcade Shoe

Brown, San

Toasties, Dough Stampede, DeMille Co.,

1938-38 (R)

Chap, (F) Producer and director:


DEMOORE, HENRY. Announcer, CHLT, Sherbrooke. (Also studio manager).

DEMETRIADES, TETOS. Announcer (Greek programs), WHOM, Jersey City.


DE MOSS, LYLE. Production manager. WOW, Omaha. (R) Also KFAB, Lincoln.

DE MOTT, MRS. MARJORIE. Script writer. (R) Famous Fortunes (General Shoe Corp. for Richland Shoes, Mutual).

DENBURGER, PAUL. Actor, WHO, Des Moines. (L) Ralph Bellamy Players, Clement Walsh Players. (V) Comedy skit, Their Folks.

DENISON, MERRILL. Writer. (R) Forum of Liberty (Liberty Magazine, CBS); The Inquiring Listener (20th Century Fund, CBS); The Spectator (Real Silk Hosiery Mills, Inc., NBC Blue); Pickwick Papers (sustaining, NBC); America's Hour (sustaining, CBS). Also scripts for The Stebbins Boys, Roses and Drums, Cavalcade of America.

DENKE, FRANK R. Pianist, KGO-KPO, San Francisco. (V) With Phil Harris' Orchestra.

DENNETT, JACK. Chief announcer, CFAC, Calgary. (V) Personal appearances.


DENNIS, GENE W. Announcer, KSOO-KELO, Sioux Falls. (R) Also WNAK, Yankton; local shows for B. F. Goodrich and others. (V) M. C., 1937-39.

DENNY, GEORGE V., JR. Founder and director of America's Town Meeting of the Air, presented by League for Political Education (NBC Blue), 1935 to date. Formerly director of Institute of Arts and Sciences, Columbia University.

*DE PALMA, JIMMY. Singer. (R) NBC shows.

*DERBY, FRANCIS. Actor. (R) Little Orphan Annie (The Wander Co., NBC Red).


DERIETT, ALAN. Actor. (R) The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual)


DE ROSE, PETER. Musician, singer, composer. (R) Programs with May Singhi Breen (Mrs. De Rose in private life), as the Sweethearts of the Air, consecutively since 1923, having been off the air only 2 weeks from 1923 to 1939. Started as a team on WEAF in June, 1923, and sponsors have included Listerine, Valspar, Kraft-Phenix Cheese, Conti Soap, Breyer Ice Cream, Elgin Watch, Humphrey's Homeopathic Medicine, (GA) Wrigley Gum and Pennzoll programs. (Composer of When Your Hair Has Turned to Silver, Somebody Loves You, Have You Ever Been Lonely?, Wagon Wheels, Rain, Deep Purple and many others).

DESMOND, CORNELIUS J. ("Connie"). Announcer and producer (sports), WSPD, Toledo. (R) Local broadcasts for General Mills, Socony - Vacuum and others. (F) Commercial shorts (commentator). (V) Theatre appearances.
PROFESSIONAL RECORDS—Continued

DESPARD, WILFRED D. Announcer, WHEC, Rochester.

DESPRES, JEANETTE. Script writer, FTRD. (R) Network sustaining programs. (L) Productions for Henry B. Harris, George M. Cohan, Shubert, others. (V) Greenwich Village Follies, 12 years.

D'ESTE, YOLANDA. Actress, WOV-WBIL, New York. (L) Italian shows.


DE SYLVARA, BEATRICE. Women's programs. (R) How to Be Charming (Charles H. Phillips Co. for Phillips Milk of Magnesia, NBC Red).

DETTINGER, ALMA M. Script writer, commentator, WICC, Bridgeport.

DEVANEY, FRANK M. Announcer, script writer, WMIN, Minneapolis-St. Paul.

DEVINE, ANDY. Comedian, actor. (R) Jell-O Program Starring Jack Benny, since Oct., 1937 (General Foods for Jell-O, NBC Red). (F) Universal (f); now under contract to Paramount.

DEVITT, ALAN. Actor (heavy, character, dialect). (R) 1938-39 season: This Day Is Ours (P & G for Crisco, CBS); Pretty Kitty Kelly (Continental Baking, CBS); Dick Tracy (Quaker Oats Co., NBC Red); Aunt Jenny's Real Life Stories (Lever Bros. for Spry, CBS); The Shadow (D. L. & W. Coal Co. for Blue Coal, Mutual); For Men Only (Bristol-Myers for Vitalis, NBC Red); Alias Jimmy Valentine (R. L. Watkins for Dr. Lyon's Toothpowder, NBC Red); March of Time (Time, Inc., NBC Blue). (L) Productions by John Golden, Earl Carroll and others; 28 years (f). (V) 13 years. Also recordings.

DE VORE, BILLIE. See the De Vore Sisters.

DE VORE, MARJORIE. See De Vore Sisters.

DE VORE, RUTH. See the De Vore Sisters.

ALICE FROST
Star of Big Sister—"Rinso"

Appearing concurrently:

Robert Benchley—"Old Gold"
Al Pearce—"Grapenuts"
Orson Welles Playhouse—"Campbell Soup"
Johnny Presents—"Philip Morris"

Dorothy Gordon
Song and Story Lady

"The Incomparable"...San Francisco News
"Whimsical"...New York Times
"Captivating"...Washington Herald
"Persuasive"...Boston Transcript
"Winsome"...Chicago Evening American
"Vivid"...New Orleans Times-Picayune

DEWHIRST, DON. Singer, announcer, WHK-WCLE, Cleveland. (L) 1930. (V) Theatre appearances.

*DE WITT, JOHN. Script contributor. (R) David Harum, 1936-39 (B. T. Babbitt, NBC Red); Mrs. Wiggs of the Cabbage Patch, 1938 (Old English, BiSoDo, NBC Red).

DE ZURIK, CAROLYN A. Entertainer, WLS, Chicago. (R) Local shows for Alka-Seltzer, Pinex, others. (V) Theatre appearances. (PR) Columbia.

DE ZURIK, MARY JANE. Entertainer, WLS, Chicago. (R) Local shows for Alka-Seltzer, Pinex and others; transcriptions. (V) Theatre appearances.


DICKEY, ANNAMARY. See The Madrigal Singers.

DICKEY & HIS SHOWBOYS, TOM. Hillbillies, WOAI, San Antonio.

*DICKINSON, HAROLD. Singer. (Member of the Modernaires.) (R) Chesterfield Program (Liggett & Myers Tobacco Co., CBS).

DICKMAN, JOHN. Announcer, WBAL, Baltimore.

DICKSON, A. STUART. News commentator, director, producer, CFCY, Charlotte-town.

DICKSON, ARTELLS. Singer, actor, author. (R) Mr. Fixit (A. S. Boyle Co., CBS); Uncle Joe and Miss Virginia (Diplomat Products, CBS); Tom Mix and HisRalston Straight Shooters (Ralston Purina Co., NBC Blue); The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS); others. (F) Paramount, National Screen. (L) Meet My Sister, 1933; Sweet Water Trail; Personal Appearance. (V) Theatre engagements, 1922-29.

DICKSON, DONALD. Singer. (R) General Motors Concerts (General Motors Corp., NBC Blue); Sunday Night Party (Sealtest, Inc., NBC Red); Chase & Sanborn Program, since Feb. 6, 1939 (Standard Brands, NBC Red).

DIESPECKER, DICK. Program director, news editor, script writer, producer, actor, CJOR, Vancouver. (R) Programs for Texaco, Signal Oil of Canada and others.

DIGHTON, JOHN. Announcer, singer, WJRD, Tuscaloosa.

DILLEN, BETTY. Singer, WHO, Des Moines.

DILLER, ROBERT H. Continuity writer, announcer, WMRO, Aurora.

DILLON, HAROLD N. Announcer, KRSC, Seattle.

DILLON, JOE. Announcer, WPEN, Philadelphia.

DILLON, JOHN. Commercial and sports announcer, actor. (R) Football for Socony-Vacuum stations, 1936 (WFAS, White Plains); others.

DINGLE, CHARLES. Actor (character, heavy). (R) March of Time, 1933 (Remington Rand, CBS); Lux Radio Theatre, 1936 (Lever Bros., CBS); Pepper Young's Family, 1936-38 (P & G for Camay Soap, NBC Red and Blue); The O'Neill's, 1937 (P & G for Ivory Soap, NBC Red and Blue); Central City, currently (P & G for Oxydol, NBC Red). (F) Paramount; shorts. (L) Room Service, 1937; All the Living, 1938; The Little Foxes, 1939; others.

DINSDALE, A. ("Dinny"). Producer, director. (R) Member of CBS production department, handling live programs and transcriptions, 2 years; production manager and recording director, AudiVision, Inc., 3½ years; free lance producer of transcriptions, 2 years; produced first experimental television programs in London, 1929-30. (F) Producer and director
PROFESSIONAL RECORDS—Continued

of slide films and commercial films. (Author of three books on television).

DION, ROLLANDE. Soprano, CHRC, Quebec.

DISQUE, BRICE, JR. Writer, director. (R) March of Time, 1936 (Wm. Wrigley, Jr., Co., CBS); several scripts for Grand Hotel (Campana Sales Corp., NBC Blue); Forecasting 1937, Jan. 2, 1937 (sustaining, CBS); Forecasting 1938, Jan. 1, 1938 (sustaining, CBS); scripts for Warden Lawes program (Sloan's Liniment, NBC Blue); Cities Service Concert (NBC Red). (LS) WEAF, WINS, WOR, New York; transcriptions, 1935. (LS) Stock; Walter Hampden's Co., 1925-26 (Hamlet, Cyrano, Merchant); Judgment Day, 1934. (Radio director, News Week Magazine, 1935. Assistant radio manager, writer, director for King Features Syndicate, 1936-38).

DITMARS, IVAN. Pianist, organist, director. (R) Shell Chateau, 1937 (Shell Oil, NBC Red); Ken Murray, 1937 (Lever Bros., CBS); Al Jolson, 1938 (Lever Bros., CBS); Dr. Christian, 1938-39 (Chesebrough Mfg. for Vaseline Products, CBS); Joe E. Brown, 1939 (General Foods, CBS); Gateway to Hollywood, 1939 (Wm. Wrigley, Jr., Co., CBS); Tuesday Night Party, 1939 (Lever Bros., CBS); others, including Burns and Allen and Eddie Cantor; numerous coast commercials. (First pianist-organist, CBS, Hollywood).

DIVEN, DOROTHY. Singer, actress, writer, KDON, Monterey. (R) Also transcriptions and Mutual Network shows out of KFRC, San Francisco.

DIVEN, ROY M. Musician (violin, saxophone, trombone), KGNC, Amarillo, Texas. (V) Phil Phillips' Orchestra. (PR) RCA Victor.

* DIXON, JEANNE. Actress. (R) Arnold Grimm's Daughter (General Mills, NBC Red and Blue).

DIXON, MASON. Production manager, announcer, WFBC, Greenville. (R) Also via WRVA, Richmond.

DOC & CARL. See Doc Addington and Carl P. McConnell.

DOGGETT, JEROME H. Announcer, KFRO, Longview.

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Carl Hoff and his Orchestra

- with Al Pearce for Grape Nuts
- Your Hit Parade for Lucky Strike
- Management MCA

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FRANK HODEK
Musical Director
NBC HOLLYWOOD
PROFESSIONAL RECORDS—Continued


DOLAN, ROBERT EMMETT. Conductor. (R) The Adventures of Gracie (Burns & Allen), 1934-35 (General Cigar Co. for White Owl Cigars, CBS); Frank Fay Calling, 1936 (Standard Brands for Royal Gelatin, NBC Red and Blue); The Saturday Night Party, 1936-37 (Sealtest, NBC Red); The Sunday Night Party, 1937 (Sealtest, NBC Red); The Circle, 1939 (Kellogg Co. for Corn Flakes, NBC Red). (L) Conducted several Broadway musicals.

DOLE, BURTON. Member of Our Sernaders. (R) Sunbrite Smile Parade (Swift & Co., NBC Blue).


DOLVA, VINCENT. Announcer, KGCU, Mandan. (Also transmitter operator).

DONAHUE, DONALD. Sports announcer, KDLR, Devils Lake.

DONALD, PETER, JR. Actor (character, dialect, juvenile, straight). (R) 20,000 Years in Sing Sing, 1932, 1936-37 (William R.-Warner Co. for Sloan’s Liniment, NBC Red); Kre-Mel Hour, 1932 (Corn Products Refining Co., CBS); Lux Radio Theatre, 1935 (Lever Bros. for Lux, CBS); The Fleischmann Hour, 1935-37 (Standard Brands, NBC Red); College Prom, 1935 (Kellogg Co., NBC Red); Billy and Betty, 1936-37 (Sheffield Farms, WEAF); News of Youth, 1936 (Ward Baking Co., CBS); Bakers Broadcast, 1936-37 (Standard Brands, NBC Blue); Irene Rich Dramas, 1936 (Welch’s Grape Juice, NBC Blue); Death Valley Days, 1936-37 (Pacific Coast Borax Co., NBC Blue); Helen Hayes in Bambi, 1937 (General Foods for Sanka Coffee, NBC Blue); Guy Lombardo and His Orchestra, 1937 (General Baking Co., CBS); Today’s Children, 1937 (Pillsbury Flour Mills, NBC Red); Pepper Young’s Family, 1937 (Procter & Gamble for Camay Soap, NBC Red and Blue); Terry and the Pirates, 1937-39 (Bowey’s, Inc., for Dari-Rich, NBC Red); Kitchen Cavalcade, 1937 (C. F. Mueller Co., NBC Blue); others, since 1929. (F) Shorts. (L) Bitter Sweet, 1929-30; Lottery, 1931; Give Me Yesterday, 1931; Pure in Heart, 1934; others. (Also journalist, lyricist, composer, director and writer of radio shows).


DONLEY, BOB. Announcer, WCAE, Pittsburgh. (R) Formerly KOA and KLZ, Denver; WKY, Oklahoma City. (L) Stock, 1932. (V) Theatre appearances.

DONNELL, JACK. Announcer, KWOS, Jefferson City. (R) Also KUOA, Siloam Springs.

DONNELLY, ANDY. Actor. (R) Famous Actor’s Guild Presents Helen Menken in Second Husband (Bayer Aspirin, NBC Blue); Court of Human Relations (Vadsco Sales Corp., Mutual); Mrs. Wiggs of the Cabbage Patch (A. S. Boyle Co., BiSoDol, and Hill’s Cold Tablets, NBC Red); Dick Tracy (Quaker Oats Co. NBC Red); Road of Life (P & G, NBC Red).

DONNELLY, JIMMY. Actor. (R) Hilltop House (Colgate - Palmolive - Peet Co., CBS); The O’Neills (Procter & Gamble, CBS, NBC Red and Blue); Second Husband (Bayer Aspirin, CBS).


DONNELLY, TOMMY. Actor. (R) Second Husband (Bayer, CBS); Young Widder Brown (Cal-Aspirin, Haley’s M-O, NBC Red).

DONNIE, DON. See Alfred Rickey.


PROFESSIONAL RECORDS—Continued

Vick's Open House, 1938 (Vick Chemical Co.); Time to Shine, 1938 (Griffin Mfg.); Pinex Party, 1938 (Pinex). (V) WLS road shows, 1934-37; Blue Ridge Mountainneers, 1935; WLW road show, 1938 (PR) Bluebird.


DOOLEY, PHIL. Orchestra leader. (R) Sustaining broadcasts from hotel with own swing orchestra, past 3 years. (V) Hotel engagements.


*DORLAND, NAN. (R) Shows on WABC. New York.

DORR, ROY. Musician, KUJ, Walla Walla. (V) Theatre appearances.

*DORR RUSSELL. Singer. (R) CBS shows.

DORSETT, CHRISTINE. Commentator, WSTP, Salisbury.

DORSEY, ANDREW L. Music director, WNEW, New York. (R) Also WMAL-WRC, Washington, as concert singer. (F) Shorts. (L) Operas, operettas. (V) Theatre appearances.

DORSEY, HOWARD. Announcer, news commentator, program director, WCBS Springfield. (R) Also WMBD, Peoria transcriptions.


DOSCH, MICHAEL. Accordionist, KWTO-

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KGBX, Springfield. (R) Also KMJJ Clay Center; WLS, Chicago; WNAX Yankton; local shows for Armour & Co., Peruna, and others. (V) Rube Tronson Texas Cowboys.

DOSS, WARREN G. Musician, WMBD Peoria. (V) Theatre appearances.


DOUGALL, TOM. Script writer, actor, director, WXYZ, Detroit. (R) Also Mutual; Michigan Radio Network. (L) 1931-32; (V) 1928.

DOUGHERTY, LEO. ("Bill"). Special events announcer, WRBL, Columbus, Ga. (R) Also WMBO, Auburn.

DOUGLAS, CHARLES. Musician, KGO-KPO, San Francisco. (L) 1930. (PR) RCA Victor, Bluebird.

DOUGLAS, DOUG. News commentator, KRKD, Los Angeles.

DOUGLAS, EILEEN. Actress, writer, producer. (R) Town Hall Tonight (Bristol-Myers for Ipana and Sal Hepatica, NBC Red); Eileen & Bill, 1928-31 (local show over WABC, WJZ and WOR, New York); others, including transcriptions. (L) Dover Road, Cat and the Canary, Grand Street Follies, dramatic stock and others. (Program director, radio department of Donahue & Coe).

DOUGLAS, HARRY. See Deep River Boys.


DOUGLAS, STEVE. Sportscaster, announcer, WNNC, Asheville. (R) Local programs for Kellogg Co., others.

DOUGLASS, JAMES C. Producer, KMOX, St. Louis. (V) House orchestra leader, 1936-37. (Program director, KOIL, Omaha; KFAB, KFOR, Lincoln).

DOUGLASS, NANCY. Actress. (R) Curtain Time, 1936 (General Mills, Inc., Mutual); Betty & Bob, 1936-37 (General Mills, Inc., CBS); Romance of Helen Trent, 1937 (Edna Wallace Hopper, Old English, CBS); Myrt & Marge, 1937 (Collgate-Palmolive - Peet, CBS); Valiant Lady, 1937 (General Mills, CBS); A Tale of Today, 1937 (Princess Pat, NBC Red); Kitty Keene, 1937 (Procter & Gamble, CBS); Dangerous Road, 1937-38 (Sperry Flour Co., NBC Red). (L) 1933-36. (Currently associated with KGO-KPO, San Francisco).


*DOWD, DON. Announcer. (R) Carters of Elm Street, 1939 (Wander Co., NBC Red).

DOWELL, SAXIE. Comic singer. (R) Lady Esther Serenade, 1933 (Lady Esther Cosmetics, NBC Blue); Quaker Oats programs, 1934 (Quaker Oats Co., Mutual); Penthouse Party, 1935 (Harold F. Ritchie for Enos Effervescent Salts, NBC Blue); Phil Baker, 1936 (Gulf Oil, CBS); Chesterfield Program, 1937 (Liggett & Myers Tobacco, CBS); Time to Shine, 1938-39 (Giffin Mfg. for Griffin Allwhite, CBS). (F) Shorts. (V) With Hal Kemp's Orchestra, 12 years. (PR) RCA Victor. (Composer of Three Little Fishies, Tell Her, I Don't Care).

DOWLING, JEANETTE. Actress. (R) The O'Neill's (Procter & Gamble, NBC Red and Blue, CBS); Road of Life (Procter & Gamble, NBC Red and CBS); Dog Heroes (Thrivo Dog Food, NBC Blue).


DOWNEY, MORTON. Singer. (R) Camel Quarter Hour, 1930-32 (R. J. Reynolds Tobacco, CBS); Woodbury Program, 1933 (Jergens-Woodbury Sales, NBC Blue); Karlsbad Presents Morton Downey, 1934-35 (Karlsbad Sales, NBC Blue); Evening in Paris, 1936 (Bourjois Sales, NBC Blue); Drene program, 1937-38 (Procter & Gamble for Drene, European stations); Eddy Duchin and His Orchestra, 1939 (American Cigarette & Cigar for Pall Mall Cigarettes, NBC Red). (F) Pathe, Paramount; Universal and Vitaphone shorts. (L) Excess Baggage, 1927 (f). (V) The Boy Tenor, 1923; theatre and club engagements. (PR) Decca.

DOWTY, DIANA. Actress, FTRD. (R) CBS sustaining shows; also WMCA,
PROFESSIONAL RECORDS—Continued


DOYLE, JAMES. Announcer, writer, producer. (R) Howie King, 1938 (Kellogg Co., Mutual-Don Lee Network); Thirty Minutes in Hollywood, 1938 (regional sponsorship; locally sponsored by California Fish Institute; Mutual). (Currently on staff of KHJ, Los Angeles).

DRAGONETTE, JESSICA. Singer. (R) Coca-Cola Series, 1927 (Coca-Cola Co., CBS); Philco's Theatre Memories, 1927-30 (Philco Radio Corp., CBS); Hoover Sentinels, 1929 (Hoover Co., NBC Blue); Cities Service Concert, 1930-37 (Cities Service Co., NBC Red); Palmolive Beauty Box Theatre of the Air, 1937 (Colgate-Palmolive-PEet Co., CBS); appeared on the opening programs of General Motors, 1927; Maxwell House Coffee, 1928; General Electric, 1930; Atwater Kent, 1935. (L) The Student Prince, 1926; Grand Street Follies, 1926; The Miracle; concert tours.

DRAKE, JOHN C. Continuity writer, producer, KCKN, Kansas City.


DRAPEK, FARRELL (Freckles). Musician, WTAD, Quincy. (R) Also KFRU, Columbia; KTUL, Tulsa; KNX, Los Angeles; WHO, Des Moines; local show for Allis-Chalmers, others. (V) Cy & Freckles, The Bay City Buckaroos.

DRESS, JACK. Sports and special events announcer, WJJD, Chicago. (R) Local shows for Kellogg, American Tobacco, others.


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STAN LOMAX

SPORTS COMMENTATOR

WOR
PROFESSIONAL RECORDS—Continued

*DRUESSLER, ERIC. Actor. (R) Pepper Young's Family (Procter & Gamble, NBC Red and Blue); Central City (P & G, NBC Red).

DREW, ALBERT L. Actor, announcer, comedian, WBTM, Danville. (L) 1929-33.

DREXLER, ROBERT B. Announcer, WSAZ, Huntington. (R) Local shows for Household Finance Corp., Pure Oil Co., others.


DRINARD, LARRY. Blackface comedian, M.C., WRLN, Richmond. (R) Corn Cob Pipe Club, 1933 (Larus Bro., NBC Red and Mutual, 1937); local shows.

DRISCOLL, DAVE. Special events announcer and producer, WOR, New York.

*DRISCOLL, JOHN. Producer, script writer. (R) Cavalcade of America (E. I. du Pont de Nemours, CBS). (Associated with Batten, Barton, Durstine & Osborn).


DUANE, MARY FRANCES. Soprano, WAVE, Louisville.

DUCHIN, EDDY. Orchestra leader. (R) Pepsodent Junis Program, 1933-34 (Pepsodent Co., NBC Blue); Texaco Program, 1935 (Texas Co., NBC Red); Campbell Soup, 1936; La Salle Fashion Show, 1936-37 (Cadillac Motor Co.); Arden Hour of Charm, 1937-38 (Elizabeth Arden Co., Mutual); Eddy Duchin and His Orchestra, 1938-39 (American Cigarette & Cigar Co. for Pall Mall, NBC Red). (F) Paramount, Republic. (V) Theatres, hotels.

DUDLEY, BIDE. Dramatic critic, Broadway commentator. (R) Bide Dudley's Theatre Club of the Air, currently (sustaining, WOR, N. Y.); commercials on WJZ, WOR and WMCA in the past. (Formerly newspaper dramatic critic).

*DUDLEY, DON. Actor. (R) Hawthorne House (Wesson Oil & Snowdrift, NBC Red).

DUDLEY, JAMES R. Sports announcer, WIND, Gary. (R) Also WJJD, Chicago. (F) Commercial; shorts. (V).

DUDLEY, PAUL. Writer, producer, announcer. (R) Passing Parade, 1938-39 (Union Oil Co, NBC Red); various other network shows. (LS) KHJ, Los Angeles.

DUFF, FRED. Singer, WVFW, New York.


DUMKE, RALPH. Comedian, singer (East & Dumke). (R) Sisters of the Skillet (Procter & Gamble, NBC Blue); Armour Stars (Armour Co., NBC Blue); Knox Quality Twins (Knox Gelatine, CBS); others. (GA) National Barn Dance (Miles Laboratories, Inc., NBC Blue, Feb. 12, 1938 and March 5, 1938). (F) Educational Pictures, 1937. (V) East & Dumke, The Mirthquakes, 1923-29.

DU MOND, JOE. Actor, singer, WMAQ-WENR, Chicago. (L) 10 years of concert work.

DUNBAR, STUART. Sports commentator, announcer, KSAL, Salina.

DUNCAN, LARRY (Lawrence Eisler). Impersonator. (R) Major Bowes' Amateur Hour, May, 1937 (Chrysler Corp., CBS); Vanity Fair, 1937 (Campana Sales, NBC Blue). (F) Shorts. (V) Appearances with Major Bowes' Unit No. 4.

DUNCAN, MARTHA. See Three Little Pigs.

DUNCAN, MARY. See Three Little Pigs.

DUNCAN, MILDRED. See Three Little Pigs.

DUNCAN, NORVIN C., JR. Announcer, WWNC, Asheville. (Also sound technician).

DUNHAM, BERT O. Musician (banjo, guitar), WNAX, Yankton.

DUNHAM, BRYON. Announcer, producer, KFVD, Los Angeles.

DUNHAM, EDWIN (Eddie). Production director. (R) Lady Esther Serenade (Lady Esther Cosmetics, NBC Red). (Production director for NBC, New York for over 10 years).

DUNKLEBERGER, TOMMY. Organist,
pianist, arranger, WHIO, Dayton. (V) Theatre appearances.


DUNN, BILLY. Comedian, Federal Theatre Radio Division. (R) WOR, New York. (L) Bringing Up Father (f). (V) Billy Dunn, the Irish Minstrel; Beckford & Dunn.

DUNN, EDWIN. Actor, producer, script writer, announcer, M.C., WFAA, Dallas. (R) Also Dixie & Texas Quality Networks; shows for Dr. Pepper Co., Chevrolet Motor Co., others. (F) Republic. (V) 1928-39.

DUNN, JACK. Announcer, news commentator, WDAY, Fargo.

DUNN, MALCOLM. Actor (character comedy, straight light comedy, dialects). (R) Eno Crime Club, 1933 (Harold F. Ritchie for Eno Effervescent Salts, NBC Blue); Kraft Music Hall, 1935 (Kraft-Phenix Cheese, NBC Red); Royal Gala-

DUNN, PAT. Singer, WDAF, Kansas City. (R) Major Bowes & His Original Amateur Hour, 1938 (Standard Brands, Inc. NBC Red); local shows. (L) 1937-39

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PROFESSIONAL RECORDS—Continued

(V) Ilson & Johnson, 1935; Major Bowes 1935; Rudy Vallee, 1938.

*DUNN, VIOLET. Actress. (R) The O'Neills (Procter & Gamble, CBS, NBC Red and Blue).

DUNN, WILBER H. ("Willie"). Sports-caster, pianist, man-on-the-street reporter, WIBM, Jackson. (R) Also WADC, Akron; WKBN, Youngstown; local shows for Pure Oil Co., Gordon Baking Co., others. (V) 1924-27.

*DUNN, WINIFRED. Dialogue writer. (R) Second Husband (Bayer, CBS); Young Widder Brown (Phillips Chemical Co., NBC Red).


DUNNING, HARLAN J. Announcer, writer, KGMB-KHBC, Honolulu-Hilo.


DUPRE, BETTY. Singer, WBRY, Waterbury.

DUPRE, HENRY. Special events announcer, WWL, New Orleans.

DUQUETTE, ROBERT. Singer, CHRC, Quebec.

DURAND, PAULA. Singer, actress, writer, KVOO, Tulsa. (R) Also NBC sustaining.


DURBIN, WILLIAM A. Announcer, WEW, St. Louis. (R) Also WTMV, East St. Louis; KWK, St. Louis.


DURNEY, BILL. Sports. (R) Local broadcasts for Philco, Zenith Radio and others. (F) Voice for commercials. (L) Municipal Opera, 1929; Dulcy, 1930 (f). (V).

DUSSAULT, JOSEPH. Actor, CHRC, Quebec.

DVORAK, RAYMOND F. Band director, WIBA, Madison. (F) Shorts. (Professor of Music, University of Wisconsin).

DVORAK, TONY. Musician, WMT, Cedar Rapids. (V) Theatre appearances.


Dye, John C. Musician (trombone, bass fiddle), WMT, Cedar Rapids. (V) Theatre appearances.


E

Eagen, George L. Trombonist, WFAA, Dallas.

Eagle, Don J. Singer, guitarist, KHQ-KGA, Spokane. (V) One year.

Earl, Craig. Psychological programs. (R) Professor Quiz, 1937 to Sept., 1938 (Nash-Kelvinator Corp., CBS); Professor Quiz, since Oct. 1938 (Noxzema Chemical Co., CBS). (V) 1937.

EASTMAN, CARL. Actor (juvenile, character, dialect). (R) Bicycle Party, 1937 (Cycle Trades of America, NBC Red); Beatrice Fairfax, 1937 to Feb., 1938 (Hecker Products for Gold Dust and Silver Dust, Mutual); Believe It or Not, 1937-38 (General Foods for Huskies and Post Bran, NBC Red); Kitchen Cavalcade, 1937-38 (C. F. Mueller Co., NBC Blue); Life Can Be Beautiful, 1938-39 (P & G for Ivory Soap, CBS); others, including local shows.

EASTMAN, MARY. Singer. (R) Saturday Night Serenade (Pet Milk Sales Corp., CBS).

EASTMAN, MAX. Master of Ceremonies. (R) The Word Game, 1938 (sustaining, CBS). (Assistant in Philosophy, Columbia University, 1907-10; Editor of The Masses, 1913-17, The Liberator, 1918-22; translator of The Real Situation in Russia by Leon Trotsky, 1928; author of Child of the Amazon and Other Poems, 1913; Journalism Versus Art, 1916; The Sense of Humor, 1921; Marx and Lenin, The Science of Revolution, 1926; others).

EATON, ROBERT. Comedian, dialectician, actor, WHO, Des Moines. (R) Local shows including Guardians of the Highway (Chevrolet Motor Co.), 1936; Colonel Courtesy (Barnsdall Refining Co.), 1936. (L) Stock.

EBEL, WALTER M. Sports and special events announcer, KTHS, Hot Springs.

EBERHARDT, JOHN. Entertainer, KFBI, Abilene.

EBERLE, JIM. Commercial and sports announcer, WWJ, Detroit. (R) Horace Heidt and His Brigadiers, 1938 (Stewart-Warner Corp., NBC Red); hockey and baseball for General Mills; others.

EBI, EARL. Producer, actor, WWJ, Detroit. (F) Universal, M-G-M, RKO, 20th Century-Fox, Republic; shorts. (L) Night of January 16th; Behind Red Lights.

EDDY, MAXINE, Woman's editor, KGFF, Shawnee. (Formerly reporter).

EDWARDS, Paul. Musician, WBNS, Columbus. (V) 1936-37.

EDWARDS, RALPH. Announcer, M.C. (R) Town Hall Tonight, 1936 (Bristol-Myers for Ipana Toothpaste and Sal Hepatica, NBC Red); Heinz Magazine of the Air, 1936 (H. J. Heinz Co., CBS); The Wife Saver, 1936 (Manhattan Soap Co. for Sweetheart Soap, CBS); Dining with George Rector, 1936-37 (Phillips' Soups, CBS); Lucky Strike Hit Parade and Lucky Strike News Parade, 1937 (Lucky Strike Cigarettes, CBS); Horace Heidt's Brigadiers, 1936-38 (Stewart-Warner Corp., CBS); Major Bowes Amateur Hour, 1936-39 (Chrysler Corp., CBS); Horn & Hardart Children's Hour, 1937-38 (Horn & Hardart Baking Co., WABC, N. Y.); Follow the Moon, 1937-38 (Lehn & Fink for Pebeco Toothpaste, CBS); Tony Wons, 1937-38 (Vick Chemical Co. for Vick's VapoRub, CBS); Emily Post, 1937-38 (Florida Citrus Commission, CBS); George Jessel's electrical transcription show, 1937 (DeSoto Motor Cars) Ben Bernie & All the Lads, 1938 (U. S. Tire Dealer Mutual Corp., CBS); Howie Wing, 1938-39 (Kellogg Co., CBS). Gospel Singer (P & G, successively NBC Blue and Red); Life Can Be Beautiful, 1938-39 (P & G, CBS); Vic & Sade (P & G, NBC Red and Blue); Honolulu Bound, since July, 1939 (Hawaiian Pineapple Co., CBS). (F) Shorts; Republic Pictures (f). (V) Theatre appearances.

EDWARDS, SAM ("Buddy"). Actor, singer. (R) Calling All Cars, 1937 (Rio Grande Oil Co., CBS); Maxwell House Showboat, 1937 (General Foods, NBC Red); Professor Puzzlewit, 1938-39 (Galenkamp Stores, NBC Red); Pacific Coast shows. (L) 1938. (Currently associated with KGO-KPO, San Francisco).

EDWARDS, VIVIAN. Singer. (R) Hollywood Sunshine Girls (Skol Products, Mutual).

EDWARDS, WEBLEY. Producer, M.C., KGMB-KHBC, Honolulu-Hilo. (R) Programs for Maxwell House, H. J. Heinz, Listerine, and others, including all football broadcasts originating at KGMB. (Also station manager).

EGALITE, GEORGE. Violinist, WNAX Yankton. (R) Local show for Allis-Chalmers Mfg. Co., others.
PROFESSIONAL RECORDS—Continued

*EGAN, AUDREY. Actress. (R) Billy & Betty, 1939 (General Mills, Inc., NBC Red); Doc Barclay’s Daughters, 1939 (Personal Finance Corp., CBS).

EGELSTON, CHARLES. Actor (character, dialect, comedy). (R) Ma Perkins, since 1933 (Procter & Gamble for Oxydol, NBC Red, 1933-38; CBS, 1938); Uncle Ezra, currently (Miles Laboratories for Alka-Seltzer, NBC Red). (F) Commercial shorts. (L) Stock. (Member of WLW staff).

EHLER, CHRIST. Musician (clarinet, saxophone), WHBL, Sheboygan. (R) Local shows for Peruna, others.

EIGEN, JACK. Broadway and Hollywood reporter, WMCA, New York. (R) Also Inter-City Network.

EIGHT MEN, T HE. See Ezra Hoffman, Steve Merrill, Herbert Spieckerman, Milton Flinn, Ralph Nyland, Franklin Bens, Ellis Frakes, Milton Sachs.

EINSTEIN, HARRY. See “Parkyakarkus”.

EISOLD, GEORGE. Musician, WHBL, Sheboygan.

*ELINSON, IRVING. Script writer. (R) Tune Up Time (Ethyl Gasoline Corp., CBS).

ELIOT, BETH. Actress, FTRD. (R) Roses and Drums (Union Central Life Insurance, NBC Blue and CBS); NBC sustaining programs. (L) Artists & Models, Gay Paree, others.

ELLEN, MRS. MINETTA. Actress (character). (R) Mother Barbour in One Man’s Family since 1932 (successively sponsored by Wesson Oil & Snowdrift, Penn Tobacco, Royal Gelatin; Standard Brands for Tender Leaf Tea, 1935-39, NBC Red); I Love a Mystery, since Jan., 1939 (Standard Brands for Fleischmann’s Foil Yeast, NBC Red). (L) Stock.

ELLINGTON, JEAN. Singer (popular ballad and rhythm). (R) Magic Key of RCA, 1938 (Radio Corporation of America, NBC Blue); Watch the Fun Go By, 1938 (Ford Motor Co., CBS); Hammerstein Music Hall, 1938 (Anacin, CBS); others, including network programs for Kellogg; transcriptions for Texaco, Chevrolet, W. T. Grant Store, Imperial Tobacco. (LS) Peter Doelger Beer Program, 1938 (WJZ, New York); Movie Pilot, 1938 (Hudson River Day Line.

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PROFESSIONAL RECORDS—Continued

WEAF, New York). (F) Paramount shorts.

ELLENGTON, KEN. Educational and special events broadcasts (writer, producer, announcer). (R) Indianapolis 500-mile races, 1934-38 (sustaining, CBS); Americans at Work (sustaining, CBS); various vocational guidance, educational and special events features for WBBM, Chicago, and CBS network.

ELLIOI, BILL. Singer, actor, WEEI, Boston. (V) Theatre appearances.

ELLIOI, BILLY. Announcer, WDSU, New Orleans.

ELLIOI, GERALDINE. Script writer, WJR, Detroit.

*ELIOTT, WALLACE F. Director. (R) Night Editor (Cardinet Candy Co., NBC Red). (Associated with Tomaschke-Elliott).

ELIOTT, WILLIAM. Announcer, M.C, comedy impersonations, WICC, Bridgeport. (R) American Tobacco program, 1937; others, including participation program, 1938-39.

*ELLIS, SEGER. Orchestra leader. (R) NBC shows.

ELLSTROM, SIDNEY C. Character actor. (R) 1938-39 programs: Public Hero No. 1 (Falstaff Brewing Co., NBC Red); It Can Be Done (Household Finance Co., NBC Blue); Story of Mary Marlin and Guiding Light (Procter & Gamble, NBC Red); First Nighter (Campana Sales, NBC Red); Tom Mix Straight Shooters Program (Ralston Purina, NBC Blue).

ELLYN, JEAN. Dramatic actress, WMCA, New York. (F) shorts. (L) Marco’s Millions; Smiling Faces; Merrily We Roll Along, 1938; Having Wonderful Time, 1937-38.


*ELMER, ARTHUR. Impersonator. (R) Town Hall Tonight (Bristol-Myers Co., NBC Red).

ELMER, ROBERT P., Jr. Sports commentator, WCAU, Philadelphia. (R) Programs for General Mills; Socony-Vacuum; R. J. Reynolds Tobacco.

ELMSMORE, RALPH. Tenor, WCAU, Philadelphia. (R) Also KYW, WFIL, Philadelphia. (V) Tour with Roy Campbell’s Unit; theatre appearances.

ELSON, BOB. Special events and sports announcer, WGN, Chicago. (R) Romance of Helen Trent, 1936-37 (Edna Wallace Hopper, CBS); Tom, Dick and Harry 1937 (Fels & Co., Mutual); World Series broadcasts for Ford Motor Co.; others. (V) With Jerome “Dizzy” Dean, 1938.


*ELTON, DAVE. Producer. (R) Signal Carnival (Signal Oil Co., NBC Red).

EMERSON, JOE. Singer, inspirational speaker. (R) Hymns of All Churches, 1934-39 (General Mills CBS, NBC Red and Blue, and transcriptions); The Bachelor of Song, 1933-34 (C. F. Mueller, WLW, Cincinnati).

EMERY, BOB. Producer, writer, actor. (R) Iodent Big Brother Club, 1930-32 (Iodent Chemical Co., NBC Red); The Home Circle, 1933-35 (Humphrey Homeopathic Medicine Co., NBC Red); participating programs, 1931-33 (Yankee Network); Rainbow House; This Wonderful World. (Creator of educational programs, Mutual). (V) Big Brother Club, 1925-30.

EMORY, CARL. Juvenile actor, FTRD (R) Various sustaining shows on CBS and Mutual. (F) Chester Erskine Production; shorts. (L) 1929-30; Charm, Lady Windermere’s Fan and others.

ENDEBAK, CHRISTINA. Singer, guitarist, yodeler, WLS, Chicago. (V) Theatre appearances.

ENGLE, CLIFF. Announcer, narrator, (R) Good Morning Tonite (Alber Bros. Milling Co., NBC Red); Treasure Island (The Owl Drug Co., NBC Red); It’s a Fact, 1938-39 (International Shoe Co., NBC Red); Night Editor (Cardinet Candy Co., NBC Red).

*ENGLE, HOLLAND E. Producer. (R) Carnation Contended Hour (The Carnation Co., NBC Red).

ENGLE, THAINE. Announcer, special events commentator, KGKO, Ft. Worth.

ENNA JETTICK SEVEN. See Betty Mulliner, Ann Seaton, Jane Bryant, Gordon Cross, Floyd Sherman, Glenn Cross, Roger Kinne.

*ENNIS, SKINNAY. Orchestra leader,

ENO, JOHN. See Jack O'Neil.


ENSELOW, CATHERINE B. Commentator (Hollywood news), WSAZ, Huntington. (V) Theatre appearances.

ENTRIKIN, KNOWLES. Writer. (R) Bambi (General Foods Corp., NBC Blue); Betty & Bob (General Mills, Inc., CBS); Big Sister (Lever Bros. for Rinso, CBS); various sustaining shows including American School of the Air, CBS; The New World, NBC Red (in collaboration with David B. Howard); transcriptions, with other writers, for Goodrich Tires.

EPPESON, ROYAL F. (Knights of Rhythm). Musician (guitar, trumpet), singer, WHBF, Rock Island. (V) Rhythm Aristocrats, others. (PR) RCA Victor.

EPSTEIN, JOE. Sports commentator, announcer, WNOX, Knoxville. (R) Remote control programs for Ford, Chevrolet and Studebaker, 1939; others; also WMPS, Memphis; WROL, Knoxville.

*ERIC, ELSPETH. Actress. (R) Joyce Jordan-Girl Interne, 1938-39 (McKesson & Robbins, CBS); Central City, 1938-39 (F & G, successively NBC Blue and Red).

ERICKSON, ROLF M. Announcer, WHLB, Virginia. (R) Also Arrowhead Network.

ERICSON, THOR. Actor, comedian. (R) "Yonny Yonson" of Kaltenmeyer's Kindergarten since 1933 (NBC Red sustaining, 1933-35, '38-39; sponsored by Quaker Oats, 1936-37, NBC Red); Farm and Home Hour and NBC Jamboree since 1937 (NBC Blue). Writes own material for NBC Jamboree.

ERNST, BOB. Musician, WFAA, Dallas. (R) Local shows for Dr. Pepper Co., Chevrolet Motor Co., others.

ERSKINE, LAURIE Y. Writer. (R) Renfrew of the Mounted, 1936-37 (Continental Baking Co., CBS); currently a sustaining feature on NBC Blue. (F) Criterion and Grand National for Renfrew films. (Author of Power of the Hills, Valor of the Range, The River...
PROFESSIONAL RECORDS—Continued

Trail, Renfrew of the Royal Mounted, Renfrew Rides Again, Renfrew's Long Trail, and others).


ERVIN, EARNEST. Musician (guitar, harmonica), singer, yodeler, WMSD, Shefield. (R) Sustaining shows on CBS and Mutual. (L) 1938-39. (V) Theatre appearances.

ERVIN, ISH. Musician (bass fiddle, guitar), singer, KWTO-KGBX, Springfield. (PR) Brunswick, Decca, RCA Victor.

ERVIN, STUART. Actor. (R) Jack Oakie's College (Liggett & Myers Tobacco Co., CBS). (F) Pathe, Paramount, Fox, United Artists, RKO, M-G-M, FN.

ERVIN, VIRGINIA. See Music Maids.

ESCORTS & BETTY (Floyd Holm, Doug Craig, Cliff Peterson, Ted Clare, Betty Olson). Singers, WMAQ-WENR, Chicago. (R) Sustaining shows.

ESTES, ROBERT. Announcer, WDNC, Durham. (R) Also WCSC, Charleston.

ETON BOYS. See Earl Smith, Art Gentry, Jack and Charlie Day.


*EURICK, DR. ALVIN C. Interviewer. (R) NBC American Education Forum.

*EVANS, AL. Music arranger. (R) Ben Bernie & All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS).

EVANS, CLAUDIA. Announcer, KRMC, Jamestown. (L) Stock. (V) 1932.

EVANS, HARRY. Singer, M.C., KRMC, Jamestown. (L) Stock. (V) 1915-32. (Also station manager).

EVANS, HARRY. Actor, choral director, KVOO, Tulsa. (R) Courteous Colonels, 1936-37 (Barnsdall Refining, CBS); The Fun Bug, 1937 (Barnsdall Refining, CBS); also KTUL, Tulsa. (V) 1911-12. (PR) Edison-Bell Co. of London.

EVANS, HERBERT. Sports announcer. WNAX, Yankton.

EVANS, JONES. Producer, WBAX, Wilkes-Barre. (R) Also Yankee Network; WBZA, Boston. (L) Stock.


EVANS, RICHARD L. Announcer, producer, script writer, KSL, Salt Lake City. (R) Salt Lake Tabernacle Choir broadcasts over NBC and CBS, nine years.

EVANS, ROBERT B. Announcer, special events commentator, WBZ-WBZA, Boston. (R) Local shows for Standard Oil.


EVERETT, ETHEL. Actress (romantic leads, character ingenues, dialects). (R) Maxwell House Showboat, 1936-37 (General Foods, NBC Red); Your Unseen Friend, 1937-38 (Household Finance, CBS); Hilltop House, 1938 (Colgate-Palmolive-Peet, CBS); Kate Smith, 1938 (General Foods for Swans Down and Calumet, CBS); The O'Neills, 1939 (P & G for Ivory Soap, NBC Red); numerous others. (F) Slide and commercial films; sole feminine narrator of novels for the American Foundation for the Blind, under the sponsorship of the Library of Congress. (L) In the Best of Families, 1934; Gallery Gods, 1935; stock.

1141
PROFESSIONAL RECORDS—Continued

*EVERITT, MENTO. Actor. (R) Arnold Grimm's Daughter (General Mills, NBC Red and Blue).

EVERSMAN, JOHN. Violinist, WWNC Asheville.

FAICKNER, ELIZABETH. See The Madrigal Singers.

FADIMAN, CLIFTON. Master of Ceremonies. (R) Information Please, since May 17, 1938 (Canada Dry Ginger Ale Co. since Nov. 15; previously sustaining; NBC Blue); Magic Key of RCA, 1938 (Radio Corp. of America, NBC Blue). (Literary critic, The New Yorker Magazine).

FAIR, HAROLD. Program director, orchestra conductor, WHO, Des Moines.

FAIRBANKS, LUCILE. Program director, organist, KFIZ, Fond du Lac. (L) (f). (V) Theatre organist.

FAIRCHILD & CARROLL. See Edgar Fairchild and Adam Carroll.


FAIRFAX, BEATRICE. Women's programs. (R) Beatrice Fairfax (Hecker Corp., Mutual). (GA) Chase & Sanborn

DON QUINN

WRITING

"FIBBER McGEE and MOLLY"

OVER

NBC—RED NETWORK

FOR

JOHNSON'S WAX

AL SCHWARTZ
NORMAN SULLIVAN

Now in Our
SECOND SEASON

Writing For and With

BOB HOPE

"THE PEPSODENT PROGRAM"

1142
FALL, PETE (Four Blackhawk Quartette). Singer, guitarist, WOWO, Ft. Wayne. (R) Also KXOK, St. Louis; WROK, Rockford. (V) Theatre appearances.

FALLERT, RALPH. Announcer, WCAE, Pittsburgh.

*FANT, ROY. Actor. (R) The O’Neills (Procter & Gamble, NBC Red and Blue).

FARLEY, TOM. Sports announcer, KRMC, Jamestown.

FARLEY, WILLIAM J. Announcer, producer, sound effects, WICC, Bridgeport. (R) Also Mutual and Yankee Networks. (V) Theatre appearances.

FARNUM, O. A. (Randy). Humorist, KVVO, Tulsa. (R) Also KOMA, Oklahoma City.

FARNUM, WILLARD. Actor. (R) A Tale of Today, 1934-38 (Princess Pat, Ltd., NBC Red); Dan Harding’s Wife, 1938 (National Biscuit Co., NBC Red); The Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red; replacing Today’s Children, of which cast he was also a member); It Can Be Done, 1938 (Household Finance Co., NBC Blue); Madame Courageous, 1938 (Glidden Co. for Durkee Famous Foods, NBC Blue); Midstream 1939 (P & G for Teel, NBC Red).

FARNUM, WILLARD M. Announcer, WFLA, Tampa. (R) Also WEMP, WTMJ, Milwaukee; WKBH, La Crosse; Wмот, Manitowoc.

FARR, B. FLOYD. Producer, announcer, assistant program director, KDYL, Salt Lake City.

FARR, EDWARD D. (Five All Americans). Accordionist, singer, organist, KMMJ, Clay Center. (R) Local shows including Armour Noonday Melodies (Armour & Co.).

FARR, FINIS. Script writer. (R) Camel Caravan, 1935 (R. J. Reynolds Tobacco, CBS); We, the People, 1937 (General Foods, CBS); For Men Only, 1937-39 (Bristol-Myers for Vitalis, NBC Red); The American Scene (Crowell Publishing Co., transcriptions). (Previously staff writer for NBC, New York; WLW, Cincinnati; Wm. Esty advertising agency).

FARRELL, MAURY. Commercial, special events and sports announcer, WAPI, Birmingham. (R) Sports broadcasts over CBS and locally. (L) 1939.

*FARRELL, SKIP. (R) National Barn Dance (Miles Laboratories, NBC Blue).


FARRINGTON, FIELDEN. Assistant production chief, WXYZ, Detroit. (R) The Green Hornet (local sponsors, Mutual and Michigan Radio Network); others. (F) Shorts.

FASS, MARTIN. Announcer, WLTH, New York City.

FASETT, JAMES H. Musical director. (R) Assistant director of music, program department, CBS.

FAULKNER, GEORGE. Script writer. (R) Royal Gelatin Hour (Standard Brands, Inc., NBC Red).

FAUST, GILBERT. Actor. (R) Public Hero No. 1 (Falstaff Brewing Corp., NBC Red); Ma Perkins (Procter & Gamble, CBS, NBC Red).

FAY, CHAUNCY. Announcer, writer, continuity editor, WMT, Cedar Rapids.

FAY, ROMELLE. Pianist, organist, WHBL, Sheboygan.

FAYE & CLEO. Vocal and instrumental duo, KGKO, Fort Worth. (R) Also KFEO, St. Joseph; KFOX, Long Beach; KFMB, Los Angeles; WHO, Des Moines; WNAX, Yankton; local shows for Peruna, Allis-Chalmers, others. (V) Personal appearances.


FAYRE, KAY. Singer, WSPR, Springfield. (R) Also WMAS, Springfield; WTIC, Hartford. (V) Birdie Dean & Co., 1932; Gus Edwards’ Radio Stars, 1932; Aaronson, Fayre & Lane, 1933.
PROFESSIONAL RECORDS—Continued


FEINBERG, CHARLES K. Commentator, WQXR, New York City.

FEISTEL, JOHN. Announcer (German programs), WHOM, Jersey City. (R) Also WFAB, New York; others.

FELD, BEN. Musical director. (R) Phillips Poly Follies (Phillips Petroleum Co., CBS); Poetic Melodies (Wm. Wrigley, Jr., Co., CBS); Saturday Serenade (Pet Milk Sales Corp., CBS). (Currently musical director, KMOX, St. Louis).

FELL, JOHN W. Announcer, actor, WCOL, Columbus. (R) Also WBNS, Columbus.

FELLER, OTTO. Announcer (German programs), WHOM, Jersey City. (R) Also WHN, WINS, WWRL, New York.

FELLOWES, BARTON T. Newscaster, announcer, WMCA, New York. (R) Also WIP, Philadelphia; WOL, Washington; shows for Emerson Radio Co. (F) Commercials.

FELTENSTEIN, NORMA JANE. Violinist, KVOO, Tulsa. (R) Also WKRC, Cincinnati. (V) Theatre appearances.

FELTON, Verna. Character actress. (R) Death Valley Days, 1932-36, (Pacific Coast Borax, NBC Blue); Texaco Town, 1937 (Texas Co., CBS); Jell-O Program Starring Jack Benny, 1937-39 (General Foods, NBC Red); Big Town, 1937-38 (Lever Bros. for Rinso, CBS); Those We Love, 1938-39 (Lamont, Corliss for Pond’s Cream, NBC Blue); Woodbury’s Hollywood Playhouse, 1938-39 (Jergens-Woodbury Sales, NBC Blue). (L) Purple Mask (the Shuberts), 1923; stock (s, f).


*FENTON, MILDRED. Script writer. (R) Mrs. Wiggs of the Cabbage Patch (Old English, BiSoDol, NBC Red); Romance of Helen Trent (Louis Philippe, Edna Wallace Hopper, CBS); Mr. Keen, Tracer of...
PROFESSIONAL RECORDS—Continued

Lost Persons (BiSoDol, NBC Blue).

**FENTON, WARD.** Announcer, WJBK, Detroit.

**FERGUSON, A. C.** Comedian, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., others. (V) Theatre appearances.

**FERGUSON, E. R.** Announcer, WHBQ, Memphis.

**FERGUSON, FRANKLYN.** Announcer, WWJ, Detroit. (R) Also KTAT, Ft. Worth; WFAG, Dallas; WOOD, Grand Rapids.

**FERRER, JOSE.** Actor (juvenile, comedy, character, heavy, dialect). (R) Edgar Guest in Welcome Valley, 1936 (Household Finance Co., NBC Blue); Today's Children, 1936 (Pillsbury Flour Mills, NBC Red); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); Rudy Vallee Hour, 1938 (Standard Brands, NBC Red). (L) Slight Case of Murder, 1935; Brother Rat, 1936-37; Missouri Legend, 1938; Mamba's Daughters, 1939; others.

**FERRIS, RAY P.** Head of music department (formerly minstrel entertainer), WLS, Chicago. (R) Sinclair Minstrels (Sinclair Refining Co., NBC Blue); other NBC shows; also WENR, Chicago. (V) Chuck & Ray Harmony Slaves. Composer of 'Down the Lane of Memory'.


**FESSLER, CARLOS.** Singer, WHO, Des Moines. (R) Also WGN, Chicago; including Curtiss Candy program, 1937. (GA) Armour, 1934 (NBC); Packard, 1934 (NBC); Betty & Bob, 1935 (General Mills, NBC Blue). (F) Commercials. (V) 1933-34.

**FETZ, MRS. P. M.** Conductor of Women's Hour, KWJB, Globe.

**FEYHL, HORACE W.** Announcer, M.C., WCAU, Philadelphia. (R) Also Pageant of Youth (Tasteyeast, NBC Red).

**FIBBER McGEE & MOLLY** (James E. and Marion Jordan). Comedy team. (R) Fibber McGee & Molly, since April, 1935 (Molly off from Nov., 1937, to April 18, 1939) (S. C. Johnson & Son, NBC Red). (F) Paramount (f). (V) Marion & Jim Jordan, harmony singing and piano, 5 years.

**FICKETT, HOMER.** Producer, director, script writer. (R) Cavalcade of America (E. I. du Pont de Nemours, CBS); March of Time (Servel and Time, Life & Fortune Magazines, NBC Blue). (Associated with BBD & O.

**FICKETT, KENNETH M.** Producer. (R) Ed Fitzgerald—Informal Chatter, 1938-39 (Thomas Leeming Co., Mutual); others. (On staff of William Esty & Co.).


**FIELD, BETTY.** (R) Kate Smith's Hour (as member of the Aldrich Family) (General Foods Corp., CBS).

**FIELD, CHARLES R. (Cheerio).** Master of Ceremonies. (R) Arco Birthday Party, 1930; Arco Dramatic Musicals, 1931; Fireside Recital, 1937 (all for American Radiator Co., NBC Red); many others, commercial and sustaining.

**FIELD, ELVIN E.** Actor (dramatic boys parts, 6 to 13 years). (R) Big Sister, 1936-39 (Lever Bros., CBS); Aunt Jenny's Real Life Stories, 1936-38 (Lever Bros., CBS); Johnny Presents, 1937-38 (Philip Morris, NBC Red, CBS); Kate Smith, 1937-39 (General Foods, CBS); March of Time, 1937-38 (Time, Inc., NBC Blue); The Goldbergs, 1938 (P & G, CBS); Criminal Case Histories with Warden Lewis E. Laws, 1938 (Wm. R. Warner for Sloan's Liniment, NBC Blue); Her Honor, Nancy James, 1938-39 (International Cellucotton for Kleenex, CBS); Gang Busters, 1938-39 (Colgate-Palmolive-Peet, CBS); Hilltop House, 1938-39 (Colgate-Palmolive-Peet, CBS); NBC television programs. (LS) New York on Parade, 1938 (Consolidated Edison, WJZ, New York); 5 Star Final, 1939 (EX-Lax, WMCA, New York). (F) Shorts. (L) Stop Over, This Our House, Let Freedom Ring; others.

**FIELD, ROSWELL F.** Director. (R) Stoopnagle & Budd, 1933 (Pontiac Motors, CBS); General Motors Concerts, 1935-37 (General Motors, NBC Red and Blue); Ben Bernie and All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS). (Vice-president, Campbell-Ewald Co. of New York).

**FIELD, ZO ANN.** Singer, KFNF, Shen-
PROFESSIONAL RECORDS—Continued

andoah. (R) Also KSOO, Sioux Falls; WJAG, Norfolk; Speedliners, 1938 (Allis-Chalmers Mfg. Co.). (V) Personal appearances.


FIELDS, ARTHUR. Singer. (R) Rex Cole Mountaineers (Rex Cole, NBC Red); Just Willie (U. S. Rubber, NBC Blue); Skol Program (Skol, NBC Blue); Sunday Drivers (sustaining, NBC). (F) Shorts. (V) Weston, Fields & Carroll, Carroll & Fields, Avon Comedy Four, Fields & Hall. (PR) Numerous companies, since 1910.

FIELDS, SHEP. Orchestra leader. (R) Radio Guide Court of Honor, 1936 (Radio Guide Magazine, NBC Blue); Jarman Shoe program, 1937 (Jarman Shoes, CBS); Rippling Rhythm Revue, 1937 (Jergens-Woodbury Sales, NBC Blue); also orchestra broadcasts from Arcadia Ballroom, 1936. (F) Paramount, 1937 (f); shorts. (V) Appearances in theatres throughout the country. (PR) RCA Victor.

FIELDS, SIDNEY H. Writer, actor. (R) Eddie Cantor, 1935 (Lehn & Fink for Pebeco Tooth Paste, CBS); Texaco Town, 1936, (Texas Co. for Texaco Gasoline, CBS); Texas Fire Chief, 1933 (Texaco Gasoline, CBS); Cantor's Camel Caravan, 1938-39 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS). (F) United Artists, Samuel Goldwyn, 20th Century-Fox (f); shorts. (L) Bon Ton Follies, 1921-23; Jekyll & Hyde, 1925-26. (V) Fields & Cash, 1917; Akerman-Harris, 1919; theatre appearances. (Chief of staff, Eddie Cantor's programs; wrote material for guest appearances of Leslie Howard, Al Jolson, Ben Bernie, Freddie Bartholomew, Lupe Velez, Ted Lewis, Sophie Tucker, Harry Richman, Burns & Allen and others).


FIFE, HERZL. Writer, narrator, WQXR, New York City. (Short story writer).

FIFER, JANE. Director of women's programs, special events, interviewer, WTAD, Quincy.

CLAIRE TREVOR

Second Year

Big Town

Management

HARRY WURTZEL
Hollywood, Calif.

PETER VAN STEEDEN

Conducting

"Town Hall Tonight"
"For Men Only"

1146
PROFESSOR FIGGSBOTTLE. See Don Johnson.

FILBURN, RUTH. Soprano, WGY, Schenectady. (R) Local program for Socony-Vacuum. (L) Concert appearances.


*FILLMORE, CLYDE. (R) Kate Smith’s Hour (as member of Aldrich Family) (General Foods Corp., CBS).

FIMBERG, HAL. Writer (comedy, drama). (R) Benny Rubin, 1936 (Feen-A-Mint, Mutual); Ken Murray, 1937 (Rinso, CBS); Al Jolson, 1937 (Rinso, CBS); Maxwell House Showboat, 1938 (General Foods, NBC Red); Edde Canter, 1938 (Texas Co., CBS); Ken Murray, 1938 (Campbell Soup, CBS); Jack Haley, Log Cabin Jamboree, 1938 (General Foods for Log Cabin Syrup, NBC Red); Jack Haley-Wonder Program, 1939 (Continental Baking for Wonder Bread, CBS); others, not current, including material for Frank Morgan, Benny Rubin, William Gargan and others.


FINDLAY, ROBERT S. Producer, WHAI, Greenfield. (R) Local shows for Ford Motor Co., others.

FINESHRIBER, WILLIAM H. Writer, director. (R) American School of the Air, New York Philharmonic Symphony, Columbia Symphony and similar broadcasts (all CBS sustaining).


FINLEY, STUART. Announcer. (R) Frank Simon & His Armco Band, 1939 (American Rolling Mills, NBC Blue). (LS) WWSW, Pittsburgh; WCPO, WLW, WSAI, Cincinnati; WIBX, Utica; WALR, Zanesville.

FIORITO, ERNIE. Conductor, arranger, composer. (R) Studies in Contrast (sustaining, Mutual).

FIO RITO, TED. Orchestra leader. (R) Lucky Strike Dance Orchestra, 1933 (American Tobacco Co., NBC Red); Old Gold Presents, 1934 (P. Lorillard Co., CBS); Poet Prince, 1934 (M. J. Breitenbach Co., NBC Blue); Lady Esther Program (summer) 1934-35; Hollywood Hotel, 1935 (Campbell Soup Co., CBS); Portraits in Harmony, 1936 (General Shoe Corp., NBC Blue); Frigidaire Frolics, 1936 (Frigidaire Corp., NBC Blue); Log Cabin Jamboree, 1937-38 (General Foods Corp., NBC Red); Wonder Show-Jack Haley, 1938-39 (Continental Baking, CBS). (F) Warner Bros., M-G-M, RKO (f); shorts. (V) Theatre appearances, hotels, etc. (PR) Decca.

FIRESTONE, EDDIE, JR. Dramatic actor. (R) Death Valley Days, 1933-37 (Pacific Coast Borax, NBC Blue); Sperry Sunday Special, 1936-37 (Sperry Flour, NBC Pacific Coast Red); Hawthorne House, 1937-39 (Wesson Oil & Snowdrift, NBC Pacific Coast Red); also programs for Wheatena, 1932-35; Occidental Life Insurance, 1935-36; S & W Fine Foods, 1937.

FIRMIN, GWYNN. Actress (dramatic, character, straight). (R) The Lone Ranger, 1938-39 (Gordon Baking, Michigan Radio Network and Mutual); The Green Hornet, 1939 (Dr. West’s Toothpaste, Mutual); Michigan Radio Network: Green Hornet, 1938 (Golden Jersey Milk); Men with Wings, 1938 (United Detroit Theatres); Hollywood Hits, 1938-39 (Nadell Furs): Here’s Your Party, 1939 (American Telephone & Telegraph); others, including transcriptions of The Lone Ranger and The Green Hornet.


FISET, ALEXANDRE. Actor (comedy), CHRC, Quebec.

FISHELL, DICK. Sports commentator, WHN, New York. (R) Since 1932; various shows on this station, WMCA, New York, and WFBL, Syracuse, including Sports Resumes for Wheaties, Auburn Motors Corp., General Mills; For Men Only, 1938 (Bristol-Myers for Vitalis, NBC Red).

*FISHER, DORIS. Singer. (R) NBC show.

FISHER, FREDDIE. Leader of Freddie Fisher’s Schnickelfritz Band. (R) NBC and Mutual sustaining broadcasts from night clubs. (GA) Royal Gelatin Hour,


FISHER, HANK. Announcer, sportscaster, WDZ, Tuscola.

FISHER, LEWIS. Announcer, WCAM, Camden.

FISHER, MARGARET. Actress, FTRD. (R) Valiant Lady (General Mills, Inc., CBS); also network sustaining programs. (F) Shorts. (L) Stock; shows produced by John Golden, the Shuberts, others. (V) Theatre appearances. (PR) RCA Victor.


FISHER, SHUG. Comedian, singer, WWVA, Wheeling. (R) Also KLX, Oakland; KTAB, San Francisco; KTM, Los Angeles; WLW, Cincinnati; others. (F) Shorts. (V) Beverly Hillbillies; Ranch Boys; Radio Pals. (PR) Decca.

SENATOR FISHFACE. See Elmore Vincent.

FITCH, LOUISE. Actress. (R) Kitty Keene, Inc. (Procter & Gamble, CBS); Mortimer Gooch (Wm. Wrigley, Jr., Co., CBS); Betty & Bob (General Mills, CBS); Story of Mary Marlin (Procter & Gamble, NBC Red and Blue); Manhattan Mother, since March, 1939 (P & G for Chipso, CBS).


FITZGIBBONS, JACK. News commentator, WSAR, Fall River.


FITZPATRICK, JACK. Sports and news commentator, KLZ, Denver.

IREENE WICKER
Creator of Children's Programs
has won every major award for children's radio programs since 1934
Sponsored by The H. J. Heinz Company

DON VOORHEES
1939
duPont "Cavalcade of America"
Ford Summer Hour
FITZMAURICE, GUY P., JR. Musician, WOWO-WGL, Ft. Wayne.


FLAGG, IRENE. Singer, WLAW, Lawrence. (V) Theatre appearances.

FLAHERTY, PAT. Sports commentator, WOAI, San Antonio.

FLANAGAN, CHARLES C. ("Pat"). Sports announcer and commentator, WBMM, Chicago. (R) Local shows for General Mills, Standard Oil and others.


FLANNERY, HARRY W. News commentator and director, KMOS, St. Louis. (R) Also WOJO, Fort Wayne.

FLATH, P. HANS. Organist, pianist, KMBC, Kansas City.

FLEER, HARRY. Singer. (R) Melody Weavers (CBS).

FLEISCHER, WALTER. Accompanist. (R) Lanny Grey's Rhythm School, 1938-39 (sustaining, NBC Blue). (Coach and arranger for Virginia Verrill, Jerry Cooper, Del Casino, Buddy Clark).

FLEISCHMAN, SOL. Sports and special events announcer, producer, WDAE Tampa. (R) Also KMOX, St. Louis; WEVD, New York City; WIP, Philadelphia; WOL, Washington; WXYZ, Detroit; local shows for Brown & Williamson Tobacco, Gulf Oil Corp., Kellogg Co. (L) 1929-39. (V) Theatre appearances. (Also studio engineer).

FLEISHER, FRANK E. Announcer, continuity writer, CFAC, Calgary. (R) Also CJFC, Kamloops; CKMO, CKWX, CRCX (now CBR), Vancouver. (F) Trailers. (Also publicity director).

FLEISHER, GORDON. Organist, CKLW Detroit. (R) Also WJR, Detroit.

FLINT, FRANK C. Dramatist, CFAR, Flin Flon.

FLINT, H. HARRISON. Organist, WLAW, Lawrence. (R) Also WMEX, Boston. (V) Featured theatre organist.

FLOREA, LOUISE. Singer. (R) A & P Gypsies, 1935-36 (Great A & P Tea Co.,

FLEMING, VAN ALSTYNE. Writer, producer, KSFO, San Francisco. (R) Signal Carnival, 1937 (Signal Oil Co., NBC Red); I Want a Divorce, 1939 (S & W Fine Foods, CBS); Problem Clinic, 1939 (Durant Mfg. Co., CBS); others. (F) Shorts. (L) Stock, 1929-30. (V) Van and Don, the Two Professors; theatre appearances. (PR) RCA Victor, Brunswick.

FLESHER, CHARLES. Producer, writer. (R) Hollywood Mardi Gras, 1937 (Packard Motors, NBC Red); Phil Baker, 1937-38 (Gulf Oil Corp., CBS); Hughesreel 1938 (Borden Co., NBC Red); Phantom Pilot, 1938 (Langendorf Bakeries, Mutual).


FLETCHER, REO. See The Cadets.

FLETCHER, TEX. Singing cowboy. (R) Tex Fletcher Presents, 1934 (Redi Spred, Mutual); Ed Fitzgerald Revue, 1937 (sustaining, Mutual); Hammerstein Music Hall, 1938 (Anacin, CBS); Tex Fletcher Presents, 1938 (Bell-Ann, Mutual); Al Pearce and His Gang, 1938 (General Foods for Grape Nuts, NBC Red). (F) Grand National (musical westerns) (s) shorts. (L) Howdy Stranger, 1937 (f). (V) Tex Fletcher in Person, 6 years. (PR) Decca.

FLEURY, CLAUDE. Crooner, CHRC, Quebec.

FLEURY, ESTELLE. Actress, singer, CHRC, Quebec.

FLEURY, LILY. Juvenile actress, singer, CHRC, Quebec.


FLINT, FRANK C. Dramatist, CFAR, Flin Flon.
FLYNN, BERNARDINE. Actress. (R) Public Hero No. 1, 1937-38 (Falstaff Brewing Co., NBC Red); Vic and Sade, 1934-39 (Procter and Gamble, NBC Red and Blue); also CBS in 1938).


FLYNN, ROBIN. Commentator, special features, KFFY, Spokane. (R) Also KGW-KEX, Portland. (F) (f). (V) Theatre appearances.

*FOGLE, GEORGE L. Producer. (R) Knickerbocker Playhouse (P & G, CBS); Ma Perkins (P & G, NBC Red and Blue).

FOGLE, L. V. Musician, KGNC, Amarillo. (V) Theatre and circus appearances.


FONTAINE, LEO. Writer, director, continuity editor, FTRD. (R) Continuity editor of all Federal Theatre Radio Division CBS, NBC and Mutual programs. (LS) WABC, WINS, New York and other stations. (Formerly dramatic and movie reviewer for Morning Telegraph; feature writer for Transradio Press).

FONTANA, ETTORE. Orchestra leader, WSBM, New Orleans.

FORBES, DON. Announcer, producer. (R) Split Seconds in History, 1936 (Tavannes Watches, CBS Pacific Coast); Hometown Sketches, 1936-37 (Fels Naphtha Soap, CBS Pacific Coast); Hawaiian Moon Casino, 1937 (Tussy Beauty Preparations, CBS Pacific Coast); Nash Speed Show, 1937 (Nash-Kelvinator Corp., CBS); Hollywood in Person, 1937 (General Mills, CBS); The Newlyweds, 1937-38 (Lambert Pharmacal for Listerine, CBS Pacific Coast); Headlines on Parade with Knox Manning, 1937-39 (Euclid Candy Co., CBS). (Engineer, CKMO, Vancouver; program director, CJOR, Vancouver, 1933-34; announcer, CBS sustainers and special events, 1934-38; currently chief announcer, KNX, Los Angeles.)

FORBES, E. GILBERT. News commentator, WBFB, Indianapolis.

FORBES, MURRAY. Actor. (R) Public Hero No. 1 (Falstaff Brewing Co., NBC Red); Ma Perkins, 1933-39 (Procter & Gamble, CBS, NBC Red); Story of Mary Marlin (Procter & Gamble, NBC Red and Blue); Inside Story, 1938-39 (Ralston Purina, successively CBS Pacific, NBC Blue); Curtain Time, 1938-39 (General Mills, Mutual); Bob Becker, 1938-39 John Morrell & Co., NBC Red); Knickerbocker Playhouse, 1939 (P & G, CBS); others not current.

FORD, HARRY. Humorist, philosopher, M. C., WTMJ, Milwaukee.

FORD, JOHN S. Violinist, WHAS, Louisville. (R) Also WCHS, Charleston; WWVA, Wheeling; local show for Pine Co., others. (V) Log Cabin Boys, Country Boys, others.


FORGET, JEAN. Pianist, CKAC, Montreal. (R) Programs for Anacin and others.

*FORKER, DON. Director. (R) General Electric Hour of Charm (General Electric, NBC Red). (Associated with Maxon, Inc.).

PROFESSIONAL RECORDS—Continued


FORRESTER, JOE (Lespedeza). Guitarist, string bass violinist, comedian, singer, KVOO, Tulsa. (R) Also WSM, Nashville. (V) 1937-39.


FORSTER, WALTER O. Announcer, WIL, St. Louis.

*FORT, JOE. (R) Joe Penner, 1938-39 (General Foods Corp., CBS).

*FOSSLER, DEAN. Organist (R) Interesting Neighbors (F. W. Fitch, NBC Red); Vanette Fashion Previews (Vanette Hosiery Mills, NBC Blue).

FOSTER, ANNE. Pianist, CKOC, Hamilton.

FOSTER, CLAIR A. Program director, actor, pianist, organist, choral music director, KGFF, Shawnee.

FOSTER, H. DAY. Production manager, KORE, Eugene. (R) Also KUJ, Walla Walla; KSLM, Salem.

FOSTER, JACK. Announcer, WCKY, Cincinnati.

FOSTER, ORVILLE R. Musician (piano, organ), conductor, WSBT-WFAM, South Bend. (R) Also Iowa Broadcasting System. (F) Shorts as news commentator. (V) Theatre appearances. (Also instructor of music and radio at the University of Notre Dame).

FOSTER, PHILIP. Dramatic actor. (R) Personal Column of the Air, 1937 (Procter & Gamble for Chipso, NBC Blue): The O’Neills, 1937 (P & G for Ivory Soap, NBC Blue); Just Plain Bill & Nancy, 1937-38 (Kolynos Tooth Paste, NBC Red); Mrs. Wiggs of the Cabbage Patch, 1938 (Anacin, NBC Red); David Harum, 1938 (B. T. Babbitt for Bab-O, NBC Red); Pepper Young’s Family, 1938 (P & G for Camay Soap, NBC Red and Blue); Mr. Keen, Tracer of Lost Persons, 1938 (BiSoDol, NBC Blue). (LS) Junior G-Men, 1937-38 (Fischer Baking Co., WOR); others. Also transcriptions. (L) Since 1927; productions by Brady & Wiman, Theatre Guild and Max Gordon.

FOSTER, RALPH. Crooning cowboy, CKCK, Regina. (R) Also Canadian Broadcasting Corp.

*FOSTER, ROYAL. Script writer. (R) Ken Murray & Oswald (Campbell Soup Co., CBS).

FOULIS, WILLIAM S. Actor (straight, character), KOB, Albuquerque. (R) Also KOA and KLZ, Denver. (F) Shorts. (L) Elitch’s Gardens (f). (V) Harry Lauder, Jr., 1921-27.

FOUR BLACKHAWK QUARTETTE. See James Bicknell, Donald E. Lake, Pete Fall, Walter Schultz.

FOUR CLUBMEN, THE (Huppot Hendrie, Phil Reep, Claude Reese, Darryl Woodward). (R) CBS shows.


FOUR ESQUIRES, THE. String quartet, WHBF, Rock Island. (V) Theatre appearances. (PR) Decca.

FOUR NOTES. See Marjorie Whitney, Lee Gotch, Leland J. Gillette, James (Bob) Krumenacher.


FOWLER, FRED. Announcer, WQAM, Miami. (R) Also CBS and NBC shows. (F) Shorts (Metrotone, Paramount). (V) Theatre appearances. (PR) RCA Victor.

FOWLKES, IDABELLE. Singer, WAIR, Winston-Salem.

FOWLKES, ROSSER. Singer, producer, announcer, WAIR, Winston-Salem.

FOX, GIBSON. Writer, WXYZ, Detroit. (R) Also Don Lee, Mutual and Michigan Radio Networks.

FOX, TEMPLETON. Actress. (R) Public Hero No. 1 (Falstaff Brewing Corp., NBC Red); Tom Mix and His Ralston Straight Shooters (Ralston Purina Co., NBC Blue); Story of Mary Marlin (P &
G for Ivory Soap and Snow, NBC Red); This Day Is Ours, 1938-39 (P & G for Crisco, CBS).


FOY, BILLY. Guitarist, WHAS, Louisville. (R) Also WLAF, Lexington. (V) Theatre appearances with Uncle Henry's Kentucky Mountaineers.


FRALEIGH, BESS. Actress (straight, comedy, dialect). (R) Forty-Five Minutes in Hollywood, 1934 (Borden Co., CBS); Home Sweet Home, 1935 (P & G for Chipso, NBC Red); Easy Aces, 1935 (Anacin, NBC Blue); The O'Neills, 1935-37 (P & G for Ivory Soap, NBC Blue); Ray Perkins, 1936 (Feen-A-Mint, CBS); Dr. Allan Roy Dafoe, 1936 (Lehn & Fink for Lysol, CBS); Personal Column of the Air, 1937 (P & G for Chipso, NBC Red); Hilltop House, 1938 (Colgate-Palmolive-Peet, CBS); Pepper Young's Family, 1938 (P & G for Camay Soap, NBC Red); Her Honor, Nancy James, 1938 (International Cellucotton for Kleenex, CBS); others, including WEEI, Boston, shows which she wrote and portrayed.

*FRANCIS, ARLENE. Actress. (R) There Was a Woman (Glass Container Association of America, NBC Blue); Johnny Presents, What's My Name? (Philip Morris & Co., Ltd., Mutual); Central City (P & G, NBC Red); What's My Name?, replacing Fred Allen for summer of '39 (Bristol-Myers, NBC Red). (L).

FRANCIS, MARION. Singer. (R) It Can Be Done With Edgar A. Guest (Household Finance Corp., NBC Blue, CBS).

FRANK, CARL. Actor, announcer, commentator. (R) Good Will Hour (Ironized Yeast, Mutual); Buck Rogers (Joe Lowe Corp. for Popsicles, Mutual); Aunt Jenny's Real Life Stories (Lever Bros. for Spry, CBS); The Shadow (D. L. & W. Coal Co., for Blue Coal, Mutual); Your Family and Mine (Sealtest, CBS); Campbell Playhouse (Campbell Soup, CBS); Gang Busters (Colgate-Palmolive-Peet, CBS); Big Town (Rinso, CBS); Her Honor, Nancy James (Kleenex, CBS).

FRANK, DON. Announcer, WAPI, Birmingham. (R) Also WJRD, Tuscaloosa.

FRANK, ELEANOR. Musician (violin, piano), singer, WNAX, Yankton. (R) Local show for Consolidated Drug, others.

FRANK, JOHN E. Actor. (R) Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS); Double Everything, 1937-38 (William Wrigley, Jr., Co., CBS); Zenith Radio Foundation, 1937-38 (Zenith Radios, NBC Blue; switched to CBS Nov., 1937). (LS) WBBM, Chicago; was original Jimmie Allen in Air Adventures of Jimmie Allen, transcribed show. (L) Musical comedy, dramatic stock; own company on Pacific Coast for 12 years (f). (V) Frank & Watters, 1918.


*FRANKEL, DORIS. Script contributor. (R) Backstage Wife, 1938 (Dr. Lyon's Toothpowder, NBC Red).

FRANKEL, HARRY. See Singin' Sam.

FRANKLIN, ALLEN. Sports announcer, program director, KXOX, St. Louis. (R) Also KVVO, Tulsa; KXOK, St. Louis; WFBR, Baltimore; WHB, Kansas City; WLW, Cincinnati. (L) Stock.


FRANKLIN, ORVIN. Sports commentator, KOCA, Tyler. (R) Also KGKB, Tyler.

FRANKLIN, TOMMY. Announcer, KGKKE, Portland.

FRANKLYN, ROY. Announcer, WCFL, Chicago. (R) Also WHA, WIBA, Madison; WTMJ, Milwaukee.

FRANKOVICH, MITCHELL J. (Mike). Sports announcer, KFAC, Los Angeles. (R) Pacific Coast baseball games, 1938 (General Mills and B. F. Goodrich Co.); football and ice hockey games (Associated Oil, Mutual); others. (F) Sports commentator.

FRANZ, JAMES JOSEPH. Actor (dramatic, comedy). (R) Jell-O Program Starring Jack Benny, 1935-37 (General Foods for Jell-O, NBC Red); One Man's Family, 1937 (Standard Brands for Tender Leaf Tea, NBC Red); Maxwell House Show Boat, 1937 (General Foods for Maxwell House Coffee, NBC Red); Your Hollywood Playhouse, 1937 (Jergens-Woodbury Co., NBC Blue); Lux Radio Theatre, 1936-38 (Lever Bros. for Lux Toilet Soap, CBS). (F) Director of silent pictures, 7 years. (L) Pacific Coast productions of Alias the Deacon, 1928; The
PROFESSIONAL RECORDS—Continued

Racket, 1929; The Miracle at Verdun, 1936.

FRASER, BARRIE. Announcer, pianist. CKSO, Sudbury.

FRASER, FERRIN. Script writer. (R) Little Orphan Annie (Wander Co., NBC Red).

FRASER, JOHN G. Commercial and sports announcer. (R) Personal Column of the Air, 1938-37 (Procter & Gamble, NBC Red and Blue); News, 1938-38 (Esso, NBC Blue); Gospel Singer, 1936-39 (Procter & Gamble, NBC Red and Blue; also CBS in 1938); Football, 1937 (Atlantic Refining, NBC New England Blue). (Staff announcer, NBC).


FRAZIER, GLADYS. Actress, women’s programs, WAIR, Winston-Salem. (V).

FREEBAIRN-SMITH, THOMAS. Producer, announcer, writer. (R) Hall of Fame, 1933 (Lehn & Fink, NBC Red); Love Story Program, 1934-35 (Non-Spi, WJZ); Vick’s Open House, 1936-38 (Vick Chemical Co., CBS); Big Town, 1937-39 (Lever Bros. for Rinso, CBS); Texaco Star Theatre, 1939 (Texas Co.). (F) Republic, RKO; shorts (travelogue narrator). (L) Stock, in London, 1919-21; Portland Civic Theatre, 1924-29; The Enemy, Enchanted April, Mr. Pim Passes By, Dulcie (s.f.). (Assistant di-


FREELAND, JUDY. Member of Kay Thompson Rhythm Singers. (R) Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS); as member of Three Harmonies: Johnny Presents (Philip Morris & Co., Ltd., CBS).


FREEMAN, FREDERICK. Organist, pianist, KRE, Berkeley. (R) Also KSFO, San Francisco.

FREEMAN, JAY. Musical director. (R) Broadway Varieties, 1935-36 (BiSoDol, CBS); Lazy Dan, 1936 (Old English Floor Wax, CBS). (F) Shorts. (L) Aborn Opera. (V) Night club appearances; ice carnivals with Sonja Henie; theatre musical director. (Sustaining programs for CBS, 3 years).

FREEMAN, PATRICK F. Announcer, special events commentator, production manager, CFAC, Calgary. (R) Commentator on Royal Visit Broadcast, 1939 (CBC).

FRENCH, BOB. News commentator, production manager, WHKC, Columbus, (R) Local show for Ward Baking Co., others.

FRENCH, KENNETH H. Announcer, dramatic director, WHEC, Rochester.
FRENCH, LINDA. (Macksene Smith). Commentator, actress. (R) Also transcriptions. (F) Short. (L) Little Theatre.

FRENCH, NED. Announcer, singer, actor, WORL, Boston. (R) Also WCOP, WHDH, Boston; WPRO, Providence.


FREY, FRAN. Composer, conductor. (R) Network programs, as vocalist, but principally as composer, for M.J.B. Coffee, Lucky Strike Cigarettes, Canada Dry (Jack Benny), Oldsmobile, Chase & Sanborn Tea, Dr. West, Lifebuoy (arranger for Al Jolson); since 1937 has been conductor and written all original music for Big Town (Lever Bros. for Rinso, CBS). (F) Arranger for Paramount and United Artists, 1935-37. (L) Kid Boots, 1925; Ziegfeld Follies, 1925-26; Sunny, 1926; Good News, 1927; City Chap, 1928; Whoopee, 1928. (V) Theatre appearances. (PR) RCA Victor.


FRIEDKIN, JOE D. (Five All Americans). Musician (brass & string bass), singer, KMJJ, Clay Center. (R) Local shows including Armour Noonday Melodies (Armour & Co.); transcriptions. (Formerly with Maple City Four).


FROMAN, JANE. Singer. (R) Iodent Chemical Co., NBC Red); Jell-O Summer Show, 1937 (General Foods Corp., NBC Red); Gulf Musical Playhouse, since June, 1939 (Gulf Oil, CBS). (F) Warner Bros. (V) Theatre appearances.

*FROOS, SYLVIA. (R) Various shows on CBS, NBC and WOR, New York. (F) Fox; educational shorts.

FROST, ALICE. Dramatic actress, comedienne. (R) Big Sister, 1936-39 (Lever Bros. for Rinso, CBS); Johnny Presents, 1936 (Philip Morris & Co., Ltd., NBC Red); The Shadow, one week in 1937 (Blue Coal, Mutual); Town Hall Tonight, 1937 (Bristol-Myers Co. for Ipana Toothpaste and Sal Hepatica, NBC Red; Famous Jury Trial, 1938-39 (local sponsors, Mutual). (L) Green Grow the Lilacs; As Husbands Go; It's a Wise Child, 1934. (V) Sketch with Sam Jaffe.

FROST, PAUL. Announcer, vocalist, continuity writer, M.C., CKTB, St. Catharines. (L) Dramatic and musical productions. (F) (V).

FRY, EVAN A. Announcer, continuity editor, KCKN, Kansas City.

FRYER, TROY. Musician, KOIL, Omaha.


PROFESSIONAL RECORDS—Continued

*FULTON, BARBARA. Actress. (R) Madame Courageous, 1938 (Glidden Co. for Durkee Famous Foods, NBC Blue).

*FULTON, DR. CHARLES A. Speaker. (R) Local shows, KJH, Los Angeles.

FULTER, LE VERE L. Program director, WSAY, Rochester. (R) Also WGY, Schenectady; WHAM, WHEC, Rochester.

FULLER, MARGARET. Dramatic actress. (R) The Guiding Light (Procter & Gamble, NBC Red); Ma Perkins (Procter & Gamble, NBC Red and CBS); Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Don Winslow of the Navy (Kelllog Co., successively NBC Red and Blue); The Woman in White (Pillsbury Flour Mills, NBC Red); We, the Wives, Quiz (Quaker Oats Co., Mutual). (L) Stock; The Old Maid (f.s).

*FULLER, SAMUEL C. Producer. (R) Vocal Varieties (Lewis-Howe Co., NBC Red).

FULTON, DICK. See the Pioneer Quartet.

FULTON, JACK. Singer (R) Paul Whiteman's Painters, 1931 (Allied Paint Groups, NBC Blue); Paul Whiteman's Orchestra, 1934 (Kraft-Phenix Cheese Corp., NBC Red); Hormel Program, 1936-37 (George A. Hormel Co., CBS); Poetic Melodies, 1936-38 (Wm. Wrigley, Jr., Co., CBS); Just Entertainment, 1938 (Wm. Wrigley, Jr., Co., CBS); The Laugh Liner, 1938 to Jan., 1939 (Wm. Wrigley, Jr., Co., CBS). (F) Shorts (Warner Bros., Universal, Fox). (L) Sunny (with George Olson), 1926; The City Chap, 1926.

FULTON, JOHN. Sports and news announcer, WGST, Atlanta. (R) Local programs for Coca-Cola Bottling, General Mills, others.

FULWELL, LENTO R. Actor, WWJ, Detroit. (R) Also WXYZ, Detroit. (L) The Fortune Hunter, others.

FUNK, AARON. Assistant program director, sports and special events announcer, KIEM, Eureka. (R) Also KOAC, Corvallis.

*FUNK, CHARLES E. (R) Say It with Words (WOR, New York).

FUNKEY, WILLIAM J., JR. Musician, WIND, Gary.

*FUNNYBONERS, THE. Singers. (R) Cheer Up, America (Mennen Co., NBC Red).

*FUNT, JULIAN. Script writer. (R) Joyce Jordan-Girl Interne (McKesson & Robbins, CBS); John's Other Wife (Louis Philippe, Edna Wallace Hopper, NBC Red).

FURLONG, FRANK L. Dramatic actor, reader. KDKA, Pittsburgh. (R) Also WCAE, Pittsburgh. (F) Shorts; Lubin & Vitagraph Companies, 1909 (f). (L) Paul Burns Stock Co., 1907-09; Al H. Woods, 1910; Belasco, 1911; George Sharp Stock, 1928; Judith Anderson; others. (V).

FURLONG, LARRY. Sports announcer, WCLS, Joliet. (R) Local basketball for Household Finance Co.

FUSSELL, SARAH E. Actress (specializes in boys and girls roles from 3 to 12 years, dialects). (R) Eno Crime Clues, 1935-36 (Harold F. Ritchie for Eno Fruit Salts, NBC Blue); Bobby Benson & Sunny Jim, 1936 (Hecker H-O, CBS); Welch Presents Irene Rich, 1936-37 (Welch Grape Juice, NBC Blue); News of Youth, 1936-37 (Ward Baking, CBS); Cavalcade of America, 1936-39 (E. L. du Pont de Nemours, CBS); March of Time, 1936-39 (Time, Inc., and others, CBS and NBC Blue at various periods); Warden Lawes programs, 1937-39 (Wm. R. Warner for Sloan's Liniment, NBC Blue); others, including The Heart of Julia Blake, 1938-39 (transcriptions, Armstrong Linoleum). (F) Shorts.

FUTRELL, JESSIE. Singer, WAIR, Winston-Salem.

G


GALBREATH, Richard E. Musician, WOWO-WGL, Ft. Wayne. (R) Programs for Barnsdall Refining and others.

GALE, DORIEN. Soprano. (R) The Time of Your Life, 1937 (Gruen Watch Co., NBC Red); NBC sustaining shows with Roy Campbell's Royalists. (F) Shorts. (V) Leonardis Singers; Rita Rio Girls' Band; Joe Howard & Trio; appearances with Roy Campbell's Royalists.

GALE, KAY. Actress (comedy, dialect, character), KMPC, Beverly Hills. (R) Also KMTR, Los Angeles. (L) Stock. (Head of dramatic department, Hollywood Conservatory, 1937-38).


GALL, BILL. See Midland Minstrels.

*GALLAGHER, DON. Actor. (R) Ma Perkins (P & G, NBC Red and CBS).

GALLAHED, ED. Sports announcer, WCCO, Minneapolis-St. Paul. (R) Also KTUL, Tulsa; local shows for General Mills, Inc., others. (V) Theatre appearances.

GALLEHER, WILLIAM C. Children's programs, WFIL, Philadelphia. (R) Also WCAU and WIP, Philadelphia.

*GALLICCHIO, JOSEPH. (R) NBC shows.

GALOP, FRANK. Announcer. (R) Hilltop House (Colgate-Palmolive-Peet Co., CBS); News Through a Woman's Eyes (Pontiac Motor Co., CBS); Saturday Night Serenade (Pet Milk Sales Corp., CBS); A & P Coffee Time (Great Atlantic & Pacific Tea Co., CBS); Lady Esther Serenade (Lady Esther, Ltd., CBS); Gang Busters (Colgate-Palmolive-Peet, CBS); Her Honor, Nancy James (International Cellulocotton for Kleenex, CBS); Kaltenborn Edits the News (Pure Oil Co., CBS); When a Girl Marries (Prudential Insurance Co., CBS); others since 1936.

GALS IN GINGHAM. Vocalists, WDAY, Fargo.


GANGE, CONNIE. Singer, WHEC, Rochester. (R) Also CBS: WGR, Buffalo; WHAM, Rochester; WSYR, Syracuse; shows for Standard Oil, Crazy Water Crystals, Gulf Oil, others. (V) Appearances in theatres, hotels, night clubs.


GANNON, JOHN C. Announcer. (R) Programs on WLEU, Erie, and WLAC, Nashville. (L) One season, as actor.

GANZ, WILLIE. See Midland Minstrels.

*GARBER, JAN. Orchestra leader. (R) Burns and Allen, 1938 (General Foods Corp., NBC Red).

GARBETT, ARTHUR. Script writer. (R) Standard School Broadcast (Standard Oil Co. of California, successively NBC Red and Blue).

PROFESSIONAL RECORDS—Continued

GARDE, BETTY. Dramatic actress. (R) Mrs. Wiggs of the Cabbage Patch, 1938-38 (Old English Floor Wax, BiSoDol, NBC Red); Lorenzo Jones, 1937-39 (Phillips' Milk of Magnesia Toothpaste and Milk of Magnesia Tablets, NBC Red); There Was a Woman, 1938 (Glass Container Assn. of America, NBC Blue); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); My Son and I, scheduled to start in fall of ’39 (General Mills, CBS). (GA) Al Pearce and His Gang (Ford Motors, CBS). (F) Paramount. (L) The Nervous Wreck (Sam Harris); Easy Come, Easy Go (Lewis & Gordon); The Poor Nut (Patterson McNutt); The Social Register (Jones & Green); The Primrose Path, 1939 (George Abbott).

GARDINER, DON. Announcer, WRC-WMAL, Washington. (R) Also WAIR, Winston-Salem; sustaining NBC shows.


GARDNER, CLYDE. Orchestra director. WMBR, Jacksonville. (R) Also WJAX, Jacksonville. (V) Appearances at theaters, hotels.

GARDNER, EDWARD F. Producer, director, writer, actor. (R) Burns & Allen (General Cigar for White Owl Cigars, CBS); Chase & Sanborn Opera Guild, 1934-35 (Standard Brands for Chase & Sanborn Coffee, NBC Blue); Frank Fay Calling, 1936 (Standard Brands for Royal Gelatin, successively NBC Red and Blue); Eddie Dowling's Elgin Revue, 1936 (Elgin Watch, NBC Red); Chase & Sanborn Program, working with W. C. Fields, 1937 (Standard Brands, NBC Red); Good News of 1938 (General Foods for Maxwell House Coffee, NBC Red); This Is New York, 1939 (sustaining, CBS); others, including Rudy Vallee program (6 months), Shell Chateau (6 months).

GARDNER, ROBERT. See Mac and Bob.

GARDNER, VERNON. See Deep River Boys.

GARIBALDI, GENERAL GIUSEPPE G. Commentator, WOW, New York.

GARLAND, BERNARD O. News and commercial announcer, WAAB-WNAC, Boston. (R) Also Yankee, Colonial and Mutual networks; special events over NBC, CBS, Mutual, Colonial, Yankee networks, WGAL, Lancaster, WORK, York, WHOM, Jersey City, WHP, Harrisburg, WIP and WCAU, Philadelphia, KKV and KDKA, Pittsburgh. (L) Wings over Europe, 1935; others. (V) Theatre appearances.

GARLAND, JUDY. Singer. (R) Numerous guest appearances on Jack Oakie's College (R. J. Reynolds Tobacco Co. for Camel Cigarettes and Prince Albert Smoking Tobacco, CBS), Maxwell House Show Boat, Good News of 1938 and Good News of 1939 (General Foods for Maxwell House Coffee, NBC Red), Shell Chateau (Shell Union Oil Corp., NBC Red), Ben Bernie and All the Lads (American Can Co., NBC Blue; U. S. Tire Dealers Mutual Corp., CBS). (F) 20th Century-Fox; M-G-M (f). (V) 10 years. (PR) Decca.

GARNES, CLARENCE. Announcer, actor, KANS, Wichita.

GAROFALO, CAPT. PIETRO. Italian news commentator, WHOM, Jersey City.

GARR, AL. Singer. (R) Phil Baker (Gulf Refining Co., CBS); Passing Parade (Gulf Oil, CBS).

GARR, EDDIE. Comedian, mimic. (R) Manhattan After Dark, one-time program, 1936 (Emerson Drug for Alka-Seltzer, NBC Blue). (GA) Rudy Vallee, Ben Bernie, Joe Cook and Phil Baker programs. (F) Universal (f); shorts. (L) Hit the Deck, 1928; Strike Me Pink, 1933; Thumbs Up, 1935; stock, 1936. (V) Single act.

GARRED, BOB. Announcer, news commentator. (R) Party Bureau, 1938 (George W. Caswell Co. for Coffee, CBS); Toast to the Town, 1938 (Roma Wine Co., CBS); I Want a Divorce, 1938 (S & W Fine Foods, CBS); also local shows in capacity of KSFO (San Francisco) staff announcer, 1937-39.

GARRETSON, NOLEN A. Trumpeter, WKY, Oklahoma City. (R) NBC and CBS sustaining shows. (PR) Brunswick.


GARRETT, PATSY. Singer. (R) Fred Waring & His Pennsylvanians, 1939 (Grove Laboratories, NBC Red).

GARRISON, JACK. Announcer, newscaster, WJR, Detroit. (R) Local shows for Olson Rug Co., others. (F) Shorts.

GARROWAY, DAVID C. Announcer, com-
GARTER, GAYLORD. Organist. (R) Amos 'n' Andy (Campbell Soup, NBC Red).

GARTH, JOHNNY. Organist, accordionist. (R) Jack Berch & His Boys (Manhattan Soap Co., NBC Blue).


GARY, SID. Singer, WMCA, New York. (R) Melody Cruise, 1934 (Cunard Line, NBC Blue); also WABC, New York. (F) Shorts (Columbia, Warner Bros.). (V) Burns (of Burns and Allen) and Gary, Bernard and Gary, Frohman and Gary. (PR) Columbia, Brunswick, RCA Victor, others.

GATES, McLAIN. Actor, director. (R) Eno Crime Club (Harold F. Ritchie & Co., NBC Blue); True Story Court of Human Relations (Macfadden Publications, NBC Red); others. (F) Shorts (Lubin, Vitagraph, Warner Bros.). (L) 30 years (s,f). (V) Circuit engagements, 12 years.

GATES, PAUL. Actor. (R) Treasure Island (The Owl Drug Co., NBC Red).

GATES, THEODORE H. Production manager, M.C., narrator, writer, KMPC, Beverly Hills. (R) Also KYA, San Francisco; KFAC, KEHE, KFWB, KFVD, Los Angeles; KFOX, Long Beach. (F) RKO, M-G-M, United Artists, as singer. (L) Theatre Groups and others (s,f). (V) 1929-31.

GAUNB, JOHN. Writer, producer, M.C., announcer, singer, WDAF, Kansas City. (R) Guest vocalist on NBC; local shows. (F) Universal, RKO. (L) Various shows, operas. (V) Vocalist with Vincent Lopez, Will Osborne, Freddy Martin; also had own orchestra as Ronald Brooks.

GAUVIN, MAURICE. Actor, comedian, CHRC, Quebec.


*GAYLE, PAULA (Peegee). (R) Park Avenue Penners (R. B. Davis, CBS); Joe Penner (General Foods, CBS).


GEARHART, LYNN. Announcer, WSPAN, St. Petersburg. (R) Also WGR, Buffalo; WTAM, Cleveland; WWJ, Detroit; WWNC, Asheville. (V) Theatre appearances.

GEBHART, LEE. Script writer. (R) Ma Perkins (Procter & Gamble, NBC Red and Blue, and CBS).

GEEHAN, JERRY. Sports announcer. (R) Football broadcasts, 1937 (Associated Oil, CBS). Also sports broadcasts for various local sponsors in capacity of staff member of KVI, Tacoma.


*GEIGER, MILTON. Script writer. (R)
PROFESSIONAL RECORDS—Continued


GEORGE, GENE. See Gene Carroll and Glenn Rowell.

GENG, CARL. Announcer, WXYZ, Detroit. (R) Also Michigan Radio Network shows for Associated Oil, General Motors, others. (F) Shorts. (L) 1915-16. (V) Theatre organist, orchestra director, M.C., and production manager. (Also assistant studio manager).


GEORGE, ABNER H. Announcer, commentator, KOBH, Rapid City. (R) Also WLB, Minneapolis-St. Paul.

GEORGE, CARL. Producer, announcer, WGAR, Cleveland. (R) Singing Lady, 1936-37 (Kellogg Co., NBC Blue); local shows for San Felice Cigars, others.

*GEORGE, EARL. Actor. (R) Zenith Radio Foundation (Zenith Radio Corp., CBS); Houseboat Hannah (P & G, NBC Red and Blue).

GEORGE, LEE. Sports announcer, KWTO-KGBX, Springfield. (R) Local shows including baseball broadcasts for Kellogg Co.

GEORGE, TIM. Musical director, chief announcer, KGNO, Dodge City.

GEORGIA MAE (Georgia Mae Kingsbury). Singer and yodeler of western songs, guitarist, WORL Boston. (R) Also WTIC, Hartford. (V) Alone and with Myer Kiddie Revue, Blue Ridge Mountaineers.

GEORGE, BYNUM. Guitarist, singer, WHAS, Louisville. (V) 6 years; Buddy Brock's Swingsters, 1939.

GERARD, ALAN. Singer, M.C. (R) Variety Program, 1937 (I. J. Fox, WOV, New York); Alan Courtney's Gloomchasers 1938-39 (sustaining, Mutual). (V) Theatre appearances. (Song writer.)

GERSTEIN, EVELYN. Film reviewer, commentator, WICC, Bridgeport.


GERING, WALTER. Writer, actor. (R) Betty & Bob, 1935-37 (General Mills, CBS); Story of Mary Marlin, 1935-37 (P & G, NBC Red and Blue); Romance of Helen Trent, 1935-37 (Edna Wallace Hopper, Old English Floor Wax, CBS); Molly of the Movies, 1935-37 (Wander Co. for Ovaltine, Mutual); Story of Mary Marlin, 1936-37 (International Cel-lucotton for Kleenex, NBC Red); Lux Radio Theatre, 1938 (Lever Bros. for Lux, CBS). (F) M-G-M, Hal Roach (f). (L) West Coast productions, as actor, 1933, '34.

GERMAN, GEORGE B. Cowboy singer, M.C., WNAX, Yankton. Composer of several songs.

GERRARD, CHARLES. Actor. (R) Hollywood Playhouse, 1937 (Jergens-Woodbury Sales, NBC Blue); Hawthorne House, 1938-39 (Wesson Oil & Snowdrift Sales, NBC Red); Death Valley Days, 1938 (Pacific Coast Borax, NBC Red); others, including participating shows. (L) Stock. (Currently associated with KGO-KPO, San Francisco)

GERRARD, KENETH (Gerry). Director of Intermural sports, WDNC, Durham. (R) Basketball, 1937-39 (Coca-Cola).


GERSON, BETTY LOU. Actress. (R) Grand Hotel (Campana Sales Co., NBC Blue); Attorney-at-Law, 1938 (S. C. Johnson & Son, NBC Blue); Win Your Lady, summer show, 1938 (Jergens-Woodbury Sales Corp., NBC Blue); Arnold Grimm's Daughter, 1938-39 (General Mills, NBC Red and Blue); Road of Life, 1938-39 (Procter & Gamble, NBC Red, CBS); Midstream, 1939 (P & G, NBC Red); others.

GERTSER, FRANCIS. Musician (saxophone, clarinet), singer, WIL, St. Louis.

GETTY, JOHN W. Musician, WMT, Cedar Rapids.

*GHISALBERT, ALDO. Producer. (R) Benjamin Moore Triangle Club (Benjamin Moore & Co., NBC Red).

GHYSELS, MYRTIE. Pianist, WKZO, Kalamazoo. (V) 10 years.
PROFESSIONAL RECORDS—Continued

*GIBBONS, PAUL. Member of the Twin Trio. (R) Fred Waring & His Pennsylvanians (Grove Laboratories, Inc., NBC Red).

*GIBBS, GENELLE. Actress. (R) Arnold Grimm’s Daughter (General Mills, Inc., CBS, NBC Red and Blue).

GIBNEY, HAL. Announcer. (R) I Want a Divorce (Sussman Wormser & Co., NBC Red and CBS); Standard Symphony (Standard Oil of Calif., NBC Red).

GIBNEY, JACK. Sports and news announcer, WRBL, Columbus.


GIBSON, JOHN. Comedian, character actor. (R) Roles in: First Nighter, 1937 (Campana Sales, NBC Red); Lux Radio Theatre, 1937-39 (Lever Bros., CBS); Hollywood Playhouse, 1937-39 (International Silver Co., CBS); One Man’s Family, 1939 (Standard Brands for Tender Leaf Tea, NBC Red); numerous others in past 7 years.

GIBSON, JOHN R. Actor, monologist, CJGX, Yorkton. (R) Also CFRB, Toronto. (L) 1928-35.


GIENAPP, NORMAN F. Choral director. (R) The Lutheran Hour, 1935-39 (Lutheran Laymen’s League, Mutual).

GIFFORD, TED. Announcer, producer. (R) Don’t You Believe It, 1938 (P. Lorillard for Sensation Cigarettes, Mutual Pacific Coast); Fiesta Time at the Fair, 1939 (Mutual); handled Salvation Army program originating on Pacific Coast for Mutual and CBS for 4 years; Hollywood Christmas programs; educational commentator over CBS for one year; various special events for Mutual. (Currently associated with KFRC, San Francisco).

GIGUERE, EMILE. Master of ceremonies, CHRC, Quebec.

GIL, DON. Musician, WDAF, Kansas City. (V) Theatre appearances. (PR) Recordings with Paul Whiteman.

GILBERT, BILLY. Novelty entertainer, KFNF, Shenandoah. (R) Also KWTO, Springfield; WTAD, Quincy; Ozark Vagabonds (Montgomery Ward, 1936 and Sears Roebuck, 1937); Melody Rangers, 1938 (Allis-Chalmers Mfg. Co.). (V) Personal appearances.

GILBERT, JANICE. Juvenile dramatic actress. (R) The O’Neill’s, 1935-39 (Proceter & Gamble for Ivory Soap, NBC Red and Blue); Famous Actors’ Guild Presents Second Husband, 1937-38 (Bayer Aspirin, CBS); Hilltop House, 1937-39 (Colgate-Palmolive-Peet for Palmolive Soap, CBS). Has also appeared with Floyd Gibbons, Kate Smith, Ken Murray and others; and numerous programs including Death Valley Days, Home Sweet Home, Renfrew of the Mounted, True Adventures, Personal Column of the Air, and various other programs.

GILBERT, JERRY. Singer, WVFW, New York.

GILBERT, JOSEPHINE. Straight dramatic actress. (R) The Lone Ranger, 1938-39 (Gordon Baking, Mutual); The Green Hornet, 1938-39 (local sponsors, Mutual); various NBC and CBS programs as free lance. (LS) WJR, Chicago, for Olga Coal, R. G. Dun and others. (F) Commercials.

GILBERTSON, ALBERT. Musician (guitar, banjo), singer, WNAX, Yankton.

GILES, ARTHUR W. Musician, WJAS, Pittsburgh.

GILES, ERVA. Soprano, WFIL, Philadelphia. (R) Also NBC programs for Royal Typewriter, Ruud Gas Water Heater, RCA Radiotrons, Maxwell House Coffee, Atlantic & Pacific Tea Co., Dodge, William Wrigley, Jr., Co., and others, 1926-
PROFESSIONAL RECORDS—Continued

29; WGY, Schenectady; WTIC, Hartford; KYW, Philadelphia.

GILFOY, JAMES E. Announcer, KGCU, Mandan. (Also transmitter operator).

GILL, FLORENCE. Actress. (R) Mickey Mouse Theatre of the Air (Pepsodent Co., NBC Red).

GILL, FRANK, JR. Script writer. (R) Your Hollywood Parade (American Tobacco Co., NBC Red); Hollywood Mardi Gras (Packard Motor Car Co., NBC Red); Texaco Fire Chief (The Texas Co., CBS); Joe E. Brown (General Foods, CBS); also material for Ed Wynn, Al Jolson, Fannie Brice, Dick Powell, Park yakarkus, Beatrice Lillie, Ethel Barrymore, Leslie Howard, Ruth Etting and others. (L).

*GILLAM, CORNELIA. Script contributor. (R) Backstage Wife, 1938 (Dr. Lyon's Toothpowder, NBC Red).

GILLESPIE, FRANK. Announcer, KRMC, Jamestown.

GILLESPIE, JOSEPH McN. Announcer, KGO-KPO, San Francisco. (R) Also KOA, Denver.

GILLESPIE, SHIRLEY. Actor, singer, pianist, accordionist, WHO, Des Moines. (R) Local shows including Gene & Glenn (Kellogg Co.), 1936.


GILLETTE, LELAND J. Singer (Four Notes). (R) Fibber McGee & Molly, 1938-39 (S. C. Johnson & Son, NBC Red). (LS) Rhythm at Noon, 1936-37 (Dodge Motors, WBBM, Chicago). (GA) Studebaker Champions (Studebaker Motors, NBC Red); Thirty Minutes in Hollywood (local sponsors, Mutual). (V) Theatre and hotel appearances with the Campus Trio, 1934-35; theatre appearances with the Four Notes, 1938. (PR) RCA Victor, with the Campus Trio.

GILLIAM, ART. Song & patter, WAGA, Atlanta. (V) 12 years. (PR) Columbia.


*GILMORE, MARGALO. (R) Columbia Workshop (CBS) and others. (L) No Time For Comedy; many others since 1922.

GILLMORE, TED. Musician. (R) National Barn Dance, 1937-38 (Miles Laboratories, Inc., NBC Blue). (V) 1928-38; Four Californians; appearances with Ted Fio Rito, Buddy Rogers, Clyde McCoy, others.

*GILLON, DOROTHY. Actress. (R) Story of Mary Marlin (P & G, NBC Red and Blue).


GILMAN, LUCY. Actress. (R) Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Junior Nurse Corps (Swift & Co., NBC Blue); One Man's Family (Standard Brands for Tender Leaf Tea, NBC Red).

GILMAN, PAGE. Actor. (R) Memory Lane, 1927-35 (General Petroleum, NBC Red); One Man's Family, 1932-39 (successively sponsored by Wesson Oil & Snowdrift, Penn Tobacco, Royal Gelatin; since 1935, by Standard Brands for Tender Leaf Tea, NBC Red); I Love a Mystery, 1939 (Standard Brands for Fleischmann's Foil Yeast, NBC Red).

GILMAN, TONI. Dramatic actress. (R) Aunt Jenny's Real Life Stories (Lever Bros. Co. for Spry, CBS); Myrt and Marge (Colgate-Palmolive-Peet Co., CBS); The Woman in White (Pillsbury Flour Mills Co., NBC Red); Good News of 1938 (General Foods Corp., NBC Red); First Nighter (Campana Sales Corp. for Italian Balm, NBC Red); others. (L) Stock; Let Freedom Ring, 1936; Moon Over Mulberry Street, 1937 (f). (V).


GILMORE, PATRICIA. Popular singer. (R) Two NBC sustaining shows currently. (F) (f); shorts. (V) Theatre appearances with Enric Madriguerras' Band; hotel engagement.

GIMIEL, PHIL. Sports announcer, CHRC, Quebec.

GINDELE, GLORIA. See The Savoy Sisters.

*GINGOLD, JOSEF. Member of the Primrose Quartet. (R) NBC sustaining shows.
*GINGRICH, ROBERT. Director. (R) Madame Courageous, 1938 (Durkee Famous Foods, NBC Blue). (Associated with C. Wendel Muench & Co.).

GINN, ANN. Director of women's activities, commentator, WTCN, Minneapolis-St. Paul. (F) Commercial shorts. (L) Stock, 1923-25; Judge's Daughter.

GIRARD, ARMAND. Announcer, singer. (R) Woman's Magazine of the Air, 1930-39 (participating, NBC Red); Dr. Kate, 1939 (Sperry Flour Co., NBC Red); Good Morning Tonite (Alber Bros. Milling, NBC Red). (Currently associated with KGO-KPO, San Francisco).

GIRARD, PAUL. Program manager, producer, announcer, WBAL, Baltimore. (R) Also stations in Fort Worth, San Antonio. (GA) True or False (J. B. Williams Co., NBC Blue). (L) Repertory and stock companies.

GIROUX, AURELE. Pianist, CKCH, Hull.

GIROUX, MRS. ROBERT. Actress, CHRC, Quebec.


GISLASON, ART W. (Knights of Rhythm). Musician (string bass, violin), WHBF, Rock Island. (V) Yerkes Flotilla Orchestra; Ace Brigade.

GLADSTONE, EVE. Pianist, WXYZ, Detroit.


*GLASS, EVERETT. Actor. (R) Dr. Kate, 1938-39 (Sperry Flour Co., NBC Red).

GLASS, JULIUS. Writer, WGAN, Cleveland.

GLASS, MARY. Pianist, organist, WWNC, Asheville.

GLEASON, W. A. ("Peco"). Sports announcer, WRTD, Richmond. (R) Baseball for Atlantic Refining, Kellogg and others.

GLEN, IRMA. Organist, actress, storyteller. (R) Vic & Sade, 1937-38 (P & G for Crisco, NBC Red and Blue); Bob Becker's Chats about Dogs, 1938 (John Morrell & Co. for Red Heart Dog Food, NBC Red); Ma Perkins, 1938-39 (P & G for Oxydol, NBC Red); Smilin' Ed Mc-Connell, 1938-39 (Acme White Lead & Color Works, NBC Blue); Girl Alone, 1938-39 (Quaker Oats, NBC Red); House-boat Hannah, 1938-39 (P & G for Lava Soap, NBC Blue); Don Winslow of the Navy, 1938-39 (Kellogg Co., NBC Blue); Little Orphan Annie, 1938-39 (Wander Co. for Ovaltine, NBC Red); numerous other network and local (WENR, Chicago) programs since 1930. (Chief staff organist, NBC Chicago, for past 8 years).

GLEN, CHARLIE. Singer (old time popular songs), pianist, KIEM, Eureka. (R) Also KGKC, KYA, San Francisco; KLS, KLX, Oakland; KROW, Sacramento. (V) Glen & Dot.

GLEN, HAZEL. Actress, singer. (R) Lavender and Old Lace (Bayer Aspirin, NBC Blue); Dr. Allan Roy Dafoe (Lehn & Fink for Lysol, CBS). (V).


GODFREY, GILBERT. Writer. (R) Dear Columbia, 1938 (CBS, sustaining). Staff writer, CBS.

GODWIN, AL, JR. Announcer, WWL, New Orleans.

GODWIN, CLINTON V. Program director, chief announcer, CJGX, Yorkton.

GODWIN, DOROTHY. Commentator
GOLDEN, ERL. Commentator, WRC-WMAL, Washington.

GOEBEL, GEORGE L. Singer, actor, WLS, Chicago. (R) Tom Mix and His Ralston Straight Shooters, 1938-39 (Ralston Purina Co., NBC Blue); local shows.

GOERSS, JON A. Announcer, WJLS, Beckley.

GOFF, F. NORRIS. See Lum and Abner.

GOFF, WILLBY A. Announcer, WGH, Newport News. (V) Orchestra leader, 1935.


GOLDEN, BOB. Musical director, WCAU, Philadelphia. (R) Local shows for General Mills, Mobil Oil; others.

GOLDEN, DOROTHY. Singer, WOPI, Bristol. (V) Theatre appearances.

GOLDEN, FLORENCE. Actress (dramatic leads, ingenue). (R) The Life of Mary Sothern, 1934-38 (Lehn & Fink, CBS); Famous Jury Trials, 1936 (Mennen Co., Mutual); House Undivided, 1937 (General Foods, Mutual); This Days Is Ours, 1938-39 (P & G, CBS); others, including transcriptions. (F) Shorts. (L) Mima, 1929; My Girl Friday, 1929; Death Takes a Holiday, 1930; Up Pops the Devil, 1931 (f). (V) The Fakir, with Howard Smith, 1929. (Formerly on staff of WLW, Cincinnati).


GOLDEN, MYRON. Script writer, educational director, WWJ, Detroit.

GOLDEN, VIRGINIA. Continuity writer, WKRC, Cincinnati. (R) Also Mutual; WCKY, Cincinnati.

GOLDER, HARRY. Announcer, news-caster, WXYZ, Detroit. (R) Also Michigan Radio Network. (F) Shorts.

GOLDMAN, ABE. Organist. (R) Hilltop House, 1937-39 (Colgate-Palmolive-Peet Co., CBS); Easy Aces (Anacin, NBC Blue).

GOLDMAN, LEON. Conductor, solo violinist. (R) Director, Romany Trail, Poetic Strings, Fiddler’s Fancy, Columbia Salon Orchestra; musical director, Let’s Pretend, Americans All-Immigrants All, American School of the Air (all sustaining, CBS). (L) Concert tour.


GOLDSMITH, CHARLES. Singer. (Member of the Modernaires). (R) Chesterfield Program (Liggett & Myers, CBS).

GOLDSMITH, HAROLD J. Script writer, actor, WCAE, Pittsburgh. (R) Lehn & Fink program, 1938; others, since 1932.

GOLENPAUL, DAN. Program builder, writer. (R) Information Please, since May 17, 1938 (Canada Dry Ginger Ale Co. since Nov. 15; previously sustaining; NBC Blue). Author of book of same name.

*GOO CHONG, PETER. Actor. (R) This Day Is Ours, 1938-39 (P & G, CBS).


GOODALE, JEAN. Dramatic actress WNAC-WAAB, Boston. (R) Also Colonial & Yankee Networks, Mutual Broadcasting System; WEEI, Boston; transcriptions: (F) Short. (L) 1936-38.

GOODMAN, AL. Musical director. (R) Ziegfeld Radio Show, 1932 (Chrysler Corp., CBS); Magic Carpet, 1932 (American Tobacco for Lucky Strike Cigarettes, NBC Red); Jack Pearl, 1933 (Lucky Strike Cigarettes, NBC Red); Palmolive Beauty Box Theatre, 1934-36 (Colgate-Palmolive-Perf, NBC Red); Your Hit Parade, 1935 to Jan., 1939 (Lucky Strike Cigarettes, NBC Red, CBS); Maxwell.

GOODMAN, GORDON. (R) Fred Waring and His Pennsylvanians (Grove Laboratories, Inc.; NBC Red).


GOODRICH, ROGER. Announcer, WFBL, Syracuse. (R) Local show for Tide-water Associated Oil.

GOODRICH, THOMAS. Script writer. (R) Valiant Lady, 1938-39 (General Mills, Inc., NBC Red and Blue).

GOODRICH, W. G. (R) Announcer, KGNF, North Platte; merchandising and promotion director, KLRA, Little Rock; production manager, program director WAAW, Omaha; currently commercial manager, KICA, Clovis. (V) Band leader, 1926; theatre organist, 1931-33.

GOODWICK, HAROLD. Musician, WMT, Cedar Rapids (R) Also WLS, Chicago (V).

GOODWIN, BILL. Announcer, producer. (R) Feminine Fancies, 1932 (participating program, CBS); Ray Paige and Orchestra, 1933 (Philip Morris & Co., CBS); H-Bar-O Rangers, 1934 (Hecker Products, CBS); Paige & Thompson, 1934 (Olds Motor Co., CBS); Louella Parsons, 1934 (Charis Corp., CBS); The Adventures of Grael, 1934-35 (General Cigar Co. for White Owl Cigars, CBS); Mobil Magazine, 1935-36 (Mobil Oil, CBS); Chrysler Airshow, 1936 (Chrysler Corp., CBS); Park Avenue Penners, 1936 (R. B. Davis Co. for Cocomalt, CBS); Camel Caravan, 1938 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS); Jack Oakie's College, 1936 to March, 1938 (Camel Cigarettes, CBS); Pep sodent Program Starring Bob Hope, 1938-39 (Pep sodent Co., NBC Red); Burns and Allen, 1938-39 (Chesterfield Cigarettes, CBS); others including transcriptions. (L) Stock, 1930-31.

GOODWIN, GLEN. Actor. (R) Midstream, 1939 (P & G, NBC Red).

GOODWIN, HAL. Producer, special events and sports announcer, WHAI, Greenfield. (R) Local shows for RCA Victor, Ford Motors, others. (V) 1933-35.

GOODWIN, HARRY D. News commentator, WBZ-WBZA, Boston. (R) Local shows for Standard Oil Co.


GORDON, DARLINE. Continuity writer, WMRO, Aurora.

GORDON, DON. Announcer, actor. (R) Jenny Peabody, 1937-38 (F & F Cough Syrup, CBS); Curtain Time, 1938 to Jan., 1939 (General Mills, Mutual). (LS) Allis-Chalmers, Northwestern Yeast,Ralston Purina; WLS, Chicago. (Part-time staff member, WGN, Chicago.)


GORDON, HAL. Lyric tenor, top tenor in Norsemen Quartet. (R) Cities Service Concerts, 1938 (Cities Service, NBC Red); Seth Parker, 1938-39 (Vick Chemical Co., NBC Blue). (GA) Hammerstein Music Hall, 1936 (Kolynos Toothpaste, CBS); Town Hall Tonight, 1937 (Bristol-Myers, NBC Red). (LS) Your Personal Program, 1936 (Personal Finance Co., WJZ, N. Y.); Admiration Review, 1937 (Admiration Shampoo, WOR, N. Y.); also transcriptions.
GORDON, "HAPPY." Musician, cowboy singer, M.C., KGO-KPO, San Francisco. (R) Woman's Magazine of the Air, 1938-39 (participating, NBC Red); also KKL Oakland; KSFO, San Francisco.

*GORDON, JOHN. Director. (R) Major Bowes Amateur Hour, 1936-39 (Chrysler Corp., CBS); Prof. Quiz, 1938-39 (Nox- zema Chemical Co., CBS).

*GORDON, LEE. (R) Shows on WTAM, Cleveland.

*GORDON, MAX. Production director of television for NBC. (L) Dodsworth, The Women, The American Way, and numerous others. (Formerly vaudeville booker).

GORDON, PEGGY. Soprano, WBIG, Greensboro.

GORDON, "RED." Sports announcer, KELD, El Dorado.

GORDON, RICHARD. Character actor. (R) Adventures of Sherlock Holmes (G. Washington Coffee Refining Co., NBC Red; Household Finance Corp., NBC Red); Arco Birthday Party (American Radiator Co., NBC Red); Westinghouse Salute (Westinghouse Electric Mfg. Co., NBC Blue); Thatcher Colt Mysteries (Packers' Tar Soap, Inc., NBC Red); Niagara Hudson Program (Niagara Hudson Power Co., NBC Red); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); Orphans of Divorce, 1939 (Dr. Lyon's Toothpowder, NBC Blue). (F) Shorts. (L) Various stock companies, including his own, Richard Gordon Co. (V) Circuit engagements; personal appearances.

GORDON, VIRGINIA. Dramatic actress. (R) I Want a Divorce, 1938-39 (S & W Fine Foods, CBS); 1935 to 1938: March of Time (Time, Inc., Servel and others, NBC Blue and CBS); Cavalcade of America (E. I. du Pont de Nemours, CBS); Gang Busters (Colgate-Palmolive-Peet, CBS); Maxwell House Showboat (General Foods, NBC Red). (L) Mutilatto, 1936; House Beautiful; Subway Express; Criminal Code. (Currently associated with KNX, Hollywood).


*GORMAN, TED. (R) NBC shows.

GOSCH, MARTIN A. Producer, director, writer. (R) Paul Whiteman and His Orchestra, 1937-38 (Liggett & Myers Tobacco for Chesterfield Cigarettes, CBS); Melody and Madness, 1938-39 (F. Lorillard Co. for Old Gold Cigarettes, CBS); Meet the Champ, Columbia Workshop and The Curtain Rises (sustaining, CBS). (Builder of new programs, commercial auditions, etc., for CBS, 1938). (F) Warner Bros., 1936-37, as radio director.

GOSDEN, FREEMAN. See Amos 'n' Andy.

GOSS, JAMES. Actor (character, dialect). (R) Jack Armstrong, 1934-39 (General Mills, NBC Red); Varady of Vienna Program, 1937-38 (Varady of Vienna Cosmetics, Mutual); Sears, THEN and NOW, 1937 (Sears, Roebuck, CBS); Betty & Bob, 1938-39 (General Mills, NBC Red and Blue); Backstage Wife, 1938-39 (Dr. Lyon's Toothpowder, NBC Red); numerous others. (F) M-G-M, 1929-30; Columbia, 1930. (L) Two musicals for Fred Herendeen in the 20's; Merry Go Round; Punicello, 1933 (f). (V) Single, as soloist, and with the Royal Welsh Quartet, 1929-30.


GOTHARD, DAVID. Actor. (R) Romance of Helen Trent, 1936-37 (Edna Wallace Hopper, CBS); Painted Dreams (Cal-Aspirin, Mutual); Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red); Curtain Time, 1938-39 (General Mills, Inc.). (Currently associated with WGN, Chicago).


*GOTTSECHALK, NORMAN. (R) Houseboat Hannah, 1938-39 (P & G, NBC Blue).


GOULD, MITZI. Dramatic actress. (R) Mrs. Wiggs of the Cabbage Patch, 1936-38 (Hill's Cold Tablets, Old English Wax, NBC Red); Carol Kennedy's Romance, 1937 (H. J. Heinz Co., CBS); Kitten Cavalcade, 1937-38 (G. F. Mueller Co., NBC Blue); roles, intermittently, on March of Time (Time, Inc., NBC Blue) and Dog Heroes (Modern Food Process Co., NBC Blue). (L) Fools Rush In, 1934; Preface to Love, 1935.
PROFESSIONAL RECORDS—Continued


*GOULD, ROBERT. Script writer. (R) Knickerbocker Playhouse, 1939 (P & G, CBS).

GOURAUD, POWERS. Commentator, WCAU, Philadelphia.

GOURLAY, DOUGLAS C. Announcer, KDYL, Salt Lake City. (R) Also transcriptions. (V) Theatre appearances.

GOVE, ELLIOTT. Announcer, WOKO-WABY, Albany. (R) Local shows for Socony-Vacuum, others.

GOW, GORDON. Announcer, CJOC, Lethbridge.

GRABER, JACK. Actor, WKZO, Kalamazoo.

GRACE & SCOTTY. See Grace Justus and Scott Maclean.

GRAHAM, BETTY JANE. Singer, WHO, Des Moines. (R) Local shows including Presenting Virginia Dare (Virginia Dare Extract Co.).

GRAHAM, FRANK. Announcer, actor, producer, KNX, Los Angeles. (R) Glamorhythms, 1938 (Loxol, CBS); The People’s Vote, 1938-39 (The Mennen Co., CBS); Headlines On Parade, 1938-39 (Euclid Candy Co. of California, CBS); Nightcap Yarns, since July, 1939 (sustaining, CBS). (F) Shorts. (L) 1932-34.

GRAHAM, GORDON. Sports and special events announcer, WLBC, Muncie. (L) 1935-38. (V) Theatre appearances.


GRAHAM, JOHN. Actor, FTRD. (R) Cavalcade of America (E. I. du Pont de Nemours, CBS); others, on NBC and Mutual. (V) Smokescreen, 1929.

*GRAHAM, MARGERY. (R) Shows on WGN, Chicago.

GRAHAM, PAUL. Old-time fiddler, CHNC, New Carlisle.

GRAHAM, ROSS. Bass baritone. (R) Cities Service Concert, since March, 1935 (Cities Service Co., NBC Red). (L) Operettas (s). (V) Theatre appearances. Also concert and oratorio work.

GRAHAM, SHEILA. Actress. (R) Vanity Fair (Campana Sales Co., NBC Blue).

GRAHAM, MARGARET H. See Betty Lane.

GRAHEL, KENNETH E. Drummer, WIND, Gary.

*GRANBY, JOE. Actor. (R) This Day Is Ours, 1938-39 (P & G, CBS).

GRANDLIC, VIRGINIA. Singer, WHBL, Sheboygan. (R) Local shows for Peruna, others.

*GRANGE, RED. Football broadcasts. (R) Red Grange Forecasts and Scores, 1938 (Pure Oil Co., CBS).

GRANT, AUSTIN. News commentator, WWJ, Detroit. (L) Stock.

GRANT, BRUCE. Announcer, WMT, Cedar Rapids.


*GRANT, DAVE. Singer. (R) Steinie Bottle Boys, 1937-38 (Glass Container Association, NBC Blue).

GRANT, DOUGLAS B. Program director, WMT, Cedar Rapids. (R) Also KSO, KRNT, Des Moines; KMA, Shenandoah.

GRANT, J. TAYLOR. Announcer, actor, KWK, St. Louis. (R) Local shows and transcriptions.

GRANT, JACK. Script writer. (R) Hollywood in Person (General Mills, CBS).

*GRANT, KIRBY. Member of the Signaleer Quartet. (R) Signal Carnival (Signal Oil Co., NBC Red).

GRANT, LEE. Musical director, WMCA, New York. (R) Grandstand and Bandstand, 1937-38 (General Mills); Jimmy Walker’s Visiting Hour, 1938 (Modern Industrial Bank); others, in 1939, as musical director of the station.


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GRAY, HOWARD P. Chief announcer, KFVD, Los Angeles. (R) Also KFOX, Long Beach; KFWB, KMTR, Los Angeles; KMPC, Beverly Hills.

GRAY, JACK. Singer, WMCA, New York. (F) Shorts (Warner Bros.). (V) Jack Gray's Debutantes; theatre, hotel appearances.

GREEN, CHARLES P. ("Chuck"). Production manager, WIOD, Miami. (R) Also WGY, Schenectady; KDKA, Pittsburgh; WREC, Memphis. (V) Hi Lo & Jack, 1928; Lasses White Minstrels.

GREEN, IVAN. Actor, KSFO, San Francisco. (R) Roles, intermittently, 1937-38, on My Secret Ambition (Durkee Famous Foods, CBS); also KYA, KFRC and KJBS, San Francisco; transcriptions. (L) Little Theatre productions.

GREEN, JANE. (R) NBC shows.

GREEN, JOHNNY. Conductor, composer, pianist, arranger. (R) Oldsmobile Presents Johnny Green & His Orchestra, 1934 (General Motors, CBS); Socony Sketchbook, 1935 (Socony-Vacuum, CBS); Jell-O Program Starring Jack Benny, 1936 (General Foods, NBC Red); The Packard Hour Starring Fred Astaire, Johnny Green's Orchestra, 1937 (Packard Motors, NBC Red); Johnny Presents, 1939 (Philip Morris & Co., Ltd., NBC Red and CBS). (F) Columbia (f); shorts. (L) Composed music for Three's a Crowd. (V) Appearances with orchestra and with Ethel Merman, James Melton. (PR) Columbia, Brunswick.

GREEN, JUDD N. Producer, KMOX, St. Louis. (R) Also KOIL, Omaha, WBBM, Chicago, WCBS, WTAX, Springfield. (F) Essenay Film Co., 1910 (child actor). (L) Ralph Bellamy Players, 1930; dramatic stock; others (f). (V) Theatre, hotel and club appearances as M.C. of own dance band.

GREEN, LOU. Electric steel guitarist. (R) Steinie Bottle Boys, 1937-38 (Glass Container Association of America, NBC Blue).

GREEN, MARYEDA B. Actress, WMBR, Jacksonville. (R) Also WMT, Cedar Rapids; transcriptions. (L) Stock.

GREEN, RAY. Sidewalk reporter, special events, WHOM, Jersey City. (R) Also CKLW, WJBK, Detroit; WABY, Albany; WIBG, Glenside; WINS, New York; WJW, Akron; WSYR, Syracuse.
PROFESSIONAL RECORDS—Continued

*GREEN, WILLIAM. Actor. (R) Shows on WLW, Cincinnati.

GREENE, CYRIL F. Writer (addresses, commercial continuity), CJGX, Yorkton. (Also public relations director).

GREENE, JOHN L. Writer. (R) News of Youth, 1935-36 (Ward Baking Co., CBS); Twin Stars, 1936 (National Biscuit Co., NBC Blue); Five Star Jones, 1936 (Procter & Gamble, NBC Blue); On Broadway, 1938 (Diamond Salt, NBC Blue); Attorney-at-Law, 1938 (S. C. Johnson & Son, NBC Red); comedy and dramatic spots for Texaco Star Theatre, 1938 (Texas Co., CBS); Knickerbocker Playhouse, 1939 (F & G for Teel and Drene, CBS); also comedy material for Pick & Pat, Molasses 'n' January, Gallagher & Shean, Judy Canova; many other radio plays, singly and in collaboration. (LS) WOR, New York. (Continuity chief, H. W. Kastor & Sons).

GREENE, ROSALINE. Actress, announcer. (R) Eveready Hour, 1927-29 (National Carbon Co., NBC Red); Empire Builders, 1927-29 (Great Northern Railroad, NBC Blue); Famous Trials, 1931 (National Dairies, NBC Red); Eddie Cantor, 1932-34 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Maxwell House Show Boat, 1932-37 (General Foods for Maxwell House Coffee, NBC Red); Al Jolson, 1934 (Kraft-Phenix Cheese Corp., NBC Red); Rose's & Drums, 1934 (Union Central Life Insurance, CBS); Palmolive Beauty Box, 1934-35 (Colgate-Palmolive-Peet for Palmolive Soap, NBC Red); Hour of Charm, 1934-37 (General Electric, NBC Red); Ziegfeld Follies of the Air, 1935 (Colgate-Palmolive-Peet, CBS); News Reporter, 1935 (Pamper Soap, WOR, New York City); Talks by Mrs. Franklin D. Roosevelt, 1937 (Lamont Corliss for Pond's Creams, NBC Blue); Grand Central Station, 1937 (Lambert Pharmacal for Listerine, NBC Blue); Aunt Jenny's Real Life Stories, 1937 (Lever Bros, for Spry, CBS). (L) Pearl of Great Price (Shuberts); stock.

GREENWOOD, WARREN M. Program director, special events and sports announcer, WHAI, Greenfield. (R) CBS dance bands; local shows for Ford Motor Co., Buick Motor Co., others. (V) 1931-36.

*GREGORI, VIRGINIA. Actress. (R) Dog Heroes, intermittently (Modern Food Process, NBC Blue).

GREGORY, CHARLOTTE. Pianist, singer, WTHT, Hartford.

*GREGORY, KAY. (R) Shows on KHJ, Los Angeles.

GREGSON, JACK. Commercial and sports announcer, KDYL, Salt Lake City. (V).

GRENADIER DOUBLE QUARTET. (Betty & Jean, Sutton & Bliss). (R) Double Everything (Wm. Wrigley, Jr., Co., CBS).


GRENVILLE, CLAIRE. Actress (straight, character, dialect). (R) Big Sister, 1938 (Lever Brothers for Rinso, CBS); Gang Busters, 1938 (Colgate-Palmolive-Peet for Palmolive Shave Cream, CBS); Ben Bernie and All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); Your Family and Mine, 1938-39 (Sealtest, Inc., NBC Red); Court of Human Relations, 1939 (Vadsco Sales for Quinlax, Mutual); others, including transcriptions. (F) M-G-M, 20th Century-Fox; shorts. (L) Productions by the Shuberts, William A. Brady, Sam H. Harris, Theatre Guild, Morris Gest, Al Woods, George Tyler and others. (PR) RCA Victor.

GREY, LANNY. Writer, arranger, singer, M. C. (R) Lanny Grey's Rhythm School of the Air, 1938-39 (sustaining, NBC Blue); Judy & Lanny, 1938 (sustaining, NBC Blue). (LS) WNEW, New York. (GA) 12 appearances on Town Hall Tonight (Bristol-Myers Co., NBC Red). (Writer of I Would If I Could, but I Can't; Tell Me, Did She Ask for Me; I'm the One Who Loves You).


GREY, ROBERT R. Production manager, KCMB, Kansas City. (R) Also KWTO-KGBX, Springfield.

GRIER, HARRY. Program director, sports announcer, KTRH, Houston. (R) Local shows since 1931.

GRIER, JIMMY. Orchestra leader. (R) Park Avenue Penners, 1936-38 (R. B. Davis Co. for Cocomalt, CBS). (V) Los Angeles hotel engagement, 1934-38 (also broadcast over NBC Red and Blue); tour. (PR) Decca.

GRIFFIN, BOBBY. Announcer, WHO, Des Moines. (R) Also KYW, Chicago (now Philadelphia); including programs for
PROFESSIONAL RECORDS—Continued

Curtiss Candy Co., 1937; Virginia Dare Extract Co., 1937. (F) News and trailers, 1930-32.

*GRIGGS, KEN. Actor. (R) Backstage Wife (R. L. Watkins Co., NBC Red); Kitty Keene, Inc. (Procter & Gamble, CBS); Road of Life (P & G, NBC Red and CBS); Manhattan Mother (P & G, CBS).

*GRIFFIN, LLOYD. Director. (R) Valiant Lady (General Mills, NBC Red & Blue); Hymns of All Churches (General Mills, NBC Red & Blue); Betty Crocker (General Mills, NBC Red & Blue).

GRIFFIN, ROBERT E. Actor. (R) Story of Mary Martin (Procter & Gamble for Ivory Soap, NBC Red and Blue); Public Hero No. 1 (Falstaff Brewing Corp., NBC Red); It Can Be Done (Household Finance Corp., NBC Blue); The Guiding Light (Procter & Gamble, NBC Red). (L) Oberfelder Ketcham, 1928; Henry Duffy, 1929-31.

GRIFFIN, WAYNE R. Announcer, news, M. C., KFYR, Bismarck. (R) Also Dakota Broadcasting System; WMIN, Minneapolis-St. Paul.

GRIFFIS, WILLIAM. Actor, KMPC, Beverly Hills. (L) (f).


GRIFFITH, R. P. Dramatic actor, KDKA, Pittsburgh. (R) Also sustaining NBC Blue show, 1932-33. (V) Little German Band; personal appearances.

GRIFFITHS, DAVE. Sports commentator, WGBI, Scranton. (R) Local broadcasts for Atlantic Refining Co.

GRIGGS, EDWARD H. Educational programs. (R) Lives of Great Men, 1938-39 (sustaining, NBC Red). (Philosopher, teacher, lecturer; president, Dept. of Philosophy of Brooklyn Institute of Arts & Sciences; formerly professor of mathematics, University of Indiana, professor of ethics, Stanford University; author of The Soul of Democracy, The Philosophy of Art, American Statesmen and others, including student handbooks).

GRIGGS, FERN. See Three Little Words.

*GRIGGS, JOHN. Actor. (R) Smilin’ Jack (Sweets Co. of America, Mutual); Her Honor, Nancy James (International Cellucotton for Kleenex, CBS).

GRIMES, BERA MEADE. Pianist, WFAA, Dallas. (R) Also Texas Quality Network.

GRIMES, HARRY L. Pianist, continuity writer, WGAU, Athens.


*GRIMES, JACKIE. Actor. (R) Billy & Betty, 1939 (General Mills, NBC Red).

GRIMM, CHARLES J. Sportscaster, commentator, M.C., WBBM, Chicago. (R) Local shows for Gillette Safety Razor Co., others. (F) Shorts. (First baseman, Cubs, many years).


GRISANTI, DORIS. Singer, WAVE, Louisville.

GRIZZARD, HERMAN. Sportscaster, singer, WLAC, Nashville. (V) Chesterfield Five.

GROFE, FERDE. Orchestra leader and composer. (R) Programs for Sealtest Laboratories, Florsheim Shoes, Philip Morris Cigarettes, Lucky Strike Cigarettes, Best Foods; guest appearances. (F) Vitaphone shorts. (V) Conducts Master Recording orchestra.

GROLLER, JOHN. Production manager, announcer, WGBI, Scranton.

GROMBACH, JEAN V. Producer. (R) Bar X Days and Nights, 1934 (Health Products, NBC Blue); Taxi, 1934 (B. F. Goodrich Rubber Co., NBC Blue); Lucky Smith, 1935 (Gillette Safety Razor Co., NBC Red); Plantation Echoes, 1935 (Vick Chemical Co., NBC Blue); Kitchen Cavalcade, 1936-38 (C. F. Mueller Co., NBC, Blue); and the following transcriptions: Touring America with Carveth Wells, 1936 (Continental Oil Co.); Uncle Natchel, 1936-38 (Chilean Nitrate); The Idol of Millions, 1937 (Nehi, Inc.). (F) Associate producer, 1924 (Cosmopolitan Films, Inc.). (L) Technical advisor of Rosaline (Ziegfield); co-producer with Crosby Gaige (Time and the Conways, 1938). (Head of Grombach Productions, Inc., and Jean V. Grombach, Inc.).

GROOM, DALE L. Announcer, producer, WRTD, Richmond. (R) Also WJR, Detroit.
PROFESSIONAL RECORDS—Continued

GROPPER, FREDERICK K. Director. (R) Vic and Sade (Procter & Gamble, NBC Red and Blue); others. (Associated with Compton Advertising, Inc.).


GROSS, MILT. Script writer. (R) Jack Oakie’s College (R. J. Reynolds Tobacco Co., CBS). (F) Writer for MGM. Cartoons. (Cartoonist for Bell Syndicate.)

GROSS, STEPHEN G. Director. (R) Betty & Bob, 1937 (General Mills, CBS); Couple Next Door, 1937 (P & G, Mutual); Second Husband, 1938-39 (Bayer Aspirin, CBS); Our Gal Sunday, 1938-39 (Anacin, CBS); Doc Barclay’s Daughters, 1939 (Personal Finance Co., CBS). (F) RKO, 20th Century-Fox, Paramount (as writer). (L) Co-author of The Hookup, One Good Year.

GROSS, WALTER. Pianist, conductor, composer, arranger. (R) Chesterfield Presents, 1938 (Liggett & Myers Tobacco for Chesterfield Cigarettes, CBS); Your Hit Parade, 1938 (American Tobacco for Lucky Strike Cigarettes, CBS); Hobby Lobby, 1938 (Hudson Motor Car Co., CBS); Mary Margaret McBride, 1938-39 (General Foods Corp. for La France and Satina, CBS); others, including Accent on Music, 1938; All-Gershwin Memorial Program, 1938; Saturday Night Swing Club, 1938-39 (sustaining, CBS). (GA) Chesterfield Presents, 1938 (Liggett & Myers Tobacco Co., CBS). (L) George White’s Scandals, 1932, as accompanist; pianist and special material for Paul Whiteman appearances. (V) Theatre appearances. (PR) Brunswick. (Member CBS staff, past five years).

GROSSI, JIMMIE. Musician (Sunny Boys novelty group), CJRC, Winnipeg. (R) Also CKY, Winnipeg.

GROVER, JOHN B. Announcer, actor. (R) Second Tales, 1931 (RCA, NBC Red); Wheatonaville, 1931 (Wheatena Corp., NBC Red); I Want a Divorce, 1937 (S & W Fine Foods, NBC Red); Hawthorne House, 1937 (Wesson Oil & Snowdrift Sales, NBC Red); Dangerous Road, 1938-39 (Sperry Flour Co., NBC Red); also transcriptions. (Currently associated with KGO-KPO, San Francisco).

GRUBB, GAYLE (Gloomy Gus). Orchestra conductor, WKY, Oklahoma City. (R) Formerly station manager of KPAB, Lincoln. (F) Shorts. (V) Theatre appearances. (PR) Columbia, Brunswick. Also author of many songs. (Currently station manager of WKY).

GRUBB, TED. Musician (trumpet, piano), arranger, WHAS, Louisville.

GRUENBERG, AXEL. Producer, dramatic director, WWJ, Detroit. (R) Detroit News Radio Extra; Cause of Crime; March of Youth; Wings of Song.

GRUIS, RAY. Organist, WRJN, Racine. (V) Theatre appearances.

*GUARDSMEN QUARTET. (R) Signal Carnival (Signal Oil Co., NBC Red).

*GUEDEBROD, G. DAVID. Script writer. (R) Armco Iron Master Program (American Rolling Mill Co., NBC Blue); Ford Sunday Evening Hour (Ford Motors, CBS).


GUILD, WALTER. M. C., comedy writer, musical director. (R) Toast to the Town, 1938 (Roma Wine Co., CBS). (LS) WBNX, New York. (L) Stock (dramatic and musical), 1927-38; Rio Rita (Erlander), 1929-30; Merry-Go-Round, 1931 (f). (V) Various circuits; theatre appearances; (tour with Myrt and Marge, 1936). Currently with KSFO, San Francisco.
PROFESSIONAL RECORDS—Continued

*GUizar, Tito. Singer. (R) CBS shows. (F).

Gulley, Phil. Singer, M.C., WJDX, Jackson. (R) CBS and Mutual programs; also KEHE, Los Angeles; WAML, Laurel. (F) Shorts.

Gundaker, C. E. Announcer, WHP, Harrisburg. (R) Play-by-play football, 1935-36 (Atlantic Refining); Democratic State Committee of Pennsylvania, 1938 (Quaker State Network); others.


Gunts, Brent. Producer, writer, announcer, WFBR, Baltimore.

Gurney, John. Bass-baritone. (R) NBC sustaining programs. (L) Metropolitan Opera; concerts.

Gutierrez, Ramon. Announcer (Spanish programs), WHOM, Jersey City. (R) Also WARD, New York City.

Guy, Carleton. Actor. (R) Uncle Ezra (Miles Laboratories, Inc., NBC Red).

Guyer, Sanford (Sandy). Announcer, singer, WPEN, Philadelphia. (R) Also CBS and NBC shows; WCAU, WIP, Philadelphia; WDEL, Wilmington; WEAF, New York. (V) George Kelly's Original Six, 1925-26. (PR) Okeh.

H


Habib, George. Actor, WWJ, Detroit. (R) Lone Ranger and Green Hornet, 1938-39 (participating, Mutual); also WJR, Detroit.

Hackett, Elma Latta. Home economics commentator. (R) Good Afternoon, Neighbor, 1936-37 (Durkee Famous Foods, CBS Pacific Coast); Party Bureau, 1938 (Caswell Coffee, CBS Pacific Coast). (LS) Participating programs, 1933-37. (Currently with KSFO, San Francisco.)

Hackett, John W. Sports, special events announcer, WOWO-WGL, Ft. Wayne.

Haeberle, Arleth. Announcer, WTCN, Minneapolis-St. Paul. (R) Also transcriptions.

Haenschen, Gus. Orchestra leader. (R) American Album of Familiar Music (Bayer Aspirin, NBC Red); Sweetest Love Songs Ever Sung (Phillips' Dental Magnesia, NBC Blue); Saturday Night Serenade (Pet Milk Sales Corp., CBS); The Songshop (Coca-Cola Sales, CBS).

Hafter, Robert. Producer. (R) Double Everything, 1938 (Wm. Wrigley, Jr., Co., CBS); Laugh Liner, 1938-39 (Wm. Wrigley, Jr., Co., CBS); numerous others. (L) Musical comedies. (V) Hafter and Paul. (Production manager, CBS, Chicago.)

Hagaman, Charlie. Guitarist, WNOX, Knoxville.

Hageman, Harold L. Announcer, news commentator, program director, WADC, Akron. (R) Local shows for Miles Laboratories, others.


Hagerman, Lewis B. (R) Lutheran Hour, 1934-35 (Lutheran Laymen's League, Mutual); also KMOX, KSD, KWK, St. Louis; KOIL, Omaha; WLW, Cincinnati; transcriptions. (F) Shorts. (PR) Columbia. (Director of public relations, WEW, St. Louis).

Haggarty, Larry. Actor (general and Irish characterizations), WXYZ, Detroit. (R) Also CBS, NBC; KHJ, Los Angeles; WOR, New York; Green Hornet (local sponsors, Mutual and Michigan Radio Network). (F) Shorts. (L) Road shows. (V) 1936-26.

Haglund, Glenn. Musician, WNAX, Yankton. (R) Also WDAY, Fargo. (V) 1937-39.

Hale, Alan. Sports and news commentator, WISN, Milwaukee. (R) Baseball for Wadhams Oil and General Mills, football and basketball for Wadhams Oil, news flashes for Household Finance; others.

HALEY, CECIL. Announcer, actor, continuity editor, WFAA, Dallas. (R) Jack Armstrong (Weathies), CBS, 1936; Ma Perkins (Oxydol), NBC, 1936; Alka-Seltzer Barn Dance, NBC, 1936; also WAAF, WGN, WLS, Chicago; Texas Quality Network.

*HALEY, FLORENCE. (R) NBC show.


HALEY, EUGENE S. Writer. (R) Storming the Bastille (NBC sustaining).


HALEY, PAT. Singer, M.C., KDKA, Pittsburgh. (R) Part of team, Dot and Pat; Maurice Spitalny & Pat Haley, 1933 (Hupmobile Motor Co., Buckeye Network); also WJR, Detroit; WKBN, Youngstown; WTAM, Cleveland. (V) 1927-33.

HALEY, WM. C., JR. Announcer, singer, M.C., assistant program director, KFRU, Columbia. (R) Phillips Poly Follies, 1937 (Phillips Petroleum, CBS); also WCKY, Cincinnati; WHAS, Louisville; KMOX, KWK, St. Louis. (L) Topsy & Eva, with Duncan Sisters, 1933-34 (f). (V) Cumberland Krooners, Dixie Vogabonds, others, 1930-38.

HALIS, AL. Actor. (R) Zenith Radio Foundation (Zenith Radio Corp., CBS); Mortimer Gooch (Wm. Wrigley Jr., Co., CBS).

HALL, ARCHIE W. Producer, writer, announcer, KRKD, Los Angeles. (R) Local shows including Court of Cars, 1936-37 (Ford Motor Co.). (F) Columbia, Paramount, Republic. (L) Stock, 1930-32. (Author of one novel and various short stories).

HALL, ARTHUR. Production manager, announcer, producer, scriptwriter, program director, WCOP, Boston. (R) Also WHDH, Boston; WORC, Worcester. (V) Theatre appearances.

*HALL, FRED. (R) Sunday Drivers (NBC).


HALL, JOSEPH L. See Prairie Pioneers.

HALL, MARTY. Singer, WKY, Oklahoma City. (R) Also KFOX, KGER, Long Beach. (V) Theatre appearances.

HALL, MURIEL. Singer, CBV, Quebec. (R) Also CHRC, Quebec; CKAC, Montreal.

HALL, ROY. Leader of hillbilly band, WAIR, Winston-Salem. (R) Dr. Pepper Bottling Co. program since 1937. (PR) Bluebird, Vocalion.

HALL, WENDELL. Singer, song writer. (R) Sign of the Shell, 1930 (Shell Oil Co., NBC Red); Fitch Program, 1932-34 (Fitch Shampoo, NBC Red); Wendell Hall—The Red-Headed Music Maker, 1935-36 (Fitch Shampoo, NBC Blue); Gillette Community Sing, 1936-37 (Gillette Safety Razor Co., CBS). (F) Columbia. (V) Appearances as singer and xylophonist. (Author of many songs, including It Ain't Gonna Rain No Mo', My Dream Sweetheart, My Old-Fashioned Scrapbook.)

HALL, WILLARD ("Doc"). M.C., producer, writer, comedian. (R) Discoveries of 1938 (The Boston Store, KFWB, Hollywood); Liar's Club (Globe Investment, KFI, Hollywood); Laff Clinic (Wilshire Oil, KHJ, Hollywood); others. (F) Warner Bros. (f). (L) No, No, Nanette; also productions for the Shuberts, Henry W. Savage and others (f). (V) 1925-33; Hall & Loretta, Hall & Russell; Doc Hall; theatre appearances.

HALLGREN, EV E L Y N. Entertainer, WNAC-WAAB, Boston. (R) Also Yankee Network. (V) George & Dixie.

HALLMAN, WILLIAM. Writer, actor, singer, musician, monologist, FTRD, (R) Recordings. (F) In France, England and Germany. (L) New York and London
PROFESSIONAL RECORDS—Continued

*HALMAN, DORIS. Script contributor, dialogue writer. (R) Orphans of Divorce (Dr. Lyon's Tooth Powder, NBC Red); Alias Jimmy Valentine (Dr. Lyon's Tooth Powder, NBC Blue); Backstage Wife (Dr. Lyon's Tooth Powder, NBC Red); John's Other Wife (Louis Philippe, Edna Wallace Hopper, NBC Red).

HALPERN, DAVID H. Script writer, director, producer, WBRY, Waterbury.

HALPERN, MILTON. See Milton Hale.

HALPIN, ROY. Sports announcer, CHRC, Quebec.

HALUS, AL. Actor. (R) Little Orphan Annie (Wander Co., for Ovaltine, NBC Red).

HAMAKER, GEORGE M. Script writer, WKY, Oklahoma City. (R) Scripts for Grand Hotel, 1932 (Campana Sales Co., NBC Red); First Nighter, 1934-36-38 (Campana Sales Co., NBC Red, CBS); NBC sustaining show; also WIBW, Topeka. (L) 1930-31.

HAMBLY, DON. Announcer, musical director, KRE, Berkeley.

HAMILTON, BOB. Organist, WHN, New York. (R) Transcriptions. (V) 1925-34.

HAMILTON, GENE. Announcer, singer. (R) Armour Hour (Armour Co., NBC Blue); Clara Lu 'n' Em (Colgate-Palmolive-Peet Co., NBC Red; Sinclair Refining Co., NBC Blue); Philadelphia Symphony (Group of American Banks, NBC Blue); Esso News Reporter (Standard Oil Co. of N. J.); RCA Campus Club (RCA, NBC Blue); Voice of Firestone (Firestone Tire & Rubber Co., NBC Red). (F) Travelogues. (V) Carnival Capers, Clown Classics; various circuits.

HAMILTON, JACK. See Ernest C. Riep.


HAMILTON, WADE. Choral director, organist, novachordist, KVVO, Tulsa. (R) Also Mutual-Don Lee Network; KFI, KPAC, KFWB, KHJ, KNX, KGAR and KTMK, Los Angeles; KTUL, Tulsa; transcriptions. (F) Universal (recording organist). (V) Featured theatre organist, 1919-30. (Author, textbook on harmony.)

HAMILTON, WILLIAM H., JR. Chief announcer, WCOL, Columbus.

HAMLIN, DAVE. Continuity writer, KCKN, Kansas City.

HAMMER, HAROLD G. Pianist, KFXN, San Bernardino.


HAMNER, JIMMIE. Orchestra leader, WRTD, Richmond. (R) Also WMBG, Richmond. (V) Theatre appearances. (PR) Decca.

*HAMPTON, BURFORD. Actor. (R) Capt. Tim Healy's Stamp Club, 1938 (Kellogg Co., Mutual).

HAMRICK, E. A. Announcer, actor, news commentator, writer, producer, WBT, Raleigh. (R) Also WBT, Charlotte; local shows for Nehi Bottling Co., others. (L) World's All Right, others. (Also publicity writer.)

HANCOCK, DON. Announcer, commentator. (R) Armco Band, 1936 (American Rolling Mills, NBC Blue); Horace Heidt & His Brigadiers, 1936-37 (Stewart-Warner Corp., CBS); The Headliner, 1937 (Sinclair Oil, CBS); Poetic Melodies, 1937 to Jan. 1, 1938 (Wrigley Chewing Gum, CBS); Betty & Bob, 1938-39 (General Mills, CBS); Stepmother, 1938-39 (Colgate-Palmolive-Peet, CBS); Just Entertainment, 1938 (Wm. Wrigley, Jr., Co., CBS). (Special events and announcing staff, WBBM, Chicago, since June, 1936; previously with WLW, Cincinnati).

HANCOCK, ORRIE. Director, producer.
HANCOCK, WALKER. Violinist, guitarist, WFAA, Dallas. (R) Local shows for Chevrolet, Dodge, Dr. Pepper, Lewis-Howe and others. (V) Theatre appearances; formerly first violinist with Henry Busse, Herbie Kay.

HANCOX, DON AND LEE. Musicians (banjo, guitar), WGY, Schenectady. (R) Appearances on Town Hall Tonight and Walter O'Keefe's summer edition of Town Hall Tonight, 1937 (Bristol-Myers Co., NBC Red); programs for Fels & Co., Crazy Water Crystals, others. (V) 12 years.

HANDLAN, JOE. Sports announcer and commentator, WCHV, Charlottesville. (R) Play-by-play football, 1937-38 (Atlantic Refining over a network of 6 to 23 stations); also collegiate boxing and basketball over various southern stations. (Law student.)

HANDY, HOWARD E. Hillbilly entertainer, WBRY, Waterbury.


HANNA, MICHAEL R. News commentator, WIBX, Utica.

HANNAH, MARJORIE. Actress. (R) Oxy- dol's Own Ma Perkins, 1933-37 (Procter & Gamble Co., NBC Red); Sally of the Talkies, 1934-35 (Luxor, Ltd., NBC Red); Story of Mary Marlin, 1935-36 (International Cellucotton Co. for Kleenex, NBC Red and Blue, CBS); Bachelor's Children, since 1936 (Cudahy Packing Co., 1936-39; Mutual, 1935-38); We Are Four, since 1936 (Libby, McNeill & Libby, Mutual). (Associated with WGN, Chicago.)

HANNON, STUART, L. Production manager, KFPY, Spokane.

HANSEN, CHARLES ("Monk"). Actor, comedian, WNOX, Knoxville. (R) Also WKRC, Cincinnati; WHAS, Louisville. (V) Monk & Sam, over 10 years.

HANSEN, VERN. Announcer, WGN, Chicago. (R) Get Thin to Music (General Mills, Inc., Mutual).

HANSON, ELEANOR. Director of women's activities, WHK-WCLE, Cleveland. (R) Also WGAR, Cleveland.

HANSEN, JACK. Program director, KFOR, Lincoln. (V) Theatre appearances.

HANSTROM, ARTHUR. Announcer, sportscaster, WEAU, Eau Claire. (R) Also WTAQ, Green Bay.

HAPPY HOLLOW GANG (Obie, Porkie & Lem). Musicians, WGY, Minneapolis-St. Paul. (R) Local show for Drug Trade Products Co.

HAPPY VALLEY COWBOYS (The Dea- con, Lil Abner, Arizona Freddie, Smudgy, Pee Wee, Carrie Lee). Hillbilly entertainers, WCAU, Philadelphia. (V) Theatre appearances.

HARDEN, FRANK. Announcer, continuity writer, WBIG, Greensboro. (R) Also WFTC, Kinston.

HARDIN, HELEN. Writer, commentator on language and speech, WGN, Chicago.

HARDING, LARRY. Producer. (R) March of Time, 1936-37 (Time, Inc., CBS); Your Hit Parade, 1937-38 (American Tobacco for Lucky Strike Cigarettes); Guy Lombardo & His Orchestra, 1937-38 (General Baking for Bond Bread, CBS); Cantor's Camel Caravan, 1938 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS); Big Town, 1938 (Lever Bros. for Rinso, CBS). (Formerly CBS announcer; currently on production staff).

HARDING, LESTER. Singer, M.C., KOA, Denver. (V) Theatre appearances.

HARDY, EMILY. Singer, KFI-KECA, Los Angeles. (R) NBC Shell Happy Time, 1930-31 (Shell Union Oil Corp., NBC Red); Capt. Dobbsie's Ship of Joy, 1934 (California Packing Co., NBC Red); Death Valley Days, 1938 (Pacific Coast Borax Co., successively NBC Blue and Red). (L) 1930-36.
PROFESSIONAL RECORDS—Continued

HARDY, RALPH W. Producer, KSL, Salt Lake City.

HARI, WILFRED. Comedian (Chinese and Japanese characters). (R) Mr. and Mrs. Smith, 1935 (Marco Dog Foods, KHJ, Los Angeles); House Undivided, 1936 (La France and Satina, KHJ); Community Sing, 1936 (Gillette Safety Razor Co., CBS); Silver Theatre, 1937 (International Silver Co., CBS); House Party, 1937 (Iris Products, Mutual). (F) Columbia, Paramount, Universal (f). (L) Enter Madame, 1933; The Middle Watch, 1933; The Spider, 1934; Quicksand, 1934 (f).

HARING, CLAUDE. Sports announcer. (R) Under contract to N. W. Ayer & Son, since 1935, to handle Atlantic Refining spot and regional network sports broadcasts. Started with WCBA-WSAN, Allentown, 10 years ago; later became associated with WCAU, Philadelphia, as supervisor and assistant baseball announcer.

HARK, MILDRED. Actress. (R) Aunt Jemima’s Cabin at the Crossroads (Quaker Oats Co., NBC Blue).

HARKINS, BEN. Program director, KFRC, San Francisco. (R) Also Mutual-Don Lee Network. (V) 6 years, up to 1925.


HARPER, TRO. Announcer, KSFO, San Francisco. (R) Problem Clinic, 1939 (Duart Mfg., CBS); local shows.

HARRINGTON, JOHN. Announcer, news and sports commentator, WBBM, Chicago. (R) Romance of Helen Trent, 1933-34 (Edna Wallace Hopper and Old English Floor Wax, CBS); Double Everything (Wm. Wrigley, Jr., Co., CBS); also KWK, St. Louis; WGN, WJJD, Chicago; transcriptions. (F) Shorts. (V) Theatre appearances.

HARRINGTON, JOHN V. Announcer, WIND-WJJD, Gary. (R) Also Southwest Broadcasting System, Texas Quality Network, others.

*HARRINGTON, TOM. Director. (R) Jell-O Program Starring Jack Benny (General Foods Corp., NBC Red). (Associated with Young & Rubicam.)

HARRINGTON, WILLIAM J. Announcer, KDAL, Duluth. (R) Baseball announcer, 1938 (General Mills and B. F. Goodrich Co.).

HARRIS, ARLENE (“Human Chatterbox”). Comedienne. (R) Al Pearce and His Gang, 1936 (Pepsodent Co., NBC Red and Blue); Watch the Fun Go By, 1937-38 Ford Motor Co., CBS); Al Pearce & His Gang, 1938-39 (General Foods for Grape Nuts, NBC Red). (F) Republic Pictures (f). (L) Stock. (V) Arlene Francis: Impressions of Feminine Types, 5 years. (Has been a member of Al Pearce and His Gang since 1933).

HARRIS, BOB. Announcer, WMCA, New York. (R) Also Inter-City Network. (F) Trailers. (V) Theatre appearances.


HARRIS, ELLIS M. News and sports commentator, KDAL, Duluth. (R) Also WCCO, Minneapolis-St. Paul.

HARRIS, GRAHAM. Orchestra leader. (R) 20,000 Years in Sing Sing (Wm. R. Warner, NBC Red); There Was a Woman (Glass Container Association of America, NBC Blue).


HARRIS, LESLIE. Producer, special events announcer, WQAM, Miami. (R) Shows for General Motors, Royal Crown Cola, others.

*HARRIS, LLOYD C. Director. (R) NBC shows.

HARRIS, PHIL. Orchestra leader. (R) Listen to Harris, 1933-34 (Northam Warren Corp., NBC Blue); Melody Cruise, 1933-34 (Cunard Steamship Co., NBC Blue); Jell-O Program Starring Jack Benny, 1936-39 (General Foods for Jell-O, NBC Red). (F) RKO, Paramount (f); Vitaphone shorts. (V) Appearances with orchestra since 1930.

HARRIS, RADIE. Commentator, interviewer. (R) M-G-M Movie Club, 1932 (Resinol Soap, CBS); 1937-39 (sustaining, Mutual). (LS) M-G-M Movie Club,
1931-32 (Ohrbachs, WOR, N. Y.); 1934 (Cushman Bakeries and Peebco Toothpaste, WOR, N. Y.); 1935-37 (Mulsified Coconut Oil Shampoo and Holland House Coffee, WHN, N. Y.).

HARRIS, ROMEO. Accordionist, CHRC, Quebec.

HARRIS, RUTH E. Singer, musician, KHQ-KGA, Spokane.

*HARRIS, STANLEY. Actor. (R) Jack Armstrong (General Mills, Inc., NBC Red).

HARRIS, SYD. Pianist, CKOC, Hamilton.

HARRIS, VICKY. Actress, commentator, WOWO-WGL, Ft. Wayne. (R) Local show for Barnsdall Refining Co., others. (V) Theatre appearances.


HARRISON, CHARLES. See The Madrigal Singers.

HARRISON, JOHN W. .Sports announcer, KTUL, Tulsa. (R) Also KPO, San Francisco; KMTR, Los Angeles; KSTP, Minneapolis-St. Paul; KYW (now Philadelphia) and WMAQ, Chicago; KTRH, Houston; WFAA, Dallas; KTUL, Tulsa. (F) Famous Players-Lasky, 1926-27. (L) Student Prince, 1928. (V) Grauman’s Prologues, 1926.

*HARRISS, AVERILL. (R) Gang Busters (Colgate-Palmolive-Peet Co., CBS).

HARROD, HARRY. Continuity writer, CJRC, Winnipeg. (R) Also Western Broadcasting Bureau (now defunct); CJGX, Yorkton. (L) Stock, 1936-39.

HART, DONALD C. Announcer, WJJD, Chicago.

HART, HERSCHELL. Commentator, WWJ, Detroit.


HARTMAN, CLARENCE L. (Texas Rangers). Musician, actor, KMBC, Kansas City. (R) Texas Rangers (sustaining, CBS); local shows including Kellogg’s Box K Ranch, 1937, and Corn Flakes Follies, 1938 (Kellogg Co.); Remington-Rand Shavers, 1938 (Remington-Rand Co.). (V) Pit musician, theatre appearances.

HARTMAN, HARRY. Sports announcer, WCPO, Cincinnati. (R) Various sports broadcasts sponsored by General Mills and Socony-Vacuum and others, since 1928. (V).

HARTMANN, LES. Musical director, WMT, Cedar Rapids. (V) Theatre appearances.

HARTWICK, HARRY. Script writer. (R) Armco Iron Master Program (American Rolling Mills Co., NBC Blue).


HARTZELL, WILLIE. Musician, singer, KFEL, Denver. (R) Also KVOD, KOA, KLZ and KFEL, Denver; Lucky Strike program, 1932, NBC. (V) Theatre appearances.

HARVEY, W. LYLE. Comedian, WMT, Cedar Rapids. (R) Transcriptions. (V) Theatre appearances.

HARVILLE, HAROLD. Musician, WMT, Cedar Rapids. (R) Local show for Olson Rug Co., others. (V) Theatre appearances.

HASBROOK, DICK. Newscaster, sports announcer, WJMS, Ironwood. (R) Local sports for various sponsors.

HASEL, JOE. Special events and sports commentator, WNYC, New York.

HASKINS, GERMAINE. Singer, actress, WDAF, Kansas City. (R) Local shows for Kellogg Co., others. (L) Stock. (V) 1933-38.

*HASTROW, DR. JOSEPH. (R) NBC series.

HASTY, JACK E. Writer. (R) Al Pearce & His Gang, 1935-36 (Pepsodent Co., NBC Red); Log Cabin Dude Ranch, 1936 (Log Cabin Syrup, NBC Blue); Twin Stars, 1936-37 (National Biscuit Co., NBC Blue and CBS); The Time of Your Life, 1937 (Gruen Watch Co., NBC Red); On Broadway, 1937 (Diamond Crystal Salt, NBC Blue); Death Valley Days, 1937 (Pacific Coast Borax, NBC Blue); Watch the Fun Go By, 1937 (Ford Motor Co., CBS); Dr. Christian, 1937-39 (Cheesebrough Mfg. Co., CBS).

*HATCH, WILBUR. Conductor. (R) Calling All Cars, 1937-39 (Rio Grande
PROFESSIONAL RECORDS—Continued

Oil, CBS); Gateway to Hollywood, 1939 (Wm. Wrigley Jr., Co., CBS).

HATHAWAY, JOY. Actress (romantic leads, character and straight ingenues, Scotch dialect). (R) Aunt Jenny's True Life Stories, 1938 (P & G for Crisco, CBS); Stella Dallas, 1938 (Chas. H. Phillips Chemical Co., NBC Red); Seth Parker, 1938 (Vick Chemical Co., NBC Red and Blue); Second Husband, 1939 (Bayer Aspirin, CBS); John's Other Wife, 1939 (Old English Floor Wax, NBC Red); commercials, only, for: Myrt & Marge (Super Suds, CBS); Pretty Kitty Kelly (Continental Baking, CBS); Pepper Young's Family (P & G for Camay Soap, NBC Red and Blue); others. (F) Shorts. (L) A Slight Case of Murder, 1935; The Women, 1936-38; The Fabulous Invalid, 1938. (V) Theatre appearances.


*HAUPT, JAMES. Producer. (R) Vic & Sade (P & G, NBC Red & Blue); Gospel Singer (P & G, NBC Red and Blue); Metropolitan Opera Auditions of the Air (Sherwin-Williams Co., NBC, Red). (F) Shorts. (L) A Slight Case of Murder, 1935; The Women, 1936-38; The Fabulous Invalid, 1938. (V) Theatre appearances.

HAUSKEN, WARREN. Singer, whistler, KHQ-KGA, Spokane. (R) Also Horace Heldt's Brigadiers for Alemite, 1934-36. (V) Appearances with Horace Heldt's Brigadiers.

HAUSNER, JERRY. Actor (juvenile, light comedy). (R) Lum and Abner, 1934 (Ford Dealers, NBC Red); Fleischmann Hour, 1936 (Standard Brands for Fleischmann's Yeast, NBC Red); Hollywood in Person, 1937 (General Mills for Biscuit, CBS); Royal Gelatin Hour, 1937 (Standard Brands for Royal Gelatin, NBC Red); Amos 'n' Andy, 1937 (Pepsi- dent Co., NBC Red); Chase & Sanborn Program, 1937 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Silver Theatre, 1937 (International Silver Co., CBS); others. (F) Warner Bros. short. (L) Queer People, with Hal Skelly and Gladys George, 1934; Family Upstairs (road); Sailor Beware (road); stock (f). (V) Any Family, 3 years; Bert Walton act, 2 seasons; Frank Gaby & Jerry Hausner, 3 years; theatre appearances as master of ceremonies with Lum 'n' Abner.

HAVENS, DORIS. Pianist, organist WCAU, Philadelphia. (V) Theatre appearances.

HAVRILLA, ALOIS. Announcer, narrator. (R) Campbell's Soup Orchestra, 1930-32 (Campbell Soup Co., NBC Red); Jack Benny Program, 1933-34 (Chevrolet Motor Co., NBC Red); Fred Waring and His Pennsylvanians, 1936 (Ford Motor Co., NBC Blue); Paul Whiteman's Musical Varieties, 1936-37 (Jergens-Woodbury Sales Corp., NBC Blue); Magic Key of RCA, 1936 (RCA, NBC Blue); Ben Bernie and All the Lads, 1937 (American Can Co., NBC Blue); Ridin' High, 1937 (Cycle Trades of America, NBC Blue); Snow Village Sketches, 1937 (Loose-Wiles Biscuit Co., NBC Red); Sealtest Rising Musical Stars, 1938 (Sealtest, Inc., NBC Red); Gabriel Heatter, 1938-39 (R. B. Semler for Kremlin, Mutual, Oct. to Dec., 1938; WOR, N. Y., since Jan., 1939), others. (F) Shorts (Universal, Paramount); Pathe News Reel; narrator for industrial movies. (L) Louis XIV (with Leon Errol); Princess Flavia; Mme. Pompadour; Hassan.

HAWK, BOB. M.C., comedian. (R) The People's Rally Fun Quiz, 1938-39 (Men- nen Co., Mutual); Name Three, 1939 (Dunhill Cigarettes, Mutual). (LS) 12 years on various Chicago stations.

HAWK, JAMES B. Entertainer, WWVA, Wheeling. (V) Theatre, rodeo appearances.

*HAWKES, KIRBY. Director. (R) Carters of Elm Street, 1939 (Wander Co., NBC Red). (Associated with Blackett-Sample-Hummert.)

HAWKINS, EZRA. Hillbilly comedian, actor, M.C., WIBW, Topeka. (V) Bar Nothin Ranch Gang.

HAWKINS, JACK W. Sports announcer, KIUN, Pecos. (R) Also KLAH, Carlsbad.

HAWKINS, STUART. Script writer. (R) Myrt and Marge (Colgate-Palmolive-Peet, CBS); also wrote single script for On Broadway (Diamond Crystal Shaker Salt, NBC Blue); Columbia Workshop, CBS.


HAWLEY, DUDLEY. Actor, FTRD. (R) Various shows on WABC, WOR, New York. (F) Paramount, M-G-M, Pathe; shorts. (L) Shows produced by David Belasco, Sam Harris, the Shuberts, others.

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HAWLEY, HARROLD. Organist, KRE, Berkeley.

HAWLEY, MARK H. Newscaster, narrator, announcer. (R) Newscasts for Mennen Cream (1935, WOR, New York City; 1938, WEAF, New York City), Fischer's Bread (1935-38, WOR), Bathasweet (1936-38, WOR), Minit Rub (1937-38, WOR), Remington Rand (1938, WOR); Hearne Program, 1937 (Hearne Department Store, WOR); Your Unseen Friend, 1937 (Personal Finance Co., CBS); Famous Fortunes, 1938 (General Shoe Co., Mutual); Cheer Up America, 1938 (Mennen Co., NBC Red); numerous others, since 1927. (F) Paramount Newsreel, shorts, commercials, as commentator and editor.

HAWTHORNE, BEN. Producer, WTIC, Hartford. (R) Also CBS sustaining shows, (L) 1926-28.

*HAY, BILL. Announcer. (R) Amos 'n' Andy (Pepsodent Co., currently Campbell Soup Co., NBC Red).

HAYES, ALBERT. Actor (lead, straight, character, heavy), M.C. (R) Lux Radio Theatre, 1935-36 (Lever Bros. for Lux, CBS); Second Husband, 1937-38 (Bayer Aspirin, CBS); Valiant Lady, 1938-39 (General Mills, CBS and NBC Red and Blue); John's Other Wife, 1938-39 (Louis Philippe, Edna Wallace Hopper, Old English Wax, BiSoDol, NBC Red); Mrs. Wiggs of the Cabbage Patch, 1938-39 (Hill's Cold Tablets, Old English Wax, BiSoDol, and others, at various periods, NBC Red); Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS); others. (L) Productions by Charles Dil- ingham, Theatre Guild, the Shuberts, A. H. Woods, Raymond Moore, Arthur Hopkins.

HAYES, CLARENCE ("Clancy"). Singer, guitarist, actor, M.C., KGO-KPO, San Francisco. (R) Ford Mommakers, 1935 (Ford Motor Co., CBS); also various NBC Pacific Coast shows. (F) Shorts. (V) Theatre appearances. (PR) Brunswick, RCA Victor.

HAYES, GAYLE. Sports commentator, KSO-KRNT, Des Moines. (R) Local shows for General Foods, General Mills, Socony-Vacuum.

*HAYES, MAX. Script writer. (R) Park Avenue Fenners (R. B. Davis, CBS); Joe Penner (General Foods Corp., CBS).

HAYES, PAT J. Sports announcer, KGA, Spokane. (R) Also baseball, 1938 (General Mills, KPQ, Wenatchee).

HAYES, PAUL ("Slim"). Violinist (western band), WMBD, Peoria. (R) Also KFAB, Omaha. (V) Appearances at fairs and theatres, 1939.

HAYES, RICHARD. Organist, KWK, St. Louis.

HAYES, S AM. Commentator (news, sports). (R) Richfield Reporter, 1931-37 (Richfield Oil Co., NBC Red); Newtime with Sam Hayes, 1937-38 (Bank of America National Trust & Savings Assn., CBS); The People's Vote, 1938-39 (Mennen Co., CBS); Euclid Ballot Box, 1939 (Euclid Candy Co. of California, CBS), football (Associated Oil); People's News, scheduled to start in fall of '39 (Mennen Co., CBS). (F) Warner Bros. (L) Appearances, 1928; Trial of Mary Dugan, 1928 (f). (V) Theatre appearances, 1933, 1937.

HAYNES, HENRY D., JR. Singer, guitarist, WNOX, Knoxville.

HAYS, HARVEY. Actor, WMAQ-WENR, Chicago. (R) Sustaining shows. (L) 25 years.

HAYS, REX. Musical director, arranger, musician, WNAX, Yankton. (V) Stage presentations.

*HAYTON, LENNIE. Orchestra leader. (R) NBC shows.

HAYWOOD, CHARLES. Tenor, writer, producer. (R) Chesterfield Presents, 1935-38 (Liggett & Myers Tobacco, CBS); Cities Service Concert, 1936 (Cities Service Petroleum Products, NBC Red); Town Hall Tonight, 1937 (Bristol-Myers for Ipana, Sal Hepatica, NBC Red); Come On, Let's Sing, 1937-38 (Colgate-Palmolive-Peet, CBS); Seastest Rising Musical Stars, 1938 (Seastest, NBC Red). (L) Leading tenor: Chauncey Opera Co., 1931-35; Philadelphia Opera Co., 1934-37; Robinhood Dell Operas, 1935-3d; appearances with Philharmonic Symph- ony, Philadelphia Orchestra, Cincin- nati Symphony, Syracuse Orchestra; recitals, tours, etc.

HAYWORTH, HERB (Happy). Singer, M.C., WOWO-WGL, Ft. Wayne. (R) Also KMOX, St. Louis; local show for Fels & Co., others. (L) 1912-15. (V) Theatre appearances.

HEADLAND, LOUISE M. Singer, WDAY, Fargo.

HEALY, CAPTAIN TIM. Narrator. (R) Ivory Stamp Club of the Air, 1933-37 (P & G for Ivory Soap, NBC Red and Blue); Stories Behind the Stamps, 1938
HEBERT, HEATTER, *HEATHERTON, HEARN, olive-Peet others (heavy), Los Universal, Co., Camel Penner Good Greenwich Jack Brown and Maxwell Diaries. (L) Winter Garden Spice of 1923-24; Greenwich Village Follies (7th edition); Good Boy; Mercenary Mary (f). (V) 15 years; single act, The Political Feller; theatre appearances as Schlepperman.

*HEATHERTON, RAY. (R) CBS shows. (F). (L). (V).

HEATON, WILLIAM. Musical director, pianist, WSAL, Salisbury. (R) Programs for Sinclair Refining, 1938-39; others. (Formerly featured theatre organist.)

HEATTER, GABRIEL. Commentator. (R) We, the People, 1937-39 (General Foods Corp. for Sanka Coffee, CBS); Gabriel Heatter, 1938-39 (R. B. Semler for KREM, Mutual, 1938; WOR only, 1939). recordings for Johns-Manville (NBC, Mutual, local). (LS) WOR, New York. (F) Newsreels. (Writer of books, articles and short stories.)

HEAVENER, PAUL. Musician, WMBR, Jacksonville. (R) Also WJAX, Jacksonville.

HEBERT, LETA. Comedienne (doubletalk and trick voices). (R) All 1939; Joe Penner (General Foods, CBS); Joe E. Brown (General Foods, CBS); Cantor’s Camel Caravan (R. J. Reynolds Tobacco Co., CBS).

HECKLE, MARGARET. Writer, actress, KMBC, Kansas City. (R) Also WBBM, Chicago; KYW, WCAU, Philadelphia; WCLJ, Janesville; WGR, Buffalo; transcriptions.


HEDLUND, GUY. Director, actor (leads, heavy), WTIC, Hartford. (R) Also KFI, Los Angeles. (F) Director, Fox Films Universal, American Biograph, Pathé, others (s/t). (L) Under Two Flags, Peer Gynt, others (f). (V) Theatre appearances.

HEDQUIST, CARL. Musician (violin, guitar, electric guitar), WHEC, Rochester. (R) Also WHAM, WSAY, Rochester.

HEEN, GLADYS. Dramatic actress. (R) Gloria Dale, 1937-38 (Sperry Flour, NBC Pacific Red); Guiding Light, 1938-39 (P & G for White Naphtha Soap, NBC Red); Don Winslow of the Navy, 1938-39 (Kellogg Co., successively NBC Red and Blue); also intermittent roles on Betty Crocker (General Mills, NBC Red and Blue), Attorney-at-Law (S. C. Johnson & Son, NBC Red), Dan Harding’s Wife (National Biscuit, NBC Red), Story of Mary Marlin (P & G, NBC Red and Blue). (L) Stock, 1929-32 (f).

HEFFERMAN, GEORGE. Announcer, violinist, musical director, WBTM, Danville. (R) Also WBT, Charlotte; Dixie Network. Pit orchestra, 1921-29; Baltimore Symphony, 1920; Los Angeles Philharmonic, 1933.

HEFFERMAN, W. P. Program manager, announcer, actor, cellist, WBTM, Danville. (R) Also WBT, Charlotte. (L) Guest appearances. southern symphony orchestras. (V) Theatre appearances.

HEFLIN, VAN. Actor (leads, characters). (R) Aunt Jenny’s Real Life Stories (Lever Bros. for Spry, CBS); Big Sister (Lever Bros. for Rinso, CBS); Central City (P & G for Oxydol, successively NBC Blue and Red); Mary & Bob’s True Stories (Maccadden Publications for True Story Magazine, NBC Blue); Easy Aces (Anacin, NBC Blue); Mrs. Wiggs of the Cabbage Patch (Old English Wax, BiSoDol, NBC Red); CBS Workshop; others. (F) RKO, Paramount (f). (L) End of Summer, 1936; Casey Jones, 1938; Philadelphia Story, 1939 (f); others.

HEGARD, KENNETH. Announcer, commercial continuity writer, WRJN, Racine. (L) Earl Carroll’s Vanities, 1932.


HEILMANN, HARRY. Baseball commentator, WXYZ, Detroit. (R) Also Michigan Radio network; broadcasts for Kellogg Co., General Mills, others. (Formerly outfielder with Detroit Tigers.)
HEISCH, GLAN T. Program manager, writer, producer, KFI-KECA, Los Angeles. (R) Special lyrics and original songs for Mickey Mouse Theatre of the Air, 1938 (Pepsodent Co., NBC Red); others.

HEISS, BOB. Chief announcer, WTMJ, Milwaukee.

HELFER, AL. Producer, commercial and sports announcer. (R) True Detective Stories, 1937 (Lambert Pharmacal for Listorine, Mutual); Atlantic Sportcast, 1937 (Atlantic Refining Co., CBS); Petticoat on the Air, 1937 (J. B. Ford for Wyandotte Cleaning Products, CBS); People's Rally & Fun Quiz 1938-39 (Mennen Co., Mutual); others. (Currently member production and announcing staff, Mutual).

HELLER, JACKIE. Singer. (R) Ben Bernie and His Orchestra, 1932-34 (Premier Pabst Co., NBC Red); Climatene Carnival, 1933-34 (Climatene Water Softener, NBC Red); others, including programs for College Inn Food Products, 1933-34. (F) Paramount (f). (L) Yokel Boy, 1939. (V) Appearances with Benny Davis, 1928-32, with Ben Bernie, 1932-34. (PR) Columbia.


HEMINGWAY, FRANK. Sports announcer, newscaster, KBND, Bend. (R) Overseas Broadcast (General Motors of Canada); Chrysler Motor Show (Chrysler Motors of Canada); also Canadian Broadcasting Corp. Recordings for Bordien Milk Co., Sal Hepatica, etc. (F) Shorts. (L) Light operas. (V) Four years.

*HEMUS, PERCY. Actor. (R) Tom Mix and HisRalston Straight Shooters (Ralston Purina Co., NBC Blue); The Road of Life (P & G for Crisco, NBC Red and CBS).

*HENCH, JOHN. Actor. (R) Those Happy Gilmans, 1938-39 (General Mills, Inc.; NBC Red and Blue).

HENDERSON, DONALD. Script writer. I Want a Divorce (Sussman Wormser & Co., NBC Red and CBS).

HENDERSON, LLOYD T. Sports announcer, WPAY Portsmouth. (R) Local shows for Household Finance Corporation, others.

HENDERSON, LUCIUS. Character actor, FTRD. (R) Mutual and CBS shows, including Epic of America, Their Greatest Stories, Tish. (F) Shorts. (L) My Maryland; various engagements over 50-year period.

HENDRICKS, RAY. Orchestra leader. (R) Hawaiian Moon Casino (Lehn & Fink, CBS).

HENDRICKSON, BOB. Announcer (regular and ad lib), WAGM, Presque Isle.

HENDRICKSON, ERNEST G. Announcer, M.C., KGCU, Mandan.

*HENDRIE, HUPERT. See The Four Clubmen.

HENDRY, ALAN. Announcer, writer, WIBX, Utica. (R) Also WSYR, Syracuse; WWJ, Detroit. (L) Semi-pro stock.

HENLEY, DAVE. Announcer, WDAY, Fargo.

HENNESSY, FRANK X. Announcer, WMC, Memphis.


HENRY, JACK. Program director, producer, orchestra leader, actor, M.C., script and continuity writer, announcer, singer, WBRY, Waterbury. (F) Shorts (Warner Bros.). (L) Gold in the Hills, 1933. (V) Big Broadcast, 1933.

HENSCHAW, GAIL. Dialectician, actress. (R) We, the People, 1937 (General Foods Corp. for Sanka Coffee, CBS); True Story Court of Human Relations, 1937-38 (Macfadden Publications, Inc., NBC Red); Emily Post, 1937-38 (Florida Citrus Commission, CBS); Kitty Keene, Inc., 1938-39 (P & G for Dreyf, NBC Red); transcriptions. (LS) WHN, WEAF, New York. (F) Shorts (Pathoscope). (L) Stock, 1933-36.

HERLIHY, EDWARD J. Announcer. (R) Melody Puzzles, 1938 (American Tobacco for Lucky Strike Cigarettes, NBC Blue); Larry Clinton's Campus Club, 1938 (RCA Victor, NBC Blue); Grand Central Station, 1938 (Lambert Pharmacal Co., NBC Blue); Esso News, 1938 (Esso Gasoline, NBC Blue); Jack Berch, The Sweetheart Serenade, 1939 (Manhattan Soap Co., NBC Red). (NBC staff announcer).
HERMAN, MILTON C. Actor (character, heavy, comedy). (R) Death Valley Days, 1930-38 (Pacific Coast Borax, NBC Blue); 20,000 Years in Sing Sing, 1933-37 (William R. Warner Co. for Sloan’s Liniment, NBC Blue); Behind Prison Bars, 1937-38 (Sloan’s Liniment, NBC Blue); Gang Busters, 1936-38 (Colgate-Palmolive-Peet, CBS); Pretty Kitty Kelly, 1937-38 (Continental Baking for Wonder Bread, CBS); Alias Jimmy Valentine, 1938 (Larus & Brother for Edgeworth Tobacco, NBC Blue); irregular appearances on Dog Heroes (Modern Food Process Co., NBC Blue). (F) Paramount; silent pictures. (L) Lee Shubert productions, over 7 years, and Sam H. Harris Co., 10 years, as general stage manager; Treasure Island (Charles Hopkins Co.), 2 years. (V) Louis Mann & Co., 1915; Edwin Arden Co.; stage manager, Lewis & Gordon Co.

HERMANN, SAM. Xylophonist. (R) Major Bowes Capitol Family (CBS); Your Hit Parade (American Tobacco for Lucky Strike Cigarettes, CBS); Believe It or Not (General Foods, NBC Red); Manhattan Merry-Go-Round (Dr. Lyon’s Toothpowder, NBC Red); others, including programs for Richardson & Robbins and NBC sustaining programs. (F) Shorts. (L) Earl Carroll’s Vanities of 1923 (f). (V) With the 8 Popular Victor Artists, 5 years. (PR) RCA Victor, Columbia, Brunswick.

HERNANDEZ, JOSEPH. Commentator, KFWB, Los Angeles. (R) There They Go (Hudson-Terraplane, 1936-37, and Gilmore Oil Co., 1938); recordings of races at Pacific Coast racetracks; others. (F) M-G-M, Paramount, Warner Bros., Fox Movietone News; shorts. (V) Personal appearances.


HERLOCKER, BETTY HUSTON. (R) Hymns of All Churches, 1936-39 (General Mills, Inc., successively CBS and NBC Red & Blue).

Herrick, SHERB. Announcer, WOKO-WABY, Albany. (R) Local shows for General Mills, Atlantic Refining and others; transcriptions.

HERRIN, WELDON. Sports and special events announcer, WTOC, Savannah. (R) Shows for Procter & Gamble, others.


HERSON, BILL. Announcer, WBAL, Baltimore. (R) Also WKBW, WGR, Buffalo. (L) Wrote music for Too, Too Divine, 1936.


Hertz, RALPH. Actor, musician, FTRD. (R) Professional Parade (NBC), 1937-38. (F) Paramount, Warner Bros. (f); shorts. (L) Jonica, 1931; Gang’s All Here, 1934; Always a Breeze, 1938, others. (V)Appearances with Sophie Tucker, 1915-19; Ziegler Sisters, 1921-24; Joe Freed Co., 1924-25.


HESSLER, FRED J. Announcer, producer, WOTM, Manitowoc. (R) Also Wisconsin Radio Network; WHBL, Sheboygan; WHBY, WTAQ, Green Bay.

HESTER, HARRIET H. Educational director, home advisor, WLS, Chicago.

Hetzel, WILLIAM. Dramatic actor, KDKA, Pittsburgh. (L) Peg-O-My-Heart; Treasure Island; Murder in the Old Red Barn; others.

HEVERLY, JOHN P. Producer, an-
nouncer, KRSC, Seattle. (R) Also WMT, Cedar Rapids; KGIR, Butte; KGVO, Missoula; KOMO, KJR and KIRO, Seattle.

HEWITT, FOSTER. Sports announcer. (R) Hockey broadcasts for General Motors, 1931-36; Imperial Oil, 1936-39 (Canadian Broadcasting Corp.). (LS) Hockey for Goodyear, wrestling for Sheaffer Pen (CKCL, Toronto); others. (Also director of radio for Maple Leaf Gardens.)


HEYWOOD, FRED. Announcer, commentator, CJRC, Winnipeg. (R) Also CJRM, Regina; CHAB, Moose Jaw.

HEYWORTH, GORDON. Announcer, KYW, Philadelphia. (L) 10 years in England and New York.

HICKMAN, CARL. (Knights of Note). Singer, trumpeter, KSTP, Minneapolis-St. Paul. (R) Also sustaining NBC Red shows; local shows for Scott Towel and others; transcriptions. (F) Commercials. (V) Theatre appearances, 1936-38.

HICKMAN, HENRY. Announcer, producer, M.C., WFRB, Baltimore. (R) Also WMAL, Washington. (F) Shorts.


HICKOX, MARY. Actress (straight character), KOB, Albuquerque. (L) Stock.

HICKS, GEORGE FRANCIS. Announcer. (R) Death Valley Days, 1932-39 (Pacific Coast Borax Co., successively NBC Blue and Red); Larry Clinton's Orchestra, 1937 (Radio Corp. of America, WEAF); New York City fight broadcasts with Clem McCarthy, 1938 (carried by NBC as sustaining; sponsored on eastern Blue network by Adam Hats); Seth Parker, 1938-39 (Vick Chemical Co., NBC Blue). (Special events announcer, NBC.)

HICKS, LOWELL P. Musician (vibraphone, xylophone, marimba), KSL, Salt Lake City. (V) 4 years.

HICKS, MARY ELIZABETH. Organist, pianist, WLAC, Nashville.

HIESTAND, JOHN. Announcer. (R) Portraits in Harmony, 1936 (General Shoe Corp., NBC Blue); Hollywood in Person, 1937 (General Mills for Bisquick); Werner Janssen Orchestra, summer of 1937 (Standard Brands for Fleischmann Yeast, NBC Red); Royal Gelatin Hour, 1937-38 (Standard Brands for Royal Gelatin, NBC Red); Seein' Stars, 1937-38 (Fleischmann Yeast, NBC Blue); Mickey Mouse Theater of the Air, 1938 (Pepsodent Co., NBC Red); It Happened in Hollywood, 1939 (Geo. A. Hormel & Co., CBS). (F) Warner Bros.; M-G-M. (L) Stock.

HIGGINS, CHARLES J., JR. Special events, sports and news announcer, WORC, Worcester.


HIGHTOWER, BILL. Announcer, WIOD, Miami. (R) Also WFAA, Dallas. (L) Stock.

HIGSBY, HIRAM. Comedian, musician, singer, M.C. (R) National Barn Dance, 1934-36 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1934-36 (Alka-Seltzer, NBC Red); Keystone House Party, 1938 (Keystone Fence & Wire, Mutual); transcriptions, for 52 weeks, for Kraft-Phenix Cheese Corp., sustaining farm programs on Iowa Network; numerous others, in past 12 years. Currently writes and acts as M.C. for Brush Creek Follies, CBS sustaining. (F) Charley Chase comedy shorts. (V) Single act; Hiram & Henry; WLS Barn Dance. (PR) Columbia. (Currently associated with KMBC, Kansas City.)
**PROFESSIONAL RECORDS—Continued**

**Hiken, Nat.** Writer. (R) Grouch Club, 1938-39 (General Mills, successively CBS and NBC Red). (F) Under contract to write Grouch Club shorts for Warner Bros.

**Hildebrand, Ken.** Announcer, WJAS, Pittsburgh.

**Hildegarde.** Singer, pianist. (R) Raymond Paige, 99 Men and a Girl, 1939 (U. S. Rubber Co., CBS); Believe It or Not, 1939 (Nehl, Inc., for Royal Crown Cola, CBS). (GA) For Men Only (Bristol-Myers for Vitalis, NBC Red); Showboat (General Foods for Maxwell House Coffee, NBC Red); Magic Key of RCA (Radio Corporation of America, NBC Blue); Royal Gelatin Hour, Rudy Vallee (Standard Brands, NBC Red) and others, including television appearances for NBC. (F) English production (f). (L) Seeing the Stars, 1936. (V) 1928-33, single and with Gus Edwards; since then, night club engagements in America, London, Paris, Brussels, Amsterd阉, The Hague. (PR) Columbia, Decca.


**Hill, Don.** Sports announcer, WCBS, Springfield. (R) Also CBS; KTUL, Tulsa; WТАX, Springfield; local shows for General Mills, Inc., others.


**Hill, Frances.** Singer, fashion commentator, WLAC, Nashville. (V) Theatre appearances.

**Hill, George, Jr.** Musician, KHQ-KGA, Spokane.

**Hill, James H.** Writer. (R) RCA Victor musical programs for singers and orchestras. (NBC staff writer.)


**Hilliard, Harriet.** Singer, actress. (R) Baker's Broadcast, 1933-38 (Standard Brands for Fleischmann Yeast for Bread, NBC Blue). (F) RKO, Paramount (f); shorts. (L) Stock. (V) Appearances with Bert Lahr, Ken Murray and Ozzie Nelson. (Also recordings.) (Mrs. Nelson in private life).

**Hilliard, Kay.** Script writer. (R) Party Bureau (George W. Caswell Co., CBS).

**Hillias, Margaret.** Actress. (R) Manhattan Mother, 1938-39 (P & G for Chipso, CBS); Bachelor's Children, 1938-39 (Cudahy Packing for Old Dutch Cleanser, CBS); It Can Be Done, 1939 (Household Finance, CBS); others, including programs for Listerine, 1937-38, NBC sustaining, 1935-36. (L) Stock (f). (V) Theatre appearances.

**Hillner, Charles.** Pianist, organist, WLAW, Lawrence. (V) Theatre and night clubs as orchestra leader.

**Himber, Richard.** Orchestra leader. (R) Sparton Triolians, 1933 (Sparks Withington Co., NBC Red); Pure Oil Program, 1934 (Pure Oil, WJZ); Richard Himber and His Orchestra, 1935 (Luden's Cough Drops, NBC Red); Studebaker Champions, 1934-37 (Studebaker Sales Corp., NBC Red and Blue, CBS); Coffee Club, 1937 (nationally by Owens Illinois Glass Co., locally by Holland House Coffee, Mutual); Your Hit Parade, 1937-38 (American Tobacco for Lucky Strike Cigarettes, NBC Red, CBS); Melody Puzzles, 1937-38 (Lucky Strike Cigarettes, Mutual); Monday Night Show, 1938 (Brewers' Radio Show Assn., CBS). (GA) Lyso's Hall of Fame; Magic Key of RCA; R. H. Macy's Morning Matinee. (F) Shorts. (V) Theatre appearances, dance engagements. (PR) RCA Victor and Brunswick.

**Hinckley, Buddy.** Singer, WJRD, Tuscaloosa.

**Hinds, William T.** Announcer, KDKA, Pittsburgh. (V) Personal appearances.

**Hindus, Maurice.** (R) CBS shows.

**Hines, Fran.** Singer. (R) Local shows on WGR, WKBW, Buffalo.
HINNETT, ARTHUR. Organist, KYW, Philadelphia.

HINKLE, PAUL T. Sports broadcaster. (R) High school basketball, 1938 (Marott Shoe Co., WIRE, Indianapolis); Indiana vs. Purdue football game (Levinson’s, WFBM, Indianapolis); Pure Oil basketball broadcasts, 1939 (WFBM). Sports for various sponsors, since 1930. (Athletic coach.)

HINKLE, WILDA. Actress, WLW-WSAI, Cincinnati. (R) Front Page Parade (Richman Clothes, Mutual); Avalon Time (Brown & Williamson Tobacco Co., NBC Red); Uncle Walter’s Dog House (Brown & Williamson Tobacco Co., NBC Red); others, for Macfadden Publications. (V) Theatre appearances.

*HIPPLE, EDWARD. Singer. (R) Shows on WHKC, Columbus.

*HIRSCH, BERTRAND. Violinist, conductor. (R) American Album of Familiar Music (Bayer Aspirin, NBC Red); Second Husband (Bayer Aspirin, CBS).

HIRSCH, GLEN. Script writer. (R) Mickey Mouse Theatre of the Air (Pep-sodent Co., NBC Red).

HITE, BOB. Announcer, WXYZ, Detroit. (R) Also Michigan Radio Network. (F) Shorts.


HOBBAN, STANLEY. Baritone, actor, CKY, Winnipeg. (R) Also Canadian Broadcasting Corp.; KHJ, Los Angeles; Radio Luxembourg. (L) On Your Toes (London production) (f); recitals; soloist with symphony orchestra. (V).

HOCKETT, GUY. See Men of the West.


HODEK, DR. FRANK. Musical director. (R) NBC sustaining programs. (L) Appearances with symphony orchestras, conductor of the Omaha Symphony Orchestra. (V) Circuit engagements, 10 years; theatre appearances; guest conductor; theatre music supervisor. (PR) Brunswick, Columbia, Pathe. (Musical director, NBC, Hollywood.)


HODES, JAMES A. Baritone, WFAA, Dallas. (R) Also Dixie and Texas Quality Networks.

HODES, LEIGH M. “The Optimist,” WFIL, Philadelphia.

HODES, PAUL. Special events announcer, WCPO, Cincinnati. (V) Theatre appearances.

HODES, RUSSELL P. Announcer, newscaster, WJJD-WIND, Chicago. (R) Local shows for Chevrolet Motor Co., General Mills, others.

HODGSON, NEWTON. Actor, WICC, Bridgeport. (R) Also Yankee and Mutual Networks.

HODGSON, RUTH. Singer, WHO, Des Moines.

HODIACK, JOHN. Actor, WXYZ, Detroit. (R) Lone Ranger and Green Hornet (local sponsors, Mutual and Michigan Radio Network). (F) Shorts.

HOEDE, CARL. Arranger, producer, accompanist. (R) Household Evening Hour, 1932-34 (Household Finance Corp., NBC Blue); Tom, Dick and Harry, 1934-37 (Fels Co. for Fels Naphtha Soap, Mutual). (V) Tom, Dick and Harry, 3 years.

*HOEY, DENNIS. (R) Pretty Kitty Kelly (Continental Baking, CBS).


HOFFA, PORTLAND. Comedienne. (R) Linit Revue, 1932 (Corn Products Co., CBS); Salad Bowl Revue, 1933 (Hellmann’s Mayonnaise, NBC Red); Town Hall Tonight, 1934-38 (Bristol Myers Co., NBC Red). (L) George White’s Scan-
HOFFMAN, ARLENE. Actress. (R) Jack Armstrong, 1934-35 (General Mills, Inc., CBS); Story of Mary Marlin, 1935-36 (Procter & Gamble, NBC Red & Blue); Guiding Light, 1938 (Procter & Gamble, NBC Red); also WGN, Chicago; transcriptions. (L) Stock. (Currently associated with WMRO, Aurora.)

HOFFMAN, EZRA. Baritone and bass (The 8 Men). (R) Lilac Time, 1935-37 (Pinaud, NBC Red); Hollywood Mardi Gras, 1938 (Packard Motors, NBC Red); Smoke Dreams, 1938-39 (H. Fendrich for LaFendrich and Charles Denby Cigars, NBC Blue); Avalon Time, 1938-39 (Brown & Williamson Tobacco for Avalon Cigarettes, NBC Red); Plantation Party, 1938-39 (Brown & Williamson for Bugler Tobacco, NBC Blue); Vocal Varieties, 1938-39 (Lewis-Howe for Tums, NBC Red); staff singer, WLW, Cincinnati, 1932-37. (V) Theatre appearances.

HOFFMAN, FRANCES. Actress, conductor of women's program, KTHS, Hot Springs.

HOFFMAN, HOWARD. Actor. (R) Grand Hotel (Campana Sales Co., NBC Blue); Ma Perkins (Procter & Gamble, CBS); Jack Armstrong (General Mills, Inc., NBC Red); Romance of Helen Trent (Affiliated Products, CBS); Zenith Radio Foundation (Zenith Radio Corp., CBS); Don Winslow of the Navy (Kellogg Co., NBC Red and Blue); others. (F) Commercials. (L) The Farmer's Wife, Robin Hood, Bohemian Girl, Mikado. (V) Theatre engagements.

HOFFMAN, JACK N. Tenor, M.C., KTUL, Tulsa. (R) Also WSB, Atlanta. (L) 1929, '34; hotel and club appearances as band soloist.

HOGAN, HARLAN. Musical director, pianist, WSBT-WFAM, South Bend.


HOUGHE, RICHARD P. Announcer, actor, WCAE, Pittsburgh. (R) Also KDKA, Pittsburgh.

HOHENGARTEN, CARL. Orchestra leader, arranger. (R) Double Everything, Poetic Melodies and Just Entertainment, 1936-38; The Laugh Liner, 1938 to Jan., 1939 (all sponsored by William Wrigley, Jr., Co., CBS); Knickerbocker Playhouse, 1939 (P & G, for Teel and Drene, CBS).

HOHLFELD, FERD. Musician (drums, xylophone, vibraphone), WIL, St. Louis. (V) Theatre appearances. (PR) Brunswick.

HOLBROOK, ART. Special events announcer, WIBW, Topeka. (R) Political broadcasts on CBS, Mutual, NBC; local shows. (L) Stock.


HOLBROOK, JOHN. Announcer. (R) Tommy Dorsey and His Orchestra (Brown & Williamson Tobacco Co., NBC Blue); People's Rally & Fun Quiz, 1938-39 (Mennen Co., Mutual).

HOLBROOK, PRISCILLA. Pianist, singer, WJJD, Chicago. (R) Transcriptions. (L) Hit the Deck, Strike Up the Band. (V) Jerry & Her Baby Grands; theatre organist.

HOLBROOK, SABRA. Commentator, WNEW, New York.

*HOLCOMB, LAWRENCE. Producer, director. (R) Jane Arden (Ward Baking Co., NBC Blue); Dick Tracy (Quaker Oats Co., NBC Red); Tom Mix & His Ralston Straight Shooters (Ralston Purina Co., NBC Blue). (Associated with Sherman K. Ellis).


*HOLDEN, BRICK. Actor. (R) Just Between Us (Rabin Cosmetic Co., Mutual).


HOLDEN, JACK H. Announcer, actor, writer. (R) National Barn Dance, 1933-39 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1934-39 (Alka-Seltzer, NBC Red); Tom Mix and His Ralston Straight Shooters, 1937-39 (Ralston Purina Co., NBC Blue); Public Hero No. 1, 1937-38 (Falstaff Brewing Co., NBC Red); Uncle Ezra's Sunday Afternoon in Rosedale, 1938-39 (Alka-Seltzer, NBC Red). (Formerly staff announcer WLS, Chicago, 5 years; currently member of writing and production firm, Wamboldt & Holden.)

HOLDER, BRUCE E. Musician, CHSJ, St. John. (R) Also Canadian Broadcasting Corp.

HOLDER, JOHN L. Musician, KOWH, Omaha.
*HOLE, JONATHAN. Actor. (R) Carters of Elm Street, 1939 (Wander Co., NBC Red).


HOLIDAY, BILLIE. Singer. (R) True Story program (Macadden Publications, CBS); soloist with Artie Shaw’s orchestra on NBC broadcasts; currently heard over WNEW, New York. (F) Shorts. (V) Theatre appearances with Artie Shaw; night club engagements. (PR) Brunswick.

HOLIDAY, STANLEY. Announcer, WDSU, New Orleans.


HOLLAND, BERT. Actor, KSFO, San Francisco.

HOLLAND, DICK. Juvenile actor. (R) Ma Perkins & Kitty Keene, Inc. (P & G, NBC Red); It Can Be Done (Household Finance Corp., NBC Blue); Don Winslow of the Navy (Kellogg Co., NBC Blue); First Nighter (Campana Sales Co., CBS); Betty & Bob and Betty Crocker (General Mills, NBC Red and Blue); Knickerbocker Playhouse (P & G, CBS). (F) Universal (f); shorts.

HOLLAND, HERSHEY. Announcer, actor, KFBI, Abilene.


HOLLEY, HOWARD W. Announcer, KWKH-KTBS, Shreveport.

HOLLINGER, FIN. Producer, studio and sports announcer, CJLS, Yarmouth. (R) Sport news for Royal Canadian Tobacco, 1938 (CJKL, Kirkland Lake); hockey and play-by-play baseball (CKCL, Toronto); others.


HOLM, FLOYD. See the Escorts & Betty.

HOLMES, E. G. Pianist, WNAX, Yankton. (R) Local show for Consolidated Drug, others.


HOLST, ERNIE. Conductor, violinist. (R) Sustaining programs. (V) Hotel and night club engagements.

HOLSTEIN, E. E. See Chuck Wagon Boys.

HOLT, FELIX C. Editorial director in charge of news, special events, WXYZ, Detroit.

HOLT, ORIAL F. Announcer, WCLL, Joliet. (R) Locals shows for Sears Roebuck & Co., others. (L) Aida, Chimes of Normandy. (Also assistant production and studio manager.)

HOLTBY, GRACE. Actress. (R) Shell Chateau, 1936 (Shell Union Oil, NBC Red); I Want A Divorce, 1938 (S & W Fine Foods, NBC Red); My Secret Ambition, 1938 (Durkee Famous Foods, CBS); Professor Puzzlewit, 1938-39 (Galenkamp Stores, NBC Red); Dr. Kate, 1938 (Sperry Flour Co., NBC Red); others. (Currently associated with KGKPO, San Francisco.)


HOLTZ, LOU. Comedian. (R) The Monday Night Show, 1938 (Brewers Radio Show Association, CBS); Chesterfield, 1932-33 (CBS); also numerous guest appearances with Rudy Vallee, 1939 (Standard Brands, NBC Red). (F) Vitaphone shorts. (L) Earl Carroll; Dancing Girl; Tell Me More; Manhattan Mary; You Said It; others. (V) Many years.

HONEY, CHARLES. Trumpeter, CKY, Winnipeg. (Former member of the band of the 1st Life Guards, London.)

HOOD, WILLIAM P. Chief announcer, KGKO’s (Fort Worth), Wichita Falls studios. (V) Personal appearances.

HOOSIER HOT SHOTS. See Frank D. Kettering, Kenneth H. Trietsch, Paul E. Trietsch and Charles O. Ward.

HOOVER, HIRAM. Actor, FTRD. (R) Gang Busters (Colgate-Palmolive-Peet Co., CBS); others, on WABC and WOR, New York. (F) M-G-M, Universal, Warner Bros., Monogram; shorts. (L) 18 years; Sailor Beware, Tale of Two Cities, Milky Way and numerous others.
HOPE, BOB. Comedian, M.C. (R) Atlantic Family (Atlantic Refining Co., CBS); Rippling Rhythm Revue (Jergens-Woobury Sales Corp., NBC Blue); Music from Hollywood (Liggett & Myers Tobacco Co., CBS); Pepsodent Show Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red). (F) Paramount. (L) Sidewalks of New York, 1927; Ballyhoo, 1932; Roberta, 1933; Say When, 1934; Follies, 1935; Red, Hot and Blue, 1936; others. (V) 1929-32; personal appearances subsequently.

HOPKINS, BARRY. Actor, narrator, announcer, M.C. (R) Bob Becker's Chats About Dogs, 1938-39 (John Morrell & Co. for Red Heart Dog Food, NBC Red); Kitty Keene, 1938-39 (P & G for Dreyf, NBC Red); Backstage Wife, 1939 (R. L. Watkins for Dr. Lyon's Toothpowder, NBC Red); Romance of Helen Trent, 1939 (Edna Wallace Hopper and Louis Philippe, CBS); The Inside Story, 1939 (Ralston Purina, successively CBS Pacific and NBC Blue); Carters of Elm Street, 1939 (Wander Co. for Ovaltine, NBC Red); numerous others. Spot programs: Captain Midnight, 1938-39 (Skelly Oil); This Changing World, 1938-39 (Industrial Training Corp.); Grandma Travels, 1939 (Sears, Roebuck). (F) Announcing and narrating on commercial slide films. (Associated with NBC, Chicago, since 1938.)

HOPKINS, JETTABEE ANN. Script writer, dramatic actress. (R) Adopted Daughter, 1938-39 (J. C. Penney Co., successively WOW, Omaha, transcriptions on selected network from New York); also KFAB, Lincoln. (L) Stock, 5 years (s). (V) Theatre appearances.

HOPKINS, NEAL W. Script writer. (R) Your Unseen Friend, 1936 (Beneficial Management Corp., CBS); collaborator with Ed East, 1937 (Knox Gelatine, CBS); collaborator with Ed East, Sisters of the Skillet (Kellogg Co., NBC); collaborator with Phil Cook, Sunday Evening Almanac, 1938 (sustaining, CBS); Two on a Shoestring, 1938 (Oakland Chemical Co., Mutual). (Continuity chief, NAB-Langlois & Wentworth Planned Program Service, 1939; freelance.)

HOPKINS, PAULINE. Writer, actress. (R) 1933-37; numerous scripts for First Nighter (Campana Sales, NBC Red), Grand Hotel (Campana Sales, NBC Blue), Welsh Presents Irene Rich (Welch Grape Juice, NBC Blue), and others. Author of Mad Hatterfields (Nestle's Lion Brand Milk, 1937-38; Horlick's Malted Milk, 1939, WLW, Cincinnati), Midstream, 1939 (P & G for Teel, NBC Red). Worked on dramatic and writing staff of Affiliated Broadcasting Co., 1936. (L) As actress: Smilin' Thru (Canadian road company) (s); dramatic stock.

*HOPKINS, RUTH. Script writer. (R) Battle of the Sexes, 1938-39 (Cummer Products, NBC Red).

HOPPER, HEDDA. Actress. (R) Mar-O-Oil program, summer of 1937 (J. W. Marrow Co. for Mar-O-Oil Shampoo, NBC Red); Lux program, 1937 (Lever Bros. for Lux Soap, CBS); Brent House, currently (sustaining, NBC Blue). Also programs for California Prune Growers, 1938. (GA) Three appearances, 1936, '37, '38, on Rudy Vallee program (Standard Brands, NBC Red). (F) M-G-M, Paramount, Pathe, Universal, Fox, RKO, 12 years (f). (L) Quaker Girl, 1917 (first play), starred with Judith Anderson, 1936 (last play); numerous others (s,f). (Lecturer at women's clubs throughout the country.)

HORCH, GENE. Entertainer, WMT, Cedar Rapids. (R) Local show for Olson Rug Co. (V) Tom Owen's Cowboys.

HORLICK, HARRY. Conductor. (R) A & P Gypsies, 1927-36 (Great Atlantic & Pacific Tea Co., NBC Red and Blue at various times); numerous transcriptions. (F) Shorts. (L) Concert master, Moscow Opera and Symphony Orchestra. (V) Circuit engagements. (PR) Decca.

HORN, ROBERT L. Program director, announcer, WCAM, Camden. (R) Campbell Soup program, 1938; others.


HORTON, BERT. Actor. (R) One Man's Family (Standard Brands for Tender Leaf Tea, NBC Red); Hawthorne House (Wesson Oil & Snowdrift, NBC Pacific Red); Professor Puzzlewit (Gallen-kamp's Stores, NBC Pacific Red); Dr. Kate (Sperry Flour, NBC Pacific Red); Death Valley Days (Pacific Coast Borax, NBC Red).

HOSMER, DAN. Actor, writer, assistant program director. (R) National Barn Dance, 1935-38 (Miles Laboratories,
PROFESSIONAL RECORDS—Continued

HOUCHENS, BUCK. Musician, WNOX, Knoxville. (V) Theatre appearances.

HOUCHINS, KENNETH. Musician, WHO, Des Moines. (R) Local shows for Aladdin Lamp, Consolidated Drug, others; (V) Theatre appearances.


*HOUSE, EDDIE. (R) CBS shows.


HOUSEMAN, KEN. Announcer, reader, WHAI, Greenfield. (R) Gulf Headliners, 1934 (Gulf Refining Co., CBS); House by the Side of the Road, 1935 (S. C. Johnson & Son, NBC Red); others. (F) Shorts.

HOUSTON, ED. Program and musical director, CJRC, Winnipeg. (R) Also CKCL, CFRB, Toronto; CBC, CBS and NBC. (V) Stage bands.

HOVEY, DON. Musician (piano, organ, violin, banjo, guitar), arranger, WHD, Des Moines. (R) Local shows including Oshkosh Choral Gang (Oshkosh Overall Co.), 1936-37; Virginia Dare Extract Co. program, 1937.

*HOVEY, J. A. Script writer. (R) Dad & Junior, 1938 (Wheatena, Mutual).

HOWARD, DAVID B. Writer. (R) Sustaining network shows: American School of the Air, 3 years, CBS; Peter Absolute, NBC Red; scripts for Dramatic Guild, CBS; The New World, NBC Red.

HOWARD, E. B. Actor, WBAP, Fort Worth. (R) Helen’s Home, 1935-39 (Lehn & Fink, Texas Quality Network); others.

*HOWARD, ELAINE. (R) CBS shows.

HOWARD, ELISABETH. Producer, director. (R) The Road of Life (P & G for Chipso, CBS, NBC Red); Pepper Young’s Family (P & G for Camay Soap, NBC Red and Blue). (Member of production staff, Pedlar & Ryan, Inc., New York).

HOWARD, EUNICE. Actress (leads, ingenues, character). (R) Elmer Everett Yess, 1934 (Plymouth Motor Co., CBS); Music at the Haydns, 1935 (Colgate-Palmolive-Peet, NBC Red); Hello Peggy, 1936-38 (Drackett Co. for Drano and Windex, NBC Red); Pepper Young’s Family, 1937-39 (Procter & Gamble for Camay Soap, NBC Red and Blue); roles, intermittently. on Dog Heroes (Modern Food Process Co., NBC Blue); others. (F) Shorts. (L) Manhattan Theatre Colony; Christopher Morley’s production of As You Like It; After Dark; The Black Crook; understudy with Theatre Guild.


HOWARD, FRED. Actor, singer, songwriter. (R) Betty Crocker, 1937-38 (General Mills, CBS); Bachelor’s Children, 1937-38 (Cudahy Packing Co. for Old Dutch Cleanser, CBS); Oxydol’s Own Ma Perkins, 1938-39 (Procter & Gamble, CBS and NBC Red); Kitty Keene, 1938 (Procter & Gamble for Dref, CBS). (L) Dramatic stock, 1921-30 (s). (V) 1928-29. (Has also been associated with stations KFI, KFWB, KMPC, KJH, KMTR, KNX, Los Angeles; KPO, KGO, KFRC, San Francisco; WGN, WBBM, WMAQ, WLS, Chicago, and the Iowa Network).

HOWARD, JOHN TASKER. Writer. (R) The Voice of America, 1933-34 (Underwood Elliott-Fisher, CBS); also various sustaining shows, including Our American Music (NBC Blue, 1932-33); America in Music (NBC Red, 1934-35); Whither, America (NBC Blue, 1937).

HOWARD, SHIRLEY. Popular contralto. (R) Shirley Howard, 1938 (sustaining, Mutual); programs for Rheingold Beer, 1934; Mollie Shave Cream, 1935-36. (GA) Ford, Bond Bread, California Figs and Chevrolet programs. (V) Two years.

HOWARD, TOM. Comedian. (R) Sunday Night Party, (Sealtest, Inc., NBC Red); Model Minstrels. Since Feb, 1939 (U. S. Tobacco Co., CBS); numerous others (with George Shelton, q.v.). (F) Shorts (Columbia, Paramount, Educational), 1932-36. (L) Greenwich Village Follies,
PROFESSIONAL RECORDS—Continued

1926-30; Rain or Shine, 1931; Ziegfeld's Smiles, 1932; Gang's All Here, 1933. (V) Tom Howard & Co., 1920; Howard & Shelton, 1937.

HOWARD, TOMMY. (Clyde Morse). Singer, pianist, KMPC, Beverly Hills. (R) Also program director of WHAM, Rochester, 5 years. (V) With Flo Lewis, Mary Coward.

HOWARD, WALTER. Actor, announcer, WBRY, Waterbury. (R) Also NBC sustaining; WBNX, WMCA, New York; others. (L) 1934-5.


HOWE, JAMES L. Producer, WLVA, Lynchburg. (R) Local shows for Sears Roebuck, Royal Crown Cola, Coca-Cola and others. (Also sales manager, promotion work.)

HOWE, LEONARD. Newscaster, WHO, Des Moines.

HOWE, LOUISE H. Actress, dramatic director, KSL, Salt Lake City.

HOWE, QUINCY. News commentator. (R) World news comments, May, 1938, and Feb. to May, 1939 (WNYC, New York); also world news comments by short wave to high schools; broadcasts during the European crisis of Sept., 1938 (Mutual).

HOWELL, CLIF. Announcer, producer, KNX, Los Angeles. Assistant announcer: Gateway to Hollywood, 1939 (Wm. Wrigley, Jr., Co., CBS); local shows. (F) Shorts (narrator, voice work).

HOLLAND, HARRY I. Musician, KFXM, San Bernardino. (R) Also WOW, WAW, Omaha; KOIL, Council Bluffs; KNX, KMTR, KFI and KFWB, Los Angeles; others. (V) Night club and theatre appearances.

HOXWORTH, HARRY (The Old Fisherman). Commentator, KGKO, Ft. Worth. (R) Appeared with May Robson in transcribed series, Lady of Millions. (V) Uncle Dudley & Marguerite, 4 years.

HOYT, CLEO. Singer, KFEQ, St. Joseph. (R) Also KFAB, Omaha; KMA, Shenandoah; WHO, Des Moines; WGY, Shenectady; KMMJ, Clay Center. (V) Faye & Cleo.


HUARD, LARRY. Singer, WTC, Hartford. (R) Also WCSH, Portland. (L) Stock.

HUARD, ROLLAND. Lyric baritone, CHRC, Quebec.

HUBBARD, IRENE. Character actress. (R) Maxwell House Show Boat (General Foods Corp., NBC Red); Log Cabin Dude Ranch (General Foods Corp., NBC Blue); Home, Sweet Home (Procter & Gamble, NBC Red and Blue); Sunday Night Party (Sealtest, Inc., NBC Red); Hilltop House (Colgate - Palmolive - Peet Co., CBS); John's Other Wife (Louis Philippe, Edna Wallace Hopper, NBC Red); Our Gal Sunday (Kolynos Toothpaste, CBS); Your Family and Mine (Sealtest, Inc., NBC Red); Death Valley Days (Pacific Coast Borax, NBC Red). (L) Madame X, Meet the Wife; stock.

HUBBARD, THELMA. Actress. (R) Mickey Mouse Theatre of the Air, 1938 Pepsodent Co., NBC Red). (GA) 1938-39: Al Jolson Show (Lever Bros. for Lifebuoyy, CBS); Texaco Star Theatre (Texas Co., CBS); Lux Radio Theatre (Lever Bros. CBS); Chase & Sanborn Program (Standard Brands, NBC Red); Silver Theatre (International Silver, CBS); others. (L) Stock.


HUBERT, HAL. Announcer, writer, producer, WMBD, Peoria.

HUDON, LEO. Tenor, CHRC, Quebec.

HUDSON, GABRIELLE. Pianiste, CBV Quebec.

HUDSON, HOWARD. See Six Hits and a Miss.

HUFFINGTON, B. WALTER. Announcer, continuity writer, WPTF, Raleigh. (R) Also WTAR, Norfolk.

*HUGHES, ARTHUR. Actor. (R) Just Plain Bill (Anacin, BiSoDol, Kolynos, NBC Red); Stella Dallas (Chas. H. Phillips, NBC Red).

HUGHES, GORDON T. Production director. (R) Young Hickory, 1937 (Procter & Gamble, NBC Blue); Story of Mary Marlin, 1937-38 (Procter & Gamble, NBC Red and Blue); Girl Alone, 1938-39 (Quaker Oats Co., NBC Red); others.

HUGHES, JOHN B. News commentator. (R) Last Minute News, 1937-38 (Borden Milk, Don Lee and McClatchy Networks); News and Views (formerly heard over Don Lee for various sponsors; currently sponsored by Brown & Williamson Tobacco Co., CBS). (L) Dramatic stock, 10 years. (President, Pacific and Northwest Chapter of A.F.R.A.; national director, Association of Radio News Editors and Writers. Staff member of KFRC, San Francisco.)


*HUGHES, PAUL. (R) Shows on WLW, Cincinnati.

HUGHES, RUSH. Commentator. (R) Hughesreel, 1938 (Borden Co., NBC Red).

HULICK, BUDD. M.C., comedian. (R) Tastyeast Gloomchasers, 1931 (Tastyeast, CBS); Ivory Soap Program, 1932 (Procter & Gamble, CBS); Pontiac Program, 1932-34 (General Motors Corp., CBS); Camel Caravan, 1934 (R. J. Reynolds Tobacco Co., CBS); The Gulf Program, 1934 (Gulf Refining Co., CBS and NBC Red); Ford Program, 1935 (Ford Motor Co., CBS); Town Hall Tonight, 1936 (Bristol-Myers Co., NBC Red); The Minute Men, 1936-37 (Minute Tapioca, NBC Blue); Johnny Presents, What's My Name? 1938-39 (Philip Morris & Co., Ltd., Mutual); Johnny Presents Guess Where?, March to May, 1939 (Philip Morris & Co., Ltd., Mutual). (GA) Rudy Vallee Program, RCA Magic Key, Maxwell House Show Boat, others. (Note: All programs except Philip Morris were as team of "Stoopnagle and Budd"—F. Chase Taylor and Bud Hulick). (V) Stoopnagle & Budd.

HULL, HARWOOD, JR. Announcer, producer, WAPI, Birmingham.


HUMMERT, ANNE. Script supervisor, writer. (R) In collaboration with Frank Hummert: American Album of Familiar Music (Bayer Aspirin, NBC Red); Broadway Merry-Go-Round (Dr. Lyon's Toothpowder, NBC Blue); Backstage Wife (Dr. Lyon's Toothpowder, NBC Red); Five Star Jones (Procter & Gamble, NBC Blue); Hammerstein Music Hall (Anacin, Kolynos Toothpaste, CBS); How to Be Charm ing (Charles H. Phillips, NBC Red); Little Orphan Annie (Wander Co., NBC Red); Ma Perkins (Procter & Gamble, NBC Red); Second Husband (Bayer Aspirin, CBS); Lorenzo Jones (Charles H. Phillips Chemical Co., NBC Red); Waltz Time (Charles H. Phillips Chemical Co., NBC Red); Young Widder Brown (Charles H. Phillips Chemical Co., NBC Red); Easy Aces (Anacin, NBC Blue); Mr. Keen, Tracer of Lost Person (Anacin, BiSoDol, NBC Blue); Just Plain Bill (Anacin, Kolynos, NBC Red); David Harum (B. T. Babbitt, NBC Red); Our Gal Sunday (Anacin, Kolynos, CBS); Romance of Helen Trent (Edna Wallace Hopper, Old English Wax and others, CBS); Mrs. Wiggs of the Cabbage Patch (Old English Wax, BiSoDol, NBC Red); John's Other Wife.
HUNT, HUMMERT, HUMMER, briel Actor. 
Ancestors, Shuberts, Bros., Violinist, shows Co., 
Broadway Merry-Go-Round (Dr. Lyon’s Toothpowder, NBC Blue); Backstage Wife (Dr. Lyon’s Tooth powder, NBC Red); Five Star Jones (Procter & Gamble, NBC Blue); Hammerstein Music Hall (Anacin, Kolynos Toothpaste, CBS); How to Be Charming (Charles H. Phillips, NBC Red); Little Orphan Annie (Wander Co., NBC Red); Ma Perkins (Procter & Gamble, NBC Red); Second Husband (Bayer Aspirin, CBS); Lorenzo Jones, Waltz Time and Young Widder Brown (all Charles H. Phillips Chemical Co., NBC Red); Easy Aces (Anacin, NBC Blue); Mr. Keen, Tracer of Lost Persons (Anacin, BiSoDol, NBC Blue); Just Plain Bill (Anacin, Kolynos, NBC Red); Our Gal Sunday (Anacin, Kolynos, CBS); Romance of Helen Trent (Edna Wallace Hopper, Old English Wax and others, CBS); Mrs. Wiggs of the Cabbage Patch (Old English Wax, BiSoDol, NBC Red); John’s Other Wife (Louis Philippe, Edna Wallace Hopper, NBC Red). (Vice-president, Blackett-Sample-Hummert, Inc.).

HUMPHREY, EDWARD R. Announcer, WJJD, Chicago. (R) Also WHIO, Dayton; WKRC, Cincinnati. (L) 1929-30.

HUMPHREY, HARRY (“The Old Ranger”), Actor. (R) Ma & Pa (Atlantic Refining Co., CBS); Death Valley Days (Pacific Coast Borax Co., NBC Blue, Red).


HUNT, FRAZIER. News commentator, writer. (R) Dr. Allan Roy Dafoe (Lehn & Fink, CBS); also substituted for Gabriel Heatter for three weeks, 1938; other shows, not current. (Newspaper and magazine feature writer.)


HUNT, RALPH B. (Bud & Spud). Banjoist, hill-billy singer, KMBC, Kansas City. (V) Theatre appearances.

HUNT, RAY. Announcer, M. C., WHAS, Louisville. (R) Also KMOX, St. Louis; WGN, Chicago. (V) Theatre appearances with Morning Jamboree.


HUNTER, ALFRED L. Announcer, singer, KOME, Tulsa. (R) Also Oklahoma Network; KMBC, Kansas City; KVVO, Tulsa. (V) 1934.

HUNTER, HENRY. Actor. (R) First Nighter, 1937 (Campana Sales, NBC Red); Hollywood Hotel, 1937 (Campbell Soup Co., CBS); Welch Presents Irene Rich, 1937-38 (Welch Grape Juice, NBC Blue); Attorney-at-Law, 1938 (S. C. Johnson & Son, NBC Blue, Red); others, not current. (F) Universal (f). (L) Productions by Eva Le Gallienne, Charles Hopkins, Theatre Guild, Winthrop Ames.


HUNTER, RAYMOND O. Actor, singer. (R) Maxwell House Showboat, 1936 (General Foods, NBC Red); Getting the Most Out of Life, 1938 (Standard Brands for Fleischmann’s Yeast, NBC Blue); Seth Parker, 1938-39 (Vick Chemical Co., NBC Blue). (F) RKO (f). (L) (f).


HUNTINGTON, CARLOS W. Producer, KYA, San Francisco. (Also public relations).

HUNTELEY, THEODORE. Commentator
HUNTLY, CHET. Announcer, KFI-KECA, Los Angeles. (R) Pull Over, Neighbor 1939 (Wilshire Oil, NBC Pacific Coast Red). (L) Stock and Theatre Group, 4 years.

HURD, JOE. Announcer, WFDF, Flint.

*HURDLE, JACK. Producer. (R) Those Happy Gilmans, 1938-39 (General Mills, Inc., NBC Red and Blue).

*HURSTIMANN, EDOUARD. Conductor. (R) Standard Symphony (Standard Oil of California, NBC Red).

*HURT, MARLIN. Member of Tom, Dick & Harry trio. (R) Plantation Party, 1938-39 (Brown & Williamson Tobacco Co., NBC Blue).

HURT, ZACK E. Sports supervisor and announcer, KFJZ, Fort Worth. (R) Several Texas stations and XEPN, Mexico, since 1924; baseball and other sports for General Mills and Kellogg Co.; sports supervisor and announcer for Texas Quality Network. (PR) Okeh.

HURTA, CHARLES (Chuck). Violinist, WHAS, Louisville. (R) A & P Bandwagon, 1936 (A & P Tea Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS); also KYW, Philadelphia; WJLD, WMAQ, Chicago; transcriptions. (V) Theatre appearances.


*IDELSON, BILLY. Actor. (R) Vic & Sade, 1934-39 (Procter & Gamble for Crisco, NBC Red and Blue).

IGOU, BERT. Producer, announcer, KWK, St. Louis. (L) Cyrano de Bergerac, 1932; Americana, 1932; Bitter Sweet, 1933; Nina Rosa, 1933; others.

IMBROGULIO, JOSEPH. Musical director, WFBR, Baltimore. (R) NBC Red sustaining show; local show for Household Finance Corp., others.

HUSING, TED. Announcer, sportscaster. (R) Walter O'Keefe's Camel Caravan (R. J. Reynolds Tobacco Co., CBS); Eddie Cantor (Lehn & Fink for Pebeoco, CBS); Mennen Program (Mennen Co., CBS); Sportscast (Atlantic Refining Co., CBS); Buick Presents (General Motors Corp., CBS); The Monday Night Show (The Brewers Radio Show Association, CBS); Inside Stuff by Ted Husing (Southern Dairies, Inc., CBS); also World Series broadcasts (Ford Motor Co.); many sportscasts. (F) Shorts, newsreels. (Author, Ten Years of Radio History).

*HUSTON, JOSEPHINE. Singer. (R) Shows on WOR, New York.

HUSTON, THEODORE. Announcer, producer, pianist, WSJS, Winston-Salem. (R) Also WFIL, Philadelphia. (L) Stock.

HUTCHISON, LOLA. Singer, WMAQ-WENR, Chicago.

HUTSELL, ROBERT M. Musician (saxophone, clarinet), arranger, composer, orchestra leader, WHAS, Louisville. (V) Theatre appearances. (PR) RCA Victor, Columbia.

HUTTON, GILBERT. Cellist, CKOC, Hamilton.

HUTTON, JOAN. Blues singer, WEBr, Buffalo.

*HUXLEY, CARROLL. Music arranger. (R) Tune Up Time, 1939 (Ethyl Gasoline Corp., CBS).

HYDE, DICK. Singer, KSO, Des Moines.

*HYMES, JOHN. Director. (R) Cities Service Concert (Cities Service Co., NBC Red). (Associated with Lord & Thomas).

I

IMEL, TOMMY. Drummer, WKY, Oklahoma City. (R) NBC sustaining show.

*IMHAUS, EDWIN. (R) Good Morning Tonite (Alber Bros. Milling Co., NBC Red).

INGHAM, BOB. Sports commentator. WTOL, Toledo. (R) Also WADC, Akron.

INGLIS, CHARLES. News, special events, sports commentator, KLZ, Denver.

INGRAM, ARTHUR M. Announcer, news commentator, WLEU, Erie. (R) Local shows for Gulf Refining Co., others.
PROFESSIONAL RECORDS—Continued

INGRAM, C. J. Commentator, interviewer. (R) Of Mutual Interest (sustaining, Mutual); Star Dust, since 1930 (WAAT, Jersey City). (Radio editor, Jersey Journal).

INGSTAD, ROBERT E. Studio and sports announcer, program director, KOVC, Valley City. (R) Also WDAY, Fargo.

*INTROPIDI, ETHEL. Actress. (R) Pretty Kitty Kelly (Continental Baking, CBS).

IRVING, KAY. See Gertrude W. Stahl.

IRWIN, OLGA. Soprano, CKY, Winnipeg. (R) Programs for Kraft-Phenix Cheese Corp., Standard Brands and others. (L) Patience, Maid of the Mountains, Runaway Girl (s); concert appearances; leading roles (Messiah, Elijah and others) with Philharmonic Choir and Orchestra.

*IRWIN, PEE WEE. Musician (Raymond Scott Quintet). (R) Your Hit Parade (American Tobacco Co., CBS). (F) Selznick Productions, with Raymond Scott Quintet (f); shorts. (V) Theatre appearances.

IRWIN, PHILIP. Announcer, KGW-KEX, Portland. (R) Standard Symphony, 1936-37 (Standard Oil of California, NBC Red); local shows. (L) The Drunkard and others; Ned Lynch Players, 1933-34 (s). (V) M.C., auto shows, sports carnivals.

ISOLANY, ARNOLD. See The Cadets.

ITO, BETTY CAROL. Dramatic actress. (R) Myrt & Marge, 1934 (Wm. Wrigley, Jr., Co., CBS); Jack Armstrong, 1935 (General Mills for Wheaties, NBC Red); First Nighter, 1937 (Campaigned Sales, NBC Red); Don Winslow, 1938 (Kellogg Co., NBC Red and Blue); Story of Mary Martin, 1938 (P & G for Ivory Soap, NBC Red and Blue); Betty Crocker, 1938 (General Mills, NBC Red and Blue).


IVANS, ELAINE. Mistress of ceremonies, actress, announcer. (R) Majestic Hour, (Majestic Radio Co., CBS); Henry & George (Consolidated Cigar Corp., CBS); Enn Crime Club (H. F. Ritchie Co., CBS); True Story (Macfadden Publications, Inc., CBS); Little House of America, 1935 (Better Homes of America, Inc., CBS); others, including Sunday Morning at Aunt Susan's, 1931-38 (CBS sustaining). (F) 1913-16 (Biograph, Vitagraph, Fox, Pathe, Gaumont, Metro, others) (f). (L) Oliver Moros Co., Edgar Selwyn, Shubert, others. (V) Lewis & Gordon, 1923-24; Wellington Cross; Mann Holmer & Nicholas Joy.

J

JACKOBSON, L. E. Producer. (R) Hymns of All Churches, 1936 (General Mills, CBS); Poetic Melodies, 1937 (Wm. Wrigley, Jr., Co., CBS); Mortimer Gooch, 1937 (Wm. Wrigley, Jr., Co., CBS); Zenith Radio Foundation, 1937-38 (Zenith Radio Corp., CBS); Matinee Melodies, 1938 (Varady of Vienna, Mutual); others. (Associated with WGN, Chicago).

JACKSON, A. B., JR. (Bud). News commentator, sports announcer, KWOS, Jefferson City. (R) Sports program for Hyde Park Breweries, 1937-39; others. (Formerly newspaper sports editor.)

JACKSON, BEN. Banjoist, singer, KVOO, Tulsa. (R) Lum and Abner, 1933 (Ford Motor Co., NBC Red); also local shows. (V) Appearances at theatres, night clubs, barn dances. (PR) American Record Corp.


JACKSON, GEORGE. Announcer, M.C., WBOY, Terre Haute. (R) Also WGBF, Evansville; KFAC, Los Angeles. (V) Theatre and night club M.C.

JACKSON, GLENN. Announcer, WLVA, Lynchburg. (R) Programs for Kellogg Co., 1938; Continental Baking, 1938-39; Procter & Gamble, 1939; others.
PROFESSIONAL RECORDS—Continued


*JACKSON, JOSEPH H. (R) NBC shows.

JACKSON, RILEY. Announcer, WIND, Gary. (R) Also WJBC, Bloomington; local show for Nehi Bottling Co., others.

JACKSON, PROF. V. W. Nature study talks, CKY, Winnipeg. (R) Since 1923. (Professor of biology at the Agricultural College and University of Manitoba).

JACKY, FRED. Choir conductor. (R) Hymns of All Churches (General Mills, Inc., CBS, NBC Red and Blue).

JACOBS, EDGAR. Producer, announcer, WNEW, New York. (R) Also WNAC, Boston; WTIC, Hartford, and WFBK, Syracuse, as announcer and producer.

JACOBS, JOHN B. Announcer, KMOX, St. Louis. (R) Also KTSA, San Antonio; local shows including programs for Rival Dog Food and General Mills, Inc.

JACOBSEN, ANDY. Orchestra leader, WNAC-WAAB, Boston. (R) Also Yankee Network; local shows for Loose-Wiles Biscuit Co., others.

JACOBSEN, MARTIN. Announcer, WCFL, Chicago. (R) Also KFH, Wichita; KWKC, WDAF, Kansas City; WJJF, Chicago; WKY, Oklahoma City.

JAEGER, JOHN. See George Brooks.

JAEGER, JOHN B. Announcer. (R) Johnny Presents, 5 months in 1937 (Philip Morris & Co., CBS); Smilin' Jack, 1939 (Sweets Co. of America for Tootsie Rolls, Mutual). (LS) Football reporter, 1937 (Shell Oil, WNEW, New York). Chief announcer, WNEW.


*JAMES, FRANK G. Director. (R) Voice of Firestone (Firestone Tire & Rubber Co., NBC Red). (Associated with Swee-ney & James).

*JAMES, GEE GEE. (R) Hilltop House (Colgate-Palmolive-Peet Co., CBS). (L) No Time For Comedy.

JAMES, HUGH. Announcer. (R) Lowell Thomas, 1937-39 (Sunoco, NBC Blue); Terry and The Pirates, 1938 (Bowey's, Inc., for Dari Rich, NBC Red); Cheer Up, America, 1938 (Mennen Co., NBC Red). (LS) WEAF, WIZ, New York, 1938. (F) Shorts. (NBC staff announcer.)

*JAMES, LUCY. Member of the Twin Trio. (R) Fred Waring & His Pennsyl- vanians (Grove Laboratories, Inc., NBC Red).

JAMES, ROBERT H. Pianist, WHAS, Louisville.


JAMISON, ANN. Soprano. (R) Palmolive Beauty Box, 1934 (Colgate-Palmolive-Peet for Palmolive Soap, NBC Red); The Pause That Refreshes, 1934 (Coca-Cola, NBC Red); Hollywood Hotel, 1935-38 (Campbell Soup Co., CBS). (LS) Cana- dian programs. (L) Operettas in Canada. (V) Theatre appearances in Canada and the U. S.


JANES, ART. See Maple City Four.

JANETZKE, REINOLD W. Announcer. (R) The Lutheran Hour, seasonally since 1935 (Lutheran Laymen's League, Mutual); The Laymen's Hour, 1935-38 (Lutheran Laymen's League of Greater St. Louis, KWUO, St. Louis).

JANIS, HAL. Sports director, WMCA, New York. (R) Programs for General Mills, Auburn Motors and others.

*JANNEY, WILLIAM. (R) Howie Wing 1938-39 (Kellogg Co., CBS).

JANSER, ARNOLD. (The WSPR Concert Trio). Cellist, WSPR, Springfield.

JARMAN, AUGUSTA M. See Margaret Mills.

JARRIS, STAR. Entertainer, WNAX Yankton.

JARVIS, FREDERICK S. Producer, announcer, CKGB, Timmins. (L) The Snow Queen and others (f).

JARZEBSKI, CASIMIR. Announcer (Polish programs), WHOM, Jersey. (R) Also WBNX, WFAB, WWRL, New York.
PROFESSIONAL RECORDS—Continued

JAY, LESTER. Dramatic actor. (R) March of Time, 6 years (Time, Inc., Remington Rand and others, CBS); The Gumps, 1934-35 (Corn Products for Karo, CBS); Dick Tracy, 3 years (California Syrup of Figs, CBS); Kate Smith's Hour, 3 years (General Foods for Swan Down and Calumet, CBS); Big Town, 13 weeks (Lever Bros. for Rinso, CBS); Just Plain Bill (Kolynos, Anacin, CBS). (GA) Rudy Vallee program, 3 times (Standard Brands, NBC Red). (LS) Terry and Ted, 3 years (Bond Bread, WOR, N. Y.) (L) Tommy; Dead End.

JEIDELL, DAVID. Director, producer. (R) R & R Entertainers, 1938-39 (Richardson & Robbins, NBC Red and Blue).

JELLISON, ROBERT. Actor. (R) The First Nighter, 1938 (Campana Sales for Italian Balm, NBC Red); Grand Hotel, 1938 (Campana Sales for Dreskin, NBC Blue); A Tale of Today, 1938 (Princess Pat, Ltd., NBC Red); Stepmother, 1938 (Colgate-Palmolive-Peet, CBS); Lucky Girl, 1938 (Minit Rub, Mutual); Story of Mary Marlin, 1938-39 (P & G, NBC Red and Blue); others.

JENKINS, ALDER. Interviewer, writer, director, actor, WQXR, New York.

JENNINGS, ROBERT G. Director. (R) Midstream (P & G, NBC Red); Bert Lytell in Golden Theatre Group (Lewis-Howe Co., NBC Blue); Knickerbocker Playhouse (P & G, CBS); Jimmie Fidler (P & G, successively NBC Red, CBS); Welch Presents Irene Rich (Welch Grape Juice, NBC Blue); Vocal Varieties (Lewis-Howe Co., NBC Red). (Associated with H. W. Kastor & Sons Advertising Agency).

JENSEN, HELEN (Winnie, Lou & Sally Trio). Pianist, WLS, Chicago. (R) Also Alka-Seltzer program, NBC, 1933; WBBM, Chicago. (V) WLS Barn Dance Show. (PR) Columbia.

JEPSON, HELEN. Operatic soprano. (R) General Motors Concerts, Oct. to Dec., 1937 (General Motors Corp., NBC Blue). (GA) Lux Radio Theatre (Lever Bros., CBS); Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red). (F) Samuel Goldwyn (f).

JERITZA, MARIA. Singer. (R) General Motors Concerts (General Motors Corp., NBC Blue). (Opera and concert star.)

JEROME, EDWIN. Character actor. (R) March of Time, 1934-38 (various sponsors, including Time and Life Magazines, Servel, Inc., NBC Blue); Cavalcade of America, 1934-38 (E. I. du Pont de Nemours, CBS). Mr. Keen, Tracer of Lost Persons (BiSoDol, Kolynos, NBC Blue); Spy Secrets, 1938 (Summer Products for Energine, NBC Red); Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red); Famous Jury Trials, 1938-39 (local sponsors, Mutual); When A Girl Marries, 1939 (Prudential Insurance Co., CBS). (LS) WJZ, New York. (F) Columbia; shorts. (L) Productions by Belasco, Jed Harris, Max Gordon (s, f). (V) 1922-30; Thank You Doctor, Lots & Lots of It, and Troubles (with Irene Rich, 1921).

JEROME, HOWARD. Pianist, CKOC, Hamilton.

JESSEE, RANDALL. Announcer, actor KWOC, Poplar Bluff. (R) Also KWOS, Jefferson City; local shows for Standard Oil Co., Philco Radio & Television Corp., others. (L) 1936-37. (Also general manager).

JESSEL, GEORGE. Actor, producer, writer. (R) Thirty Minutes in Hollywood, 1937-38 (regional sponsorship, Mutual); For Men Only, 1939 (Bristol-Myers for Vitalis, NBC Red). (LS) Georgie Jessel's Jamboree, 1939 (Reid's Ice Cream, WJZ, N. Y.). (F) Actor and producer, Universal, Warner Bros., First National, M-G-M (s). (L) Jazz Singer, War Song, Joseph, 3 Winter Garden shows, Sweet and Low (s). (V) 30 years. (Writer of many songs.)


JIMMIE & DICK, THE NOVELTY BOYS. See Richard B. Klasi and Dana M. Pierson.

JOACHIM, M. H. H. Playwright, producer. (R) Vignettes in Symphony, 1929-30
PROFESSIONAL RECORDS—Continued

(Cadillac Motor Car Co., CBS Pacific Coast Network); Omar the Mystic, 1932 (Purity Bakeries Corp., Mutual); Your Unseen Friend, 1936-38 (Beneficial Management Corp., CBS). (Author, lecturer.)

JOBIN, PHIL. Accordionist, CHRC, Quebec.

JOHANSEN, MARTIN V. Announcer, actor, singer, WCMI, Ashland. (R) Also KTEM, Temple. (L) Concert tours.

JOHNNY. See Johnny Roventini.

JOHNS, JOHN. Dramatic actor, KDKA, Pittsburgh. (L) He, 1933-34; The Mask & The Face, 1934-35; Invitation to a Murder, Olympia, 1936-37; Streets of New York, 1937-38; Alice in Wonderland; Snow White & Seven Dwarfs (s.f).

JOHNSON SISTERS (Aliceruth & Harriot). Singers, WKY, Oklahoma City. (R) CBS & NBC shows; also KDKA, Pittsburgh; WOC, Davenport; WSAZ, Huntington; WTAR, Norfolk. (F) Shorts. (V) Theatre appearances.

JOHNSON, AILCERUTH. (Mrs. Leslie Riefsors). See Johnson Sisters.

JOHNSON, BERT. Sports announcer, CKOV, Kelowna.

JOHNSON, BESS. Actress, announcer. (R) Lady Esther of the Lady Esther Serenade, 1931-37 (Lady Esther, Ltd., NBC Red, CBS); Today's Children, 1932-37 (Pillsbury Flour Mills, NBC Red); Hilltop House, since Nov. 1, 1937 (Colgate-Palmolive-Peet, CBS). (Also producer, writer, advertising agency executive).

*JOHNSON, BILL. (R) NBC shows.

JOHNSON, CARL. Musician, violinist, WDGY, Minneapolis-St. Paul. (V) Theatre appearances.

JOHNSON, CLIFFORD T. Sports and news commentator, announcer, producer, KYSM, Mankato. (R) Also KSOO, Sioux Falls; KSTP, WDGY, Minneapolis-St. Paul; local shows for Allis-Chalmers Co., others. (V) Theatre appearances.

JOHNSON, DICK. Announcer, KTUC, Tucson.

JOHNSON, DON (Professor Figgsbottle). Writer, comedian. (R) Staff writer for Al Pearce, 1933-35; free lance, 1935-39, and has written material for numerous programs including The Gumps, 1936-37 (Lehn & Fink for Pebeco Toothpaste, CBS), Tim and Irene, 1938 (Admiracion Shampoo, Mutual); Horace Heidt & His Brigadiers, 1938 (Stewart-Warner Corp., NBC Blue); Come On, Let's Sing, 1936-37 (Gillette Safety Razor Co., CBS); Easy Aces, during Mr. Ace's annual vacations, 1937-38 (Anacin, NBC Blue); Town Hall Tonight, 1939 (Bristol-Myers for Sal Hepatica and IPana, NBC Red). (GA) As Professor Figgsbottle of Fishface and Figgsbottle; Rudy Vallee program (Standard Brands, NBC Red); Jell-O Program Starring Jack Benny (General Foods, NBC Red); Universal Rhythm (Ford Motor Co., CBS) and others, since 1935. (V) Professor Figgsbottle.

JOHNSON, DORA. Dramatic actress. (R) Betty & Bob, 1937 (General Mills for Bisquick, NBC Red); The Story of Mary Marlin, 1937 (Procter & Gamble for Ivory Soap, NBC Blue); Bachelor's Children, 1937 (Cudahy Packing Co. for Old Dutch Cleanser, Mutual); Ma Perkins, 1937-38 (Procter & Gamble for Oxydol, NBC Red); Grandma Travels, 1937-38 (Sears, Roebuck & Co., transcriptions). (LS) Letters Brought to Life, 1937 (Gold Medal Flour, WGN, Chicago). (L) Little Theatre and stock.

JOHNSON, EDDIE. See Midland Minstrels.

*JOHNSON, EDWARD. M.C. (R) Metropolitan Opera Auditions of the Air (Sherwin-Williams, NBC Blue). (Manager, Metropolitan Opera Co.).

JOHNSON, GEORGE. Orchestra leader, pianist, organist, KOIL, Omaha.

JOHNSON, GEORGE. Violinist, KVI, Tacoma.

JOHNSON, H. C. Announcer, KFRO, Longview.

JOHNSON, HARRY A. Sports announcer, KFAB-KOIL-KFOR, Lincoln. (R) Major league baseball for General Mills and Socony-Vacuum; also KMA, Shenandoah; KRTN, Des Moines; WNAX, Yankton.

JOHNSON, HARRIOT (Mrs. James E. Cox). See Johnson Sisters.


JOHNSON, RAY. See the Foursome.
JOHNSTONE, RAYMOND. Actor. (R) A Tale of Today, 1936-38 (Princess Pat. Ltd., NBC Red); Girl Alone, 1936-38 (Kellogg Co., NBC Red); Today's Children, 1936-38 (Pillsbury Flour Mills, NBC Red); Grand Hotel and The First Nighter, 1936-38 (Campana Sales, NBC Blue, NBC Red); Guiding Light, 1937-39 (Procter & Gamble, NBC Red); Public Hero No. 1, 1938 (Falstaff Brewing, NBC Red); Win Your Lady, summer, 1938 (Jergens-Woodbury Sales, NBC Blue); Your Family and Mine, 1938-39. (Sealtest, Inc., CBS); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue); Your Family and Mine, 1938-39. (Sealtest, Inc., CBS); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue); Your Family and Mine, 1938-39. (Sealtest, Inc., CBS); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue); Famous Jury Trials (local sponsors, Mutual); others. (F) March of Time. (L) Stock.

JOHNSON, EVERETT M. Actor, WXYZ, Detroit. (R) Also WBBM, WCFL, WGN, Chicago; WLW, Cincinnati; Little Orphan Annie (Wander Co., NBC Red); Romance of Helen Trent (Edna Wallace Hopper, Old English Floor Wax, CBS); Lone Ranger and Green Hornet (local sponsors, Mutual); many others, including transcriptions. (F) Shorts.

JOHNSON, FRED. Announcer, musical director, WLVA, Lynchburg. (R) Local show for Piggly Wiggly Stores, others.

JOHNSON, JACK. Script writer. (R) Johnny Presents (Philip Morris & Co., CBS and NBC Red); Smilin' Jack, 1939 (Sweets Co. of America for Tootsie Rolls, Mutual).

JOLESCH, WILLIAM. Continuity writer, WBAP, Ft. Worth.

JOLLY BILL. See William Steinke.

JOLLY GILLETTE. See Eileen Barton.


JONASON, WILLIAM. String musician, KFEQ, St. Joseph. (R) Programs for Armour & Co., Consolidated Drug and others. (V) Theatre appearances.

JONES & HARE. See Billy Jones.

JONES, ARTHUR T. Program director, announcer, writer. (R) Empire Builders, 1930 (Great Northern Railroad, NBC Blue); Maytag Hour, 1930 (Maytag Washing Machines, NBC Blue); World's Fair broadcasts, 1934 (NBC and CBS); others, since 1925. (Currently with WEW, St. Louis; previously with WIND, Gary; KWK, St. Louis; WBBA, Dubuque, and others).

JONES, BILLY. Singer, comedian. (R) Happiness Boys, 1923-29 (Happiness Candy, WEAF, New York); Flit Soldiers, 1928 (Standard Oil of New Jersey for Flit, WJZ, New York); Interwoven Pair, 1930-33 (Interwoven Stock-
PROFESSIONAL RECORDS—Continued

ING Co., NBC Red); Happiness Boys, 1932 (Best Foods, successively NBC Blue and Red); Taystee Bread program, 1936 (WOR, New York); Original Community Sing, 1936-37 (Gillette Safety Razor Co., CBS). (All the above programs were done with Ernie Hare, deceased 1939; Billy Jones currently has a program for Sachs Furniture over WMCA, New York). (F) 5 or 6 shorts. (L) Midnight Sons, 1909; musical comedy (s.f.). (V) Spiegel & Jones, 2 years; Grant & Jones, one year; Spook Minstrels, 2 years; Bachelor Club. (PR) RCA Victor, Columbia, Brunswick, Aoelian, Okeh, Banner, Federal, Emerson and others. (Associated with the late Ernie Hare for 20 years).

JONES, GIL. See The Three Romeos.

JONES, GINGER. Actress. (R) Jenny Peabody (F & F Laboratories, Inc., CBS); Carillers of Elm street since Feb. 13, 1939 (Wander Co. for Ovaltine, NBC Red).

*JONES, GROVER. Script writer. (R) Silver Theatre (International Silver Co., CBS).


JONES, KELSEY (Casey). Violinist, WHAS, Louisville. (V) Kentucky Mountaineers, Bar-X Boys.

JONES, LILLIAN. Pianist, orchestra leader, WMIN, Minneapolis-St. Paul. (L) Stock.

JONES, MARGERY E. Entertainer, WMBR, Jacksonville. (L) 1938-39.


JONES, ROBERT L. Announcer, WOKO-WABY, Albany.

JONES, VENIDA. Organist, pianist, KMOX, St. Louis.

JONES, VIRGINIA. Pianist, singer, KCMO, Kansas City. (R) Also WDAF.

*JONES, WILLIAM. Producer. (R) National Barn Dance (Miles Laboratories, Inc., NBC Blue).

JORDAN, CORINNE. Program director, continuity writer, producer, KSTP, Minneapolis-St. Paul. (R) Local shows for Montgomery Ward, others.

JORDAN, GEORGE A. ("Pop"). Sports commentator, CFQC, Saskatoon.

JORDAN, JACKIE. Juvenile actor (character, dramatic, comedy). (R) 1938-39 season: The O'Neills (P & G for Ivory Soap, NBC Red); Your Family and Mine Sealtest Laboratories, NBC Red); Hilltop House (Colgate-Palmolive-Peet, CBS). (F') Shorts. (L) Tomorrow and Tomorrow, 1932-33; Peter Pan, 1933-34; Sunup to Sundown, 1938; others.

JORDAN, JAMES E. See Fibber McGee & Molly.

JORDAN, MARION. See Fibber McGee & Molly.

JORDAN, MAX. European director, National Broadcasting Co.


JOSTYN, JAY. Actor (leads, characters). (R) Famous Actors' Guild Presents Second Husband, 1937-39 (Bayer Aspirin, CBS); Hilltop House, 1937 (Colgate-Palmolive-Peet for Palmolive Soap, CBS); Our Gal Sunday, 1937-39 (Anacin and Kolynos, CBS); The Life of Mary Sothern, 1937-38 (Lehn & Fink for Hinds Honey & Almond Cream, CBS); Mrs. Wiggs of the Cabbage Patch, 1938 (Old English Wax, BiSoDol, NBC Red); Popeye The Sailor, May to July, 1938 (Joe Lowe Corp. for Popsicles, CBS); This Day is Ours, 1938-39 (P & G for Crisco, CBS). (L) Stock and productions, 8 years.

JOY, RICHARD. Announcer, producer. (R) News Thru a Woman's Eyes, 1937 (Pontiac Motors, CBS); Good Afternoon, Neighbors, 1937 (Durkee Famous Foods, CBS); The Newlyweds, 1937 (Listerine, CBS); My Secret Ambition, 1938 (Durkee Famous Foods, CBS); Road of Life, 1938-39 (P & G, CBS); I Want a Divorce, 1939 (S & W Fine Foods, CBS); also local shows, news and special events in present capacity as staff member of KNX Los Angeles.

JOYNER, FRED. Special events announcer.
PROFESSIONAL RECORDS—Continued

 producer, WHKC, Columbus. (R) local show for Chevrolet Motor Co., others.

 JULLIAN, JOSEPH. Actor. (R) Life of Mary Sothern, 1936-38 (Lehn & Fink for Hinds Honey & Almond Cream, CBS); Myrt & Marge, 1937-38 (Colgate-Palmolive-Peet for Concentrated Super Suds, CBS); True Story Court of Human Relations, 1938 (Macfadden Publications, NBC Red); On Broadway, 1938 (General Foods for Diamond Crystal Shaker Salt, NBC, Blue). (L) Judgment Day (Elmer Rice), 1935; stock.

 JUNCKER, CARL. Announcer, WDSU, New Orleans.

 JUNIOR, JOHN. Actor, comedian, FTRD. (R) Shows on CBS, NBC and WOR, New York. (F) United Artists, First National, Warner Bros. (L) Shows produced by Belasco, Sam Harris, others; 25 years.

 JUSTUS, GRACE. Organist, pianist, singer, commedienne. (R) 4 years on NBC networks with Scot Maclean as Grace & Scotty. (V) Maclean & Grace, 10 years; hotel engagement with Scot Maclean and His Royal Scots; featured theatre organist. (PR) Brunswick, Vocalion, Melotone, Perfect.

 JUVELIER, JEANNE. Actress (dramatic, straight, dialect). (R) Myrt & Marge, 1933 (William Wrigley, Jr., Co., CBS); Betty & Bob, 1933-36 (General Mills, NBC Blue); The Story of Mary Martin, 1935-36 (International Cellucotton for Kleenex, NBC Red); Molly of the Movies, 1936-37 (Ovaltine, Mutual); Little Orphan Annie, 1936 (Ovaltine, NBC Red); Kid Sister, 1936 (General Mills, Mutual); The Guiding Light, 1937-38 (Procter & Gamble, NBC Red); Arnold Grimm’s Daughter, 1937-38 (General Mills, CBS). (L) Provincetown Players, 1922-24; stock, 1924-34 (s.f.).

 K

 KADELL, CARLTON. Announcer. (R) Music from Hollywood (Liggett & Myers Tobacco Co., CBS); Thrills, 1937-38 (Union Oil Co., NBC Red); Big Town, 1937-38 (Lever Bros. for Rinso, CBS); Passing Parade, 1938 (Union Oil Co., NBC Red); Jimmie Fidler, 1939 (P & G, CBS); others.


 KALAR, PHILIP B. Baritone, producer, WLS, Chicago. (R) Also KFI, Los Angeles; WBBM and WGN, Chicago. (F) Fox Movietone; M-G-M; United Artists (f). (L) Student Prince (original company), 1925-26 (f). (V) 1926-28.

 KALLEN, KITTY. Singer, WCAU, Philadelphia. (R) Shows for General Mills, others. (V) Local theatre appearances.


 KALTENBORN, HANS VON. News commentator. (R) Headlines and Bylines, 1937-38 (CBS); Kaltenborn Comments, 1939 (General Mills, CBS); Kaltenborn Edits the News, 1939 (Pure Oil Co., CBS). (News editor, CBS; author, lecturer).

 KALUSCHE, EARLE. Announcer, newscaster, WFAA, Dallas. (R) Also Texas Quality Network; program director, KRFO, Longview, 1936-37. (F) Shorts.

 KAMA, CHARLES. Director (Moana Hawaiiana), KONO, San Antonio. (L) 1914-17; 1922. (V) Pickert & Kama’s Royal Hawaiians, 1922-26; theatre appearances. (PR) RCA Victor.

 KAMM, HERBERT. Sports announcer and writer, WCAP, Asbury Park. (R) Also WBBF, Red Bank. (Sports writer, Asbury Park Press).

 KAMMAN, BRUCE. Actor, writer, pro-
KAONOHI, DAVID. (R) Honolulu Bound (Hawaiian Pineapple Co., CBS).

KAPP, PETER. (Waldemar). Dramatic actor. (R) Philip Morris Program, 1936-37 (Philip Morris & Co., NBC Red); Big Sister, 1937-39 (Lever Bros., CBS); Aunt Jenny’s Real Life Stories, 1937-39 (Lever Bros., CBS); Life Can Be Beautiful, 1938 (P & G, NBC Red); Stella Dallas, 1938-39 (Charles H. Phillips Chemical Co., NBC Red; originally a local show for Tetley’s Tea); Hilltop House, 1938-39 (Colgate-Palmolive-Peet, CBS); Big Town, 1938-39 (Lever Bros., CBS); Mary & Bob’s True Stories, 1938-39 (Macfadden Publications, NBC Blue); Criminal Case Histories with Warden Lewis E. Lawes, 1938-39 (Wm. Warner for Sloan’s Liniment, NBC Red); David Harum, 1939 (B. T. Babbitt for Bab-O, NBC Red); Central City, 1939 (P & G, NBC Red); Alias Jimmy Valentine, 1939 (Dr. Lyon’s Toothpowder, NBC Blue); others. (L) Theatre Guild, 1934; Herod and Marianne, with Katharine Cornell, 1938 (f).

KAP, GORDON. Musical director, orchestra leader, WPTF, Raleigh.

KARASICK, MARION. Assistant program director, actress, continuity writer, WSAV, Rochester.

KARN, WILLIAM L. Announcer, sportscaster, M.C., WFVA, Dallas. (R) Also Dixie and Texas Quality Networks; shows for Dr. Pepper Co., others. (V).

KARNEY, BEULAH. Household economist, KMBC, Kansas City. (R) Local shows for Sherwin-Williams, Lamont Corliss, Westinghouse, ScottTowels, Knox Gelatine.

KAUFMAN, SIDNEY. Film commentator, critic, writer, WQXR, New York. (R) Also WARD and WHOM, New York. (F) M-G-M, Paramount, United Artists, as writer; shorts.

KAY, DOT. Singer. (R) Toast to the Town, 1938 (Roma Wine Co., CBS); NBC sustaining shows, 1934-36. (V) Appearances with Ben Bernie and Kay Kyser; theatre and night club engagements. (Currently associated with KSFO, San Francisco).


KAY, JOAN. Actress (character ingenue). (R) Air Adventures of Jimmie Allen,
1934-37 (Skelly Oil, transcriptions); Judy & Jane, 1935-36 (Folger Coffee, transcriptions); Kitty Keene, Inc., 1936-38 (Procter & Gamble, CBS); Those Happy Gilmans, 1937-39 (General Mills, transcriptions; 1937-38: NBC Red and Blue, 1938-39); Road of Life, 1938-39 (P & G for Chipso, CBS); Court of Missing Heirs, 1938 (Skelly Oil, CBS); also incidental parts on numerous network shows. (L) Dramatic stock, 1931-32; Noah, with Burgess Meredith, 1935.

KAY, TONY. News commentator, editor, WMCA, New York.

KAYE, JANE. Singer, KSFO, San Francisco.

KAYE, LILLIAN. Popular singer, WEBR, Buffalo. (R) Ben Bernie & Co., 1934; General Motors Auto Show, 1934-35; WBEN, WGR, Buffalo; WBRY, Waterbury; WTIC, Hartford. (V) With Ben Bernie, 1933; theatre and night club appearances.

KAYE, MILTON. Conductor. (R) James McCormack & Milton Kaye’s orchestra, 1936 (Slide Fasteners for Talon, Mutual); also various WOR commercials. (L) Recitals as orchestra conductor for soloists. (Member of WOR, New York, music staff for past 3 years; previously, for 4 years, member of announcing staff).

KEAN, HAROLD. Singer, WJR, Detroit. (R) Local shows for Olson Rug Co., Fels & Co., others.

KEARNEY, MARGARET. Assistant director, talent caster. (R) Bar X Days and Nights, 1934 (Health Products, NBC Blue); Taxi, 1934 (B. F. Goodrich Rubber Co., NBC Blue); Lucky Smith, 1935 (Gillette Razor Co., NBC Red); Plantation Echoes, 1935 (Vick Chemical Co., NBC Blue); Kitchen Cavalcade, 1936-38 (C. F. Mueller Co., NBC Blue); and the following transcriptions: Touring America with Carveth Wells, 1936 (Continental Oil Co.); Uncle Natchel, 1936-38 (Chilean Nitrate); The Idol of Millions, 1937 (Nehi, Inc.). (F) Warner Bros. (eastern studio). (L) Ziegfeld, Shubert, Hammerstein. (Associated with Grombach Productions, Inc.).

KEARNS, BILL. Singer, musician. (Member of the Kidoddlers). (R) Transcriptions for Imperial Tobacco, 1938, and Dr. Pepper Bottling Co., 1939. (GA) 1937-38: Town Hall Tonight (Bristol-Meyers, NBC Red); Ford Program (CBS); Gulf Program (CBS). (F) Group furnishes musical background for Fleisher Cartoons. (V) The Kidoddlers. (PR) Vocalion.


KEATING, LARRY. Announcer, M.C. (R) Night Editor (Cardinet Candy Co., NBC Red); Professor Puzzlewit (Gallenkamp Stores Co., NBC Red).

KEATON, CHARLES. Organist, pianist, composer, arranger, WAIR, Winston-Salem.

KECKI, MICHAEL. Announcer (Polish programs), WHOM, Jersey City. (R) Also WARD, WBNX, WEVD, WFW WWRL, New York.

Kee, HELEN. (R) Dr. Kate, 1938-39 (Sperry Flour Co., NBC Red).

Keech, KELVIN. Announcer. (R) Quite By Accident, 1938 (Lamont Corliss & Co., NBC Red).

KEEGAN, HOWARD. Director. (R) Current season: Woman in White (Pillsbury Flour, NBC Red); Road of Life (P & G for Chipso, NBC Red and CBS); Guiding Light (P & G for White Naphtha Soap, NBC Red); Attorney-at-Law (S. C. Johnson & Son, NBC Red). (L) Director for Edgar Selwyn, Robert McLaughlin, George Cukor and others. (Associated with Carl Wester & Co., producers).

KEEHN, NEAL. Actor, continuity and script writer, sports announcer, special events director and announcer, producer, KMBC, Kansas City. (R) Also WCAU, Philadelphia; WCLO, Janesville; WBBM, Chicago.

KEENE, DAY. Script writer. (R) Kitty Keene, Inc. (Procter & Gamble, CBS); Little Orphan Annie (Ovaltine, NBC Red).

KEENE, JAMES. Announcer, KRE, Berkeley.

KEESE, KEN. Program director, pianist, announcer, WATL, Atlanta. (L) Summer stock, 1934-35 (f).

Keesley, NICHOLAS. Director. (R) Singing Lady (Kellogg Co., NBC Blue). (Associated with N. W. Ayer).

KEEVINS, EDWARD H. (Five All Americans). Trumpeter, singer, KMMJ, Clay Center. (R) Local shows including Armour Noonday Melodies (Armour & Co.).
PROFESSIONAL RECORDS—Continued

*KELLY, WELBOURN. Script and commercial writer. (R) Magic Key of RCA (RCA, NBC Blue); Voice of Firestone (Firestone Tire & Rubber Co., NBC Red); Adam Hat Sports Parade (Adam Hats, NBC Blue); Battle of the Sexes, 1938-39 (Cummer Products for Molle, NBC Red). (Author of two novels: Inchin' Along and So Fair a House).

KELLY, ARTHUR. Announcer, WHAM, Rochester. (Also publicity director).


KELLY, CHARLES F., JR. Script writer. (R) Lutheran Hour (Lutheran Laymen's League, Mutual).

KELLY, DON E. Announcer, writer, WLS, Chicago. (R) Shows for Quaker Oats Co., Pinex Co., others.

KELLY, JACK. Announcer, WGST, Atlanta.


*KELLY, MARY. (R) Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS).

*KELLY, PAT. Announcer. (R) Dog Heroes (Modern Food Process Co., NBC Blue); Getting the Most Out of Life, 1938-39 (Standard Brands, NBC Blue).

KELLY, PAT. Writer, producer, KFRC, San Francisco. (R) Programs for Bank of America, Wieland's Beer and others. (Also publicity director).


KELLY, VIRGIL A. Script writer. (R) Lutheran Hour (Lutheran Laymen's League, Mutual).
<table>
<thead>
<tr>
<th>NAME</th>
<th>Occupation, Details</th>
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<tbody>
<tr>
<td>KELSEY, AGNES</td>
<td>Soprano, CKY, Winnipeg. (R) Network and local programs. (L) Soloist with the Vancouver Symphony Orchestra.</td>
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<tr>
<td>KELSEY, CARLON</td>
<td>Musical director. (R) Then and Now, May to Dec., 1936 (Sears, Roebuck &amp; Co., CBS); Poetic Melodies, Nov., 1936 to Nov., 1937 (Wrigley Chewing Gum, CBS); Hi-Jinks (Franco Bakers, NBC Pacific Coast); El Sidelo Hour (El Sidelo Cigars, NBC Pacific Coast). (F) Tiffany, First National. (L) Productions by the Shuberts, Dillingham, Hammerstein, Vanderbilt, Schwab and Mandel; others. (V) Featured conductor, coast theatres.</td>
</tr>
<tr>
<td>KELSEY, LOUIS</td>
<td>Announcer, special events and sports commentator, KFVD, Los Angeles. (L) 1934-36. (V) Personal appearances.</td>
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<tr>
<td>KELSEY, MARIE M.</td>
<td>Singer, KGDM, Stockton.</td>
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<tr>
<td>KEMP, EDDIE</td>
<td>Continuity writer, KTHS, Hot Springs. (R) Also KMBC, Kansas; local shows for Skelly Oil, others; transcriptions.</td>
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<tr>
<td>KEMP, HARRY</td>
<td>Orchestra leader. (R) Phil Baker, 1936 (Gulf Refining Co., CBS); Music from Hollywood, 1937 (Liggett &amp; Myers for Chesterfield Cigarettes, CBS); Time to Shine, 1938-39 (Griffin Mfg. Co. for Griffin Allwite Shoe Polish, CBS); also electrical transcriptions, 1933-35 (Eno, Lavina). (F) RKO (s); shorts. (V) Tours with orchestra in America, Paris and London. (PR) Victor records currently; formerly Brunswick.</td>
</tr>
<tr>
<td>KEMP, KAREN</td>
<td>Soprano. (R) Phillips Petroleum program (CBS); Ohio National Life program (Mutual); associated with CBS for 3 years, Mutual for one year, NBC for a year and a half. (L) Musical comedy shows; appearances with various symphony orchestras. (V) Musical and dancing act on various circuits.</td>
</tr>
<tr>
<td>KEMP, JIMMY</td>
<td>Singer, actor, writer. (R) Programs in Melbourne, Australia, for J. C. Williamson Theatres; NBC programs for Montgomery Ward, 1932; Bauer &amp; Black, 1933; CBS programs for Tidewater Associated Oil; commercial transcriptions in Australia and the U. S.; currently writer, singer and director of Jimmy Kemper's Song Stories (sustain-ing, NBC Red). (F) Short, 1939. (L) Featured in revue with Jeanette MacDonald, 1924; in concert tour with Irene Castle. (V) World vaudeville tour, theatre and presentation appearances. (Author of one-act plays, prologue presentations, etc.).</td>
</tr>
<tr>
<td>KEMP, LOU W.</td>
<td>Announcer, singer, actor, KVOO, Tulsa. (R) Also WDOD, Chattanooga; WHB, Kansas City; transcriptions. (L) Winterset, 1937; Bury the Dead, 1937 (f). (V) Theatre appearances.</td>
</tr>
<tr>
<td>KEMP, LUCREZIA</td>
<td>Script writer. (R) Mrs. Garrie Griswold &amp; the Vaquero (Oxo, Ltd., NBC Red).</td>
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<tr>
<td>KEMPINSKI, LEO</td>
<td>Music arranger. (R) Carnation Contented Program (Carnation Milk Co., NBC Red).</td>
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<tr>
<td>KENDALL, CY</td>
<td>Actor. (R) The Silver Theatre (International Silver Co., CBS).</td>
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<tr>
<td>KENDALL, RUTH</td>
<td>Continuity writer. KCKN, Kansas City. (Also handles publicity.)</td>
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<tr>
<td>KENNEDY, CLEM</td>
<td>Pianist, KSFO, San Francisco. (R) Also KFRC, KGO, KJBS KPO, San Francisco.</td>
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<tr>
<td>KENNEDY, EDWARD M.</td>
<td>Sports editor and commentator, WSPR, Springfield (R) Local shows for Edgeworth Tobacco others.</td>
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<tr>
<td>KENNEDY, JOHN B.</td>
<td>Commentator, M.C. (R) General Motors Concerts (General Motors Corp., NBC Blue); Magic Key of RCA (RCA, NBC Blue); People's Rally Fun Quiz, 1938-59 (Mennen Co., Mutual).</td>
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<tr>
<td>KENNEDY, KEN</td>
<td>Announcer, WDAY Fargo. (Also artists bureau head).</td>
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<tr>
<td>KENNEDY, SYDNEY R.</td>
<td>Announcer, producer, CFCY, Charlotte town.</td>
</tr>
</tbody>
</table>
| KENT, ALAN | M.C., announcer. (R) Rippling Rhythm Revue (Jergens-Woodbury Sales Corp., NBC Blue); Universal Rhythm (Ford Motor Co., NBC Blue); The Goldbergs (Procter & Gamble for
PROFESSIONAL RECORDS—Continued


KENT, BUNNY. Organist, WDAY, Fargo.


KENT, RICHARD. Baritone, CKOC, Hamilton.

KENT, RIKEL. Casting director, WLW Cincinnati. (R) Ma Perkins (Procter & Gamble), Life of Mary Sothern (Lehn & Fink), True Story (Macfadden Publications); others. (L) 10 seasons.


KEPNER, ARCH. Announcer, WQXR, New York City. (R) Also WOL, Washington.

KERBY, KEITH. Announcer, producer, KSFO, San Francisco. (R) Various NBC and CBS programs; KOIN, Portland.

KERS, ROY K. Announcer, WKY, Oklahoma City. (R) Also KXBY, WHB, Kansas City.

KERR, GORDON. Continuity writer, CJRC, Winnipeg. (R) Also Western Broadcasting Bureau (now defunct); CJGX, Yorkton.

KERRIGAN, JACK. Announcer, singer, writer, WHO, Des Moines. (R) Also WHBF, Rock Island; WOC, Davenport; local shows including programs for the Sendol Co., Grunow Co. and the Voss Washing Machine Co.

KERWOOD, ORIE H. Announcer, musician, WNAX, Yankton. (R) Local show for Consolidated Drug, others. (L) 1927-28; 1934-35. (V) Theatre appearances.

KESLER, JACK. Actor, WWJ, Detroit. (R) Green Hornet, 1937 (participating Mutual); also WJR, WMBC, WXYZ Detroit. (L) Stock.

KETTERING, FRANK D. Musician, arranger, "Hoosier Hot Shots." (R) National Barn Dance, 1934-39 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1935-39 (Alka-Seltzer, NBC Red); Uncle Ezra's Sunday Afternoon in Rosendale, 1938-39 (Alka-Seltzer, NBC Red); also transcriptions. (F) Shorts. (L) Sis Hopkins; Way Down East, with Berkell Players (f). (V) Buzzington's Rube Band, later called Rustic Revellers 7 years. (PR) Brunswick.

KIDDER, PATRICIA B. Continuity director, commentator, KLZ, Denver.

KIDOOLDERS, THE. See Paul Cordner, Bill Kearns, Eddie Lewis, Bob Remington.

KIEFER, SAM F. (also known as Peter Spraynozzle). Commentator, KSL, Salt Lake City.

KIERAN, JOHN. Quiz program. (R) Information Please, since May 17, 1938 (Canada Dry Ginger Ale Co. since Nov. 15; previously sustaining, NBC Blue). (Sports editor, New York Times).

KILEY, WILLIAM F., JR. Continuity director, WFBM, Indianapolis.

*KILLEEN, JOE. Director. (R) Hawthorne House (Wesson Oil & Snowdrift Sales Co., Inc., NBC Red).

KILLICK, LAWRENCE F. ("Whitey"). Special events and sports commentator, WCAX, Burlington. (R) Local shows for Socony-Vacuum Oil, RCA Victor, others. (L) Summer stock.

KILMER, BILL. Announcer, actor, KCKO, Fort Worth. (R) Caroline's Golden Store, 1938-39 (General Mills); also KRNT, Des Moines.

KILPACK, BENNETT. Dramatic actor. (R) Mr. Keen in Mr. Keen, Tracer of Lost Persons, 1937-39 (BiSoDol, NBC Blue); Mrs. Wiggs of the Cabbage Patch, 1937-38 (Hill's Cold Tablets, Old English Wax, NBC Red); David Harum, 1937-38 (B. T. Babbitt Co. for Bab-O, NBC Red); Believe It or Not, 1937-38 (General Foods for Post Bran, NBC Red); Alias Jimmy Valentine, 1937-38 (Larus & Brother Co. for Edgeworth Tobacco, NBC Blue); transcriptions, 1937-38 (Kruschen Salts, Kruger Baking Co.); Young Widder Brown, 1938-39 (Charles H. Phillips Chemical Co., NBC Red); Seth Parker, 1938-39 (Vick Chemical Co., NBC Red).
PROFESSIONAL RECORDS—Continued

and Blue); Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS). (F) RKO (f). (L) Kisnet, with Otis Skinner; Shakespeare Repertory with Sothern and Marlowe; director of stock productions. (V) Theatre appearances as Cefus, a role created for the Seth Parker program.

KIPKATRICK, ALICE. Singer, WGY, Schenectady.


KIMBALL, JEANNE. Home economist, WDGY, Minneapolis-St. Paul.

KIMBALL, ALYCE. Singer, Cigarettes, 1938.

KIMBALL, FRED. News commentator, KKO, Kilgore. (R) Also sports commentator, KLAH, Carlsbad, 1938.

KINDER SISTERS (Elaine, Shirley, Barbara). Vocal trio, KDKA, Pittsburgh.

KING, ALICE. Singer, WGY, Schenectady.


*KING, JEAN. (R) Death Valley Days (Pacific Coast Borax Co., successively NBC Blue, Red).

KING, JOHN REED. Announcer. (R) Heinz Magazine of the Air (H. J. Heinz Co., CBS); Chrysler Football Parade (Chrysler Corp., CBS); Our Gal Sunday (Kolynos, Anacin, CBS); Sophie Tucker and Her Show (American Tobacco for Roi-Tan Cigars, CBS); others. (LS) WINS, New York. (F) Shorts.


KING, MARGARET A. Singer, WBRE, Wilkes-Barre. (V) Theatre appearances.

KING, MARGARET T. Women's programs, KMOX, St. Louis. (R) Also KFIRU, Columbia; WST, St. Louis; local shows for Lamont Corliss, Kellogg Co., others.

KING, PERRY (William Perry). Announcer, producer. (R) News Through a Woman's Eyes, 1937 (Pontiac Motors, CBS); The Gumps, 1937 (Lehn & Fink for Pebeco Tooth Paste, CBS); Hour of Romance, 1938 (Elizabeth Arden, Mutual); The Lamplighter, 1938 (North American Accident Insurance Co., Mutual). Has also handled special features for CBS.

KING, POLLY. Singer, WTAM, Cleveland.

KING, SHERWOOD. Script writer. (R) Margot of Castlewood (Quaker Oats Co., NBC Blue).

KING, W. S. Director. (R) Information, Please, 1938-39 (Canada Dry Ginger Ale, NBC Blue); others. (Radio director, J. M. Mathes, Inc.).

KING, WALTER WOOLF. Actor, M.C., singer, announcer. (R) Flying Red Horse Tavern, 1937 (Standard Oil of N. Y., CBS); Cantor's Camel Caravan, 1938 (R. J. Reynolds for Camel Cigarettes and Prince Albert Tobacco, CBS).
(F) Fox, M-G-M, Paramount, Warner Bros., Universal (f). (L) Productions by the Shuberts, George White; Lady in Ermine, 1922; Countess Maritza, 1926; Under the Red Robe, 1928; Ladies All, 1930; Experience Unnecessary, 1931; May Wine, 1935; others (s). (Known as Walter Woolf on legit stage).


KINGSTON, LENORE. Actress (ingenue, character). (R) Dan Harding's Wife, 1937-38 (National Biscuit Co., NBC Red); Your Health, 1937-39 (sustaining, NBC Blue); Fibber McGee & Co., 1938 (S. C. Johnson & Son, NBC Red); Don Winslow of the Navy, 1938-39 (Kellogg Co., NBC Blue); Betty Crocker, 1938-39 (General Mills, NBC Red and Blue); others. (F) Universal, 1933-34 (f); shorts.


*KINSELLA, WALTER. Actor. (R) Dick Tracy, 1938-39 (Quaker Oats Co. NBC Red).

KINSEY, ELIZABETH. Actress, KGOK-PO, San Francisco. (R) Dr. Kate, 1939 (Sperry Flour Co., NBC Red).

KIRBY, FRED. Musician, singer, WBT, Charlotte. (R) Programs for Peruna, Philco, RCA Victor, Crazy Water Crystals, BC Remedy and others, since 1930. (V) Fred Kirby and his Smiling Cowboys, 5 years. (PR) American Record Corp., Bluebird, Decca.

KIRBY, KLEVE. Announcer, newscaster, producer, WWL, New Orleans. (R) Local programs for Standard Oil, others. (F) Voice for commercials.

KIRBY, LEE R. Announcer, WBT, Charlotte. (R) Local shows for Atlantic Refining Co., Gulf Oil Corp., others.

KIRCHNER, CLAUDE. Announcer, actor, narrator. (R) Contended Hour, 1939 (Carnation Co., NBC Red); also announces ballroom broadcasts over Mutual. (V) Hotel appearances as M.C.

KIRKOFF, ALEXANDER. Musician, singer. (R) Luden Novelty Orchestra, 1934-35 (Luden Cough Drops, NBC Blue, CBS); NBC sustaining programs for past 10 years. (LS) The Enchanting Hour, 1934 (Ybry's Perfume, WOR, New York); others. (V) Empirical Russian Entertainer, 1923-24. (PR) RCA Victor.

*KIRK, GEORGE. Singer. (R) Various CBS shows.


KIRKPATRICK, JESS. Announcer, singer, M.C. (R) Rube Appleberry, 1937 (Campion Cereal Co., Mutual); We the Wives, Quiz, 1939 (Quaker Oats Co., Mutual); The Shadow, 1938-39 (Blue Coal, Mutual); The Green Hornet, 1938-39 (local sponsors, Mutual); Bob Becker's Chats About Dogs, 1938-39 (Red Heart Dog Food, NBC Red); others. (F) Pathe (sang for a star); shorts. Associated with WGN, handling local and network shows since 1936.


*KITCHELL, ALMA. (R) NBC shows.

KITTELL, CLYDE. Announcer. (R) Vee Lawnhurst, 1933-34 (Wildroot, NBC Red); Cruise of Seth Parker, 1934 (Frigidaire, NBC Red); Betty Moore, 1934-36 (Benjamin Moore Paints, NBC Red); Lowell Thomas, 1936 (Sunoco, NBC Blue); Hello Peggy, 1937-38 (Drackett Co., NBC Red); Headlines, 1938 (P. Lorillard, Mutual); also various local shows, since 1932.

KITTLESON, LESTER. Musician, WNAX, Yankton.

KLASI, RICHARD B. ("Dick"). Pianist-accordionist, singer, fiddler, WEEI, Boston. (R) With Dana M. Pierson as Jimmie & Dick, on this station and WJAG, Norfolk; KFNF, Shenandoah; WNAX, Yankton; KSOO, Sioux Falls; WOW, WAAW and KOIL, Omaha; KGHF, Pueblo; KMOX, St. Louis.

KLASSEN, BEN. Singer. (R) A & P Gypsies, 1935 (A & P Tea Co., NBC Red);
**PROFESSIONAL RECORDS—Continued**


**KLEEM, HELEN.** Actress, KGO-KPO, San Francisco. (R) Dr. Kate, 1936-39 (Sperry Flour Co., NBC Red); Woman’s Magazine of the Air, 1939 (Sperry Flour Co. & Lamont Corliss, NBC Red). (L) Stock.

**KLEIN, ADELAIDE.** Dramatic actress. (R) March of Time, 1934-39 (various sponsors including Time, Inc., and Servel, CBS, NBC Blue); Gang Busters, 1936-38 (Colgate-Palmolive-Peet Co., CBS); Johnny Presents (Philip Morris & Co., Ltd., NBC Red); Behind Prison Bars, 1936 (Wm. R. Warner & Co., NBC Blue); Grand Central Station, 1937-38 (Lambert Co. for Listerine, NBC Blue); Terry and the Pirates 1937-38 (Dari Rich, NBC Red); On Broadway, 1937-38 (General Foods Corp. for Diamond Crystal Salt, 1937); Myrt & Marge, 1937 (Colgate-Palmolive-Peet Co. for Super Suds, CBS); Kate Smith’s Bandwagon, 1937 (General Foods Corp. for Calumet, CBS); Court of Human Relations, 1938 (Vadscor Sales Corp., Mutual); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue): Life Can Be Beautiful, 1938-39 (P & G for Ivory Soap, CBS); others. (L) Double Dummy, 1936.

**KLEIN, AUGUST P.** Musician (accordion, trumpet), WLS, Chicago.

*KLEIN, HARRY.* Director. (R) It Can Be Done (Household Finance Corp., CBS). (Associated with Batten, Barton, Durstine & Osborn).

**KLEIN, LEWIS.** Actor. (R) Zenith Radio Foundation (Zenith Radio Corp., CBS).

**KLEINFELD, M. J.** Director. (R) Jack Berch, the Sweetheart Serenade, 1939 (Manhattan Soap for Sweetheart Soap, NBC Red). (In charge of Radio, Franklin Bruck Advertising Corp.).


**KLEMENT, ROBERT F.** Announcer, sports and special events commentator, program director, WEBR, Buffalo. (R) Also Smillin’ Ed McConnell program. CBS, 1934; WSAZ, Huntington. (V) Paradise Islanders, 1935.

**KNEASS, DON.** Chief announcer, KGW-KEX, Portland.

**KNELL, JACK.** Producer, sportscaster. WEEI, Boston. (R) Also WEEI, WHDH, Boston; Colonial Network. (L) Dramatic stock, 1925-33; George M. Cohan production, 1933.

**KNICK, WALTER.** Pianist, WBNS, Columbus.

**KNIGHT, BETTY ANN.** Singer, WSJS, Winston-Salem.

**KNIGHT, CAROL.** Singer, KNX, Los Angeles. (R) Various CBS sustaining and local commercial shows. (L) 1937 (Also professional dancer).


**KNIGHT, RUTH A.** Script writer. (R) Maxwell House Show Boat, 1937 (Maxwell House Coffee, NBC Red); Cavalcade of America, 1937-38 (F. I. du Pont, CBS); Aunt Jenny’s Real Life Stories, 1938 (Lever Bros. CBS); Dr. Christian (Cheesbrough Mfg. for Vaseline products, CBS); also sustaining programs CBS.

**KNIGHT, VICK.** Producer, director. (R) Chrysler Airshow, 1935 (Chrysler Corp. CBS); Kate Smith’s A & P Bandwagon, 1936 (Great Atlantic & Pacific Tea Co. CBS); We, the People, 1936 (General Foods for Calumet, NBC Blue); Texaco Town, 1937-38 (Texas Co., CBS); Cantor’s Camel Caravan, 1938-39 (R. J. Reynolds Tobacco Co., CBS). (Producer of March of Dimes for Infantile Paralysis Foundation; writer of comedy scripts for Stoopnagle & Budd and Willie Howard; writer of original radio drama. Adapted and condensed radio versions of 27 Broadway plays. Composer of popular songs and owner of Green Bros. & Knight, music publishers).

**KNIGHTS OF RHYTHM.** See Royal F. Epperson, Carmen Nappo, Art W. Gislason, Alex Leber.

**KNORR, FRED.** Producer, announcer. WHLS, Port Huron.

*KNOX, HARRISON.* Singer. (R) NBC shows.
PROFESSIONAL RECORDS—Continued


KOBLE, GEORGE. Tenor, (R) Town Hall Tonight, summer of 1937 (Bristol-Myers for Ipana and Sal Hepatica, NBC Red); Summer Stars, 1937 (Gulf Oil, NBC Red).

KOCHE, RUSSELL. Musician, WFAA Dallas. (R) Also Dixie Network; shows for Dr. Pepper Co., Chevrolet Motor Co. others. (L) Casino Revue (with Art Jarrett). (V) Theatre appearances.

KOCH, RUSSELL. Conductor, arranger, KTHS, Hot Springs. (R) Also free lance writer, Cincinnati. Louisville and New Orleans, 1934-35: continuity editor, news editor, announcer, KWBG, Hutchinson, 1936-37. (Also recording engineer).

KOESTER, TONY. Chief announcer, sports announcer, KFBK, Sacramento. (R) Pacific Coast League, 1938-39 (P. Lorillard & Co.); others.

*KOESTNER, JOSEF. Orchestra conductor. (R) Ry-Krisp Presents Marion Talley (Ralston-Purina Co., NBC Red).

KOGAN, HARRY. Orchestra leader. (R) Greater Sinclair Minstrels (Sinclair Refining Co., NBC Blue); Melody of Romance (Jell-Sert Co., NBC Blue); Kallenmeyer's Kindergarten (Quaker Oats Co., NBC Red).

KOHL, ARTHUR. Actor. (R) Story of Mary Marlin (P & G for Ivory Soap and Snow, NBC Red and Blue); Girl Alone (Quaker Oats, NBC Red); Betty & Bob (General Mills for Gold Medal Flour, NBC Red and Blue); The Inside Story (Ralston Purina for Shredded Ralston, successively CBS Pacific and NBC Blue); Bert Lytell in Golden Theatre Group (Lewis-Howe for Tums, NBC Blue). (L) The Ferguson Family, Three Men on a Horse (f).

KOLB, HAROLD. Announcer, WSAY, Rochester. (F) Shorts. (L) Stock. (V) Theatre and night club appearances.

KOLBERG, ALBERT, JR. Yodeler, musician (guitar, banjo, harmonica), WHBL, Sheboygan. (R) Local shows for Peruna Co., others.

KOLLMAR, DICK. Actor (leads, heavy, dialect). (R) Palmolive Beauty Box Theatre, 1935 to Jan., 1938 (Colgate-Palmolive-Peet, CBS); Life of Mary Sothern, 1937 (Lehn & Fink for Hinds Honey & Almond, CBS); Pretty Kitty Kelly, 1937-38 (Continental Baking for Wonder Bread, CBS); John's Other Wife, 1937-38 (Edna Wallace Hopper, others, NBC Red); Life Can Be Beautiful, 1938-39 (P & G for Ivory Soap, CBS). (L) Repertory Co., summer of 1934 (s.f.).

*KORNHAUSER, R. J. Script writer. (R) Catalina Islander, May to July, CBS; August to September, KNX only (Wilmington Transportation Co., Santa Catalina Island).

KOSOWICZ, EDWARD. Announcer (Polish programs), singer, WHOM, Jersey City.

KOSTELANETZ, ANDRE. Orchestra conductor. (R) Sweetheart Hour, 1931 (Manhattan Soap Co., CBS); Fortune Builders, 1931 (Distributor's Group, Inc., CBS); Southern Melodies, 1931-32 (American Cotton Oil Co., CBS); Weed Chain Program, 1931-32 (American Chain Co., CBS); Ziegfeld Radio Show, 1932 (Chrysler Corp., CBS); Five Star Revue, 1932 (Corn Products Refining Co., CBS); Threads of Happiness, 1933 (Spool Cotton Co., CBS); Pontiac Program, 1933 (General Motors Corp., CBS); Buick Presents, 1933-34 (General Motors Corp., CBS); Chesterfield Presents, 1934-38 (Liggett & Myers Tobacco Co., CBS); Tune-Up Time, 1939 (Ethy Gasoline, CBS). (F) RKO, Paramount (f); shorts. (Recordings for World Recordings, Victor Records, Associated Music Publishers Recording, Brunswick Records. Conducted Hollywood Bowl Symphony Orchestra and Chicago Grand Opera Orchestra, 1936).

KRAATZ, DONALD G. Child dramatic actor. (R) Girl Alone, 1937-38 (Kellogg Co., NBC Red); It Can Be Done, 1937-39 (Household Finance Corp., successively NBC Blue, CBS); Madame Courageous, 1938 (Darkey Famous Foods, NBC Blue); Road of Life, 1938-39 (P & G for Chipso, NBC Red, CBS); Betty Crocker, 1938-39 (General Mills, NBC Red and Blue); Curtain Time, 1938-39 (General Mills, Mutual); intermittent roles on First Nighter (Campana Sales, NBC Red), Guiding Light (P & G, NBC Red and Blue), Story of Mary Marlin (P & G, NBC Red and Blue), Woman in White (Pillsbury, NBC Red), Inside Story (Ralston Purina, CBS), and others.

KRAFT, ARNOLD. Sports announcer, WBRE, Wilkes-Barre. (Currently athletic director at Plains Township Memorial High School).
KRAMER, MANDEL J. Dramatic actor. (R) Gang Busters (Colgate-Palmolive-Peet, CBS); Stella Dallas (Charles H. Phillips, NBC Red); Second Husband (Bayer Aspirin, CBS); Young Widder Brown (Charles H. Phillips, NBC Red); Alias Jimmy Valentine (Larus & Bro., NBC Blue); Just Plain Bill (Anacin, Big-Sodol, Kolynos, NBC Red); Mr. Keen, Tracer of Lost Persons (Anacin, NBC Blue); others, all NBC shows.

KRAMER, PHIL. Comedian, stooge, M. C. (R) Burns and Allen, 1933-36 (White Owl Cigars; Campbell Soup, CBS); Park Avenue Penners, 1936-38 (Cocomalt, CBS); (GA) Shell Chateau, Camel Cigarette program, 1934. (L) As Husbands Go; Once in a Lifetime. (V) Theatre appearances.

KRAMER, WORTH. Program director, WGAR, Cleveland. (R) Pabst Blue Ribbon Malt Program (Pabst Blue Ribbon Malt Co., NBC Red); also WTAM, Cleveland. (V) Theatre appearances.


KRATOSKA, HERB (Texas Rangers). Musician, KMBC, Kansas City. (R) Texas Rangers (sustaining, CBS); local shows including Kellogg's Box K Ranch, 1937, and Corn Flakes Follies, 1938 (Kellogg Co.); Remington-Rand Shavers, 1938 (Remington-Rand Co.). (V) Theatre appearances. (PR) Decca.


KREBS, HARRY. Musician ('cello, bass viol), WHIO, Dayton. (L) Musical comedy. (V). (PR) Gennett. (Member of Dayton Philharmonic Orchestra).

*KRESS, CARL. Guitarist. (R) Jack Berch and His Boys (Manhattan Soap Co., NBC Blue).


KRETSINGER, JACK G. Sports announcer, producer, KGKB, Tyler. (R) Also KPDN, Pampa, 1937.

KREUTZER, GEORGE. Musician (Sunny Boys novelty group), CJRC, Winnipeg.

KREUMBORG, ALFRED. Script writer. (R) Network sustaining shows, most recent being original Fables in Verse (NBC). (Also author of many legitimate plays.)

KROENKE, CARL. Actor. (R) Death Valley Days, 1935-38 (Pacific Coast Borax, NBC Red); Hawthorne House, 1937-38 (Wesson Oil & Snowdrift Sales, NBC Red); Professor Puzzlewit, 1937-38 (Gallenkamp Stores, NBC Red); Jell-O Program Starring Jack Benny, 1938 (General Foods, NBC Red); Dangerous Road, 1938-39 (Sperry Flour Co. for Pancake and Waffle Flour, NBC Red). (L) 1921. (Currently associated with KGO-KPO, San Francisco).

KROGER, STANLEY. Announcer, actor, WCLS, Joliet. (F) Shorts. (L) Various shows.

*KRONKE, CARL. Actor. (R) My Secret Ambition, 1937-38 intermittently (Durkee Famous Foods, CBS).

KRUEGER, BENNY. Orchestra leader. (R) Pick and Pat (U. S. Tobacco Co. for Model Tobacco, CBS).

KRUEGER, FRANK. Announcer, actor, WHOM, Jersey City. (R) Also WFAB, New York; others. (Also publicity director).


KRUG, PETER A. Announcer, writer, producer, WEBR, Buffalo. (R) Also WCAD, Canton; WGY, Schenectady; WGNY, Newburgh; WNBX, Springfield; WSYR, Syracuse. (V) 1929-38; Pete Martin & the Coys, 1938-39.

KRUGER, ALMA. Actress. (R) Maxwell House Show Boat (General Foods Corp., NBC Red); Those We Love, 1938-39 (Lamont Corliss & Co. for Pond's Cream and Face Powder, NBC Blue).

KRUGMAN, LOUIS. Dialectician, impersonator, actor. (R) Philip Morris Program, 1937 (Philip Morris & Co., Ltd., NBC Red); Your Unseen Friend, 1937 (Beneficial Management Co., CBS); The Goldbergs, 1937 (Procter & Gamble for Oxydol, NBC Red); Emily Post, How to Get the Most Out of Life, 1938 (Florida Citrus Commission, CBS). (LS)
PROFESSIONAL RECORDS—Continued

WHN, WMCA, WOR, New York. (L) Yoshe Kalbe, 1933; Twelfth Night (Maude Adams Co., 1934); Fritz Leiber, 1934-35; Elitch’s Gardens, 1935; others.


KRUPP, ROGER. Announcer, actor. (R) Al Jolson, 1932 (Chevrolet Motor Cars, NBC Red); Fred Waring and His Pennsylvanians, 1934 (Ford Motor Dealers, NBC Blue); Paul Whiteman’s Orchestra, 1934 (Kraft-Phenix Cheese Corp., NBC Red); Modern Cinderella and Arnold Grimm’s Daughter, 1937 (General Mills, CBS); News Through a Woman’s Eyes, 1937-38 (Pontiac Motor Cars, CBS); others, not current. (F) M-G-M (f); newsreels. (Formerly manager, Post Broadcast System, Honolulu; currently staff announcer, CBS, Chicago).

KUEHN, A. Musician, WFAA, Dallas. (R) Local shows for Dr. Pepper Co., others.

* KUHL, H. CALVIN. Director. (R) Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red); Those We Love (Lamont Corliss & Co., NBC Blue). (Associated with J. Walter Thompson).

KUHN, IRENE. Commentator. (R) Irene Kuhn’s Feature Page, 1939 (Loft, Inc., WOR, New York); commentator in Shanghai, China, 1924, being the first woman to broadcast in the Orient. (GA) Vox Pop, for Men Only, If I Had a Chance, So You Want to Be, Martha Deane’s program and others; total of 15 guest spots in about 6 months. (Well-known foreign correspondent for newspapers; feature writer; author of Assigned to Adventure).

KULER, FRITZ. Announcer, producer, KTAT, Ft. Worth. (R) Also NBC, CBS, Mutual and Texas Quality Network including programs for Gulf Oil Corp.

KULLMAN, CHARLES. Singer. (R) Palmolive Beauty Box Theatre (Colgate-Palmolive-Peet Co., CBS). (F) European productions.

KUMMER, ELOISE. Actress (lead, straight). (R) Backstage Wife, 1938 (Dr. Lyon’s Toothpowder, NBC Red); Betty & Bob, 1938 (General Mills, NBC Red and Blue); Stepmother, 1938-39 (Colgate-Palmolive-Peet, CBS); others, including local shows and transcriptions.


KYLER, HESTER. Organist, pianist, accordionist, singer, program director, WCLO, Janesville. (R) Also WCMJ, Ashland, WOOD, Grand Rapids; local shows for American Rolling Mills, others. (V) Fox-Lorraine Serenaders, others.


KYTE, BENNY. Musical director, WXYZ, Detroit. (F) Commercials.

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LABHARD, EUEL. Announcer, KGO-KPO, San Francisco.

LABRIOLA, TONY (“Oswald”). Comedian, musician. (R) Laugh with Ken Murray, 1936 (Lever Bros. for Rinso and Lifebuoy, CBS); Ken Murray and Os- wald, 1937 (Campbell Soup Co., CBS); Hollywood Hotel, 1937-38 (Campbell Soup Co., CBS). (F) Universal (f); shorts. (L) Earl Carroll’s Sketch Book, 1936. (V) Original Cavaliers; Jack McLallen; Eva Borroughs Fontaine; theatre appearances.

LA CENTRA, PEG. Singer, actress. (R) True Story Court of Human Relations, 1934-39 (Macfadden Publications, 1934-38, NBC Red; Vadsco Sales, 1938-39, Mutual); Forty-Five Minutes in Hollywood, 1934 (Borden’s Cheese Products, CBS); The Goldbergs, 1934 (Pepsodent Co., NBC Red); Musical Cruise with Spearmint Crew, 1934-35 (Wrigley Pharmaceutical Co. for Spearmint Toothpaste, NBC Red); Circus Night in Silvertown, 1935 (B. F. Goodrich, successively NBC Blue and Red); Lucky Smith, 1935 (Gillette Safety Razors, NBC Red); Fleischmann Hour, Rudy Vallee, 1936 (Standard Brands, NBC Red); Palmolive Beauty Box Theatre, 1936 (Colgate-Palmolive-Peet, CBS); Benny Goodman’s Orchestra, 1937 (R. J. Reynolds for Camel Cigarettes, CBS); For Men Only, 1937-39 (Bristol-Myers for Vitalis, NBC Red); Gulden Serenaders, 1938-39 (Charls Gulden for Mustard, NBC Blue); others, including transcriptions. (V) Theatre appearances, alone. 1936; with Benny Goodman’s Orchestra, 1937. (PR) RCA Victor, Bluebird, Vo- calion, Brunswick.

LACHANCE, EUGENE. Actor, CHRC, Quebec.


LA DOUCEUR, GUY. Announcer, WCOU, Lewiston.

LAFFERTY, PERRY F. Producer, composer, WBY, Waterbury. (R) Also WESG, Elmira; WOC, Davenport. (L) Wrote music and lyrics for various Yale musical comedies.

LA FORCE, CHARLES. Announcer, pro- gram director, WEMP, Milwaukee.

LAFRANCE, GASTON. Pianist, CHRC, Quebec.

LAGEN, JOHN. Script and gag writer, KSO-KRNT, Des Moines. (R) Curtain Time, 1938 (General Mills, Mutual); also contributed to National Barn Dance and Fibber McGee & Molly programs; local show for Westinghouse.

LA HAY, (MISS) WAUHILLAU. Announcer, producer, continuity writer, KLZ, Denver (Also handles publicity for KLZ).

LA HAYE, JUDSON, JR. Interviewer, pro- ducer, WICC, Bridgeport. (R) Also Col- onial Network.

LA HAYE, LOUIS. Announcer, sports, commentator, WICC, Bridgeport.

LAIDLAW, GRAYSON. Tenor, CKOC, Hamilton.


LAKE, DONALD E. (Four Blackhawk Quartette). Accordianist, singer, WOWO, Ft. Wayne. (R) Also KXOK, St. Louis; WROK, Rockford. (V) Theatre appearances.

LALLY, ED. Musical and program di- rector, KGKO, Fort Worth. (V) Ed Lally’s Orchestra, 7 years.

LALONDE, JEAN. Announcer, M.C., singer (bilingual), CKAC, Montreal. (V)
PROFESSIONAL RECORDS—Continued

Theatre and night club appearances.
(PR) RCA Victor.

**LA MAR, LEWIS.** Announcer, WGN, Chicago. (R) Marriage License Bureau Romances, 1938-39 (local sponsors, Mutual); also WWEB, Duluth.

**LAMB, RUSS.** Singer, announcer, KFJZ, Fort Worth. (R) Also KRLH, Midland.

**LAMBERTZ, HAROLD.** See the Songsmiths and the Songshop Quartet.

**LAMBERTZ, KARL.** Musical director, WFAA, Dallas. (R) Also Dixie and Texas Quality Networks; shows for Dr. Pepper Co., Chevrolet Motor Co., others. Joe Kayser's Orchestra, 1919-26. Formerly pit musician.

**LAMBERTZ, LEO E.** Trumpeter, WFAA, Dallas. (R) Also Dixie Network. (V) Joe Kayser's Orchestra, 1919-26. Formerly pit musician.

* **LAMBRIGHT, ROSEMARY S.** (R) Kitty Keene, Inc. (P & G, NBC Red).

**LAMMERS, CHARLES J.** Producer, WLW-WSAI, Cincinnati. Vick's Open House (Vick Chemical Co., CBS); Avalon Time (Brown & Williamson Tobacco Co., NBC Red); Uncle Walter's Dog House (Brown & Williamson Tobacco Co., NBC Red); others. (L) Stock director.

**LAMONTAGNE, ANTONIO.** Tenor, CHRC, Quebec. (V) Hotel appearances.


**LAMPMAN, EVELYN.** Continuity writer, KGW-KEX, Portland.

**LANDRUM, LOVEY A.** Singer, actress, pianist, WBTM, Danville. (L) 1932-38.

**LANDRUM, PAUL S.** Singer, WMBR, Jacksonville. (R) Local and NBC shows. (L) George White Scandals, 1923. (V) 1911, 1923.

**LANDT TRIO** (Karl, Jack and Dan Landt). Harmony trio (novelty, special). (R) The Frigidairians, 1931 (General Motors, Frigidaire Division; successfully NBC Blue and Red); Lucky Strike Program, 1932-33 (American Tobacco, NBC Red); Pick & Pat, 1936-39 (U. S. Tobacco for Model Tobacco, CBS); Beneath the Surface, 1936-37 (Hudson Coal, NBC Red); Universal Rhythm, 1937 (Ford Motor Co., NBC Blue, CBS); also programs, as a trio, for Breyer's Ice Cream, 1933-34; Eveready Batteries, 1933; Spang Bakers, 1933-35; Omega Oil, 1936-37; various programs as individual soloists. (F) Warner Bros. and Paramount shorts. (V) Landt Trio & White, 1929-38. (PR) RCA Victor.

**LANDWEHR, RUTH.** Director of women's programs, WTLF, Toledo. (L) 1935-38.

**LANE, BERT.** Announcer, producer, KMBC, Kansas City.

**LANE, BETTY (Margaret H. Graham).** Singer, WNAX, Yankton.

* **LANE, DICK.** (R) Park Avenue Penners (R. B. Davis, CBS).


* **LANE, ELEANOR.** (R) Shows on WBB, Boston.

**LANE, JANET.** Dramatic actress. (R) Believe It or Not, 1938 (General Foods for Post Bran Flakes, NBC Red); Life of Mary Sothern, 1938 (Lehn & Fink for Hinds Honey & Almond Cream, CBS); Dale Carnegie, 1938 (Colgate-Palmolive-Peet, NBC Red); Myrt and Marge, 1938 (Colgate-Palmolive-Peet, CBS); Heinz Magazine of the Air, 1938 (H. J. Heinz Co., CBS); The Guiding Light, 1939 (P & G for White Naphtha Soap, NBC Red); Woman in White, 1939 (Pillsbury Flour Mills, NBC Red). (F) Shorts.

* **LANE, KEN.** Member of Kay Thompson Rhythm Singers. (R) Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS).

**LANE, LEWIS.** Music research. (R) Program notes for Cities Service Concert, 1936-39 (Cities Service Co., NBC Red); all NBC sustaining piano recitals.

**LANE, MYRA.** Concert singer. (R) Melody Moments (sustaining, NBC). (L) Chicago Civic Theatre; opera in Italy; concert work in America.


**LANE, SUSAN.** Actress, KCKN, Kansas City.

**LANE, TOMMY.** Singer (juvenile). (R)
PROFESSIONAL RECORDS—Continued


LANG, WILLIAM. Announcer, commentator, KYW, Philadelphia. (R) Programs for North American Accident Insurance Co. and others.

*LANGAN, DONALD. Director. (R) Chesterfield Program and Chesterfield Presents (Liggett & Myers, CBS); Chesterfield Daily Sports Column (Liggett & Myers, NBC Red). (Associated with Newell-Emmett Co., Inc.).

LANGAN, TOM. Script writer. (R) Chesterfield Program (Liggett & Myers Tobacco Co., CBS).

LANGE, HENRY. Musician, arranger, WHOI, Dayton. (F) Shorts. (L) Ziegfeld’s Follies; others. (V) Circuit tour.

LANGE, JUNE. Singer, announcer, KDAL, Duluth. (V) Theatre and night club appearances.


LANGFORD, JAMES P. Commercial and news announcer, KMPC, Beverly Hills.

LANGLOIS, GABRIELLE. Pianist, CHRC, Quebec.

LANGSTON, JERRY. Guitarist, WBNS, Columbus. (V) The Venetian Gondoliers, 2 years.

LANSING, MARY. Actress. (R) The Newlyweds (Lambert Pharmacal Co., CBS).


LA PLANTE, ROY. Announcer, WFIL, Philadelphia. (R) Lone Ranger (participating, Mutual). (L) Stock.

LAPOULE, MARTHE. Singer, CBV, Quebec. (R) Also CHRC, CKCV, Quebec; CKAC, Montreal.

LA PORTE, PAUL J. Assistant director. (R) 1938-39 season: Guy Lombardo’s Orchestra (Lady Esther Co., CBS); Campbell Playhouse (Campbell Soup Co., CBS); Major Bowes’ Amateur Hour (Chrysler Corp., CBS). (Assistant director, CBS).

LA PRADE, ERNEST. Conductor, script writer. (R) Collier’s Hour, 1927-32 (Crowell Publishing Co., NBC Blue); American Magazine Hour and Woman’s Home Companion Hour, 1928 (Crowell Publishing Co., NBC Blue). (NBC program executive since 1929, conducting and writing various sustaining programs).

LA PRADE, MALCOLM. Writer, narrator. (R) Cook’s Travelogue with Malcolm La Prade; Travel Talks by Malcolm La Prade, 1937-39 (Thomas Cook & Son, NBC Red).

LARGE, DONALD. Choral director, WJR, Detroit. (R) Local shows for Olson Rug Co., Fels & Co., others.

LARGE, HOWARD. Comedian, pianist, CHAB, Moose Jaw.

*LARKIN, JOHN. Actor. (R) Road of Life (P & G, CBS and NBC Red).

*LARRIMORE, EARL. (R) Life Can Be Beautiful, 1938 (P & G, NBC Red).


*LARSEN, HERMAN (Continental Quartet). Baritone. (R) Contended Hour, 1932-38 (Carnation Milk, NBC Red).

*LARSEN, LARRY. Organist. (R) Midstream, 1939 (P & G, NBC Red).


*LARSON, BOBBY. (R) One Man’s Family (Standard Brands, Inc., NBC Red).

LASCELLES, JOHN H. Announcer, WKZO, Kalamazoo.

LASKY, JESSE L. Producer. (R) Gateway to Hollywood, 1939 (Wm. Wrigley, Jr., Co. for Doublemint Gum, CBS). (F) President of Pickford-Lasky Productions, producing for United Artists, President of Jesse L. Lasky Feature Play Co., 1914-16; vice-president in charge of all production, Paramount Publix Corp., 1916-32; organized Jesse L. Lasky Pro-
ductions, releasing through Fox, in 1932. (V) Produced musical acts in association with Henry R. Davis.

**LASNIER, EDDY.** Singer, CHRC, Quebec.

**LATEAU, HERBERT W. S.** Announcer, actor, KVOO, Tulsa. (R) Also WKY, KOMA, Oklahoma City; KARK, Little Rock. (F) Commercial shorts. (V) Theatre appearances.

**LATHAM, DWIGHT B. ("Red").** Singer, actor. (Member of the Three Jesters). (R) Tasteast Jesters, 1930-34 (Tasteast, NBC Blue); The Fire-chief's Uncle, 1933 (Texas Co., NBC Red); The Moller Show, 1933-34 (Cummer Products, NBC Red); Tea Time Tunes, 1936 (General Baking for Bond Bread, CBS); Corn Cob Pipe Club, 1936-37 (Edgeworth Tobacco, NBC Blue); Gulden Serenaders, 1938-39 (Charles Gulden, NBC Blue). (LS) Childs Restaurant, WOR, New York; Schaefer Beer, WEAF, New York; others. (F) Shorts. (V) Tasteast Jesters, 7 years. (PR) RCA Victor.

**LATHAM, JEAN LEE.** Script writer. (R) Junior Nurse Corps (Swift & Co., NBC Blue).

**LATHAM, JOE.** Actor (character, comedy). (R) Myrtle & Marge (Colgate-Palmolive-Peet Co., CBS); Road of Life (Procter & Gamble, NBC Red, CBS); Just Plain Bill & Nancy (Anacin, NBC Red); Behind Prison Bars (Wm. R. Warner Co. for Sloan's Liniment, NBC Blue); Johnny Presents (Philip Morris & Co., Ltd., NBC Red); others. (L) Vagabond King (with Dennis King); War Song (with George Jessel); stock.

**LATIMER, ED.** Actor (straight, character, heavy, dialect). (R) Alias Jimmy Valentine, 1938 (R. L. Watkins for Dr. Lyon's Toothpowder, NBC Blue); Kate Smith's Bandwagon, 1938 (General Foods, CBS); Gang Busters, 1938-39 (Colgate-Palmolive-Peet, CBS); Dick Tracy, 1939 (Quaker Oats Co., NBC Red); The Mighty Show, 1939 (Penick & Ford, Ltd., for My-T-Fine Dessert, CBS); Lorenzo Jones, 1939 (Phillips' Milk of Magnesia, NBC Red). (LS) You, the Unseen Jury, 1938 (Morris Plan Bank, WEAF, New York). (F) Paramount, Warner Bros.

**LATTERMAN, DOROTHY.** See the Sophisticated Ladies.

**LATTING, ROBERT H.** Program director, KOME, Tulsa. (R) March of Time, 1935 (Time, Inc., CBS); also WINS, WOR, New York, for Street & Smith Publishers.

**LAUB, JUDY.** Actress. (R) The Goldbergs (P & G, CBS).

**LAUCK, CHESTER.** See Lum and Abner.

**LAUFFERTY, LILIAN.** Writer. (R) Originator and creator of Big Sister, 1936-38 (Lever Bros. for Rinso, CBS); author of Your Family and Mine, 1938-39 (Sealtest, NBC Red). (Author of novel, The Street of Chains, and short stories for Red Book, Cosmopolitan, Harpers, Collier's, Liberty, etc.).

**LAURENCE, EDITH.** Actress, KMPC, Beverly Hills. (R) Also KHJ, Los Angeles. (F) Hal Roach, 1925.

**LAUX, J. FRANCIS (France).** Announcer, sportscaster, KMOX, St. Louis. (R) Baseball, play-by-play, for Socony-Vacuum, General Mills and Ford Motor. (F) Shorts. (V) Theatre appearances.

**LAVALLE, GENE.** (R) Shows on WCLE, Cleveland.

**LAVIN, RAY.** Musician (saxophone, violin), WIL, St. Louis. (V) Theatre appearances, 1936-37.

**LAW, GLEN.** News editor and commentator, announcer, continuity writer, KSO-KRNT, Des Moines. (R) Also Iowa Network; WBOW, Terre Haute; local shows for Look Magazine; Phillips Petroleum Co.; others. (V) Theatre appearances.

**LAW, JACK.** Singer. (R) Hymns of All Churches, 1936-39 (General Mills, successfully CBS, NBC Red and Blue).

**LAWDE, SAM.** Announcer, continuity writer, WLVA, Lynchburg. (R) Also WRTD, Richmond.

**LAWES, LEWIS E.** Lecturer, commentator, actor. (R) 20,000 Years in Sing Sing, 1932-36 (William R. Warner Co. for Sloan's Liniment, NBC Red); Behind Prison Bars, 1937-38 (William R. Warner Co., NBC Blue); Criminal Case Histories with Warden Lewis E. Lawes, 1938-39 (William R. Warner Co., NBC Blue). (F) Shorts. (Warden of Sing Sing Penitentiary).

**LAWRENCE, BILL.** Producer, director. (R) Jack Oakie College, 1937-38 (Camel Cigarettes, CBS); Dr. Christian, 1937-38 (Vaseline, CBS); Wonder Show—Jack Haley, 1938-39 (Continental Baking, CBS); I Want a Divorce, 1939 (S & W Fine Foods, CBS). (F) Columbia, as writer. (L) John B. Rogers Productions, 1921; stock, 1922-24 (featured player, director). (V) Theatre and hotel appearances as orchestra director and...
PROFESSIONAL RECORDS—Continued

M.C. (Currently on staff of KNX, Los Angeles).

LAWRENCE, DAN. Announcer, KSO-KRNT, Des Moines. (R) Also KOIL, Omaha; local show for Sears Roebuck, 1938-39.

LAWRENCE, DOROTHY. Fashion commentator, KBST, Big Spring. (R) Participating program.

*LAWRENCE, HARRY. Script writer. (R) Kaltenmeyer's Kindergarten (Quaker Oats Co., NBC Red).

LAWRENCE, JERRY. Announcer, producer. (R) Gabriel Heather, 1937 (Goodall Co., Mutual); Tom Powers' Life Studies, 1937 (S. C. Johnson & Son for Johnson's Wax, Mutual); Beauty Box Theatre, 1937-38 (Colgate-Palmolive-Peet, CBS); Ben Bernie and All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS); Moon Beams, 1938 (Gambarelli & Davituto, Mutual); Show of the Week, 1938-39 (participation, Mutual). Formerly special sports announcer, XEBC, Mexico; assistant program director, KGB, San Diego; KHJ, Los Angeles; staff announcer, WABC, New York. (F) Engagements as free lance. (L) Little Theatre productions, 1930-35 (F).

LAWRENCE, MARTHA. Singer, WGY, Schenectady. (R) Martha & Hal, 1937-38 (Humphrey's Homeopathic Medicine Co., Mutual); also WEAF, WJZ. WOR, New York; WJSV, Washington; WTAM, Cleveland; currently Martha & Her Play Boys, WGY. (V) Lawrence & Holcomb, others.

LAWRENCE, MARY. Beauty stylist, WBBG, New York City.

LAWRENCE, MORT. Actor, M.C., script writer, producer, WCAU, Philadelphia. (R) Also KYW and WIP, Philadelphia; WOR, New York. (V) Theatre appearances.

LAWRENCE, ROBERT W. Actor (character, comedy). Federal Theatre Radio Division. (R) CBS and Mutual sustaining programs. (L) Stock (director), 10 years.


*LAWSON, FRIEND. Dialogue writer. (R) Mrs. Wiggs of the Cabbage Patch, 1938 (Old English, BiSoDol, NBC Red).

LAWSON, GEORGE. See Deep River Boys.

LAWSON, ZEKE. Actor. (R) Dick Tracy (Quaker Oats Co. for Puffed Wheat and Rice, NBC Red).

LAYMAN, ADAM. Saxophonist, WHAS, Louisville.

LAYNE, ZELLA. Actress, singer, KGO-KPO, San Francisco. (R) Dr. Kate, 1938-39 (Sperry Flour Co., NBC Red).

LEACH, RICHARD. Script writer. (R) NBC sustaining shows including Cleveland Orchestra, 1936-38; Rochester Philharmonic, 1936-38; Metropolitan Opera Guild, 1936-37; Ballet Russe, 1936-37; others. (NBC staff writer).

LEAF, ANN. Organist. (R) Ann Leaf at the Organ, 1930 (National Heel Mfg. Assn., CBS); Ann Leaf and Ben Alley, 1932 (Charis Corp., CBS); Fred Allen's Bath Club Revue, 1932-33 (Corn Products Refining Co. for Lint, CBS); Gulf Headliners, 1934 (Gulf Refining Co., CBS); Frank Parker. 1936 (Procter & Gamble for Drene, NBC Red and Blue); Tony Wons and His Scrapbook, 1937 (Vick Chemical Co., CBS); Chrysler Football Parade with Frank G. Menke, 1937 (Chrysler Corp., CBS); Pretty Kitty Kelly, 1938-39 (Continental Baking, CBS); Mr. Keen, Tracer of Lost Persons (BiSoDol, NBC Blue); Lorenzo Jones (Chas. H. Phillips Chemical Co., NBC Red); Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS). (GA) Come On, Let's Sing, 1936 (Colgate-Palmolive-Peet, CBS). (F) Shorts. (V) Personal appearances at theatres and Great Lakes Exposition, 1937.

LEASH, PAUL. Musician, orchestra leader, WWJ, Detroit. (V) M.C. for several theatres.

LEBER, ALEX (Knights of Rhythm). Violinist, WHBF, Rock Island. (V) With Eleanor Randall Players, 2 years.


LE BRUN, ANNETT. See Le Brun Sisters.

LE BRUN, CARMEN. See Le Brun Sisters.
PROFESSIONAL RECORDS—Continued

LE BRUN, HARRY. News and public events announcer, WHEC, Rochester. (R) Local show for Tidewater Oil.

LE BRUN, ROSALIE. See Le Brun Sisters.

*LECHNER, FRITZ. Singer. (R) CBS shows.

LECKIE, MARY ETHEL. Singer, WBRC, Birmingham.

LEDERER, JACK. Orchestra leader, pianist, musical director, WCAO, Baltimore.


*LEE, BURR. Actor. (R) Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS).

LEE, EARL. Actor (character, character comedy). (R) Eno Crime Clues, 1933 (Eno Effervescent Salts, NBC Blue); Death Valley Days, 1935-38 (Pacific Coast Borax, NBC Blue); Hawthorne House, 1936-39 (Wesson Oil and Snowdrift, NBC Pacific Coast Red); Dr. Kate, 1936-39 (Sperry Flour, NBC Pacific Coast Red); I Want a Divorce, 1937-38 (S & W Fine Foods, NBC Red); Professor Puzzlezeit, 1937-39 (Gallenkamp Stores, NBC Red); Dangerous Road, 1938-39 (Sperry Flour, NBC Pacific Coast Red); numerous others, not current, including appearances with Rudy Vallee and Olsen & Johnson. (F) Silent films with D. W. Griffith, Mary Pickford, others; shorts. (L) Made debut as a child; subsequently productions for Charles Frohman, Thomas Dixon, Jr., Morris Gest, Oliver Morosco, Henry Duffy and others; stock (s.f). (V) Several years as child singer and quick change artist, before 1900.

LEE, EDDIE. Singer, musician (accordion, piano, organ), WEEI, Boston. (R) Also WHK, Cleveland; WLW, Cincinnati; WWJ, Detroit. (V) Theatre appearances.

LEE, JACK. Producer, WHAM, Rochester. (L) Stock. (V) Lee & Lawrence, 7 years.

LEE, JAMES. Announcer, producer, WBZ-WBZA, Boston. (R) Local show for Standard Oil.

LEE, JOSEPH W. General Manager, KGFF, Shawnee. (Formerly program director and general manager, KADA, Ada; general manager, KTOK, Oklahoma City; managing director, Oklahoma Network).

LEE, LINDA. Singer. (R) Believe It or Not, 1937-38 (General Foods Corp., NBC Red); Believe It or Not, since March 31, 1939 (Nehi, Inc., for Royal Crown Cola, CBS); also NBC sustaining program with Russ Morgan, 1936. (L) Stock. (V) Appearances with Paul Whiteman, 1937.


LEE, MADALINE. Actress. (R) Genevieve Blue in Amos 'n' Andy show since Nov. 23, 1937 (Pepsodent Co. to Dec., 1937, Campbell Soup Co. since Jan., 1938; NBC Red up to April, 1939, when it shifted to CBS).

LEE, ROBERT. Sports announcer, WTAD, Quincy. (R) Baseball for General Mills, Inc. (V) Theatre appearances.

*LEE, ROSA. Singer. (R) NBC shows.

LEE, SAM. See Shaw & Lee.

LEEFERS, R. C. Announcer, farm editor, WMT, Cedar Rapids. (L) 25 years. (V) Robert Leefers, Popular Singer of Popular Songs.

LEGLEITER, LEO. Announcer, special events commentator, KVGB, Great Bend. (L) Lighting and sound effects director.

LEHIGH, THOMAS R. Musical director, announcer, singer, WCSC, Charleston. (R) Also WAVE, WHAS, Louisville; WGRC, New Albany. (Also transcription librarian).

LEHMANN, JAMES. Announcer, actor, writer, singer, WGIB, Scranton. (R) Also KOA, Denver; transcriptions. (L).

LEHMANN, LOTTE. Soprano. (R) Metropolitan Opera Broadcasts, 1937-38 (NBC Blue). (GA) Ford, General Motors, Kraft-Phenix Cheese, Lucky Strike, Chesterfield and other programs. Also
PROFESSIONAL RECORDS—Continued

broadcasts of Salzburg Operas. (Member San Francisco, Chicago and Metropolitan Opera companies; star of Salzburg Music Festival for several seasons).

LEHR, LEW. Comedian. (R) Ben Bernie and All the Lads, 1938 (U. S. Rubber Products, CBS); Ben Bernie and All the Lads, 1938-39 (American Tobacco, CBS). (F) Movietone News "Newsettes"; editor, shorts. (L) Musical comedies. (V) Lehr & Belle, 22 years.

*LEIBERT, RICHARD. Organist. (R) Life & Love of Dr. Susan, 1939 (Lever Bros., CBS).

LEIBLEE, BEATRICE. Dramatic actress, WXYZ, Detroit. (R) Also KYW, Philadelphia; WBBM and WGN, Chicago; WDOD, Chattanooga. (L) American Passion Play, 1928; Hired Husbands, 1933.

LEIGH, LEONARD. Musical director, KSTP, Minneapolis-St. Paul.

LEINS, BETTE. Mistress of ceremonies, WHBF, Rock Island.


LELLMAN, JACK H. Announcer, producer, WXYZ, Detroit. (R) Also Michigan Radio Network; KSTP, WDGY, Minneapolis-St. Paul; WEAU, Eau Claire. (F) Shorts.


LENGLE, KATHERINE T. Commentator, actress, lecturer, author, WJAX, Jacksonville. (R) Various NBC shows; also WOR, New York. (L) 1922-34 with Lucile Watson, Judith Anderson, others.


LENROW, BERNARD. Actor, narrator, announcer. (R) Bicycle Party, 1937 (Cycle Trades of America, NBC Red); The O'Neills, 1937 (F & G, NBC Red and Blue); Town Hall Tonight, 1937-38 (Bristol-Myers, NBC Red); Easy Aces, 1937-39 (Anacin, NBC Blue); Kate Smith, 1938 (General Foods, CBS); Phil Baker, 1938 (Gulf Oil, CBS); Valiant Lady, 1938 (General Mills, CBS and NBC Red); Stella Dallas, 1938 (Phillips Chemical Co., NBC Red); Lorenzo Jones, 1938 (Phillips Chemical Co., NBC Red); Famous Jury Trials, 1938 (local sponsors, Mutual); Hobby Lobby, 1938 (Fels Co., NBC Blue); Believe It or Not, 1938-39 (General Foods, NBC Red, 1938; Nehi Inc., CBS, 1939); Pretty Kitty Kelly, 1938-39 (Continental Baking, CBS); The Goldbergs, 1939 (P & G, CBS); True Story, 1939 (Macfadden Publications, NBC Blue); Central City, 1939 (P & G, NBC Red); also Adopted Daughter, 1939 (spot program for J. C. Penny). (L) Ten Million Ghosts, 1936-37; Lorelei, 1938-39.

LEONARD, ARCHIE. Continuity writer. Actor, M.C., announcer, WNAX, Yankton. (R) Also KRNT, WHO, Des Moines; local shows for Chevrolet Motor Co., others. (L) Lightnin', Stage Door, others.

*LEONARD, GENE. Actor. (R) Capt. Tim Healy's Stamp Club, 1938 (Kellogg Co., Mutual).


LEONARDI, LEON. Musical director, conductor. (R) Do You Want to Be an Actor?, 1936-37 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Let's Go Hollywood, 1937-38 (Clairol transcriptions); Curtain Calls, 1938 (Ethyl Gasoline, California Radio System); America Marches On, 1939 (coast-to-coast transcriptions); The Grouch Club, 1938-39 (General Mills for Corn Kix, NBC Red). (F) First National, as assistant musical director. (L) Musical director and conductor for A. Hammerstein, Henry W. Savage and the Shuberts, in New York and on tour. (Formerly theatre conductor; also collaborated on vocal arrangements with George Gershwin, Jimmy McHugh, Andre Kostelanetz, Irving Berlin and others, for RKO and Sam Goldwyn).

LE PERE RAYMOND. Organist, pianist, WF AA, Dallas. (R) Also Texas Quality Network; local shows for Tums, others.


LE ROY, NEIL. Dramatic producer, CJRC. Winnipeg. (R) Also Western Broadcasting Bureau (now defunct); CKY. Winnipeg; CJGX, Yorkton. (L) John Holden Players, 1936-37.

LESCOULIE, JACK, JR. Master of ceremonies. (R) Grouch Club, 1938-39 (General Mills, successively CBS and NBC Red); numerous local shows over Los Angeles stations in past 6 years announcer. (L) Achilles Had a Heel, Tapestry in Gray, 1935. (V) Kiddie act 1924; Runyon & Lescoulie, 1929.

LESSER, JERRY. Actor (character, dialect). (R) Believe It or Not, 1936-38 (General Foods, NBC Red); Life of Mary Sothern, 1937-38 (Lehn & Fink for Hinds Honey & Almond Cream, CBS); Gang Busters, 1937-38 (Colgate-Palmolive-Peet for Palmolive Shaving Cream, CBS); Myr & Marge, 1937-38 (Colgate-Palmolive-Peet for Palmolive Soap, CBS); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue). (F) Shorts. (L) Wonder Boy (Jed Harris), This Man's Town (George Jessel), Rendezvous (Arthur Hopkins), Adam Had Two Sons (Vinton Freedley). (V) Stages of Life.

LESTER, JEANNE. Dramatic actress. (R) Five Star Final (Ex-Lax, WMCA, New York); also stations in Springfield, Hartford, Bridgeport, New Haven and Waterbury. (L) Stock, Shakespearian repertoire and others, 5 years.

LESTER, KEN. Announcer, continuity writer, WHOM, Jersey City. (R) Also WHBI, Newark.


LEVEC, BETTY JO. Continuity writer, KCMO, Kansas City.

LEVENSON, ROGER. Special events and sports announcer, program director, WCOU, Lewiston. (R) Also Maine Broadcasting System; local shows for Sun Oil Co., others.

LEVESQUE, MARGUERITE. Feminine talks, CHGB, Ste Anne de la Pocatiere.

LEVINE, ALBERT. Announcer, WCAM, Camden. (R) Sears, Roebuck & Co., 1938; others.

LEVINE, LEON. Program manager, America's Town Meeting of the Air, presented by League for Political Education (NBC Blue), 1939 to date.

LEVITAN, SAM. Special events director and announcer, continuity editor, interviewer, producer, KDAL, Duluth.

LEVY, ESTELLE. Ingenue actress, singer. (R) Hilltop House, 1937-39 (Colgate-Palmolive-Peet, CBS); Kate Smith's programs, 1937-39 (General Foods for Swans Down and Calumet, CBS); Aunt Jenny's Real Life Stories, 1937-39 (Lever Bros. for Spry, CBS); Grand Central Station, 1938-39 (Lambert Pharmacal for Lis-terine, CBS); Big Sister, 1939 (Lever Bros. for Rinso, CBS); also appearances with Orson Welles on Mercury Theatre, Tyrone Power on Woodbury's Hollywood Playhouse, Paul Whiteman, Fred Allen, Eddie Cantor, Guy Lombardo and numerous others. (F) Shorts. (L) The Second Hurricane (Orson Welles production), 1937. (V) Theatre appearances.

LEVY, PARK. Script writer. (R) Ben Bernie and All the Lads, 1936-39 (United States Dealers Mutual Corp., CBS); Ben Bernie and All the Lads, 1938-39 (American Tobacco, CBS).

LEWERTH, MARGARET. Writer, producer. (R) Phil Cook's Morning Almanac, 1938-39 (sustaining, CBS); Chesterfield Program, 1938 (Liggett & Myers Tobacco Co., CBS); Lucky Strike Program, 1938 (American Tobacco Co., CBS); Guy Lombardo and His Orches-
PROFESSIONAL RECORDS—Continued

tra, 1938 (Lady Esther Co., CBS); Americans at Work, 1938-39 (sustaining, CBS). (Staff writer and producer, CBS, since 1936.)

LEWIS, AL. Writer (comedy). (R) In collaboration with Hank Garson: Walter O'Keefe, summer edition of Town Hall Tonight, 1937 (Bristol-Myers, NBC Red); Milton Berle, summer of 1937 (Gillette Safety Razor Co., CBS); Bob Hope, 1937 (Jergens-Woodbury Sales, NBC Blue); Chesterfield Program, 1938-39 (Chesterfield Cigarettes, CBS); Melody and Madness, 1938-39 (Old Gold Cigarettes, successively CBS, NBC Blue); material for guest appearances of Douglas & Priscilla, 1937 (Jell-O summer show, NBC Red); Stoopnagle & Budd, Beatrice Howell and Bob Hope, 1937; Colonel Stoopnagle, 1938 (Rudy Vallee program for Standard Brands, NBC Red). (LS) Colonel Stoopnagle, 1938 (Bromo-Seltzer, WOR, New York).

LEWIS, ALLAN. Announcer, CJOC, Lethbridge.


LEWIS, BILL. Singer, CKLW, Detroit. (R) CKLW-Mutual programs as staff singer.

LEWIS, CHARLES. Script writer. (R) Contented Hour (Carnation Milk Co., NBC Red).

LEWIS, EDWARD. Musician (guitarist), singer (Kidoodles). (R) Town Hall Tonight, 1938 (Bristol-Myers, NBC Red); Watch the Fun Go By, 1938 (Ford Motors, CBS); Phil Baker, 1938 (Gulf Oil, CBS); series of transcriptions for Dr. Pepper Beverages, 1939. (F) Shorts. (L) Yours Truly, 1927. (V) Single, 1926 and 1938; with the Four Aristocrats, 1927-28. (PR) RCA Victor (Four Aristocrats), Vocalion (Kidoodles).

LEWIS, ELLIOTT. Actor. (R) Silver Theatre, 1937-39 (International Silver for 1847 Rogers Bros. and Wm. Rogers & Son, CBS); Burns & Allen, 1938-39 (Liggett & Myers Tobacco for Chesterfields, CBS); Al Jolson, 1938-39 (Lever Bros. for Lifebuoy and Rinso, CBS); Jell-O Program Starring Jack Benny, 1938-39 (General Foods, NBC Red); Knickerbocker Playhouse, 1939 (F & G for Teel and Drene, CBS); Midstream, 1939 (F & G for Teel, NBC Red).

LEWIS, ERVIN. News editor and announcer, WLS, Chicago.

LEWIS, FORREST. Actor. (R) Aunt Jemima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue); Public Hero No. 1 (Falstaff Brewing Corp., NBC Red); Adventures of Dari Dan (Bowey's, Inc., NBC Red); Ma Perkins (Procter & Gamble, CBS); Tom Mix Straight Shooters Program (Ralston Purina Co., NBC Blue).

*LEWIS, FRED. Actor. (R) Gang Busters (Colgate-Palmolive-Peet Co., CBS); The Mighty Show (Penick & Ford for My-T-Fine Dessert, CBS).


LEWIS, MORT. Writer. (R) Pick and Pat (U. S. Tobacco Co., CBS); also wrote material for Burns & Allen, 1932; Willie & Eugene Howard, 1932; Olsen & Johnson, 1932; Ben Bernie, 1933; Charles Winninger, 1933; Ken Murray, 1933; Ed Wynn, 1934; Kate Smith, 1934; Marx Bros., 1935; Molasses & January, 1935; Ernest Truesx, 1935; Pick & Pat, 1937. (F) Educational (Pathe). (L) New Faces, 1936. (V) Skits for Ben Lyon and Bebe Daniels, Ben Blue.

LEWIS, TED. (Theodore L. Friedman). Orchestra leader, actor. (R) Valspar Saturday Night Club, 1931 (Valspar Corp., NBC Red); numerous guest appearances. (F) Warner Bros., M-G-M (s, f); shorts. (L) Greenwich Village Follies, 1919-22; Ted Lewis Frolics, 1923; The Passing Show, 1923; Le Maire's Affairs, 1926-27; Artists and Models, 1927-28 (s). (V) Ted Lewis and His Band, since 1911. (PR) Columbia, Decca.

LEWIS, TOM. Producer. (R) Jell-O Program Starring Jack Benny (General Foods, NBC Red); Town Hall Tonight (Bristol-Myers for Sal Hepatica, Ipana, NBC Red); Kate Smith's Hour (General Foods for Calumet and Swans Down, CBS); Hobby Lobby (Fels-Naphtha Soap Chips, NBC Blue); We, the People (General Foods for Sanka Coffee, CBS); Silver Theatre (International Silver, CBS); Lum and Abner (General Foods for Postum, CBS); Honolulu Bound (Hawaiian Pineapple Co., CBS); Hollywood Guild (Gulf Oil, CBS); others. (F) Shorts; narrator for commercials. (V) Theatre appearances. (Started radio as
writer, producer, actor and announcer; program manager of Cleveland Division of NBC; currently manager of radio department, Young & Rubicam).

LEWIS, TOM. Comedian, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., Consolidated Drug Trade Products, others. (V) Theatre appearances.

LEWIS, WELCOME. Contralto, Mistress of Ceremonies, producer. (R) Radiotron Varieties, 1930-31 (RCA Radiotrons, NBC Red); The Big Six of the Air, 1932 (General Motors for Chevrolet Cars, NBC Red); Doc Pearson’s Drug Store, 1937 (Block Drug Co. for Omega Oil, NBC Red); Chevrolet transcriptions, 1938; others, all prior to 1937, including programs for Fleischmann’s Yeast, Chase & Sanborn Coffee, Coty, Society Brand Clothes, R. Wallace & Sons. (LS) Welcome Lewis Singing Bee, 1938-39 (sustaining, WHN, New York). Member WOR-Mutual staff, 1937. (V) Theatre appearances. (PR) RCA Victor and others.

LEYDEN, WILLIAM. Announcer, WCFL, Chicago. (R) Also WGAR, WHK, WCLE, Cleveland. (F) Shorts.


*LIECH, CRAIG. Member of the Twin Trio. (R) Fred Waring & His Pennsylvanians (Grove Laboratories, Inc., NBC Red).

*LILLEY, JOSEPH J. Choral director. (R) NBC shows.

LINER, FRANK W. Director, script writer. (R) March of Time, 1938-39 (Time, Inc., NBC Blue); Tune-Up Time, 1939 (Ethyl Gasoline, CBS). (Production manager for short-wave station WIXAL, Boston, 1936-37; currently casting director for Batten, Barton, Durstine & Osborn).


LINDQUIST, LANSING. Program direc-
tor, producer, WSYR, Syracuse. (R) Also Iowa Broadcasting System; WNBX, Springfield.

LINDSLEY, FREDERICK. Narrator, announcer, writer. (R) Calling All Cars, 1935-39 (Rio Grande Oil, CBS); also transcriptions. (F) Warner Bros. educational shorts, as narrator; trailers for 20th Century-Fox, M-G-M and others.

*LINDSTROM, ED. Singer. (Member of Norsemen Quartet). (R) Cities Service Concerts, 1938 (Cities Service, NBC Red).

LINEBERGER, EBEN. Announcer, WFBC, Greenville. (R) Local programs for Coca-Cola and others.

LINK, LOUIS J. Announcer, WSUN, St. Petersburg. (Also engineer).

LINKS, WILLIAM C. Announcer, narrator, commentator, director, producer, Federal Theatre Radio Division. (R) Various local and network shows, including March of Time programs. (Currently Director of School of Radio, Federal Theatre.)

LINN, KEN. Announcer, singer, producer. (R) Smilin’ Ed McConnell, 1932-33 (Aladdin Lamps, Mutual); Singin’ Sam, 1932-33 (Barbasol, Mutual); The Lone Ranger, 1934-36 (Silver Cup Bread, Mutual); others, including transcriptions for Mueller’s Macaroni, 1932-33; Coca-Cola, 1936-37. (F) Commercials. (V) Theatre appearances. (PR) Brunswick, Columbia. (Currently associated with KTUL, Tulsa).

LINN, RAY, JR. Singer. (R) Hollywood Hotel (Campbell Soup Co., CBS); Thrills (Union Oil Co., NBC Red); Texaco Town (Texas Co., CBS); other network shows for Packard Motor Co., Vick Chemical Co. (F) Shorts. (V) Theatre appearances. (PR) Decca, RCA Victor. (Currently associated with KNX, Los Angeles).

LINTHICUM, WALTER N. Announcer, program supervisor, sportscaster, WBAL, Baltimore. (R) Programs for American Tobacco and others.

LINVILLE, GILBERT. Singer, WGY, Schenectady. (R) Shows for Socony-Vacuum, others. (L) With Chautauqua Opera Association, 3 years.

LINWOOD, LUCILLE. Singer, dramatic actress. (R) Hammerstein Music Hall, 1937 (Kolynos Tooth Paste, CBS); Town Hall Tonight, 1937-38 (Ipana and Sal Hepatica, NBC Red). (LS) Joymakers,
1937-38 (participating, WNEW, New York.)

LIPSCOTT, ALAN. Writer. (R) Material for William & Eugene Howard on Manhattan Merry-Go-Round, 1935 (Dr. Lyon’s Toothpowder, NBC Red); for Milton Berle on Royal Gelatin Hour, 1936 (Standard Brands, NBC Red); for Bert Lahr on Manhattan Merry-Go-Round, 1937 (Dr. Lyon’s Toothpowder, NBC Red); for Tommy Riggs on Royal Gelatin Hour, 1937 (Standard Brands, NBC Red); Ben Bernie and All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS); Ben Bernie and All the Lads, 1938-39 (American Tobacco, CBS). (L) Collaborated on Right This Way, 1937; material for Ed Wynn in Hoary for What, 1937-38.

LISS, RONALD S. Actor (dramatic, dialect), singer. (R) Hilltop House (Colgate-Palmolive-Peet, CBS); March of Time (Life Magazine, NBC Blue); We, the People (General Foods for Sanka Coffee, CBS); occasional roles in Cavalcade of America (E. I. duPont de Nemours, CBS); others, including transcriptions. (F) Shorts.


LITTLE, LEE. Announcer. (R) Professor Quiz (Nash-Kelvinator Corp., CBS).


LIVESAY, WILLIAM C. Announcer, writer, KGMB-KHBC, Honolulu-Hilo.

LIVINGSTONE, CHARLES. Dramatic director, producer, WXYZ, Detroit. (R) The Lone Ranger and The Green Hornet (various sponsors, Mutual). (F) Shorts. (L) If I Were You, 1932; Bloody Laughter, 1932; Wolves, 1933. (V) Theatre appearances.


LJUNGDAL, FAY. Actress, singer, script and commercial writer, KGNO, Dodge City.

LLEWELYN, AL. Comedian, singer, continuity writer, WHK-WCLE, Cleveland. (R) As Al of Brad & Al, local shows for Kolynos Co., Pertussin, General Foods Corp., Ward Baking Co., others; also guest appearances on CBS, NBC. (V) Theatre appearances. (PR) Brunswick, Edison.

LLOYD, EDITH. Script writer. (R) Rube Appleberry (Campbell Cereal Co., Mutual).

LLOYD, JOHN S. Sports announcer, commentator, writer, WTHT, Hartford. (R) Baseball for Atlantic Refining; others, including transcriptions.

LLOYD, MARJORIE. Singer, script reader. (R) Lux Radio Theatre, 1937 (Lever Bros. for Lux, CBS); Dr. Christian, 1937 (Chesebrough Mfg. Co. for Vaseline, CBS). (Formerly with KECA, KFAC and KEHE, Los Angeles, as program manager and script writer; currently on staff of KDYL, Salt Lake City).

LLOYD, RUBY. Organist, KEHE, Los Angeles. (R) Also transcriptions.

LLOYD, TED. Announcer, writer, actor, director, producer, KRKD, Los Angeles. (V) Since 1920.

LOCHMAN, WALT. Sportscaster, announcer, actor, KMBC, Kansas City. (R) Baseball games for General Mills 1935-36; Socony-Vacuum, 1937-39; Football for Oldsmobile, 1938; others.

LOCKART, ZILLA. Pianist, KUJ, Walla Walla.

LOCKE, RALPH J. Actor (comedy, drama, character). (R) Palmolive Beauty Box Theatre, 1935 (Colgate-Palmolive-Peet, NBC Blue); Eno Crime Clues, 1935 (Harold F. Ritchie for Eno Effervescent Salts, NBC Blue); Death Valley Days, 1935-36 (Pacific Coast Borax, NBC Blue); Maxwell House Showboat, 1935 (Maxwell House Coffee, NBC Red): Ziegfeld Follies of the Air, 1936 (Colgate-Palmolive-Peet, CBS); Gang Busters, 1936-38 (Colgate-Palmolive-Peet, CBS); Your Adventure with Floyd Gibbons, 1937 (Colgate-Palmolive-Peet, CBS); Believe It or Not, 1937-38 (General Foods, NBC Red); Big Sister, 1938 (Lever Bros. for Rinso, CBS); Life Can Be Beautiful, 1938-39 (P & G for Ivory Soap, NBC Red, CBS); Your Family and Mine, 1939 (Sealtest, successively NBC Red and CBS); others, not current. Transcriptions for Gruen Watch and Federal Home Loan,
1938; Tums and Post Bran Flakes, 1939. (F) Shorts. (L) Productions for Charles Frohman, Charles Dillingham, George M. Cohan, the Shuberts, Brock Pemberton, Dwight Wiman, Sam Harris and others. (V) The Cure, Ankles, Five A. M.

LOCKERBIE, BETH. Writer, producer, director, actress, CJRC, Winnipeg. (R) Also WEEL, Boston; CFCN, CJJC, CFAC, Calgary; Canadian Broadcasting Corp. (Formerly in charge of speech and drama department, Mount Royal College).

LOFBACK, WILLIAM J. Special events announcer, WHLB, Virginia.


LOGAN, JAMES H. Announcer, writer, news editor, actor, program director, WJAS, Pittsburgh. (R) Also WCHV, Charlottesville; WLVA, Lynchburg. (V) Theatre appearances.

LOGAN, JANET. Actress. (R) Backstage Wife, 1937 (Dr. Lyon's Tooth Powder, NBC Red); Romance of Helen Trent, 1937 (Affiliated Products, CBS); Betty & Bob, 1937 (General Mills, CBS); Dan Harding's Wife, 1937 (National Biscuit Co., NBC Red); Uncle Ezra, 1937 (Alka-Seltzer, NBC Red); Public Hero No. 1, 1937 (Falstaff Brewing Co., NBC Red); Woman in White, 1938 (Pillsbury Flour Mills, NBC Red); Double Everything, 1938 (William Wrigley, Jr., Co., CBS); Zenith Program, 1938 (Zenith Radio Corp., CBS); Kitty Keene, Inc., 1938-39 (P & G for Drefl, NBC Red). (LS) WBBM, WGN, Chicago. (L) Stock; Dixiana Co., 1935; Glen Wells Players, 1936.

*LOGAN, WALTER. (R) Shows on WTAM, Cleveland.

LOMAX, STAN. Sports commentator and announcer. (R) Sports resumes for Tide-water Oil, 1936-39; Ruppert Beer, 1938; Remington Rand, 1938; Brown & William-son Tobacco Corp., 1938; others (all over WOR, New York); play-by-play Philadelp-hia Athletics home baseball games, 1938 (Kellogg Co., WFIL, Philadelphia); play-by-play New York Giants football (Dodge Motors, WOR, New York); play-by-play Yale home football games (Atlantic Refining, Mutual). (V) Appear-ances with Buddy Hassett, 1938.


*LOMBARD, CARMEN. Singer. (R) Guy Lombardo and His Orchestra, 1936-38 (General Baking, CBS); Guy Lombardo and His Orchestra, 1938-39 (Lady Esther, Ltd., CBS).

LOMBARD, GUY. Orchestra leader. (R) Guy Lombardo Orchestra with Burns & Allen, 1929-34 (General Cigar Co., CBS); Lombardo Land, 1934-35 (St. Joseph Aspirin, NBC Red); Lombardo Road, 1935-36 (Standard Oil, CBS); Guy Lombardo and His Orchestra, 1936-38 (General Baking for Bond Bread, CBS); Guy Lombardo and His Orchestra, 1938-39 (Lady Esther, Ltd., CBS); Lady Esther Serenade, 1938-39 (Lady Esther, Ltd., NBC Red). (F) Paramount. (V) Theatre appearances. (PR) RCA Victor.

*LOMBARDI, LEIBERT. Musician, singer. (R) Guy Lombardo and His Orchestra, 1936-38 (General Baking, CBS).

LONG, DEANE S. Director, producer, chief announcer, WSAL, Salisbury. (V) Theatre appearances.


LONG, LUCILLE. Contralto. (R) Na-tional Barn Dance, 1933-39 (Miles Lab-oratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1934-39 (Alka-Seltzer, NBC Red).

LONG, ROBERT C. Musician, WMJ, Cedar Rapids. (V) Theatre appearances. (PR) Decca.

LONGENECKER, ROBERT. Producer. (R) Park Avenue Penners, 1937-38 (R. B. Davis Co. for Cocomalt, CBS); Phil Baker, 1938 (Gulf Gasoline & Oil, CBS); Hollywood in Person, 1937-38 (General Mills for Bisquick, CBS); Screen Scoops, 1938 (Old Gold Cigarettes, CBS); Lum and Abner, 1938-39 (General Foods for Postum, CBS); Joe Penner, 1939 (Gen-eral Foods for Huskies, CBS); Screen Guild, 1939 (Gulf Oil, CBS). (Producer, CBS, Hollywood).

LONGFELLOW, MAURY. Vocal and or-chestral arranger. (R) The Musical Steelmakers (also called It's Wheeling Steel), 1937-39 (Wheeling Steel, WWVA, Wheeling and WPAJ, Portsmouth, 1937; Mutual, 1938-39). (Arranger, at various periods, for Blue Steele, Gray Gordon, Chic Scoggin and numerous dance teams).

LONGSWORTH, HOWARD (Tommy). Musician, WOWO-WGL, Ft. Wayne. (R)
Also NBC; KRLD, Dallas; WGY, Schenectady; WTAM, Cleveland. (PR) RCA Victor, Brunswick.

**LOOBY, JERRY.** Singer, M.C., WEAU, Eau Claire. (L) It's the Girl, 1933. (V) Minstrels, 1930; theatre appearances.

**LOOK, DWIGHT.** Actor, singer, KSAL, Salina. (L) Ray Bash Players (s,f).

**LOPEZ, JOSEPH.** Baritone, M.C., announcer, WICC, Bridgeport.

**LORAY, LYNNE.** See Elmina Roessler.

**LORCH, LORNA.** CHARLOTTE & ZOE. Vocalists, WFLA, Tampa. (R) Also WLAK, Lakeland. (V) Theatre appearances.

**LORD, EDWARD J.** Pianist, organist, announcer, director, WLNH, Laconia. (R) Also WBZ, WEEI, WNAC, Boston. (F) Shorts. (V) Theatre appearances.

* **LORD, PHILIP.** Actor. (R) The Woman in White (Pillsbury Flour Mills, NBC Red); Story of Mary Marlin (P & G, NBC Red and Blue).

**LORD, PHILLIPS H.** Producer, writer. (R) Sunday Evening at Seth Parker's, 1929-33, 1935-36 (sustaining, NBC Red); Uncle Abe & David, 1930-31 (Goodrich Tire & Rubber Co., NBC Red); The Stebbings Boys, 1931-32 (Swift & Co., NBC Red); The Country Doctor, 1932-33 (Lambert Pharmacal Co., NBC Blue); Cruise of Seth Parker, 1933-34 (General Motors, NBC Red); G-Men, 1935 (Chevrolet Motor Car Co., NBC Red); Philip Morris Thrill Program, 1936 (Philip Morris & Co., NBC Red); Phillips Lord Calling on You, 1936 (Wisconsin Alumni Research Foundation, NBC Red); Gang Busters, 1936-39 (Colgate-Palmolive-Peet, CBS); We, the People, 1936-39 (General Foods for Calumet Baking Powder, 1936-37, NBC Blue; for Sanka Coffee, 1937-39, CBS); Seth Parker, 1938-39 (Vick Chemical Co., NBC Red and Blue). (F) RKO, 1929. (V) Known for many years as "Seth Parker." (President, Phillips H. Lord, Inc., program producers).


**LORRAINE, IRENE.** Actress. (R) Romance of Helen Trent (Edna Wallace Hopper and Old English Floor Wax, CBS).

**LORRAINE, KAY.** Singer. (R) Your Hit Parade, 1939 (American Tobacco for Lucky Strike Cigarettes, CBS).

**LOSEY, GEORGE S.** Continuity writer, producer, WLS, Chicago.

**LOUGHRANE, BASIL.** Director. (R) Lady Esther Serenade, 1937-38; Guy Lombardo and His Orchestra since Oct. 10, 1938 (Lady Esther, Ltd., CBS and NBC Red); Her Honor, Nancy James, 1938-39 (International Cellucotton Products Co., CBS). (Associated with Lord & Thomas.)

**LOUISIANA LOU.** See Eva Conn.

**LOUISIANA'S BOYFRIEND.** See Cecil Smith.

**LOVE, ANDY.** Singer (Member of "The Tune Twisters," rhythm trio). (R) Ray Noble, 1935 (Coty, Inc., NBC Red); Ray Noble, 1936 (Coca-Cola, CBS); Sealtest Sunday Night Party, 1936 (Sealtest, Inc., NBC Red); Tic-Toc Revue, 1937 (Griffin Mfg. Co., NBC Blue); Summer Jell-O Show, 1937 (General Foods for Jell-O, NBC Red). (GA) Town Hall, Royal Gelatin Hour, Maxwell House Show Boat, Hammerstein Music Hall; others. (F) Shorts with Johnny Green. (L) Between the Devil, 1938 (F). (V) Theatre appearance with Ray Noble and orchestra.


* **LOVE, JEAN.** Director. (R) Vanette Fashion Previews, 1939 (Vanette Hospitality Mills, NBC Blue). (Associated with Grant Advertising, Inc.)

* **LOVE, MARK.** Organist, WGN, Chicago.

**LOVE, MERWYN.** Writer, producer, WKRC, Cincinnati. (R) Also KMBC, Kansas City; KOAM, Pittsburgh; KSD, St. Louis; KWTO, Springfield; WAAF, Chicago; WFAA, Dallas. (L) Stock.


**LOVEALL, ISHMEI** (SI). Musician, WTAD, Quincy. (R) Other local stations; local show for Allis-Chalmers. (V) Theatre appearances.

**LOVEJOY, JOHN T.** Announcer, continuity writer, WOMT, Manitowoc.


* **LOVETON, JOHN.** Director. (R) Aunt Jenny's Real Life Stories (Lever Bros.,
PROFESSIONAL RECORDS—Continued

LOWE, DAVID. Stage and screen commentator, WNEW, New York. (R) Also WINS, New York.


LOWE, NORINE. Actress, WWNC, Asheville.


LOWELL, MAURICE. Producer. (R) Story of Mary Marlin (P & G, NBC Red and Blue); Don Winslow of the Navy (Kellogg Co., NBC Blue); Kaltenmeyer’s Kindergarten (Quaker Oats, NBC Red); Vic & Sade (P & G, NBC Red and Blue); Clara, Lu and Em (Super Suds, successively NBC Blue and Red); Lights Out (NBC sustaining); others. (L) Eva LeGallienne’s Civic Repertory Theatre, 1933-34 (f). (Producer for NBC, Chicago, for past 5 years; author of Listen In.)

*LOWES, FOREST. (R) Tom Mix Ralston Straight Shooters (Ralston Purina Co., NBC Blue).

LOWREY, AL L. Organist, announcer, KHQ-KGA, Spokane.

LOWREY, BYRON G. Announcer, WQAM, Miami. (R) Scattergood Baines, 1939 (Wm. Wrigley, Jr., Co., CBS); local shows for General Mills, Inc.; Coca-Cola Bottling Co., others.

*LOWRY, JUDITH. Actress. (R) Girl Alone (Kellogg Co., NBC Red); Story of Mary Marlin (Procter & Gamble, NBC Red and Blue); Valiant Lady (General Mills, NBC Red and Blue).

LOWTHEE, GEORGE. Script writer. (R) Dick Tracy (Quaker Oats Co., NBC Red); Terry and the Pirates (Bowey’s, Inc., successively NBC Red and Blue); Smilin’ Jack (Sweets Co. of America for Tootsie Rolls, Mutual).

LOYACANO, FRED A. Guitarist, singer, WSMB, New Orleans. (V) Theatre appearances.

*LUBIN, LEW. Comedian. (Member of the team, Swor & Lubin.) (R) NBC shows.

LUDDY, BARBARA. Actress. (R) The First Nighter, 1937-39 (Campagna Sales for Italian Balm, NBC Red, 1937-38; CBS, 1938-39); others, previous to June, 1937, as free lance on Pacific Coast. (F) 20th Century-Fox (co-starred); shorts. (L) Management of Henry Duffy and J. C. Williamson (Australia, New Zealand). (V) Single act, 4 years.

LUDLAM, GEORGE P. Script writer. (R) Parade of the States, 1931 (General Motors, NBC Red); True Railroad Adventures, 1934 (Lionel Corp., NBC Blue); Conoco Dialogues, 1933 (Continental Oil Co., NBC Red); Vitals Sport Quiz, 1938 (Bristol-Myers Co. for Vitals, NBC Red); also various NBC sustaining shows since 1930. (LS) WJZ, New York; WLW, Cincinnati. (Member Chase & Ludlam, program producers.)

LUDWIG, LYELL. Announcer, continuity chief, WCLO, Janesville. (R) Also WGBF, Evansville; WLAP, Lexington; WOMI, Owensboro; local shows for Dodge & Plymouth Dealers, Standard Oil Co., Ford Motor Co.

LUETHI, MARJORIE L. Continuity writer, WBAP, Ft. Worth. (R) Also NBC, CBS, Texas Quality Network and Texas State Network.

LUKINS, HARRY. Announcer, WAVE, Louisville.


LUM AND ABNER. Actors. (R) Lum (Chester Lauck) and Abner (F. Norris Goff), 1931 (Quaker Oats, NBC Red); 1932-33 (Ford Motor Car Co., NBC Red); 1934-37 (Horlick’s Malted Milk Corp., NBC Blue); since March, 1938 (General Foods for Postum, CBS). (V) Theatre appearances.

LUND, ERIC F. Commercial and special events announcer, WLVA, Lynchburg. (R) Also WMBG and WPHR, Richmond; WGH, Newport News. (Also sales and promotion work).
PROFESSIONAL RECORDS—Continued

LUND, P. C. Script writer. (R) National Barn Dance (Miles Laboratories, Inc., NBC Blue); Uncle Ezra (Miles Laboratories, Inc., NBC Red).

LUND, VICTOR H. Announcer, WTAR, Norfolk. (R) Also WIRE, Indianapolis; WIS, Columbia; local shows for General Mills, Procter & Gamble, others.

*LUNG, CHARLEY. (R) Grouch Club, 1938-39 (General Mills, CBS).


LUSTRE, WARREN. Boy soprano, WOAI, San Antonio.

LUTHER, PAUL. Announcer. (R) Romance of Helen Trent, since March, 1936 (Old English Wax, Edna Wallace Hopper, CBS); Modern Cinderella, June to Dec., 1936 (General Mills, CBS); Inside Story, 1939 (Ralston Purina Co., NBC Blue). (LS) WBBM, Chicago.

LUTSKY, C. ISRAEL. Counselor (Jewish Philosopher), WHOM, Jersey City. (R) Local show for Carnation Milk Co.

LUTZ, CHARLES V. News commentator, announcer, WKRC, Cincinnati. (R) Also WHK, Columbus; local shows for Canada Dry, Standard Oil, others.


LYMAN, PETER. Announcer, actor, producer, WTCN, Minneapolis-St. Paul. (R) Also Iowa Network. (L) Stock. (V) Theatre appearances.

LYNAM, LUCILLE. Singer, WOW, Omaha.


LYNCH, FRANK. Sports announcer, CKOC, Hamilton.

LYNN, EDWARD. Script writer. (R) Hollywood in Person (General Mills, CBS).


LYON, CHARLES. Announcer. (R) Kaltenmeyer’s Kindergarten (Quaker Oats Co., NBC Red); Public Hero No. 1 (Falstaff Brewing Corp., NBC Red); Ma Perkins (Procter & Gamble, CBS); Margaret of Castelwood (Quaker Oats Co., NBC Blue); Uncle Ezra (Miles Laboratories for Alka-Seltzer, NBC Red).


LYON, RUSS. Chief announcer, news commentator, WJIM, Lansing. (R) Newscasts for Sears, Roebuck; others.

*LYON, RUTH. Singer. (R) NBC shows.

LYONS, JAMES M. Sound effects, KSFO, San Francisco. (R) In charge of sound effects for NBC, 1934-38; CBS, 1938-39.

LYONS, ROGER A. Announcer. (R) Rhyming Minstrel, 1938 (Bosco Milk Drink, Mutual); Ed Fitzgerald—Informal Chatter, 1939 (Thomas Leeming & Co., Mutual). (LS) Gumpert’s Desserts, 1936; White Owl Cigars, 1936; Trommer’s Beer, 1936; Procter & Gamble, 1937; Bathasweet Corp., 1938-39; others, all over WOR, N. Y. (Staff announcer, WOR).

LYONS, RUTH. Program director, pianist, organist, WKRC, Cincinnati. (L) 1928-29. (V) Theatre appearances.

*LYTELL, BERT. (R) Bert Lytell in Golden Theatre Group, February-March, 1939 (Lewis-Howe Co., NBC Blue). (F) Columbia. (L) Stock and various Broadway shows.

*LYTELL, WILFRED. Actor. (R) Court of Human Relations (Vadsco Sales Corp., Mutual).
McALLISTER, DARYL D. Program manager, actor, writer, announcer, producer, WKY, Oklahoma City. (Also traffic supervisor).

McALLISTER, DeALVA. Singer (Rhythm-mettes Trio), KBST, Big Spring.


McALLEY, JONNY. Producer, singer, character actor, WBT, Charlotte. (R) Local shows since 1934; also worked on television for CBS. (V) Theatres and night clubs.


McBRIDGE, WM. G. Announcer, special events commentator, actor, singer. WDBO, Orlando. (V) Theatre appearances.


*McCALLION, JIMMY. Actor. (R) Pepper Young’s Family (Procter & Gamble, NBC Red and Blue); Billy & Betty (General Mills, NBC Red).


McCAMMON, BESS. Dramatic character actress. (R) Life of Mary Sothern (Lehn & Fink for Hinds Honey & Almond Cream, Mutual); True Detective Mysteries (Macfadden Publications, CBS); Ma Perkins (P & G for Oxydol, NBC Red, CBS); others, including programs for Nature’s Remedy, Nestle’s, Horlick’s Malted Milk.

McCANN, JAMES. Announcer, newscaster, actor, WIBG, Glenside. (R) Also WLIT, WTEL, Philadelphia.

*McCARTHY, CLEM. Sports announcer. (R) Numerous fights, races and other events, via networks and local stations. (F) Newsreels.

McCARTHY, JACK. Announcer, WXGM, Detroit. (R) Also Michigan Radio Network; transcriptions. (F) Shorts. (L) 1934.

McCARTHY, JAMES J. Announcer, WBRE, Wilkes-Barre. (R) Local shows for Studebaker Corp., and others; transcriptions. (V) Theatre appearances.

McCARTHY, ELGIN. Violinist, KWJB, Globe.

McCARTHY, JACK. Announcer. (R) NBC shows.

MCcAW, ROBERT S. Announcer, sportscaster, KRSC, Seattle. (R) Football commentator, 1933-34 (Tidewater Associated Oil Co., NBC and CBS); also KECA, KFAC, KFI, KVFD, KJ, KNX, KRKD, Los Angeles.

McCCLAIN, JIMMY. Program director, script writer, actor, announcer, KABC, San Antonio. (R) Also WFBA, Dallas; WOAI, San Antonio; Texas Quality Network.

McCCLAIN, PAULA. Actress. (R) Bachelor’s Children (Cudahy Packing Co., CBS).

McCLEY, GWEN. Continuity writer, actress, KSO-KRNT, Des Moines. (R) Also Iowa Broadcasting Co. (F) Commercials.

McCLENCH, JAMES. Organist, pianist, announcer, program director, WSTP, Salisbury.

*McCLOURE, W. FRANK. Director. (R) Let’s Go Back to the Bible, 1938-39 (Moody Bible Institute, Mutual). (Associated with Critchfield & Co.).

McCOLL, DUNCAN. See Men of the West.
PROFESSIONAL RECORDS—Continued

McCORMACK, KATE. Dramatic actress. (R) The Gibson Family, 1935 (Procter & Gamble, NBC Red); The O'Neills, 1935-39 (Procter & Gamble for Ivory Soap, NBC Red and CBS); Cavalcade of America, 1935-38 (E. I. du Pont de Nemours, CBS); March of Time, 1935-39 (various sponsors, including Time, Inc., Servel, Inc., CBS, NBC Blue); Snow Village Sketches, 1936-37 (Loose-Wiles Biscuit Co., NBC Red); Guy Lombardo and His Orch., 1936-38 (General Baking Co. for Bond Bread, CBS); The Goldbergs, 1937-38 (Procter & Gamble, NBC Red, and CBS); Coronet-on-the-Air, 1937 (Coronet Magazine, NBC Blue); Big Town, 1938 Lever Bros. Co. for Rinso, CBS); others. (L) Stock; After Tomorrow, 1931 (with Donald Meek); Riddle Me This, 1932 (with Frank Craven); No Questions Asked, 1934 (with Ross Alexander, Spring Byington); others.

McCONNELL, ART. Actor. (R) Zenith Radio Foundation (Zenith Radio Corporation, CBS).

McCONNELL, CARL P. (Doc & Carl). Banjoist, singer, WHAS, Louisville. (R) Also WHAM, Rochester. (V) Theatre appearances.


McCORD, WILLIAM J. Announcer. (R) Football games, 1936, 1937-38 (Associated Oil Co., CBS); Basketball games, 1936-37 (Associated Oil, CBS); Sperry Male Chorus Parade, 1937 (Sperry Flour Mills, CBS); others. (V) Pioneers, 1936; Rio Grande Riders, 1937; Dude Ranch Boys, 1938 (as M.C.). Staff announcer, KFPY, Spokane.

*McCORMACK, JAMES. Singer. (R) James McCormack & Milton Kaye's Orchestra, 1938 (Slide Fasteners, Mutual).

McCORMACK, MALCOLM L. Announcer, singer, entertainer, WBZ, Boston. (R) Mac & Moore, since 1936, for various sponsors including Planters Peanuts, Packard Paint and Soapene.


McCORMICK, FRANKLYN. Announcer, narrator, actor, poetic reader. (R) Poetic Melodies, Nov., 1936-Mar., 1938 (Wrigley Chewing Gum, CBS); Jack Armstrong (General Mills, NBC Red). (L) Seventh Heaven, 1928; The Nut Farm, 1929 (s); dramatic stock, 9 years. (V) Theatre appearances.

McCORMICK, JOHN. Announcer, WBBM, Chicago. (R) The Zenith Radio Foundation, 1937 (Zenith Radio Corp., CBS); Lady Esther Serenade, 1938 (Lady Esther, Ltd., CBS and NBC Red); local shows. (V) Theatre appearances. (PR) RCA Victor.


McCULLOUGH, ANNETTE. Singer, WGY, Schenectady.

McCULLOUGH, BILL. Announcer, vocalist, WJR, Detroit. (R) Local shows for Axton Fisher Tobacco Co., others. (F) Shorts. (L) 1932-33.


McCUNE, DOROTHY. Women's news commentator, director of women's features, KVOO, Tulsa. (Also traffic manager).


McCURDY, EDWARD. Singer, WKY, Oklahoma City. (R) NBC sustaining show. (L) 1939.

McDANIEL, CLAY. Producer, announcer, KYOS, Merced.

McDONAGH, RICHARD. Writer. (R) NBC sustaining shows including The Silver
PROFESSIONAL RECORDS—Continued

Flute (NBC Red) and Amanda Snow (NBC Red); numerous special events programs.

McDONALD, ARCH. Baseball broadcaster, sports commentator. (R) 1938: Baseball games for General Mills; Sports Review for Tydol; Magic Carpet for Continental Baking; Arch McDonald Grab Bag and Arch McDonald Moon Dial (both participating); 1939: baseball games for Procter & Gamble, General Mills, Socony-Vacuum; sports review for B. F. Goodrich and Oldsmobile. (L) (f), (V) Theatre appearances. (Director of sports broadcasts, WABC, New York).

McDONALD, ED. Actor. (R) Mr. Keen Tracer of Lost Persons (BiSoDol, Kylonomos, NBC, Blue); The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual).

McDONALD, FLORETTA. Actress, announcer. (R) Woman’s Page of the Air, 1938 (Tea Garden Products Co., CBS Pacific Coast); Party Bureau, 1938 (Caswell Coffee, CBS Pacific Coast).

McDONALD, FRANCES. Conductor of “Marriage Clinic” program, Yankee and Mutual Networks. (Newspaper and magazine feature writer).

McDONALD, L. ARTHUR. Announcer, CFCY, Charlottetown. (R) Also Canadian Broadcasting Corp.; commentator during visit of King George VI and Queen Elizabeth.

McDONNELL, CRAIG. Actor, singer. (R) Raising Junior, 1930 (Wheatena, NBC Blue); Bobby Benson, 1932-36 (Hecker Products, CBS); March of Time, 1933-38 (Time, Inc., Servel, Inc., and others, NBC Blue and CBS); Paul Whiteman’s Orchestra, 1935 (Kraft-Phenix Cheese Corp., NBC Red); News of Youth, 1935-36 (Continental Baking, CBS); Kreuger’s Musical Toast, 1936 (Kreuger Brewing, CBS); Fleischmann Hour, 1936 (Standard Brands, NBC Red); Kate Smith’s Bandwagon, 1936 (Great Atlantic & Pacific Tea, CBS); Cafe of the Red Dagar, 1936 (Axton-Fisher Tobacco for Spud Cigarettes, Mutual); Gang Busters, 1936-39 (Colgate-Palmolive-Peet, CBS); Your Adventure with Floyd Gibbons, 1937 (Colgate-Palmolive-Peet, CBS); Renfrew of the Mounted, 1937 (Continental Baking CBS); Pretty Kitty Kelly, 1937-39 (Continental Baking, CBS); Kay Kyser’s College of Musical Knowledge, 1938 (American Tobacco for Lucky Strike Cigarettes, NBC Red); The O’Neills, 1938 (P & G for Ivory Soap and Flakes, NBC Red); Mr. Keen, Tracer of Lost Persons (BiSoDol, NBC Blue); Valiant Lady (General Mills, NBC Red and Blue); Mighty Show (Penick & Ford for My-T-Fine Dessert, CBS); numerous others, since 1927.


McELROY, Jack. Announcer, singer, writer, KTUL, Tulsa. (R) Also WMBH, Joplin; KGGF, Coffeyville; KANS, Wichita.

McELROY, RALPH J. Announcer, WMT, Cedar Rapids. (R) Transcriptions. (V).

McENERY, DAVE. See Red River Dave.

McENIRY, MATTHEW. Announcer, KLZ, Denver. (V) Theatre appearances.

McEWEN, GERALD. Guitarist, WMC, Memphis.

McEWEN, LEONARD. Orchestra leader, WMC, Memphis.

McFARLAND, LESTER. (Mac & Bob). Vocalist, musician, KMA Shenandoah. (R) NBC Alka-Seltzer show, 1932-34; local shows on WCAU, Philadelphia; WHAM, Rochester; WLS, Chicago, including Peruna and United Drug Co. programs. (V) 1927-35. (PR) Brunswick.

*McGARRETT, GEORGE. Director. (R) Kay Kyser’s College of Musical Knowledge (American Tobacco Co., NBC Red); Town Hall Tonight (Bristol-Myers Co., NBC Red). (Associated with Lord & Thomas).

McGHEE, EUGENE S. Musician, WNOX, Knoxville. (V) Granpappy Gang.

McGILL, E. R. Writer. (R) Scripts for: 45 Minutes in Hollywood (Borden Co., CBS); Packard Presents Lawrence Tibbett (Packard Motor Car Co., NBC Blue); Bambi (General Foods, NBC Blue); March of Time (Time, Inc., NBC Blue); Cavalcade of America (E. I. du Pont de Nemours, CBS); Magic Voice (Procter & Gamble, NBC Blue); True Story Court of Human Relations (Macfadden Publications, Inc., NBC Red); Young Widder Brown (Cal-Aspirin and Haley’s M-O, NBC Red); others.

McGILL, JERRY. Script writer. (R) The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual); Backstage Wife, 1938-39 (Dr. Lyon’s Toothpowder, NBC Red).
PROFESSIONAL RECORDS—Continued

McGLOTHLIN, JOHN B. Announcer, actor, WCMJ, Ashland. (GA) Hobby Lobby, Dec. 21, 1938 (Fels & Co., NBC Blue). (R) Local shows and transcriptions.

McGOVERN, JOHN. Actor. (R) Sherlock Holmes (Household Finance Corp., NBC Red); Death Valley Days (Pacific Coast Borax Co., NBC Blue); Mrs. Wiggins of the Cabbage Patch (Hills Cold Tablets, BiSoDol, and A. S. Boyle Co.'s Old English Floor Wax, NBC Red); others. (L).

McGRATH, CLAYTON. (Knights of Note). Singer, musician, KSTP, Minneapolis-St. Paul. (R) Also sustaining NBC Red shows; local shows for Scott Towel and others; transcriptions. (F) Commercials. (V) Theatre appearances, 1936-38.

McGREGOR, ART. Actor, script writer, CKY, Winnipeg. (R) Network and local programs with Frank Deaville, as Woodhouse and Hawkins.

McGREGOR, HORACE. Announcer, singer, WMSD, Shefield. (V) Theatre appearances.

McGREGOR, JEAN. Actress. (R) Today's Children (Pillsbury Flour Mills Co., NBC Red).

McGUCKIN, FRANCIS H. Musician, KOIL, Omaha. (V) 1931; Cliff Edwards, 1938.


McHUGH, MARY. Singer, script reader. (R) Lanny Grey Rhythm School (sustaining, NBC Blue). (PR) Brunswick, American Record Corp.

McILVAIN, SID W. Singer, guitarist, WWVA, Wheeling. (R) Also KFNF, Shenandoah; WAAW, Omaha. (V) 3 Anderson Brothers.

McINERY, MATHEW. Commercial and sports announcer, KLZ, Denver.

McINTIRE, DICK. Hawaiian musician, KRKD, Los Angeles. (PR) Decca.

McINTOSH, EZRA. Program director, WWNC, Asheville. (R) Also Rex Cole program, NBC, 1933; local programs for Standard Oil, others.

McINTYRE, WILLIAM HAROLD. Announcer, KYOS, Merced. (R) Also KFRC, San Francisco. (V) Curtis & Allan, Hal Curtis Magical Mysteries.


McKAY, MARGARET. Script writer. (R) Hollywood in Person (General Mills, CBS).

McKAY, STUART. Announcer, CJCA, Edmonton.

McKEE, BOB. Announcer, newscaster, actor, WCAE, Pittsburgh.

McKENZIE, EDMOND T. Production manager, announcer, WJBK, Detroit. (V) Theatre appearances.

McKENZIE, JOHN. Singer, WJR, Detroit. (R) Local shows for Olson Rug Co., others.

McKINLEY, BARRY. Baritone. (R) Time to Shine, 1936-37 (Griffin Mfg. Co., NBC Blue); Romantic Rhythms, 1937 (Chevrolet Motor Co., CBS); also Procter & Gamble program, 1935-36; Philip Morris program, 1936. (F) Shorts.

McKINLEY, MARY. Actress. (R) Story of Mary Marlin (P & G, NBC Red & Blue).

McKINNEY, ALENE C. Musician, KFOR, Lincoln. (V) 1926-30. (Also music librarian).

McKINZIE, OTIS. Announcer, newscaster, KNOW, Austin. (R) Also M.C. on Texas State Network.

McKNIGHT, CECIL. Announcer, CKTB, St. Catharines.

McKNIGHT, WES. Sports commentator, chief announcer, CFRB, Toronto.


McLEAN, MACK. See Six Hits and a Miss.

McLEAN, ROBERT. Announcer, CHAB, Moose Jaw.

McLEOD, KEITH (Armchair Quartet). Director of quartet. (R) Elgin Program, 1930 (Elgin Watch Co., NBC Blue); Kirkman Interlude, 1930 (Kirkman & Son, NBC Red); also programs for Hygrade-Sylvania, 52 weeks; Stromberg-Carlson, 52 weeks; Father John's Medicine, 26 weeks; currently NBC Red sustaining program. (GA) Campbell Soup and McKesson & Robbins programs.

McMAHEN, CHARLES A. Program director, announcer, actor, WCSC, Charles-
McMURRAY, McMAHON, FRANK. Producer. (R) Pick & Pat in Pipe Smoking Time (U. S. Tobacco Co., CBS); Model Minstrels (U. S. Tobacco Co., CBS).

*McMANUS, LYNNE. Script writer. (R) Baker's Broadcast (Standard Brands, Inc., NBC Blue).

McMARTIN, COLE. Actor, announcer, producer. (R) Maxwell House Show Boat, 1936-37 (General Foods Corp., NBC Red); Palmolive Beauty Box Theatre, 1937 (Colgate-Palmolive-Peet Co., CBS); Big Sister, 1938 (Lever Bros., CBS); The Goldbergs, 1938 (Procter & Gamble, CBS). (GA) For Men Only (Bristol-Myers Co., NBC Red); others. (L) Stock. (Currently associated with WNAX, Yankton).

McMEINS, WILLIAM K. See Prairie Pioneers.

McMICHAEL, GEORGE. Musician, WMPS, Memphis. (V) Hotel and club appearances with dance bands.

McMICHAEL, JUDD, TED & JOE. Merry Macs, precision song stylists. (R) Krsuchen Salts Program, 1933 (E. Griffith Hughes Co., CBS); Climaleene Co., 1933-34 (Climaleene Co., NBC Red); Fitch Program, 1933-34 (F. W. Fitch Co., 1933, CBS; 1934, NBC Red); You Shall Have Music, 1935-36 (Standard Oil of Indiana, CBS); Jack Hylton and His Continental Revue, 1936 (Real Silk Hosiery Mills, NBC Blue); Maxwell House Showboat, 1937 (General Foods for Maxwell House Coffee, NBC Red); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); Town Hall Tonight, 1937-39 (Bristol-Myers Co. for Sal Hepatica and Ipana Tooth Paste, NBC Red); Benny Goodman's Swing School (R. J. Reynolds for Camel Cigarettes, CBS); Al Jolson Program, 1938 (Lever Bros. for Rinso and Lifebuoy Soap, CBS); For Men Only, 1938-39 (Bristol-Myers Co. for Vitalis, NBC Red). (F) Shorts. (V) Various circuits, theatre appearances, 1931-39. (PR) Brunswick, RCA Victor, Decca.


McMURRAY, E. H. JR. Announcer, reader, WHBQ, Memphis.

MacSPEEDDEN, ELLA. Actress. (R) I Want a Divorce, 1937 (Sussman Wormser & Co., NBC Red); My Secret Ambition, 1938 (Durkee Famous Foods, CBS); other local and Pacific Coast shows, not current. Staff artist, KSFO, San Francisco.


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MacALISTER, CHARLES. Actor. (R) Death Valley Days, 1932-37 (Pacific Coast Borax Co., NBC Blue); Hawthorne House, 1936-39 (Wesson Oil & Snowdrift Sales, NBC Red); Prof. Puzzlewitt, 1937-39 (Gallenkamp Stores, NBC Red); Dr. Kate, 1939 (Sperry Flour Co., NBC Red). (L) Stock. (Currently associated with KGO-KPO, San Francisco).

MacARTHUR, PETER. Producer, WHO, Des Moines. (R) Also WOC, Davenport. (L) Engagement in New York and on tour; understudy to Sir Harry Lauder.

MACBETH, ALEX. Sports announcer, WLAW, Lawrence. (Also assistant commercial manager).


MacDONELL, DAN. Actor, announcer, poetic reader, WLAW, Lawrence. (V) Theatre appearances. (PR) RCA Victor.

MacDOUGALL, RANALD R. Script writer. (R) Material for Magic Key of RCA, 1938 (Radio Corp. of America, NBC Blue). (LS) Material for Sweetheart Theatre, 1938 (Manhattan Soap Co., WEAF, New York). One-minute material for Doan’s Kidney Pills, Imperial Tobacco, Hinds Honey & Almond Cream, Massachusetts Savings Bank Life Insurance and others; 15-minute drama-
tic material for Johnson Candy Co.,
American Legion, American Bankers
Association and others.

*Mackayden, Harry. Producer. (R)
Quite By Accident, Oct.-Dec., 1938
(Lamont Corliss & Co., NBC Red).

*MacGregor, Evelyn. See The Madri-
gal Singers.

MacGregor, Kenneth. Producer. (R)
Maxwell House Showboat, 1934-36 (Gen-
eral Foods, NBC Red); Palmolive Beau-
ty Box Theatre, 1934-36 (Colgate-Palm-
olive-Peet, NBC Red and CBS); Pretty
Kitty Kelly, 1937-38 (Continental Bak-
ing, CBS); Believe It or Not, 1937-38
(General Foods, NBC Red); Jack Haley-
Wonder Show, 1938-39 (Continental Bak-
ing, CBS); Joe Penner, 1938-39 (General
Foods, CBS); others, not current. (Radio
columnist, 1926-27; announcer, WBZA.
Boston, 1927-28; program director, WBZ
Springfield, 1928-29; production staff of
NBC, 1929-34; currently program pro-
ducer for Benton & Bowles, Inc.).

(R) The Gospel Singer, 1936-39 (Procter
& Gamble, NBC Blue and Red, 1936-39;
CBS, 1938); has been in radio since 1927.
(V) Theatre appearances. (PR) RCA Victor.

*Mack, Dick. Script writer. (R) Chase
& Sanborn Program (Standard Brands,
Inc., NBC Red).

Mack, Floyd. Educational director,
announcer, writer, producer. (R) Life
of Mary Sothern, 1936 (Lehn & Fink for
Hinds Honey & Almond Cream, Mu-
tual); Famous Jury Trials, 1936 (Mennen
Co., Mutual); Johnson Family, 1936
(Pebeco Tooth Paste, Mutual); Alka-
Seltzer News, 1937-38 (Miles Labora-
tories for Alka-Seltzer, Mutual-Don Lee),
(LS) All out of NBC, Wash., D. C.: Esso
News, 1936-37 (Esso Gasoline); Singing
Violins, 1936-37 (Consolidated Terminal
Corp.); Man on the Street, 1936-37
(Chevrolet Motors); Mack's Stumpus
Boys, 1937 (Rock Creek Ginger Ale);
others. (Currently Director of Educa-
tion for Mutual-Don Lee Network).

Mack, Gilbert. Actor, dialectician.
(R) Gang Busters, 1937 (Colgate-Palm-
olive-Peet Co., CBS); Terry and the Pi-
rates, 1938 (Boweyes, Inc., NBC Red);
Kate Smith's Bandwagon, 1938 (General
Foods Corp., CBS); Dick Tracy, 1938-39
(Quaker Oats Co., NBC Red). (LS)
WEAF, WMCA, WOR, New York. (F)
Shorts (Biograph). (V) Songster Boys,
Gobs of Joy, Collegians, 1930-35. Cur-
tently with WHN, New York.

Mack, Nila. Writer and director of
children's programs. (R) Currently,
March of Games (sustaining, CBS); Col-
umbia Workshop, 1938, as director; pre-
viously, as an actress, appeared in the
Magic Voice, 1932-33 (Ex-Lax, CBS) and
others. (F) M-G-M. (L) Most recent
appearance was in Eva the Fifth, for
John Golden, 1928; previously in Hedda
Gabler, Doll's House and others. (V)
Circuit engagements; 18 months with
Nazimova in War Brides. (PR) Brun-
wick.

Mack, Wayne. Announcer, producer,
actor, dramatic director, WGAR, Cleve-
land. (L) As musician toured Europe
with concert band, 1927; Little Theatre
work as director and actor.

Mackenzie, Norris. Announcer, new-
caster, continuity writer, CJCA, Edmon-
ton.

Mackey, George H. Announcer,
WCOL, Columbus. (L) Dramatic stock.
(V) Great London Ghost Show.

MacLaughlin, Don. Actor. (R) Famous
Actors' Guild Presents "Second Hus-
bond", 1937-38 (Bayer Aspirin, CBS);
Stella Dallas, 1937-38 (Chas. H. Phillips,
NBC Red); Believe It or Not, 1938 (Gen-
eral Foods, NBC Red); Cavalcade of
America, 1938 (E. I. du Pont de Nemours,
CBS); Dangerous Road, 1938-39 (Sperry
Flour Co., NBC Red); also transcriptions.
(F) Shorts. (L) Stock. (Currently asso-
ciated with KGO-KPO, San Francisco).

MacLean, John. Orchestra director.
WMT, Cedar Rapids. (R) Local show
for Olson Rug Co., others. (V) Theatre
appearances.

Maclean, Scot. Comedian, musician,
singer, orchestra leader. (R) 4 years on
NBC networks with Grace Justus as
Grace & Scotty. (V) 10 years as Maclean
& Grace; 5 Years as Jock Maclean, single
act; hotel engagement with his Royal
Scots, Scotch swing orchestra. (PR)
Brunswick, Perfect, Vocalion, Melotone.

MacLeod, Robert W. Production di-
rector, announcer, continuity writer;
KFYR, Bismarck. (R) Also KVOD, Den-
ver.

MacMurray, Ted. Production director.
(R) Vic and Sade, 1937-38 (P & G for
Crisco, NBC Red and Blue, CBS). Super-
visor of production, WBBM, Chicago,
1936-38. (F) Commercial and slide films.

MacPherson, Frederick. Special
events, sports, news announcer, KRE,
MACHERSON, JOHN. Culinary commentator. (R) The Mystery Chef, 1929-38 (Davis Baking Powder, 1929-34, alternately NBC Red and Blue; Regional Advertisers, 1935-38, NBC Red and transcriptions).

MacRAE, ROSS. Violinist, CKCK, Regina. (R) Also Canadian Broadcasting Corp.

*MACY, JERRY. (R) The Mighty Show, 1938-39 (Penick & Ford, CBS); Capt. Tim Healy’s Stamp Club, 1938 (Kellogg Co., Mutual).

MAD RUSSIAN, THE. See Bert Gordon.

MADDOX, RALPH. Producer, actor, announcer, WJDX, Jackson. (R) Uncle Ezra, 1938 (Miles Laboratories, NBC Red). (L) 1927-30. (V) Uncle Si & His Harmony Boys.

MADRIGAL SINGERS, THE. Lee Jones, director; Elizabeth Fackiner, soprano; Annmary Dickey, soprano; Evelyn MacGregor, contralto; Charles Harrison, tenor; Earle Styres, bass; Yella Pessl, harpsichordist. (R) The Madrigal Singers, since 1937 (sustaining, NBC Red & Blue). (PR) Victor Red Seal.

MAGEE, LIBBIE V. Women’s programs, WMT, Cedar Rapids. (R) Also Iowa Broadcasting System; transcriptions.


MAHANEY, FRANCIS, JR. (Texas Rangers). Singer, KMBC, Kansas City. (R) Texas Rangers (sustaining, CBS); local shows including Kellogg’s Box K Ranch, 1937, and Corn Flakes Follies, 1938 (Kellogg Co.); Remington-Rand Shavers, 1938 (Remington-Rand Co.). (V) Theatre appearances.

MAHANEY, ROBERT A., JR. Announcer, newscaster, WIBX, Utica. (R) Local shows for Socony-Vacuum; others. (F) McLarty Motion Pictures, Inc. (V) Theatre appearances.


MAHIN, HUME DERR. Script writer. (R) Jack & Loretta (Kirkman & Son, CBS).


MAHR, HERMAN C. (Curley). Pianist, vocal arranger. (R) Beneath the Surface, 1936-37 (Hudson Coal, NBC Red); Universal Rhythm, 1937 (Ford Motor Co., NBC Blue, CBS); Pick and Pat in Pipe Smoking Time, 1938 (U. S. Tobacco). (All programs mentioned with Landt Trio). (F) Shorts. (PR) Vocalion and Brunswick, with own vocal group, the Skyliners.

*MAHR, JESSIE. Member of Kay Thompson Rhythm Singers. (R) Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS).

MALAY, JOHN D. Announcer, special events and sports commentator, WLaw, Lawrence. (L) 1936. (V) M.C., local theatres and clubs.

MALERICH, JACK. Orchestra leader, arranger, WCCO, Minneapolis-St. Paul. (R) Swing With the Strings, 1936-37 (George Hormel & Co., CBS); local shows for Pure Oil Co., others. (V) Theatre appearances.

MALLEY, BOB. Continuity writer, WLW-WSAI, Cincinnati. (R) Vick’s Open House, 1938 (Vick Chemical Co., CBS); Smoke Dreams, 1938 (H. Hendrich, Inc., NBC Red); others for Pinex, Oshkosh Overall Co.

MALLOW, JOHN L. Announcer, KFPY, Spokane.

MALONE, FLORENCE. Actress. (R) Mr. Keen, Tracer of Lost Persons (BiSoDol, NBC Blue); Singing Lady Music Plays (Kellogg Co., Mutual).

MALONE, JOEL. Writer, KNX, Los Angeles.

MALONE, KASPER D. Musician, M.C., WIBW, Topeka. (R) Local show for Olson Rug Co., others. (PR) Columbia.

MALONE, PICK. (Works with Pat Padgett as “Pick and Pat”). Comedian. (R) Maxwell House Show Boat (General Foods Corp., NBC Red, as Molasses & January); Pick and Pat, 1935 to Feb.
PROFESSIONAL RECORDS—Continued

1939 (U. S. Tobacco Co., CBS). Several guest appearances. (F) Republic; Paramount shorts. (V).


MALOUIN, ROY. Announcer, comedian, M.C., CKAC, Montreal. (R) Programs for Procter & Gamble, Quaker Oats and others. (F) Shorts. (L) 1933-35. (V).

MANECCHIA, ACHILLE I. Italian announcer, WOV, New York. (L) Director, Royal Theatre of Rome, Teatro Colon of Buenos Aires, Nacional Teatre of S. Paol, Brazil.

*MANHATTAN CHORUS. (R) Waltz Time (Charles H. Phillips Chemical Co., NBC Red).

MANLEY, WILLIAM FORD. Writer. (R) Vivian, 1927 (Coca-Cola Co., NBC); Soconyland Sketches, 1928 (Socony-Vacuum Co., NBC Red); General Motors Hour, 1929 (General Motors Corp., NBC Red); Gus and Loiee, 1929 (Schroeder Valve Co., NBC Red); Mr. and Mrs., 1929 (Graybar Electric Co., CBS); Sandy and Lil, 1930 (Eskimo Pie Co., CBS); Stubbins Boys, 1931 (Swift & Co., NBC Red); Vivian and Her Life Saver, 1935 (Life Savers, Inc., CBS); Nine to Five, 1936 (L. C. Smith Co., NBC Red). All these programs were written in collaboration with Henry F. Carlton. Also various sustaining network shows.

MANN, HERB, JR. Program director, head of commercial continuity department, WRJN, Racine.

MANN, JERRY. Comedian. (R) Lum and Abner, 1934 (Ford Motor Car Co., NBC Red); Radio City Party, 1934 (Radio Corp. of America, NBC Blue); BiSoDol Varieties, 1934 (BiSoDol, CBS); Manhattan Merry-Go-Round, 1935 (Dr. Lyon's Tooth Powder, NBC Red); Hammerstein Music Hall, 1936-38 (Anacin, Kolynos Toothpaste, CBS). (F) Shorts. (V) Juvenile Frolics, 1920, Kiddies Kabaret; single act, to date.

MANN, ROBERT J. Continuity and commercial writer. (R) For Men Only, 1937-39 (Bristol-Myers for Vitalis, NBC Red); commercials on The Wife Saver discs.

MANN, WALTER. Singer, WLAW, Lawrence.


MANNERS, ZEKE. Novelty band leader, WHN, N. Y. (R) Also WMCA, N. Y.

MANNING, JOHN F. Announcer, WBZ-WBZA, Boston. (R) Local shows for RCA Victor.

MANNING, KNOX. News commentator, announcer, (R) Knox Manning—Commentator, 1937-39 (Euclid Candy Co. of California, CBS); Univex News, 1938 (Univex, CBS); also numerous Yankee Network and Don Lee Network shows, 1932-37. (R) RKO, Universal; also shorts. (L) Stock. (V) Theatre appearances. (Currently with CBS Pacific Coast Division).


MANSEAU, LUCIENNE. Singer, comédienne, CHRC, Quebec.

MANTLE, CHARLES, JR. Musician. WKRC, Cincinnati. (V) 1938-39.


MAPLE CITY FOUR (Al Rice, Fritz Meissner, Art James, Pat Petterson). Quartet. (R) National Barn Dance, 1933-38 (Miles Laboratories for Alka-Seltzer, NBC Blue). (F) Currently under contract to Republic Pictures (f). (V) 10 years.


MARAS, GEORGE J. See Prairie Pioneers.

"MARLOWE, RAYMOND. Singer. (R) Standard School Broadcast (Standard Oil of California, NBC Blue).

MARR, ELLEN. Singer, actress, WCAJ, Philadelphia. (R) Local shows for Household Finance Corp., Tastyea's, Inc., others. (L) Three Cornered Moon, others. (V) Benson & Marr.

MARROCCO, W. THOMAS. Violinist, WMER, Rochester.

MARSH, AUDREY. Actress, singer. (R) Maxwell House Showboat, 1932 (General Foods, NBC Red); also programs for Life Savers, Necco Candy, D'Orsay Perfume, Pebeco Toothpaste, Ybry Perfume, Jeddo-Highland Coal, Harvester Cigars, Schaefer Beer and many others, including transcriptions. (L) Abie's Irish Rose, After Dark. (PR) Brunswick.

MARSH, DIXIE. Pianist, singer, actress, M.C. (R) Shell Happy Time, 1928-33 (Shell Union Oil Corp., NBC Red); Gilmore Circus, 1934 (Gilmore Oil Co., NBC Red); Hawthorne House, 1936-39 (Wesson Oil & Snowdrift Sales, NBC Red); Professor Puzzlewit, 1938 (Gallenkamp Stores, NBC Red); Pacific Coast shows. (V) 1922-28 as part of harmony team. (Currently associated with KGO-KPO, San Francisco).

MARSH, ESTELLE G. Commentator (women's club activities), WAAB-WNAC, Boston. (L) Little Theatre productions, as coach and director.

MARSH, JOHN A. Organist, CKOC, Hamilton.

MARSHALL, CHARLES H. Guitarist, singer. (R) Peaceful Valley Folk, 1934 (Crazy Water Co., NBC Red); Death Valley Days, 1934-37 (Pacific Coast Borax Co., NBC Blue); Signal Carnival, 1936-39 (Signal Oil Co., NBC Red); Woman's Magazine of the Air, March to May 1939 (Sperry Flour Co., NBC Red).

MARSHALL, DON J. Announcer, KFIZ, Fond du Lac. (L) (f). (V) Theatre and night club M.C.

*MARSHALL, HERBERT.* Actor, M.C. (R) Hollywood Hotel (Campbell Soup Co., CBS); also guest appearances on various network programs. (L) Brewerster's Millions, Aren't We All, Grumpy and others. (F) British Lion-Gainsborough, Gaumont-British, M-G-M. United Artists, RKO, Paramount and others (s).

*MARSHALL, JUDY.* (R) Lanny Grey's Rhythm School of the Air (NBC Blue).

MARSHALL, NORMAN. News commentator and editor, announcer, M.C., CKTB, St. Catharines.

MARSHALL, RAY (Joseph Savalli). Announcer (English and Italian programs). assistant program director, WHOM, Jersey City. (R) Also WBNX, WFAB, New York.

*MARSHALL'S MAVERICKS, CHARLEY.* (R) Signal Carnival, 1936-39 (Signal Oil Co., NBC Red).


MARTA, JOHN A. Announcer, WJMS, Ironwood. (V) Theatre appearances.

MARTHA & HAL. See Martha Lawrence and Hal Bogg.

MARTHA & HER PLAY BOYS. Musicians, singer (Martha Lawrence), WGY, Schenectady. See Martha Lawrence.

MARTIN, CHARLES. Writer, director, producer, (R) Then & Now, 1936 (Sears, Roebuck, CBS); Thrill of the Week, 1936-38 (Philip Morris & Co., Ltd., NBC Red); Front Page News, 1936-38 (Philip Morris & Co., Ltd., CBS); Johnny Presents (Philip Morris & Co., Ltd., CBS, NBC Red); March of Time (Time, Inc., NBC Blue). (F) Writer, director, producer for Universal. (Currently with the radio department, Biow Advertising Agency).

MARTIN, EMIL B. Musician, WFAA, Dallas. (V) Band. 1920-24.

MARTIN, ESSIE. Entertainer, WLS, Chicago.

MARTIN, FRED S. Accordionist, arranger, singer, WFAA, Dallas. (R) Also Texas Quality & Dixie Networks. (V) Cass County Kids, 3 years. (PR) Brunswick.

MARTIN, GEORGE R. ("Colorado Pete") Entertainer, KMBC, Kansas City.

MARTIN, HARRY. Musician (Sunny Boys novelty group), CJRC, Winnipeg. (R) Also CKY, Winnipeg.

MARTIN, HARRY B. Script writer. (R) Benjamin Moore Triangle Club (Benjamin Moore & Co., NBC Red).


MARTIN, JAMES. Baritone, WDR, Hartford.

MARTIN, JANIE. Writer, director, producer. (R) Let's Play Games, 1937-38 (Vapex; WOR. New York City; WAAB, Boston; WGN, Chicago). (L) Civic Repertory Theatre with Eva Le Gallienne, one year (f).


MARTIN, PAUL. Orchestra leader, KGO-KPO, San Francisco. (R) Musician in many orchestras, including Meredith Willson's. (V) Theatre appearances. (PR) RCA Victor.

MARTIN, TATIE ("Three Vamps"). Singer, WIOD, Miami.

MARTIN, THOMAS E. Announcer, script writer, producer, newscaster, WGY, Schenectady. (R) Also WSYR, Syracuse; WIBX, Utica.


MARTIN, WILLIAM L. Actor, KSO-KRNT, Des Moines.

MARTINEAU, LAUREAT ("Bob"). Program director, announcer, WTHT, Hartford. (R) Also transcriptions. (M.C. for radio programs from local theatre for orchestras of Ben Bernie, Jimmy and Tommy Dorsey, Larry Clinton, Benny Goodman, Glen Gray, others).

MARTINI, ROLAND. Script writer, producer. (R) Ry-Krisp Presents Marion Talley (Ralston Purina Co., NBC Red); Saturday Night Serenade (Pet Milk Sales Co., CBS). (Executive of Gardner Advertising Co.).

MARTONE, JOHNNY. Orchestra leader, WADC, Akron. (R) CBS, 1938. (V) Theatre appearances.

*MARUCCION, VIRGINIO. Conductor. (R) Smoke Dreams, 1938-39 (La Fendrich Cigars, NBC Blue); also WLW, Cincinnati.

MARVIN, ROBERT C. Also commercial manager, WICA, Ashtabula. (V) Stars in The Making, 1937-38.

MARX, CHICO. Comedian. (R) Five Star Theatre, 1932-33 (Standard Oil of New Jersey, NBC Blue); Marx Brothers, 1934 (American Oil, CBS); The Circle 1939 (Kellogg Co. for Corn Flakes, NBC Red). (GA) Pepsodent Program Starring Bob Hope, 1938 (Pepsodent Co., NBC Red). (F) With brothers: M-G-M, Paramount, RKO (s). (L) With brothers: Coconuts, 1926; Animal Crackers, 1928 (s). (V) First act, with brothers, mother and aunt, known as the Six Musical Mascots; later as the Four Nightingales; finally, for 15 years, as The Marx Brothers.

MARX, GROUCHO. Comedian. (R) Five Star Theatre, 1932-33 (Standard Oil of New Jersey, NBC Blue); Marx Brothers, 1934 (American Oil, CBS); The Circle 1939 (Kellogg Co. for Corn Flakes, NBC Red). (GA) Hollywood Hotel, 1937-'38 (Campbell Soup, CBS); Pepsodent Program Starring Bob Hope, 1938 (Pepsodent Co., NBC Red); others. (F) With brothers: M-G-M, Paramount, RKO (s). (L) With brothers: Coconuts, 1926; Animal Crackers, 1928 (s). (V) First act, with brothers, mother and aunt, known as the Six Musical Mascots; later as the Four Nightingales; finally, for 15 years, as The Marx Brothers.

MARY LOU. Singer, WDAY, Fargo. (R) Programs with Johnny Rogers.

MASLIN, ALICE G. (Nancy Booth Craig). Commentator, writer, director. (R) Woman of Tomorrow (Lamont Colliess for Danya Hand Cream, 1938-39, Chas. B. Knox Gelatine Co., 1939, Beauty Products Corp. for Lactol, 1939, WJZ, New York); others, not current, including network programs for Woman’s Home Companion, transcriptions. (Former concert pianist; program director of KMOX, St. Louis, for 7 years).

MASON, BILL. Musician. KFEQ, St. Joseph. (V) Theatre appearances.

MASON, DOROTHY LEE. Singer, fashion commentator, WHBF, Rock Island. (R) Also WHBF, Rock Island. (V).

*MASON, JERRY. Actor. (R) Valiant Lady, 1938-39 (General Mills, NBC Red & Blue).

MASON, LIN. Announcer, singer, writer, WKRC, Cincinnati. (R) Also WALR, Zanesville; WCOL and WBNS, Columbus.

*MASON, MARY. Actress. (R) Life and Love of Dr. Susan (Lever Bros., CBS); Lux Radio Theatre (Lever Bros. CBS). (F) 20th Century-Fox, RKO. (L) The Primrose Path, Schoolhouse on the Lot, Brother Rat, Call It A Day.

MASON, MARY. Director WRC Home Forum, WRC-WMAL, Washington. (R) Also director WNAC (Boston) Women’s Club, 1925-28; assistant, Ida Bailey Allen’s Homemaker’s Club, 1928 (CBS); director women’s programs, 1929 (WBZ, Boston); food editor, Women’s Radio Review, 1930-32 (CBS); others, all commercial participating programs. (F) Commercial films. (L) Lyric stock co., one year; concert series.

MASON, PAUL. Announcer, IVANS, Wichita.


PROFESSIONAL RECORDS—Continued


MARTROIANI, IONI M. Arranger, WMAS, Springfield. (V) Theatre appearances; associated with the orchestras of Barney Rapp, Henry Busse, Vincent Lopez, Reggie Childs. (PR) RCA Victor.

*MASTRON, CARMAN. Guitarist. (R) Steinie Bottle Boys, 1937-38 (Glass Container Association of America, NBC Blue).

MATHIEU, RENE. Singer, actor, CBV, Quebec. (R) Also CHLN, Three Rivers; CHRC, Quebec; CKAC, Montreal; and Canadian Broadcasting Corp.; transcriptions.

MATSON, DOROTHY (Judy). Singer, KNX, Los Angeles. (R) Programs for Union Oil and others, since 1937.

MATTIELD, JULIUS. Organist. (R) From the Organ Loft, 1938-39 (CBS sustaining). Director music library, CBS; author of numerous books, compilations and articles on music; concert organist.


MATTHEWS, JOE B. Announcer, actor, program director, WCMI, Ashland. (R) Also KGGM, Albuquerque; KGNC, Amarillo; local shows for Rio Grande Oil Co., Dr. Pepper and others. (L) 1935-36.

MATTHEWS, RONNIE. Organist, pianist, CJOR, Vancouver. (V) Coast circuits, 10 years.

MATTHEWS, HOWARD T. (Froggie). Musician, singer, WTAD, Quincy. (R) Also WMBD, Peoria; electrical transcriptions. (F) Rodeo short. (V) Froggie.

MAUPIN, REX. Orchestra leader. (R) Public Hero No. 1, 1937-38 (Falstaff Brewing, NBC Blue); Crossroads, 1938 (Monroe Chemical, NBC regional); Sunbrite Smile Parade, 1938-39 (Swift & Co., NBC Blue); was also guest conductor on the Pontiac Varsity Show (NBC Blue) when it originated in Chicago. (Member of NBC, Chicago, staff).

MAUS, HAROLD. Musician, singer (The Novelty Aces). (R) Vocal Varities, 1937 (Lewis-Howe Co, for Tums, NBC Red); Plantation Party, 1938 (Brown & Williamson Tobacco Co., NBC Blue). (LS) All WLW, Cincinnati: Melody Grove, 1937 (Bromo-Quinine); Vicky's Open House, 1938 (Vick Chemical Co.); Time to Shine, 1938 (Griffin Mfg.); Pinex Party, 1938 (Pinex). (V) WLS road shows, 1934-37; Blue Ridge Mountaineers, 1935; WLW road shows, 1938. (PR) Bluebird.

*MAXWELL, LLOYD. Director. (R) Bachelor's Children (Cudahy Packing for Old Dutch, CBS). (Associated with Roche, Williams & Cunnyngham).

MAXWELL, RICHARD. Singer, philosopher. (R) Garden of Memories, 1937-38 (Restland Memorial Association, Mutual).

MAXWELL, SHERMAN J. Sports commentator, WLTH, New York City. (Author of Thrills and Spills in Sport).


MAXWELL, THOMAS. Announcer, WGST, Atlanta.

MAY FOSTER. News editor, special events announcer, WOW, Omaha.

MAY, HERBERT H. Announcer, producer, KNX, Los Angeles. (R) Programs for Goodyear Rubber, Folger Coffee, Lipton Tea, and others, since 1937. (V) Theatre appearances.

MAX, RODERICK (Texas Rangers). Singer, KMBK, Kansas City. (R) Texas Rangers (sustaining, CBS); local shows including Kellogg's Box K Ranch, 1937, and Corn Flakes Follies, 1938 (Kellogg Co.); Remington-Rand Shavers, 1938 (Remington-Rand Co.). (V) Theatre appearances.

MAXAL, HERSCHELL. Actor. (R) Lone Ranger (Weber Baking Co. and Gordon Bakeries, Mutual).

### PROFESSIONAL RECORDS—Continued

**MAYHEW, F. E.** (‘‘Tiny’’). Producer, KASA, Elk City. (R) Also WLAG (now WCCO), Minneapolis; WBBZ, Ponca City; KGHT, Pueblo. (F) Shorts. (V) Theatre appearances. (Also station manager).

**MAYNARD, LE VERNE** (‘‘Pat’’). Musician (piano, organ, accordion), WOC, Davenport. (V) Theatre appearances.

**MAYO, BESS.** Organist, KTAR, Phoenix.

*MAYO, WALDO.** (R) Major Bowes Capitol Family (CBS).

**MAYPOLE, ROY A., JR.** Actor, producer, writer. (R) Jack Armstrong (General Mills, NBC Red); First Nighter (Campana Sales Co., successively NBC Red & CBS); Betty & Bob (General Mills, Inc.; CBS); other commercial and sustaining shows including Order of Adventurers, NBC Blue, 1939. (F) Shorts. (L) Love’s Passport, The Fan, others.

**MEACHAM, MALCOLM R.** Actor. (R) Hall of Fame, 1935 (Lehn & Fink Products Co., NBC Red); Hollywood Hotel, 1935-36 (Campbell Soup Co., CBS); Lux Radio Theatre, 1936 (Lever Bros. Co., CBS); Ma Perkins, 1938 (Procter & Gamble, NBC Red); Kitty Keene, Inc. (Procter & Gamble, CBS); Margot of Castlewood, 1938 (Quaker Oats Co., NBC Blue); Story of Mary Martin, 1938 (Procter & Gamble, NBC Red and Blue); Betty & Bob, 1938 (General Mills, CBS); Road of Life, 1938-39 (P & G, CBS).

**MEAD, ED.** Script writer. (R) Spots for Maxwell House Showboat, 1937 (General Foods for Maxwell House Coffee, NBC Red); Your Adventure with Floyd Gibbons, 1937 (Colgate-Palmolive-Peet, CBS); some scripts for On Broadway, 1937-38 (General Foods for Diamond Crystal Salt, NBC Blue); script editor, Hilltop House, 1938-39 (Colgate-Palmolive-Peet, CBS) and Kate Smith-Noonday Chats, 1938-39 (General Foods for Diamond Crystal Salts, CBS). (Associated with Benton & Bowles, New York).


**MEAKIN, JACK.** Orchestra director, composer, arranger. (R) Little Buster’s Circus Parade, 1930 (Little Buster Popcorn, NBC Pacific Red); Slices of Life, 1935 (Kraft-Phenix Cheese Corp., NBC Pacific Red); Carefree Carnival 1936 (Signal Oil Co., NBC Pacific Red); Remar Rumpus, 1938 (Remar Baking Co., CBS Pacific); Quite By Accident, Oct. to Dec., 1938 (Nestle’s Hot Chocolate, NBC Red). (PR) Brunswick. (Formerly NBC, then CBS, musical director in San Francisco. Composer of 6 piano solos and 4 popular songs; has composed, scored and directed 26 musical productions for the Bohemian Club, San Francisco).


**Medoff, Sam.** Arranger, composer, musical director. WARD, New York City. (L) 1938. (V) 1920-31.

**Meeder, William H.** Organist. (R) Clara, Lu & Em, 1936 (Colgate-Palmolive-Peet, NBC Blue); Home Sweet Home, 1936-37 (P & G for Chipso, NBC Red and Blue); Edward MacHugh, the Gospel Singer, 1936-39 (P & G for Ivory Soap, NBC Blue and Red, 1936-39; CBS, 1938); Pepper Young’s Family, 1936-38 (P & G for Camay Soap, NBC Red and Blue); Road of Life, 1937-38 (P & G for Chipso, NBC Red). (V) Theatre appearances.

**MEEK, JIMMIE.** Bass violinist, guitarist, singer, KGNC, Amarillo. (R) The Ploobys, 1933 (General Mills); Sons of the West, 1939 (Zenith Radio Corp.); others. (V) 3 Jacks, 1935-36. (PR) Decca.

**MEEKER, WALTER.** Musician. WMT, Cedar Rapids. (R) Local show for Olson Rug Co., others. (V) Theatre appearances.

**Meier, Icel A.** Sports announcer. (R) Handles sports and utility announcing for Universal Radio Productions; also football games over stations in Akron.

**Meighan, James.** Actor. (R) Court of Human Relations (Vadscio Sales Corp., Mutual); Mr. Keen, Tracer of Lost Persons (BiSoDol, NBC Blue); Singing Lady Music Plays (Kellogg Co., Mutual); David Harum (B. T. Babbitt Co., NBC Red);
PROFESSIONAL RECORDS—Continued

Alias Jimmy Valentine (R. L. Watkins Co., NBC Blue); Just Plain Bill (Anachn, Kolynos, NBC Red).

MEISEL, GRAHAM J. News commentator. (R) Also WTNJ, Trenton; WIP, Philadelphia. (Formerly newspaper editor and publisher).


MEISSNER, FRITZ. See Maple City Four.

*MELCHIOR, ELAINE. Actress. (R) Pretty Kitty Kelly (Continental Baking Co., CBS).


MELLS, BYRON. Vocalist, KSFO, San Francisco. (R) Toast to the Town, 1938 (Roma Wine Co., CBS); My Secret Ambition, 1938 (Durkee's Famous Foods, Inc., CBS).

MELODY MAIDS (Dorothy Lee Wolf, La Veta Anderson, Judy Magrine). Rhythm trio, KLZ, Denver. (R) Also KOA, Denver; WHB, Kansas City. (V).

MELODY MEN (Franklin Barger, Dewey Gordon, Raymond Baber, Clarence Hels trom). Quartet, KLZ, Denver.

MELTON, JAMES. Singer. (R) Seiberling Singers, 1928-31 (Seiberling Rubber Co., NBC Blue); Ward's Family Theatre, 1934 (Ward Baking Co., CBS); Sealtest Sunday Night Party, 1936-37 (Sealtest, Inc., NBC Red); Palmolive Beauty Box Theatre, 1937 (Colgate-Palmolive-Feet Co., CBS); The Songshop, substituted for Kitty Carlisle two months in 1938 (Coca-Cola Co., CBS); others. (F) Warner Bros. (s.f.). Concerts; records.

MEN ABOUT TOWN TRIO (Scrappy (Harold) Lambert, Jack Parker, Phil Ducey). Singers. (R) Believe It or Not (General Foods Corp., NBC Red); Manhattan Merry-Go-Round (R. L. Watkins Co., NBC Red); Believe It or Not, 1939 (Nehi, Inc., CBS).

MEN OF THE WEST (Don Davies, Harry Morton, Duncan McColl, Guy Hockett). Quartet, KOA, Denver. (R) Also NBC sustaining. (V).

MENARD, GEORGE. Announcer, producer, singer, WLS, Chicago. (R) Also WROK, Rockford. (F) Shorts.

MENDELSOHN, M. M. Script writer. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual).


MENSER, C. L. Producer. (R) Inside Story, 1938-39 (Ralston Purina, NBC Blue). (Formerly production manager, NBC Central Division.)


MEREDITH, JUNE. Actress. (R) Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Story of Mary Martin (Procter & Gamble, NBC Red and Blue).

MEREDITH, LEE C. Announcer, pianist, singer, WOMI, Owensboro.
PROFESSIONAL RECORDS—Continued

*MERESCO, JOE. Pianist. (R) Major Bowes' Amateur Hour (Chrysler Corp., CBS).

MERRILL, MARY. Singer. (R) As member of the Moonbeams Trio: Moonbeams, 1938 (Gambarelli & Davitto, Mutual); Saturday Night Serenade (Pet Milk Co., CBS); American Album of Familiar Music (Bayer Co., NBC Red); others. (GA) Maxwell House Show Boat, Cities Service Concert, Seth Parker, others. (L) Concert work.

*MERKER, HARRY. Pianist. (R) Major Bowes' Amateur Hour (Chrysler Corp., CBS).

*MEROZA, GAETANO. Conductor. (R) Standard Symphony (Standard Oil of California, NBC Red).

MERRIAM, DWIGHT J. Producer, program director, continuity writer, WKBK, Rochester. (L) Stock. (V) 1932.

MERRIDGE, REGINALD P. Chief announcer, M.C., singer, pianist, WKOK, Sunbury. (R) Programs for Planter's Peanuts, Motorola Radio and others, since 1937.

*MERRIFIELD, DON. Actor. (R) Arnold Grimm's Daughter (General Mills, Inc., CBS, NBC Red and Blue).

MERRIFIELD, JOHN F. Writer, producer, announcer, actor, WLW-FSAI, Cincinnati.

MERRILL, LOUIS. Actor. (R) Park Avenue Penners, 1936-37 (R. B. Davis Co. for Cocomal, CBS); Lux Radio Theatre, 1936-38 (Lever Bros. for Lux Toilet Soap, CBS); Al Jolson, 1936-37 (Lever Bros. for Lifebuoy Soap, CBS); Royal Gelatin Hour, 1937 (Standard Brands for Royal Gelatin, NBC Red); Hollywood Hotel, 1937 (Campbell Soup Co., CBS); Good News of 1938, 1937 (General Foods for Maxwell House Coffee, NBC Red); Welch Presents Irene Rich, 1937 (Welch Grape Juice, NBC Blue); Big Town, 1937-38 (Lever Bros. for Rinso, CBS); Thrills, 1937-38 (Union Oil, NBC Red); Camel Caravan, 1938 (R. J. Reynolds Tobacco Co., CBS); others.

MERRILL, STEPHEN F. Tenor. (R) Smoke Dreams, 1936-39 (H. Fendrich, Inc., for La Fendrich and Charles Denby Cigars, NBC Blue); Vocal Varieties, 1937-39 (Lewis-Howe Co. for Tums, NBC Red); Avalon Time, 1938-39 (Brown & Williamson Tobacco for Avalon Cigarettes, NBC Red); Four Stars Tonight, 1938-39 (Four-Way Cold Tablets, regional network); others, including transcriptions and local shows on WLW, Cincinnati. (V) Appearances as member of Horace Heidt's Brigadiers, 1934-36. (Currently with WLW, Cincinnati).

MERRY MACS. See Helen Carroll and Judd, Ted and Joe McMichael.

MERRYMAN, ROBERT V. Announcer, producer, WWSW, Pittsburgh. (V) Theatre appearances.


MESSMER, DOTTY. See Music Maids.

METCALF, JOHN B. Hymn evangelist, WAAB-WNAC, Boston. (L) Theatre appearances.


*METZGER, ROS. Director. (R) Girl Alone (Quaker Oats, NBC Red). (Associated with Ruthrauff & Ryan).

MEVES, JACK R. Commentator, announcer, singer, pianist, KRSC, Seattle.

MEYER, MARGARET H. Women's programs, WOTM, Manitowoc.


MEYER, RUTH. Singer, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., Consolidated Drug Trade Products, others.

MEZGER, WILLIAM. Announcer, WJBK, Detroit.

MICHAEL, JAY. Dramatic actor. (R) Lone Ranger (Bond Bread, Mutual and Michigan Radio networks); Green Hornet (Detroit Creamery, Mutual and Mich-
PROFESSIONAL RECORDS—Continued

igan Radio networks); Here's Your Party (Bell Telephone, Michigan Radio Network). (F) Commercials. (L) The Drunkard, 22 weeks; stock, 5 years (s). (V) Musical act.

MICHAEL, RAYMOND E. Announcer, WRC-WMAL, Washington. (R) Horace Heidt & His Brigadiers, 1938 (Stewart-Warner Corp., NBC Blue); Vick's Open House, 1938 (Vick Chemical Co., CBS); also WLW, Cincinnati; WMMN, Fairmont. (V) Theatre appearances.

MICHAELS, ADRIAN F. Script writer. (R) Standard School Broadcast (Standard Oil Co. of California, NBC Red).


MICHAUD, GABRIELLE. Pianist, CHGB, Ste Anne de la Pocatiere.

MIDDLETON, BOB. Actor. (R) Zenith Radio Foundation (Zenith Radio Corporation, CBS).


MILDER, NATE. Announcer, sports, WALR, Zanesville. (R) News for Texaco Gasoline; others.


*MILFORD, TEDDY. (R) Shows on WBZ, Boston.

MILLER, ALBERT G. Writer, director. (R) Frank Hawks, 1936 (Gruen Watch Co., Mutual); Town Hall Tonight, 1936 (Bristol-Myers Co., NBC Red); Walter O'Keefe, 1937 (Bristol-Myers Co., NBC Red); Pontiac Varsity Show, 1937 (Pontiac Motor Co., NBC Red); Bank Show, 1937 (Group of American Banks, CBS); Ben Bernie and All the Lads, 1938 (U. S. Rubber Products, Inc., CBS); Ben Bernie and All the Lads, 1938-39 (American Tobacco Co., CBS). (LS) WOR, WJZ, New York. (L) Author of "The Sellout," 1933. (Has written for Saturday Evening Post, Life, Judge and Conning Tower. Former radio writer and director for N. W. Ayer and Son, Inc.).


MILLER, CHARLES D. (Chuck). Chief announcer, KFAB, Lincoln. (R) Also KOIL, Omaha; programs for Consolidated Drug, Goodrich Tires, Olson Rug, and others. (L) Stock (f). (V) Theatre appearances.

MILLER, CLARENCE. Entertainer, KRLD, Los Angeles. (R) Watch the Fun Go By (Ford Motor Co., CBS); programs on Texas Quality Network.

MILLER, FRANCES. Popular singer, WGST, Atlanta.


MILLER, JACK. Orchestra leader. (R) Kate Smith & Her Swanee Music, 1931-33 (Congress Cigar Co. for La Palina Cigars, CBS); Kate Smith's New Star Revue, 1934 (Hudson Motor Co., CBS); Coffee Time with Kate Smith, 1935-36 (A & P Tea Co., CBS); Kate Smith's A & P Bandwagon, 1936-37 (A & P Tea Co., CBS); Kate Smith's Bandwagon, 1937-38 (General Foods Corp., CBS); Kate Smith's Hour, 1938-39 (General Foods Corp., CBS).


MILLER, LE ROY. Announcer, KYW, Philadelphia. (R) Musical Clock, 1938-39 (RCA Victor); others. (V) Theatre and club M.C.

MILLER, LINCOLN W. Announcer, KGMB-KHBC, Honolulu-Hilo.

MILLER, MARY LOU. Singer, WBNS, Columbus.

MILLER, MAX. Musician, WIND, Gary.

MILLER, SEYMOUR H. Announcer, WHK-WCLE, Cleveland. (R) Also WBX, Utica; WMBO, Auburn.

MILLER, VICTOR. Pianist, conductor, composer, WSYR, Syracuse. (R) Also WFBL, Syracuse. (L) Conductor various symphony orchestras. (V) Theatre musical director.

MILLER, VIRGINIA B. Commentator, women's program, WICC, Bridgeport.

MILLER, WAYNE W. Editor and writer (newscasts). (R) Co-writer, 1932-34, and editor and writer, 1937-39: The Richfield Reporter (Richfield Oil Corp., NBC Pacific Coast Red); also writes commercials for Calling All Cars (Rio Grande Oil Corp., CBS Pacific Coast). (Radio columnist, Los Angeles Examiner, 1930-32; publicity director of KHJ, Los Angeles, 1936-37).

*MILLER, WILLIAM. (Continental Quartet). Singer. (R) Carnation Contented program (Carnation Milk Co., NBC Red).

MILLER, WM. H. ("Little Bill"). Writer, KVOO, Tulsa. (GA) KMOX, St. Louis; KOA, Denver; WAAF, WGN, Chicago; others. (F) Paramount, 1937.

MILLET, ART. Announcer. (R) Packard Presents Lawrence Tibbett, 1934-35 (Packard Motors, NBC Blue); Lux Radio Theatre, 1935 (Lever Bros., CBS); True Story Hour, 1935 (Macfadden Publication, NBC Red); Rhythm at Eight, 1935 (Lehn & Fink for Lysol, CBS); Flying Red Horse Tavern, 1935-36 (Socony-Vacuum, CBS); Football Roundup with Eddie Doerr, 1936 (Royal Typewriters, CBS); Nash Speedshow, 1936-37 (Nash Motors, CBS); Quality Twins, East and Dunke, 1936-37 (Knox Gelatine, CBS); Hammerstein Music Hall, 1937-38 (Kolyvos Toothpaste, CBS); Second Husband, 1937-39 (Bayer Aspirin, CBS); Waltz Time, 1937-38 (Phillips' Milk of Magnesia, NBC Red); Popeye, the Sailor, 1938 (Joe Lowe Corp. for Popsicles, CBS); The Goldbergs, 1938-39 (P & G for Oxydol, CBS); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue); others, including network programs for Hecker Products, Lifebuoy Soap, Old English Floor Wax, Angelus Rouge, Mar-O-Oil Shampoo; transcriptions for Danderine, 1936-37, and J. C. Penney, 1938-39.

MILLS, BILLY. Musical director, composer, arranger, pianist. (R) Myrt & Marge, 1934-36 (Wm. Wrigley, Jr., Co., CBS); Heidelberg Students, 1934 (Blatz Brewing Co., CBS); The First Christmas, 1935 (Sears Roebuck & Co., CBS); Flying Red Horse Tavern, 1936 (Socony-Vacuum Oil, CBS); Poetic Melodies, 1936-37 (Wm. Wrigley, Jr., Co., CBS); Gold Medal Hour, 1936-37 (General Mills, CBS); Attorney-at-Law, July and Aug., 1938 (S. C. Johnson & Son, NBC Red); Fibber McGee & Molly, 1938-39 (S. C. Johnson & Son, Inc., NBC Red).

MILLS, FELIX. Orchestra leader, composer, arranger, (R) Silver Theatre, 1937-39 (International Silver Co., CBS); Mickey Mouse Theatre of the Air, 1938 (Pepsodent Co., NBC Red). Pacific Coast programs for Gilmore Oil and Bullocks Department Store, 1937. Composed and directed music for numerous transcribed shows, including Chandu the Magician, Count of Monte Cristo, Strange As It Seems, Tarzan, Charlie Chan, etc.

MILLS, FRANK. Chief announcer, KGKO's (Fort Worth) Dallas Studios. (F) Shorts. (V) Theatre appearances.

MILLS, HUGH (Uncle Mel). Children's programs, CHNS, Halifax. (R) Also transcriptions on CJCB, Sydney; CFCY, Charlottetown.

MILLS, MARGARET. (Augusta M. Jarman). Woman's commentator, WCHV, Charlottesville. (R) Also Virginia Broadcasting System.

MILLS, MARJORIE. Commentator. (R) Featuring Marjorie Mills, 1937 (Maine Development Commission, Mutual); The Girl from Maine, 1938 to Jan., 1939 (Maine Development Commission, Mutual); past 14 years as conductor of women's programs, locally and on New England networks, sponsored cooperatively by food concerns. (Also editor of women's pages on Boston Herald Traveler).


MILLS, RUTH. Women's programs, WFIL, Philadelphia. (R) Also WGAR, Cleveland.

MILT HERTH TRIO. See Milt Herth, Frank Froeba, Ray Michaels.
MILTON, ANN. Actress, script writer, women's newscaster, singer, KMBC, Kansas City. (L) 1932.


MINIUM, JAMES W. Producer, announcer, WALR, Zanesville. (R) Also NBC Blue programs with Maurice Spitalny orchestra, KDKA, Pittsburgh.

MINOR, VERN. Singer, announcer, KVGB, Great Bend. (Also business and commercial manager).

MISENER, RICHARD. Program director, pianist, organist, commentator, CKMO, Vancouver.

MITCHELL, ALBERT. Master of ceremonies. (R) The Answer Man (Providence Loan Society of New York, WOR, N.Y.); numerous others since 1923; former band leader and announcer for Paul Whiteman. (V) Single act, 1907-19. (PR) Bluebird.

MITCHELL, BERNARD ("Bun"). Program director, announcer, CKTB, St. Catharines.

MITCHELL, BILL. See the Buckaroos.

MITCHELL, DOLLY. Juvenile singer. (R) Little Miss Chiclet with Adrian Rollini Trio (Adams Chiclet Co., WJZ, N.Y.); soloist, 1937-39, over WICC, Bridgeport.

MITCHELL, EDWARD. Musician, WHO, Des Moines. (R) Local shows including the Oshkosh Overall Co. program.

MITCHELL, ERNEST. Cellist, WHO, Des Moines. (R) Also KSO, Des Moines; local shows including Budweiser Beer Program, 1935. (L) 1918-22.

MITCHELL, EVERETT G. Announcer. (R) Junior Nurse Corps, 1936-37 (Swift & Co., NBC Blue); Firestone Voice of the Farm, 1938-39 (Firestone Tire & Rubber, transcriptions); NBC Farm and Home Hour (past 8 1/2 years); numerous others, including local shows. (Chief announcer, NBC Central division, Chicago).

MITCHELL, FRANKLIN C. Announcer, singer, WJR, Detroit. (R) Local shows for Dodge Motors, Penn Tobacco; others. (F) Commentator and narrator for National Football League Picture; shorts.

MITCHELL, HOLLIS. Actor, WMBR, Jacksonville. (L) Mulatto, Boy Meets Girl, Brother Rat, others.


MITCHELL, JOHN T., JR. See the Buckaroos.

MITCHELL, JOHNNY. Organist, pianist, WCAE, Pittsburgh. (V) Theatre appearances.

MITCHELL, PEARL PICKENS. See the Buckaroos.

MITCHELL, RALPH. Musician (saxophone, clarinet), WNAX, Yankton. (V) Theatre appearances.


MITCHELL, RUSSELL, JR. See the Pioneer Quartet.

MITLER, BESSIE. Pianist, organist, WRJN, Racine. (V) As pianist for orchestras and vaudeville acts.

MOBLEY, ERNEST, JR. Program director, announcer, sportscaster, KICA, Clovis. (R) Also Mutual and Texas State Networks; KFXR, Oklahoma City; KLUF, Galveston; KHBG, Okmulgee; KRLH, Midland.

MOCK, BILL, JR. Special events director, KGW-KEX, Portland.

MODERNAIRES, THE. See Bill Conway, Harold Dickinson, Chuck Goldstein, Ralph Brewster.

MODERNETTES, THE. Vocal trio, KANS, Wichita.

MOFFATT, MURRAY. Announcer, actor, KNOW, Austin.
PROFESSIONAL RECORDS—Continued

MOFFETT, CLYDE E. Musician, singer, WLS, Chicago. (R) Uncle Ezra, 1935 (Miles Laboratories, Inc., NBC Red); also WGN, Chicago; shows for Olson Rug Co., Crazy Water Crystals, others. (F) Shorts. (V) Four of Us.


MOLTZNER, MASON B. Writer, actor. (R) Death Valley Days, 1936 (Pacific Coast Borax Co., NBC Blue); Woman's Magazine of the Air, 1936 (Acme Beer, NBC Red). (L) Currently staff member of KGW-KEX, Portland.

MONAGHAN, GEORGE W. Announcer, script writer, WTHT, Hartford.


MONROE, CHARLIE. Hillbilly musician, WPTF, Raleigh. (R) Also WDBJ, Roanoke. (V) Charlie Monroe & His Radio Show. (PR) Bluebird.


MONROE, PAUL. Script writer. (R) Kate Smith's Bandwagon (General Foods Corp., CBS).

MONROE, ROBERT. Script writer, WLW-WSAI, Cincinnati. (R) Front Page Parade (Richman Clothes, Mutual). (L) Stock (director, producer, actor).


*MONTANA, SLIM. (R) CBS shows.

MONTELL, DOUG. Sports announcer. (R) Under contract to Lord & Thomas for Associated Oil Co. football broadcasts. (LS) KROW, KLX, Oakland; KQW, San Jose; KYA, KJBS, KFRC, KSFO, San Francisco.


MOODY, DOLLY & PAT (“Montana Sweethearts”). Hillbilly singers with guitar, WDZ, Tuscola. (V) WDZ road shows.

MOODY, ROBERT. See the Songsmiths and the Songshop Quartet.

MOON, NORMAN. Singer, WHO, Des Moines. (F) Shorts (Paramount, 20th Century-Fox). (V) 2 years with George Shelton; appearances with various orchestras including Shep Fields.

MOONBEAMS TRIO. See Rhoda Arnold, Veronica Wiggins, Mary Merker.

MOONEYHAM, MARY H. Pianist, WOPI, Bristol.

MOORE, BETTY. Talks on interior decorating. (R) Benjamin Moore Triangle Club, since 1929 (1939 series on NBC Red, Benjamin Moore Paints).

MOORE, DUNCAN. News and special events announcer, WJR, Detroit. (R) Local show for Olson Rug Co.

MOORE, GRACE. Singer, actress. (R) The Nash Speed Show, 1936-37 (Nash-Kelvinator Corp., CBS); Chesterfield Presents, 1938 (Liggett & Myers Tobacco Co., CBS). (GA) Appeared on programs of Lever Bros. Co., General Motors, Ford Motor Co., Vick Chemical Co., others. (F) Columbia (s). (L) Music Box Re-

MOORE, JACK. Announcer, WJTL, Paris. (R) Also Texas State Network; local shows for Coca-Cola Bottling Co., Gruen Watch, others.


MOORE, JAMES F. Announcer, KRE, Berkeley.


MOORE, RAY A. Musician, WKRC, Cincinnati. (R) Also WLW, Cincinnati. (V) 1936-39. (PR) Victor.

MOORE, SAM F. Announcer, script writer, producer, M.C. (R) Shell Happy Time, 1930-33 (Shell Union Oil, NBC Red); Dr. Kate, 1938 (Sperry Flour Co., NBC Red); Dangerous Road, 1939 (Sperry Flour Co., NBC Red); Pacific Coast shows, transcription.: (L) 1919-20. (V) 1922-29; personal appearances. (PR) RCA Victor, Columbia, others. (Currently associated with KGO-KPO, San Francisco.)

MOORE, CAPT. W. G. Sportscaster, actor, script writer, WHB, Kansas City. (R) Also WDAF, Kansas City.


MOORE, WILLIAM. Producer, announcer, M. C., KNX, Los Angeles. (F) M-G-M, 20th Century-Fox, Republic, Grand National, Universal (f); M-G-M shorts. (L) The Virginian; Gallows Glorious, 1935; Petrified Forest; Three Men on a Horse; others (f). (V) Theatre appearances.

MOOREHEAD, AGNES. Dramatic actress. (R) Big Sister (Lever Bros. Co., CBS); The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual); There Was a Woman (Glass Container Association of America, NBC Blue); Terry and the Pirates (Bowey's, Inc., NBC Red); The Monday Night Show (The Brewers' Radio Show Association, CBS); Ben Bernie & All the Lads (U. S. Tire Dealers, CBS); The Mighty Show (Penick & Ford for My-T-Fine Dessert, CBS); March of Time (Servel, Inc., and Time, Inc., NBC Blue); Spy Secrets (Cummer Products for Energin, NBC Red); others. (L) Scarlet Pages; Candlelight; Soldier & Woman; Marco's Millions.


MORELAND, EARL. Announcer, WMC, Memphis.

MORELL, BILLY. Actor, WWJ, Detroit. (F) Commercials. (L) 1938. (V) Theatre appearances. (PR) RCA Victor.

MORELL, DOUGLAS L. Actor, comedian, WMBR, Jacksonville.

MORFIT, GARRY. Actor, M.C., KWK, St. Louis. (R) Also WBAL, Baltimore; Town Hall Tonight, 1937 (Bristol-Myers Co., NBC Red). (V) 1938.


MORGAN, DALE F. Announcer, KSO-KRNT, Des Moines.


*MORGAN, HENRY. Announcer. (R) Dorothy Gordon-The Children's Corner, 1938-39 (Wheatena, Mutual); Capt. Tim Healy's Stamp Club, 1938 (Kellogg Co., Mutual); also WOR, New York.

MORGAN, JACK R. Pianist, composer, arranger, WMPS, Memphis. (R) Also WHBQ, Memphis. Also arranger and director for numerous orchestras and vaudeville acts.

MORGAN, JAMES C. Program director, KSFO, San Francisco. (Supervised all CBS production from San Francisco, 1937); Party Bureau, 1937-38 (Chicago World's Fair); CBS; Toast to the Town, 1937-38 (Roma Wine, CBS); others. (L) Scarlet Pageant, 1936-37; Golden Gate Bridge Fiesta Pageant, 1937 (director).

MORGAN, JOHN CARL. Announcer, WTR, Norfolk.


*MORRIS, C. D. Script writer. (R) Betty & Bob (General Mills, Inc., NBC Red & Blue); Central City (P & G, NBC Red).

MORRIS, COLTON G. Announcer, WBZ-WBZA, Boston. (R) Esso News Reporter, 1938-39 (Esso Marketers); also WMEX and WOR, Boston.

MORRIS, DON. Announcer, actor, WMBC, Detroit. (R) Also CKLW, WJR, Detroit.

MORRIS, FRED (Happy). Bass violinist. M.C., WHAS, Louisville. (R) Also WBT, Charlotte; local show for Crazy Water Crystals, others. (F) Republic. (V) Snowball & Sunshine, Tennessee Ramblers. (PR) RCA Bluebird.

MORRIS, WILLIE. Soprano. (R) Palmolive Beauty Box Theatre, 1935 (Colgate-Palmolive-Peet, NBC Red); Vincy Program with John Charles Thomas, 1935-36 (William R. Warner & Co., NBC Blue); Your Hit Parade, 1936 (Lucky Strike Cigarettes, NBC Red); Maxwell House Showboat, 1936-37 (Genera Foods, NBC Red); Fireside Recitals 1936-37 (American Radiator Co., NBC Red); International Silver's 1847 Girl 1936-37 (International Silver Co., NBC Red); Flying Red Horse Tavern, 1937 (Socony-Vacuum, CBS); Chevrole' transcriptions, 1937-38; Alfred Wallenstein's Impressions, 1939 (sustaining, Mutual). (GA) General Foods, 1934; Consolidated Gas, 1937.

MORRISON, BRETT. Announcer, singer, actor. (R) First Nighter (Campana Sales Co., NBC Red, CBS); Vanity Fair (Campana Sales Co., NBC Blue); Romance of Helen Trent (Edna Wallace Hopper, Old English Wax, CBS); Attorney at Law, 1938 (S. C. Johnson & Son, NBC Blue); Win Your Lady, summer show, 1938 (Jergens-Woodbury Sales, NBC Blue); Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red).

MORRISON, HERBERT. Announcer. WCAE, Pittsburgh. (R) Also WLS, Chicago; WOR, New York.

MORRISON, ROSS. Musician, WMT, Cedar Rapids.

MORRISON, WILBUR H. Announcer, news editor, WGY, Schenectady. (R) Also WOKO, Albany.

MORROW, BILL. Script writer. (R) Jell-O Program Starring Jack Benny, 1936-39 (General Foods Corp., NBC Red). (F)
PROFESSIONAL RECORDS—Continued

Paramount. (Writes in co-operation with Ed Beloin).

*MORSE, KENNETH. Singer. (R) Hymns of All Churches, 1938-39 (General Mills, Inc., NBC Red and Blue).

MORSE, ANTHONY J. Actor (straight, Spanish and French dialect). (R) Phantom Pilot, 1937 (Langendorf Bakeries, Mutual); Toast to the Town, 1938 (Roma Wine, CBS). (Currently associated with KSFO, San Francisco.)

MORSE, CARLTON E. Script writer. (R) One Man’s Family, 1935-39 (Standard Brands, Inc., for Tender Leaf Tea, NBC Red; previous sponsors, 1932-35, include Wesson Oil & Snowdrift, Penn Tobacco and Royal Gelatin); I Love a Mystery, since Jan., 1939 (Standard Brands for Fleischmann’s Foil Yeast, NBC Red); also programs for Associated Oil and RCA, 1931-32, Pacific Coast network.

MORSE, EDWIN H. Director. (R) Voice of America, 1933 (Underwood Elliott Fisher, CBS); Arnold Grimm’s Daughter, 1937-39 (General Mills, successively CBS and NBC Red and Blue); Jack Armstrong, 1937-39 (General Mills, NBC Red); others. (F) Shorts. (L) Assistant to Guthrie McClintic, 11 years; also stage manager and assistant director for Wingthrop Ames, Lewis & Gordon, William A. Brady, Sam Harris and others. (V). (Has also written for and acted in numerous programs; was dramatic director for CBS, one season; currently associated with Blackett - Sample - Hummert, Inc., Chicago).

MORSE, OTTO. Character actor, musician (director, Otto & the Novelodeons). (R) National Barn Dance, 1934-38 (Miles Laboratories for Alka-Seltzer, NBC Blue); also programs on KMOX, St. Louis, 1932-33. (V) Theatre appearances.

*MORTLAND, ANN. Script contributor. (R) Backstage Wife, 1938 (Dr. Lyon’s Toothpowder, NBC Red).

MORTON, HARRY. See Men of the West.

*MORTON, RAY. (R) Hobby Lobby, 1938 (summer show, General Foods, NBC Red).

MORTON, SAM D. Trumpeter, singer, KHQ-KGA, Spokane. (V) Theatres, hotels, with bands.

MOSES, JOHN B. Announcer, WHBC, Columbus.

MOSIER, WALLACE (Ed Mason). Script writer, announcer, WLW-WSAI, Cincinnati.


MOSS, FRANK. Script writer. (R) Vanity Fair (Campsana Sales Co., NBC Blue).

MOSS, RUTH. Announcer, script writer, WAAB-WNAC, Boston. (L) New England Players; Theatre Guild; stock; others (s, f). (V) Theatre appearances.

MOYLAN, NEAL L. Announcer, actor, producer, WFBT, Syracuse. (R) Also WGBI, Scranton; local show for Socony-Vacuum, others.

MOYLE, PAUL. News and sports commentator, WFTC, Kinston.

MOYLES, JACK. Announcer, actor, producer. (R) Sperry Male Chorus Parade, 1936-37 (Sperry Flour Co., CBS); Night Editor, 1936-39 (Cardinet Candy Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS); My Secret Ambition, 1938 (Dukree Famous Foods, CBS); Toast to the Town, 1938 (Roma Wine Co., CBS); Dairy Maid, 1938-39 (Tillamook Creamery Association, CBS); other local and Pacific Coast shows as staff member of KSFO, San Francisco.


MUELLER, BOB. Trumpet player, KGNC, Amarillo. (L) Earl Carroll’s Vanities, Jumbo; others. (V) Theatre appearances.


MUGFORD, JAMES D. Program director, WSPA, Spartanburg. (A) Local shows, transcriptions. (L) Productions by Sir Frank Benson’s Shakespearean Repertory Co., Cyril Maude, Sir Fred Terry and others.
PROFESSIONAL RECORDS—Continued


MULLEN, JACK. Director, writer. (R) As writer: Roses and Drums, 1933-34 (Union Central Life Insurance, CBS); Kraft Music Hall, 1933-34 (Kraft-Phenix Cheese, NBC Red); Thurston, the Magician, 1933 (Swift & Co., NBC Blue); Palmolive Operettas, 1934-35 (Colgate-Palmolive-Peet, NBC Red); Town Hall Tonight, 1934-35 (Bristol-Myers, NBC Red); Clara, Lu & Em, 1934-35 (Colgate-Palmolive-Peet, NBC Red); House of Glass, 1935 (Colgate-Palmolive-Peet, NBC Blue); The Goldbergs, 1936 (Colgate-Palmolive-Peet, CBS); Come On, Let's Sing, 1936 (Colgate-Palmolive-Peet, CBS). As director: Goose Creek Parson, 1936 (Colgate-Palmolive-Peet, CBS); Your Adventure with Floyd Gibbons, 1937 (Colgate-Palmolive-Peet, CBS); Myrt and Marge, 1937-39 (Colgate-Palmolive-Peet, CBS); On Broadway, 1938 (General Foods, NBC Blue); Colgate Ask-It-Basket, 1938-39 (Colgate-Palmolive-Peet, CBS). (Currently associated with Benton & Bowles; previously with J. Walter Thompson.)

MULLIGAN, HAROLD E. Sportscaster, news commentator, KITE, Kansas City.


MUNDAY, TALBOT. Script writer. (R) Jack Armstrong (General Mills, Inc., NBC Red).

MUNN, FRANK. Singer. (R) American Album of Familiar Music, 1931-39 (Bayer Aspirin, NBC Red); Waltz Time, 1933-39 (Chas. H. Phillips Chemical Co., NBC Red); others. Once (1929) used name of Paul Oliver.

MUNROE, PAUL C. Producer, director, writer. (R) Gang Busters, 1935-37 (Colgate-Palmolive-Peet for Palmolive Shave Cream, CBS); Kate Smith, 1937 (Great Atlantic & Pacific Tea Co. and General Foods, CBS); Your Hollywood Parade, 1938 (American Tobacco for Lucky Strikes, NBC Red); Grand Central Station, 1939 (Lambert Pharmacal for Listerine, CBS). (Radio director, Lambert & Feasley, Inc.).

MURPHY, EDWARD. Program producer, KWKH-KTBS, Shreveport. (R) Also KFWB, Los Angeles.

MURPHY, ED. Announcer, M.C., WROK, Rockford.


MURPHY, PAT. Actor. (R) Girl Alone, 1935-36-37 (Kellogg Co., NBC Red); First Nighter, 1935-36-37 (Campana Sales Co., NBC Red); Zenith Radio Foundation, 1937 (Zenith Radio Corp., NBC Blue); Public Hero No. 1, 1937 (Falstaff Brewing Corp., NBC Red); It Can Be Done, 1937 (Household Finance, NBC Blue); Attorney-at-Law, 1938 (S. C. Johnson & Son, NBC Blue); Dan Harding's Wife, 1938 (National Biscuit Co., NBC Red); The Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red).

MURPHY, PETER. Actor, FTRD. (R) Shows on Inter-City Broadcasting System; WABC, WHN, WOR, New York. (V) The Irish Minstrel, 10 years.

MURPHY, WILLIAM B. Program director, announcer, KBNB, Bend. (R) Also KAST, Astoria; WALR, Zanesville; WSAL, Salem.


MURRAY, BILL. Actor. (R) Follow the Moon (Lehn & Fink for Pebeco Toothpaste, CBS).

PROFESSIONAL RECORDS—Continued

MURRAY, J. HAROLD. Singer, actor, WTIC, Hartford. (R) Also guest, Rudy Vallee, Paul Whitman, Ted Hammer-stein, and Sigmund Romberg programs. (F) Fox Film Corp. (s); Warner Bros., Mentone, Universal and RKO shorts. (L) Productions by Arthur Hammerstein (Tumble Inn, Sometime, etc.); the Shuberts (Passing Show of 1921; Make It Snappy, Vogues of 1925, etc.); John Cort (China Rose); Schwab & Mandel (Cap-tain Jinks, etc.); James Elliott (Castles in the Air); Florenz Ziegfeld (Rio Rita); Sam Harris (Face the Music); Eddie Dowling (Thumbs Up); 1918-35 (s.f.). (V) Single act; Donovan & Murray, 1916-35.

MURRAY, JAMES. Sports announcer, WCAE, Pittsburgh. (R) Football for Atlantic Refining, 1937-38; others.

MURRAY, KEN. Comedian, M.C. (R) Laugh with Ken Murray, 1936 (Lever Bros. for Lifebuoy Soap, CBS); Ken Murray and Oswald, 1937 (Campbell Soup Co. for Campbell’s Juice. CBS); Hollywood Hotel, 1938 (Campbell Soup Co., CBS); Texaco Star Theatre, since Jan., 1939 (Texas Co., CBS). (F) RKO, Paramount, Warner Bros., Universal (f); shorts. (L) Louder Please, 1933; Earl Carroll’s Vanities, 1934; Earl Carroll’s Sketchbook, 1935 (s). (V) Debut, 1925; Ken Murray Units; theatre appearances. (Also daily newspaper column. McNaught Syndicate, 1935-38). (PR) RCA Victor (Ken Murray and Os-wald).

MURRAY, LYN. Orchestra and choir leader, arranger. (R) Chrysler Show of the Air, 1935 (Chrysler Corp., CBS); Socony Flying Red Horse Tavern, 1935-36 (Socony-Vacuum, CBS); Chesterfield Program, 1936-37 (Liggett & Myers Tobacco for Chesterfield Cigarettes, CBS); Sunday Night Party, 1936-37 (Seantest, NBC Red); Rippling Rhythm Revue, 1937 (John H. Woodbury, NBC Blue); Watch the Fun Go By, 1938 (Ford Motor Co., CBS); Heinz Magazine of the Air, 1938 (H. J. Heinz. CBS); Raymond Paige, 99 Men and a Girl, since Feb. 22, 1939 (U. S. Rubber Co., CBS); director of Town Hall Singers, Town Hall Tonight (Bristol-Myers, NBC Red). (V).

MURRAY, MAE. Actress, commentator, writer, WMCA, New York. (R) Grandstand and Bandstand (General Mills, 1937); Mae Murray (Larvex Corp., 1938); Sam Brown Club (Elbee Furriers, 1938); Danceograph (sustaining, 1938). (F) M-G-M (s). (L) Ziegfeld Follies. (V) Personal appearances.

MURRAY, TOM. Announcer, newscaster, WHAM, Rochester. (R) Local show for Socony-Vacuum, others. (L) Stock.

MUSCHANY, ELMER G. Musician (saxophone, clarinet, flute, oboe), WIL, St. Louis. (R) NBC for American Tobacco Co., 1932, others. (V) Paul Ash band, 1935.

MUSCO, TONY. Musician, WNOX, Knox-ville. (V) Theatre appearances.


MUSSELMAN, HELEN. Actress (dramatic). (R) One Man’s Family, 1937-39 (Standard Brands for Tender Leaf Tea, NBC Red). (LS) Dr. Kate (Sperry Flour).

MYERS, J. CLARENCE. Newscaster and editor, KYA, San Francisco. (Also publicity director).

*MYERS, JOANNE. (R) Myrt & Marge (Colgate-Palmolive-Peet Co., CBS).

MYERS, JOE. Soot sports announcer, newscaster, commentator, KFEL, Denver. (R) Also KOA, Denver; local shows for Brown & Williamson Tobacco Co.


MYSTERY CHEF. See John Macpherson.

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NABORS, TED. Announcer, M.C., KTRH, Houston. (R) Local shows since 1932. (V) Theatre appearances.

*NADEAU, RAOUl. Singer, WOR, N. Y.


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PROFESSIONAL RECORDS—Continued


NAGLER, AL. Sports announcer, WJBK, Detroit. (R) Also Michigan Radio Network; WXYZ, Detroit. (F) Newsreels.

NAGY, CHARLES. Musical director, WLAC, Nashville.

*NAPER, JOHN. Singer. (R) Hymns of All Churches, 1936-39 (General Mills, successively CBS, NBC Red and Blue).


NALLEY, VELVA. Singer, WXYZ, Detroit. (R) Also KFWE, Los Angeles. (V) California Sophisticates of Song.

NAPPA, CARMEN (Knights of Rhythm). Accordionist, arranger, WHFB, Rock Island. (L) 1934-35. (V) Billy, Carmen & Arlene, 1933; others.

NASH, BARNES H. Program director, production manager, announcer, singer, pianist, WJLS, Beckley.

*NASH, CLARENCE. Actor. (R) Mickey Mouse Theatre of the Air (Pepsodent Co., NBC Red).

NASH, JOEY. Tenor (ballads). (R) Sparto Trifolians, 1933-35 (Sparton Radios, successively NBC Red and Blue); Studebaker Champions, 1934-36 (Studebaker Motors, NBC Red, 1934-36; CBS, 1934-36); Pure Oil Presents (Pure Oil, NBC Blue); Radio City Party, 1935 (Radio Corporation of America, NBC Red); For Men Only (Bristol-Myers for Vitalis, WLW Line); transcriptions, P & G for Camev Soap; soloist on transcriptions with D’Artega, Emil Coleman, Freddie Rich, Ben Selvin and Ray Sinatra. (F) Shorts. (V) Theatre appearances. (PR) Victor, Vocalion, Brunswick.

NEAL, KAY. Singer, mistress of ceremonies, WHO, Des Moines. (R) Local shows including Virginia Dare House Party (Virginia Dare Extract Co.).

NEAL, LEE. Announcer, KANS, Wichita.

NEAL, PAUL E. Musician, WBNS, Columbus.

NEBLETT, JOHN F. Sports and special events commentator, WBNS, Columbus. (R) Baseball for General Mills and Socony-Vacuum; football for Kellogg Co. and Atlantic Refining; others, including shows on KWK, St. Louis.

NEEDHAM, LEO. Character juvenile. (R) Lowney Sweethearts, 1928 (Lowney Chocolates, NBC Blue); Gold Spot Pals, 1928 (Grafton & Knight, NBC Blue); Empire Builders, 1929; The Goldbergs, 1930-38 (Pepsodent, Super Suds, P & G and others, NBC Red, Blue and CBS at various periods); Junior Literary Guild, 1932 (Junior Literary Guild, CBS); Cousin Maude & Bill, 1933 (Quaker Oats, NBC Blue); Wheatenaville, 1935 (Wheatena, NBC Blue); Big Sister, 1933 (Lever Bros. for Rinso, CBS); David Harum, 1938 (B. T. Babbitt for Bab-O, NBC Red); Dog Heroes, 1938-39 (Modern Food Process for Thrivo Dog Food, NBC Blue); others, in past 11 years. (F) Paramount (f); shorts. (L) Autumn Violins, 1929; Experience Unnecessary, 1931-32; Man Bites Dog, 1933; Growing Pains, 1933 (f). (PR) Decca, Columbia, RCA Victor.


NEFF, AILEEN. Script writer. (R) Jenny Peabody (F & F Laboratories, Inc., CBS).

NEFF, ERNEST D. Announcer, WJAS, Pittsburgh. (R) Music You Love, 1936 (Pittsburgh Plate Glass Co., CBS); also KQV, Pittsburgh.

NEFF, MARTEN. Organist, WOPI, Bristol.

NEIL, GLADYS LEE. Pianist, organist, WKRC, Cincinnati. (R) Also Acme Paint program with Smilin’ Ed McConnell, NBC, 1931-32; Mutual; WLW, Cincinnati. (V) Stanley Lester & DeMarr, 1929-32; theatre appearances.

NELSON, HERBERT. Actor (leads, characters, dialect). (R) Zenith Foundation, 1937 (Zenith Radio Corp., NBC Red); Guiding Light, 1937 (Procter & Gamble for White Naphtha Soap, NBC Red); Uncle Ezra, 1937-38 (Miles Laboratories for Alka-Seltzer, NBC Red); Romance of Helen Trent, 1938 (Edna Wallace Hopper Cosmetics, CBS); Attorney-at-Law, 1938 (S. C. Johnson & Son for Johnson’s Wax, NBC Red); Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red); Dan Harding’s Wife, 1938 (National Biscuit Co., NBC Red); Carters of Elm Street, 1939 (Wander Co. for Ovaltine, NBC Red). (F) Shorts. (L) The Drunkard, 1936 (f).


NELSON, OZZIE. Orchestra leader. (R) Baker's Broadcast with Joe Penner, 1933-35 (Standard Brands for Fleischmann's Yeast for Bread, NBC Blue); Baker's Broadcast with Robert Ripley, 1935-37 (Fleischmann's Yeast, NBC Blue); Seein' Stars, 1937-38 (Fleischmann's Yeast, NBC Blue). (V) Numerous theatre, hotel and night club appearances. (PR) Brunswick and Decca.

NELSON, RALPH V. Sports and special events announcer, KCKN, Kansas City. (F) Commercial films, 1929-31.

NELSON, SALLY. Singer. (R) Romantic Rhythms (Chevrolet Motors, CBS).

NELSON, THOMAS N. Announcer, KSLM, Salem.


NEUBAUER, OTTO. Pianist, WDRC, Hartford. (V) Hotel appearances with own orchestra, The Diplomats.

*NEW ENGLAND SINGERS, THE. Directed by Dr. James Houghton. (R) Getting the Most Out of Life (Standard Brands, Inc., NBC Blue).

*NEWBURGER, ELIZABETH. Member of Kay Thompson Rhythm Singers. (R) Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS).

NEWBURY, WALDO S. Musical director, organist, pianist, WBYR, Waterbury. 14 years theatrical work.

NEWHOUSE, JOHN R. Announcer, WESG, Elmira. (R) Also WFMD, Frederick, as poetry reader.

NEWKIRK, ALFRED B. Announcer, continuity, singer, WICA, Ashtabula. (Manager, director and bass soloist, Monarch Quartette).


NEWTON, ERNEST. Singer. (R) Hollywood Hotel (Campbell Soup Co., CBS); Texaco Star Theatre (Texas Co., CBS); Texaco Town (Texas Co., CBS); Camel Caravan (R. J. Reynolds Tobacco Co., CBS); others, on NBC. (F) Shorts. (V) Theatre appearances. (PR) Decca. (Currently associated with KNX, Los Angeles).

NEWTON, GERTRUDE. Soprano, CKY, Winnipeg. (R) Also stations in Copenhagen, Oslo, Stockholm and London. (L) Concert and oratorio work in Great Britain; soloist, Winnipeg Symphony Orchestra.

NEWTON, THEODORE. Character juvenile. (R) Aunt Jenny's Real Life Stories, 1938 (Lever Bros. for Spry, CBS); Big Sister, 1938 (Lever Bros. for Rinso, CBS); Bob & Mary, 1939 (Macfadden Publications for True Story, NBC Blue); John's Other Wife, 1939 (BiSoDol, NBC Red). (F) Warner Bros., RKO, 20th Century-Fox, Columbia (f). (L) Elmer the Great, 1928; The Animal Kingdom, 1932; Dead End, 1935-36; American Landscape, 1938; others.

NICHL, CECIL. Actor, M.C., commercial and sports announcer, commentator, CFCF, Montreal. (R) Red Ledger, 1937-38 (Standard Brands, Canadian Broadcasting Corp.); Hockey Broadcasts, 1937-39 (Imperial Oil Co., Canadian Broadcasting Corp.); others, including shows on CKAC, Montreal. (F) Shorts. (L) Stock and Montreal Repertory Theatre, 1933-39 (s,f).

NICHOLS, JOE. Musician (bass, guitar, violin), WSUN, St. Petersburg. (V) Theatre appearances.
PROFESSIONAL RECORDS—Continued

NICHOLS, NICK. Children’s program director, WJKB, Detroit. (V) Theatre appearances.

*NICHOLS, RICHARD. Director. (R) Seth Parker, 1938-39 (Vick Chemical Co., NBC Blue & Red). (Associated with Morse International, Inc.).

NICHOLSON, LEO. Sports and special events announcer, CJOR. Vancouver. (R) Sports for Shell Oil and others.

NICK DE POPOLUS. See Bill Thompson.


NIDAY, KATHLEEN. Actress (leads, characters). (R) Road of Life, 1938 (Procter & Gamble for Chipsco, NBC Red and CBS); Hilltop House, 1938-39 (Colgate-Palmolive-Peet for Palmolive Soap, CBS); Her Honor, Nancy James, 1938-39 (International Cellucotton for Kleenex, CBS). (L) With George M. Cohan, 2 years; Gambling; The Tavern (revival); productions by Dwight Wiman and others.

NIESEN, CLAIRE. Dramatic actress. (R) Roles, in 1938-39, on: Her Honor, Nancy James (International Cellucotton for Kleenex, CBS); We, the People (Sanka Coffee, CBS); March of Time (Time, Inc, NBC Blue); Gang Busters (Colgate-Palmolive-Peet, CBS); Kate Smith’s Hour (General Foods, CBS); Myrt & Marge (Colgate-Palmolive-Peet, CBS); Pretty Kitty Kelly (Continental Baking, CBS); Second Husband (Bayer Aspirin, CBS); others, including transcriptions, television programs. (F) Shorts. (L) Arrest That Woman, 1935; Empress of Destiny, 1936; The Big Blow, 1938. (V).


NIGRO, ANNE. Pianist, WMEX, Boston.


NILSEN, SIGURD. Singer. (R) Fireside Recitals, 1934-38 (American Radiator Co., NBC Blue). (Also operatic, concert work).

NIMMONS, RALPH W. Program director. WFAA, Dallas; Texas Quality Network. (V) Theatre appearances.

NISSEN, EULALAH. Announcer, KSAL. Salina.

NIXON, GEORGE. Singer, KPO-KGO San Francisco.

*NOA, JULIAN. Actor. (R) Follow the Moon, 1937-38 (Lehn & Fink, CBS); The Mighty Show, 1938-39 (Penick & Ford for My-T-Fine Dessert, CBS); This Day is Ours, 1938-39 (P & G, CBS).

NOBBS, GEORGE. Producer, director, script supervisor and editor. (R) Emily Post, 1937-38 (Florida Citrus Commission, CBS); Aunt Jenny’s Real Life Stories, 1937-38 (Lever Bros. for Spry CBS); The Shadow, 1937-38 (Blue Coal Mutual); Just Plain Bill, 1938-39 (Anacin Kolynos, NBC Red); Stella Dallas, 1938-39 (Phillips’ Milk of Magnesia and Face Creams, NBC Red); Orphans of Divorce 1939 (R. L. Watkins for Dr. Lyon’s Toothpowder, NBC Blue); Second Husband, 1939 (Bayer Aspirin, CBS); others including transcriptions. (V) Theatre appearances as M.C. for winners of WHN Amateur Hour.

NOBLE, CARL. Pianist, arranger, WLBC Muncie. (R) Also WGN, WBBM, Chicago. (V) Noble & Donnelly; others.

NOBLE, GAREY. Guitarist, banjoist, arranger, KVOO, Tulsa. (PR) Brunswick.


NOBLES, CHARLES A. Announcer. (R) Ben Bernie and All the Lads, 1936 (American Can Co., NBC Blue); Esso News, 1935-37 (Standard Oil of N. J., WJZ. (Staff announcer, NBC).

NOBLETTE, IRENE. Comedienne, singer. (R) Jell-O Summer Show (General Foods, NBC Blue, Red); Carefree Carnival (Crazy Water Crystals, NBC Blue); Tim & Irene (Admiracion Laboratories, Inc., Mutual); Royal Crown Revue


NOLL, HERMAN E. Sports announcer, WKOK, Sunbury. (R) Football games for Read and Derrick, Inc., and Atlantic Refining.


NOONAN, HELEN H. Commentator on women’s programs, WLOK, Lima.

NOREM, DOROTHY. Singer, WHO, Des Moines.

NOREM, HAROLD. Singer, WHO, Des Moines.

NOREM, MERLE (Eddie). Singer, har- monica player, WHO, Des Moines.

NORMAN, IRENE. Soprano, CHRC, Que- bec.

*NORMAN, JEAN. Singer. (R) Member of Kay Thompson Rhythm Singers: Tune-Up Time (Ethyl Gasoline Corp. CBS); Twin Trio: Fred Waring & His Pennsylvanians (Grove Laboratories Inc., NBC Red).

NORMAN, NEIL. Sports announcer, program director, WIL, St. Louis. (L) Buddies, 1921-22; dramatic stock, 1922-31: The Noose, 1927 (f).


*NORMAN, WALLACE K. Scriptwriter (R) Little Orphan Annie (Wander Co. NBC Red).

NORRIS, BO. Musical director, orchestra leader, WSOC, Charlotte. (R) Also WBT, Charlotte; WRDW, Augusta; WWINC, Asheville. (V) 1919-33.

*NORRIS, BOBBY. (R) Shows on WAAB, Boston.

NORRIS, PAUL W. Organist, WSOC, Charlotte. (R) Also WENC, Chicago; WSUI, Iowa City. (V)

NORTHROP, FREDERICK. Bass violinist, WHAS, Louisville. (R) Also WLAP, Lexington. (V) Theatre appearances with Uncle Henry’s Kentucky Moun- taineers.

NORTON, HENRY M. Continuity writer, KIRO, Seattle.

NORTON, LEE. Singer, WKY, Oklahoma City. (F) Short. (PR) Brunswick, Columbia, RCA Victor. (V) Theatre appearances.

NORWORTH, JACK. Writer. (R) Melody Master (General Electric, NBC Red); Heinz Magazine of the Air during period when Sanderson and Crumit were mem- bers of the cast (H. J. Heinz Co., CBS). (GA) Scripts for Frank Crumit for the Ford and Alka-Seltzer programs. (L) and (V) Many years. Writer of many songs.

NOVAK, FRANK. Conductor, composer, musician, arranger. (R) Wizard of Oz, 1933 (General Foods Corp., NBC Red); Bobby Benson, 1933 (Hecker H-O Co., Inc., CBS); Dixie Circus, 1934 (Independent Drinking Cup Co., CBS); Vanished Voices, 1935 (D. L. & W. Coal Co., CBS); Singin’ Sam, 1935 (Wasey Products, CBS); Dale Carnegie, 1937 (Emigrant Indus- trial Savings Bank, Mutual); Cheer Up, America, 1938 (Mennen Co., NBC Red); Design for Happiness, 1938 (American Tobacco Co., Mutual); Betty & Billy, 1939 (General Mills for Corn Kix, NBC Red); also transcriptions.

NOVAK, LUBA. Cellist (juvenile), CKY, Winnipeg.

*NOVELODEONS, THE. (R) National Barn Dance (Miles Laboratories, Inc., NBC Blue).


NOVENSON, JOE. Singer, sports an- nouncer, WAIR, Winston-Salem.
PROFESSIONAL RECORDS—Continued

*NOVIS, DONALD. Singer, actor. (R) Fibber McGee & Co. & Son, Inc., NBC Red. (F) Paramount; shorts (Vitaphone, RKO, Paramount).

NOWINSON, DAVE. Script writer, producer, KFI-KECA, Los Angeles. (R) Also continuity director, WIND, Gary, 1933-34; continuity director and producer, Iowa Network, 1935-38.

NUGENT, PAUL. Actor. (R) Alias Jimmy Valentine, 1938-39 (Larus & Bro. for Edgeworth Tobacco, NBC Blue, 1938; R. L. Watkins for Dr. Lyon's Toothpowder, NBC Blue, 1938-39); Death Valley Days, 1938-39 (Pacific Coast Borax, NBC Blue, Red); Just Plain Bill, 1938 (Anacin, BiSoDol, Kolyinos, NBC Red): Smilin' Jack, 1939 (Sweets of America for Tootsie Rolls, Mutual); others, as free lance. (L) At Mrs. Beam's (Theatre Guild), 1926; So to Bed (Shuberts), 1927; The Spider- (Sam Harris), 1927-28; Young Sinners (Shuberts), 1929.

NUSBAUM, MORTIMER A. Production manager, announcer, WHAY, Rochester. (R) Also WHAM, Rochester. (F) Shorts. (L) Civic Repertory Theatre, 1936-37.

NUTTRELL, ROLAND C. Organist, WCAO, Baltimore.


OAKES, JOSEPH P. Announcer, commentator, WLAW, Lawrence. (R) Also WBZ, WHDH, Boston; local shows for Ford Motor Co., others. (Also assistant commercial manager).

OAKIE, JACK. Actor, comedian. (R) Jack Oakie's College, Jan. to June, 1937, and Sept. 1937 to March, 1938 (R. J. Reynolds Tobacco Co. for Camel Cigarettes, CBS). (F) RKO, Paramount (s). (L) and (V) Many Years.

OBOLER, ARCH. Writer. (R) Grand Hotel, 1934-35 (Campania Sales, NBC Blue); Welch Presents Irene Rich, 1935-37 (Welch Grape Juice, NBC Blue); Royal Gelatin Hour 1936-38 (Standard Brands for Royal Gelatin, NBC Red); Magic Key of RCA, 1937 (Radio Corp. of America, NBC Blue); Your Hollywood Parade (American Tobacco Co., NBC Red); Chase & Sanborn Program, 1938 (Standard Brands for Chase & Sanborn Coffee, NBC Red). Exclusive writer, NBC experimental drama series, 1936-39 (sustaining, NBC Red).

O'BRIEN, CHARLES A. Sports and special events commentator, CFAR, Fln Flon. (R) Also Canadian Broadcasting Corp. (Sports columnist for United Press).

O'BRIEN, DON. Announcer, KMBC, Kansas City.

*O'BREIN, ED. (R) Mrs. Wiggs of the Cabbage Patch, 1936-38 (Old English No Rubbing Floor Wax and BiSoDol, NBC Red).

O'BRIEN, GERALD. Continuity writer, producer, announcer, WICA, Ash tabula. (V) Theatre appearances. (PR) Cameo.

O'BRIEN, MICHAEL. Producer, actor, script writer. CKMO, Vancouver. (R) Also CKY, Winnip. (L) Stock.


O'CONNOR, DONELL. Announcer, WLVA, Lynchburg.

O'CONNOR, EUGENE. Producer, actor. (R) Romance of Helen Trent, 1933-37 (Edna Wallace Hopper, others, CBS); Easy Aces (Anacin Co., NBC Blue).

O'CONNOR, WILLIAM. Tenor, WLS, Chicago. (V) Theatre appearances.

O'DAY, JUNIOR. Actor (juvenile). (R) Big Sister, 1936-39 (Lever Bros. for Spry, CBS); Billy & Betty, 1935-38 (Sheffield Milk, WEAF, New York City); others, including appearances on duPont Cavalcade, March of Time, etc. (F) Shorts.

*O'DEA, MARGARET. Member of singing

*O'DELL, EDNA. (R) CBS shows.

OFFHAUS, RUSSELL E. Announcer, WCOP, Boston. (R) Also WAAB, WNAC, Boston; WBEN, WEBR, WGR-KWBW. Buffalo; WFEA, Manchester; transcription. (L) Stock, 1932-37. (V) Vogues of 1937.


OGDEN, VIVIAN. Character actress. (R) Current season: Orphans of Divorce (Dr. Lyon's Toothpowder, NBC Blue); John's Other Wife (Old English Wax, BiSoDoL, NBC Red); also intermittent character roles on numerous network programs at various times. (F) Silent films; D. W. Griffith, Selznick, Ince, M-G-M, Fox (f). (L) Debut as a child in Shakespearian plays with Booth and others; tour with Clara Morris and De Wolf Hopper; Frohman traveling companies; Hazy, in Mrs. Wiggs of the Cabbage Patch; Abigail, with Grace George; Way Down East; numerous others.

OGEE, JACK E. Bass violinist, WNAX, Yankton. (R) Local shows for Allis-Chalmers Mfg. Co., others.

OGILVY, HELEN. Pianist, CHAB, Moose Jaw.

O'HARA, JOHN. Sports announcer. (R) Baseball, Chicago, 1929-34 (Prima Beer); first All-Star Baseball Game, 1933 (CBS); Sports summary, 1935, for Minit Rub; Baseball, 1936-37 (General Mills for Wheaties, Mutual); World Series, 1938 (Kellogg Co., NBC). (F) Paramount Newsreel, football games, 5 years; f World Series. (V) Theatre appearance as M.C. (Currently associated with KWK, St. Louis).

O'HARA, NEAL. Humorist, commentator. (R) Neal O'Hara's Radio Gazette, 1937 (Brown & Williamson Tobacco Co., CBS); Ask Yourself Another, 1937 (Brown & Williamson Tobacco Co., NBC Blue); Tommy Dorsey's orchestra, 1938-39 (Brown & Williamson Tobacco Co., NBC Blue); others, on New England Network.

O'HEREN, DICK. Irish tenor. (R) Commercials on WJR, WWJ, WMBC, WXYZ and other Detroit stations; WTAM and WCLE, Cleveland; WGY, Schenectady; NBC Red sustaining programs, 1934-36; Mutual sustaining program, 1939. (L) Warren Wade (f). (V) Night club, theatres and hotels as soloist, M.C.; appear-

ances at Cleveland Exposition, 1936-37; currently engaged in theatre work. (Currently associated with WHK-WCLE Cleveland).

OHMAN, PHIL. Pianist, composer, conductor. (R) As Ohman & Arden: The Big Six of the Air, 1932 (Chevrolet Motors, NBC Red); The Perfect Circle, 1934 (Perfect Circle Piston Rings, NBC Blue); Maxwell House Showboat (General Foods, NBC Red); others, including programs for Bayer Aspirin. Composed original score and conducted orchestra for 26 weeks on Big Town (Lever Bros. for Rinso, CBS). (F) Composed music for full-length films; shorts. (L) Musical comedies produced by Aarons & Freedley (f). (PR) RCA Victor, Brunswick Columbia, Decca and others.

O'KANE, RUTH. Singer, KFBK, Sacramento. (R) California Radio System. (V) Theatre appearances.

*O'KEEFE, JACK. (R) Tune Up Time (Ethyl Gasoline, CBS).

*O'KEEFE, LESTER. Producer, director. (R)Royal Crown Revue (Nehi, Inc., NBC Blue); Royal Desserts Program (Standard Brands, Inc., NBC Red); Johnny Presents (Philip Morris & Co., Ltd., NBC Red).


OLD FISHERMAN, THE. See Harry Hoxworth.

OLD RANGER. See Russell Apple.

OLD TIMER, THE. See Bill Thompson.

OLDHAM, CHARLOTTE. Singer, WAVE, Louisville.

OLDHAM, LYNN M. Actress (dramatic juvenile, dialect). (R) Just Plain Bill, 1935 (Kolynos Toothpaste, CBS); Lux Radio Theatre, 1936-37 (Lever Bros. for Lux Toilet Soap, CBS); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); Big Sister, 1937-38 (Lever Bros. for Rinso); also transcriptions. (F) Shorts. (L) Lend Me Your Ears and Stork Mad, 1937 (f).

OLIPHANT, PAUL. Announcer, WLAC, Nashville, (V) Bar B Ranchers, The Islanders; others.

OLMSTED, NELSON. Announcer, actor, WBAP, Fort Worth. (R) Also Texas Quality Network.

OLSEN, GEORGE. Orchestra leader. (R) Royal Crown Revue, 1938 (Royal Crown Cola Co., NBC Blue); others. (V) With Ethel Shutta many years; M.C. with Ziegfeld (Eddie Cantor, Fannie Brice shows); owned several night clubs and was formerly co-owner of the International Casino, N. Y. (PR) Decca and (formerly) RCA Victor.

OLSON, BETTY. See the Escorts & Betty.

OLSON, HAL (Professor Wart). Comedian (Scandinavian dialect), WCCO, Minneapolis-St. Paul. (F) Commercials. (V) Theatre appearances.

OLSON, HARVEY. Announcer, continuity writer, WDRC, Hartford. (R) News for Tidewater Oil, 1938; Colonial Beacon Oil, 1939; others. (L) Summer stock.

OLSON, RAY. Announcer, WOW, Omaha.

OLSON, ROBERT M. Announcer, actor, musician, KGNO, Dodge City.

OLSON, WALLY. Orchestra leader, violinist, WCCO, Minneapolis-St. Paul. (R) Local shows for Phinx Co., others; transcriptions. (V) Theatre appearances.

OLSWANGER, BERL. Pianist, WMC, Memphis.

O'MALLEY, JOHN E. Musician, WNAX, Yankton.

O'MALLEY, NEIL. Actor. (R) Follow the Moon (Lehn & Fink, CBS); Famous Fortunes (General Shoe Corp., Mutual); Bobby Benson (Hecker H-O Co., CBS).

O'NEIL, JACK (John Eno). Announcer, production director, WFLB, Syracuse. (R) Local shows for Socony-Vacuum; others.

O'NEIL, KITTY (the "Laughing Lady"). Comedienne, "laughing lady" act. (R) Al Pearce & His Gang (General Foods for Grape Nuts, NBC Red); Avalon Time (Brown & Williamson Tobacco for Avalon Cigarettes, NBC Red); others, not current, including shows for Golden Wedding Coffee, United Remedies. (L) Leading lady with Billy House, 1920-24. (V) 1926-29, as Olivet Paul, of Paul & Hafter.


O'NEILL, JEAN. Singer (popular). (R) Allwrite Revue, 1937 (Griffin Mfg. Co., NBC Blue); National Barn Dance, 1937 (Miles Laboratories for Alka-Seltzer, NBC Blue).

O'NEILL, JOE. Arranger, banjoist, WKY, Oklahoma City. (R) NBC sustaining show; also KOMA, Oklahoma City. (V) Arranger for Benny Meroff's stage band. (PR) Brunswick.


ORAVETZ, JULIE. Sports commentator. WRJN, Racine.


ORR, BEN, JR. Producer, announcer KTRH, Houston.


ORR, WYNN. Producer. (R) Sunbrite Smile Parade (Swift & Co., NBC Blue); A Tale of Today (Princess Pat, NBC Red); Kitty Keene, Inc. (Procter & Gamble, NBC Red).


ORRISON, WILLIAM. Actor, WMBR.
Jacksonville, (R) Also WFLA, Tampa; transcriptions. (L) Stock.


ORVIS, FRANK. Script writer. (R) Tommy Dorsey's Orchestra (Brown & Williamson Tobacco Co., NBC Blue).


OSBORN, TED. Actor. (R) Lux Radio Theatre (Lever Bros., CBS); Woodbury's Hollywood Playhouse (Jergens-Woodbury Sales Corp., CBS); also Joe Penner and Texaco programs. (F) Universal (f); shorts (Warner Bros.). (Currently associated with KNX, Los Angeles).

OSBORNE, MELVIN. Musician, WKY, Oklahoma City.


*OSGOOD, CONNIE. Actress. (R) Mid-stream, 1939 (P & G, NBC Red).


O'SHEA, EDDIE. Character actor, WTIC, Hartford. (V) 12 years.

O'SHEA, JAMES. Announcer, musician. WLEU, Erie. (R) Local shows for Sears Roebuck, others; transcriptions.

OSHORN, SUE. Script writer. (R) Mickey Mouse Theatre of the Air (Pepsodent Co., NBC Red).

*OSTERGREN, EUGENE. Music arranger. (R) Uncle Ezra's Sunday Afternoon in Rosedale, 1938-39 (Miles Laboratories NBC Red).

OSTROFF, MANNING. Program director, producer, script writer, KFWB, Los Angeles. (R) Also Southern California Network; California Radio System.

OSTROFF, PENNY. Singer, WLAG, Lawrence. (V) Theatre appearances.

O'SULLIVAN, TERRY. Announcer, M.C., WKY, Oklahoma City. (R) Also KCMO. KXBY, Kansas City. (L) Stock. (V) Theatre appearances.

OSWALD. See Tony Labriola.

O'TOOLE, OLLIE. Character impersonator, announcer, actor, WWSW, Pittsburgh. (R) Also KDKA, Pittsburgh. (V) Theatre, hotel and night club appearances.

OTT, TOMMY. Organist, pianist, WIND, Gary. (V) Theatre appearances.

OT TEN, THEODORE S. Percussionist, WHAS, Louisville. (R) A & P Bandwagon, 1936 (A & P Tea Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS); local shows.

OTTO & THE NOVELDEONS. Novelty musical and singing act. (R) National Barn Dance, 1935-38 (Miles Laboratories for Alka-Seltzer, NBC Blue). (V) Appearances in theatres, fairs, etc. (Staff artists, WLS, Chicago). "Otto" is Otto Morse (q.v.).

*OUR SERENADERS. See Gale Watts, Gunther Decker, Earl Wilkie, Burton Dole.

*OURSLER, FULTON. Commentator. (R) Stories that Must Be Told, 1934 (Macfadden Publications for Liberty Magazine, NBC Blue); True Story Time, 1939 (Macfadden Publications for True Story Magazine, NBC Blue). (Editor-in-Chief of Macfadden Publications).

O VENS, LATHAM. Writer. (R) The Shadow, 1936-37 (Delaware, Lackawanna & Western Coal Co., CBS); Park Avenue Penners, 1937-38 (R. B. Davis Co., CBS); Avalon Time, 1938 (Brown & William- son Tobacco Co., NBC Red); other Mutual and local shows. Also feature writer for American magazine, newspapers, etc. (Currently associated with WLW, Cincinnati).


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PROFESSIONAL RECORDS—Continued

OWEN, ALFRED. Announcer, WJRD, Tuscaloosa.

OWEN, DAVID. Producer. (R) All General Mills, 1938-39; Betty & Bob (NBC Red and Blue); Arnold Grimm's Daughter (NBC Red and Blue); Those Happy Gilmans (NBC Red and Blue); Grouch Club (successively CBS, NBC Red); others, not network programs. (Producer, of Blackett-Sample-Hummert, Chicago, in charge of all General Mills radio activities).

OWEN, ELLEN. See the Owen Sisters.

OWEN, EMMY. See the Owen Sisters.

OWEN, ETHEL. Actress. (R) Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Betty & Bob (General Mills, Inc., CBS); Margot of Castlewood (Quaker Oats Co., NBC Blue); Today's Children (Pillsbury Flour Mills Co., NBC Red); Guiding Light (Procter & Gamble, NBC Red); Smile Parade (Swift & Co., NBC Blue); Story of Mary Marlin (P & G for Ivory Soap, NBC Red and Blue); Win Your Lady (Jergens-Woodbury Sales, NBC Blue); Houseboat Hannah (P & G for Lava Soap, NBC Blue), others. (L) Stock.

OWEN, SOPHIE. See the Owen Sisters.

OWEN, THOMAS J. Barn dance caller, WMT, Cedar Rapids. (R) Also WLS, Chicago. (V) Theatre appearances.


OWENS, JACK. Singer, pianist, composer, KEHE, Los Angeles. (R) Network shows including Pennzool Parade, 1933 (Pennzool Co., CBS); Ted Weems' Orchestra, 1933-34 (Real Silk Hosliery Mills, Inc., NBC); others, not current. (L) Stock. (V) Soloist with Ted Weems' Orchestra; personal appearances. (Composed "Roundup Time in Reno").

OWENS, LORA LEE. Cowgirl singer, KMBC, Kansas City. (V) Theatre appearances.

OWENS, MAURICE P. Sports commentator, WROK, Rockford.


P

*PACELLI, FRANK. Actor. (R) A Tale of Today (Princess Pat, Ltd., NBC Red); Story of Mary Marlin (P & G for Ivory Soap, NBC Red and Blue); Road of Life (P & G, CBS).

PACKER, VICTOR. Actor, director, script and sketch writer, announcer, WLTW, New York City. (R) Programs for Bond Bread, Dramedary Dates and others. (L) Jewish theatre groups (s, f).

PADGETT, PAT. Comedian. (R) Friendship Town, 1931-32 (Chesbrough Mfg. Co. for Vaseline, NBC Red); Maxwell House Show Boat, 1933-37 (General Foods for Maxwell House Coffee, NBC Red); Pick & Pat, 1935 to Feb., 1939 (U. S. Tobacco Co., CBS). (F) Republic Pictures (f); shorts. (V) Molasses and January, Pick & Pat; 5 years; theatre appearances. (Works as team with Pick Malone).

PAEVEY, DON. Announcer, actor, producer, WKRC, Cincinnati.

PAFUET, MARGUERITE. Singer, CBV, Quebec. (R) Also Canadian Broadcasting Corp.

PAGE, ALLAN. Announcer, writer, KVOO, Tulsa. (R) Also KOAM, Pittsburg, including football broadcasts for Coca-Cola.

PAGE, DOROTHY. Musical director, WPAY, Portsmouth.

PAGE, GALE. Actress. (R) Woodbury's Hollywood Playhouse, starting July 2,
PROFESSIONAL RECORDS—Continued

1939 for summer (Jergens-Woodbury Sales Corp., NBC Blue). (F) Warner Bros.


PAGET, JOE. Sports announcer, WJDX, Jackson. (R) Also KICA, Clovis.

PAGLIARI, GINO. Announcer (Italian programs), WHOM, Jersey City. (R) Also WVFW, New York.


PAINTON, KEITH. Program director, announcer, KCRC, Enid.

*PALMER, EFFIE. Actress. (R) Dog Heroes (Modern Food Process Co., NBC Blue); Road of Life (Procter & Gamble, NBC Red).

PALMER, EILEEN. Actress (emotional, characters, leads). (R) Life of Mary Sothern, 1935-36 (Lehn & Pink for Hinds Cream, Mutual); Famous Jury Trials, 1935-36 (Mennen Co., Mutual); True Story Court of Human Relations, 1936-37 (Macfadden Publications for True Story Magazine, Mutual); Girl Alone, 1938 (Kellogg Co., NBC Red); Scattergood Baines, 1938 (William Wrigley, Jr., Co., CBS); Backstage Wife, 1938 (R. L. Watkins Co. for Dr. Lyon's Toothpowder, NBC Red); Those Happy Gilmans, 1938 (General Mills for Corn Kix, NBC Red); Betty and Bob, 1938-39 (General Mills for Bisquick, NBC Red and Blue); Kitty Keene, 1939 (Procter & Gamble for Dref, NBC Red). (F) Shorts. (L) Pop Goes the Weasel, 1935 (f). (PR).


PALMER, MEL. Actor, WWJ, Detroit. (R) Lone Ranger and Green Hornet, 1937-39 (participating, Mutual); others. (F) Commercials.

PALMER, RALPH. Musician, WWJ, Detroit. (R) NBC Red sustaining program; local shows.

PALMERI, VINCENT E. Announcer, continuity writer, WELI, New Haven. (F) Paramount (as writer); shorts. (V) Theatre appearances.


PARCHMAN, EARLE T. Actor, announcer, pianist, musical director of juvenile act, WJIM, Lansing. (R) Program for Sears, Roebuck & Co., 1938-39; others, including guest appearance on Al Pearce Show, 1937. (V) Theatre and club appearances, intermittently since 1930.

*PAREESE, SIDNEY. Actor. (R) Girl Alone (Kellogg Co., NBC Red).

PARISO, JOHN. Guitarist. (R) Burns & Allen (Campbell Soup Co., CBS); others, including local shows. (Currently staff musician, KSFO, San Francisco).

PARK, CHARLES H. Announcer, WFDF, Flint. (R) Local show for Continental Baking Co., others.

PARK, NATALIE. Actress. (R) Carefree Carnival, 1934 (Crazy Water Crystals, NBC Blue); Hawthorne House, 1935 (Wesson Oil & Snowdrift Sales, NBC Red); Professor Puzzlewlt, 1938 (Gallenkamp Stores, NBC Red); other Pacific Coast shows, transcriptions. (Currently associated with KGO-KPO, San Francisco).


PARKER, GLEN. Announcer, WHO, Des Moines. (R) Also WMCA, New York. (F) Trailers; narrator.

PARKER, JOE. Announcer. (R) Walter Winchell, 1937 (Andrew Jergens Co. for 1260
PROFESSIONAL RECORDS—Continued

Jergens Lotion, NBC Blue); Welch Presents Irene Rich, 1937-39 (Welch Grape Juice Co., NBC Blue); Amos 'n Andy, 1937-38 (Pepsodent Co., NBC Red) (handled show in absence of Bill Hay, regular announcer); Kraft Music Hall, 1937-38 (Kraft-Phenix Cheese Corp., NBC Red); The Best of the Week, 1937-38 (Globe Grain & Milling Co., NBC Red); Those We Love, 1938 (Lamont Corliss for Pond's Cream, NBC Blue).

*PARKER, LEW. Master of ceremonies, WABC, New York.


*PARKER, MARY. (R) Howie Wing, 1938-39 (Kellogg Co., CBS).

PARKER, OLIVE. Announcer, WL, St. Louis.

*PARKER, SETHI. See Phillips H. Lord.

PARKES, HAROLD. Announcer, producer: KUTA, Salt Lake City. Greyhound Traveler (Greyhound Lines, CBS); Myrt & Marge (Wm. Wrigley, Jr., Co., CBS); Pennzoil Parade (Pennzoil Co., CBS); The Town Crier (Cream of Wheat Corp., CBS); others.

PARKINSON, GEER. Organist, WBNS, Columbus. (Theatre house organist, 1928-30).

PARKS, BERT. Announcer. (R) Renfrew of the Mounted (Continental Baking Co., CBS); Bobby Benson (Hecker H-O Products, CBS); Hammerstein Music Hall (Anacin and Kolydos, CBS); currently, Eddie Cantor's Camel Caravan (R. J. Reynolds Tobacco Co., CBS); others. (F).

PARKS, ROY. Musical director, WQAM, Miami.

*PARKS, RUTH. Organist, WCLE, Cleveland.


PARRILLO, JEANNE. Dramatic actress. (R) Horn & Hardart Children's Hour, 1934-38 (Horn & Hardart Baking Co., WABC); March of Time, 1936 (Time, Inc., CBS); Paul Whiteman, 1937 (Jergens-Woodbury Sales Corp., NBC Blue); Kate Smith, 1936-38 (Swans Down, Calumet, CBS); American Pageant of Youth, 1937 (Tastyeast, NBC Blue); Dog Heroes, 1937-39 (Modern Food Process for Thivo Dog Food, NBC Blue). (F) M-G-M, Warner Bros., RKO, Universal, Educational (s.f); shorts. (V) Theatre appearances.


PARSONS, EDGAR. Musical director, producer, arranger, KFAM, St. Cloud. Also Texas Quality Network and KGNC, Amarillo.


PARSONS, JOE. Singer, actor, announcer. (R) Sinclair Minstrels, 1932-36 (Sinclair Refining Co., NBC Blue); Maytag Program, 1934 (Maytag Washing Machines, NBC Blue); Yeast Foamers, 1934 (Northwestern Yeast Co., NBC Blue); National Barn Dance, 1937-38 (Miles Laboratories for Alka-Seltzer, NBC Blue). (L) 1914-23; productions by Charles Dillingham, John Cort, Henry W. Savage and the Shuberts (f). (V) Single act.

PARSONS, LOUELLA. Interviewer. Hollywood Hotel (Campbell Soup Co., CBS). (Film columnist, Hearst newspapers; Universal Service Syndicate; executive editor, Hearst Motion Pictures).


PASTERNACK, JOSEF. Conductor. (R) Around the World with Libby (Libby,
PROFESSIONAL RECORDS—Continued

McNeill & Libby, NBC Blue); Jack Frost Melody Moments (National Sugar Refining Co., NBC Red); Vick’s Open House (Vick Chemical Co., CBS). (L) Conducted Century Opera Co.; Boston Symphony; Philadelphia Philharmonic.


PATRICK, VAN. Sports and special events announcer, KRMD, Shreveport. (R) Also KOCA, Kilgore; KRIS, Corpus Christi; local football games for Coca-Cola.

*PATT, R. Director. (R) R & R Entertainers, 1938-39 (Richardson & Robbins, NBC Red & Blue). (Associated with Charles W. Hoyt, Inc.).


PATTERSON, PAT. Newscaster, KGLO, Mason City. (R) Front Page News (International Harvester Co.); others.

PATTERSON, WALTER. Producer, script writer, announcer. (R) It’s Wheeling Steel, 1938-39 (Wheeling Steel Corp., Mutual); currently, One Man’s Family (Standard Brands for Tender Leaf Tea, NBC Red).


PAUL TAYLOR CHORISTERS. Singers. (R) Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red); Ry-Krisp Presents Marion Talley (Ralston Purina Co., NBC Red); Gilmore Circus (Gilmore Oil Co., NBC Red); Parties At Pickfair (National Ice Adv., Inc., CBS); Baker’s Broadcast (Standard Brands, Inc., NBC Blue); Vick’s Open House (Vick Chemical Co., CBS); others. (LS) KHJ, Los Angeles. (L) Anything Goes.


*PAUL, WANNA. Actress. (R) Smilin’ Jack, 1939 (Sweets Co. of America, Mutual).

PAULSEN, VICTOR. Announcer, KJBS, San Francisco.

PAYNE, VIRGINIA. Actress. (R) Ma Perkins, 1933-39 (P & G for Oxydol, NBC Red and Blue and CBS); Kitty Keene, 1936-38 (P & G for Dreyf, CBS); Grand Hotel, 1936-38 (Campana Sales, NBC Blue); First Nighter, 1938-39 (Campana Sales, NBC Red); Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS); Public Hero No. 1, 1937-38 (Falstaff Brewing Co., NBC Red); Men of Destiny, 1936, and World Neighbors, 1937-38 (Mutual); The Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red); The Carters of Elm Street, 1939 (Wander Co., for Ovaltine, NBC Red). (L) Stuart Walker Repertory Co., 1926-28; Cincinnati Civic Theatre, with Tyrone Power in revival of Servant in the House, summer season.

PAYNOR, WARREN. Singer, WDAY, Fargo.

PEAKER, ADA R. Singer, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., Consolidated Drug Trade Products, others.

PEARCE, AL. Master of Ceremonies. (R) Al Pearce & His Gang, 1935-36 (Pepsi- Cola, NBC Red); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); Al Pearce & His Gang, 1938-39 (General Foods for Grape Nuts, NBC Red); also Happy Go Lucky Hour and Blue Monday Jamboree, 1929-35 (Pacific Coast shows for Swift & Co., General Mills, Pebeco Tooth Paste and others). (F) Republic (f). (V) Al Pearce & His Gang, 3 years on Pacific Coast, and Eastern cities.

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PROFESSIONAL RECORDS—Continued

**PELLETIER, EUGENE.** Announcer. (R) It Can Be Done, with Edgar A. Guest (Household Finance Corp., NBC Blue).

**PELLETIER, PAUL.** Pianist, orchestra leader, musical director, arranger, WMAS, Springfield. (L) Ritz Revue, 1924; Murray Anderson's Almanacs, 1929. (V) London and U. S., 3 years; Streets of Paris, Chicago World's Fair.

**PELLETIER, VINCENT.** Announcer. (R) Household Finance Programs, 1933-39, (NBC Blue, 1933-38; CBS, 1938-39);
PROFESSIONAL RECORDS—Continued


PELLETIER, WILFRED. Musical conductor. (R) Composed musical background for Roses and Drums, 1934-36 (Union Central Life Insurance Co., NBC Blue); Chase & Sanborn Coffee Hour, 1934-35 (Standard Brands for Chase & Sanborn Coffee, NBC Red); conductor and judge, Metropolitan Opera Auditions of the Air, 1933-39 (Sherwin-Williams Co., NBC Blue); Metropolitan Opera Broadcasts, 1937-38 (NBC Blue); also conductor for Simmons, Packard and Firestone programs. (F) Paramount; director of operatic sequences. (Conductor of San Francisco Opera Co., 10 years; Ravinia Opera Co., 9 years. Conductor, Metropolitan Opera since 1917; artistic director and conductor, Concerts Symphoniques, Montreal).

PENFIELD, ADDISON. News and sports, WDNC, Durham. (R) Football, 1938 (Atlantic Refining); others. (Handles sports publicity for Duke University).

*PENMAN, LEAH. (R) Kate Smith’s Hour (as member of Aldrich Family) (General Foods Corp., CBS).

PENN, DAVID. News editor and commentator, WCOL, Columbus. (R) Also WHIO, Dayton. (F) Fox, Hal Roach, 1933. (L) Australian productions, 1931.

PENNELL, WILLIAM W. Announcer, continuity writer, newscaster, commentator, WIOD, Miami. (R) Also WQBC, Vicksburg. (V) Appearances as M.C.


PENNEY, GLADYS W. Playright, continuity writer, KSL, Salt Lake City. (R) 4 plays for Grand Hotel, 1937-38 (Campana Sales Co., NBC Red); also local shows.

PEPPER, BILL A. Announcer, singer, WPAY, Portsmouth.


PERCILLA, MARTHA. Pianist, announcer, WGPC, Albany. (R) Also transcriptions. (L) First Lady, Stage Door, others. (V) Pianist for amateur shows. 1937.


PERKINS, CY. See Ralph Powell.

PERKINS, GEORGE. Program director, producer, WFBL, Syracuse.


PERKINS, LOU. See the Three Romes.

PERKINS, RAY. M.C., comedian, singer, pianist. (R) Judge Magazine Program, 1925-26 (Judge Magazine, WJZ, New York); Crush Dry Crones and Old Topper, 1930 (Crush Dry Co., NBC Blue); Ray Perkins, Prince of Pineapple, 1931-32 (Libby, McNeill & Libby, NBC Blue); Ray Perkins, the Old Topper, 1931-32 (Jergens-Woodbury Sales for Jergens Lotion, NBC Blue); Fleischmann Yeast Program, 1932 (Standard Brands, NBC Blue); Ray Perkins, the Barbasolquist 1932 (Wasey Products for Barbasol Brushless Shave, NBC Red); Palmer House, 1934 (Palmer House Hotels, NBC Blue); National Amateur Night, 1934-36 (Health Products for Feen-A-Mint and Aspergum, CBS, 1934-36; Mutual, 1935-36); transcriptions for duPont Paints and W. T. Grant, 1937; cooperative program, 1938 (Mutual); Letters Home from New York World’s Fair, 1939 (Westinghouse, NBC Blue). (LS) Cushman Bakeries Program, 1935 (WOR, New York). (F) Shorts. (V) Single act, 1932-33; M.C. of radio revues, intermittently, 1932-36; Ray Perkins’ Amateurs, 1935-36.


PERRIN, SAM. Writer. (R) Phil Baker (Armour, Gulf Oil Corp., CBS); Jack Haley, Maxwell House Showboat (Gen-
PETERS, W. KEYES. Announcer, WBZ-WBZA, Boston.

*PERRON, JUNE. Member of Two Bees and a Honey. (R) Fred Waring & His Pennsylvanians, (Grove Laboratories, Inc., NBC Red).

PERRY, ARTHUR J. ("Bill"). Producer, director. (R) Anthony Frome, the Poet Prince, 1934-35 (M. J. Breitenbach for Gude's Pepto-Mangan, NBC Blue); Stories of the Black Chamber, 1935 (For-han's Toothpaste, NBC Red); Mystery Chef, 1935-38 (Regional Advertisers for Gas Companies, NBC Red); The Time of Your Life, 1937 (Gruen Watch, NBC Red); currently producing Name the Place (also called Where are You; both titles copyrighted), NBC sustaining feature. (LS) Provident Loan Society, WOR, New York. (NBC studio engineer, 1929-33; associated with McCann-Erick- son, 1933-38; currently independent pro- ducer).

PERRY, BOB. Special events announcer, program director, WORL, Boston.

PERRY, CAMERON. Announcer, CJO C, Lethbridge.

PERRY, DICK. (Perry Dickey). Writer, actor, announcer, KABC, San Antonio.

PERSKY, ARTHUR. Juvenile actor, W WNC, Asheville.

*PERSONS, C. E. Director. (R) Standard School Broadcast (Standard Oil of California, NBC Red). (Associated with McCann-Erickson).

*PERSONS, EPY. (R) 30 minutes in Holly- wood, 1937-38 (local sponsors, Mutual).

PERSSSION, LEON. Music director, cellist, WIBA, Madison. (Cello instructor, Uni- versity of Wisconsin).

PESSL, YELLA. Harpsichordist with The Madrigal Singers, q.v. (Teacher of the harpsichord and interpretation of 16th and 18th century music, Columbia Uni- versity).

PETERS, FELIZIA L. Continuity writer, announcer, WFLA, Tampa. (R) Also WDAE, Tampa; WLAK, Lakeland.

PETERS, RICHARD. News commentator, KGFF, Shawnee. (R) Also Oklahoma Network.

PETERS, WALLIE. Assistant program di- rector, CJOR, Vancouver. (R) Also KFWB, Los Angeles; Canadian Broadcasting Corp. (F) Shorts.

PETERSEN, HARRY A. Violinist, WHBF, Rock Island. (V) Theatre appearances.


PETERSON, CLIFF. See the Escorts & Betty.

PETERSON, DONALD. Producer, director. (R) Programs on WHN, WMCA, WOR, New York. (Head of Peterson Radio Productions).


PETERSON, HOWARD L. Organist. ar- ranger, composer, WLS, Chicago. (For- merly arranger and staff composer for Wayne King; concert work as accom- panist; Columbia recordings).

PETERSON, MERLE B. Announcer, KYOS, Merced. (R) Local shows in- cluding one for Philco Dealers. (Also technician).

*PETERSON, RUTH. Actress. (R) Haw- thorne House (Wesson Oil & Snowdrift, NBC Red).

PETERSON, Verna. Pianist, WDAY, Fargo.
PROFESSIONAL RECORDS—Continued

PETRAS, GEORGE. Tenor, WBRC, Birmingham. (R) Appearance on Major Bowes program. (F) Shorts. (V) Major Bowes Unit, three years; hotel appearances.

*PETRIE, HOWARD. Announcer. (R) The O'Neill's (Procter & Gamble, NBC Red and Blue, CBS); Backstage Wife, 1938-39 (R. L. Watkins Co. for Dr. Lyon's Toothpowder, NBC Red); Terry and the Pirates (Bowey's, successively NBC Red and Blue); others.


PETTAY, FRANCIS F. Announcer, WHK-WCLE, Cleveland. (R) Also WJW, Akron; WHKC, WBNS and WCOL, Columbus; WKRC, Cincinnati; transcriptions. (F) Narrator for sound pictures. (PR) RCA Victor.

PETTAY, PAT. See Maple City Four.

PETTIT, GEORGE. Singer. (R) Town Hall Tonight, 1936-37 (Bristol-Myers for Sal Hepatica and Ipana Toothpaste, NBC Red); The Time of Your Life, 1937 (Gruen Watch Co., NBC Red). (F) Shorts. (V) Roy Campbell's Royalists, one year; theatre and night club appearances.

PFAFF, LILLIUS. Singer, WAIR, Winston-Salem.

*PHARES, FRANK. Script writer. (R) Welch Presents Irene Rich (Welch Grape Juice Co., NBC Blue).

PHARR, KELSEY. Actor. (R) Aunt Je-mima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue).

*PHelps, ELEANOR. Actress. (R) Central City, 1938-39 (P & G, successively NBC Red, Blue); Two on a Shoestring, 1938 (Dioxogen Face Cream, Mutual); The Life and Love of Dr. Susan, 1939 (Lever Bros., CBS).

PHIL & ED. Vocal harmony team, WOAI, San Antonio.


PHILLIPS, BILLY. Sports announcer, KIDO, Boise. (R) Boxing matches, locally sponsored, 1939. (Also program director).

PHILLIPS, C. G. Sports announcer, KIDO, Boise. (R) High school basketball, locally sponsored, 1939. (Also station manager).


*PHILLIPS, HOWARD. Singer. (R) CBS shows.


PHILLIPS, MILDRED L. Singer, WDAN, Danville.


PHILLIPS, ROGER. Sports announcer, WDSU, New Orleans.

PHILPUT, HUGH E. Announcer, KARK, Little Rock. (L) Four seasons (f).


PIASTRO, MISHEL. Violinist, conductor. (R) Conductor, Standard School Broadcast, 1929, '30, '36, '39 (Standard Oil of California, NBC Blue); also network appearances as violin soloist for General Motors. (PR) Brunswick.

PICK & PAT. See Pick Malone and Pat Padgett.

*PICKARD, JOHN. (R) Myrt & Marge (Colgate-Palmolive-Peet Co., CBS).

PICKENS, JANE. Singer. (R) Sunday Night Party (Sealtest, Inc., NBC Red); Ben Bernie and All the Lads (U. S. Tire Dealers Mutual Corp., CBS). (V).

PICON, MOLLY. Actress (character comedy). (R) Molly Picon Review, 1934,
PROFESSIONAL RECORDS—Continued


PIERCE, BILL. Announcer, M.C., WGBI, Scranton. (R) Sang with Freddie Martin's Orchestra (WOR, New York); local show for Kentucky Club Tobacco, others. (V) Theatre appearances.

PIERCE, JANET. Singer, WSPR, Springfield. (V) Appearances with several bands.

PIERCE, MATTHEW. Pianist, arranger, WHEC, Rochester. (R) Also WHAM, Rochester. (F) Shorts. (V) Theatre Orchestra, 1929-36.

PIERCE, PAUL A. Special events writer, announcer. (R) Special events programs on CBS Pacific Coast. (Associated with KNX, Hollywood; formerly with KFWB, KHJ and other Hollywood stations).

PIERSON, BUDDY. Script writer. (R) Tim & Irene 1937-38 (Admiracion Laboratories, Inc., Mutual); Royal Crown Revue March to Sept., 1938 (Royal Crown Cola, NBC Blue) (Writes in collaboration with Les White, q.v.).

PIERSON, DANA M. ("Jimmie"). Guitarist, singer, yodeller, composer, WEEI, Boston. (R) With Richard B. Klasi as Jimmie & Dick, on this station and WJAG, Norfolk; KFNF, Shenandoah; WNAX, Yankton; KSOO, Sioux Falls; WOW, WAAW and KOIL, Omaha; KGHF, Pueblo; KMOX, St. Louis. (V) Theatre appearances.

*PIETSCH, BETTY. (R) Hymns of All Churches (General Mills, 1936-38 CBS and 1938-39 NBC Red and Blue).

PIKE, LOUIS A. Conductor and arranger (piano, organ, violin), WSBT-WFAM, South Bend. (R) Also WOWO, Fort Wayne. (Pit conductor, organist and pianist).

PIKE, RUSSELL, JR. Entertainer, WNAX, Yankton. (R) Local shows for Kellogg Co., Crazy Water Crystals, others. (V) Theatre appearances.


PIOUS, MINERVA. Actress. (R) Town Hall Tonight, 1934 (Bristol-Myers Co. for Ipana and Sal Hepatica, NBC Red); Fun In Swingtime, 1937 (Admiracion Shampoo, Mutual); Myrt & Marge, 1937-38 (Colgate-Palmolive-Peet for Super Suds, CBS); Easy Aces (Anacin, NBC Blue).

PIRKEY, RUSSELL J. Continuity writer, WAVE, Louisville.

*PITT, MERLE. Musical director, WNEW, New York. (R) Various commercial and sustaining shows. (F) Shorts (Warner Bros.). (V) Hotel and theatres. (PR).

PLAMBECK, HERBERT H. Farm news editor, WHO, Des Moines.

PLANTE, BERTHE. Actress, CHRC, Quebec.

PLATTLER, MAX E. Musical director, WDAE, Tampa. (F) 20th Century-Fox. (V) Theatre appearances.

PLUMLEY, JACK B. Continuity writer, actor, WSNJ, Bridgeton.

PODMORE, WILLIAM. Actor (characters, heavies, dialects). (R) Second Husband, 1937-38 (Bayer Aspirin, CBS); Dick Tracy, 1938 (Quaker Oats, NBC Red); Girl Interne, 1937-38 (Richardson & Robbins, WABC, New York); Pretty Kitty Kelly, 1938 (Continental Baking, CBS); Spy Secrets, 1938 (Cummer Products for Energine, NBC Red); numerous others, including Sherlock Holmes series for G. Washington Coffee, television for NBC; author of radio series, 1928-29; adapter of stories for the air from True Story Magazine, 1928-29. (L) 20 years; Dear Brutus for Charles Frohman, with Katharine Cornell in Age of Innocence, with Jane Cowl in Easy Virtue; many others.

POLI, JEANNE. Announcer, actress, interviewer, commentator, WICC, Bridgeport. (R) Also Colonial Network; WTIC, Hartford. (L) American Academy of Dramatic Arts, Alviene School of the Theatre.


POLLACK, BEN. Orchestra leader. (R) Park Avenue Penners, 1938 (R. B. Davis Co., CBS); Joe Penner, 1938-39 (General
PROFESSIONAL RECORDS—Continued


PORTER, DEL. See The Foursome.

PORTER, EARL. Musician (bass, tuba), WL, St. Louis. (R) Armco Iron Master Program (American Rolling Mills Co., NBC Blue); local shows.

PORTER, JANE (Catherine Snodgrass). Food counsellor, director of Magic Kitchen, KMOX, St. Louis. (L). (Formerly director of women’s program, publicity editor).


PORTER, SUE. Home economist, women’s programs, WWNC, Asheville.


POST, RICHARD H. Announcer. (R) Tony Wons, 1937 (Vick Chemical Co., CBS); Just Entertainment, 1938 (William Wrigley, Jr., Co., CBS); Hymns of All Churches, 1938 (General Mills, CBS); Betty and Bob, 1938-39 (General Mills, NBC Red and Blue).

POST, WILLIAM, JR. Actor. (R) John’s Other Wife, 1939 (Old English Floor Wax, BiSoDol, NBC Red). (GA) Lead opposite Judith Anderson in The Gift, Royal Desserts Program, Feb. 23, 1939 (Standard Brands, NBC Red); Magic Key of RCA (Radio Corp. of America, NBC Blue); others. (F) RKO, 1931; Fox; Paramount (Astoria Studios), 1937: shorts. (L) When the Bough Breaks, 1932; Ah Wilderness, 1933-34; King Richard II, 1937; Many Mansions, 1937-38; others (f).
POULTON, CURT A. Guitarist, singer, composer, KVOO, Tulsa. (R) Yeast Foamers, 1928 (Northwestern Yeast Co. NBC Blue); Tony Cabootch and the Vagabonds, 1930-31 (Anheuser-Busch Inc., CBS); also KMOX, St. Louis; WSM, Nashville. (PR) RCA Victor Bluebird. (Composer of When It's Lamp Lighting Time in the Valley, others.)

POWELL, BERT. Announcer, continuity writer, KGGF, Shawnee. (R) Local shows for Allis-Chalmers, Purina Mills, and others.

POWELL, BUD. Sports announcer, commentator, CFGP, Grande Prairie.

POWELL, DAWSON. Writer. (R) The Zither Minstrel, 1924 (sustaining, WFAA, Dallas); Talk of the Town, 1930 (sustaining, WDSU, New Orleans); The Mellow Singers, 1932 (D. H. Holmes Co., Ltd., WDSU, New Orleans). (Staff writer for S. A. Conover Co., 1934-37.)


POWELL, KENNETH. Announcer, WESG, Elmira. (R) Also KDKA, Pittsburgh. (F) Commercial shorts.


POWERS, CHARLES. Actor. (R) Roses and Drums, 1933-34 (Union Central Life Insurance, CBS); Junior G-Men, 1937-38 (Fischer Baking Co., WOR, New York City); Ave Maria Hour, 1937-38 (Graymoor Friars, WMCA, New York City); Stella Dallas, 1938 (Tetley Tea, WEAF, New York City); You, the Unseen Jury, 1938 (Morris Plan Bank, WEAF). (F) Shorts. (L) Productions by Lee Shubert, Sam H. Harris, Theatre Guild, Messmore Kendall, Max Gordon, and others.

POWERS, JANE. Pianist, organist, KVI, Tacoma.


POYNER, GRAHAM B. Program director, WPTF Raleigh. (R) Local program for Standard Oil, 1936-38.

POYNTON, LORETTA. Actress. (R) Household Finance programs, 1931-38 (Household Finance Corp., NBC Blue); Dan Harding's Wife, 1936-38 (National Biscuit Co., NBC Red); Story of Mary Marlin, 1937-38 (Procter & Gamble, NBC Red and Blue). (L) Stock, 1932-33; On the Make, 1936; Skidding, 1936 (s,f).


*PRAGER, SAMMY. Pianist. (R) Jack Berch and His Boys (Manhattan Soap Co., NBC Blue).


*PRATT, R. Director, producer. (R) R & R Entertainers, 1938-39 (Richardson & Robbins, NBC Red and Blue); Guldent Sernaders, 1938-39 (Charles Gulden, Inc., NBC Blue). (Associated with Charles W. Hoyt Co., Inc.).

PRATT, RUSSELL. M. C. (juvenile shows), comedian, KDKA, Pittsburgh. (R) Also Michigan Radio Network; Heinz Magazine of the Air, 1938 (H. J. Heinz Co.,
PROFESSIONAL RECORDS—Continued

CBS); guest appearance on National Barn Dance, 1938 (Miles Laboratories, Inc., NBC Blue).

PRAY, CHARLES. Accordionist, pianist, arranger, WHO, Des Moines. (R) Local shows including Presenting Virginia Dare (Virginia Dare Extract Co.), 1937.

PRAY, RUPERT. Writer, producer. (R) Don't You Believe It (P. Lorillard & Co., for Sensation Cigarettes, Mutual); local shows. (Associated with KFRC, San Francisco).


PRESBY, ARCHIE. Announcer. (R) I Want a Divorce (Sussman Wormser & Co., NBC Red and CBS); Dr. Kate (Sperry Flour Co., NBC Red).

PRESBY, O. K. Pianist, orchestra leader, CFCY, Charlottetown. (V) Theatre appearances.

PRESCOTT, ALLEN. Actor, writer. (R) The Wife Saver, 1934-35 (Fels & Co. for Fels Naphtha Soap, NBC Blue); The Wife Saver, June to Aug., 1937 (Manhattan Soap Co., NBC Red, CBS); Borden Special Edition, 1937 (Borden Products Co., NBC Red); Value Varieties, 1937 (W. T. Grant, transcriptions). (Has written script of Joe Palooka for Heinze; Harry Richman's Conoco program; Gallagher & Shean's program for Ford Dealers, and some of the material used by Consolidated Edison.)

PRESTON, LONNIE J. Singer, KGKL, San Angelo. (R) Also WOW, WAAW, Omaha, and other stations. (V) Theatre appearances.

*PRESTON, WALTER. Producer. (R) Just Entertainment, March to July, 1939 (Wm. Wrigley, Jr., Co., CBS); Scattergood Baines (Wm. Wrigley, Jr., Co., CBS).


PRICE, NORMAN (Armchair Quartet). Tenor, vocal arranger. (R) Enna Jettick Melodies, 1928-29 (Dunn & McCarthy for Enna Jettick Shoes, CBS); Maxwell House Showboat (General Foods, NBC Red); also network programs for Coca-Cola, Vick Chemical, Socony-Vacuum, Lucky Strike Cigarettes. (F) Shorts. (V) Theatre appearances. (PR) RCA Victor.

PRIDDY, ALBERT C. Announcer, sound effects chief, KDYL, Salt Lake City. (R) Also W. Va. Network; WBLK, Clarksburg; WSAZ, Huntington; Phil Baker, 1936 (Gulf Oil Corp., CBS).

PRIGMORE, JACK M. Singer, WFAA, Dallas. (R) Also Texas Quality Network.

PRIMROSE QUARTET. See Oscar Shumsky, Josef Gingold, William Primrose, Harvey Shapiro.

PRIMROSE, WILLIAM. Solo violinist. (R) NBC Symphony Orchestra, directed by Toscanini (sustaining, NBC); The Primrose Quartet (sustaining, NBC); also soloist, British Broadcasting Corp. (PR) RCA Victor, Red Seal.

PRIN, TOBY. Pianist, singer, WCCO, Minneapolis-St. Paul. (V) Theatre appearances.

PRINDLE, DON. Script writer. (R) Park Avenue Penners 1937-38 (R. B. Davis Co., CBS); Joe Penner, 1938-39 (General Foods, CBS). (F) RKO.


PROBETTE, NINA. Actress, WMBR, Jacksonville. (F) A. M. Kennedy Productions. (L) Stock. (V) All Wrong, 1915-17.

PROCTOR, ROBERT. Announcer, WDAE, Tampa.

PROETZ, MRS. ERMA. Script writer. (R)
PROFESSIONAL RECORDS—Continued


PROFESSOR QUIZ. See Craig Earl.

PROFESSOR WART. See Hal Olson.

PROSSER, JOHN I. Director, announcer. (R) Universal Rhythm, 1937 (Ford Motor Co. Dealers, CBS); Jack & Loretta, 1937 (Kirkman’s Soap, CBS); Getting Ahead with Dale Carnegie, 1937 (Emigrant Industrial Savings Bank, Mutual); Kellogg Football Jamboree, 1937 (Kellogg Co., WLW Line); Petticoat on the Air, 1937 (J. B. Ford Co. for Wyandotte Cleansing Products, CBS); Armco Program with Frank Simon’s Band, 1938-39 (American Rolling Mills Co., NBC Blue). (Staff of N. W. Ayer & Son, Inc.)

PROUGH, EL. Announcer, sports commentator, WDAY, Fargo.

PROVAN, ROBERT M., JR. Announcer, WDRC, Hartford. (R) It Can Be Done, 1938-39 (Household Finance Corp., NBC Blue); Scattered Goodines, 1939 (Wm. Wrigley, Jr., Co., CBS); local shows.

PROVENSEN, HJERLUF. Announcer. (R) Benjamin Moore Triangle Club (Benjamin Moore & Co., NBC Red); Gulden Serenaders (Charles Gulden, Inc., NBC Blue); John’s Other Wife (Old English Wax, BiSoDoI, NBC Red); others.

*PROVO, FRANK. (R) Jane Arden, 1938-39 (Ward Baking, NBC Blue).

PROVOL, GEORGE A. Production manager, KDYL, Salt Lake City.

*PRYOR, ARTHUR, JR. Director. (R) March of Time (Servel, Time, Life and Fortune Magazines, NBC Blue); others. (Radio director, Batten, Barton, Durstine and Osborn).

*PRYOR, CHARLES. See Midland Minstrels.

PUCKETT, RALPH B. Sports announcer, WMT, Cedar Rapids. (R) Local shows for B. F. Goodrich, Quaker Oats, others.

PUGH, JESS. Actor. (R) Prince Albert Quarter Hour, 1931-32 (R. J. Reynolds for Prince Albert Tobacco, NBC Red); Story of Mary Martin, 1936-37 (International Cellucotton for Kleenex, NBC Red); Scattergood Baines, currently (Wm. Wrigley, Jr., Co., CBS); numerous others, since 1931, including script shows in Chicago, 1932-38. (V) Club entertainer, 1910-30.

*PUMIGLIO, PETE. Musician (Raymond Scott Quintet). (R) Your Hit Parade (American Tobacco Co., CBS). (F) Selznick Productions, with Raymond Scott Quintet (f); shorts. (V) Theatre appearances.

*PUMPHREY, PRESTON H. Producer. (R) Criminal Case Histories with Ward Lewis E. Lawes (William Warner Co., NBC Blue); Jim McWilliams’ National Question Bee (George Washington Coffee, NBC Blue); Quite by Accident (Lamont Corliss & Co., NBC Red); The Right Thing to Do (George Luft Co., NBC Red); Metropolitan Opera Auditions of the Air (Sherwin-Williams, NBC Blue). (Radio director, Warwick & Legler).

PURCELL, CARLETON (Bud). Writer, producer, actor, KWTO, Springfield. (L) Stock.

PURCELL, ROBERT M. Announcer, WCFL, Chicago. (R) Also WHAM, Rochester; others.


QUAILEY, LES. Director of sports broadcasts. (R) Kellogg College Prom, 1935 (Kellogg Co., NBC Blue); play-by-play football, 1938 (Atlantic Refining, special network). (Radio since 1929; associated with Ted Husing, 1929-36 on all sports broadcasts for CBS; director of sports broadcasts for N. W. Ayer since 1936).

*QUEEN, ELLERY. Script writer. (R) Alias Jimmy Valentine, 1938 (Dr. Lyon’s Toothpowder, NBC Blue). Also participant in Author! Author! (sustaining, WOR, New York). (Author of numerous detective novels).

QUERLI, TRUMAN. Actor, FTRD. (R) Eno Crime Clues (Harold F. Ritchie & Co., NBC Blue); others, on WEVD, WINS, WMCA, WNYC, WOR, New York. (L) Shows for John Golden and others; stock.

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PROFESSIONAL RECORDS—Continued

*QUILLAN, JOE. (R) Tune Up Time (Ethyl Gasoline, CBS).


QUINN, BILL. Juvenile (straight, character). (R) Renfrew of the Mounted, 1936 (Continental Baking, CBS); Just Plain Bill, 1936 (Anacin, Bi-Sol-Dol, NBC Red); Mrs. Wiggs of the Cabbage Patch, 1937 (Hill's Nose Drops, NBC Red); Stella Dallas, 1938 (Charles H. Phillips Chemical Co., NBC Red); Howie Wing, 1938-39 (Kellogg Co., CBS); others, not current. (F) Warner Bros. and M-G-M shorts. (L) Productions for David Belasco, Henry Miller, C. B. Dillingham, Jed Harris, George Tyler, the Shuberts, Guthrie McClintic.


QUINN, ELWYN. Announcer, news commentator, producer, KDYL, Salt Lake City. (R) Programs for Folger Coffee, Hudson Bay Fur Co. and others. (V) Theatre appearances.

QUIRONE, ALFRED. Violinist, orchestra leader, CKCH, Hull.

R

RABB, STUART. Newscaster, WSJS, Winston-Salem.


*RADIER, RENNE. Actress. (R) Story of Mary Marlin (P & G, NBC Red and Blue).

RADIO ROGUES. See Jimmy Hollywood, Eddie Bartell, Sid Chatton.

RADKEY, ARTHUR A. Writer, producer, WLW-WSAI, Cincinnati. (R) Educational programs.

RADOFF, BORIS. Musician, WHO, Des Moines. (R) Local shows for Kellogg, Aladdin Lamp Co., others. (V) Theatre appearances.


RAFT, GEORGE, Actor. (R) Guest appearances on Lux Theatre of the Air, August 31, 1936 (Lever Bros. for Lux, CBS); Kraft Music Hall, August, 1937 (Kraft-Phenix Cheese Corp., NBC Red). (F) Paramount (s). (L) City Chap, Gay Paree, Manhatters, Palm Beach Nights (f). (V) Dancer; personal appearances.

RAGLAND, BETTIE. Announcer, continuity writer, WNAC-WAB, Boston. (R) Also Yankee Network; WCCO, Minneapolis-St. Paul. (F) Commercials.

RAINE, GRACE C. Vocal director. (R) Vocal Varieties, 1937-39 (Lewis-Howe for Tums, NBC Red); Plantation Party, 1938-39 (Brown & Williamson for Bugler Tobacco, NBC Blue); regional and local shows for Pinaud, Oshkosh Overalls, International Harvester. (Vocal director of WLW and WSAI, Cincinnati).

RAINEY, BUD. Singer, M. C., WTIC, Hartford. (R) Also WHN, New York; Sapolio program, NBC, 1936, CBS, 1937. (V) Single singing comedy act.

RAISUM, OLAF. Orchestra leader, KFJM, Grand Forks.

“RAKOV.” Musical director, WBZ-WBZA, Boston.

RALSTON, JOHN. Announcer, singer, WSMB, New Orleans. (F) Shorts. (L).
PROFESSIONAL RECORDS—Continued

RANCH BOYS, THE. See Jack Ross, Shorty Carson, Curly Bradley.

RANDALL, DOROTHY. Actress, FTRD. (R) Network shows for Hamilton Watch, Procter & Gamble. (F) Shorts (Paramount). (L) Broadway; Excess Baggage; Man's Man; others. (V) The Headliners; Twin Beds; Too Easy.

RANDALL, GEORGE. Director, FTRD. (R) Network sustaining shows including Tish, Epic of America. (F) Shorts (Paramount). (L) Productions by Belasco, Rush & Webber, Wagenhals & Kemper. (V) Various circuits, 14 years.

RANDALL, PORTER. News commentator, announcer, KGKO, Fort Worth. (R) Also KFRU, Columbia; KVOO, Tulsa; WIBW, Topeka; news programs for Crazy Water Crystals, Montgomery Ward, Philco Radio, 1937; Magnolia News, 1939 (Mobile Co.). (V) Personal appearances.


RANDOLPH, JAMES. Writer, singer. (R) Town Hall Tonight, 1933-36 (Bristol-Myers Co., NBC Red); Triolians (Sparton Radios, NBC Blue); Matt Clemens, The Melody Man (General Electric Co., NBC Red); Camel Caravan (R. J. Reynolds Tobacco Co., CBS). (L) At present writer for KRNT-KSO, Des Moines. (F) Shorts (Warner Bros., Vitaphone). (V) Royalty of Song, 1935-36; appearances at hotels and clubs with Russ Morgan, Hal Kemp and others. (PR) RCA Victor.

RANDOLPH, LILLIAN. Joe Penner, 1938-39 (General Foods Corp., CBS).

RANDOLPH, MARION. Dramatic actress. (R) With Canada's Mounted, 1932 (Canada Dry Ginger Ale, NBC Blue); Buck Rogers, 1933 (Maltine, CBS); Palmolive Beauty Box Theatre, 1935 (Colgate-Palmolive-Peet, successively NBC Red and Blue); Log Cabin Dude Ranch, 1937 (General Foods for Log Cabin Syrup, NBC Blue); Maxwell House Showboat, 1937 (General Foods, NBC Red); Special Delivery, 1937-38 (sustaining, NBC); numerous others, including transcriptions. (L) American Tragedy, 1928; Her Unborn Child, 1929; stock with Harry Minturn, 1929-30; Solid South, with Richard Bennett, 1930. (Casting director and script reader for N. W. Ayer & Son, New York, 1930-32. (Most of the foregoing were done under the name of Marion Randolph Allen).

RAPEE, ERNO. Musical conductor. (R) General Motors Concerts, 1935-37 (General Motors Corp., NBC Blue); programs for Ex-Lax, Mobil Oil, Linilt, McKesson & Robbins; Gulf Musical Playhouse, 1939 (CBS); (GA) The Big Show (Ex Lax Co., CBS). (F). (L) Dangerous Paradise. (Currently musical director of Radio City Music Hall.)

Raphael, DON. Organist, pianist, arranger, WELI, New Haven. (R) Also Inter-City Broadcasting System. (V) Theatre appearances; leader of “Rhythms by Raphael” orchestra.

*RAPHAEL, SIDNEY. Pianist. (R) CBS.

RAPIEFF, KENNETH. Announcer, actor. M.C., WICC, Bridgeport. (R) Also WATR, Waterbury.

RAPP, J. (“Cy”). Special events and sports announcer, KMA, Shenandoah. (R) Hawkeye Six Football games for Coca-Cola Distributers.

RAPP, JOHN. Writer. (R) Texaco Town, 1936-38 (Texas Co. for Texaco Gasoline, CBS); Texaco Town summer program, 1937 (Texas Co., CBS); Jack Oakie College, 1937 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS); Cantor’s Camel Caravan, 1938 (Camel Cigarettes, CBS).

RASCH, DALE (“Buck”). Musician, KSO-KRNT, Des Moines. (R) Also Iowa Network; WHO, Des Moines. (F) Monogram. (V) WHO Parade of Stars, 1935-36; The Northwesterners; Three Banjo Kings.


RATHBUN, JACK. Sportscaster, announcer, WMBR, Jacksonville. (R) Also WJAX, Jacksonville; local shows for General Mills, Inc., Brown & Williamson Tobacco Co., others.
RATIGAN, WILLIAM C. Continuity writer, announcer, producer, KOA, Denver. (F) Wrote script for Walt Disney Studio.

RATKUS, JOSEPH. Announcer (Lithuanian program), WHOM, Jersey City.

RATLIFE, MARY LOU. Actress. (R) Death Valley Days, 1936 (Pacific Coast Borax Co., NBC Blue); Professor Puzzlewit, 1938 (Gallenkamp Stores Co., NBC Red); Toast to the Town, 1938 (Roma Wine Co., Inc., CBS). (LS) KYA, San Francisco. Currently with KSFO, San Francisco.

RATTE, MARIETTE. Actress, CHRC, Quebec.

RAUH, AL. Entertainer, WPAR, Parkersburg. (L) Brass Ankle with Alice Brady, others. (V) The Volunteers, 1914-17; Olive Briscoe & Al Rauh, 1917-30.

*RAUSE, GENE. Announcer. (R) Va- nette Fashion Previews, 1939 (Vanette Hosiery Mills, NBC Blue).

RAVENAL, FLORENCE. Actress. (R) Arnold Grimm’s Daughter (General Mills, Inc., CBS, NBC Red and Blue); Zenith Radio Foundation (Zenith Radio Corp., CBS).

RAWLINSON, J. L. Script writer, producer. (R) Vick’s Open House (Vick Chemical Co., CBS).


RAY, HELENA. Actress. (R) Junior Nurse Corps (Swift & Co., NBC Blue).

RAY, JOHN D. Musician (saxophone, clarinet, flute), WHAS, Louisville. (R) A & P Bandwagon, 1936 (A & P Tea Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS).

RAY, PHIL. Sports and news broadcaster, announcer. (R) Football and basketball for Associated Oil since 1926. (F) Sound track on football newsreel for Paramount, 1927-28. 64 personal appearances throughout California, during 1938, talking on sports and broadcasting.


RAYMOND, JACK. Actor, writer, FTRD. (R) Various network shows including Tish, Epic of America, Radio Almanac, Hurricane Jones, Professional Parade. (F) Shorts (Warner Bros.). (L) Stock; Last Mile, 1929; Is Zat So, 1930.


RAYNOR, HAL. Writer, composer, actor. (R) King Kill Kare of Wheatworth Castle, 1932-33 (National Biscuit, NBC Blue); Baker’s Broadcast, 1933-34 (Standard Brands for Fleischmann’s Yeast, NBC Blue); Wooley, the Moth, 1935 (Enzo Chemical Co., NBC Blue); Park Avenue Penner, 1936-38 (R. B. Davis for Cocondt, CBS); Joe Penner, 1938-39 (General Foods for Huskies, CBS); others, not current, including programs for W. F. Quarrie & Co. and Princess Pat. (F) Paramount, RKO (as writer). (L) Grand Street Follies, 1925-26 (as writer). (V) Wrote for Duncan Sisters, Buddy Doyle and others.

REA, VIRGINIA. Soprano. (R) Palmolive Hour, 1928-31 (Colgate-Palmolive-Peet, NBC Red); Goodyear Program, 1932 (Goodyear Tire & Rubber Co., NBC Red); Buick Program, 1932 (General Motors, NBC Red); American Album of Familiar Music, 1933-35 (Bayer Aspirin, NBC Red); Chevrolet Presents, 1933-37 (Chevrolet Motors, CBS). (GA) General Motors Concerts, Maxwell House Show Boat, Magic Key of RCA, Lucky Strike and Coca-Cola programs. (L) Concert tours, opera appearances. (PR) RCA Victor, Brunswick and Edison.

READ, HARLAN E. Writer. (R) Broadcasts from Queen Mary (Mutual); English Coronation (Mutual); two broadcasts on War Spots of Europe (CBS). (LS) WOR, New York: KMOX, St. Louis; WPAP, Peoria (no longer in existence). Former staff writer for newspapers, newspaper syndicates and Transradio Press (special European correspondent, 1937).

READ, LAWRENCE. Actor. (R) Rube Appleberry (Campbell Cereal Co., Mutual).

*READE, DONNA. Actress. (R) Betty & Bob (General Mills, Inc., NBC Red and Blue).

PROFESSIONAL RECORDS—Continued
PROFESSIONAL RECORDS—Continued

*REARDICK, FRANK. Actor. (R) Smilin' Jack (Sweets Co. of America, Mutual); Mighty Show (Penick & Ford for My-T-Fine Dessert, CBS); March of Time (Servel, Inc., Time, Life and Fortune Magazines, NBC Blue).


*REARDON, PATRICIA. Actress. (R) March of Time (Servel, Inc., Time, Life and Fortune Magazines, NBC Blue).

RECKOW, CLIFF. Orchestra leader, WCCO, Minneapolis-St. Paul.

RED RIVER DAVE (Dave McEnery). Cowboy singer, guitarist. (R) Local shows on WOR, New York; WPAY, Portsmouth; WQAM, Miami; others. (V) Touried with cowboy show.

REDD, BOB. Script writer, producer. (R) Signal Carnival, 1936-39 (Signal Oil Co., NBC Red); Welch Presents Irene Rich (Welch Grape Juice Co., NBC Blue).

REDDICK, WILLIAM J. Program director, conductor, composer. (R) Eveready Hour, 1925-26 (National Carbon, NBC); An Hour with Sigmund Romberg, 1936 (Swift & Co., NBC Red); Ford Sunday Evening Hour, 1936-39 (Ford Motor Co., CBS).


*REED, DENA. Script contributor. (R) Backstage Wife, 1938 (Dr. Lyon's Toothpowder, NBC Red).

*REED, MARION. (R) Bachelor's Children (Cudahy Packing Co., CBS).

REED, MILES. Producer, WCFL, Chicago. (R) Also NBC; WALR, Zanesville; WHIO, Dayton.

REEP, PHIL. See The Four Clubmen.

REESE, CLAUDE. See The Four Clubmen.

REESE, EDWARD. Actor, director, writer. (R) Eno Crime Clues, 5 years (Harold F. Ritchie for Eno Effervescent Salts, NBC Blue); John's Other Wife (Old English Wax, BisoDol and others, NBC Red); Just Plain Bill (Anacin, BisDoDol, Koly- nos, NBC Red); Joyce Jordan—Girl In- terne (McKesson & Robbins, CBS); Dog Heroes (Modern Food Process for Thriver Dog Food, NBC Blue); numerous others; co-author of High Water, currently a transcribed series. (F) Short. (L) Leading man for Fay Bainter in East Is West, for Ina Claire in Grounds for Divorce; others. (V) Sketches with Bert Lytell and others.

REESER, EDWIN. Comedian, M. C., script writer, producer. (R) Courteous Colonels, 1935-36 (Barnsdall Refining Co., CBS); Fun Bug, 1937 (Barnsdall Refining, CBS). (Head of his own advertising agency.)

REEVES, GOEBEL L. (The Texas Drifter). Cowboy singer, poet, guitarist, KWK, St. Louis. (R) Appearances on National Farm & Home Hour (NBC) and The Royal Gelatin Hour (Standard Brands, NBC Red); also KFWB, Los Angeles; WBRC, Birmingham. (F) Universal, Reliable Film Corp.; shorts. (PR) Various firms.


REID, ELLIOTT (Ted). Actor (juvenile, straight, character, dialect). (R) Home Sweet Home, 1935-36 (Procter & Gamble for Chipso, NBC Red); Roses and Drums, 1936 (Union Central Life Insurance Co., NBC Blue); Heinz Maga-

REID, GEORGE (George R. Clapp). Announcer, producer, WFEL, Syracuse. (R) Also WMCA, New York; local shows for Plymouth Motor Car, others.

REID, JAMES W. Announcer, WFBC, Greenville. (R) Local show for Standard Oil Co.

REID, MICHAEL. Sports, special events and news commentator, announcer, producer, script and continuity writer, KVRS, Rock Springs. (R) Local shows including newcasts for B. F. Goodrich.

REILLY, LARRY. Announcer, actor, WHOM, Jersey City. (R) Also WABC, WJZ, WOR, New York.

REINBERG, KAY. Entertainer, WLS.

*REINER, FRITZ. Symphony conductor. (R) Ford Sunday Evening Hour (Ford Motor Co., CBS).

*REINHARDT, MAX. Director. (R) Texaco Star Theatre, 1938-39 (Texas Co., CBS). (F) Warner Bros., First National. (L) Director and actor, many years; produced The Miracle, The Eternal Road and others.

REINHEART, ALICE. Actress. (R) International Silver program, 1936 (NBC Red); Warden Lawes, 1937-38 (Wm. R. Warner for Sloan's Liniment, NBC Blue); True Story, 1937-38 (Macfadden Publications for True Story Magazine, NBC Blue); The O'Neills, 1937-38 (F & G, NBC Red); Howie Wing, 1938-39 (Kellogg Co., CBS); Her Honor, Nancy James 1938-39 (International Col努ton for Kleenex, CBS); Life Can Be Beautiful, 1938-39 (P & G, CBS and NBC Red); others, not current, including local shows on WEAF and WJZ, New York. (L) Foolscap, 1932; The Drums Begin, 1933; stock (Men in White, Pursuit of Happiness); others (s, f).


REIS, IRVING. Writer, director. (R) Columbia Workshop, 1937 (CBS). (F) Paramount, as writer, director, since Jan., 1938; shorts. (L) Julius Caesar (handled sound effects).

*REISENBERG, NADIA. Pianist, WOR, New York.

*REISER, AL. Pianist, conductor. (R) NBC shows.

*REISER, LEE. Pianist, conductor. (R) NBC shows.


*REMINGTON, BOB. Singer, musician. (Member of the Kidodlers). (R) Transcriptions for Imperial Tobacco, 1938, and Dr. Pepper Bottling Co., 1939. (GA) 1937-38: Town Hall Tonight (Bristol-Myers, NBC Red); Ford Program (CBS); Gulf Program (CBS). (F) Furnish musical background for Fleisher Cartoons. (V) The Kidodlers. (PR) Vocalion.

REMSEN, ALICE. Actress (character, comedy, straight), singer, writer. (R) Stromberg-Carlson Hour, 1927 (Stromberg-Carlson Telephone Mfg. Co., NBC Blue); Palmolive Hour, 1927-28 (Colgate-Palmolive-Peet, NBC Red); Evening in Paris, 1932 (Bourjois Sales Corp., CBS); Big Time, 1932 (Standard Oil for Flit and other products, NBC Red); Death Valley Days, 1932-38 (Pacific Coast Borax Co. for 20 Mule Team Borax, NBC Blue). (LS) Echoes of New York Town, 1936-37 (Consolidated Edison Co., WEAF, New York); others. (L) Shows for Gus Hill, Sam Howe, Lew Fields (f). (V) Alice Remsen, English Comedienne.
PROFESSIONAL RECORDS—Continued


RENAU, EMILE. Baritone. (R) Ida Bailey Allen’s Homemakers of the Air, 1936-38 (participation, WHN, N. Y.); Broadway Melody, 1937-38 (Horton’s and Reid’s Ice Cream, Mutual); currently on Morton Gould’s Program (sustaining, Mutual); others. (F) Shorts. (L) Metropolitan Opera Group, 1938. Musak recordings.

RENAUD, JACQUES. Musical director. (R) Pontiac Program, 1932-34 (Pontiac Motor Co., CBS); Camel Quarter Hour, 1934 (R. J. Reynolds Tobacco Co., CBS); Manhattan Merry Go-Round, 1935 (Dr. Lyon’s Toothpowder, NBC Red); Burns & Allen, 1936 (Campbell Soup Co., CBS); Eddie Cantor, 1936-37 (Texas Co., CBS). (F) Shorts (for Universal with Morton Downey). (V) Appeared with Morton Downey and Tony Wons, Vera Van and Eton Boys, Nick Lucas, Burns & Allen, and Eddie Cantor. (PR).

RENIER, C. G. (Tiny). Program director, KMOX, St. Louis. (R) Phillips Poly Follies (Phillips Petroleum Co., CBS); also WDAF, Kansas City; local shows including Ford Minstrels (Ford Motor Co.). (L) Stock. (V) Tiny Renier, The Singin’ Cowboy; others.

RESER, HARRY. Conductor, string soloist. (R) Gold Dust Twins, 1923-25 (Gold Dust Corp., NBC Red); Clicquot Club Eskimos, 1926-36 (Clicquot Club for Ginger Ale and Sparkling Water, 1926-34, NBC Red; 1935-36, CBS); The Flit Soldiers, 1929 (Standard Oil for Flit, NBC Blue); Sunkist Hour, 1930 (California Fruit Growers, NBC Blue); Musical Cruise with Spearman Crew, 1934-35 (Wm. Wrigley, Jr., Co., NBC Red). (F) Vitaphone shorts. (V) Engagements as Harry Reser and His Eskimos and Harry Reser and His Orchestra, 1927-37. (PR) RCA Victor, Columbia, Brunswick, Decca.


REVELERS QUARTET. (Robert Simmons, Lewis James, Elliott Shaw, Wilfred Glenn). Singers. (R) Cities Service Concert (Cities Service Co., NBC Red); R & R Entertainers, April to July, 1938 (Richardson & Robbins Boned Chicken, NBC Red and Blue).

REVELL, NELLIE. Interviewer, commentator. (R) Bond Bread program, 1935 (General Baking, CBS); Hilltop House, 1937 (Colgate-Palmolive-Peet CBS); Meet the Artists (sustaining NBC). (GA) We, the People, 1938 (Sanka Coffee, CBS); Quaker Party 1939 (Quaker Oats, NBC Red). (LS) Morning Matinee, 1936 (R. H. Macy, WOR, New York); New York on Parade, 1938 (Consolidated Edison, WEAF, New York). (Author of radio contributions to various magazines and newspapers).

REVERE, ADRIAN. Singer. (Member of Norsemen Quartet). (R) Cities Service Concert, 1938 (Cities Service, NBC Red).


REYNOLDS, GENE. Announcer, WBAP Fort Worth. (R) Also KFPW, Fort Smith; KBST, Big Spring; KOMA, Oklahoma City.

REYNOLDS, JOHN M. Announcer, singer, actor, WKRC, Cincinnati. (R) Also WCKY, Covington; WNOX, Knoxville.

REYNOLDS, MARION J. Organist, WELI New Haven.

REYNOLDS, DR. ROLLO G. (R) NBC shows.

RHOADES, HAZEN. Trombonist, KUJ Walla Walla.

RHODD, CECIL. Violinist, KASA, Elkh City. (V) Theatre appearances.


*RHYMER, PAUL. Script writer. (R) Vic & Sade (Procter & Gamble, NBC Red and Blue, CBS).

RHYTHM RANGERS. Instrumental quartet, KMA, Shenandoah. (R) Programs for Consolidated Drug Trade Products, 1938; May Seed Co., 1938-39; others. (V) Theatre appearances.

RHYTHMETTES TRIO. See Wanda McQuain, Mary Clarinda Sanders, DeAlva McAllister.

*RIBBE, JOHN. Producer, script writer. (R) Carnation Contented Program (Carnation Milk, NBC Red); Standard School Broadcast (Standard Oil of California, NBC Blue); Standard Symphony (Standard Oil of California, NBC Red).


RICAU, LIONEL. Announcer, producer, WWL, New Orleans. (V) Broadway's Radio Mimic, 1932-34.

RICCA, ERNEST. Sound technician, WWJ, Detroit.

RICE, A. R. Script writer. (R) National Barn Dance (Miles Laboratories, Inc., NBC Blue).

RICE, AL. See Maple City Four.


RICE, MARION P. Musician (saxophone, clarinet, violin), WHO, Des Moines. (V) Sweets Tent Show, 3 seasons; also appearances with orchestras and floor shows.

RICE, ROSCOE (Rock). Musician, KUJ, Walla Walla.

RICE, WILLIAM L. Announcer, WHLS, Port Huron.

RICH, DORIS. Actress (character lead, heavy, comedy). (R) Famous Actors Guild (Ethel Barrymore plays), 1936 (Bayer Aspirin, NBC Blue); Rich Man's Darling, 1936-37 (Jocur, Kissproof, Outdoor Girl, CBS); Lorenzo Jones, 1937 (Charles H. Phillips Chemical Co., NBC Red); Road of Life, 1938-39 (P & G, Chipso, NBC Red and CBS); Houseboat Hannah, 1938-39 (P & G for Lava Soap, NBC Blue). (L) Appearances with the Lunts (Theatre Guild), Jane Cowell, Blanche Yurka, Ethel Barrymore and others.

RICH, FREDDIE. Orchestra leader. (R) Frigidaire program, 1935; Soony Flying Red Horse Tavern, 1935-36 (Soony-Vacuum); Your Hit Parade, 1936 (Lucky Strike Cigarettes); sustaining and guest appearances, 1937-38 (CBS); also programs for Squibb's, Veedol, Tide Water Oil, Postum, Premiere Salad Dressing; others. (L) Greenwich Village Follies, 1921; Shubert Century Roof Follies, 1922. (V) 1916, '33.


RICHARDS, WAYNE F. Actor, KSL, Salt Lake City. (L) 1933-39. (Also handles promotion and merchandising).

RICHARDSON, BOB, JR. Announcer, sports commentator, KWK, St. Louis. (R) Local shows including one for Minit Rub (Bristol-Myers).

RICHARDSON, ETHEL P. Writer, actress. (R) House Beside the Road, 1931 (Mutual Life Insurance Co., Yankee Network); Dreams of Long Ago, 1932-38 (NBC Blue sustaining); Uncle Natchel, 1936-38 (Chilean Nitrate, transcriptions). (LS) WEAF, WJZ, WOR, New York. (L) Stock, 1924. (Associated with Jean V. Grombach, Inc.)

RICHARDSON, PELHAM H. Member of string ensemble, CKY, Winnipeg. (R) Programs for Kraft-Phenix Cheese Corp. and others; also Canadian Broadcasting Corp.

RICHMOND, ELEANOR. Actress (comedy), WKZO, Kalamazoo. (V) 1938-39.
PROFESSIONAL RECORDS—Continued


RICKABY, RUTH D. Dramatic actress. (R) Lone Ranger, since 1933 (various sponsors through WXYZ, Detroit; 1937-38, Gordon Bakeries, Mutual; General Baking for Bond Bread, 1938, Mutual; various local sponsors, Mutual). (LS) WXYZ, 1938-39. (L) Productions by William B. Harris, A. Hammerstein and others; stock. (V) Theatre appearances with Lone Ranger skit.

RICKEY, ALFRED (also known as Don Donnie). Musical director. (R) Hammerstein Music Hall (Anacin, Kolynos Toothpaste, CBS); Manhattan Merry-Go-Round (R. L. Watkins Co., NBC Red); Alias Jimmy Valentine (successively Larus & Bro. Co. and Dr. Lyon's Toothpowder, NBC Blue); Broadway Merry-Go-Round (Dr. Lyon's Toothpowder, NBC Blue); Orphans of Divorce (Dr. Lyon's Toothpowder, NBC Blue).

RICKEY, EMILY. Singer, WPAV, Portsmouth.

RIDDELL, CORWIN. Newscaster, editor, WOAI, San Antonio.

RIDGEWAY, JACK E. Commercial and special events announcer, actor, KTHS, Hot Springs.


RIGGS, NELL. Pianist, WHK-WCLE, Cleveland. (R) Also WADC, Akron; WGAR, Cleveland; WOR, New York; others. (V) Theatre appearances.


RIGO, LOUIS. Violinist, WHAS, Louisville. (L) Student Prince. (V) Theatre appearances. (PR) Edison.

RILEY, BOB. Announcer, KMBC, Kansas City. (R) Local shows including Across the Breakfast Table, 1936 (Household Finance Co.); Texas Rangers (Kellogg Co., 1937, and Remington-Rand Co., 1938).

*RILEY, THOMAS L. Producer. (R) NBC shows.

RINEHART, J. ALAN. Musician, singer (The Novelty Aces). (R) Vocal Varieties, 1937 (Lewis-Howe Co. for Tums, NBC Red); Plantation Party, 1938 (Brown & Williamson Tobacco Co., NBC Blue). (LS) All WLW, Cincinnati; Melody Grove, 1937 (Bromo-Quinine); Vick's Open House; 1938 (Vick Chemical Co.); Time to Shine, 1938 (Griffin Mfg.); Pinex Party, 1938 (Pinex); others, since 1925. (V) WLS road shows, 1934-38; Blue Ridge Mountainaires, 1935. (PR) Bluebird.

RINEHART, LENORE B. Musician, singer (The Novelty Aces). (R) Vocal Varieties, 1937 (Lewis-Howe Co. for Tums, NBC Red); Plantation Party, 1938 (Brown & Williamson Tobacco Co., NBC Blue). (LS) All WLW, Cincinnati; Melody Grove, 1937 (Bromo-Quinine); Vick's Open House, 1938 (Vick Chemical Co.); Time to Shine, 1938 (Griffin Mfg.); Pinex Party, 1938 (Pinex). (V) Blue Ridge Mountainaires, 1935; WLS road shows, 1937; WLW road show, 1938. (PR) Bluebird.


RING, BILL. Sports and commercial announcer, singer, M.C., KWTO-KGBX, Springfield. (R) Local shows including baseball broadcasts for Kellogg Co.

*RINGWALD, ROY. Member of Twin Trio. (R) Fred Waring & His Pennsylvaniaians (Grove Laboratories, Inc., NBC Red).

*RINKER, AL. Producer. (R) CBS shows.

RIOME, DON. Singer, CHAB, Moose Jaw. (R) The Gospel Singer, 1938 (network show, originating in New York, for Procter & Gamble).

RIPLEY, FRED R. Sports commentator, WSYR, Syracuse. (R) Sports, on special network, for Atlantic Refining.

RIPLEY, ROBERT L. ("Believe It Or Not"). Writer, actor. (R) Believe It or Not, 1930-31 (Colonial Beacon Oil, NBC Red); Esso Program, 1931-32 (Standard Oil of N. J., NBC Blue); Hudson-Terraplane Program, 1933-34 (Hudson Motor Car Co., NBC Red); Bakers Broadcast, 1934-37 (Standard Brands for Fleischmann's Yeast for Bread, NBC Blue); Believe It or Not, 1937-38 (General Foods for Huskies and Post Bran, NBC Red); Believe It or Not, since March, 1939
PROFESSIONAL RECORDS—Continued

(Nehi for Royal Crown Cola, CBS).
(F) Warner Bros., Vitaphone; series of 36 Believe It or Not shorts, 1931-32; series of 6 for 20th Century-Fox, 1939. (V) 1931-33; theatre appearances. (Newspaper cartoonist-columnist.)

RISS, DAN. Announcer, sportscaster, WRUF, Gainesville. (R) Local football broadcasts for Atlantic Refining Co.

*RIVERS, REX. Script writer. (R) I Want a Divorce (Sussman Wormser & Co., NBC Red and CBS).


ROACH, PAUL. Singer, WAVE, Louisville. (R) Also WHAS, Louisville; WIOD, Miami. (V) 9 years.

ROBBINS, BILL. Announcer, news commentator, WLW, Cincinnati. (R) Local shows for Pinex, Household Finance Corp., Olson Rug Co., others. (V) Theatre appearances.


ROBERTS, FRANK. Musician, (saxophone, clarinet), WCCO, Minneapolis-St. Paul.

ROBERTS, HERB. Sports commentator, CKY, Winnipeg. (R) Also Canadian Broadcasting Corp.

ROBERTS, HOWARD. Announcer, WMT, Cedar Rapids. (V) Theatre appearances.

ROBERTS, INGHAM S., III. Sports announcer, KRGV, Weslaco. (Also commercial manager).


ROBERTS, MEMORY. Commercial and script writer. (R) Martha Meade (Sperry Flour, NBC Red); Dr. Kate, 1938-39 (Sperry Flour, NBC Red); Dangerous Road, 1938-39 (Sperry Flour, NBC Red). (8 years as Marjorie Gray on Woman's Magazine of the Air for various sponsors over NBC Red; currently associated with Westco Advertising Agency).

ROBERTS, R. H. Program director, CKY, Winnipeg. (R) Since 1923.

ROBERTSON, A. ROSS. Actor, WWJ, Detroit. (R) Lone Ranger and Green Hornet (participating, Mutual); also WXYZ, Detroit. (F) Shorts. (L) Stock. (V) Theatre appearances.


ROBERTSON, B. G. Special events announcer, program director, KWKH-KTBS, Shreveport.

ROBERTSON, JESSE A. Musician, singer, KGNC, Amarillo. (R) Also WFAM, Dallas; KOMO, Oklahoma City. (V) Theatre appearances. (PR) Decca.

ROBERTSON, JOHN D. Actor, WMEX, Boston. (R) Also Inter-City, Mutual, and Yankee Networks; shows for Macfadden Publications, others.

ROBERTSON, TED. Sound technician. (R) The Lone Ranger, 1937-39 (Gordon Bakeries, 1937-38; General Baking, 1939; Mutual); Michigan Radio Network programs; all current; Green Hornet (Detroit Creamery); Lost Moment (Detroit Auto Club); Flashes from Motor Life (Detroit Auto Club). (Chief sound technician, WXYZ).

ROBERTSON, TEXAS JIM. Cowboy singer. (R) Own sustaining program (NBC Red). (L) The Hill Between, 1938 (f). (V) 1934-38.

ROBERTSON, TRAFFTON. Announcer, producer, writer, singer, KVVO, Tulsa. (R) Also WABC, New York; WTAR, Norfolk; guest appearances on WGH, Newport News; WMCA, New York; WOL, Washington; WRVA, Richmond.

ROBINSON, ALVIN. Announcer. (R) Bond Bread Sports, 1936 (General Baking Co. for Bond Bread, WEAF, New York City); Ben Bernie & All the Lads, 1937 (American Can Co., NBC Blue); Cities Service Concert, 1937-38 (Cities Service Co., NBC Red); True or False, 1938 (J. B. Williams Co., NBC Blue).


*ROBINSON, LESLIE. Script writer. (R) I Want a Divorce (Sussman Wormser & Co., NBC Red and CBS). (Columnist, Hearst newspapers).

*ROBINSON, HUBBELL, JR. Director. (R) We, the People, 1937-39 (General Foods Corp., CBS). (Associated with Young & Rubicam).

*ROBINSON, J. RUSSEL. Organist. (R) Dog Heroes (Modern Food Process, NBC Blue).


ROBINSON, MAX. Announcer, WHO, Des Moines.


*ROCHE, J. P. Director. (R) Bachelor's Children (Cudahy Packing Co., CBS). (President of Roche, Williams & Cunningham).

*ROCHELLE, DOROTHY. Singer. (R) NBC shows.

ROCHESTER. See Eddie Anderson.

ROCKHOLD, JOE. Actor, newscaster, singer, writer, producer, announcer, WSPD, Toledo. (R) Also Mutual; WLW, Cincinnati, and others. (L) Toledo Civic Theatre (s). (V) Theatre appearances with minstrels and radio variety shows.

*ROCKWELL, BOB. Juvenile actor. (R) Standard School Broadcasts (Standard Oil of California, NBC Blue).

ROCKWELL, DOCTOR. Comedian, writer. (R) Camel Pleasure Hour, 1930 (R. J. Reynolds for Camel Cigarettes, NBC Red); produced sustaining shows for NBC, 1939 and CBS, 1934. (F) M-G-M, Warner Bros. (f); shorts. (L) George White's Scandals, 1922; Greenwich Village Follies, 1930; Ziegfeld Follies, 1938 (s). (V) Various circuits and theatres here and in Australia since 1910; alone and as Rockwell & Wood and Rockwell & Fox. (Wrote feature for McNaught Syndicate. 1928-34).

RODDA, WALTER E. Announcer, news editor, WKZO, Kalamazoo. (R) Also WCLO, Janesville; WMBC, Detroit; WLEU, Erie.


*RODZINSKI, ARTUR. Symphony orchestra conductor. (R) NBC programs.

ROE, W. CHARLES. Program director actor. (R) Wonder Show, 1936 (Continental Baking Co., CBS); Kitty Keene Inc., 1936-37 (Procter & Gamble, CBS); Ma Perkins, 1936-37 (Procter & Gamble NBC Red); others. (L) Various plays also concert pianist for one season (Currently associated with WOWO-WGL, Ft. Wayne).


ROEHL, JOSEPH E. Sports announcer KOB, Albuquerque. (R) Home football
PROFESSIONAL RECORDS—Continued

games, University of New Mexico, 1937-38; others.


ROESE, RAY. Singer, actor, WBNS, Columbus. (R) Also CBS sustaining show. (V) 3 years.

ROESSLER, ELMIRA (also known as Lynne Loray, Lynn Ross). Actress, singer, KMOX, St. Louis. (R) Phillips Poly Follies, 1936-38 (Phillips Petroleum Co. CBS); also local shows including A & P Morning Show, 1933 (A & P Tea Co.); Live Power Parade, 1934 (Standard Oil Co.); Tin Pan Alley, 1934-35 (Mobiglas); others. (F) Shorts. (V) Theatre and hotel appearances.

ROGERS, BILL. Announcer, sportscaster, WHAM, Rochester. (R) Local shows for Socony-Vacuum, Brown & Williamson Tobacco Co., others.

ROGERS, BOB. Musical director, KARM Fresno. (V) 1929-30; night club and theatre appearances.


ROGERS, JOHNNY. Singer, WDAY Fargo. (R) Programs with Mary Lou.

ROGERS, MISS LOU. Writer, lecturer. (R) Radio director of National Girl Scouts, 1933-36, writing programs for use by local stations throughout the country; Animal Club News, 1930-33 (heard locally over New York station) and 1936-39 (sustaining, NBC Red and Blue).

ROGERS, RAY. Pianist, WCOA, Pensacola.

ROGERS, ROBERT N. Announcer, WSAL Salisbury. (R) Local shows for Purina, Texas Co., others.

ROGERS, ROSWELL B. Script writer. (R) House Party, 1937 (Iris Food Products, Don Lee Network); Hollywood Mardi Gras, 1937 (Packard Motors, NBC Red); Park Avenue Penners (R. B. Davis Co., CBS); Hollywood Melody Shop, 1937-38 (Beverly Wilshire Hotel, CBS Pacific Coast). (L) Author of Nell of the Northwoods, 1935; Flying Down to Restful Manor, 1935; Ethmold's Folies of 1935. (Currently on staff of KNX, Los Angeles.)

ROGOSINSKI, DR. CURT. Concert pianist, WHO, Des Moines. Formerly opera director, Germany and Poland.

ROLF, ERIK. Announcer, actor. (R) Gang Busters, 1937-38 (Colgate-Palmolive-Feet, CBS); Girl Interne, 1937-39 (Calox Tooth Powder, CBS and Yankee Network); Boake Carter, 1936 (General Foods for Post Toasties and Huskies). (GA) Royal Gelatin Hour, 1937 (Standard Brands, NBC Red); Woodbury's Hollywood Playhouse (Jergens-Woodbury Sales, NBC Blue); Kay Smith's Bandwagon (General Foods, CBS); Believe It or Not (General Foods, NBC Red); Spy Secrets, 1938 (Cummer Products for Energine, NBC Red); Court of Human Relations, 1938 (Vadsco Sales Corp., Mutual); This Day Is Ours, 1938-39 (P & G, CBS). (F) Commentator for Pathe News, 1937-38; narrator and announcer, travel and commercial films.

ROLFE, B. A. Orchestra leader. (R) Lucky Strike Dance Orchestra (American Tobacco Co., NBC Red); B. A. Rolfe & Ivory Soap Orchestra (Procter & Gamble, NBC Blue); Hudson Dealer Program (Hudson Motor Car Co., NBC Red); Believe It or Not (General Foods Corp., NBC Red), Believe It or Not, since March, 1939 (Royal Crown Cola, CBS). (V) 1904-12; 1920-35. (Formerly president of Rolfe Photoplays; v-p, Columbia Pictures, 1915-16; v-p, Octagon Features, 1918-19.

ROLL, DICK. Announcer (commercial, sports, news), WHIO, Dayton. (R) Also WALR, Zanesville. (F) Shorts. (V) M.C.

*ROLLINI TRIO, ADRIAN. (Adrian Rollini, Harrison Smiffin, Frank Victor). Instrumental trio. (R) Swing to Chiclet (Adams Chiclets, WJZ, New York); sustaining programs. (V) Theatre and hotel engagements.

ROMAINE, JACK. Musician, WNAX, Yankton.

*ROMANO, MIKE. Actor. (R) Romance of Helen Trent (Edna Wallace Hopper and Old English Floor Wax, CBS); Houseboat Hannah (P & G, NBC Red and Blue).
ROSELEIGH, JACK. Actor (characters, leads). (R) Pepper Young's Family, 1936-39 (Procter & Gamble, NBC Red and Blue); Follow the Moon, 1937 (Lehn & Fink, CBS); Hilltop House, 1937 (Colegate-Palmolive-Peet, CBS); Road of Life, 1937-38 (Procter & Gamble, NBC Red, CBS); Your Family and Mine, 1938-39 (Sealtest, Inc., CBS). (F) Silent pictures. (L) Productions by Arthur Hopkins, Sam H. Harris, David Belasco, Lewis & Harris, Jones & Green (s.f.). (V) Sketches.

ROSE, CHARLES. Announcer. (R) Polish Melodies (Katro-Lek Laboratories, Inc., Mutual).

ROSE, PAUL S. Musician. (R) Horace Heidt & His Brigadiers, 1934-37 (Stewart-Warner Corp., CBS); My Secret Ambition, 1938 (Durkee Famous Foods, CBS); Toast to the Town, 1938 (Roma Wine Co., CBS). (V) Featured clarinet soloist with Horace Heidt, over 3 years. (Currently staff musician, KSFO, San Francisco.)

ROSENBERG, HENRIETTA. See the Sophisticated Ladies.

*ROSEMOND, LLOYD. Director, producer, script editor. (R) Doc Barclay's Daughters (Personal Finance Co, CBS); Our Gal Sunday (Anacin, Kolynos, CBS); Lorenzo Jones (Charles H. Philipps Chemical Co., NBC Red); Popeye, the Sailor (Joe Lowe Corp., CBS); John's Other Wife (Old English, BiSoDol, NBC Red); Second Husband (Bayer, CBS). (Associated with Blackett-Sample-Humphremont).

*ROSENOVA, OLGA. Actress. (R) Betty & Bob (General Mills, Inc., NBC Red and Blue).

ROSENWALD, MONTE. Announcer, producer, KGN, Amarillo. (V) Master-of-Ceremonies.

ROSS TRIO. Harmony singers, WHK-WCLE, Cleveland. (F) Shorts. (V) Theatre, hotel and night club appearances. (PR) RCA Victor, Bluebird.

ROSS, ANGUS. Singer, WMEX, Boston.

*ROSS, ARTHUR. (R) CBS shows.

ROSS, BILL. Announcer, newscaster, KGW-KEX, Portland. (R) Standard Symphony, 1937 (Standard Oil Co. of California, NBC Red); other local and Pacific Coast shows. (F) Shorts.

ROSS, BOB. Script writer. (R) Texaco Town (Texas Co., CBS).
ROSS, BUDDY. Accordionist, WWVA, Wheeling. (R) Also KWK, St. Louis; WLW, Cincinnati; and Mutual. (V) 1935-39, including WWVA Jamboree.

ROSS, CLARK. Singer, actor. (R) Pappy, Zeke and Ezra, 1936 (Kelpamalt Co., Inter-City Network); On the Air with Lud Gluskin, 1937 (Hudson Terraplane Corp., CBS); Moments of Melody, 1937 (E. B. Randall, CBS); Toast to the Town, 1938 (Roma Wine Co., CBS). (LS) KEHE, Los Angeles. (F) Child actor, First National, MGM; shorts. (L) The Fan, 1933. Former vocalist with orchestras of Leo Reisman, Charles Domberger. (PR) Brunswick and Decca.

ROSS, DAVID. Announcer, commentator. (R) Fred Waring & His Pennsylvanians, 1933-34 (P. Lorillard for Old Golds, CBS); Studebaker Champions, 1934-35 (Studebaker Motors, NBC Red, CBS); Chesterfield Presents, 1935-37 (Liggett & Myers Tobacco, CBS); Fred Waring & His Pennsylvanians, 1938-39 (Grove Laboratories for Bromo-Quinine, NBC Red); Time to Shine, 1938-39 (Griffin Mfg. Co. for Griffin Allwhite, CBS); Human Side of the News by Edwin C. Hill, 1939 (American Oil, CBS); numerous others. (F) Narrator, full length films; travelogues, musical shorts.

ROSS, DON. M.C., singer, writer, announcer. (R) Jell-O Summer Show, 1937 (General Foods Corp., NBC Red); The Rhyming Minstrel, 1938 (Bosco Co., Mutual). (LS) WOR, New York.

ROSS, JACK (The Ranch Boys). Member of cowboy trio. (R) NBC programs for Fitch Shampoo, 1933-37;Ralston Purina, 1935-37; Illinois Central Railroad, 1936-37; transcriptions. (GA) Paul Whiteman's Musical Varieties, 1936 (Jergens-Woodbury Sales, NBC Blue); Kate Smith's Hour, 1938 (General Foods, CBS); also various spots on National Barn Dance (Miles Laboratories for Alka-Seltzer, NBC Blue); others. (F) Mack Sennett, Hal Roach. (V) The Ranch Boys, 7 years; also appearances in various rodeos.

ROSS, JANET (Mrs. C. H. Grugan). Special interviewer, director of women's features, KDKA, Pittsburgh.

*ROSS, JEROME. Dialogue writer. (R) Mr. Keen, Tracer of Lost Persons, 1937-38 (BiSoDol, NBC Blue); Our Gal Sunday, 1938 (Kolynos, Anacin, CBS); Mrs. Wiggs of the Cabbage Patch, Nov.-Dec., 1938 (Old English No Rub Floor Wax, BiSoDol, NBC Red).
ROWE, LEON. Basso, WQXR, New York. (L) Grand Opera, 41 years (Metropolitan, 29 years; Opera Comique, Paris; Chicago Opera; others).

ROTHIER, LEON. Cellist, KHQ-KGA, Spokane.

ROTHWELL, CONNIE. Cellist, WHXO-KGA, Spokane.

ROUNTREE, LUTHER E. Musician, WMPS, Memphis. (R) Also WSPD, Toledo. (V) Theatre appearances. (PR) RCA Victor.

ROUSH, BEN. Announcer, KTUC, Tucson.

ROUSH, SIGEL A. Announcer, WBOW, Terre Haute. (R) Also WHBU, Anderson; WCBS, Springfield; WDWS, Campbell.

ROUSSEAU, WILLIAM P. Producer. (R) Stoopnagle & Budd, 1936 (General Foods for Minute Tapioca, NBC Red); The Rhythm Boys, 1936 (Fels & Co., CBS); Town Hall Tonight, 1936-38 (Bristol-Myers, NBC Red); Walter O'Keefe, Town Hall summer show, 1937 (Bristol-Myers, NBC Red); The Perfect Fool, Ed Wynn, 1937 (Axton-Fisher Tobacco, NBC Blue); Jack Berch and His Boys, 1937-38 (Fels & Co., CBS); Hobby Lobby, 1938 (Fels & Co., NBC Blue); Ben Bernie and All the Lads, 1938-39 (American Tobacco for Half and Half Smoking Tobacco, CBS); Phil Baker, 1939 (Hawaiian Pineapple Co., CBS). (Associated with Young & Rubicam, Inc.).

ROUVEROL, JEAN. Dramatic actress. (R) One Man's Family, 1938-39 (Standard Brands for Tender Leaf Tea, NBC Red). (F) Paramount, Universal, Republic, RKO, 1934-38 (f); also M-G-M short. (L) Growing Pains, 1933; So Proudly We Hail, 1936; Petrified Forest (Hollywood production), 1937 (f). (V) Theatre appearances.


ROW, GENEVIEVE. (R) Johnny Presents (Philip Morris & Co., Ltd., CBS and NBC Red).

ROWE, RALPH J. Musician and singer, WMT, Cedar Rapids. (V) Theatre appearances. (PR) Decca.

ROWELL, GLENN. Comedian (Gene & Glenn). (R) Quaker Early Birds, Gene & Glenn, 1930-32 (Quaker Oats Co., NBC Red); Gene & Glenn, 1934 (Gillette Safety Razor Co., NBC Red); Kellogg Corn Flakes Program, 1935-37 (Kellogg Co., Corn Belt Network); National Barn Dance, 1939 (Miles Laboratories for Alka-Seltzer, NBC Blue). (F) shorts. (V) Ford & Glenn, 1923-29; Gene & Glenn, 1930-39. (PR) RCA Victor. American. (Started in radio in 1924 as musical director of WLS, Chicago, and Glenn of Ford & Glenn; current team formed 1929).


ROWLANDS, HUGH O. Actor. (R) Tom Mix and His Ralston Straight Shooters (Ralston Purina Co., NBC Blue); Dan Harding's Wife (National Biscuit Co., NBC Red); Public Hero No. 1 (Falstaff Brewing Corp., NBC Red).


ROY, CECIL H. Dramatic actress, comedienne, singer. (R) Kaltenmeyer's Kindergarten, 1936-37 (Quaker Oats, NBC Red); While the City Sleeps, 1936-37 (Bowey's, Inc. for Dari-Rich, NBC Red); Ma Perkins, 1936-38 (Procter & Gamble for Oxydol, NBC Red, CBS); Valiant Lady, 1938 (Bisquick, Gold Medal Hour, CBS); Monticello Party Line, since 1935 (Dr. Caldwell's Syrup Pepsin, transcribed program). (L) Passion Play, 1933-34.

ROY, JEAN. Actress (comedy, drama, impersonations, dialects). (R) Laugh with Ken Murray, 1936 (Lever Bros. for Rinso, Lifebuoy, CBS); News of Youth. 1937 (Ward Baking, CBS); Parade of Youth, 1937 (Tastyteas, NBC Blue); Kate Smith's Bandwagon (Great Atlantic & Pacific Tea Co., CBS); Popeye, the Sailor, 1938 (Joe Lowe Corp. for Pop-sicles, CBS); March of Time, 1938-39 (Servel, Inc., and Time, Inc., NBC Blue); also transcriptions, CBS sustaining programs. (F) Shorts. (V) Comedy act, 4 years.
ROY, MANNY. Singer, actor, KITE, Kansas City. (R) Also KMBC, Kansas City. (V) 1937.

ROYAL, RUTH. Musical director, singer, organist and pianist, women's commentator, KCKN, Kansas City. (R) Also WREC and WMC, Memphis; KLRA, Little Rock. (L) Music Box, 1926-28; Band Box Revue, 1931-33. (V) Single act, Girl of a Thousand Songs, 1928-29.

ROYCE, THAYNE. Singer, WOW, Omaha.

*ROYLE, SELENA. Actress. (R) Central City (P & G, NBC Red); Billy & Betty (General Mills, NBC Red).

ROYLE, WILLIAM H. Actor. (R) Rinso Program Starring Al Jolson (Lever Bros. Co., CBS); Dr. Christian (Cheserokee Manufacturing Co., CBS); Camel Caravan (R. J. Reynolds Tobacco Co., CBS); Hollywood Mardi Gras (Packard Motor Car Co., NBC Red); Jell-O Program Starring Jack Benny (General Foods Corp., NBC Red); Eddie Cantor (Texas Co., CBS); Lux Radio Theatre (Lever Bros. Co., CBS); Big Town (Lever Bros. Co., CBS); One Man's Family (Standard Brands, Inc., NBC Red); Vick's Open House (Vick Chemical Co., CBS); My Secret Ambition (Durkee Famous Foods, CBS). (F) Paramount, M-G-M, Universal, Columbia, United Artists; shorts. (L) Sleepy Valley Sally; Whistling in the Dark; others. (V) 6 years, mostly Pacific Coast circuits; theatre appearances.

ROYSE, GERRY ANN. Singer, actress, WDAF, Kansas City. (L) 1933-38. (V) Lucas-Jenkins; Kemp Time; theatre and night club appearances.

RUBIN, JACK. Producer, actor (dramatic character). (R) The O'Neills, since 1935 (P & G for Ivory, NBC Red and Blue, CBS); Believe It or Not, 1937-38 (General Foods, NBC Red); Hilltop House (Colgate-Palmolive-Per for Palmolive Soap, CBS); others. (F) Shorts. (V) Theatre appearances.

RUBIN, MABEL. Commentator, KGDM, Stockton.


RUDD, RUDY. Pianist, WDAY, Fargo.

RUDDELL, MARIE G. Singer, WJMS, Ironwood. (L) Concerts.


RUGH, VIC. Program director, supervisor of sports, news and special events, KTUL, Tulsa. (R) Also sports for Phillips Petroleum, General Mills and Socony-Vacuum over KFF, Wichita; various programs over KANS, Wichita; KMOX, St. Louis. (L) Stock (f). (Formerly sports and theatre editor).


RUMSEY, LEO. Program director, KGMB-KHBC, Honolulu-Hilo.

RUNNION, GUY. Actor, writer, announcer, WDAF, Kansas City. (R) Local shows and transcriptions. (L) 1935-38. (V) Theatre appearances.
PROFESSIONAL RECORDS—Continued

RUNYAN, CHARLES M. Organist, conductor. (R) Dr. Kate (Sperry Flour Co., NBC Pacific Coast Red); Hawthorne House (Wesson Oil & Snowdrift, NBC Pacific Coast Red); Martha Meade (Sperry Flour Co., NBC Pacific Coast Red).

RUNYAN, HAL. Cellist, WHBF, Rock Island. (V) Stardust Parade.

RUNYON, JACK W. Producer. (R) Passing Parade with John Nesbitt, 1938 (Union Oil, NBC Red); Candid Lady, 1938-39 (Pepsodent Co., NBC Red); Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red); also regional and local shows for Sunkist, Diamond Walnuts, Adohr Milk Farms, Jell-Well Desserts and others. (Associated with Lord & Thomas as producer and assistant manager, Hollywood).

RUSH, FORD. Singer, comedian, human interest stories. (R) Dad and Junior, 1938 (Wheatena, Mutual); Ye Happy Minstrel and Tiny Band, 1933-34 (Wheatena, CBS). (LS) KMOX, St. Louis, 1930; WLW, Cincinnati, 1931-32; WLS, Chicago, 1934-35; WGY, Schenectady, 1937. (V) Old Man Sunshine, 2 years; Ford & Glenn, 1923-29; single act, 3 years. (PR) Columbia.


RUSH, KENT. News commentator, KTHS, Hot Springs.

RUSSELL, ANN. Juvenile actress. (R) Uncle Ezra, 1938 (Miles Laboratories for Alka-Seltzer, NBC Red); Court of Missing Heirs, 1938 (Skelly Oil, CBS); Carters of Elm Street, 1939 (Wander Co. for Ovaltine, NBC Red); Ma Perkins, 1939 (P & G for Oxydol, NBC Red); Arnold Grimm's Daughter, 1939 (General Mills, CBS).

RUSSELL, BOB. Sports announcer. (R) Play-by-play Nebraska football, 1938 (KMMJ, Clay Center).

RUSSELL, DAN. Announcer. (R) Travel Talks by Malcom La Prade (Thomas Cook & Son, NBC Red).

RUSSELL, F. ALDEN. See Ted Malone.

RUSSELL, FRANK. Actor, WXYZ, Detroit. (R) Lone Ranger (participating, Mutual); Green Hornet (participating, Mutual); also Don Lee Broadcasting System. (L) Stock, repertoire.

*RUSSELL, JOHNNY. Singer. (R) CBS shows.


RUSSELL, RUS. Announcer. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual); others.

RUSSELL, RUTH. Actress. (R) Ma and Pa (Atlantic Refining Co., CBS); Just Plain Bill and Nancy (Anacin, BiSoDol and Kolynos Toothpaste, NBC Red); Snow Village Sketches (Loose-Wiles Biscuit Co., NBC Red).


RUSSEY, HAROLD. Program director, writer, sports and news commentator, announcer, WHMA, Anniston.

RUTLAND, ROBERT H. (Georgia Slim). Fiddler, singer, KVVO, Tulsa. (R) Also West Virginia Network; WСMI, Ashland; WHIS, Bluefield. (V) Personal appearances. (PR) RCA Victor Bluebird.

RUVINSKY, ABRAM. Member of concert orchestra, WHKC, Columbus.


RYAN, ALMA. Mezzo-soprano, WHK-WCLE, Cleveland.

RYAN, DICK. Comedian, character actor. (R) Bakers Broadcast, 1933-34 (Standard Brands for Fleischmann's Yeast for Bread, NBC Blue); Park Avenue Pen- ners, 1936-38 (R. B. Davis for Cocomalt, CBS); Big Town, 1937 (Lever Bros. for Rinso, CBS); Aunt Jenny's Real Life Stories, 1937 (Lever Bros. for Spry, CBS); Joe Penner, 1938-39 (General
**PROFESSIONAL RECORDS—Continued**

Foods for Huskies, CBS); Quaker Party, 1939 (Quaker Oats, NBC Red). (V) Straight man for Joe Penner.


**RYAN, TIM.** Comedian, singer, writer. (R) Jell-O Summer Show (General Foods Corp., NBC Blue); Carefree Carnival (Crazy Water Crystals, NBC Blue); Tim & Irene (Admiracion Laboratories, Inc., Mutual); Royal Crown Revue (Royal Crown Cola, NBC Blue). (GA) Fleischmann Hour, Aug. 5, 1937 (Standard Brands, Inc., NBC Red); Jell-O Summer Show, Sept. 12, 1937, and Sept. 26, 1937 (General Foods Corp., NBC Red). (F) Shorts. (L) Musical comedies, dramas. (V) Ryan & Noblette, H'Ya Boys.


*SABHAN, TESS.* Actress. (R) Just Plain Bill and Nancy (Anacin, BiSoDol, Kolynos, NBC Red).

**SABLON, JEAN.** Baritone. (R) Magic Key of RCA, 1937; broadcasts in New York and from France (Radio Corporation of America, NBC Blue); Royal Gelatin Hour, Feb., 1937 (Standard Brands, NBC Red); Shell Oil Show, June, 1937 (Shell Oil, NBC Red); Lucky Strike program, Feb., 1938 (American Tobacco, CBS); Hollywood Hotel, 1938 Campbell Soup, CBS; various European programs. (F) Signed to star in 2 French films; shorts. (L) In Paris: Music Hall, 1930; Casina de Paris, 1932; Folies Bergere, 1935; others; in the U. S.: Streets of Paris, 1939. (V) Theatre appearances in Paris, Montreal and the U. S. (PR) RCA Victor, Columbia.


**SAGEL, ESTHER.** See The Savoy Sisters.

**SAGEL, NORMA.** See The Savoy Sisters.

**SAGERQUIST, ERIC.** Musical director, violinist. (R) The First Nighter, since 1930 (Campana Sales, NBC Red, CBS); Grand Hotel since 1933 (Campana Sales, NBC Blue); Gold Medal Hour, 1936-38 (General Mills, CBS).

*ST. CLAIR, GORDON.* Script writer. (R) A Tale of Today (Princess Pat, Ltd., NBC Red).

**ST. GEORGE, DORIAN.** Announcer. (R) Local announcer for Tommy Dorsey's Orchestra, 1938 (Raleigh and Kool Cigarettes, NBC Red); Kraft Music Hall, 1938-39 (Kraft-Phenix Cheese Corp., NBC Red); WLVA, Lynchburg, 1935-37; currently on staff of WRC-WMAL.


**ST. HILAIRE, ROLLAND.** Actor, CHRC, Quebec.


*ST. LEGER, FRANK.* Conductor. (R) Fireside Recitals (American Radiator Co., NBC Red).

*SAUL, JOHN.* Organist. (R) Arthur Godfrey, January to April, 1938 (Barbasol Co., CBS).

**SALE, VIRGINIA.** Actress (character, comedy). (R) The Shell Show, 1934 (Shell Oil, CBS); Fleischmann Hour, 1935 (Standard Brands for Fleischmann Yeast, NBC Red); Those We Love, 1938-
SALENO, LAWRENCE. Baritone. (R) Maytag Orchestra, 1930 (Maytag Washing Machines, NBC Blue); theme for Little Orphan Annie, 1931-39 (Wander Co. for Ovaltine, NBC Red); theme for Romance of Helen Trent, 3 years (Louis Philippe, Edna Wallace Hopper, CBS). (LS) WGN, Chicago, programs for past 10 years, including shows for National Tea, I. Miller Shoes, Borden's Cheese, Westinghouse Electric. (V) Theatre appearances. (PR) Brunswick.

SALENO, TONY. Orchestra leader, WIBA, Madison. (V) Theatre appearances.

SALSBURG, JOSEPH. Announcer, WBAX, Wilkes-Barre. (L) Stock, 1938.

SALT & PEANUTS (Mr. & Mrs. Frank Salt). Singers, musicians, WDBJ, Roanoke. (R) NBC Red sustaining shows; local programs. (L) 1925-26. (V) 1920-30; theatre appearances.

SALT, FRANK. See Salt & Peanuts.

SALT, MRS. FRANK. See Salt & Peanuts.


SALTER, RUSSELL G. Program director, announcer, WMRO, Aurora. (R) Also WROK, Rockford.

SALYER, RUSSELL. Hillbilly music and songs, KUJ, Walla Walla. (R) Also KOY, Phoenix.


SAMTER, MILTON. Entertainer, WHOM, Jersey City. (R) Also WEVD, WINS, New York.

SANDACK, WALLY. Announcer, sports commentator, KSL, Salt Lake City. (R) Local shows, including baseball broadcasts for Kellogg Co.

SANDERS, BILL. Singer. (R) Buddy Fisher's Orchestra, NBC, CBS; formerly with KFRU, Columbia.

SANDERS, CLARINDA MARY. Singer (Rhythmettes Trio), KBST, Big Spring.

SANDERS, DOLLIE C. Singer, whistler, KUJ, Walla Walla.


SANDERS, JOE. Orchestra leader, KSFO, San Francisco. (V) Theatre appearances.

SANDERSON, GUY. Saxophonist, WKY, Oklahoma City. (R) Various CBS and NBC shows. (F) Shorts. (V) Theatre appearances with Frankie Masters, others. (PR) Brunswick, Okeh, RCA Victor, Columbia.

SANDERSON, JULIA. Singer, comedienne, mistress of ceremonies. (R) Blackstone Plantation (Blackstone Cigars, CBS); Tea Time (General Baking Co., CBS); Gulf Presents Crumit & Sanderson (Gulf Refining Co., CBS); Battle of the Sexes, 1938-39 (Cummer Products for Molle, NBC Red). (L) Operettas, musical comedies. (V). (Mrs. Frank Crumit in private life.)

SANDS, JIM. Singer, pianist, M. C., WHK-WCLE, Cleveland. (V) Theatre appearances.

SANFORD, HERBERT. Script writer, producer. (R) Tommy Dorsey's Orchestra (Brown & Williamson Tobacco Co., NBC Blue).


SANNELLA, ANDY. Orchestra leader. (R) Martha and Hal (Humphrey's Homeopath Medicine Co., Mutual); Manhattan Merry-Go-Round (Dr. Lyon's Toothpowder, NBC Red); Original Community Sing (Gillette Safety Razor Co., CBS).

SAPP, JAMES P. Guitarist, WNAX, Yankton. (R) Local shows for Allis-
PROFESSIONAL RECORDS—Continued


SARLI, JEAN. Musical director, WOAI, San Antonio. (Musical director for various theatres, in the past).

SAUNDERS, BOB. Actor. (R) Good Afternoon Neighbors (Durkee Famous Foods, Inc., CBS).


SAUNDERS, SID. Announcer, KMOX, St. Louis. (R) Also WBBM, Chicago; local shows for Ford Motor Co., Philco Radio & Television Corp., H. Hendrich Cigar Co., Loose-Wiles Biscuit Co., Olson Rug Co., Philip Morris & Co.; also transcriptions.

SAVAGE, COURTENAY. Writer, program supervisor. (R) Occasional programs for American School of the Air, CBS; script supervisor of numerous CBS commercials; Betty & Bob, 1938-39 (General Mills, NBC Red and Blue). (Director of Dramatics and Continuity, CBS, 1933-36; currently a member of radio department of Blackett-Sample-Hummert).

SAVAGE, PHIL V. Assistant musical director, pianist, organist, CJBR, Rimouski. (R) Also CKAC, Montreal. (V) Theatre appearances.


SAWYER, GENE. Writer, producer (women's program), KGMB-KHBC, Honolulu-Hilo.

SAWYER, HELEN. Actress, commentator. (R) Blue Monday Jamboree, 1936 (Thomas Lipton for Tea, CBS); Jimmie Fidler's Hollywood Gossip, 1939 (P & G for Drene, CBS); Cantor's Camel Caravan, 1939 (R. J. Reynolds Tobacco for Camel Cigarettes, Prince Albert Smoking Tobacco, CBS); also Canadian Broad-casting Corp., woman commentator for West Coast division of CBS. (L) Summer stock (f). (Currently associated with KNX, Hollywood).

SAZEL, HENRY. Actor. (R) Betty & Bob (General Mills, Inc., CBS); Kitty Keene, Inc., (Procter & Gamble, CBS); Little Orphan Annie (The Wander Co., NBC Red); Zenith Radio Foundation (Zenith Radio Corp., CBS); Backstage Wife (R. L. Watkins for Dr. Lyon's Toothpowder, NBC Red).

SCARBOURGH, LARRY. Announcer, continuity writer, WMBR, Jacksonville. (R) Local show for B. C. Remedy Co., others.

SCHAEFER, MARGARET C. Program director, WFIL, Philadelphia. (R) Local shows for Quaker Oats, Sherwin-Williams, General Baking, others. (L) One year.

SCHAEFER, JOAN S. Women's programs, actress, special features, KFPP, Spokane. (R) Also KVOS, Bellingham. (F) Paramount; bit player. (Also traffic manager).

SCHAFFNER, HADLEY. Trumpeter, WIL, St. Louis. (R) NBC for American Tobacco Co., 1932; others. (V) Theatre appearances, 1935-36.


SCHANE, WALTER SCOTT. Baritone. (R) It's Wheeling Steel (also called Musical Steelmakers), 1937-38 (Wheeling Steel Corp., Mutual). Church soloist for 18 years; numerous public appearances.

SCHAUGHENCY, ED. Announcer, KDKA, Pittsburgh. (R) Women and the News, 1939 (Loose-Wiles Biscuit Co.); Western Trails, 1939 (Mail Pouch Tobacco); others, not current, for Household Finance, Fels Naphtha, Olson Rug, Aladdin Lamp, Bristol-Myers for Minit Rub.

SCHIEL, NICK. Program director, producer, KGLO, Wichita Falls.

SCHEIBE, CAL. See The Cadets.


SCHILLING, FLORENCE. Singer, actress (straight, character), announcer. (R) Pretty Kitty Kelly, 1938 (Continental
PROFESSIONAL RECORDS—Continued

Baking Co., CBS); The O'Neill's, 1938 (Procter & Gamble for Ivory Soap, CBS, NBC Red); The Gospel Singer, 1938 (Procter & Gamble for Ivory Soap, NBC Blue); Emily Post, How to Get the Most Out of Life, 1938 (Florida Citrus Commission, CBS). (LS) WHN, New York. (L) Light operas (The Fencing Master, 1936; Mademoiselle Modiste, 1937).

SCHILLING, GEORGE. Sports commentator, CKY, Winnipeg.

SCHISSEL, MARIAN. Actress, KSO-KRNT, Des Moines.

SCHLEPPERMAN. See Sam Hearne.

*SCHLIPPERT, FRIEDEL. Singer. (R) Hymns of All Churches, 1938-39 (General Mills, NBC Red & Blue).

SCHMIDT, JOSEPH. Singer. (R) General Motors Concerts (General Motors Corp., NBC Blue).

SCHMIDT, RAY. Sports announcer, KWK, St. Louis. (R) Local shows for General Mills, Inc., and Bristol-Myers, others. (V) Theatre appearances.


SCHNABEL, STEFAN. Actor (straight, heavy, character). (R) We, the People, 1937 (Sanka Coffee, CBS); Grand Central Station, 1937-38 (Listerine Products, successively NBC Blue and CBS); Big Sister, 1937-38 (Rino, CBS); Philip Morris Program, 1937-38, NBC Red, and Johnny Presents, 1937-38, CBS (Philip Morris & Co., Ltd.); March of Time, 1937-39 (Servel, Inc., and Time, Inc., NBC Blue and CBS); Gang Busters, 1937-39 (Colgate-Palmolive-Peet, CBS); The Shadow, 1937-39 (Delaware, Lackawanna & Western Coal Co., Mutual); The Goldbergs, 1938-39 (P & G for Oxydol, CBS); Valiant Lady, 1938-39 (General Mills, NBC Red and Blue); Hilltop House, 1938 (Colgate-Palmolive-Peet, CBS); Aunt Jenny's Real Life Stories, 1939 (Spry, CBS); The Mighty Show, 1939 (My-T-Fine Dessert, CBS); others. (F) UPA (Germany) (f). (L) Shows in London and New York, including Julius Caesar and Shoemaker's Holiday for Orson Welles (f).

SCHNEIDER, RAYMOND F. Announcer, WWSW, Pittsburgh.

SCHNERINGER, NORVAL. News processor, WFAA, Dallas. (R) Local programs for Griffin Mfg. Co. and others.

SCHNICKELFRITZ BAND. See Freddie Fisher.

*SCHON, KENNETH. Singer. (Member of Norsemen Quartet). (R) Cities Service Concert, 1938 (Cities Service, NBC Red).


*SCHORR, WILLIAM. Script writer, with others, for Fred Allen. (R) Town Hall Tonight (Bristol-Myers, NBC Red).

SCHRAMM, JOSEPH C. Pianist, WDSU, New Orleans. (V) 1913-20.

SCHREIBER, HELEN. Home economist, WHO, Des Moines. (R) Local show for Kellogg Co., others.

SCHREIBER, MARK. Sports announcer. (R) Midget Auto Racing (NBC Blue, 1937); Pigskin Parade (NBC Blue, 1937); various sports events broadcast locally over KVOD and KOA, Denver.

*SCHREIBER, MIGNON. Actress. (R) Guiding Light (P & G, NBC Red).

SCHROEDER, RAY C. Director, WIL, St. Louis.

*SCHUEBEL, (MISS) R. Director. (R) Johnny Presents What's My Name (Mutual), Johnny Presents Where Are We? (Mutual), Johnny Presents (CBS and NBC Red) (all for Philip Morris & Co., Ltd.). (Associated with The Blow Company).

SCHULLINGER, KARL W. Director, producer. (R) Your Hit Parade (American Tobacco for Lucky Strike Cigarettes, CBS); Kay Kyser's College of Musical Knowledge (Lucky Strike Cigarettes, NBC Red). (On staff of Lord & Thomas, New York).

SCHULTZ, JOHN W. Announcer, sports and special events commentator, M. C., actor, WSTP, Salisbury.

SCHULTZ, STANLEY N. Organist, musical director, WLAW, Lawrence. (L) Stock. (V) Accompanist for Alice Faye; theatre organist.

SCHULTZ, WALTER (Sleepy). (Four Blackhawk Quartet). Singer, musician, WOWO, Ft. Wayne. (R) Also KXOK, St. Louis; WROK, Rockford. (V) Theatre appearances.

*SCHUTT, ARTHUR. Pianist. (R) NBC shows.
SCHWARTZ, AL. Comedy writer. (R) Kate Smith's A & P Bandwagon, 1936-37 (Great Atlantic & Pacific Tea Co., CBS); Cantor's Camel Caravan, 1938 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS); Texaco Town, 1938 (Texas Co. for Texaco Petroleum Products, CBS); Pepsodent Program Starring Bob Hope, 1938-39 (Pepsodent Co., NBC Red).


SCHWARTZ, JEROME L. Continuity editor, producer, KMPC, Beverly Hills. (L) Director, Summer Theatre.

*SCHWARTZKOPF, COL. NORMAN. Narrator, (R) Gang Busters (Colgate-Palmolive-Peet Co., CBS). (Formerly head of New Jersey state police.)


*SCHWARZMAN, ARTHUR. Conductor. (R) Standard School Broadcast (Standard Oil of California, NBC Blue).

SCHWING, JULIA MARIE. Actress, WMC, Memphis.

SCOBEE, MERLE. Orchestra leader, musician, KRNT, Des Moines. (R) Also Iowa Network; WHO, Des Moines. (F) Monogram. (V) WHO Barn Dance, 1933-35; others.

SCOBEE, RAY (Northwesterners). Singer, musician, Iowa Broadcasting Co. (F) Monogram. (V) Iowa Barn Dance Frolic, 1935-36; personal appearances; member of The Banjo Kings troupe.

SCOFIELD, CARTER. Announcer, newscaster, actor, WDBO, Orlando. (V) Theatre appearances.

SCOTT, ALAN. News commentator, WCAU, Philadelphia. (R) Local programs for Remington-Rand, Gulf Oil and others; also WFIL, Philadelphia, transcriptions.

*SCOTT, ARCHIE. (R) NBC shows.

SCOTT, BLANCHE S. Commentator script writer, WSAV, Rochester. (R) Also KFI, Los Angeles. (F) Scripts for shorts (Pathe, RKO). (V) 1921-23.

SCOTT, FRED L. Announcer, singer, KWKH-KTBS, Shreveport. (R) Also WLAC, WSIX, WSM, Nashville; local shows for Standard Oil Co.; others. (GA) WAPI, Birmingham; WFAA, Dallas; WHAS, Louisville; WNOX, WROL, Knoxville; WREC, Memphis; others. (V) 1933-35.

SCOTT, G. HOWARD. Organist, WCAP, Asbury Park. (Municipal organist, Convention Hall, since 1934).

SCOTT, MARTHA. Actress. (R) Intermittent roles: Famous Actors' Guild, 1937 (Bayer Aspirin, NBC Blue); Johnny Presents, 1937 (Philip Morris & Co. CBS); Pepper Young's Family, 1937-38 (P & G for Camay Soap, NBC Red and Blue); Second Husband, 1938 (Bayer Aspirin, CBS). (GA) Kate Smith's Bandwagon, 1938 (General Foods, CBS); Royal Desserts Hour, 1939 (Standard Brands, NBC Red). (L) Our Town, 1938 (f); summer stock, 1939.

SCOTT, RALPH. Producer, writer, actor, KNX, Los Angeles. (R) Vick's Open House, 1937-38 (Vick Chemical Co. CBS); also transcriptions. (L) Musical comedy, dramatic stock. (V) Theatre night club and hotel appearances (PR) Victor, Okeh.

*SCOTT, RAYMOND. Pianist, director of Raymond Scott Quintet. (R) Your Hit Parade (American Tobacco Co., CBS). (F) Selznick Productions, with Raymond Scott Quintet (f); shorts. (V) Theatre appearances. (PR) Brunswick.

SCOTT QUINTET, RAYMOND. See Pee Wee Irwin, Louis Schoobe, Dave Harris, Pete Pumiglio, Johnny Williams.

*SCOTT, VERA. Singer. (R) NBC shows.


SCUDDER, RAYMOND. Script writer. (R) Engineering Thrills, 1934 (A. C. Gilbert Co., NBC Blue); Thrills of Tomorrow, 1935 (A. C. Gilbert Co., NBC Red); also numerous other scripts including East of Cairo, Saki The First Wife, Dancer of Barcelona, Your Garden, Famous Homes of Famous Americans, American Portraits (dramatized biographies).

SEABROOK, GAY. Comedienne. (R) Park Avenue Penners, 1937-38 (R. B. Davis for Cocomalt, CBS); Joe Penner, 1938-39 (General Foods for Huskies, CBS); previously, 1934-37, Growin' Up (Tek Toothbrushes, Mission Bell and White King Soap). (F) 20th Century Fox, Universal, Warner Bros., Paramount, Republic, Grand National (f); shorts. (L) Henry Duffy Coast produc-
tions, Crime Marches On (New York); Three Men on a Horse (Australia) (s.f.). (V) Theatre appearances.


SEAGLE, JOHN. Singer. (R) Cities Service Concert, 1927-35, as member of the Cavaliers Quartet (Cities Service Petroleum Products, NBC Red); also programs for Wildroot and Hoover Vacuum Cleaners; transcriptions of hymns for the past two years. (F) (f). (V) Cavaliers Quartet.

SEAGRACE, ORVILLE B. Announcer, WSAR, Fall River.

*SEAMAN, LADDIE. Actor. (R) Pepper Young's Family (Procter & Gamble, NBC Red and Blue); When a Girl Marries, 1939 (Prudential Insurance Co., CBS); others.

SEAMENS, PEARL & ADE. Singers, WDGY, Minneapolis-St. Paul.

SEARLES, NEIL. Sports announcer, WEMP, Milwaukee. (R) Also WISN, Milwaukee.

SEARS, CHARLES. Singer. (R) Happy Wonder Bakers, 1931 (Continental Baking for Wonder Bread, NBC Red); Household Evening Hour, 1932-35 (Household Finance Corp., NBC Blue); Climalene Carnival, 1935-36 (Climalene Co., NBC Red); Tea Time at Morrell's, 1936-37 (John Morrell & Co., NBC Red). (GA) Lives at Stake, 1932 (General Tire & Rubber); Hoover Sentinels, 1934 (Hoover Co.); Armour Hour, 1936 (Armour Co.); National Barn Dance (Miles Laboratories); others.

*SEARS, JERRY. Orchestra leader. (R) NBC shows.

SEATON, ROBERT. Musician (saxophone, clarinet), WHAS, Louisville.

SEATON, WRET NIL. Actress, writer, KCKN, Kansas City. (R) Also KMBC and WDAF, Kansas City; KANS, Wichita.

*SEATTON, ANN. Singer. (Member of the Enna Jettick Seven). (R) Stepping Along, 1939 (Enna Jettick Shoes, WABC).


SECKLER, BILL. See Six Hits and a Miss.


SEDELL, AMY. Dramatic ingenue. (R) Kate Smith's Bandwagon, 1937 (General Foods, CBS); Easy Aces, 1937 (Anacin, NBC Blue); Your Unseen Friend, 1937 (Personal Finance Corp., CBS); Pretty Kitty Kelly, 1937 (Continental Baking for Wonder Bread, CBS); Mr. Keen, Tracer of Lost Persons, 1937 (BiSoDol, NBC Blue); Hecker's Information Service, 1937-38 (Hecker Products, Mutual); Emily Post, 1937-38 (Florida Citrus Commission, CBS); Death Valley Days, 1938 (Pacific Coast Borax Co., NBC Blue). (LS) WMCA, WEAF, 1937.


SEIBOLD, FRANK W. Musician, WHAM, Rochester. Formerly member of Rochester Philharmonic, Sousa’s Band, Philadelphia Municipal Band. (Also librarian).


*SELINGER, HENRY. Director. (R) Central City (P & G, NBC Red); Kitty Keene, Inc. (P & G, NBC Red). (Associated with Blackett-Sample-Hummert).

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SELL, HILDEGARDE. See Hildegarde.


*SERENADERS QUARTET. (R) Sunbrite Smile Parade, 1938-1939 (Swift & Co., NBC Blue).

SERGIO, LISA. Commentator, WQXR, New York City. (R) Also NBC sustaining programs; formerly with 2RO, Rome, Italy.

SERRA, IRMA. Singer, WSPR, Springfield. (V) Appearances with various bands.

SERUMGARD, GENE. Musician. (R) Horace Heidt's Brigadiers, 1935-37 (Stewart-Warner Corp., CBS); Toast to the Town, 1938 (Roma Wine Co., CBS). (Currently staff musician, KSFO, San Francisco, and heard on several local shows). (V) West Coast theatres, 7 years; hotel and night club appearances.


SEXTON, BILL. Announcer, producer, actor, writer, WCFL, Chicago. (R) Also KMOX, WEW, St. Louis; KSO, WHO, Des Moines; WIND, Gary; WJJD, WMAQ, Chicago; WOC, Davenport; transcriptions. (F) Slide films, commercials. (L) 1934-38.

SEXTON, JACK. Producer, WMBD, Peoria. (L) Stock. (V) 1918-36.


SEYMOUR, KATHARINE. Writer. (R) Numerous NBC shows, including scripts for Cavalcade of America, 1936-38 (E. I. du Pont de Nemours & Co., Inc., CBS); Young Widder Brown, Oct. to Dec., 1938 (Cal-Aspirin and Haley's M-O, NBC Red); Second Husband, one program in 1938 (Bayer Aspirin, CBS); sustaining shows, including The Family Goes Abroad (NBC, 1929-30). (LS) WMCA, WOR, New York. (Assistant script editor, NBC, 1925-35; currently under contract to CBS. Author, in collaboration with J. T. W. Martin, of How to Write for Radio.)


SHAFFER, JOHN. Special events director, sportscaster and editor, announcer, WKY, Oklahoma City. (R) Also KFAB-KFOR, Lincoln; WJAG, Norfolk. (L) 1926.


SHANK, ARTHUR. Commentator, M.C., KNX, Los Angeles. (R) Also CBS California Network; KFI, Los Angeles. (F) Bits as free-lance. (L) Musical comedies (f).

SHANNA, MARGARETTE. Actress. (R) Dan Harding's Wife, 1936 (National Biscuit Co., NBC Red); A Tale of Today, 1937 (Princess Pat, Ltd., NBC Red); Arnold Grimm's Daughter, 1937-38 (General Mills, CBS); others. (L) Dead End (Chicago Co.), 1936.
PROFESSIONAL RECORDS—Continued

*SHANNON, EFFIE. Actress. (R) Seth Parker, 1938-39 (Vick Chemical Co., NBC Blue and Red); many daytime serials.

SHANNON, JACK. Tenor. (R) Transcriptions; CBS sustaining programs. (F) Shorts. (V) 2 years.

SHANNON, RAY. Actor, producer. (R) True Detective Stories (Macfadden Publications, Mutual); Famous Jury Trials, 1936-39 (local sponsors, Mutual); Front Page Parade, 1939 (Richman Clothes, Mutual); Vocal Varieties (Lewis-Howe for Tums, NBC Red). (LS) WSAI, Cincinnati. (F) Shorts. (L) Flying High (second company), Simple Simon. (V) Ray Shannon Co., 18 years.

*SHAPIRO, HARVEY. Member of the Primrose Quartet. (R) NBC sustaining.

SHARBUTT, DEL. M.C., singer, announcer. (R) Lavender and Old Lace, 1934-36 (Bayer Aspirin, CBS and NBC Blue); Guy Lombardo and His Orchestra, 1934-38 (Bond Bread, CBS); Jack Pearl, 1935 (Frigidaire, CBS); Ray Noble's Orchestra, 1936 (Coca-Cola, CBS); Bob Hope program, 1936 (Atlantic Recording); The Songshop, 1937-38 (Coca-Cola, CBS); Hobby Lobby, 1937-38 (Hudson Motor Car Co., CBS); Myrt and Marge, 1938-39 (Colgate-Palmolive-Peet, CBS); Hour of Charm, 1938-39 (General Electric, NBC Red); Melody and Madness, 1938-39 (Old Gold Cigarettes, CBS); Colgate Ask-It Basket, 1938-39 (Colgate-Palmolive-Peet, CBS). (F) Shorts.

SHARPLESS, LOIS E. Actress, KMPC, Beverly Hills.


SHAW, CLIFFORD. Pianist, composer, arranger, WAVE, Louisville. (R) Also WNOX and WROL, Knoxville; WLAP, Louisville; guest, WBOY, Terre Haute; WDOD, Chattanooga; WGBF, Evansville. (V) Accompanist, 1929-33.

SHAW, GLENN C. Announcer, actor, narrator, commentator, KSL, Salt Lake City.

SHAW, GORDON. Announcer, newscaster, WLW-WSAI, Cincinnati. (R) Front Page Parade, 1939 (Richman Clothes, Mutual); Time to Shine, 1939 (Griffin Manufacturing Co., CBS); others, for PInex Co., Oshkosh Overall Co.

SHAW, HOLLACE. Singer. (R) California Hour (California Chain Stores, CBS); Thrills (Union Oil Co., NBC Red).


SHAW, MONETTE. Singer, WOAI, San Antonio. (L) Recitals. (Also Columbia recordings.)

SHAW, NANETTE. Singer, WOAI, San Antonio. (R) Also Texas Quality Network; KMAC, San Antonio; WFBA, Dallas. (L) Concerts. (PR) Columbia.

SHAW, OSCAR. M.C., singer, actor. (R) Broadway Varieties, 1935-37 (BiSoDoL, CBS). Numerous guest appearances. (F) MGM, 20th Century-Fox, Paramount (s). (L) Oh Kay; Five O’Clock Girl; Flying High; Good Morning, Dearie; Everybody’s Welcome; Petticoat Fever; Of Thee I Sing; various Ziegfeld and other shows (s). (V) Tours in England.

SHAW, STAN. Announcer, M.C., producer. (R) Saturday Night Party, 1937 (Sealtest Laboratories, NBC Red). (LS) Milkmen’s Matinee, 1935-39 (cooperative program, WNEW, New York); also various shows, in 1933, over KYW, Chicago (station no longer in Chicago; call letters assigned to Philadelphia station). (F) Shorts. (L) Stock, repertory and light opera companies (s.t). (V) Theatre appearances.

SHAW, NELSON. Director. (R) Just Entertainment, March to July, 1938 (William Wrigley Jr., Co., CBS); Catalina Islander, 1938 and ’39 (Wilmington Transportation Co. for Santa Catalina Island, CBS). (Radio director, Neisser-Meyerhoff, Inc.).

SHAYNE, AL. Singer, M.C., WHN, New York. (R) Also WMCA, WOR, New York. (GA) NBC and CBS. (F) Shorts.
PROFESSIONAL RECORDS—Continued

(L) Musical comedies, road shows. (V) Appearances at theatres, night clubs.

SHAYON, ROBERT L. Writer, director, producer. (R) Special lyrics for Songs You Love to Hear, 1935 (Smith Brothers, NBC Red), Palmolive Beauty Box Theatre, 1935 (Colgate-Palmolive-Peet, NBC Red) The O'Flynn, 1936 (Esso Co., CBS). (LS) Twenty Years Ago and Today, 1937 (Hearns Department Stores, WOR, New York). (F) Writer, M-G-M; shorts. (L) Sketches for the Shuberts; special material for theatre revues and units. (Currently associated with WOR and Mutual as producer of station and network commercial and sustaining shows).

SHEA, CLAYTON. Guitarist, KHQ-KGA, Spokane. (V) One year.

SHEBEL, AL. Script writer. (R) Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS).

SHEEHAN, RUTH M. Commentator, actress, commercial announcer, WFIL, Philadelphia. (R) Also KYW, WHAT, Philadelphia; WBAL, Baltimore; WRC, Washington; WRVA, Richmond; WTAG, Norfolk; local shows for Sears, Roebuck & Co., others.

SHELDON, JACK. Announcer, actor, WSAZ; Huntington. (R) Your Family and Mine, 1938-39 (Sealtest, Inc., CBS); local shows.

SHELDON, WALLY. Announcer, WCAU, Philadelphia.

SHELLEY, JACK. Newscaster, WHO, Des Moines.

SHELLEY, RAYMOND. Musical director, pianist, organist, KANS, Wichita.

*SHELLEY, WILLIAM. (R) Pretty Kitty Kelly (Continental Baking Co., CBS).

SHELLON, BRIAN G. M.C., sports and quiz broadcasts, CJKL, Kirkland Lake. (R) Hockey for Imperial Tobacco; others. (Also station manager).

SHELTON, GEORGE. Comedian. (R) Sealtest Sunday Night Party, 1936-37 (Sealtest, Inc., NBC Red); Model Minstrels, since Feb., 1939 (U. S. Tobacco, CBS); (GA) 64 appearances on Rudy Vallee Program, 1935-36. (F) Shorts (Paramount, Educational). (V) Shelton, Tyler and Sharpires, George Shelton & Co., Tom Howard and George Shelton; personal appearances. (Works as team with Tom Howard.)

SHENKIN, ERNEST. Script writer. (R) The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual); Alias Jimmy Valentine (Dr. Lyon's Toothpowder, NBC Blue).


SHEPARD, ALLAN. Announcer. (R) Toast to the Town, 1938 (Roma Wine Co., CBS); My Secret Ambition, 1938 (Durkee Famous Foods, CBS); Women's Page of the Air, 1938 (Tea Garden Products, CBS); Night Editor, 1938-39 (Cardinet Candy Co., CBS). (Currently on staff of KSFO, San Francisco.)

*SHEPARD, BUDDY. (R) CBS shows.

SHERDEMAN, TED. Writer, producer. (R) Standard Symphony, 1937-39 (Standard Oil, NBC Pacific Red); Welch Presents Irene Rich, 1937-38 (Welch Grape Juice Co., NBC Blue); Olsen & Johnson, 1938 (Richfield Oil, NBC Pacific Red); Candid Lady, 1938 Pepsodent Co., NBC Pacific Red); numerous others as NBC staff producer in Chicago and Hollywood.


SHERMAN, ROSALIND. Interviewer, commentator, WNEW, New York.

SHERMAN, WILLIAM N. Announcer, WAVE, Louisville. (R) Also WGRG, New Albany.

SHERMAN, WINTHROP. Announcer, sportscaster, WBAP, Ft. Worth. (R) Also Texas Quality Network; KNOW Austin.
SHERWOOD, BOB. Announcer. (R) Jimmie Fidler (Procter & Gamble, NBC Red); Welch Presents Irene Rich (Welch Grape Juice Co., NBC Blue); Your Hollywood Parade (American Tobacco Co., NBC Red).


SHIELD, ROY. Orchestra leader. (R) Interesting Neighbors, 1937-38 (F. W. Fitch Co., NBC Red); Win Your Lady, summer show, 1938 (Jergens-Woodbury Sales, NBC Blue). Musical director, NBC, Chicago.


SHIELDS, JAMES. Singer. (R) Eddy Duchin and his Orchestra (American Cigarette & Cigar, NBC Red); local shows on WABC, WOR, New York.

SHIELDS, MARCELLA. Ingenue comedienne, dialects, children. (R) Eveready Hour, 1928-29 (National Carbon Co., NBC Red); Rudy Vallee program, intermittently from 1930-38 (Standard Brands, NBC Red); Irvin S. Cobb, 1933 (Gulf Oil, CBS); Thru the Looking Glass with Frances Ingram, 1930-35 (Bristol-Myers, NBC Red); various programs over a period of years for Macfadden Publications (NBC and CBS); others, including sustaining programs. (L) In Dutch; Rose Marie (f).

SHIER, STANLEY. Actor (comedy, dramatic, dialect), M. C. (R) Horn & Hardart Children's Hour, 1935-37 (Horn & Hardart Baking Co., WABC, New York City); American Pageant of Youth, 1937 (Tastyeast, NBC Blue); Dog Heroes, 1937-39 (Modern Food Process Co. for Thrivo Dog Food, NBC Blue).

SHINKOSKEY, EARL H. Musical director, KHQ-KGA, Spokane.


SHIRLEY, TOM. Announcer, narrator, actor. (R) Jack Armstrong, 1937-39 (General Mills for Wheaties, NBC Red); Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS); Those Happy Gilmans, 1937-38 (General Mills, WTMJ, Milwaukee); Just Plain Bill, 1938-39 (Anacin, Koly-nos, NBC Red); Doc Barclay's Daughters, 1939 (Personal Finance Co., CBS); Smilin' Jack, 1939 (Tootsie Rolls, Mutual); Stepping Along, 1939 (Enna Jettick, WABC, N. Y.); Kate Smith, 1939 (General Foods CBS). (F) Associated with Cecil B. De-Mille, 1920-29, as assistant director and actor (f); shorts. (L) With Thomas Wilkes; Frederick and Fanny Hutton, 1924-26. (V) Squaring the Circle, one year; Willard Mack's sketch, Your Friend and Mine, one year; theatre appearances.


SHORTY & SUE. See Odie and Olive Thompson.

SHREDNIK, MILTON. Musical director. arranger, pianist, KOA, Denver. (R) Local shows for RCA Victor, Ford Motors, Roi-Tan Cigars, Durkee Famous Foods.

SHREFFLER, MAUDE. Musical director producer, WIBW, Topeka. (R) Local show for Olson Rug Co., others. (V) Theatre appearances.


SHRIVER, WILLIAM, JR. Sports announcer, commentator, WFBR, Balti-
more. (R) Also WCAO, Baltimore. (L) Holiday, The Bat, others.


SHULTZ, JOHN W. Announcer, sports and special events commentator, actor, M.C., WSTP, Salisbury.

SHUMATE, GENE. Sports announcer, script writer, KSO-KRNT, Des Moines. (R) Also KMA, Shenandoah; WMT, Cedar Rapids; WNAX, Yankton; local shows for General Foods, theatre.

SHUMATE, JAMES D. Singer, KMOX, St. Louis. (V) Theatre appearances.

*SHUMSKY, OSCAR. Member of the Primrose Quartet. (R) NBC sustaining shows.

SHUTRD, HARRY ALBERT. Actor. FTRD. (R) Jell-O Program Starring Jack Benny, 8 weeks (General Foods Corp., NBC Red). (F) RKO (f); shorts. (V) The Right Man; appearances with William Desmond.


SICKLES, WALTER S. Program director, announcer, producer, WWSW, Pittsburgh.

SIGMAN, THURSE F. Newscaster, WICA, Ashtabula. (Also does publicity).

SIGNALEER QUARTET. See Dick Davis, Bob Stevens, Kirby Grant, Harry Stanton.

SILLS, TED. Director, (R) Talkie Picture Time, 1933 (Luxor, Ltd., NBC Red); First Nighter, 1933 (Campana, NBC Red); Just Plain Bill & Nancy, 1934 (Anacin, BiSoDol and Kolynos, NBC Red); Kitchen Cavalcade, 1936-38 (C. F. Mueller Co., NBC Blue); and the following transcriptions: Touring America with Carveth Wells, 1936 (Continental Oil Co.); Uncle Natchel, 1936-38 (Chilean Nitrate); The Idol of Millions, 1937 (Nehi, Inc.). (LS) KMOX-WBBM, St. Louis. (F) 1926-32 (actor, director, assistant director) Beaumont, Pathe, Universal, Essanay, First National. (L) 1932-34, director for Chicago Light Opera Co., Gilbert & Sullivan Theatre Association of America, and others. (Formerly associated with Grombach Productions, Inc.).

SILVERS, LOUIS. Musical director. (R) Al Jolson, 1934 (General Motors, NBC Red); Lux Radio Theatre, 1936-39 (Lever Bros. for Lux, CBS). (F) Currently general musical director, 20th Century-Fox. (L) Musical director for Al Jolson, 10 years (score for Jazz Singer); George M. Cohan, 2 years; producer of Hasty Pudding shows at Harvard, 10 years. (V) Musical director for Gus Edwards, 10 years.


SIMMONS, ARVID K. (Knights of Note). Singer, guitarist, KSTP, Minneapolis-St. Paul. (R) Also sustaining NBC Red shows; local shows for Scott Towell and others; transcriptions. (F) Commercials. (V) Theatre appearances, 1936-38.

SIMMONS, DAVID N. Assistant program director, news commentator, announcer, KDYL, Salt Lake City. (R) Also NBC commercials originating in Salt Lake City. (V) Theatre appearances. (Also publicity director.)

*SIMMONS, ED. Producer. (R) Uncle Ezra and Uncle Ezra's Sunday Afternoon in Rosedale (Miles Laboratories, NBC Red).

SIMMONS, ROBERT. (R) Cities Service Concert (Cities Service, NBC Red).


SIMON, FRANK. Bandmaster. (R) Armeo Band, 1933-39 (American Rolling Mill Co., NBC Blue). (Appearances at national and state band concerts and with
PROFESSIONAL RECORDS—Continued

various musical organizations, as band-master and judge.)

SIMONS, NINA. Actress, FTRD. (R) Shows on WABC, WOR, New York. (F) Shorts. (L) 1932-35. (V) Carl Shaw & Co., one year.

SIMONS, SEYMOUR. Conductor. (R) Romantic Rhythms (Chevrolet Motor Co., CBS).


SIMPSON, ORA D. Guitarist, singer, KWJB, Globe.

SIMS, DON. Announcer, newscaster, CKLW, Detroit.

SIMS, HARRY. Musician (violin, mandolin), singer, WLS, Chicago. (R) Also WGN, Chicago. (V) 1928-29; theatre appearances.


SIMS, LEONARD (Curley). Mandolin player, WWVA, Wheeling. (R) Also KQV-WJAS, Pittsburgh; WHK-WJAY, Cleveland. (V) Theatre appearances.


SINCLAIR, JEAN. Singer, CHAB, Moose Jaw.

SINDER, EDWIN F. Musician (clarinet, violin, piano), WHAS, Louisville.

*SINGER, SALLY. Singer. (R) NBC shows.


SINGING MURALTS. Vocalists, WDAY, Fargo.


SIPLING, ESTHER. Script writer, KSO-KRNT, Des Moines.

Sisson, Allen ("Doc"). News editor and commentator, WHAM, Rochester. (R) Esso Reporter (Esso Marketers); others.

Sisson, KENN. Network conductor, musical arranger. (R) Maxwell House Coffee Revue, 1930 (General Foods Corp., NBC Blue); Armour Hour, 1934 (Armour & Co., NBC Blue); Log Cabin Revue, 1935 (General Foods Corp., NBC Red); Let's Dance, 1936 (National Biscuit Co., NBC Red); Rhythm at Eight, 1936 (Lehn & Fink for Lysol, CBS); Maxwell House Showboat (General Foods Corp., NBC Red); Your Hit Parade, 1936-37 (American Tobacco Co., NBC Red); Canada, 1938 (Imperial Tobacco Co. of Canada, Ltd., Canadian Broadcasting Corp.). (F) Shorts (Wm. Fox Studios, 1928; Warner Bros., 1930). (V) Clover Leaf Inn, 1920; Pearl Regay & Rialto Five; Ben Bernie and Orchestra.

Sisson, TED. Director. (R) Magic Key of RCA, 1936-37 (Radio Corporation of America, NBC Blue); Your Hit Parade, 1936-38 (American Tobacco for Lucky Strike Cigarettes, NBC Red, CBS); Kay Kyser's Musical Class and Dance, 1938 (American Tobacco for Lucky Strike Cigarettes, NBC Red); For Men Only, 1938-39 (Bristol-Myers for Vitalis, NBC Red); Lady Esther Serenade (NBC Red) and Guy Lombardo & His Orchestra (CBS); 1939 (Lady Esther Cosmetics). (Associated with Pedlar & Ryan, since June, 1938; with Lord & Thomas, 1936-38; with NBC, 1933-36).

SISTERS OF THE SKILLET. See Ed East and Ralph Dumke.

SISTERS THREE. Singers, musicians, KGKO, Fort Worth. (R) Also KMMJ, Clay Center; KTAR, Phoenix; WAAW, Omaha; NBC sustaining.

SIVERSON, CHARLES. Musical director, WHAM, Rochester.

SIX HITS AND A MISS (Pauline Byrnes, Bill Seckler, Vincent Degan, Marvin Bailey, Howard Hudson, Mack McLean). Swing style singers. (R) Your Hollywood Parade, 1937-38 (American Tobacco for Lucky Strikes, NBC Red); Pepso-
P ROFESSIONAL RECORDS—Continued

SIZEMORE, BETTY MARIE. Singer, WHAS, Louisville. (V) Gordon & Little Betty, 3 years.

SIZEMORE, GORDON. Guitarist, singer, WHAS, Louisville. (V) Gordon & Little Betty, 3 years.

SIZER, ALICE. See Music Maids.

*SIZER, LARRY. Script writer. (R) Frank Simon & His Armco Band (American Rolling Mills, NBC Blue). (Associated with N. W. Ayer & Son, Inc.).

SKAGGS, WARREN ("Tiny"). Accordionist, WHAS, Louisville. (V) Theatre appearances, 1 year.

*SKEEN, RICHARD. Script writer. (R) Carnation Contended Program (Carnation Milk Co., NBC Red).

SKELTON, KENNETH W. Program director, announcer, WDAE, Tampa. (R) Also WDBO, Orlando.

SKELTON, RICHARD ("Red"). Comedian. (R) Royal Gelatin Hour, 1937-38 (Standard Brands, NBC Red); Avalon Time, 1939 (Brown & Williamson Tobacco for Avalon Cigarettes, NBC Red). (F) RKO (f); shorts. (L) Gentlemen Unafraid, 1938 (f). (V) Circus, burlesque, tent shows, etc.; single act, 1935-39.

SKINNER, PAUL F. Singer. (R) Shows on WGN, Chicago; WIBA, Madison; WTMJ, Milwaukee. (L) 1936-37. (V) Theatre appearances.


SKULLY, AL. Musician (guitar, accordion), WHK-WCLE, Cleveland. (R) Lum & Abner (Ford Motor Co., NBC Red). (V) Hotel and club engagements with various orchestras.


SLAGLE, JOHN. Announcer, WXYZ, Detroit. (R) The Lone Ranger (various sponsors, Mutual and Michigan Radio Network); others. (F) Shorts. (V) Theatre appearances.

SLATER, BILL. Sports commentator, M. C. (R) Gold Medal Fast Freight, 1931-32 (General Mills for Gold Medal Flour, CBS); Bicycle Party, 1937 (Cycle Trades of America, NBC Red); Yale Football Games, 1937 (Socony-Vacuum, Yankee); replaced Jim McWilliams as M.C., April, 1939, on Jim McWilliams' Question Bee (George Washington Coffee Refining Co., NBC Blue). (Sustaining sports broadcasts, WCCO, Minneapolis-St. Paul, CBS and NBC, 7 years). (F) Sports shorts, Paramount Newsreel.

SLATER, HELEN. Script writer. (R) Metropolitan Opera Auditions of the Air (Sherwin - Williams Paint Co., NBC Blue).

SLATER, NORVELL. Program director, producer, special events, commentator, KVOO, Tulsa. (R) Also WBAP, Ft. Worth; WHB, Kansas City; transcriptions. (V) Personal appearances at theatres, county and state fairs.

SLATER, TOM. Announcer, producer. (R) Lou Little, 1937 (American Chicle Co., Mutual); Professional Football Games, 1937 (Tydol Gasoline, WOR, New York City); True or False, 1938 (J. B. Williams Co. for Williams Shaving Cream, Mutual); Headlines, 1938 (P. Lorillard Co., Mutual); Court of Human Relations, 1938-39 (V a d s c o Products, Mutual); Melody Puzzles, 1938 (American Tobacco for Lucky Strike Cigarettes, Mutual). (Staff announcer and producer, Mutual).

SLATTERY, BART. Announcer, WIL, St. Louis. (R) Also KMOX, St. Louis. (F) Hearst International Newsreel. (L) Musical and legit stock, 1929-32 (f). (V) Theatre appearances.


SLIM JIM & THE VAGABOND KID. Hillbilly singer, WDGY, Minneapolis-St. Paul. (R) Local shows for Crazy Water Crystals Co., others.

SLOANE, EVERETT. Actor. (R) True Story Magazine programs, 1931-39 (Macfadden Publications, NBC Red); The Goldbergs, 1932-39 (currently sponsored by P & G for Oxydol over CBS; also heard, previously, over NBC Red and Blue and local stations); The Shadow, 1935-39 (Delaware, Lackawanna & West-
ern Coal for Blue Coal, Mutual); Easy Aces, 1935-39 (Anacin, NBC Blue); Aunt Jenny’s Real Life Stories, 1937-39 (Lever Bros. for Spy, CBS); Big Sister, 1937-39 (Lever Bros. for Rinso, CBS); Campbell Playhouse, 1938-39 (Campbell Soup Co., CBS); Popeye, the Sailor, May to July, 1938 (Joe Lowe Corp. for Popsicles, CBS); Joyce Jordan—Girl Interne, 1938-39 (McKesson & Robbins for Colox Toothpowder, CBS); Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red); Smilin’ Jack, 1939 (Sweets Co. of America for Tootsie Rolls, Mutual); intermittent roles on Grand Central Station (Lambert Pharmacal Co. for Listerine, CBS); (L) Boy Meets Girl, 1935-37; All That Glitters, 1938.

SLOANE, JUD. Singer. (R) Hollywood Hotel (Campbell Soup Co., CBS); Thrills (Union Oil Co., NBC Red); also network shows for Texas Co., Vick Chemical Co., Packard Motor Co., others. (F) Shorts, (V) Theatre appearances. (PR) Decca, RCA Victor. (Currently associated with KNX, Los Angeles).

SLOANE, ROBERT. Actor (juvenile, character). (R) The Shadow, 1933 (D. L. & W. Coal Co. for Blue Coal, NBC Blue); Central City, 1938-39 (P & G for Oxydol, NBC Red and Blue). (L) Productions by George Abbott, William Harris, Jr., Laurence Schwab, Richard Aldrich and others.


SMALL, FRANKLIN H. Program director, announcer, WARD, New York City. (R) Local shows for Jacob Ruppert Brewery, Nash-Kelvinator, and others.


SMALLENS, ALEXANDER. Conductor. (R) Sealtest Rising Musical Stars (Sealtest, Inc., NBC Red); Ford Sunday Evening Hour (Ford Motor Co., CBS).


SMART, JACK. Actor. (R) Mr. and Mrs., 1929-31 (Graybar Electric Co., Inc., CBS); March of Time, 1931-36 (successively sponsored by Time, Inc., and Remington Rand, CBS); Town Hall Tonight, 1934-38 (Bristol-Myers Co., NBC Red); Log Cabin Jamboree, 1937-38 (General Foods, Inc., NBC Red); others. (F) Universal (f). (L) Stock; New Faces, 1936.

SMART, WILLIAM B. Program director, WTOC, Savannah.

SMEDBERG, JOHN. Member of Kay Thompson Rhythm Singers. (R) Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS).

SMIFFIN, HARRISON. See the Adrian Rollini Trio.

SMILIN’ SAM. See Albert Byssinger.

SMITH BROTHERS, THE. Hillbilly vocal trio, WOAI, San Antonio.

SMITH, ABRAM. Announcer, actor, WOKO-WABY, Albany. (L) Stock.

SMITH, ARTHUR J. Program director, announcer, WNAX, Yankton. (R) Also KRNT, Des Moines; local shows for Sears, Roebuck, others. (F) Newsreels.

SMITH, BECKLEY. News editor, commentator, WJAS, Pittsburgh.

SMITH, BERT M. Announcer, sports-caster, KOWH, Omaha.


SMITH, CECIL (Louisiana’s Boyfriend). Entertainer, KYSM, Mankato. (R) Also ABC Network; WHIP, Hammond; local shows for Purina, Standard Oil, others.

SMITH, CHESTER. See Prairie Pioneers.

SMITH, CHESTER. Musical director. (R) A Toast to the Town (Roma Wine Co., CBS); local shows. (Associated with KFRC, San Francisco).


SMITH, EARL. Singer. (Member of the Eton Boys). (R) Pick and Pat in Pipe Smoking Time (U. S. Tobacco, CBS); Model Minstrels (U. S. Tobacco, CBS).

SMITH, ED. Announcer, producer, WHP, Harrisburg. (R) Programs for Gold Dust
PROFESSIONAL RECORDS—Continued

Corp., General Electric and Listerine Toothpaste, since 1934. (V) Lonely Troubador.

SMITH, EMERSON ("Trigger"). Announcer, M.C., special events commentator, KGO-KPO, San Francisco. (R) Also KFAB, KFOR, Lincoln; KOIL, WOW, Omaha.

SMITH, ERNIE. Sports commentator, (R) MJB Demi-Tasse Revue, 1933-34 (MJB Coffee Co., NBC Blue); Associated Oil Football Broadcasts (all networks). Currently on staff of KYA, San Francisco.

SMITH, ERNIE. Program director, announcer, WBIG, Greensboro. (R) Your Family and Mine, 1939 (Sealtest, Inc., CBS); also transcriptions for Coca-Cola Bottling Co. and others.

SMITH, HAL. M.C., singer, announcer, writer, producer, WIBX, Utica. (R) Also WEVR, Buffalo. (L) Chonita, 1933; Miss Cherry Blossom, 1934; Count the Co-ed, 1935 (s). (V) Smith Brothers; Hal Smith, Impersonator, 1930-38.

*SMITH, HASSEL W. Director. (R) Professor Puzzlewit (Gallenkamp Stores Inc., NBC Red). (Radio director, Long Advertising Service).

SMITH, HOMER R. Actor, announcer, WKOK, Sunbury. (L) Theatre Guild productions (f).

SMITH, HOWARD. Character actor, director, producer. (R) True Story (Macfadden Publications, NBC Blue); John's Other Wife (Old English Wax and others, NBC Red); Stella Dallas (Chas. H. Phillips Chemical Co., NBC Red); Renfrew of the Mounted (Continental Baking, CBS); Campbell Playhouse (Campbell Soup, CBS); Forty-five Minutes in Hollywood (Borden Co., CBS); Palmolive Beauty Box Theatre (Colgate-Palmolive-Per, NBC Blue); Gang Busters (Colgate-Palmolive-Per, CBS); Your Hit Parade (American Tobacco for Lucky Strike, CBS); Kay Kyser's College of Musical Knowledge (Lucky Strike, NBC Red); Pretty Kitty Kelly (Continental Baking, CBS); Jane Arden (Ward Baking, CBS); Believe It or Not (General Foods, NBC Red); Ena Crime Clues (Ena Effervescent Salts, NBC Blue); Shell Chateau (Shell Union Oil, NBC Red); Aunt Jenny's Real Life Stories (Lever Bros., CBS); Big Sister (Lever Bros., CBS); The Shadow (Blue Coal, NBC Red); Lux Radio Theatre (Lever Bros., CBS); Death Valley Days (Pacific Coast Borax, successively NBC Blue and Red); numerous others, in past 10 years. (F) Shorts. (L) Productions for John Golden, Vincent Freedley, Charles Dillingham and others. (V) Smith & Barker, about 17 years.

SMITH, J. W. Commercial and sports announcer, KGKL, San Angelo. (R) Play-by-play football, 1938 (Texas Co. and Continental Oil Co.); others.


SMITH, KATE. Singer, mistress of ceremonies. (R) Kate Smith & Her Swanee Music, 1931-33 (Congress Cigar Co. for La Palina Cigars, CBS); Kate Smith's New Star Revue, 1934 (Hudson Motor Co., CBS); Coffee Time with Kate Smith, 1935-36 (A & P Tea Co., CBS); Kate Smith's A & P Bandwagon, 1936-37 (A & P Tea Co., CBS); Kate Smith's Bandwagon, 1937-38 (General Foods Corp., CBS); Kate Smith Hour, 1938-39 (General Foods Corp., CBS); Kate Smith—Noondays Chats, 1938-39 (General Foods Corp., CBS); also sustaining commentator, CBS. (F) Paramount. (L) Flying High, Honeymoon Lane; others. (V) Swanee Musical Tour. (PR) Victor and others.


SMITH, LEROY E. Producer, singer, actor, writer, KVOO, Tulsa. (R) Also KCMO, KMBC, Kansas City. (L) Stock and opera.


SMITH, LOIS T. Musician, KSAL, Salina.


SMITH, MARSHALL. See the Foursome.


SMITH, OLIVER. Singer, (R) A & P Gypsies, 1928-29 (Atlantic & Pacific Tea Co., NBC Red); Jack Frost Melody Moments, 1929-32 (National Sugar Refining Co., NBC Red); Songs My Mother Used to Sing, 1933-34 (Hill's Cascara, CBS).
SMITH, PATRICIA M. Organist, pianist, musical director, WCMI, Ashland.

SMITH, ROBERT H. Producer. (R) Dog Heroes, 1937-39 (Thrivo Dog Food, NBC Blue). (Member of Clements Advertising Agency.)


SMITH, SUSAN A. Singer, WBLK, Clarksburg. (R) Also West Virginia Network.

SMITH, THOMAS B. Program director, M.C., announcer, sportscaster, WPEN, Philadelphia. (V).

*SMITH, TOM. Script writer, producer. (R) Town Hall Tonight (Bristol-Myers, NBC Red). (Associated with Young & Rubicam).

SMITH, VERNE. Actor (juvenile, comedy). (R) Arnold Grimm’s Daughter (General Mills, Inc., CBS); Bachelor’s Children (Cudahy Packing Co. for Old Dutch Cleanser, CBS).

*SMITH, VIC. Actor. (R) The Carters of Elm Street, 1939 (Wander Co., NBC Red).

SMITH, VIRGIL S. Newscaster, KGW-KEX, Portland.

SMITHLINE, LILLIAN. Pianist, organist, KTUL, Tulsa. (R) The Fun Bug, 1936-37 (Barnsdale Refining, CBS); local shows.

SMOOLEN, VIVIAN. Ingenue. (R) Stella Dallas, 1938-39 (Charles H. Phillips Chemical Co. for Milk of Magnesia, NBC Red); David Harum, 1938-39 (B. T. Babbit for Bab-O, NBC Red); Doc Barclay’s Daughters, 1939 (Personal Finance Co., CBS); also appearances on Gang Busters (Colgate-Palmolive-Peet, CBS), Mr. Keen, Tracer of Lost Persons (BiSoDoI, NBC Blue), Central City (P & G for Oxydol, NBC Red and Blue) and other programs.


SMYTHE, J. ANTHONY. Actor. (R) Father Barbour in One Man’s Family, since 1932 (successively sponsored by Wesson Oil & Snowdrift, Penn Tobacco, Royal Gelatin; Standard Brands for Tender Leaf Tea, 1935-39, NBC Red); I Love a Mystery, since Jan., 1939 (Standard Brands for Fleischmann’s Foil Yeast, NBC Red). (L) Leading man on dramatic stage over 20 years.

SMYTHE, PETER D. Producer, orchestra leader, singer, announcer, KLZ, Denver. (L) Stock. (V) Theatre appearances.

SNELL, GEORGE. Program director, KDYL, Salt Lake City.

SNIDER, DWIGHT. See the Foursome.

SNODGRASS, CATHERINE. See Jane Porter.


SNOW, AMANDA. Singer (hymns and ballads). (R) Amanda Snow (sustaining, NBC). (GA) We, the People, 1937 (General Foods for Sanka Coffee, CBS); On Broadway, 1938 (General Foods for Diamond Crystal Salt, NBC Blue). (Known as “The Voice in the Old Village Choir”).

SNOW, CLARENCE E. Musician, CHNS, Halifax. (R) Local and Canadian Broadcasting Corp. programs since 1935. (L) (f). (V) Cowboy singer. (PR) RCA Victor.

SNOWDEN, THOMAS, JR. Announcer, continuity writer, WEED, Rocky Mount.

SNYDER, C. THORNTON. Organist, musical director, KFBB, Great Falls. (V) Theatre appearances.

SNYDER, DONALD C. Dramatic actor, WHJB, Greensburg.

SNYDER, GUY V. Pianist, organist, KFH, Wichita.

SNYDER, HOWARD. Writer. (R) Jell-O Program Starring Jack Benny, 1936-37 (General Foods, NBC Red); Maxwell House Showboat, 1937-38 (General Foods, NBC Red); Jack Oakie’s College, 22 weeks (R. J. Reynolds Tobacco Co., CBS); Laugh Liner, 1938 to Jan., 1939 (Wm. Wrigley, Jr., Co., CBS); Tuesday Night Party, with Dick Powell (formerly Al Jolson Show), 1938-39 (Lever Bros., CBS). Material for guest appear-
PROFESSIONAL RECORDS—Continued

ances of John Barrymore, Gregory Ratoff, Anna Sten, Bert Wheeler, Lupe Velez, Adolphe Menjou, Sophie Tucker, Martha Raye, Ruby Keeler, Charles Butterworth and others. (F) 20th Century-Fox, 1937. (All of the above in collaboration with Hugh Wedlock, Jr.)

Snyder, Ralph B. Announcer, WKZO, Kalamazoo.

Sobolewski, Karol. Producer, writer, director, WMBC, Detroit. (R) Also WBEN, WEBR, Buffalo; WHIP, Hammond; local show for Carnation Milk Co., others. (L) 1915-24.

*Sodja, Joe. (R) CBS programs.


*Solloway, Daise. Member of Kay Thompson Rhythm Singers. (R) Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS).

Solon, Jack. Announcer, WFIL, Philadelphia. (R) Pontiac Varsity Show, 1937 (Pontiac Motor Co., NBC Blue); also WSBT, South Bend.

Somerville, Kerwin. See Voices Three.

Sondergaard, Hester. Actress (characters, leads, dialects). Great Moments in History, 1933 (Standard Brands for Fleischmann's Yeast, NBC Blue); Paul Whiteman's Orchestra, 1933 (Kraft-Phenix Cheese Corp., NBC Red); Home Sweet Home, 1935 (P & G for Camay Soap, NBC Red); Personal Column of the Air, 1937 (P & G for Chipso, NBC Red); Pepper Young's Family, 1937 (P & G for Camay Soap, NBC Red and Blue); Johnny Presents, 1937-39 (Philip Morris & Co., CBS, NBC Red); Road of Life, 1938 (P & G for Chipso, NBC Red); Americans All-Immigrants All, 1938-39 (CBS); numerous others, not current, including network programs for Luden's Cough Drops and Pond's Creams. (L) Man Who Reclaimed His Head, 1932; Black Pit, 1936; Bitter Stream, 1936; Marching Song, 1937; others.


Songshop Quartet (Harold [Scrappy] Lambert, Robert Moody, Leonard Stokes, Randolph Weyant). (R) The Songshop, 1937-38 (Coca-Cola Co., CBS). (See also the Songsmiths.)

*Songsmiths, the (Harold [Scrappy] Lambert, Leonard Stokes, Robert Moody, Randolph Weyant). (R) Your Hit Parade (American Tobacco Co., CBS). (See also the Songshop Quartet).

Song Stylists, the. (Delores Taylor, Kenneth Adams). Harmony team, WCAE, Pittsburgh.


*Sorensen, Norman. Pianist, KOA, Denver.


Sorg, Theodora. Dramatic actress. (R) Toast to the Town, 1938 (Roma Wine Co., CBS). (Currently associated with KSFO, San Francisco.)


Southern, Jean. Actress. (R) Pepper Young's Family (Procter & Gamble, NBC Red and Blue); Bobby Benson (Hecker H-O Co., CBS); News of Youth (Ward Baking Co., CBS).
Soubier, Clifford. Character comedian. (R) First Nighter, 1931-37 (Campagna Sales for Italian Balm, NBC Red); Sinclair Minstrels, 1931-36 (Sinclair Refining Co., NBC Blue); Sealed Power Side Show, 1933-34 (Sealed Power Piston Ring Co., NBC Blue); Wooley the Moth, 1934-35 (Enzo Chemical Co., NBC Blue); Uncle Ezra, 1934-36 (Miles Laboratories for Alka-Seltzer, NBC Red). (F) Warner Bros. (f). (L) 1910-30. (V) Theatre appearances.


*Southernaires, The. (R) NBC shows.

Southworth, John V. D. Writer. (R) Cavalcade of America, 1937-38 (E. I. du Pont de Nemours, CBS). (LS) Sustaining shows on WFBL, WSYR, Syracuse, including Syracuse Chamber of Commerce Programs, 1933; Federal Housing Program, 1934; Meet the Composers, 1934-35; others.

Souvaine, Henry. Producer, writer, composer. (R) Voice of America, 1933-34 (Underwood-Elliott Fisher, CBS); Cadillac Concerts, 1933-34 (Cadillac Motor Car Co., NBC Blue); General Motors Concerts, 1934-37 (General Motors Corp., NBC Red and Blue); Pontiac Sunday Night Party, 1934-35 (Pontiac Motor Car Co., NBC Red); La Salle Fashion Show, 1936-37 (Pontiac Motor Car Co., NBC Red); Washington Merry-Go-Round, 1936 (Gruen Watch Co., Mutual); Pontiac Varsity Show, 1937 (Pontiac Motor Car Co., NBC Red and Blue); Ben Bernie and All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS); Your Family & Mine, 1938-39 (Sealtest, Inc., NBC Red); Jim McWilliams' Question Bee, 1938-39 (George Washington Coffee Refining Co., NBC Blue). (President of Henry Souvaine, Inc. program producers.)

Spargrove, William E. Announcer. (R) Chase & Sanborn Hour, two programs (Standard Brands, NBC Red); True or False (J. B. Williams for shave cream, NBC Blue); Esso News Reporter (Esso Gasoline, NBC Blue). (NBC staff announcer.)


Sparling, George. Script writer. (R) Hello, Peggy (The Drackett Co., NBC Red).

Spardon, Ken. Musical director, producer, WHEC, Rochester. (R) Also Schrafft program, NBC, 1936; WSYR and WFBL, Syracuse. (F) First National, Warner Bros., RKO. (V) Theatre musical director.


Speaks, Margaret. Soprano. (R) Voice of Firestone since 1934 (Firestone Tire and Rubber Co., NBC Red). Has also made numerous concert appearances. (L) 1927.

Spears, Henry. Guitarist, violinist, WCCO, Minneapolis-St. Paul. (R) Also WEBC, Duluth; local shows for Pure Oil Co., others. (V) Theatre appearances.

Speer, Charles C. Writer. (R) How to Win Friends (Colgate-Palmolive-Peet Co., NBC Red); Believe It or Not (General Foods Corp., NBC Red); Capt. Tim Healy's Stamp Club, Sept.-Dec., 1938 (Kellogg Co., Mutual); many sustaining CBS shows, including Columbia Dramatic Laboratory, Columbia Workshop. At present associated with Douglas Storer; previously with CBS continuity department, 9 years.

Spencer, Clyde. Musical director, 'cellist, WWNC, Asheville.
SPENCER, EDITH. Actress (dramatic, character). (R) Friendship Village, 1932 (Chesbrough Mfg. for Vaseline, NBC Blue); Death Valley Days, 1933-37 (Pacific Coast Borax, NBC Blue); Marie, the Little French Princess, 1934-35 (Louis Philippe Cosmetics, CBS); Magic Voice, 1936 (Procter & Gamble for Chipso, NBC Blue); The Gumps, 1936-37 (Lehn & Fink for Pebeco Toothpaste, CBS); Five Star Jones, 1936-37 (P & G for Oxydol, NBC Blue); Mr. Keen, Tracer of Lost Persons, 1937-38 (for BiSoDol, NBC Blue); Aunt Jenny's Real Life Stories, 1937-39 (Lever Bros. for Spry, CBS); others including local shows, transcriptions. (L) Productions by John Golden, William Harris, Jr., and others; stock; 25 years. (V) Wronged from the Start, 1914; Lady from Reno, 1915.

SPENCER, JOSEPHINE. Pianist, arranger, WWNC, Asheville.

SPENCER, L. LOIS. Pianist, soprano, CKCK, Regina. (R) Also Canadian Broadcasting Corp.

SPENCER, LESTER. Announcer, program director, WHIO, Dayton. (R) Also stations in Columbus, Oklahoma City and Fort Wayne; transcriptions.

SPENCER, RAY. Announcer, WADC, Akron.

SPICER, DOROTHY R. Writer, commentator, WWJ, Detroit. (R) Also WCCO, Minneapolis-St. Paul.


*SPIER, WILLIAM. Producer, director, script writer. (R) Tune-Up Time (Ethyl Gasoline Corp., CBS); March of Time (Servel, Inc., Time, Life and Fortune Magazines, NBC Blue). (Associated with Batten, Barton, Durstine & Osborn).

SPIKER, ROGER P. Pianist, WWJ, Detroit. (R) NBC Red sustaining program; local shows. (V) Joe Shore's band, 1930.

SILLMAN, SANDY S. Commentator, script writer, sound effects, KSFO, San Francisco. (R) I Want a Divorce (S & W Fine Foods, CBS); local shows.

SPINEY, WILLIAM H. Musician, WSOC, Charlotte, (F) Universal; shorts. (V) Big Apple Revue.

SPINKS TRIO. See Mr. and Mrs. Ed Spinks and Harold Cooper.

SPINKS, MR. & MRS. ED. Religious singers, WGAU, Athens. (R) Local shows as The Spinks Trio—Mr. and Mrs. Ed Spinks, and Harold Cooper, pianist.

SPITALNY, MAURICE. Orchestra leader, musical director, KDKA, Pittsburgh. (R) Hupmobile Musketeers (Hupmobile Motor Co.); also WTAM, Cleveland. (L) Concert master for Cleveland Symphony, 3½ years. (Musical director for a number of theatres).

SPITALNY, PHIL. Orchestra leader. (R) General Electric Hour of Charm, 1936-39 (General Electric, NBC Red); previously, Nestle Chocolatiers. (F) M-G-M. (V).

SPOONER, MILL. Organist, pianist, WFIL, Philadelphia. (V) Theatre organist; orchestra leader for stage shows.

SPRAGUE, E. A. Sportscaster, singer, WWVA, Wheeling. (F) Shorts. (V) Theatre appearances.

*SPRAGUE, EDMUND. Actor. (R) Little Orphan Annie (Wander Co., NBC Red).

SPRAGUE, GORDON. Actor. (R) Rube Appleberry (Campbell Cereal Co., Mutual).

SPRAGUE, PRISCILLA W. Script writer, playwright, KSO-KRTN, Des Moines. (R) Also Iowa Broadcasting Co.; local shows for General Foods, others. (L) Stock, repertoire.

SPRAGUE, RUTH. Dramatic actress. (R) Shell Show, 1934 (Shell Oil, CBS); Wheatenaire, 1934-35 (Wheatena, CBS); Sperry program, 1934-35 (Sperry Flour, NBC Pacific Coast Red); Death Valley Days, 1935-36 (Pacific Coast Borax, NBC Blue); My Secret Ambition, 1937-38 (Dorkee Famous Foods, CBS Pacific Coast); One Man's Family, 1937-38 (Standard Brands for Tender Leaf Tea, NBC Red); Hawthorne House, 1938-39 (Wesson Oil & Snowdrift, NBC Pacific Coast Red); Woman's Magazine of the Air (participation, NBC Pacific Coast Red); others in past 10 years, including programs for Folger Coffee, Spratts Dog Biscuits, Occidental Life Insurance, S. & W. Fine Foods. (L) Alice in Wonderland, 1935; The Bluebird, 1936; Counsellor-at-Law, 1938 (f). (V) Theatre appearances.

SPRIGGS, MARJORIE. See Jean Allen.

SQUIRES, ENOCH (“Bud”). Special events commentator, news editor, WFBL, Syracuse. (R) Also WHAM, Rochester; local show for Socony-Vacuum, others.
PROFESSIONAL RECORDS—Continued


STAFFORD, CHRISTINE. Singer, KNX, Los Angeles. (R) Jack Oakie's College, 1937 (R. J. Reynolds Tobacco Co., CBS); Music From Hollywood, 1938 (Liggett & Myers Tobacco Co., CBS); others. (F) Shorts. (V) Theatre appearances.

STAFFORD, GENE. Writer. (R) Treasure Adventures of Jack Masters, 1938 (Mallex Cereal, CBS); You, the Unseen Jury, 1938 (Morris Plan Co., local New York program); Quite By Accident, 1938-39 (Nestle's Everready Cocoa, NBC Red); K-7, 1939 (various sponsors, coast-to-coast transcriptions); others, including programs for Hearst Newspapers, 1938.


STAFFORD, HANLEY. Actor (dramatic, comedy). (R) Eno Crime Clues, 1935-36 (Harold F. Ritchie & Co., NBC Blue); Palmolive Beauty Box Theatre, 1935-36 (Colgate-Palmolive-Peet Co., NBC Blue); Maxwell House Showboat, 1935-36 (General Foods Corp., NBC Red); True Story Court of Human Relations, 1935-37 (Macfadden Publications, Inc., NBC Red and CBS); Thatcher Colt, 1936-37 (Packer's Tar Soap, NBC Red); Woodbury's Holly-wood Playhouse, 1937-39 (Jergens-Woodbury Sales Corp., NBC Blue); Big Town, 1937-39 (Lever Bros. Co., CBS); Thrills, 1937-38 (Union Oil Co., NBC Red); Good News of 1938 and 1939, with Fannie Brice, as comedy team (General Foods Corp., NBC Red); many others. (L) Several shows including Double Dummy (Mark Hellinger), 1937.

STAFFORD, JACK M. Program director, announcer, sportscaster, WKJB, Globe. (R) Local shows for Sears Roebuck, Union Oil, others.

*STAFFORD, R. W. Director. (R) Martha Meade (Sperry Flour Co., NBC Red); Dr. Kate (Sperry Flour, NBC Red). (Associated with Westco Advertising Agency).

STAHL, BOB. Guitarist, singer, KWTO-KGBX, Springfield. (R) Also KGNC, Amarillo; KCMO, Kansas City; XEPN, Mexico. (V) Bob & Dick and Their Texas Tune Tusslers, 1934-36.


STAHL, GERTRUDE W. (Kay Irving). Vocalist, commentator, KWTO-KGBX, Springfield. (R) Local shows including one for Allis-Chalmers Co.


STAMPS, FRANK. Singer, director of quartet, KVOO, Tulsa. (R) Also KTHS, Hot Springs. (PR) RCA Victor Bluebird. (Composer of many hymns).

*STANBURY, DOUG. (R) Shows on WOR, New York.


STANLEY, BOB. Orchestra conductor. (R) Famous Fortunes, 1938 (General Shoe Corp., Mutual). (V) Theatre orchestra conductor, 10 years. Played violin in Wallenstein Sinfonietta, Wallenstein Sinfonic Strings, Bamberger Symphony and Cesare Soder's Opera Hour, WOR, New York City; staff conductor, WOR.

STANLEY, BOB. Production manager, news editor, KGMB, Honolulu. (R) Also Hawaiian Broadcasting System; California Radio Network; programs for Alka-Seltzer, H. J. Heinz, Maxwell House, Listerine and others, including football broadcasts for Standard Oil, 1937-38. (V) Theatre appearances.

STANLEY, CHARLES. M.C., script writer, WMBC, Detroit. (L) Musical stock. (V) University Trio, Stanley & Mack.

*STANLEY, CLINT. Producer. (R) Vic and Sade (P & G, CBS, NBC Red and Blue); Dan Harding's Wife, 1938 (National Biscuit Co., NBC Red).

STANLEY, JACK. Musical director and producer, KEHE, Los Angeles. (V) Theatre appearances as M.C.

STANTON, BOB. Announcer, WWJ, Detroit. (V) Melody Boys.


*STANTON, HARRY. Member of the Signaleer Quartet. (R) Signal Carnival (Signal Oil Co., NBC Red).

STARK, CHARLES. Announcer, commentator, actor, M.C. (R) Scatteredgood Baines, 1939 (William Wrigley, Jr., Co. CBS); CBS special events. (LS) Phil Cook's Morning Almanac, 1939 (F. Fischer Co. for Astor Coffee, WABC, N. Y.); Oddities in the News, 1939 (Peter Paul, Inc., for Mounds Candy Bars, WABC, N. Y.) (F) Paramount Newsreel, trailers, shorts. (V) Theatre appearances.

STARK, EVELYN. Director. (R) Don Winslow of the Navy, 1938-39 (Kellogg Co., successively NBC Red and Blue); others. (Associated with Hays MacFarland & Co. as radio director).

STARKEY, ROY. Singer, guitarist, actor. KDKA, Pittsburgh. (V) The Smiling Cowboy, 1931-38; personal appearances at theatres and rodeos.

STARR, JACK. Sports announcer, WTAM Cleveland. (R) Also KMBC, Kansas City; shows for Sinclair Oil, General Mills, others. (F) Commercials. (L) Stock. (V) Theatre appearances.


STARR, ROBERT P. Musician, KSO, Des Moines. (R) Also transcriptions; WHO Des Moines. (V) Hexin Merrymen.

STEARNS, PEGGY. Actress, singer WCOA, Pensacola.

*STEBBINS, BARTON A. Director, (R) Signal Carnival (Signal Oil Co., NBC Red). (President of Barton A. Stebbins, advertising agency).

STECK, JACK. M.C., singer, WFIL, Philadelphia. (R) Also WCAU, Philadelphia. (V) Guilbert & Steck, 7 years.

STEED, HY. Orchestra and program director, WMBC, Detroit. (R) Local show for Plymouth Motors, others. (V) Steed's Septette; theatre appearances.

STEELMAN, STUART. Singer, WHO, Des Moines. (R) Betty & Bob, 1936 (General Mills, NBC Blue); also WGN, Chicago including American Family Soap program, 1936.

STEIGMEYER, BILL. Announcer, WWJ, Detroit. (PR) RCA Victor.

STEIN, EDWARD G. Organist, pianist, WHBF, Rock Island.

STEIN, MYRL H. Announcer, WELL, Battle Creek.

STEINER, GEORGE. Violinist, arranger, composer. (R) Bob Haring's Orchestra, 1928-29 (Baker's Chocolate, CBS); Myrt & Marge, 1937 (Colgate-Palmolive-Peet, CBS). (F) Paramount as arranger and scorer for shorts and cartoons and as composer and arranger for Paramount News, since 1928.

STEINKE, WILLIAM (Jolly Bill). Entertainer. (R) Jolly Bill and Jane, 1929-33 (Cream of Wheat, NBC Red); Santa Claus program, 3 seasons (Columbia Bicycle Co., NBC); No School Today (sustaining, NBC). (L) (f). (V) Chalk talk. (Cartoonist for Nick Kenny's radio column, New York Mirror).


STERLING, LEN. Announcer, actor. (R) Joyce Jordan—Girl Interne, 1937-39 (McKesson & Robbins, CBS); Gospel Singer, 1938 (P & G for Ivory Soap, CBS); Radio Newsreel, 1938 (Dummer Products for Energine, NBC Red); roles, intermittently, on Gang Busters (Colgate-Palmolive-Peet, CBS); Town Hall Tonight (Bristol-Myers, NBC Red); We,
the People (Sanka Coffee, CBS); Our Gal Sunday (Anacin, Kolyvos, CBS); Pretty Kitty Kelly (Continental Baking, CBS) and others. (LS) Household Finance News, 1937 (Household Finance Corp., WABC, New York). (F) Narrator for newsreels, industrial films, travelogues.


STERN, BILL. Sports announcer, (R) Pontiac Varsity Show, 1934 (Pontiac Motors, NBC Red); Championship Fights on NBC Blue, for RCA, 1936-37, and Adam Hats, 1937-39. (F) Newsreels. (V) Stage director, 1930-35; appearances with own band.

STERN, HARRY. Violinist, WPTF, Raleigh. (V) Theatre appearances.

STERRITT, CHARLES R. Announcer, WJLB, Detroit. (F) Shorts. (L) Summer stock. (Also publicity director).

STEVENS, ALSTON. News commentator, WFIL, Philadelphia. (R) Local shows for Tidewater Associated Oil, Pinex Co., others.

STEVENS, BOB. Member of the Signal-ee Quartet. (R) Signal Carnival (Signal Oil Co., NBC Red).

STEVENS, EDMOND ST. J. Actor (comedy, character), announcer. (R) Dorothy Thompson—With People in the News, 1938 (American Cigarette & Cigar Co. for Pall Mall, NBC Blue); Capt. Tim Healy, 1938 (Kellogg Co., Mutual); Howie Wing, 1938-39 (Kellogg Co., CBS); True or False, 1938-39 (J. B. Williams Co. for shave cream, NBC Blue). (L) English productions, 1912-24; The Family, 1939 (f).

STEVENS, HARMON L. Program director, announcer, continuity writer, WHLS, Port Huron.

STEWART, ELLIOTT. Special events announcer (formerly program director). WIBX, Utica. (R) Armour Program with Phil Baker, 1933 (Armour Co., NBC); local shows on WLW, Cincinnati; WIBX, Utica. (F) Short. (L) Mme. Pompadour; The Student Prince; The Love Song; The Desert Song; The New Moon (f). (V) Personal appearances. (PR) Edison.

STEWART, FRANK H. Announcer, KTSA, San Antonio. (R) Local shows for Packard Motors, Borden and others.

STEWART, FRANKLYN. See Rex Davis.


STEWART, PAUL. Actor, producer, M.C. (R) Easy Aces, 1935-39 (American Home Products for Anacin, NBC Blue); Tommy Dorsey's Orchestra, 1936-38 (Brown & Williamson Tobacco for Raleigh and Kool Cigarettes, NBC Blue); March of Time, 1934-39 (Servel, Inc., and Time, Inc., NBC Blue); Gang Busters, 1936-39 (Colgate-Palmolive-Peet, CBS); Cavalcade of America, 1936-39 (E. I. du Pont de Nemours, CBS); assistant producer to Orson Welles in Mercury Theatre of the Air and Campbell Playhouse, 1938-39 (Campbell Soup, CBS); Tune-Up Time, 1939 (Ethyl Gasoline, CBS); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); The Shadow, 1937-38 (Blue Coal, Mutual); others. (F) Shorts. (L) Subway Express, 1929-30; East of Cream General Motors, Chevrolet Motors, H. J. Heinz; conductor of This Is New York (sustaining, CBS); composer of special scores used on Columbia Workshop (sustaining) and other CBS dramatic programs.

STEVENS, JAMES. News and sports commentator, WJR, Detroit. (R) Local shows for B. F. Goodrich, Penn Tobacco, others; transcriptions. (V) Theatre appearances.


STEWART, STEVENS, STERN, STEVENS, STERRITT, STERN, STEWART.
PROFESSIONAL RECORDS—Continued


STEWART, PHIL. Announcer, narrator, actor. (R) Lady Esther Serenade, since 1931 (Lady Esther Co., NBC Red, 1931-39; CBS, 1935-38); Guy Lombardo and His Orchestra, since Oct., 1938 (Lady Esther Co., CBS). Other network and local shows as free lance.

STEWART, RUSSELL O. Announcer, KSL, Salt Lake City.

STEWART, VIRGINIA L. Commentator, actress. (R) Vanette Fashion Preview, 1939 (Vanette Hosiery Mills, NBC Blue).

STIDGER, WILLIAM L. Speaker. (R) Getting the Most Out of Life, 1937-39 (Standard Brands for Fleischmann's Foil Yeast, Yankee Network, Sept., 1937, to June, 1938; NBC Blue since June, 1938). (Author, clergyman, lecturer. Numerous books include Giant Hours with Poet Preachers, 1918; Flames of Faith, 1922; A Book of Sunsets, 1923; Preaching Out of the Overflow, 1929. Formerly head of Dept. of Preaching, Boston University School of Theology).

STIER, JOSEPH C. Musician, WNOX, Knoxville. (V) Theatre appearances. (PR) Bluebird.

STILES, PAUL W. Producer, special events, sports, M.C., WNBH, New Bedford.

STIMERS, REX. Sports announcer, CKTB, St. Catharines. (R) Also Canadian Broadcasting Corp. and Mutual.

STINSON, JOHN B. Announcer, WJR, Detroit. (R) Also WADC, Akron; WGAR, Cleveland; transcriptions.

STOCKDALE, JULIAN L. Guitarist, singer, KMMJ, Clay Center. (R) Local shows including Armour Noonday Melodies (Armour & Co.).

STOCKTON, ROSCOE K. Dramatic director, producer, actor, composer, KOA, Denver. (F) Shorts.

STODDARD, HAILA. Actress. (R) True Story Court of Human Relations, 1936 (Macfadden Publications, NBC Red); Big Sister, 1936-39 (Lever Brothers for Rinso, CBS). (L) Merrily We Roll Along, 1935; Tobacco Road, 1935-36; Yes, My Darling Daughter, 1937 (f); stock.

STOESS, WILLIAM C. Musical director. (R) Tums Vocal Varieties, 1936-39 (Lewis-Howe Co., NBC Red); Also Mutual sustaining and local shows. (Currently with WLW-WSAI, Cincinnati).

STOKER, HELEN LOUISE. Soprano (light opera, musical comedy, concert). (R) Mutual sustaining programs.


STOKES, LEONARD. See the Songsmiths and the Songshop Quartet.


STONE, CHARLIE. Producer, announcer, singer, WMBR, Jacksonville. (R) Scat- tergood Baines, 1938-39 (Wm. Wrigley, Jr., Co., CBS); also KOKO, La Junta; transcriptions. (F) Newsreel commentator. (V) Four Maniacs, 1930.

*STONE, EZRA. Actor. (R) Kate Smith's Hour (as member of the Aldrich Family) (General Foods, CBS); Aldrich Family, summer 1939 (General Foods, NBC Red). (L) What a Life; summer stock, 1939.

STONE, JAMES H., JR. Announcer, singer, KWKH-KTBS, Shreveport. (R) Local shows for Standard Oil Co., others.


STONEMAN, LLOYD (The WSPR Concert Trio). Violinist, director of trio, WSPR, Springfield.

STOOKY, CHARLEY. Farm editor, KMOX, St. Louis. (R) Also WLS, Chicago; local shows including the Pinex Cough Syrup program.

STOOPNAGLE, COLONEL LEMUEL Q. (F. Chase Taylor). (R) Tastyeast Gloomchasers, 1931 (Tastyeast, CBS); Ivory Soap Program, 1932 (Procter & Gamble, CBS); Pontiac Program, 1932-34 (General Motors, CBS); Camel Caravan, 1934 (R. J. Reynolds Tobacco Co., CBS); Schlitz Spotlight Revue, 1934 (Schlitz Beer, CBS); The Gulf Program, 1934 (Gulf Refining Co., CBS and NBC Red); Devoe & Raynolds Show, 1935 (Devoe & Raynolds Paint Co., CBS); Ford Program, 1935 (Ford Motor Co., CBS); Town Hall Tonight, 1936 (Bristol-Myers Co., NBC Red); The Minute Men, 1936-37 (Minute Tapioca, NBC Blue); Bromo-Seltzer Show, 1938 (Emerson Drug Co., Yankee Network); Town Hall Varieties, 1938 summer show (Bristol-Myers, NBC Red). (GA) RCA Magic Key, Maxwell House Showboat, For Men Only, Packard Mardi Gras, A & P Bandwagon; others. (F) Paramount; shorts. (V) Stoopnagle and Budd. (Until recently teammate of Budd Hulick as "Stoopnagle and Budd").

*STOPIK, JOSEPH. Conductor. (R) R & R Entertainers, 1938-39 (Richardson & Robbins, NBC Red and Blue).

*STORDAHLL, ALEX. Music arranger. (R) Tommy Dorsey’s Orchestra (Brown & Williamson, NBC Red).


STORM, JOY. Announcer; (R) Harriet Parsons, 1938 (Emerson Drug for Bromo-Seltzer, NBC Blue); Welch Presents Irene Rich, 1938-39 (Welch Grape Juice, NBC Red); co-announcer, Royal Desserts Program, 1939 (Standard Brands, NBC Red).

STOUGH, RAY. Announcer, special events and sports commentator, KRMC, Jamestown.

STOUT, ALLEN. Sports and special events announcer, WKRC, Cincinnati. (R) Also WHAS, Louisville; WROL, Knoxville; local shows for General Mills, Socony-Vacuum, others.

STOVALL, JOE. Musical arranger, KMOX, St. Louis.

STOWE, ARTHUR W. ("Tiny"). Producer, writer. (R) Gold Medal Mini-strels, 1935-36 (General Mills, Mutual); Ma Perkins, 1935-36 (P & G for Oxydol, NBC Red); Modern Cinderella, 1936 (General Mills, CBS); Hollywood in Person, 1937-38 (General Mills, CBS); others. (LS) Studio director, KRLD, Dallas, 1924-29; general program manager, KTAT, Fort Worth, 1929-30; master of ceremonies, KSTP, Minneapolis-St. Paul, 1930-31; production manager, continuity editor, WSM, Nashville, 1931-34; continuity editor, assistant program director, WLS, Chicago, 1934-35. (Currently president of Stowe-A-Gram Productions, Chicago; previously, 1936-37, radio director of Hays MacFarland).

STRACKEY, AL. See The Cadets.

STRAETER’S CHORUS, TED. (R) Kate Smith’s Hour, 1937-39 (General Foods Corp., CBS). Night club engagements with own orchestra.

STRAHORN, LEE P. Writer, producer. (R) Woman’s Magazine of the Air (participating program, NBC Pacific Coast Red).

STRANDT, GEORGE F. Pianist, organist, WHBF, Rock Island. (R) Also WGN, Chicago. (V) Featured theatre organist.

STRATTON, ALAN. Announcer, WOV-WBIL, New York. (R) Local show for P. Lorillard & Co.; others.


STRATTON, ROBERT J. Organist, pianist, producer, musical director, WDNC, Durham. (F) Shorts.

STRAUSS, JOSEPH M. Newscaster, announcer, WCHV, Charlottesville. (R) Programs for Esso, BC Remedy and others.

STRAUSS, WILLIAM. Announcer, script writer, producer, WQXR, New York. (R) Also transcriptions. (L) Productions by Baltimore Players, 1933-36; Max Gordon, 1936; Westport Playhouse, 1936; others (f).

STREED, IVAN. Program manager, WHBF, Rock Island. (L) Streed Concert Co. (V) 1909-18.

STRETCH, DAVE. Conductor. (R) Treasure Island (The Owl Drug Co., NBC Red).

STRICKLAND, GLENNA. Home economist, WNEW, New York. (R) Also WDOD, Chattanooga; WINR, WMCA, New York.

STRIEWSKI, EARL. Musician, WWJ, Detroit. (R) NBC sustaining Red program; local shows.

STRIKER, FRANCIS H. (Fran). Chief script writer, WXYZ, Detroit. (R) Author of The Lone Ranger, which started Nov., 1933, and is currently sponsored by General Baking for Bond Bread over Mutual (previously sponsored by Gordon Bakeries); also sponsored by various local companies over Mutual, Michigan Radio Network, Don Lee and independent stations; author of The Green Hornet, which started on the Michigan Radio Network in Jan., 1936, and on Mutual in Jan., 1937 (sponsored by local companies). (F) Republic (co-author of Lone Ranger films). (The Lone Ranger cartoons also appear in 100 newspapers).

STRONG, BOB. Arranger, conductor. (R) Uncle Walter’s Dog House, 1939 (Brown & Williamson Tobacco for Sir Walter Raleigh, NBC Red); Avalon Time, 1939 (Brown & Williamson Tobacco for Avalon Cigarettes, NBC Red).


STROZZI, KAY. (R) Her Honor, Nancy James (International Cellucotton Products, CBS).
PROFESSIONAL RECORDS—Continued


STUDER, ALEX. Pianist, organist, arranger, KSTP, Minneapolis-St. Paul. (R) Also sustaining NBC Red shows; local shows for Scott Towel and others; transcriptions. (F) Commercials. (V) Theatre appearances, 1936-38.

STULL, LENORE. Organist, pianist, WHO, Des Moines.

STYLES, ANNA LEE. Actress, WWC, Asheville.

STYRES, EARLE. See The Madrigal Singers.

SUBER, RAY. Dramatic actor. (R) Intermittent roles: Betty & Bob (General Mills, NBC Red and Blue); Story of Mary Marlin (P & G for Ivory, NBC Red and Blue); Betty Crocker (General Mills, CBS); Don Winslow of the Navy (Kellogg Co., successively NBC Red and Blue); Inside Story (Ralston Purina, NBC Blue). (LS) WOW, KOIL and WAAW, Omaha; KFAB and KFOR, Lincoln; 10 years. (Under contract to NBC, Chicago, and known as “The man of a thousand voices”).

SUEHLA, MARJORIE. Actress, WWJ, Detroit. (R) Lone Ranger and Green Hornet (participating, Mutual).

SUITS, GORDON. Baritone, WFAA, Dallas. (R) Also Texas Quality Network.


SULLIVAN, JACKIE. Juvenile singer, WLAW, Lawrence.

SULLIVAN, JOHN. (R) Formerly announcer on KFJZ, Ft. Worth; KPDN, Pampa. (L) Stock, repertoire, 1918-30. (Currently manager of KVWC, Vernon).

SULLIVAN, JOSEPH. Organist, CKOC, Hamilton.

SULLIVAN, LILLIAN. Singer, pianist, WLAW, Lawrence.

SULLIVAN, MAXINE. Swing singer. (R) CBS shows; guest appearances on various network programs. (V) Night club engagements. (PR).


SULLIVAN, PAUL. News commentator. (R) News, 1937 (Kentucky Club Tobacco, WLW, Cincinnati); News, 1938 (Sinclar Gasoline, WLW); Paul Sullivan Reviews The News (Brown & Williamson Tobacco Corp., WHAS, Louisville; scheduled to go CBS in Sept., 1939); also narrator of Let’s Explore Ohio, series of transcriptions for Standard Oil of Ohio. (V) Theatre and club appearances. (Currently associated with WHAS, Louisville).


SUMNER, WILLIAM. Organist. (R) Hymns of all Churches (General Mills, NBC Red and Blue). (LS) Chicago Motor Club, WBBM; International Harvester, WLS, Chicago.

SUNSHINE SUE & ROCK CREEK RANGERS (Mary, John, Sam & George Workman). Musicians, WHAS, Louisville. (V) Theatre appearances.

SUTHERLAND, HERBERT. Singer, KARK, Little Rock.


*SUTTER, DAN. Actor. (R) Kitty Keene, Inc., (Procter & Gamble, CBS); Manhattan Mother, since March, 1939 (P & G for Chipso, CBS); The Woman in White (Pillsbury Flour, NBC Red).
SUTTERFIELD, PHIL. News, special events and sports commentator, WCSC, Charleston. (R) Also WLAP, Lexington; local shows for Bulova Watch Co., Pure Oil Co., others.

SUTTON & BLISS. See Grenadier Double Quartet.

SUTTON, PAUL N. Script writer, WXYZ, Detroit. (R) Also WLW, Cincinnati; Famous Jury Trials (Mennen Co., Mutual); many others including transcriptions.

SUTTON, TOMMY. Entertainer, WDZ, Tuscola. (R) Musical Steelmakers (Wheeling Steel Corp., Mutual); others on WLW, Cincinnati, WWSW, Pittsburgh. (V) Theatre appearances.


SVEHLA, MARJORIE. Actress, WXYZ, Detroit. (R) Lone Ranger (local sponsors, Mutual and Michigan Radio Network); also Don Lee Broadcasting System.

SVEHLA, WALTER. Announcer, singer, WQAM, Miami.

SWAIN, KENNETH B. Producer, WMBR, Jacksonville. (R) Local shows for Chevrolet Motor Co., others. (F) Robert Cowan Studios. (L) 1929-38.

SWALES, STANLEY. Announcer, WWJ, Detroit. (R) Local shows for Loose-Wiles Biscuit Co., Socony-Vacuum, others.

SWAN, HARRY B. Actor, (character, dialect, animal imitator), script writer. (R) Dog Heroes, 1936-39 (Modern Food Process, NBC Blue); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS).


SWARTHOUT, GLADYS. Opera singer, actress. (R) Palmolive Beauty Box Theatre, 1934-35 (Colgate-Palmolive-Peet, NBC Red); Voice of Firestone, 1934-35 (Firestone Tire & Rubber, NBC Red); Gladys Swarthout, 1937 (National Ice Advertising, NBC Red). (GA) 1933-39; General Motors, Ford, Camel Cigarettes, Packard, Radio Corp of America, General Electric, Chase & Sanborn, Ethyl Gasoline and others. (F) Paramount (s). (L) Currently, and for past 7 years with Metropolitan Opera; previously appeared with Minneapolis Symphony Orchestra, roles in Chicago Civic Opera; appearances in Europe; concerts; Ravinia Opera Co. (PR) RCA Victor.

SWEETHEARTS OF THE AIR. See May Singhi Breen and Peter De Rose.


SWEETS, WILLIAM. Script writer. (R) True Story Court of Human Relations (Macfadden Publications, Inc., NBC Red).

*SWEETSTER, NORMAN. Director. (R) Lorenzo Jones (Charles H. Phillips, NBC Red).

SWENSON, ALFRED. Dramatic character actor. (R) Captain Blackstone, 1929-35 (Blackstone Cigars, NBC Blue); Adventures of Captain Diamond, 1936-37 (General Foods Corp. for Diamond Crystal Salt, NBC Blue); The O'Neills, 1936-38 (Procter & Gamble for Ivory Soap, NBC Blue); True Story Court of Human Relations, 1936-38 (Macfadden Publications, NBC Red); Pretty Kitty Kelly, 1938-39 (Continental Baking Co., CBS); Alias Jimmy Valentine, 1938-39 (Larus & Bro. Co., 1938, NBC Blue; Dr. Lyon's Toothpowder, 1938-39, NBC Blue); Hilltop House, 1937-39 (Colgate-Palmolive-Peet, CBS); Big Sister, 1938-39 (Lever Bros., CBS). (L) Stock; Graustark; The Wolf; American Tragedy; Great Power; One Way Street.

SWENSON, KARL. Actor (leads, comedy, romantic, character). (R) Cafe of the Red Dagger, 1936 (Spud Cigarettes, Mutual); March of Time, 1936-38 (Time, Inc., NBC Blue); Coronet-on-the-Air, 1937 (Coronet Magazine, NBC Blue); Cavalcade of America, 1937-38 (E. I. Du Pont, CBS); Our Gal Sunday, 1937-39 (Anacin, Kolynos, CBS); Lorenzo Jones, 1938-39 (Chas. H. Phillips Chemical Co., NBC Red); There Was a Woman, 1938 (Glass Containers Assn. of America, NBC Blue); Grand Central Station, 1938 (Lambert Pharmacal Co., NBC Blue); Spy Secrets, 1938 (Cummer Products for Energine, NBC Red); The Mighty Show,
PROFESSIONAL RECORDS—Continued

1938-39 (Penick & Ford for My-T-Fine Dessert, CBS); transcriptions, local and regional shows. (L) Miracle at Verdun (Theatre Guild); One Sunday Afternoon; New Faces; Fools Rush In.

SWIFT, BETTY. Home economist, WMFF, Plattsburg.

SWIMELAR, PAUL R. Announcer, script writer, program supervisor, WHTT, Hartford. (R) Local shows for Ward Baking Co., others. (V) Theatre appearances.


SWING, RAYMOND GRAM. News Commentator. (R) American Commentary, 1935 (British Broadcasting Corp.); Columbia School of the Air, 1935-36 (CBS); World Events, 1936, ’39 (Mutual); American Commentary, 1938 (Canadian Broadcasting Corp.). Also author, writer.

SWINK, CHARLES. Announcer. (R) Your Family and Mine, 1938-39 (Sealtest, Inc., NBC Red). (LS) Breakfast Express, 1938-39 (participation, WHIO, Dayton); Rise and Shine, 1938-39 (participation, WHIO); others. (Staff announcer, WHIO, Dayton).

*SWOR, BERT. Comedian. (Member of the team, Swor & Lubin). (R) NBC shows.

*SYLVESTER, E. E. Director. (R) Dr. Kate (Sperry Flour Co., NBC Red); Martha Meade (Sperry Flour Co., NBC Red). (Radio director Westco Advertising Agency).

*SYMPHONETTES, THE. Vocal trio. (R) CBS shows.

SZPALNSKI, GEORGE. Violinist, WIBA, Madison. (Concert violinist.)

SZUWALSKI, W. ZADORA. Director of Polish programs, WHOM, Jersey City.

T

TAI LON, SY. Announcer for KTUC, Tucson, Ariz.

TALLEY, MARION. Soprano. (R) Ralston Presents Marion Talley, 1936-38 (Ralston Purina Co., NBC Red). (F) Republic Pictures (s); Warner Bros.; Republic. Metropolitan Opera prima donna.


TANNER, EARL. Tenor. (R) Member of Continental Quartet, Contended Hour, 1932-39 (Carnation Milk, NBC Red); Silken Strings, 1934 (Real Silk Hosiery Mills, NBC Blue); Uncle Ezra, 1939 (Miles Laboratories for Alka-Seltzer, NBC Red); others, including programs for Armand Cosmetics, Consolidated Edison. (F) 1925-28, as singer. (V) Theatre appearances, 1926-27.

TANNER, PEARL K. Actress. (R) Eno Crime Club, 1932 (Harold F. Ritchie & Co., CBS); Death Valley Days, 1935-38 (Pacific Coast Borax Co., NBC Blue); Hawthorne House, 1935-39 (Wesson Oil & Snowdrift, NBC Red); others. (F) Selig Studio (f); shorts. (L) Stock.

TANSEY, JIMMY. Actor. (R) The O'Neills (Procter & Gamble, NBC Red).

TAPLINGER, SYLVAN. Script writer. (R) Kate Smith's Bandwagon (General Foods Corp., CBS).

TARPLIN, MAURICE. Actor, announcer. (R) Gang Busters, 1936-39 (Colgate-Palmolive-Peet for Palmolive Shave Cream, CBS); Believe It or Not, 1938 (General Foods for Huskies, NBC Red); The Shadow, 1938-39 (Blue Coal, Mutual); Valiant Lady, 1938-39 (General Mills for Wheaties, NBC Red and Blue); Easy Aces, 1938-39 (Anacin Co., NBC Blue); others. (F) Shorts; feature films as free lance. (L) Stock.

TARSHISH, JACOB (The Lamplighter). Inspirational speaker, commentator. (R) The Lamplighter, since 1934 (various sponsors, including Wasey Products, over NBC, CBS and Mutual; also local sponsors in Boston, Columbus, Cleveland, Detroit and Cincinnati). (Personal appearances as speaker and lecturer throughout the country before various kinds of organizations).

TATE, HAL. Commentator, writer, WCFL, Chicago. (R) Also NBC Red; WBBM, WMAQ, Chicago.
TAUB, SAM. General sports and blow-by-blow fight announcer. (R) Madison Square Boxing Bouts, for past 8 years (Adam Hats, NBC Blue since 1937; previously local). (LS) Hour of Champions, currently (Adam Hats, WHN, New York). (F) Fight shorts; film narrator for fights and wrestling bouts.

TAUBER, RICHARD. Singer. (R) General Motors Concerts, 1937 (General Motors Corp., NBC Blue). (F) Debut in British films, 1935, for which he also wrote the songs. (L) Formerly member State Operas in Berlin, Vienna and Dresden.

TAYLOR, ALMA & JO. Harmony team, WLW-WSAI, Cincinnati. (R) Vick's Open House, 1938 (Vick Chemical Co., CBS); also WLS, Chicago; local shows for Aladdin Lamp Co., Kentucky Club Tobacco, others. (V) WLS Barndance, WLW Road Shows, Boone County Jamboree. (PR) American Record Corp.

TAYLOR, CLAUDE. Announcer, producer, M.C., WEED, Rocky Mount. (R) Also WGH, Newport News; WRTD, Richmond. (V).

TAYLOR, DAVE. Announcer, arranger, WBIG, Greensboro. (Formerly manager, Little Jack Horner's Orchestra).

TAYLOR, DEEMS. Music commentator, critic. (R) Chesterfield Presents, 1937-38 (Liggett & Myers Tobacco Co., CBS); Philharmonic Symphony Orchestra (CBS sustaining). (Formerly newspaper critic; author of numerous articles and books, his most recent being "Of Men and Music"); composer of the opera Peter Ibbetson; currently music consultant, CBS.

TAYLOR, DELORES. Singer, KANS, Wichita. See the Song Stylists and Lee and the Lads.

*TAYLOR, ELEANOR. (R) One Man's Family (Standard Brands, Inc., NBC Red).

TAYLOR, F. CHASE. See Colonel Lemuel Q. Stoopnagle.

TAYLOR, GLENNHALL. Producer, writer. (R) S. & W. Merrymakers, 1934-35 (S. & W. Fine Foods, CBS-Don Lee); Road to Fame, 1935 (Rocket Oil, CBS-Don Lee); Mobil Magazine, 1935-36 (General Petroleum, CBS-Don Lee); California's Hour, 1936 (California Chain Stores, CBS-Don Lee); Silver Theatre, 1937-39 (International Silver Co., CBS); Phil Baker, 1938 (Gulf Oil Corp., CBS); others, including material for Hollywood Hotel (Campbell Soup, CBS); special song material for Eddie Cantor; dramatic and comedy shows, commercial and sustaining, on CBS and Don Lee. (Currently associated with Young & Rubicam, Hollywood; previously, since 1925, conducted several bands and was second house leader for NBC Pacific Coast Division; program director and production manager, KTAB (now KSFO), San Francisco; manager, KTM (now KEHE), Los Angeles; continuity editor, production manager and program director, KHJ, Los Angeles; staff writer and producer, CBS Pacific Division). (V) Glenhall Taylor and His Music Makers; musical and comedy routines in personal appearances of radio shows. (Composer of Dream of Love and You, Weeping Willow, Count the Stars, Forgotten and others).

*TAYLOR, IRENE. Singer. (R) NBC shows.

TAYLOR, JACK (Prairie Ramblers). Musician, singer, WLS, Chicago. (R) Also WHB, Kansas City; WHO, Des Moines; Pinex program, NBC, 1936. (V) Prairie Ramblers, 1931-32; WLS National Barn Dance Show, 1932-38. (PR) American Record Corp., Vocalion.

TAYLOR, JOHN. Supervisor, director. (R) The O'Neills, 1935-39 (P. & G. for Ivory Soap, NBC Red); The Guiding Light, 1937-39 (P. & G. for White Naphtha Soap, NBC Red); Story of Mary Martin, 1937-39 (P. & G. for Ivory Soap, NBC Red and Blue); This Day Is Ours, 1938 (P. & G. for Crisco, CBS); others. (L) Theatre Guild and others, as actor and stage manager. (Associated with Compton Advertising, Inc.).


TAYLOR, M. SAYLE ("Voice of Experience"). Inspirational speaker. (R) Voice of Experience, since 1933 (Wasey Products, 1933-36, CBS; Wasey Products, 1936-37, NBC Red; Lydia Pinkham Co., 1937-
TEAGARDEN, (F) Series of 10 shorts, Columbia Pictures (s). (V) Voice of Experience, 1934-35. (Columnist, Paul Block Syndicate and independent papers; author of Voice of Experience, Stranger Than Fiction, Making Molehills of Mountains, etc.).


TAYLOR CHORISTERS, PAUL. See Paul Taylor Choristers.

TAYLOR, POLLY. Pianist, WKY, Oklahoma City. (R) NBC sustaining show.

TAYLOR, REESE. Dramatic actor. (R) Wife vs. Secretary, 1938-39 (Bayer Aspirin, transcriptions); Romance of Helen Trent, 1938-39 (Edna Wallace Hopper, Old English Floor Wax, CBS); Road of Life, 1938-39 (P & G, NBC Red, CBS); Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red); Manhattan Mother, 1938-39 (P & G, CBS); Backstage Wife, 1938 (Dr. Lyon’s Toothpowder, CBS); others. (L) Stock. (V) 1927-34.


TAYLOR, SAMMY. (R) Formerly shows on KALE, Portland. (V) Orchestra leader, 1935-37; theatre and night club appearances. (Currently publicity director, KWJJ, Portland).

TAYLOR, TOMMY. Vocalist, WNEW, New York. (R) Rhythm School of the Air (NBC sustaining); also WAAT, Jersey City. (V) Theatre appearances.

TASWELL, CHARLES. Script writer. (R) Hollywood Guild, 1939 (Gulf Oil, CBS).


TEBBS, GEORGE W. Poem, philosophy reader, CKOC, Hamilton.

TEDRO, HENRIETTA. Actress. (R) Little Orphan Annie (The Wander Co., NBC Red); The Woman in White (Pillsbury Flour, NBC Red); Those Happy Gilmans (General Mills, NBC Red and Blue).

TEEL, JOHN. Singer. (R) Woman's Magazine of the Air, past 5 years (participating program, NBC Pacific Coast Red); Texaco Program with Eddy Duchin, 1935 (Texas Co., NBC Red); others, not current. (V) Theatre appearances.

TELLEZ, WALTER. Announcer, KTUC, Tucson.

TEMPLE, FRED. Announcer, WBAL, Baltimore. (R) Also NBC, New York.

TEMPLETON, ALEC. Concert pianist, satirist. (R) You Shall Have Music, 1935-36 (Standard Oil, CBS); Jack Hylton and His Continental Revue, 1936 (Real Silk Hosiery Mills, NBC Blue); Studebaker Champions, 1937 (Studebaker Motors, NBC Blue); Universal Rhythm, 1937 (Ford Motors, NBC Red); appearances on Magic Key of RCA, 1937, '38 (Radio Corp. of America, NBC Blue); Kraft Music Hall, 1938 (Kraft-Phenix Cheese Corp., NBC Red); National Barn Dance, 1937, '38, '39 (Miles Laboratories for Alka-Seltzer, NBC Blue); Alec Templeton program, 1939 (S. C. Johnson & Son, NBC Red). (F) Has written several musical numbers for Paramount. (V) Theatre and club engagements. (PR).

TERRELL, CLEMENTINE. (R) Criminal Case Histories with Warden Lewis E. Lawes (William Warner Co., NBC Blue).

TERRISS, TOM. Actor, narrator. (R) Series based on own adventures over KFI, Los Angeles, for over 2 years, sponsored by various companies including Shell Oil in 1930; similar series on NBC Red Network as sustaining feature; later sponsored, in 1934, by the U. S. Lines over WOR, New York; currently has sustaining program, Letters from Abroad, over the NBC Red. (F) Vitagraph, Gaumont-British, M-G-M and Paramount, as director; various world tours for material for travelogues released by RKO. (L) Produced and played in musical comedies in London, Paris and New York; leading juvenile in drama with Charles Frohman and others; famous for Dickens characterizations, and formed a Dickens repertory company which toured Canada. (V) Specialty dances and acts in
Mexico; toured England, the Continent and Russia with own troupe of Hawaiians; gave over 1,000 performances of Scrooge in the U. S. (PR) RCA Victor.

TERRY, GENE. Newscaster, special events commentator, WTAD, Quincy.

TERRY, (MISS) REL. Actress, FTRD. (R) Shows on KYW, Philadelphia; WABC, WEAF, WOR, New York; WBBM, Chicago. (F) Educational films. (L) Since 1929; Hired Husbands, Companionate Marriage, others (s,f). (V) Jordan-Terry, 1928-29.

TERWEY, TY. Announcer, newscaster, WNOX, Knoxville. (R) Also WCMJ, Ashland; WOOD, Grand Rapids. (F) Shorts. (L) Good News, 1926, '28; Manhattan Cocktail, 1929. (V) Zell and Terwey.

TESSMAN, ABBOTT. Announcer, KGO-KPO, San Francisco. (R) Hawthorne House (Wesson Oil & Snowdrift Sales, NBC Red); Good Morning Tonite (Alber Bros. Milling, NBC Red).


THALL, GEORGE. Musician. (R) National Barn Dance, 1937-38 (Miles Laboratories, Inc. for Alka-Seltzer, NBC Blue).

THERIAULT, JACK. Announcer, M.C., singer, producer, sportscaster. (R) Local shows on CHLN, Three Rivers; CHNC, New Carlisle.

*THOMAS, CLIFF. Script writer. (R) Those Happy Gilmans, 1938-39 (General Mills, NBC Red & Blue).

THOMAS, GEORGE. Announcer, WCAU, Philadelphia. (R) Also WHAT, Philadelphia.

THOMAS, GORDON. Announcer, KGLO, Mason City.


THOMAS, LOWELL. Commentator, writer. (R) Lowell Thomas (Literary Digest, 1930 to June, 1932, NBC Blue; Sun Oil Co., June, 1932 to 1939, NBC Blue). (F) Narrator, Universal and Educational shorts; commentator, Fox Movietone News, Pathe News. Lecture tours, including 4-year world tour. Author, writer.

THOMAS, ROLLYN. Announcer, producer, writer. (R) Sinclair Minstrels (Sinclair Refining Co., NBC Blue); Sisters of the Skillet (Frocter & Gamble, NBC Blue); also one-time programs: Horace Heldt's Brigadiers, 1935 (Stewart-Warner Corp., CBS); Walter Winchell, 1935 (Andrew Jergens Co., NBC Blue). (LS) KHJ, Los Angeles; WGR, Detroit. (Currently with KHJ, Los Angeles).

THOMAS, RUTH R. Singer, mistress of ceremonies, WDBJ, Roanoke. (R) Log Cabin program with Lanny Ross (General Foods Corp., NBC Red); Seth Parker (Vick Chemical Co., NBC Blue); also programs on Mutual. (F) Shorts. (L) Road shows. (V). (PR).

THOMLINSON, ROBERT E. Announcer, M. C., KGW-KEX, Portland. (Also technical advisor).


THOMPSON, DONALD. Announcer, producer, actor, writer. (R) 1939, as actor: Manhattan Mother (P & G for Chipso, CBS); Bachelor's Children (Cudahy Packing for Old Dutch Cleanser, CBS): Kitty Keene, Inc. (P & G for Dreyf, NBC Red); Houseboat Hannah (P & G for Lava Soap, NBC Red and Blue); as announcer: Those Happy Gilmans (General Mills for Corn Kix, NBC Red); as announcer, producer: Kennettlne (Ken-L-Ration, transcriptions); numerous others, in following capacities: production director, NBC Chicago, 1937 to Jan., 1939; production manager, WHO, Des Moines, 1935-37; announcer, producer, WMCA, New York, 1934; announcer, continuity writer, producer, WTIC, Hartford, 1933, and others. (F) Trailers and commercials, as actor and narrator. (L) Killers, 1928; The Criminal Code, 1929; Getting Even, 1929; Trade Winds, 1930; others.

THOMPSON, EDNA. Singer. (R) Hymns of All Churches, 1936-39 (General Mills, successively CBS, NBC Red and Blue).

THOMPSON, ELSIE. Organist. (R) Aunt Jenny's Real Life Stories (Lever Bros. Co., CBS); Life of Mary Sothern (Lehn & Fink, CBS).

THOMPSON, H. W. (Bill). Announcer, actor, KWYO, Sheridan. (R) Also WSM, Nashville; local shows for Pure Oil Co., others. (L) 1934-37.

THOMPSON, HAL. Announcer, sports commentator, producer, WFBA, Dallas. (R) Also Dixie and Texas Quality Networks; shows for Dr. Pepper Co., Chevrolet Motor Co., others.


THOMPSON, JACK. Announcer, CJRC, Winnipeg. (R) Also Western Broadcasting Bureau (now defunct); CKY, Winnipeg; CJGX, Yorkton. (F) Shorts. (L) No More Depression, 1933 (f). (V) Theatre appearances.

THOMPSON, JEAN. Actress. (R) WMCA, WHN and WOR, New York.


THOMPSON, JOAN. Announcer, KRFO, Longview.

THOMPSON, KAY. Singer. (R) Chesterfield Program (Liggett & Myers Tobacco Co., CBS); The Monday Night Show (The Brewers' Radio Show Association, CBS).

*THOMPSON RHYTHM SINGERS, KAY. See Jean Norman, Marion Thompson, Elizabeth Newburger, Jessie Mahr, Beverly Freeland, Daise Silloway, Jude Free- land, Helen Jackson, John Smedberg, Ken Lane, Harold Cook.

THOMPSON, LUCIA MAE. Pianist, WHBF, Rock Island. (V) Three Boys and a Girl, 1932-36.

*THOMPSON, MARION. Member of Kay Thompson Rhythm Singers. (R) Tune-Up Time, 1939 (Ethyl Gasoline Corp., CBS).

THOMPSON, ODIE (Shorty) (Shorty & Sue). Guitarist, singer, KMMJ, Grand Island. (R) Local shows, including Armour Noontide Melodies (Armour & Co.).

THOMPSON, OLIVE (Sue) (Shorty & Sue). Accordionist, singer, KMMJ, Grand Island. (R) Local shows, including Armour Noontide Melodies (Armour & Co.).

THOMPSON, WADE. Program director, production manager, writer, KVI, Tacoma.

THORGersen, ED. Sports commentator. (R) Elgin Football Revue, 1936 (Elgin Watch Co., CBS); Ed Thorger森's Football Dope, 1937 (Sun Oil Co., NBC Blue); Highlights in the World of Sports, 1938 (Sinclair Refining Co., CBS). (F) 20th Century-Fox (f); shorts; Fox Movietone News.

THORNBERG, BOB. Master of ceremonies, WKZO, Kalamazoo.

THORNBURGH, VERNSON S. ("Red"). Sports and special events commentator, WCFO, Cincinnati.

THORDYKE, GEORGE. Writer, director, announcer. (R) Hymns of All Churches, since 1936 (General Mills, CBS, 1936-38; NBC Red and Blue, 1936-39); Romantic Serenades, 1937 (Olson Rug Co., Mutual); Rube Appleberry, 1937 (Campbell Cereal Co., Mutual and transcriptions).

THORNE, BILL. Singer. (R) Saturday Night Dancing, 1934 (Hudson-Exsor Motor Co., NBC Blue); Triolliam, 1935 (Sparton Radios, NBC Blue); Matt Clemens, the Melody Man, 1935-36 (General Electric, NBC Red); Town Hall To-night, 1936-37 (Bristol-Myers Co., NBC Red); Gulf Program, 1936 (Gulf Refining Co., CBS); Time of Your Life, 1937 (Gruen Watch Co., NBC Red). (F) Shorts. (V) Roy Campbell's Royalists; theatre and hotel appearances.


THORNHILL, JAMES H. Trumpeter, WFBA, Dallas. (R) Also Texas Quality and Dixie Networks. (V) Heads Up Review, 1933; Major Bowes Unit, 1936; with Dave Apollon, 1937.

THORNTON, GLADYS. Actress. (R) True Story Court of Human Relations (Macfadden Publications, NBC Red); Gang Busters (Colgate-Palmolive-Peet, CBS); Believe It or Not (General Foods, NBC Red); Pretty Kitty Kelly (Continental Baking, CBS); Easy Aces (Anacin, NBC Blue); Maxwell House Showboat (General Foods, NBC Red); Your Family and Mine (Sealtest, NBC Red); Aunt Jenny's Real Life Stories (Lever Bros., CBS); Her Honor, Nancy James (Inter-
THORSEN, THORPE, THORP, THORNTON, THREE events Heidt's NBC and Local CBS; Hilltop Leonard, 39 Philadelphia. (R) Local shows including Quaker Oats Co., others. (L) Stock.

THORP, JOHN. Announcer, KYW, Philadelphia. (R) Local shows for Quaker Oats Co., others. (L) Stock.


THORSEN, ARTHUR R. Manager, Horace Heidt's Brigadiers. (R) Horace Heidt's Brigadiers since 1935 (Stewart-Warner Corp.; 1935-37, CBS; since Dec., 1937, NBC Blue). (Associated with Horace Heidt 13 years, formerly as bass player and comic with orchestra.)

THORSTEINSON, A. LARRY. Pianist, singer, CFAR, Flin Flon.

THREE DREWS. Vocal trio, WHN, New York. (R) Also WJZ, New York. (V) Theatre appearances.


THREE GRACES, THE. (R) Shows on WGN, Chicago.

THREE HARMONICS. See Beverly and Jude Freeland, Helen Jackson.

THREE J'S AND JANET. Singers, WDAY, Fargo.

THREE JESTERS. See "Wamp" Carlson, Guy Bonham, Dwight B. Latham.

THREE LITTLE PIGS (Martha, Mary and Mildred Duncan). Singers, WBRC, Birmingham. (R) Also CBS sustaining program. (V) Theatre appearances.


THREE MARSHALLS, THE (Peggy, Kay & Jack). Harmony trio. (R) The Big Show, 1935 (Ex-Lax, CBS); Rolls Razor Program, 1937 (Rolls Razors, Mutual). (GA) Log Cabin Revue, 1935 (General Foods, NBC Red); Let's Sing, 1936 (Colgate-Palmolive-Peet, CBS); Town Hall Tonight, 1936 (Bristol-Myers, NBC Red); Joe Cook, 1937 (Shell Union Oil, NBC Red); Nash Speed Show, 1937 (Nash-Kelvinator, CBS); Cantor's Camel Caravan, 1938 (R. J. Reynolds, CBS). (F) Warner Bros. (f); shorts. (V) Theatre, hotel and night club appearances.

THREE ROMEO'S, THE. (Gil Jones, Lou Perkins, Sam Cowley). (R) NBC sustaining shows.

THREE SINGING STRINGS. (R) R & R Entertainers, 1938-39 (Richardson & Robbins, NBC Red & Blue).

THREE TONES. Singers, WDAY, Fargo.

THREE TRUMPETERS, THE. (R) Horace Heidt & His Brigadiers (Stewart Warner Corp., NBC Red).


TICE, J. OLIN. Program director, WDNC, Durham. (R) Also WAIM, Anderson; WFBC, Greenville.


TIM & IRENE. See Tim Ryan and Irene Noblette.

TINNEY, CAL. Humorist. (R) Voice of America, 1933 (Underwood Elliott Fisher Co., CBS); Robinson Crusoe, 1934-35 (New York State, CBS); Bobby Benson, 1936 (Hecker-H-O Co., CBS); Vanity Fair, 1937 (Campana Sales Co., NBC Blue). (F) Shorts. Has also done lecture work under management of Alber & Wickes. (Newspaper columnist).

TIPLADY, GEORGE. Actor (straight, character, dialect, comedy). (R) March of Time, 1934-39 (sponsored, at various times, over NBC and CBS by Time, Life
and Fortune Magazines; Servel, Inc.; Remington-Rand; Gang Busters, 1937-39 (Colgate-Palmolive-PEet for Palmolive Shave Cream, CBS); Criminal Case Histories with Warden Lewis E. Lawes. 1938-39 (William R. Warner Co. for Sloan's Liniment, NBC Blue); interminant appearances on Valiant Lady (General Mills, NBC Red and Blue) and The Right Thing to Do (George W. Luft Co., NBC Red). (V) Specialty acts, past 3 years.


TITO & HIS SWING ACCORDIONISTS. (R) NBC shows.

TITUS, KAY. See Jean Abbey.

TOBIN, LOU. (R) I Want a Divorce (Sussman Wormser & Co., CBS, NBC Red); My Secret Ambition (Durkee Famous Foods Corp., CBS).

TODD, JACK. Program director, announcer, KANS, Wichita. (R) Also WHB, Kansas City; KGW, Portland.

TOODD, JOHN. Actor. (R) Lone Ranger (Gordon Bakeries, Mutual).


TOLMAN, C. TOLEY. Announcer, actor, orchestra leader, KGW-KEK, Portland. (R) Shell Happy Time, 1929-31 (Shell Union Oil Corp., NBC Red); Memory Singer, 1934-35 (Swift & Co., KGW); transcriptions. (L) Countess Maritza Shuberts. (V) Roxy's Gang; Little Rebel, 1925-28; Whispering Cowboys & Toley Tolman, 1932-38.

TOM, DICK & HARRY. See Bud Van Dover, Marlin Hurt, Gordon Van Dover.


TOMMY & SHERLOCKE. Harmony yodelers, WPIC, Sharon. (R) Also West Virginia Network; WADC, Akron. (V) Theatre appearances.

*TOPKINS, JOAN. (R) Kate Smith-Noonday Chats, 1938-39 (General Foods, CBS); Your Family & Mine, 1938-39 (Sealltest Inc., NBC Red); Orphans of Divorce, 1939 (Dr. Lyons, NBC Blue).

TOPKINS, JOHN. Singer, WDAF, Kansas City. (V) Theatre appearances.

TOMY, NEAL. Children's programs, WJR, Detroit. (R) 10 years. (Also publicity director).


TOOTLE, HARRY KING. Writer. (R) Special Delivery, 1937-38 (NBC Red, sustaining).


*TOTTEN, HAL. Sportscaster. (R) Various events via NBC.

TOURTELLOTTE, WESLEY. Organist, KFI-KECA, Los Angeles. (R) One Man's Family, 1938 (Standard Brands, NBC Red); local shows, past 7 years.

TOVROV, ORIN. Writer. (R) Sally of the Talkies, 1935 (Armour & Co., NBC Red); Toy Band, 1936 (General Mills, Mutual); For Men Only, 1938 (Shelvador, Mutual); Manhattan Mother, since 1937 (started as network show on CBS under sponsorship of P & G, 1939); Ma Perkins, 1938-39 (P & G, NBC Red). (F) RKO, 1933. (L) Assistant stage manager, Gilbert & Sullivan Cycle, New York, 1934.


PROFESSIONAL RECORDS—Continued


TRAUM, WILLIAM R. Announcer, special events commentator, WROK, Rockford.

*TRAUTNER, ELSA. Member singing ensemble. (R) Good Morning Tonight (Alber Bros. Milling Co., NBC Red).

TRAYNOR, ROBERT. Pianist, arranger, conductor. (R) House by the Side of the Road, 1934 (S. C. Johnson & Son, NBC Red); Fibber McGee & Molly, 1935 (S. C. Johnson & Son, NBC Red); Mar-O-Oil Musical Revue, 1935-36 (J. W. Marrow for Mar-O-Oil Shampoo, NBC Red); I Can Be Done, 1936 (Household Finance Co., NBC Blue); Then and Now, 1936 (Sears, Roebuck, CBS); Pickens Sisters, 1936 (Cycle Trades of America, NBC Blue); Lovely Lady, 1937 (Lovely Lady Cosmetics, Mutual); Vanity Fair, 1937 (Campana Sales, NBC Blue); Harold Stokes’ Orchestra, 1937 (W. A. Sheaffer Pen Co., Mutual); Sunday Afternoon with Smilin’ Ed McConnell, 1937-38 (Acme White Lead & Color Works, NBC Blue); Double Everything, 1938 (William Wrigley, Jr., Co., CBS); Sunbrite Smile Parade, 1938-39 (Swift & Co. for Sunbrite Cleanser, NBC Blue); others. (V).

TRENT, KATHRYN. Singer, WDAF, Kansas City.

TRENT, SYBIL. Dramatic actress (juvenile). (R) A & P Bandwagon, 1937 (Great Atlantic & Pacific Tea Co., CBS); March of Time, 1937 (Life Magazine, CBS); We, The People, 1938 (General Foods for Sanka Coffee, CBS); Hill Top House, 1939 (Colgate-Palmolive-Peet for Palmolive Soap, CBS); Hobby Lobby, 1939 (Fels Co. for Fels-Naphtha Soap Chips, NBC Blue); March of Games, 1939 (CBS, sustaining). (F) (RKO) (f). (L) Earl Carroll’s Vanities, 1932; Jumbo; Away From It All (f). (PR) Brunswick.

TRESLER, JANE. Singer, actress. (R) Programs for Pursang Tonic and Sayman Soap, 1938 (WLW, Cincinnati); Phillips 66, 1938; Ideal Packing (WSAI, Cincinnati); others. (V) Theatre and hotel appearances.

TREVOR, CLAIRE. Dramatic actress. (R) Big Town, 1937-39 (Lever Bros. for Rinso, CBS); (F) Fox, 20th Century-Fox, Paramount, Warner Bros. (s.f); shorts. (L) Stock, 1931; Whistling in the Dark (lead opposite Ernest Truex), 1932; same production on road, 1933; lead in The Party’s Over, 1933.

TRIETSCH, KENNETH H. Novelty musician, singer, “Hoosier Hot Shots.” (R) National Barn Dance, since 1934 (Miles Laboratories for Alka-Seltzer, NBC Blue); Station E.Z.R.A. Uncle Ezra, since 1935 (Alka-Seltzer, NBC Red); Uncle Ezra’s Sunday Afternoon in Rosedale, since 1938 (Alka-Seltzer, NBC Red); also transcriptions. (F) Shorts. (L) Featured in Sis Hopkins, Way Down East. (V) Buzzington Rube Band and Rustic Revelers, 12 years. (Also recordings for Brunswick).

TRIPLE A RANCH GIRLS, THE. Harmony trio, KPLT, Paris. (R) Texas State Network.


TROUT, ROBERT. News reporter, special events commentator, ad-lib announcer. (R) Professor Quiz, 1937-39 (Nash-Kelvinator Corp., 1937-38, CBS; Noxzema Chemical Co., 1938-39, CBS). CBS staff; has covered world news events for the past 6 years, and is heard currently on sustaining show, Today with Bob Trout, previously on Headlines and Bylines.

TRUE, HAROLD. Announcer. WXYZ, Detroit. (R) Lone Ranger, 1939 (Bond Bread, Mutual); also Michigan Radio Network. (F) Shorts. (Also station manager).

*TRUEX, ERNEST. Actor, comedian. (R) Hall of Fun, 1939 (sustaining, NBC Red). (GA) Ipana Troubadours, 1938 (Bristol-Myers, NBC Red); Rudy Vallee Program, 1934 (Standard Brands, NBC Red); RCA Magic Key, 1937 (RCA, NBC Blue). (F) M-G-M, 20th Century-Fox. (L) The Fall Guy, The First Year, Five O’Clock Girl, many others.

TRUXT, ROLLLIE. Sports announcer. KGW-KEX, Portland. (R) Baseball, 1936-38 (General Mills and B. F. Goodrich); football, 1938 (General Mills).

TRUMAN, EDWARD. Musician. KSO-KRNT, Des Moines. (R) Accompanist for Jackie Heller, NBC; vocalist on NBC Blue, 1935; also WHO, Des Moines. (V) Theatre appearances with Jackie Heller.


TUCKER, JANE. Director, announcer, writer (women's programs). KFAB, Lincoln. (R) Also WGN, WAAF and WLS, Chicago; National Barn Dance, 1936 (Miles Laboratories, NBC Blue). (L) 1934-36.

TUCKER, JOE. Sports announcer. WWSW, Pittsburgh. (R) Local programs for B. C. Remedy, Philco Radio & Television Corp., others.


TULLEY, TOM. Actor (leads, characters). (R) Gang Busters, 1936-38 (Colgate-Palmolive-Peet, CBS); Famous Fortunes, 1937 (General Shoe Corp., Mutual); Your News Parade, 1937-38 (American Tobacco for Lucky Strike Cigarettes, CBS); The O’Neills, 1938 (Procter & Gamble for Ivory Soap, NBC Red and CBS); Court of Human Relations, 1938 (Vadsco Sales, Mutual); Design for Happiness, 1938 (American Tobacco Co., Mutual). (F) Shorts. (L) Dead End, 1937; Behind Red Lights; with Jack Pearl in One Flight Down; others.
PROFESSIONAL RECORDS—Continued

TUPPER, HOWARD L. Announcer, script writer, actor, producer, WGY, Schenectady. (R) Transcriptions and local shows.

*TURLEY, AGATHA. Member of singing ensemble. (R) Good Morning Tonite (Alber Bros. Milling Co., NBC Red).

TURNER, HARRY. Program director, band manager, KOBH, Rapid City. (R) Also KFYR, Bismarck. (V) Tours with Ted Weems' orchestra, 1935-36.

TURNER, HAZEL M. Musician, singer (The Novelty Aces). (R) Vocal Varieties, 1937 (Lewis-Howe Co. for Tums, NBC Red); Plantation Party, 1938 (Brown & Williamson Tobacco Co., NBC Blue). (LS) All WLY, Cincinnati: Melody Grove, 1937 (Bromo-Quinine); Vick's Open House, 1938 (Vick Chemical Co.); Time to Shine, 1938 (Griffin Mfg.); Pinex Party, 1938 (Pinex). (V) WLS road shows, 1934-37; Blue Ridge Mountainers, 1935; WLY road show, 1938. (PR) Bluebird.

TURVEY, BERTRAM L. Pianist, pipe organist, CHWK, Chilliwack.

TUTTLE, ELSIE C. Musical director, pianist, announcer for women's programs, WSJS, Winston-Salem. (L) 1937.

TWEED, TOMMY. Writer, director, actor, CJRC, Winnipeg. (R) Also Canadian Broadcasting Corp.


TWIN TRIO. See Roy Ringwald, Craig Lietech, Paul Gibbons, Margaret Bullard, Lucy James, Jean Norman.

*TWISS, BUDDY. Announcer. (R) Jergens' Journal (Andrew Jergens, NBC Blue).


TWO BEES AND A HONEY. See Hal Kanner, Murray Kane, June Perron.

TWYMAN, HARVEY. Announcer, KOIL, Omaha. (L) 1934-37.

TYLER, BETTY L. Juvenile actress. (R) Twin Stars, 1937 (National Biscuit Co., NBC Blue); Heinz Magazine of the Air, 1938 (H. J. Heinz Co., CBS); Death Valley Days, 1939 (Pacific Coast Borax Co., NBC Red); Carson Robison and His Buckaroos, 1939 (Musterole Co., NBC Blue); Al Pearce and His Gang, 1939 (General Foods for Grape Nuts, NBC Red); Central City, 1939 (P & G for Oxydol, NBC Red and Blue); Dr. Christian, 1939 (Cheseborough Mfg. for Vaseline products, CBS); Aunt Jenny's Real Life Stories, 1939 (Lever Bros. for Spry, CBS); also NBC and CBS sustaining. (LS) Echoes of New York, 1937 (Consolidated Edison Co., WEAF, New York).


TYSON, E. LLOYD. Announcer, sports-caster, WWJ, Detroit. (R) Baseball for General Mills, Socony-Vacuum, others; has handled play-by-play football for 14 years, baseball for 13 years.

U

ULMER, ROCH. Announcer, special events commentator, actor, KVOO, Tulsa. (R) Also KGGM, Albuquerque; KSO, WHO, Des Moines; KSOO, Sioux Falls; KSTP, WDGY, WTCN, Minneapolis-St. Paul; KTUL, Tulsa; WMBH, Joplin; locals for General Motors, Phillips Petroleum Co., others.

ULSRUD, JOHN. Announcer, KVOC, Valley City. (R) Also KGCU, Mandan; sports announcer, WDAY, Fargo; program director, KVOC, Valley City.
ProfeSSIONal Records—Continued

Uncle ezra. See Patrick j. Barrett.


university a capPELA choir. Singers, WJRD, Tuscaloosa.


Vacketta, Ore H. Musician (string bass, violin), singer, WDAN, Danville.

*vagabonds quartet. (R) NBC sustaining shows.

vail, lester. Director. (R) Famous actors guild presents second husband (Bayer Aspirin, CBS); alias jimmy Valentine (R. L. Watkins Co., NBC Blue); David harum (B. T. Babbitt, NBC Red); John's other wife (Old english no rubbing floor wax, BiSoDol, NBC Red).

vail, Myrtle. See Myrt & Marge.

Valentine, grace. Actress. (R) Big sister, 1937 (Lever Bros. for Rinso, CBS); The road of life, 1938 (procter & Gamble for chipso, CBS); Myrt & Marge, 1938 (Colgate-Palolvine-Feet for Super Suds, CBS); The Gospel Singer, 1938 (P & G for Ivory Soap, NBC Blue); local shows, transcriptions, since 1931. (F) M-G-M, 1915-16; Ivan Pictures, 1916-17; Independent Pictures, 1933-34 (f). (L) Yellow Jacket, 1914 (original production); Dorian's divorce, with Lionel Barrymore, 1916; Lombardi, Ltd., with Leo Carillo, 1917; Night Hawk (road), 1927; Three men on a horse, 1935-36; others, including stock (s.f). (V) Four Flush, 1923-24; night club and theatre appearances.

Valentine, Helen. Actress, commentator. (R) Death Valley Days, 1934-35 (Pacific Coast Borax, NBC Red); Black chamber mysteries, 1935 (Forhan's toothpaste, NBC Red); Doctor music, 1938 (sustaining, NBC Red); others.

Valentine, lew. Master of ceremonies, actor. (R) Dr. I. Q., 1939 (Mars, Inc., NBC Blue); Life of Mary sothern, 1936 (Lehn & Fink for Hinds, Mutual); Men- nen jury trials, 1935 (Mennen co., Mutual); programs for Gebhardt chili powder, 1934-36.

Valentine, Rance. Announcer, writer, singer, WTAM, Cleveland. (R) NBC sustaining programs, 1938-39; Cobwebs and Cadenzas, Do Your Remember, and others.

Vallee, Rudy (Hubert prior Vallee). Orchestra leader, singer, M.C. (R) Fleischmann hour, 1929-36 (Standard

VAN, LYLE. Announcer. (R) Tommy Dorsey and His Orchestra, 1938-39 (Brown & Williamson Tobacco for Raleigh and Kool, NBC Red); Horace Heidt & His Brigadiers, 1938 (Stewart-Warner Corp., NBC Red); Billy & Betty (General Mills, NBC Blue); Welch Presents Irene Rich (Welch Grape Juice, NBC Blue).

VAN CAMP, BOB. Announcer, organist, WSJS, Winston-Salem. (R) Also WDNC, Durham. (V) Sing with Bob Van Camp.


VAN DYK, JAMES. Dramatic actor, announcer. (R) Death Valley Days, 1935-37 (Pacific Coast Borax, NBC Blue); On Broadway, 1937 (Diamond Crystal Shaker Salt, NBC Blue); currently Mrs. Wiggs of the Cabbage Patch (Hill's Cold Tablets & A. S. Boyle Co.'s Old English Floor Wax, NBC Red); Pretty Kitty Kelly (Continental Baking Co., CBS); David Harum (B. T. Babbitt, NBC Red); John's Other Wife (Louis Philippe, Edna Wallace Hopper, NBC Red); also frequently on Easy Aces (Anacin, NBC Blue); Gang Busters (Colgate-Palmolive-Peet, CBS); others. (F') Commercials.


VAN HARVEY, ART. Actor. (R) Vie and Sade, 1934-39 (Procter & Gamble, NBC Red and Blue; also CBS, May to Nov., 1938).


VAN KUREN, JAMES. Announcer, CKLW, Detroit.


VAN ROOTEN, LUIS. Actor (characters, leads, dialects). (R) All 1939: Kate Smith Hour (General Foods for Calumet Baking Powder and Swans Down Cake Flour, CBS); Johnny Presents (Philip Morris & Co., Ltd., CBS); Philip Morris Program (Philip Morris & Co., Ltd., NBC Red); Gang Busters (Colgate-Palmolive-Peet Co., CBS); Pretty Kitty Kelly (Continental Baking Co., CBS); Alias Jimmy Valentine (Dr. Lyon's Toothpowder, NBC Blue); John's Other Wife (Bi-Sol and Old English Floor Wax, NBC Red); Young Widder Brown (Cal-Aspirin and Haley's M-O, NBC Red).

VAN STEEDEN, PETER. Orchestra leader. (R) Ray Perkins (Barbasol Co., NBC Red); Jack Pearl (Standard Brands, Inc., NBC Red); For Men Only (Bristol-Myers Co., NBC Red); Town Hall Tonight (Bristol-Myers Co., NBC Red); Lucky Strike Hit Parade (American Tobacco Co., CBS); Town Hall Big Game Hunt, summer show (Bristol-Myers, NBC Red); Town Hall Varieties, summer show (Bristol-Myers, NBC Red). (F) Shorts (Warner Bros.). (V) Various hotels and clubs.

VAN TUYL, HELEN. Actress. (R) The
PROFESSIONAL RECORDS—Continued


VAN VOORHIS, C. W. (also known as Hugh Conrad). Announcer. (R) March of Time, 1931-39 (most recent series sponsored by Time, Inc., NBC Blue; other sponsors in the past, including Remington Rand, Servel). (F) March of Time.

VANCE, H. WILLIAM. Bass violinist, WIND, Gary.

VANCE, KENNETH C. Announcer, WMFO, Decatur. (R) Local shows for Feenamint, others.

VANCE, WILLIAM C. Actor, continuity writer, WTAD, Quincy. (L) 1934.

"VANDA." Philosopher, author, commentator, K TAR, Phoenix. (F) Shorts. (V) Theatre appearances.


VANDAGRIFT, CARL W. Announcer, WOWO-WGL, Ft. Wayne. (R) Local shows for Pinex and others. (Also publicity).

VANDER PYL, ELLIS C. Sports and special events commentator, WGAR, Cleveland. (R) Local shows for Pontiac Motor Co., Buick Motor Co., others. (Also merchandising manager).

VANN, C. E. Program director, actor, readings, poetry, WCOA, Pensacola.

VANN, FRANK. Announcer, continuity writer, singer, M.C., WGH, Newport News.

"VASILIEFF, NICHOLAS." Singer. (R) NBC shows.

VASS FAMILY (Sally, Virginia, Emily, Louisa and Frank Vass). Novelty vocal group. (R) Ben Bernie & All the Lads, 1937 (American Can, NBC Blue); National Barn Dance, 1938-39 (Miles Laboratories for Alka-Seltzer, NBC Blue); transcriptions. (GA) With Joe Cook, Paul Whiteman, Fred Allen, and others. (Individual members have also appeared on various other programs). (F) RKO.

VAUGHAN, BERYL. Assistant children's director, actress, WWJ, Detroit. (R) NBC Red sustaining show; also Michigan Radio Network. (F) Commercial shorts.

VEILLER, BAYARD. Writer. (R) Valiant Lady, 1938 (General Mills, Inc., CBS).


VERMILYEA, HAROLD. Actor. (R) The Couple Next Door (Procter & Gamble, Mutual).

VERRILL, VIRGINIA. Singer, dramatic actress. (R) Log Cabin Jamboree, 1937-38 (General Foods for Log Cabin Syrup, NBC Red); Wonder Show-Jack Haley, 1938-39 (Continental Baking, CBS); numerous others, including transcriptions. (F) Sam Goldwyn (f); shorts. (V) Vocals by Verrill, since 1933.

VE VERKA, EVE. Beauty, fashion and health commentator. (R) Hecker's Information Service, 1937-38 (Hecker Products Corp., Mutual). (Has conducted Charm Schools for numerous newspapers.)

VIC AND SADE. See Art Van Harvey and Bernardine Flynn.

VICKERS, LEE E. Announcer, WJSV, Washington. (R) Also WDNC, Durham.

VICTOR, DAVID. Script writer. (R) In collaboration with Herbert Little, Jr.: Her Honor, Nancy James, 1938-39 (International Cellucotton Products for Kleenex, CBS).

VICTOR, FRANK. See the Adrian Rollini Trio.

VIKTOR, ERVIN. Announcer, M.C., actor, WJJD, Chicago. (L) Stock. (V) Theatre appearances with Francis X. Bushman, Jr.

VILLELLA, JOE. M.C., KQV, Pittsburgh. (V) Theatre appearances.

VINCENT, CHICK. Producer, director. Singin' Sam, 1936 (Barbasol Co., NBC.
PROFESSIONAL RECORDS—Continued

Blue); True Detective Mysteries, 1936
(Macfadden Publications, Mutual); Universal Rhythm, 1937
(Ford Motor Co., CBS); Life of Mary Sothern, 1937-38
(Lehn & Fink, CBS); Life Can Be Beautiful, 1938-39
(P & G, NBC Red); This Day Is Ours, 1938-39
(P & G, CBS); Bert Lyttel in Golden Theatre Group.
1939 (Lewis-Howe for Tums, NBC Blue);
also transcriptions for Libby, McNeil & Libby, 1937;
Gruen Watch, 1938-39; Royal Baking Powder, 1938-39;
Ipana Toothpaste, 1939. (Associated with Trans-
American Broadcasting & Television Corp.).

VINCENT, ELMORE (Senator Fishface).
Comedian. (R) Carefree Carnival, 1934-35
(Crazy Water Crystals, NBC Blue);
Senator Fishface & Professor Figgsbottle,
2½ years (sustaining, NBC Blue); numerous guest appearances;
NBC Thesaurus transcriptions. (V) Senator Fish-
face.

VINCENT, LARRY. Singer, pianist, WCAU,
Philadelphia. (R) Local shows for Graham-Paige,
Sweetheart Soap and others. (V) Circuit and theatre appear-
ances.

VINEY, HENRY. Announcer, sports com-
mentator, CJOC, Lethbridge. Guest appearance,
Imperial Oil Hockey Broadcast, 1937
(Imperial Oil Co., Canadian Broadcast-
ing Corp.).

*VINTON, ARTHUR. (R) Stella Dallas
(Charles H. Phillips Chemical Co., NBC
Red).

VOICE OF EXPERIENCE. See M. Sayle
Taylor.

VOICES THREE (Amy Arnell, Archie Ber-
(R) Phil Baker, 1936 (Gulf Refining Co.,
CBS); Thirty Minutes in Hollywood,
1937-38 (Regional sponsorship, Mutual).
(Featured with Tommy Tucker’s Orches-
tra).

VOLA, VICKI. Dramatic actress. (R)
1938-39; Howie Wing (Kellogg Co., CBS);
Easy Aces (Anacin, NBC Blue); True Story
(Macfadden Publications, NBC Blue);
Valiant Lady (General Mills, NBC
Red and Blue); Vic and Sade (P & G
for Ivory Soap, NBC Red and Blue);
I Want a Divorce (S & W Fine Foods,
NBC Red and CBS); Dr. Kate (Sperry
Flour, NBC Pacific Red). 1938: Aunt
Jenny’s Real Life Stories (Lever Bros.
for Spry, CBS); Death Valley Days
(Pacific Coast Borax, NBC Blue); Lux
Radio Theatre (Lever Bros., CBS);
First Nighter (Campana Sales, NBC
Red); Calling All Cars (Rio Grande Oil,
CBS).

VON AMMON, FRED. Actor. (R) Today’s
Children (Pillsbury Flour Mills Co., NBC
Red).

VON EGGER, HAROLD K. Production
director, KPLT, Paris. (R) Also Texas
State Network.

VON EGY, “BARON” K. News editor,
KMPC, Beverly Hills. (L) 17 years. (V)
With Marjorie Rambeau.

VON LINDE, L. Announcer, copy
writer, WMT, Cedar Rapids. (R) Also
Mutual programs.

VON ROTH, ROGER. Sports and special
events announcer, M.C., WAIR, Winston-
Salem.

VON ZELL, HARRY. Announcer, pro-
ducer. (R) Paul Whiteman, 1928-29
(Old Gold Cigarettes, CBS); Henry &
George, 1930-31 (Henry & George Cigars,
CBS); Joe & Vi, 1931-34 (Graybar Elec-
tric, CBS); Vitality Parade, 1931-32
(Vitality Shoes, CBS); March of Time,
1931-35 (Time, Inc., CBS); La Palina
Presents, 1932-33 and Smoke Rings, 1933-
34 (La Palina Cigars, CBS); All Ameri-
can Football Show, 1932 (Postum, CBS);
Van Heusen Presents, 1932 (Van Heusen
Collars, CBS); Henry Burbig, 1932
(Necco Candy Co., CBS); Weed Variety
Program, 1932 (Weed Tire Chains, CBS);
Roy Atwell, 1932-33 (Tidewater Oil,
CBS); Grace Moore and Lou Holtz, 1932-
33 (Chesterfield Cigarettes, CBS); Whis-
pering Jack Smith, 1933 (Mustardie,
CBS); Elmer Everett Yess, 1933 (Ply-
mouth Motors, CBS); Stoopnagle &
Budd, 1933 (Pontiac Motors and Camel
Cigarettes, CBS); Will Rogers, 1933
(Gulf Refining, CBS); Newspaper of the
Air, 1933-34 (Gulf Refining, CBS); Byrd
Antarctic Expedition, 1933-35 (Grape-
nuts, CBS); Vick’s Open House, 1934
(Vick Chemical Co., CBS); Socony
Snow Village Sketches, 1934 (Socony-Vacuum,
CBS); Walter O’Keefe, 1934-35 (Came-
l Cigarettes, CBS); Feenamint Amateur
Hour, 1934-35 (Feenamint, CBS); Fly-
ing Red Horse Tavern, 1934-35 (Socony-
Vacuum, CBS); Great American Tour-
st, Phil Baker, 1935 (Gulf Refining,
CBS); Julia & Frank Crumit, 1935 (Gulf
Refining); Good Gulf Gasette, Phil
Baker, 1935 (Gulf Refining, CBS); Pack-
ard Presents Lawrence Tibbet, 1935-36
(Packard Motors, CBS); Town Hall To-
night, 1935-39 (Bristol-Myers, NBC
Red); Good Gulf Summer Stars, 1936
(Gulf Refining, CBS); The Perfect Fool, Ed

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PROFESSIONAL RECORDS—Continued

Wynn, 1936-37 (Spud Cigarettes, NBC Blue); Minute Men, Stoopnagle & Budd, 1936-37 (Minute Tapioca, NBC Blue); Phil Baker, 1937-38 (Gulf Refining, CBS); We the People, 1937-39 (Sanka Coffee, CBS); Hobby Lobby, 1938 summer show (General Foods for Jell-O, NBC Red); Al Pearce & His Gang, 1938-39 (General Foods, NBC Red); Ben Bernie & All the Lads, 1938-39 (American Tobacco, CBS); Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS). (F) Pathe News; Warner Bros. and Paramount shorts. (V) M. C. of stage units. (Member CBS announcing staff, 1930-35; currently with Young & Rubicam).


VOORHEES, DON. Musical director. (R) Cavalcade of America (E. I. du Pont de Nemours Co., CBS); Maxwell House Show Boat (General Foods Corp., NBC Red); Texaco Fire Chief (The Texas Co., CBS); Ford Summer Hour, 1939 (CBS); others. (L) Broadway Brevities of 1920, 2nd George White’s Scandals, Earl Carroll’s Vanities, Rain or Shine.

VUN KANNON, CHARLES F. Musician, WMPS, Memphis. (R) Also WJDX.

VUN KANNON, ROBERT. Clarinet player, WMC, Memphis.

W

WSPR CONCERT TRIO, THE. See Lloyd Stoneman, Milton Aronson, Arnold Jansen.

*WADE, W. A. Director. (R) National Barn Dance (Miles Laboratories, Inc., NBC Blue); Uncle Ezra (Miles Laboratories, NBC Red). (Radio director, Wade Advertising Agency).

*WADSWORTH, HENRY. Actor. (R) Jane Arden (Ward Baking, NBC Blue).

WADSWORTH LOUISE W. Actress, KOA, Denver. (R) Also KEHE, Los Angeles; local shows including Sweethearts of Melody, 1935 (Pittsburgh Plate Glass); transcriptions. (F) Shorts.

WAGNER, CHARLIE. Sports announcer, WCAM, Camden. (Publicity director for sports clubs).

WAGNER, HAROLD M. Program director, WESG, Elmira.

WAGNER, JACK. Chief announcer, KHUB, Watsonville.

WAGNER, PAUL. Announcer, sports-caster, WPAY, Portsmouth. (R) Local shows for Kellogg Co., others.

WAGNER, RALPH. Sports editor, WOW, Omaha.

WAHLBERG, JOEL F. Announcer, WGH, Newport News. (R) Local shows for Royal Crown Cola Co., others.


WAKEFIELD, OLIVER. Comedian. (R) Fox Fur Trappers, 1933 (I. J. Fox, CBS); Philip Morris Program, 1935 (Philip Morris & Co., NBC Red); Chesterfield Program, 1937-38 (Liggett & Myers Tobacco Co. for Chesterfield Cigarettes, CBS). (GA) Rudy Vallee programs, 10 times since 1933. (F) British International Pictures, Fox (British) Pictures (s, f). (L) Ziegfeld Follies, 1933-34 (f). (V) Theatre, hotel and night club appearances. (PR).

WAKEMAN, CHARLES (Tony). Sports commentator, WOL, Washington. (R) Sports Page (cooperative program); others. (F) Shorts.


WALDMAN, HERMAN B. Actor, KMOX, St. Louis. (R) Local shows including
Kentucky Club Headlines, 1938 (Penn Tobacco Co.); transcriptions. (L) 1938.


**WALKER, BENNIE (Ben McLaughlin).** M.C., KGO-KPO, San Francisco. (R) Woman's Magazine of the Air, 1928-39 (participating, NBC Red); Bennie Walker's Tillamook Kitchen, 1937-39 (Tillamook County Creamery, NBC Red); also transcriptions.

**WALKER, BILL.** Sports announcer, WIBA, Madison.

**WALKER, GORDON.** Announcer, CHAB, Moose Jaw.

**WALKER, JAMES J.** News commentator, M.C. (R) Jimmie Walker, News, 1939 (Crawford Clothes, WJZ, N. Y.); James Walker's Visiting Hour, 1939 (WMCA, N. Y.). (Former mayor of New York City).

*WALKER, JUNE.* (R) Johnny Presents Where Are We?, 1939 (Philip Morris & Co., Ltd., Mutual).

**WALL, EDITH.** Actress, script writer, WWNC, Asheville.


"WALLACE." Exercise programs. (R) Get Thin to Music, 1936-37 (Bayer Aspirin, Mutual); Keep Fit to Music, 1938 (General Mills, Mutual); Keep Fit to Music, 1939 (local sponsors, Mutual). (PR) Exercise instructions via phonograph records.

*WALLACE, ALAN.* Producer. (R) Houseboat Hannah (P & G, NBC Red and Blue); Little Orphan Annie (Wander Co., NBC Red).

**WALLACE, GUY.** Sportscaster, announcer, WHK-WCLE, Cleveland. (R) Atlantic Family, 1934 (Atlantic Refining Co., CBS); Adventures of Gracie, 1935 (General Cigar Co., CBS); others. (F) Shorts. (L) With Eva Le Gallienne. (V) With Count Ernesto Russe.


**WALLACE, WESLEY.** Assistant program director, WPTF, Raleigh. (R) Local shows for Standard Oil, Figgly Wiggly Stores, others.

**WALLACE, WILLIAM L.** Also station director and commercial manager, KOVC, Valley City. (Formerly actor, WDAY, Fargo; announcer, KVOX, Moorhead, and KFJM, Grand Forks).


**WALLINGTON, JAMES.** Announcer. M.C. (R) Eddie Cantor, 1936-37 (Lehn & Fink for Pebeeo Toothpaste, CBS); Texaco Town, 1937-38 (Texas Co. for Texaco Gasoline, CBS); Texaco Star Theatre, 1938-39 (Texas Co., CBS); numerous others since 1930, including programs for Standard Brands, Sun Oil, Coty, Cutex (all NBC). (F) Republic, Columbia (f); shorts. (V) With own unit, 1932-36.

**WALLISER, BLAIR A.** Director, writer. (R) Devil Bird, 1933-34 (Horlick's Malted Milk, CBS); Bob Becker's Chats about Dogs, 1934-39 (John Morrell & Co. for Red Heart Dog Food, Mutual, NBC Red); Romance of Helen Trent, 1934-39 (Edna Wallace Hopper, Old English Floor Wax and others, CBS); Just Plain Bill, 1934-35 (Kolynos Toothpaste, CBS); Backstage Wife, 1935-39 (Dr. Lyon's Toothpowder, NBC Red); Curtain Time, 1938-39 (General Mills, Mutual); others, since 1930, including local shows and transcriptions.

*WALPOLE, HELEN.* Actress. (R) Mr. Keen, Tracer of Lost Persons (BiSoDo, NBC Blue).
**PROFESSIONAL RECORDS—Continued**

WALRATH, WALTER. Program director, WICA, Ashtabula.

WALSH, BOB. (Also known as Bob Becker). Announcer. (R) Programs for various sponsors over WAAT, Jersey City; WNEW, and WHN, New York; WHBI, Newark; also transcriptions. (V) Theatre appearances. (Currently free lance announcer, previously director of special events, WAAT, Jersey City; program director, Wm. N. Scheer Advertising Agency).

WALSH, GEORGE. Announcer, sports-caster, special events announcer, WHAS, Louisville. (R) Actor, producer for NBC and CBS; also WRUF, Gainesville; local shows for General Mills, others.

*WALSH, JOHN.* Actor. (R) Manhattan Mother, 1939 (F & G, CBS).


WALTERS, JOE. Announcer. (R) Sperry Male Chorus Parade, 1937 (Sperry Flour, CBS); Good Afternoon, Neighbors, 1937 (Durkee Famous Foods, CBS); Man to Man Sports, 1938 (Roi-Tan Cigars, CBS); Problem Clinic, 1939 (Duart Mfg. Co., CBS); I Want a Divorce, 1939 (S & W Fine Foods, CBS). (Staff announcer, KSFO, San Francisco).

WALTHAM, LA VELL. Program director, special events and sports announcer, KFAM, St. Cloud.

WALTZ, CHARLES O. (Gabie). Musician, character parts, singer, “Hoosier Hot Shots.” (R) National Barn Dance, 1934-38 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1935-38 (Alka-Seltzer, NBC Red); Uncle Ezra’s Sunday Afternoon in Rosedale, 1938-39 (Alka-Seltzer, NBC Red); also transcriptions. (F) Shorts. (L) Sid Hopkins; Way Down East; Old Homestead (f). (V) Buzzington Rube Band, later as Rustic Revellers, 10 years; theatre appearances. (PR) American Record Corp.

WALTON, SYDNEY. Commentator, producer, announcer. (R) Hecker’s Information Service, 1937-38 (Hecker Products, Mutual); Famous Fortunes, 1938 (General Shoe Corp., Mutual); Voice of Experience, 1938 (Lydia E. Pinkham, Mutual). (F) Paramount (commentator, pictorials); Pathe News (featured commentator); National Screen Trailers. (L) Stock, 1933; director, Vagabond Players, Baltimore Civic Opera, Johns Hopkins University Playshop. (Formerly dramatic director, WBAL, Baltimore; news commentator, WHN, New York City; announcer, WMCA, New York City and WNEW, New York City; currently with WOR).


*WARBURTON, CHARLES.* Producer. (R) Hello Peggy (Drackett Co., NBC Red); Lowell Thomas, The Day’s News (Sun Oil Co., NBC Blue).

WARD, BEVERLY J. Singer, pianist, KOA, Denver. (R) Local shows including Ford Rangers, 1936 (Ford Motor Co.).

WARD, CHARLES O. (Gabie). Musician, character parts, singer, “Hoosier Hot Shots.” (R) National Barn Dance, 1934-38 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1935-38 (Alka-Seltzer, NBC Red); Uncle Ezra’s Sunday Afternoon in Rosedale, 1938-39 (Alka-Seltzer, NBC Red); also transcriptions. (F) Shorts. (L) Sid Hopkins; Way Down East; Old Homestead (f). (V) Buzzington Rube Band, later as Rustic Revellers, 10 years; theatre appearances. (PR) American Record Corp.

PROFESSIONAL RECORDS—Continued

1935; others (f). (V) Theatre appearances.

WARDAL, TED (Edward H. Allen). Organist, WCHV, Charlottesville. (R) Also Yankee Network; local shows for General Baking, Sherwin-Williams, others. (V) Theatre organist. (Also commercial manager).

WARE, EDWARD. See Deep River Boys.

WARE, WILLIAM E. News and sports commentator, KRLD, Dallas. (R) Also KNOW, Austin; WCAU, Philadelphia; WSyr, Syracuse. (V) Theatre appearances.


*WARK, STUART. Director. (R) Time to Shine, 1938 (Griffin Mfg. Co., CBS). (Associated with Berningham, Castleman & Pierce).

WARNER, HAZEL. Singer. (R) Woman's Magazine of the Air (participating, NBC Pacific Red); also programs for General Mills, Sperry Flour, S & W Fine Foods and others, since 1925. (V) Al Pearce & His Gang.


WARREN, CHARLES C. Special events announcer, WCOL, Columbus. (R) A & P Bandwagon (A & P Tea Co., CBS); one time shots for NBC. (F) Shorts. (L) 1924. (V) Theatre appearances.


WARREN, GRADY. Guitarist, WHAS, Louisville. (R) Also WLAP, Lexington. (V) Theatre appearances with Uncle Henry's Kentucky Mountaineers.

WARREN, HENRY G. Actor, M.C., WHAS, Louisville. (R) Also WLAP, Lexington. (V) Theatre appearances with Uncle Henry's Kentucky Mountaineers.

WARREN, SALLY. Singer, WHAS, Louisville. (R) Also WLAP, Lexington. (V) Theatre appearances with Uncle Henry's Kentucky Mountaineers.


WATERHOUSE, FLORENCE. Violinst, KHQ-KGA, Spokane.


*WATERS, JAMES. Script writer. (R) Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS).

WATERS, JAMES R. Character actor. (R) Papa Jake Goldberg in The Goldbergs, 1930-34 (Pepsodent Co., NBC Red); The House of Glass, 1935 (Colgate-Palmolive-Peet, NBC Blue); The Goldbergs, 1937-39 (Procter & Gamble for

WATSON, FRANCIS. Musician (saxophone, clarinet, flute), WHAS, Louisville. (R) A & P Bandwagon, 1936 (A & P Tea Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS); local shows. (L) Al Jolson's Wonder Bar; Earl Carroll's Vanities, 1932. (V) 1930-35.

WATKINS, DICK. Program director, special events announcer, KRGV, Weslaco.


WATKINS, JOHN W. Announcer, producer, WCSC, Charleston. (R) Also WAVE, WHAS, Louisville. (L) 1925-31.

WATSON, BOB. Special events. sports announcer, M.C., KGNC, Amarillo. (R) Also Texas State Network.

WATSON, DUKE. (R) Houseboat Hannah (F & G, NBC Blue).


WATSON, JESSIE C. Pianist, singer, KALB, Alexandria.

WATSON, WILLIAM E. Announcer, KRGV, Weslaco.

WATT, KENNETH L. Dialogue writer. (R) Second Husband, 1938 (Bayer, CBS).

WATTS, GALE. Member of Our Sere-naders. (R) Sunbrite Smile Parade (Swift & Co., NBC Blue).


WAXMAN, STANLEY. Dramatic actor. (R) Helen Menken in Second Husband, 1937 (Bayer Aspirin, CBS); Your Unseen Friend, 1937 (Personal Finance Co., CBS); Famous Jury Trials, 1937 (Mennen Co., Mutual); True Story Court of Human Relations, 1937 (Macfadden Publica-


WAYNE, STUART. See Philip G. Adams.


WEAKLEY, M. SCOTT. Production manager, KROW, Oakland. (Also manager of American Royal Productions).

WEBB, JACK. Announcer, singer, WPG, Atlantic City. (R) Also KDKA, WPG, Pittsburgh.


WEBB, KENNETH. Writer, director. (R) Blackstone Plantation series, which ended 1933 (Blackstone Cigars, CBS); Bond Bread Program with Julia Sanderson & Frank Crumit, 1933-36 (General Baking, CBS); Powder Box Revue, 1934 (Hudnut Sales Co., CBS); Big Ben Dramas, 1934-36 (Western Clock Co., NBC Red); Cavalcade of America, 1935-39 (E. I. du Pont de Nemours; CBS); The Wonder Show, 1936 (Continental Baking, NBC Red); The Heart of Julia Blake, 1938 (Armstrong's Quaker Rugs, transcriptions); Believe It or Not, 1939 (Nehi Corp., CBS). (F) Director-author, 1919-30 Vitaphone, Famous-Players-Lasky, Whitman Bennett, First National, Pathe and others. (L) Author of One of the Family, 1935; The Houseboat on the Styx, 1928; Zombie, 1933; co-author of The Gay Divorcee, 1933; sketches in The Ritz Revue, The Sketch Book, Artists and Models, Who Cares. (V) Author of numerous acts, including The Rainbow Cocktail, Under the Same Moon, The Best Sellers. (President of the Radio Writers Guild; currently associated with Batten, Barton, Durstine & Osborn).

WEBB, ROBERT. Dialogue writer. (R) Mrs. Wiggs of the Cabbage Patch, 1938 (Old English, BiSoDol, NBC Red).

WEBER, CARL. Actor. (R) Romance of Helen Trent (Edna Wallace Hopper, Old English Floor Wax, CBS).


WEBER, MISS JERRI. Singer, WHK-WCLE, Cleveland.

WEBER, KARL. Actor (romantic and character leads), narrator. (R) Story of Mary Martin, 1937-38 (P & G for Ivory Soap and Snow, NBC Red and Blue); Girl Alone, 1938-39 (Quaker Oats, NBC Red); Woman in White, 1938-39 (Pillsbury Flour Mills, NBC Red); Don Winslow of the Navy, 1938-39 (Kellogg Co. for Wheat Krispies, NBC Red and Blue); Inside Story, 1939 (Ralston Purina for Shredded Ralston, NBC Blue). (F) Shorts. (L) Shakespearean repertoire, 1936 (f).

WEBER, LEO. Organist. (R) NBC sustaining programs; British Broadcasting Corp. programs; currently, Leo Weber at the Organ (sustaining, CBS). (V) Featured theatre organist. (Currently staff organist, CBS, New York).


WEBSTER, CHARLES. Actor (characters, leads). (R) Palmolive Beauty Box Theatre, 1936-37 (Palmolive Soap, CBS); Life of Mary Sothern, 1937 (Hind's Honey & Almond Cream, CBS); Behind Prison Bars, 1937 (Sloan's Liniment, NBC Blue); March of Time, 1937 (Time, Inc., NBC Blue); Cavalcade of America, 1937 (E. I. du Pont, CBS); Nash Speedshow, 1937 (Nash-Kelvinator, CBS); on Broadway, 1937-38 (Diamond Crystal Salt, NBC Blue); Big Sister, 1937-38 (Rinso, CBS); Aunt Jenny's Real Life Stories, 1937-38 (Spry, CBS); The Shadow, 1937-38 (Blue Coal, Mutual); Myrt & Marge, 1938 (Super Suds, CBS); Your Hollywood Parade, 1938 (Lucky Strike Cigarettes, NBC); How to Win Friends and Influence People, 1938 (Colgate Shave Cream, NBC Red); Believe It or Not, 1938 (Huskses & Post Bran Flakes, NBC Red); roles, intermittently, on Dog Heroes (Modern Food Process Co., NBC Blue); Capt. Tim Healy's Stamp Club, 1938 (Kellogg Co., Mutual); Life Can Be Beautiful, 1938-39 (P & G, CBS). (Leading actor, NBC's Radio Guild, 1930-38; impersonator of Abraham Lincoln on NBC and CBS over 300 times, George Washington over 200 times). (L) Productions by Charles Frohman, Lee Shubert and others (f). (V) Appearances with Lonnie Haskell; others.

WEBSTER, CHARLES S. Actor, WWJ, Detroit. (R) Green Hornet and Lone Ranger, 1938-39 (participating, Mutual); also KDKA, Pittsburgh. (F) Paramount; shorts. (L) Stock. (V) Theatre appearances.

WEBSTER, EVELYN G. Soprano, CKOC, Hamilton.

WEBSTER, MAURIE. Announcer, producer. (R) Hometown Sketches, 1937-38 (Fels Naphtha Soap, CBS); Scattergood Baines, 1937-38 (William Wrigley, Jr., Co., CBS); Hollywood in Person, 1937-38 (General Mills, CBS); Catalina Islander, 1938 (Wilmington Transportation Co., May to July, CBS; Aug. to Sept., KNX, Los Angeles). (L) The Black Flamingo, 1938; Children of the Moon, 1934; The Pied Piper, 1935; The Dark Tower, 1935. (Chief announcer and program director, KVI, Tacoma, for 4 years; currently on staff of KNX, Los Angeles).


*WEDEE, ROBERT. Singer. (R) NBC shows.
PROFESSIONAL RECORDS—Continued

WEEKS, BARBARA. Actress. (R) Court of Human Relations (Vadsco Sales Corp., Mutual); Her Honor, Nancy James (Kleenex, CBS).

WEEKS, CARL, JR. Announcer, WIBM, Jackson.

WEEKS, DONALD H. Actor (straight, character). (R) Skippy, 1932-36 (General Mills, NBC Red); Today's Children, 1933-36 (Pillsbury Flour Mills, NBC Red); Junior Nurse Corps, 1937-38 (Swift & Co. for Sunbrite Cleanser); others, including First Nighter and Grand Hotel (Campagna Sales, NBC Red, NBC Blue). (F) Shorts. (L) Featured player. (V).

WEEKS, JOE. Announcer, WJR, Detroit. (R) Also KFAB, Lincoln; WFL, Philadelphia; WGN, Chicago; WLW, Cincinnati; WOWO, Ft. Wayne; WSBT-WFAM, South Bend. (F) Shorts.

WEELANS, LES. Musical director, KLZ, Denver.

WEENSM, TED. Orchestra leader. (R) Fibber McGee & Molly, June, 1936 to May, 1937 and July, 1937 to Jan., 1938 (S. C. Johnson & Son, NBC Red); Ted Weems Orchestra, 1937-38 (Varady of Vienna Cosmetics, Mutual); Sunday Matinee, 1938 (Varady of Vienna, Mutual). (V) Theatre and hotel appearances.

WEGMAN, EDWARD. Announcer, singer, WSAV, Rochester. (R) Also WESG, Elmira. (F) Shorts. (V) Theatre and night club appearances.


WEILER, HARRY. Script writer. (R) Ben Bernle and All the Lads (American Can Co., NBC Blue).

WEINROTT, LES. Script writer, producer. (R) Stepmother (Colgate-Palmolive-Peet Co., CBS); Aunt Jemima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue). (Head of L. A. Weinrott and Associates, producers).

WEINTRAUB, WILLIAM. Musician. (R) Burns and Allen (Campbell Soup Co., CBS); Parties at Pickfair (National Ice Co., CBS). Currently staff musician, KSFO, San Francisco.

WEISS, LOU. Musician (piano, organ, Novachord); arranger, WICC, Bridgeport. (Hotel musical director, 1935-39).

WEIST, DWIGHT. Producer. (R) Cavalcade of America (E. I. du Pont de Nemours Co., CBS); Tommy Dorsey's Orchestra (Brown & Williamson Tobacco Co., NBC Blue); Just Plain Bill and Nancy (American Home Products Corp., NBC Red); Baker's Broadcast (Standard Brands, Inc., NBC Blue); Shell Chateau (Shell Union Oil Corp., NBC Red); News of Youth (Ward Baking Co., CBS); March of Time (Servel, Inc., Time, Inc., NBC Blue); Eddy Duchin & His Orchestra (American Cigarette & Cigar Co. for Pall Mall, NBC Red). (L) Stock.

WELCH, BOB. Script writer, director. (R) Kate Smith programs (General Foods Corp., CBS). (Associated with Young & Rubicam, New York).

WELCH, HOMER. Producer, actor, sound effects, KGW-KEX, Portland. (L) Idiot's Delight, Portland Civic Theatre, 1938 (s).

WELDON, JAMES M. Script writer, WICC, Bridgeport. (Author of novels, magazine stories).

WELLES, ORSON. Writer, actor. (R) The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual); also adaptations of Hamlet and Macbeth; Campbell Playhouse, 1938-39 (Campbell Soup Co., CBS). (L) Producer and actor; Julius Caesar, 1937; Cradle Will Rock, 1937; Shoemaker's Holiday, 1938; Heartbreak House, 1938; others. (Also producer and actor on CBS Workshop).

WELLINGER, CHARLES. Pianist, composer, orchestra leader, CKOC, Hamilton.

WELLINGTON, KATHRINE. Commercial writer. (R) Guy Lombardo and His Orchestra, 1937-38 (General Baking Co. for Bond Bread, CBS). (LS) Top Hatters, 1937-38 (Richard Hudnut Co., KYW, Philadelphia); Beatrice Fairfax, 1938 (Silver Dust and Gold Dust Co., WOR, New York); other local shows on WCAU, Philadelphia, and transcriptions.

WELLIVER, RALPH, JR. Actor. (R) True Story Court of Human Relations (Macfadden Publications, NBC Red); Alias Jimmy Valentine, 1938 (Larus & Bro. Co. for Edgeworth Tobacco, NBC Blue). (LS) WOR, WMCA, New York; Young Widder Jones, 1937 (Sterling
WELLS, BARBARA. Announcer, continuity writer, CHAB, Moose Jaw.

WELLS, BILLY K. Script writer (for Lou Holtz). (R) Monday Night Show (Brewers Radio Show Association, CBS).

*WELLS, DICK. Actor. (R) Court of Missing Heirs (Skelly Oil Co., CBS); Ma Perkins (Procter & Gamble, NBC Red and Blue); Kitty Keene, Inc. (P & G, NBC Red); Midstream (P & G, NBC Red); Knickerbocker Playhouse (P & G, CBS).


WELLS, LINTON. Commentator. (R) Magic Key of RCA, 1937-38 (Radio Corporation of America, NBC Blue). (Also foreign correspondent, 26 years; Hollywood screen writer; author of several books).

WELLS, SARA JANE. Actress. (R) Jack Armstrong (General Mills, Inc., NBC Red); Betty & Bob (General Mills, CBS); Guiding Light (Procter & Gamble, NBC Red); Woman in White (Pillsbury Flour Mills, NBC Red). (L) Child actress, Stuart Walker's Co., 1921.

WELLS, WARREN V. Announcer, CHAB, Moose Jaw.

WELSH, BILL. Sports, news and special events announcer, KFEL, Denver.

WELTY, GLENN. Musical director. (R) National Barn Dance (Miles Laboratories for Alka-Seltzer, NBC Blue); Inside Story, 1938-39 (Ralston Purina, successively CBS Pacific and NBC Blue); transcriptions.

WELTY, ROBERT. Singer, musician, WMT, Cedar Rapids. (R) Shell Show, 1933 (Shell Union Oil Co., CBS); also Don Lee and Iowa Broadcasting Systems. (P) Paramount. (V) Theatre appearances.

WENDELL, BRUCE L. Announcer, singer, WNEW, New York. (R) Local shows for General Mills, Aladdin Lamp Co., others. (F) Shorts. (L) Stock. (V) Theatre appearances. (PR) RCA Victor Co. of Canada.

WENTWORTH, HARRY. Casting director, FTRD. (R) Cast all productions 16 months, for Radio Division of Federal Theatre. (F) Casting director, 5 years, for Norma & Constance Talmadge Co.

WENTWORTH, MARTHA. Actress. (R) Park Ave. Penners, 1936-37 (R. B. Davis for Cocomalt, CBS); Joe Penner, 1938-39 (General Foods for Huskies, CBS); appearances on Lux Radio Theatre (Lever Bros., CBS), Hollywood Hotel (Campbell Soup, CBS), Hollywood Guild (Gulf Oil, CBS), Dr. Christian (Vaseline Products, CBS), Big Town (Rinso, CBS). Good News (Maxwell House Coffee, NBC Red), and numerous others. (L) May-time, Love O' Mike; others, including stock.


WERLING, RUPE. M.C., special events, WIBG, Glenside. (R) Also WTNJ, Trenton; transcriptions.

WERTZ, HOYT. Announcer, actor, KITE, Kansas City. (R) Also KMB, KCKN, WDAF and KCMO, Kansas City. (L) Resident Theatre productions, 1937-38 (f).

WESLEY, PAUL. Singer, WAIR, Winston-Salem.

WEST, BARON. Director of Lone Star Texans, WLAW, Lawrence. (V) Theatre appearances.

WEST, EVERETT. Tenor. (R) Al Pearce & His Gang, 1939 (General Foods for Grape Nuts, NBC Red). (L) Show of Shows (Billy Rose), 1937; Knights of Song (Schwab & Hammerstein), 1938 (f). (V) Theatre and night club appearances, 1936-39.

WESLEY, PAUL. Singer, WAIR, Winston-Salem.

WEST, JANE. Script writer, actress. (R) The O'Neill's, 1935-39 (Procter & Gamble, NBC Red, Blue, CBS); others. (V) and (L) many years. Onetime circus performer.

WEST, JANE (Estelle Huey). Hillbilly singer, guitarist, KFRU, Columbia. (R) Also KMOX, St. Louis. (V) Personal appearances.

WEST, WAYNE O. Singer, announcer, M.C., WHK-WCLE, Cleveland.

WESTBROOK, HELEN. Organist. (R) American Radio Warblers, 1938-39 (American Bird Products, Mutual); Bob Becker's Chats About Dogs, 1938-39 (John Morrell & Co. for Red Heart Dog Food, NBC Red); We, the Wives, Quiz, 1939 (Quaker Oats for Farina, Mutual); others, including WGN sustaining show. Concert organist and composer. (Currently on staff of WGN, Chicago).
WESTBROOK, SI. Singer, yodeler, actor, musician. KOA, Denver. (V) Purple Sage, Riders & Arizona Wranglers, 1930-35.

WESTLEY, OSGOOD. Guitarist, singer (WLS Rangers), WLS, Chicago. (R) Uncle Ezra, 1934 (Miles Laboratories, Inc., NBC Red); National Barn Dance, 1934 (Miles Laboratories, Inc., NBC Blue); others; also WGN, WMAQ, Chicago. (V) Theatre appearances. (PR) RCA Victor.

WEVER, NED. Actor. (R) Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red); Her Honor, Nancy James, 1938-39 (Kleenex, CBS).

WEYANT, RANDOLPH. See the Songsmiths and the Songshop Quartet.

WEMANN, CAROL. Singer, pianist. (R) NBC sustaining programs. (V) Night club appearances.

WHALEN, ROD. Announcer, producer, KWJJ, Portland. (R) Also KHQ-KGA, Spokane. (L) Stock. (V) 1933-37; theatre appearances.

WHALEY, BERT. Baritone. (R) Afternoon Serenade, 1937 (Pontiac Dealers of America, CBS); Bicycle Party, 1937 (Cycle Trades of America, NBC Red). (V) Chase & Latour, Laurie & Whaley. 1933-37; theatre appearances. (Featured soloist with George Hall's Orchestra, CBS sustaining program; transcriptions).


WHEELER, CHET. Sportscaster, news commentator, special events announcer, KBND, Bend. (R) Football games for Associated Oil; others. (Also commercial manager).

WHEELER, GEORGE Y., II. Announcer, WRC-WMAL, Washington.

WHEELER, JOHN. Actor (character, straight, dialect). (R) Pretty Kitty Kelly (Continental Baking, CBS); Warden Lawes programs (Wm. Warner & Co. for Sloan's Liniment, NBC Blue); David Harum (B. T. Babbitt for Bab-O, NBC Red); Renfrew of the Mounted (Continental Baking, CBS); The Goldbergs (P & G, NBC Red, CBS); Myrt & Marge (Colgate-Palmolive-Peet, CBS); numerous others, since 1932. (L) 25 years in Broadway productions; 18 years with David Belasco; engagements with Jane Cowl, Ernest Truex and others.

WHITE, AL. Actor. (R) Good Afternoon Neighbors (Durkee Famous Foods, Inc., CBS); My Secret Ambition (Durkee Famous Foods, Inc., CBS).

WHITE, BILLY. Actor, tenor. (R) Sinclair Minstrels, Nov. 18, 1935 to Jan. 4, 1937 (Sinclair Refining Co., NBC Blue); Kaltenmeyer Kindergarten, Nov. 1, 1936 to Oct. 30, 1937 (Quaker Oats Co., NBC Red). (V) Theatre appearances; with own band at Chicago night club; featured soloist with Ted Fio Rito, Gus Arnheim, Bing Crosby, Jimmy Grier, Carlos Molina, and others.

WHITE, DAVID W. Program director. (R) Mobiloil Concert, 1925-33 (Socony-Vacuum, NBC Red); Guy Lombardo & His Orchestra, 1934-35 (General Baking Co. for Bond Bread, CBS); Believe It or Not, 1939 (Nehi Corp., CBS). (LS) Schafer Revue, 1937-38 (F. & M. Schafer Brewing Corp., WOR and WEAF, New York). (Currently associated with Batten, Barton, Durstine & Osborn).

WHITE, DOYLE. Singer, actor, KDKA, Pittsburgh. (V) White Bros., 8 years; Oklahoma Cowboys, 7 years.

WHITE, FRED. Actor, musician, KSAL, Salina. (L) Intermittently since 1926 (f). (V) Theatres and night clubs.

WHITE, JACK P. Announcer, sportscaster, WJR, Detroit. (R) Local shows for Olson Rug Co., others; transcriptions.


WHITE, KENNETH. See Midland Minstrels.

WHITE, LES. Script writer. (R) Tim & Irene, 1937-38 (Admiracion Laboratories, Inc., Mutual); Royal Crown Revue, March to Sept., 1938 (Royal Crown Cola, NBC Blue). (Writes in collaboration with Buddy Pierson, q.v.).

WHITE, LEW. Organist. (R) Travel Talks by Malcolm La Prade (Thomas Cook & Son, NBC Red); Benjamin Moore Triangle Club (Benjamin Moore
PROFESSIONAL RECORDS—Continued

& Co., NBC Red); Dr. Christian (Chese- brough Mfg. Co., CBS). (F) Shorts. (V) Theatres, expositions.

WHITE, LYDIA. Pianist, organist, director of special programs, KVOO, Tulsa.

WHITE, PAT. Newscaster, announcer, KWKH-KTBS, Shreveport. (R) Big Town, 1938 (Lever Bros., CBS); also KFAC, KFWB, Los Angeles.

WHITE, ROBERT B. Production director. (R) Dr. I. Q. (Mars, Inc., for Candy Bars, NBC Red and Blue); Henry Busse's Orchestra (Mar-O-Oil Shampoo, NBC Red); Vanette Fashion Previews (Vanette Hos- siery Mills, NBC Blue); sustaining pro- grams: Kaltenmeyer's Kindergarten (NBC Red), Romance Melodies (NBC Red), America Dances (NBC Blue), Wal- lenstein Sinfonietta (Mutual), Way Down Home (NBC Blue); others. (LS) Morning Matinee (R. H. Macy, WOR, New York). (F) Shorts. (L) High Jinks, Red Mill (F). (Production di- rector, NBC, Chicago).

WHITE, ROBERT E. Announcer, producer, actor, WBZ-WBZa, Boston.

WHITE, TED. Crooner. (R) Woman's Magazine of the Air, 1930-36, 38-39 (partici- pating, NBC Pacific Red); also Coast shows, since 1930, for Sunkist Oranges, M. J. B. Coffee, Sperry Flour and Nour- ishine Tonic. (V) Weldon & White and Babs and Her Boys, 4 years; night club engagements.

WHITE, VICK (also known as Billy Bumps). Accordionist, comedian, KVOO Tulsa.

WHITEHEAD, HENRY C. Musical con- ductor, musician, W TAR, Norfolk. (R) NBC Music Appreciation Hour, B. A. Rolfe, 1933 (P & G, NBC Blue); others. (L) Earl Carroll's Vanities, 1932; con- ductor of Norfolk Symphony Orchestra, 5 years.

WHITEMAN, PAUL. Orchestra leader. (R) Paul Whiteman's Orchestra, 1932 (Buick Motor Car Co., NBC Red); Paul Whiteman Chieftains, 1932 (Pontiac Motor Car Co., NBC Blue); Paul White- man's Orchestra, 1933-35 (Kraft-Phoenix Cheese Corp., NBC Red); Paul White- man's Musical Varieties, 1936 (Jericho- Woodbury Sales Corp., NBC Blue); Paul Whiteman and His Orchestra, 1937-39 (Liggett & Myers for Chesterfield Cigarettes, CBS). (F) Universal (s); 20th Century-Fox; Vitaphone shorts. (L) Three Ziegfeld Follies, Dillingham's Lucky; Billy Rose's Jumbo (s). (V) Personal appearances in theatres, night clubs and hotels throughout the country; European tour. Concerts, alone and with symphony orchestras; onetime viola player in Denver Symphony; organizer of first internationally known "jazz" band (largely responsible for introduc- tion of "jazz" in Europe). (PR) RCA Victor.

WHITESIDES, NEIL J. Musician, KOIL, Omaha.


WHITMAN, VICTOR. Script writer. (R) Carol Kennedy's Romance (H. J. Heinz Co., CBS).

WHITMAN, ZAYNE. Actor. (R) Thrills (Union Oil Co., NBC Red).

WHITNEY, CASS WARD. Baritone; see the Pioneer Quartet.

WHITNEY, DIANNE. Singer, WSPR.


WHITNEY, PHILIP. Announcer, WSAL, Salisbury. (R) Also WJEJ, Hagerstown.

WICK, BERT. Director, announcer, KDLR, Devils Lake.


WICKNER, IRVING. Musician (vibra harp, guitar), WCCO, Minneapolis-St. Paul.

WIDMER, HARRIETTE K. Actress (Negro characters). (R) Grand Hotel, 1933-37 (Campana Sales, NBC Blue); The First Nighter, 1933-37 (Campana Sales, NBC Red); Tale of Today, 1935-38 (Princess Pat, Ltd., NBC Red); Amos 'n Andy, 1935 (Pepsodent Co., NBC Red); Sinclair Minstrels, 1936 (Sinclair Refining Co., NBC Blue); Fibber McGee & Molly, 1937 (S. C. Johnson & Son, NBC Red); Couple Next Door, 1937 (Procter & Gamble, Mu- tual); Betty & Bob, 1937 (General Mills,
PROFESSIONAL RECORDS—Continued

CBS); Aunt Jemima in the Cabin at the Crossroads, 1937-38 (Quaker Oats Co., NBC Blue); Carters of Elm Street, since Feb., 1939 (Wander Co. for Ovaltine, NBC Red).


WIEBERS, MORTON. Commercial news, special events and sports announcer, KYOS, Merced. (R) Also KGCU, Mandan. (V) Theatre appearances. (Also engineer).

WIENESICK, EMERALD. Pianist, organist, KHQ-KGA, Spokane.

WIENINGER, CARL E. Orchestra conductor, organist, arranger, producer, musical director, KOA, Denver. (R) Also WIBA, WISJ, Madison; WIBO, Chicago.

WIGGINS, VERONICA. Singer. (R) As member of Moonbeams Trio: Moonbeams, 1938 (Gambarelli & Davitto, Mutual); A & P Gypsies (A & P Tea Co., NBC Red); and programs for Bayer, Hoffman Beverage, Listerine and Macfadden Publications. (GA) For General Motors, La Palina, others. (F) Singing voice for travelogues.


WILBUR, BEN. Announcer, WFBM, Indianapolis.

WILBUR, BOB. Program director, announcer, WSUN, St. Petersurg. (R) Also WCAX, Burlington; WIBX, Utica.

WILCHER, LOUISE. Organist, pianist. (R) Console and Keyboard, 1938 (Maldenform Brassiere Co., Mutual); Louise Wilcher at the Musette, 1939 (Winter & Co., Mutual); others, not current; transcriptions. (V) Theatre appearances. (Staff, WOR, N. Y.).


WILDY, LAWRENCE. Musician, WIL, St. Louis. (R) Also KMOX, KWK, St. Louis. (V) Theatre appearances.


WILEY, HOWARD. Production director. (R) Magic Key of RCA, 1935-39 (Radio Corp. of America, NBC Blue); General Electric Hour of Charm, 1936-39 (General Electric, NBC Red). (Staff member of NBC).

WILLARD, JAMES A., JR. Children's program, WFIL, Philadelphia. (R) Local shows for Red Heart Dog Food, General Baking, others.

WILCOX, WEST W. Program and continuity director, WHOM, Jersey City. (R) Also KFLV, Rockford, as general manager; WNEW, New York, as associate program director and chief of auditions. (Also copyright director).


WILLIAMS, BEN. Newscaster, actor, M.C., WTOC, Savannah.

WILLIAMS, C. EARL. Announcer, KFAB, Lincoln. (R) Also WNAX, Yankton; KFEQ, St. Joseph.

WILLIAMS, DOC. Singer, guitarist, M.C., announcer, WWVA, Wheeling. (R) Also KQV-WJAS, Pittsburgh. (V) Theatre appearances.

WILLIAMS, GLENN. News, special events announcer, WESG, Elmira.

WILLIAMS, JOHNNY. Trap drummer (Raymond Scott Quintet). (R) Kate Smith, with own swing group (Great Atlantic & Pacific Tea Co. and General Foods, CBS); Socony Flying Red Horse Tavern (Socony-Vacuum, CBS); We, the People (General Foods, CBS); Jell-O Program Starring Jack Benny (General Foods, NBC Red); Sophie Tucker & Her Show (American Tobacco for Roi-Tan Cigars, CBS). (F) 20th Century-Fox (f). (V) Theatre appearances. (PR) Brunswick.

WILLIAMS, LYNN R. Announcer, KFRO, Longview.


WILLIAMS, MAHLON L. Musician, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., Consolidated Drug Trade Products, others.

WILLIAMS, MARK L. Announcer, actor, WCMJ, Ashland.

WILLIAMS, MILO. Violinist, singer, WWVA, Wheeling. (R) Also KQV, WJAS, Pittsburgh. (V) Theatre appearances.

WILLIAMS, ROGER. Singer, KYW, Philadelphia. (V) Theatre appearances.

WILLIAMS, TED. Orchestra leader, pianist, CKWX, Vancouver.

WILLIAMS, TOMMY. Singer, musician (guitar, mandolin), WGY, Schenectady. (V) Appearances at theatres, hotels, night clubs.

WILLIAMS, WALTER (Wally). Announcer, producer, WEED, Rocky Mount.

WILLIAMS, WINTHROP. Singer, WDAF, Kansas City.


WILLIS, FORREST L. Announcer, singer, pianist, WOKO, Albany, (R) Also WABY, Albany. (V) 1924.

WILLIS, OLGA. Fashion commentator, WSPR, Springfield.

WILLIS, THELMA C. Popular contralto, KBST, Big Spring.

WILLS, BOB. Hillbilly band leader, singer, fiddler, KVVO, Tulsa. (R) Also WACO, Waco; WBAP, Ft. Worth; local shows for Crazy Water Crystals, General Mills, others. (V). (PR).

WILLSON, JIMMIE. Program manager, announcer, singer, WWL, New Orleans.


WILSON, BILL. Assistant musical director, CJRC, Winnipeg.

WILSON, BOB. News commentator, WOWO-WGL, Ft. Wayne. (R) Local show for Miles Laboratories, Inc.; others.

WILSON, CHARLES. Song writer, KGKO, Fort Worth. (PR) Decca.

WILSON, DAVE. Sports announcer, production manager, KVGB, Great Bend.

WILSON, DENNY. See Music Maids.

*WILSON, DON. Announcer. (R) Jell-O Program Starring Jack Benny, 1934-39 (General Foods Corp., NBC Red); others.

WILSON, DON. Musician, singer. (R) National Barn Dance, 1933-38 (Miles Laboratories for Alka-Seltzer, NBC Blue); Pinex Mountain Merrymakers, 1935-36 (Pinex Cough Syrup, NBC Blue). (LS) Keystone Wire & Fence Co., 1933-38; Murphy Products Co., 1936-38 (WLS,
WILSON, DOUGLAS. Tenor. (R) Vanity Fair, since Sept. 26, 1937 (Campana Sales, NBC Blue). (LS) WCFL, Chicago, 1937.

WILSON, ED. Sports commentator, KFBB, Great Falls.

WILSON, ELLA. Pianist, WORL, Boston. (V) Night club appearances.

WILSON, FRANCIS. Writer. (R) Dramatic writer and editor, WLW, Cincinnati, 2 years; general dramatic scripts, NBC, 4 years; currently script editor, Lord & Thomas, Inc.


WILSON, FRED. Tenor, WTAM, Cleveland. (R) Also WMCA, and WOR, New York; NBC and CBS programs. (F) Shorts. (L) Student Prince, Lucky, Lace Petticoat, Sidewalks of New York; others (f). (V) Soloist, with band; Spizzy Init Melody Lane. (PR) For Columbia, Perfect, Cameo and others.

WILSON, GEORGE E. Production manager, KWTO-KGBX, Springfield. (V) Minstrels.

WILSON, GRACE. Ballad singer, WLS, Chicago. (R) Also WCFL, Chicago. (V) Single singing act, 1906-23.


WILSON, JOE. Announcer, special events commentator, WRJN, Racine.


WILSON, ROBERT B. Sports commentator, announcer, M.C., WADC, Akron.


WILSON, WARD. Impersonator, actor, announcer. (R) Royal Vagabonds, 1931-32 (Standard Brands, Inc., NBC Blue); Chats with Peggy Winthrop, 1933 (Lever Bros. Co., NBC Blue); Chase & Sanborn Program, 1933-34 (Standard Brands, Inc., NBC Red); The Adventures of Gracie, 1934 (General Cigar Co. for White Owl Cigars, CBS); Armour Program with Phil Baker, 1934 (Armour Co., NBC Blue); Town Crier, 1934. (Cream of Wheat, CBS); Life Saver Rendezvous, 1935 (Life Savers, Inc., NBC Blue); Bambi, 1936-37 (General Foods Corp. for Sanka Coffee, NBC Blue); Summer Stars, 1937 (Gulf Refining Co., CBS); Honolulu Bound, 1939 (Hawaiian Pineapple Co., CBS); others. (F) Shorts, trailers, 1932-37. (V) Single, 1932-37; Phil Baker, 1934-37.

WILT, JAMES. Comedy singer, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., others. (V) Theatre appearances.

WILT, JAYNANNE. Comedy singer, WHO, Des Moines. (R) Local shows for Aladdin Lamp Co., others. (V) Theatre appearances.


WINCHELL, WALTER. Commentator. (R) Walter Winchell and Orchestra, 1930 (Saks 34th St., WABC; Wise Shoes, WABC; Gerardine Hair Tonic, CBS); Lucky Strike Dance Orchestra, 1931 (American Tobacco for Lucky Strike Cigarettes, NBC Red); Walter Winchell, 1932-39 (Andrew Jergens Co. for Jergens Lotion, NBC Blue). (F) 20th Century Fox (s); Warner Bros. shorts. (V) Winchell & Greene in Puppy Love, 1910-20; theatre appearances. alone with Harry Richman and Ben Bernie; original stage work as a hooper. (Columnist, King Features Syndicate; dramatic critic).

WINKLER, BETTY. Dramatic actress. (R) Girl Alone, 1933-36 (Kellogg Co., NBC Red); Lights Out, NBC Nite Club, 1936-37 (NBC Red); It Can Be Done, 1936-37.
PROFESSIONAL RECORDS—Continued


WINNE, BILL. Announcer, script writer, actor, WOKO-WABY, Albany.

WINNIE, RUSS. Announcer, sportscaster, WTMJ, Milwaukee. (R) Shows for Scony-Vacuum, others.


WINSOR, ROY W. Director. (R) Kaltenborn Edits the News, 1939 (Pure Oil Co., CBS); others, not current. (On CBS, New York, staff, 1936-37; assistant program and production manager, WCCO, Minneapolis, 1937-39; dramatic director, NBC, Chicago, Jan. to April, 1939; currently radio director, Leo Burnett Co., Inc.).

WINTER, WILLIAM. News commentator, special events director, WBT, Charlotte. News Analyst for Sinclair Refining, 1938; others. (Lecturer on international affairs; author of Twenty Years in Fifteen Minutes; attorney-at-law).

WINTERS, JOAN. Dramatic actress. (R) Backstage Wife (R. L. Watkins for Dr. Lyon’s Toothpowder, NBC Red); Girl Alone (Quaker Oats, NBC Red); Road of Life (P & G for Chipso, NBC Red and CBS); Curtain Time (General Mills for Corn Kix, Mutual); others, not current. (L) Apron Strings, Louder Please, Bad Girl, An American Tragedy; others (s, f).

WINTERS, JOHN. Organist. (R) On Broadway (General Foods Corp., NBC Blue); Myrt & Marge (Colgate-Palmolive-Peet, CBS).

WINTERS, RAY. Announcer, producer. (R) Daily Information Service, 1937-38 (Hecker Products, Mutual); The Lamp-lighter, 1938 (Grossman Shoes, Mutual); Way Down East, 1938 (Sterling Products, Mutual); Kitty Keene, 1938 (Procter & Gamble, Mutual); Strongheart Pet Club, 1938 (Doyle Packing Co., Mutual). (F) Paramount News (staff voice commentator); short subjects (narrator).

WINTERS, ROLAND. Announcer, actor, M.C. (R) Big Town (Lever Bros. for Rinso, CBS); Gang Busters (Colgate-Palmolive-Peet, CBS); The Shadow (Delaware, Lackawanna & Western Coal for Blue Coal, Mutual); Burns and Allen (Campbell Soup, CBS); Big Sister (Lever Bros., CBS); Aunt Jenny’s Real Life Stories (Lever Bros., CBS); Capt. Tim Healy’s Stamp Club (Kellogg Co., Mutual); sports, special events and news over Yankee Network, 6 years. (F) Shorts. (L) Dramatic stock, road companies. (V) Theatre appearances.

WINTERS, SHIRLEY. Singer, WMCA, New York.

WISE, RUSSELL B. Announcer, WTAM, Cleveland. (R) Gene & Glenn, 1931-33 (Quaker Oats Co., NBC Red); local shows. (V) Theatre appearances.

WISMER, HARRY. Sports commentator, interviewer, WJR, Detroit. (R) Sports for Chrysler Motors, Standard Oil, others. (F) Commentator for National League Professional Football Film, 1938.

WITANOWSKI, EDWARD. Announcer (Polish programs), WHOM, Jersey City.


WITHER, KATHRYN. Singer, WGN, Chicago. (R) Uncle Ezra, 1938-39 (Miles Laboratories, Inc., NBC Red); Carnation Contented Hour, 1938 (Carnation Milk Co., NBC Red); others. (V) Theatre appearances.

WOEHRMEYER, HILDA C. Continuity supervisor, WOWO-WGL, Ft. Wayne.


WOLF, ED. Program director. (R) Pepper Young’s Family, 1936-39 (Procter & Gamble for Camay Soap, NBC Red and Blue); Road of Life, 1936-39 (Procter & Gamble for Chipso, NBC Red and CBS). (L) Productions by Belasco, The-
PROFESSIONAL RECORDS—Continued

tre Guild, Selwyn & Co., Jessie Bonstelle (as director or assistant director).

WOLF, JOHN ALLEN. Announcer. (R) Sports commentator, 1936 (Wheaties, CBS); Dr. Allan Roy Dafoe, 1936-38 (Lehn & Fink for Lysol, CBS); Jack and Loretta, Jan. to Oct., 1937 (Kirkman's Soap, CBS); Major Bowes' Capitol Theatre Family, 1936-37 (CBS); others. (V) Member of a dance band, 1925-36; theatre master of ceremonies, 1929-35.

WOLF, JOHNNY. Actor. (R) Jack and Loretta (Kirkman & Son, CBS); Kaltenmeyer's Kindergarten (Quaker Oats Co., NBC Red).

WOLF, JOSEPH L. Pianist. organist, WSMB, New Orleans. (R) Also WWL, New Orleans.

WOLF, S. WOODBRIDGE ("Woody"). Sports commentator, WCAU, Philadelphia. (R) Also WRAX, Philadelphia; local shows for Atlantic Refining Co.

WOLFE, HOWARD. Program director, WMMN, Fairmont. (R) Also NBC and CBS network programs as free lance. (L) At Home Abroad, White Horse Inn (f).

WOLFE, WINIFRED. Dramatic actress. (R) One Man's Family, since April 3, 1935 (Standard Brands for Tender Leaf Tea, NBC Red).

WOLFF, NAT. Script writer. producer. (R) Music From Hollywood (Liggett & Myers Tobacco Co., CBS); many others previously.

WOLTER, EDWARD W. (Armchair Quartet). Singer. (R) Maxwell House Showboat (General Foods, NBC Red); Cavalcade of America (E. I. du Pont de Nemours, CBS); also programs for National Carbon Co. (Eveready Flashlights, Tubes, etc.), Coca-Cola, Father John's Medicine, Sylvester Oil, Vick Chemical Co. and others. (L) Gilbert & Sullivan productions; oratorios (s). (PR) RCA Victor.

WONS, TONY. Inspirational speaker. (R) Camel Quarter Hour, 1932 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS); Camel Caravan, 1933 (Camel Cigarettes, CBS); Tony Wons with Keenan & Phillips, 1933-34 (S. C. Johnson & Son, CBS); The House by the Side of the Road, 1934-35 (S. C. Johnson & Son, NBC Red); Tony Wons and His Scrapbook, 1937-38 (Vick Chemical Co., CBS). (V) Tour of principal cities with Camel Cigarette Show, 1932-33.

WOOD SISTERS (Jerry, Elois, Sybil). Vocal trio, KVOO, Tulsa.


WOOD, BERT. Actor, WWJ, Detroit. (R) Also CKLW, WJR, Detroit; numerous local shows since 1932.

WOOD, CHARLOTTE. Organist, pianist, arranger (vocal trio), KWTO-KGBX, Springfield. (L) 1936-37.

WOOD, GARCIA. Script writer. (R) Emily Post, 1937-38 (Florida Citrus Commission, CBS); The Right Thing to Do, 1938-39 (George W. Luft Co. for Tangee, NBC Red).

WOOD, HARRY A. Announcer, KYW, Philadelphia.

WOODALL, WAITIE. Old-time fiddler, KVOO, Tulsa.

WOODARD, HOWARD E. Announcer, writer, actor, WCBS, Springfield. (R) Also WTMV, East St. Louis.

WOODBRIDGE, ROSS. Announcer, WHEC, Rochester. (R) Also WGR, Buffalo; WSYR, Syracuse.

WOODBURY, BY. Musical director, KDYL, Salt Lake City. (V) Woodbury's Variety Show; tours with own orchestra.

WOODFIELD, WILLIAM G. Announcer, CJGX, Yorkton.

WOODFIN, DOROTHY C. Actress, WBAP, Fort Worth.


WOODHOUSE & HAWKINS. See Art McGregor and Frank Deaville.


WOODHOUSE, JANE. Commentator, WTAG, Worcester. (R) Also WORL, Boston. (L) Stock.

WOODRUFF, FRANK. Director. (R) Roses and Drums, 1934 (Union Central Life Insurance, NBC Blue); The Swift Program, 1935-36 (Swift & Co., NBC Red); Cutex Program, 1935 (Northam Warren Corp., NBC Blue); Shell Chateau, 1938 (Shell Oil, NBC Red); Lux Radio
WOODWARD, CHUCK. Musician, M.C., WMMN, Fairmont. (F) Monogram. (V) Theatre appearances with Texas Tommy and his Pony “Baby Doll”; others.

WOODS, DONALD. Dramatic actor. (R) Those We Love, 1938-39 (Lamont Corliss & Co. for Pond’s Creams, NBC Blue). (F) Warner Bros., M-G-M, Fox, Universal (f); shorts. (L) National Theatre Players, 1932-33; Ellict’s Gardens, 1933-34 (s,f).

WOODS, JIM. Sports announcer, producer, KGLO, Mason City.

WOODS, LESLEY. Actress (ingenues, leads). (R) All 1938-39: Road of Life (P & G for Chipso, NBC Red and CBS); Jack Armstrong (General Mills for Wheaties, NBC Red); Backstage Wife R. L. Watkins Co. for Dr. Lyon’s Toothpowder, NBC Red); It Can Be Done (Household Finance Corp., CBS). (L) Love Is Not So Simple (Theatre Guild), 1938; Double Dummy, 1937; Excursion, 1937.

WOODWARD, DARRYL. See The Four Clubmen.


WOODWARD, HUBERT L. Singer (Male Quartet), WFIA, Dallas. (R) Also Dixie and Texas Quality Networks.

WOODWARD, LE ROY. Announcer, sports and special events commentator, WOJI, Owensboro. (R) Local show for A & P Tea Co., others.

WOODWARD, SALLY. Commentator on women’s activities, WXYZ, Detroit.

WOODWARD, VAN. Continuity writer. (R) Vocal Varieties, 1938-39 (Lewis-Howe Co., NBC Red); Front Page Parade, 1939 (Richman Clothes, Mutual); also KMOX, St. Louis. (Currently associated with WLW, Cincinnati).


WOOTEN, MACK. Musician, WGST, Atlanta. (Theatre musician, 4 years).

WORDEN, RALPH. News editor, continuity editor, announcer, WGAR, Cleveland. (R) Also WHK, Cleveland; local shows for Remington-Rand, San Felice Cigars, others.

WORKMAN, MARY, JOHN, SAM & GEORGE. See Sunshine Sue & Rock Creek Rangers.

WORTH, BETTY. Actress. (R) Court of Human Relations (Vadsco Sales Corp., Mutual); True Story Court of Human Relations (Macfadden Publications, NBC Red); Kate Smith’s Bandwagon (A & P Tea Co., CBS); others. (LS) WHN, New York. (F) Shorts (Warner Bros.). (L) Ziegfeld Follies, School for Virtue.

WOUK, HERMAN. Script writer. (R) Town Hall Tonight, since 1936 (Bristol-Myers for Ipana Toothpaste and Sal Hepatica, NBC Red) in collaboration with Arnold Auerbach and Fred Allen.

WRRAGGE, ELIZABETH. Dramatic actress. (R) Red Davis, 1933-35 (Beech-Nut Packing Co., NBC Blue); True Story Court of Human Relations, 1933-38 (Macfadden Publications, NBC Red); Pepper Young’s Family, 1935-39. (Procter & Gamble, NBC Red and Blue); other NBC programs since 1928. (L) Betsey (Ziegfeld); Mima (David Belasco); My Maryland (Shubert); The Roof (Charles Hopkins); Dead End (Norman Bel Geddes); others (f).

WRIGHT, CECIL (“Rowdy”). Hillbilly band leader, singer, guitarist, KVOO, Tulsa. (R) Also KFRC, San Francisco; KOA, Denver; KTBS, Hot Springs; WADC, Akron; Don Lee Broadcasting System; Death Valley Days, 1932 (Pacific Coast Borax Co., NBC Blue); also guest appearances on CBS and NBC shows; transcriptions. (PR) American Record Corp.

WRIGHT, JUDY. Announcer, KTUC, Tucson.

WRIGHT, KEN. Organist, WKY, Oklahoma City. (R) Also NBC sustaining show; KMOX, St. Louis; WLS, Chicago. (V) Theatre organist.

WRIGHT, WILLIAM H. (Bill). Actor (comedy, character). (R) Blue Monday Jamboree, 1928-33 (various sponsors); Shell Show, 1934 (Shell Oil, NBC Red); Al Pearce & His Gang, 1935 (Pepsodent Co., NBC Red); Gang Busters, 1936-37, ’39 (Colgate - Palmolive - Peet, CBS); Watch the Fun Go By, 1937 (Ford Motor
PROFESSIONAL RECORDS—Continued

Co., CBS); Big Town, 1938-39 (Lever Bros. for Rinso, CBS); Al Pearce & His Gang, 1939 (General Foods for Grape Nuts, NBC Red); numerous others, including Rudy Vallee, Eddie Cantor, Joe Penner and Al Jolson programs. (Zeb, of Eb and Zeb, on Al Pearce programs; Cheerily, of Yahbut and Cheerily, on Al Pearce, Shell and Rudy Vallee programs). (L) Dramatic stock, 1923 (s). (V).

WRIGHT, WYNN. Producer. (R) Frank Buck Program, 1934 (Pepsodent Co., NBC Red); Betty & Bob, 1938-39 (General Mills, NBC Red). (L) Stock and road company; organizer and director, Detroit Repertory Theatre, 1924-30; president, the Players, Detroit, 1937-38. (Director of Drama, University of Detroit, 1922-23; dramatic director, WWJ, Detroit, 1930-34; production director, NBC, Chicago, 1934; program and production manager, WWJ, 1934-38; currently production manager, NBC, Chicago).

YAFFE, MAX. Musician, KOIL, Omaha. (V) Night clubs and theatres.

YANKEE, HELLN. Singer, actress, WHN, New York. (R) NBC shows for Barbasol, Vick Chemical Co., General Foods Corp.; others on WABC, New York; WLW, Cincinnati. (V) Theatre appearances. (PR) RCA Victor, others.

YARBOROUGH, BARTON. Actor. (R) One Man's Family, since 1932 (successively sponsored by Wesson Oil & Snowdrift, Penn Tobacco, Royal Gelatin; Standard Brands for Tender Leaf Tea, 1935-39, NBC Red); numerous other shows. (L) Interference (London production), 1926-27; Civic Repertory, 1927; stock, 1928-30; Henry Duffy, 1930-31 (F). (V) Theatre appearances.

YATES, FRED. Script writer. (R) News-time With Sam Hayes (Bank of America National Trust & Savings Association, CBS).

YEWELL, JEAN. Singer. (R) Spartan Triolians, 1935 (Spartan Radios, NBC Red); Matt Clemens, the Melody Master, 1935-36 (General Electric, NBC Red); Time of Your Life, 1937 (Gruen Watch Co., NBC Red). (F) Shorts. (V) Roy Campbell's Royalists, 1935-37; theatre, night club and hotel appearances. (Currently with WNEW, New York.)

YORK, LEE. Entertainer, WDZ, Tuscola.

YANT, HELEN. Organist, pianist, WHK-WCLE, Cleveland. (V) Theatre appearances with Maurice and Phil Spitalny, Rubinoff.

WYLIE, ALISTER. Musical director, WIL, St. Louis. (R) Also KMOX, KWK, St. Louis. (V) Theatre appearances. (PR) Brunswick, Columbia.

WYNN, NANCY. Singer. (R) Time to Shine, 1939 (Griffin Mfg. Co. for Griffin Allwite, CBS); also CBS sustaining programs, transcriptions. (GA) Eddy Duchin & Orchestra (Pall Mall Cigarettes, NBC Red); Monday Night Show (Brewers' Radio Show Association, CBS). (V) Champagne Cocktail, 1935. (PR) Brunswick, Vocalion.

WYNNE, JOHN. Actor, FTRD. (R) The Rise of the Goldbergers (Pepsodent Co., NBC Red); others, on WABC, WOR, New York. (F) Shorts. (L) Stock. (V).


YOUNG, DAVE. Sports announcer, KABC, San Antonio. (R) Baseball Highlights (Nehi Bottling Co.); San Antonio Missions Baseball Broadcasts, Texas League (General Mills and B. F. Goodrich Co.).
YOUNG, HUGH ("Rusty"). Commentator, CJRC, Winnipeg. (R) Also WCCO, Minneapolis-St. Paul; KFSD, San Diego; WIOD, Miami. (L) Detroit Civic Theatre, 1930-31. (V).

YOUNG, MARVIN. Producer, writer. (R) Your Hit Parade, 1935 (Lucky Strike Cigarettes, NBC Red); Packard programs, 1936-37 (Packard Motors, NBC Red); Twin Stars, 1936-37 (National Biscuit Co., NBC Blue); Kraft Music Hall, 1936-37 (Kraft-Phenix Cheese, NBC Red); Irvin S. Cobb and His Paducah Plantation, 1936-37 (Oldsmobile, NBC Red); Ry-Krisp Presents Marion Talley, 1936-38 (Ralston Purina, NBC Red); First Nighter, 1937 (Campana Sales, NBC Red); NBC Shakespearian series and others. (F) Various companies, as assistant director and director, 1921-29. (L) Three years, writing, directing, acting, in Pacific Coast productions. (Assistant program manager, Western Division of NBC).


YOUNG, VIRGINIA. Script writer. (R) Benjamin Moore Triangle Club (Benjamin Moore & Co., NBC Red).

YOUNGBLOOD, DOUG. Announcer, WRLW, Columbus. (R) Also WFOR, Hattiesburg.

YOUNGMAN, HENRY. Comedian, M.C. (R) Kate Smith’s Bandwagon (General Foods Corp., CBS); Monday Night Show (Brewers’ Radio Show Assn., CBS). (V) Theatre and night club engagements.

YOUTZY, CHARLES R., JR. Entertainer, WMT, Cedar Rapids. (V).

Z


ZACHER, EUGENE G., JR. Arranger, assistant conductor, pianist, WHAM, Rochester. (R) Arranger and pianist for Le Brun Sisters (CBS).

ZAPPALA, CLOTILDE. Coloratura soprano, WAAB-WNAC, Boston. (R) Also Yankee Network.

ZELA, BOB. Musician, WMT, Cedar Rapids. (V) Theatre appearances.

ZEPP, ARTHUR T. Pianist, organist, KFPY, Spokane.

ZERBE, LAWSON. Actor. (R) Fleischmann Hour, 1937 (Standard Brands for Fleischmann’s Yeast, NBC Red); We, The People, 1937-38 (General Foods for Sanka Coffee, CBS); Hello Peggy, 1937-38 (Drackett Co. for Drano, NBC Red); Road of Life, 1937-38 (Procter & Gamble for Chips, NBC Red); David Harum, 1938 (B. T. Babbitt Co. for Bab-O, NBC Red); Jane Arden, 1938-39 (Ward Baking Co., NBC Blue); Dick Tracy, 1938-39 (Quaker Oats Co., NBC Red); others.

ZERBST, MARJORIE. Musician, KUJ, Walla Walla.

ZIMMERMAN, LOU. Singer, director, actor, announcer, arranger, conductor, WHK-WCLE, Cleveland. (R) Also WTAM, Cleveland. (V) Theatre appearances. (Also studio director).

ZINK, ALBERT G. Announcer, WGY, Schenectady. (R) Local show for Socony-Vacuum.

ZOR, LASSIE. Announcer. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual).

ZUIDEVELD, JACK W. Announcer, WKZO, Kalamazoo. (R) Also WKBZ, Muskegon; local show for Household Finance Corp., others.

ZWYGART, FRANK W. See Rex Davis.
ARTISTS BUREAUS

In this list are those bureaus acting as agencies or representatives for artists. Not included are the artist bureaus maintained by radio stations as captive subsidiaries from which to draw talent for their programs. These latter may be found under the individual station information.

NORMAN ALEXANDROFF ARTISTS BUREAU, Fine Arts Bldg., 410 S. Michigan Ave., Chicago, Ill.

CHARLES H. ALLEN, RKO Building, 1270 Sixth Ave., New York, N. Y.

SHERRY ALLEN. See Remington Productions.


ARTISTS & AUTHORS CORPORATION OF AMERICA, 8555 Sunset Blvd., Hollywood, Calif.

ARTISTS MANAGEMENT, INC., 17 East 45th St., New York, N. Y.

ASSOCIATED ARTISTS, LTD., 8627 Sunset Blvd., West Los Angeles, Calif.

ASSOCIATED BROADCASTING CO., LTD., Hermant Bldg., Toronto, Ont., Canada.

BALDWIN RECORDING STUDIOS, INC., 17 West 46th St., New York, N. Y.

BATCHelor ENTERPRISES, INC., RKO Bldg., New York, N. Y.

WALTER BATCHelor CORP., 8782 Sunset Blvd., Hollywood, Calif.

M. S. BENTHAM, 1564 Broadway, New York, N. Y.

BERG & ALLENBERG, INC., 9484 Wilshire Blvd., Beverly Hills, Calif.

STANLEY BERGERMAN, INC., 9165 Sunset Blvd., Hollywood, Calif.

HERMAN BERNIE, INC., 25 Central Park West, New York, N. Y.

HARRY BESTRY, 1501 Broadway, New York, N. Y.

BEYER & MACARTHUR, 1680 N. Vine St., Hollywood, Calif.

JOSEPH BLOOM, 19 West 44th St., New York, N. Y.

BRISCOE & GOLDSMITH, INC., 522 Fifth Ave., New York, N. Y.

BROADCASTERS MUTUAL TRANSCRIPTION SERVICE, INC., 818 S. Kingshighway Blvd., St. Louis, Mo.

CHAMBERLAIN BROWN, 145 West 45th St., New York, N. Y.

BRUCE CHAPMAN CO., 145 West 41st St., New York, N. Y.

CLEVELAND B. CHASE, INC., 424 Madison Ave., New York, N. Y.

LESLIE CLUCAS, 333 N. Michigan Ave., Chicago, Ill.

RUTH COLLIER, INC., 8584 Sunset Blvd., Hollywood, Calif.


COLUMBIA CONCERTS CORP., 113 West 57th St., New York, N. Y.

NEIL C. CONKLIN, 75 East Wacker Drive, Chicago, Ill.

CONSOLIDATED RADIO ARTISTS, INC., RCA Bldg., 30 Rockefeller Plaza, New York, N. Y.

COOLEY & ULLMAN AGENCY, 9111 Sunset Blvd., Beverly Hills, Calif.

BENJAMIN DAVID, 18 East 48th St., New York, N. Y.

DOLAN & DOANE, INC., 8905 Sunset Blvd., Hollywood, Calif.

DOMINION BROADCASTING CO., 4 Albert St., Toronto, Ont., Canada.

GUS C. EDWARDS, Wrigley Bldg., Chicago, Ill.

W. M. ELLSWORTH, 75 E. Wacker Drive, Chicago, Ill.

EVANS & SALTER, INC., Division of Columbia Concerts Corp. (q.v.).

F. & M. STAGESHOWS, INC., RCA Bldg., 30 Rockefeller Plaza, New York, N. Y.

FIELD, MOSES & JONES, INC., 730 Fifth Ave., New York, N. Y.
ARTISTS BUREAUS—Continued

FREDDIE FRALICK MANAGEMENT, 204 S. Beverly Drive, Beverly Hills, Calif.

GEORGE FRANK, INC., 1626 N. Vine St., Hollywood, Calif.

GALE, INC., 48 West 48th St., New York, N. Y.

GEORGE & MOODY AGENCY, 9006 Sunset Blvd., Hollywood, Calif.

WILLIAM GERMANNT, 521 Fifth Avenue, New York, N. Y.

CLARK H. GETTS, INC., Waldorf Astoria Hotel, New York, N. Y.

LEW GOLDER AGENCY 9122 Sunset Blvd., Hollywood, Calif.

NAT GOLDESTONE AGENCY, 9121 Sunset Blvd., Hollywood, Calif.

GORDONI & LEE, Hotel Crillon, Chicago, Ill.

MARK HANNA, 654 Madison Avenue, New York, N. Y.

HARRIS & STEELE, INC., 320 West 78th St., New York, N. Y.

HAWKS-VOLCK CORP., California Bank Bldg., 9441 Wilshire Blvd., Beverly Hills, Calif.

LELAND HAYWARD, INC., 654 Madison Ave., New York, N. Y.

WALTER HERZBRUN AGENCY, 8983 Sunset Blvd., Los Angeles, Calif.

HESSE & McCAFFREY, 501 Madison Ave., New York, N. Y.

HIXSON - O'DONNELL ADVERTISING, INC., 555 S. Flower St., Los Angeles, Calif.

CONSTANCE HOPE ASSOCIATES, INC., 29 West 57th St., New York, N. Y.

LOU IRWIN, INC., 9134 Sunset Blvd., Hollywood, Calif.

JESSE L. KAUFMAN, INC., 22 West 48th St., New York, N. Y.

AL KINGSTON, INC., AGENCY, 9120 Sunset Blvd., Hollywood, Calif.

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LICHTIG & ENGLANDER, 8776 Sunset Blvd., Hollywood, Calif.

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LEO MORRISON, INC., 204 South Beverly Drive, Beverly Hills, Calif.

SIDNEY P. MORSE, 162 N. State St., Chicago, Ill.

MUSIC CORPORATION OF AMERICA, 745 Fifth Ave., New York, N. Y.

NBC ARTISTS SERVICE, National Broadcasting Co., Inc., RCA Building, 30 Rockefeller Plaza, New York, N. Y.

NORTH & FLAUM, 1564 Broadway, New York, N. Y.

LILIAN OKUN, INC., 1501 Broadway, New York, N. Y.

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PHILIPS-ROBERTS, INC., 565 Fifth Ave. New York, N. Y.

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RADIO ORCHESTRA CORPORATION, 1619 Broadway, New York, N. Y.

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ROCKE PRODUCTIONS, INC., RKO Bldg., 1270 Sixth Ave., New York, N. Y.

ROCKWELL-O’KEEFE, INC., RKO Building, 1270 Sixth Ave., New York, N. Y.

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MAX SHAGRIN AGENCY, Equitable Bldg., Hollywood, Calif.

LOUIS SHURR, 1501 Broadway, New York, N. Y.

THE SMALL CO., 8272 Sunset Blvd., Hollywood, Calif.

KEN SOBLE ARTISTS BUREAU, Her- mant Bldg., Toronto, Ont., Canada.

DOUGLAS F. STORER, RKO Building, 1270 Sixth Ave., New York, N. Y.

H. N. SWANSON, INC., 8523 Sunset Blvd., Hollywood, Calif.

TRANRAY RECORDING & PRODUCTION CO., 10-13 McCaul St., Toronto, Ont., Canada.

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GROMBACH PRODUCTIONS, INC., Steinway Building, 113 W. 57th St., New York, N. Y.

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